

RADIO ADVERTISING

RATES AND DATA

PUBLISHED BY

STANDARD RATE & DATA SERVICE

JANUARY

First Month



Garnet

CAPRICORN

Go Capricorn, the 10th sign of the Zodiac, Saludos!*
 Saludos also to Sir Isaac Newton, born in January (1642), Paul Revere (1735) and Wolfgang Amadeus Mozart (1756).

People born under the sign of the sure-footed Goat are sure-footed. But they certainly aren't goats. They plan well. They are practical, prudent and cautious.

And these sterling qualities make good time buyers. Good time buyers make up good lists. Good lists are made up of these stations. These stations make good.

*"Saludos" is Good Neighbor talk for H'ya—So Saludos!

Catherine Wohlpart	Ruth Folster	Bea Gumbinner
Frank Coulter	John Davidson	Dan Potter
Burke Herrick	Stanley Boynton	Doty Edouarde

SPOT RADIO LIST

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

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE, COLONIAL AND TEXAS QUALITY NETWORKS

Why not do it the EASY way?



THE ROLL-YOUR-OWN method is *one* way to produce a top-notch show. It takes time, skill, worry*, expensive talent—and usually requires a substantial budget.



THE NBC RADIO-RECORDING WAY of getting top-notch programs is easier—and costs a lot less when you use NBC Syndicated Recorded shows. They're complete—ready to broadcast!

In Radio Programs, as in Cigarettes, the "Ready-Made" Product is Easier to Handle!

SHOWS that would be far beyond your budget, if you had to produce them yourself, are yours at extremely reasonable prices through the facilities of NBC Radio-Recording Division.

These programs are already in use in many varied markets for a greatly diversified list of products. Experience proves that they will obtain fine results for you.

Pick your program to suit your need. On the NBC Syndicated Program list you will find a wealth of material from which to choose, programs of various lengths, various frequencies, varied subjects, and varied costs. Shown here are a few of the outstanding buys!

Betty and Bob. Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week. 390 programs available.

The Face of the War—as seen by Sam Cuff. Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minute programs per week.

Who's News. Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week. 39 programs.

Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 5-minutes per week. 117 programs.

Time Out—with Ted Steele and Grace Albert. Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie

the Novachord." Twenty-six quarter-hour programs.

Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode, three to five per week. 63 programs.

Hollywood Headliners. Intimate inside stories about Hollywood Stars told by Stella Unger. Three to six 5-minutes per week. 156 programs.

Produced at "Broadcasting Headquarters," these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHOACOUSTIC.

***P.S. Don't worry! NBC can help you roll your own too, if you do not have your own facilities for production. We're ready for all jobs from script writing, casting, producing, right down to shipping the finished pressings.**

Write for complete presentations and audition samples



VIEWING AREA
VARSU

RADIO ADVERTISING

RATES AND DATA

PUBLISHED BY

STANDARD RATE & DATA SERVICE

WALTER E. BOTTHOF, President

ALBERT MOSS, Executive Vice-President

ALBERT WILLIAM MOSS, Vice-Pres. & Sec'y.

C. LAURY BOTTHOF, Vice-President & Assistant Treasurer

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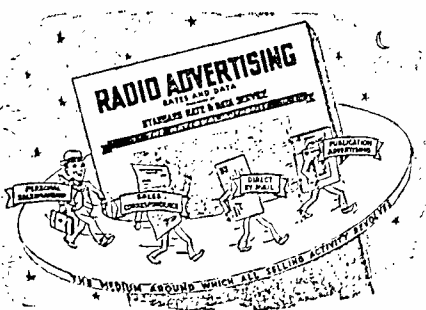
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PACIFIC COAST REPRESENTATIVE
DON HARWAY & COMPANY

420 Market Street, San Francisco, Calif.
Exbrook 6029

Defense Savings Pay-Roll Allotment Plan

How company heads can help their country, their employees, and themselves

388335

HF6146
REK3

voluntary pay-roll allotment plan

- helps workers provide for the future
- helps build future buying power
- helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something *now* to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a *systematic* and *continuous* Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, *willingly*.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his *own* house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done *of its own free will*.

In emergencies, America doesn't do things "hit-or-miss." We would get there *eventually* if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to *systematize* the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is *your* plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all *you* have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do *something* to help keep your people off relief when defense production sloughs off; *something* to enable *all* wage earners to participate in financing Defense; *something* to provide tomorrow's buying power for your products; *something* to get money *right now* for guns and tanks and planes and ships.

France left it to "hit-or-miss" . . . and *missed*. Now is the time for *you* to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.



FREE - NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name _____

Position _____

Company _____

Address _____

LISTED RADIO STATIONS IN THE UNITED STATES

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

Table listing radio stations across the United States, including call letters and locations. Columns include station call letters (e.g., KABC, KABB, KADA), city names (e.g., San Antonio, Tex., Aberdeen, S. D.), and state abbreviations (e.g., Tex., S. D., Okla.). The list is organized alphabetically by call letters.

LISTED RADIO STATIONS IN THE UNITED STATES -Continued

Table listing radio stations across the United States, including call letters, city names, and state abbreviations. The list is organized in three columns and covers stations from WBRE in Wilkes-Barre, Pa. to WJOB in Hammond, Ind.

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

Radio Stations—arranged according to frequency

Table listing radio stations by frequency (550, 700, 930, 940, 950, 960, 970, 980, 990, 1000, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120 Kilocycles) with columns for station name, frequency, days, and nights.

Radio Stations—arranged according to frequency (continued)

1130 KILOCYCLES
California—Stockton (KGDM)
Louisiana—Shreveport (KWKH)
Michigan—Pontiac (WCAR)
Minnesota—Minneapolis (WDGY)
New York—New York (WNEW)

1140 KILOCYCLES
South Dakota—Stouxs Falls (KSOO)
Virginia—Richmond (W1VA)

1150 KILOCYCLES
California—Los Angeles (KPSG)
California—Los Angeles (KRRD)
Delaware—Wilmington (WDLE)
Kansas—Salina (KSAL)
Louisiana—Baton Rouge (W1BO)
Massachusetts—Boston (WCOP)
Oklahoma—Lawton (KSWO)
Pennsylvania—New Kensington (WKPA)
Tennessee—Chattanooga (WAPQ)
Texas—Austin (KTBC)
Texas—College Station (WTAW)
Washington—Seattle (K1RS)
Wisconsin—Milwaukee (W1SN)

1160 KILOCYCLES
Illinois—Chicago (W1JD)
Utah—Salt Lake City (KSL)

1170 KILOCYCLES
Oklahoma—Tulsa (K1GO)
West Virginia—Wheeling (W1VA)

1180 KILOCYCLES
New York—Rochester (W1AM)

1190 KILOCYCLES
Indiana—Fort Wayne (WOWO)
Oregon—Portland (KEX)

1200 KILOCYCLES
Philippines—Cebu City (KZRC)
Texas—San Antonio (W0A1)

1210 KILOCYCLES
Pennsylvania—Philadelphia (WCAU)

1220 KILOCYCLES
New York—Newburgh (W1NY)

1230 KILOCYCLES
Alabama—Huntsville (W1HP)
Alabama—Mobile (W1OB)
Alabama—Tuscaloosa (W1JD)
Arizona—Bisbee (KSNL)
Arizona—Phoenix (KPHO)
Arkansas—Jonesboro (KBTM)
Arkansas—Little Rock (KGBI)
California—Los Angeles (KGFJ)
California—Redding (KVCY)
California—San Luis Obispo (KVEC)
California—Stockton (KWG)
Colorado—Grand Junction (KFXJ)
Colorado—Sterling (KGEK)
Connecticut—Hartford (W1HT)
Florida—Orlando (W1OF)
Florida—Panama City (W1PF)
Florida—West Palm Beach (W1NO)
Georgia—Columbus (WRBL)
Georgia—Dalton (W1BL)
Georgia—Waycross (W1XX)
Hawaii—Hilo (KHBC)
Idaho—Nampa (KFXD)
Illinois—Bloomington (W1BC)
Indiana—Hammond (W1OB)
Indiana—Terra Haute (W1OW)
Iowa—Marshalltown (K1FB)
Kentucky—Hopkinsville (W1OP)
Louisiana—Monroe (K1LB)
Louisiana—New Orleans (W1BW)
Maryland—Baltimore (W1BH)
Maryland—Salisbury (W1BC)
Massachusetts—Salem (W1SX)
Michigan—Lapeer (W1PC)
Michigan—Saginaw (W1AM)
Michigan—Sault Ste. Marie (W1SO)
Minnesota—Fergus Falls (K1DE)
Minnesota—Mankato (K1SM)
Minnesota—Winona (K1VN)
Mississippi—McComb (W1SK)
Missouri—St. Louis (W1LL)
Nebraska—Hastings (K1AS)
New Mexico—Las Vegas (K1FN)
New York—Elmira (W1NY)
New York—Utica (W1BX)
North Carolina—Asheville (W1SE)
North Carolina—High Point (W1MR)
North Carolina—Kinston (W1TC)
North Carolina—Roanoke Rapids (W1CB)
Ohio—Canton (W1BC)
Ohio—Cincinnati (W1CP)
Ohio—Columbus (W1OL)
Ohio—Toledo (W1TL)
Oklahoma—Ada (K1AD)
Oklahoma—Ponca City (W1BZ)
Oregon—Astoria (K1ST)
Oregon—The Dalles (K1DL)
Oregon—Marshfield (K1OS)
Pennsylvania—Du Bois (W1ED)
Pennsylvania—Harrisburg (W1RB)
South Carolina—Anderson (W1AM)
South Carolina—Florence (W1LS)
South Dakota—Rapid City (W1AT)
South Dakota—Stouxs Falls (K1EO)
Texas—Amarillo (K1FA)
Texas—Midland (K1RH)
Utah—Logan (K1NU)
Vermont—Burlington (W1AX)
Virginia—Lynchburg (W1VA)
Washington—Bellingham (K1OS)
Washington—Spokane (K1PO)
West Virginia—Logan (W1OG)
West Virginia—Martinsburg (W1MR)
Wisconsin—Green Bay (W1BY)
Wisconsin—Janesville (W1LO)
Wisconsin—Superior (W1SM)

1240 KILOCYCLES
Alabama—Gadsden (W1BY)
Alabama—Montgomery (W1OV)
Arizona—Globe (K1WB)
Arizona—Yuma (K1UM)
California—Monterey (K1DN)
California—Sacramento (K1RY)
California—San Bernardino (K1XM)
Florida—Fort Myers (W1FM)
Florida—St. Augustine (W1OY)
Georgia—Augusta (W1AG)
Georgia—Gainesville (W1GA)
Georgia—La Grange (W1AG)
Georgia—Macon (W1ML)
Georgia—Thomasville (W1PX)
Illinois—Chicago (W1CR)
Illinois—Chicago (W1WC)
Illinois—Chicago (W1SB)
Illinois—Harrisburg (W1BQ)
Illinois—Springfield (W1TX)
Indiana—Anderson (W1BU)
Iowa—Decorah (K1WC)
Iowa—Ottumwa (K1BZ)
Kansas—Garden City (K1UL)
Kansas—Wichita (K1NS)
Kentucky—Louisville (W1VN)
Louisiana—Alexandria (K1AL)
Maine—Lewiston (W1OU)
Maryland—Hagerstown (W1BJ)
Massachusetts—Cape Cod (W1CB)
Massachusetts—Greenfield (W1LA)
Michigan—Lansing (W1LM)
Minnesota—Hibbing (W1MF)
Mississippi—Biloxi-Gulfport (W1GM)
Mississippi—Greenwood (W1GR)
Missouri—Jefferson City (K1WOS)
Montana—Helena (K1FA)
Nebraska—Lincoln (K1FR)
New Jersey—Bridgeton (W1SN)
New Jersey—Red Bank (W1RB)
New Mexico—Carlsbad (K1VE)
New York—Freeport (W1GB)
New York—Jamestown (W1JN)
New York—Rochester (W1SA)
New York—Watertown (W1AT)
New York—White Plains (W1AS)
North Carolina—Charlotte (W1OC)
North Carolina—Raleigh (W1RL)
North Dakota—Devils Lake (K1DL)
Ohio—Akron (W1VJ)
Ohio—Lima (W1LK)
Ohio—Zanesville (W1HZ)
Oklahoma—Ardmore (K1VO)
Oklahoma—Elk City (K1SA)
Oklahoma—Okmulgee (K1BG)
Oregon—Albany (K1WL)
Oregon—Klamath Falls (K1FJ)
Pennsylvania—Sunbury (W1OK)
Pennsylvania—Wilkes-Barre (W1AX)
South Dakota—Watertown (K1WA)
Tennessee—Knoxville (W1BI)
Tennessee—Nashville (W1SX)
Texas—Harlingen (K1GB)
Texas—Kilgore (K1CA)
Texas—San Antonio (K1MAC)
Texas—Sweetwater (K1OX)
Utah—Provo (K1VO)
Virginia—Petersburg (W1PD)
Virginia—Richmond (W1BL)
Washington—Olympia (K1GY)
West Virginia—Beckley (W1LS)
Wisconsin—Manitowoc (W1MT)
Wisconsin—Poyntelle (W1WB)
Wisconsin—Rice Lake (W1JC)
Wyoming—Cheyenne (K1FB)

1250 KILOCYCLES
California—Santa Barbara (K1MS)
Florida—Tampa (W1AE)
Kansas—Lawrence (K1KU)
Kansas—Lawrence (W1RN)
Pennsylvania—Pittsburgh (W1CA)
South Carolina—Charleston (W1MA)
Texas—Port Arthur (K1AC)
Washington—Pullman (K1WS)
Washington—Seattle (K1WZ)

1260 KILOCYCLES
California—San Francisco (K1YA)
Dist. of Columbia—Washington (W1OL)
Indiana—Indianapolis (W1BM)
Iowa—Boone (K1FG)
Massachusetts—Boston (W1AC)
Missouri—Springfield (K1GB)
New Mexico—Albuquerque (K1GN)

1270 KILOCYCLES
Idaho—Twin Falls (K1TF)
Illinois—Rock Island (W1BE)
Massachusetts—Springfield (W1SP)
Michigan—Detroit (W1XZ)
North Dakota—Mandan (K1CU)
Texas—Fort Worth (K1FZ)

1280 KILOCYCLES
California—Long Beach (K1FX)
Illinois—Aurora (W1RO)
Indiana—Evansville (W1GR)
Louisiana—New Orleans (W1SU)
Minnesota—St. Paul (W1CN)
New Jersey—Newark (W1NB)
New York—New York (W1OV)
Pennsylvania—New Castle (W1ST)
Washington—Yakima (K1IT)

1290 KILOCYCLES
Arizona—Tucson (K1VA)
Arkansas—Silos Springs (K1UA)
California—Chico (K1SL)
Georgia—Savannah (W1OC)
Montana—Missoula (K1TO)
Nebraska—Omaha (K1OL)
New Hampshire—Keene (W1KN)

New York—Niagara Falls (W1LD)
Ohio—Dayton (W1HO)
Texas—Westlaco (K1GY)
Virginia—Fredericksburg (W1VA)

1300 KILOCYCLES
Colorado—Colorado Springs (K1OR)
Iowa—Mason City (K1GL)
Maryland—Baltimore (W1BR)
Michigan—Grand Rapids (W1OD)
Mississippi—Jackson (W1JD)
New York—Watertown (W1NY)
Washington—Seattle (K1OL)

1310 KILOCYCLES
California—Oakland (K1LS)
Indiana—Indianapolis (W1SH)
Massachusetts—Worcester (W1OR)
Montana—Great Falls (K1BB)
New Jersey—Asbury Park (W1AP)
New Jersey—Camden (W1AM)
New Jersey—Trorton (W1TJ)
Tennessee—Chattanooga (W1OD)
Texas—Dallas (W1RR)
Wisconsin—Madison (W1BA)

1320 KILOCYCLES
Arkansas—Blytheville (K1CN)
Connecticut—Waterbury (W1AT)
Florida—Jacksonville (W1JP)
Minnesota—Duluth (W1DB)
New York—Saranac Lake (W1NB)
Pennsylvania—Pittsburgh (W1AS)
Puerto Rico—San Juan (W1NE)
Texas—Houston (K1RH)
Utah—Salt Lake City (K1YL)

1330 KILOCYCLES
California—Los Angeles (K1AC)
Kansas—Wichita (K1FI)
Minnesota—Minneapolis (W1OL)
New York—New York (W1BY)
New York—New York (W1ED)
New York—Troy (W1AZ)
Ohio—Findlay (W1FN)
Oregon—Portland (K1LE)
South Carolina—Greenville (W1BC)
Wisconsin—Sheboygan (W1BL)

1340 KILOCYCLES
Arizona—Jerome (K1RJ)
Arkansas—Hot Springs (K1FC)
California—Watsonville (W1UB)
Colorado—Denver (K1MY)
Dist. of Columbia—Washington (W1NX)
Florida—Lakeland (W1AK)
Florida—Lake Worth (W1WG)
Florida—Tallahassee (W1AL)
Georgia—Athens (W1AU)
Georgia—Cedartown (W1AA)
Georgia—Savannah (W1SA)
Georgia—Spartanburg (W1AC)
Illinois—Decatur (W1SO)
Illinois—Herrin (W1HF)
Illinois—Joliet (W1LS)
Indiana—Elkhart (W1RC)
Indiana—Muncie (W1BC)
Iowa—Clinton (K1OS)
Kansas—Kansas City (K1KN)
Kentucky—Ashland (W1CM)
Kentucky—Bowling Green (W1BJ)
Louisiana—Lafayette (K1VL)
Louisiana—Shreveport (K1RD)
Massachusetts—Fitchburg (W1FM)
Massachusetts—New Bedford (W1NB)
Massachusetts—Pittsfield (W1BR)
Michigan—Grand Rapids (W1LV)
Michigan—Marquette (W1MQ)
Michigan—Royal Oak (W1EX)
Minnesota—Moorhead (K1VO)
Minnesota—Rochester (K1RO)
Minnesota—Wilmar (K1WL)
Mississippi—Greenville (W1GR)
Mississippi—Laurel (W1NL)
Missouri—Hannibal (K1HO)
Missouri—Poplar Bluff (K1WO)
Montana—Kallispell (K1GE)
Montana—Miles City (K1MF)
Nebraska—Kearney (K1KF)
New Hampshire—Laconia (W1NH)
New Mexico—Santa Fe (K1SF)
New York—Auburn (W1BO)
New York—Buffalo (W1BR)
New York—Buffalo (W1BF)
New York—Plattsburg (W1PF)
North Carolina—Wilson (W1GT)
North Carolina—Winston-Salem (W1WR)
Ohio—Springfield (W1ZE)
Ohio—Steubenville (W1ST)
Oklahoma—Oklahoma City (K1OC)
Oklahoma—Tulsa (K1OM)
Oregon—Bend (K1BN)
Oregon—Grants Pass (K1UN)
Pennsylvania—Altoona (W1AB)
Pennsylvania—Grove City (W1AJ)
Pennsylvania—Philadelphia (W1AT)
Pennsylvania—Philadelphia (W1EL)
Pennsylvania—Reading (W1RA)
Pennsylvania—Wilkes-Barre (W1BR)
Puerto Rico—Ponce (W1PB)
South Carolina—Sumter (W1SG)
Texas—Corsicana (K1ND)
Texas—Dallas (K1DF)
Texas—Lubbock (K1FO)
Texas—Lufkin (K1RA)
Texas—Panna (K1PD)
Texas—Victoria (K1VC)
Utah—Cedar City (K1CB)
Virginia—Covington (W1VA)
Virginia—Newport News (W1NH)
Washington—Aberdeen (K1RO)
West Virginia—Weeh (W1WR)
Wisconsin—Milwaukee (W1MP)
Wisconsin—Wisconsin Rapids (W1WR)

Radio Stations—arranged according to frequency (continued)

Table listing radio stations across various frequencies (1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1560, 1590, 1600 Kilocycles). Each entry includes the station name, call letters, and operating days (Days/Nights).

TRANSCRIPTION LIBRARY SERVICES

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

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

ALABAMA
Anniston: WHMA—World
Birmingham: WSGN—NBC Thesaurus; NAB-Lang-Worth
WBRC—NAB-Lang-Worth; Standard
Decatur: WMSL—World
Dothan: WAGF—Standard
Mobile: WALA—Standard
WMOB—World
Montgomery: WCOV—C. P. MacGregor
WSFA—NBC Thesaurus; NAB Bureau of Copyrights
Opelika: WJHO—NBC Thesaurus
Tuscaloosa: WJRD—World; C. P. MacGregor

ALASKA
Anchorage: KFQD—C. P. MacGregor
Fairbanks: KFPAR—NBC Thesaurus; C. P. MacGregor
Juneau: KINY—C. P. MacGregor; NAB-Lang-Worth; Standard
Ketchikan: KGBU—NAB-Lang-Worth

ARIZONA
Phoenix: KOY—World; NAB-Lang-Worth
KPHO—Associated
KTAR—NBC Thesaurus; Standard; NAB-Lang-Worth; C. P. MacGregor
Safford: KGLU—C. P. MacGregor; Standard
Prescott: KYCA—NBC Thesaurus
Tucson: KTUC—World; NAB-Lang-Worth
KVOA—NBC Thesaurus
Yuma: KYUM—Standard; NBC Thesaurus

ARKANSAS
El Dorado: KELD—Standard
Fort Smith: KPPW—NBC Thesaurus; Standard; Associated
Helena: KPFA—NBC Thesaurus
Hot Springs: KTIS—Standard
Little Rock: KARK—Standard
KGHI—Standard; C. P. MacGregor
KLRZ—NBC Thesaurus
Pine Bluff: KOTN—C. P. MacGregor
Stilwell Springs: KTOA—World; NAB-Lang-Worth

CALIFORNIA
Bakersfield: KERN—Standard
KPMC—World; NBC Thesaurus; NAB-Lang-Worth
Berkeley: KRE—Standard; NAB-Lang-Worth
Chico: KHSL—C. P. MacGregor; Standard
El Centro: KXO—Standard
Eureka: KIEM—World; NAB-Lang-Worth; C. P. MacGregor
Fresno: KARM—Standard
KMJ—NBC Thesaurus
Lone Beach: KFOX—Standard; NAB-Lang-Worth; C. P. MacGregor
KGEW—World; Standard; NAB Bureau of Copyrights; C. P. MacGregor; NAB-Lang-Worth
Los Angeles: KECA—NAB Bureau of Copyrights; NAB-Lang-Worth
KFI—Standard; NAB-Lang-Worth
KFYD—NAB-Lang-Worth; C. P. MacGregor
KFI—Associated; Standard
KFI—World
KMPC—C. P. MacGregor; NAB-Lang-Worth; Associated
KMTR—Standard; NAB-Lang-Worth
KNX—Associated

Marysville: KMYC—Standard
Merced: KYOS—Standard; C. P. MacGregor
Modesto: KTRB—NAB-Lang-Worth
Oakland: KIX—World
KROW—Standard; NAB-Lang-Worth
Redding: KYCV—C. P. MacGregor; Standard
Riverside: KPRO—World
Sacramento: KFBI—NBC Thesaurus
KROY—Standard
San Bernardino: KFXM—Standard; C. P. MacGregor
San Diego: KFMB—Standard
KFSB—NBC Thesaurus; C. P. MacGregor
KGB—World
San Francisco: KFRS—World
KGO—NBC Thesaurus; Standard
KPO—NBC Thesaurus; Standard
KJB—NAB-Lang-Worth; Standard
KSAN—C. P. MacGregor; NAB-Lang-Worth
KSFO—Standard; NAB-Lang-Worth
KYA—Associated; Standard
San Jose: KOW—NBC Thesaurus; Standard; C. P. MacGregor
San Luis Obispo: KYEC—Standard
Santa Ana: KVOE—C. P. MacGregor
Santa Barbara: KRTS—NBC Thesaurus
Santa Monica: KRSO—World; NBC Thesaurus
Stockton: KTVG—Standard
KGM—World
Visalia: KTKC—NAB-Lang-Worth; C. P. MacGregor; World
Watsonville: KIHU—World

COLORADO
Colorado Springs: KVOG—NAB-Lang-Worth; NBC Thesaurus; C. P. MacGregor
Denver: KFFL—World; Standard; NAB-Lang-Worth; C. P. MacGregor
KMYR—Standard
KVOD—Associated; NAB-Lang-Worth; C. P. MacGregor
KLTZ—Associated
KOA—NBC Thesaurus; Standard
Gran Junction: KFXJ—World
Greeley: KPKA—NAB-Lang-Worth
La Junta: KOKO—Standard
Pueblo: KGHF—World

CONNECTICUT
Bridgeport: WICC—Associated; Standard
WVAB—NAB-Lang-Worth
Hartford: WDRC—Associated; NAB-Lang-Worth
WTHT—NAB Bureau of Copyrights; NAB-Lang-Worth
WTRC—World; NAB-Lang-Worth
New Britain: WVNB—NAB-Lang-Worth
New Haven: WTN—World
Stamford: WSRP—World
Waterbury: WATR—NAB-Lang-Worth
WBRY—NBC Thesaurus

DELAWARE
Wilmington: WDEL—NAB-Lang-Worth
WILM—NBC Thesaurus
DISTRICT OF COLUMBIA
Washington, D. C.: WISW—World; NAB Bureau of Copyrights; NAB-Lang-Worth
WTNX—Standard; C. P. MacGregor

WMAL—NAB-Lang-Worth; Associated
WOL—NAB-Lang-Worth; Associated; NAB Bureau of Copyrights; Standard; C. P. MacGregor
WPC—NBC Thesaurus; NAB-Lang-Worth; Associated
WWDC—NBC Thesaurus
FLORIDA
Daytona Beach: WMFJ—NAB-Lang-Worth; Associated
Fort Lauderdale: WFTL—Associated
Fort Myers: WFTM—Associated
Gainesville: WRUF—World; NAB-Lang-Worth
Jacksonville: WMBR—NAB Bureau of Copyrights; C. P. MacGregor
WJLA—NBC Thesaurus
WJXP—World
Lakewood: WWPQ—NAB-Lang-Worth
Miami: WTOG—NBC Thesaurus; Associated; Standard
WQAM—World; NAB-Lang-Worth
Miami Beach: WLAT—Associated
Ocala: WTMC—Standard
Orlando: WDBO—World
WLOP—NBC Thesaurus
Panama City: WDLI—World
Pensacola: WCOA—Standard
St. Petersburg: WSTN—Associated
WTFN—World
Sarasota: WSPB—World; Standard
Tallahassee: WTAL—NAB-Lang-Worth
Tampa: WDAE—Standard
WFLA—NBC Thesaurus
West Palm Beach: WING—Standard; C. P. MacGregor

GEORGIA
Albany: WALB—Standard
WGPC—C. P. MacGregor; NAB-Lang-Worth; World
Athens: WGAU—Standard
Atlanta: WAGA—C. P. MacGregor; Associated
WATL—NAB-Lang-Worth; World
WQSB—World; NAB-Lang-Worth
WSB—NAB-Lang-Worth; C. P. MacGregor; Standard
Augusta: WGAC—Associated
WRDW—NBC Thesaurus
Brunswick: WMOG—World
Columbus: WRBL—NAB-Lang-Worth
Cordele: WMLM—Standard; C. P. MacGregor
Griffin: WKBU—C. P. MacGregor
Macon: WMBL—NBC Thesaurus
WMAZ—World; NAB-Lang-Worth
Moultrie: WJGA—NBC Thesaurus
Rome: WRGA—C. P. MacGregor
Savannah: WSAX—Associated
WTOC—NAB-Lang-Worth; Standard
Toccoa: WRLC—NAB-Lang-Worth
Valdosta: WGOV—World
Waycross: WXXX—World
West Point: WDAK—Associated; C. P. MacGregor

HAWAII
Hilo: KHRC—C. P. MacGregor; World
Honolulu: KGMB—Associated; World; C. P. MacGregor; NAB Bureau of Copyrights
KGU—NBC Thesaurus; NAB-Lang-Worth
Lihue: KTOE—Standard

IDAHO
Boise: KIDO—World; C. P. MacGregor
Lewiston: KRLO—World; NAB-Lang-Worth; C. P. MacGregor
Nampa: KFXD—NAB-Lang-Worth; NBC Thesaurus; C. P. MacGregor
Pocatello: KSEI—C. P. MacGregor; Lang-Worth
Twin Falls: KTFI—C. P. MacGregor; NAB-Lang-Worth; NBC Thesaurus
Wallace: KWAL—Standard
ILLINOIS
Aurora: WMRO—NBC Thesaurus; Standard
Bloomington: WJBC—NAB-Lang-Worth
Champaign: WDWS—Associated
Chicago: WAAF—NAB-Lang-Worth; Standard
WAIF—NAB Bureau of Copyrights
WBBM—Associated; NAB-Lang-Worth
WCAT—Standard
WENR—NBC Thesaurus; Standard
WGES—NAB Bureau of Copyrights
WGN—World; Associated
WJDD—Standard; NAB-Lang-Worth
WLS—NAB-Lang-Worth
WMAQ—NBC Thesaurus; Standard
WSBG—NAB Bureau of Copyrights; Associated
W 51 C—World; Standard
Danville: WDAN—Standard
Decatur: WSOY—Standard; NBC Thesaurus
Galesburg: WGIL—Standard
Herrin: WJFP—World
Joliet: WCLS—Associated
Peoria: WMRD—NAB-Lang-Worth; Standard
Quincy: WTAD—World
Rockford: WROK—Standard
Rock Island: WJBF—Standard; NAB-Lang-Worth
Springfield: WTAX—Associated
Tuscola: W 2 D—Standard; NAB-Lang-Worth
Urban: WILL—NAB-Lang-Worth

INDIANA
Anderson: WBHU—Standard; NBC Thesaurus
Elkhart: WTTC—World; Standard
Evansville: WGRF—World
WEOA—World
Fort Wayne: WWOV—NBC Thesaurus; C. P. MacGregor; Standard
WGL—Standard
Gar: WIND—NAB-Lang-Worth
Hammond: WHIP—NAB-Lang-Worth
Indianapolis: WTBM—Associated
WIBC—NBC Thesaurus
WIRE—NAB-Lang-Worth
WISH—Standard
Kokomo: WKMO—NAB-Lang-Worth
Muncie: WLBC—Associated; Standard
Richmond: WKBY—NAB-Lang-Worth
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Vincennes: WAOV—World; NAB-Lang-Worth

IOWA
Burlington: KRUR—Standard
Cedar Rapids: WMP—World; NAB Bureau of Copyrights; NAB-Lang-Worth

IDAHO (continued)
Clinton: KROS—Standard
Davenport: WOC—NBC Thesaurus
Des Moines: KRNT—NAB-Lang-Worth; Standard
KSO—Standard; NAB-Lang-Worth
WHO—NBC Thesaurus; NAB-Lang-Worth
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KPRI—World; Standard
KPFH—NAB-Lang-Worth

KENTUCKY
Ashland: WCMH—Standard
Bowling Green: WLBG—NBC Thesaurus; Standard
Harlan: WHLN—NAB-Lang-Worth
Hopkinsville: WHOP—World; Associated
Lexington: WLAP—Standard
Louisville: WAVE—NBC Thesaurus; NAB-Lang-Worth
WGRG—Standard; NAB-Lang-Worth; Associated
WHAS—Associated; NAB-Lang-Worth
WINN—Standard; C. P. MacGregor
Owensboro: WOMI—Standard
Paducah: WPAD—C. P. MacGregor; World; Associated

LOUISIANA
Alexandria: KALR—Standard; NAB-Lang-Worth
Baton Rouge: WJBO—World; Standard
Lafayette: KYOL—Standard
Lake Charles: KPIC—Standard
Monroe: KALB—Standard; NAB-Lang-Worth
New Orleans: WNOE—Standard
WDSU—C. P. MacGregor
WJRW—C. P. MacGregor
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WWL—Standard
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KPNB—NBC Thesaurus; NAB-Lang-Worth
KWRB—NAB Bureau of Copyrights; World

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

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MARYLAND
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 Cumberland: WTBO—World; NBC Thesaurus
 Frederick: WFMD—World
 Hagerstown: WJEL—NAB Bureau of Copyrights
 Salisbury: WBOC—World

MASSACHUSETTS
 Boston: WAAB—Associated; NAB-Lang-Worth; WRZ—NBC Thesaurus; WCOP—Standard; WEEL—World; NAB-Lang-Worth; WHDH—NAB-Lang-Worth; C. P. MacGregor; Associated
 WMBX—NAB-Lang-Worth; WNAC—Associated; Standard
 Cape Cod: WOCB—C. P. MacGregor; Standard
 Fall River: WSAR—Standard; NAB-Lang-Worth
 Fitchburg: WEIM—NAB-Lang-Worth
 Greenfield: WHAI—World
 Holyoke: WHYH—Associated; Standard
 Lawrence: WLAW—Standard; World
 Lowell: WLLH—NAB-Lang-Worth; Associated
 New Bedford: WNBH—NBC Thesaurus
 Pittsfield: WBRK—NAB-Lang-Worth
 Salem: WESX—Associated; World; C. P. MacGregor
 Springfield: WBZA—NBC Thesaurus; WNAS—NAB-Lang-Worth; Associated; WSPR—NAB-Lang-Worth
 Worcester: WORC—NBC Thesaurus; WTAG—World; NAB-Lang-Worth; Associated

MICHIGAN
 Battle Creek: WELM—Associated
 Bay City: WBCM—NBC Thesaurus; Associated
 Calumet: WDDF—NAB-Lang-Worth; World; Standard
 Detroit: WJRK—Associated; NAB Bureau of Copyrights; World; WJR—World; NAB Bureau of Copyrights; Standard; WJLB—NAB-Lang-Worth; Standard; WUJ—NAB-Lang-Worth; Standard; WXYZ—Associated F M
 W45D—Standard
 Escanaba: WDBD—Standard
 Flint: WFDF—NBC Thesaurus
 Grand Rapids: WLAY—Standard; WOOD-WASH—Associated; NAB-Lang-Worth
 Ironwood: WJMS—Associated
 Kalamazoo: WKZO—NBC Thesaurus; C. P. MacGregor
 Lanett: WJIM—NBC Thesaurus; Associated
 WKAH—NAB-Lang-Worth
 Marquette: WDMJ—World
 Muskegon: WKBZ—World; NAB-Lang-Worth; Associated

Pontiac: WCAR—NBC Thesaurus; Standard
 Saginaw: WSAM—Standard
 Sault Ste. Marie: WSOO—Standard
 Traverse City: WTGM—Standard

MINNESOTA
 Albert Lea: KATE—World; C. P. MacGregor; Standard
 Duluth: KDAL—NAB-Lang-Worth; Standard; WEBC—NBC Thesaurus
 Mankato: KYSM—NBC Thesaurus
 Minneapolis-St. Paul: KSTP—NBC Thesaurus; World; Standard; NAB Bureau of Copyrights; NAB-Lang-Worth
 WCCO—NAB-Lang-Worth
 WDFW—Standard; NAB-Lang-Worth
 WLOI—Associated
 WMIN—Associated; Standard
 WTCN—Associated; NAB-Lang-Worth
 Moorhead: KVOX—World
 Rochester: KRKC—NAB-Lang-Worth; Standard
 St. Cloud: KFAM—Standard
 Winona: KWNO—Standard

MISSISSIPPI
 Columbus: WCBT—Standard
 Greenville: WJPR—Associated
 Greenwood: WGRM—C. P. MacGregor
 Jackson: WDOX—NBC Thesaurus; C. P. MacGregor; WSLI—Standard
 Laurel: WAML—World
 McComb: WSKB—World
 Vicksburg: WQBC—World; C. P. MacGregor

MISSOURI
 Cape Girardeau: KFVS—NAB-Lang-Worth; Standard
 Columbia: KFRU—NBC Thesaurus; NAB-Lang-Worth
 Hannibal: KHMO—NAB-Lang-Worth
 Jefferson City: KWOS—World
 Joplin: WMBH—NAB Bureau of Copyrights; World
 Kansas City: KCMO—NAB-Lang-Worth; Associated; C. P. MacGregor; KMBC—World; NAB-Lang-Worth
 WLIB—NAB Bureau of Copyrights
 KTPE—C. P. MacGregor
 WDAF—NAB-Lang-Worth
 Poplar Bluff: KWOC—World
 St. Joseph: KFEQ—NBC Thesaurus; Standard
 St. Louis: KFTO—NAB-Lang-Worth; KMOX—Associated; NAB-Lang-Worth
 KSD—NBC Thesaurus
 KWK—World
 KKOK—Associated; Standard; NAB-Lang-Worth
 WEW—NAB-Lang-Worth; Standard; Associated
 WIL—Standard; C. P. MacGregor; NAB-Lang-Worth
 Springfield: KGBX—NBC Thesaurus; Standard
 KWTO—NAB Bureau of Copyrights; Standard

MONTANA
 Billings: KGHZ—NBC Thesaurus; Standard
 Bozeman: KRBM—NAB-Lang-Worth
 Butte: KGJR—NAB-Lang-Worth; C. P. MacGregor
 Great Falls: KFBR—Standard; NAB Bureau of Copyrights; C. P. MacGregor; NBC Thesaurus
 Helena: KPFA—NAB-Lang-Worth
 Kallenell: KGEZ—C. P. MacGregor

Miles City: KMPJ—World
 Missoula: KGVV—NAB-Lang-Worth
 Wolf Point: KGCV—NAB-Lang-Worth; World; C. P. MacGregor

NEBRASKA
 Grand Island: KMMJ—Standard; NAB Bureau of Copyrights
 Hastings: KHAS—World
 Kearney: KGFV—Standard
 Lincoln: KFAB—Standard; KFOR—C. P. MacGregor; Standard
 Norfolk: WJAG—NAB-Lang-Worth
 North Platte: KGNF—C. P. MacGregor; NAB-Lang-Worth
 Omaha: KOIL—C. P. MacGregor; Standard
 KOWH—Standard
 WOW—NBC Thesaurus; NAB-Lang-Worth
 Scottsbluff: KGKY—NBC Thesaurus; Standard

NEVADA
 Las Vegas: KENO—NBC Thesaurus
 Reno: KOH—NAB Bureau of Copyrights; Associated

NEW HAMPSHIRE
 Laconia: WLNH—NBC Thesaurus
 Manchester: WSEA—NBC Thesaurus; C. P. MacGregor
 WMBR—Associated
 Keene: WKNE—Associated; NAB-Lang-Worth
 Portsmouth: WHEB—C. P. MacGregor; NBC Thesaurus

NEW JERSEY
 Atlantic City: WBAW—NBC Thesaurus
 WFPG—Associated
 Bridgeton: WSNJ—C. P. MacGregor; NAB-Lang-Worth
 Camden: WCAM—Standard
 Jersey City: WAAT—Standard
 WHOM—NAB-Lang-Worth
 Newark: WNEW—Associated
 Paterson: WPAT—Associated
 Trenton: WTNI—NAB-Lang-Worth; C. P. MacGregor

NEW MEXICO
 Albuquerque: KGGM—World; C. P. MacGregor
 KOB—NBC Thesaurus
 Clovis: KICA—Associated
 Roswell: KGFJ—C. P. MacGregor
 Santa Fe: KVSE—World; C. P. MacGregor
 Tucuman: KTNM—Standard

NEW YORK
 Albany: WABY—NAB-Lang-Worth; Standard
 WOKO—NAB-Lang-Worth; Standard
 Auburn: WMRO—Standard
 Batavia: WETA—NAB-Lang-Worth
 Binghamton: WNEB—C. P. MacGregor; NAB-Lang-Worth
 Buffalo: WREN—NBC Thesaurus; Lang-Worth; NAB-Lang-Worth
 WBNY—NAB-Lang-Worth; Standard
 WBRB—NAB Bureau of Copyrights; NBC Thesaurus; Standard
 WGR—Associated; World
 WRRW—Associated; World
 Elmira: WENY—World
 Freeport: WGRB—NBC Thesaurus
 Ithaca: WVIC—World
 Jamestown: WJTN—NAB Bureau of Copyrights; NAB-Lang-Worth; Associated

Kingston: WKNY—World; C. P. MacGregor
 Newburgh: WNGY—World
 New York: WABC—Associated; NAB-Lang-Worth
 WBNX—Standard
 WCBW—NAB-Lang-Worth
 WCBX—NAB-Lang-Worth
 WEAF—NBC Thesaurus
 WJZ—NBC Thesaurus
 WEVD—NAB-Lang-Worth
 WINS—NAB-Lang-Worth; World; Standard
 WMCA—NBC Thesaurus
 WOR—World
 WOV—NAB-Lang-Worth; Associated
 WQXI—World
 WWRV—NAB-Lang-Worth
 Niagara Falls: WILD—C. P. MacGregor; Standard; NAB-Lang-Worth
 Ogdensburg: WSLB—NBC Thesaurus
 Olean: WHDI—World
 Plattsburg: WMPF—Standard
 Poughkeepsie: WVIC—NBC Thesaurus
 Rochester: WHAM—World; NAB-Lang-Worth
 WHOU—Associated F M
 W51R—NAB-Lang-Worth
 Saranac: WNBZ—Standard
 Schenectady: WGY—NBC Thesaurus F M
 W7A—World
 Syracuse: WAGE—NBC Thesaurus
 WFLB—World
 WSYR—Associated; NAB-Lang-Worth
 Troy: WTRY—World; NAB-Lang-Worth
 Utica: WUBX—Standard
 Watertown: WATN—Standard
 WNY—World
 White Plains: WEAS—NAB-Lang-Worth; World

NORTH CAROLINA
 Asheville: WISL—NBC Thesaurus
 WYNO—C. P. MacGregor; World; NAB-Lang-Worth
 Charlotte: WAYS—NAB-Lang-Worth
 WBT—NAB-Lang-Worth
 WSOC—NBC Thesaurus
 Durham: WDBC—NAB-Lang-Worth
 Elizabeth City: WZNC—World
 Fayetteville: WFNC—Associated
 Gastonia: WGNB—C. P. MacGregor
 Goldsboro: WGBR—World; Standard
 Greensboro: WRGB—World; NAB-Lang-Worth; Standard
 Greenville: WGTC—Associated
 Hickory: WJIKY—NBC Thesaurus
 High Point: WMFR—NAB-Lang-Worth; C. P. MacGregor
 Raleigh: WPTF—NBC Thesaurus; NAB-Lang-Worth
 WRAI—Associated
 Rocky Mount: WELJ—NAB Bureau of Copyrights
 Wilson: WGTN—NAB Bureau of Copyrights
 Winston-Salem: WATB—NAB Bureau of Copyrights; World
 WISN—NAB-Lang-Worth; C. P. MacGregor; Associated

NORTH DAKOTA
 Bismarck: KFYH—NAB-Lang-Worth
 Devils Lake: KDLR—World
 Fargo: WDAY—NBC Thesaurus
 Grand Forks: KILQ—NAB-Lang-Worth
 Jamestown: KRMC—World
 Mandan: KGCU—C. P. MacGregor
 Minot: KLPN—World

OHIO
 Akron: WAKR—NBC Thesaurus; Standard
 WJW—NAB-Lang-Worth
 Ashtabula: WICA—Associated; Standard
 Canton: WIDC—World
 Cincinnati: WCKY—NAB Bureau of Copyrights; Standard
 WCPQ—NAB-Lang-Worth; C. P. MacGregor; Standard
 WLW—Associated
 WKRC—NAB-Lang-Worth
 WSAI—Associated; World; NAB-Lang-Worth
 Cleveland: WGAR—NAB Bureau of Copyrights; World
 WHK—NAB-Lang-Worth
 WTAM—NBC Thesaurus; Standard
 Columbus: WTNS—Associated; NAB-Lang-Worth; World
 WGOL—NBC Thesaurus; C. P. MacGregor
 WKHC—NAB-Lang-Worth
 WOSU—NAB-Lang-Worth
 Dayton: WHIO—Standard
 WING—NAB-Lang-Worth
 Findlay: WFIW—NAB-Lang-Worth
 Lima: WLOK—NBC Thesaurus; NAB-Lang-Worth
 Mansfield: WMAN—Standard
 Marion: WMIN—NBC Thesaurus
 Portsmouth: WPAY—NBC Thesaurus; NAB-Lang-Worth
 Springfield: WIZE—Standard; NAB-Lang-Worth
 Steubenville: WSTV—NAB-Lang-Worth
 Toledo: WSPD—NBC Thesaurus; NAB-Lang-Worth
 WYOL—Associated; Standard
 Youngstown: WKBN—World; NAB-Lang-Worth
 WENI—Standard; C. P. MacGregor; NAB-Lang-Worth
 Zanesville: WHIZ—Standard; NAB-Lang-Worth

OKLAHOMA
 Enid: KCRC—World
 Lawton: KSWO—Standard
 Oklahoma City: KOCY—C. P. MacGregor; NAB-Lang-Worth; Associated; Standard
 KOMA—Associated
 KTOK—Standard; NAB-Lang-Worth
 WKY—NBC Thesaurus; Standard
 Okmulgee: KIBG—NAB-Lang-Worth
 Tulsa: KOMA—Standard
 KTUI—NAB Bureau of Copyrights; Associated
 KVOO—NAB-Lang-Worth; Standard

OREGON
 Albany: KWHL—Standard
 Astoria: KAST—NAB Bureau of Copyrights; Standard
 Baker: KBBK—C. P. MacGregor; NBC Thesaurus
 Bend: KBND—Standard
 Eugene: KORE—C. P. MacGregor
 Grants Pass: KUIN—C. P. MacGregor; World
 Klamath Falls: KPFL—World
 La Grande: KLRM—Standard
 Medford: KMED—NBC Thesaurus
 Portland: KATE—NAB-Lang-Worth; Associated
 KEX—NBC Thesaurus; NAB-Lang-Worth
 KGW—NBC Thesaurus; NAB-Lang-Worth
 KOIN—World; NAB-Lang-Worth
 KWIJ—Standard
 KNL—C. P. MacGregor; NAB-Lang-Worth; Standard
 Salem: KSLM—NAB-Lang-Worth

TRANSCRIPTION LIBRARY SERVICES—continued

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

PENNSYLVANIA
Allentown: W5AN—World; NAB—Lang-Worth
Altoona: WPIG—World; NAB—Lang-Worth
Butler: WBSR—World
DuBois: WCEB—Standard
Easton: WESL—NAB—Lang-Worth; NBC Thesaurus
Erie: WERC—NBC Thesaurus; Standard
Greensburg: WLEU—World
Harrisburg: WHJB—NAB—Lang-Worth; WHIP—NAB—Lang-Worth; WKBO—World
Hazleton: WAZI—NAB—Lang-Worth; NBC Thesaurus; C. P. MacGregor
Johnstown: WJAC—NBC Thesaurus; NAB—Lang-Worth
Lancaster: WGAI—NAB—Lang-Worth; NBC Thesaurus
Lewisburg: WMRP—NBC Thesaurus; C. P. MacGregor
New Castle: WKST—NBC Thesaurus; Standard
New Kensington: WKPA—NAB—Lang-Worth
Philadelphia: KYW—NBC Thesaurus; Standard
WCAE—NAB—Lang-Worth
WCAU—World; NAB—Lang-Worth
WDAS—NAB—Lang-Worth
WFIL—Associated
WHAZ—NAB Bureau of Copyrights
WHP—World
WPEN—NAB—Lang-Worth
Pittsburgh: KDKA—NBC Thesaurus; Standard
KQV—Standard; NAB—Lang-Worth
WCAE—World
WIAS—NAB Bureau of Copyrights
WWSW—Standard; Associated
Reading: WEEU—NAB—Lang-Worth; Standard; NBC Thesaurus; C. P. MacGregor
Scranton: WARM—NBC Thesaurus
WGBT—Standard; NAB—Lang-Worth
Sharon: WPTC—Associated
Sunbury: WKOK—NAB Bureau of Copyrights; Standard; C. P. MacGregor; NAB—Lang-Worth
Trenton: WMBS—NBC Thesaurus
Wilkes-Barre: WBAX—NAB—Lang-Worth; Associated
WVRE—NAB—Lang-Worth; C. P. MacGregor
Williamsport: WRAK—Standard
York: WORK—NAB—Lang-Worth; Standard
PHILIPPINE ISLANDS
Manila: KZRF—NBC Thesaurus
KZRM—World
KZIB—NAB—Lang-Worth
PUERTO RICO
San Juan: WKAQ—Associated
WNEI—NAB—Lang-Worth
RHODE ISLAND
Pawtucket: WFCL—Standard
Providence: WEAN—Associated
WTAR—World
WPRO—NBC Thesaurus
SOUTH CAROLINA
Anderson: WAIM—NAB—Lang-Worth; World; C. P. MacGregor
Charleston: WSCS—NBC Thesaurus
WTMA—Associated; Standard; C. P. MacGregor
Columbia: WCOS—Associated; C. P. MacGregor
WIS—NBC Thesaurus

Greenville: WFBC—NBC Thesaurus; C. P. MacGregor
WIRC—World
Greenwood: WCRR—Standard
Spartanburg: WSPA—NAB—Lang-Worth; World
WORD—Standard
Sumter: WFIG—World
SOUTH DAKOTA
Aberdeen: KABR—NBC Thesaurus; C. P. MacGregor
Rapid City: KOBI—C. P. MacGregor; NAB—Lang-Worth
Sioux Falls: KELO—Standard
KSOU—NBC Thesaurus
Yankton: WNAX—Standard; NAB—Lang-Worth
TENNESSEE
Bristol: WOPB—NBC Thesaurus
Chattanooga: WAPC—NBC Thesaurus
WDEB—Standard
WDOD—NAB—Lang-Worth; C. P. MacGregor; Associated
Clarksville: WJZM—Standard
Cookeville: WHUB—Standard
Jackson: WTJS—World
Johnson City: WJHL—Standard
Kingsport: WRPT—World; NAB—Lang-Worth
Knoxville: WBBR—Associated
WNOX—Standard
WROL—C. P. MacGregor; NBC Thesaurus
Memphis: WHBQ—NAB—Lang-Worth; Standard
WMC—NBC Thesaurus; NAB—Lang-Worth; C. P. MacGregor
WMPB—NAB—Lang-Worth; Standard
WREC—World; NAB—Lang-Worth
Nashville: WLAB—World; C. P. MacGregor; NAB—Lang-Worth
WSM—NAB—Lang-Worth; Associated
WSIX—C. P. MacGregor; Standard; NAB—Lang-Worth; Associated
TEXAS
Abilene: KRBC—Standard
Amarillo: KGNC—NAB—Lang-Worth; World
Austin: KNOV—NAB—Lang-Worth; Standard
Brownsville: KFDV—NBC Thesaurus
KRIC—World; C. P. MacGregor
Big Spring: KBST—Standard
Brownwood: KBRD—Standard
Corpus Christi: KEYS—Standard
KRIS—NAB—Lang-Worth
Corsicana: KAND—Standard
Dallas: KSSKY—Associated
WFAA—NAB—Lang-Worth; NBC Thesaurus
KRLD—Standard
El Paso: KROP—Associated
KTSM—NBC Thesaurus; C. P. MacGregor; NAB—Lang-Worth
Fort Worth: KOKO—World; NBC Thesaurus
KFJZ—Standard
WRAP—NAB—Lang-Worth; World
Galveston: KTTT—Standard
Harrison: KGBS—Associated
Houston: KPRC—NBC Thesaurus
KXYZ—NAB—Lang-Worth
KTRH—World
Huntsville: KSAM—Standard
Longview: KPRO—NAB—Lang-Worth; C. P. MacGregor
Lubbock: KFYO—NAB—Lang-Worth; C. P. MacGregor; World
Lufkin: KRBA—Standard
Marathon: KRLH—C. P. MacGregor; NAB—Lang-Worth
Palestine: KNET—Standard

Pampa: KPDN—World
Paris: KPIT—Standard
Port Arthur: KPAC—Standard
San Angelo: KGKL—Standard
San Antonio: KONO—C. P. MacGregor; NAB—Lang-Worth
KTSB—World; NAB—Lang-Worth
WQAI—NAB—Lang-Worth; NBC Thesaurus
Sweetwater: KXOX—NBC Thesaurus
Temple: KTFM—C. P. MacGregor
Texas: KCMC—Standard
Tyler: KGKB—C. P. MacGregor; Standard
Weslaco: KRGV—World; NAB—Lang-Worth
Vernon: KVVW—Standard
Victoria: KVIC—Standard
Wichita Falls: KWFY—C. P. MacGregor; Standard
UTAH
Cedar City: KSUB—C. P. MacGregor
Logan: KXNU—Standard
Price: KEUB—World
Salt Lake City: KXYL—NBC Thesaurus; World
NSL—C. P. MacGregor; Standard; NAB—Lang-Worth
KUTA—Standard
VERMONT
Burlington: WCAX—Associated; C. P. MacGregor
Rutland: WSYB—NAB—Lang-Worth
Waterbury: WDEV—NBC Thesaurus
VIRGINIA
Charlottesville: WCIW—NAB—Lang-Worth
Covington: WJMA—NBC Thesaurus
Danville: WBTM—C. P. MacGregor; Standard; NBC Thesaurus
Harrisonburg: WSWA—World
Lynchburg: WLYA—NAB—Lang-Worth; NBC Thesaurus; C. P. MacGregor; Associated
Martinsville: WMVA—NAB—Lang-Worth
Newport News: WGH—NAB—Lang-Worth; Standard
Norfolk: WTAR—NAB—Lang-Worth; Standard
Petersburg: WPIB—Standard
Richmond: WMBG—NBC Thesaurus; C. P. MacGregor; NAB—Lang-Worth
WRNL—Associated; NAB—Lang-Worth
WRVA—World; NAB—Lang-Worth
Roanoke: WDBT—World; NAB—Lang-Worth
WLSL—NBC Thesaurus; C. P. MacGregor
Suffolk: WLFM—NBC Thesaurus
WASHINGTON
Aberdeen: KXRO—World
Bellingham: KVO—C. P. MacGregor; NAB—Lang-Worth; NBC Thesaurus
Centralia: KELA—NAB—Lang-Worth; C. P. MacGregor
Everett: KEVJ—World
KIKO—Standard
Longview: KWLK—C. P. MacGregor; Standard
Seattle: KEVR—Standard
KIRO—Standard; World
KIR—NBC Thesaurus
KOL—NAB—Lang-Worth; C. P. MacGregor; Standard; Associated
KOMO—NBC Thesaurus
KRSC—NAB—Lang-Worth; Associated; C. P. MacGregor
KXA—NAB—Lang-Worth

Shenandoah: KOPY—NAB—Lang-Worth; C. P. MacGregor; Standard
KGA—NAB—Lang-Worth
KFIO—C. P. MacGregor; Lang-Worth; NBC Thesaurus
Tacoma: KMO—NAB—Lang-Worth; World
KTBI—Standard
KVI—C. P. MacGregor; Associated; NAB—Lang-Worth
Vancouver: KVAN—Standard; NAB—Lang-Worth
Walla Walla: KUI—World; NAB—Lang-Worth; C. P. MacGregor
Wenatchee: KPQ—World; Standard; NBC Thesaurus
Yakima: KPT—NAB—Lang-Worth; World
WEST VIRGINIA
Beckley: WJLS—NBC Thesaurus; Associated
Bluefield: WJIS—World; NAB—Lang-Worth
Charleston: WCHS—World; Standard
WGKY—NBC Thesaurus
Clarksburg: WBLK—World
Fairmont: WMMN—Standard; NAB—Lang-Worth
Huntington: WSAZ—NAB—Lang-Worth; World
Logan: WLOG—Standard
Morgantown: WAJR—World
Parkersburg: WPAR—World; Standard
Welch: WBRW—Associated
Wheeling: WKWK—Standard
WVVA—NBC Thesaurus; NAB—Lang-Worth
Williamson: WBTH—World
WISCONSIN
Appleton: WIBY—Standard
Ashland: WATW—Standard
Eau Claire: WEAU—C. P. MacGregor; NBC Thesaurus
Fond du Lac: KFTZ—Standard
Green Bay: WTAQ—Associated
Janesville: WCLO—Standard
La Crosse: WKRH—Standard
Madison: WHA—NAB—Lang-Worth
WBAA—World
Marquette: WMLM—Associated
Milwaukee: WISN—World; NAB—Lang-Worth; Standard
WEMP—NAB Bureau of Copyrights
WTMJ—Associated; NAB—Lang-Worth; NBC Thesaurus
W 55 M—World
Oshkosh: WOSH—Standard
Poynette: WIBC—Standard
Recla: WRJN—NAB—Lang-Worth; C. P. MacGregor
Rice Lake: WJMC—Standard
Sheboygan: WHTL—NBC Thesaurus
Wausau: WSAU—C. P. MacGregor; Associated
Wisconsin Rapids: WFHR—Standard
WYOMING
Casper: KDFN—NAB—Lang-Worth
Powell: KPOW—Standard
Rock Springs: KYRS—C. P. MacGregor; NBC Thesaurus
Sheridan: KWYO—C. P. MacGregor; Standard
CANADA
ALBERTA
Calgary: CFAC—NBC Thesaurus; World
CFCN—Standard; C. P. MacGregor; NAB—Lang-Worth
CJCI—Lang-Worth

Edmonton: CFRN—NAB—Lang-Worth; Standard
CJCA—NBC Thesaurus; World
Lethbridge: CJOC—NBC Thesaurus
BRITISH COLUMBIA
Kamloops: CFJC—Standard
Kelowna: CKOV—NBC Thesaurus
Nelson: CKLN—Standard
Trail: CJAT—NBC Thesaurus
Vancouver: CJOR—NBC Thesaurus
CKWX—World
Victoria: CJVI—NBC Thesaurus
MANITOBA
Brandon: CKX—NBC Thesaurus
Flin Flon: CFAR—World
Winnipeg: CKY—NBC Thesaurus
CJRC—World; NAB—Lang-Worth
NEW BRUNSWICK
Fredericton: CFNB—NBC Thesaurus
Moncton: CKCW—World
Saint John: CHSJ—World
NOVA SCOTIA
Halifax: CHNS—NBC Thesaurus; NAB—Lang-Worth
Sydney: CJCB—NBC Thesaurus
Yarmouth: CHLS—NAB—Lang-Worth
ONTARIO
Brantford: CKPC—World
Fort William: CKPR—NBC Thesaurus
Hamilton: CHMI—Standard
CKOC—NBC Thesaurus; World
Kingston: CFIC—Standard
Kirkland Lake: CKL—NBC Thesaurus; Associated
London: CFPL—NBC Thesaurus
North Bay: CFCH—NBC Thesaurus
Ottawa: CKCO—NAB—Lang-Worth; Associated
Owen Sound: CPOS—World
Prescott: CFCL—NAB—Lang-Worth
Sudbury: CKSO—NBC Thesaurus; World
Timmins: CKGB—NBC Thesaurus
Toronto: CFRB—NAB—Lang-Worth; NBC Thesaurus
CKCL—World
Windsor: CKLW—World; NAB—Lang-Worth
PRINCE EDWARD ISLAND
Charlottetown: CFCE—NAB—Lang-Worth; Standard
QUEBEC
Hull: CKCH—NBC Thesaurus
Montreal: CFMT—NBC Thesaurus
CKAC—World; NAB—Lang-Worth
CHLP—Standard
Quebec: CHRC—NAB—Lang-Worth
CKCV—World
Rouyn: KCRN—NBC Thesaurus
Sherbrooke: CHLT—NAB—Lang-Worth
Three Rivers: CHLN—World
Val d'Or: CKVD—NBC Thesaurus
SASKATCHEWAN
Moose Jaw: CHAB—NAB—Lang-Worth
Prince Albert: CKBI—World
Regina: CKCK—NBC Thesaurus; C. P. MacGregor; Standard
CJRM—World; NAB—Lang-Worth
Saskatoon: CFQC—NBC Thesaurus; Standard; NAB—Lang-Worth
Yorkton: CIGX—World
NEWFOUNDLAND
St. John's: VONP—Standard; NAB—Lang-Worth; Associated

NETWORK AND GROUP LISTINGS

ARIZONA BROADCASTING COMPANY, INC.

For rates and data see listing under Arizona.

ARIZONA NETWORK, THE

For rates and data see listing under Arizona.

ARROWHEAD NETWORK

For rates and data see listing under Minnesota.

BLUE RIDGE NETWORK

Poinsett Hotel, Greenville, South Carolina, telephone 362. Comprised of: WFBC—Greenville, S. C. WOPI—Bristol, Tenn. WISE—Asheville, N. C. WKPT—Kingsport, Tenn. Rates received November 1, 1940. Wave—Power—Time See individual listings. General Advertising

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour) and rates for CLASS 'A' and CLASS 'B'.

SPECIAL FEATURES: "Housekeeping-A Hobby": Home economics program by Alice Wyman. One minute participation, each 12.00.

Table showing Frequency Rates for 26, 52, and 104 times.

Line Charges: Rates shown include line charges. Permanent lines maintained. Personnel: Manager—B. T. Whitmore. Representatives: Weed & Company.

CALIFORNIA RADIO SYSTEM

For rates and data see listing under California.

COLONIAL NETWORK, THE

21 Brookline Ave., Boston, Mass., Commonwealth 8800.

Rates effective October 1, 1939. (Card No. 5.) Card received September 25, 1939.

Comprised of the following stations: Boston (WAAB), Providence (WEAN), Bridgeport (WICC), Fall River (WSAR), Springfield (WSPR), Bangor (WLBZ), Manchester (WFPA), Lowell-Lawrence (WLLH), Pittsfield (WBRK), Hartford (WHTT), New Bedford (WNBH), Pawtucket (WFCT), Fitchburg (WEIM), Waterbury (WATR), Laconia (WLNH), Augusta (WRDO), Greenfield (WHAI), Lewiston (WCOU), New London (WNLG), Rutland (WSYB), New Haven (WELI), Pawtucket (WFCT).

Wave—Power—Time See individual listings. Commission and Cash Discount Agency commission 15% allowed to recognized agencies on net station time. No commission allowed on talent or line charges. No cash discount. Charges for facilities are payable immediately after each broadcast.

General Advertising Actual time is: 1 hour, 59:20 minutes; 3/4 hour, 44:20 minutes; 1/2 hour, 29:30 minutes; 1/4 hour, 14:30 minutes; and 5 minutes, 4:50 minutes. (6:00 p.m. to 11:00 p.m. daily)

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various stations like WAAB, WEAN, WICC, etc.

Total 19 stations... 2000.00 1600.00 1200.00 800.00 400.00

Supplementary: *WELI 100.00 80.00 60.00 40.00 20.00; †WFCT 160.00 128.00 96.00 64.00 32.00

Table with columns for time slots (8:00 a.m. to 6:00 p.m., 12:00 midnight to 1:00 p.m., 11:00 p.m. to 12:00 midnight Sun.) and rates for various stations.

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for stations WBRK, WNLG, WEIM, etc.

Total 19 stations... 1000.00 800.00 600.00 400.00 200.00

Supplementary: *WELI 50.00 40.00 30.00 20.00 10.00; †WFCT 80.00 64.00 48.00 32.00 16.00

Table with columns for time slots (1:00 p.m. to 6:00 p.m. Sundays) and rates for stations WAAB, WEAN, WICC, etc.

Total 19 stations... 1500.00 1200.00 900.00 600.00 300.00

Supplementary: *WELI 75.00 60.00 45.00 30.00 15.00; †WFCT 120.00 96.00 72.00 48.00 24.00

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr) and rates for stations VAAB, WEAN, WICC, etc.

Total 19 stations... 672.00 538.00 400.00 272.00

Supplementary: *WELI 34.00 27.00 20.00 14.00; †WFCT 54.00 43.00 32.00 22.00

(* WELI, New Haven, available when WICC. Bridgeport, is not scheduled or in addition to WICC. Coverage information on request. (†) WFCT, Pawtucket, available when WEAN, Providence, is not scheduled.

DISCOUNTS

Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under original or renewed contract and apply on station time only. No discounts on talent or line charges. Less than 26 times... Net 26 to 51 times... 5% 52 to 103 times... 7-1/2% 104 to 155 times... 10% 156 to 207 times... 12-1/2% 208 or more times... 15%

Programs running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

This network will take programs from or feed programs to the Mutual Broadcasting System or to the following stations: WOR and WHN. No line charge for this service from Mutual. WOR; no line charge to or from WHN.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to electrical transcriptions. Not restricted to certain hours.

TALENT The WAAB grand organ is available to advertisers for use in connection with other talent. Staff organist 10.00 per broadcast of one-quarter hour or less. Other talent—rates on request.

REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries of artists, etc., to be paid when required in advance.

SERVICE FACILITIES Production department, sales and merchandising departments, publicity and public relations departments and artists' bureau are available to advertisers.

Line Charges Rates shown include line charges for programs originating from network's Boston studios. Permanent lines are maintained.

Contract and Other Requirements Preferred position governed by priority and availability on contract basis.

Rates are for facilities of the station only; talent is extra. No blanket contracts accepted. No contract accepted for longer than one year.

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

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel President—John Shepard, 3rd. Vice-President in charge of station operations—R. L. Harlow.

Vice-President in charge of sales and production—Linus Travers.

Vice-Pres. in charge of engineering—Paul A. de Mars. Sales Manager—William Warner.

Exclusive National Representatives Edward Petry & Company, Inc.

COLUMBIA BROADCASTING SYSTEM, INC.

Columbia Broadcasting System Building, 485 Madison Avenue, New York City, Wickersham 2-2000. Rates effective May 11, 1941. (Card No. 28.)

Wave—Power—Time See individual listings. Commission and Cash Discount Agency commission 15% to recognized agencies on net station time charges and on any line charges. No cash discount. Charges for facilities are payable immediately after each broadcast.

General Advertising Rates apply to all classes of acceptable accounts and advertising.

Transition rate: The rate for all stations broadcasting on the same time as current New York time, between 6:00 p.m. and 8:30 p.m. is two-thirds the night rates for these stations. Sunday afternoon rates (12:00 noon to 6:00 p.m.) are two-thirds of the night rate. After midnight rates (midnight to 7:00 a.m.) are one-third of the night rates. Day and night rates and Sunday afternoon rates are figured on the basis of current local time in each city. Network operations prior to 8:00 a.m. (local time) may only be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour are in exact proportion to one hour rates.

CONTRACT DISCOUNTS The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for 13 or more consecutive weeks:

Table showing contract discounts for 10, 15, 25, 45, 70, and 100+ station hours per week.

Station hours will be calculated as follows: One hour (day or night) on one station equals 1.0 station hour; 1/2 hour (day or night) on one station equals 0.6 station hour; 1/4 hour (day or night) on one station equals 0.3 station hour.

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

Two or more network contracts for the same advertiser may be combined in computing station-hour discount rate.

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

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

RATES FOR BASIC NETWORK The basic network comprises 23 cities in addition to which at least three of the optional basic group must be used.

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

Table listing night rates for various cities like New York, Akron, Baltimore, Boston, Buffalo, Cedar Rapids, Chicago, Cincinnati, Cleveland, Des Moines, Detroit, Hartford, Indianapolis, Kansas City, Lincoln, Louisville, Omaha, Philadelphia, Pittsburgh, Providence, St. Louis, Syracuse, Washington, etc.

Total 26 cities... 9,585.00 5,991.00 3,994.00

Only three optional cities are included in these totals. DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table listing day rates for various cities like New York, Akron, Baltimore, Boston, Buffalo, Cedar Rapids, Chicago, Cincinnati, Cleveland, Des Moines, Detroit, Hartford, Indianapolis, Kansas City, Lincoln, Louisville, Omaha, Philadelphia, Pittsburgh, Providence, St. Louis, Syracuse, Washington, etc.

(This listing continued on next page)

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COLUMBIA BROADCASTING SYSTEM, INC.—Continued

Plus at least three of the following optional cities: Albany (WOKO) 88.00 53.00 35.00...

BASIC SUPPLEMENTARY GROUP Twenty-nine cities. Stations available individually with Basic Network.

NIGHT RATES (6:00 p.m. to 11:00 p.m.) Atlantic City (WBAB) 100.00 60.00 40.00...

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) Atlantic City (WBAB) 50.00 30.00 20.00...

SOUTHWESTERN GROUP Seven cities. Stations available with Basic Network in a group of not less than five of the following cities...

NIGHT RATES (6:00 p.m. to 11:00 p.m.) Dallas (KRLD) 400.00 240.00 160.00...

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) Dallas (KRLD) 200.00 120.00 80.00...

SOUTHEASTERN GROUP Ten cities. Stations available with Basic Network in a group of not less than four of the following cities:

NIGHT RATES (6:00 p.m. to 11:00 p.m.) Anderson (WAIM) 100.00 60.00 40.00...

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Anderson (WAIM) 50.00 30.00 20.00 Asheville (WVNC) 63.00 38.00 25.00...

Group total 702.00 422.00 280.00

SOUTHCENTRAL GROUP NIGHT RATES (6:00 p.m. to 11:00 p.m.)

Twelve cities. Stations available individually with Basic Network. Atlanta (WGST) 225.00 135.00 90.00...

Group total 2,220.00 1,382.00 888.00

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Atlanta (WGST) 113.00 68.00 45.00 Birmingham (WAPB) 88.00 53.00 35.00...

Group total 1,122.00 668.00 440.00

FLORIDA GROUP

Four cities. Stations available as a group with Basic Network and Southeastern Group.

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

Jacksonville (WMBR) 130.00 78.00 52.00 Miami (WQAM) 165.00 99.00 66.00...

Group total 585.00 351.00 234.00

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Jacksonville (WMBR) 65.00 39.00 26.00 Miami (WQAM) 83.00 50.00 33.00...

Group total 294.00 177.00 117.00

Station WJNO, West Palm Beach, is available as a bonus station for advertisers using the Florida Group.

Station WFOY, St. Augustine, is available as a bonus station for advertisers using the Florida Group.

CANADIAN GROUP

*Two cities. Stations available individually with the Basic Network.

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

Montreal (CKAC) 250.00 150.00 100.00 Toronto (CFRB) 325.00 195.00 130.00...

Group total 575.00 345.00 230.00

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Montreal (CKAC) 125.00 75.00 50.00 Toronto (CFRB) 163.00 98.00 65.00...

Group total 288.00 178.00 115.00

*In addition to Montreal and Toronto, the 31 stations of the Canadian Broadcasting Corporation are available to CBS advertisers.

NORTHWESTERN GROUP

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

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

Duluth (KDAL) 125.00 75.00 50.00 *Hibbing-Virginia (WVFG-WVLE) 50.00 30.00 20.00...

Group total 1,325.00 795.00 530.00

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Duluth (KDAL) 63.00 38.00 25.00 *Hibbing-Virginia (WVFG-WVLE) 25.00 15.00 10.00...

Group total 665.00 400.00 265.00

MOUNTAIN GROUP

Seven cities. When the Pacific Coast and the Basic Network are joined Denver (KJLZ) and Salt Lake City (KSL) must be used.

NIGHT RATES Available individually with Basic Network.

Denver (KJLZ) and Colorado Springs (KVOY) 250.00 150.00 100.00 Salt Lake City (KSL) 350.00 210.00 140.00...

Group total 1,165.00 699.00 466.00

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Denver (KJLZ) and Colorado Springs (KVOY) 125.00 75.00 50.00 Salt Lake City (KSL) 175.00 105.00 70.00...

Group total 583.00 350.00 233.00

PACIFIC COAST GROUP

Six cities. Stations are available only as a group.

NIGHT RATES (6:00 p.m. to 11:00 p.m.) Los Angeles (KNX) 575.00 345.00 230.00 Fresno (KARM) 75.00 45.00 30.00...

Group total 1,730.00 1,038.00 692.00

DAY RATES (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Los Angeles (KNX) 288.00 173.00 115.00 Fresno (KARM) 38.00 23.00 15.00...

Group total 867.00 521.00 346.00

Supplementary Pacific Coast station: Sacramento (KROY) 75.00 45.00 30.00

NIGHT RATES Sacramento (KROY) 38.00 23.00 15.00

HAWAIIAN GROUP Two and one-half hours earlier than Pacific Standard Time.

Day rates apply to Sunday afternoon.

NIGHT RATES Honolulu-Hilo KGMB-KHBC 220.00 140.00 100.00

DAY RATES Honolulu-Hilo (KGMB-KHBC) 195.00 125.00 90.00

One hour later than Eastern Standard Time.

PUERTO RICO NIGHT RATES San Juan (WKAQ) 75.00 45.00 30.00

DAY RATES San Juan (WKAQ) 63.00 38.00 25.00

PHILIPPINE ISLANDS Thirteen hours later than Eastern Standard Time.

The following rates apply both day and night: Manila (KZRM) 500.00 300.00 200.00

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers...

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

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

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

Closing Time Closing date for inclusion in general publicity and printed program announcements is 23 days in advance of broadcast on all but special publicity.

Branch Offices New York—485 Madison Avenue. Boston—182 Tremont Street. Chicago—410 N. Michigan Avenue. Detroit—902 Fisher Building. Charlotte—Wilder Building.

(This listing continued on next page)

COWLES STATIONS, THE—Cont'd

Table with columns for CLASS "B", 30 or 60 words, and 100 words. Rows list time slots from 1 to 1,900 times.

(*) 1/2 minute (or less) transcription. (†) One minute transcription. SPECIAL FEATURES Time signals or weather reports—21 announcements per week...

13 wks. 26 wks. 39 wks. 52 wks. Per week. Strip Rates—Six 15 minute periods per week, daily except Sunday. Special rate includes recordings and announcer on duty on each station.

(Before 7:00 a.m.) 1 week 13 wks. 26 wks. 39 wks. 52 wks. Per week. Three per week rate is 60% of six per week rate.

POLITICAL RATES Copy and payment for political advertising must be in 24 hours in advance. Rates on request.

RECORDED PROGRAMS Transcription library available—details on request. TALENT Rates on request.

REMOTE CONTROL Remote control equipment available. SERVICE FACILITIES Services of the stations' production departments, announcing and technical staffs are available without charge.

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

Contract and Copy Requirements Maximum length of contract is 52 weeks. All programs must conform to the standards of the stations. Copy prepared by the advertiser must have the stations' approval in advance.

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

Personnel Commercial Manager—Craig Lawrence. National Sales Manager—Ted Enns. Representatives The Katz Agency.

DON LEE BROADCASTING SYSTEM

Don Lee Building, 5515 Melrose Avenue, Hollywood, California; San Francisco Office: 1000 Van Ness Avenue. Affiliated with the Mutual Broadcasting System.

Rates effective September 28, 1941. (Card No. 8.) This system is comprised of the following groups:

- SOUTHERN CALIFORNIA KHL—Los Angeles, KPM—Bakersfield, KGB—San Diego, KYOE—Santa Ana, KDR—Santa Barbara, KXO—El Centro, KFXM—San Bernardino, NORTHERN CALIFORNIA KPRC—San Francisco, KMYC—Marysville, KFRE—Eureka, KDON—Monterey, KREM—Eureka, KHSI—Chico, KFRE—Redding, KDON—Merced, NORTHWEST (Oregon) KRNR—Roseburg, KOS—Marshfield, KALB—Portland, KWIL—Albany, KFII—Elamath Falls, KAST—Astoria, KORE—Eugene

NORTHWEST (Washington) KMO—Tacoma, KGY—Olympia, KAT—Yakima, KELA—Centralia, KGA—Spokane, KRKO—Everett, KRO—Aberdeen, KWLK—Longview, KOT—Seattle

(S) Limited time. Wave—Power—Time See individual station listings. Commission and Cash Discount Agency commission 15% on net station time to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising

Table with columns for Rates include radio charges by owners of musical copyrights. (6:00 p.m. to 10:00 p.m.) 1 hr., 1/2 hr., 1/4 hr. Complete Coast Network, Southern Calif. Network, Northern Calif. Network, Complete Calif. Network, Complete Northwest.

Table with columns for Complete Coast Network, Southern Calif. Network, Northern Calif. Network, Complete Calif. Network, Complete Northwest. (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays and 10:00 p.m. to 10:30 p.m. daily)

Table with columns for Complete Coast Network, Southern Calif. Network, Northern Calif. Network, Complete Calif. Network, Complete Northwest. (10:30 p.m. to 8:00 a.m.)

KGBL, Honolulu, and KHBC, Hilo, may be added to Don Lee Network at the following rates, subject to the same discounts as apply on Don Lee schedule: (Night Rates)

Table with columns for 1 hour, 1/2 hour, 1/4 hour. (Day Rates)

Table with columns for 1 hour, 1/2 hour, 1/4 hour. (Night Rates)

Table with columns for 1 hour, 1/2 hour, 1/4 hour. (Day Rates)

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

Table with columns for Complete Coast Network: Less than 370.00, 370.00 to 740.00, 740.00 to 1,110.00, 1,110.00 to 1,480.00, 1,480.00 to 1,850.00, 1,850.00 to 2,220.00, 2,220.00 to 2,590.00.

Table with columns for Southern California Network: Less than 139.00, 139.00 to 278.00, 278.00 to 417.00, 417.00 to 556.00, 556.00 to 695.00, 695.00 to 834.00, 834.00 to 973.00.

Table with columns for Northern California Network: Less than 119.00, 119.00 to 238.00, 238.00 to 357.00, 357.00 to 476.00, 476.00 to 595.00, 595.00 to 714.00, 714.00 to 833.00.

Table with columns for Complete California Network: Less than 236.00, 236.00 to 472.00, 472.00 to 708.00, 708.00 to 944.00, 944.00 to 1,180.00, 1,180.00 to 1,416.00, 1,416.00 to 1,652.00.

Table with columns for Complete Northwest Network: Less than 134.00, 134.00 to 268.00, 268.00 to 402.00, 402.00 to 536.00, 536.00 to 670.00, 670.00 to 804.00, 804.00 to 938.00.

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

SPECIAL FEATURES News Service: May be sponsored day or night over all or any part of the network. Rates on request. Subject to regular station time rates and policies, and payable in advance. Stand-by charge on network programs 15.90.

TALENT Rates on request. SERVICE FACILITIES A staff of producers, writers, vocalists and musicians is available for presentation of any type of program desired by an advertiser. Program ideas, lists of talent, and prices furnished on request.

Line Charges Rates shown include line charges. Permanent lines are maintained. Contract and Other Requirements Advertising of beer and wine acceptable. All programs and copy subject to approval by network manager. Rates are for station time only; talent is extra.

Personnel President—Thomas S. Lee. Vice-President and Gen'l Mgr.—Lewis Allen Weiss. General Sales Manager—Wilbur Eickelberg. Representatives John Blair & Company.

GEORGIA BROADCASTING SYSTEM

For rates and data see listing under Georgia.

GEORGIA MAJOR MARKET TRIO

For rates and data see listing under Georgia.

INTERMOUNTAIN NETWORK, THE

For rates and data see listing under Utah.

KANSAS STATE NETWORK

For rates and data see listing under Kansas.

LONE STAR CHAIN

For rates and data see listing under Texas.

MASON-DIXON RADIO GROUP

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

Group comprised of: *WDEL—Wilmington, Del. WKBO—Harrisburg, Pa. *WILM—Wilmington, Del. WAZL—Hazleton, Pa. *WOK—York, Pa. WEST—Easton, Pa. *WGAL—Lancaster, Pa. (* Choice of either Wilmington station.)

Rates effective August 1, 1939. Wave—Power—Time See individual listings.

Commission and Cash Discount Agency commission 15%; no cash discount. Agency commission allowed on cost of program supplied by station.

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

Table with columns for The following rates are for national advertising. No restrictions on frequency of broadcasting. (After 6:00 p.m.) 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 3 minutes. (Before 6:00 p.m.) 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 3 minutes.

ANNOUNCEMENTS

Table with columns for 75-125 words: 1 wkd., 13 wks., 26 wks., 52 wks. 1 weekly, 3 weekly, 6 weekly, 7 weekly, 12 weekly, 14 weekly, 18 weekly, 21 weekly. (Before 6:00 p.m.) 75-125 words: 1 weekly, 3 weekly, 6 weekly, 7 weekly, 12 weekly, 14 weekly, 18 weekly, 21 weekly.

POLITICAL ADVERTISING One time rate applies. TALENT Routine talent available. Special list available to advertisers upon request. REMOTE CONTROL Remote work can be handled at any time, cost depending on line cost and installation fees.

SERVICE FACILITIES Personal calls on trade, newspaper publicity, letters to trade, personal assistance to manufacturers' salesmen. Contract and Other Requirements Price quoting allowed. Station reserves the right to censor copy.

Closing Time Closing date is five days in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

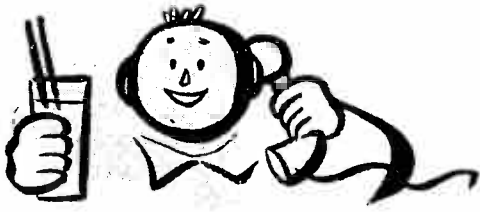
Personnel General Manager—Clair R. McCollough. Sales Manager—J. Robert Gulick. Promotion Manager—Paul C. Rodenhauser. Technical Director—J. E. Mathiot. Representatives Paul H. Raymer Company.

MICHIGAN RADIO NETWORK

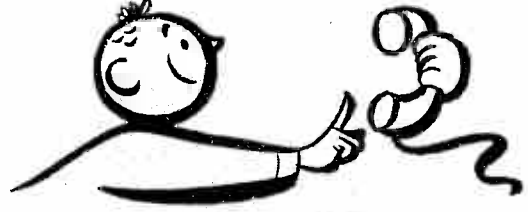
For rates and data see listing under Michigan.



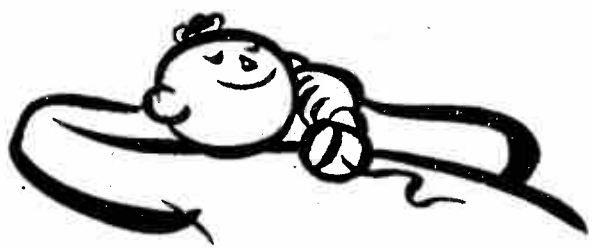
"Radio?...It's Terrific Out Here!"



1. "Radio? . . . it's terrific 'out here on the Pacific Coast, Joe! It's more popular than ever."
 "I guess at a time like this, radio IS the people's best medium of entertainment . . . eh?"
 "You bet, it's also their best news medium. Radio gives it to them constantly and instantly. On the Pacific Coast they're eating the news up. Lots of the war news out here even has LOCAL significance."



3. to be right on the spot when and where things happen. For instance, for three successive days when the Japs were shelling ships off the California Coast, DON LEE was right on hand to bring listeners the first exclusive interviews with the ships' captains immediately after they were brought ashore. Furthermore, DON LEE has the most comprehensive news coverage of any Pacific Coast network with the worldwide serv-



2. "I guess that means DON LEE. Aren't they the ONLY network that ALL the listeners on the Coast can hear?"
 "That's right, Joe, the mountains out here make long distance reception impossible. DON LEE has a local outlet in each of the 32 important Coast markets. This setup enables DON LEE

4. ices of both A.P. and I.N.S. in addition to the regular local newsgathering agencies."
 "This DON LEE sure sounds like the best bet on the Pacific Coast."
 "It IS the best bet as plenty of advertisers will agree, for DON LEE carries twice as much Pacific Coast business as the other three networks combined."



THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
 5515 Melrose Ave., Hollywood, Calif.

MUTUAL BROADCASTING SYSTEM

Tribune Tower, Chicago, Illinois, Superior 0100. Sales Office—1440 Broadway, New York City, Pennsylvania 6-9600.

Rate card dated October 1, 1941.

Wave—Power—Time

See individual listings.

All time is Eastern Standard Time.

Commission and Cash Discount

Net billing subject to agency commission of 15% to recognized agencies. Bills due and payable when rendered. Cash in advance required for all political broadcasts.

VOLUME PURCHASE PLAN

The Volume Purchase Plan is available to national advertisers, based on an expenditure of a minimum amount of money.

Requirements:

1. Minimum Dollar Volume (combination of No. 2 & No. 3).

2. Basic required stations.

3. 20% of the cost of basic stations must be spent on supplementaries selected by advertiser.

NOTE: Any amount over the above minimum dollar volume may be spent wherever desired and the same discounts apply to all stations available to the Volume Plan.

All volume rates listed are gross and therefore subject to the discounts shown.

GROSS RATES

REQUIRED STATIONS

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WOR New York, WGN Chicago, WIP Philadelphia, etc.

Total 9,505.00 5,721.00 3,757.00

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WOR New York, WGN Chicago, WIP Philadelphia, etc.

Total 4,877.00 2,933.00 1,903.00

Colonial Stations—WAAB Boston, WVEAN Providence; WFCL Pawtucket-Providence; WTLT Hartford; WBLI New Haven; WSPR Springfield; WICG Bridgeport; WATR Waterbury; WNBH New Bedford; WSAR Fall River; WLLH Lowell-Lawrence; WBRK Pittsfield; WCOU Lewiston-Auburn; WNLG New London; WSYB Rutland; WHAI Greenfield; WLNH Lanesia.

(*) If WEAN is unable to clear time, substitute WFCL until June 15, 1942.

(†) If WICG is unable to clear time, substitute WBLI until June 15, 1942.

Don Lee Network—KTLJ Los Angeles; KFRC San Francisco; KOL Seattle; KALE Portland; KGB San Diego; KGA Spokane; KMO Tacoma; KFRE Fresno; KFMC Bakersfield; KFEM San Bernardino; KDB Santa Barbara; KIP Yakima; KVOE Santa Ana; KRCO Everett; KORE Eugene; KPHI Klamath Falls; KIRO Aberdeen; KEM Eureka; KGY Olympia; KMYC Marysville; KKYD Merced; KXCO El Centro; KHSL Chico; KAST Astoria; KVEC San Luis Obispo; KDON Monterey; KVCV Redding; KOOS Mar-shield; KWLK Longview; KRRR Roseburg; KEFA Centralia-Chehalis; KWIL Albany.

(§) Daytime only.

VOLUME PURCHASE PLAN

SUPPLEMENTARY STATIONS

Subject to individual selection.

NORTHEAST

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WJW Akron, WABY Albany, WJLM Wilmington, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WJW Akron, WABY Albany, WJLM Wilmington, etc.

SOUTHWEST

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KXYZ Houston, WRR Dallas, KABC San Antonio, etc.

MIDWEST (Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KOIL Omaha, KSO Des Moines, WLAY Grand Rapids, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KOIL Omaha, KSO Des Moines, WLAY Grand Rapids, etc.

NORTHCENTRAL

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WDSM Duluth-Superior, KFRI Sioux City, KFVO Fargo-Moorhead, etc.

SOUTHEAST (Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WRNL Richmond, WGII Newport News-Norfolk, WSOB Charlotte, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WRNL Richmond, WGII Newport News-Norfolk, WSOB Charlotte, etc.

SOUTHERN (Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WATL Atlanta, WNOE New Orleans, WMPB Memphis, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WATL Atlanta, WNOE New Orleans, WMPB Memphis, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KXYZ Houston, WRR Dallas, KABC San Antonio, etc.

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WDSM Duluth-Superior, KFRI Sioux City, KFVO Fargo-Moorhead, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like WDSM Duluth-Superior, KFRI Sioux City, KFVO Fargo-Moorhead, etc.

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

(Night Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

(Day Rates)

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(Night Rates)

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(Day Rates)

Table with columns for station call letters, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like KLO Oorden-Salt Lake, KFJX Grand Junction, KPKA Greeley, etc.

NATIONAL BROADCASTING COMPANY, INCORPORATED BLUE NETWORK

R.C.A. Bldg., 30 Rockefeller Plaza, New York City. Rates received November 26, 1941.

General Advertising

BLUE NETWORK RATE CLASSIFICATIONS All rates quoted on local time. Fractional rates do not apply to Honolulu, Havana and Philippine Service.

BLUE PLATE DISCOUNTS

When one or more of the four supplementary groups (Blue Southern, Blue Southwestern, Blue Mountain and Blue Pacific Coast) are purchased in their entirety with the complete Basic Blue Network, the following special discounts will apply against the total gross billing of the Blue Network time purchased.

One group whose evening hour rate equals 500.00 or more..... 5% Two groups whose combined evening hour rate equals 1,000.00 or more..... 10%

COMMISSIONS AND DISCOUNTS

Weekly discounts for 13 or more consecutive weeks network broadcasting. All network contracts for the same advertiser, except contracts taking Blue Pacific Coast regional discounts, may be combined for determining weekly discount rate.

Table with 2 columns: Rate of discount on weekly gross billing, and corresponding discount percentage (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%).

Network programs between 8:00 p.m. and 10:00 p.m. New York time: Where WLW or "Other stations available with the Blue Network" are used on network programs between 8:00 p.m. and 10:00 p.m. New York time, and on their rebroadcasts, weekly rate of discount (or the annual discount) on these stations only will be reduced 5% (for example, 12-1/2% becomes 7-1/2%; 25% becomes 20%).

Annual rebate for 52 consecutive weeks network broadcasting: Rebate of 12-1/2% of the gross billing (after deduction of Blue Plate Discounts, if earned) will apply on all facilities used during the rebate fiscal year, except on such facilities as are discontinued prior to the end of the rebate fiscal year.

25% annual discount: A discount of 25% in lieu of weekly volume discounts and annual rebates will be allowed currently to advertisers whose contracted gross network billing equals or exceeds \$1,500,000 within a twelve month fiscal year period, after deduction of Blue Plate Discounts, if earned.

Net billings (gross billings less all discounts and rebates) shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. No commission on program charges. No cash discounts. Bills due and payable when rendered.

TERMS OF USE

No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rate and regulations. All programs are subject to program policies and approval of the National Broadcasting Company. The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES

Services of the NBC Program Department in arranging and presenting programs are included to network clients.

No special charge is made for facilities when programs originate in NBC Studios in New York City, Chicago, Washington, San Francisco and Los Angeles (Hollywood) provided the City in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

BLUE NETWORK RATES

NIGHT RATES

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

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

BASIC BLUE NETWORK

Table listing stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes stations like New York (WJZ), Boston (WBZ), Springfield (WBZA), Providence (WBEAN), Hartford (WNBC), Bridgeport (WIBC), Philadelphia (WPTL), Baltimore (WCBM), Washington (WMAZ), Winchester, Va. (WINC), Richmond (WRNL), Troy-Albany (WTRY), Plattsburg (WMPF), Poughkeepsie (WPKP), Syracuse (WSYR), Rochester (WYHAM), Buffalo (WEEB), Pittsburgh (KQV), Wheeling (WVVA), Cleveland (WHC), Akron (WAKR), Detroit (WXYZ), Cincinnati (Cincinnati station listed below must be used), Dayton (WING), Indianapolis (WISH), Fort Wayne (WOWO), Chicago (WENR-WLS), St. Louis (KXOK), Columbia (KFRU), Dayton (WOC), Minn.-St. Paul (WTCN), Des Moines (KSO), Lawrence, Kan. (WREN), Kansas City (KCMO).

Total (without Cincinnati) 8,000.00 4,851.00 3,236.00 Cincinnati (WLW) 1,080.00 720.00 480.00 Cincinnati (WSAI) 240.00 144.00 96.00 (*) When WVVA power is increased to 50,000 watts basic rate per nighttime hour increases to 320.00.

BASIC BLUE SUPPLEMENTARIES

Table listing supplementary stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Manchester (WMUR), Charlottesville, Va. (WCHV), Jamestown (WJTN), Olean (WHDL), Erie (WLEU), Youngstown (WYBJ), Toledo (WTOL), Louisville (WJNN), Springfield, Ill. (WCBS), Milwaukee (WMEP), Dubuque (WKBB), Omaha (KOVH), Shenandoah (KAMA), Sioux City (KSCC).

MICHIGAN NETWORK

Table listing Michigan stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Flint (WFDF), Lansing (WJLM), Jackson (WJBM), Battle Creek (WELL), Bay City (WBCB).

BLUE FLORIDA GROUP

Table listing Florida stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Jacksonville (WJHP), Ocala (WTMC), Daytona Beach (WAFJ), Orlando (WLOF), Tampa-St. Petersburg (WSUN), Miami Beach (WKAT).

BLUE SOUTHEASTERN GROUP

Table listing Southeastern stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Roanoke Rapids (WCBT), Rocky Mount (WEEB), Wilmington (WMFD), High Point-Greensboro (WMPR), Hickory (WHKY), Johnson City (WJHL), Gastonia (WGNC), Charlotte, N. C. (WAYS), Spartanburg (WORD), Greenville, S. C. (WVRG), Columbia (WCOS), Augusta (WGAC), Winston, N. C. (WFTC).

BLUE SOUTHWESTERN GROUP

Table listing Southwestern stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Memphis (WMPS), Birmingham (WBSN), Atlanta (WAGA), Hot Springs (KTHS), New Orleans (WDSU), Baton Rouge (WJBO), Greenwood, Miss. (WGRM), Jackson, Miss. (WSLI), Anniston (WHMA).

*BLUE SOUTHWESTERN GROUP

Table listing Southwestern stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Tulsa (KOME), Oklahoma City (KTOK), Ft. Worth-Dallas (KGKO), Houston (KXZY), Beaumont (KFTM).

Total for group..... 800.00 480.00 320.00 Oklahoma Network: (Optional to the Blue Southwestern Group. Available only as a group.)

Table listing Oklahoma Network stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Enid (KCRC), Shawnee (KGFJ), Muskogee (KIBX), Ada (KADA), Ardmore (KVSO).

*BLUE MOUNTAIN GROUP

Table listing Mountain Group stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Denver (KVOD), Pueblo (KGFJ), Cheyenne (KFBC), Albuquerque (KOB), Salt Lake City (KUTA), Ogden (KLO).

*BLUE PACIFIC COAST GROUP

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

Table listing Pacific Coast stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes San Francisco (KGO), Los Angeles (KECA), Santa Barbara (KTMS), San Diego (KFSD), Portland, Ore. (KEX), Seattle (KJR), Spokane (KGA), Sacramento (KFBK), Stockton (KWG), Bakersfield (KERN), Reno (KOH), Visalia-Fresno (KPKC).

Total for group..... 1,630.00 981.00 656.00 Wenatchee (KPI) 40.00 24.00 16.00 (*) See Blue Plate Discounts at beginning of listing.

CANADIAN SERVICE

Individually available. For use with Basic Blue Network. Special Blue discount on CFCF only.

Table listing Canadian stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Montreal (CFCF), Combination rate (CFCF-CFCF) 325.00 195.00 130.00 NOTE: Rates for Canadian Broadcasting Corporation Network facilities on application.

OTHER STATIONS AVAILABLE WITH THE BLUE NETWORK (By special arrangement only—not subject to special Blue Network discounts.)

BASIC SUPPLEMENTARIES

Table listing supplementary stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Bangor (WLBZ), Augusta (WRDO), Wilkes-Barre (WBRE), Allentown (WSAN), York (WORK), Lancaster (WGAL), Harrisburg (WKBO), Altoona (WFRG), Johnstown (WJAC), Clarksburg (WBLK), Charleston (WVKV), Columbus (WCOL), Bluefield (WHS), Zanesville (WHZ), Grand Rapids (WOOD), Fort Wayne (WGL), Terre Haute (WBOW), Evansville (WGBF), Madison (WIBA), Eau Claire (WEAU), Minnesota Network: Mankato (KYSM), Rochester (KROC), St. Cloud (KPFM), Duluth-Superior (WEOB), Sioux Falls (KSOO), Sioux Falls (KEL), Springfield, Mo. (KGBX), Wichita (KANS).

NORTHWESTERN GROUP

Table listing Northwestern stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Fargo (WDAY), Bismarck (KFYR), Midsouth Service: Nashville (WSM).

SOUTHERN SUPPLEMENTARIES

Table listing Southern supplementary stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Knoxville (WROL), Chattanooga (WAPD).

SOUTHWESTERN SUPPLEMENTARIES

Table listing Southwestern supplementary stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Pittsburg, Kans. (KOAM), Corpus Christi (KRIS), Woslaco (KRGV).

(This listing continued on next page)

BLUE NETWORK—Continued

Table with columns for station name, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes North Mountain Group stations like Flint (WFDF), Lansing (WJLM), Jackson (WJBM), etc.

Total for group..... 360.00 216.00 144.00

PACIFIC SUPPLEMENTARIES

Table listing Pacific Coast Group stations: El Paso (KTSM), Medford (KMED), Phoenix (KTAR), Tucson (KVOA), Safford (KGLU), Yuma (KYUM).

ARIZONA GROUP

Table listing Arizona Group stations: Phoenix (KTAR), Tucson (KVOA), Safford (KGLU), Yuma (KYUM).

Canadian Supplementaries

Table listing Canadian stations: Toronto (CBL), Montreal (CBF).

OVERSEAS SERVICE

Table listing Overseas Service stations: Havana (CMX), Honolulu (KGU), Cebu (KZRC), Manila (KZRH).

PAN-AMERICAN SERVICE

Blue Network advertisers interested in Central and South American markets have available the Pan-American broadcasting services of network's short wave international stations, WRCA and WNBI. Programs in Spanish, Portuguese or English are beamed to Latin America, in regularly scheduled language periods, over two 50,000 watt transmitters, WRCA 9670 and 17780 kilocycles and WNBI 11890 and 17780 kilocycles.

DAY RATES

(8:00 a.m. to 6:00 p.m.) [Sunday afternoon (12:00 noon to 6:00 p.m.) rates are 50% greater than day rates.]

BASIC BLUE NETWORK

Large table listing Basic Blue Network stations across various regions: New York (WJZ), Boston (WBZ), Springfield (WBZA), Providence (WPEAN), Hartford (WNBC), Bridgeport (WIBC), Philadelphia (WPL), Baltimore (WFBM), Washington (WMAZ), Winchester, Va. (WINC), Richmond (WRNL), Troy-Albany (WTRY), Plattsburg (WMPF), Syracuse (WSYR), Rochester (WILAM), Buffalo (WBBR), Pittsburgh (KQV), Wheeling (WVVA), Cleveland (WIKK), Akron (WAKR), Detroit (WXYZ), Cincinnati (WCIN), Dayton (WING), Springfield (WIZE), Indianapolis (WISH), Fort Wayne (WOWO), Chicago (WENR-WLS), St. Louis (KXOK), Columbia (KFRU), Davenport (WOC), Minn.-St. Paul (WTCN), Des Moines (KSO), Lawrence, Kan. (WREN), Kansas City (KCMO).

Total without Cincinnati..... 4,045.00 2,127.00 1,618.00
Cincinnati (WLV)..... 540.00 360.00 240.00
Cincinnati (WSAI)..... 120.00 72.00 48.00
(*) When WVVA power is increased to 50,000 watts basic rate per daytime hour increases to 160.00.

BASIC BLUE SUPPLEMENTARIES

Table listing Basic Blue Supplementaries stations: Manchester (WMUR), Charlottesville, Va. (WCHV), Jamestown (WJTN), Olean (WIDL), Erie (WLEU), Youngstown (WFMJ), Toledo (WTO), Louisville (WVNN), Springfield, Ill. (WCBS), Milwaukee (WEMM), Dubuque (WTKB), Omaha (KOWH), Shenandoah (KMA), Sioux City (KSCJ).

MICHIGAN NETWORK

Table listing Michigan Network stations: Flint (WFDF), Lansing (WJLM), Jackson (WJBM), Battle Creek (WELL), Bay City (WBGM).

BLUE FLORIDA GROUP

Table listing Blue Florida Group stations: Jacksonville (WJLP), Ocala (WTMC), Daytona Beach (WMPF), Orlando (WLOP), Tampa-St. Petersburg (WVSU), Miami Beach (WKAT).

Total for Florida Network 260.00 156.00 104.00

BLUE SOUTHEASTERN GROUP

Table listing Blue Southeastern Group stations: Roanoke Rapids (WCRT), Rocky Mount (WEED), Wilmington (WMPD), High Point-Greensboro (WALP), Hickory (WIKY), Johnson City (WJHL), Gastonia (WGNL), Charlotte, N. C. (WAYS), Spartanburg (WORD), Greenville, S. C. (WVRC), Columbia (WVCS), Augusta (WGAC), Kinston, N. C. (WTCJ).

*BLUE SOUTHERN GROUP

Table listing Blue Southern Group stations: Memphis (WMP), Birmingham (WVGN), Atlanta (WAGA), Hot Springs (KTHS), New Orleans (WDSU), Baton Rouge (WJBO).

Total for group..... 100.00 240.00 160.00
Optional to Blue Southern: Greenwood, Miss. (WGBM), Jackson, Miss. (WSLI), Anniston (WIMA).

*BLUE SOUTHWESTERN GROUP

Table listing Blue Southwestern Group stations: Tuisa (KOME), Oklahoma City (KTOK), Ft. Worth-Dallas (KGGO), Houston (KXYZ), Beaumont (KFDI).

Total for group..... 400.00 240.00 160.00

Table listing Oklahoma Network stations: Enid (KCRC), Shawnee (KGPF), Muskogee (KBI), Ada (KADA), Ardmore (KVS).

*BLUE MOUNTAIN GROUP

Table listing Blue Mountain Group stations: Available only as a group. For use with Basic or Pacific Coast Networks. Denver (KVD), Pueblo (KGIB), Cheyenne (KPB), Albuquerque (KOB), Salt Lake City (KUTA), Ogden (KLO).

*BLUE PACIFIC COAST GROUP

Table listing Blue Pacific Coast Group stations: For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required. San Francisco (KGO), Los Angeles (KCA), Santa Barbara (KSTMS), San Diego (KFS), Portland, Ore. (KEX), Seattle (KJR), Spokane (KGA), Sacramento (KPHK), Stockton (KWG), Bakersfield (KERN), Reno (KOH), Visalia-Fresno (KTKC).

Total for group..... 820.00 492.00 328.00
Wenatchee (KFP)..... 20.00 12.00 8.00
(*) See Blue Plate Discounts at beginning of listing.

CANADIAN SERVICE

Table listing Canadian Service stations: Montreal (CFCE), Combination rate: CBF-CFCE 162.50 97.50 65.00

NOTE: Rates for Canadian Broadcasting Corporation Network facilities on application.

OTHER STATIONS AVAILABLE WITH THE BLUE NETWORK

Table listing other stations available with the Blue Network: Bangor (WLBZ), Augusta (WBD), Wilkes-Barre (WBRE), Allentown (WSAN), York (WORX), Lancaster (WGAL), Harrisburg (WTKB).

Table listing stations available with Mountain or Pacific Coast Group: Altoona (WFBG), Johnstown (WJAC), Clarksburg (WBLK), Charleston (WGKV), Columbus (WCOJ), Bluefield (WHIS), Zanesville (WHIZ), Grand Rapids (WOOD), Fort Wayne (WGL), Terre Haute (WBOW), Evansville (WGBF), Madison (WIBA), Eau Claire (WEAU), Minnesota Network: Mankato (KYSM), Mankato (KROC), St. Cloud (KPFM), Duluth-Superior (WEBC), Sioux Falls (KSOO), Sioux Falls (KELO), Springfield, Mo. (KGBX), Wichita (KANS).

NORTHWESTERN GROUP

Table listing Northwestern Group stations: Fargo (WDAY), Bismarck (KPYR).

MIDSOUTH GROUP

Table listing Midsouth Group stations: Nashville (WSM).

SOUTHERN SUPPLEMENTARIES

Table listing Southern Supplementaries stations: Knoxville (WROL), Chattanooga (WAP).

SOUTHWESTERN SUPPLEMENTARIES

Table listing Southwestern Supplementaries stations: Pittsburg (KOAM), Corpus Christi (KRIS), Weslaco (KRGV).

NORTH MOUNTAIN GROUP

Table listing North Mountain Group stations: Butte (KGIR), Helena (KPPA), Bozeman (KRB), Billings (KGHL), Boise (KIDO), Pocatello (KSEI), Twin Falls (KTF).

Table listing Pacific Supplementaries stations: El Paso (KTSM), Medford (KMED), Phoenix (KTAR), Tucson (KVOA), Safford (KGLU), Yuma (KYUM).

Table listing Canadian Supplementaries stations: Toronto (CBL), Montreal (CBF).

Table listing Overseas Service stations: Havana (CMX), Honolulu (KGU), Cebu (KZRC), Manila (KZRH).

Table listing Basic Blue Network stations: New York (WJZ), Boston (WBZ), Springfield (WBZA), Providence (WPEAN), Hartford (WNBC), Bridgeport (WIBC), Philadelphia (WPL), Baltimore (WFBM), Washington (WMAZ), Winchester, Va. (WINC), Richmond (WRNL), Troy-Albany (WTRY), Plattsburg (WMPF), Syracuse (WSYR), Rochester (WILAM), Buffalo (WBBR), Pittsburgh (KQV), Wheeling (WVVA), Cleveland (WIKK), Akron (WAKR), Detroit (WXYZ), Cincinnati (WCIN), Dayton (WING), Springfield (WIZE), Indianapolis (WISH), Fort Wayne (WOWO), Chicago (WENR-WLS), St. Louis (KXOK), Columbia (KFRU), Davenport (WOC), Minn.-St. Paul (WTCN), Des Moines (KSO), Lawrence, Kan. (WREN), Kansas City (KCMO).

Table listing Basic Blue Supplementaries stations: Manchester (WMUR), Charlottesville, Va. (WCHV), Jamestown (WJTN), Olean (WIDL), Erie (WLEU), Youngstown (WFMJ), Toledo (WTO), Louisville (WVNN), Springfield, Ill. (WCBS), Milwaukee (WEMM), Dubuque (WTKB), Omaha (KOWH), Shenandoah (KMA), Sioux City (KSCJ).

Table listing Michigan Network stations: Flint (WFDF), Lansing (WJLM), Jackson (WJBM), Battle Creek (WELL), Bay City (WBGM).

Table listing Blue Florida Group stations: Jacksonville (WJLP), Ocala (WTMC), Daytona Beach (WMPF), Orlando (WLOP), Tampa-St. Petersburg (WVSU), Miami Beach (WKAT).

Table listing Blue Southeastern Group stations: Roanoke Rapids (WCRT), Rocky Mount (WEED), Wilmington (WMPD), High Point-Greensboro (WALP), Hickory (WIKY), Johnson City (WJHL), Gastonia (WGNL), Charlotte, N. C. (WAYS), Spartanburg (WORD), Greenville, S. C. (WVRC), Columbia (WVCS), Augusta (WGAC), Kinston, N. C. (WTCJ).

Table listing Blue Southern Group stations: Memphis (WMP), Birmingham (WVGN), Atlanta (WAGA), Hot Springs (KTHS), New Orleans (WDSU), Baton Rouge (WJBO).

Table listing Blue Southwestern Group stations: Tuisa (KOME), Oklahoma City (KTOK), Ft. Worth-Dallas (KGGO), Houston (KXYZ), Beaumont (KFDI).

Table listing Blue Mountain Group stations: Available only as a group. For use with Basic or Pacific Coast Networks. Denver (KVD), Pueblo (KGIB), Cheyenne (KPB), Albuquerque (KOB), Salt Lake City (KUTA), Ogden (KLO).

Table listing Blue Pacific Coast Group stations: For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required. San Francisco (KGO), Los Angeles (KCA), Santa Barbara (KSTMS), San Diego (KFS), Portland, Ore. (KEX), Seattle (KJR), Spokane (KGA), Sacramento (KPHK), Stockton (KWG), Bakersfield (KERN), Reno (KOH), Visalia-Fresno (KTKC).

Total for group..... 820.00 492.00 328.00
Wenatchee (KFP)..... 20.00 12.00 8.00
(*) See Blue Plate Discounts at beginning of listing.

NATIONAL BROADCASTING COMPANY, INCORPORATED

PACIFIC COAST BLUE

Hollywood—Sunset Blvd. and Vine Street, Hollywood 6161.
San Francisco—111 Sutter Street, Sutter No. 10.
Rate card dated February 1, 1941. (Card No. 1.)
General Advertising

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Honolulu.
6:00 p.m. to 11:00 p.m.—gross rates as listed.
12:00 noon to 6:00 p.m., Sundays only—three-quarters gross rates.
11:00 p.m. to 12:00 midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon)—one-half gross rates.
12:00 midnight to 8:00 a.m.—one-third gross rates.
Service available only if a regularly scheduled program precedes or follows.
Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.
(This listing continued on next page)

RED NETWORK—Continued

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes stations like Jackson (WJDX), Laurel, Miss (WAAH), Battleburg, Miss (WFOU), Mobile (WALA), Pensacola (WCOA), Montgomery (WSEF).

MIDSOUTH SERVICE

If available, must be used with Southcentral. Nashville (WVSM) 400.00 240.00 160.00

SOUTHWESTERN GROUP

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Amarillo (KGNB), Dallas-Fort Worth (WFAA-WHAP), Houston (KPRC), Little Rock (KARK), Oklahoma City (WKY), San Antonio (WAOA), Shreveport (KTBS), Tulsa (KVOO).

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Corpus Christi (KRIS), Pittsburgh, Kan. (KOAM), Westaco (KRGV).

NORTHWESTERN GROUP

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Bismarck (KBYR), Fargo (WDAY).

MOUNTAIN GROUP

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Denver (KOA), Salt Lake City (KDYL).

NORTH MOUNTAIN GROUP

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Billings (KGBL), Boise (KIDO), Butte (KGBR), Bozeman (KRBM), Helena (KPEA), Pocatello (KSEI), Twin Falls (KTFF).

SOUTH MOUNTAIN GROUP

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes El Paso (KTSM).

ARIZONA GROUP

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Phoenix (KPAR), Safford (KGLU), Tucson (KVOA), Yuma (KYUM).

PACIFIC COAST NETWORK

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Fresno (KMEI), Los Angeles (KFI), Portland, Ore. (KGW), San Francisco (KPOL), Seattle (KOMO), Spokane (KHQ).

CANADIAN SERVICE

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Montreal (CBM), Toronto (CBL), Montreal (CBF), Montreal (CBF-CBM).

SPECIAL SERVICE

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Hawaiian (CMX), Honolulu (KGU), Cebu (KZRC), Manila (KZRH).

Branch Offices: Chicago—Merchandise Mart, Cleveland—171 Superior Ave., N. E., Denver—1625 California St., Detroit—801 Fisher Bldg., Hollywood—Sunset Blvd. & Vine St., San Francisco—111 Sutter St., Schenectady—1 River Road, Washington, D. C.—Trans-Lux Bldg.

NATIONAL BROADCASTING COMPANY, INCORPORATED PACIFIC COAST RED

Hollywood-Sunset Blvd. and Vine St., Hollywood 6161. San Francisco—111 Sutter St., Sutter 1920. Rates effective December 15, 1941. (Card No. 29.)

General Advertising RATE CLASSIFICATIONS All rates quoted on local time. Fractional rates do not apply to Hawaii or the Philippines. 8:00 p.m. to 11:00 p.m.—gross rates as listed. 12:00 noon to 6:00 p.m., Sundays only—three-quarters gross rates. 11:00 p.m. to 12:00 midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon)—one-half gross rates. 12:00 midnight to 8:00 a.m.—one-third gross rates. Service available only if a regularly scheduled program precedes or follows. Rates for periods longer than one hour in exact proportion to corresponding one hour rate.

COMMISSIONS AND DISCOUNTS Weekly discounts for 13 or more consecutive weeks network broadcasting. All network contracts for the same advertiser may be combined for determining discount rate. Contracted value of network time at gross rates. Rate of discount on weekly gross billing: Less than 2,000.00 per week 4.000.00 per week 2-1/2% 4,000.00 or more but less than 8,000.00 per week 5% 8,000.00 or more but less than 12,000.00 per week 7-1/2% 12,000.00 or more but less than 18,000.00 per week 10% 18,000.00 or more per week 12-1/2%

Annual rebate for 52 consecutive weeks network broadcasting: Rebate to be 12-1/2% of the gross billing on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52 week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate. 2% annual discount: A discount of 2% in lieu of weekly quantity discounts and annual rebates will be allowed currently to advertisers whose contracted gross billing equals or exceeds 1,500,000.00 within a 12 month fiscal year period. Net billing (gross billings less all discounts and rebates) shall be subject to an advertising agency commission of 15% from the annual rebate, if any the company shall deduct any excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. No commission on program charges. No cash discounts. Bills due and payable when rendered.

TERMS OF USE Minimum period sold is 15 minutes. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations. All programs are subject to program policies and approval of the National Broadcasting Company. The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES Services of the NBC Program Department in arranging and presenting programs are available without extra charge. No special charge is made for facilities when programs originate in NBC studios in San Francisco and Los Angeles (Hollywood) provided the city in which the program originates is included in the Network contract. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production. NIGHT RATES (6:00 p.m. to 11:00 p.m.)

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Fresno (KMEI), Los Angeles (KFI), Portland, Ore. (KGW), San Francisco (KPOL), Seattle (KOMO), Spokane (KHQ).

Total for group of six 1,720.00 1,032.00 688.00 Available with Pacific Coast Network. Modified (KMEI) 80.00 48.00 32.00

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes El Paso (KTSM), Arizona Group: Phoenix (KPAR), Safford (KGLU), Tucson (KVOA), Yuma (KYUM).

Total for group 280.00 168.00 112.00

RED MOUNTAIN GROUP Denver (KOA) 300.00 180.00 120.00 Salt Lake City (KDYL) 200.00 120.00 80.00

Total for group of two 500.00 300.00 200.00

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Billings (KGBL), Boise (KIDO), Butte (KGBR), Bozeman (KRBM), Helena (KPEA), Pocatello (KSEI), Twin Falls (KTFF).

Total for group of seven 360.00 216.00 144.00

Table with 4 columns: Station, 1 hr., 1/2 hr., 1/4 hr. Includes Honolulu (KGU), Cebu (KZRC), Manila (KZRH).

All rates under Special Service apply for all periods, day and night except KGU. For delayed broadcasts Honolulu evening rates in effect between 5:00 p.m. and 11:00 p.m. HST. Rates between 12:00 midnight and 8:00 a.m. HST are 50% of the evening rate.

Flods, day and night except KGU. For delayed broadcasts Honolulu evening rates in effect between 5:00 p.m. and 11:00 p.m., HST. Rates between 12:00 midnight and 8:00 a.m., HST are 50% of the evening rates. Philippine Time 13 hours later than Eastern Standard Time. Branch Offices: National Broadcasting Company, Inc.

NATIONAL BROADCASTING COMPANY, INCORPORATED PAN-AMERICAN SERVICE

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

BASIC STATIONS

Wave—Power—Time: WRCA Operating power—50,000 watts. WBCA—9670 and 17780 kilocycles. WNB1—6100, 11890, 15150 and 21630 kilocycles. Operates on Eastern Standard Time. Stations operate simultaneously eight hours daily. Transmitter—Bound Brook, N. J. Commission and Cash Discount: Gross billing after deduction of percentage discounts. If any, shall be subject to an advertising agency commission of 15%. From the rebate, if any, the company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. No commission on program charges. No cash discounts. Bills due and payable when rendered.

General Advertising Programs can be rebroadcast over any NBC Pan-American network station in any part of Latin America. Rates on request. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rates.

Table with 2 columns: Time, Rate. Includes CLASS "A" (7:00 p.m. to 10:00 p.m.) 1 hour 300.00, 1/2 hour 180.00, 1/4 hour 120.00.

Table with 2 columns: Time, Rate. Includes CLASS "B" (1:00 p.m. to 5:15 p.m.) 1 hour 225.00, 1/2 hour 135.00, 1/4 hour 90.00.

Table with 2 columns: Time, Rate. Includes CLASS "C" (11:00 p.m. to 12:00 midnight) 1 hour 150.00, 1/2 hour 90.00, 1/4 hour 60.00.

Table with 2 columns: Time, Rate. Includes PORTUGUESE CLASS "A" (5:15 p.m. to 7:00 p.m.) 1 hour 180.00, 1/2 hour 108.00, 1/4 hour 72.00.

Table with 2 columns: Time, Rate. Includes ENGLISH CLASS "A" (10:00 p.m. to 11:00 p.m.) 1 hour 300.00, 1/2 hour 180.00, 1/4 hour 120.00.

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

REBATES FOR CONSECUTIVE WEEKS 26 to 38 weeks 10%, 39 to 51 weeks 15%, 52 weeks 20%. Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefor, earning their own rebates based on the number of consecutive weeks used. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. All concurrent foreign broadcasting contracts for the same advertiser at the rates listed may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

SPECIAL FEATURES Time signals and other special features on request. ELECTRICAL TRANSCRIPTIONS Regular rates apply.

Contract and Other Requirements Minimum contract is 13 weeks. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts. Programs are subject to approval of network management. Program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast. Rates subject to change without notice.

Representatives: National Broadcasting Company, Inc.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Affiliated with Mutual Broadcasting System. Executive Offices—Commodore Hotel, St. Paul, Minn. For rates and data consult North Central Broadcasting System or representative.

Representatives: Joseph Hershey McGiltra.

NORTHWEST NETWORK

Studios—Hotel Radisson, Minneapolis; Hotel St. Paul, St. Paul, Minnesota.

Executive Offices—Hotel St. Paul, St. Paul, Minn., Cedar 5411, Bridgeport 3222.

Comprised of:
KSTP—Minneapolis—WDAY— Fargo, N. D.
St. Paul KFYH—Bismarck, N. D.
KROC—Rochester, Minn. WEBC—Duluth-Superior
KYSM—Manitowish, Minn. WEAU— Eau Claire, Wis.
KPFM—St. Cloud, Minn.

Commission and Cash Discount
Agency commission 15% on net station time charge only to agencies recognized by network.

General Advertising
The following rates apply only when entire group is used. In all other instances individual published rates of stations used apply.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various time periods (1 time, 26 times, 52 times, etc.)

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

Table with columns for time slots and rates for CLASS "A" time slot.

CLASS "B"
(9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 12:00 noon Sundays)

Table with columns for time slots and rates for CLASS "B" time slot.

CLASS "C"
(10:00 p.m. to 9:00 a.m.)

Table with columns for time slots and rates for CLASS "C" time slot.

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

Table with columns for time slots and rates for CLASS "D" time slot.

SPECIAL FEATURES
News services available for sponsorship as established features or at other available times.

ELECTRIC TRANSCRIPTIONS
Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT
Artists bureau available.

SERVICE FACILITIES
The network maintains a supplementary service for advertising agencies and radio advertisers.

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

Contract and Other Requirements
No periods sold in bulk for resale. All contracts and programs subject to cancellation unless service starts within 60 days.

General Advertising
Rates apply to all classes of acceptable business. Rates for periods in excess of one hour are in exact proportion to hour rate.

OKLAHOMA NETWORK, THE

For rates and data see listing under Oklahoma.

PACIFIC BROADCASTING COMPANY

914 Broadway, Tacoma, Washington.

Comprised of:
NORTHWEST (Oregon)
KRRR—Roseburg KOOB—Marshfield
KALE—Portland KWH—Albany
KFJ—Klamath Falls KAST—Astoria
KORR—Eugene

NORTHWEST (Washington)
KMO—Tacoma KOL—Seattle
KIT—Yakima KGY—Olympia
KQA—Spokane KELA—Centralia
KXRO—Aberdeen KRKO—Everett
KWLK—Longview

Commission and Cash Discount
Agency commission 15% on net station time to accredited advertising agencies.

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

Table with columns for time slots and rates for Northwest stations.

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

Table with columns for time slots and rates for CLASS "A" time slot.

CLASS "B"
(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays and 10:00 p.m. to 10:30 p.m.)

Table with columns for time slots and rates for CLASS "B" time slot.

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

Table showing weekly discounts for different time slots.

POLITICAL TALKS
Subject to regular station time rates and policies, and payable in advance.

Contract and Other Requirements
All discounts are predicated upon the fulfillment of contracts within a 12 month period.

Personnel
President—Carl E. Haymond.
Representatives—John Blair & Company.

QUAKER NETWORK

For rates and data see listing under Pennsylvania.

SOUTHERN NETWORK, THE

Radio Building, Lexington, Kentucky.

Comprised of:
GROUP 1
WKRC—Cincinnati, Ohio.
WGR—Louisville, Kentucky.
WSIX—Nashville, Tennessee.
WLAP—Lexington, Kentucky.
WCMT—Ashland, Kentucky.

GROUP 2
WKRC—Cincinnati, O.
WGR—Louisville, Ky.
WSIX—Nashville, Tenn.

GROUP 3
WKRC—Cincinnati, O.
WGR—Louisville, Ky.
WLAP—Lexington, Ky.
WCMT—Ashland—Huntington.

General Advertising
Rates apply to all classes of acceptable business. Rates for periods in excess of one hour are in exact proportion to hour rate.

Contract and Other Requirements
All contracts and programs subject to cancellation unless service starts within 60 days.

Personnel
General Manager—Stanley E. Hubbard.
Treasurer—Kenneth M. Jencks.
Sales Manager—Ray C. Jenkins.

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

Table with columns for time slots and rates for CLASS "A" time slot.

CLASS "B"
(10:30 p.m. to 1:00 p.m. daily and 5:00 p.m. to 8:00 p.m. week days)

Table with columns for time slots and rates for CLASS "B" time slot.

CLASS "C"
(1:00 p.m. to 5:00 p.m.)

Table with columns for time slots and rates for CLASS "C" time slot.

SUNDAY TIME
(1:00 p.m. to 8:00 p.m.)

Table with columns for time slots and rates for SUNDAY TIME.

CLASS "A"
(1:00 p.m. to 5:00 p.m.)

Table with columns for time slots and rates for CLASS "A" time slot.

CLASS "B"
(1:00 p.m. to 5:00 p.m.)

Table with columns for time slots and rates for CLASS "B" time slot.

CLASS "C"
(1:00 p.m. to 5:00 p.m.)

Table with columns for time slots and rates for CLASS "C" time slot.

SPECIAL FEATURES
Special sports and news commentators. Local news staffs. Market, road and weather reports.

POLITICAL RATES
Political rate is one time individual station rate.

TALENT
Rates on request. Artists' bureau maintained.

REMOTE CONTROL
For outside pick-ups cost consult individual stations involved.

SERVICE FACILITIES
Merchandising service available in all network cities. Complete continuity and production departments available.

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

Contract and Other Requirements
No contract accepted for longer than one year. Bulk time rate allowed only to advertisers who own or control or market several products or brands.

POLITICAL TALKS
Subject to regular station time rates and policies, and payable in advance.

Contract and Other Requirements
All discounts are predicated upon the fulfillment of contracts within a 12 month period.

Personnel
President—Gilmore N. Nunn.
Vice-President—J. Lindsay Nunn.
Secretary-Treasurer—Warren G. Davis.

Representatives
Burn-Smith Company, Incorporated.

TEXAS QUALITY NETWORK, THE

For rates and data see listing under Texas.

TEXAS STATE NETWORK

For rates and data see listing under Texas.

TRI-CITY STATIONS ASSOCIATION of Virginia

For rates and data see listing under Virginia.

WEST VIRGINIA NETWORK

For rates and data see listing under West Virginia.

ALABAMA—Continued

BIRMINGHAM—Continued

W A P I—Continued

Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charges per period already being charged.

Weekly Dollar Volume Discount

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

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

Contracted value of time at gross rates:

Less than 80.00 weekly.....	None
80.00 or more but less than 145.00 weekly.....	2-1/2%
145.00 or more but less than 205.00 weekly.....	5%
205.00 or more but less than 265.00 weekly.....	7-1/2%
265.00 or more but less than 325.00 weekly.....	10%
325.00 or more but less than 385.00 weekly.....	12-1/2%
385.00 or more weekly.....	15%

Discounts for Consecutive Weeks

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

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

ANNOUNCEMENTS

Accepted on announcement periods only. No other announcements available except service announcements. No contracts in announcement form. (6:00 p.m. to 10:30 p.m.)

1 minute live and transcribed announcements.....	14.00	18.00	20.00	52 tl.	100 tl.
100 words.....	10.20	18.00	10.80	15.00	14.40
(Before 6:00 p.m. and after 10:30 p.m.)	16.00	15.00	14.00	18.00	12.00
1 minute live and transcribed announcements.....	14.40	13.20	12.00	10.80	9.00
100 words.....	12.00	11.00	10.00	9.00	8.00

SPECIAL FEATURES

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

News Programs: Available for sponsorship at card rates plus a charge for news service; rates on application.

News Bulletins: Service availabilities and prices on request.

Model Electric Kitchen: Full half-hour sponsorship one day per week and mention on other five days, per week, 50.00. No contract accepted for less than 13 weeks.

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

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

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

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

ELECTRICAL TRANSCRIPTIONS

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

TALENT

Program ideas, lists of talent and rates on request.

REMOTE CONTROL

Programs originating outside the studios are subject to special charges.

SERVICE FACILITIES

The station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, list of talent and prices on request.

Contract and Other Requirements

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

All acceptable accounts are subject to the same rate according to the time classification into which they fall.

Lectures and talks (except political talks) are not accepted between 7:00 p.m. and 10:30 p.m. No commercial broadcasts consisting of straight talks (except political talks) are acceptable for periods of more than five minutes and then only before 6:00 p.m.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. (lateral and vertical) double turn-tables.

Personnel

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

Representatives

Radio Sales.

WBRC

(Established 1925)



Rate card dated November 1, 1940. (Card No. 15.)
Owned and operated by Birmingham Broadcasting Company, Inc.
Business Office and Studio—Bankhead Hotel, Birmingham, Alabama, telephone 3-9293.
Transmitter—2100 Arkadelphia Road, Birmingham, Alabama.

Wave—Power—Time

Operating power—5,000 watts.
(100% modulation—crystal control.)
312.5 meters; 960 kilocycles.
Licensed to operate full time on cleared regional channel.
Operates under Central Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies both on time and talent charges. No cash discount. Bills rendered and payable weekly.

General Advertising

For combination rates see listing of National Broadcasting Company (Red Southcentral Group).
Rate includes charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. More than 100 words or one minute—charged at the five minute rate. Rates are based on service within one year. (6:00 p.m. to 10:30 p.m.)

1 to 14 to 26 to 52 to 104 to	13 tl.	25 tl.	51 tl.	103 tl.	208 tl.
1/2 hour....	96.00	90.00	85.00	80.00	75.00
1/4 hour....	64.00	60.00	55.00	49.00	43.00
5 minutes..	30.00	28.00	26.00	24.00	22.00
(8:30 a.m. to 6:00 p.m.)					
1/2 hour....	48.00	45.00	42.50	40.00	37.50
1/4 hour....	32.00	30.00	27.00	24.00	21.00
5 minutes..	15.00	14.00	13.00	12.00	11.00
3 to 4 times weekly—	5% additional discount.				
5 to 6 times weekly—	10% additional discount.				
Before 8:30 a.m.—	1/2 and 1/4 hour period, one-third night rate.				

ANNOUNCEMENTS

1 to 14 to 26 to 52 to 104 to	13 tl.	25 tl.	51 tl.	103 tl.	208 tl.
100 words..	15.00	14.00	13.00	12.00	11.00
50 words and network breaks..	12.00	11.00	10.00	9.00	8.00
(Before 6:00 p.m. and after 10:30 p.m.)					
100 words..	9.00	8.50	8.00	7.50	7.00
50 words and network breaks....	6.00	5.90	5.75	5.50	5.00

TRANSCRIPTION PROGRAMS

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

TALENT

Rates on request. When desired, program department will supply continuity and artists for programs. Estimates of artists' costs furnished on request.

REMOTE CONTROL

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

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Rates do not include artists' services. Regular announcers serve all advertisers without charge.

Closing Time

Arrangements for broadcast, and talent programs close 48 hours in advance of broadcast. Announcements, talks, recorded programs close 24 hours in advance of programs.

Mechanical Program Equipment

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

Personnel

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

ANNOUNCING



That Birmingham's
"FIRST" Radio Station
Now SELLS the MARKET

from

NEW STUDIOS

IN THE HEART OF TOWN

WBRC

★ NBC Red ★ 5,000 Watts—Day and Night

ALABAMA—Continued

BIRMINGHAM—Continued

W S G N (Established 1927)



Rates effective October 1, 1941. (Card No. 4.)

Owned by The Birmingham News and Age-Herald. Business Office and Studio—Dixie Carlton, Third and 23rd Sts., Birmingham, Ala., telephone 4-3434. Transmitter—Alabama State Fair Grounds, Birmingham, Ala.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 491.8 meters; 610 kilocycles. Licensed to operate full time. Operates under Central Standard time. Daylight Savings Time not observed. Actual operating schedule: Sundays 6:30 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. No cash discount. Payment date—15th of month following broadcast. No commission on talent or wire charges.

General Advertising

For combination rates see listings of National Broadcasting Company (Blue Southern Group) and Mutual Broadcasting System. Fees charged by owners of music copyrights are not included in rates. The following rates are for national advertising. Local advertising rates available only to Birmingham retail business firms. Announcements and programs may not be combined to earn a greater discount. Programs take precedence over announcements.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m. daily) and rates for 1, 13, 26, 39, and 52 weeks.

CLASS "B"

Table with columns for time slots (All other time) and rates for 1, 13, 26, 39, and 52 weeks.

SPECIAL WEEKLY RATES

Rates for consecutive weeks:

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m. daily) and rates for 1, 13, 26, 39, and 52 weeks.

CLASS "B"

Table with columns for time slots (All other time) and rates for 1, 13, 26, 39, and 52 weeks.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

POLITICAL RATES

Rates on request.

TALENT

Rates on application.

REMOTE CONTROL

Remote control programs available. Rates on request.

Contract and Other Requirements

No contract accepted for a period longer than one year. All contracted time must be used within one year. Program position subject to time available. All programs subject to station managers approval and to the regulations of the Federal Communications Commission. All programs subject to change on 28 days' notice. Contract rates not affected by changes in rate until expiration of contract. All contracts are automatically void if the first broadcast is not made within 30 days of the signing of contract. Contracts cancelled by the advertiser before date of expiration are subject to any short rate accruing to the date of cancellation. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Closing Time

Announcements and transcriptions close one day in advance. Programs of local talent and remote control service dependent on type of feature desired, average one week. Publicity and program listing in local papers and magazines one week.

Mechanical Program Equipment

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

Personnel

Vice-President & General Mgr.—Henry P. Johnston. Sales Promotion Manager—Bob Venn.

Representatives

Headley-Reed Company.

DECATUR

(Morgan County)

W M S L

(Established 1935)

Rates effective January 1, 1940. (Card No. 6.)

Owned and operated by The Tennessee Valley Broadcasting Co., Inc. (affiliated with the Mutual Savings Life Insurance Co.).

Business Office and Studio—511 Bank Street. Decatur, Alabama, telephone 802. Transmitter—Decatur, Alabama.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central Standard Time. Daylight Saving Time not observed.

Commission and Cash Discount

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

General Advertising

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

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words) and rates for 1, 13, 26, and 52 weeks.

WEEKLY FREQUENCY RATES

Table with columns for time slots (4 weeks, 13 weeks, 26 weeks, 52 weeks) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words.

POLITICAL AND RELIGIOUS Political talks accepted without party preference; manuscript of talk must be left with station. Per minute 1.00. Religious programs sold at regular station rates, subject only to regular frequency discount.

SPECIAL FEATURES

Time signals, weather reports, Breakfast Club, Farm and Home Hour, newscasts; rates and details on request.

RECORDED PROGRAMS

No charge for transcription service. Transcription library services available—details on request.

TALENT

Rates on request.

REMOTE CONTROL

All wire and mechanical charges, salaries of artists, etc., to be paid for when required in advance.

SERVICE FACILITIES

Service of staff and announcers available without extra cost. Audition programs and rehearsals available at studios without cost.

Contract and Other Requirements

All programs and announcements subject to rules and regulations of the Federal Communications Commission and the Federal Trade Commission. Not responsible in case of equipment failure, breakdowns or other causes beyond control. All material subject to approval of station manager. No contract accepted for longer than one year.

Closing Time

Closing date of program service is one week in advance of broadcast.

Mechanical Program Equipment

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

Personnel

President and General Manager—M. K. Vickrey. Program Director—Joe Gannon. Chief Engineer—Hudie Brown.

Representatives

Headley-Reed Company and Associated Radio Sales.

DOTHAN

(Houston County)

W A G F

(Established 1932)



Rates received June 14, 1937.

Owned and operated by Dothan Broadcasting Co. Business Office and Studio—204-1/2 E. Main Street, Dothan, Alabama. Transmitter—Southeast Alabama Fair Grounds, Dothan, Alabama.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles. Licensed to operate on local channel. Operates on Central Standard Time. Daylight Savings Time not observed. Actual operating schedule: 7:00 a.m. to local sunset.

Commission and Cash Discount

Agency commission 15% on station time to recognized advertising agencies. Commission does not apply on talent. No cash discount. Bills rendered 1st of each month following broadcast. Payable 10th of month.

General Advertising

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

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes) and rates for 1, 13, 26, 52 weeks.

ANNOUNCEMENTS

Price quoting permitted. To be broadcast any time of the day.

TALENT

Rates on application.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

Rates on application.

REMOTE CONTROL

Remote control handled at regular rates, plus line charge.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station reserves right to accept or reject any advertising.

Closing Time

Copy must be in hands of station three days before broadcast.

Mechanical Program Equipment

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

Personnel

Commercial Manager—Fred C. Moseley.

Representatives

Headley-Reed Company.

GADSDEN

(Etowah County)

W J B Y

(Established 1928)

Rates effective January 1, 1938.

Owned and operated by Gadsden Broadcasting Company, Inc.

Business Office and Studio—108 Broad Street, Gadsden, Alabama, telephone 88. Transmitter—108 Broad Street, Gadsden, Alabama.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 211.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. Operates on Central Standard Time. Actual operating schedule: Sunday 9:00 a.m. to 9:00 p.m. Week days 7:00 a.m. to 9:30 p.m.

Commission and Cash Discount

Agency commission 15% on broadcasting rates only to advertising agencies. No commissions allowed on talent. Cash discount 2% of net—10 days from invoice date. No cash discount on talent. Invoices mailed 1st of month following broadcasting.

General Advertising

The following rates are for national advertising. For local advertising rates consult station management. Affiliated with Mutual Broadcasting System.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes) and rates for 1, 13, 26, 52 weeks.

ANNOUNCEMENTS

(After 6:00 p.m.)

(Before 6:00 p.m.)

TALENT

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

(This listing continued on next page)

ALABAMA—Continued

GADSDEN—Continued

W J B Y—Continued

SPECIAL FEATURES

Market reports, 15 minutes—regular rates apply. Weather reports, one minute daily; minimum contract, three months—regular rates apply. Time Signal Service: Daily, run of schedule, includes one 25 word announcement and one 100 word announcement each morning, afternoon and evening. Complete Service: 275.00
 3 months, per month..... 275.00
 6 months, per month..... 250.00
 9 months, per month..... 225.00
 12 months, per month..... 200.00
 Rate for morning and afternoon service combined is two-thirds of rate structure. Rate for evening service only is two-thirds of rate structure.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

REMOTE CONTROL

Arrangements can be made for remote broadcasts. Contract and Other Requirements

All acceptable accounts are subject to the same rates. Mechanical Program Equipment

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

Personnel
 President—B. H. Hopson.

Representatives
 Sears and Ayer, Inc.

HUNTSVILLE

(Madison County)

WBHP

(Established 1937)

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

Wave—Power—Time
 Operating power—100 watts.
 243.9 meters; 1230 kilocycles.
 Licensed to operate unlimited time.

Commission and Cash Discount
 Agency commission 15% on time charges to recognized advertising agencies. No cash discount. Bills are due and payable when rendered.

General Advertising	1 tl.	13 tl.	26 tl.	52 tl.
1/2 hour.....	28.00	22.00	18.00	16.00
1/4 hour.....	15.00	12.00	10.00	8.00

ANNOUNCEMENTS

5 minutes.....	5.00	4.00	3.00	3.00
100 word announce- ments.....	3.00	2.75	2.50	2.25

SPECIAL FEATURES

News, sports, time signals, weather forecasts, temperature reports, market quotations, etc.—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Additional charge for line costs, engineering expense and traveling expenses for programs originating outside of station studios.

Contract and Other Requirements
 Time charge includes services of complete program department, building programs, securing of talent, continuity department and staff announcers.

All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcastings" adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.d.m. turn-tables.

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

Representatives
 None.

MOBILE

(Mobile County)

WALA

(Established 1930)

Rates effective January 1, 1942. (Card No. 6.) Owned and operated by W. O. Pape, doing business as Pape Broadcasting Company. Business Office and Studio—A. T. & N. R. R. Building, 106 St. Joseph Street, Mobile, Alabama, Dexter 5693. Transmitter—Tensas Bridge Head, Baldwin County, Alabama.

Wave—Power—Time
 Operating power—5,000 watts.
 (100% modulation—crystal control.)
 212.8 meters; 1410 kilocycles.
 Licensed to operate full time. Operates on Central Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Commission and Cash Discount

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

General Advertising

For combination rates see listing of National Broadcasting Company (additional to Red Southcentral or Blue Southern Group).

Rates include charges by owners of music copyrights. The following rates are for national advertising. All discounts are for consecutive broadcasts to be used within one year from start of schedule.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.
1 hour.....	120.00	114.00	108.00	102.00	96.00	90.00
1/2 hour.....	72.00	68.00	64.80	61.20	57.60	54.00
1/4 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
5 minutes.....	22.50	21.33	20.25	19.13	18.00	16.88

	(6:00 a.m. to 6:00 p.m.)				
1 hour.....	60.00	57.00	54.00	51.00	48.00
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
5 minutes.....	11.25	10.69	10.13	9.56	9.00

ANNOUNCEMENTS

	(6:00 p.m. to 11:00 p.m.)			
1 minute.....	12.50	11.88	11.25	10.63
	(6:00 a.m. to 6:00 p.m.)			
1 minute.....	8.12	7.71	7.31	6.90

POLITICAL TALKS

Political talks same as regular rates, with unlimited time.

SPECIAL FEATURES

Rates on request. ELECTRICAL TRANSCRIPTION PROGRAMS
 Regular time charges apply. Not restricted to certain hours. Instantaneous recording equipment available.

TALENT

Talent charges extra. Facilities and talent available for building programs.

REMOTE CONTROL

Additional charges are made for programs originating outside the station studios, and for programs requiring special production.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. All programs are subject to the policies and approval of the station.

Rates cover only broadcasting time, all expense of programs, artists, etc., is additional thereto. The program departments will gladly assist the advertiser in securing talent and arranging programs, but acts only as the advertiser's agent. Rates cover broadcasting programs originating in station studios. Station reserves the right to omit or alter programs not acceptable to the management.

Any contract for radio advertising is subject to all authorized requirements, regulations and acts passed by the various states or by the United States Government or its departments and bureau with regard to radio broadcasting control. Available hours, contract forms and additional information will be sent upon request.

Closing Time

Ten days in advance.

Mechanical Program Equipment

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

Personnel

General Manager—W. O. Pape,
 Commercial Manager—H. K. Martin,
 Studio Manager—Jack Lewis.

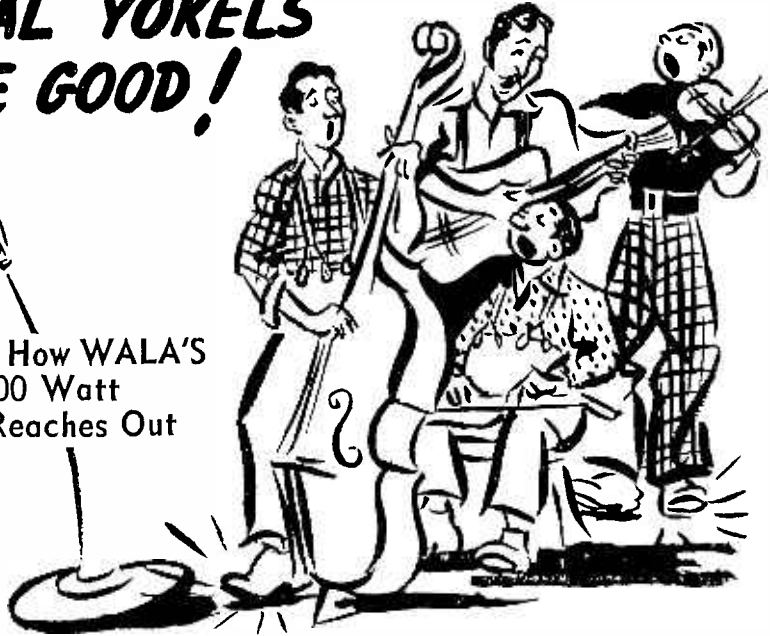
Representatives

John H. Perry Associates.

**LOCAL YOKELS
 MAKE GOOD!**



Proving* How WALA'S
 New 5,000 Watt
 Service Reaches Out



*HERE'S HOW: From just one (1) announcement Tex Dunn and His Hillbillies drew 2,676 requests from 208 communities in eight states!

Mobile, Pensacola, Pascagoula—all are vital centers in defense production. Ships, planes, aluminum, naval stores . . . Payrolls are at record figures. YOU NEED THIS MARKET!

To Sell the Deep South, use

WALA

**5,000 WATTS
 DAY and NIGHT**

MOBILE, ALA.

NBC — RED

ARIZONA—Continued

ARIZONA NETWORK, THE—Cont'd

Commission and Cash Discount
Agency commission 15% to advertising agencies recognized by the network on net time charges only.

General Advertising
Network programs originate from KOY, Phoenix, but for reasons applicable can originate from any member station.

Table with columns for time slots (1, 1/2, 1/4 hour, 5 min) and rates for various programs (6:00 p.m. to 10:00 p.m., 12:00 noon to 6:00 p.m., 10:00 p.m. to 6:00 p.m.).

Table with columns for time slots and rates for programs (12:00 noon to 6:00 p.m., 10:00 p.m. to 6:00 p.m.).

Table with columns for time slots and rates for programs (10:00 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.).

Table with columns for time slots and rates for announcements (6:00 p.m. to 10:00 p.m.).

Table with columns for time slots and rates for announcements (12:00 noon to 6:00 p.m., 10:00 p.m. to 6:00 p.m.).

SPECIAL FEATURES
News broadcast: Minimum six days weekly at regular rates plus news charge of 15.00 per week net.

Weather reports, Market reports, etc.: Advertiser may buy time at regular rates and include service reports within limit of period contracted for.

Table with columns for time slots and rates for talent (6:00 p.m. to 10:00 p.m.).

Electrical Transcriptions
Transcription library service available. Rates on request.

Remote Control
Arrangements for remotes outside the studios of network stations may be made. Rates on request.

Service Facilities
Rates include station announcer and operator and the services of the program department in obtaining talent, arranging and presenting programs.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Direct selling or lotteries not consistent with station policies.

Closing Time
All material for each broadcasting program shall be furnished and delivered to the station at least 24 hours before the time of each broadcast.

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

Personnel
Manager of Operation—John R. Williams, Station KOY, Phoenix, Arizona.

Representatives
John Blair & Company.

BISBEE

(Cochise County)

K SUN

(Established 1933)

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

Transmitter—Naco Road, Lowell, Arizona. Wave—Power—Time
Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Commission and Cash Discount
Agency commission 15% on net station time to recognized agencies. Terms net—10th prox.

General Advertising
For combination rates see listing of Arizona Network, The. The following rates apply to national advertising.

Table with columns for time slots and rates for general advertising (8:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for general advertising (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for announcements (6:00 p.m. to 10:30 p.m.).

SPECIAL FEATURES
News broadcasts, stock market reports, special features—rates on application.

Remote Control
Programs may originate from any Arizona Network affiliated station without extra charge.

Contract and Other Requirements
All contracts subject to station owner's approval and governmental regulations.

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

Personnel
Manager—Carleton W. Morris.

Representatives
John Blair & Company.

GLOBE

K W J B

Rates effective July 15, 1939. Owned and operated by Sims Broadcasting Company. Business Office and Studio—South Globe, Arizona, telephone 41. Transmitter—South of Globe, Arizona.

Wave—Power—Time
Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time only.

General Advertising
Rates include fees charged by owners of music copyrights. Discounts apply on station time charges only, and are allowed on contracts not exceeding one year's duration, and without lapse.

Table with columns for time slots and rates for general advertising (Day or Night).

SPOT ANNOUNCEMENTS
Announcements are accepted with the understanding that programs take precedence and that if time is sold for programs, announcements may be re-scheduled by the station at an equally advantageous period.

Table with columns for time slots and rates for spot announcements (Day or Night).

Electrical Transcriptions
Electrical transcriptions accepted during regular broadcasting periods. TALENT
Rates on request.

Remote Control
Programs originating outside the studios require an additional charge.

Service Facilities
Services of the station's program department, staff announcers and engineers in arranging and presenting programs are included without extra charge.

Contract and Other Requirements
No periods sold in bulk for resale. Advertisers participating in group programs are required to make individual group contracts subject to card rates and regulations.

All programs are subject to cancellation by either party on 15 days' written notice. Rates adjusted on basis of actual time used. All facilities furnished in accordance with the terms of station's standard contract form.

Closing Time
All program material must be submitted to the program director for approval or rejection 24 hours before broadcast.

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

Personnel
Manager—Bartley Sims.

JEROME

(Yavapai County)

K C R J

(Established 1930)

Rates effective July 15, 1939. Owned and operated by Central Arizona Broadcasting Company.

Business Office and Studio—711 Main Street, Jerome, Arizona.

Transmitter—Lower Hogsback, Highway 79, near Jerome. Wave—Power—Time
Operating power—250 watts. 223.9 meters; 1340 kilocycles.

Operates on Mountain Standard Time. Daylight Savings Time not observed. Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount.

General Advertising
For combination rates see listing of the Arizona Broadcasting Company, Inc. Rates include fees charged by owners of music copyrights.

Discounts apply on station time charges only, and are allowed on contracts not exceeding one year's duration, and without lapse.

Announcements and programs may not be combined to earn frequency discounts.

Table with columns for time slots and rates for general advertising (Day or Night).

Table with columns for time slots and rates for general advertising (Day or Night).

SPOT ANNOUNCEMENTS
One minute maximum. English or Spanish. (Day or Night)

Table with columns for time slots and rates for spot announcements (Day or Night).

Women's Hour: Regular rates apply. Spanish Programs: Regular rates apply, no extra charge for Spanish staff services.

News Broadcast, Market Reports, Ball Scores: Regular rates apply. TALENT
Rates on request.

Remote Control
Remote broadcasts from Jerome without line charge. Other facilities, subject to line charges at cost.

Contract and Other Requirements
All contracts subject to station owners approval and governmental regulations.

Closing Time
Closing date of program service is one week in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Manager—Howard Kuhn. Representatives
None.

PHOENIX

(Maricopa County)

K O Y

(Established 1922)

Rates effective May 1, 1941. (Card No. 3.) Owned and operated by Salt River Valley Broadcasting Company.

Studio—830 North Central Ave., P. O. Box 2671, Phoenix, Arizona.

Transmitter—12th Street and Camelback Road, Phoenix, Arizona.

Wave—Power—Time
Operating power—1,000 watts. 100% modulation, antenna current rate, volume indicator and modulation meter.)

545.5 meters; 550 kilocycles. Licensed to operate full time on regional channel.

Commission and Cash Discount
Agency commission 15% to advertising agencies recognized by the station on net time charges only. Cash discount 2% on net time charge for payment by 10th of month following broadcast.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Mountain Group), Columbia Pacific Network (Supplementary Stations) and The Arizona Network.

Rates include charges by owners of music copyrights. All discounts are for broadcasts to be used within one year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts.

(This listing continued on next page)

ARIZONA—Continued

PHOENIX—Continued

K O Y—Continued

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

Table with columns for time slots (6:00 p.m. to 10:00 p.m., 12:00 noon to 6:00 p.m., 10:00 p.m. to 6:00 p.m.) and rates for 1 minute or less, including chain breaks.

ANNOUNCEMENTS
1 minute or less, including chain breaks: (6:00 p.m. to 10:00 p.m.)

SPECIAL FEATURES
News Broadcasts: Minimum six days weekly at regular rates plus news charge of 15.00 per week net.

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

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on request.

TALENT
Rates on application. REMOTE CONTROL Arrangements for remote control broadcasts may be made.

SERVICE FACILITIES
Rates include station announcer and operator, and the services of the program department in obtaining talent.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Direct selling or lotteries not consistent with station policies.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Chairman—BurrIDGE D. Butler. President—W. A. Baldwin.

Representatives
John Blair & Company

K P H O (Established 1910)
Rates effective January 15, 1941. Card received December 16, 1940.

Wave—Power—Time
Operating power—250 watts. 213.9 meters; 1230 kilocycles. Licensed to operate full time on local channel.

General Advertising
The following are for local and national advertising. Rates include charges by owners of music copyrights.

FREQUENCY DISCOUNTS
Applicable to time programs only: 1 to 12 times..... Net 13 to 25 times..... 20% 26 to 52 times..... 33-1/3% 156 or more times..... 40%

SPECIAL FEATURES
'Merchants Special'—Daily 35 word spot, copy change every ten days, per month 40.00.

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

TALENT
Rates on request. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements
Contracts subject to cancellation by 15 day written notice accompanied by certified check at short rate to date of last program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

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

K T A R (Established 1922)



Rates effective March 15, 1939. (Card No. 1.) Owned and operated by Arizona Republic and the Electrical Equipment Company.

Wave—Power—Time
Operating power—5,000 watts. (100% modulation, crystal control, directional antenna.)

Commission and Cash Discount
Agency commission 15% on net station time to advertising agencies recognized by station.

General Advertising
For combination rates see listings of National Broadcasting Company (Arizona Group) and Arizona Broadcasting Company, Inc.

Table with columns for time slots (6:00 p.m. to 10:00 p.m. daily, and 12:00 noon to 10:00 p.m. Sunday) and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min.

Personnel
Chairman—BurrIDGE D. Butler. President—W. A. Baldwin.

Representatives
John Blair & Company

ANNOUNCEMENTS (Nighttime)
1 13 26 39 52 104 250
1 minute fl. ti. ti. ti. ti. ti. ti.
or less.... 20.00 10.00 18.00 17.00 16.00 15.00 14.00

SPECIAL FEATURES
Time Signals—25 words or less, signals given at time available, short slogans preferred, discounts allowed only on consecutive time signals.

Table with columns for time slots (1, 13, 26, 39, 52, 104, 250) and rates for 1 each night, 2 each night, 1 each day, 2 each day, Sunday signals.

REMOTE CONTROL
Arrangements can be made for remote control broadcasts—rates and details on application.

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

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

Mechanical Program Equipment
Equipped to handle both vertical or lateral cut electrical transcription programs, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Dick Lewis. Commercial Manager—J. R. Heath.

Representatives
Paul H. Raymer Company

PRESCOTT (Yavapai County) KYCA



Rates effective August 15, 1940. Owned and operated by the Southwest Broadcasting Company.

Wave—Power—Time
Operating power—250 watts. 201.3 meters; 1490 kilocycles.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent.

ARIZONA—Continued

PRESCOTT—Continued

K Y C A—Continued

General Advertising

For combination rates see listing of Arizona Broadcasting Company (Supplementary Stations). Rates include fees charged by owners of music copyrights. Discounts apply on station time only and are allowed on contracts not exceeding one year's duration without lapse. Announcements and programs may not be combined to earn frequency discounts.

Table showing advertising rates for Prescott, K Y C A. Columns include time slots (e.g., 6:00 p.m. to 10:00 p.m. daily and 12:00 noon to 10:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour and 5 minutes. Includes an 'ANNOUNCEMENTS (Nighttime)' section.

1 minute or less..... 5.00 4.75 4.50 4.25 4.00 3.75 3.50 (Daytime) 3.00 2.85 2.70 2.55 2.40 2.25 2.10

TALKS

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

SPECIAL FEATURES

Time Signals—25 words or less, signals given at time available, short slogans preferred, discounts allowed only on consecutive time signals of at least one a week under contract not exceeding one year's duration and without lapse.

Table showing special features rates for Prescott. Includes 'ANNOUNCEMENTS (Nighttime)' and '—On contract for—' with columns for 13 wks, 26 wks, and 52 wks.

ELECTRICAL TRANSCRIPTIONS

Use of musical library services, 25% of station time. Rates for special transcription features on request.

TALENT

Additional charges are made for telephone lines and equipment for remote control broadcasts.

SERVICE FACILITIES

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

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer. Rates are for station time only, including station facilities; talent is extra. Rates are for broadcasting from station's main studios. All programs, announcements, advertising talks, etc., subject to acceptance by management...

business of the advertiser is appointed; upon the expiration of 14 days' written notice to the advertiser of the company's intention to terminate the same, without prejudice to the rights of either party prior to such termination date. Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Closing Time All proposals subject to prior booking of time.

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

Personnel General Manager—Albert Stetson. Commercial Manager—Carey Allen. Program Director—Muelo Delgado. Chief Engineer—Norman Dewes.

Representatives None.

SAFFORD

(Graham Company) K G L U (Established 1938)

Rates effective July 15, 1940.

Owned and operated by Gila Broadcasting Company. Studio—Sixth Ave. and Relation St., Safford, Ariz. Transmitter—Sixth Ave. and Relation St., Safford, Arizona.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Mountain Standard Time. Actual operating schedule: 7:00 a.m. to 11:00 p.m.

Commission and Cash Discount Agency commission 15% on station time. No cash discount. Bills payable immediately following broadcast.

General Advertising

For combination rates see listings of the National Broadcasting Company (Arizona Group) and the Arizona Broadcasting Company, Inc.

Rates include fees charged by owners of music copyrights. Discounts apply on station time charges only and are allowed only on programs or announcements under contracts not exceeding one year's duration, and without lapse. Announcements and programs may not be combined to earn frequency discounts.

Table showing advertising rates for Safford. Columns include time slots and rates for 1, 1/2, 1/4 hour and 5 minutes. Includes an 'ANNOUNCEMENTS (Nighttime)' section.

1 minute or less..... 5.00 4.75 4.50 4.25 4.00 3.75 3.50 (Daytime) 3.00 2.85 2.70 2.55 2.40 2.25 2.10

TALKS

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

SPECIAL FEATURES

Time Signals—25 words or less, signals given at time available, short slogans preferred, discounts allowed only on consecutive time signals of at least one a week under contract not exceeding one year's duration and without lapse.

Table showing special features rates for Safford. Includes 'ANNOUNCEMENTS (Nighttime)' and '—On contract for—' with columns for 13 wks, 26 wks, and 52 wks.

1 minute or less..... 5.00 4.75 4.50 4.25 4.00 3.75 3.50 (Daytime) 3.00 2.85 2.70 2.55 2.40 2.25 2.10

ELECTRICAL TRANSCRIPTIONS

Use of musical library services, 25% of station time. Rates for special transcription features on request.

TALENT

Additional charges are made for telephone lines and equipment for remote control broadcasts.

SERVICE FACILITIES

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

Contract and Other Requirements

Contracts are not transferable. Any or all time allotted to advertiser may be taken by station for broadcasting other programs or events which, in the judgment of station, are of greater value or service to station or public.

Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow a pro rata reduction of charge if it cannot allot other time. Should the advertiser fail to furnish matter for any portion of contract, station may prepare same to best of its ability.

Station is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission.

The station may terminate contract: Without notice if the advertiser shall fail to pay as aforesaid; without notice if the advertiser becomes insolvent, makes an assignment for the benefit of creditors, is adjudged a bankrupt, or a receiver of the property or business of the advertiser is appointed; upon the expiration of 14 days' written notice to the advertiser of the company's intention to terminate the same, without prejudice to the rights of either party prior to such termination date. Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Closing Time All proposals subject to prior booking of time.

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

Personnel General Manager—Paul Merrill.

Representatives Paul H. Raymer Company.

TUCSON

(Pima County) K T U C (Established 1929)

Rates received November 1, 1937. (Card No. 6.)

Owned and operated by the Tucson Broadcasting Co. Business Office and Studio—Sixth Avenue and 12th Street, Tucson, Arizona, telephone 5800. Transmitter—Sixth Avenue and 12th Street, Tucson, Arizona.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 211.3 meters; 1400 kilocycles. Licensed to operate full time on cleared local channel. Operates under Mountain Standard Time. Actual operating schedule: Week days 6:45 a.m. to 12:00 midnight; Sundays 9:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% on net station time to recognized agencies. Cash discount ——. Bills due and payable 10th of month following broadcast.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Mountain Group), Columbia Pacific Network (Supplementary Group) and Arizona Network, Tucson, Arizona.

Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table showing advertising rates for Tucson. Columns include time slots and rates for 1, 1/2, 1/4 hour and 5 minutes. Includes an '*ANNOUNCEMENTS (7:00 a.m. to 12:00 midnight)' section.

Table showing rates for Tucson. Columns include number of words (15, 60, 120) and rates for chain breaks.

(* Definite spots not guaranteed, although station will endeavor to suit client's wishes as nearly as possible. Guaranteed spots one minute or less, 100% additional.

ALL TALKING RATES

General advertising rates apply except where commercial portion of program exceeds 400 words or three minutes in each quarter hour. 25% additional is charged.

SPECIAL FEATURES

Table showing special features rates for Tucson. Includes 'ANNOUNCEMENTS (7:00 a.m. to 11:00 p.m.)' with columns for 1 mo., 3 mos., and 6 mos.

POLITICAL RATES

25% additional. Cash in advance. All manuscripts must be submitted 24 hours before broadcasts.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply when transcriptions are supplied by sponsor. Recording library available.

TALENT

Rates on application.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Rates and details on request. Additional charges are made for telephone lines and equipment.

Contract and Other Requirements

All programs, talks and announcements are subject to station approval.

(This listing continued on next page)

ARIZONA—Continued

TUCSON—Continued
KTUC—Continued

Closing Time
All manuscripts for commercial talks and political talks must be submitted to the station management in duplicate at least 36 hours prior to such broadcast.

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

Personnel
Manager—John Merino.
Representatives—John Blair & Company.

KVOA
(Established 1929)



Rates effective March 15, 1939. (Card No. 1.)
Owned and operated by Arizona Broadcasting Company, Inc.
Business Office and Studios—KVOA Building, 48 E. Broadway, P. O. Box 2911, Tucson, Arizona, telephone 3703.
Transmitter—10th and Lee Streets facing Miracle Mile, Tucson, Arizona.
Wave—Power—Time
Operating power—1,000 watts. 232.6 meters; 1290 kilocycles.

Table showing advertising rates for KVOA (Tucson) with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and days (Nighttime, Daytime).

ANNOUNCEMENTS

Table showing announcement rates for KVOA with columns for time (1, 13, 26, 39, 52, 104, 250) and days (Nighttime, Daytime).

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

SPECIAL FEATURES

Time Signals—25 words or less broadcast on the hour or half hour; discounts allowed on consecutive time signals of at least one week under contract not exceeding one year's duration.

Table showing special feature rates for KVOA with columns for time and days (Nighttime, Daytime).

—On contract for— 13 wks. 26 wks. 52 wks.

Table showing commission and general advertising rates for KVOA with columns for time and days (Nighttime, Daytime).

ELECTRICAL TRANSCRIPTIONS
Use of musical library services, 25% of station time. Rates for special transcription features on request.

REMOTE CONTROL
Special events and blue organ programs available. Additional charges are made for telephone lines and equipment for remote control broadcasts.

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

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer. Rates are for station time only, including station facilities; talent is extra.

All programs, announcements, advertising talks, etc., subject to acceptance by management, and must conform to station policy.

Station is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission.

Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Closing Time
All proposals subject to prior booking of time. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using synchronized 33-1/3 and 78 r.p.m. double-turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—R. B. Williams
Commercial Manager—S. H. Schaffer
Program Director—Andrew White
Chief Engineer—R. H. Hochslaw
Representatives—Paul H. Raymer Company.

YUMA
(Yuma County)
KYUM
(Established 1940)



Rates effective March 15, 1940.
Rates received February 12, 1940.
Owned and operated by Yuma Broadcasting Company, Business Office and Studios—First Street and 19th Ave. (P. O. Box 352), Yuma, Ariz., telephone 88.

Wave—Power—Time
Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time. Operates on Mountain Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount.

General Advertising
For combination rates see listings of National Broadcasting System (Arizona Group) and Arizona Broadcasting Company, Inc.

Table showing advertising rates for KYUM with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and days (Nighttime, Daytime).

Table showing announcement rates for KYUM with columns for time (1, 13, 26, 39, 52, 104, 250) and days (Nighttime, Daytime).

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

SPECIAL FEATURES
Time Signals 25 words or less, signals given at time available, short slogans preferred, discounts allowed only on consecutive time signals of at least one week under contract not exceeding one year's duration and without lapse.

Table showing special feature rates for KTUC with columns for time and days (Nighttime, Daytime).

1 signal daily, each... 2.00 1.50 1.00
Sunday signals (day or night) available in addition to six week day periods at rate earned.

ELECTRICAL TRANSCRIPTIONS
Use of musical library services, 25% of station time. Rates for special transcription features on request.

TALENT
Rates on request.

REMOTE CONTROL
Additional charges are made for telephone lines and equipment for remote control broadcasts.

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

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer. Rates are for station time only, including station facilities; talent is extra.

Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time to compensate, or allow a pro rata reduction of charge if it cannot allot other time.

Station is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission.

Closing Time
All proposals subject to prior booking of time. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Harper M. Phillips
Program Director—Irene Belzer
Representatives—Paul H. Raymer Company.

ARKANSAS

BLYTHEVILLE
(Mississippi County)

KLCN

Rates received June 30, 1941.
Owned and operated by Fred O. Grimwood. Business Office and Studio—Second and Walnut Sts., Blytheville, Arkansas.

Transmitter—Second and Walnut Streets, Blytheville, Arkansas.

Wave—Power—Time
Operating power—100 watts. 227.3 meters; 1320 kilocycles. Licensed to operate daytime on regional channel.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Cash discount —. Bills payable weekly.

Table showing advertising rates for BLYTHEVILLE with columns for time and days (Nighttime, Daytime).

(This listing continued on next page)

ARKANSAS—Continued

BLYTHERVILLE—Continued
K L C N—Continued

POLITICAL RATES
Per minute 1.00. Cash with order.
RELIGIOUS BROADCASTS
80% or 26 time rate; payable in advance.
Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
Personnel
Manager—Fred O. Grimwood.

EL DORADO

(Union County)
K E L D
(Established 1935)

Rates effective November 1, 1941. (Card No. 3.)
Owned and operated by Radio Enterprises, Inc.
Business Office—312 Exchange Bldg., El Dorado, Ark.
Studios—Country Club Colony, El Dorado, Arkansas.
Transmitter—Country Club Colony, El Dorado, Ark.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Daylight Savings Time not observed.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills are due and payable upon receipt.
General Advertising
The following rates are for national advertising. Fees charged by owners of music copyrights are not included in rates.
Discounts apply to station time only. Renewals, if made before the expiration of the first contract, to continue without interruption, will earn the larger discount applicable on a retroactive basis.
(9:00 a.m. to 7:00 p.m.)
1 hour..... 37.50
1/2 hour..... 22.50
1/4 hour..... 15.00
5 minutes..... 7.50
(7:00 p.m. to 9:00 a.m.)
1 hour..... 25.00
1/2 hour..... 15.00
1/4 hour..... 10.00
5 minutes..... 5.00
ANNOUNCEMENTS
100 words..... 3.50
50 words..... 2.50

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts used within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.
1 to 12 times..... Not
13 to 25 times..... 10%
26 to 38 times..... 15%
39 to 51 times..... 20%
52 to 99 times..... 25%
100 to 149 times..... 30%
150 to 299 times..... 35%
300 or more times..... 40%
Additional 5% allowed on programs of five minutes or more that run three or more times weekly. Additional 5% allowed on 208 or more announcements that run four or more times weekly.

POLITICAL TALKS

Rates on request.
RECORDED PROGRAMS
Transcription programs are accepted at no extra charge.

TALENT

Rates on application.
REMOTE CONTROL
Facilities are available at extra cost which will be quoted on request.

SERVICE FACILITIES

Service and commercial staff available to advertisers.
Contract and Other Requirements
Rates do not include talent.
All programs, transcriptions and advertising copy are subject to approval of the station management.
Announcement contracts are accepted only with the understanding that programs take schedule preference. Rates quoted are for commercial advertising; religious rates will be quoted on request.

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

Personnel
Vice-President and Gen'l Mgr.—G. E. Zimmerman.
Station and Commercial Manager—F. E. Bolis.
Studio and Program Director—Ewing Canaday.
Chief Engineer—John Riley.
Representatives
Joseph Hershey McGillivra.

FORT SMITH

(Sebastian County)
K F P W
(Established 1930)



Rates effective November 15, 1938. (Card No. 6.)
Owned and operated by the Southwestern Hotel Co.
Business Office and Studio—Goldman Hotel, Fort Smith, Arkansas, telephone 4108.
Transmitter—Albert Pike and Kelley Highways, Fort Smith, Arkansas.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.

Operates on local channel. Operates on Central Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Week days 6:30 a.m. to 9:00 p.m.; Sunday 9:00 a.m. to 2:00 p.m. and 5:00 p.m. to 8:35 p.m.
Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies. Commission applies only to station time. None paid on production costs including talent. Cash discount 2%—10th of month following service.

General Advertising
The following rates are for national advertising. For local advertising rates consult station management. Rates include fees charged by owners of copyrighted music for broadcasting.

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 7:00 p.m., 7:00 p.m. to 9:00 p.m.) and rates for 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (6:30 a.m. to 11:59 a.m., 1:00 p.m. to 5:59 p.m.) and rates for 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 7:00 p.m.) and rates for 100 words, 50 words, and 30 words.

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 7:00 p.m.) and rates for 100 words, 50 words, and 30 words.

Per minute, 1.00; minimum charge 5.00.
RECORDED PROGRAMS
Regular rates apply—not restricted to certain hours.
TALENT
Rates on application.

REMOTE CONTROL
Remote equipment for use in immediate territory. Where remote programs are contracted for, all extra expenses for lines, personnel, traveling expenses, etc., will be charged to advertiser.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer.
Rates do not include cost of talent. They do include a certain amount of continuity writing, the fees charged by the owners of copyrighted music, and the services of the regular announcer on duty at the time of the broadcast. Extra charge will be made for continuity writing which involves unusual work, special announcer, and for remote broadcasts (which require extra announcer and/or extra operator).
Programs subject to approval of station manager and must conform to government regulations. No contract for longer than one year. No grouping of contracts to obtain larger discounts permitted. No time sold in bulk for resale.

Closing Time
Closing time for programs, one week in advance; for announcements, 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle either 33-1/3 or 78 r.p.m. electrical transcriptions. Double turn-tables.

Personnel
General Manager—Jimmie Barry.
Station Manager—Dorothy Gibson.
Advertising Manager—J. Barry.

HELENA

(Phillips County)
K F F A
(Established 1931)

Rates effective November 1, 1941. (Card No. 1L.)
Owned and operated by Helena Broadcasting Co.
Business Office and Studio—215 York St., Helena, Ark.
Transmitter—Business District—Helena, Ark.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. 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.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only; 2% cash discount for advance payment. Bills rendered monthly; due first of each month.

General Advertising
Rates are for both national and local advertising. Rates include charges by owners of music copyrights. (All hours except Sundays)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.
1 hour..... 25.00 21.25 20.00 18.50 17.00 15.00
1/2 hour..... 15.00 13.75 12.75 11.75 11.00 10.00
1/4 hour..... 10.00 8.75 8.00 7.25 6.75 6.00
Rates based on one program weekly, 5% discount for 3 times weekly, 10% if used daily.
Sunday and legal holiday rates on request.

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 7:00 p.m.) and rates for 100 words or less.

DISCOUNTS
2 or 3 announcements used daily..... 5%
4 or 5 announcements used daily..... 10%
6 or more announcements used daily..... 15%
SPECIAL FEATURES
News—Rates on request. Leased wire service available.

POLITICAL
Political broadcasts, speeches, talks, sermons, etc., payment in advance. Station will not accept commercial programs or speeches discussing controversial subjects, except presentations by candidates for public office or representatives of political parties.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

Contract and Other Requirements
Advertising of alcoholic beverages accepted. Contracts subject to cancellation by 30 day written notice accompanied by certified check at short rate to date of last program. Use of more than 12 announcements or programs in a single broadcast day is not permitted. Station reserves the right to change time of broadcasts in case of war, special events and other programs of public interest. Announcements and programs may not be combined to earn greater frequency discounts. Discounts allowed retroactively on broadcasts within a contract year.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy closes 48 hours in advance. Transcriptions and talks close 24 hours in advance.

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

Personnel
Station Manager—Sam W. Anderson.
Representatives
None.

HOT SPRINGS

(Garland County)
K T H S
(Established 1924)

Rates effective June 1, 1939.
Owned and operated by Chamber of Commerce.
Business Office and Studio—135 Benton Street, Hot Springs, Arkansas, telephone 1160.
Transmitter—Malvern Road near Hot Springs.

Wave—Power—Time
Operating power—10,000 watts.
(100% modulation—crystal control.)
275.2 meters; 1090 kilocycles.
Licensed to operate full time on cleared channel. Operates on Central Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies on time cost only. No cash discount. Payment date 10th of month following service.

General Advertising
For combination rates, see listing of National Broadcasting Company (Blue Southern Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. (6:00 p.m. to 10:30 p.m.)

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 7:00 p.m.) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute transcription or 100 words, and 50 words.

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 7:00 p.m.) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute transcription or 100 words, and 50 words.

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 7:00 p.m.) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute transcription or 100 words, and 50 words.

SPECIAL FEATURES
Time signals, weather forecasts, market reports, baseball and football scores, racing returns, participating programs—rates and information on request.

REMOTE CONTROL
Where programs originate outside of station's studios, all extra expenses including line charges will be charged.

Contract and Other Requirements
Advertising of alcoholic beverages accepted subject to approval of station management. No contract longer than one year. No time sold in bulk for resale. Contracts subject to approval of station management. All commercial copy must be delivered in duplicate to station.

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

Personnel
Chairman of the Board—Lewis Bremner.
Station Manager—Hub Jackson.
Chief Engineer—J. Clinton Norman.
Representatives
John Blair & Company.

ARKANSAS—Continued

HOT SPRINGS—Continued

K W F C (Established 1941)

Rates received June 16, 1941. Owned and operated by Clyde Willson & Howard A. Shuman. Business Office and Studio—819-1/2 Central, Hot Springs, Arkansas. Transmitter—819-1/2 Central, Hot Springs, Ark. Wave—Power—Time Operating power—250 watts. 243.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Daylight Saving Time not observed. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized agencies on station time only. Cash discount 2%. Bills rendered first of month following broadcast and are due 10th of month.

General Advertising The following rates are for national advertising. Rates include charges by owners of music copyrights. For combination rates see listing of Mutual Broadcasting System (Midwest Group).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various word counts (100, 50 words) and time periods (1 wk, 1 mo, 3 mo, 4 mo, 6 mo, 12 mo).

SPECIAL FEATURES Time signals, weather and participation announcements, daily, non-cancellable.

Table showing rates for special features like time signals, weather, and participation announcements for different durations and word counts.

ELECTRICAL TRANSCRIPTIONS Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL Facilities subject to extra charge for line and mechanical costs.

Contract and Other Requirements No contracts for longer than one year. Announcement contracts accepted only for use not less than 13 days in advance. No grouping of contracts to obtain larger discounts. No time for resale. Copy accepted subject to approval. Contracts subject to short rate if cancelled before expiration. Programs not subject to cancellation will receive two 50 word announcements without charge for each 15 minutes scheduled.

Closing Time Contracts close one week in advance of first broadcast. Announcement copy 12 hours in advance. Transcriptions and talks close 24 hours in advance.

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

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

JONESBORO

(Crawfish County) K B T M (Established 1930)

Rates received September 17, 1941. Owned and operated by Regional Broadcasting Co., Jonesboro, Arkansas. Studios—104-1/2 West Washington Avenue, Jonesboro, Arkansas. Transmitter—One mile east of Jonesboro.

Wave—Power—Time Operating power—250 watts day; 100 watts nights. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on cleared local channel. Operates on Central Standard Time. Daylight Savings Time not observed. Actual operating schedule: 6:00 a.m. to 10:30 p.m.

Commission and Cash Discount Agency commission 15% on station's time. No commission paid on talent. Cash discount 2%—10 days.

General Advertising Affiliated with the Mutual Broadcasting System (Midwest Group). Discounts apply to station time only. Announcements and programs cannot be combined to earn larger discounts. All discounts are allowed retroactively on the number of broadcasts used within one year with or without interruption. The following rates are for national advertising:

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various word counts (100, 50 words) and time periods (6:00 p.m. to 10:30 p.m., 6:00 a.m. to 6:00 p.m.).

DISCOUNTS table showing rates for 1 to 150 times, weekly program discounts, and special features.

Weekly Program Discounts Three programs weekly 5% Six programs weekly 10%

SPECIAL FEATURES Time signals and news broadcasts—rates on request.

REMOTE CONTROL Programs originating outside of station's own studios take regular rates plus line charges and personnel travelling expenses.

ELECTRICAL TRANSCRIPTIONS Regular rates apply.

TALENT Rates on application.

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

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

Personnel Station Manager—Jay P. Beard.

LITTLE ROCK

(Pulaski County) K A R K



Rates received March 15, 1937. Owned and operated by Arkansas Radio and Equipment Company.

Business Office and Studio—212 Center Street, Little Rock, Arkansas. Transmitter—on U. S. Highway No. 67, two miles northeast of Little Rock, Arkansas.

Wave—Power—Time Operating power—5000 watts. 326.1 meters; 920 kilocycles. Licensed to operate full time. Actual operating schedule: 5:30 a.m. to 11:30 p.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on time charges only. No cash discount.

General Advertising For combination rates see listing of National Broadcasting Company (Red or Blue Southwestern Group). The following rates are for station time only.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various word counts (100, 50 words) and time periods (8:00 a.m. to 8:00 p.m., 11:00 p.m. to 8:00 a.m.).

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

DISCOUNTS table showing rates for 1 to 800 or more times, with an additional 5% discount for programs run five or more times weekly.

SPECIAL FEATURES Time Signals—Rates on request.

POLITICAL AND RELIGIOUS TALKS Rates on application.

ELECTRICAL TRANSCRIPTIONS Transcription programs are accepted at no extra charge.

TALENT Talent requirements can be filled by station. All talent subject to station's approval.

REMOTE CONTROL Remote control facilities are available at extra cost which will be quoted on request.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, except light wines and beer. All advertising copy is subject to station's approval.

Announcement contracts are accepted only with the understanding that programs take schedule preference. At the station's option the cancellation of any contract cannot become effective until two weeks after starting date.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables with lateral and vertical pick-ups.

Personnel Vice-Pres. and General Mgr.—G. E. Zimmerman. Commercial Manager—C. K. Beaver. Production Manager—Paul O. Godt. Representatives Edward Peery & Company, Inc.

K G H I

(Established 1927)

Rates effective January 1, 1941. Owned and operated by the Arkansas Broadcasting Company.

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

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Daylight Savings Time not observed.

Actual operating schedule: 6:00 a.m. to 11:00 p.m. Saturday 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount Agency commission 15% on net charges for station facilities to recognized advertising agencies.

General Advertising For combination rates see listing of Mutual Broadcasting System (Midwest Group). The following rates are for national advertising. For local advertising rates consult station management. All discounts allowed at termination of contract.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various word counts (100, 50 words) and time periods (6:00 p.m. to 10:00 p.m., 6:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off).

DISCOUNTS Applicable to program rates. Less than 12 times, Net 104 times, 20% 13 times, 5% 156 times, 25% 26 times, 10% 250 times, 30% 52 times, 15%

ANNOUNCEMENTS (6:00 a.m. to 11:00 p.m. week days and Sundays)

Table showing rates for announcements in words and 50 words for 1 to 12 times daily.

Discounts 100 times, 5% 200 times, 10%

Table showing rates for weekly announcement rates (seven days weekly) in words and 50 words for 1 to 12 times daily.

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

REMOTE CONTROL Remote control lines run from station to most parts of the city where programs may be originated. Line charges are additional to quoted rates.

Contract and Other Requirements Advertising of beer and light wines acceptable. Contract rates do not include talent.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel Program Director—Dorothy Welsch. Chief Engineer—K. F. Tracy.

KLRA

(Established 1927)



Rates effective March 1, 1930. (Card No. 6.) Owned and operated by Arkansas Broadcasting Co.

Business Office and Studio—3rd floor, Gazette Bldg., Little Rock, Ark., telephone L. D. 132. (P. O. Box 550.)

Transmitter—Dark Hollow, Arkansas.

Wave—Power—Time Operating power—5,000 watts. 311.3 meters; 1420 kilocycles. Daylight Saving Time not observed. Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount 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. No commission on program costs or production charges.

General Advertising For combination rates, see listing of Columbia Broadcasting Company (Southeastern Group). Rates include charges by owners of music copyrights. The following rates apply to total number of broadcasts within one year under the same (and/or renewal) contract. Five minute minimum musical program. (This listing continued on next page)

CALIFORNIA—Continued

CHICO

(Butte County)

KHSL

(Established 1935)

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

Owned and operated by The Golden Empire Broadcasting Company. Business Office and Studio—Moorehead Building, Chico, California, Chico 237. Transmitter—Hooker Oak Avenue and Madrone Street, Chico, California.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. (100% modulation.) 232.6 meters; 1290 kilocycles. Licensed to operate unlimited time. Daylight Savings Time not observed. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising For combination rates see listings of Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System (Basic Stations). Rates include charges by owners of music copyrights.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (11.13, 70.31, 46.88, 28.13, 16.04, 16.88, 8.03)

Frequency Discounts on Programs: 26 times (5% 104 times, 15%), 52 times (10% 208 times, 20%)

ANNOUNCEMENTS: 100 words (11.26), 50 words (9.10, 117.63, 5.44, 70.69)

Frequency Discounts on Announcements: 52 times (5% 208 times, 15%), 104 times (10% 312 times, 20%)

SPECIAL FEATURES: Time signals: Regular rates plus 20%. Announcements during news periods: Regular rates plus 33-1/3%. Weather Reports: Includes both weather report and commercial copy. Regular rates plus 60%.

POLITICAL BROADCASTS

Rates on request. REMOTE CONTROL: Wire and mechanical facilities for remote control lines, and studio talent charges are not included in station rates and are payable in advance by the advertiser.

SERVICE FACILITIES

Continuity department at the disposal of the advertiser. Audition studios maintained for advertisers and agencies. Contract and Other Requirements: Advertising of beer and wine acceptable. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: Manager—M. F. Woodling. Representatives: Pacific Coast—W. S. Grant.

EL CENTRO

(Imperial County)

KXO

(Established 1927)

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

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

Wave—Power—Time Operating power—100 watts. (100% modulation—crystal control.) 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time on local channel. Operates on Pacific Standard Time. Daylight Savings Time not observed. Actual operating schedule: 7:00 a.m. to 11:00 p.m. daily.

Commission and Cash Discount Agency commission 15% on net station time to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising For combination rates see listings of Mutual Broadcasting System and Don Lee Broadcasting System (Southern California Group). Rates include charges by owners of music copyrights.

GENERAL BROADCASTING

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

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (40.00, 28.00, 20.00, 16.00, 12.00)

(Any other time)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (20.00, 14.00, 10.00, 8.00, 6.00)

FREQUENCY DISCOUNTS

Table with 2 columns: Less than 13 times (Net 39 times, 15%), 13 times (5% 52 times, 20%), 26 times (10%)

VOLUME DISCOUNTS

Table with 2 columns: Less than 150.00 (Net 300.00 to 374.00, 7-1/2%), 150.00 to 224.00 (2-1/2%), 225.00 to 299.00 (5%)

ANNOUNCEMENTS

Table with 2 columns: Time (1 minute, 100 words, 50 words, 30 words (break), 25 words (run of sched-ule)) and Rate (8.00, 7.60, 5.70, 4.00, 3.80, 3.00, 3.00, 2.85, 2.70, 2.55, 2.40)

(All other time)

Table with 2 columns: Time (1 minute, 100 words, 50 words, 30 words (break), 25 words (run of sched-ule)) and Rate (4.00, 3.80, 2.85, 2.70, 2.55, 2.40, 2.00, 1.90, 1.80, 1.60, 1.40)

Announcement rates shown represent net rates after deduction of "Frequency Discounts." No further discount.

POLITICAL PROGRAMS

Talks, political speeches, etc., accepted only when subject matter is, in the opinion of station management, of general public interest. Complete manuscripts must be submitted seventy-two hours prior to time of broadcast for station approval.

SERVICE FACILITIES

The services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge excepting in the event client specifies a particular announcer or additional services.

Contract and Other Requirements: All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: Manager—Ken Thornton. Representatives: Paul H. Raymer Company.

EUREKA

(Humboldt County)

KIEM

(Established 1933)

Rates effective January 1, 1938. (Card No. 8.) Owned and operated by Redwood Broadcasting Co., Inc. Business Office and Studio—Hotel Vance, Eureka, California, Eureka 93. Transmitter—Humboldt Bay Flats, Eureka, Calif.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.) 202.7 meters; 1480 kilocycles. Licensed to operate full time on regional channel. Daylight Savings Time not observed. Actual operating schedule: Daily including Sunday 6:00 a.m. to 10:30 p.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for station time and talent charges, provided payment is made by the 20th of month following service. No cash discount. All bills mailed at end of month of service unless otherwise directed, and are payable when rendered.

General Advertising

For combination rates see listings of Don Lee Broadcasting System (Northern California Group), and Mutual Broadcasting System (Basic Network).

The following rates apply to both local and national advertising. Short rates applicable if frequency rate is not earned.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (87.50, 22.50, 15.00, 9.00)

(All other time)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (30.00, 18.00, 12.00, 7.20)

Weekly Discounts

Table with 2 columns: Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks. Less than 12.00 weekly (None), 12.00 but less than 24.00 weekly (2-1/2%), 24.00 but less than 36.00 weekly (5%), 36.00 but less than 48.00 weekly (7-1/2%), 48.00 but less than 60.00 weekly (10%), 60.00 but less than 72.00 weekly (12-1/2%), 72.00 or more weekly (15%)

Additional Discounts

At the conclusion of 26 consecutive weeks of broadcasting, 5% additional discount is allowed; at the conclusion of 52 consecutive weeks of broadcasting, a total of 10% additional discount is allowed.

ANNOUNCEMENTS

Table with 2 columns: Chain Breaks—35 words maximum, or 100 word announcements: 30 announcements, each (6:00 p.m. to 10:30 p.m.) 5.25, 90 announcements, each 4.90, 180 announcements, each 4.55, 270 announcements, each 4.20, 365 announcements, each 3.85

(All other time)

Table with 2 columns: 30 announcements, each 3.75, 90 announcements, each 3.50, 180 announcements, each 3.25, 270 announcements, each 3.00, 365 announcements, each 2.75

SPECIAL FEATURES

News: May be sponsored at card rates plus a charge for news service, rates on application; 15 minute news periods at 7:30 a.m., 12:30 p.m., and 10:00 p.m. Five minute periods—rates on request. News Bulletin—Total service limited to 50 words of which commercial copy is limited to 25 words; may be purchased in combination of day and night:

Table with 2 columns: Time (6:00 p.m. to 11:00 p.m. week days and Sundays) and Rate (1 month, 6 months, 12 months) for 1 daily, 2 daily, 3 daily

Table with 2 columns: Time (7:00 a.m. to 6:00 p.m. week days and Sundays) and Rate (1 month, 6 months, 12 months) for 1 daily, 2 daily, 3 daily

Time Signals: News Bulletins rates apply with commercial copy being limited to 35 words. May be purchased in combination of day and night. Sports Events: Play-by-play descriptions from field available in season, including baseball, football, wrestling, boxing, basketball, and track—rates on request. Women's Participating Program and special transcription drama productions—rates on request.

POLITICAL RATES

Political talks and announcements charged at regular rates.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Transcription library services available—rates on request.

TALENT

Rates on request. REMOTE CONTROL: Station regularly maintains remote control facilities to 58 fixed points in the county providing instantaneous access to churches, lodges, hotels, schools, athletic stadium and other public meeting places. Minimum service charge to any of these points is 10.00.

SERVICE FACILITIES

Station maintains merchandising service and is currently giving same to advertisers on sustained campaigns without additional charge.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted excepting beer and wine. All copy subject to station policy and governmental regulations. Station reserves right to refuse or discontinue any broadcast for reasons sufficient to itself. No contracts accepted for longer than one year. No time sold for resale. No foreign language programs.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables with lateral and vertical pick-ups.

Personnel: President, in Charge of Gen'l Advertising—William B. Smullin.

Representatives: John Blair & Company.

CALIFORNIA—Continued

FRESNO (Fresno County)

K A R M (Established 1938)



Owned and operated by KARM, The George Harm Station, A Corporation. Business Office and Studio—1833 Van Ness Avenue, Fresno, Calif., telephone 4-2966. Transmitter—Van Ness Blvd. and Alluvial Avenue, Fresno, Calif.

Wave—Power—Time

Operating power—5,000 watts. 299.8 meters; 1430 kilocycles. Licensed to operate full time. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% on net station charges to recognized agencies. No cash discount. Bills rendered monthly.

General Advertising

For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (California and Pacific Network). Rates on request.

POLITICAL TALKS

Talks of a political nature are not subject to frequency discounts.

ELECTRICAL TRANSCRIPTIONS

Regular time rates apply. Transcription library service available. Rates on request.

TALENT

Program ideas, lists, talent and prices on request.

REMOTE CONTROL

Programs originating outside of studios are subject to special charge. Rates on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted except light wine and beer. Contracts not accepted more than 60 days prior to first broadcast date. No time sold for resale. Rates are for station time only.

No contract accepted for longer than one year. All contracts subject to government regulations and approval of station management. Management reserves the right to refuse or discontinue any advertising and/or programs or talks for reasons satisfactory to management.

No blanket contracts accepted. Preferred position governed by priority and availability of time. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts. Time of broadcast subject to immediate change to accommodate emergency broadcasts. Lectures and talks (except political) are not accepted between the hours of 5:00 p.m. and 11:00 p.m. No commercial broadcasts consisting of straight talks (except political) are acceptable for periods of more than five minutes and then only before 6:00 p.m.

Closing Time

24 hours prior to first broadcast.

Mechanical Program Equipment

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

Personnel

Vice-President and Manager—Clyde F. Coombs. Assistant Manager—John F. Seales. Program Director—Dick Wegener. Commercial Manager—Don C. Robbins.

Representatives

Free & Peters, Inc.

K M J

(Established 1922)



Rates effective May 1, 1941. (Card No. 15.)

Owned and operated by The McClatchy Broadcasting Company. Business Office and Studio—Fresno Bee Bldg., Van Ness Ave. and Calaveras St., Fresno, Calif., telephone 2-8817. Transmitter—3 miles east of Fresno on First Street, Fresno, California.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 317.2 meters; 950 kilocycles. Licensed to operate full time on regional channel. Operates on Pacific Standard Time. Daylight Saving Time not observed. Operating schedule 14-1/2 hours Sunday, 17-1/2 hours week days.

Commission and Cash Discount

Agency commission 15% on net charges for station time to recognized advertising agencies. No cash discount. Commission does not apply on talent. Discount applies only to national business.

General Advertising

For combination rates see listings of National Broadcasting Company (Pacific Coast Red Network), and Columbia Radio System.

A discount of 6% applies to rates when KMJ is used in conjunction with KERN, KWG, and KFBK. A discount of 10% applies when KMJ is used in conjunction with KERN, KWG, KFBK, and KOLL. The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for CLASS 'A', CLASS 'B', and CLASS 'C' showing rates for various durations (1 day, 2 days, 3 days, 4 days, 5 days, 6 days) and times (6:00 p.m. to 10:00 p.m., 8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m., 6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight).

DISCOUNTS

Table showing Weekly Dollar Volume Discounts and Discounts for Consecutive Weeks.

ANNOUNCEMENTS

Table showing CLASS 'A' (6:00 p.m. to 10:00 p.m.) rates for one minute or less at specified times, per announcement, 20.00. No discounts.

Table showing CLASS 'B' and 'C' (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight) rates for 1 tl. 13 tl. 52 tl. 104 tl. 156 tl. 260 tl. time.

Table showing SPECIAL FEATURES rates for News Periods, Domestic Science Hour, and Political Rates.

Table showing ELECTRICAL TRANSCRIPTIONS rates for use of sponsors at additional cost.

Table showing TALENT rates on application and REMOTE CONTROL rates for handling programs outside of regular studios.

Table showing SERVICE FACILITIES for services of the program department in arranging programs and in providing program announcements and announcers.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates are for station time only. All programs subject to acceptance of station management and must conform to station policy and government regulations.

Closing Time: Programs must be closed 48 hours in advance. All talks must be submitted in manuscript form prior to 12:00 noon of day preceding broadcast.

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

Personnel: Manager—Keith Collins. Representatives: Paul H. Haymer Company.

GLENDALE (Los Angeles County)

K I E V (Established 1938)



Rates effective January 1, 1941. Owned and operated by Cannon System, Ltd. Business Office and Studio—102 N. Glendale Blvd., Glendale, California, telephone Citrus 1-1133; Los Angeles, telephone Chapman 52388. Transmitter—Glendale, California.

Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 344.8 meters; 870 kilocycles. Licensed to operate on clear channel. Operates under Pacific Standard Time. Operates from sunrise to sunset daily.

Commission and Cash Discount: Agency commission 15%. Commission does not apply on talent. No cash discount. Invoices mailed 1st of each month. All contracts payable in advance.

General Advertising: All contracts subject to 5% music tax.

Table showing rates for General Advertising with columns for Per Week (Daily, Sunday) and Incl'g. (Sunday, Saturday).

SUNDAY ONLY

Table showing rates for Sunday Only for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

TALKS

No commercial talks, speeches or lectures accepted.

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Larm Klok Klub: 6:00 a.m. to 8:00 a.m. Advertiser allowed 20 minutes. Pet Column: 9:30 a.m. to 9:45 a.m., six days weekly. Moods in Music: 1:30 p.m. to 2:00 p.m., six days weekly.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP

Larm Klok Klub: 6:00 a.m. to 8:00 a.m., 100 word announcement 3.00. News, Time Signals. Rates on request.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

Extra. Supplied at cost.

REMOTE CONTROL

Station equipped for remote broadcasts. Details on request.

Closing Time

Talent programs and announcements close 48 hours in advance of broadcast. Recorded programs close 24 hours in advance.

Mechanical Program Equipment

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

Personnel

President—David H. Cannon. General Manager—L. W. Peters.

LONG BEACH (Los Angeles County)

K F O X (Established 1924)

Rates effective December 15, 1937. (Card No. 4.) Owned and operated by Nichols & Warinner, Inc. Business Office and Studio—220 East Anaheim St., Long Beach, California, telephone 672-81. Other studios, 501 Broadway Arcade Building, Los Angeles, California. Transmitter—220 East Anaheim Street, Long Beach, California.

Wave—Power—Time

Operating power—1,000 watts. (Crystal control.) 234.4 meters; 1260 kilocycles. Licensed to operate full time. Operates on Pacific Standard Time. Daylight Saving Time not observed. Operating schedule—18 hours daily.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on gross amount. No commission on telephone line or remote equipment charges. Cash discount 5% for cash in advance on 13 time contracts. Cash discount on station time only. Payment dates 1st and 15th of each month.

General Advertising

For combination rates see listing of California Radio System. The following rates apply to both national and local advertising. Blanket fees charged by owners of music copyrights for broadcasting are not included. Maximum time for commercial copy is 25% of program time. Programs consisting of more than 25% commercial copy, 1-1/2 times regular rate.

Table showing rates for General Advertising for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

Table showing rates for General Advertising for 6:00 a.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight.

Table showing rates for General Advertising for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

(This listing continued on next page)

CALIFORNIA—Continued

LONG BEACH—Continued

K F O X—Continued

WEEKLY RATES

(5:00 p.m. to 9:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for 3, 4, 5, 6, 7 t.t. and 12:00 midnight.

DISCOUNTS

The following discounts apply to all of the above quotations. Discounts apply only when broadcasts are consecutive.

Table showing discounts for 13, 26, 39, and 52 broadcasts.

ANNOUNCEMENTS

One time rates apply on spot announcements if less than four per week are used. Rates include station time and available staff talent.

Table for one minute transcription rates on request, categorized by (Night time) and (Day time).

POLITICAL RATES

Political programs charged single time rates—no frequency discount. Political talks 1-1/2 times regular rate.

SPECIAL FEATURES

Time Signals: Fifty words, broadcast on the hour, half hour or quarter hour (ten times days, six times nights).

RECORDED PROGRAMS

Library transcription service available. Rates and details on request. TALENT Staff artist available for broadcasts only.

REMOTE CONTROL

Remote control and short wave facilities at cost. Telephone lines maintained to Los Angeles for connection to majority of southern California stations.

SERVICE FACILITIES

Services of station talent bureau, program department, musical and literary departments, as well as technical and announcing staff are available without extra charge.

Contract and Other Requirements

Advertising of alcoholic beverages accepted, except hard liquor. Contracts are not transferable.

Rates

Rates include station time and available staff talent. All programs subject to the approval of station director of broadcasting.

Closing Time

Copy must be in the Long Beach office 24 hours in advance. If not, musical program will be presented in the interest of client at same rate.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel

President and General Manager—Hal Nichols. Commercial and Prom. Mgr.—L. W. McDowell.

KGER

(Established 1926)



Rates effective August 1, 1939. Owned and operated by Consolidated Broadcasting Corporation, Ltd.

Business Office and Main Studios—Dobyns Footwear Building, 435 Pine Ave., Long Beach, California.

Other Studios—643 S. Olive Street, Los Angeles, California. Transmitter—3101 San Francisco Street, Long Beach, California.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 215.8 meters; 1390 kilocycles.

Licensed to operate full time. Operates on Pacific Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount Agency commission 15% to recognized agencies. Cash discount of 5% for cash in advance on all contracts for station time.

General Advertising Fees charged by owners of copyright music are not included in rates. Maximum time for commercial copy is 25% of time used.

WEEKLY RATES (6:00 p.m. to 9:00 p.m.) table with columns for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes and rates for 1 t.t. through 7 t.t.

DISCOUNTS table showing percentages for 13, 26, 39, and 52 periods.

ANNOUNCEMENTS (Nights) table with columns for 1 t.t. and 26 t.t. for 100, 75, 50, and 25 words.

ANNOUNCEMENTS (Days) table with columns for 100, 75, 50, and 25 words.

DISCOUNTS table showing percentages for 3 months, 6 months, 9 months, and 12 months.

SPECIAL FEATURES table listing rates for news bulletins, five minute news bulletins, and per week rates.

SPECIAL FEATURES table listing rates for 10 daily, 6 daily, and 3 daily (90 per month).

SPECIAL FEATURES table listing rates for 8 months, 6 months, and 12 months.

POLITICAL table listing rates for political or straight talk programs.

TRANSCRIPTION RATES table listing rates for transcription library services.

TALENT table listing rates for services of program director and announcer.

REMOTE CONTROL table listing rates for station maintenance and broadcast services.

SERVICE FACILITIES table listing rates for announcing, program, continuity, and production staff.

Contract and Other Requirements table listing advertising of alcoholic beverages.

Closing Time table listing rates for copy submission.

Mechanical Program Equipment table listing rates for electrical transcription.

Personnel table listing President and General Manager—C. Merwin Dobyns.

LOS ANGELES

(Los Angeles County)

KECA

(Established 1929)



Rates effective October 1, 1939. (Card No. 15.) Owned and operated by Earle C. Anthony, Inc. Business Office and Studio—141 N. Vermont Ave., P. O. Box 9006, Station S, Los Angeles, California, Fairfax 2121.

Wave—Power—Time Operating power—5,000 watts. 379.7 meters; 790 kilocycles. Licensed to operate full time. Operates on Pacific Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for station time and gross talent charges. No cash discount. All bills are due when rendered.

General Advertising For combination rates see listing of National Broadcasting Company (Pacific Coast Blue Network). The following rates apply to both local and national advertising.

Table for 6:00 p.m. to 10:00 p.m. daily with rates for 1, 1/2, 1/4 hour, 5 minutes, and 1 minute transcription.

Table for 9:00 a.m. to 6:00 p.m. week days and 10:00 p.m. to 10:30 p.m. daily with rates for 1, 1/2, 1/4 hour, 5 minutes, and 1 minute transcription.

Table for 12:00 noon to 6:00 p.m. Sundays with rates for 1, 1/2, 1/4 hour, 5 minutes, and 1 minute transcription.

Table for 8:00 a.m. to 9:00 a.m. and 10:30 p.m. to 11:00 p.m. with rates for 1, 1/2, 1/4 hour, 5 minutes, and 1 minute transcription.

Table for 11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m. with rates for 1, 1/2, 1/4 hour, 5 minutes, and 1 minute transcription.

Table for 12:00 midnight to 7:00 a.m. with rates for 1, 1/2, 1/4 hour, 5 minutes, and 1 minute transcription.

DISCOUNTS table showing percentages for 13, 26, 39, and 52 programs.

Discounts allowed retroactively on the number of broadcasts given within one year under contract not to exceed one year's duration.

Table for SPECIAL FEATURES listing rates for Time Signals: Nine daily (3 night and 6 day), basic monthly rate 1,500.00.

Weather Reports: Six daily, between 7:00 a.m. and 8:00 p.m. All are 50 syllable announcements. Basic monthly rate, 750.00.

TALENT Rates are for station time only and do not include cost of artists' services. Prices for staff artists or outside talent on application.

ELECTRICAL TRANSCRIPTIONS No surcharge for broadcasting transcriptions. (This listing continued on next page)

CALIFORNIA—Continued

LOS ANGELES—Continued
K E C A—Continued

REMOTE CONTROL
Technical and production facilities available for pick up of programs originating outside of studios. Line, equipment and operation costs will be quoted on request.

SERVICE FACILITIES
Services of program, continuity and production staff, rehearsal and audition facilities available gratis for programs of general nature.

Contract and Other Requirements
Station reserves the right to refuse or revise all programs to conform to the station rules and regulations. No direct selling allowed day or night. No periods are sold in bulk for resale. All programs and transcriptions are subject to station approval. All acceptable accounts are subject to the same rates.

Closing Time
Order for service must be placed and contracts signed one week prior to first scheduled program. All commercial copy must be submitted in triplicate at least 72 hours in advance of program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
General Manager—Harrison Hollway.
Program Manager—Glan Hensch.
Sales Manager—Clyde Scott.
Promotion Manager—Dave Nowinson.

Representatives
Free & Peters, Inc.

K F A C



Rates effective March 1, 1941. (Card No. 15A.)

Owned and operated by Los Angeles Broadcasting Company, Inc.

Studios—Penthouse, 645 S. Mariposa Avenue, Los Angeles, California, Fitzroy 1231.

Transmitter—8581 W. 18th St., Los Angeles, Calif.

Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.
Licensed to operate full time.

Commission and Cash Discount
Agency commission 15% on net time and talent to recognized agencies. No cash discount. No agency commissions on remote line or equipment charges. All bills payable in advance of broadcast unless satisfactory arrangements have been made for credit. Remote line and equipment charges always payable in advance.

General Advertising
Actual broadcasting time consists of 59 minutes for a one hour period, 29 minutes for a 1/2 hour period, 14-1/2 minutes for a 1/4 hour period, to allow for station breaks, etc.
Copy limitation for one hour programs, 800 words; 1/2 hour, 450 words; 1/4 hour, 300 words.
Any federal, state, county, A.S.C.A.P. or other tax imposed upon the sale of station facilities to be added to the following rates:

Table with columns for time slots (1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45) and rows for program types (1 time weekly, 2 times weekly, 3 times weekly, 4 times weekly, 5 times weekly, 6 times weekly).

ANNOUNCEMENTS

Table with columns for time slots (1 time, 26 times per month, 52 times per month, 78 times per month, 104 times per month, 130 times per month, 1 minute, 1 time, 26 times per month, 52 times per month, 78 times per month, 104 times per month, 130 times per month) and rows for program types (Ten per cent discount will be allowed on a three months or longer consecutive announcement contract, 75 words or less, 1 time, 26 times per month, 52 times per month, 78 times per month, 104 times per month, 130 times per month, 1 minute, 1 time, 26 times per month, 52 times per month, 78 times per month, 104 times per month, 130 times per month).

SPECIAL FEATURES
Time signals, 50 words:
5 daily, 7:00 a.m. to 5:30 p.m., per month, 236.25
5 daily, 6:00 p.m. to 12:00 midnight, per mo. 315.00
Rates of other combinations, news service, special combinations of time signal announcements, 12:00 midnight to 7:00 a.m., time and announcements, etc., available on request.

POLITICAL RATES
Program time or announcements—single time rate applies, day or night. No frequency or weekly discounts.

TALENT
Rates on application.

REMOTE CONTROL
Remote line or equipment charges always payable in advance.

SERVICE FACILITIES
Time rates include all station facilities, recordings, standard sound effects, announcers, announcement and commercial copy production and available standard station talent.

Contract and Other Requirements
All programs are subject to the approval of the management and all copy must be submitted at least 48 hours before broadcast or the management reserves the right to revise copy or prepare new copy to accord with its standards without submission to advertiser.

Personnel
Station and Promotion Manager—Calvin J. Smith.

K F I

(Established 1922)



Rates effective January 1, 1941. (Card No. 21.)

Owned and operated by Earle C. Anthony, Inc.

Business Office and Studios—141 N. Vermont Avenue, P. O. Box 9006, Station S, Los Angeles, California, Fairfax 2121.

Transmitter—Buena Park, California.

Wave—Power—Time
Operating power—50,000 watts.
468.8 meters; 640 kilocycles.

Licensed to operate on cleared channel. Operates on Pacific Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on net charges for station time and gross talent charges to recognized advertising agencies. All bills are due when rendered. No cash discount.

General Advertising
For combination rates see listing of National Broadcasting Company (Pacific Coast Red Network).

Rates include charges by owners of music copyrights. Rates are for station time only and do not include cost of artists' services.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 1 minute announcement or 1 minute electrical transcription, Station break announcements, 50 syllables maximum) and rows for program types (1 time weekly, 2 times weekly, 3 times weekly, 4 times weekly, 5 times weekly, 6 times weekly).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rows for program types (12:00 midnight to 7:00 a.m., 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 1 minute announcement or 1 minute electrical transcription, Station break announcements, 50 syllables maximum).

DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within one year under contract not to exceed one year's duration. Announcements cannot be combined with program periods of five minutes or more to earn larger discounts.

SPECIAL FEATURES
Participations may be combined with spot announcements to earn greater frequency discount.
"Agnes White's California Home" program: three minutes 55.00; 150 word live announcement participation, per announcement 46.00.
"Art Baker's Notebook": 150 word live announcement participation, per announcement 46.00.
"Mirandy's 'Garden Patch'": 150 word live announcement participation, per announcement 46.00.
"Robert Lee Johnson's KFI Bridge Club": Participation program, minimum 150 words, per unit 46.00.
3:15 p.m. News: Participation, 100 words or one minute transcription, per participation 46.00. Subject to regular discounts.

(* Combination Rate
Weekly rate, five announcements per week on any combination of above participation programs:
6 weeks or less, per week, 200.00
7 to 12 weeks, per week, 187.50
13 to 25 weeks, per week, 175.00
26 to 38 weeks, per week, 162.50
39 to 52 weeks, per week, 150.00
Time Signals: Nine daily (3 nights and 6 day). All are 50 syllable announcements. Basic monthly rate 4,300.00.
Weather Reports: Six daily between 7:00 a.m. and 6:30 p.m. All are 50 syllable announcements. Basic monthly rate 2,150.00; three daily, basic monthly rate 1,397.50.
(On Time Signals and Weather Reports discounts apply on number of weeks instead of number of announcements.)
News Service: Rates and information on request.

TALENT
Rates are for station time only and do not include cost of artists' services. Prices for staff artists or outside talent on application.

ELECTRICAL TRANSCRIPTIONS
No surcharge for broadcasting transcriptions furnished by sponsor.

REMOTE CONTROL
Technical and production facilities available for pick-up of programs originating outside of studios. Line, equipment and operation costs will be quoted on request.

SERVICE FACILITIES
Services of program, continuity and production staff, rehearsal and audition facilities available gratis for programs of general nature.

Contract and Other Requirements
Station reserves the right to refuse or revise all programs to conform to the station rules and regulations. No direct selling allowed day or night. No periods are sold in bulk for resale. All programs and transcriptions are subject to station approval.

All acceptable accounts are subject to the same rates. Commercial copy on programs must not exceed limitations of code adopted October 1, 1910, by the NAB.

Closing Time
Orders for service must be placed and contracts signed one week prior to first scheduled program. All commercial copy must be submitted in triplicate at least 72 hours in advance of program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
General Manager—Harrison Hollway.
Program Manager—Glan Hensch.
Sales Manager—Clyde Scott.
Promotion Manager—Dave Nowinson.

Representatives
Edward Petry & Company, Inc.

K F S G

Owned and operated by Echo Park Evang. Association, Los Angeles, California.

Wave—Power—Time
Operating power 2,500 watts days; 500 watts nights. 260.9 meters; 1150 kilocycles.

Divides time with station KFKD.

Does not sell time.

K F V D

Rates effective April 15, 1941. (Card No. 4.)

Owned and operated by Standard Broadcasting Company, Inc.

Studio—338 S. Western Ave., Los Angeles, California, Drexel 2391.

Transmitter—Pacific Military Academy, Culver City, California.

(This listing continued on next page)

CALIFORNIA—Continued

LOS ANGELES—Continued
K F V D—Continued

Wave—Power—Time
Operating power—1,000 watts.
291.1 meters; 1020 kilocycles.
Licensed to operate limited time.
Actual operating schedule: 6:00 a.m. to sundown (January 5:00 p.m., February 5:30 p.m., March 6:00 p.m., April 6:30 p.m., May 6:45 p.m., June 7:00 p.m., July 7:00 p.m., August 6:45 p.m., September 6:00 p.m., October 5:15 p.m., November 4:45 p.m. and December 4:45 p.m.) and 10:00 p.m. to 6:00 a.m.
Commission and Cash Discount
Agency commission 15% on net time and talent to recognized agencies. No cash discount. All bills payable in advance unless otherwise arranged.
General Advertising
All contracts subject to 5% ASCAP tax. (6:00 a.m. to sundown)

Table with 3 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), 3 tl. wky., 6 tl. wky.

Frequency Discounts
13 periods used within 3 months..... 5%
26 periods used within 6 months..... 10%
39 periods used within 9 months..... 15%
52 periods used within 12 months..... 20%

VOLUME PURCHASE DISCOUNT
Run of schedule, 150.00 weekly (minimum) 40%.

ANNOUNCEMENTS
100 word announcements:
1 to 6 announcements, each..... 3.00
7 to 24 announcements, each..... 2.50
25 or more announcements, each..... 2.00
Per month, daily except Sunday:
1 announcement daily..... 65.00
2 announcements daily..... 110.00
3 announcements daily..... 150.00

SPECIAL FEATURES
Time Signals: Seven 50 word time signals, hour or half hour, daily and Sunday, per month 275.00. Five 50 word time signals, hour or half hour, daily and Sunday, per month 225.00.
News Periods: Fifteen minutes daily except Sunday, per week 70.00.

POLITICAL RATES AND OTHER TALKS
Regular station time rates plus 50%.

TALENT
Rates on application.
Remote line and equipment charges on request.

Contract and Other Requirements
All programs are subject to the approval of the management and all copy must be submitted at least 48 hours before broadcast or the management reserves the right to revise copy or prepare new copy to accord with its standards without submission to advertiser.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Manager—Frank Burke
Commercial Manager—F. J. Smalley, Jr.
Representatives
None.

KFWB

(Established 1925)

Rates effective October 1, 1941. (Card No. 19.)
Card received October 20, 1941.
Owned and operated by Warner Brothers Broadcasting Corp.
Business Office and Studio—5833 Fernwood Avenue, Hollywood, California
Transmitter—5775 Jefferson Blvd., Los Angeles, Calif.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
306.1 meters; 980 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Pacific Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized agencies, provided payment is made before the 15th day of the month following broadcast. No cash discount. Statements rendered monthly, payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising
For combination rates see listing of California Radio System.
Rates include use of music controlled and currently released for general broadcasting by ASCAP, SESAC and AMP.
Actual broadcasting periods are as follows: 59 minutes for one hour periods; 29-1/2 minutes for half hour periods; 14-1/4 minutes for quarter hour periods. The following rates are for national advertising only.

GENERAL BROADCASTING RATES
CLASS "A"
(6:00 p.m. to 10:00 p.m. daily)
CLASS "B"
(8:00 a.m. to 6:00 p.m.)

CLASS "C"
(*10:00 p.m. to 8:00 a.m.)

Table with 7 columns: Time (1 tl., 13 tl., 26 tl., 39 tl., 52 tl., 78 tl., 104 or more times), 1 hr, 1/2 hr, 1/4 hr, 5 min.

program precedes or follows.
Add 10% to rates for Sunday Class "B" time.
ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:00 p.m.)

Table with 7 columns: Time (1 tl., 13 tl., 26 tl., 39 tl., 52 tl., 78 tl., 104 or more times), 100 words, 50 words.

CLASS "B"
(8:00 a.m. to 6:00 p.m.)

Table with 7 columns: Time (1 tl., 13 tl., 26 tl., 39 tl., 52 tl., 78 tl., 104 or more times), 100 words, 50 words.

CLASS "C"
(*10:00 p.m. to 8:00 a.m.)

Table with 7 columns: Time (1 tl., 13 tl., 26 tl., 39 tl., 52 tl., 78 tl., 104 or more times), 100 words, 50 words.

SPECIAL FEATURES
News: Rates on request.
Scores, weather and temperature reports, time signals, etc., rates on request.

POLITICAL PROGRAMS
Political broadcasts are charged regular time rates plus 10.00 surcharge per period. Payable in advance.

TALENT
Rates on application.
REMOTE CONTROL
Rates for lines and equipment to handle special broadcasts on request.

Contract and Other Requirements
Announcement copy will be broadcast as submitted, if approved and charges will be made at next higher rate if number of words exceeds limit in any class. Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts within 30 days. In order to earn net rates contracts must be completed within 12 months. Period time and announcements cannot be combined to earn frequency discounts.

Closing Time
Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

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

Personnel
General Manager—Harry Maiblish.
Sales Manager—Jack O. Gross.
Production Manager—Manning Ostroff.
Representatives
William G. Rambou Company.

KGFJ

Rates effective April 1, 1941. (Card No. 18.)
Owned and operated by Ben S. McGlashan.
Studio—1417 S. Figueroa St., Los Angeles, California, Prospect 2434.
Transmitter—Washington and Oak Sts., Los Angeles, Calif.

Wave—Power—Time
Operating Power—100 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Daylight Savings Time not observed.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount.
Broadcasting payable in advance unless satisfactory credit rating established with station.

General Advertising
Actual broadcasting periods are as follows: 59 minutes for one hour periods; 29 minutes for half hours; 14 minutes for 1/4 hours, to allow for station break, etc. To determine one-half hour rate, multiply the quarter hour rate by two. To determine the one hour rate, multiply the quarter hour rate by four. Sponsor purchasing half hour or hour programs must pay for time signals falling within said period.
(8:00 a.m. to 10:00 p.m.)

Table with 2 columns: Time (1/4 hour, 200 word spot, 1 minute transcription, 100 word spots, 50 word time signals), Rate.

Table with 2 columns: Time (1/4 hour, 200 word spot, 1 minute transcription, 100 word spots, 50 word time signals), Rate.

Table with 2 columns: Time (1/4 hour, 200 word spot, 1 minute transcription, 100 word spots, 50 word time signals), Rate.

DISCOUNTS
Discounts applicable to specified time only:
100.00 to 200.00 within 30 days..... 10%
200.00 to 300.00 within 30 days..... 15%
300.00 or over, within 30 days..... 20%
1,500.00 or over, within 120 days, cash in advance..... 33-1/3%

Discounts applicable to run of schedule programs or spots only:
45.00 or more per week..... 33-1/3%
Station reserves the right to move "run of schedule" programs or spots without notice to advertisers.

STRAIGHT TALKS
Specified time only:
1/2 hour..... 30.00
1/4 hour..... 20.00
10 minutes..... 15.00
5 minutes..... 10.00

TALENT

Rates on request.
Contract and Other Requirements
Use of transcribed music, station announcer and program director included in rate for time. When more than one announcer is requested for program advertiser will be expected to pay for additional men. Likewise sound effects man and effects furnished gratis except where script calls for unusual effects which require additional time and labor.
Studio talent charges extra.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table.
Personnel Manager—Ben S. McGlashan.
Assistant and Promotion Mgr.—H. Duke Hancock.
Representatives
Cox and Tanz.

KHJ

(Established 1922)

Rates effective June 1, 1941. (Card No. 22.)
Owned and operated by Don Lee Broadcasting System.
Business Office and Studio—5515 Melrose Avenue, Hollywood, California, Hollywood 8111.
Transmitter—Seventh and Bixel Sts., Los Angeles, California.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights. (100% modulation—crystal control.)
322.6 meters; 930 kilocycles.
Licensed to operate full time.
Daylight Savings Time not observed.
Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Southern California Group), Mutual Broadcasting System (Basic Network).
Rates include radio charges by owners of music copyrights.

BASIC RATES WITHOUT TALENT
(6:00 p.m. to 10:00 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate.

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

Table with 2 columns: Discount description, Rate.

Additional Discounts
At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional is allowed.
These discounts of 5% or 10% referred to shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

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

ANNOUNCEMENTS
(6:00 p.m. to 10:30 p.m.)
Chain breaks, 35 words maximum; or 100 word announcements. (Extra voice or sound effects 25% extra):

Table with 2 columns: Announcement description, Rate.

Recorded announcements (up to one minute):
(8:00 p.m. to 10:30 p.m.)

Table with 2 columns: Announcement description, Rate.

(This listing continued on next page)

CALIFORNIA—Continued

LOS ANGELES—Continued
K N X—Continued

CLASS 'C' (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. week days; 10:30 p.m. to 11:00 p.m. daily) Per week 1 day 2 days 3 days 4 days 5 days 6 days...

CLASS 'D' (8:00 a.m. to 9:00 a.m. and 1:00 p.m. to 5:00 p.m. week days; 11:00 p.m. to 12:00 midnight daily; 8:00 a.m. to 1:00 p.m. Sunday)

CLASS 'E' (12:00 midnight to 8:00 a.m. daily) 1 hr. 172.50 345.00 465.75 621.00 776.25 828.00...

Weekly Dollar Volume Discount Weekly Dollar Volume discounts not applicable on schedules of less than 8 consecutive weeks of broadcasting under "General Broadcasting Time Rates."

Contracted value of time at gross rates: Less than 250.00 weekly..... None 250.00 or more but less than 430.00 wkly 2-1/2%

Discounts for Consecutive Weeks Discounts for consecutive weeks of broadcasting applicable only to rates listed under "General Broadcasting Time Rates" after deducting applicable Dollar Volume discount, if any.

When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcasting Time Rates" other than that in which the advertiser is already earning a weekly frequency rate, the gross time charge per period (i.e., one day per week rate, shown in "General Broadcasting Time Rates") for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a 3, 4 or 5 day per week frequency rate, and will be reduced by 20% if the advertiser is already earning a 6 or more day per week frequency rate, provided the gross time charge per period (one day per week rate shown in "General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charge per period already being charged.

Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled would not be prejudiced. All discounts apply to time charges only.

ANNOUNCEMENTS

No contests in announcement form. Los Angeles Hour: 1/4 hour floating Class "A" time, no frequency discounts: 1 tl. 3 tl. 6 tl. 100 words..... 90.00 243.00 432.00

ANNOUNCEMENTS

Number of commercial announcements permitted: Two in each 5 minute period, total not to exceed 1-1/2 minutes; two in each 15 minute period, total not to exceed 3 minutes; three in each 30 minute period, total not to exceed 4-1/2 minutes; five in each 60 minute period, total not to exceed 7-1/2 minutes. Basic air time rates are charged for programs when copy exceeds limitations. (6:00 a.m. to sign-off week days) 115 words or under or transcriptions of not more than 60 seconds: Per week 1 announcement..... 5.00

SPECIAL FEATURES

Fletcher Wiley Combination: Alternating week days on Housewives' Protective League and Sunrise Salute, and each Saturday on Sunrise Salute; participation program; approximately 150 words, per week 225.00. No discounts. Sunrise Salute: 6:00 a.m. to 7:30 a.m. daily except Sunday; participation program; no discounts.

11:00 p.m. News with Knox Manning—11:00 p.m. to 11:15 p.m. nightly; participation program, approximately 150 words. Six participations per week, 225.00; three participations per week, 125.00.

ELECTRICAL TRANSCRIPTIONS Accepted at regular rates. Ordinary phonograph records not accepted after 9:00 a.m. week days and 12:30 p.m. Sundays.

Program ideas, lists of talent and prices will be furnished on request.

REMOTE CONTROL Programs originating outside of the studios are subject to special charges. Rates on request.

SERVICE FACILITIES The station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, lists of talent and prices on request.

Contract and Copy Requirements Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year.

Lectures and Talks (except political talks) are not accepted between 6:00 p.m. and 12:00 midnight. All programs and advertising copy subject to approval of station.

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

Personnel Vice-Pres. and General Mgr.—D. W. Thornburgh. Sales Manager—Harry W. Witt. Promotion Manager—George L. Moskovics. Sales Service Manager—E. W. Buskalev.

Representatives Radio Sales.

K R K D (Established 1927)



Rates effective October 10, 1941. (Card No. 9.) Owned and operated by Radio Broadcasters, Inc. Business Office and Studio—541 South Spring Street, Los Angeles, Calif., Tucker 7111. Transmitter—1100 Glendale Blvd., Los Angeles, Cal.

Wave—Power—Time Operating power 2,500 watts days, 1,000 watts nights 260.9 meters; 1150 kilocycles. Daylight Saving Time not observed. Divides time with Station KFSG.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. No cash discount. All broadcasting payable in advance, except where satisfactory credit is established.

General Advertising Fees charged by owners of music copyrights are included in rates. Actual broadcasting periods are as follows: 58 minutes for one hour periods; 28-1/2 minutes for half hour periods; 11 minutes for 1/4 hour periods; 4-1/2 minutes for five minute periods. (8:00 a.m. to sign-off)

Per week (Week days) 1 hour..... 65.00 159.50 255.00 1/2 hour..... 40.00 95.00 152.50

In addition to special weekly discounts, periods must be used within corresponding number of weeks in order to earn these discounts. 12 periods..... 10% 24 periods..... 20%

QUARTER HOUR PERIODS (Run of Schedule)

Station reserves the right to change the time on run of schedule programs by notifying the sponsor 48 hours in advance. (6:00 a.m. to 6:30 a.m.) Daily except Sunday: 1 quarter hour..... 37.50 (6:30 a.m. to 7:00 a.m.) 1 quarter hour..... 45.00 (7:00 a.m. to 8:00 a.m.) 1 quarter hour..... 52.50 (8:00 a.m. to sign-off)

Number of commercial announcements permitted: Two in each 5 minute period, total not to exceed 1-1/2 minutes; two in each 15 minute period, total not to exceed 3 minutes; three in each 30 minute period, total not to exceed 4-1/2 minutes; five in each 60 minute period, total not to exceed 7-1/2 minutes. Basic air time rates are charged for programs when copy exceeds limitations. (6:00 a.m. to sign-off week days) 115 words or under or transcriptions of not more than 60 seconds: Per week 1 announcement..... 5.00

Frequency Discounts Four consecutive weeks at more 10%. No other discounts. 200 announcements used any time within six months by one sponsor—10% quantity discount. Sponsor will be billed according to rate classification applying to number of announcements used weekly. Quantity discount allowed only after it is earned. No other discounts. (Sundays) 1 announcement..... 5.00 2 to 5 announcements..... 4.40 6 or more announcements..... 4.15

Additional Discounts At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed. At the conclusion of 52 weeks broadcasting 10% additional discount is allowed. These additional discounts of 5% and 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Chain breaks 35 words maximum; or 100 word announcements: (6:00 p.m. to 10:50 p.m.) Base rate..... 5.50 30 announcements, each..... 4.12 90 announcements, each..... 3.85 180 announcements, each..... 3.58 270 announcements, each..... 3.30 365 announcements, each..... 3.03

Base rate..... 4.12 30 announcements, each..... 3.09 90 announcements, each..... 2.88 180 announcements, each..... 2.68 270 announcements, each..... 2.47 365 announcements, each..... 2.27 Extra voice or sound effects, 25% extra.

ELECTRICAL TRANSCRIPTIONS Transcription Library service available at regular rates. Instantaneous recording equipment available.

REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs payable in advance. Not subject to agency commission.

(This listing continued on next page)

SPECIAL FEATURES News: Run of schedule, one quarter hour week days, per week 71.50.

POLITICAL Political announcements sold only at the one time rate.

RECORDED PROGRAMS Regular rates apply.

TALENT Rates on application.

REMOTE CONTROL Time rates quoted on request for programs originating at points not covered by station studios or remotes, contingent upon line rental, equipment and operation costs.

SERVICE FACILITIES Complete commercial continuity service to all sponsors at no extra cost. Merchandising Department maintained for direct sales campaigns. Production Department for staging of variety musical and dramatic shows.

Contract and Other Requirements All acceptable accounts are subject to the same rates. Any governmental and/or copyright tax levied upon the sale of station facilities to be added to the above rates.

Periods are not sold for re-sale. Closing Time Commercial continuity, when furnished by sponsor or advertising agency, must be submitted 24 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. single turn-tables and 78 r.p.m. double turn-tables.

Personnel General Manager—John Austin Driscoll. Representatives None.

MARYSVILLE (Yuba County)

K M Y C (Established 1940)



Rates effective February 1, 1940. Owned and operated by the Marysville-Yuba City Broadcasters, Inc.

Business Office and Studio—State Theatre Building, 515 E Street, Marysville, California. Transmitter—Two miles southeast of Marysville, intersection of Riverside Avenue and Island Road.

Wave—Power—Time Operating power—100 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Daylight Saving Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered first of month; due 10th of month.

General Advertising For combination rates see listings of Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for national advertising. (6:00 p.m. to 10:30 p.m.)

1 hour..... 40.00 1/2 hour..... 24.00 1/4 hour..... 16.00 10 minutes..... 13.00 5 minutes..... 10.00

(All other time) 1 hour..... 30.00 1/2 hour..... 18.00 1/4 hour..... 12.00 10 minutes..... 9.60 5 minutes..... 7.20

WEEKLY DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks consecutively: Less than 12.00 weekly..... None 12.00 but less than 24.00 weekly..... 2-1/2% 24.00 but less than 36.00 weekly..... 5% 36.00 but less than 48.00 weekly..... 7-1/2% 48.00 but less than 60.00 weekly..... 10% 60.00 but less than 72.00 weekly..... 12-1/2% 72.00 or more weekly..... 15%

Additional Discounts At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed. At the conclusion of 52 weeks broadcasting 10% additional discount is allowed. These additional discounts of 5% and 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Chain breaks 35 words maximum; or 100 word announcements: (6:00 p.m. to 10:50 p.m.) Base rate..... 5.50 30 announcements, each..... 4.12 90 announcements, each..... 3.85 180 announcements, each..... 3.58 270 announcements, each..... 3.30 365 announcements, each..... 3.03

Base rate..... 4.12 30 announcements, each..... 3.09 90 announcements, each..... 2.88 180 announcements, each..... 2.68 270 announcements, each..... 2.47 365 announcements, each..... 2.27 Extra voice or sound effects, 25% extra.

ELECTRICAL TRANSCRIPTIONS Transcription Library service available at regular rates. Instantaneous recording equipment available.

REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs payable in advance. Not subject to agency commission.

(This listing continued on next page)

CALIFORNIA—Continued

MARYSVILLE—Continued

K M Y C—Continued

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine.
Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.
Closing Time
Announcement copy, transcriptions and talks close 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. for lateral cut recordings.
Personnel
Station Manager—Walter H. Conway.
Commercial Manager—Paul McConnell.
Representatives
None.

MERCED

(Merced County)

K Y O S

(Established 1936)

Rates effective February 1, 1941. (Card No. 8.)
Card received February 6, 1941.
Owned and operated by Merced Broadcasting Co.
Business Office and Studio—"G" Street Grade, Merced, California, telephone 1430.
Transmitter—"G" Street Grade, Merced, California.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
277.8 meters; 1080 kilocycles.
Operates on Pacific Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 6:00 a.m. to local sunset. Week days 5:45 a.m. to local sunset.
Commission and Cash Discount
Agency commission 15% on net station time to recognized advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.
General Advertising
For combination rates see listings of Don Lee Broadcasting Company and Mutual Broadcasting System. All rates include copyright fees.
1 hour..... 56.25 35.63
1/2 hour..... 37.50 21.38
1/4 hour..... 22.50 12.83
* 5 minutes..... 13.50 6.42
(*) The 5 minute rate is not subject to frequency discount.

Table with 2 columns: Time/Rate and Percentage. Includes Frequency Discounts on Programs and ANNOUNCEMENTS.

Table with 2 columns: Time/Rate and Percentage. Includes SPECIAL DISCOUNT and SPECIAL FEATURES.

POLITICAL BROADCASTS
Rates on request.
RECORDED PROGRAMS
No additional cost for electrical transcriptions.
TALENT
Rates on request.
REMOTE CONTROL
Can be arranged. Rates on request.
SERVICE FACILITIES
Script and program department available to advertisers at no additional cost.

Contract and Other Requirements
Advertising of beer and wine acceptable.
All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.
Rates are for station time only; talent is extra.
Contracts and copy subject to approval by station management.
Closing Time
All commercial and program copy must be in station office not later than 24 hours before time of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral recordings.

Personnel
General Manager—David S. Rallou.
Representatives
Pacific Coast—W. S. Grant.

MODESTO

(Stanislaus County)

K T R B

Rates effective October 15, 1939.
Owned and operated by KTRB Broadcasting Co., Inc.
Business Office and Studio—McHenry and Sylvan Avenues, Modesto, Calif., Modesto 774.
Transmitter—Modesto, California.

Wave—Power—Time
Operating power—250 watts.
(C.P. 1,000 watts, unlimited time.)
348.8 meters; 860 kilocycles.
Licensed to operate days.
Daylight Savings Time not observed.
Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. Cash discount —.
General Advertising
Rates on request.

RECORDED PROGRAMS AND TRANSCRIPTIONS
No surcharge for transcriptions.
TALENT
Talent charges are not included in station rates and are payable in advance by the advertiser.
REMOTE CONTROL
Wire and mechanical facilities for remote control lines are not included in station rates and are payable in advance by the advertiser.
SERVICE FACILITIES
Audition studios are maintained for advertisers and agencies. Continuity department at the disposal of the advertiser.

Contract and Other Requirements
All programs and announcements are subject to station owner's approval and Federal Radio Commission Regulations. Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves. Preferred position governed by priority and availability on contract only.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
General Manager—Wm. H. Bates, Jr.
Commercial Manager—Doug McCreary.
Promotion Manager—Ceell Lynch.
Representatives None.

MONTEREY

(Monterey County)

K D O N



Rates effective February 15, 1941.
Owned and operated by Monterey Peninsula Broadcasting Company.
Business Office and Studio—275 Pearl Street, Monterey, California, telephone 8501. Other studios Casa del Rey Hotel, Santa Cruz, California, and Salinas Newspaper Building, Salinas, California.
Transmitter—Municipal Wharf, Monterey, California.

Wave—Power—Time
Operating power—100 watts.
(100% modulation.)
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Pacific Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 6:30 a.m. to 11:00 p.m.
Commission and Cash Discount
Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Northern California Group), and Mutual Broadcasting System (Basic Network).
One hour program limited to 10 minutes of commercial copy; 1/2 hour 6 minutes; 1/4 hour 3-1/2 minutes; 10 minute programs 2 minutes and 5 minute programs limited to one minute or 100 words commercial copy.
For night rates (6:00 p.m. to 11:00 p.m.), and for Sunday rates, add 10%.
1 tl. 13 tl. 26 tl. 39 tl. 52 tl. 104 tl.
1 hour..... 40.00 36.00 34.20 32.40 30.60 28.80
1/2 hour..... 24.00 21.60 20.52 19.44 18.36 17.28
1/4 hour..... 16.00 14.40 13.68 12.96 12.24 11.52
5 minutes 9.60 8.64 8.21 7.78 7.34 6.91

ANNOUNCEMENTS
For night rates (6:00 p.m. to 11:00 p.m.), and for Sunday rates, add 10%.
(6:30 a.m. to 6:00 p.m. week days)
1 tl. 26 tl. 52 tl. 104 tl 208 tl 312 tl
100 word announcements and station breaks:
40 words... 4.12 2.40 2.28 2.16 2.04 1.92
Minimum of 13 announcements must be used per month on all contracts with exception of 208 and 312 time contracts, which must be used during one year from date of commencement.

SPECIAL FEATURES
News: Rates on request.
Announcements during news broadcast add 33-1/3%.
POLITICAL RATES
Regular rates plus 20%. Script must be submitted together with 50% cash advance, 24 hours in advance; full payment before broadcast.
ELECTRICAL TRANSCRIPTIONS
Rates on request.
TALENT
Talent will be engaged by station if desired. Rates on application. Program ideas and list of talent furnished on request.

REMOTE CONTROL
Complete facilities are available for remote control broadcasts. Rates do not include travel expenses, tolls, and mechanical expenses for remote control.
SERVICE FACILITIES
Services of station program departments, staff announcers, and staff engineers in announcing and presenting programs are available without extra charge.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Talks and political speeches, etc., accepted only when subject matter is, in opinion of station management, of general public interest. Complete manuscript must be submitted for station approval before broadcast.
All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Rates are for station time only; talent is extra.

All contracts and advertising copy subject to station approval and government rules and regulations.
Closing Time
Commercial copy must be received not later than 24 hours before time of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.
Personnel
President—Allen Griffin.
General and Commercial Mgr.—Howard V. Walters.
Representatives
None.

OAKLAND

(Alameda County)

K L S

(Established 1921)



Rates effective April 10, 1941.
Owned and operated by Warner Brothers.
Studio—327 Twenty-first Street, Oakland, California, Higate 1212.
Transmitter—327 Twenty-first Street, Oakland, Calif.
Wave—Power—Time
Operating power—1,000 watts.
229.0 meters; 1310 kilocycles.
Licensed to operate full time.
Daylight Savings Time not observed.
Actual operating schedule: 24 hours daily.
Commission and Cash Discount
Agency commission 15% to recognized agencies on net charges for station time. No cash discount. Bills due and payable when rendered.
General Advertising
Music copyright tax of 5% must be added to these rates.
Actual broadcasting periods are as follows: 59 minutes for one hour, 29 minutes for 1/2 hour, 14-1/2 minutes for 1/4 hour, 4-1/2 minutes for five minute periods.

Table with 2 columns: Time/Rate and Percentage. Includes ANNOUNCEMENTS and SPECIAL FEATURES.

TALENT
Rates on application.
REMOTE CONTROL
Rates and details on request.
Contract and Other Requirements
Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves.
All contracts and broadcast material subject to rules and regulations of all federal bodies governing radio stations. No periods are sold in bulk for resale.
All programs and radio script subject to the approval of the management.
Programs hold priority over announcements.
Closing Time
Complete radio manuscript must be submitted 24 hours prior to scheduled broadcast.

Personnel
Manager—S. W. Warner.
Promotion Manager—F. Wellington Morse.

K L X

(Established 1922)



Rates effective November 1, 1941.
Card received November 8, 1941.
Owned and operated by Tribune Building Company.
Business Office and Studio—Tribune Tower, 13th and Franklin Street, Oakland, Calif., Templebar 6000.
Transmitter—Tribune Tower, Oakland, California.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
329.7 meters; 910 kilocycles.
Licensed to operate unlimited time on regional channel. Operates on Pacific Standard Time.
Actual operating schedule: 15 hours daily.
Commission and Cash Discount
Agency commission 15% on net station time to recognized advertising agencies. No commission on program talent. No cash discount. Bills due and payable when rendered.
General Advertising
Rates for periods longer than one hour are in exact proportion to the hourly rate.
(6:00 p.m. to 10:00 p.m.)
1 hour..... 70.00
1/2 hour..... 40.00
1/4 hour..... 25.00
5 minutes..... 18.00
(8:00 a.m. to 6:00 p.m. and after 10:00 p.m.)
1 hour..... 35.00
1/2 hour..... 20.00
1/4 hour..... 12.00
5 minutes..... 9.00

(This listing continued on next page)

CALIFORNIA—Continued

RIVERSIDE—Continued

K P R O—Continued

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times). Includes a table for 100 words and 50 words.

SPECIAL FEATURES

Hostess of Hospitality House—10:00 a.m. to 10:30 a.m. week days. Participating program. One minute double the regular rate. "The Brides Shower"—2:00 p.m. to 2:30 p.m. week days. One minute participation is double the regular rate.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Transcription Library service charge is 5.00 per 1/4 hour. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges subject to agency commission.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and wine. Contracts subject to cancellation by four weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy and talks close 24 hours in advance. Transcriptions close 48 hours in advance.

Mechanical Program Equipment

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

Personnel

Pres. & Gen'l Mgr.—W. L. Gleason.

Representative

Howard H. Wilson Company.

SACRAMENTO

(Sacramento County)

K F B K

(Established 1922)



Rate card dated May 1, 1941. (Card No. 15.) Owned and operated by The McClatchy Broadcasting Company.

Business Office and Studio—708 Eye Street, Sacramento, California, Main 5000. Transmitter—Yolo County, California.

Wave—Power—Time

Operating power—10,000 watts. (100% modulation—crystal control.) 196.1 meters; 1530 kilocycles. Licensed to operate full time. Operates on Pacific Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount

Agency commission 15% on net station time to accredited advertising agencies. This applies only to national business originating outside of Sacramento. No cash discount.

General Advertising

For combination rates see listings of National Broadcasting Company (Pacific Coast Blue Network), and California Radio System. A discount of 6% applies to rates shown below when KFBK is used in conjunction with KMJ, KWG, and KERN. A discount of 10% applies when KFBK is used in conjunction with KMJ, KWG, KERN and KOH.

Table for CLASS "A" with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

CLASS "B"

Table for CLASS "B" with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

CLASS "C"

Table for CLASS "C" with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

DISCOUNTS

Table for Weekly Dollar Volume Discounts and Discounts for Consecutive Weeks. Includes rates for 125.00 weekly, 175.00 weekly, 225.00 weekly, 275.00 weekly, 325.00 weekly, 375.00 weekly.

Bulk Time Discounts

For periods more than one hour: 1-1/2 hours, 10% on hourly rate. 2 hours, 20% on hourly rate.

ANNOUNCEMENTS

One minute or less at specified times, per announcement, 25.20. No discounts.

Table for Per month rates: 1 mo., 3 mo., 6 mo., 1 yr. for 1 minute or less daily and 35 words daily.

CLASS "B" and "C"

Table for CLASS "B" and "C" with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

SPECIAL FEATURES

News Periods: Station time plus 20% news and service fee. Katherine Kitchen: Participation on non-competitive basis at regular one time Class "B" five minute rate. No discount.

POLITICAL RATES

Regular one time rates apply. No frequency discounts. All political broadcasts cash in advance.

RECORDED PROGRAMS

Transcription Library services available. Rates and details on request.

TALENT

Rates on application.

REMOTE CONTROL

Equipment available for handling programs outside of regular studios.

SERVICE FACILITIES

Services of the program department in arranging programs and in providing program announcements, and announcers are included without extra charge.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates are for station time including station facilities. All programs subject to acceptance of the management, and must conform to station policy and government regulations.

Closing Time

Talent programs close two weeks in advance. All talks must be submitted in manuscript form prior to 12:00 noon day preceding broadcast.

Mechanical Program Equipment

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

Personnel

Business Manager—Howard Lane.

Representatives

Paul H. Raymer Company.

KROY

(Established 1937)



Rate card effective January 1, 1942. (Card No. 5.) Owned and operated by Royal Miller.

Business Office and Studio—Sacramento Hotel, Sacramento, California, Main 666. Transmitter—65th Street and 14th Ave., Sacramento, California.

Wave—Power—Time

Operating power—100 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Daylight Savings Time not observed.

Actual operating schedule: 7:00 a.m. to 12:30 a.m. Commission and Cash Discount: Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Pacific Coast Group), and Columbia Pacific Network. Rates include charges by owners of music copyrights.

Table for KROY with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

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

Table for CLASS "C" with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

ANNOUNCEMENTS

One minute or less at specified times, per announcement, 25.20. No discounts.

Table for Per month rates: 1 mo., 3 mo., 6 mo. for 1 minute or less daily and 35 words daily.

Table for CLASS "B" and "C" with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

POLITICAL RATES

Political rates are net; no frequency discounts. Script must be submitted 24 hours in advance. Reservations made on receipt of 50% cash advance; full payment before broadcast. One time rate plus 20%.

SPECIAL FEATURES

Time signal: 35 word rate plus 10%. Weather reports: 100 or 35 word rate plus 15%, when available.

ELECTRICAL TRANSCRIPTIONS

Complete electrical transcription Library is available without additional charge. Special transcriptions at slight additional cost.

TALENT

Rates on application.

REMOTE CONTROL

Complete facilities for handling remote control broadcasts are available, including relay broadcast equipment.

SERVICE FACILITIES

Station has complete merchandising service facilities available free of charge to national advertisers contracted over station.

Contract and Other Requirements

All programs subject to acceptance of station management and must conform to station policy and government regulations. All rates quoted include use of studio, continuity department and services of announcer. The management reserves the right to reject or discontinue any advertising or program for reasons sufficient to itself. Only station announcer allowed at the microphone.

Closing Time

All copy must be submitted to station 72 hours before time of broadcast. All talks must be submitted in manuscript form prior to 12:00 noon of day preceding broadcast.

Mechanical Program Equipment

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

Personnel

Manager—Will Thompson, Jr.

Representatives

Edward S. Townsend.

SAN BERNARDINO

(San Bernardino County)

KFXM

(Established 1929)



Rate card effective January 1, 1938. (Card No. 4.) Owned and operated by Lee Bros. Broadcasting Co., J. C. Lee and E. W. Lee.

Business Office and Studio—Fifth and E Streets, (California Hotel), San Bernardino, California, telephone 4761. Transmitter—990 Colton Ave., San Bernardino, Calif.

Wave—Power—Time

Operating power—250 watts. (100% modulation) 241.9 meters; 1240 kilocycles. Licensed to operate on local channel. Divides time with station KPCC. Operates on Pacific Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Sundays 1:00 p.m. to 6:45 p.m. and 9:00 p.m. to 12:00 midnight. Week days except Wednesdays 5:00 a.m. to 12:00 midnight. Wednesdays 5:00 a.m. to 7:00 p.m. and 9:30 p.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising

For combination rates see listings of Mutual Broadcasting System (Basic Network) and Don Lee Broadcasting System (Southern California Group). Rates include charges by owners of music copyrights.

Table for KFXM with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

Table for KFXM with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various durations (1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times).

CALIFORNIA—Continued

SAN FRANCISCO—Continued

K G O—Continued

If any part of any of the above services is unavailable, the advertiser will be billed pro rata to the remainder of the service.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Table with 2 columns: Volume (e.g., Less than 56.00 weekly), Rate (e.g., None). Includes categories for 112.00, 168.00, 224.00, 280.00, 336.00.

Rebates for Consecutive Weeks

Table with 2 columns: Weeks (e.g., 26 to 38 consecutive weeks), Rebate (e.g., 5%).

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and payable currently only on firm qualifying contracts...

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%.

WEEKLY FREQUENCY RATES

Table for CLASS "A" (6:00 p.m. to 10:30 p.m.) with columns for 3 ti, 4 ti, 5 ti, 6 ti, 7 ti and rows for 1/2, 1/4, 10 min, 5 min.

Table for CLASS "B" (12:00 noon to 6:00 p.m. Sundays) with rows for 1/2, 1/4, 10 min, 5 min.

Table for CLASS "C" (10:30 p.m. to 11:00 p.m. and 9:00 a.m. to 6:00 p.m.) with rows for 1, 1/2, 1/4, 10 min, 5 min.

Table for CLASS "D" (11:00 p.m. to 9:00 a.m.) with rows for 1, 1/2, 1/4, 10 min, 5 min.

Discounts on weekly frequency rates allowed for number of weeks scheduled within one year: Less than 13 weeks, 13 to 25 weeks, 26 to 51 weeks, 52 or more weeks.

Separate contracts must be written for periods in different rate classifications listed under "Weekly Frequency Rates" Class "A," "C," or "D." No groupings of contracts for the purpose of obtaining increased discounts is allowed...

ANNOUNCEMENTS AND COOPERATIVE FEATURE

Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates.

Announcements

Table for Announcements (6:00 p.m. to 10:30 p.m.) with columns for 1 ti, 10 ti, 25 ti, 50 ti, 100 ti, 300 ti and rows for 1 minute, 50 word announcements.

Cooperative Feature

Through a Woman's Eyes—Monday through Friday. Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields.

Table with 7 columns: 1 ti, 10 ti, 25 ti, 50 ti, 100 ti, 300 ti and rows for Detailed participation, Program and talent cost, Condensed participation, Program and talent cost.

ELECTRICAL TRANSCRIPTIONS Accepted during regular broadcasting periods.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station studios, and for programs requiring special production.

SERVICE FACILITIES

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer.

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations.

Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts...

Closing Time

Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. lateral and vertical turn-tables.

Personnel

Manager—A. E. Nelson. Representatives National Broadcasting Company, Inc.

K J B S

(Established 1925)

Rates effective May 1, 1941. (Card No. 15.)

Owned and operated by Julius Brunton & Sons Co. Business Office and Studio—1470 Pine Street, San Francisco, California, Ordway 4148.

Wave—Power—Time Operating power—500 watts. (100% modulation—crystal control.) 272.7 meters; 1100 kilocycles. Licensed to operate from 10:01 p.m. to sunset the following day.

Commission and Cash Discount Agency commission 15% on station time and talent to recognized agencies. Cash discount none. Bills due and payable when rendered.

General Advertising Announcements during day time periods and those between 12:00 midnight and 6:30 a.m. may be grouped in determining the rate earned. Rates include charges by owners of music copyrights.

Table for Announcements (8:00 a.m. to sunset week days) with columns for 1, 13, 26, 52, 100, 300 days and rows for 1, 1/2, 1/4, 1/6, 5 minutes.

Table for Announcements (8:00 a.m. to sunset Sunday) with columns for 1, 13, 26, 52 days and rows for 1, 1/2, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

Announcement times are subject to change either to clear time for sponsored programs or station features. Announcement rates listed are for 100 words or one minute transcriptions. Excess words or time charged for on a proportionate basis with rate earned.

Table for Announcements (8:00 a.m. to sunset week days) 100 word announcements with columns for 1, 13, 26, 52, 100, 300 days and rows for 1 daily, 2 daily, 4 daily.

SPECIAL FEATURES

Alarm Clock Club—6:30 a.m. to 8:00 a.m. week days. 100 words or one minute transcriptions: 1 daily, 9.50; 9.25; 9.00; 8.75; 8.50; 8.25.

ELECTRICAL TRANSCRIPTIONS AND RECORDED PROGRAMS Regular time charges apply to transcriptions. Not restricted to certain hours.

TALENT

Talent charges are not included in rates. Charges payable in advance. Rates on application.

REMOTE CONTROL

Wire and mechanical charges for remote control lines are payable in advance. Complete rates and details on application.

Continuity department at the disposal of the advertiser. Audition studios maintained for advertisers and agencies.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. All programs and announcements are subject to station owner's approval and Federal Communications Commission regulations.

Closing Dates

Talent programs close two weeks in advance. Talks close three weeks in advance. Announcements and recorded programs close one week in advance.

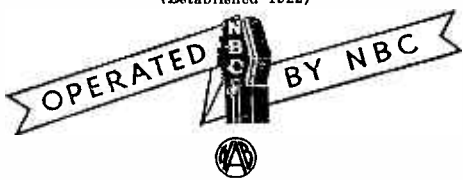
Mechanical Program Equipment

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

Personnel

General Manager—Ralph R. Brunton. Representatives William G. Rambeau Company.

K P O (Established 1922)



Rates effective January 15, 1940. (Card No. 9.) Owned and operated by National Broadcasting Company, Inc.

Business Offices and Studios—111 Sutter Street, San Francisco, California, Sutter 1920. Transmitter—Belmont, San Mateo County, California.

Wave—Power—Time Operating power—50,000 watts. 441.2 meters; 680 kilocycles. Licensed to operate full time on cleared channel. Operates on San Francisco Time. Daylight Savings Time not observed.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after January 15, 1940...

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. CLASS "A" (6:00 p.m. to 10:30 p.m.)

Table for CLASS "A" with rows for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B" (12:00 noon to 6:00 p.m. Sunday only) 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "C" (10:30 p.m. to 11:00 p.m. and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon) 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "D" (11:00 p.m. to 9:00 a.m.) 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "E" SERVICES Time Signals: Each service exclusive to on advertiser. 6:00 p.m. to sign-off, seven nights weekly—Four 30 word, one 50 word after 11:00 p.m.

(*) Available only in restricted periods. (This listing continued on next page)

K P O—Continued

This service available only to time piece manufacturers or those who regularly furnish a time service to the public.
Weather Reports, Temperature Reports—Each service broadcast once in each service period.
Rates are computed on basis of one announcement daily, six days weekly. Advertisers may contract for only one service in each service period. Service consists of feature plus a 100 word commercial announcement:
Evening, per week..... 210.00
Daytime, per week..... 105.00
Electrically transcribed announcements not acceptable in connection with the above services.

DISCOUNTS AND REBATES
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."
Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Table with 2 columns: Rate category and percentage discount. Includes categories like 'Less than \$4.00 weekly' (None), '\$4.00 or more but less than \$168.00 weekly' (2-1/2%), etc.

Rebates for consecutive weeks
26 to 38 consecutive weeks..... 5%
39 to 51 consecutive weeks..... 7-1/2%
52 or more consecutive weeks..... 10%
Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule.

ANNOUNCEMENTS AND COOPERATIVE FEATURE
Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates.

Table of announcement rates. Columns: Duration (1 min, 15 min, 30 min, 60 min), Time slot (6:00-10:30, 10:30-6:00), Rate.

Cooperative Feature
Home Forum—Monday through Friday. Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields.

ELECTRICAL TRANSCRIPTIONS
Accepted at regular rate.
REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

Contract and Other Requirements
All acceptable accounts are subject to the same rate. No periods are sold in bulk for resale. Advertisers participating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Closing Time

Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

K SAN (Established 1925)

Rates effective March 1, 1941. (Card No. 7.)
Owned and operated by Golden Gate Broadcasting Corporation.
Business Office and Studio—Furniture Mart Bldg., 1355 Market St., San Francisco, Calif., Market 8171.
Transmitter—Furniture Mart Bldg., San Francisco.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
206.9 meters; 1450 kilocycles.

Table of advertising rates for K SAN. Columns: Duration, Time slot (11-1, 13-1, etc.), Rate. Includes categories for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute.

Table of weekly rates for K SAN. Columns: Duration, Weeks, Rate. Includes categories for 50 words six days weekly, 100 words or 1 minute six days weekly, 15 minute programs six days weekly, 30 minute programs six days weekly, 60 minute programs six days weekly.

Table of advertising rates for K SAN (continued). Columns: Duration, Time slot, Rate. Includes categories for 15 minute programs six days weekly, 30 minute programs six days weekly, 60 minute programs six days weekly.

SPECIAL FEATURES
Weather forecasts, time signals and other similar services—rates on request.
News: Five minutes, on the hour every hour—rates on request.
ELECTRICAL TRANSCRIPTIONS
Complete transcription library services available.
TALENT
Extra. Rates on request. Talent charges payable in advance.
REMOTE CONTROL
Station is equipped to broadcast all types of remote control features at regular station rates plus actual production costs. Rates and details on request.

SERVICE FACILITIES

Continuity department at the disposal of advertiser. Contract and Other Requirements
Rates do not include talent.
No contracts accepted for longer than 52 weeks. All programs and announcements are subject to station owner's approval and Federal Communications Commission rulings. Station owners reserve the right to refuse or discontinue advertising for reasons satisfactory to station.

KSFO (Established 1925)

Rates effective February 10, 1941. (Card No. 5.)
Owned and operated by the Associated Broadcasters, Inc.
Business Office and Studio—Palace Hotel Building, San Francisco, Calif., Garfield 4700.
Transmitter—Islands Creek, San Francisco, Calif.
Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights.
(100% modulation—crystal control.)
535.7 meters; 560 kilocycles.

Table of advertising rates for KSFO. Columns: Duration, Time slot (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Rate. Includes categories for 1 time, 13 times, 26 times, 39 times, 52 times, 65 times, 78 times, 130 times, 156 times, 260 times.

Table of weekly rates for KSFO. Columns: Duration, Rate. Includes categories for 50 words six days weekly, 100 words or 1 minute six days weekly, 15 minute programs six days weekly, 30 minute programs six days weekly, 60 minute programs six days weekly.

Table of advertising rates for KSFO (continued). Columns: Duration, Rate. Includes categories for 15 minute programs six days weekly, 30 minute programs six days weekly, 60 minute programs six days weekly.

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 large discount.
SPECIAL FEATURES
KSFO Home Forum—5:30 a.m. to 6:20 a.m., Monday through Saturday. Sold on a participating basis. Participation consists of approximately 100 words of (This listing continued on next page)

SAN FRANCISCO—Continued
K S F O—Continued

commercial copy. Per participation, Monday through Saturday, per week 75.00. Three days per week (days at station's option), per week 40.00. One day per week 15.00. No frequency discount.
Note: Participation in the KSFO Farm Journal cannot be combined with other units of time or announcements to earn frequency discount. Restricted to non-competitive accounts.
The Tower Room of the Midnight Club—12:00 midnight to 1:00 a.m. nightly. Regular announcement rates apply.
Home Service Council: Daily, Monday through Saturday. Restricted to non-competitive accounts. Participants alternate week day mornings and afternoons. Approximately 150 words daily. Per week 125.00. No discounts.

Newscastrs—Rates on request.
POLITICAL TALKS
Talks of political nature not subject to frequency discounts.
ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates. Transcription library available, rates on request.
TALENT
Program ideas, lists of talent and prices on request.
REMOTE CONTROL
Programs originating outside of studios are subject to a special charge. Rates on application.
Contract and Other Requirements
Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. No time sold for resale.
All acceptable accounts are subject to the same rate according to the time classification into which they fall.
Lectures and talks (except political) are not accepted between the hours of 6:00 p.m. and 11:00 p.m. No commercial broadcasts consisting of straight talks (except political) are acceptable for periods of more than five minutes and then only before 6:00 p.m. All programs and advertising copy subject to approval of station.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Manager—Lincoln Dellar.
Sales Manager—Maan J. Tyler.

K Y A
(Established 1926)



Rates effective January 1, 1941. (Card No. 12-A.)
Owned and operated by Hearst Radio, Inc.
Business Office and Studio—Examiner Building, San Francisco, California, Douglas 2536.
Transmitter—Candle Stick Point, Bay View Park, San Francisco, California.
Wave—Power—Time
Operating power—5,000 watts to local sunset; 1,000 watts thereafter.
(100% modulation—crystal control.)
238.1 meters; 1260 kilocycles.
Licensed to operate on full time.
Operates on Pacific Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 7:30 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission of 15% on station time to recognized agencies. Commission of 15% on talent or services payable only when bought as a package price for time and talent or when specified in order. No cash discount. Bills due and payable when rendered.
General Advertising
For combination rates see listing of California Radio System.
In order to earn net rates quoted contracts must be completed within 12 months.
Rates include radio charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B, C) and announcements.

SPECIAL FEATURES
Twilight Favorites: 6:00 p.m. to 7:00 p.m.—Light concert music—

100 words, per month..... 100.00 175.00
50 words, per month..... 85.00 150.00
Kathryn Allen—Monday through Saturday, home economist program available to non-competitive producers and manufacturers in food products, home furnishings, equipment and fashions. Commercial continuity prepared by station from material supplied by client. Includes descriptive material plus 100 words straight copy.
13 weeks, per week..... 20.00 32.50
26 weeks, per week..... 17.50 29.00
52 weeks, per week..... 15.00 24.00
Breakfast Table—6:30 a.m. to 8:30 a.m. Monday through Saturday, 100 words, no fixed position, per month 125.00.
The Daily Double—One announcement during daytime participating program, plus one announcement during evening participating program:
100 words, per month..... 175.00 300.00
50 words, per month..... 150.00 250.00
Time, weather or temperature service at the 100 word rate.
Sports, wave and special events. Rates on request.
POLITICAL BROADCASTS
Payable in advance. One time rate applies, minimum 5 minutes. No frequency discounts earned.
TALENT
Talent fees furnished on request.
REMOTE CONTROL
Arrangements can be made for remote control broadcasts—rates on request.
SERVICE FACILITIES
Services of program department, staff announcers and staff engineers are included without charge unless a particular announcer is specified.
Contract and Other Requirements
No liquor advertising accepted, excepting beer and wine.
All acceptable accounts subject to same rates. Station reserves the right to refuse or cancel any contract for reasons sufficient to itself.
Closing Time
Continuity must be submitted one week in advance for review by program director.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
General Manager—Harold H. Meyer.
Representatives
International Radio Sales.

SAN JOSE
(Santa Clara County)

K Q W
(Established 1912)



Rates effective January 1, 1942. (Card No. 22.)
Owned and operated by Pacific Agricultural Foundation, Ltd
Business Office and Studio—1470 Pine Street, San Francisco, California, Ordway 4148.
Other Studios—87 E. San Antonio Street, San Jose, California, Ballard 2616.
Transmitter—Alviso, California, on San Francisco Bay.
Wave—Power—Time
Operating power—5,000 watts.
(Crystal control.)
405.4 meters; 740 kilocycles.
Operates on Pacific Standard Time. Daylight Saving Time not observed.
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% to recognized agencies on net station time charges. No cash discount. Bills due and payable when rendered.
General Advertising
Rates include radio charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B) and announcements.

Table with columns for CLASS 'C' (10:30 p.m. to 9:00 a.m.) and rates for various time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min).

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. Such programs may be scheduled contiguously at the station's option. Discounts allowed retroactively on the number of broadcasts given in one year.
Day and night programs or day and night announcements may be combined to determine rate earned. Announcements and programs of five minutes or more cannot be combined to determine rate earned.
SPECIAL FEATURES
Regular rates apply, payable in advance.
Time signals, weather reports and participating programs. Rates on request.
POLITICAL TALKS
Regular rates apply; payable in advance.
ELECTRICAL TRANSCRIPTIONS
No surcharge for broadcasting transcriptions furnished by sponsor.
Transcription libraries available—rates on request.
TALENT
Rates on application. Additional charges are made for sound effects and extra voices.
REMOTE CONTROL
Wire and mechanical facilities for remote control lines and studio talent charges are not included in station rates and are payable in advance by the advertiser.
SERVICE FACILITIES
Continuity department at the disposal of the advertiser at no extra charge. Audition studios maintained for advertisers and agencies.
Contract and Other Requirements
Advertising of beer and wine acceptable.
All programs and announcements are subject to station owner's approval and regulations of the Federal Communications Commission. Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves. No time sold in bulk for resale. No contract to exceed one year.
Preferred position governed by priority and availability on contract only.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut records.
Personnel
President—Ralph R. Brunton.
Manager—C. L. McCarthy.
Representatives
Edward Petry & Company, Inc.

DISCOUNTS
Regular rates apply, payable in advance.
Time signals, weather reports and participating programs. Rates on request.
POLITICAL TALKS
Regular rates apply; payable in advance.
ELECTRICAL TRANSCRIPTIONS
No surcharge for broadcasting transcriptions furnished by sponsor.
Transcription libraries available—rates on request.
TALENT
Rates on application. Additional charges are made for sound effects and extra voices.
REMOTE CONTROL
Wire and mechanical facilities for remote control lines and studio talent charges are not included in station rates and are payable in advance by the advertiser.
SERVICE FACILITIES
Continuity department at the disposal of the advertiser at no extra charge. Audition studios maintained for advertisers and agencies.
Contract and Other Requirements
Advertising of beer and wine acceptable.
All programs and announcements are subject to station owner's approval and regulations of the Federal Communications Commission. Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves. No time sold in bulk for resale. No contract to exceed one year.
Preferred position governed by priority and availability on contract only.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut records.
Personnel
President—Ralph R. Brunton.
Manager—C. L. McCarthy.
Representatives
Edward Petry & Company, Inc.

SAN LUIS OBISPO
(San Luis Obispo County)

K V E C
(Established 1937)



Rates effective May 1, 1940. (Card No. 4.)
Owned and operated by the Valley Electric Company.
Business Office and Studio—Mountain View and Hill Streets, San Luis Obispo, Calif., telephone 1100-01.
Transmitter—San Luis Obispo, California.
Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Daylight Savings Time not observed.
Licensed to operate unlimited time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% on net station time to recognized advertising agencies. Bills due and payable 10th of month following broadcast. No cash discount. Rates are for station time only; talent is extra.
General Advertising
For combination rates see listing of Don Lee Broadcasting System (Southern California Group).
Rates include copyright fees.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various classes (A, B) and announcements.

SANTA ANA
KVOE—Continued

Additional Discounts
 At the conclusion of 26 weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed. These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
 Chain breaks, 50 words maximum (time signals 35 words maximum) or 100 word announcements. Daily monthly advertisers are allowed 5% discount for each additional announcement over one but not exceeding five per day.
 Extra voice or sound effects, 25% extra.
 (6:00 p.m. to 10:30 p.m.)

Base rate	3.50
30 announcements, each	2.63
90 announcements, each	2.45
180 announcements, each	2.27
270 announcements, each	2.09
365 announcements, each	1.91
(All other time)	
Base rate	2.25
30 announcements, each	1.69
90 announcements, each	1.58
180 announcements, each	1.47
270 announcements, each	1.38
365 announcements, each	1.25

SPECIAL FEATURES
 Rates on request.
POLITICAL TALKS
 Subject to regular station time rates and policies; payable in advance.
ELECTRICAL TRANSCRIPTIONS
 Musical transcriptions available for entertainment at no additional charge. Instantaneous recording equipment available.
TALENT
 Rates on request.
REMOTE CONTROL
 Equipped to handle remote control programs from any origin, subject to additional charges for line rental plus announcer's fee.
Contract and Other Requirements
 Advertising of beer and wine acceptable. All discounts are predicated upon the fulfillment of contracts within a twelve month period dating from the first broadcast.
 Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyrights.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
 Manager—Les Hacker.
 Commercial Manager—Aram Rejeblan.
 Representatives John Blair & Company.

SANTA ANA
 (Orange County)
KVOE
 (Established 1926)



Rates effective April 1, 1941. (Card No. 3.)
 Owned and operated by The Voice of the Orange Empire, Inc., Ltd.
 Business Office—307 North Broadway, Santa Ana, Calif., telephone 4901-R.
 Studio—Located on grounds of Willowick Golf Club, West Fifth Street, Santa Ana, California.
 Transmitter—Located on grounds of Willowick Golf Club, West Fifth Street, Santa Ana, California.
Wave—Power—Time
 Operating power—250 watts.
 (100% modulation.)
 201.3 meters; 1490 kilocycles.
 Licensed to operate full time.
 Daylight Savings Time not observed.
 Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.
Commission and Cash Discount
 Agency commission 15% on net station time to recognized advertising agencies. No commission on talent. No cash discount. Bills due and payable 10th of month following broadcast.
General Advertising
 For combination rates see listings of Don Lee Broadcasting System (Southern California Group), and Mutual Broadcasting System (Basic Network).
 (6:00 p.m. to 10:30 p.m.)

1 hour	85.00
1/2 hour	21.00
1/4 hour	14.00
10 minutes	11.20
5 minutes	8.40
(All other time)	
1 hour	25.00
1/2 hour	15.00
1/4 hour	10.00
10 minutes	8.00
5 minutes	6.00

WEEKLY DISCOUNTS
 Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks consecutively:
 Less than 10.00 per week..... None
 10.00 but less than 20.00 per week..... 2-1/2%
 20.00 but less than 30.00 per week..... 5%
 30.00 but less than 40.00 per week..... 7-1/2%
 40.00 but less than 50.00 per week..... 10%
 50.00 but less than 60.00 per week..... 12-1/2%
 60.00 or more per week..... 15%

Additional Discounts
 At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed.
 These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
 Chain Breaks—35 words maximum; or 100 word announcements:
 (6:00 p.m. to 10:30 p.m.)

Base rate	6.00
30 announcements, each	3.75
90 announcements, each	3.50
180 announcements, each	3.25
270 announcements, each	3.00
365 announcements, each	2.75

(All other time)

Base rate	3.32
30 announcements, each	2.50
90 announcements, each	2.32
180 announcements, each	2.18
270 announcements, each	2.00
365 announcements, each	1.82

POLITICAL TALKS
 Subject to regular station time rates and policies, payable in advance.
ELECTRICAL TRANSCRIPTIONS
 Details on request.
TALENT
 Rates on request.

REMOTE CONTROL
 Additional charges for programs originating outside studio to be paid for by advertiser.
SERVICE FACILITIES
 Merchandising department will arrange for window displays gratis; direct mail, broadside, etc., sent out at actual cost.

Contract and Other Requirements
 Advertising of beer and wine acceptable. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.
 Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyrights.
 No contracts accepted for period in excess of one year. All programs and copy subject to approval of station management.
Closing Time
 All programs must be in hands of programs director 48 hours before scheduled time.
 Political broadcasts must be submitted 24 hours in advance for station files.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.d.m. double turn-tables.

Personnel
 Manager—Ernest L. Spencer.
 Merchandising and Promotion Mgr.—Jim Lyons.
 Program Director—Wallace Wiggin.
 Commercial Manager—Puck Wendling.
 Representatives
 John Blair & Company.

SANTA BARBARA
 (Santa Barbara County)

KDB

Rates effective March 15, 1941. (Card No. 12.)
 Owned and operated by Santa Barbara Broadcasting, Ltd.
 Business Office and Studio—17 E. Halsey St. (Faulding Hotel), Santa Barbara, Calif., telephone 4131.
 Transmitter—Faulding Hotel, Santa Barbara, Calif.
Wave—Power—Time
 Operating power—250 watts.
 201.3 meters; 1490 kilocycles.
 Licensed to operate full time.
 Daylight Savings Time not observed.
 Operates in conjunction with KHJ, Los Angeles, KFRG, San Francisco, and KGB, San Diego.
 Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:00 midnight.
Commission and Cash Discount
 Agency commission 15% allowed on net station time and talent charges to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising
 For combination rates see listings of Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System (Basic Network).
 Rates include charges by owners of music copyrights.
BASIC RATES WITHOUT TALENT
 (6:00 p.m. to 10:00 p.m.)

1 hour	50.00
1/2 hour	30.00
1/4 hour	20.00
10 minutes	16.00
5 minutes	12.00
(All other time)	
1 hour	85.00
1/2 hour	20.00
1/4 hour	15.00
10 minutes	12.00
5 minutes	9.00

WEEKLY DISCOUNTS
 Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks:
 Less than 15.00 per week..... None
 15.00 but less than 30.00 per week..... 2-1/2%
 30.00 but less than 45.00 per week..... 5%
 45.00 but less than 60.00 per week..... 7-1/2%
 60.00 but less than 75.00 per week..... 10%
 75.00 but less than 90.00 per week..... 12-1/2%
 90.00 or more per week..... 15%

Additional Discounts
 At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 weeks consecutive broadcasting a total of 10% additional discount is allowed.
 These discounts shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
 Chain breaks, 35 words maximum; or 100 word announcements:
 (6:00 p.m. to 10:30 p.m.)

Base rate	6.00
30 announcements, each	4.15
90 announcements, each	3.90
180 announcements, each	3.65
270 announcements, each	3.40
365 announcements, each	3.15

(All other time)

Base rate	3.00
30 announcements, each	2.08
90 announcements, each	1.95
180 announcements, each	1.83
270 announcements, each	1.70
365 announcements, each	1.57

Daily monthly advertisers are allowed 5% discount for each additional announcement over one but not exceeding five per day.
 Extra voice or sound effects, extra 25%.
 One minute recorded announcements:
 (6:00 p.m. to 10:30 p.m.)

Base rate	7.50
30 announcements, each	4.50
90 announcements, each	4.28
180 announcements, each	4.05
270 announcements, each	3.83
365 announcements, each	3.60

POLITICAL TALKS
 Subject to regular station time rates and policies, payable in advance.
SPECIAL FEATURES
 Melodies for Morning: 6:45 a.m. to 8:00 a.m. daily except Sunday; transcription music, with time signal after each musical selection, and announcements of informal type. Two news broadcasts at 7:00 a.m. and 7:45 a.m. Daytime announcement rates apply.

REMOTE CONTROL
 Arrangements may be made for remote control broadcasts from any point in the station area. Rates on application.
Contract and Other Requirements
 Advertising of beer and wine acceptable. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Rates include radio charges by owners of music copyrights.
 Talent extra. Services of station announcer are included without extra charge.
 All copy subject to station director's approval and to government regulations.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
 Manager—Dan J. Donnelly.
 Commercial Manager—Jack Temple.
 Representatives
 John Blair & Company.

KTMS

(Established 1937)



Rates effective March 15, 1941. (Card No. 7.)
 Owned and operated by Santa Barbara News-Press, De La Guerra Plaza, Santa Barbara, California, telephone 6111.
 Business Office and Studios—News-Press Building, Santa Barbara, California.
 Other Studios—608 E. Main Street, Ventura, Calif., telephone 6222.
 Transmitter—Goleta, California.
Wave—Power—Time
 Operating power—1,000 watts.
 (100% modulation—directional antenna—crystal control.)
 240.0 meters; 1250 kilocycles.
 Licensed to operate full time on regional channel. Operates on Pacific Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.
Commission and Cash Discount
 Agency commission 15% allowed on net charges for station time to recognized advertising agencies. No cash discount. Commission applies only to national business. No commission on talent. Accounts are delinquent after the 20th of the month.
General Advertising
 For combination rates see listings of National Broadcasting Company (Pacific Coast Blue Network), and California Radio System.
 Discounts apply on station time charges only and are allowed only on programs under contracts not exceeding one year's duration, and without lapse.
 Announcements and programs may not be combined to earn frequency discount.
 (6:00 p.m. to 10:00 p.m. daily)

1 hour	75.00
1/2 hour	45.00
1/4 hour	30.00
5 minutes	15.00
(7:00 a.m. to 6:00 p.m. and after 10:00 p.m.)	
1 hour	87.50
1/2 hour	22.50
1/4 hour	15.00
5 minutes	7.50

FREQUENCY DISCOUNTS
 Used within one year; minimum one each week:
 1 to 12 periods..... Net
 13 to 25 periods..... 5%
 26 to 51 periods..... 10%
 52 to 99 periods..... 15%
 100 to 259 periods..... 20%
 260 periods or more..... 25%

ANNOUNCEMENTS
 One minute electrical transcriptions accepted at the regular day or night rate.
 100 words:
 Night Day
 1 to 12 times..... 10.00 5.00
 13 to 25 times..... 8.40 4.20
 26 to 51 times..... 7.80 3.90
 52 to 99 times..... 6.50 3.25
 100 to 269 times..... 6.00 3.00
 270 to 364 times..... 5.00 2.50
 365 or more times..... 5.00 2.40

(This listing continued on next page)

SANTA BARBARA—Cont'd

K T M S—Continued

SPECIAL FEATURES

Time Signals: 25 words or less, signals given at time available. Short slogans preferred. Rates based on consecutive time signals (daily or nightly), under contract not exceeding one year's duration, and without lapse. —52 weeks— —26 weeks— —13 weeks—

Charged regular rates, payable in advance. ELECTRICAL TRANSCRIPTIONS Transcription library service available. Rates on request.

Facilities for remote control broadcasts from anywhere in Santa Barbara and Ventura Counties are available. Remote broadcasts will be made at station rates, plus service, telephone lines and installation.

Service of station's announcing and operating staff in obtaining talent, arranging and presenting programs, are included without charge.

Advertising of alcoholic beverages not accepted, excepting beer and light wine. Rates are for station time only, including station facilities; talent is extra.

All programs must conform to the standards of the station; where advertiser prepares own program copy must be submitted two days in advance and not departed from without station's consent. Talks, political speeches, etc., accepted only when subject matter is in opinion of station of genuine public interest.

Contract subject to laws, rules or regulations now existent or made in future, by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Complete manuscripts must be submitted 24 hours in advance of program time.

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

Manager—Charles A. Storke. Assistant Manager—Louis E. "Lou" Kroeck. Representatives Paul H. Raymer Company.

SANTA ROSA

(Sonoma County)

KSRO

(Established 1937)



Rates effective August 1, 1941. (Card No. 4.) Owned and operated by E. L. Finley. Business Office and Studio—Press Democrat Building, Santa Rosa, California, telephone 110 and 111. Transmitter—Three miles southwest of Santa Rosa at Fresno and Vallejo Aves., Santa Rosa, Calif.

Operating power—1,000 watts. (100% modulation.) 222.1 meters; 1330 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific Coast Standard Time. Daylight Saving Time not observed. Actual operating schedule: Sundays 9:00 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:00 p.m.

Agency commission 15% on station time to recognized agencies. No commission on talent. Commission applies only on our general rate card. Bills payable upon receipt of invoice.

Rates include charges by owners of music copyrights.

CLASS "A"

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min), Rate (6:30 a.m. to 10:00 p.m.), and Rate (6:00 p.m. to 10:00 p.m.)

CLASS "B"

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min), Rate (6:30 a.m. to 6:00 p.m. weekdays and 9:00 a.m. to 6:00 p.m. Sundays), and Rate (6:00 p.m. to 10:00 p.m.)

ANNOUNCEMENTS

One minute or less at specified times, 6.00. No discount.

100 words words or less, including Sunday, run of schedule: 1 13 26 52 78 156 312 or 4. 1/2 11. 1/4 7. 5 min 3. 1 min 2.52

CLASS "B"

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min), Rate (6:30 a.m. to 5:59 p.m.), and Rate (6:00 p.m. to 10:00 p.m.)

Announcements may be scheduled as follows: one month or 30 times, 3 months or 90 times, 6 months or 180 times, 12 months or 360 times.

Table with 4 columns: CLASS "A", CLASS "B", Per month, Per month

SPECIAL FEATURES

News—Ten regular 15 minute news periods, leased wire service. Local news broadcasts daily at 8:30 a.m. and 7:30 p.m.

Roscoe Breakfast Club—7:00 a.m. to 7:30 a.m. week days. Time signals and transcribed music. Daytime announcement rates apply with additional discounts.

Man on the Street; 1/4 hour periods, 12:00 noon to 12:15 p.m., six days weekly; interviews passers-by. Location optional with advertiser. Station time plus line charges. Advertiser may buy one or more periods per week on 13 time basis.

Subject to regular station time rates; payable in advance.

One minute electrical transcriptions accepted at regular day or night rates.

Rates on request.

Equipment available for handling programs outside of regular studios. Rates on request.

Station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas. Prices on request.

Merchandising cooperation. Station facilities include announcer and services of advertising counselor, program director and production department. Addition of their recognized agents or agencies.

Advertising of alcoholic beverages not accepted, excepting beer and wine. No contracts accepted for period in excess of one year. All programs and copy subject to rules and regulations of Federal Communications Commission and station management.

No periods are sold in bulk for resale.

Talent programs close out week in advance. All talks must be submitted prior to 12:00 noon preceding broadcast. Announcements close one day in advance.

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

Manager—Wilt Gunzendorfer.

STOCKTON

(San Joaquin County)

KGDM

(Established 1928)

Rates effective January 1, 1938. (Card No. 2.) Owned and operated by E. F. Peffer. Studio—42 S. California St., Stockton, California. Transmitter—99 Highway, 3 miles south of Stockton.

Operating power—1,000 watts. 265.5 meters; 1130 kilocycles. Licensed to operate daylight hours, 6:00 a.m. to local sunset.

Agency commission 15% on net charges and talent to recognized advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

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

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Rate (7:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

WEEKLY DISCOUNTS

Table with 2 columns: Description (Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks consecutively), Rate

At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed.

These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

100 word announcements. Extra voice or sound effects 25% extra.

Table with 2 columns: Description (Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 365 announcements), Rate

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

Rates on application.

One minute transcriptions, announcement rates apply. Contract and Other Requirements

All copy subject to station approval. Advertising of beer and wine acceptable. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyrights.

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

KWKG

(Established 1921)

Rates effective March 15, 1938. (Card No. 11.) Owned and operated by McCleachy Broadcasting Co. Studio—Rooftop Garden, Hotel Wolf, Stockton, Calif. Transmitter—Weber & E Streets, Stockton, Calif.

Operating power—100 watts. (100% modulation—crystal control.) 243.0 meters; 1230 kilocycles.

Licensed to operate full time on cleared local channel. Operates on Pacific Standard Time. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% on net station time to all recognized agencies.

Commission applies to national business only, originating outside of Stockton. No cash discount.

For combination rates see Listing of National Broadcasting Company (Pacific Coast Blue Network), and California Radio System.

A discount of 8% applies to rates when KWKG is used in conjunction with KMJ, KERN and KFBK. A discount of 10% applies when KWKG is used in conjunction with KMJ, KERN, KFBK and KOH. The following rates are for National advertising. For local advertising rates consult station management. (Commissions are not payable on local rates.)

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

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), Rate (7:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

In order to earn discounts broadcasts must be consecutive with a minimum of one broadcast per week.

ANNOUNCEMENTS When available; no discounts: (6:00 p.m. to 11:00 p.m.)

Table with 2 columns: Description (50 words), Rate

Rates are net—no discounts. Payable in advance. All copy must be presented for approval 24 hours in advance of broadcast.

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

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Rate (7:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

When available.

SPECIAL FEATURES Time signals and weather reports: (6:00 p.m. to 11:00 p.m. daily)

Table with 4 columns: Description (35 words, 50 words), Rate (1 month, 3 mos, 6 mos, 1 year)

Transcription library service available. Rates on request.

Complete remote control equipment available for handling programs outside of regular studios.

Services of the program department in arranging programs and in providing program announcements and announcers are included without extra charge.

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Rates are for station time, including station facilities, and services of program department. All programs subject to acceptance of the management and must conform to station policy and government regulations.

Management reserves the right to reject or discontinue any advertising or program for reasons sufficient to itself. Only station announcer allowed at microphone.

All rates given are for broadcasting from main studio in Stockton. Additional charges for telephone lines and equipment when remote control broadcast is desired.

Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract through one advertising agency and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast.

Talent programs close one month in advance of broadcasts. Announcements and transcribed programs close one week in advance of broadcast.

All talks must be submitted in manuscript form prior to 12:00 noon day preceding broadcast.

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

Manager—George Ross.

Representatives Paul H. Raymer Company.

COLORADO—Continued

DENVER (Denver County) KFEL (Established 1922)



Rates effective January 15, 1940. (Card No. 12-A.) (and re-issued October 1, 1941.) Owned and operated by Eugene P. O'Fallon, Inc. Business office and studio—Albany Hotel, Denver, Colorado, Keystone 0178. Transmitter—6300 West 20th Avenue, Denver, Colo. Wave—Power—Time Operating power—5,000 watts, 315.8 meters; 950 kilocycles. Licensed to operate unlimited time. Operates on Mountain Standard Time. Daylight Savings Time not observed. Actual operating schedule: 24 hours daily. Commission and Cash Discount Agency commission 15% on net time to recognized advertising agencies. Daily program service and daily announcement service payable net cash semi-monthly in advance or subject to 5% cash discount for payment in advance. All other rates subject to 2% cash discount for payment by tenth of month following broadcast or 5% discount for payment monthly in advance.

General Advertising For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations). The following rates are for both local and national advertising. NOTE: For run-of-schedule programs or participating program announcements within 15 minutes of "News Service" (see "Special Features") add 25% to rates. MUSICAL PROGRAMS TALKS AND POLITICAL BROADCASTS CLASS "A" (6:00 p.m. to 9:30 p.m.)

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (7:00 a.m. to 9:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (5:30 a.m. to 7:00 a.m. and 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11:30 a.m. to 5:30 a.m.), and Rates.

DAILY PROGRAM SERVICE No political, run of schedule in open available periods, subject to time change on one hour notice. CLASS "B" (7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)

Table with 3 columns: Duration (15 minute programs, 7 days wky, 6 days wky, 3 days wky, 5 minute programs, 7 days wky, 6 days wky, 3 days wky), Rates, and Per month for (1, 2, 3, 6, 12 mos.).

Table with 3 columns: Duration (15 minute programs, 7 days wky, 6 days wky, 3 days wky, 5 minute programs, 7 days wky, 6 days wky, 3 days wky), Rates, and Per month for (1, 2, 3, 6, 12 mos.).

Table with 3 columns: Duration (15 minute programs, 7 days wky, 6 days wky, 3 days wky, 5 minute programs, 7 days wky, 6 days wky, 3 days wky), Rates, and Per month for (1, 2, 3, 6, 12 mos.).

(*) No Sundays. (†) Service available 12:30 a.m. and 5:30 a.m.—available only if a regularly scheduled program precedes or follows.

ANNOUNCEMENTS Independent announcements and chain-breaks: When preceded or followed by participating programs, 100 word limit. All other times 50 word limit.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (6:00 p.m. to 9:30 p.m., 7:00 a.m. to 8:00 p.m. and 9:30 p.m. to 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (5:30 a.m. to 7:00 a.m. and 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11:30 a.m. to 5:30 a.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (6:00 p.m. to 9:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (7:00 a.m. to 8:00 p.m. and 9:30 p.m. to 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (5:30 a.m. to 7:00 a.m. and 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11:30 a.m. to 5:30 a.m.), and Rates.

PACKAGE DISCOUNTS For continuous service on 26 and 52 week contracts. Applicable only to independent announcements, chain breaks and announcements during participating programs. Discounts allowed on one time gross rate, either including or excluding Sundays:

Table with 3 columns: Number of announcements (2, 3, 4, 5, 6), Frequency (daily), and Discount rates (25%, 5%, 7-1/2%, 10%, 12-1/2%, 15%).

Table with 3 columns: Number of announcements (2, 3, 4, 5, 6), Frequency (daily), and Discount rates (25%, 5%, 7-1/2%, 10%, 12-1/2%, 15%).

SERVICE ANNOUNCEMENTS 40 word announcements plus Correct Time, Temperature Report in Denver or Weather Forecast for Denver: An additional discount of 25% will be allowed on such service announcements when purchased in any of the quantities listed above.

Announcements may be scheduled at times selected by the advertiser, subject to changes required by schedule revisions. Failure to use complete "package" will require rebill at regular station rates. Contracts for above service may not be combined with contracts for other classes of service to earn increased discounts, additional similar service may be purchased at the same discounts when available.

DAILY ANNOUNCEMENT SERVICE No political. Run of schedule in open available participating programs all hours except 6:00 p.m. to 9:30 p.m. One and two week contracts payable in advance, others payable semi-monthly in advance or 5% discount for payment monthly in advance. Limit 100 words; extra words .02 each. Daily including Sundays:

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (6:00 p.m. to 9:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11:30 a.m. to 5:30 a.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (5:30 a.m. to 7:00 a.m. and 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11:30 a.m. to 5:30 a.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (6:00 p.m. to 9:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11:30 a.m. to 5:30 a.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (5:30 a.m. to 7:00 a.m. and 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (7:00 a.m. to 8:00 p.m. and 9:30 p.m. to 10:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (6:00 p.m. to 9:30 p.m.), and Rates.

SPECIAL FEATURES News Service: 10 minute newscast daily, including Sundays, with 150 words commercial copy, per week 108.00; daily except Sundays, per week 100.00; three week days, per week 60.00. "Late Sports" Review: Ten minute evening broadcast daily except Sunday, with 150 words of commercial copy, per week, including sportscaster, 100.00; three days per week 60.00. Discounts on the above special features are for uninterrupted service:

Table with 3 columns: Duration (13 weeks, 26 weeks, 52 weeks), Rates, and Per month for (5%, 10%, 15%).

RECORDED PROGRAMS Transcription library service supplied without additional charge, if desired. Equipment available for instantaneous recording. TALENT Rates on application. REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.

Contract and Other Requirements Preferred positions governed by priority and availability on contract basis. No blanket contracts accepted. All contracts subject to "Conditions of Contract" recommended by NAB, March 21, 1941. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.

Closing Time Two weeks in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—Gene O'Fallon. Director—Frank Bishop. Promotion Manager—Don McCall. Representatives John Blair and Company.

KLZ (Established 1920)

Rates effective January 1, 1940. (Card No. 12.) Owned and operated by the KLZ Broadcasting Company, Inc. Business Office and Studio—Shirley Savoy Hotel, Denver, Colorado, Main 4271. Transmitter—So. Franklin at Hampden, Englewood, Colorado. Wave—Power—Time Operating power 5,000 watts, 535.7 meters; 560 kilocycles. Licensed to operate full time on regional channel. Station operates on Mountain Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 6:30 a.m. to 12:00 midnight. Week days 5:00 a.m. to 1:00 a.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time charges. No commission on talent. No cash discount. Bills due and payable 10th of following month.

General Advertising For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). Day and night programs may be combined to earn frequency discounts. Program sponsors may purchase additional announcements during life of contract at frequency discounts earned by programs. Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (6:00 p.m. to 9:30 p.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (11:30 a.m. to 5:30 a.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (9:00 a.m. to 6:00 p.m., except Sunday afternoon, and 10:30 p.m. to 1:00 a.m.), and Rates.

Table with 3 columns: Duration (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Time slots (12:00 noon to 6:00 p.m. Sunday only), and Rates.

ANNOUNCEMENTS Independent day and night announcements may be combined to earn frequency discounts. (This listing continued on next page)

COLORADO—Continued

DENVER—Continued
K L Z—Continued

Announcement rates are for optional time within limits set out below. Announcement rates include "Time on the Air" for which 75% of rate is allocated and all production and talent charges including announcer, preparation, editing, timing and rehearsal for which 25% of rate is allocated. Add talent cost if additional announcer or sound effects are required.

Live announcements up to 100 words may be broadcast during participating periods if suitable time is not otherwise available.

One minute transcribed announcements will be broadcast only during participating periods.

The following rates are for 25 word chain breaks, up to 100 word live announcements or one minute transcribed announcements:

Table with 2 columns: Time, Rate. Rows for Class A (6:00 p.m. to 10:30 p.m.) with rates for 1 time to 500 times.

Table with 2 columns: Time, Rate. Rows for Class B (5:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.) with rates for 1 time to 500 times.

SPECIAL FEATURES
Breakfast time table, 5:00 a.m. to 9:00 a.m., Monday through Saturday. Live talent may be substituted for transcriptions at regular talent rates.

Table with 3 columns: Time, Cost, Service. Rows for 1/2 hour unit per six days, 1/4 hour unit per six days, 1/4 hour unit per three days.

Subject to discounts of: 13 weeks 5%; 26 weeks 10%; 52 weeks 15%.

Newscasts, time signals, weather and temperature services, special sports events—rates on request.

POLITICAL TALKS
Rates on application.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Transcription library service available—rates on request.

REMOTE CONTROL
Equipped for handling programs originating outside of the studios. Mobile unit available.

TALENT
Rates on application.

SERVICE FACILITIES
Complete merchandising service offered national advertisers.

Contract and Other Requirements
All programs must conform to standards of the station. Copy prepared by advertiser must have station's approval in advance.

Station reserves the right to refuse or discontinue any program for reasons satisfactory to itself. Contracts, unless otherwise agreed, subject to cancellation by a 30 day advance notice with acknowledgement of any short rates to the date of cancellation.

Such short rate to be on the basis of rates in effect on the date of contract.

Program sponsors may purchase additional announcements during life of contract at frequency discounts earned by programs.

No contract accepted for more than one year. Where lower rates are earned during life of contract, such additional discounts shall be retroactive and paid as earned at the end of each 13, 26, 39 and 52 week period.

All programs subject to change of time on 14 days' notice. All proposals subject to prior booking of time.

Closing Time
One full business day before scheduled broadcast time.

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

Personnel
Manager—Hugh B. Terry.
National Representatives
The Katz Agency, Inc.

K M Y R
(Established 1941)

Rates effective April 1, 1941. (Card No. 1.)
Owned and operated by F. W. Meyer.
Business Office and Studio—1626 Stout Street, Denver, Colorado.
Transmitter—Equitable Building, 17th and Stout Street, Denver, Colorado.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Actual operating schedule: Sundays 7:00 a.m. to 1:00 a.m. Week days 20 hours.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. Cash discount 2%. Bills rendered monthly and are due 10th of month following billing.

General Advertising
Rates include charges by owners of music copyrights. Licensed by ASCAP, BMI and SESAC.

Table with 3 columns: Time, Rate, Rate. Rows for (7:00 a.m. to 11:00 p.m.) and (10:30 p.m. to 12:00 midnight and 0:00 a.m. to 6:00 p.m.) with rates for 1 hour to 5 minutes.

Table with 3 columns: Time, Rate, Rate. Rows for ANNOUNCEMENTS and SPECIAL FEATURES with rates for 100 words and 50 words.

Table with 3 columns: Time, Rate, Rate. Rows for Newscasts—Five minutes on the hour, every hour with rates for 1 time to 3 times.

Table with 3 columns: Time, Rate, Rate. Rows for Subject to the following frequency discounts with rates for 3 months to 12 months.

Table with 3 columns: Time, Rate, Rate. Rows for "Meet the Boys in the Band" and "Designed for Ladies" with rates for 1/4 hour.

Table with 3 columns: Time, Rate, Rate. Rows for Subject to the following frequency discounts with rates for 3 months to 12 months.

Table with 3 columns: Time, Rate, Rate. Rows for Regular rates apply. Rates include use of transcription library service.

Table with 3 columns: Time, Rate, Rate. Rows for REMOTE CONTROL with rates for 6 days weekly to 12 months.

Table with 3 columns: Time, Rate, Rate. Rows for SERVICE FACILITIES with rates for 6 days weekly to 12 months.

Station maintains a competent staff of writers and production personnel for effective production of any type of program.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Restriction does not apply to beer accounts.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy closes 12 hours in advance.

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

Personnel
Station Manager—A. G. Meyer.
Representatives
Radio Advertising Corporation.

K O A
(Established 1924)
OPERATED BY NBC

Rates effective January 15, 1940. (Card No. 9.)
Managed and operated by the National Broadcasting Co., Inc., under lease from General Electric Co.

Business Office and Studio—1625 California Street, Denver, Colorado, Main 6211.
Transmitter—Colfax Ave., 12 miles East of Denver.

Wave—Power—Time
Operating power—50,000 watts.
Crystal control.
352.9 meters; 850 kilocycles.

Licensed to operate full time on national cleared channel. Operates on Denver Time.
Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Weekdays 5:30 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discounts.

General Advertising
Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments.

But advertisers may elect to substitute new contracts effective at any time after January 15, 1940, at rates on this card for the unexpired portion of such commitments on the effective date of such new contracts.

In the absence of such election, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used.

Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.

The rate of discount or the rebate to which an advertiser would otherwise be entitled, will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

For combination rates, see listing of National Broadcasting Company (Red Mountain Group).
The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.

Rates for periods in excess of one hour are in exact proportion to the corresponding one hour rate.

Table with 2 columns: Time, Rate. Rows for CLASS A (6:00 p.m. to 10:30 p.m.) with rates for 1 hour to 5 minutes.

Table with 2 columns: Time, Rate. Rows for CLASS B (12:00 noon to 6:00 p.m. Sunday only) with rates for 1 hour to 5 minutes.

Table with 2 columns: Time, Rate. Rows for CLASS C (10:30 p.m. to 12:00 midnight and 0:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon) with rates for 1 hour to 5 minutes.

Table with 2 columns: Time, Rate. Rows for CLASS D (12:00 midnight to 9:00 a.m.) with rates for 1 hour to 5 minutes.

Table with 2 columns: Time, Rate. Rows for CLASS E SERVICES with rates for 6:00 p.m. to sign-off.

Time Signals: Each service exclusive to one advertiser.
6:00 p.m. to sign-off, seven nights weekly—Four 10 word, one 50 word after 11:00 p.m.

Weather Reports, Temperature Reports—Each service broadcast once in each service period.
Rates are computed on basis of one announcement daily, six days weekly.

Advertisers may contract for only one service in each service period. Service consists of feature plus a 100 word commercial announcement.

Table with 2 columns: Time, Rate. Rows for Evening, per week and Daytime, per week.

Electrically transcribed announcements not acceptable in connection with the above services.

Musical Clock—Broadcast prior to 9:00 a.m. Monday through Saturday.
Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.

Program cost includes staff announcer, transcriptions and/or records. If live talent desired as substitute, separate program charges will be made.

The following rates apply to both Musical Clock and Radio Night Club:

Table with 4 columns: Time, Gross, Net, Net. Rows for 6 days weekly with rates for 1 hour to 1/4 hour.

If any part of any of the above services is unavailable, the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES
Applicable to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcasting.

Table with 2 columns: Amount, Rate. Rows for Less than 48.00 weekly, 48.00 or more but less than 96.00 weekly, etc.

Rebates for Consecutive Weeks
26 to 38 consecutive weeks: 5%
39 to 51 consecutive weeks: 7-1/2%
52 or more consecutive weeks: 10%

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule.

The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks.

Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate.

Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%.
From the rebate, if any, the station shall deduct the excess agency commission previously allowed.

All concurrent local contracts for the same advertiser at the rates listed under classes "A," "B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount.

Discounts effective from beginning of service only on firm contracts or as contracts become firm.

INDEPENDENT ANNOUNCEMENTS
Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm.

Announcements scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when one advertiser contracts for both daytime and evening service within a 12 month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

Table with 2 columns: Time, Rate. Rows for (6:00 p.m. to 10:30 p.m.) with rates for 1 hour to 1 minute.

Table with 2 columns: Time, Rate. Rows for (10:30 p.m. to 6:00 p.m.) with rates for 1 minute to 5 minutes.

(This listing continued on next page)

COLORADO—Continued

DENVER—Continued

K O A—Continued

KOA Alarm Clock Club: 50 words, Monday through Saturday, 5:30 a.m. to 6:30 a.m., six announcements weekly, per week, 36.00 net time cost plus 5.00 talent cost.

Daily announcements prior to 6:00 p.m., 7 announcements weekly, net, per week 54.00.

ELECTRICAL TRANSCRIPTIONS

Accepted at card rates. REMOTE CONTROL Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

Contract and Other Requirements All acceptable accounts are subject to the same rates. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer. Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement.

Closing Time Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

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

Personnel L. E. Yoder, Sales Manager—James R. MacPherson. Representatives National Broadcasting Company, Inc.

K P O F

(Established 1928)



Owned and operated by Pillar of Fire, 1845 Champa Street, Denver, Colorado.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 329.7 meters; 910 kilocycles. Shares time with station KFKA. Does not sell time.

K V O D

(Established 1925)



Rates effective October 1, 1941. (Card No. 10.) Owned and operated by Colorado Radio Corporation. Business Office and Studios—1022 Midland Savings Bldg., Denver, Colo., Tabor 2291. Transmitter—North of Denver, Colorado.

Wave—Power—Time Operating power—1,000 watts. 476.2 meters; 630 kilocycles. Licensed to operate unlimited time. Operates on Mountain Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 5:30 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized agencies on time only. No cash discount. Bills due and payable when rendered.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Mountain Group). (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time duration and Rate. Rows include 1 hour (120.00), 1/2 hour (70.00), 1/4 hour (40.00), 5 minutes (25.00), 1 minute transcription (15.00), 50 words or less, run of schedule (10.00).

Table with 2 columns: Time duration and Rate. Rows include 1 hour (72.00), 1/2 hour (42.00), 1/4 hour (24.00), 5 minutes (15.00), 1 minute transcription (9.00), 50 words or less, run of schedule (6.00).

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. 1 to 12 times Net 5% 25 or more times 25%

SPECIAL FEATURES

News Service—Ten minute service daily except Sunday: Per week, run consecutively 13 wks. 26 wks. 52 wks. 120.00 114.00 102.00 Once daily. Sporting features and time signal service—rates on request.

RECORDED PROGRAMS

Transcription library service available—rates and details on request. TALENT Rates on application.

Contract and Other Requirements All rates guaranteed for one year from date of contract. No contract to exceed one year's duration.

Preferred position governed by priority and availability of time. Time of programs subject to change to other periods on 14 days' notice; announcements on 24 hours' notice. Extra charge will be made when announcements are required to be given by other than one station announcer.

Rates do not cover cost of artists' services. All contracts subject to cancellation unless schedule starts within 60 days. All contracts subject to station owner's approval and governmental regulations. The station owner reserves the right to refuse or discontinue any advertising and/or programs for reasons satisfactory to himself.

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

Personnel President and General Manager—Wm. D. Pyle. Station Manager—T. C. Ekrein. Commercial Department—Con Hecker. Representatives Weed & Company.

DURANGO

(La Plata County)

K I U P

(Established 1935)

Rates effective September 1, 1940. Owned and operated by The San Juan Broadcasting Company, Inc. Business Office and Studio—280b Main Ave., Durango, Colorado, telephone 117. Transmitter—2800 Main Avenue, Durango, Colorado.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles.

Licensed to operate full time on local channel. Operates on Mountain Standard Time. Daylight Savings Time not observed. Actual operating schedule: Daily 7:30 a.m. to 10:00 p.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies provided payment is made by 10th of month following service. Cash discount 2% of net—10 days from invoice date. No commission allowed on talent remote control installations, transcriptions or other extraneous items. Invoices mailed first of each month.

Table with 2 columns: Time duration and Rate. Rows include 1 hour (13 tl, 26 tl, 13 tl), 1/2 hour (8.00, 17.50, 15.00), 1/4 hour (20.00, 12.00, 11.00, 10.00), 5 minutes (6.00, 4.50, 4.00).

ANNOUNCEMENTS

Table with 2 columns: Words and Rate. Rows include 100 words (1 tl, 13 tl, 26 tl, 52 tl), 50 words (2.25, 2.00, 1.75, 1.50).

POLITICAL TALKS

Rates on application. Advance payment will be required. All programs subject to prior booking of time. Typewritten speech required previous to time of going on the air.

TALENT

Sponsor may furnish own talent subject to approval of station or arrange for station staff talent. Orchestras, soloists and entertainers available at cost.

REMOTE CONTROL

Rates for remote control broadcast may be had on request. Payment of charges for all remote control installations required in advance.

SERVICE FACILITIES

Services of regular station announcers, technicians, studios and records are furnished at no extra charge. Contract and Other Requirements All contracts subject to approval of station management. Right reserved to refuse all announcements which do not, in the estimation of the management, maintain a level of quality and character creditable alike to the station and the advertiser.

Closing Time Closing date for sponsored programs one week in advance. For announcements, talks, etc., on day previous.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel Manager—Raymond M. Beckner. Representatives Associated Radio Sales.

GRAND JUNCTION

(Mesa County)

K F X J

(Established 1926)

Rates effective January 1, 1941. Owned and operated by Western Slope Broadcasting Company. Business Office and Studio—La Court Hotel, Grand Junction, Colorado, Grand Junction 128. Transmitter—Hillcrest Manor, Grand Junction, Colo.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 243.9 meters; 1230 kilocycles. Licensed to operate full time. Daylight Savings Time not observed.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies providing payment is made within 10 days following statement. No commission on talent. Cash discount 2% on net—10 days from invoice date. No cash discount on talent. Invoices mailed 1st of month.

General Advertising For combination rates see listing of Mutual Broadcasting System (Mountain Group). The following rates are for national advertising. All accounts for local firms handled through an agency are considered national accounts.

Table with 2 columns: Time duration and Rate. Rows include 1 hour (50.00), 1/2 hour (30.00), 1/4 hour (20.00), 10 minutes (16.00), 5 minutes (12.00).

Table with 2 columns: Time duration and Rate. Rows include 1 hour (40.00), 1/2 hour (25.00), 1/4 hour (15.00), 10 minutes (11.00), 5 minutes (7.00).

ANNOUNCEMENTS

Table with 2 columns: Words and Rate. Rows include 100 words or one minute (5.00), 50 words or 1/2 minute (3.00), 40 word chain break (5.00).

Table with 2 columns: Words and Rate. Rows include 100 words or one minute (3.00), 50 words or 1/2 minute (2.50), 40 word chain break (3.00).

Sunday: 12:00 noon to 11:00 p.m. night rates apply; 11:00 p.m. to 1:00 a.m. day rates apply.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

Table with 2 columns: Times and Net. Rows include 1 to 12 times (2-1/2%), 13 to 25 times (5%), 26 to 51 times (7-1/2%), 52 to 99 times (10%), 100 to 149 times (12-1/2%), 150 to 299 times (15%), 300 to 599 times (17-1/2%), 600 to 799 times (20%), 800 or more times (20%).

POLITICAL RATES

Regular rates apply. TALENT Talent of any nature, musical or dramatic, available. Rates on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., for artists are to be paid in advance by advertiser when so required. Contract and Other Requirements Rates do not include talent or the cost of transcriptions when either are used. Services of announcer are included without extra charge.

No blanket contracts accepted. No contracts accepted for longer than one year. Contracts subject to cancellation unless program starts within 30 days. All contracts subject to station owners approval and government regulations. The station owner reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself. All orders for advertising subject to station owners approval as to continuities, music, program arrangement, etc.

Closing Time Closing date for talent programs is two weeks in advance. Announcements, talks and recorded programs close one week in advance.

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

Personnel Managing Director—Rex Howell. Auditor—Chas. Howell.

GREELEY

(Weld County)

K F K A

(Established 1921)

Rates effective February 1, 1938. (Card No. 55N.) Owned and operated by The Mid-Western Radio Corporation. Business Office and Studio—620 Eighth Ave., Greeley, Colorado. Transmitter—Hoover Park, Greeley, Colorado.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 329.7 meters; 910 kilocycles. Licensed to operate on regional channel. Operates on Mountain Standard Time.

Actual operating schedule: Sundays 5:00 a.m. to 6:30 a.m., 9:00 a.m. to 11:00 a.m., 12:30 p.m. to 3:00 p.m., 4:30 p.m. to 6:00 p.m. and 8:00 p.m. to 12:30 a.m. Week days 5:00 a.m. to 7:15 a.m., 9:00 a.m. to 2:30 p.m., 4:30 p.m. to 6:30 p.m. and 8:30 p.m. to 1:00 a.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Cash discount 2%—10 days from date of invoice.

General Advertising For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations). The following rates are for national advertising. For local advertising rates consult station management. (All hours)

Table with 2 columns: Time duration and Rate. Rows include 1 hour (1 tl, 13 tl, 26 tl, 52 tl, 100 tl, 800 tl), 1/2 hour (70.00, 66.50, 63.00, 59.50, 56.00, 52.50), 1/4 hour (42.00, 39.90, 37.80, 35.70, 33.60, 31.50), 5 minutes (28.00, 26.60, 25.20, 23.80, 21.40, 20.00).

(This listing continued on next page)

CONNECTICUT—Cont'd

HARTFORD—Continued

WTIC—Continued

CLASS "A"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Rows include 7:00 p.m. to 10:30 p.m. and 10:30 p.m. to 11:00 p.m.

CLASS "B"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 6:00 p.m. to 7:00 p.m.

CLASS "C"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily.

CLASS "D"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 8:00 a.m. to 9:00 p.m. week days.

CLASS "E"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 7:00 a.m. to 8:00 a.m. week days, 7:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 11:15 p.m. daily.

CLASS "F"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 11:15 p.m. to 7:00 a.m.

(*) Time of announcements subject to change by station.

ANNOUNCEMENTS

Table with 6 columns: Time slot, 1 min, 25 words, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 6:00 p.m. to 10:30 p.m. daily.

Table with 6 columns: Time slot, 1 min, 25 words, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily.

Table with 6 columns: Time slot, 1 min, 25 words, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 7:00 a.m. to 6:00 p.m. week days.

Table with 6 columns: Time slot, 1 min, 25 words, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 11:15 p.m. to 7:00 a.m.

SPECIAL FEATURES

News—Leased wire service available in 15 minute periods at regular rates plus 15% for news and announcement. Announcements in participating news periods limited to 100 words live copy, available minimum of three times weekly, Monday, Wednesday, Friday and/or Tuesday, Thursday, Saturday, Sunday may be added to either schedule. Only one announcement per news period per advertiser. Limited to three non-competing advertisers.

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 6:00 p.m. to 6:15 p.m., 6:15 p.m. to 8:00 a.m., 8:15 a.m. to 1:00 p.m., 1:00 p.m. to 11:00 a.m., 11:00 a.m. to 11:15 a.m., 11:15 a.m. to 12:45 p.m., 12:45 p.m. to 1:00 p.m., 1:00 p.m. to 11:00 p.m., 11:00 p.m. to 11:15 p.m.

Women's Radio Bazaar: Participation, Monday through Saturday, 8:30 a.m. to 8:55 a.m. Available only on three or six times a week basis, Monday, Wednesday, Friday and/or Tuesday, Thursday, Saturday.

Announcements limited to 125 words: 1 hr, 26 tl, 39 tl, 52 tl, 100 tl, 200 tl. Per participation 25.00 24.37 23.75 23.12 22.50 20.00.

ELECTRICAL TRANSCRIPTIONS

Regular rates and no restrictions as to hours. Transcription library service available—rates on application. TALENT Talent charges on application.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Additional special charges are made for programs originating outside of the Travelers Broadcasting Service Corporation studios.

Contract and Other Requirements Rates cover only broadcasting time and station facilities. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management of station reserves the right to reject any material without giving reason therefor. No contract will be accepted for longer than one year. All contracts subject to cancellation unless program starts within 60 days. All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station. All proposals subject to prior booking of time.

Closing Time Complete manuscript must be submitted for station's approval one week in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double 33-1/3 and 78 r.p.m. turn-tables. Personnel General Manager—P. W. Morency. Sales Manager—Walter Johnson. Sales Promotion—J. F. Clancy. Representatives Weed & Company.

NEW BRITAIN

(Hartford County)

WNBC

(Established 1935)

Station serves as Hartford, Conn., NBC Blue Network outlet. Rates effective January 1, 1940. (Card No. 7.)

Owned and operated by The State Broadcasting Corp. Business Office and Studio—272 Main Street, New Britain, Connecticut, New Britain 240. General Offices and Studios—54 Pratt St., Hartford, Connecticut, Hartford 7-9131. Transmitter—Newington, Connecticut; 3 miles from Hartford.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. 212.8 meters; 1410 kilocycles. Licensed to operate full time on regional channel. Daylight Savings Time observed. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% to recognized agencies on net station time. No cash discount. Charges for facilities payable immediately after each broadcast.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Blue Network). Rates include charges by owners of music copyrights. Earned time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under the same (and/or renewed) contracts and apply on the weekly billing of station time only. Earned time discounts rebated at expiration of contracts. Time discounts apply only to rates shown for entertainment programs and announcements. No time discounts on talent or line charges. The following rates are for national advertising. For local advertising rates consult station management.

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Rows include 6:00 p.m. to 11:00 p.m. week days, 1:00 p.m. to 11:00 p.m. Sundays, 8:00 a.m. to 6:00 p.m. week days, and 8:00 a.m. to 1:00 p.m. Sundays.

ANNOUNCEMENTS

Table with 6 columns: Time slot, 1 min, 25 words, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 6:00 p.m. to 11:00 p.m. week days, and 1:00 p.m. to 11:00 p.m. Sundays.

Table with 6 columns: Time slot, 1 min, 25 words, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 8:00 a.m. to 6:00 p.m. week days, and 8:00 a.m. to 1:00 p.m. Sundays.

Table with 6 columns: Time slot, 1 min, 25 words, 1 hr, 1/2 hr, 1/4 hr, 5 min, and a final column. Row includes 11:00 p.m. to 8:00 a.m.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. Not restricted to certain hours. TALENT Rates on application.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser, when required, in advance.

SERVICE FACILITIES

Production department and sales and merchandising department are available to advertisers.

Contract and Other Requirements Rates are for the facilities of the station only. No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management of the station reserves the right to reject any material without giving reason therefor. All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

Closing Time Complete manuscript must be submitted for station's approval one week in advance. Closing date for inclusion in general publicity and printed announcements is 14 days in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel General Manager—Richard W. Davis. Representatives Hendley-Reed Company.

NEW HAVEN

(New Haven County)

WBR

(Established 1934)



Business Offices and Studios—152 Temple Street, New Haven, and 136 Grand Street, Waterbury, Connecticut. See complete listing under Waterbury, Connecticut. Considered by the Columbia Broadcasting System as their New Haven-Waterbury outlet.

WELI

(Established 1935)

Rates effective February 1, 1941. (Card No. 4.) Owned and operated by The City Broadcasting Corporation. Business Office and Studio—221 Orange Street, New Haven, Connecticut. Transmitter—Hamden, Connecticut.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 312.5 meters; 960 kilocycles. Licensed to operate unlimited time. Daylight Savings Time observed. Actual operating schedule: Sundays 8:00 a.m. to 12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

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

General Advertising For combination rates see listing of The Colonial Network. Also sold in combination with WCOP, Boston, Massachusetts, and WNBC, New Britain, Connecticut. Combination rate card on request. The following rates are for national advertising. Earned time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under the same (and/or renewed) contracts and apply on the weekly billing of station time only. Earned time discounts rebated at expiration of contracts. Time discounts apply only to rates shown for entertainment programs and announcements. No time discounts on talent or line charges. Programs, including special features, running continuously for 52 consecutive weeks, earn an additional rebate of 10% based on the lowest billing for any one week.

Table with 2 columns: Time slot and Rate. Rows include 6:00 p.m. to 11:00 daily, 8:00 a.m. to 6:00 p.m. week days, and 12:00 midnight to 8:00 a.m.

FREQUENCY DISCOUNTS ON PROGRAMS Less than 26 times...Net 104 to 155 times 10% 26 to 51 times... 5% 56 to 207 times...12-1/2% 52 to 103 times...7-1/2% 208 or more times...15%

ANNOUNCEMENTS

Table with 2 columns: Time slot and Rate. Rows include 125 words or one minute transcriptions, 30 words between programs, 11:00 p.m. to 6:00 p.m., 7:00 a.m. to 6:00 p.m., 7:00 a.m. to 11:00 p.m., 7:00 a.m. to 6:00 p.m., 7:00 a.m. to 11:00 p.m.

SPECIAL FEATURES

Breakfast Club—7:00 a.m. to 7:40 p.m. News and Views—9:00 a.m. to 9:30 a.m. Danceland—1:00 p.m. to 2:00 p.m. Danceland—5:00 p.m. to 6:00 p.m. 50 words... 5.00 125 words... 7.50 7 in one week... 28.00 7 in one week... 42.00 14 in one week... 50.00 14 in one week... 75.00

FREQUENCY DISCOUNTS ON ANNOUNCEMENTS 1 to 12 times... Net 51 to 100 times... 15% 13 to 25 times... 5% 101 to 300 times... 20% 26 to 50 times... 10% 301 or more times... 25%

POLITICAL TALKS

Accepted at regular station rates. ELECTRICAL TRANSCRIPTIONS Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription library services available—rates and details on request.

TALENT

Rates on application. REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser, when required, in advance.

(This listing continued on next page)

CONNECTICUT—Cont'd

NEW HAVEN—Continued

W E L I—Continued

SERVICE FACILITIES

Production department, sales and merchandising department are available to advertisers.

Contract and Other Requirements

Rates are for the facilities of the station only. Talent and line charges are extra. No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

Closing Time

Complete manuscript must be submitted for station's approval one week in advance. Closing time for inclusion in general publicity and printed announcements is 14 days before broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—Patrick J. Goode. Manager—James T. Milne.

Representatives

William G. Rambeau Company.

NEW LONDON

W N L C

(Established 1936)

Rates effective May 1, 1941. (Card No. 9.) Owned and operated by Thames Broadcasting Corp. Business Office and Studio—Mobicam Hotel, New London, Connecticut, New London 4900.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 201.3 meters; 1490 kilocycles. Licensed to operate full time. Daylight Savings Time observed. Actual operating schedule: 7:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% allowed to recognized agencies on net station time; cash discount none. Charges for facilities are payable immediately after each broadcast.

General Advertising

For combination rates see listings of Colonial Network, Yankee Network and Mutual Broadcasting System (Northeast [Colonial] Stations). The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various time periods (6:00 p.m. to 11:00 p.m., 1:00 p.m. to 6:00 p.m. Sundays, 8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily, 8:00 a.m. to 1:00 p.m. Sundays, 7:30 a.m. to 8:00 a.m. daily).

ANNOUNCEMENTS

Table showing rates for announcements and electrical transcriptions (After 6:00 p.m. and Before 6:00 p.m.) for 1 minute and 35 words.

SPECIAL FEATURES

Melody Lane—Noontime program, daily except Sunday; request program of popular recordings: 125 words, 5.00. 1450 Club—7:30 a.m. to 8:00 a.m. Program featuring time, weather and music. Rates on request.

DISCOUNTS

Earned time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under the same (and/or renewed) contracts and apply on the billing of station time only. Earned time discounts rebated at expiration of contract. Time discounts apply only to rates shown for entertainment programs and announcements. No time discounts on talent or line charges.

POLITICAL TALKS

Accepted at regular station rates.

TALENT

Rates on request.

REMOTE CONTROL

All wire and mechanical charged for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required, in advance.

SERVICE FACILITIES

Services of production, sales and merchandising departments available.

Contract and Other Requirements

Rates are for the facilities of the station only. Talent is extra. No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by program director. All contracts subject to station approval and governmental regulations. Management reserves right to refuse or discontinue any advertising for reasons satisfactory to station.

Closing Time

Complete manuscripts must be submitted for station's approval one week in advance. Closing date for inclusion in general publicity and printed announcements is 14 days in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Manager—G. J. Morey. Program Director—Len W. Stevens. Commercial Manager—I. B. Newman.

Representatives

Burn-Smith Company, Incorporated.

STAMFORD

(Fairfield County)

W S R R

(Established 1911)



Rates effective August 1, 1941. (Card No. 1.)

Owned and operated by Stephen R. Rintoul. Business Office and Studio—A. S. Beck Bldg., 270 Atlantic St., Stamford, Conn., Stamford 4-7575. Transmitter—Lindstrom Road, Shippan Point, Conn.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized agencies. No commission on talent. No cash discount. Bills due and payable weekly following service unless otherwise agreed.

General Advertising

Large table with columns for CLASS 'A', CLASS 'B', CLASS 'C' and rows for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for various time periods (5:59 p.m. to 10:01 p.m., 9:29 a.m. to 5:59 p.m. week days, 9:29 a.m. to 10:31 p.m. daily, 1:31 p.m. to 4:29 p.m. week days and 10:31 p.m. to 9:29 a.m. daily).

SPECIAL FEATURES

Newscasts: 10 minutes every night, including Sunday, per month 300.00. Three weekly, per month 150.00. 10 minutes every day, including Sunday, per month 250. Three weekly, per month 125.00. 5 minutes every night, including Sunday, per month 200.00. Three weekly, per month 100.00. 5 minutes every day, including Sunday, per month 150.00. Three weekly, per month 75.00. Minimum contract on news is three months. Discounts: 6 months 5%; 12 months 10%. Sports review: 15 minutes early evening, every day day including Sunday, per month 350.00; 15 minutes late evening every day including Sunday, per month 300.00. Minimum contract on sports reviews is three months. Discounts: six months 5%; 12 months 10%. Announcement packages: Three 60 word announcements every day including Sunday; two before 6:00 p.m. and one after, per week 50.00. Five 60 word announcements every day including Sunday; four before 6:00 p.m. and one after, per week 70.00. Less than 13 weeks 10% additional. Discounts: 26 weeks 5%; 52 weeks 10%. Special events, sports broadcasts, etc., rates on request.

POLITICAL

One time rate applies. Class 'C' not available.

REMOTE CONTROL

Complete remote pick-up equipment. An additional charge will be made for programs originating outside of studios.

TALENT

Rates on request.

SERVICE FACILITIES

Services of the production department, announcing staff and technical staff are included without charge. A complete merchandising and program publicity service is available to advertisers for the introduction and maintenance of public and dealer interest in program and product.

Contract and Other Requirements

Maximum length of contract is 52 weeks. Programs and announcement contracts must be figured separately for discounts earned. Announcements are defined as units of less than five minutes. Discounts are retroactive as earned. Programs must conform to standards of station. Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcement for reasons satisfactory to itself. All proposals are subject to prior booking of time. Rates are subject to change without notice.

Mechanical Program Equipment

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

Personnel

General Manager—Slocum Chapin. Program Director—Bill Voss. Chief Engineer—John Reilly.

Representatives

None.

WATERBURY

(New Haven County)

W A T R

(Established 1934)



Rates effective August 1, 1941. (Card No. 7.)

Owned and operated by The WATR Company, Inc. Business Office and Studio—71 Grand Street, Waterbury, Connecticut, telephone 8-5161. Transmitter—Baldwin Avenue, Waterbury, Conn.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—automatic crystal control.) 227.3 meters; 1,320 kilocycles. Daylight Savings Time observed. Licensed to operate full time. Actual operating schedule: 7:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized agencies on station time. No cash discount. Payments for broadcasting are due weekly. No time discounts on line charges or talent.

General Advertising

For combination rates see listings of The Colonial Network and Mutual Broadcasting System (Northeast [Colonial] Stations). Also sold in combination with WNAB, Bridgeport. Combination rates on request.

MUSICAL AND DRAMATIC PROGRAMS

Table showing rates for musical and dramatic programs (After 8:00 p.m. week days and after 1:00 p.m. Sundays) for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS

Table showing rates for announcements (After 6:00 p.m. week days and after 1:00 p.m. Sundays) for 100 words or one minute transcription, 50 words, and 25 words.

POLITICAL TALKS

Rates on request.

SPECIAL FEATURES

Time signals, weather reports, temperature reports—regular announcement rates apply. News: 5 or 15 minute periods, no service charge. Early Bird Programs: 7:00 a.m. to 9:00 a.m. week days. Rates on request. Morning Shoppers' Guide—By Jim Parker, 9:15 a.m. to 10:00 a.m. week days. All request recorded program. Available in 15 minute periods: 1 time per week, net 18.00. 3 times per week, net 45.90. 6 times per week, net 75.60. Foreign Language Participating Programs: Italian—7:15 p.m. to 7:45 p.m. Tuesdays. Lithuanian—7:30 p.m. to 8:00 p.m. Fridays. Polish—9:30 a.m. to 10:00 a.m. Sundays. 100 words, per announcement 8.00.

RECORDED PROGRAMS

List with prices of electrical transcriptions available.

TALENT

When desired talent will be supplied. Estimates and suggestions upon request. Organ is available to advertisers.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.

Contract and Other Requirements: Advertising of alcoholic beverages accepted. Musical or dramatic program rates are for the facilities of the station only. Talent is extra. No contract accepted for longer than one year. No blanket contracts accepted. Preferred position governed by priority and availability on contract.

Closing Time

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

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Business Manager—S. R. Elman.

Representatives

None.

CONNECTICUT—Cont'd

WATERBURY—Continued

WBRY (Established 1934)



(Listed as a Waterbury, Connecticut station by the Federal Communications Commission but considered by the Columbia Broadcasting System as their New Haven-Waterbury outlet.)

Rates effective January 25, 1937. (Card No. 4.) Owned and operated by the American-Republican, Inc. Business Offices and Studios—152 Temple Street, New Haven, and 136 Grand Street, Waterbury, Conn. Transmitter—Prospect, Connecticut.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 188.7 meters; 1590 kilocycles. Licensed to operate full time on clear channel. Operates on Eastern Standard Time. Daylight Savings Time in operation from last Sunday in April to last Sunday in September. Actual operating schedule: Week days and Sundays, 8:30 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Bills payable weekly. No cash discount.

General Advertising For combination rates see listings of Columbia Broadcasting System (Basic Supplementary Group), and Columbia New England Network. The following rates are for both local and national advertising.

MUSICAL AND DRAMATIC PROGRAMS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

ANNOUNCEMENTS

Table with columns for time slots (1 min, 1/2 min, 1/4 min, 10 min, 5 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

SPECIAL FEATURES

Time signals, weather reports, temperature reports, etc.—regular announcement rates apply. Mid-day Musical Review: Broadcast daily except Sunday; participating program limited to seven 100 word announcements, each 5.00 net, no discount. Foreign Language Participating Programs: Italian—2:00 p.m. to 3:00 p.m. Sundays; limited to 14 participants; 100 words 10.00. Lithuanian—3:30 p.m. to 4:00 p.m. Sunday; 100 words 8.00. Polish—5:00 p.m. to 6:00 p.m. Sundays; 100 words 8.00.

RECORDED PROGRAMS

Transcription library service available—rates on application.

TALENT

Rates on application. REMOTE CONTROL Additional wire and mechanical charges are made for remote control broadcast for programs originating outside the station studios.

SERVICE FACILITIES

Station maintains a program production department and artists' bureau with available musical units and other talent.

Contract and Other Requirements Advertising of alcoholic beverages accepted. No contract accepted for longer than one year. All contracts subject to station approval and governmental regulations. Rates are for station facilities only; talent is extra.

Closing Time Complete manuscript must be submitted for station approval one week in advance. Closing date is three weeks in advance in order to secure program publicity.

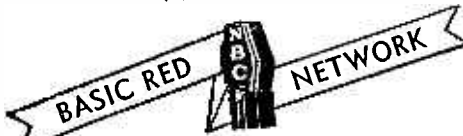
Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—Erwin J. Frey. Program Director—Jack Henry. Representatives Joseph Hershey McGillivra.

DELAWARE

WILMINGTON

(New Castle County) WDEL (Established 1922)



Rates received May 19, 1938. Owned and operated by WDEL, Inc. Main Studio—10th and King Sts., Wilmington, Del. Telephone 7268. Transmitter—Governor Printz Blvd., Wilmington, Del.

Wave—Power—Time Operating power—1,000 watts days; 250 watts nights. (100% modulation—automatic crystal control.) 260.9 meters; 1150 kilocycles. Licensed to operate full time. Daylight Savings Time observed. Actual operating schedule: 7:00 a.m. to 1:00 a.m. Commission and Cash Discount Agency commission 15%; no cash discount. Agency commission allowed on cost of program supplied by station.

General Advertising For combination rates see listings of National Broadcasting Company (Basic Red Network) and Mason-Dixon Radio Group.

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 3 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

ANNOUNCEMENTS

Table with columns for time slots (1 wk, 13 wks, 26 wks, 52 wks) and rates for week days and Sundays. Includes sub-section for 'All other time'.

POLITICAL ADVERTISING

One time rate applies. TALENT Routine talent available. List of talent and prices on request.

REMOTE CONTROL Remote work can be handled at any time, cost depending on line cost and installation fees.

SPECIAL FACILITIES Personal calls on trade, newspaper publicity, letters to trade, personal assistance to manufacturers' salesmen.

Contract and Other Requirements Price quoting allowed. Station reserves the right to censor copy.

Closing Time Five days in advance. Personnel Station Executive—Clair R. McCollough. Station Manager—J. Gorman Walsh.

Representatives Paul H. Raymer Company.

WILM (Established 1922)



Rates received May 19, 1938. Owned and operated by Delaware Broadcasting Co. Studios—820 King Street, Wilmington, Delaware. Telephone 7268. Transmitter—Northeast Blvd., Wilmington, Delaware.

Wave—Power—Time Operating power—250 watts. (100% modulation—automatic crystal control.) 266.9 meters; 1150 kilocycles. Licensed to operate unlimited time. Daylight Savings Time observed. Actual operating schedule: 7:00 a.m. to 1:00 a.m. Commission and Cash Discount Agency commission 15%; no cash discount. Agency commission allowed on cost of program supplied by station.

General Advertising For combination rates see listings of Mutual Broadcasting System (Basic Supplementary Stations) and Mason-Dixon Radio Group.

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 3 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

ANNOUNCEMENTS

Table with columns for time slots (1 wk, 13 wks, 26 wks, 52 wks) and rates for week days and Sundays. Includes sub-section for 'All other time'.

POLITICAL ADVERTISING

One time rates apply. TALENT Routine talent available. List of talent and prices on request.

REMOTE CONTROL Remote work can be handled at any time, cost depending on line cost and installation fees.

SERVICE FACILITIES Personal calls on trade, newspaper publicity, letters to trade, personal assistance to manufacturers' salesmen.

Contract and Other Requirements Price quoting allowed. Station reserves right to censor copy.

Closing Time Closing date five days in advance. Personnel Station Executive—Clair R. McCollough. Station Manager—J. Gorman Walsh.

Representatives Paul H. Raymer Company.

DISTRICT OF COLUMBIA

WASHINGTON

WINX (Established 1940)

Rates effective October 1, 1940. (Card No. 1A.) Owned and operated by Lawrence J. Heller. Business Office and Studio—Eighth and Eye Streets, N.W., Washington, D. C., Republic 8000. Transmitter—Eighth and Eye Streets, N.W., Washington, D. C.

Wave—Power—Time Operating power—250 watts. (Synchronized booster.) 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Daylight Saving Time not observed. Operates on Eastern Standard Time. Actual operating schedule: 19 hours daily.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered monthly; due 10th of month following billing.

General Advertising Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for week days and Sundays. Includes sub-section for 'All other time'.

DIS. of COLUMBIA—Cont'd

WASHINGTON—Continued

WINX—Continued

Table with columns for CLASS 'B' and CLASS 'C' showing rates for 100 words and 50 words across various time slots.

Table for WEEKLY FREQUENCY DISCOUNTS showing rates for 100 words and 50 words with 1, 2, and 3 announcements daily.

Table for SPECIAL FEATURES showing rates for 'Wake up with WINX' and 'Seven announcements within 24 hours'.

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Table for SPECIAL FEATURES showing rates for 'Wake up with WINX' and 'Seven announcements within 24 hours'.

Commission and Cash Discount Agency commission 15% allowed on net time charges to agencies recognized by station. No cash discount. Bills rendered weekly.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Network).

GENERAL BROADCASTING TIME RATES Without Talent—Gross

Table for CLASS 'A' showing rates for 10:30 p.m. to 1:00 p.m. daily.

Table for CLASS 'B' showing rates for 7:00 p.m. to 11:00 p.m. daily.

Table for CLASS 'C' showing rates for 5:00 p.m. to 6:00 p.m. and 7:00 a.m. to 1:00 p.m. daily.

Table for CLASS 'D' showing rates for 1:00 p.m. to 5:00 p.m. and 11:00 p.m. to 7:00 a.m.

DISCOUNTS Weekly Dollar Volume Discount

Table for DISCOUNTS showing weekly dollar volume discount rates.

Discounts for Consecutive Weeks

Table for DISCOUNTS showing discounts for consecutive weeks.

Application of Discounts

When an advertiser contracts for one or more broadcasts in a rate classification in 'General Broadcasting Time Rates' other than that in which the advertiser is already earning a weekly frequency rate...

ANNOUNCEMENTS

Table for ANNOUNCEMENTS showing rates for 1 minute live or electrical transcription.

SPECIAL FEATURES

(Service Announcements—Station Breaks) Five service announcements per day, six days weekly, before 6:00 p.m., per week 225.00; copy limited to 15 words.

News Program: Available for sponsorship at card rates plus a charge for the service. Rates on request. (Accepted on Announcement Periods Only)

Table for News Program showing rates for Elinor Lee—Afternoons, Monday through Friday; Evening Rhythms—Early evenings, Monday through Friday; and Sun Dial—Early Morning, daily except Sunday.

Minimum contract 13 weeks; no discounts: 1 minute live or electrical transcription 24.00 17.10 16.20 15.30

ELECTRICAL TRANSCRIPTIONS Accepted at regular rates.

TALENT Program Ideas, lists of talent and rates on application.

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

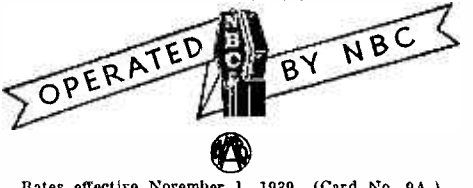
SERVICE FACILITIES The station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, lists of talent and prices on request.

Contract and Other Requirements Contracts not accepted more than 60 days in advance of initial program.

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

Personnel General Manager—A. D. Willard, Jr. Sales Manager—William D. Murdock.

Representatives Radio Sales.



Rates effective November 1, 1939. (Card No. 9A.) Managed and operated by the National Broadcasting Company, Inc., under lease from Evening Star Publishing Company.

Business Office—Trans-Lux Building, Washington, D. C., Republic 4000. Studios—710-12 Eleventh Street N. W., Washington, D. C. Transmitter—Near Bethesda, Montgomery County, Maryland.

Wave—Power—Time Operating power—5,000 watts. (100% modulation—crystal control.) 476.2 meters; 630 kilocycles. Licensed to operate full time on regional channel.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discounts. Bills due and payable when rendered.

General Advertising For combination rates, see listing of National Broadcasting Company (Basic Blue Network). The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Commitments made prior to November 1, 1939, will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after November 1, 1939, at these rates for the unexpired portion of such commitments on the effective date of such new contracts.

In the absence of such election, rates in effect immediately preceding November 1, 1939, will apply to extensions of said commitments for any period or periods up to and including October 31, 1940, for the same series continuously used. Rates effective November 1, 1939, are applicable to all new broadcast series ordered on and after November 1, 1939.

The rate of discount or the rebate to which an advertiser would be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

Should WMAL for any reason be unable to broadcast each program contracted for, state WRC, upon application, will broadcast such program provided time is available in the same classification (daytime or evening) at the same rates, discounts and/or rebates. (Applicable to standard program periods only—10 minutes, 15 minutes, 30 minutes and 1 hour.)

(This listing continued on next page)

WJSV

(Established 1926)

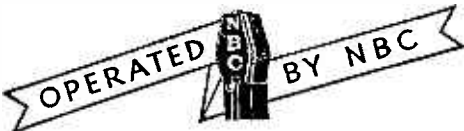


Rates effective March 7, 1940. (Card No. 12.) Owned and operated by the Columbia Broadcasting System, Inc. Business Office and Main Studios—Earle Building, Washington, D. C. Transmitter—Route No. 1, Silver Springs, Maryland. Wave—Power—Time Operating power—50,000 watts. (100% modulation—crystal control.) 200.0 meters; 1500 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 7:30 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

DIS. of COLUMBIA—Cont'd

WASHINGTON—Continued

WRC
(Established 1923)



Rates effective November 1, 1939. (Card No. 9A.)
Owned and operated by the National Broadcasting Company, Inc.
Business Office and Studio—Trans-lux Building, Washington, D. C., Republic 4000.
Transmitter—Ager Road, near Hyattsville, Maryland.

Wave—Power—Time
Operating power—5,000 watts.
(90% modulation—crystal oscillator control.)
306.1 meters; 980 kilocycles.
Licensed to operate on regional channel, full time.
Operates on Washington time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discounts. Bills due and payable when rendered.
General Advertising
For combination rates see listing of National Broadcasting Company (Basic Red Network).

The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Commitments made prior to November 1, 1939, will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after November 1, 1939, at these rates for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding November 1, 1939, will apply to extensions of said commitments for any period or periods up to and including October 31, 1940, for the same series continuously used. Rates effective November 1, 1939, are applicable to all new broadcast series ordered on and after November 1, 1939.

Should WRC for any reason be unable to broadcast each program contracted for, station WMAL, upon application, will broadcast such program provided time is available in the same classification (daytime or evening) at the same rates, discounts and/or rebates. (Applicable to standard program periods only—10 minutes, 15 minutes, 30 minutes and one hour).

GENERAL BROADCAST ADVERTISING

CLASS "A"		
(6:00 p.m. to 11:00 p.m.)		
1 hour.....	240.00	
1/2 hour.....	144.00	
1/4 hour.....	96.00	
*10 minutes.....	80.00	
*5 minutes.....	48.00	
CLASS "B"		
(12:00 noon to 6:00 p.m. Sunday only)		
1 hour.....	180.00	
1/2 hour.....	108.00	
1/4 hour.....	72.00	
*10 minutes.....	60.00	
*5 minutes.....	36.00	

CLASS "C"		
(11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)		
1 hour.....	120.00	
1/2 hour.....	72.00	
1/4 hour.....	48.00	
*10 minutes.....	40.00	
*5 minutes.....	24.00	

CLASS "D"		
(12:00 midnight to 9:00 a.m.)		
1 hour.....	80.00	
1/2 hour.....	48.00	
1/4 hour.....	32.00	
*10 minutes.....	27.00	
*5 minutes.....	16.00	

(* Available only in restricted periods.)

CLASS "E" SERVICES
Time Signals: Each service exclusive to one advertiser, seven days weekly.
Evening service (6:00 p.m. to station sign-off, seven nights weekly), four 10 word and one fifty word after 11:00 p.m. The actual time and spelling of a name are each counted as one word. This service available only to time-piece manufacturers or those who regularly furnish a time service to the public.
Day time service (station sign-on to 6:00 p.m., seven days weekly), five 10 word and one fifty word. The actual time and spelling of a name are each counted as one word.

Evening, per week..... 360.00
Day time, per week..... 180.00
Electrically transcribed announcements not acceptable. Service Announcements: Daily one minute announcements. All announcements subject to change by station. A weather or temperature report may be included if available.

Between 6:00 p.m. and 11:00 p.m., per week (seven days)..... 130.00
Between 11:00 p.m. and 12:00 midnight and 9:00 a.m. and 6:00 p.m., per week (7 days) 65.00
Radio Night Club: Broadcast between 11:15 p.m. and 12:00 midnight, Monday through Saturdays. Program cost includes staff announcer, transcriptions and/or records. If live talent desired as substitute, separate program charges will be made.

	Time Cost Program Cost	
	Gross Per Week	Net Per Week
1 hour unit.....	300.00	60.00
1/2 hour unit.....	180.00	30.00
1/4 hour unit.....	120.00	15.00

If any part of any of the above services is unavailable the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES
Applicable only to rates for local broadcasting listed under "General Broadcast Advertising (Gross Rates)" Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Less than 48.00 weekly.....	None
48.00 or more but less than 96.00 weekly.....	2-1/2%
96.00 or more but less than 144.00 weekly.....	5%
144.00 or more but less than 192.00 weekly.....	7-1/2%
192.00 or more but less than 240.00 weekly.....	10%
240.00 or more but less than 288.00 weekly.....	12-1/2%
288.00 or more weekly.....	15%

Rebates for Consecutive Weeks
Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39, or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years, therefore earning their own rebates based on the number of consecutive weeks used.

26 to 38 consecutive weeks.....	5%
39 to 51 consecutive weeks.....	7-1/2%
52 or more consecutive weeks.....	10%

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under "General Broadcast Advertising (Gross Rates)" Class "A," "B," "C," "D" and "E," may be combined for determining the rate of the Dollar Volume Discount. Discounts or rebates effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE FEATURES

ANNOUNCEMENTS						
(6:00 p.m. to 11:00 p.m.)						
One minute	1 tl.	10 tl.	25 tl.	50 tl.	100 tl.	300 tl.
	25.00	23.75	22.50	21.25	20.00	18.75
(11:00 p.m. to 6:00 p.m.)						
One minute	12.50	11.88	11.25	10.63	10.00	9.38

Cooperative Features
Home Forum: Monday through Friday available to non-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by Program Department from material supplied by client. Rate includes time and talent. The detailed participation provides for editorial treatment. The condensed participation provides a short announcement of approximately 100 words.

Detailed participation.....	30.00	28.50	27.00	25.50	24.00	22.50
Condensed participation.....	15.00	14.25	13.50	12.75	12.00	11.25

Applicable to Announcement and Cooperative Features: Frequency rates effective from beginning of service only on firm contracts or as contracts become firm. (This listing continued on next page)



THIS IS THE TAG TO TAKE YOU TO TOWN

GO GO

---and you can coast all the way

To get the "GO" sign for your product in the rich Washington Market, "tag" your program for 1942 with "WRC 980". It will take you through without a stop, give you the right-of-way.



Represented Nationally by NBC Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

DIS. of COLUMBIA—Cont'd

WASHINGTON—Continued

W R C—Continued

Cooperative Feature and day time announcements (prior to 6:00 p.m.) may be combined to earn increased discounts. Announcements scheduled after 6:00 p.m. may not be combined with day time service to earn increased discounts, but when one advertiser contracts for both day time and evening service within a twelve month period, the maximum discount earned by one service (daytime or evening) will apply to the other service.

ELECTRICAL TRANSCRIPTIONS

Accepted during regular broadcasting periods. REMOTE CONTROL Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

SERVICE FACILITIES Advisory services of the station's Program Department, staff announcers and staff engineers in arranging and presenting programs are included without charge, subject, however, to labor regulations observed by the station.

Contract and Other Requirements All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Closing Time Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

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

Personnel Sales Manager—John H. Dodge. Manager—K. H. Berkeley.

Representatives National Broadcasting Company, Inc

W W D C (Established 1941)



Rates received April 9, 1941. Owned and operated by Capital Broadcasting Co. Business Office and Studio—1000 Connecticut Ave., Washington, D. C. Transmitter—61 Pierce Street, Northeast, Washington, D. C. Booster amplifier located midway between Bethesda and Silver Spring, Md.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly and are due 10th of month following billing.

General Advertising The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for Class A, B, and C. Includes details for Special Weekly Rates and Special Features.

ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays)

CLASS 'B' (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. week days and 9:00 a.m. to 2:00 p.m. and 10:30 p.m. to 11:00 p.m. Sundays)

CLASS 'C' (11:00 p.m. to 6:00 a.m. daily)

SPECIAL WEEKLY RATES CLASS 'A'

Table showing special weekly rates for Class A, B, and C across various time slots and durations.

CLASS 'B'

Table showing rates for Class B across various time slots and durations.

SPECIAL FEATURES

Table listing special features such as Tick Tock Revue, Around the Town, The 1450 Club, and Capital Capers with their respective rates.

DISCOUNTS ON SPECIAL FEATURES 13 times 5% 100 times 20% 26 times 10% 300 times 25% 52 times 15%

ELECTRICAL TRANSCRIPTIONS Regular rates apply. Extra charge for transcription library service. Instantaneous recording equipment available.

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

TALENT Rates on request.

SERVICE FACILITIES Services of station program department are available without additional cost to advertisers.

Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and wine. Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

Closing Time Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions close 21 hours in advance. Talks close 48 hours in advance.

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

Personnel Station Manager—Edwin M. Spence. Commercial Manager—Helen K. Moberley. Program Director—Norman Reed.

Representatives Burn-Smith Company, Incorporated.

FLORIDA

DAYTONA BEACH

(Volusia County)

W M F J

Rates effective July 1, 1940. Owned and operated by W. Wright Esch. Studio—126-1/2 Magnolia Ave., Daytona Beach, Fla. Transmitter—126-1/2 Magnolia Ave., Daytona Beach, Florida.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 206.9 meters; 1450 kilocycles. Licensed to operate full time. Daylight Savings Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 10:00 p.m. Week days 7:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% on time. No cash discount. Payment due within ten days of broadcast.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Florida Group).

Table showing advertising rates for various time slots (1 hour, 1/2 hour, 1/4 hour, 50 words or less) and durations.

DISCOUNTS For contracts longer than 13 weeks or more than six times weekly, consult station management for further discounts. Discounts are not retroactive. Discounts based on 13 weeks.

TALENT Rates on request.

REMOTE CONTROL Rates do not include remote control charges. Contract and Other Requirements Programs must meet requirements of the station, Federal Trade Commission and Federal Communications Commission.

Closing Time Two weeks in advance for published programs.

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

Representatives John H. Perry Associates.

FORT LAUDERDALE

(Broward County)

W F T L

(Established 1939)



Rates received November 12, 1940. Owned and operated by Ralph A. Horton. Business Offices and Studios—2700 S. Andrews Ave., Ft. Lauderdale, Florida, telephone 1300. Transmitter—2700 S. Andrews Ave., Ft. Lauderdale, Florida.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles. Licensed to operate full time. Daylight Savings Time not observed. Actual operating schedule: 7:00 a.m. to 1:00 a.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies. No commission on talent. Cash discount —. General Advertising Affiliated with Mutual Broadcasting System.

Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table showing advertising rates for various time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 50 words) and durations.

DISCOUNTS Rates are subject to the following frequency discounts. 13 times 5% 100 times 20% 26 times 10% 150 times 25% 52 times 15% 300 times 30%

All contracts and discounts are based on service rendered within one year from the time of the first broadcast of the series. During this period contracts which are renewed before expiration and without interruption of schedule earn retroactive discounts. If time elapses between expiration and renewal, discount is allowed on the greater number of broadcasts for the renewal only; that is, if an advertiser places a 13 time contract and after expiration places another 13 time contract, he will be allowed the 26 time rate on the second 13 time contract only.

(This listing continued on next page)

FLORIDA—Continued
JACKSONVILLE—Continued

WMBR
(Established 1927)



Rates effective June 1, 1941. (Card No. 4.)

Owned and operated by Florida Broadcasting Co. Studio—Atlantic National Bank Building, Jacksonville, Florida, telephone 5-4387. Transmitter—South Jacksonville, Florida.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 213.3 meters; 1400 kilocycles. Licensed to operate full time. Daylight Savings Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized agencies. No cash discount. No commission on talent, program or production charges.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Florida Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 rows of rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

ANNOUNCEMENTS

Table with 5 columns: Time (1 min, 1/2 min, 1/4 min, 1/20 min), and 5 rows of rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

SPECIAL FEATURES

Weather reports, temperature readings and similar public services at one minute rates. Copy limit 100 words. Time signals: 35 word rate applies. Copy limit 25 words.

POLITICAL

Copy must be submitted to station not less than 24 hours before broadcasts. No frequency discount.

RECORDED PROGRAMS

Phonograph record programs permitted in day time only.

TALENT

All kinds available. Regular studio orchestra and ensemble can be furnished at moderate prices.

Contract and Other Requirements

Advertising of beer and wine accepted. Station management reserves the right to refuse or discontinue any program or series of programs for reasons satisfactory to itself. Maximum length of contract is one year. Service of continuity, program, production, publicity and merchandising departments available. No lotteries or fortune telling acts permitted. All copy subject to approval of management.

Closing Time

For inclusion of programs in publicity, two weeks required. Closing date for talent programs 10 days in advance. For recorded programs, one week.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—Frank King. Sec'y and Treas.—Glenn Marshall, Jr. Program Director—Chas. Stone. Chief Engineer—H. B. Green.

Representatives

Paul H. Raymer Company.

LAKELAND

(Polk County)
W L A K
(Established 1936)



Rates effective September 1, 1941.

Owned and operated by the Lake Region Broadcasting Company. Business Office and Studio—Shore Acres, Lakeland, Florida, telephone 2127. Transmitter—Shore Acres, Lakeland, Florida.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Daylight Savings Time not observed. Actual operating schedule: Sundays 7:55 a.m. to 11:05 p.m. Week days 6:00 a.m. to 11:05 p.m.

Commission and Cash Discount

Agency commission 15% to recognized agencies on station time only. No commission on program or talent unless otherwise agreed. No cash discounts. Invoices mailed first of month for service rendered during preceding month. Payable on or before the 15th. Short rate billing rendered if frequency ratio is not earned.

General Advertising

For combination rates see listing of National Broadcasting Company (Red Florida Group). The following rates are for both local and national advertising.

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), and 5 rows of rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

FREQUENCY RATES

Table with 5 columns: Time (Three 1/2 hours, Three 1/4 hours, Three 10 minutes, Three 5 minutes), and 5 rows of rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

(Five Periods Per Week)

Table with 5 columns: Time (Five 1/2 hours, Five 1/4 hours, Five 10 minutes, Five 5 minutes), and 5 rows of rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

(Five Periods Per Week)

Table with 5 columns: Time (Five 1/2 hours, Five 1/4 hours, Five 10 minutes, Five 5 minutes), and 5 rows of rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

SPECIAL FEATURES

Weather, time signals, etc., consult station management. Household Institute: Participating woman's program. Details on request.

TALENT

Rates on application. REMOTE CONTROL Regular wire service available between WFLA, Tampa, and WLAJ, Lakeland, at no additional cost. Other service requiring special wires, rates on request.

Contract and Other Requirements

No business upon per inquiry basis accepted. All programs subject to station approval and federal and state laws under which station is licensed. All proposals subject to prior booking of time.

Closing Time

Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables with both vertical and lateral pick-ups.

Personnel

General Manager—Bradley R. Eidmann. Program Director—Thomas M. Mathews. Chief Engineer—Roger H. Jenkins.

Representatives

The Foreman Company.

LAKE WORTH

(Palm Beach County)
W W P C
(Established 1941)

Rate card dated December 1, 1941.

Owned and operated by Lake Worth Broadcasting Corporation. Business Office—Lake Worth, Fla. Studio—Ocean Blvd., Palm Beach, Fla. Transmitter—Ocean Blvd., Palm Beach, Fla.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month following service, due 19th of month following service.

General Advertising

Affiliated with Mutual Broadcasting System.

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 rows of rates for CLASS 'A' and CLASS 'B'.

SPECIAL WEEKLY RATES

Table with 5 columns: Time (Three times, 1/2 hour, 1/4 hour, 5 minutes), and 5 rows of rates for CLASS 'A' and CLASS 'B'.

(Six Periods Per Week)

Table with 5 columns: Time (Six times, 1/2 hour, 1/4 hour, 5 minutes), and 5 rows of rates for CLASS 'A' and CLASS 'B'.

ANNOUNCEMENTS

Table with 5 columns: Time (100 words or transcription, 7.00), and 5 rows of rates for CLASS 'A' and CLASS 'B'.

SPECIAL FEATURES

Participations of 100 words or transcription 5.00 4.70 4.40 4.10 3.80 3.50 3.20 Rates for time signals and 10 word station breaks on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

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

POLITICAL

Payable in advance. Talks or speeches must be submitted for station approval 24 hours in advance.

SERVICE FACILITIES

Merchandising service available. Complete information on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. Contracts are not assignable nor are any periods sold in bulk for resale. Contracts and programs are subject to station approval and government regulations. No contracts accepted for more than one year.

Closing Time

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

Mechanical Program Equipment

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

Personnel

Station Manager—H. W. Wilson. Commercial Manager—Ben Decker.

Representatives

Burn-Smith Company, Incorporated.

FLORIDA—Continued

MIAMI
(Dade County)
WIOD
(Established 1926)



Rates effective February 10, 1941. (Card No. 10.)
Owned and operated by Isle of Dreams Broadcasting Corporation.
Business Office and Main Studio—News Tower, Miami, Florida, telephone 3-8444.
Transmitter—Biscayne Bay, Miami, Florida.

Wave—Power—Time

Operating power—5,000 watts.
(100% modulation.)
491.8 meters; 610 kilocycles.
Licensed to operate on cleared regional channel, full time on Eastern Standard Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 5:45 a.m. to 1:00 a.m.

Commission and Cash Discount

Agency commission 15% allowed to recognized advertising agencies when payment is made before the

15th of the month following broadcasts. No cash discount. Statements rendered monthly unless otherwise requested and payable at face. Short rate billing rendered if frequency rate is not earned.

General Advertising

For combination rates see listing of National Broadcasting Company (Red Florida Group).

(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	more tl.
1 hour....	200.00	190.00	180.00	170.00	160.00	150.00
1/2 hour....	120.00	114.00	108.00	102.00	96.00	90.00
1/4 hour....	80.00	76.00	72.00	68.00	64.00	60.00
5 minutes	40.00	38.00	36.00	34.00	32.00	30.00

(All other time)

1 hour....	100.00	95.00	90.00	85.00	80.00	75.00
1/2 hour....	60.00	57.00	54.00	51.00	48.00	45.00
1/4 hour....	40.00	38.00	36.00	34.00	32.00	30.00
5 minutes	20.00	19.00	18.00	17.00	16.00	15.00

SPOT ANNOUNCEMENTS

Announcement schedules not guaranteed longer than 13 days prior to starting date. Announcement copy will be broadcast as submitted, if approved. Maximum announcement limit, one minute.

Preferred spots:

(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sunday)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	more tl.
1'er announce-ment.....	20.00	19.00	18.00	17.00	16.00	15.00

(All other time)

SPECIAL FEATURES

Participating programs, week days only. Broadcast time on request. Announcements 25% less than preferred spots.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Contracts must be completed within 12 months from starting date to earn frequency discount. No retroactive discounts except on renewals for continuous service without lapse of time.
Rates are for time only.

Personnel

President and General Manager—D. J. Mahoney.
Commercial Manager—S. A. Vetter.
Station Manager—Arch Robb.

Representatives

George P. Hollingsberg Company.
Southeast—Harry E. Cummings.
Pacific Coast—Edward S. Townsend Company.

WQAM

(Established 1921)



Rates effective November 1, 1939.

Owned and operated by Miami Broadcasting Company, Inc.
Business Office and Studio—327 N. E. First Avenue, Miami, Florida, telephone 26121.
Transmitter—Biscayne Bay at 14th St., Miami, Fla.

Wave—Power—Time

Operating power—1,000 watts.
(100% modulation—crystal control.)
535.7 meters; 560 kilocycles.
Licensed to operate full time on cleared regional channel on Eastern Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sunday 7:45 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. Commission applies on entire program price. Cash discount 2% of net—10th month proximo. Invoices mailed monthly in advance; statements monthly following broadcast.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Florida Group).

Straight commercial talks not acceptable.

The following rates apply to national advertising.

(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. to 11:00 p.m. Sundays)

	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	135.00	81.00	54.00	40.50	27.00
65 times	132.25	78.75	52.50	39.37	26.25
130 times	127.50	76.50	51.00	38.25	25.50
195 times	120.00	72.00	48.00	36.00	24.00
260 times	112.50	67.50	45.00	33.75	22.50

(Before 6:00 p.m. and after 11:00 p.m. week days and before 1:00 p.m. Sundays)

1 time	75.00	45.00	30.00	22.50	15.00
26 times	71.25	42.75	28.50	21.38	14.25
52 times	67.50	40.50	27.00	20.25	13.50
65 times	66.13	39.38	26.25	19.69	13.13
130 times	63.75	38.25	25.50	19.13	12.75
195 times	60.00	36.00	24.00	18.00	12.00
260 times	56.25	33.75	22.50	16.88	11.25

ANNOUNCEMENTS

Position guaranteed. Chain breaks, 50 words, between network programs. Preferred spots before or after regularly scheduled features, but not between network commercial programs.

(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sunday)

	1 tl.	26 tl.	52 tl.	156 tl.	234 tl.	312 tl.
1 minute, 100 words (preferred) or 50 word chain break.....	20.00	19.00	18.00	17.00	16.00	15.00

(Before 6:00 p.m. week days, after 11:00 p.m. week days and before 1:00 p.m. Sunday)

1 minute, 100 words (preferred) or 50 word chain break.....	10.00	9.50	9.00	8.50	8.00	7.50
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Participating Announcements
On group programs between musical numbers. Position not guaranteed.

(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sunday)

100 words....	15.00	14.25	13.50	12.75	12.00	11.25
50 words....	10.00	9.50	9.00	8.50	8.00	7.50
25 words....	7.50	7.13	6.75	6.38	6.00	5.63

(Before 6:00 p.m. week days, after 11:00 p.m. week days and before 1:00 p.m. Sunday)

100 words....	7.50	7.13	6.75	6.38	6.00	5.63
50 words....	5.00	4.75	4.50	4.25	4.00	3.75
25 words....	3.75	3.57	3.38	3.19	3.00	2.82

SPECIAL FEATURES

Rates on request. **TALENT**
Rates on request.
REMOTE CONTROL
Service anywhere in Florida. Minimum charge 35.00.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Rates include station time, announcer, program listing service of publicity and merchandising departments. All broadcasts subject to approval of station management. No contracts made for longer than one year. Copy must conform with N.A.B. code.

Closing Time

Talent programs and recorded programs close two weeks in advance of broadcast. Announcements close one week in advance.

Mechanical Program Equipment

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

Personnel

President and General Manager—F. W. Borton.

Representatives

John Blair & Company.

FLORIDA'S FIRST STATION

FIRST in programs with NBC-Red, complete local production plus the ONLY extensive public service and special events in South Florida, first in news with AP, UP, INS.

FIRST with advertisers—more national spot business than all other local stations combined.

FIRST in listener preference. C. E. Hooper Coincidental survey, October-November, 1941, tells the story—WIOD far in front of other South Florida stations—morning, noon and night.

5,000 WATTS

WIOD 610 KC

NBC-RED

MIAMI, FLORIDA

THE SALT WATER ROUTE

FLORIDA—Continued

MIAMI BEACH

(Dade County)

W K A T

(Established 1937)

Rates effective August 15, 1940. Owned and operated by A. Frank Katzentline. Business Office and Studio—N. 1759 Bay Road, Miami Beach, Florida. Transmitter—1759 North Bay Road, Miami Beach, Florida.

Wave—Power—Time Operating power—1,000 watts. (100% modulation). 220.6 meters; 1360 kilocycles. Licensed to operate unlimited time. Daylight Savings Time not observed. Actual operating schedule: 6:30 a.m. to 12:15 a.m.

Commission and Cash Discount 15% agency commission allowed recognized advertising agencies on station time provided payment is made on or before 15th of month following broadcast. No cash discount. Invoices rendered weekly, payable when rendered. Short rate billing rendered if frequency rate is not earned.

General Advertising For combination rates see listing of National Broadcasting Company, Inc. (Blue Florida Group).

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Rate (6:00 p.m. to 11:00 p.m.), and Rate (9:00 a.m. to 12:00 midnight).

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Rate (12:00 midnight to 9:00 a.m.), and Rate (9:00 a.m. to 12:00 midnight).

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), Rate (9:00 a.m. to 12:00 midnight), and Rate (12:00 midnight to 9:00 a.m.).

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

Table with 6 columns: Time (100 wds, 75 wds, 50 wds), Rate (6:00 p.m. to 11:00 p.m.), and Rate (12:00 midnight to 9:00 a.m.).

One min. E.T. or 35 word chain break

Table with 6 columns: Time (100 wds, 75 wds, 50 wds), Rate (9:00 a.m. to 12:00 midnight), and Rate (12:00 midnight to 9:00 a.m.).

Announcements in excess of 100 words but not exceeding one minute will be charged for at the one minute transcription rate.

Contiguous Broadcast Frequency Discounts

Table with 3 columns: Time (13 to 25 times, 26 to 50 times, 51 to 100 times), Discount (5%, 10%, 15%), and Rate (101 to 250 times, 25% more times).

POLITICAL TALKS

Rates on request.

SPECIAL FEATURES

Special participating programs—rates on request. News Service: Available on exclusive basis to one advertiser—rates on request.

News bulletins and news programs, when available, on regular schedules.

TALENT

Rates on request. Auditions will be made available on short notice.

REMOTE CONTROL

Station is equipped to handle remote control programs. Rates on request.

SERVICE FACILITIES

Estimates submitted on complete merchandising service on request. Program charges (artists, orchestra, continuity, etc.) are in addition to charges. Rates cover only station time and facilities for program originating in station's studios.

Contract and Other Requirements

The editorial content of all broadcasts subject to the approval of station management. Announcement copy will be broadcast as submitted. If approved, and charges will be made at next higher rate if number of words exceeds limit in any class. Contract renewals subject to rates in effect at time of renewal.

All contracts subject to cancellation unless program starts within 30 days. Station reserves the last 30 seconds of all programs for its use and station identification.

Closing Time

Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

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

Personnel General Manager—John C. McClory. Program Director—Betty Lee Taylor. Commercial Manager—Alex Campbell, Jr. Representatives International Radio Sales.

OCALA

(Marion County)

W T M C

(Established 1939)

Rates effective June 1, 1939. (Card No. 1.) Owned and operated by the Ocala Broadcasting Co. Business Office and Studio—Ocala, Florida. Transmitter—Anthony Road and Henry St., Ocala, Florida.

Wave—Power—Time Operating power—100 watts. 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. No commission on talent.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Florida Group).

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

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes), Rate (6:00 p.m. to 11:00 p.m.), and Rate (7:00 a.m. to 6:00 p.m.).

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

Table with 6 columns: Time (1 minute, 1 minute), Rate (6:00 p.m. to 11:00 p.m.), and Rate (7:00 a.m. to 6:00 p.m.).

TALENT

Rates on request. REMOTE CONTROL Station is equipped to handle remote control programs. Rates on request.

SERVICE FACILITIES

Rates include announcer, continuity service, and program department. Contract and Other Requirements Advertising accepted for beer and wine only. All copy subject to the approval of the management. Maximum contract one year.

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

Personnel President—John T. Alsop, Jr. Manager—Hal Davis. Program Director—Lester Weil. Chief Engineer—Wm. P. Callahan. Representatives John H. Perry Associates.

ORLANDO

(Orange County)

W D B O

(Established 1924)

Rates effective August 1, 1937. (Card No. 6N.) Owned and operated by Orlando Broadcasting Co., Incorporated.

Business Office and (Main) Studio—Fort Gatlin Hotel, 563 N. Orange Ave., Orlando, Florida. Transmitter—Dubsread Country Club, Orange County, Florida.

Wave—Power—Time Operating power—5,000 watts. 516.2 meters; 580 kilocycles. Licensed to operate full time on cleared regional channel.

Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% allowed to recognized agencies on net station time charges. No commission on program cost or production charges. No cash discount. Invoices mailed 1st of month for service rendered during preceding month. Payable on the 15th.

General Advertising For combination rates see listing of Columbia Broadcasting System (Florida Group).

Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

All contracts and discount are based on service rendered within one year from the date of the first broadcast of the series. During this period contracts which are renewed before expiration and without interruption of schedules earn retroactive discounts.

If time elapses between expiration and renewal, discount is allowed on the greater number of broadcasts for the renewal only; that is—if an advertiser places a 13 time contract, and after expiration places another 13 time contract, he will be allowed the 26 time rate on the second 13 time contract only.

Announcements and program periods of 5 minutes or more may not be combined to earn greater discounts. Separate programs advertising different products of the same manufacturer may be combined for lower

rates if the combination is covered through one contract placed by one advertising agency, provided the programs are run adjacent to each other so that the combination forms one continuous broadcast.

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

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes), Rate (6:00 p.m. to 10:30 p.m.), and Rate (12:00 noon Sundays).

(All other hours)

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes), Rate (All other hours), and Rate (ANNOUNCEMENTS).

(5:29 p.m. to 10:30 p.m. week days and all day Sunday)

Table with 6 columns: Time (1 minute electrical transcription or 100 words, 1/2 minute electrical transcription or 50 words), Rate (5:29 p.m. to 10:30 p.m.), and Rate (ANNOUNCEMENTS).

Thirty word chain breaks, where available (guaranteed position), one minute electrical transcription or 100 word rate applies.

(Before 5:29 p.m. and after 10:31 p.m.)

Table with 6 columns: Time (1 minute electrical transcription or 100 words, 1/2 minute electrical transcription or 50 words), Rate (Before 5:29 p.m. and after 10:31 p.m.), and Rate (ANNOUNCEMENTS).

Thirty word chain breaks, where available (guaranteed position), one minute electrical transcription or 100 word rate applies.

BULK RATES

The following bulk rates are applicable to broadcasts of special events using time in excess of one hour:

Table with 2 columns: Time (1-1/4 hours up to 1-1/2 hours, 1-1/2 hours up to 1-3/4 hours, 1-3/4 hours up to 2 hours, 2 hours up to 2-1/4 hours, 2-1/4 hours up to 2-1/2 hours, 2-1/2 hours up to 2-3/4 hours, 2-3/4 hours up to 3 hours) and Rate.

SPECIAL FEATURES

Participating programs broadcast daily except Sunday. Regular time rates apply. Non-competitive products or services.

Periods limited to five announcements for each 15 minute program with interpolated music.

News Broadcasts (as available): Five or ten minute periods; minimum contract three months, at regular rates plus service charge of 2.00 and 3.00, respectively, per broadcast.

Weather reports, time signals, horticultural forecasts, temperature bulletins, market quotations, etc., as available. Rates on request.

TALENT

Rates on request. REMOTE CONTROL Complete facilities for handling programs originating outside of the studio are available. Rates on request.

SERVICE FACILITIES

Merchandising service of the station staff will be furnished advertisers. Actual cash expenditures to be paid by advertiser.

Service of production and engineering departments on duty in securing talent, arranging, presenting programs and announcements from the studio at no extra charge. From 5:00 p.m. to 10:00 p.m., two announcers are available; further talent will be charged at regular rates.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates quoted are for station time only. No contracts accepted for a longer period than one year. All programs and advertising copy subject to approval of station.

No periods are sold in bulk for re-sale. All programs subject to prior booking of time.

Closing Time

For inclusion of programs in publicity, 15 days are required; for programs utilizing talent, 10 days; transcriptions and talks, 5 days; announcements, 3 days.

Mechanical Program Equipment

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

Personnel President—Col. Geo. C. Johnston. Program Director—W. G. McBride. Chief Engineer—James E. Yarbrough. General Manager—Harold P. Danforth.

Representatives Paul H. Raymer Company.

W L O F

(Established 1940)

Rates effective January 1, 1941. (Card No. 1.) Owned and operated by Hazlewood, Inc. Business Office and Studio—Angebilt Hotel, Orlando, Florida.

Transmitter—W. Central Avenue, Orlando, Florida.

Wave—Power—Time Operating power—250 watts. 245.9 meters; 1250 kilocycles. Licensed to operate full time on local channel. Daylight Savings Time not observed.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only.

General Advertising The following rates are for national advertising. Fees charged by owners of music copyrights are not included in rates.

For combination rates see listing of National Broadcasting Company (Red and Blue Florida Group).

(This listing continued on next page)

FLORIDA—Continued

ORLANDO—Continued

W L O F—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for CLASS 'A' and CLASS 'B'.

FREQUENCY RATES

Table showing frequency rates for CLASS 'A' and CLASS 'B' across different time periods.

Table showing frequency rates for CLASS 'A' and CLASS 'B' for five periods per week.

Table showing frequency rates for CLASS 'A' and CLASS 'B' for five periods per week.

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Table showing frequency rates for CLASS 'A' and CLASS 'B' for five periods per week.

SERVICE FACILITIES
Services of station's Program Department and staff announcers in arranging and presenting programs are offered without additional charges.

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

General Manager—Braden Ball.
Chief Engineer—Floyd Steele.

PENSACOLA

(Escambia County)

W C O A

(Established 1928)



Rates effective January 1, 1942.
Owned and operated by Pensacola Broadcasting Co. Studio—San Carlos Hotel, Pensacola, Florida.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights. (100% modulation.)

Commission and Cash Discount
Agency commission 15% on station time. Commission does not apply on talent. Cash discount 2% on net —10 days from invoice date.

General Advertising
For combination rates see listing of National Broadcasting Company (Individual Supplementaries).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

SPECIAL FEATURES FOR SPONSORSHIP
Rates for the following programs are: for sponsorship, apply the regular period rates.

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

Service Facilities
Services of station's Program Department and staff announcers in arranging and presenting programs are offered without additional charges.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

General Manager—George A. Hazlewood.
Representatives—John Blair & Company.

ST. AUGUSTINE

(St. Johns County)

W F O Y

(Established 1936)



Rate card dated June 1, 1940. (Card No. 3.)
Owned and operated by Fountain of Youth Broadcasting Company.

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

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Cash discount —.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

RECORDED PROGRAMS
Transcription library services available—rates and details on request.

REMOTE CONTROL
Station is equipped to broadcast programs originating outside studios. Rates on request.

General Manager—Glenn Marshall, Jr.
Representatives—Paul H. Raymer Company.

ST. PETERSBURG

(Pinellas County)

W S U N

(Established 1928)



Rates effective October 1, 1941.
Owned and operated by the city of St. Petersburg. Studios and Offices—Recreation Pier, St. Petersburg, Florida.

Wave—Power—Time
Operating power—5,000 watts. (100% modulation—crystal control.)

Commission and Cash Discount
Agency commission 15% on net charges for station time only. No commission on program charges.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

SPECIAL FEATURES
Consult station management for rates and details.

REMOTE CONTROL
Special wires are available for Florida network.

Service Facilities
Services of WSUN artists service bureau, program and continuity department, also staff announcers, arranging and presenting programs are offered without additional charges.

General Manager—Louis J. Link.
Representatives—Weed & Company.

GEORGIA—Continued

ALBANY—Continued

WGPC (Established 1934)



Rates effective July 15, 1941. (Card No. 2.) Card received November 28, 1941. Owned and operated by The Albany Broadcasting Company, Inc. Business Office and Studio—127-1/2 N. Jackson St., Albany, Georgia.

Agency commission 15% to recognized advertising agencies on station time charges. No cash discount. Bills rendered monthly; payable within 10 days of receipt thereof.

General Advertising For combination rates see listings of Columbia Broadcasting System (Southeastern Group) and Georgia Broadcasting System.

Table with columns for time slots (1, 1/2, 1/4 hour, 10, 5 minutes) and rates for various programs (13, 26, 52, 100, 200, 300 words).

ANNOUNCEMENTS

Table for one minute electrical transcription rates (100, 75, 35 words) and general advertising rates.

ANNOUNCEMENTS

Table for one minute electrical transcription rates (100, 75, 35 words) and general advertising rates.

SPECIAL FEATURES

News broadcasts—Leased wire service available at regular rates plus announcer's service charge; fully commissionable.

POLITICAL RATES

Per hour, flat 60.00 Cash in advance for time reservation.

ELECTRICAL TRANSCRIPTIONS

Complete transcription library is available for program presentation, without additional charge.

REMOTE CONTROL

Additional charges to cover cost of lines, engineering and announcing services for programs originating outside of studios.

SERVICE FACILITIES

Services of station announcers and program department in arranging and presenting programs is available without extra charge.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine.

Maximum contract term one year. All contracted time must be used within period of one year. All programs and continuity subject to approval of station management in accord with FCC regulations.

Rates are for station time only; talent is extra. Contract renewals subject to rates in effect at time of renewals. Last 30 seconds of all programs reserved for station use.

Closing Time One week in advance of initial broadcast.

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

Personnel Executive Manager—J. W. Woodruff, Jr. Manager—A. T. Spies. Representatives International Radio Sales.

ATHENS

(Clark County) WGAU (Established 1938)

Rates effective April 1, 1939. Owned and operated by J. K. Patrick & Company. Business Office and Studio—Bobbin Mill Road, Athens, Georgia, telephone 1741. Transmitter—Bobbin Mill Road, Athens, Georgia.

Commission and Cash Discount Agency commission 15% to recognized agencies; no cash discount. All billing is as of the last day in each month and payable not later than the 10th of the month following billing date.

Table for general advertising rates (1, 1/2, 1/4 hour, 5 minutes) and political rates.

ANNOUNCEMENTS One minute electrical transcription or 100 words 3.00 2.85 2.70 2.55 2.40 2.25

POLITICAL RATES Rates for political broadcasts are 25% higher than general broadcasting rates. All political talks must be submitted in manuscript form 12 hours before scheduled for broadcast, and are payable in advance.

ELECTRICAL TRANSCRIPTIONS Regular time charges apply to programs from station library without extra charge other than performance rights. Can furnish any type music at cost. Not restricted to certain hours.

REMOTE CONTROL Provision for remote pick-up anywhere is available. All line costs, transportation and expense of installation to be paid for at existing rates at time of usage by client.

Contract and Other Requirements Rates are for station time only. talent charges are extra. Maximum contract, one year.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables.

Personnel Station Mgr. & Chief Engineer—Melvin C. Gorman. Program Director—Bill Evans.

ATLANTA

(Fulton and De Kalb Counties) WAGA (Established 1937)



Rates effective July 1, 1941. (Card No. 3.) Owned and operated by Liberty Broadcasting Corp. Business Office and Studios—Western Union Bldg., Atlanta, Georgia, Main 5101. Transmitter—East Atlanta, Georgia.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.) (P. P. 5,000 watts; 500 kilocycles.) 202.7 meters; 1480 kilocycles.

Commission and Cash Discount Commission of 15% on time charges to recognized agencies. No cash discount. Bills due and payable 10th of month following service.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Southern Group). Rates include charges by owners of music copyrights.

Table for general advertising rates (1, 1/2, 1/4 hr, 5 min) and political rates.

ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) 1 13 26 52 100 156 260

Table for one minute electrical transcription rates (100, 75, 35 words) and general advertising rates.

SPECIAL FEATURES The Morning Watch—6:00 a.m. to 8:00 a.m. Your Radio Neighbor—11:00 a.m. to 11:30 a.m.

100 word announcement or 1 minute transcription: Per week 1 wk. 13 wks. 26 wks. 52 wks.

RECORDED PROGRAMS Transcription library services available—rates on request.

TALENT Station can supply professional talent—rates on request.

REMOTE CONTROL Additional charge for programs originating outside studios to cover costs of line, engineering charges, etc.

SERVICE FACILITIES Time charge includes services of complete program department, securing of talent, building or arranging programs, continuity department and announcers, and sound effects library.

Contract and Other Requirements All programs must conform to station standards. Where program is prepared by advertiser it must be submitted for approval by station director. All proposals subject to prior sale of time. Maximum contract is one year. Contracts must be written individually and separately for announcements and programs; no combination of the two will be permitted for the purpose of securing a greater frequency discount than would otherwise be obtainable.

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

Personnel Managing Director—Don Joset. Commercial Manager—Maurice C. Coleman. Representatives John Blair & Company.

WATL

(Established 1931) WATL logo

Rates effective January 15, 1940. (Card No. 4C.) Owned and operated by Atlanta Broadcasting Co. Business Office and Studio—Henry Grady Building, Atlanta, Georgia, Walnut 4377. Transmitter—Henry Grady Bldg., Atlanta, Georgia.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. No cash discount. Bills due and payable when rendered. Charges for facilities are payable immediately after each broadcast.

General Advertising For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations). Also sold in combination—see listing of the Georgia Broadcasting System.

Table for general advertising rates (1, 1/2, 1/4 hour, 5 minutes) and political rates.

ANNOUNCEMENTS Five or more times weekly, additional discount 15%

SPEECHES AND TALKS Open rate plus 25%

Table for one minute electrical transcription rates (100, 75, 35 words) and general advertising rates.

SPECIAL FEATURES News, time, weather and temperature reports—rates on request.

RECORDED PROGRAMS Regular time charges apply. Not restricted to certain hours.

TALENT Rates on application.

REMOTE CONTROL Remote control charges are extra. Rebroadcasts can be arranged. Full equipment to handle rebroadcasts.

SERVICE FACILITIES Services of the program department in arranging and presenting programs are included in the station time charges, also service of one announcer.

Contract and Other Requirements Maximum contract term: One year. All business accepted subject to the "Standard Conditions governing contracts and orders for Spot Broadcasting" adopted by the National Association of Advertising Agencies.

Closing Time Closing dates for inclusion in general publicity and printed program announcements is 10 days in advance of broadcast.

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

Personnel Acting Manager—J. M. Comer, Jr. Representatives International Radio Sales.

GEORGIA—Continued

ATLANTA—Continued

WGST

(Established 1920)

Rates effective March 1, 1939. (Card No. 7.) Owned by Georgia School of Technology and operated by Southern Broadcasting Stations, Inc. Business Office and Studio—Ansley Hotel, Atlanta, Georgia, Walnut 8441. Transmitter—Cheshire Bridge Road, Atlanta, Ga.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. (100% modulation—crystal control.) 326.1 meters; 920 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern Standard Time. Daylight Saving Time not observed. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. No cash discount. Bills due and payable on the 10th of the month following broadcast. Charges for facilities are payable immediately after each broadcast.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Southeastern Group). Also sold in combination—see listing of The Georgia Major Market Trio. Combination of period broadcasts and announcements not allowed to earn larger discounts.

CLASS "A"

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for 1, 13, 26, 52, 100, 156, 260 times.

CLASS "B"

Table with columns for time slots (12:00 midnight) and rates for 1, 13, 26, 52, 100, 156, 260 times.

ADDITIONAL DISCOUNT

Five or more times per week 5% additional discount.

ANNOUNCEMENTS

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 10:30 p.m. to 12:00 midnight) and rates for 50 words or less, 100 words, 150 words, 200 words.

TALKS AND SPEECHES

Open rate plus 25%. No contract. Cash in advance.

SPECIAL FEATURES

Time, weather reports, etc.—rates on application.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Charges are extra.

SERVICE FACILITIES

Services of the program department in arranging and presenting the programs are included in the station time charges.

Contract and Other Requirements

Maximum contract term is one year. Rates include services of one announcer.

Closing Time

Closing dates for inclusion in general publicity and printed program announcements is ten days in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Executive Director—C. H. Calhoun.

Representatives

The Katz Agency, Inc.

WSB

(Established 1922)



Rates effective August 1, 1940. (Card No. 6.) Owned and operated by Atlanta Journal. Business Office and Studio—Atlanta Biltmore Hotel, Atlanta, Georgia. Transmitter—near Tucker, Georgia.

Wave—Power—Time

Operating power—50,000 watts. (100% modulation—crystal control.) 400.0 meters; 750 kilocycles. Licensed to operate on clear channel full time. Operates on Eastern Standard Time. Daylight Saving Time not observed. Actual operating schedule: 5:30 a.m. to 12:30 a.m.

Commission and Cash Discount Commission of 15% on those charges to recognized agencies. No cash discount. Bills due and payable when rendered.

General Advertising For combination rates see listing of National Broadcasting Company (Red Southeastern Group). (6:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for 1, 26, 52, 130, 156, 260 times.

1 hr. 1/2 hr. 1/4 hr. 5 min. (EP) wds. wds. 1 400.00 240.00 140.00 90.00 52.50 47.50 40.00

Table with columns for time slots (8:00 a.m. to 12:00 p.m., 12:00 p.m. to 8:00 a.m.) and rates for 1, 26, 52, 130, 156, 260 times.

1 240.00 140.00 84.00 54.00 31.50 27.50 21.00

Table with columns for time slots (12:00 midnight to 8:00 a.m.) and rates for 1, 26, 52, 130, 156, 260 times.

1 144.00 86.40 50.40 32.40 18.00 16.50 11.40

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. No contract to exceed one year's duration.

PUBLIC SERVICE BROADCASTS News, weather forecasts, time signal service, temperature reports, market quotations, sports coverage and digest, etc.—rates on request.

REMOTE CONTROL Additional charge for programs originating outside studios to cover costs of line, engineering charges, etc.

Contract and Other Requirements All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcasts," adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

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

Personnel General Manager—J. Leonard Reinsch. Advertising Manager—John M. Outler, Jr.

Representatives Edward Petry & Company, Inc.

AUGUSTA

(Richmond County)

WGAC

(Established 1940)

Rates received November 18, 1940. Owned and operated by the Twin States Broadcasting Company. Business Office and Studio—Augusta, Georgia. Transmitter—One-half mile east of Augusta, Georgia.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. Daylight Saving Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only. Cash discount none. Bill rendered end of each month; due when presented.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Southeastern Group). The following rates are for national advertising. Rates include charges by owners of music copyrights. (6:00 p.m. to 12:00 midnight)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes, 100 words or less) and rates for 1, 13, 26, 52, 156, 260 times.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes, 100 words or less) and rates for 1, 13, 26, 52, 156, 260 times.

ELECTRICAL TRANSCRIPTIONS Regular advertising rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and light wine accounts. Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

Closing Time Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions close 48 hours in advance and talks close 21 hours in advance.

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

Personnel Station Manager—J. B. Finlay. Sales Manager—W. R. Link.

Representatives Headley-Rood Company.

WRDW

(Established 1930)

Rates effective July 1, 1939. Owned and operated by Augusta Broadcasting Co. Business Office and Studio—10th and Broad Streets, Augusta, Georgia, telephone 2-8805. Transmitter—North Augusta, South Carolina.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 201.3 meters; 1490 kilocycles. Licensed to operate full time on cleared local channel on Eastern Standard Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized agencies. No cash discount. Bills rendered 1st of each month, payable within 10 days.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southeastern Group). The following rates are for national advertising. For local advertising rates consult station management. (6:00 p.m. to 12:00 midnight)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes) and rates for 1, 13, 26, 52, 156, 300 times.

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

Table with columns for time slots (10:00, 9:00, 8:00, 7:00, 6:00, 5:00) and rates for 50 words, 25 words.

POLITICAL TALKS Extra 25%

SPECIAL FEATURES News broadcasts, weather and temperature reports, time signals, etc.—rates on request.

RELIGIOUS BROADCASTS 25% discount.

ELECTRICAL TRANSCRIPTIONS One minute electrical transcriptions are accepted at rate of 100 word announcements. Station's transcription library available at no extra cost. Transcription library services available—rates and details on request.

TALENT Rates on request.

REMOTE CONTROL Portable equipment for remote broadcasts at special rates.

SERVICE FACILITIES Services of station staff and announcers in arranging and presenting programs are available without extra charge.

Contract and Other Requirements Maximum term of contract is one year. All programs and advertising copy subject to station approval.

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

Personnel Manager—W. R. Ringson. Sales Manager—Thurston Bennett. Program Director—Louis T. Rigdon. Chief Engineer—Harvey Aderhold.

Representatives Burn-Smith Company, Inc.

GEORGIA—Continued

COLUMBUS—Continued

W R B L—Continued
POLITICAL ADVERTISING

Flat, per hour..... 100.00

ELECTRICAL TRANSCRIPTIONS
Complete transcription library is available for program presentation without additional charge.

REMOTE CONTROL
Additional charges for programs originating outside of studios to cover cost of line, engineering and announcing services.

SERVICE FACILITIES
Services of station announcers and program department in arranging and presenting programs is available without extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.

Maximum contract term is one year. Talks, programs, continuities, etc., subject to advance review by station management.

Closing Time
One week in advance of initial broadcast.

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

Personnel
General Manager—J. W. Woodruff, Jr.
Sales Manager—J. A. Davenport.
Program Director—J. B. Gibney.

International Radio Sales.

CORDELE

(Crisp County)
W M J M
(Established 1940)

Rates effective October 1, 1940. Owned and operated by the Cordele Dispatch Publishing Company, Inc.

Studio—20th Avenue, Cordele, Georgia. Other Studios—Americus, Georgia. Transmitter—One mile from Cordele.

Wave—Power—Time
Operating power—250 watts days; 100 watts nights. 201.3 meters; 1490 kilocycles.

Licensed to operate full time on local channel. Operates on Eastern Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount. All bills payable 10th of month following broadcast.

General Advertising
The following rates apply to national advertising. Fees charged by owners of music copyrights are not included in rates.

ANNOUNCEMENTS
Transcribed or otherwise, 100 words or less considered one minute.

POLITICAL TALKS
General advertising rates, plus 25%. Transcriptions are accepted at card rates without surcharge.

TALENT
Talent extra. Rates on request. RECORDED OR TRANSCRIBED PROGRAMS

Regular time charges apply to programs from station library without extra charge other than performance rights. Any type music, recorded or otherwise, can be furnished at cost.

REMOTE CONTROL
Provisions for remote pick-ups are available. All line costs, transportation and expenses to be paid for at existing rates at time of usage by client.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wine.

Closing Time
Contracts close two weeks in advance of first broadcast.

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

Personnel
Business Manager—J. J. Mancham, Jr.
Program Director—Ellen M. Stewart.
Chief Engineer—Noel Martin.

DALTON

(Whitfield County)
W B L J
(Established 1940)

Rates effective July 1, 1941. Owned and operated by the Dalton Broadcasting Corp. Business Office and Studio—Kenemer Bldg.

Wave—Power—Time
Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. Cash discount 2%.

General Advertising
For combination rates see listing of Mutual Broadcasting System (Southern Group).

ANNOUNCEMENTS
100 words.... 6.00 5.40 4.80 4.20 3.60 3.00

SPECIAL FEATURES
News, time signal service, weather forecasts, etc.—rates on request.

POLITICAL PROGRAMS
Rates on request.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. One minute transcription accepted at 100 word announcement rate.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

Contract and Other Requirements
Contracts subject to station approval and government regulations. Advertising of alcoholic beverages not accepted excepting beer.

Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount. All bills payable 10th of month following broadcast.

General Advertising
The following rates apply to national advertising. Fees charged by owners of music copyrights are not included in rates.

ANNOUNCEMENTS
Transcribed or otherwise, 100 words or less considered one minute.

POLITICAL TALKS
General advertising rates, plus 25%. Transcriptions are accepted at card rates without surcharge.

TALENT
Talent extra. Rates on request. RECORDED OR TRANSCRIBED PROGRAMS

Regular time charges apply to programs from station library without extra charge other than performance rights. Any type music, recorded or otherwise, can be furnished at cost.

REMOTE CONTROL
Provisions for remote pick-ups are available. All line costs, transportation and expenses to be paid for at existing rates at time of usage by client.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wine.

Closing Time
Contracts close two weeks in advance of first broadcast.

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

Personnel
Manager—A. W. Marshall, Jr.
Representatives—Sears & Ayer, Inc.

GAINESVILLE

(Hall County)
W G G A
(Established 1941)

Rates card issued October 1, 1941. Card received September 29, 1941. Owned and operated by Gainesville Broadcasters.

Wave—Power—Time
Operating power—250 watts. 241.0 meters; 1240 kilocycles.

Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount. Bills rendered first of month and are due tenth of month following service.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights.

ANNOUNCEMENTS
100 words.... 3.00 2.70 2.40 2.10 1.80 1.50 1.20

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Transcription library service available. Instantaneous recording equipment available.

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

SERVICE FACILITIES
Services of the program department in arranging and presenting programs are included in the station time charges, also service of one announcer.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and fine wines.

Maximum contract term, one year. Closing Time
Contracts close two weeks in advance of first broadcast.

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

Personnel
Manager—Charles Smithgall.

GRIFFIN

(Spalding County)
W K E U
(Established 1934)

Rates received February 21, 1938. Owned and operated by A. W. Marshall, Jr. Business Office and Studios—Griffin Hotel, Griffin, Georgia.

Wave—Power—Time
Operating power—100 watts. 206.9 meters; 1450 kilocycles.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent.

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

ANNOUNCEMENTS
100 word announcement..... 4.00
50 word announcement..... 8.00

DISCOUNTS
Contract must be completed within 13 weeks from its date to secure the following discounts:

TALKS
Political talks—rates on application.

REMOTE CONTROL
Any necessary arrangements can be made for remote control broadcasts. Rates on application.

Contract and Other Requirements
Continuity and announcers for all programs furnished at no extra cost.

Personnel
Manager—A. W. Marshall, Jr.
Representatives—Sears & Ayer, Inc.

LAGRANGE

(Troup County)
W L A G
(Established 1941)

Rates effective March 1, 1941. Owned and operated by LaGrange Broadcasting Co. Business Office and Studio—LaGrange News Bldg., LaGrange, Georgia.

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

Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount.

General Advertising
Rates include charges by owners of music copyrights.

ANNOUNCEMENTS
100 words 3.00 2.75 2.50 2.00 1.75

SPECIAL FEATURES
News: Leased wire service at regular time rates plus small additional fee.

TALENT
Rates on request. (This listing continued on next page)

IDAHO—Continued

IDAHO FALLS

(Bonneville County)

K I D

(Established 1928)

Rates received April 27, 1939. Owned and operated by K I D Broadcasting Co., Inc. Business Office and Studio—3rd floor, B. W. M. Building, Idaho Falls, Idaho, telephone 4. Transmitter—Three miles southeast of Idaho Falls.

Wave—Power—Time Operating power—5,000 watts to local sunset; 500 watts thereafter. (100% modulation.) 222.2 meters; 1350 kilocycles. Licensed to operate full time on regional channel. Operates on Mountain Standard Time. Actual operating schedule: Week days and Sundays 6:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% to recognized agencies. Cash discount —.

General Advertising Rates include existing ASCAP tax. Table with columns for 1 hr, 1/2 hr, 1/4 hr, 5 min, 100 words, 50 words and rows for 11 ti, 26 ti, 52 ti, 78 ti, 156 ti, 300 ti.

TALENT If acceptable, 25% above standard rate. Religious talks, double regular rate for talks.

RECORDED PROGRAMS

Transcription Library service available—rates on request. TALENT Rates on request.

REMOTE CONTROL

Broadcasts outside of regular studios available at actual cost. Remote wire facilities are regularly maintained to all important locations. Contract and Other Requirements Station reserves the right to refuse any program offered not complying with station's standard of quality.

Closing Time Talent programs close three days in advance of broadcast. Announcements, talks and recorded programs close one hour in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel President and General Manager—Jack W. Duckworth. Representatives None.

LEWISTON

(Nez Perce County)

K R L C

(Established 1935)



Rates effective June 1, 1940. (Card No. 5.) Owned and operated by H. E. Studebaker. Studio—Lewis-Clark Hotel Bldg., Lewiston, Idaho, telephone 1950. Transmitter—Lewis-Clark Hotel Building, Lewiston.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 214.3 meters; 1400 kilocycles. Affiliated with KUL, Walla Walla, Washington. Licensed to operate on regional channel unlimited. Operates on Pacific Standard Time. Daylight Savings Time not observed. Commission and Cash Discount Agency commission 15%. No cash discount. Accounts payable 10th of month following production.

General Advertising Maximum direct commercial allowable is 15% of the program time. Run-of-position (station option of time), 85% discount from the following rates.

Table with columns for 1 hr, 1/2 hr, 1/4 hr, 5 min, 100 words, 50 words and rows for 13 ti, 26 ti, 52 ti, 156 ti, 260 ti, 312 ti.

SPECIAL FEATURES

Bulk Time Signal Service—Daily except Sunday 35 words, station option of time: Per week 6 ti, 12 ti, 18 ti.

Table with columns for 1 month, 6 months, 12 months and rows for 70.00, 130.00, 180.00, 68.50, 123.50, 171.00, 63.00, 117.00, 162.00.

POLITICAL RATES

On request. TALENT Rates on request.

REMOTE CONTROL

Service at cost. SERVICE FACILITIES Merchandising service at cost.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Rates include production but not talent costs. No contract for more than one year.

Closing Time All programs for guaranteed listing close 10 days in advance of broadcast.

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

Personnel Resident Director—Donald A. Wike. Representatives None.

NAMPA

(Canyon County)

K F X D

(Established 1930)



Rate card dated May 1, 1937. (Card No. 7A.) Owned and operated by Frank E. Hurt. Business Office and Studio—1024 Twelfth Avenue South, Nampa, Idaho, telephone 1200. Other Studios—Pratt Furniture Bldg., Boise, Idaho, and Kimball and Grant Street, Caldwell, Idaho. Transmitter—1024 Twelfth Ave. South, Nampa, Idaho.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 243.9 meters; 1230 kilocycles. Licensed to operate on local channel. Operates on Mountain Standard Time. Daylight Savings Time not observed. Actual operating schedule: 9:00 a.m. to 6:30 p.m. Week days 6:00 a.m. to 10:00 p.m. Commission and Cash Discount Agency commission 15% and 15%; cash discount 2%.

General Advertising Fees charged by owners of music copyrights are not included in rates. (Day or night service) Rates for 1/2 hour periods are twice the 1/4 hour rate. Over 1/2 hour takes same proportionate rate.

Table with columns for 1/2 hr, 1/4 hr, 5 min and rows for 1 ti, 13 ti, 26 ti, 52 ti, 78 ti, 104 ti, 150 ti, 124 ti, 7.50, 7.12, 6.75, 6.37, 6.00, 5.62, 3.76, 3.58, 3.37, 3.18, 3.00, 2.81.

ANNOUNCEMENTS

One or more spots daily: 100 words 1 ti, 26 ti, 78 ti, 156 ti, 284 ti, 312 ti. or less..... 2.25 1.30 1.23 1.17 1.11 1.05

Spots run irregularly: 100 words or less..... 2.25 1.44 1.36 1.30 1.23 1.15

RECORDED PROGRAMS

Regular time charges apply. Not restricted to certain hours. TALENT Sponsor must arrange own talent. All arrangements should be direct with talent.

REMOTE CONTROL

Wire and mechanical charges for remote control installations will be required in advance. Contract and Other Requirements Advertising of alcoholic beverages not accepted.

Rates are for station time only and do not include talent. All programs and announcements subject to approval of the station management. The right is reserved to refuse all or any part of announcements which do not, in the estimation of the management, maintain a level of quality or character creditable alike to the station and advertiser.

Closing Time Closing time for all programs is one week in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

PERSONNEL

General Manager—Henry H. Fletcher. Representatives The Walker Company. Pacific Coast—Homer Owen Griffith.

DISCOUNTS

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. Program period discounts must be earned within program bracket. Announcement discounts must be earned within announcement bracket.

TALKS

Talks will be charged at regular station rates. SPECIAL FEATURES News and Time Signals: Rates on request.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular station rates for either programs or announcements. Transcription Library services available. Rates on request.

TALENT

Variety of talent is available for sponsorship. Rates on request. REMOTE CONTROL Remote broadcasts will be charged with actual additional costs over station time.

SERVICE FACILITIES

Continuity department offers assistance in preparing copy or carrying out instructions for presentation, provided copy material is supplied. Other service facilities include production department and merchandising aids.

Contract and Other Requirements All programs must comply with station's standard of quality. Advertising not in public interest may be refused by station. Right reserved to limit the length and frequency of periods. All programs must comply with the rules and regulations of the Federal Communications Commission and the Federal Trade Commission.

Time is sold subject to change for network or outstanding local broadcasts. In case of change of time courtesy announcements to this effect will be made.

Closing Time No deadline except on programs requiring special music and preparation. Two weeks advance notice is then required, unless substitutions permitted.

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

Personnel General Manager—Henry H. Fletcher. Representatives The Walker Company. Pacific Coast—Homer Owen Griffith.

TWIN FALLS

(Twin Falls County)

K T F I

(Established 1928)



Rates effective June 15, 1938. (Card No. 15-A.) Owned and operated by Radio Broadcasting Corporation.

Business Offices and Studios—Radio Bldg., Twin Falls, Idaho, telephone 2400. Transmitter—4 miles west of Twin Falls, Idaho, on U. S. Highway 30.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 236.2 meters; 1270 kilocycles. Licensed to operate unlimited time on cleared regional channel. Operates on Mountain Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% on net time charges to agencies recognized. Commission applies on time only. No commission on talent, remote control or other production expense. No cash discount. Bills due and payable when rendered.

General Advertising For combination rates see listing of National Broadcasting Company (North Mountain Group). Fees charged by owners of music copyrights are not included in rates. The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for 1 hr, 1/2 hr, 1/4 hr, 5 min, 10 min, 1 minute or 100 words, 50 words or 30 word chain, break and rows for 1 ti, 26 ti, 52 ti, 104 ti, 156 ti, 208 ti, 312 ti, 70.00, 66.50, 63.00, 59.50, 56.00, 52.50, 49.00, 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, 18.75, 17.80, 16.85, 15.90, 14.95, 14.00, 13.05, 12.50, 11.85, 11.25, 10.60, 10.00, 9.35, 8.75.

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with columns for 1 hr, 1/2 hr, 1/4 hr, 5 min, 10 min, 1 minute or 100 words, 50 words or 30 word chain, break and rows for 1 ti, 26 ti, 52 ti, 104 ti, 156 ti, 208 ti, 312 ti, 70.00, 66.50, 63.00, 59.50, 56.00, 52.50, 49.00, 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, 18.75, 17.80, 16.85, 15.90, 14.95, 14.00, 13.05, 12.50, 11.85, 11.25, 10.60, 10.00, 9.35, 8.75.

(6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

Table with columns for 1 hr, 1/2 hr, 1/4 hr, 5 min, 10 min, 1 minute or 100 words, 50 words or 30 word chain, break and rows for 1 ti, 26 ti, 52 ti, 104 ti, 156 ti, 208 ti, 312 ti, 56.00, 53.20, 50.40, 47.60, 44.80, 42.00, 39.20, 32.00, 30.40, 28.80, 27.20, 25.60, 24.00, 22.40, 20.00, 19.00, 18.00, 17.00, 16.00, 15.00, 14.00, 15.00, 14.25, 13.50, 12.75, 12.00, 11.25, 10.50, 10.00, 9.50, 9.00, 8.50, 8.00, 7.50, 7.00.

DISCOUNTS All frequency discounts must be earned within a period of one year from date of contract. Announcements or program periods of five minutes or more cannot be combined to earn larger discounts.

ELECTRICAL TRANSCRIPTIONS AND RECORDED PROGRAMS

Accepted at regular rates for either programs or announcements. Transcription Library available—rates on request.

TALKS

Talks will be charged at regular rate. (This listing continued on next page)

ILLINOIS—Continued

CHAMPAIGN (Champaign County) W D W S



Rates effective June 1, 1935. (Card No. 2.) Owned and operated by The Champaign News-Gazette, Inc.

Business Office and Studio—48 Main Street, Champaign, Illinois, telephone 6-1855. Transmitter—Champaign, Illinois.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles.

Licensed to operate unlimited time. Commission and Cash Discount Agency commission 15% to recognized agencies.

General Advertising Fees charged by owners of music copyrights are not included in rates.

Table with 4 columns: Rate, 13, 26, 39, 52, 100, 800. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS Time Signals: Seven days weekly; maximum 50 words of commercial copy.

SPECIAL FEATURES News, weather and time signals—rates on request.

POLITICAL RATES Political talks—rates on request.

RECORDED PROGRAMS No extra charge for regular transcription library service.

TALENT Variety of live talent available at cost.

REMOTE CONTROL Remote control rates on application.

Contract and Other Requirements Alcoholic beverages not accepted except beer and wine.

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

Personnel Station Manager—Marajen Sterick Dyess. Representatives None.

CHICAGO (Cook County) W A A F



(Established 1922)

Rates effective October 1, 1939. (Card No. 8.) Owned and operated by the Chicago Daily Drivers Journal.

Commercial Office and Studios—24th floor, Palmer House, Chicago, Illinois.

Executive Office—836 Exchange Avenue, Chicago, Ill. Transmitter—Exchange Building, Chicago, Illinois.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.)

Licensed to operate on regional channel. Operates on Central Standard Time. Daylight Savings Time observed.

Actual operating schedule: Daily 6:00 a.m. continuously to local sunset.

Commission and Cash Discount Agency commission 15% allowed on net time charges to advertising agencies recognized by station. No cash discount.

General Advertising The following rates are for local and national advertising.

Table with 4 columns: Rate, 13, 26, 39, 52, 100, 800. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS Single announcement 15.50, 6 announcements, each 12.00, 24 announcements, each 10.50, 78 announcements, each 9.50, 156 announcements, each 8.50.

SPECIAL RATES FOR THREE AND SIX TIME PER WEEK CONTRACTS (After 6:00 p.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

(Before 6:00 p.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

The above special rates for three and six time per week contracts are subject to the following discounts, on contract for: 13 to 25 weeks 5%, 26 to 51 weeks 10%, 52 weeks 15%.

When three or more programs per week are used, Sunday may be substituted for a week day by paying the one time rate, subject to the discounts earned by the number of consecutive Sundays used.

ANNOUNCEMENTS

100 words maximum. No announcements accepted for Sunday. Accepted only on schedule of one or more per day for consecutive days. Time of announcements subject to change by station.

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

SPECIAL FEATURES

Time Signals: Seven days weekly; maximum 50 words of commercial copy.

Per week 62.50, 59.50, 58.25, 53.00.

Weather Reports: Seven days weekly; maximum 50 words of commercial copy.

Per week 88.75, 65.25, 61.75, 58.50.

News Bulletins: Seven days weekly; total service limited to 50 words, of which commercial copy is not to exceed 25 words.

Per week 75.00, 71.25, 67.50, 63.75.

Breakfast Express: Monday through Saturday, one hour or more before 9:00 a.m. Per hour, per week, 310.50.

ELECTRICAL TRANSCRIPTIONS Transcription programs from station's library are subject to special charges.

TALENT Lists of available talent, program suggestions and prices will be furnished on request.

REMOTE CONTROL Programs broadcast from points outside of studios of station are subject to special charges.

Contract and Other Requirements Liquor advertising not accepted. Foreign language programs not accepted.

Rates are for station time exclusive of talent. All programs subject to approval of station management. Any type of program desired by the advertiser is available.

All proposals subject to prior booking of time. Closing Time Contracts should be closed two weeks in advance to make printed program schedules.

No periods are sold in bulk for resale. Where advertiser prepares own program it should be submitted not later than three days in advance for approval. Transcriptions must be delivered to studios at least one week in advance.

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

Personnel President—Ward A. Neff. General Manager—William E. Hutchinson. Commercial Manager—Arthur F. Harre. Program Director—Bradley R. Eldmann.

Representatives George P. Hollingsbery Company.

WAIT

Rates effective August 15, 1941. Owned and operated by WAIT, Inc. Business Office and Studio—360 N. Michigan Ave., Chicago, Ill. State 3077.

Transmitter—Elmhurst, Illinois.

Wave—Power—Time Operating power—5,000 watts. 365.9 meters; 820 kilocycles. Daylight Savings Time observed.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising Rates include charges by owners of music copyrights.

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B" (9:00 a.m. to 1:00 p.m. and 4:00 p.m. to 6:00 p.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "C" (1:00 p.m. to 4:00 p.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "D" (6:00 a.m. to 9:00 a.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

WEEKLY FREQUENCY RATES

CLASS "A" (After 6:00 p.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B" (9:00 a.m. to 1:00 p.m. and 4:00 p.m. to 6:00 p.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "C" (1:00 p.m. to 4:00 p.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "D" (6:00 a.m. to 9:00 a.m.)

Table with 4 columns: Rate, 3, 5, 6. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

DISCOUNTS

13 weeks 10%, 26 weeks 15%, 52 weeks 20%. All station time periods in excess of five minutes are subject to 20% discount for run of schedule broadcasts.

ANNOUNCEMENTS

Maximum length, 125 words for live announcements.

CLASS "A"

Table with 4 columns: Rate, 3, 5, 6. Rows for *125 words, *125 words.

CLASS "B", "C", or "D" (*125 words) 15.00, 38.25, 56.25, 60.00. (*125 words or less deduct 40%.)

If less than three announcements per week are used, rates are computed on time basis, subject to the following discounts: 13 times 10%, 26 times 15%, 52 times 20%.

SPECIAL FEATURES

Time signals, weather and temperature reports or news flashes supplied at no extra charge.

ELECTRICAL TRANSCRIPTIONS

No extra charge for handling of advertisers' recorded or electrically transcribed programs.

TALENT

Rates on application. SERVICE FACILITIES Any type of program desired by the advertiser is available. The station will assume the entire responsibility for program preparation and presentation.

Contract and Other Requirements

All programs subject to approval of station management. All programs must conform to the standards of station.

Mechanical Program Equipment

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

Personnel

President—Gene T. Dyer. General Business Manager—Herbert P. Sherman.

Representatives

The Walker Company.

W B B M

(Established 1928)



COLUMBIA OPERATED



Rates effective March 1, 1941. (Card No. 17A.) Owned and operated by the Columbia Broadcasting System, Inc.

Business Office and Studios—410 N. Michigan Ave., Wrigley Building, Chicago, Illinois.

Transmitter—Glensview, Illinois.

Wave—Power—Time Operating power—50,000 watts. (100% modulation—crystal control.)

384.6 meters; 780 kilocycles. Licensed to operate on nationally cleared channel. Operates on local Chicago Time. Daylight Savings Time observed.

Actual operating schedule: Sundays 7:00 a.m. to 1:15 a.m. Week days 5:30 a.m. to 1:15 a.m.

Commission and Cash Discount Agency commission 15% allowed on net time charges to agencies recognized by station. No cash discount. Bills rendered weekly.

(This listing continued on next page)

ILLINOIS—Continued

CHICAGO—Continued

W G N—Continued

Table with columns for Class 'E' (10:15 p.m. to 9:00 a.m.), Per week, and various time slots (1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.) for 1, 2, 3, 4, 5, 6, and 7 times.

(* 6:30 p.m. to 7:00 p.m. daily and 1:00 p.m. to 7:00 p.m. Sunday, available at Class C rates from last Sunday in April to last Sunday in September.

All of the above rates are based on consecutive weeks of broadcasting. An extension of contract entitles advertiser to rate earned by such extension retroactive to beginning of first contract.

ANNOUNCEMENTS

(Prior to 6:00 p.m. only) One minute announcement, copy limit 120 words: Less than six days per week, each..... 55.00 Six days weekly, 6 announcements, each..... 45.00

Electrically transcribed announcements furnished by the advertiser are subject to a service charge of 5.00 net per announcement.

GROSS TIME DISCOUNTS

Identical time periods purchased for 13 or more consecutive weeks at the 1 to 12 weeks 1 time rates under all classifications may be combined to earn the following dollar volume discounts:

SPECIAL FEATURES

Time Signals and Temperature Reports—60 word commercial copy limit: (6:00 p.m. to sign-off) 6 days per week, each..... 70.00

ELECTRICAL TRANSCRIPTIONS

Electrical transcription programs furnished by the advertiser are subject to a charge of 10.00 per broadcast.

TALENT

SERVICE FACILITIES

Services of program service department in arranging and producing programs available upon request. These program charges will be billed to the advertiser in addition to the charge for time.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer. Rates are not for time only. Lectures, educational, religious, political, business and promotional talks are accepted only when subject matter is, in the opinion of the station, of genuine public interest to a national audience.

Closing Time

The closing date for general publicity and program material is 2 weeks in advance of date of broadcast.

Mechanical Program Equipment

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

Personnel

General Manager—Frank P. Schreiber. Sales Manager—William A. McGuinness.

Representatives

Chicago—441 N. Michigan Avenue, Superior 0100. New York—Norman Boggs, 220 East 42nd Street.

W I N D

See complete listing under Gary, Indiana.

W J J D

(Established 1924)

Rates effective November 1, 1941. (Card No. 19.) Owned and operated by WJJD, Inc.

Wave—Power—Time Operating power—20,000 watts. (100% modulation.)

258.6 meters; 1160 kilocycles. Operates on Chicago Time. Daylight Savings Time observed.

Licensed to operate limited time, 6:00 a.m. to 6:00 p.m.

Commission and Cash Discount

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

General Advertising

Rates include charges by owners of music copyrights. 20% discount for "run of schedule" on all station time periods in excess of 5 minutes.

Bulk rates applicable to public events using time greater than any unit on rate card; 2 hours up to 2-1/4 hours, 1.6 of the hour rate.

GENERAL BROADCASTING RATES

Table with columns for Class 'A', Class 'B', Class 'C', Class 'D', and Class 'E' (After 6:00 p.m.) showing rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for 1, 2, 3, 4, and 5 times.

CLASS "D" (6:00 a.m. to 9:00 a.m.)

Table showing weekly and per week rates for Class 'D' (6:00 a.m. to 9:00 a.m.) for 1, 1/2, and 1/4 hour time slots.

ANNOUNCEMENTS CLASS "A"

Table showing rates for Class 'A' announcements (125 words) for 1, 3, 5, and 6 times per week.

If less than three announcements per week are used, rates are to be figured on time basis, and subject to discounts of 10% for 13 times; 15% for 26 times; 20% for 52 times.

Time signals, weather and temperature reports, or news flashes take regular announcement rates, maximum length 125 words.

ELECTRICAL TRANSCRIPTIONS

No charge for electrical transcriptions provided by the advertiser. TALENT (see on application)

REMOTE CONTROL

Remote control and programs requiring special production are subject to nominal production charge.

SERVICE FACILITIES

Practically any type of program desired by the advertiser is or can be made available. Station will assume the entire responsibility for program construction and presentation.

Contract and Other Requirements

All programs and transcriptions are subject to approval of the station management.

Closing Time

All contracts should be closed as far in advance as possible so as to facilitate production.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—Ralph Atlas. Sales Manager—Fred G. Harm.

Representatives

Paul H. Raymer Company. Pacific Coast—Walter Biddick.

W L S

(Established 1924)

Rates effective February 1, 1939. (Card No. 11.) Owned by the Agricultural Broadcasting Company.

Business Office and Studio—Prairie Farmer Building, 1230 Washington Blvd., Chicago, Ill. Monroe 9700.

Wave—Power—Time Operating power—50,000 watts. (100% modulation; crystal control.)

337.1 meters; 890 kilocycles. Licensed to operate on clear channel. Divides time with station WENR.

Actual operating schedule: Last Sunday in September to the last Saturday in April (Standard Time); Daily except Saturday and Sunday, 5:30 a.m. to 3:00 p.m.

Commission and Cash Discount Agency commission 15% on station time only to advertising agencies recognized by station.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Blue Network). All discounts are for broadcasts to be used within one year from start of schedule.

EVENING PROGRAMS

Table showing evening program rates for 1, 1/2, and 1/4 hour time slots.

DAYTIME PROGRAMS

Table showing daytime program rates for 1, 1/2, and 1/4 hour time slots.

WEEKLY FREQUENCY RATES

Table showing weekly frequency rates for three days weekly (nights).

(This listing continued on next page)

ILLINOIS—Continued

CHICAGO—Continued
W L S—Continued

	Less than 13 wks.	13 to 25 wks.	26 to 51 wks.	52 wks.
Five days weekly:				
1 hour.....	2,812.50	2,531.25	2,390.63	2,250.00
1/2 hour.....	1,687.50	1,518.75	1,434.38	1,350.00
1/4 hour.....	1,125.00	1,012.50	956.25	900.00
5 minutes.....	843.75	759.38	717.19	675.00
Six days weekly:				
1 hour.....	3,150.00	2,835.00	2,677.50	2,520.00
1/2 hour.....	1,890.00	1,701.00	1,608.50	1,512.00
1/4 hour.....	1,260.00	1,134.00	1,071.00	1,008.00
5 minutes.....	845.00	850.50	803.25	758.00
Three days weekly:				
1 hour.....	1,080.00	972.00	918.00	864.00
1/2 hour.....	648.00	583.20	550.80	518.40
1/4 hour.....	432.00	388.80	367.20	345.60
5 minutes.....	324.00	291.60	275.40	259.20
Five days weekly:				
1 hour.....	1,687.50	1,518.75	1,434.38	1,350.00
1/2 hour.....	1,012.50	911.25	860.63	810.00
1/4 hour.....	675.00	607.50	573.75	540.00
5 minutes.....	506.25	455.63	430.31	405.00
Six days weekly:				
1 hour.....	1,890.00	1,701.00	1,608.50	1,512.00
1/2 hour.....	1,134.00	1,020.60	963.90	907.20
1/4 hour.....	756.00	680.40	642.60	604.80
5 minutes.....	567.00	510.30	481.95	453.60

DISCOUNTS
Discounts are allowed on contract only for 13, 26 and 52 consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned. Four days per week charged pro rata to three day rate; seven days pro rata to six day rate.

Weekly frequency rates for programs are subject to the following additional discounts when advertisers use more than one period daily:
2 daily 10%; 3 daily 15%; 4 or more daily 20%.

ANNOUNCEMENTS

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	300 tl.
(Nighttime)						
1 minute.....	125.00	118.75	112.50	100.00	93.75	87.50
50 words.....	75.00	71.25	67.50	60.00	56.25	52.50
(Daytime)						
2 minutes.....	112.50	106.88	101.25	90.00	84.38	78.75
1 minute.....	75.00	71.25	67.50	60.00	56.25	52.50
50 words.....	45.00	42.75	40.50	36.00	33.75	31.50

WEEKLY FREQUENCY RATES

(Announcements)
(Nighttime)

	Less than 13 wks.	13 to 25 wks.	26 to 51 wks.	52 wks.
Three days weekly:				
1 minute.....	300.00	270.00	255.00	240.00
50 words.....	180.00	162.00	153.00	144.00
Five days weekly:				
1 minute.....	468.75	421.88	398.44	375.00
50 words.....	281.25	253.13	239.06	225.00
Six days weekly:				
1 minute.....	525.00	472.50	446.25	420.00
50 words.....	315.00	283.50	267.75	252.00
(Daytime)				
Three days weekly:				
2 minutes.....	270.00	243.00	229.50	216.00
1 minute.....	180.00	162.00	153.00	144.00
50 words.....	108.00	97.20	91.80	86.40
Five days weekly:				
2 minutes.....	421.90	379.71	358.62	337.52
1 minute.....	281.25	253.13	239.06	225.00
50 words.....	168.75	151.88	143.44	135.00
Six days weekly:				
2 minutes.....	472.50	425.25	401.63	378.00
1 minute.....	315.00	283.50	267.75	252.00
50 words.....	189.00	170.10	160.65	151.20

DISCOUNTS

Discounts are allowed on contract only for 13, 26 and 52 consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned. Four days per week charged pro rata to three day rate; seven days pro rata to six day rate. Weekly frequency rates for announcements are subject to the following additional discounts when advertisers use more than one announcement daily: 2 daily 10%; 3 daily 15%; 4 or more daily 20%.

SPECIAL FEATURES

"Homemakers' Hour" conducted by WLS Home Advisor. Daily except Sunday. Advertising participation in Homemakers' Hour is restricted to such products and methods of handling which, in the opinion of the management, conform with the character of the program. Limited number of one, two, and five minute participating periods offered at rate schedules with quantity discounts applicable to such periods.

Feature Foods Morning Homemakers' Hour: Daily except Sunday. Limited number of participations offered to advertisers of acceptable products which are sold through grocery retailers.

	13 to 25 wks.	26 to 51 wks.	52 wks.
3 days weekly.....			
	304.00	288.00	256.00
6 days weekly.....			
	517.75	490.50	436.00

Minimum contract accepted is 13 weeks. Discounts are allowed on contract only for consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned.

Time signals, weather reports, temperature reports, markets, etc., will be sold exclusively or to more than one advertiser as arranged with advertisers in advance. All special features subject to minimum weekly charge, dependent on character of feature and length of continuous sponsorship. Per announcement daily, six days a week:

(Nights)

	Less than 13 wks.	13 to 25 wks.	26 to 51 wks.	52 wks.
Per week:				
With 20 words.....	233.50	209.97	198.31	186.64
With 40 words.....	315.00	283.50	267.75	252.00
With 100 words.....	525.00	472.50	446.25	420.00
(Days)				
With 20 words.....	140.00	126.00	119.00	112.00
With 40 words.....	189.00	170.10	160.65	151.20
With 100 words.....	315.00	283.50	267.75	252.00
With 150 words.....	470.00	423.00	399.50	376.00

Discounts are allowed on contract only for 13, 26 and 52 consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned. Seven days pro rata to six day rate. Rates for sponsorship of special features are subject to the following additional discounts when advertisers use more than one service daily: 2 daily 10%; 3 daily 15%; 4 or more daily 20%. News broadcasts are sold at regular card rates. No additional charge for news service or newscaster.

ELECTRICAL TRANSCRIPTIONS

On all electrically transcribed programs or announcements containing instrumental music there is an additional charge of 10.00 net per broadcast. This is not subject to agency commission, discount, or rebate of any kind. No additional charge for transcriptions which do not contain instrumental music.

TALENT

Bates on application.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted. All contracts subject to government regulations. All advertising copy and programs must comply with the standards and policies of the station, and are subject to the approval of the station management. Station reserves the right to refuse or discontinue any advertising copy or program for reasons satisfactory to itself. Direct selling or lotteries are not consistent with policies of the station. Rates quoted are for station time only. No charge is made for services of staff announcers. All other talent is subject to charge. Contracts not accepted for service prior to 60 days in advance of initial broadcast. No contracts accepted for longer period than one year. Rates subject to change without notice, and no rate protection is given beyond the scheduled period specified in each respective contract. No time sold in bulk for resale. Programs not furnished by, but rendered in, studios of station subject to minimum additional charge of time cost. Surcharge not subject to agency discount.

Closing Time

Contracts should be closed two weeks in advance to meet Prairie Farmer radio page and general publicity. All material for each broadcasting period shall be furnished and delivered to the station at least 24 hours before the time of each broadcast. Should the advertiser fail to so deliver program material, the station may proceed with the broadcast by announcing the name, address and business of the advertiser and putting on any available program which it considers suitable.

Mechanical Program Equipment

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

Personnel

President—Burrige D. Butler.
Vice-President and Manager—Glenn Snyder.
Sales Manager—William R. Cline.
Program Director—Harold Safford.
Promotion Manager—Don E. Kelley.

Representatives

John Blair & Company.

40,000 People Wanted War Maps

WLS gets results—quickly. In only two weeks, WLS listeners wrote us for 40,000 war maps . . . at 10c each . . . maps prepared by the WLS News Department.

Here's another indication that people in Chicago and Mid-West America listen to WLS . . . listen and respond. For further proof, ask any John Blair man.



890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS
REPRESENTED BY JOHN BLAIR

CHICAGO

ILLINOIS—Continued

CHICAGO—Continued

WMAQ
(Established 1922)



Rates effective January 15, 1940. (Card No. 8.)
Owned and operated by National Broadcasting Co., Inc.

Business Office and Studio—Merchandise Mart, 222 North Bank Drive, Chicago, Ill., Superior 8300.
Transmitter—Near Bloomington, Ill.

Wave—Power—Time

Operating power—50,000 watts.
(100% modulation.)

437.8 meters; 670 kilocycles.

Licensed to operate full time on cleared national channel. Operates on Chicago Time. Daylight Savings Time observed.

Actual operating schedule: Sunday 8:00 a.m. to 1:00 a.m. Week days 6:45 a.m. to 1:00 a.m.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount.

Bills due and payable when rendered.

General Advertising

Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after January 15, 1940, at rates on this card for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

For combination rates see listing of National Broadcasting Company (Basic Red Network).

The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.

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

1 hour.....	800.00
1/2 hour.....	480.00
1/4 hour.....	320.00
*10 minutes.....	267.00
*5 minutes.....	160.00

CLASS "B"
(1:00 p.m. to 6:00 p.m. Sunday only)

1 hour.....	600.00
1/2 hour.....	360.00
1/4 hour.....	240.00
*10 minutes.....	201.00
*5 minutes.....	120.00

CLASS "C"
(11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of 1:00 p.m. to 6:00 p.m. Sunday afternoon)

1 hour.....	400.00
1/2 hour.....	240.00
1/4 hour.....	160.00
*10 minutes.....	134.00
*5 minutes.....	80.00

CLASS "D"
(12:00 midnight to 9:00 a.m.)

1 hour.....	267.00
1/2 hour.....	160.00
1/4 hour.....	107.00
*10 minutes.....	89.00
*5 minutes.....	54.00

CLASS "E"
SERVICES

Time Signals: Each service exclusive to one advertiser.
6:00 p.m. to sign-off, seven nights weekly—Four 10 word, one 50 word after 11:00 p.m. The actual time and spelling of a name are each counted as one word. This service available only to time piece manufacturers or those who regularly furnish a time service to the public. Per week 1,000.00.

Sign-on to 6:00 p.m., seven days weekly—Five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word. Per week 500.00.

Weather Reports, Temperature Reports—Each service broadcast once in each service period.

Rates are computed on basis of one announcement daily, six days weekly. Advertisers may contract for only one service in each service period. Service consists of feature plus a 100 word commercial announcement:

Evening, per week.....	400.00
Daytime, per week.....	200.00

Electrically transcribed announcements not acceptable in connection with the above services.

Musical Clock—Broadcast prior to 9:00 a.m. Monday through Saturday.

Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.

Program cost includes staff announcer, transcription and/or records. If live talent desired as substitute, separate program charges will be made. The following rates apply to both Musical Clock and Radio Night Club:

gross	net	
per week	per week	
1 hour unit.....	1,000.00	60.00
1/2 hour unit.....	600.00	30.00
1/4 hour unit.....	400.00	15.00

If any part of any of the above services is unavailable, the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Less than 160.00 weekly.....	None
160.00 or more but less than 320.00 weekly	2-1/2%
320.00 or more but less than 480.00 weekly	5%
480.00 or more but less than 640.00 weekly	7-1/2%
640.00 or more but less than 800.00 weekly	10%
800.00 or more but less than 960.00 weekly	12-1/2%
960.00 or more weekly.....	15%

Rebates for Consecutive Weeks

26 to 38 consecutive weeks.....	5%
39 to 51 consecutive weeks.....	7-1/2%
52 or more consecutive weeks.....	10%

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years thereafter earning their own rebates based on the number of consecutive weeks used.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under Classes "A," "B," "C," "D," and "E" may be combined for

determining the rate of the Dollar Volume Discount Discounts effective from beginning of service only on firm contracts or as contracts become firm

WEEKLY FREQUENCY RATES

Discounts on weekly frequency rates allowed for number of weeks scheduled within one year.

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

Separate contracts must be written for periods in different rate classifications under "Weekly Frequency Rate" Class "A," "C," or "D." No grouping of contracts for the purpose of obtaining increased discounts is allowed, unless the contracts are with the same advertiser, and for periods in the same weekly rate classification, but when one advertiser has two or more series in different weekly rate classifications each series takes the maximum rate of discount earned under any of the other series.

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

	3 tl.	4 tl.	5 tl.	6 tl.	7 tl.
1 hr.	1,080.00	2,040.00	3,200.00	3,600.00	4,200.00
1/2 hr.	1,188.00	1,580.00	1,920.00	2,100.00	2,520.00
1/4 hr.	792.00	1,056.00	1,280.00	1,400.00	1,680.00
*10 min.	660.00	880.00	1,057.00	1,200.00	1,400.00
*5 min.	396.00	528.00	640.00	720.00	840.00

CLASS "B"
(1:00 p.m. to 6:00 p.m. Sunday only)

Not available.

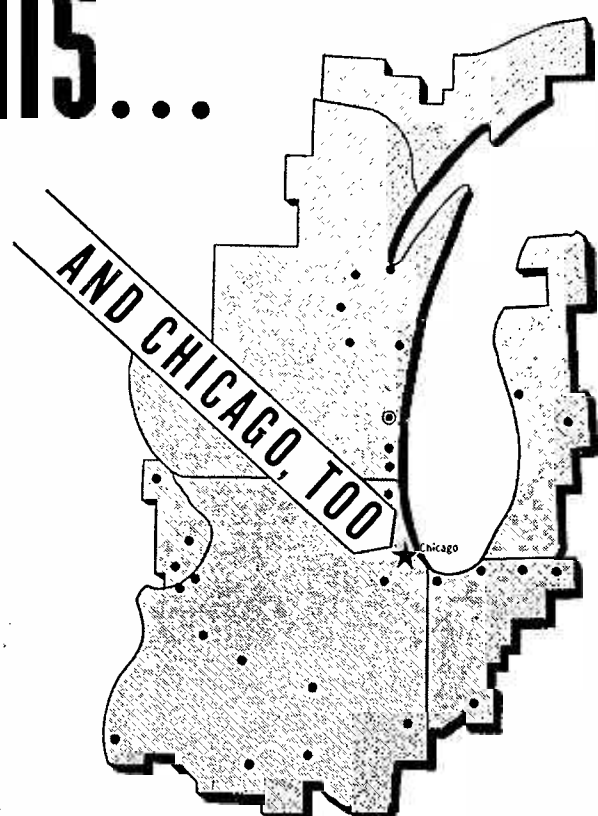
CLASS "C"
(11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of 1:00 p.m. to 6:00 p.m. Sunday afternoon)

1 hr.	990.00	1,320.00	1,600.00	1,800.00	2,100.00
1/2 hr.	594.00	790.00	960.00	1,030.00	1,260.00
1/4 hr.	396.00	528.00	640.00	720.00	840.00
*10 min.	330.00	440.00	533.50	600.00	700.00
*5 min.	198.00	264.00	320.00	360.00	420.00

(This listing continued on next page)

ALL THIS...

- Green Bay, Wisconsin
- Appleton, Wisconsin
- Oshkosh, Wisconsin
- Fond du Lac, Wisconsin
- Sheboygan, Wisconsin
- Muskegon, Michigan
- Milwaukee, Wisconsin
- Grand Rapids, Michigan
- Madison, Wisconsin
- Racine, Wisconsin
- Kenosha, Wisconsin
- Dubuque, Iowa
- Waukegan, Illinois
- Rockford, Illinois
- Elgin, Illinois
- Aurora, Illinois
- Clinton, Iowa
- Davenport, Iowa
- Moline, Illinois
- Rock Island, Illinois
- Elkhart, Indiana
- South Bend, Indiana
- Michigan City, Indiana
- Gary, Indiana
- Joliet, Illinois
- Galesburg, Illinois
- Peoria, Illinois
- Bloomington, Illinois
- Lafayette, Indiana
- Danville, Illinois
- Quincy, Illinois
- Decatur, Illinois
- Springfield, Illinois



When you use

WMAQ

Yes, sir, more people in these 33 important centers—in addition to Chicago—listen to WMAQ than to any other Chicago station, according to a recent survey made for us by C. E. Hooper. Information about these important trading centers will be sent you upon request.

WMAQ—CHICAGO—SUPERIOR 8300
Represented Nationally by the NBC Spot offices in
New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood

THE STATION MOST PEOPLE LISTEN TO MOST

ILLINOIS—Continued

HERRIN

(Williamson County)

WJPF

(Established 1940)

Rates effective August 1, 1940.
Owned and operated by Egyptian Broadcasting Co.
Business Office and Studios—Herrin, Illinois.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Central Standard Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Cash discount 2%—10th of following month.

General Advertising

CLASS "A"	
(6:00 a.m. to 8:00 a.m., 11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)	
1 hr.	13 tl. 26 tl. 52 tl. 104 tl. 156 tl.
1/2 hr.	60.00 57.00 54.00 51.00 48.00 45.00
1/4 hr.	35.00 33.25 31.50 29.75 28.00 26.25
5 minutes	20.00 19.00 18.00 17.00 16.00 15.00
10 minutes	10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"	
(8:00 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. and 9:00 p.m. to 12:00 midnight)	
1 hr.	40.00 38.00 36.00 34.00 32.00 30.00
1/2 hr.	25.00 23.75 22.50 21.25 20.00 18.75
1/4 hr.	15.00 14.25 13.50 12.75 12.00 11.25
5 minutes	7.50 7.13 6.75 6.38 6.00 5.62

ANNOUNCEMENTS
1 minute. 5.00 4.50 4.00 3.50 3.00 2.50
Station breaks available. Copy limited to 50 words.

SPECIAL FEATURES
News programs—extra 25%.
ELECTRICAL TRANSCRIPTIONS
Not restricted to certain hours.

TALENT
Rates on request.
Contract and Other Requirements
Rates are for station time only. Station reserves right to reject all copy not approved by station.

Closing Time
Ten days prior to starting date.
Personnel
Manager—Chas. R. Cook.
Representatives
Sears & Ayer, Inc.

JOLIET

(Will County)

WCLS



Rates effective August 1, 1941. (Card No. 19.)
Owned and operated by WCLS, Inc.
Business Office and Studio—7 E. Clinton Street,
Joliet, Ill., Joliet 4781.
Transmitter—Elgin and Thayer Sts., Joliet, Ill.

Wave—Power—Time
Operating power—250 watts.
(100% modulation)
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Central Standard Time.
Daylight Savings Time observed.
Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills due on 1st of month for programs broadcast during previous month.

General Advertising
Rates include charges by owners of music copyrights.

CLASS "A"	
(11:30 a.m. to 1:00 p.m. and 5:30 p.m. to 7:00 p.m.)	
1 hr.	26 tl. 78 tl. 156 tl. 234 tl. 312 tl.
1/2 hr.	30.00 25.00 23.75 22.50 21.25 20.00
1/4 hr.	18.00 15.00 14.25 13.50 12.75 12.00
10 minutes	10.80 9.00 8.55 8.10 7.65 7.20
5 minutes	8.10 6.75 6.41 6.07 5.73 5.40
100 words	4.85 4.05 3.85 3.65 3.45 3.25
100 words	2.70 2.25 2.14 2.03 1.92 1.80

CLASS "B"	
(8:30 a.m. to 11:30 a.m., 1:00 p.m. to 5:30 p.m. and 7:00 p.m. to 10:30 p.m.)	
1 hr.	20.00 15.00 14.25 13.50 12.75 12.00
1/2 hr.	12.00 9.00 8.55 8.10 7.65 7.20
1/4 hr.	7.20 5.40 5.15 4.85 4.60 4.32
10 minutes	5.40 4.05 3.85 3.65 3.45 3.25
5 minutes	3.25 2.45 2.30 2.20 2.07 1.95
100 words	1.80 1.35 1.28 1.21 1.14 1.07

CLASS "C"	
(All other time)	
1 hr.	15.00 10.00 9.50 9.00 8.50 8.00
1/2 hr.	9.00 6.00 5.70 5.40 5.10 4.80
1/4 hr.	5.40 3.60 3.42 3.25 3.08 2.88
10 minutes	4.05 2.70 2.56 2.43 2.30 2.16
5 minutes	2.45 1.62 1.51 1.45 1.38 1.30
100 words	1.35 .90 .85 .80 .75 .70

DISCOUNTS
Discounts apply on total number of programs of five minutes or more in length within one year. Time in various classifications may be combined in earning discounts, but 100 word announcements may not be combined with programs in figuring program discounts. However, any discounts earned on the basis of number of programs within one year apply on 100 word announcements taken within the same period.

but not vice versa. On non-cancellable contracts for a given number of programs, discounts will be allowed in advance on the basis of the number of programs contracted for. In the case of programs containing a cancellation clause, the station may, at its discretion, bill the advertiser at the gross rate based on programs already taken, and rebate discounts only as earned. Discounts and rates quoted apply only on programs for one advertiser, for one consecutive period of the length stated. Under no circumstances may programs used by two or more advertisers be combined for the purpose of earning discounts.

SPECIAL FEATURES
Rates on news and special features given on request.

TALENT
Payable in advance.
Publicity talks are accepted subject to approval of station director. Manuscript must be submitted for approval prior to time of presentation. Talks may be delivered by advertiser's representative or station announcer.

REMOTE CONTROL
Programs originating outside station studios subject to extra charge.

TALENT
Any type of program desired by the advertiser will be booked by the station.

SERVICE FACILITIES
Services of the Program Department in arranging and producing programs are included without extra charge. Service for artists, musicians, and production for sponsored programs will, upon request, be arranged and paid for by the Program Service Department. These program charges will be billed to the advertiser in addition to the charges for time.
Rates include services of station announcer on duty at time of broadcast.

Contract and Other Requirements
All programs are subject to the approval of station management, and to governmental, state and FCC regulations. No rate protection is given beyond the number of broadcasts specified in the contract and in no event is the term of the contract to exceed one year from date of the first broadcast.
If advertiser for any reason fails to use the number of broadcasts contracted for within the time specified, advertiser agrees to pay the schedule of rates in effect on the date of the contract applicable on the number of broadcasts actually used.

Closing Time
The closing date for general publicity and program service is one week in advance of broadcast program.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables for lateral and vertical cut recordings.

Personnel
Manager—R. M. Holt.
Representatives
None.

MOLINE

WHBF

(Rock Island County)

Listed by the Federal Communications Commission as a Rock Island, Illinois, station. Considered by the Mutual Broadcasting System as their Rock Island, Davenport, Moline outlet.

Why is
WMBD Specified
for NATIONAL SCHEDULES
...for Example
by LIGGETT & MYERS TOBACCO CO.

Way back in 1934, WMBD was on the LIGGETT & MYERS TOBACCO CO. CBS schedule for CHESTERFIELD CIGARETTES. WMBD *still continues* as a specified CBS outlet, advertising Chesterfields—with "Glenn Miller's Orchestra." Recently, WMBD was AGAIN specified by Liggett & Myers Co.—this time, for a 3-a-week, 15-min. transcribed feature, advertising VELVET TOBACCO.

Here's Why...

WMBD is the local favorite in rich "Peoria area," where 610,000 urban and rural people regularly push the WMBD button. They LISTEN to their OWN station MOST! Here's a chance to give YOUR product real promotion in this prosperous agricultural - industrial section. Put WMBD on your SELECT list—a SPECIFIED station for spot sales.



FREE & PETERS, Inc.
Exclusive National Representatives

**5000 WATTS DAY
1000 WATTS NIGHT**
TEST SPOT OF THE NATION
WMBD

MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

ILLINOIS—Continued

PEORIA

(Peoria County)

WMBD

(Established 1927)



Rates effective September 1, 1941.

Owned and operated by Peoria Broadcasting Co. Studio and Offices—Alliance Life Bldg., Peoria, Ill., telephone 7193.

Transmitter—Five miles from Courthouse, between Peoria and Pekin, Ill.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights 204.1 meters; 1470 kilocycles.

Licensed to operate full time. Operates on Central Standard Time. Daylight Savings Time observed.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 5:45 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. No cash discount. All bills rendered first of each month, due and payable by the 10th of month.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Rates include charges by owners of music copyrights. The following rates are for general advertising. For retail advertising rates consult station management. Program and announcement contracts must be figured separately for discounts earned. Extra announcers 1.00 each.

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'A' (6:00 p.m. to 10:00 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'B' (9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:00 p.m., 8:00 a.m. to 6:00 p.m., 10:30 p.m. Sunday)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'C' (1:00 p.m. to 5:00 p.m. week days)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'D' (10:30 p.m. to 12:00 midnight and 5:45 a.m. to 9:00 a.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'C' (All other time)

ANNOUNCEMENTS

Table with 4 columns: Time slot, 1 min., 100 words or less, 100 words or less (35 word chain), 5:45 a.m. to 5:59 p.m. and 10:01 p.m. to 12:00 midnight

SPECIAL FEATURES

Time signals, weather reports, temperature reports, newscasts and sportscasts—rates on request.

TALENT

Rates on request. Extra announcers, each 1.00

REMOTE CONTROL

If program originates outside of studios, additional charge will be made for remote service.

SERVICE FACILITIES

Services of the station program department are available without additional cost to advertisers. Program ideas will be prepared and submitted by station production department on request.

Contract and Other Requirements

Beer advertising accepted for program service only. No announcements accepted. No hard liquor or wine advertising.

Program rates are for the time facilities of the station only; additional charges for talent and service depending on type of program. Programs to be given from one of the station studios in Peoria. Publicity talks accepted only when subject is of public interest and service in the opinion of the station director.

All contracts subject to Government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. All programs must conform to the standards of the station. Where advertiser arranges his own program, it must be submitted a reasonable time in advance for director's approval.

Maximum length contract, one year.

Closing Time

Manuscripts should be submitted 10 days in advance. Contracts should be closed two weeks in advance to insure publicity listing.

Mechanical Program Equipment

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

Personnel

Manager—Edgar L. Bill. Assistant Manager—Chas. C. Caley. Program Manager—Brooks Watson. National Sales Manager—Hugh K. Boice, Jr.

Representatives

Free & Peters, Inc.

QUINCY

(Adams County)

WTAD



Rate card issued October 1, 1941.

Owned and operated by Illinois Broadcasting Corporation. Studio (main)—10th floor, W. C. U. Building, Quincy, Ill., telephone 6200.

Transmitter—Quincy Gardens, Quincy, Illinois.

Wave—Power—Time

Operating power—1,000 watts. 322.0 meters; 930 kilocycles.

Daylight Savings Time not observed. Actual operating schedule: Sundays 6:45 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. All bills rendered on the first of each month; payable by the 10th of each month.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'A' (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'B' (7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'C' (All other time)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'D' (All other time)

SPECIAL FEATURES

News—Leased wire service available. Rates on request. Time signals, weather reports, special features. Rates on request.

TALKS

Talks of a commercial nature accepted at Class "A" rates. Script to be submitted to station management at least 24 hours in advance of broadcast.

POLITICAL BROADCASTS

Class "A" rates apply. Cash with order required.

TALENT

Dramatic and musical talent of all kinds available. Rates on request.

REMOTE CONTROL

Programs originating outside of studios subject to additional charges. Rates on request.

SERVICE FACILITIES

Service of continuity writers, program planning department, production department and publicity department available at no additional cost.

Contract and Other Requirements

Rates are for station time only. All programs are subject to the approval of the station management. All contracts are subject to all authorized requirements, regulations and acts passed by the State, the United States and the Federal Communications Commission. Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification. Announcements may not be combined with programs to earn frequency discounts. No contract accepted for more than 52 weeks.

Closing Time

All contracts should be closed one week in advance of broadcast to insure proper publicity.

Mechanical Program Equipment

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

Personnel

President—W. E. Lancaster. General Manager—C. Arthur Eifer. Commercial Manager—Walter J. Rothschild.

Representatives

The Katz Agency, Inc.

ROCKFORD

(Winnebago County)

WROK

(Established 1928)



Rates effective February 1, 1942.

Owned and operated by the Rockford Broadcasters, Inc.

Business Office and Studio—News Tower, Rockford, Illinois, Main 5632.

Transmitter—Kilburn Ave. Road, 4-1/2 miles N. W. of Rockford, Illinois.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.)

208.3 meters; 1440 kilocycles.

Licensed to operate full time. Operates on Central Standard Time. Daylight Saving Time not observed. Actual operating schedule: Week days 6:00 a.m. to 12:00 midnight. Sunday 8:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized agencies. Cash discount 2% of net—10 days. No cash discount or commission on talent.

General Advertising

For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).

The following rates are national advertising. For local advertising rates consult station management. Rates include radio charges by owners of music copyrights.

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'A' (6:00 p.m. to 10:00 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'B' (8:00 a.m. to 1:30 p.m. and 5:00 p.m. to 6:00 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Rates for CLASS 'C' (6:00 a.m. to 8:00 a.m., 1:30 p.m. to 5:00 p.m., and 10:00 p.m. to 12:00 midnight)

SPECIAL FEATURES

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to transcribed programs and such programs are not restricted to certain hours. Transcription library service available. Rates on request.

TALENT

Rates on application.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

SERVICE FACILITIES

Services of station's program department, staff announcers, and staff engineers in arranging and presenting programs, are included without extra charge. Merchandising service at no extra cost, except where this service includes mailing of letters, displays, etc., which will be furnished at actual cost.

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station. No contract accepted for more than one year's services. Advertising contracts are not assignable.

Closing Time

Talent programs close one week in advance of broadcast. Transcribed programs, announcements, talks, etc., close 24 hours before time of broadcast.

Mechanical Program Equipment

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

Personnel

Managing Director—James W. Rodgers. General Manager—Walter M. Kessler. Program Director—John J. Dixon. Promotion Manager—Wm. R. Traum.

Representatives

Headley-Reed Company.

ILLINOIS—Continued

ROCK ISLAND

(Rock Island County)

W H B F

(Established 1925)



Rates effective December 1, 1941. (Card No. 9.) Owned and operated by The Rock Island Broadcasting Co., an affiliate of The Rock Island Argus. Business Office and (Main) Studio—Safety Building, Rock Island, Illinois, Rock Island 918. Other studios—Orpheum Theatre, Davenport, Iowa, and Fifth Avenue Building, Moline, Ill. Transmitter—53rd St. and 23rd Ave., Moline, Ill.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 236.2 meters; 1270 kilocycles. Licensed to operate full time on regional channel. Operates on Central Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Week days 5:30 a.m. to 12:00 midnight. Sunday 8:00 a.m. to 12:00 midnight. Commission and Cash Discount

Agency commission 15% allowed to recognized advertising agencies on national accounts only, on station time charges only unless specified. Cash discount 2% for payment on or before 15th day of month following broadcast. All billings rendered first of the month following broadcast unless otherwise specified. Short rate billed where frequency rate is not earned.

General Advertising

For combination rates see listing of Mutual Broadcasting System (Basic stations).

Rates include charges by owners of music copyrights. The following rates are for general advertising. In order to earn rates shown contracts must be completed within 12 months.

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 10:30 p.m. to 12:30 p.m.) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 5 min).

Table for CLASS "B" with columns for time slots (5:30 a.m. to 6:00 p.m., 6:00 p.m. to 8:00 a.m., 8:00 a.m. to 4:00 p.m.) and rates for various durations.

ANNOUNCEMENTS Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class. Dual sponsorship is not allowed in continuity for commercial announcements.

Table for CLASS "A" with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1 minute transcription or announcement.

Table for CLASS "B" with columns for time slots (5:30 a.m. to 6:00 p.m., 6:00 p.m. to 10:30 p.m.) and rates for 1 minute transcription or announcement.

SPECIAL FEATURES

Participation programs: "Listen, Ladies," "Sports Extra," "Al Clauser and His Oklahoma Outlaws," and sports events. Time signals and weather reports—rates and details on request.

Newscasts and news features. Leased wire service available. Rates on request. POLITICAL BROADCASTS Announcements are accepted subject to change of times by station without notice to advertiser, and take one time night and day straight announcement rates irrespective of quantity purchased.

REMOTE CONTROL Remote control broadcasting at additional cost.

SERVICE FACILITIES Complete merchandising service. Contract and Other Requirements Liquor advertising not accepted excepting beer and wine.

Closing Time Contracts should be closed two weeks in advance to insure complete publicity listing. Programs close one week in advance of broadcast. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—Leslie C. Johnson. Sales Manager—Maurice J. Corken. Program Manager—Woodrow Magnuson. Representatives Howard H. Wilson Company.

SPRINGFIELD

(Sangamon County)

W C B S

(Established 1922)



Rates received August 13, 1940. Owned and operated by WCBS, Inc. (Affiliated with the Illinois State Journal.) Business Office and Studio—Radio Center, 523 E. Capitol Ave., Springfield, Illinois, Dial 9855. Transmitter—2200 S. Sixth St., Springfield, Illinois.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Operates full time on local channel. Operates on Central Standard Time. Daylight Savings time not observed.

Commission and Cash Discount Agency commission 15% on net charges for station time to recognized advertising agencies. No commission on program charges and charges incidental to the construction and production of programs. No cash discount. Bills rendered 1st of month.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Blue Supplementaries.) Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table for WEEK DAYS CLASS "A" with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for various durations.

Table for WEEK DAYS CLASS "B" with columns for time slots (8:00 a.m. to 6:00 p.m.) and rates for various durations.

Table for WEEK DAYS CLASS "C" with columns for time slots (7:00 a.m. to 8:00 a.m., 8:00 a.m. to 12:00 midnight, 11:00 p.m. to 12:00 midnight) and rates for various durations.

Table for WEEK DAYS CLASS "D" with columns for time slots (12:00 midnight to 7:00 a.m.) and rates for various durations.

SUNDAYS 80.00 rate applies. See above schedule. (12:00 noon to 6:00 p.m.)

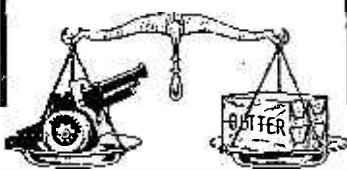
Table for SUNDAYS with columns for time slots (6:00 p.m. to 11:00 p.m., 12:00 noon to 6:00 p.m., 8:00 a.m. to 12:00 noon, 11:00 p.m. to 12:00 midnight) and rates for various durations.

40.00 rate applies. See above schedule. (12:00 midnight to 8:00 a.m.) 26.67 rate applies. See above schedule.

(This listing continued on next page)



P-s-s-t... Why Waste Time? Use "Inside Pull" for Sales in the Tri-City Market!



THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually... TOGETHER WITH... 52 of the Nation's richest farming counties, now booming with "Food for Defense" production... Served by WHBF!

You're not alone. Numerous advertisers have tried to do a selling job in the active-spending Tri-City market with "outside voices." One by one they've found they were actually wasting time—as far as this prosperous area was concerned. These advertisers now are carrying regular schedules on WHBF... and getting not only ATTENTION—but ACTION! Good reasons: for the 1,741,442 good income folks in this area WHBF is the single source of faithful 5000-watt service 18 hours daily... "home-town" service always available regardless of weather. Let us show you the "INSIDE PULL" for Tri-City sales results YOU want. Write!

HOWARD H. WILSON CO., National Representatives



Basic Mutual Network Outlet FULL TIME 1210 K C

THE 5000 WATT Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

ILLINOIS—Continued

SPRINGFIELD—Continued

W C B S—Continued

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

100 words, 1 minute electrical transcription and 30 word chain breaks..... 10.00 9.50 9.00 8.50 8.00 7.00
(11:00 p.m. to 12:00 midnight)
100 words, 1 minute electrical transcription and 30 word chain breaks..... 8.00 7.60 7.20 6.80 6.40 5.60
(Sign on to 6:00 p.m.)
100 words, 1 minute electrical transcription and 30 word chain breaks..... 6.00 5.70 5.40 5.10 4.80 4.20

SPECIAL FEATURES

Time signals, temperature and weather forecasts—information on request.

Direct wire press service. Rates on request.

POLITICAL RATE
Political rate one and one-half times the one time rate. No time discount. Cash in advance.

RECORDED PROGRAMS
Electrical transcription programs are accepted for broadcast at any hour available.

TALENT
Station will furnish any type of local talent available. Rates on request.

REMOTE CONTROL
Programs broadcast from remote points are subject to special charge.

SERVICE FACILITIES
The station will assume entire responsibility for program construction and presentation. Program ideas, lists of talent and prices furnished upon request.

Contract and Other Requirements
Advertising of beer and wine accepted. Quantity discounts apply on each classification individually. Announcements and programs cannot be combined to secure quantity discounts. Quantity discounts apply on periods or announcements used consecutively within 12 months.

Maximum length of contract, one year. Rates quoted do not include artists' services.

All program and advertising copy are subject to approval by the station management and must conform to the rules and regulations of the Federal Communications Commission.

Closing Time
Two weeks prior to initial broadcast.

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

Personnel
President—Harold L. Dewing.
Manager—Jack Helnitz.
Promotion Manager—Carroll Needl.

Representatives
Sears and Ayer, Inc.

WTAX

Rates received October 21, 1940.

Owned and operated by WTAX, Inc.
Business Office—720 Reisch Bldg., Springfield, Ill.
Studio—Reisch Building, Springfield, Illinois.
Transmitter—Reisch Building, Springfield, Illinois.

Wave—Power—Time
Operating power—100 watts.
(100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time on cleared local channel.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Cash discount —. No commission on talent. Payments must be made on or before the 10th of month for programs broadcast during the month previous. Billed first of month.

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

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

1 hour..... 70.00 66.50 63.00 59.50 56.00 49.00
1/2 hour..... 42.00 39.90 37.80 35.70 33.60 29.40
1/4 hour..... 28.00 26.60 25.20 23.80 22.40 19.60
5 minutes 14.00 13.30 12.60 11.90 11.20 9.80

CLASS "B"
(8:00 a.m. to 6:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

1 hour..... 50.00 47.50 45.00 42.50 40.00 35.00
1/2 hour..... 30.00 28.50 27.00 25.50 24.00 21.00
1/4 hour..... 20.00 19.00 18.00 17.00 16.00 14.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.00

CLASS "C"
(6:00 a.m. to 8:00 a.m. and 10:00 p.m. to 12:00 midnight)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

1 hour..... 40.00 38.00 36.00 34.00 32.00 28.00
1/2 hour..... 24.00 22.86 21.60 20.40 19.20 16.80
1/4 hour..... 16.00 15.20 14.40 13.60 12.80 11.20
5 minutes 8.00 7.60 7.20 6.80 6.40 5.60

WEEKLY FREQUENCY RATES

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
Per week for—

1 hour..... 168.00 245.00 280.00
1/2 hour..... 100.80 147.00 168.00
1/4 hour..... 67.20 98.00 112.00
5 minutes 33.60 49.00 56.00

CLASS "B"
(8:00 a.m. to 6:00 p.m.)
1 hour..... 120.00 175.00 200.00
1/2 hour..... 72.00 105.00 120.00
1/4 hour..... 48.00 70.00 80.00
5 minutes 24.00 35.00 40.00

CLASS "C"
(6:00 a.m. to 8:00 a.m. and 10:00 p.m. to 12:00 midnight)
1 hour..... 96.00 140.00 160.00
1/2 hour..... 57.60 84.00 96.00
1/4 hour..... 38.40 56.00 64.00
5 minutes 19.20 28.00 32.00

Applicable to weekly frequency rates.
13 weeks..... 5% 39 weeks..... 15%
20 weeks..... 10% 52 weeks..... 20%

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

100 words..... 10.00 9.50 9.00 8.50 8.00 7.00
50 words..... 6.00 5.70 5.40 5.10 4.80 4.20

CLASS "B"
(8:00 a.m. to 6:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

100 words..... 6.00 5.70 5.40 5.10 4.80 4.20
50 words..... 3.60 3.42 3.24 3.06 2.88 2.52

CLASS "C"
(6:00 a.m. to 8:00 a.m. and 10:00 p.m. to 12:00 midnight)
100 words..... 5.00 4.75 4.50 4.25 4.00 3.50
50 words..... 3.00 2.85 2.70 2.55 2.40 2.10

SPECIAL FEATURES
Time signals, weather and temperature reports on basis of regular rates for 50 or 100 words.

ELECTRICAL TRANSCRIPTIONS
No extra charges for transcriptions provided by advertisers.

TALENT
Rates on application.

REMOTE CONTROL
Arrangements for local remote control broadcasts can be made.

Contract and Other Requirements
Rates do not include talent. Services of announcer are included without extra charge.

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

Personnel
Manager—Jay A. Johnson.
Representatives
The Foreman Company.

TUSCOLA

(Douglas County)
WDZ
(Established 1921)



Rates effective May 1, 1941. (Card No. 5.)
Owned and operated by WDZ Broadcasting Company.
Studio—Star Bldg., Tuscola, Ill., telephone 98.
Transmitter—1-1/2 miles north and one mile east of the junction of U. S. highways 86 and 45.

Wave—Power—Time
Operating power—1,000 watts.
285.7 meters; 1050 kilocycles.
Licensed to operate full time days. Daylight Savings time not observed.

Actual operating schedule: Sundays 7:00 a.m. to local sunset; week days 5:00 a.m. to local sunset.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on time and talent. No cash discount. All bills rendered 1st of each month, due and payable by the 10th.

General Advertising
Rates includes charges by owners of music copyrights. Program and announcement contracts must be figured separately for discounts earned.
The following rates are for general advertising. For retail rates consult station management.

CLASS "A"
(11:59 a.m. to 1:00 p.m. week days)
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.

1 hour..... 75.00 71.25 67.50 63.75 60.00 56.25
1/2 hour..... 40.00 38.00 36.00 34.00 32.00 30.00
1/4 hour..... 25.00 23.75 22.50 21.25 20.00 18.75
10 minutes 18.00 17.10 16.20 15.30 14.40 13.50
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00

(This listing continued on next page)



278,970
RADIO FAMILIES
WROTE
220,113
LETTERS IN 1940.

SPENT
\$353,799.00
IN RETAIL SALES

PATRONIZED
511 DRUG STORES —
4,388 GROCERS.

Here is proof that
PEOPLE ARE YOUR MARKET
at WDZ

Here you see part of the crowd of 18,000 viewing a Sunday afternoon WDZ broadcast from Patterson Springs, Illinois. WDZ promotions like this, coupled with sincere local service, are constantly creating new friends, invaluable good will, greater audiences and **SALES RESULTS** for WDZ **ADVERTISERS.**

Yes WDZ FOLKS ARE THE Salt of the Earth
THEY WORK WITH THEIR HANDS AND BUY WITH WDZ

HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS



WDZ

*** WDZ BROADCASTING COMPANY ***

ILLINOIS—Continued

TUSCOLA—Continued
W D Z—Continued

Table with 6 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min), and 6 rows of rates for electrical transcription or live.

CLASS "B"

(9:00 a.m. to 11:59 a.m. week days and 7:00 a.m. to 11:59 a.m. and 1:00 p.m. to local sunset Sundays)

Table with 6 columns: Time slots, and 6 rows of rates for electrical transcription or live.

CLASS "C"

(1:00 p.m. to local sunset week days)

Table with 6 columns: Time slots, and 6 rows of rates for electrical transcription or live.

CLASS "D"

(5:00 a.m. to 8:59 a.m. week days)

Table with 6 columns: Time slots, and 6 rows of rates for electrical transcription or live.

SPECIAL FEATURES

Time signals, weather reports, temperature reports and newscasts—rates on request.

TALENT

Rates on request. Extra announcers: Each announcement .50; each program 1.00.

REMOTE CONTROL

If program originates outside of studios, additional charge will be made for remote service.

SERVICE FACILITIES

Services of the station program department are available without additional cost to advertisers.

Contract and Other Requirements

Program rates are for the time facilities of the station only; additional charges for talent and services depending on type of program.

Publicity talks accepted only when subject is of public interest and service in the opinion of the station director. Manuscript must be submitted for approval.

All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself.

All programs must conform to the standards of the station. Where advertiser arranges his own program, it must be submitted a reasonable time in advance for director's approval.

Beer advertising accepted after 12:00 noon for program service only. No announcements accepted. No hard liquor or wine advertising.

Maximum length of contract, one year.

Closing Time: Manuscript should be submitted ten days in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel: President—Edgar L. Bill, Vice-President—Charles C. Caley, Manager—Clair B. Hull.

Representative: Howard H. Wilson Co.

URBANA

(Champaign County)

WILL

(Established 1922)

Owned and operated by University of Illinois.

Wave—Power—Time: Operating power—5,000 watts.

Actual operating schedule: Week days 7:00 a.m. to local sunset.

INDIANA

ANDERSON

(Madison County)

W H B U

(Established 1923)

Rates effective January 1, 1939. (Card No. 2.)

Owned and operated by Anderson Broadcastink Corp. Business Office and Studio—640 Citizens Bank Building, Anderson, Indiana, telephone 234.

Transmitter—110 Meridian St., Anderson, Indiana.

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

Actual operating schedule: Week days 7:00 a.m. to local sunset.

EVANSVILLE

(Vanderburgh County)

EVANSVILLE

(Vanderburgh County)

W E O A

(Established 1936)

Rates effective September 30, 1937.

Owned and operated by Evansville On The Air, Inc. Business office and studio—519 Vine Street, Evansville, Indiana. Other studios, Memorial Coliseum and Evansville College, telephone 2-1171.

Transmitter—519 Vine Street, Evansville, Indiana.

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

Actual operating schedule: Week days 7:00 a.m. to local sunset.

Closing Time: Manuscript should be submitted ten days in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: General Manager—R. B. Baker, Studio Director—Paul Upson.

Representative: Burn-Smith Company, Incorporated.

General Advertising

Rates include charges by owners of music copyrights. Six air appearances maximum daily per advertiser.

Table with 6 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and 6 rows of rates.

Weather Reports and Time Signals: Rates on request.

RECORDED PROGRAMS: Transcription Library services available—rates and details on request.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables with lateral and vertical cut pick-ups.

Personnel: President and General Manager—L. M. Kennett, Commercial and Promotion Mgr.—John R. Atkinson.

Representative: Associated Radio Sales.

ELKHART

(Elkhart County)

W T R C

(Established 1931)

Rate card undated—received March 15, 1937.

Owned and operated by Truth Publishing Co., Inc. Business Office and Studio—Hotel Elkhart, Elkhart, Indiana, telephone 948.

Transmitter—Junction Misawaka Road and State Route 19, one mile south of Elkhart City Limits.

Wave—Power—Time: Operating power—250 watts to local sunset; 100 watts thereafter.

Actual operating schedule: Sunday 11:00 a.m. to 9:00 p.m. Week days 6:30 a.m. to 9:30 p.m.

Commission and Cash Discount: Agency commission 15% on station time. Cash discount 2% on net if paid on or before 10th of month following service. No discount on talent.

General Advertising: Rates include charges by owners of music copyrights.

Notes: A rebate of 10% on the gross billing for time will be allowed for 52 weeks consecutive broadcasting, the rebate becoming due and payable at the conclusion of each 52 weeks period.

Interruptions necessitated by the broadcasting of special events of importance will not affect advertiser's right to rebate.

ANNOUNCEMENTS: Acceptable at any time.

SPECIAL FEATURES: Time signals and weather reports in conjunction with 50 word announcements, double the 50 word rate.

News Reports: Five minute periods, every hour on the hour, daily except Sunday from 7:00 a.m. to 10:00 p.m. Sold on yearly contracts only; rates on application.

ELECTRICAL TRANSCRIPTIONS: Transcription Library services available—rate and details on request.

TALENT: Station will furnish talent for sponsor, rates contingent upon class of musicians and entertainment desired.

REMOTE CONTROL: Where remote control broadcasting is desired, additional charges for lines and equipment must be added.

Contract and Other Requirements: Hard liquor advertising not accepted.

Announcements are made by station announcer. No contract accepted for longer than one year. All contracts and material to be broadcast subject to owner's approval and government regulations.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: General Manager—R. B. Baker, Studio Director—Paul Upson.

Representative: Burn-Smith Company, Incorporated.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Rates include charges by owners of music copyrights. The following rates are for national advertising.

(After 6:00 p.m. week days and after 12:00 noon Sundays)

Table with 2 columns: Time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 30 word station break) and 2 rows of rates.

(Before 6:00 p.m. week days and before 12:00 noon Sundays)

Table with 2 columns: Time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 30 word station break) and 2 rows of rates.

DISCOUNTS: Less than 13 times, 13-25 times, 26-39 times, 40-52 times, 53-104 times, 105-210 times, 250 and more times.

SPECIAL FEATURES: Weather and river reports, market reports, time signals, baseball and football, news service—rates on request.

TALENT: Rates on application.

REMOTE CONTROL: Arrangements can be made for remote control provided advertiser has available circuits.

MERCHANDISING FACILITIES: Merchandising, display and demonstration service can be arranged.

Contract and Other Requirements: Rates are for station time; talent is extra.

Closing Time: Talent programs, talks and recorded programs close two weeks in advance of broadcast.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: Manager—Clarence Leich.

Representative: Weed and Company.

W C B F

(Established 1925)

Rates effective December 1, 1938.

Owned and operated by Evansville on the Air, Inc. Evansville, Indiana.

Business Office and Studio—519 Vine Street, Evansville, Indiana. Other studios, Memorial Coliseum and Evansville College, telephone 2-1171.

Transmitter—Six miles northeast of city on Burkhardt Road.

Wave—Power—Time: Operating power 5,000 watts days; 1,000 watts nights.

Actual operating schedule: Week days 7:00 a.m. to 10:00 p.m. Sold on yearly contracts only; rates on application.

ELECTRICAL TRANSCRIPTIONS: Transcription Library services available—rate and details on request.

TALENT: Station will furnish talent for sponsor, rates contingent upon class of musicians and entertainment desired.

REMOTE CONTROL: Where remote control broadcasting is desired, additional charges for lines and equipment must be added.

Contract and Other Requirements: Hard liquor advertising not accepted.

Announcements are made by station announcer. No contract accepted for longer than one year. All contracts and material to be broadcast subject to owner's approval and government regulations.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: General Manager—R. B. Baker, Studio Director—Paul Upson.

Representative: Burn-Smith Company, Incorporated.

DISCOUNTS: Less than 13 times, 13 to 25 times, 26 to 39 times, 40 to 52 times, 53 to 104 times, 105 to 210 times.

SPECIAL FEATURES: Weather and river reports, market reports, time signals, baseball and football scores, news service, curbstone reporter, cooking school, Hoosier philosopher, mysterious pianist, school for brides, Mr. and Mrs. city court—rates and details on request.

REMOTE CONTROL: Any arrangements desired for remote control broadcasts can be arranged provided A. T. & T. has available circuits.

Contract and Other Requirements: Rates are for station time. Talent is extra. Services of announcer are included without extra charge.

Station maintains a merchandising department contacting jobbers and distributors for foreign advertising, assisting in the sales of accounts and also following up to see that proper service is given in every way, procuring window displays, assisting in

(This listing continued on next page)

INDIANA—Continued

EVANSVILLE—Continued

W G B F—Continued

The distribution of mail matter and generally aiding in putting over any advertising campaign in co-operation with the manufacturers, distributors and retailers. The station maintains a staff of competent entertainers, including bands, orchestras, solo musicians, vocalists, etc., and likewise maintains a complete continuity department capable of handling any program.

FORT WAYNE

(Allen County)

W G L

(Established 1924)



Rates effective October 1, 1939. (Card No. 6.) Owned and operated by Westinghouse Radio Stations, Inc. Business Office and Studio—Westinghouse Building, Fort Wayne, Indiana, Anthony 2138. Transmitter—Westinghouse Bldg., Fort Wayne, Ind.

DISCOUNTS

Quantity discounts for number of times apply to all broadcasts used within one year. Short rates will be charged back on all discounts not earned.

FREQUENCY DISCOUNTS

On contracts of 13 or more consecutive weeks the following additional frequency discounts are allowed: 3 or 4 times weekly, 5%; 5 or 6 times weekly, 10%

SPECIAL PARTICIPATING FEATURES

Sue Gibson's Notebook: 9:00 a.m. to 9:30 a.m., Monday through Friday. Women's participation feature: 11 a.m., 13 a.m., 26 a.m., 52 a.m., 100 a.m., 300 a.m.

Herb Heyworth's Roundman's Hour and "Musical Clock": 6:30 a.m. to 8:00 a.m. Participation 100 word announcements, six times weekly 37.50 net; three times weekly net 25.00. Sold minimum 13 weeks. Total charge is net and not subject to additional discount or rebate.

POLITICAL SPEECHES AND RELIGIOUS BROADCASTS

Regular time charges apply to recorded programs. Station artists bureau is prepared to furnish talent for practically any type of program.

SERVICE FACILITIES Services of the station's program department, staff announcers, and staff engineers in arranging and presenting programs are included without extra charge.

REMOTE CONTROL

Additional charges are made for programs originating outside the station's studios and for programs requiring special production.

Contract and Other Requirements

Time sold in network optional period is subject to change. Station does not guarantee exact time for announcements but will meet advertiser's desire whenever feasible.

All broadcasts are subject to approval of the station. Rates quoted subject to change without notice.

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

Personnel

Manager—J. B. Conley. Sales Manager—Frank V. Webb.

Representatives

National Broadcasting Company, Inc.

WOWO

(Established 1924)



Rates effective January 1, 1942. (Card No. 1A.) Owned and operated by Westinghouse Radio Stations, Inc.

Business Office and Studio—Westinghouse Building, Fort Wayne, Indiana, Anthony 2138. Transmitter—Lincoln Highway and Yellow Stone Trail, six miles west of Ft. Wayne, Indiana.

Wave—Power—Time

Operating power—10,000 watts. (100% modulation—automatic crystal control.) 252.1 meters; 1190 kilocycles.

Licensed to operate full time on clear channel. Operates on Central Standard Time. Daylight Savings Time observed.

Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 5:30 a.m. to 1:00 a.m.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on net charges for station time only, except where otherwise specified.

General Advertising Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

For combination rates see listing of National Broadcasting Company (Basic Blue Network).

The following rates include charges by owners of music copyrights from whom station has licenses. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (220.00, 132.00, 80.00, 64.00, 40.00)

CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (150.00, 90.00, 50.00, 40.00, 25.00)

CLASS "C" (5:00 a.m. to 9:00 a.m. and 10:30 p.m. to 12:00 midnight)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (100.00, 60.00, 40.00, 32.00, 20.00)

CLASS "D" SERVICES

Time Signals: Each service exclusive to one advertiser. 6:00 p.m. to sign-off, seven nights weekly—Two 10 word, two 20 word.

This service available only to time piece manufacturers or those who regularly furnish a time service to the public.

Sign-on to 6:00 p.m. seven days weekly—Five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word.

News Broadcasts, Weather Reports, Temperature Reports—Rates on request.

Musical Clock: Before 9:00 a.m., Monday through Saturday. Program costs include staff announcer, transcriptions and/or records.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour) and Rate (375.00, 225.00, 150.00)

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," and "D."

Weekly Dollar Volume Discounts Applicable to schedules of eight or more consecutive weeks of local broadcasting.

Table with 2 columns: Rate (Less than 50.00, 50.00 to 99.00, 100.00 to 149.00, 150.00 to 199.00, 200.00 to 249.00, 250.00 or more) and Discount (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%)

Rebates for Consecutive Weeks

26 to 38 consecutive weeks, 5%; 39 to 51 consecutive weeks, 7-1/2%; 52 or more consecutive weeks, 10%.

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate.

ANNOUNCEMENTS AND COOPERATIVE FEATURES

Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS

One minute and station breaks—live or transcribed. CLASS "A" 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

CLASS "B" Per announcement 20.00 19.00 18.00 17.00 16.00 15.00

CLASS "C" Per announcement 15.00 14.25 13.50 12.75 12.00 11.25

Cooperative Features Home Forum—Monday through Saturday. Available to non-competitive producers and manufacturers of food supplies and home products.

Per participation 20.00 19.00 18.00 17.00 16.00 15.00

Program and talent cost, 5.00 net per participation. Station break announcements (limited to 30 words) take the one minute rate.

DISCOUNTS Quantity discount for number of times applies to all broadcasts used within one year.

Programs and announcements of less than five minutes cannot be combined to earn quantity and/or frequency discounts.

POLITICAL AND RELIGIOUS BROADCASTS Rates on request.

ELECTRICAL TRANSCRIPTIONS Accepted during regular broadcasting periods. Transcription library services available—rates and details on request.

TALENT Talent, lists, program ideas and program plans, including specimen continuity will be furnished without cost at the request of an advertiser or agency.

REMOTE CONTROL Additional charges are made for programs originating outside the station's studios.

Contract and Other Requirements All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale.

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge.

Closing Time Closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date.

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

Personnel Manager—J. B. Conley. Sales Manager—Frank V. Webb. Representatives National Broadcasting Company, Inc.

INDIANA—Continued

GARY

(Lake County)

WIND

(Established 1927)

Rates effective March 1, 1941. (Card No. 12.)

Owned and operated by Johnson-Kennedy Radio Corporation, Gary, Indiana.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—direct crystal control.) 535.7 meters; 560 kilocycles.

Commission and Cash Discount

Agency commission 15% allowed to agencies recognized by station. No cash discount. Bills due and payable as billed.

General Advertising

Affiliated with the Columbia Broadcasting System. Rates include charges by owners of music copyrights.

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

Table for CLASS 'B' with columns for time slots (9:00 a.m. to 1:00 p.m., 5:00 p.m. to 9:00 p.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table for CLASS 'C' with columns for time slots (1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 10:30 p.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table for CLASS 'D' with columns for time slots (10:30 p.m. to 9:00 a.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

WEEKLY FREQUENCY TIME RATES

Table for CLASS 'A' with columns for time slots (6:00 p.m. to 10:00 p.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes, with weekly rates.

Table for CLASS 'B' with columns for time slots (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 9:00 p.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table for CLASS 'C' with columns for time slots (1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 10:30 p.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table for CLASS 'D' with columns for time slots (10:30 p.m. to 9:00 a.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

The special weekly rates are subject to discounts as follows: 13 weeks... 20%

ANNOUNCEMENTS

Table for CLASS 'A' with columns for time slots (6:00 p.m. to 10:00 p.m.), 1/4 hour, 1/2 hour, 1/4 hour, and 1 minute.

If less than three announcements per week are used, rates are to be figured on time basis, and subject to discounts of 10% for 13 times; 15% for 26 times; 20% for 52 times.

POLISH LANGUAGE PARTICIPATION RATES

Table with columns for time slots (7:00 a.m. to 8:30 a.m.), 1/4 hour, 1/2 hour, 1/4 hour, and 1 minute.

ELECTRICAL TRANSCRIPTIONS

No extra charge for electrical transcriptions provided by advertisers.

SERVICE FACILITIES

Any type of program desired by the advertiser is available. Program ideas, lists of talent and prices for special production will be furnished on request.

REMOTE CONTROL

Programs which are broadcast from points outside the studios of station are subject to special charges.

Contract and Other Requirements

Any federal, state, county or other tax imposed upon the sale of station facilities is to be added to station rates.

Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—Ralph L. Atlas. Sales Manager—John T. Carey.

Representatives

The Foreman Company.

HAMMOND

(Lake County)

WHIP

(Established 1937)

Rates effective January 1, 1940. (Card No. 3.)

Owned and operated by the Hammond-Calumet Broadcasting Corporation.

Business Offices and Studios—5935 Hohman Avenue, Hammond, Ind. Hammond 10,000.

Wave—Power—Time

Operating power—5,000 watts. 197.4 meters; 1520 kilocycles. Operates on Central Standard Time.

Commission and Cash Discount

Agency commission 15% on time charges to recognized advertising agencies.

General Advertising

Table for GENERAL BROADCASTING TIME RATES Without Talent—Gross, CLASS 'A' (5:00 p.m. to 10:00 p.m. week days and 9:00 a.m. to 10:00 p.m. Sundays).

Table for CLASS 'B' (9:00 a.m. to 5:00 p.m. week days and 10:00 p.m. to 9:00 a.m. Sundays).

Table for CLASS 'C' (10:00 p.m. to 9:00 a.m. week days).

ANNOUNCEMENTS

Table for CLASS 'A' (5:00 p.m. to 10:00 p.m. week days and 9:00 a.m. to 10:00 p.m. Sundays) and CLASS 'B' (9:00 a.m. to 5:00 p.m. week days and 10:00 p.m. to 9:00 a.m. daily).

DISCOUNTS

Table with columns for number of times (1 to 24, 25 to 38, 39 to 51, 52 times or more) and Net rates.

SPECIAL FEATURES

News Program: Regular rates plus 20%. News Bulletins: One minute flashes when available, once daily, seven days weekly.

ELECTRICAL TRANSCRIPTIONS

Accepted at no extra charge when furnished by advertiser. 20% surcharge on time rate when furnished by station.

TALENT

Talent available. Rates on request.

REMOTE CONTROL

Programs originating outside the studios of the station subject to special charges.

SERVICE FACILITIES

Station maintains a program, continuity, and production staff that is available to advertisers at all times without extra cost.

Contract and Other Requirements

All programs and advertising copy subject to approval of station. Contracts accepted with a maximum length of one year.

Mechanical Program Equipment

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

Personnel

President and General Mgr.—George F. Courier. Managing Director—Doris Keane.

WJOB

Rates effective July 1, 1940. (Card No. 1.)

Owned and operated by O. E. Richardson and Fred L. Adair. Studios—419 State Street, Hammond, Indiana.

Wave—Power—Time

Operating power—100 watts. 243.9 meters; 1230 kilocycles. Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% on net charges for station facilities to recognized advertising agencies. Bills payable monthly in advance.

General Advertising

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

Table with columns for time slots (6:00 p.m. to 10:00 p.m.), 1 hour, 1/2 hour, 1/4 hour, and 5 minutes, with rates for 1 tl, 13 tl, and 26 tl.

ANNOUNCEMENTS

Table for 100 words or less: (After 6:00 p.m.) and (Before 6:00 p.m.) with rates for 1 time, 13 times, 26 times, 52 times, 100 times, 200 times, and 300 times.

Foreign Language Announcements

Rates on request.

SPECIAL FEATURES

News, time signals, weather reports—rates on request.

RECORDED PROGRAMS

Accepted for all hours without additional charge.

TALENT

Rates on application.

REMOTE CONTROL

Station can make any pick-up desired by advertisers. Rates for lines on application.

SERVICE FACILITIES

Services of program department for arranging programs are included without extra cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs subject to approval of station.

Closing Time

Closing date for general publicity and program service is one week in advance of broadcast.

Mechanical Program Equipment

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

Personnel

Manager—O. E. Richardson. Commercial Manager—R. C. Adair.

Representatives

Associated Radio Sales.

INDIANAPOLIS

(Marion County)

WFBM

(Established 1924)

Rates effective September 1, 1940. (Card No. 9.)

Business Office and Studio—48 Monument Circle, Indianapolis, Indiana. Lincoln 8508.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 238.1 meters; 1260 kilocycles. Licensed to operate full time on regional channel.

Commission and Cash Discount

Agency commission 15% on net station time charges to agencies recognized by station, provided payment is made before 15th of the month following broadcast.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Network). Rates include charges by owners of music copyrights.

(This listing continued on next page)

INDIANA—Continued

INDIANAPOLIS—Continued

W F B M—Continued

Table with columns for advertising rates (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 300 times) and columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.).

Table for CLASS "B" advertising rates, similar format to CLASS "A" but for a different time slot.

Table for CLASS "C" advertising rates, similar format to CLASS "A" but for a different time slot.

(*11:00 p.m. to 8:30 a.m.)

Table for STRIP RATES, showing rates for Monday through Friday, 3:00 p.m. to 4:30 p.m., with columns for 13 wks., 26 wks., 39 wks., 52 wks.

ANNOUNCEMENTS
Copy will be broadcast as submitted, if approved, and charges will be made at the next higher rate if words exceed limit in any class.

Table for ANNOUNCEMENTS rates, showing rates for 100 wds. or less and 40 wds. for various time slots.

Table for ANNOUNCEMENTS rates, showing rates for 10:30 p.m. to 6:00 p.m. weekdays for various time slots.

(†) Or one minute transcription.

SPECIAL FEATURES
Weather and time signal announcements available daily. Rates on request.

POLITICAL BROADCASTS
Regular rates apply, cash in advance.

ELECTRICAL TRANSCRIPTIONS
Not restricted to certain hours. Accepted at card rates.

TALENT
Station maintains and operates an Artists' Bureau.

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

SERVICE FACILITIES
Program and production facilities available.

Contract and Other Requirements
Program charges are in addition to station time rates. The editorial content of all broadcasts is subject to the approval or revision of station.

Closing Time
Programs close one week in advance of broadcast.

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

Personnel
Manager—Lester W. Lindov.
Office Manager—Harry M. Bitner, Jr.
Program Manager—Frank O. Sharp.
Musical Director—Walter Reuleaux.

Representatives
The Katz Agency, Inc.

W I B C
(Established 1938)



Rates effective June 1, 1941. (Card No. 3.)
Owned and operated by Indiana Broadcasting Corp. Business Office and Studio—9th floor, Indianapolis Athletic Club, Indianapolis, Ind., Lincoln 2305. Transmitter—Near New Augusta, Indiana.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights. 280.4 meters; 1070 kilocycles. Licensed to operate full time. Operates on Central Standard Time. Daylight Saving Time observed. Actual operating schedule: 5:30 a.m. to 12:00 mid-night.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. No commission on talent.

General Advertising
For combination rates see listing of Mutual broadcasting System. Rates include charges by owners of music copyrights.

Table for CLASS "A" advertising rates, showing rates for 6:00 p.m. to 10:30 p.m. week days and after, with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min., 100 wds., 30 wds.

CLASS "B"
(9:00 a.m. to 6:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily)

Table for CLASS "B" advertising rates, similar format to CLASS "A" but for a different time slot.

Table for CLASS "C" advertising rates, showing rates for 11:00 p.m. to 9:00 a.m. daily, with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min., 100 wds., 30 wds.

SPECIAL FEATURES
Time Signals and Weather Forecasts—Three announcements each day, run of schedule, per month 350.00. This is a flat rate and carries no quantity discounts. Special events, such as sports broadcasts, which last approximately two hours—rates on request.

POLITICAL
Rates on request.

TALENT
Dramatic, instrumental and vocal talent for programs are available.

REMOTE CONTROL
Add cost of lines and facilities.

SERVICE FACILITIES
Program department, artists bureau, studio engineers and announcer's services at no extra charge. Special merchandising offered at station cost.

Contract and Other Requirements
Rates are for station time and service of announcer. Talent and remote facilities are extra. Contracts not accepted for period longer than one year. First program must be presented within 30 days from date of contract.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Pres. & Gen'l Mgr.—H. G. Wall. Commercial Manager—J. J. Flanigan.

Representatives
Paul H. Raymer Company.

W I R E
(Established 1924)



Rates effective April 15, 1941. (Card No. 5.)
Owned and operated by Indianapolis Broadcasting, Inc. Main Studios and Offices—Claypool Hotel, Indianapolis, Ind. Riley 1541. Address all communications to WIRE, P. O. 108, Indianapolis, Indiana. Transmitter—44th Street and Ralston Road, Indianapolis, Indiana.

Wave—Power—Time
Operating power—5,000 watts. 100% modulation—crystal control.) 209.8 meters; 1430 kilocycles. Operates full time. Daylight Saving Time observed.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No commission on special talent, wire charges or incidental charges. No cash discount. All bills payable on or before 15th of month following broadcast.

Table for WIRE advertising rates, showing rates for 1 hr., 1/2 hr., 1/4 hr., 5 min., 100 wds., 30 wds., 15 min., 10 min., 5 min., 100 wds., 30 wds., 15 min., 10 min., 5 min.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Red Network). Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Programs of five minutes or more may not be combined with announcements to earn frequency discounts.

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

Table for SPONSORED PROGRAMS rates, showing rates for 1 hr., 1/2 hr., 1/4 hr., 5 min. for various time slots.

(All other hours)

Table for SPONSORED PROGRAMS rates, similar format to above but for all other hours.

ANNOUNCEMENTS

Table for ANNOUNCEMENTS rates, showing rates for 100 words or less, 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

(*11:00 p.m. to 10:30 p.m.)
(†) All other time.

SPECIAL FEATURES
Time signals and weather reports. Rates on request. News—Leased wire service available. Rates and details on request.

TALENT
Program ideas and talent prices furnished upon request.

SERVICE FACILITIES
Station's program and production department will assume the entire responsibility for program production and presentation if desired by client. Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns and plans for merchandising radio campaigns.

REMOTE CONTROL
Wire and mechanical charges for remote control installations are in addition to the rates quoted.

Contract and Other Requirements
No contract accepted for a longer period than one year. All contracts subject to station's approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All contract time must be used within one year from date of contract.

All contracts are made subject to interference by strikes, weather conditions or other unavoidable casualties beyond station's control and no responsibility will be assumed beyond cancellation of charges for time involved.

Closing Time
Closing date for sponsored programs two weeks in advance; three weeks in advance for inclusion in publicity releases. For announcements, talks, speeches, etc., the day previous. Program position absolutely subject to time available.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables, also 33-1/3 r.p.m. vertical cut transcription equipment.

Personnel
Pres. & Gen'l Mgr.—Eugene C. Pulliam. Business Manager—Rex Schopp.

Representatives
George P. Hollingsberg Company.

W I S H
(Established 1941)



Rates effective June 1, 1941.
Owned and operated by Capitol Broadcasting Corp. Business Office and Studios—Board of Trade Building, Indianapolis, Indiana. Transmitter—Rawls Avenue and Post Road, Marion County, Indiana.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights. 229.0 meters; 1310 kilocycles. Operates on Central Standard Time. Daylight Saving Time observed. Actual operating schedule: 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month and are due within 15 days.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Blue Network). The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table for WISH advertising rates, showing rates for 6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays, with columns for 1 hr., 1/2 hr., 1/4 hr., 100 wds., 30 wds., 15 min., 10 min., 5 min., 100 wds., 30 wds., 15 min., 10 min., 5 min.

(This listing continued on next page)

INDIANA—Continued

TERRE HAUTE

(Vigo County)

WBOW

(Established 1926)



Rates effective March 15, 1937.

Owned and operated by Banks of Wabash, Inc. Business Office and Studio—303 S. Sixth St., Terre Haute, Indiana, Crawford 3394.

Transmitter—First and Peyton Streets. Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.)

243.9 meters; 1230 kilocycles. Licensed to operate on cleared local channel. Operates on Central Standard Time. Daylight Savings Time not observed.

Actual operating schedule: 18 hours daily. Commission and Cash Discount Agency commission 15% to recognized agencies. Discounts apply to station time only. Cash discount 2%.

General Advertising Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for weekdays and Sundays.

CLASS "B" (6:00 a.m. to 6:00 p.m.) table with columns for time slots and rates.

CLASS "B" (9:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.) table with columns for time slots and rates.

CLASS "C" (5:30 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.) table with columns for time slots and rates.

CLASS "B" (9:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

IOWA

AMES

(Story County)

WOI

Owned and operated by Iowa State College of Agriculture and Mechanic Arts. Studio—Ames, Iowa. Transmitter—Ames, Iowa. 468.8 meters; 640 kilocycles.

Does not sell time.

BOONE

(Boone County)

KFGQ

Owned and operated by Boone Biblical College. Boone, Iowa. 238.1 meters; 1260 kilocycles. Licensed to operate days.

Does not sell time.

BURLINGTON

(Des Moines County)

KBUR

(Established 1941)

Owned and operated by Burlington Broadcasting Co. Business Office and Studio—National Bank Bldg., Burlington, Iowa, telephone 680. Transmitter—

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Actual operating schedule—

Commission and Cash Discount Agency commission 15% on net station time to recognized agencies. No commission on political broadcasts. No cash discount. Bills due and payable when rendered.

General Advertising CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.) table with columns for time slots and rates.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for weekdays and Sundays.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.) table with columns for time slots and rates.

CLASS "B" (9:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.) table with columns for time slots and rates.

CLASS "C" (5:30 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

VINCENNES

(Knox County)

WAOV

Rates effective October 1, 1940. (Card No. 1.)

Owned and operated by the Vincennes Newspapers, Inc. Business Office—320 Busserson St., Vincennes, Ind. Studio—Grand Hotel, Vincennes, Ind. Transmitter—Route U. S. 41, one-half mile north of city.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Daylight Savings Time not observed. Actual operating schedule: Sunday 8:00 a.m. to 10:00 p.m. Week days 6:00 a.m. to 10:00 p.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered 1st of month and due when rendered.

General Advertising Rates include charges by owners of music copyrights. The following rates are for both national and local advertising.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min., 50 words) and rates for weekdays and Sundays.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m.) table with columns for time slots and rates.

IOWA—Continued

CEDAR RAPIDS

(Linn County)
W M T
(Established 1922)



Rates effective January 1, 1942. (Card No. 10.)
Owned and operated by the Iowa Broadcasting Co.
Business Office and Studios—5th Floor Paramount
Theatre Bldg., Cedar Rapids, Iowa, telephone 6127.
Other studios—Russell Lamson Hotel, Waterloo, Ia.
Transmitter—1-1/2 miles east and 1-1/2 miles north
of Marlon, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
(Crystal control.)
500.0 meters; 600 kilocycles.
Licensed to operate full time.
Operates on Central Standard Time. Daylight Savings
Time not observed.
Actual operating schedule: Sundays 7:00 a.m. to
12:00 midnight. Week days 5:30 a.m. to 12:00 mid-
night.

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

General Advertising
For combination rates see listings of Columbia Broad-
casting System (Basic Network) and Mutual Broad-
casting System (Basic Supplementary Stations).
Also sold in combination with WNAX, Yankton, and
KRNT, Des Moines. For rates and data see listing

of Cowles Stations. The, in "Network and Group
Listings."
Quantity discounts retroactive on entire schedule as
earned.

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

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	200.00	190.00	180.00	170.00	160.00 150.00
1/2 hour.....	100.00	95.00	90.00	85.00	80.00 75.00
1/4 hour.....	60.00	57.00	54.00	51.00	48.00 45.00
5 minutes	30.00	28.50	27.00	25.50	24.00 22.50

CLASS "B"
(11:45 a.m. to 1:15 p.m., 6:00 p.m. to 6:30
p.m. week days, and 1:00 p.m. to 6:30 p.m.
Sundays)

1 hour.....	125.00	118.75	112.50	106.25	100.00 93.75
1/2 hour.....	75.00	71.25	67.50	63.75	60.00 56.25
1/4 hour.....	50.00	47.50	45.00	42.50	40.00 37.50
5 minutes	25.00	23.75	22.50	21.25	20.00 18.75

CLASS "C"
(9:00 a.m. to 11:45 a.m., 5:00 p.m. to 6:00
p.m., 10:00 p.m. to 10:30 p.m. week days,
and 9:00 a.m. to 1:00 p.m. Sundays)

1 hour.....	112.50	106.25	101.25	95.60	90.00 84.40
1/2 hour.....	67.50	64.15	60.75	57.40	54.00 50.65
1/4 hour.....	42.00	39.90	37.80	35.70	33.60 31.50
5 minutes	21.00	19.95	18.90	17.85	16.80 15.75

CLASS "D"
(Before 9:00 a.m., 1:15 p.m. to 5:00 p.m.,
after 10:30 p.m. week days, and before 9:00
a.m. and after 10:30 p.m. Sundays)

1 hour.....	100.00	95.00	90.00	85.00	80.00 75.00
1/2 hour.....	57.50	54.65	51.75	48.80	46.00 43.15
1/4 hour.....	35.00	33.25	31.50	29.75	28.00 26.25
5 minutes	17.50	16.65	15.75	14.85	14.00 13.15

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

ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 10:30 p.m.)
30 or 60 wds. (*) 100 wds. (†)

1 time.....	15.00	16.00	17.00	21.00
13 times.....	14.25	15.20	16.15	19.95
26 times.....	13.50	14.40	15.30	18.90
52 times.....	12.75	13.60	14.45	17.85
104 times.....	12.00	12.80	13.60	16.80
300 times.....	11.25	12.00	12.75	15.75
500 times.....	10.50	11.20	11.90	14.70
750 times.....	9.75	10.40	11.05	13.65
1,000 times.....	9.00	9.60	10.20	12.60

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

1 time.....	9.00	10.00	11.00	13.50
13 times.....	8.55	9.50	10.45	12.85
26 times.....	8.10	9.00	9.90	12.15
52 times.....	7.65	8.50	9.35	11.45
104 times.....	7.20	8.00	8.80	10.50
300 times.....	6.75	7.50	8.25	10.15
500 times.....	6.30	7.00	7.70	9.45
750 times.....	5.85	6.50	7.15	8.75
1,000 times.....	5.40	6.00	6.60	8.10

(*) 1/2 minute or less transcription.
(†) One minute transcription.

SPECIAL FEATURES
Weather reports or time signals: 21 announcements
per week, two daytime, one evening, daily, 30 or 60
words to include time signal or weather and commer-
cial copy. 13 wk. 26 wks. 39 wks. 52 wks.

Per week..... 120.00 114.00 108.00 102.00
Strip Rates—Six 15 minute periods per week, be-
fore 7:00 a.m. and after 10:30 p.m. daily except
Sunday. Special rate includes recording and an-
nouncer on duty.

1 wk. 13 wks. 26 wks. 39 wks. 52 wks.
Per wk. 100.00 95.00 90.00 85.00 80.00
Three per week rate is 60% of six per week rate.
Magic Kitchen—Home making and home economics
program. Participation, 100 word announcements, six
per week. 4 wks. 13 wks. 26 wks. 52 wks.
Per week..... 60.00 57.50 55.00 50.00
Three per week rate is 60% of the six per week rate.
Also sold in combination with WNAX "Your Neighbor
Lady" and KSO "Helen Wells Schreiber" or
KRNT "Betty Wells' Women's Club."
News, sports, markets, special events and other
special features—Rates on request.

POLITICAL RATES
Copy and payment for political advertising must be
in 24 hours in advance. Rates on request.

RECORDED PROGRAMS
Transcription library available—details on request.

TALENT
Rates on request.

REMOTE CONTROL
Remote control equipment available.

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

Contract and Other Requirements
Maximum length of contract is 52 weeks.
All programs must conform to the standards of the
stations. Copy prepared by the advertiser must have
the stations' approval in advance. The stations re-
serve the right to refuse or discontinue any programs
or announcements for reasons satisfactory to them-
selves. All programs subject to change of time upon
28 days' notice. All proposals are subject to prior
booking of time.

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

Personnel
Vice-Pres. and Gen'l Mgr.—Sumner D. Quarton.
Commercial Mgr. (Cedar Rapids)—W. B. Quarton.
Commercial Manager (Waterloo)—Don Inman.
National Sales Manager—Ted Enns.
Representatives
The Katz Agency, Inc.

CLINTON
(Clinton County)
KROS
(Established 1941)



Rates effective September 1, 1941. (Card No. 1.)
Owned and operated by Clinton Broadcasting Corp.
Business Office and Studio—246 Fifth Ave., Clinton,
Iowa, telephone 448.
Transmitter—246 Fifth Ave., Clinton, Iowa.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.
Daylight Saving Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 mid-
night.

Commission and Cash Discount
Agency commission 15% to recognized agencies on
station time only. No cash discount. Bills rendered
first of month and are due 10th of month.

General Advertising
The following rates are for national advertising.
Rates include charges by owners of music copyrights.

CLASS "A"
(12:00 noon to 1:00 p.m., 6:00 p.m. to 9:00
a.m. week days and 12:00 noon to 9:00 p.m.
Sundays)

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	250 tl.
1 hour.....	62.50	59.38	56.26	53.14	50.02 43.77
1/2 hour.....	37.50	35.63	33.76	31.89	30.02 26.27
1/4 hour.....	22.50	21.38	20.26	19.14	18.02 15.77
10 minutes	16.50	15.69	14.88	14.04	13.22 11.57
5 minutes	11.25	10.69	10.13	9.57	9.01 8.89

CLASS "B"
(9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00
p.m., 9:00 p.m. to 10:00 p.m. week days and
before 12:00 noon and 9:00 p.m. to 10:00
p.m. Sundays)

1 hour.....	50.00	47.50	45.00	42.50	40.00 37.50
1/2 hour.....	30.00	28.50	27.00	25.50	24.00 22.50
1/4 hour.....	18.00	17.10	16.20	15.30	14.40 13.50
10 minutes	13.20	12.54	11.88	11.22	10.56 9.90
5 minutes	9.00	8.55	8.10	7.65	7.20 6.75

(This listing continued on next page)

WMT

600 kc

Iowa's finest frequency

Gives you

- The greatest daytime cover-
age, both primary and sec-
ondary, of any station, in
Iowa regardless of power.
- 50,000 watt coverage at 5,000
watt rates.
- The largest markets in Iowa
and the Corn Country at one
low cost.

- Dominant coverage of an area of
expanded farm and factory in-
come that cannot be reached
satisfactorily from Chicago, St.
Louis, Kansas City, Omaha, Sioux
City, or Minneapolis.

Cedar Rapids-Waterloo **IOWA** A Cowles Station
Basic Columbia Network • 5000 Watts Day & Night
Represented by the Katz Agency

CLINTON—Continued
K R O S—Continued

Table with 5 columns showing advertising rates for KROS station, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes rates.

Table showing frequency discounts for KROS station: 13 wks., 26 wks., 52 wks. with percentages for each.

Table for ANNOUNCEMENTS CLASS 'A' showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m. with columns for 1, 13, 26, 52, 100, 250, 500, 1000.

Table for ANNOUNCEMENTS CLASS 'B' showing rates for 9:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. with columns for 1, 13, 26, 52, 100, 250, 500, 1000.

Table for ANNOUNCEMENTS CLASS 'C' showing rates for 6:00 a.m. to 9:00 a.m. and after 10:00 p.m. with columns for 1, 13, 26, 52, 100, 250, 500, 1000.

SPECIAL FEATURES
Leased wire news—15 minutes, add 10.00 per week service charge. Special announcer 5.00 per week.

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

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

TALENT
Musical and dramatic talent engaged at minimum cost.

SERVICE FACILITIES
Services of station's production department are offered without additional charge for the development of program and merchandising ideas.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wines.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Station Manager—Morgan Sexton.

Representatives
International Radio Sales.

DAVENPORT

(Scott County)

W H B F

Listed by the Federal Communications Commission as a Rock Island, Illinois, station. Considered by the Mutual Broadcasting System as their Rock Island, Davenport, Moline outlet.

W O C

(Established 1921)



Rates effective April 1, 1941. (Card No. 7.)

Owned and operated by the Tri-City Broadcasting Company. Business Office and Studio—1000 Brady St., Davenport, Iowa, telephone 2-9521.

Wave—Power—Time
Operating power—250 watts.

206.7 meters; 1450 kilocycles.

Licensed to operate full time. Daylight Savings Time not observed.

Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on station time only, allowed to recognized advertising agencies.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Blue Network).

Table for ANNOUNCEMENTS CLASS 'A' showing rates for 6:30 p.m. to 10:00 p.m. daily with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

Table for ANNOUNCEMENTS CLASS 'B' showing rates for 5:30 p.m. to 6:30 p.m. week days and 10:00 p.m. to 1:00 p.m. daily with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

Table for ANNOUNCEMENTS CLASS 'C' showing rates for 8:30 a.m. to 1:00 p.m. and 5:00 p.m. to 5:30 p.m. week days with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

Table for ANNOUNCEMENTS CLASS 'D' showing rates for 8:30 a.m. to 1:00 p.m. and after 1:30 p.m. week days with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

QUANTITY DISCOUNTS
Quantity discounts as shown above are retroactive on entire schedule as earned for program time or announcements used within one year.

ANNOUNCEMENTS
(6:20 p.m. to 10:01 p.m. run of station time)
60 words or less 6.00 5.70 5.40 5.10 4.80 4.50

SPECIAL FEATURES
Musical Clock—(Not including talent or transcription.) Before 8:30 a.m.:

Table for SPECIAL FEATURES Musical Clock showing rates for 1 hr., 1/2 hr., 1/4 hr., 1/4 hr. (3 days wky.) with columns for 13 wks., 26 wks., 52 wks.

NEWS—10 minutes. (25% of the following rates is cost of news service):
13 wks. 26 wks. 52 wks.

Table for NEWS rates showing rates for 6:45 a.m., 9:15 a.m., 12:30 p.m., 6:15 p.m., 10:00 p.m. with columns for 13 wks., 26 wks., 52 wks.

Headline News Flashes—Time Signals—Weather Reports
21 announcements per week (2 daytime, 1 evening)
30-60 words commercial copy, run of schedule, per week 50.00.

Electrical Transcriptions
Regular time charges apply to electrical transcriptions.

Service Facilities
Merchandising services of the station staff will be furnished for spot broadcasting schedules without additional charge.

Contract and Other Requirements
All rates are for time and service facilities of station only. Basic rate for time costs apply only for programs originating in station's Davenport studios.

ANNOUNCEMENTS CLASS 'A'
(6:00 p.m. to 10:30 p.m.)
30 or 1/2 min. 100 1 min.

Table for ANNOUNCEMENTS CLASS 'A' showing rates for 1 time, 13 times, 26 times, 52 times, 104 times, 300 times, 500 times, 750 times, 1,000 times with columns for 30 words, 60 words, 100 words, 1 min.

ANNOUNCEMENTS CLASS 'B'
(Before 6:00 p.m. and after 10:30 p.m.)
1 time 9.00 10.00 10.00 12.50

should be closed three weeks in advance. Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

Electrical transcriptions should be delivered to studios at least ten days in advance to permit checking and shipment of replacements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables, both lateral and vertical.

Personnel
President—Col. B. J. Palmer. Vice-President—D. D. Palmer. General Manager—Beryl Lottridge.

DECORAH

(Winnebago County)

K W L C

Owned and operated by Luther College. Wave—Power—Time
Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate days.

DES MOINES

(Polk County)

K R N T

(Established 1935)



Rates effective January 1, 1942. (Card No. 6.) Owned and operated by Iowa Broadcasting Company.

Affiliated with the Des Moines Register and Tribune. Business Office and Studio—Des Moines Register & Tribune Building, Des Moines, Iowa, Des Moines 3-2111.

Transmitter—S. E. 22nd and Park, Des Moines, Iowa. Wave—Power—Time

Operating power—5,000 watts. 222.2 meters; 1350 kilocycles. Licensed to operate full time. Daylight Savings Time not observed.

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

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network). Quantity discounts retroactive on entire schedule as allowed on that portion of the schedule running 52 consecutive weeks.

Also sold in combination with WMT, Cedar Rapids-Waterloo, and WNAX, Yankton-Sioux City.

For rates and data see listing of Cowles Stations, The, in "Network and Group Listings."

Table for ANNOUNCEMENTS CLASS 'A' showing rates for 6:30 p.m. to 10:00 p.m. with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

Table for ANNOUNCEMENTS CLASS 'B' showing rates for 11:45 a.m. to 1:15 p.m. and 6:00 p.m. to 6:30 p.m. with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

Table for ANNOUNCEMENTS CLASS 'C' showing rates for 9:00 a.m. to 11:45 a.m. and 5:00 p.m. to 6:00 p.m. with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

Table for ANNOUNCEMENTS CLASS 'D' showing rates for 6:00 a.m. to 6:15 p.m. and 1:15 p.m. to 5:00 p.m. with columns for 1 hr., 1/2 hr., 1/4 hr., 5 minutes.

SPECIAL DISCOUNT
An additional discount of 10% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks.

ANNOUNCEMENTS CLASS 'A'
(6:00 p.m. to 10:30 p.m.)
30 or 1/2 min. 100 1 min.

Table for ANNOUNCEMENTS CLASS 'A' showing rates for 1 time, 13 times, 26 times, 52 times, 104 times, 300 times, 500 times, 750 times, 1,000 times with columns for 30 words, 60 words, 100 words, 1 min.

Table for ANNOUNCEMENTS CLASS 'B' showing rates for 1 time, 13 times, 26 times, 52 times, 104 times, 300 times, 500 times, 750 times, 1,000 times with columns for 30 words, 60 words, 100 words, 1 min.

(This listing continued on next page)

IOWA—Continued

DES MOINES—Continued

K R N T—Continued

SPECIAL FEATURES
Andy's Farm Family Circle—6:00 a.m. to 6:30 a.m.
Monday through Saturday; one minute daily participation...

"Direct sales prove value of KSO" (Large stylized text graphic)



Says L. E. Cohen of Davidson's

If you sell furniture, apparel, jewelry, hardware or home equipment...

And Davidson's know KSO, through a record of results covering more than four years.

Quoting L. E. Cohen, Vice-President and General Manager:

"Since we began using KSO four years ago, we not only have had good results in the form of direct sales..."

On KSO and KRNT, national advertisers pay the same low rates as do local advertisers.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES
Affiliated with the Des Moines Register and Tribune
Represented by The Katz Agency

KSO

(Established 1921)



Rates effective January 1, 1942. (Card No. 14.)
Owned and operated by the Iowa Broadcasting Co.
Studio—Des Moines Register and Tribune Building,
Des Moines, Iowa Des Moines 8-2111

Transmitter—S. E. 22nd and Park, Des Moines, Iowa.
Wave—Power—Time
Operating power—5,000 watts.
205.5 meters; 1460 kilocycles.

Table with columns for CLASS 'A', 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for various time slots and rates.

Table with columns for CLASS 'B', 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for various time slots and rates.

Table with columns for CLASS 'C', 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for various time slots and rates.

Table with columns for CLASS 'D', 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for various time slots and rates.

SPECIAL DISCOUNT
An additional discount of 10% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks.

ANNOUNCEMENTS
CLASS 'A' (6:00 p.m. to 10:30 p.m.)
Table with columns for 1 min., 100, 1 min., 100 and rows for various durations and rates.

CLASS 'B' (Before 6:00 p.m. and after 10:30 p.m.)
Table with columns for 1 min., 8.00, 8.00, 8.00 and rows for various durations and rates.

SPECIAL FEATURES
Time signals: 35 announcements per week, 3 daytime, 2 evening, daily; 30 or 60 words to include time signal and commercial.

Table with columns for 13 wks., 26 wks., 39 wks., 52 wks. and rows for Per week, Weather reports, Musical Clock, Before, etc.

Service Features
Services of the production department, announcing staff and technical staff are included without charge.

Political Talks
Copy and payment for political advertising must be in 24 hours in advance. Rates on request.

Recorded Programs
Transcription library available—details on request.

Talent Charges on request.

Remote Control
Complete remote pick-up equipment.

Service Facilities
Services of the production department, announcing staff and technical staff are included without charge.

Contract and Other Requirements
Maximum length of contract, 52 weeks.

IOWA—Continued

DES MOINES—Continued

WHO

(Established 1924)



Rates effective January 1, 1940. (Card No. 12.) Owned and operated by the Central Broadcasting Co. Business Office and Studios—814 Walnut St., Des Moines, Iowa, telephone 3-7147.

Waves—Power—Time: Operating power—50,000 watts. 233.5 meters; 1040 kilocycles. Licensed to operate full time on nationally cleared channel.

Commission and Cash Discount: Agency commission 15% on time cost only allowed to recognized advertising agencies. No cash discount.

General Advertising: For combination rates see listing of National Broadcasting Company (Basic Red Network).

Commercial copy up to 175 words for five minutes; 350 words for 1/4 hour; 700 words for 1/2 hour; 1,400 words for one hour broadcast.

Quantity discounts retroactive on entire schedule as earned for program time only of 1/4 hour or more used within one year.

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'A' (6:30 p.m. to 10:00 p.m.) and CLASS 'B' (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.).

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'C' (8:30 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.) and CLASS 'D' (Before 8:30 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.).

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'A' (6:30 p.m. to 10:00 p.m.) and CLASS 'B' (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.).

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'C' (8:30 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.) and CLASS 'D' (Before 8:30 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.).

QUANTITY DISCOUNTS: Quantity discounts retroactive on entire schedule as earned for program time only of 1/4 hour or more used within one year but not including News, Musical Clock, or other flat rate features:

Table showing quantity discounts: 13 times 5%, 26 times 10%, 52 times 15%, 100 times 20%, 250 times 25%.

Additional Discounts: Additional discounts of 5% on program time of 1/4 hour or more that runs 52 consecutive weeks to apply to lowest net billing for any one week.

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'A' (6:30 p.m. to 10:00 p.m.) and CLASS 'B' (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.).

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'C' (8:30 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.) and CLASS 'D' (Before 8:30 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.).

SPECIAL FEATURES: News Reports—Station reserves complete control over news and commentator who does not give any commercial copy.

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'A' (6:30 p.m. to 10:00 p.m.) and CLASS 'B' (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.).

Table with 4 columns: Program Length, Class, Time, Rate. Includes entries for CLASS 'C' (8:30 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.) and CLASS 'D' (Before 8:30 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.).

Table with 3 columns: Time, News cost, Total. Includes entries for 4:30 p.m. to 6:40 p.m., 10:00 p.m. to 10:15 p.m., 11:30 p.m. to 11:45 p.m., Afternoon News (approximately 5:00 p.m. winter), and Musical Clock (7:00 a.m. to 8:00 a.m.).

Musical and dramatic talent engaged for the advertiser at minimum costs. REMOTE CONTROL Rates and details on application. SERVICE FACILITIES: Merchandising service of the station staff will be furnished for spot broadcasting schedules without additional charge.

RECORDED PROGRAMS: Regular time charges apply to recorded programs. Not restricted to certain hours. TALENT: Charges for talent are made in accordance with scale authorized by Des Moines Musicians Association.



“THEM GUYS SURE DO WASTE POWDER!”

● Pardon the corny analogy, gents, but there's quite a good parallel for advertisers here. Filling the air with radio messages really isn't the way to get results. You've got to HIT your prospect.

Out here in Iowa, there are sixteen commercial radio stations on which you can buy time. Most of them do a swell job, no doubt, in their own home towns. But there's only ONE of them—WHO—that's “heard regularly” all over the State.

Musical and dramatic talent engaged for the advertiser at minimum costs. REMOTE CONTROL Rates and details on application. SERVICE FACILITIES: Merchandising service of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures which are paid by the advertiser.

Contract and Other Requirements: Advertising of beer or alcoholic beverages not accepted. All rates are for the time and service facilities of the station only; additional charges for talent.

Closing Time: Contracts should be closed three weeks in advance to make printed program schedule. Electrical transcriptions should be delivered to studios at least ten days in advance to permit checking and shipment of replacements.

Personnel: Vice-President and Manager—J. O. Maland. Sales Manager—Hale Boudurant.

Representatives: Free & Peters, Inc.

Also—in a State-wide survey, thousands of typical Iowa listeners were asked to name the stations to which they had actually listened by quarter-hour periods. Answer: 46.4% of all daytime listening by all radio families in Iowa is to WHO—only 8.2% with WHO'S next “competitor”!

Yes, that sounds almost too good to be true. But the proof of the pudding is in the results that advertisers get from radio in Iowa. We'd like to give you some facts. Drop us a line—or just ask Free & Peters.

WHO for IOWA PLUS! DES MOINES . . . 50,000 WATTS J. O. MALAND, MANAGER FREE & PETERS, INC. National Representatives

IOWA—Continued

OTTUMWA—Continued
K B I Z—Continued

Table with columns for time slots (11:00 a.m. to 1:00 p.m., 1:00 p.m. to 9:00 p.m., 9:00 p.m. to 11:00 p.m.), days (week days, Sundays), and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

Table for 'CLASS "A"' and 'CLASS "B"' rates, including 'FREQUENCY RATES' and 'ANNOUNCEMENTS' rates for different durations and days.

Table for 'CLASS "A"' and 'CLASS "B"' rates, including 'ANNOUNCEMENTS' rates for different durations and days.

News: Regular rates apply. Sports, time signals and weather reports: Regular rates apply.

ELECTRICAL TRANSCRIPTIONS: Transcriptions accepted during regular broadcasting period at regular rates.

REMOTE CONTROL: Additional charges are made for programs originating outside the station's studios, and for programs requiring special production.

SERVICE FACILITIES: Services of program, production, musical, sales and merchandising departments available to client without charge.

Contract and Other Requirements: No contract accepted for longer than one year. No blanket contracts accepted. Preferred positions governed by priority and availability.

Closing Time: All copy must be submitted 24 hours in advance. Closing date for inclusion in general publicity is fourteen days before program.

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

Personnel: General Manager—J. D. (Jack) Falvey.

SHENANDOAH (Page County) KFNF (Established 1924) [Logo]

Rates effective September 1, 1939. (Card No. 8.) Owned and operated by KFNF, Incorporated. Business Office and Studio—405 Sycamore Street, Shenandoah, Iowa, telephone 1.

this station uses time allotted to KUSD. Actual operating schedule: Sunday 8:00 a.m. to 6:45 p.m. Week days 6:00 a.m. to 2:30 p.m. and 5:00 p.m. to 10:00 p.m.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies only on station time charges, provided payment is made before the 15th of the month following broadcast.

General Advertising: Rates include charges by owners of music copyrights. Three-quarter hour rate is 82% of the hourly rate in each classification.

DISCOUNTS: Contiguous Rates: One advertiser may combine programs of 15 minutes or more in length if such broadcasts occur on the same day.

SPECIAL FEATURES: Station Breaks: Fixed position; copy limited to 30 words; minimum of six days per week where available.

Participating Sales Service: Sales talks of from one to two minutes depending on time required to complete sales copy during live talent programs.

TALENT: Rates on application. RECORDED PROGRAMS: Transcription library service available—rates on application.

SERVICE FACILITIES: REMOTE CONTROL: Arrangements can be made for remote control broadcasts at actual cost.

Contract and Other Requirements: Announcement copy will be broadcast as submitted. If approved, and charges will be made at next higher rate if number of words exceeds limit in any class.

Closing Time: Talks, programs, continuities, etc., must be submitted in advance for review by program director.

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

Personnel: Manager—John Nicolson. Assistant Manager—Paul O. Brawner. Chief Engineer—George Crocker.

Representatives: Reynolds-Fitzgerald, Inc. [Logo]

KMA (Established 1925) [Logo]

Rates effective June 15, 1940. (Card No. 5.) Owned and operated by May Broadcasting Company, Shenandoah, Iowa. Business Office and Studio—Lowell and Elm Sts., Shenandoah, Iowa, telephone 192.

Commission and Cash Discount: Agency commission 15% on time cost only to advertising agencies recognized by station. All bills rendered on 1st of each month, payable on 10th of each month. No cash discount.

General Advertising: Rates include charges by owners of music copyrights. The following rates are for both local and national advertising:

CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily)

CLASS "B" (1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight daily)

ANNOUNCEMENTS: CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily)

CLASS "B" (1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight daily)

SPECIAL FEATURES: Jesse Young Homemakers' Program—9:00 a.m. to 9:45 a.m. daily except Sunday.

Leanna Driftmire Kitchen-Klatter Program — 1:30 p.m. to 2:00 p.m. daily except Sunday.

The following rates apply to either Jesse Young Homemakers' Program or Leanna Driftmire Kitchen-Klatter Program:

Sold in units of 13 weeks; no quantity discounts; nor included with other announcements for discounts.

Daily Sales Service—Service is sold on a participation basis; 100 word copy; scheduled on Class "B" time at station's discretion.

One sales service announcement each week day, per month..... 150.00 Two sales service announcements each week day, per month..... 260.00

NEWS REPORTS—Station reserves complete control over news and commentator; rates include cost of news service, news commentator with one announcer; no quantity discount.

TIME NEWS COST TOTAL (6 days) 75.00 15.00 90.00 (6 days) 75.00 15.00 90.00

ELECTRICAL TRANSCRIPTIONS: Regular rates apply.

SERVICE FACILITIES: Merchandising services of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures which are paid by advertiser.

(This listing continued on next page)

IOWA—Continued

SHENANDOAH—Continued

K M A—Continued

Closing Time Electrical transcriptions should be delivered to studios at least seven days in advance...

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables...

Personnel President—Earl E. May. Station Manager—J. C. Rapp.

Representatives Free & Peters, Inc.

SIOUX CITY

(Woodbury County)

K S C J

(Established 1927)

Rates effective October 1, 1941. Owned and operated by the Perkins Bros. Company (Sioux City Journal). Business Office and Studio—415 Douglas Street, Sioux City, Iowa.

Wave—Power—Time Operating power—5,000 watts. (100% modulation—automatic crystal control.) 220.6 meters; 1360 kilocycles.

Commission and Cash Discount Agency commission 15% to recognized agencies. No commission on talent. Cash discount 2%—10 days from invoice date.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Blue Supplementaries).

Table with 4 columns: Five Times Per, Week Rates, 13 wks., 26 wks., 52 wks. Rows for Class C (Five and Three Times Per).

Table with 4 columns: Five Times Per, Week Rates, 13 wks., 26 wks., 52 wks. Rows for Class D (Five and Three Times Per).

SPECIAL FEATURES Weather Forecasts or Live Stock Reports: Tie up with weather forecasts or live stock reports, extra 2.00. Temperature or Time: No additional charge.

RECORDED PROGRAMS Regular time charges apply. Not restricted to certain hours.

TALENT Rates on application.

REMOTE CONTROL Any desired pick-ups can be provided. Rates on application.

Closing Time Arrangements for broadcast of talent programs must be made one week in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription...

KTRI (Established 1938) Rates effective May 1, 1938. Owned and operated by The Sioux City Broadcasting Company. Business Office and Studio—Commerce Building, Sixth and Nebraska Streets, Sioux City, Iowa.

In SIOUX CITY

KSCJ IS THE ONLY NETWORK OR INDEPENDENT, WITH 5,000 WATTS OR GREATER POWER, WHOSE TRANSMITTER IS WITHIN SIXTY MILES OF SIOUX CITY.

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

Large advertising rate table with columns for time slots (e.g., 6:30 p.m. to 10:00 p.m.) and rates for various durations (1 time, 13 times, 26 times, 52 times, 78 times, 100 times, 150 times, 250 times, 300 times).

KSCJ logo with 'The JOURNAL' and 'SIOUX CITY, IOWA'. Includes text: 'AFFILIATED WITH NBC', 'SO. DAK. MINN. IOWA NEBR.', 'E. T. Flaherty, Manager', 'Represented by George Hollingbery'.

KANSAS—Continued

TOPEKA

(Shawnee County)

WIBW

(Established 1924)



Rates effective February 15, 1941. Card (No. 14A.) Owned and operated by the Capper Publications, Inc. Business Office and Studio—Topeka Boulevard at 11th, Topeka, Kansas, telephone 3-2377. Transmitter—Seven miles west of Topeka.

Wave—Power—Time Operating power—5,000 watts. (100% modulation.) 516.9 meters; 580 kilocycles. Divides time with station KSAC. Operates on Central Standard Time. Daylight Savings Time not observed. Actual operating schedule: 4:30 a.m. to 12:00 midnight daily with 3-1/2 hour day time schedule allowed to KSAC on week days. Commission and Cash Discount Agency commission 15% of the net time billing and talent charges to recognized agencies. No commission to brokers or special representatives. No cash discount. General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. Sundays) showing rates for 1, 1/2, 1/4 hour and 5 minute spots, and station break rates.

Table for CLASS 'B' (All other time) showing rates for 1, 1/2, 1/4 hour and 5 minute spots, and station break rates.

Table for CLASS 'B' (All other time) showing rates for 1, 1/2, 1/4 hour and 5 minute spots, and station break rates.

Table for CLASS 'B' (All other time) showing rates for 1, 1/2, 1/4 hour and 5 minute spots, and station break rates.

SPECIAL FEATURES Sales Service Periods: 4:30 a.m. to 8:00 a.m. (Alarm Clock Club); 11:30 a.m. to 12:30 p.m. (Farm Dinner Hour); 2:15 p.m. to 3:00 p.m. (The Kansas Round-Up). Programs are sold on a participation basis. Non-competing advertisers may participate on regular service at 250.00 per month (one sales story per day) on a six day week basis; minimum contract one month. This rate cannot be applied to announcements after 6:00 p.m. Individual announcements on Farm Service Programs take the two minute rate. Talent and program build-up supplied by station. Transcribed announcements or transcribed programs not accepted on above periods.

POLITICAL BROADCASTS The one time Class 'A' rate applies. Manuscript and certified check or cash 48 hours in advance. ELECTRICAL TRANSCRIPTIONS Minimum production charges, per quarter hour, 10.00. No additional charge for the broadcast of electrical transcriptions. TALENT Minimum talent and production charges, per quarter hour, 15.00. Rates and details on request.

REMOTE CONTROL All wire and mechanical charges are to be paid by advertiser and are net. No agency commission or cash discount. SERVICE FACILITIES Standard program services. Special farm programs built to fit advertiser's requirements.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. All programs and announcements subject to station's approval. All contracts subject to chain program priority. Thirty days' notice must be given on cancellations. Station is not responsible for verbal agreements of any kind made with or by its representatives. Closing Time All programs close one week in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel General Manager—Ben Ludy. Representatives Capper Publications, Inc. Pacific Coast—Walter Biddick Co.

WICHITA

(Sedgwich County)

KANS

(Established 1936)



Rates effective October 1, 1941. (Card No. 8.) Owned and operated by KANS Broadcasting Company. Business Office and Studio—Hotel Lassen, Wichita, Kansas, telephone 4-2887. Transmitter—Hotel Lassen, Wichita, Kansas.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Daylight Savings Time not observed. Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% on net station time only to recognized advertising agencies. General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementary with Blue or Red Network).

Table for CLASS 'A' (6:30 p.m. to 9:30 p.m.) showing rates for 1, 1/2, 1/4, 5 and 1 minute spots.

Table for CLASS 'B' (8:00 a.m. to 2:30 p.m., 5:00 p.m. to 6:30 p.m., and 9:30 p.m. to 10:30 p.m.) showing rates for 1, 13, 26, 52, 78, 104, 150, 240, 300, 500, 750, and 1000 times.

Table for CLASS 'C' (Before 8:00 a.m., 2:30 p.m. to 5:00 p.m., and after 10:30 p.m. week days) showing rates for 1, 13, 26, 52, 78, 104, 150, 240, 300, 500, 750, and 1000 times.



OUR FAMILY includes 678,400 PROSPEROUS FARM HOMES

Give serious consideration to developing the farm market for a long swing. It will be far easier to entrench yourself with the farmer today than when competition for his steady, "parity-plus" income becomes universal.

MARKET LETTER.

Like all other members of OUR FAMILY, farm listeners have confidence in WIBW. To them, your "commercial" is the personal recommendation of a friend and neighbor. Small wonder WIBW has such an enviable reputation for winning rapid, whole-hearted acceptance of its advertisers' products. Add to this the fact that WIBW is grounded in soil with the highest conductivity rating in America—our 5,000 watts on 580 kc. which does the work of a million watts at the other end of the dial—and you have the reason why WIBW advertisers get results in five states.

Tie up this farm market once and for all with WIBW!

WIBW logo with 'The Voice of Kansas' slogan and address information for Topeka, Kansas, and various cities like New York, Detroit, Chicago, Kansas City, and San Francisco.

(*) 50 words or less. (This listing continued on next page)

KENTUCKY—Continued

LOUISVILLE

(Jefferson County)
WAVE
(Established 1933)



Rates effective January 1, 1942. (Card No. 8.)

Owned and operated by WAVE, Inc.
Studio—Radio Center, Louisville, Ky., Wabash 6543.
Transmitter—Hamburg Pike, Jeffersonville, Ind.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control—directional antenna.)
309.3 meters; 970 kilocycles.
Licensed to operate unlimited time. Operates on Central Standard Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No discounts on production costs or talent.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Red Network).
The following rates are for both local and national advertising.

Table with columns for time slots (1 hr, 1/2 hr, 10 min, 5 min, 1 min, 1/2 min) and rates for various classes (A, B, C, D) and times (6:30 p.m. to 10:00 p.m., 10:30 p.m. to 9:00 a.m.).

Main advertising rate table for Louisville WAVE, listing rates for various time slots (1 hr, 1/2 hr, 10 min, 5 min, 1 min, 1/2 min) and classes (A, B, C, D) across different time periods.

SPECIAL FEATURES
Time Signals, Weather Reports: No contract for less than three months; 7 days weekly (three announcements daily, none between 8:00 p.m. and 10:30 p.m.), per month 350.00; 7 days weekly (three announcements daily, one between 6:00 p.m. and 10:30 p.m.), per month 400.00; other time arrangements for time signals and weather reports are at the same ratio to spot announcements as spot announcements are to time signals and weather reports. No quantity discounts.

Musical Clock: 7:00 a.m. to 9:00 a.m. week days; available in periods of 1/4 hour, 1/2 hour or full hour. 1/4 hour, per week 95.00; 1/2 hour per week 150.00; 1 hour, per week 260.00; not subject to any discount except agency commission.

TRANSCRIPTIONS
No additional charge for transcriptions.
Rates on application.
REMOTELY CONTROL
Rates do not include facilities for remote control.

SERVICE FACILITIES
Complete information on request.
Contract and Other Requirements
No contract accepted for periods longer than one year. All programs and announcements accepted subject to approval of station.
Advertisers of more than one product may bulk their contracts for time even though more than one agency is involved.



SALES TAKING
A POWDER IN
TALCUM (Ky.)?

Don't get too shaky if your Talcum (Ky.) sales have run out on you. Make up the loss a thousand times over by concentrating on the Louisville Trading Area—where defense payrolls have added more than \$5,000,000 a month to an effective buying income normally 33% greater than that of the rest of Kentucky combined! ... With WAVE—the only NBC Basic Red Network outlet within 100 miles—you get complete coverage of this Area for far less than the cost of any other medium! Want it?

LOUISVILLE'S
WAVE

5000 Watts
FREE & PETERS, INC.,



970 K. C. . N. B. C. Basic Red
NATIONAL REPRESENTATIVES



WGRC



Rates effective October 15, 1940. (Card No. 4.)
Owned and operated by Northside Broadcasting Corp.
Business Office and Studios—Kentucky Home Life Bldg., Louisville, Ky., Wabash 3343.
Other Studios—Indiana Theatre Building, New Albany, Indiana, telephone 150.
Transmitter—McCulloch Pike near Silver Creek, New Albany, Indiana.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel. Operates on Central Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 7:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount. Invoices mailed first of each month and are due within ten days.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class A (6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 6:00 p.m. Sunday).

Table with columns for time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times) and rates for Class B (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.).

Table with columns for time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times) and rates for Class C (10:30 p.m. to 9:00 a.m. and 1:00 p.m. to 5:00 p.m.).

(*) Announcements of 100 words or less, one minute or less transcriptions or chain breaks of 35 to 40 words.

POLITICAL SPEECHES AND RELIGIOUS BROADCASTS
Regular rates apply.

SPECIAL FEATURES
Weather forecasts, time signals, news, etc.—rates on application.

TRANSCRIPTIONS
Rates on application.
REMOTELY CONTROL
Any arrangements desired for remote control broadcasting can be arranged, provided telephone company has available circuits. Remote programs subject to special charges.

SERVICE FACILITIES
Station maintains a merchandising department contacting jobbers and distributors for foreign advertising and assisting in all types of sales promotion. Also a continuity department for handling any type of program.

(This listing continued on next page)

KENTUCKY—Continued

LOUISVILLE—Continued
W G R C—Continued

Contract and Other Requirements
Rates are for station time. Talent is extra. All
programs censored and subject to station policy. All
contracts subject to general manager's approval.
Station reserves the right to change the time of or to
cancel any broadcast which might interfere with special
programs of particular public interest. All rates
are for broadcast within one year. Rates are not re-
troactive.
Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 and 78 r.p.m. double turn-tables.
Timing Time
Talent programs, talks and recorded programs close
two weeks in advance of broadcast. Announcements
close one week in advance of broadcast. This does
not apply to special broadcasts.
Personnel
President and General Manager—S. A. Clesler, Jr.
Vice-Pres. and Business Manager—C. L. Harris.
Commercial Manager—J. Porter Smith.
Representatives
Burn-Smith Company, Incorporated.
Pacific Coast—Walter Biddick Company.

WHAS

(Established 1922)



Rates effective June 1, 1941. (Card No. 4.)
Owned and operated by Courier-Journal and Louis-
ville Times Company.
Business Office and Studio—Courier-Journal and
Times Bldg., Third and Liberty Sts., Louisville,
Ky., Wabash 2911.
Transmitter—Route 2, Anchorage, Ky. (near East-
wood, Ky.).
Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—direct crystal control.)
357.1 meters; 840 kilocycles.
Licensed to operate full time on cleared national
channel. Operates on Central Standard Time. Day-
light Saving Time observed.
Actual operating schedule: Sundays 7:00 a.m. to
12:00 midnight. Week days 4:45 a.m. to 1:00 a.m.
Commission and Cash Discount
15% commission to recognized agencies. Bills due
and payable when rendered. No cash discount.
General Advertising
For combination rates see listing of Columbia Broad-
casting System (Basic Network).
The following rates are for national advertising. For
local advertising rates consult station management.

Table with columns for time slots (1/2, 1, 1 1/2, 2 hours) and rates for various days (Mon-Fri, Sat, Sun) and programs (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100).

Sold only on basis of five or more times per week.
Less than five times per week rate take regular day
time rates.
1 11.25 67.50 40.00 37.50 35.00 25.00 20.00
26 11. 106.88 64.13 38.00 35.63 33.25 23.75 19.00
52 11. 104.06 62.44 37.00 34.69 32.38 23.13 18.50
65 11. 101.25 60.75 36.00 33.75 31.50 22.50 18.00
130 11. 98.44 59.06 35.00 32.81 30.63 21.88 17.50
156 11. 95.63 57.38 34.00 31.88 29.75 21.25 17.00
260 11. 90.00 54.00 32.00 30.00 28.00 20.00 16.00
312 11. 87.19 52.31 31.00 29.06 27.13 19.38 15.50
468 11. 84.38 50.63 30.00 28.13 26.25 18.75 15.00
624 or more
11. 78.75 47.25 28.00 26.25 24.50 17.50 14.00

DISCOUNTS AND RATES
Discounts allowed retroactively on the number of
broadcasts given within a year. Announcements and
programs of five minutes or more cannot be combined
to earn larger discounts. All rates guaranteed for
one year from date of first broadcast with or without
interruption. No contract to exceed one year's dura-
tion. Rates quoted hereon are for time only. Other
services are extra and will be quoted upon request.
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 ap-
plies. All programs so combined may be scheduled
contiguously at the station's option on 28 days'
notice. Cut-in announcements will be charged for at
the one minute rate for the time bracket in which
they come and no discounts will be allowed. Political
broadcasts strictly cash in advance. News broadcasts
at regular rates.

Contract and Other Requirements
Products or copy of a laxative nature not accepted.
All contracts subject to the conditions of the stand-
ard NAB-AAA contract. All program material sub-
ject to station approval, government regulations and
NAB Code of Ethics for radio broadcast industry.

Personnel
Director—Credo Harris.
Executive Manager—W. L. Coulson.
Commercial Manager—Joe Eaton.
Program Director—Robert Kennett.
Promotion Manager—John H. Hoagland.
Chief Engineer—Orrin W. Townner.

Representatives
Edward Petry & Company, Inc.

WINN

(Established 1940)

Rates effective August 1, 1941.
Owned and operated by Kentucky Broadcasting Corp.,
Inc.
Business Offices and Studios—10th floor, Tyler Hotel,
Third and Jefferson Street, Louisville, Kentucky.
Transmitter—On top Tyler Hotel, Louisville, Ky.
Wave—Power—Time
Operating power—250 watts days; 100 watts nights.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel.
Daylight Savings Time not observed.
Actual operating schedule: 7:25 a.m. to 12:00 mid-
night. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% allowed to recognized agen-
cies when agency places, handles and guarantees pay-
ment of entire contract. Payment date 10th of month
following broadcast if client establishes credit. If
credit cannot be established, payment required in
advance and frequency discounts allowed only as
earned. No cash discount.

General Advertising
For combination rates see listing of National Broad-
casting Company (Basic Supplementaries).
Rates include charges by owners of music copyrights.

Table with columns for CLASS 'A' and CLASS 'B' rates for various time slots (1, 1/2, 1/4 hour, 10 minutes, 5 minutes) and days (Mon-Fri, Sat, Sun).

SPECIAL WEEKLY RATES
Weekly rates are for continuous non-cancellable con-
tracts. Earned rates are not retroactive upon renewal
of contract. (6:00 p.m. to 10:00 p.m.)
Per week for
1/2 hour: 13 wks. 26 wks. 52 wks.
3 times weekly 95.00 87.50 80.00
5 times weekly 145.00 135.00 125.00
1/4 hour:
3 times weekly 65.00 60.00 55.00
5 times weekly 97.50 90.00 82.50
10 minutes:
3 times weekly 58.00 54.00 50.00
5 times weekly 87.50 80.00 72.50

Table with columns for ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.) and FOREIGN LANGUAGE PROGRAMS rates for various time slots and days.

ANNOUNCEMENTS
(6:00 p.m. to 10:00 p.m.)
1 13 26 52 100 200 300
1 11. 10.00 9.00 8.50 8.00 7.50 7.00 6.50
50 words... 8.00 7.20 6.80 6.40 6.00 5.60 5.20
(All other time)
1 8.00 7.20 6.80 6.40 6.00 5.60 5.20
50 words... 6.00 5.40 5.10 4.80 4.50 4.20 3.90

FOREIGN LANGUAGE PROGRAMS
Rates on request.
ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates. Transcription library ser-
vice available—rates or request. Instantaneous re-
cording equipment available.
TALENT
Any type of talent desired by advertiser is avail-
able. Program ideas and talent rates will be fur-
nished upon request. All special talent charges are
in addition to rates quoted. Station's program and
production department will assume entire responsi-
bility for program and presentation if desired by
client.

REMOTE CONTROL
Rates on request. Wire and mechanical charges for
remote control are in addition to rates quoted. Wire
and mechanical installation charges may be required
in advance.

SERVICE FACILITIES
Merchandising and research departments available.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, ex-
cepting beer and light wine.
No contract accepted for longer than one year. All
contracted time must be used within one year from
date of contract to earn frequency discounts. All

contracts, continuity and programs subject to sta-
tion manager's approval and to government, state,
county and city of Louisville regulations. Station re-
serves right to refuse or discontinue any advertising
for reasons satisfactory to itself. Contracts, unless
otherwise agreed, subject to cancellation by two
weeks' advance written notice accompanied by check
for short rates to date of cancellation. All contracts
made subject to interference by strikes, weather con-
ditions or other unavoidable casualties beyond sta-
tion's control, and no responsibility will be assumed
beyond cancellation charges for time involved. Rates
are for station facilities, general production of pro-
grams, continuity for announcements, station mer-
chandising service and announcer. Special talent and
production charges are extra.

Closing Time
Contracts one week in advance of first broadcast;
announcement copy, transcriptions and talks 24 hours
in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 and 78 r.p.m. double turn-tables
for lateral and vertical cut recordings.
Personnel
President and Gen'l Mgr.—D. E. "Plug" Kendrick.
Sec'y-Treas. and Program Director—M. K. McCarten.
Representatives
Chicago—Sidney C. Warden.
West Coast—Homer Owen Griffith.

OWENSBORO

(Davies County)

WOMI

(Established 1938)

Rates effective Sept. 15, 1937. (Card No. 1.) Revised
Operated by Owensboro Broadcasting Company.
Business Office and Studio—Byers Avenue and Liver-
more Road, Owensboro, Kentucky.
Transmitter—Byers Avenue and Livermore Road.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Daylight Savings Time not observed.
Actual operating schedule: 7:00 a.m. to 10:35 p.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising
agencies on station time only. Cash discount 2%
if paid within 10 days of invoice date.

General Advertising
Fees charged by owners of music copyrights are not
included in rates.
1 hour 60.00
1/2 hour 35.00
1/4 hour 20.00
5 minutes 8.00
125 word announcement 4.00

Table with columns for DISCOUNTS (13, 28, 52, 104 times) and rates (5%, 10%, 15%, 20%) for various time slots.

SPECIAL FEATURES
News broadcasts, news services such as time, weather,
sporting events, etc.—rates and details furnished on
request.
TALENT
Station maintains an artists' bureau. No commission
charge on talent.

REMOTE CONTROL
Remote control programs available. Rates and line
charges on request.

SERVICE FACILITIES
Continuity department, staff announcers, publicity and
merchandising departments are maintained in the
servicing, arranging, producing and presenting pro-
grams at no added cost.

Contract and Other Requirements
Rates are for station time only. Maximum length
of contract one year. All programs and advertising
copy subject to station approval and rules and regu-
lations of the Federal Communications Commission.

Closing Time
All programs and announcements close one week in
advance.
Personnel
President—Lawrence W. Hager.
Manager—Hugh O. Potter.

PADUCAH

(McCracken County)

WPAD

(Established 1930)

Rates effective September 1, 1941.
Owned and operated by Paducah Broadcasting Com-
pany, Inc.
Business Office and Studio—Taylor Bldg., Paducah,
Kentucky, telephone 4100, 4101.
Transmitter—Ninth and Terrell Ste., Paducah, Ky.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—limiting amplifier.)
206.9 meters; 1450 kilocycles.
Licensed to operate on local channel. Operates on
Central Standard Time. Daylight Savings Time not
observed.
Actual operating schedule: 6:00 a.m. to 12:30 p.m.
Commission and Cash Discount
Agency commission 15% on net station time charge.
Cash discount 2%—10 days.

General Advertising
Rates include charges by owners of music copyrights.
(6:00 a.m. to 11:30 p.m.)
1 11. 13 11. 26 11. 52 11. 104 11.
1 hour... 60.00 57.00 54.00 51.00 48.00
1/2 hour... 35.00 33.25 31.50 29.75 28.00
1/4 hour... 20.00 19.00 18.00 17.00 16.00
10 minutes 15.00 14.25 13.50 12.75 12.00
5 minutes 10.00 9.50 9.00 8.50 8.00
1 minute 5.00 4.75 4.50 4.25 4.00
An additional discount of 5% allowed on five or more
15 minute programs.

(This listing continued on next page)

LOUISIANA—Continued

MONROE—Continued

K M L B—Continued

General Advertising
The following rates apply to local, regional and national advertisers. (All hours)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various days (Monday through Saturday).

ANNOUNCEMENTS (All hours)
Table with columns for word counts (100 words, 50 words) and rates.

DISCOUNTS
Table showing discounts on 13, 26, 39, and 52 weeks.

SPECIAL FEATURES
Rates: For full time news wire add 30% to regular rates.

TALKS
Charged twice the regular advertising rate.

RELIGIOUS AND FRATERNAL
Charged one-half the regular advertising rate.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates and details on application.

TALENT
Rates on application.

SERVICE FACILITIES
Advertisers are entitled to the services of the regular station staff and standard electrical and mechanical equipment of the station.

Contract and Other Requirements
Rates are guaranteed only during original contract for a specific number of programs on regular schedule.

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

Personnel
Commercial Manager—J. C. Limer, Jr.

NEW ORLEANS

(Orleans Parish)

W D S U

(Established 1923)



Rates effective August 1, 1937. (Card No. 70.)

Owned and operated by WDSU, Inc. Business Office and Studio—Hotel Monteleone, New Orleans, Louisiana, Raymond 7135.

Transmitter—Gretna, Louisiana. Wave—Power—Time

Operating power—1,000 watts. (C. P. 5,000 watts.) (100% modulation.)

234.4 meters; 1280 kilocycles. Operates on Central Standard Time. Daylight Savings Time not observed.

Licensed to operate unlimited time. Actual operating schedule: daily and Sunday 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on net charges for station time and on talent furnished by station to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see listing of National Broadcasting Company (Blue Southern Group). Fees charged for use of copyrighted music are included in rates listed.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 35 word chain break) and rates for (6:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 35 word chain break) and rates for (7:00 a.m. to 6:00 p.m. and after 10:30 p.m.)

DISCOUNTS
Table showing discounts on 13, 26, 39, and 52 times.

All contracts may be renewed on a retroactive basis providing no lapse of time occurs between contracts and time on air.

RECORDED PROGRAMS
Regular time charges apply.

TALENT
Rates on application.

SERVICE FACILITIES
Services of station program, continuity, announcing and operating departments and studio facilities are included as part of service.

Securing talent, arranging and presenting programs are also included.

Contract and Other Requirements
Advertising of alcoholic beverages accepted, but program must be in the late hours. All contracts and continuities subject to rules and regulations of Federal Communications Commission and must meet all requirements and be approved by station management.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
President—J. H. Uhalt. Vice-Pres. & Gen'l Mgr.—P. K. Ewing. Representatives Weed & Company.

W J B W

(Established 1926)

Rates effective March 1, 1934. Owned and operated by C. C. Carlson. Business Office and Studio—Jung Hotel, New Orleans, Louisiana.

Transmitter—3617 Bruxelles Street, New Orleans, La. Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 243.9 meters; 1230 kilocycles.

Licensed to operate full time on clear local channel. Operates under Central Standard Time. Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Cash discount 2% on invoices paid on or before 10th of following month.

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

(After 6:00 p.m. week days and after 1:00 p.m. Sunday)

Table with columns for time slots (1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 50 words or less) and rates.

Table with columns for time slots (1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 50 words or less) and rates for (Before 6:00 p.m. and before 1:00 p.m. Sunday, and after 11:00 p.m. week days)

When an advertiser places a contract for 13 broadcasts and immediately renews, without interruption, for 13 more broadcasts, he will earn the 26 time discount on the entire broadcasts.

Placed a 13 time contract, and after its expiration, places another 13 time contract, he will be allowed the 26 time discount on only the second 13 time contract, etc. All contracts and discounts are based on service within one year.

Discounts apply on period broadcasts or announcements.

DISCOUNTS
Table showing discounts on 13, 26, 39, and 52 or more broadcasts.

SPECIAL FEATURES
Rates and details on application.

TALENT
Talent for commercial programs extra. rates on application.

REMOTE CONTROL
Remote control broadcasts can be made anywhere. Regular rate plus line charges and other incidental costs.

Contract and Other Requirements
Rates are for facilities of station only. Talent extra, except for special features. Contract subject to governmental regulation and station owner approval.

Closing Time
Programs must be arranged three weeks in advance of broadcast for publicity release. Final closing date two weeks preceding.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

W N O E



Rates effective June 1, 1941. Business Office—720 Common St., New Orleans, La., Raymond 0423.

Studio—St. Charles Hotel, New Orleans, La. Transmitter—Orleans Parish, New Orleans, La.

Wave—Power—Time
Operating power—250 watts. (100% modulation—crystal control.) 206.9 meters; 1450 kilocycles.

Licensed to operate full time. Operates on Central Standard Time, Daylight Saving Time observed.

Actual operating schedule: Twenty-four hours daily except from the 8th to the 14th of each month when station is off the air from 2:00 a.m. until 5:00 a.m. for frequency check.

Commission and Cash Discount
Agency commission 15% allowed to recognized agencies. Invoices mailed monthly. No cash discount. Bills payable 10th of following month.

General Advertising
For combination rates see listing of Mutual Broadcasting System (Southern Group).

The following rates are for national advertising. For local advertising rates consult station management. Rates include fees charged by owners of copyrighted music for broadcasting.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 word announcement or 35 word chain break) and rates for (6:00 p.m. to 10:30 p.m.)

DISCOUNTS
Table showing discounts on 13, 26, 39, and 104 times.

SPECIAL FEATURES
Rates for special sponsorships and participating programs on request.

POLITICAL BROADCASTS
Three complete transcripts of political speeches must be submitted to station management at least forty-eight hours before scheduled time. Rates on request.

TALENT
Any type talent available. Union scale.

REMOTE CONTROL
Station equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone lines and any other charges involved.

Contract and Other Requirements
Station reserves the right to refuse or discontinue any program for reasons satisfactory to itself.

Proprietary medicine accounts only accepted if in accordance with standards of the Federal Trade Commission and Food and Drug Administration.

Station rates for programs include local announcer, necessary rehearsals and all other facilities except talent, which is extra. All programs are subject to approval by the station management and must conform to government regulations.

No time sold in bulk for resale. No grouping of contracts to obtain larger discounts permitted. No contract to exceed one year's duration.

In conflicts between spot announcements and chain programs, chain programs take precedence. All contracts are accepted subject to two weeks cancellation clause.

Closing Time
Talent programs close one week in advance. Announcements, talks and recorded programs close forty-eight hours in advance of presentation.

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

Personnel
President—James A. Noe. Vice-President and General Mgr.—James E. Gordon. Program Manager—Jon Duffy. Chief Engineer—C. E. Davidson.

Representatives: None.

W S M B

(Established 1925)



Rates effective May 5, 1941. Owned and operated by WSMB, Inc. (Saenger Theatres, Inc., and Maison Blanche Dept. Store).

Business Office and Studio—Maison Blanche Building, New Orleans, Louisiana. Transmitter—Algiers, Louisiana.

Wave—Power—Time
Operating power—5,000 watts. (100% modulation Automatic frequency control.) 222.2 meters; 1350 kilocycles.

Licensed to operate on regional channel. Operates on Central Standard Time. Daylight Savings Time observed.

Actual operating schedule: Week days and Sundays, 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% allowed to recognized agencies. Invoices mailed promptly. No cash discount. All bills due and payable when rendered.

General Advertising
For combination rates see listing of National Broadcasting Company (Red Southcentral Group).

The following rates apply to national advertising.

CLASS "A"
Table with columns for time slots (1/2 hr, 1/4 hr, 5 min, 30 min, 1 hr) and rates for (6:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for (6:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1/2 hr, 1/4 hr, 5 min, 30 min, 1 hr) and rates for (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

CLASS "B"
Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

(This listing continued on next page)

LOUISIANA—Continued

MONROE—Continued

KMLB—Continued

General Advertising

The following rates apply to local, regional and national advertisers. (All hours)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various durations (13, 26, 39, 52 weeks).

ANNOUNCEMENTS

(All hours) 1 tl. 5 tl. 26 tl. 50 words..... 3.00 12.50 85.00

SPECIAL FEATURES

News: For full time news wire add 30% to regular rates.

TALENT

Rates on application. SERVICE FACILITIES Advertisers are entitled to the services of the regular station staff and standard electrical and mechanical equipment of the station.

Contract and Other Requirements Rates are guaranteed only during original contract for a specific number of programs on regular schedule.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 r.p.m. turn-tables for vertical and lateral recordings.

Personnel Commercial Manager—J. C. Limer, Jr.

NEW ORLEANS

(Orleans Parish)

WDSU

(Established 1928)



Rates effective August 1, 1937. (Card No. 70.) Owned and operated by WDSU, Inc. Business Office and Studio—Hotel Monteleone, New Orleans, Louisiana, Raymond 7135.

Wave—Power—Time Operating power—1,000 watts. (C. P. 5,000 watts.) (100% modulation—crystal control.) 234.4 meters; 1280 kilocycles.

Commission and Cash Discount Agency commission 15% on net charges for station time and on talent furnished by station to recognized advertising agencies. No cash discount.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Southern Group). Fees charged for use of copyrighted music are included in rates listed.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 35 word chain break) and rates for various durations (13, 26, 39, 52 weeks).

DISCOUNTS

All contracts may be renewed on a retroactive basis providing no lapse of time occurs between contracts and time on air.

RECORDED PROGRAMS

Regular time charges apply. TALENT Rates on application.

SERVICE FACILITIES

Services of station program, continuity, announcing and operating departments and studio facilities are included as part of service.

Contract and Other Requirements Advertising of alcoholic beverages accepted, but program must be in the late hours.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables.

Personnel President—J. H. Uhalt. Vice-Pres. and Gen'l Mgr.—P. K. Ewing. Representatives Wood & Company.

WJBW

(Established 1926)

Rates effective March 1, 1934. Owned and operated by C. J. Carlson. Business Office and Studio—Juno Hotel, New Orleans, Louisiana.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 243.9 meters; 1230 kilocycles.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Cash discount 2% on invoices paid on or before 10th of following month.

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

Table with columns for time slots (1/2 hour, 1 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 50 words or less) and rates for various durations (13, 26, 39, 52 weeks).

DISCOUNTS

When an advertiser places a contract for 13 broadcasts and immediately renews, without interruption, for 13 more broadcasts, he will earn the 26 time discount on the entire broadcasts.

SPECIAL FEATURES

Talent for commercial programs extra, rates on application.

REMOTE CONTROL

Remote control broadcasts can be made anywhere. Regular rate plus line charges and other incidental costs.

Contract and Other Requirements Rates are for facilities of station only. Talent extra, except for special features. Contract subject to governmental regulation and station owner approval.

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

WNOE



Rates effective June 1, 1941. Business Office—720 Common St., New Orleans, La., Raymond 0423.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 206.9 meters; 1450 kilocycles.

Commission and Cash Discount Agency commission 15% allowed to recognized agencies. Invoices mailed monthly. No cash discount. Bills payable 10th of following month.

General Advertising For combination rates see listing of Mutual Broadcasting System (Southern Group). The following rates are for national advertising.

Rates include fees charged by owners of copyrighted music for broadcasting.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 word announcement or 35 word chain break) and rates for various durations (13, 26, 39, 52 weeks).

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year, provided no lapse of time occurs between contracts and time on air.

SPECIAL FEATURES

Rates for special sponsorships and participating programs on request.

POLITICAL BROADCASTS

Three complete transcripts of political speeches must be submitted to station management at least forty-eight hours before scheduled time. Rates on request.

TALENT

Any type talent available. Union scale. REMOTE CONTROL Station equipped to handle remote control broadcasts.

Contract and Other Requirements Station reserves the right to refuse or discontinue any program for reasons satisfactory to itself.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double 33-1/8 and 78 r.p.m. turn-tables for both lateral cut and orthocoustic recordings.

Personnel President—James A. Noe. Vice-President and General Mgr.—James E. Gordon. Program Manager—Jon Duffy. Chief Engineer—C. E. Davidson. Representatives None.

WSMB

(Established 1925)



Rates effective May 5, 1941. Owned and operated by WSMB, Inc. (Saenger Theatres, Inc., and Maison Blanche Dept. Store). Business Office and Studio—Maison Blanche Building, New Orleans, Louisiana.

Wave—Power—Time Operating power—5,000 watts. (100% modulation Automatic frequency control.) 222.2 meters; 1350 kilocycles.

Commission and Cash Discount Agency commission 15% allowed to recognized agencies. Invoices mailed promptly. No cash discount. All bills due and payable when rendered.

General Advertising For combination rates see listing of National Broadcasting Company (Red Southcentral Group). The following rates apply to national advertising.

CLASS "A"

Table with columns for time slots (1/2 hr., 1/4 hr., 5 min.) and rates for various durations (13, 26, 39, 52 weeks).

CLASS "B"

Table with columns for time slots (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more times) and rates for various durations (13, 26, 39, 52 weeks).

(This listing continued on next page)

LOUISIANA—Continued

NEW ORLEANS—Continued
W W L—Continued

TALENT
Any type talent available. Union scale.
REMOTE CONTROL
Station is equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone line and any other charges involved.
Contract and Other Requirements
Station reserves the right to refuse or discontinue any program for reasons satisfactory to itself.
Proprietary medicine accounts only accepted if in accordance with standards of the Federal Trade Commission and Food and Drug Administration.
Rates are for the facilities of the station only; talent is extra. All programs are subject to approval by the station management.
All contracts are accepted subject to two weeks cancellation notice clause.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
General Manager—W. H. Summerville.
Representatives
The Katz Agency, Inc.

SHREVEPORT

(Caddo Parish)
KRMD



Rates effective October 15, 1941.
Owned and operated by Radio Station KRMD Inc. Studio—New Jefferson Hotel, Shreveport, La. (P. O. Box 1712.)
Transmitter—Jefferson Hotel, Shreveport, Louisiana.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Daylight Savings Time not observed.
Operating schedule: Daily 8:30 a.m. to 11:00 p.m.
Commission and Cash Discount
Agency commission 15%; cash discount none. Payments are to be made not later than 10th of month following service by approved credit accounts. Short time contract requires payment with order.

General Advertising
The following rates are for national advertising.
(6:00 p.m. to 11:00 p.m.)
1 hour..... 75.00
1/2 hour..... 45.00
1/4 hour..... 27.50
5 minutes..... 12.50
1 minute transcribed announcement..... 7.50
1/2 minute transcribed announcement..... 4.50
100 words..... 5.00
50 words..... 4.00
(6:30 a.m. to 6:00 p.m.)
1 hour..... 40.00
1/2 hour..... 25.00
1/4 hour..... 15.00
5 minutes..... 7.50
1 minute transcribed announcement..... 5.00
1/2 minute transcribed announcement..... 3.50
100 words..... 4.00
50 words..... 3.00

DISCOUNTS
All contracts based on service within one year. Discounts allowed retroactively on the number of broadcasts given within a year from the date of the first broadcast. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.
1 to 12 times..... Net 100 to 149 times..... 20%
13 to 25 times..... 5% 150 to 299 times..... 25%
26 to 51 times..... 10% 300 or more times..... 30%
52 to 99 times..... 15%

SPECIAL FEATURES
News—5, 10 and 15 minute periods: Regular rates plus 10%.
Time signals and weather reports—Limited to 40 words commercial. Sold only in groups of 5, 10 or 15 per day. To be alternated throughout day schedule on 13, 26 and 52 week orders. Rates on request.
RECORDED PROGRAMS
Transcription Library services available—rates on request. Instantaneous recording equipment available, using 33-1/3 and 78 r.p.m. double turn-tables. Lateral cut recordings.

TALENT
Rates on request.
REMOTE CONTROL
Necessary equipment for remote control broadcasts from locations in the city limits supplied by station for temporary installations at special charge for each broadcast.
SERVICE FACILITIES
Services of technical staff, announcer and assistance of program department at no extra charge.

Contract and Other Requirements
Contracts cannot run for more than one year from date of first broadcast. Station reserves the right to refuse or discontinue any advertising for reasons sufficient to itself. Talks accepted only when the subject matter is of genuine public interest in the opinion of station management.
Time charges include services of announcer and continuity department. All talent cost to be paid by sponsor.
The station reserves the right to approve all material for copy and talent. Contracts subject to cancellation by advertisers only by a written notice two weeks in advance, accompanied by certified check for short rate to the date of last program.

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

Personnel
Manager—Glenn V. Wilson.
Commercial Manager—David Wilson.
Station Director—W. J. Switzer.
Chief Engineer—R. M. Dean.
Representatives
None.

KTBS

(Established 1928)

Rates effective January 1, 1939.
Owned and operated by the Tri-State Broadcasting System, Inc. (The Shreveport Times).
Business Office—P. O. Box 1387, Shreveport, La., telephone 2-8711.
Studio—Commercial Building, Shreveport, Louisiana.
Transmitter—Dixie Gardens, Shreveport, Louisiana.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
202.7 meters; 1480 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central Standard Time. Daylight Savings Time not observed.
Operating schedule: 6:30 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount. Bills payable on 10th of the month following service.

General Advertising
For combination rates, see listing of National Broadcasting Company (Itd Southwestern Group).
(6:00 p.m. to 11:00 p.m.)
1 hour..... 150.00
1/2 hour..... 90.00
1/4 hour..... 55.00
5 minutes..... 27.00
1 minute announcement or transcription..... 18.00
1/2 minute or less transcription..... 12.00
100 word announcement..... 15.00
50 words or less..... 10.00
(Before 6:00 p.m. and after 11:00 p.m.)
1 hour..... 75.00
1/2 hour..... 45.00
1/4 hour..... 27.50
5 minutes..... 12.50
1 minute announcement or transcription..... 7.50
1/2 minute or less transcription..... 4.50
100 word announcement..... 5.00
50 words or less..... 4.00
A 20% discount will be allowed on periods of five minutes or more purchased as many as five times a week between 12:00 midnight and 8:30 a.m.

DISCOUNTS
All contracts based on service within one year. Discounts allowed retroactively on the number of broadcasts given within a year from the date of the first broadcast. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.
1 to 12 times..... Net
13 to 25 times..... 5%
26 to 51 times..... 10%
52 to 99 times..... 15%
100 to 149 times..... 20%
150 to 299 times..... 25%
300 or more times..... 30%

SPECIAL FEATURES
Time signals, weather reports, etc., limited to 40 words. Sold only in groups of five per day. Schedule furnished on request.
Rates per month:
1 month..... 500.00
3 months..... 450.00
6 months..... 400.00
12 months..... 350.00

TALENT
Talent cost extra. Rates on request.
RECORDED PROGRAMS
Advertisers using electrical transcriptions assume full responsibility for the broadcasting of restricted numbers.

REMOTE CONTROL
Additional special charges made for programs originating outside of station studios.

Contract and Other Requirements
Rates are guaranteed only during original contract for specific number of programs on regular schedule. Contracts cannot run more than one year from date of first broadcast. Medical accounts accepted only on approval of station management.
Talks accepted only when subject matter is of genuine public interest in opinion of station management. Time charge includes services of program department in securing talent and arranging programs. The station reserves the right to refuse or to discontinue any advertising for reasons sufficient to itself. All programs subject to approval of station management which reserves the right to make any changes necessary to meet the station's policies or governmental regulations.
Contracts subject to cancellation by advertisers only by a written notice, two weeks in advance, accompanied by a certified check for short rate to the date of last program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
General Manager—John C. McCormack.
Commercial Manager—J. A. Oswald.
Program Dir. and Promotion Mr.—B. G. Robertson.
Chief Engineer—C. H. Maddox.

Representatives
The Branham Company.

KWKH
(Established 1925)



Rates effective November 1, 1939.
Owned and operated by the International Broadcasting Corporation (The Shreveport Times).
Business Office—P. O. Box 1387, Shreveport, La., telephone 2-8711.
Studio—Commercial Building, Shreveport, Louisiana.
Transmitter—18 miles from Shreveport, Louisiana.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
205.5 meters; 1130 kilocycles.
Licensed to operate on cleared national channel. Operates on Central Standard Time. Daylight Savings Time not observed.
Actual operating schedule: 5:00 a.m. to 1:05 a.m.

Commission and Cash Discount
Agency commission 15% on station time only. Commission does not apply on talent. No cash discount. Bills due on 10th of month following service.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southwestern Group).
The following rates are for national advertising. For local advertising rates consult station management.
(6:00 p.m. to 11:00 p.m.)

1 hour..... 275.00
1/2 hour..... 165.00
1/4 hour..... 110.00
5 minutes..... 55.00
1 minute announcement or transcription..... 33.00
1/2 minute or less transcription..... 25.00
100 word announcement..... 27.50
50 words or less..... 21.00
(12:00 p.m. to 6:00 p.m. Sundays)
1 hour..... 200.00
1/2 hour..... 120.00
1/4 hour..... 80.00
5 minutes..... 40.00
1 minute announcement or transcription..... 25.00
1/2 minute or less transcription..... 18.75
100 word announcement..... 20.50
50 words or less..... 17.75

(Before 6:00 p.m. and after 11:00 p.m.)
1 hour..... 187.50
1/2 hour..... 82.50
1/4 hour..... 55.00
5 minutes..... 27.50
1 minute announcement or transcription..... 16.50
1/2 minute or less transcription..... 12.50
100 word announcement..... 17.75
50 words or less..... 10.50
A 20% discount will be allowed on periods of five minutes or more purchased as many as five times a week between 12:00 midnight and 8:30 a.m.

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

SPECIAL FEATURES
Temperature reports, time signals, etc., limited to 40 words. Sold only in groups of five a day, to be scheduled by station.
1 month, per month..... 1,000.00
3 months, per month..... 800.00
6 months, per month..... 800.00
12 months, per month..... 725.00

TALKS, ETC.
Publicity and political talks accepted only where subject is of public interest and service in the opinion of station directors.

TALENT
Supplied at actual cost.
RECORDED PROGRAMS
Advertisers using electrical transcriptions assume full responsibility for the broadcasting of restricted numbers.

REMOTE CONTROL
Additional special charges made for programs originating outside of station studios.

Contract and Other Requirements
Rates are guaranteed only during original contract for specific number of programs on regular schedule. Contracts cannot run more than one year from date of first broadcast. Medical accounts accepted only on approval of station management.
Time charge includes services of program department in securing talent and arranging programs. The station reserves the right to refuse or to discontinue any advertising for reasons sufficient to itself. All programs subject to approval of station management which reserves the right to make any changes necessary to meet the station's policies or governmental regulations.
Contracts subject to cancellation by advertisers only by a written notice, two weeks in advance, accompanied by a certified check for short rate to the date of last program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—John C. McCormack.
Commercial Manager—J. A. Oswald.
Program Director—Fred Ohl.
Chief Engineer—W. E. Antony.
Promotion Manager—B. G. Robertson

Representatives
The Branham Company.

MAINE—Continued

LEWISTON—Continued

W C O U—Continued

(After 6:00 p.m. week days and after 1:00 p.m. Sundays)

Table with 6 columns: Time (1 hr., 1/2 hr., 1/4 hr., 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 250 tl. Rates for various time slots.

ANNOUNCEMENTS

Table for announcements: 100 words or one minute transcription, 30 word (station breaks). Rates for 1, 13, 26, 52, 100, 250 times.

SPECIAL FEATURES

Musical Clock Participation: 6:00 a.m. to 7:00 a.m. in French; 7:00 a.m. to 8:00 a.m. in English; daily except Sunday. Rates and details on request.

REMOTE CONTROL

Telephone line charges and installation within city limits of Lewiston and Auburn at actual cost. Additional charge will be added to above rates for traveling expenses outside city limits.

Contract and Other Requirements: No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

Personnel: Manager—John C. Libby; Chief Engineer—Leslie R. Hall. Representatives: Forjoe & Company.

PORTLAND

(Cumberland County)

W C S H

(Established 1925)



Rates effective January 1, 1942. (Card No. 8.) Card received December 15, 1941.

Owned and operated by Congress Square Hotel Co. Business Office and Studio—579 Congress Street, Portland, Maine, telephone 3-9667.

Wave—Power—Time: Operating power—5,000 watts. 100% modulation (vertical control).

393.3 meters; 970 kilocycles. Licensed to operate full time on cleared regional channel on Eastern Standard Time.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% to recognized agencies on net charges for station time; cash discount none.

General Advertising: For combination rates see Listing of National Broadcasting Company (Basic Red Network) and Yankee Network.

CLASS "A" (6:00 p.m. to 11:00 p.m.) Table with 6 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates.

CLASS "B" (12:00 midnight to 6:00 p.m. Sunday) Table with 6 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates.

CLASS "C" (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) Table with 6 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates.

CLASS "D" (12:00 midnight to 8:00 a.m.) Table with 6 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates.

ANNOUNCEMENTS AND TALKS: 100 words to the minute. Less than 100 words charged at the minute rate, except 25 word flashes.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP: Various periods are open to either one minute (100 words) or five minute participations; live or transcribed programs accepted.

RECORDED PROGRAMS: Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT: Staff orchestra. All general types of musical soloists and groups available. Dramatic players with director.

REMOTE CONTROL: All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of engineers, maintenance men, operators and artists.

SERVICE FACILITIES: Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted excepting beers and wines.

CLASS "C"

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

Table for Class C: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates for 1, 13, 26, 52, 101 or more times.

CLASS "D"

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

Table for Class D: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates for 1, 13, 26, 52, 101 or more times.

ANNOUNCEMENTS AND TALKS

100 words to the minute. Less than 100 words charged at the minute rate, except 25 word flashes. Station break flashes (no quantity discount): Sundays 25.00, Class "A" except Sunday 14.00, Class "C" except Sunday 7.00, Class "D" 5.25.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP

Various periods are open to either one minute (100 words) or five minute participations; live or transcribed programs accepted. One minute participations sold in connection with Yankee Network News Service broadcasts.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

Staff orchestra. All general types of musical soloists and groups available. Dramatic players with director.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of engineers, maintenance men, operators and artists.

SERVICE FACILITIES

Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beers and wines. All charges are for station time only. Program cost is extra.

Closing Time

Talent programs, talks and recorded programs close two weeks in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Managing Director—William H. Rines. Commercial Manager—Albert W. Smith.

Representatives

Weed & Company.

W G A N

(Established 1938)



Rates effective December 1, 1941. (Card No. 1.)

Owned and operated by Portland Broadcasting System, Inc.

Business Office and Studio—Columbia Hotel, Portland, Maine, telephone 2-7489.

Transmitter—Riverton, Portland, Maine.

Wave—Power—Time

Operating power—5,000 watts. 100% modulation—vertical control. 537.5 meters; 560 kilocycles.

Licensed to operate full time. Operates on Eastern Standard Time Daylight Saving Time in operation from last Saturday in April to last Sunday in September.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Weekday, 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized agencies on net charges for station time; 2% cash discount—10 days. No commissions on program charges.

General Advertising

For combination rates see Listing of Columbia Broadcasting System (Basic Supplementary Group). Discounts apply to stipulated number of programs broadcast within a 12 month period.

CLASS "A"

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

Table for Class A: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates for 1, 13, 26, 52, 100, 200, 260 times.

CLASS "B"

(1:00 p.m. to 6:00 p.m. Sunday)

Table for Class B: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates for 1, 13, 26, 52, 100, 200, 260 times.

CLASS "C"

(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight except 1:00 p.m. to 6:00 p.m. Sunday)

Table for Class C: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates for 1, 13, 26, 52, 100, 200, 260 times.

WEEKLY RATES

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

Table for Weekly Rates: Six days weekly; minimum 13 weeks. Rates for 1/4 hour, 5 minutes, 1 minute for 13, 26, 52 weeks.

Discounts apply to stipulated number of programs broadcast within a 12 month period. Rates are for time only. Talent is extra.

ANNOUNCEMENTS

CLASS "A"

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

Table for Class A Announcements: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates for 1, 13, 26, 52, 100, 200, 260 times.

CLASS "B"

(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table for Class B Announcements: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*) (†) Rates for 1, 13, 26, 52, 100, 200, 260 times.

SPECIAL FEATURES

Weather Reports, Temperature Reports: Copy limit 100 words. One minute rates apply. Time Signals: Copy limit 25 words. 35 word announcement rates apply.

POLITICAL BROADCASTS

Copy must be submitted to station not less than 24 hours before broadcasts. No frequency discount.

LECTURES AND EDUCATIONAL TALKS: Accepted by special arrangement.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

All general types of musical soloists and groups available, also dramatic players with director. Talent costs quoted on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all extra expenses of engineers, operators and talent to be paid for by advertisers.

SERVICE FACILITIES

Services of continuity, program, production, merchandising and publicity departments are available.

Contract and Other Requirements: Advertising of beer and wine accepted. All charges are for station time only.

Closing Time: Talent programs, talks and recorded programs close two weeks in advance of broadcast.

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

Personnel

President—Gay P. Gannett. Assistant Treasurer—L. H. Stubbs. General and Prom. Mgr.—Crelighton E. Gatchell. Program Manager—Richard E. Bates. Chief Engineer—Roger W. Hodgkins.

Representatives

Paul H. Raymer Company.

MARYLAND—Continued

BALTIMORE—Continued

W C A O—Continued

REMOTE CONTROL

Station is in a position to arrange any remote broadcast where they have sufficient notice. High frequency pack transmitters available. Rates and details on request.

Contract and Other Requirements

Maximum contract term, one year. Contracts must be completed within 12 months to earn net rate. The management reserves the right to revise or reject commercial copy or script for programs or spot announcements not conforming with the station's standard of acceptable copy. If for such reason contract should be cancelled, the advertiser agrees to pay short rate applying to number of broadcasts used.

Closing Time

All programs close two days in advance of broadcast.

Mechanical Program Equipment

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

Personnel

Vice-President—L. Waters Milbourne.

Representatives

Paul H. Raymer Company.

	CLASS "C" (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days)			
	Announcements		One minute	
	(*)	(†)	(*)	(†)
1 time.....	3.00	7.00	12.00	9.80
15 times.....	7.50	5.75	10.50	8.05
50 times.....	6.75	5.25	9.15	7.35
150 times.....	6.00	4.75	8.40	6.65
Six times per week:				
1 week.....	45.00	34.50	63.00	48.30
13 weeks.....	30.00	28.50	50.40	39.00
26 weeks.....	31.20	27.00	47.88	37.80
39 weeks.....	32.50	25.65	45.50	35.90
52 weeks.....	30.00	24.35	43.25	34.10

Participation in special features—rates on request.
 Choir breaks, 40 words; announcements, 75 words.
 (*) Guaranteed time.
 (†) Run of schedule.

POLITICAL RATES

Political rates are charged at the regular one time rates.

FOREIGN LANGUAGE PARTICIPATING PROGRAMS

Jewish, Polish, Czech, Italian—rates on request.

SPECIAL FEATURES

Rates for daily and seasonal features, such as sports reviews, market reports, time signals and weather reports will be furnished on request.

RECORDED PROGRAMS

Regular time charges apply to all recorded programs.

TALENT

Any type of program can be produced. Choice of local talent available.

REMOTE CONTROL

Actual cost of lines in addition to station time plus service charge.

Contract and Other Requirements

Contracts must be used within one year to obtain

rates. All proposals subject to chain priority and sale of time. Rates are for the facilities of the station only; talent extra.

If less programs or announcements are used than stipulated on contract, advertiser will be rebilled at rate earned.

The management of station reserves the right to cancel, advance the time of, or postpone the program of any advertiser if it interferes with the broadcasting of public messages or announcements of sectional or national importance.

All programs must conform to the standards of the station and be in compliance with the laws of the United States, and laws of the State of Maryland and the Rules and Regulations of the Federal Communications Commission.

All contracts are made subject to interference by strikes, weather conditions or other unavoidable conditions beyond the control of the station, and no responsibility will be assumed beyond the cancellation of the charges for time involved.

Advertiser agrees to comply and to have his advertising copy comply with the present Pure Food and Drug Act and any new Pure Food and Drug Act. The advertiser and his agents or employees agree to indemnify and keep indemnified the Baltimore Broadcasting Corporation from any loss caused by reason of any action in libel, slander or copyright infringement, and in addition the advertiser agrees to pay all costs of defending the action, including the attorney's fee.

Mechanical Program Equipment

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

Personnel

President—John Elmer.
 General Manager—George H. Roeder.

Representatives

The Foreman Company.

W C B M



Rates effective August 13, 1941. (Card No. 1A.)
 Card received September 11, 1941.

Owned and operated by Baltimore Broadcasting Corporation.

Studio—Community House, North Avenue at Harford, Baltimore, Md., University 8400.

Transmitter—1100 Cold Spring Lane, Baltimore, Maryland.

Wave—Power—Time

Operating power—250 watts.
 214.3 meters; 1400 kilocycles.
 Licensed to operate full time.
 Daylight Savings Time not observed.
 Actual operating schedule: Sundays, 9:00 a.m. to midnight; week days, 7:00 a.m. to midnight.

Commission and Cash Discount

Agency commission 15% will be allowed to recognized agencies on net station time if bills are paid by 15th of month following service. No cash discount. No commission on talent or other program charges. Bills due and payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Blue Network). Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	(*)
1 hour.....	160.00	152.00	144.00	136.00	128.00	120.00
1/2 hour.....	96.00	91.20	86.40	81.60	76.80	72.00
1/4 hour.....	64.00	60.80	57.60	54.40	51.20	48.00
5 minutes.....	35.00	33.25	31.50	29.75	28.00	26.25

CLASS "B"

(5:00 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days)

	1 hour.....	1/2 hour.....	1/4 hour.....	5 minutes.....
	96.00	91.20	86.40	81.60
	57.50	54.63	51.75	48.87
	38.00	36.10	34.20	32.30
	19.00	18.05	17.10	16.15

CLASS "C"

(7:00 a.m. to 5:00 p.m. week days)

	1 hour.....	1/2 hour.....	1/4 hour.....	5 minutes.....
	80.00	76.00	72.00	68.00
	48.00	45.60	43.20	40.80
	32.00	30.40	28.80	27.20
	16.00	15.20	14.40	13.60

ANNOUNCEMENTS

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

	Announcements		One minute	
	(*)	(†)	(*)	(†)
1 time.....	20.00	15.00	28.00	21.00
15 times.....	17.50	13.50	24.50	18.00
50 times.....	15.75	12.25	22.05	17.15
150 times.....	13.75	10.75	19.25	15.05
Six times per week:				
1 week.....	105.00	81.00	147.00	113.40
13 weeks.....	82.50	64.50	115.50	90.80
26 weeks.....	78.25	61.25	109.55	85.75
39 weeks.....	74.35	58.25	104.10	81.55
52 weeks.....	70.00	55.35	98.84	77.50

CLASS "B"

(5:00 p.m. to 6:00 p.m. week days)

Add 10% to Class "C" rates.

W
C
B
M

PENNY FOR PENNY

Baltimore Coverage

BETTER THAN ANY!

Proof? It's plentiful! A local morning show that hits 74.6% by an independent survey . . . over 80% by a frank competitor's survey! The only different participating Morning Clock program! The best sports announcer in Baltimore's history . . . how kids and adults alike tune him in 3 times daily! Local leadership long established! And NOW . . . a parade of NBC BLUE—ribbon favorites . . . all sure-fire dial detainers! Complete, consistent, no-waste coverage . . . at rates that welcome comparison!

BY THE BYE . . . have you heard the latest about the Baltimore market? Still No. 1 in defense projects . . . population pushing the million mark!

John Elmer
President

GEO. ROEDER
General Mgr.

National Representatives:
THE FOREMAN CO., N. Y. C. and Chicago

BALTIMORE—Continued
W F B R—Continued

Broadcast schedules are subject to change when and time is required for station's needs. No periods in bulk for resale. Contracts subject to cancellation only after a minimum of two weeks' broadcasting.

Operating Time
Closing date one week in advance for talent programs.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.
Personnel
President—Robert S. Maslin, Sr.
Commercial Manager—Purnell H. Gould.
Traffic Manager—Robert S. Maslin, Jr.
Merchandise Manager—Edward Moybray.
Representatives—Edward Petry & Company, Inc.

WITH
(Established 1941)

Rates effective April 1, 1941. (Card No. 1.)
Owned and operated by Maryland Broadcasting Co.
Business Office and Studio—7 East Lexington Street, Baltimore, Maryland, telephone Lexington 7308.
Transmitter—1230 Curtain Ave., Baltimore, Md.

Power—Time
Operating power—250 watts.
3.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Daylight Saving Time not observed.
Actual operating schedule: 24 hours daily.
Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly and are due upon presentation.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights.
CLASS "A" 156 or more times
(6:00 p.m. to 10:30 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. times
1 hour.... 120.00 114.00 108.00 102.00 96.00 90.00
2 hour.... 72.00 68.40 64.80 61.20 57.60 54.00
3 hour.... 45.00 42.75 40.50 38.25 36.00 33.75
5 minutes 20.00 18.00 16.00 14.00 12.00 10.00
10 words or one minute.... 10.00 9.50 9.00 8.50 8.00 7.50
Station breaks 8.00 7.60 7.20 6.80 6.40 6.00

CLASS "B" 104 times
(10:30 p.m. to 6:00 p.m.)
1 hour.... 60.00 57.00 54.00 51.00 48.00 45.00
2 hour.... 36.00 34.20 32.40 30.60 28.80 27.00
3 hour.... 22.50 21.37 20.25 19.12 18.00 16.87
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50
10 words or one minute.... 6.00 5.70 5.40 5.10 4.80 4.50
Station breaks 5.00 4.75 4.50 4.25 4.00 3.75

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

TALENT
Rates on request.
Contract and Other Requirements
Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. No blanket contracts accepted. No contract accepted for more than one year. Program and continuity subject to station acceptance.

Operating Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 48 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.
Personnel
Station Manager—Thomas Tinsley.
Commercial Manager—George Shafer.
Representatives
Headley-Reed Company.

CUMBERLAND

(Allegany County)

WTBO

(Established 1928)



Rates effective March 20, 1940.
Operated by the Associated Broadcasting Corporation.
Business Office and Studio—Commercial Bank Bldg., Cumberland, Maryland, Cumberland 299.
Transmitter—Fort Hill, Maryland, 1-1/2 miles southeast of Cumberland.

Wave—Power—Time
Operating power—250 watts to local sunset at Dallas, Texas.
365.9 meters; 820 kilocycles.
Licensed to operate to local sunset at Dallas on closed channel. Operates on Eastern Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sunday 8:00 a.m. to local sunset at Dallas, Texas. Week days 7:00 a.m. to local sunset at Dallas, Texas. (One hour later than Eastern Standard Time.)

Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies on station time only. No cash discounts. Charges for facilities payable on presentation. Invoices rendered monthly.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising.
1 tl. 12 tl. 26 tl. 52 tl. 104 tl. 260 tl.
1 hour.... 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour.... 38.00 37.00 36.00 35.00 34.00 33.00
1/4 hour.... 24.00 23.00 22.00 21.00 20.00 19.00
10 minutes 18.00 17.00 16.00 15.00 14.00 13.00
5 minutes 12.00 11.75 11.50 11.25 11.00 10.75

SPOT ANNOUNCEMENTS
100 words or one minute.... 6.50 6.30 6.10 5.90 5.70 5.50
50 words.... 5.00 4.80 4.60 4.40 4.20 4.00

SPECIAL FEATURES
News: Regular station rates apply for five minutes or more.
Time signals, weather or temperature reports: 3 daily with maximum of 50 words commercial copy (exclusive sponsorship), per week 60.00; minimum contract requirements, 15 weeks.

POLITICAL BROADCASTS
Charged for at the one time rate for class of service purchased. No frequency discounts allowed. Payment must accompany contract.

RECORDED PROGRAMS
Transcription library service available—details on request.

TALENT
Rates on application.

REMOTE CONTROL
All wire, facility and service charges to be paid for by advertiser.

SERVICE FACILITIES
Program ideas furnished; complete radio features planned and produced. Merchandising service available.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Preferred position governed by priority and availability on contract basis. All contracts are subject to station's approval and governmental regulations. Rates quoted are for station time and services of announcer only.
Contracts not accepted for more than one year. No periods sold in bulk for resale.

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

Personnel
President and General Manager—Frank V. Becker.
Commercial Manager—G. P. Richards.
Program Director—Stewart Phillips.
Representatives
International Radio Sales.

FREDERICK

(Frederick County)

WFMD

(Established 1886)

Rates received September 12, 1941.
Owned and operated by Monocacy Broadcasting Corp. Studios—Winchester Hall, Frederick, Maryland, Frederick 1626-7.
Other Studios—Westminster, Maryland, Hagerstown, Maryland, and Hanover, Pennsylvania.
Transmitter—Jefferson Pike.

Wave—Power—Time
Operating power—500 watts.
(100% modulation—crystal control.)
322.6 meters; 930 kilocycles.
Daylight Savings Time not observed.
Licensed to operate full time.
Actual operating schedule: Sundays 7:30 a.m. to 10:15 p.m. Week days 6:30 a.m. to 10:15 p.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station facilities. Cash discount none.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising.

CLASS "A" (5:30 p.m. to 9:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl.
1 hour.... 75.00 71.25 67.50 64.31 61.10
1/2 hour.... 50.00 47.50 45.13 42.77 40.74
1/4 hour.... 35.00 33.25 31.58 29.85 28.35
5 minutes 20.00 19.00 18.00 17.10 16.25

CLASS "B" (8:00 a.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)
1 hour.... 50.00 47.50 45.13 42.77 40.74
1/2 hour.... 35.00 33.25 31.58 29.85 28.35
1/4 hour.... 20.00 19.00 18.00 17.10 16.25
5 minutes 15.00 14.25 13.54 12.86 12.10

CLASS "C" (Sign-on to 8:00 a.m. and 10:00 p.m. to sign-off)
1 hour.... 40.00 38.00 37.10 35.25 33.19
1/2 hour.... 28.00 26.00 25.27 24.00 22.80
1/4 hour.... 17.00 16.15 15.35 14.39 13.87
5 minutes 12.00 11.40 10.83 10.30 9.78

SPOT ANNOUNCEMENTS
CLASS "A" (5:30 p.m. to 9:00 p.m.)
13 tl. 26 tl. 52 tl. 104 tl. 312 tl. 600 tl.
125 wds 7.50 7.18 6.82 6.48 6.16 5.85
50 wds 6.00 5.70 5.40 5.13 4.88 4.64

CLASS "B" (8:00 a.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)
125 wds 6.00 5.70 5.40 5.13 4.88 4.61
50 wds 5.00 4.75 4.50 4.28 4.06 3.81

CLASS "C" (Sign-on to 8:00 a.m. and 10:00 p.m. to sign-off)
125 wds 5.00 4.75 4.50 4.28 4.06 3.81
50 wds 4.00 3.80 3.61 3.43 3.26 3.10

SPECIAL FEATURES
News service, time signals, weather reports, sports, homemakers—rates on request.

POLITICAL BROADCASTS
Rates on request.

TALKS
Charged at regular rates. Time to be allotted by station.

ELECTRICAL TRANSCRIPTIONS
Transcribed broadcasts charged at regular rate. No handling charge is made on transcriptions. Portable recording equipment available. Rates on request.

TALENT
The station will arrange the selection of talent for programs if desired. Arrangements can be made for use of talent including singers, instrumentalists, comedy, harmony teams, orchestra, dramatic artists, etc.—rates on application.

REMOTE CONTROL
Facilities for remote control broadcasts available, including portable relay transmitter. Costs to be charged to advertiser. Rates on request.

(This listing continued on next page)

W-I-T-H . . . no news but FLASH NEWS!
Only Baltimore station with ASSOCIATED PRESS AND REUTERS DISPATCHES.
24 HOURS A DAY



W-I-T-H The People's Voice in Baltimore
Represented Nationally by HEADLEY-REED COMPANY

W A A B—Continued

no contract accepted longer than one year. Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. All productions must conform to station standard of studios in broadcasting.

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

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
President—John Shepard, Srd.
Vice-President in charge of station operations—R. L. Harlow.

Vice-President in charge of sales and production—Linus Travers.

Sales Manager—William Warner.
Exclusive National Representatives
Edward Petry & Company, Inc.

WBZ and WBZA

(Established 1921)



Rates effective January 15, 1940. (Card No. 1.)
Owned and operated by Westinghouse Radio Stations, Inc.

Business Offices—Hotel Bradford, Boston, Mass., Hancock 4261, and Hotel Kimball, Springfield, Mass., Springfield 6-8336.

Studios—WBZ, Hotel Bradford, Boston; WBZA, Hotel Kimball, Springfield, Massachusetts.

Transmitter—WBZ, Hull, Mass.; WBZA, East Springfield, Mass.

Power—Time
Stations WBZ and WBZA are operated synchronously and simultaneously.

Operating power—WBZ, 50,000 watts; WBZA, 1,000 watts. (100% modulation—thermostatically controlled crystal.)

Frequency—291.3 meters; 1030 kilocycles.

Licensed to operate full time on national cleared channel.

Operates on Boston-Springfield Time.

Actual operating schedule: Sunday, 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discounts.

Bills due and payable when rendered.

General Advertising
Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after January 15, 1940, at rates on this card for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

For combination rates see listing of National Broadcasting Company (Basic Blue Network).

The following rates include charges by owners of music copyrights.

These stations are available only in combination.

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

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

1 hour..... 460.00
1/2 hour..... 278.00
1/4 hour..... 184.00
*10 minutes..... 154.00
*5 minutes..... 92.00

CLASS "B"
(12:00 noon to 6:00 p.m. Sunday only)

1 hour..... 345.00
1/2 hour..... 207.00
1/4 hour..... 138.00
*10 minutes..... 118.00
*5 minutes..... 69.00

CLASS "C"
(11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)

1 hour..... 230.00
1/2 hour..... 138.00
1/4 hour..... 92.00
*10 minutes..... 77.00
*5 minutes..... 46.00

CLASS "D"
(12:00 midnight to 9:00 a.m.)

1 hour..... 154.00
1/2 hour..... 92.00
1/4 hour..... 62.00
*10 minutes..... 52.00
*5 minutes..... 31.00

(* Available only in restricted periods.)

CLASS "E"
SERVICES

Time Signals: Each service exclusive to one advertiser. 6:00 p.m. to sign-off, seven nights weekly—two 10 word and two 20 word announcements. The actual time and spelling of a name are each counted as one word. This service available only to time piece manufacturers or those who regularly furnish a time service to the public. Per week 575.00.

Sign-on: to 6:00 p.m., seven days weekly three 20 word and two 10 word announcements. The actual time and spelling of a name are each counted as one word. Per week 287.50.

Musical Clock—Broadcast prior to 9:00 a.m. Monday through Saturday.

Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.

Program cost includes staff announcer, transcription and/or records. If live talent desired as

substitute, separate program charges will be made. The following rates apply to both Musical Clock and Radio Night Club:

	gross	net
1 hour unit.....	575.00	60.00
1/2 hour unit.....	345.00	30.00
1/4 hour unit.....	230.00	15.00

If any part of any of the above services is unavailable, the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Less than \$2.00 weekly.....	None
\$2.00 or more but less than \$184.00 weekly.....	2-1/2%
\$184.00 or more but less than \$276.00 weekly.....	5%
\$276.00 or more but less than \$368.00 weekly.....	7-1/2%
\$368.00 or more but less than \$460.00 weekly.....	10%
\$460.00 or more but less than \$552.00 weekly.....	12-1/2%
\$552.00 or more weekly.....	15%

Rebates for Consecutive Weeks

26 to 38 consecutive weeks.....	5%
39 to 51 consecutive weeks.....	7-1/2%
52 or more consecutive weeks.....	10%

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under Classes "A," "B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE FEATURE

Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates. Announcements scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when one advertiser contracts for both daytime and evening service within a twelve month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

Announcements
(6:00 p.m. to 11:00 p.m.) 100 300 tl.
1 tl. 10 tl. 25 tl. 50 tl. 100 tl. or more

1 minute..... 46.00 43.70 41.40 39.10 36.80 34.50
(11:00 p.m. to 6:00 p.m.)

1 minute..... 23.00 21.85 20.70 19.55 18.40 17.25

Chain break announcements: Live announcements are not to exceed 25 words. Recorded announcements are not to exceed 12 seconds duration. No discounts apply:

Each (6:00 p.m. to 11:00 p.m.) 46.00

Each (11:00 p.m. to 6:00 p.m.) 23.00

Cooperative Feature

Home Forum—Monday through Friday. Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client.

Per particl- 1 tl. 10 tl. 25 tl. 50 tl. 100 tl. 300 tl.
patron..... 46.00 43.70 41.40 39.10 36.80 34.50
Program and talent cost, 10.00 net per participation.

ELECTRICAL TRANSCRIPTIONS
Accepted during regular broadcasting periods.

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and ale.

All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer.

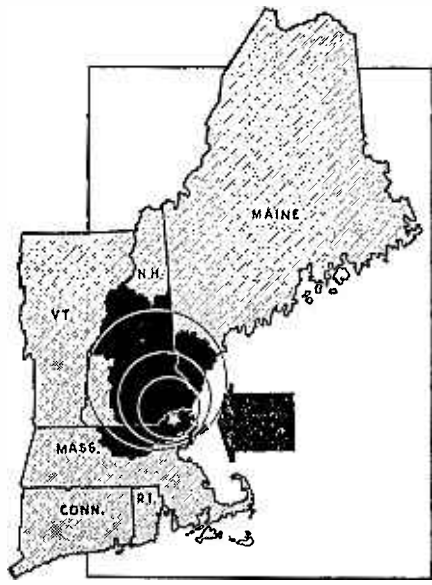
Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

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

Personnel
General Manager—C. S. Young.
Sales Manager—Frank R. Bowes.

Representatives
National Broadcasting Company, Inc.



The 7th
NEW ENGLAND STATE
... Larger Than 4
New England States
... exceeds population of
Nation's 5th Largest City!

WLAW is the preferred station in the industrial heart of New England—The 7th State... with a population in the primary listening area of more than one and one-half million people. The 7th State is a definite New England marketing area—an important market—cover it effectively—intensively.

WLAW
LAWRENCE, MASS.
5000 Watts - 680 K. C.



National Representatives
THE KATZ AGENCY, Inc.

MASSACHUSETTS — Cont'd

BOSTON—Continued

WCOP
(Established 1935)



Rates effective January 1, 1942. (Card No. 4.)
Owned and operated by Massachusetts Broadcasting Corporation.
Business Office and Studio—Conley Plaza Hotel, Boston, Mass., Commonwealth 1717.
Transmitter—Brighton, Massachusetts.
Wave—Power—Time
Operating power—500 watts, 260.9 meters; 1150 kilocycles.
Licensed to operate full time.
Daylight Saving Time observed.
Commission and Cash Discount
Agency commission 15% to recognized agencies on net station time. No cash discount.
General Advertising
Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 10 min, 5 min) and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots (1/4 hr, 10 min, 5 min) and rates for CLASS 'C'.

Table with columns for time slots (1 min, 50 words or less) and rates for ANNOUNCEMENTS.

POLITICAL TALKS Accepted at regular rates. No time discount allowed.
ELECTRICAL TRANSCRIPTIONS Transcription library available.
RECORDED PROGRAMS Regular time charges apply.

TALENT Rates on application.
REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.

SERVICE FACILITIES Production department sales and merchandising department are available to advertisers.
Contract and Other Requirements Rates are for the facilities of the station only. Talent and line charges extra. No contract accepted for longer period than one year. Preferred position governed by priority and availability on contract basis.

All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management

of the station reserves the right to reject any material without giving reason therefor. All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station. All programs in foreign language must submit translation to station in advance of broadcast.

Closing Time Complete manuscript must be submitted for station approval one week in advance. For inclusion in general publicity and printed announcements, the closing date is 14 days before broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table Personnel
General Manager—A. N. Armstrong, Jr.
Representatives
Headley-Reed Company.

WEEI
(Established 1924)



COLUMBIA OPERATED



Rates effective October 15, 1939. (Card No. 16.)
Leased and operated by the Columbia Broadcasting System.
Business Office and Studio—182 Tremont Street Boston, Mass., Hubbard 2923.
Other studios, Herald-Traveler Bldg., Boston, Mass
Transmitter—Medford, Massachusetts
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal oscillator.)
508.2 meters; 590 kilocycles.
Licensed to operate full time on cleared national channel. Operates on local Boston time. Daylight Saving Time in operation from last Sunday in April to last Sunday in September.
Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 5:30 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discount. Bills rendered weekly.
General Advertising
For combination rate see listing of Columbia Broadcasting System (Basic Network).
Rates for periods in excess of one hour are in exact proportion to one hour rates.

GENERAL BROADCASTING TIME RATES Without Talent—Gross

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for CLASS 'A', CLASS 'B', CLASS 'C', CLASS 'D', and CLASS 'E'.

DISCOUNTS All discounts apply to time charges only. Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be prejudiced.
When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcasting Time Rates" other than that in which the advertiser is already earning a weekly frequency rate, the gross time charge per period (i.e., one time per week rate shown under "General Broadcasting Time Rates") for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a three, four or five time per week frequency rate, and will be reduced by 20% if the advertiser is already earning a six or more time per week frequency rate, provided the gross time charge per period (one time per week rate, shown under

(This listing continued on next page)

One of America's greatest local programs



MASSACHUSETTS — Cont'd

LAWRENCE—Continued
W L A W—Continued

General Advertising
For combination rates see listings of Columbia Broad-
casting System and Columbia New England Network.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots and rates for ANNOUNCEMENTS (100 words, 50 words) and SPECIAL FEATURES (Time signals, Beauty talks, etc.).

Table with columns for time slots and rates for REMOTE CONTROL (Additional charges for programs originating outside the station's studios).

Table with columns for time slots and rates for SERVICE FACILITIES (Production, sales and merchandising departments available to client).

Table with columns for time slots and rates for CONTRACT AND OTHER REQUIREMENTS (Contracts are not subject to cancellation on less than two weeks written notice).

Table with columns for time slots and rates for MECHANICAL PROGRAM EQUIPMENT (Equipped to handle programs by electrical transcription).

Table with columns for time slots and rates for PERSONNEL (General Manager—Irving E. Rogers, Business Manager—David G. Jones).

Table with columns for time slots and rates for REPRESENTATIVES (The Katz Agency, Inc., Boston—New England Radio Advertising Co.).

W L L H (Established 1937)



Owned and operated by Merrimac Broadcasting Com-
pany, Inc.
Business Office, Studio and Transmitter—Creeks Bldg.,
Lawrence Massachusetts.
Other Studios—Lowell, Massachusetts.

General Advertising
Stations W L L H, Lawrence, Mass., and W L L H,
Lowell, Mass., are synchronized for simultaneous
broadcasts. For rates and details see W L L H, Lowell,
Mass.

LOWELL (Middlesex County)

W L L H (Established 1934)



Rates effective March 15, 1938. (Card No. 8.)
Owned and operated by Merrimac Broadcasting Com-
pany, Inc.
Business Office and Studio—Rex Center, Lowell,
Mass., Lowell 2121.

Other studio—Lawrence, Mass., Lawrence 22148.
Transmitters—Lowell and Lawrence, Massachusetts.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.

Commission and Cash Discount
Agency commission 15% allowed to recognized agen-
cies on net station time. No cash discount. Charges
for facilities are payable immediately after each
broadcast.

General Advertising
For combination rates see listings of Yankee Net-
work, Colonial Network and Mutual Broadcasting
System (Northeast [Colonial] Stations).

Table with columns for time slots and rates for MUSICAL OR DRAMATIC PROGRAMS (8:00 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for DISCOUNTS (Time discounts on card rates apply to total number of broadcasts).

Table with columns for time slots and rates for ANNOUNCEMENTS (Tie-in announcements following chain programs).

Table with columns for time slots and rates for POLITICAL TALKS (Station equipped for any type of remote control work).

Table with columns for time slots and rates for SPECIAL FEATURES (Musical Clock; Shopping News; Hits and Encores).

Table with columns for time slots and rates for REMOTE CONTROL (All wire and mechanical charges for remote control).

SERVICE FACILITIES
Production Department, Sales and Merchandise
Department and Station Artists Bureau are avail-
able to advertisers.

Contract and Other Requirements
Musical and dramatic program charges are for
facilities of the station only; talent is extra.

Closing Time
Closing date for inclusion in general publicity a
printed announcement is 14 days before broadcast.

Personnel
President—A. S. Moffat.
Manager—Robert F. Donahue.

NEW BEDFORD (Bristol County)

W N B H (Established 1921)

Rates effective May 1, 1941. (Card No. 7.)
Owned and operated by The Standard-Times, Mercur
Business Office and Studio—588 Pleasant Street, N.
Bedford, Massachusetts, telephone 8-5228.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
223.9 meters; 1340 kilocycles.

Commission and Cash Discount
Agency commission 15% on broadcasting rates on
to advertising agencies recognized by station owner.

Table with columns for time slots and rates for GENERAL ADVERTISING (For combination rates see listings of Yankee Net-
work, Colonial Network and Mutual Broadcast-
ing System).

Table with columns for time slots and rates for POLITICAL TALKS (Station equipped for any type of remote control work).

Table with columns for time slots and rates for REMOTE CONTROL (Station equipped for any type of remote control work).

Table with columns for time slots and rates for SPECIAL FEATURES (Musical Clock; Shopping News; Hits and Encores).

Table with columns for time slots and rates for SERVICE FACILITIES (Production, sales and merchandising departments available to client).

Table with columns for time slots and rates for CONTRACT AND OTHER REQUIREMENTS (Contracts are not subject to cancellation on less than two weeks written notice).

Table with columns for time slots and rates for MECHANICAL PROGRAM EQUIPMENT (Equipped to handle programs by electrical transcription).

Table with columns for time slots and rates for PERSONNEL (General Manager—Hugh R. Norman, Commercial Manager—Raymond D. Markey).

PITTSFIELD

W B R K (Established 1938)



Rates effective August 1, 1941. (Card No. 3.)
Owned and operated by Monroe B. England, Pitts-
field, Massachusetts.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.

(This listing continued on next page)

MICHIGAN—Continued

DETROIT—Continued

W J R—Continued

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

Table with columns for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for different time slots (11, 12:00 noon to 6:00 p.m. Sunday).

ANNOUNCEMENTS

Table with columns for words (100 words, 30 words) and rates for (Nighttime) and (Daytime).

SPECIAL FEATURES

Mrs. Page's Household Economies—Limited to eight sponsors, regular discounts apply: Six announcements per week... 240.00 Single announcement... 40.00

POLITICAL TALKS

Regular rates apply. Cash in advance.

ELECTRICAL TRANSCRIPTIONS Not restricted as to hours. Regular rates apply. Transcriptions, one minute or less, 8:30 a.m. to 6:00 p.m. 40.00 Before 8:30 a.m. 35.00 Evenings 80.00

DISCOUNTS

Discounts on announcements and transcriptions of one minute or less, to be broadcast within one year: 52 times 5% 104 times 10% 200 times 15%

TALENT

Rates on application.

REMOTE CONTROL

Complete facilities.

SERVICE FACILITIES

The services of the Production Department are at the disposal of broadcasters using the station, without charge, for engaging at lowest prices musicians and other performers. Program ideas, continuities, etc., prepared and submitted.

Contract and Other Requirements

Rates are for facilities of the station only. Talent, news service or library transcriptions are extra. Programs to be put on in one of the regular station studios in Detroit.

Contracts and copy subject to the station owner's approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Local announcements tied to network broadcasts will be charged for at the foregoing rates. All programs must conform to the standards of the station.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using both 33-1/8 and 78 r.p.m. double turntables.

Personnel President—G. A. Richards, Vice-Pres. and General Mgr.—Leo Fitzpatrick, Assistant General Manager—Owen F. Urledge, Representatives Edward Petry & Company, Inc.

WWJ (Established 1920)



Rate card dated December 15, 1940. (Card No. 23) Owned and operated by Evening News Association Business Office and Studio—626 Lafayette Avenue West, Detroit, Michigan. Transmitter—Eight Mile and Meyers Roads, O Park, Michigan.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts night (100% modulation.) 315.8 meters; 950 kilocycles. Licensed to operate full time on regional channel Operates on Eastern Standard Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight Week days 6:00 a.m. to 1:00 a.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. 1 cash discount General Advertising For combination rates see listing of National Broadcasting Company (Basic Red Network). Rate includes charges by owners of music copyright Rates are for time only.

CLASS "A"

Table for CLASS "A" rates (6:00 p.m. to 11:00 p.m. week days and 3:00 p.m. to 11:00 p.m. Sundays) with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min.

CLASS "B"

Table for CLASS "B" rates (9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 3:00 p.m. Sundays)

CLASS "C"

Table for CLASS "C" rates (7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight week days and Sundays)

CLASS "D"

Table for CLASS "D" rates (6:00 a.m. to 7:00 a.m. and 12:00 midnight to 1:00 a.m. week days)

Sound effects or additional voices on announcements 25% extra.

CLASS "A"

Table for CLASS "A" rates with columns for E. T., Announcements, Chain Breaks.

CLASS "B"

Table for CLASS "B" rates with columns for E. T., Announcements, Chain Breaks.

(*) Tie-in announcement service on network programs during sponsor's time.

CLASS "C"

Table for CLASS "C" rates with columns for E. T., Announcements, Chain Breaks.

(This listing continued on next page)



— One of America's Most Outstanding Opportunities for Profitable, Economical Selling for 1942 Investigate Now!



George P. Hollingbery Company

New York Chicago Atlanta San Francisco Los Angeles

Owned and Operated by The Detroit News

MINNESOTA—Continued

ARROWHEAD NETWORK—Cont'd

Table with columns for time slots (1 hr, 1/4 hr, 10 min, 5 min, 4 min, 3 min, 2 min, 1 min) and rates for 13, 26, and 52 weeks. Includes CLASS 'B' and CLASS 'C' headers.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'B' header.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'C' header.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'C' header.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'C' header.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'B' header.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'C' header.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'C' header.

POLITICAL PROGRAMS

All political programs take the one time rate. commission to agencies on political broadcasts.

REMOTE CONTROL

Programs can originate from studios of any mem station at no additional cost. Extra charges are ma for Programs originating outside of the studios.

SERVICE FACILITIES

Continuity, production, merchandising and public departments are part of the regular service. Ex services, when required, billed at net cost. Contract and Other Requirements

ALBERT LEA KATE

(Freeborn County)

Date card updated—received December 23, 1937. (Card No. 1.) Owned and operated by Albert Lea-Austin Bro casting Co., Inc.

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

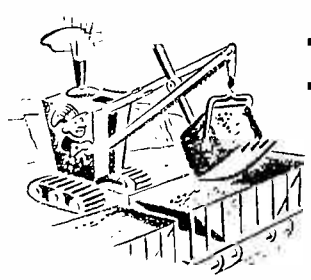
Commission and Cash Discount Agency commission 15% to agencies recognized station. No cash discount. Talent is not subject commission.

General Advertising For combination rates see listing of Mutual Bro casting System (Northcentral Group).

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'B' header.

Table with columns for time slots and rates for 13, 26, and 52 weeks. Includes CLASS 'C' header.

(This listing continued on next page)



DIG... DIG... DIG!

Don't let easy money fool you. The solid substantial stuff is still a long way under the surface and requires thorough excavation. We offer the services of 31 radio stations to do your digging for sales.



Write for illustrated folder on North Central Land

- WLWL—Minneapolis, Minn. WDSM—Duluth, Minn. KVOX—Moorhead, Minn. KATE—Albert Lea, Minn. KWNO—Winona, Minn. KGDE—Fergus Falls, Minn. KWLM—Willmar, Minn. KGOU—Mandan, N. D. KLPM—Minot, N. D. KDLR—Devils Lake, N. D. KRMC—Jamestown, N. D. KABR—Aberdeen, S. D. WEAU—Eau Claire, Wis. WMFG—Hibbing, Minn. WHLB—Virginia, Minn. WHBY—Appleton, Wis. KFIZ—Fond du Lac, Wis. WHBL—Sheboygan, Wis. WSAU—Wausau, Wis. WFR—Wisconsin Rapids, Wis. KVFD—Fort Dodge, Iowa. XTRI—Sioux City, Iowa. WATW—Ashland, Wis. WJMS—Ironwood, Mich. WHDF—Calumet, Mich. WDMJ—Marquette, Mich. WDBC—Escanaba, Mich. WCLO—Janesville, Wis. WEMP—Milwaukee, Wis. WRJN—Racine, Wis. WIBU—Poynelle, Wis.

Executive offices: Commodore Hotel, St. Paul, Minn. John W. Boler, Pres. and Managing Director National Representative Joseph H. McGillvra

MINNESOTA—Continued

ALBERT LEA—Continued
K A T E—Continued

(Five times weekly)
Six times weekly—add one-sixth of five time rate.
Seven times weekly—add two-sixths of five time rate.
(After 6:00 p.m. and between 12:00 noon and 1:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and weeks (13, 26, 39, 52). Includes sub-section for 'Per week for' with 'Before 6:00 p.m.' and 'After 6:00 p.m.' rates.

ANNOUNCEMENTS
(After 6:00 p.m. and between 12:00 noon and 1:00 p.m.)

Table for announcements with columns for time slots and weeks. Includes sub-section for '1 minute electrical transcription'.

Personnel
President and Manager—Edgar L. Hayek.
Assistant Manager—Warner C. Tidemann.
Sales Manager—Tom H. Lathrop.
Program Director—Roy Pickett.
Representatives
The Foreman Company.

DULUTH

(St. Louis County)

KDAL



Rates effective October 15, 1941.
Owned and operated by Red River Broadcasting, Inc.
Business Office and Studio—218 Braeuey Building,
Duluth, Minn., Melrose 2230.
Transmitter—Foot of 63rd Ave., W., West Duluth,
Minn.

Wave—Power—Time
Operating power—1,000 watts.
201.8 meters; 610 kilocycles.
Licensed to operate unlimited time.
Actual operating schedule: Sundays 7:15 a.m. to
12:00 midnight. Week days 6:30 a.m. to 12:00 mid-
night.

Commission and Cash Discount
Agency commission 15% to agencies recognized by
station. No cash discount. Talent is not subject to
commission. All bills are due and payable by 10th
of month following broadcast.

General Advertising
For combination rates see listing of Columbia Broad-
casting System (Northwestern Group).
Rates include charges by owners of music copyrights.

Table for KDAL advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "A"'.

Table for KDAL advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "B"'.

Table for KDAL advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "C"'.

Table for KDAL advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "D"'.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and weeks (13, 26, 39, 52).

Special Features
News, sports, time signals, temperature, market and
road reports, rates on application.

TALKS, SPEECHES, ETC.
General advertising rates apply. Time strictly sub-
ject to arrangement. Manuscript of talks must be
submitted 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS
Transcription libraries maintained. Details on request.

TALENT
Talent available for radio presentation or public ap-
pearance.

REMOTE CONTROL
Estimates furnished on remote broadcasts.

SERVICE FACILITIES
Production, merchandising, continuity departments
available to advertisers. Certified promotion, originated
and registered by station.

Contract and Other Requirements
Contracts limited to one year. All programs and
announcements subject to approval by station man-
agement. Program position subject to time available.
Frequency discounts apply on contracts earned. No
retroactive discounts allowed. Advertising of alcoholic
beverages other than beer and light wine not accepted.

Closing Time
Closing date for sponsored programs is one week in
advance; for announcements, talks, speeches, etc.,
24 hours in advance.

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

Personnel
General Manager—Dalton LeMasurier.
Commercial Manager—Odin S. Ramsland.
Representatives
Free & Peters, Inc.

WDSM

Considered by the Mutual Broadcasting System as
their Duluth-Superior outlet. For rates and data see
listing under Superior, Wisconsin.

WEBC

(Established 1924)



Rates effective February, 1939.
Owned and operated by Head of The Lakes Broad-
casting Company, Inc.
Business Office—WEBC Building, Duluth, Minnesota,
Melrose 1587.
Transmitter—Superior, Wisconsin.

Wave—Power—Time
Operating power—3,000 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate full time on cleared regional
channel on Central Standard Time.
Operates 16 hours on Sunday and 17 hours week days.

Commission and Cash Discount
Agency commission 15% to recognized agencies.
Commission does not apply on talent. No cash dis-
count. All bills are due and payable by 10th of
month following broadcast.

General Advertising
For combination rates see listings of National Broad-
casting Company (Basic Supplementary with Blue or
Red Network), North Central Broadcasting System,
Arrowhead Network and Northwest Network.

The following rates are for both local and national
advertising.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "A"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "B"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "C"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "D"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "B"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'RATE PER WEEK'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "C"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "D"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "E"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "F"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "G"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "H"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "I"'.

Table for WEBC advertising rates with columns for time slots and weeks. Includes sub-section for 'CLASS "J"'.

ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions accepted at regular program
rates. Not restricted to certain hours. Transcrip-
tion library services available—rates on request.
(This listing continued on next page)

MANKATO—Continued

K Y S M—Continued

SPECIAL FEATURES

Time signals, weather and temperature reports at regular announcement rates.
Special Signal Service—125 words maximum, 6:00 a.m. to 7:00 a.m., 50.25.
Archival Programs—125 words maximum, daily except Sunday, six days weekly:

Class "A"..... 85.00
Class "B"..... 70.00
Class "C"..... 70.00
News: Complete news service available for sponsorship on established features or at other available rates. Regular rates apply plus talent and news charges.
Sports: Complete national, sectional and local sports coverage available on established features or at other available times. Regular rates apply plus talent and news charges.

POLITICAL RATES
Strip rates or frequency discounts of 20 times or more do not apply to political talks. Copy and payment for political advertising must be in hands of the station twenty-four hours in advance of broadcast schedule. Political talks not commissionable to agencies.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates and details on request.

TALENT
Studio staff talent available. Special talent arranged on request.

REMOTE CONTROL
Wire and mechanical charges to be paid by advertiser and are not. No agency commission.
Contract and Other Requirements
Lesale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.

Timing
All contracts should be closed as far in advance as possible to facilitate production.
Technical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for both vertical or lateral cut recordings.
General Manager—John P. Mengler.
Representatives—Howard H. Wilson Company.

MINNEAPOLIS—ST. PAUL

(Minneapolis, Hennepin County; St. Paul, Ramsey County)

KSTP

(Established 1928)



Rates effective October 1, 1941.
Owned and operated by KSTP, Inc.
Executive Offices—St. Paul Hotel, St. Paul, Minn.
Studios—Radisson Hotel, Minneapolis, Minnesota.
and St. Paul Hotel, St. Paul, Minn., Cedar 6511.
Transmitter—Highway 61 and County Road C, Ramsey County, Minnesota.
Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
200.0 meters; 1500 kilocycles.
Licensed to operate full time. Operates 19 hours daily.
Daylight Savings Time not observed.
Commission and Cash Discount
Agency commission 15% on net station charge only to agencies recognized by station. No commission on talks or talent. No cash discount. Invoices mailed weekly unless otherwise agreed.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Red Network) and Northwest Network.
Rates include charges by owners of music copyrights. The following rates apply to both local and national advertising.
Discounts earned on one type of service are not applicable to another service.

TIME RATES

CLASS "A"
(9:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	400.00	240.00	160.00	120.00	80.00
26 times	380.00	228.00	152.00	114.00	76.00
52 times	370.00	222.00	148.00	111.00	74.00
65 times	360.00	216.00	144.00	108.00	72.00
130 times	340.00	204.00	136.00	102.00	68.00
156 times	320.00	192.00	128.00	96.00	64.00
260 times	300.00	180.00	120.00	90.00	60.00
312 times	280.00	168.00	112.00	84.00	56.00
468 times	270.00	162.00	108.00	81.00	54.00
624 times	260.00	156.00	104.00	78.00	52.00

CLASS "B"
(9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 12:00 noon Sundays)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	200.00	120.00	80.00	60.00	40.00
26 times	190.00	114.00	76.00	57.00	38.00
52 times	185.00	111.00	74.00	55.50	37.00
65 times	180.00	108.00	72.00	54.00	36.00
130 times	170.00	102.00	68.00	51.00	34.00
156 times	160.00	96.00	64.00	48.00	32.00
260 times	150.00	90.00	60.00	45.00	30.00
312 times	140.00	84.00	56.00	42.00	28.00
468 times	135.00	81.00	54.00	40.50	27.00
624 times	130.00	78.00	52.00	39.00	26.00

CLASS "C"
(10:00 p.m. to 9:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	135.00	80.00	55.00	40.00	27.50
26 times	128.25	76.00	52.25	38.00	26.13
52 times	124.87	74.00	50.87	37.00	25.44
65 times	121.50	72.00	49.50	36.00	24.75
130 times	114.75	68.00	46.75	34.00	23.38
156 times	108.00	64.00	44.00	32.00	22.00
260 times	101.25	60.00	41.25	30.00	20.63
312 times	94.50	56.00	38.50	28.00	19.25
468 times	91.12	54.00	37.12	27.00	18.56
624 times	87.75	52.00	35.75	26.00	17.87

CLASS "D"

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

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	200.00	120.00	80.00	60.00	40.00
26 times	185.00	111.00	74.00	55.50	37.00
52 times	170.00	102.00	68.00	51.00	34.00
65 times	155.00	93.00	61.00	46.50	31.00
130 times	140.00	84.00	54.00	42.00	28.00
156 times	125.00	75.00	47.00	37.50	25.00
260 times	110.00	66.00	40.00	33.00	22.00
312 times	105.00	63.00	38.00	31.00	21.00
468 times	100.00	60.00	36.00	29.00	20.00
624 times	95.00	57.00	34.00	27.00	19.00

Two or more spots of 15 minutes or more broadcast on the same day for the same sponsor within the same bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled continuously at the station's option on "8 days" notice.

DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within a year. Programs of five minutes or more and announcements cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

ANNOUNCEMENTS
Announcement rates include one announcer only. Ad additional charge made for sound effects or extra voices.

CLASS "A" **CLASS "B"**

	(1)	(1)	(1)	(1)
1 time	75.00	50.00	25.00	15.00
26 times	71.25	47.50	23.75	14.25
52 times	69.37	46.25	23.12	13.87
65 times	67.50	45.00	22.50	13.50
130 times	63.75	42.50	21.25	12.75
156 times	60.00	40.00	20.00	12.00
260 times	56.25	37.50	18.75	11.25
312 times	52.50	35.00	17.50	10.50
468 times	50.00	33.75	16.87	10.12
624 times	48.75	32.50	16.25	9.75

CLASS "A"—6:00 p.m. to 10:00 p.m.

Class "B"—6:00 a.m. to 5:30 p.m. and 10:01 p.m. to 1:00 a.m.
(1) One minute 175 words.
(1) 15 seconds 150 words.

SPECIAL FEATURES

News and Sports: Regular time rates apply. Talent and news charges on request.
Household Forum: 11:00 a.m. to 11:30 a.m. Monday through Friday, participation program for non-competitive household and allied products. May be combined with regular announcement contracts. Exclusive participations will be granted any advertiser contracting for three or more participations weekly.

	1 time	26 times	52 times	65 times
1 time	32.50	130 times	27.00	26.00
26 times	30.88	125 times	25.00	24.28
52 times	30.00	250 times	23.75	23.75
65 times	29.25	312 times	22.50	22.50

Time signals, weather or temperature reports at regular announcement rates.
ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions accepted at regular program rates. Not restricted to certain hours.
Transcription library services available—rates on request.

TALENT
Rates on request.

SERVICE FACILITIES
Station artists' bureau and booking service is available to all advertisers. Complete merchandising service available to advertisers at actual cost.

REMOTE CONTROL
Complete facilities for remote pick-ups outside of studios. Expenses for such pick-ups charged at cost.
Contract and Other Requirements
All orders subject to conditions of station's standard contract form. No periods sold in bulk for resale. All contracts subject to cancellation unless program starts within 60 days. All contracts subject to station's approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising.
(This listing continued on next page)

MINNESOTA—Continued

Minneapolis-St. Paul—Continued

WLB

Owned and operated by University of Minnesota.
Wave—Power—Time
Operating power—5,000 watts.
389.6 meters; 770 kilocycles.
Divides time with station WCAL (days only).
Does not sell time.

WLOL

(Established 1940)



Rates effective December 1, 1941. (Card No. 4.)
Card received December 16, 1941.
Owned and operated by The Independent Merchants Broadcasting Company.
Business Office and Studio—1730 Hennepin Avenue, Minneapolis, Minnesota.
Transmitter—2508 Myrtle Avenue, St. Paul, Minn.
Wave—Power—Time
Operating power—1,000 watts.
235.6 meters; 1330 kilocycles.
Licensed to operate full time on regional channel. Operates on local Minneapolis time. Daylight Savings Time not observed.

Actual operating schedule: Sundays 7:30 a.m. to 12:30 a.m. Week days 6:00 a.m. to 12:30 a.m.
Commission and Cash Discount
Agency commission 15% on net station charges for time service and production, only to agencies recognized by station. No commission on political talks. No cash discount. All invoices mailed weekly. Bills due the 10th of following month.
General Advertising
For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).
Affiliated with North Central Broadcasting System. The following rates are for local and national advertising.

Table with 5 columns: Rate, 6:00 p.m. to 10:00 p.m., 10:00 p.m. to 12:00 a.m., 12:00 a.m. to 2:00 a.m., 2:00 a.m. to 6:00 a.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 1:00 p.m. to 4:30 p.m., 4:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:00 p.m.

SERVICE FACILITIES
Complete merchandising service program ideas created. Complete continuity service. Supervised production. Contract and Other Requirements
Beer and light wine advertising accepted. No hard liquor accounts accepted.
No contract accepted for more than one year. All contracts cancelled prior to expiration date will be short rated on basis of rate actually used under schedule of rates in effect when contract was signed. No periods sold in bulk for resale. All quotations subject to prior date. One program weekly to keep contract in force. Contracts subject to all government regulations. Right to refuse or discontinue any service shall be determined by the station.

Closing Time
Contracts close one week in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
President—Charles Winton, Jr.
Treasurer—David J. Winton.
General Manager—K. Wallace Husted.
Sales Manager—Fred M. Lavy.
Engineering Supervisor—Gene Brautigan.
Representatives
The Foreman Company.

WMIN

(Established 1938)



Rates effective December 15, 1938. (Card No. 2.)
Owned and operated by the WMIN Broadcasting Co. Main Business Office and Studio—St. Anthony at Syndicate Ave., St. Paul, Minn., Nestor 6501; Minneapolis Offices and Studios—Hodgson Bldg., Minneapolis, Minn.
Transmitter—St. Anthony at Syndicate Avenue, St. Paul, Minnesota.

Wave—Power—Time
Operating power—250 watts.
(100% modulation)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Daylight Savings Time not observed.
Actual operating schedule: 6:00 a.m. to 2:00 a.m., 20 hours daily; Saturday 6:00 a.m. to 6:00 a.m. (Sunday) 24 hour schedule.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. All bills rendered and due weekly unless otherwise specified. No commission on political talks.

General Advertising
Rates include charges by owners of music copyrights.
(7:00 a.m. to 9:00 a.m., 12:00 noon to 2:00 p.m., and 5:00 p.m. to 7:30 p.m.)
Maximum two programs per week (no additional discounts): 1 tl. 13 tl. 26 tl. 52 tl. 104 tl.

Table with 5 columns: Rate, 3 tl., 4 tl., 5 tl., 6 tl., 7 tl.

Table with 5 columns: Rate, 9:00 a.m. to 12:00 noon, 2:00 p.m. to 5:00 p.m., and 7:30 p.m. to 10:30 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 12:00 noon, 2:00 p.m. to 5:00 p.m., and 7:30 p.m. to 10:30 p.m.

Table with 5 columns: Rate, 6:00 a.m. to 7:00 a.m., 10:30 p.m. to sign-off

Table with 5 columns: Rate, 3 tl., 4 tl., 5 tl., 6 tl., 7 tl.

Table with 5 columns: Rate, 3 tl., 4 tl., 5 tl., 6 tl., 7 tl.

Table with 5 columns: Rate, 3 tl., 4 tl., 5 tl., 6 tl., 7 tl.

Table with 5 columns: Rate, 3 tl., 4 tl., 5 tl., 6 tl., 7 tl.

Table with 5 columns: Rate, 6:00 a.m. to 7:00 a.m., 10:30 p.m. to sign-off

CLASS "C"
(6:00 a.m. to 7:00 a.m., 10:30 p.m. to sign-off)
1 tl. 25 tl. 50 tl. 100 tl. 200 tl. 300 tl.
60 words.... 2.00 2.85 2.70 2.55 2.40 2.25
50 words.... 8.00 2.35 2.25 2.10 1.95 1.80

POLITICAL
Political and all talking broadcasts will be billed at one time, Class "A" rates.
TALENT
Rates on application.
SERVICE FACILITIES
Services of the station's program department and staff announcers in arranging programs are included with out charge, on request. Complete merchandising service available to advertisers.
Contract and Other Requirements
No contract for a period longer than one year. No periods sold in bulk for resale. All orders subject to conditions of this station's standard form of contract. In case of termination for breach of contract, or in case of cancellation by advertiser, programs already rendered shall be paid for at station's public rate for the number of performances rendered.
Rates are for time and facilities of the station only. Talent is extra. All programs must conform to the standards of the station and the regulations of the Federal Communications Commission. All contracts subject to stations approval. Station reserves the right to refuse or discontinue all advertising for reasons satisfactory to the station.

Closing Time
All continuity must be submitted to the station at least 24 hours in advance, and subject to the station's approval.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.d.m. turn-tables.
Personnel
Pres. & Gen'l Mgr.—Edward Hoffman.
Production Manager—Frank Devaney.
Promotion Manager—Samuel Nemer.
Chief Engineer—Warren Fritze.

WTCN



Rates effective December 3, 1941. (Card No. 15.)
Owned and operated by Minnesota Broadcasting Corporation.
Business Office—Wesley Temple Bldg., Minneapolis, Minnesota.
Studio—Wesley Temple Building, Minneapolis, Minn.
Other Studios—Dispatch Bldg., St. Paul, Minn.
Transmitter—Snelling Avenue and Ramsey County Road B

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights (100% modulation)
234.4 meters; 1280 kilocycles.
Operates on Central Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% on net station time allowed recognized agencies. No cash discount. Bills payable by 15th of month following service unless otherwise specified.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Blue Network).
Fixed schedule not subject to frequency discounts.

Table with 5 columns: Rate, 6:00 p.m. to 10:00 p.m.

Table with 5 columns: Rate, 9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:00 p.m., 6:00 p.m. to 9:00 a.m.

Table with 5 columns: Rate, 6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m., and 10:00 p.m. to 12:00 midnight

Table with 5 columns: Rate, 6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m., and 10:00 p.m. to 12:00 midnight

Table with 5 columns: Rate, 6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m., and 10:00 p.m. to 12:00 midnight

Table with 5 columns: Rate, 6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m., and 10:00 p.m. to 12:00 midnight

MISSISSIPPI

BILOXI-GULFPORT

(Harrison County)
WGCM
(Established 1929)

Rate card updated; received November 13, 1939.
Owned and operated by WGCM, Inc.
Business Office Address—Box 207, Gulfport, Miss.
Gulfport 1111.
Main Studio—Hotel Markham, Gulfport, Miss.
Transmitter—Mississippi City, Miss. (Six miles from both Gulfport and Biloxi.)
Wave—Power—Time
Operating power—250 watts to local sunset; 100 watts thereafter.
241.3 meters; 1240 kilocycles.
Licensed to operate full time.
Operating schedule: Sunday 8:00 a.m. to 10:00 p.m.
Week days 7:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time only.
General Advertising
The following rates apply only when service is used within one month.
Additional discount of 15% applies on rates of each station when WGRM, Greenwood, and WGCM are contracted for on similar broadcasts running concurrently, for same account or advertiser.
1 tt. 6 tt. 12 tt. 24 tt.
1 hour..... 50.00 45.00 42.50 40.00
1/2 hour..... 30.00 27.50 25.00 22.50
1/4 hour..... 18.00 16.00 14.00 12.00
5 minutes..... 9.00 8.00 7.00 6.00
1 minute..... 4.50 4.00 3.50 3.00
100 words..... 4.50 4.25 4.00 3.00
50 word announcements, 25% off the 100 word rate.
DISCOUNTS
3 months..... 10%
6 months..... 15%
12 months..... 20%
SPECIAL FEATURES
Weather reports, time signals, temperature reports, and special broadcasts. Rates on request.
POLITICAL TALKS
Political talks or announcements, per minute, 1.00; minimum charge 5.00. Talks and political broadcasts accepted only when subject matter is of genuine public interest in the opinion of the station management.
RECORDED PROGRAMS
Regular rates apply.
TALENT
Station can furnish special musical or dramatic talent at minimum cost.
REMOTE CONTROL
All necessary equipment for remote control broadcasts: line charge at cost.
SERVICE FACILITIES
The services of the station's production and program departments are available without additional charge.
Contract and Other Requirements
Rates quoted are for station facilities from main studio; talent is extra. Regular announcers serve all broadcasts without additional charge.
All broadcasting, and all contracts, are subject to station owner's approval and governmental regulations.
Closing Time
Closing date 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
General Manager—F. C. Ewing.
Program Director—Jack Reitz.
Chief Engineer—George Wilson.
Representatives
None.

COLUMBUS

(Lowndes County)
WCBI
(Established 1940)



Rates effective October 1, 1940. (Card No. 1.)
Owned and operated by Birney Iimes and Birney Iimes, Jr.
Business Office and Studio—Gillmer Hotel, Columbus, Mississippi.
Other Studios—Henry Clay Hotel, West Point, Miss.
Transmitter—First and Main Streets, two blocks from business district, Columbus, Mississippi.
Wave—Power—Time
Operating power—250 watts.
241.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Daylight Saving Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to 8:00 p.m. Week days 6:00 a.m. to 10:00 p.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time only. Bills rendered 1st of month; due 15th of month.
General Advertising
The following rates are for national advertising.
1 tt. 15 tt. 25 tt. 35 tt. 50 tt. 100 tt. 300 tt.
1 hour..... 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour..... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hour..... 24.00 22.80 21.60 20.40 19.20 18.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50
ANNOUNCEMENTS
1 minute or 100 words 5.00 4.75 4.50 4.25 4.00 3.75
1/2 minute or 75 words 3.00 2.85 2.70 2.55 2.40 2.25
RELIGIOUS PROGRAMS
50% of one time rate.
POLITICAL PROGRAMS
Per minute 1.00. Minimum charge 5.00. Payable in advance.
SPECIAL FEATURES
Weather, time signals, athletic events, special events, newscasts, Quiz Show, Shoppers Special, Gift Club, and special talent shows. Rates on request.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. No extra charge for programs originating in West Point, Miss., studios. Federal tax added to line charges.
SERVICE FACILITIES
Station maintains a complete merchandising, publicity and promotion department.
Contract and Other Requirements
All contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.
Closing Time
Contracts one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.
Personnel
General Manager—Bob McRaney.
Musical Director—Phil Guiley.
Commercial Manager—James Eatherton.
Chief Engineer—P. C. Melone.
Representatives
Associated Radio Sales.

GREENVILLE

(Washington County)
WJPR
(Established 1939)

Rates received October 30, 1940.
Owned by John R. Pepper.
Business Office and Studios—107 S. Poplar, Greenville, Miss., telephone 1770.
Transmitter—One mile north of Greenville on Highway No. 1.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies. Cash discount 2%—10 days.
General Advertising
Rates quoted are for commercial advertising; political and religious rates will be quoted upon request.
Announcement contracts are accepted only with the understanding that programs take schedule preference. (6:00 p.m. to 12:00 midnight)
1 hour..... 50.00
1/2 hour..... 30.00
1/4 hour..... 15.00
5 minutes..... 10.00
100 words..... 4.00
50 words..... 3.00
(6:00 a.m. to 6:00 p.m.)
1 hour..... 30.00
1/2 hour..... 18.00
1/4 hour..... 12.00
5 minutes..... 6.00
100 words..... 3.00
50 words..... 2.00
DISCOUNTS
Discounts allowed retroactively on the number of broadcasts used within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.
1 to 12 times..... Net 100 to 150 times..... 25%
13 to 25 times..... 10% 150 to 300 times..... 30%
26 to 51 times..... 15% 300 times or more..... 35%
52 to 99 times..... 20%

GREENWOOD

(Leflore County)
WGRM

Rates effective October 1, 1939.
Owned and operated by P. K. Ewing.
Business Office and Studio—222 Howard Street, Greenwood, Mississippi, telephone 1717.
Transmitter—1-1/2 miles north of Greenwood, Miss.
Wave—Power—Time
Operating power—250 watts.
(100% modulation)
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Actual operating schedule: 6:30 a.m. to 11:00 p.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time only. No commission on talent. Cash discount 2%—10 days. Invoices mailed 1st and 15th of each month.
General Advertising
For combination rates see listing of National Broadcasting Company (Blue Southern Group).
Rates include charges by owners of music copyrights. Maximum time between programs to arrive at rate is one week.

Service must be used within one month.
Additional discount of 15% applies on rates of each station when WGCM, Biloxi-Gulfport, and WGRM are contracted for on similar broadcasts running concurrently, for same account or advertiser.
1 tt. 6 tt. 12 tt. 24 tt.
1 hour..... 50.00 45.00 42.50 40.00
1/2 hour..... 30.00 27.50 25.00 22.50
1/4 hour..... 18.00 16.00 14.00 12.00
5 minutes..... 9.00 8.00 7.00 6.00
1 minute..... 4.50 4.00 3.50 3.00
100 words..... 4.50 4.25 4.00 3.00
DISCOUNTS
3 months..... 10%
6 months..... 15%
12 months..... 20%

SPECIAL FEATURES
Weather reports, time signals, temperature reports and special broadcasts. Rates on request.
POLITICAL TALKS
Political talks or announcements, per minute, 1.00 minimum charge 5.00. Talks and political broadcast accepted only when subject matter is of genuine public interest in the opinion of the station management.
TALENT
Station can furnish special musical or dramatic talent at minimum cost.
RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours.
SERVICE FACILITIES
The services of the station's production and program departments are available without additional charge.
Contract and Other Requirements
Rates quoted are for station facilities from main studio; talent is extra. Regular announcers serve all broadcasts without additional charge.
All broadcasts, and all contracts, are subject to station owner's approval and governmental regulations.
Personnel
Gen'l & Prom. Mgr.—W. E. Williams.
Chief Engineer—Charles Wolf.
Representatives
Sears & Ayer, Inc.

HATTIESBURG

(Forrest County)
WFOR
(Established 1931)

Rates effective November 15, 1940.
Owned and operated by Forrest Broadcasting Company.
Business Office and Studio—302 Hemphill, Hattiesburg, Miss., telephone 1866.
Transmitter—2-1/2 miles northwest of Hattiesburg, Mississippi.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Central Standard Time.
Actual operating schedule: 6:45 a.m. to 11:00 p.m.
Commission and Cash Discount
Agency commission 15% on broadcasting rates only to advertising agencies. No commission on talent. No cash discount.
General Advertising
For combination rates see listing of National Broadcasting Company (Red Southcentral Group).
Rates include charges by owners of music copyrights.
CLASS "A"
(6:00 p.m. to 11:00 p.m. week days)
1 hour..... 60.1
1/2 hour..... 32.1
1/4 hour..... 17.1
5 minutes..... 9.1
1 minute or less..... 3.1
CLASS "B"
(11:00 p.m. to 6:00 p.m. week days)
1 hour..... 30.4
1/2 hour..... 16.1
1/4 hour..... 8.1
5 minutes..... 3.1
1 minute or less..... 1.1
Sunday—Class "A" rates apply.
DISCOUNTS
1 to 12 times..... Net 100 to 149 times..... 20
13 to 25 times..... 5% 150 to 299 times..... 25
26 to 51 times..... 10% 300 or more times..... 30
52 to 99 times..... 15%
ANNOUNCEMENTS
Announcements up to 100 words when contracted for on weekly basis to be given daily between 9:00 a.m. to 5:30 p.m. (except Sunday) on regular announcement periods. Sponsor may designate either a.m. or p.m. but not specific hour.
2 to 12 weeks, per week..... 15.
12 or more weeks, per week..... 12.
TALENT
Rates on application.
REMOTE CONTROL
Line charges for programs originating outside studios to be borne by advertiser.
Contract and Other Requirements
No contract will be accepted for more than one year. All contracts for specified hours are taken subject to cancellation if government regulations interfere. All programs must conform to station standards. Touting of extravagant advertising claims or sell arguments will not be permitted. Rates for station facilities only.
Basic rates guaranteed only during original contract for specific number of broadcasts. Contracts cannot run more than one year from date of original order.
Medical accounts accepted only on approval of station management. Talks accepted only when subject matter is of genuine public interest in opinion of station management.
Closing Time
Talent programs and recorded programs and talks 7 weeks in advance. Announcements close one week in advance. All proposals subject to prior booking time.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.
Personnel
Commercial Manager—C. J. Wright.
Engineer—C. H. Dyess.
Representatives
Sears & Ayer, Inc.

MISSISSIPPI—Continued

JACKSON (Hinds County)

WJDX (Established 1929)



Rates effective October 1, 1940.

Owned and operated by Lamar Life Insurance Co., Business Office and Studio—Lamar Life Bldg., Jackson, Mississippi.

Transmitter—Near Tougaloo, 8 miles north of Jackson, Mississippi.

Wave—Power—Time: Operating power—5,000 watts days; 1,000 watts nights.

Licensed to operate on cleared regional channel. Operates on Central Standard Time.

Actual operating schedule: Sunday 8:00 a.m. to 11:00 p.m.; Week days 7:00 a.m. to 11:00 p.m.

Commission and Cash Discount: Agency commission 15% on net station charges allowed regular advertising agencies.

General Advertising: For combination rates see listing of National Broadcasting Company (Red Southcentral Group).

CLASS "A" (6:00 p.m. to 11:00 p.m.): 1 hour..... 120.00

CLASS "B" (11:00 p.m. to 6:00 p.m.): 1 hour..... 60.00

DISCOUNTS: 1 to 12 times..... Net 100 to 149 times..... 20%

SUNDAY RATES: Morning and evening, same as week days. Afternoon, one-half total of day and night rates.

SPECIAL DAYTIME ANNOUNCEMENTS: Announcements up to 100 words when contracted for on weekly basis to be given daily between 9:00 a.m. and 5:30 p.m.

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP: Newscasts, sportcasts, weather reports, time signals, market quotations, etc.

RECORDED PROGRAMS: Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT Per hr.: Concert Orchestra (7 pieces)..... 30.00

Contract and Other Requirements: Rates are for station facilities only. For remote control broadcasts additional charge will be made for lines, control equipment, operation, etc.

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

Personnel: Director—Wiley Harris; Commercial Manager—C. A. Lacy, Jr.

Representatives: George P. Hollingbery Company.

WSLI

(Established 1938)

Rates effective September 1, 1938.

Owned by Standard Life Insurance Company of the South. Business Office and Studios—Robert E. Leo Hotel, Jackson, Mississippi, P. O. Box 1847.

Transmitter—High Street at Larson, Jackson, Miss. Wave—Power—Time

Operating power—250 watts. 203.9 meters; 1450 kilocycles. Licensed to operate unlimited time.

Agency commission 15% to recognized agency on program time only and announcements. Bills presented first of each month unless program expires before, 2% for payment within ten days.

General Advertising: For combination rates see listing of National Broadcasting Company (Blue Southern Group).

CLASS "A" (6:00 p.m. to 9:00 p.m.): 1 hour..... 60.00

CLASS "B" (Before 6:00 p.m. and after 9:00 p.m.): 1 hour..... 50.00

FREQUENCY DISCOUNTS: 1 to 12 times..... Net

TALENT: Talent extra. Rates on request. REMOTE CONTROL: Additional special charges made for programs originating outside of studios.

SERVICE FACILITIES: Rates include services of program department in securing talent and arranging programs.

Contract and Other Requirements: The station reserves the right to approve all material for copy and talent. Contracts subject to cancellation by advertisers only by a written notice two weeks in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel: Commercial Manager—L. M. Sepaugh; Commercial Manager—Ed. Wilkerson.

Representatives: Sears & Ayer, Inc.

LAUREL

(Jones County)

WAML

(Established 1932)

Rates effective August 1, 1941.

Card received September 10, 1941.

Owned and operated by New Laurel Radio Station, Inc. Studio—312 Central Ave., Laurel, Miss., telephone 288.

Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal control.)

Licensed to operate unlimited time. Operates on Central Standard Time. Actual operating schedule

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

General Advertising: For combination rates see listing of National Broadcasting Company (Red Southcentral Group).

CLASS "A" (6:00 p.m. to 11:00 p.m.): 1 hour..... 50.00

CLASS "B" (11:00 p.m. to 6:00 p.m.): 1 hour..... 30.00

DISCOUNTS: 1 to 12 times..... Net 100 to 149 times..... 20%

SPECIAL DAYTIME ANNOUNCEMENTS: 100 words or less when contracted for on weekly basis to be given daily between 9:00 a.m. and 5:30 p.m.

week days on regular announcement periods. Sponsor may designate either a.m. or p.m. but not specific hour; two to 13 weeks, per week, 15.00; 13 or more weeks, per week, 12.50.

RECORDED PROGRAMS

Transcription library services available. Rates on request. TALKS: Talks accepted only when subject matter is of genuine public interest in opinion of station management.

TALENT

The management will assist in securing and arranging talent. Talent is charged at actual cost.

REMOTE CONTROL

For remote control broadcasts additional charge will be made for lines, control equipment, operation, etc.

Contract and Other Requirements: No contract taken for more than one year. Broadcasts may be as frequent as desired. All programs must conform to the station standards.

Closing Time: Talent and recorded programs and talks close two weeks in advance. Announcements close one week in advance.

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

Personnel: President—D. A. Matison; Commercial Manager—Hugh M. Smith.

Representatives: East—Associated Radio Sales.

McCOMB

(Pike County)

WSKB

(Established 1939)

Rates effective January 1, 1941. (Card No. 4.)

Owned and operated by McComb Broadcasting Corporation, Box 111, McComb, Mississippi.

Business Office and Main Studio—McColgan Hotel, McComb, Mississippi.

Other Studios—Whitworth College, Brookhaven, Miss. Transmitter—Pike County, Mississippi.

Wave—Power—Time: Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Licensed to operate unlimited time. Actual operating schedule: 6:00 a.m. to 9:00 p.m. and 11:00 p.m.

Agency commission 15% to advertising agencies recognized by station. Cash discount none. Bills rendered 1st of each month—payable 10th.

General Advertising: Rates include fees charged by owners of music copyrights. Rates are for time only; talent and transcriptions furnished at additional cost.

ANNOUNCEMENTS: 1 hour..... 50.00

SPOT ANNOUNCEMENTS: Spot announcements, vocal or transcribed. (6:00 p.m. to 9:00 p.m.)

DISCOUNTS: 3 months..... 20%

ELECTRICAL TRANSCRIPTIONS: Extra charges when special transcriptions or recordings.

Station is equipped to make special transcriptions of minute announcements or full time programs. Rates on request.

TALENT: Extra charge for talent. Rates on request. REMOTE CONTROL: Where special lines or remote connections are required, the cost of installation and line charge must be paid in advance.

SERVICE FACILITIES: Merchandising and continuity department supplies all script for announcements and short programs without extra charge.

Contract and Other Requirements: Advertising of distilled alcoholic beverages and questionable medicinal products not accepted.

Station reserves the right to refuse or discontinue any advertising. All contracts are subject to station's approval and governmental regulations.

Special transcribed programs extra. Only contracts for 13 weeks or more can hold special positions. Station furnishes, without extra charge, one announcer on each 1/4 hour or 1/2 hour program.

Where more than one announcer is required an extra charge for each additional announcer is made.

(This listing continued on next page)

COLUMBIA—Continued
KFRU—Continued

CLASS "A"
(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off)

Chain break announcements limited to 30 words; 50 word rate applies.
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Per week for—
1/2 hour: 1 wk. 13 wks. 26 wks. 52 wks.
5 days weekly..... 115.00 103.25 103.50 92.00

CLASS "B"
(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off)

Talks of 15 minutes or less are accepted at regular rates and are subject to station approval. Two copies must be submitted 24 hours in advance.

SPECIAL FEATURES
Newsasts: Six newsasts per week, one per day, Monday through Saturday:
5 minute period daily..... 35.00 30.00

RECORDED PROGRAMS
Regular time charges apply. Not restricted to certain hours.
TALENT
Rates on request.

REMOTE CONTROL
Where remote control programs are contracted for, all extra expenses for lines, personnel traveling expenses, etc., will be charged.

SERVICE FACILITIES
Rates include full services of the program department; announcer, securing talent; arranging and presenting programs.

ANNOUNCEMENTS
Contract and Other Requirements
The rates are for time only. Station does not assume or incur any liability of any kind or character which may be sustained by them as a result of broadcasting for client. No contract longer than one year.

HANNIBAL

(Marion County)
KHMO
(Established 1941)

Rates effective September 1, 1941.
Owned and operated by the Courier-Post Publishing Company.
Business Office and Studio—102-1/2 S. Main St., Hannibal, Mo., telephone 3450.
Transmitter—1900 Lindell Ave., Hannibal, Mo.
Wave—Power—Time
Operating power—250 watts, 223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central Standard Time.
Actual operating schedule: 17 hours daily.
Commission and Cash Discount
Agency commission 15% to recognized agencies on net charges for station time. No cash discount. Bills due and payable when rendered.

General Advertising CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:30 p.m.)

CLASS "B"
(All other time)

VOLUME RATES
CLASS "A"

CLASS "B"

CLASS "A"

CLASS "B"

CLASS "A"

CLASS "B"

ANNOUNCEMENTS

TALKS
Political, one time rate applies, payable in advance.
ELECTRICAL TRANSCRIPTIONS
Transcribed programs are accepted for broadcast at any hour available.

REMOTE CONTROL
Station can make any pick-up desired. Line rates on request.
TALENT
Rates on request.

SERVICE FACILITIES
Commercial program listings and display advertising for program clients at no extra charge.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.

ANNOUNCEMENTS
Contract and Other Requirements
The rates are for time only. Station does not assume or incur any liability of any kind or character which may be sustained by them as a result of broadcasting for client. No contract longer than one year.

JEFFERSON CITY

(Cole County)
KWOS
(Established 1937)

Rate card issued May 15, 1939. (Card No. 3)
Owned and operated by the News and Tribune, Business Office and Studio—St. Mary's Boulevard, Jefferson City, Missouri, telephone 4000.
Transmitter—St. Mary's Blvd., Jefferson City, Mo.

Wave—Power—Time
Operating power—250 watts, (100% modulation—crystal control.)
211.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Daylight Savings Time not observed.
Actual operating schedule: Sunday 8:00 a.m. to 8:00 p.m. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on station time only. No commission paid on production costs including talent. Cash discount none. Payment date first of month following service.
General Advertising
For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations). Fees charged by owners of music copyrights are not included in rates.

The following rates are for both local and national advertising.

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:30 p.m.)

CLASS "B"
(All other time)

CLASS "A"

CLASS "B"

CLASS "A"

CLASS "B"

CLASS "A"

CLASS "B"

ANNOUNCEMENTS

TALKS
Political, one time rate applies, payable in advance.
ELECTRICAL TRANSCRIPTIONS
Transcribed programs are accepted for broadcast at any hour available.

REMOTE CONTROL
Station can make any pick-up desired. Line rates on request.
TALENT
Rates on request.

SERVICE FACILITIES
Commercial program listings and display advertising for program clients at no extra charge.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.

ANNOUNCEMENTS
Contract and Other Requirements
The rates are for time only. Station does not assume or incur any liability of any kind or character which may be sustained by them as a result of broadcasting for client. No contract longer than one year.

JOPLIN

(Jasper County)
WMBH
(Established 1927)



Rates effective July 1, 1936.
Owned and operated by Joplin Broadcasting Co. Business Office and Studio—Keystone Hotel, Joplin, Missouri, telephone 330.
Transmitter—1334 Roosevelt, Joplin, Missouri.
Wave—Power—Time

Operating power—250 watts, (100% modulation.)
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Daylight Savings Time not observed.
Actual operating schedule: Sunday 7:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:00 p.m. or later.
Commission and Cash Discount

Agency commission 15% on net charges for station facilities to recognized advertising agencies. Cash discount 2% for cash with order. Bills due and payable 10th of month following service. No commercial advertising.

Rates include charges by owners of music copyrights.
1 hour..... 60.00
1/2 hour..... 30.00
1/4 hour..... 15.00
5 minutes..... 8.00

ANNOUNCEMENTS
200 words..... 7.00
100 words..... 5.00
50 words..... 4.00
SPECIAL FEATURES
Time Signals, temperature reports, crop reports, and similar services available for sponsorship, charges being made for actual advertising copy.
DISCOUNTS
Discounts are given when the original contract specifies the number of broadcasts shown for such respective rates same to be broadcast within one year.
(This listing continued on next page.)

MISSOURI—Continued

KANSAS CITY—Continued
K M B C—Continued

CLASS "C" (9:29 a.m. to 11:58 a.m. daily and 1:00 p.m. to 5:58 p.m. week days)
CLASS "D" (10:31 p.m. to 10:59 p.m. and 6:50 a.m. to 9:28 a.m.)
CLASS "E" (11:00 p.m. to 6:58 a.m.)

DISCOUNTS

Annual Rebate: 52 consecutive weeks broadcasting earns an additional rebate of 52 times 10% of the lowest net time billing of any one week during contract year. Time only. This rebate applies unless otherwise designated.

SERVICE FEATURES

Contracts acceptable on basis firm order, 13 weeks minimum, and subject to cancellation thereafter on 30 days' notice prior to expiration of any 13 week cycle.
News Sponsorship—Station reserves complete control over news and placement of sponsor's announcements, the number of which is limited to two in each News-cast (or Sports-cast). Copy limitations—5 minute newscasts, 150 words; 10 minute newscasts, 225 words. except Early Farm Edition, 300 words.

Time Talent Total

1 time weekly, per week... 40.00 35.00 75.00
2 times weekly, per week... 76.00 70.00 146.00
3 times weekly, per week... 108.00 105.00 213.00

Commission and annual rebate on time only.
One 200 word announcement by station announcer acceptable in each unsponsored program, per broadcast, 35.00. No frequency discounts. Contracts expire automatically when program is sponsored.

KMBC Early Birds—5:00 a.m. to 6:15 a.m. In addition to regular Class "E" rates, the following features for sponsorship and special participation rates are offered:

Farm Counsellor Talks—with Phil Evans—approximately 10 minutes, Monday through Friday; same rates and conditions as for 5:45 News Sponsorship, except five days only, and subject to Annual Rebate; services of Phil Evans, extra.

1/4 hour program periods—6 days weekly, 100.00; unspecified talent, 50.00 extra; specified talent, rates on request, 1/4 hour programs, 3 days weekly, 60.00; unspecified talent, 30.00 extra. Minimum contract, time subject to change, 4 weeks. Minimum contract, time not subject to change, 13 weeks.

Sales Talks—Maximum 200 words, day and time subject to change by station; 6 times weekly, per week, 72.00; 3 times weekly, per week, 40.00. Minimum contract, four weeks.

KMBC Dinner Bell Round-up—12:00 noon to 1:00 p.m. Newscast, Livestock Markets, Grain and Produce Markets and Feed Lot Chats available for sponsorship (as listed). Announcements up to one minute at Class "B" rates.

Live Stock Markets—Sponsorship, with Bob Riley. Official markets of Kansas City Live Stock Interests, direct from Live Stock Exchange Building. Approximately five minutes, Monday through Friday morning. Sponsor's announcements by station

announcer, opening and closing only, maximum 150 words; per week 72.00; during Dinnerbell Round-up, per week 144.00. Not subject to annual rebate. Grain and Produce Markets—with Phil Evans; during Dinnerbell Round-up; approximately five minutes, Monday through Friday. Same general conditions as for Newscast, except rate, per week, 130.00. Services of Phil Evans, extra.

Feed Lot Chats—with Phil Evans; during Dinnerbell Round-up; approximately five minutes, Monday through Friday. Maximum commercial, 150 words; five times weekly, per week 150.00; three times weekly, per week 90.00; two times weekly, available only if three times sold, per week, 60.00. Services of Phil Evans, extra.

Time Announcements—daily including Sunday, by the week; 30 words at 30 word announcement rates. Contracts for 13, 26, 39, 52 weeks only. Electrical transcriptions or sound effects not acceptable. Weather and Similar Service Reports—Available by the week, daily, including Sunday, with 100 words commercial copy, at 100 word announcement rates. Special package of daily 30 word Class "C," "D," "E" (Flexible Time) announcements, 120.00 per month. Additional 30 word (Flexible Time) announcements pro rata. Twelve months non-cancellable contract permits maximum 300 time discount of 25% on all other announcements. Non-commissionable.

POLITICAL

No frequency discounts. No agency commissions. Strictly net. Terms, cash with order.

ELECTRICAL TRANSCRIPTIONS

Transcription programs are subject to change by station by deleting recorded material and substituting local material.

TALENT

All talent will be engaged and paid by the station unless otherwise agreed in writing.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, etc., of artists to be paid in advance, when required.

SERVICE FACILITIES

The services of station's personnel are offered without additional charge to advertisers for program planning and program promotion. Certain publicity and program promotion services by station's personnel per printed plan available on request. Special merchandising conducted for client by station will be paid by advertiser.

Contract and Other Requirements

Contracts must specify number of broadcasts, or weeks; and unless otherwise indicated will be on Specified Time basis, subject to change by station, or cancellation by buyer, on two weeks' written notice. If buyer cancels, short rates will apply unless station cannot supply time within classification ordered. The buyer's order, upon acceptance by station, becomes a contract which is not cancellable, nor subject to change by buyer, prior to starting date. Station's acceptance of orders provides that all conditions and provisions of this rate card, or nationally published amendments thereto, shall take precedence over any conditions in buyer's order at variance therewith.

Station reserves the right to refuse any order or any material submitted for broadcasting. All programs, talks and announcements are subject to the approval of the station without objection or liability. Programs and announcements will be prepared or edited by an authorized representative of the station. The station is obligated to furnish buyer copy of revised script and/or continuity only if script and/or continuity for buyer is received by station at least one week prior to date of broadcast.

All rates herein are for broadcasting from KMBC main studios, and are subject to change without notice. All contracts subject to governmental regulations. Any federal or other tax imposed upon the sale of station facilities is to be added to station rates. On governmental order, or whenever in the judgment of station management public emergency or interest demands, station may preempt time ordered by buyer to broadcast news or other programs. Buyer will not be required to pay for such preempt time, and station will not be required to pay any part of talent, transcription or other program costs, except "Service Features" listed, costs of which station will absorb if "Make good" broadcasts are not approved by buyer.

Closing Time Closing date two weeks in advance of service if program is to be included in publicity releases. Final closing one week.

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

Personnel President—Arthur B. Church. Managing Director—Karl Koerber. Director of Sales—Sam H. Bennett. National Program Sales—George E. Halley. Kansas.

Free & Peters, Inc.

W D A F (Established 1922)

Rates effective November 1, 1941. (Card No. 13.) Card received November 12, 1941. Owned and operated by Kansas City Star Company. Business Office and Studio—1729 Grand Ave., Kansas City, Missouri, Harrison 1200. Transmitter—82nd and Mission Road, Johnson County, Kansas.

Wave—Power—Time Operating power—5,000 watts. 491.8 meters; 610 kilocycles. Operates on Central Standard Time. Daylight Saving Time not observed.

Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% to recognized advertising agencies if paid by the 15th of the month following service. No commission on talent. No cash discount. Invoices mailed first of month.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Red Network). Time discounts may be earned only when minimum of one program per week is used. Five minute broadcasts are subject to removal or time change WDAF upon seven days notice to client.

(6:00 p.m. to 10:30 p.m.)
1 hr. 400.00 320.00 260.00 220.00 200.00
1/2 hr. 220.00 176.00 143.00 121.00 110.00
1/4 hr. 121.00 96.80 78.70 66.60 60.00
5 minutes 96.80 77.40 62.90 53.20 48.00
(5:00 p.m. to 6:00 p.m. daily and 12:00 noon to 6:00 p.m. Sundays)
1 hr. 266.70 213.30 173.30 146.70 133.30
1/2 hr. 146.70 117.30 95.30 80.70 73.30
1/4 hr. 80.70 64.50 52.50 44.40 40.00
5 minutes 64.50 51.60 41.90 35.50 32.00
(All other time)
1 hr. 180.00 144.00 117.00 99.00 90.00
1/2 hr. 99.00 79.20 64.40 54.50 49.00
1/4 hr. 54.50 43.60 35.40 30.00 27.00
5 minutes 43.60 34.80 28.30 23.90 21.00

ANNOUNCEMENTS

Time discounts may be earned only when minimum of one announcement per week is used. When a specified time is guaranteed for broadcasts of less than five minutes, 50% extra is charged. However, guaranteed announcement position is subject to program changes which might eliminate time allotted for a announcement.

(6:00 p.m. to 10:30 p.m.)
1 minute... 77.40 61.90 50.30 42.60 38.70 34.75 words... 51.60 41.30 33.50 28.40 25.80 23.30 words... 31.00 24.80 20.10 17.00 15.50 14.14
(5:00 p.m. to 6:00 p.m. daily and 12:00 noon to 6:00 p.m. Sundays)
1 minute... 51.60 41.30 33.50 28.40 25.80 23.75 words... 34.40 27.50 22.30 18.90 17.20 15.30 words... 20.70 16.50 13.40 11.30 10.30 9.11
(All other time)
1 minute... 34.80 27.90 22.60 19.20 17.40 15.75 words... 23.20 18.50 15.10 12.80 11.60 10.30 words... 14.00 11.20 9.00 7.70 7.00 6.40

SPECIAL FEATURES

Time and weather announcements at guaranteed announcement rates.

POLITICAL BROADCASTS

Non-commissionable and must be paid for in advance.

RECORDED PROGRAMS

Not restricted to certain hours. Recorded library services available at cost.

ELECTRICAL TRANSCRIPTIONS

(Transcribed Announcements)
15 seconds..... 30 word rate appl.
30 seconds..... 75 word rate appl.

TALENT

Talent charges on application.

REMOTE CONTROL

Where programs are to be broadcast from any place than the station studio there is an additional charge of 35.00 for the first hour or fraction of hour and 10.00 for each additional consecutive hour; remote control costs additional thereto.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Broadcasting periods or programs are not subject to change or cancellation except with the consent of the station and as hereinafter provided. Contracts may be cancelled or terminated only giving WDAF written notice two weeks in advance and paying rate earned for time used.

All broadcasting programs of every description subject to approval and regardless of the object of the user, any program submitted by user may disapproved without incurring any liability thereon. The user agrees to submit to an authorized representative of the station his entire program in detail for approval at least 24 hours in advance. It is agreed that all announcements will be made by and under the supervision of the station.

User agrees, consistent with the common practice radio, and in order to meet certain requirements of the Federal Communications Commission, that if contracted for is subject to a 20-second period between programs which may be retained by the station for identification or other use, that period of a period of broadcast time actually means period of time less twenty seconds.

The station may cancel contracts upon default by user either in the prompt payment of any amount to be paid the station or in the performance of other provision of the contract. The station reserves the right to use the time allotted to the user for others whenever required by law or the lawful order of any governmental agency, whenever, in the judgment of the station, such action may become necessary or proper to broadcast events of general interest or to serve the public interest. In the event of such cancellation the station will not require payment from advertiser. Contracted program time nor will the station be required to pay any part of talent, transcription or other program costs.

The station does not assume or incur any liability of any kind or character, either by reason of statement made over Station WDAF or for injuries or accident to performers, entertainers, speakers or other talent or the officers, agents, servants or employees of user while on the premises of station or any remote control point, and the user, as a part of the consideration of the execution of agreements does expressly agree to indemnify and save the station harmless all loss, cost or damage of whatsoever kind or nature which may be sustained by it as a result of the station will not be responsible for the loss of valuable or property of the user, or his officers, agents, employees, performers, entertainers or talent while on the premises.

The station will not be responsible for verbal statements of any kind made with or by its representatives.

Any notice which the station may desire to serve on the user will be sent by telegram or letter addressed to the user at the place of business last known to the station.

(This listing continued on next page)

MISSOURI—Continued

KANSAS CITY—Continued

W D A F—Continued

The station, and said notices shall be deemed to have been served at the time the same is delivered to the telegraph company or post office for transmission. If the user fails to broadcast any program for the user...

Closing Time: All talks must be made from manuscript and submitted to the station for approval 24 hours before broadcast.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using double turn-tables at 33-1/3 and 78 p.m. Vertical and lateral equipment.

Personnel: Director—H. Dean Fitzer. Assistant Director—V. S. Batton. Sales Representative—Gardner Reames.

Branch Offices: Chicago: L. I. Welshar. New York: Allan W. Creel.

Representatives: Edward Petry & Company.

W H B (Established 1922) MUTUAL NETWORK logo with station call letters W H B and a globe icon.

Rates effective Aug. 15, 1937 (Card No. 18), revised. Owned and operated by W H B Broadcasting Co. Business Office and Main Studio—Scarritt Bldg., Kansas City, Mo., Harrison 1161. Wire or phone collect for time clearance or other data desired.

Table of operating power and time: Operating power—1,000 watts. Licensed to operate every day from sunrise to sunset. Actual operating schedule: January 5:30 a.m. to 5:15 p.m., February 5:30 a.m. to 6:00 p.m., etc.

Commission and Cash Discount: Agency commission 15% on station time. No cash discount. Bills due and payable monthly following twice unless otherwise specified.

General Advertising: Combination rates see listings of Kansas State Network and Mutual Broadcasting System (Volume Purchase Plan).

Table of advertising rates: (6:00 p.m. to local sunset) 1 hr. 1/2 hr. 1/4 hr. 5 min. 1 time... 240.00 144.00 96.00 60.00, 13 times... 228.00 136.80 91.20 47.50, etc.

Table of advertising rates: (12:00 noon to 6:00 p.m. Sundays) 1 hr. 1/2 hr. 1/4 hr. 5 min. 1 time... 160.00 80.00 55.00 30.00, 13 times... 152.00 81.70 52.25 28.50, etc.

STRIP RATES FOR ONE-QUARTER HOUR PROGRAMS: Rates apply to 1/4 hours used daily at same hour, five, six or seven days weekly. Advertisers using more than one strip weekly (whether placed through the same or different advertising agencies) are entitled to the following additional discounts during period in which multiple strips are used: 2 strips 5%; 3 strips 10%; 4 strips 15%; 5 strips 20%.

Table of advertising rates: (6:00 p.m. to local sunset) Per week for: 13 wks. 26 wks. 39 wks. 52 wks. 5 nights weekly... 324.00 307.80 291.60 275.40, 6 nights weekly... 360.00 342.00 324.00 306.00, etc.

SPOT ANNOUNCEMENT RATES AND TRANSCRIPTIONS: Rates are for run of schedule spots during hours indicated. Certain spots on station schedules take "Preferred Time Rate" 25% additional. These "preferred spots" will be quoted on request.

Table of advertising rates: (6:00 p.m. to local sunset) 1 1/2 minute transcription 37.50 35.63 33.75 31.88 30.00 28.13 26.25, 100 words... 30.00 28.50 27.00 25.50 24.00 22.50 21.00, etc.

SPECIAL FEATURES: Time and temperature announcements: quarter hour, half hour, three-quarter hour and hourly intervals. Tie-in commercial announcements of 50 words or 100 words at general broadcasting rates.

Magic Kitchen: Morning feature. Participation sponsorship at 75.00 weekly includes daily mention of advertiser's product in recipes, complete merchandising service and individual sponsorship of one quarter hour each week. Good Morning Jamboree: 5:30 a.m. to 6:30 a.m. Participation units of 1/4 hour at time rates only. No charge for talent.

Regular time charges apply to electrical transcriptions. TALENT: Additional charges are made for talent, special continuity service and special announcers. Rates on application.

SERVICE FACILITIES: Services of merchandising director, continuity department, program department, publicity department and staff announcers are given without additional charge in arranging and presenting programs.

Unit Plan of Merchandising Service available. For every dollar of station time contracted, the advertiser is entitled to one unit of merchandising assistance without charge. Whenever the size of the contract for station time is not sufficient to provide the number of units of merchandising desired by the advertiser, the station will furnish the additional necessary service at small extra cost.

1. Supply advertiser with wholesale and retail dealer lists of specific classifications, such as grocers, drug stores, etc., in primary area. Per classification list, \$5.00 units. 2. Mail out letters and/or printed matter to the trade, station to furnish its own letterheads, if desired, and to furnish mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay postage and furnish printed matter. Per piece, 1 unit.

- 3. Make cross-section surveys of the retail trade, such as checking the sale, distribution, and standing of advertiser's product, and competitive products, in local trading area. (Advertiser to pay necessary traveling expenses for personal calls more than 20 miles from station) (a) By personal contact, per call, 5 units; (b) By telephone, per call, 2 units. 4. Introduce advertiser's salesman to key buyers such as department stores, chain stores and wholesalers. Per call, 50 units. 5. Arrange for use of window displays. (Advertisers to furnish material.) Per display placed, 25 units. 6. Distribute counter displays and cards. (Advertiser to furnish material.) Per display distributed, 10 units. 7. Make personal calls on jobbers, chain store buyers, department store buyers and leading retailers informing them of future campaign and how they will benefit by it. Per call, 10 units. 8. Arrange audition of program for important local outlets. (Advertiser to pay any necessary talent costs.) For person attending audition, 10 units. In no case does the station agree to solicit or take orders for the advertiser's product.

REMOTE CONTROL: Additional charges made for programs originating outside of W H B central studios. Contract and Other Requirements: Advertising of hard alcoholic beverages not acceptable. Rates are for station time and services of station organization only. Price quotations permitted. Talent is extra. All contracts are subject to the laws, rules and regulations of the United States, Kansas City and the State of Missouri and other regulatory bodies, as well as the rules of the Federal Communications Commission. All programs, announcements and other material subject to the approval of the station. Station does not assume or incur any liability of any kind or character, either by reason of statements made over the station or for injuries to performers, entertainers, speakers or other talent, or the officers, agents, or employees of the client while on the premises of station or any remote control point. Clients expressly agree to save station harmless from all loss, cost or damage of whatsoever kind or nature, which may be sustained by it as a result of broadcasting for said clients. Clients will be billed monthly for postage or express charges necessary to forward fan mail and inquiries.

Closing Time: Final closing time for publicity one week in advance. Electrical transcriptions should be delivered to studios at least two weeks in advance to permit checking and shipments of replacements.

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

Personnel: President & Commercial Mgr.—Donald Dwight Davis. Vice-Pres. and General Mgr.—John T. Schilling. Vice-Pres. and Treasurer—John F. Cash. Representatives: For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to Don Davis, W H B, Kansas City, Missouri.

POPLAR BLUFF

(Butler County)

K V O C

(Established 1938)

Rates effective February 1, 1940. Owned by A. L. McCarthy, J. H. Wolpers, O. A. Tedrick. Business Office and Studio—1801 N. Main Street, Poplar Bluff, Missouri, telephone 1310. Transmitter—1801 N. Main St., Poplar Bluff, Mo.

Wave—Power—Time: Operating power—250 watts. 223.9 meters; 1340 kilocycles. Actual operating schedule: Sundays 8:00 a.m. to 5:00 p.m. Saturdays 7:00 a.m. to 12:00 midnight. Monday through Friday 7:00 a.m. to 10:00 p.m.

Commission and Cash Discount: Agency commission 15% to recognized agencies on net station time. Cash discount 2% if payment is made by the 10th of month following broadcast.

General Advertising: Fees charged by owners of music copyrights are not included in rates.

Table of advertising rates: CLASS "A" (11:00 a.m. to 1:00 p.m. and 5:00 p.m. to sign-off) 1 hr. 13 tl. 26 tl. 52 tl. 100 tl. 1/2 hour... 28.00 26.00 24.00 23.00 20.00, 1/4 hour... 15.00 14.00 13.00 12.00 10.00, 5 minutes 8.00 7.00 6.50 6.00 5.00

Table of advertising rates: CLASS "B" (Sign-on to 11:00 a.m. and 1:00 p.m. to 5:00 p.m.) 1 hr. 30.00 28.00 26.00 25.00 24.00, 1/2 hour... 16.00 15.00 14.00 13.00 12.00, 1/4 hour... 9.00 8.00 7.50 7.00 6.00, 5 minutes 4.00 3.50 3.25 3.00 2.50

Table of advertising rates: ANNOUNCEMENTS CLASS "A" (11:00 a.m. to 1:00 p.m. and 5:00 p.m. to sign-off) 100 words... 3.50 3.25 3.00 2.75 2.50, 50 words... 3.00 2.75 2.50 2.25 2.00, Station break... 2.50 2.25 2.00 1.75 1.50, 1 minute... 3.75 3.50 3.25 3.00 2.75 (This listing continued on next page)

MISSOURI—Continued

ST. LOUIS—Continued

K M O X—Continued

Contract and Other Requirements
Contracts not accepted more than 60 days in advance...

Mechanical Program Equipment
Equipped to handle programs by electrical transcription...

Personnel
Nat'l & Nat'l Sales Mgr.—Merle S. Jones...

Representatives
Radio Sales.

KSD (Established 1922) BASIC RED NETWORK logo with a stylized 'K' and 'S' and a radio tower.

Rates effective February 15, 1941. (Card No. 18.)
Owned and operated by the St. Louis Post-Dispatch...

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

Commission and Cash Discount
Agency commission 15% on station time charges...

General Advertising
For combination rates see listing of Mutual Broadcasting Company...

Table for CLASS 'A' (6:00 p.m. to 10:30 p.m.) with columns for time slots and rates.

Table for CLASS 'B' (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) with columns for time slots and rates.

Table for CLASS 'C' (11:00 p.m. to 9:00 a.m.) with columns for time slots and rates.

Table for SPECIAL FEATURES with columns for program type and rates.

Table for RECORDED PROGRAMS with columns for program type and rates.

Table for TALENT with columns for program type and rates.

Special Features
Broadcasts—Leased wire service. Rates on request.

Recorded Programs
Regular time charges apply to electrical transcription.

Talent
Notice of local talent available—rates on application.

REMOTE CONTROL

The cost of installing and leasing special telephone or telegraph wires for transmission and the furnishing, installation and operation of necessary equipment for remote control shall be borne by the advertiser.

Contract and Other Requirements
The rates quoted are for the facilities of the station only; musical, dramatic, and other talent charges are in addition to the time rates.

If for any reason the advertiser fails to use the number of programs or announcements contracted for within the time specified, he agrees to pay the schedule of rates in effect on the date of his contract for the number of programs or announcements actually used.

All announcements or programs ordered by the advertiser or his agent during a period of one year from the date of contract are to earn discounts as shown on the rate card in effect at the date of the contract.

All broadcasting programs or announcements are subject to the approval of the station management and any program or announcement may be revised or rejected and any contract for broadcasting may be canceled by the management of station upon written notice without incurring any liability therefor.

Advertisers must furnish two weeks' written notice in event of cancellation of program contracts. In the event any broadcasting period contracted for is not used, the Pulitzer Publishing Company reserves the right to provide a program at the expense of the advertiser and the advertiser agrees to accept the substitute and to pay on demand the regular rates for such periods the same as if the program had been duly supplied and given.

If no broadcast is used on a KSD contract within 30 days from its date it will be canceled. All programs must conform to the present or future standards of the station and be in compliance with the laws of the United States and the rules and regulations of the Federal Communications Commission.

Station reserves the right to cancel, advance the time of, or postpone the program of any advertiser without any liability against the station for talent engaged if it interferes with the broadcasting of public messages or announcements which the station management may decide to be of sectional or national importance.

In the event it is necessary, for any reason, to make a change in the time of an advertiser's series of broadcasts, station assumes no responsibility for any part of the expense involved in changing publicity which advertises the program, or in publicizing the new time.

All contracts are made subject to interference by strikes, weather conditions, or other unavoidable conditions beyond the control of the station and no responsibility will be assumed beyond the cancellation of the charges for the time involved.

The advertiser warrants that all matter supplied may be broadcast by the station without liability of any kind; that none of it will infringe the trademark or copyright or other rights of any person; and that the advertiser will defend, indemnify and save harmless the Pulitzer Publishing Company, its employees and agents, from all liability, loss or damage, including attorneys' fees in connection with any and all claims or suits arising by reason of the broadcasting of any matter furnished by it or its clients or its or their artists or employees, whether such claims or suits are well-grounded or not.

The Pulitzer Publishing Company does not assume any financial or other responsibility for damages or losses sustained in any way as a result of statements made over station, nor for losses, injuries or accidents to property, performers or employees of the advertiser while on the premises of the Pulitzer Publishing Company, and the advertiser agrees to save the Pulitzer Publishing Company, its employees and agents, from all liability, loss or damage including attorneys' fees in connection with any claims for damage or losses sustained by its as a result of the use of station KSD under the contract.

In addition, the advertiser expressly warrants to the Pulitzer Publishing Company that all of the matter which it shall broadcast shall be suitable and fit for broadcasting and that none of the matter will be libelous, defamatory or obscene; and the fact that the matter shall have previously been submitted to the station for approval and shall have been approved by the station shall not relieve the advertiser of the effect of this warranty. If, in fact, any of the matter broadcast shall prove to be libelous, defamatory or obscene.

The advertiser authorizes the Pulitzer Publishing Company, its employees and agents, to cut off any broadcast in so far as the same shall consist of matter which has not previously been approved by the Pulitzer Publishing Company if, in the opinion of the company, said matter either is libelous, defamatory or obscene, or might be so considered by any listener; but neither this provision, nor the failure of the company to cut off any broadcast shall relieve the advertiser of any of his obligations under the contract.

Exclusive rights to broadcast programs or announcements are not granted to any one advertiser. Separate contracts are required for announcements up to one minute, and programs of five minutes or longer. The Pulitzer Publishing Company will not be responsible for verbal agreements of any kind made by or with its representatives.

Closing Time
The advertiser agrees to submit his entire program in detail for approval at least 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—George M. Rurbach. Sales Manager—Edward W. Hamlin.

Representatives
Free & Peters, Inc.

K W K

(Established 1927)

Rates effective March 1, 1940.
Owned and operated by Thomas Patrick, Incorporated. Business Office and Studio—Hotel Chase, St. Louis, Missouri, 1502 State 3219. Transmitter—Broadway & Logan St., St. Louis, Mo.

Power—Time
Operating power 5,000 watts days; 1,000 watts nights. (100% modulation.) 217.4 meters; 1380 kilocycles. Licensed to operate on regional channel full time. Operates on Central Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on station time only to advertising agencies recognized by station. Payments must be made on or before the 15th of month for programs broadcast during the month previous. When credit is not definitely established, cash weekly or monthly in advance. No cash discount.

General Advertising
For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).

GENERAL BROADCASTING RATES

Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under the same (and/or renewals) contracts and apply on the weekly billing of station time only. No time discounts on talent or line charges. Announcements and programs cannot be combined to secure benefit of additional discounts.

Table for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 12:30 p.m. to 10:30 p.m. Sundays) with columns for time slots and rates.

Table for CLASS 'B' (8:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days and 10:00 a.m. to 12:30 p.m. and 10:30 p.m. to 12:00 midnight Sundays) with columns for time slots and rates.

Table for CLASS 'C' (All other hours) with columns for time slots and rates.

Table for ANNOUNCEMENTS (Between Programs) with columns for time slots and rates.

Table for ANNOUNCEMENTS (Between Programs) with columns for time slots and rates.

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Personnel
President and General Manager—Robert T. Convey. General Sales Manager—V. E. Carmichael. Nat'l Sales & Prom. Mgr.—Robert M. Sampson. Branch Office Paul H. Raymer Company.

BUTTE—Continued
K G I R—Continued

Company against any and all liability, loss or expense arising from claims for libel, slander, infringement of trade-marks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of any material or program furnished by the advertiser or the advertiser's agency.

GREAT FALLS

(Cascade County)
K F B B
(Established 1921)



Rates effective December 1, 1940. Owned and operated by Buttre Broadcast, Inc. Studio—First National Bank Bldg., Great Falls, Montana, telephone 4377. Transmitter—4-1/2 miles west of Great Falls, Mont.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min., 3 min., 2 min., 1 min.) and rates for various programs.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min., 3 min., 2 min., 1 min.) and rates for various programs.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min., 3 min., 2 min., 1 min.) and rates for various programs.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min., 3 min., 2 min., 1 min.) and rates for various programs.

Special Features: Weather forecast, time signals, etc.—rates on request. Artists' services and program cost on application.

HELENA

(Lewis and Clarke County)
K P F A
(Established 1937)



Owned and operated by the Peoples Forum of the Alt. Business Office and Studio—1308 Eleventh Avenue, Helena, Montana. Transmitter—1308 Eleventh Ave., Helena, Montana.

Wave—Power—Time: Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel.

Wave—Power—Time: Operating power—100 watts. (100% modulation—crystal control.) 223.9 meters; 1340 kilocycles.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min., 3 min., 2 min., 1 min.) and rates for various programs.

Additional Discount: 78 weeks or more, any time of the day... 5% ANNOUNCEMENTS (7:00 a.m. to 9:00 p.m. week days)

Frequency Discounts: 3 months contract, 5% off monthly rate. 6 months contract, 10% off monthly rate.

Political Talks: Per minute, flat 2.50. Minimum of five minutes. Special Features: Market quotations, news, time signals—rates on application.

Recorded Programs: Details on request. Talent: Rates on application. Remote Control: Remote on sports, etc.—rates on application.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes) and rates for various programs.

Table with columns for time slots (5 minutes, 1 minute, 100 words, 50 words, 100 words, 50 words, 10 words) and rates for various programs.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words, 50 words, 100 words, 50 words, 10 words) and rates for various programs.

Class "B" (7:00 a.m. to 11:30 a.m., 1:00 p.m. to 5:30 p.m. and 7:00 p.m. to 10:00 p.m.)
Class "A"—Per minute 1.50, minimum charge 7.50.
Class "B"—Per minute 1.25, minimum charge 6.25

Religious Programs: 50% of regular rates. Contract and Other Requirements: The use of all broadcasting privileges shall conform with the station's rules and governmental regulations.

Closing Time: Copy for political broadcasts must be submitted 12 hours in advance of broadcast. Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Personnel: General Manager—W. F. Flinn. MISSOULA (Missoula County)
K G V O
(Established 1931)

Rates effective April 1, 1941. (Card No. 9.) Owned and operated by Mosby's, Inc. Studio—132 W. Front Street, Missoula, Montana, telephone 2155.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min., 3 min., 2 min., 1 min.) and rates for various programs.

Wave—Power—Time: Operating power—5000 watts days; 1000 watts nights. (100% modulation—crystal control.) 232.6 meters; 1290 kilocycles.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes) and rates for various programs.

Commercial limit 20% daytime, 15% evening program. ANNOUNCEMENTS (6:00 p.m. to 9:00 p.m.)

MILES CITY

(Custer County)
K R J F
(Established 1941)

Rates effective September 1, 1941. (Card No. 1.) Owned and operated by Star Printing Company. Business Office and Studio—P. O. Box 1015, Miles City, Mont.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes) and rates for various programs.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes) and rates for various programs.

(This listing continued on next page)

NEBRASKA—Continued

LINCOLN—Continued
K F A B—Continued

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., or less) and rates for various programs (1 time, 13 times, 26 times, etc.) under CLASS 'B' and CLASS 'C'.

Rates on application.

REMOTE CONTROL

Outside program pick-up in Lincoln. Program picks up outside Lincoln, rates on request. Telephone installation charge, Engineer, announcer and expenses, Line rental, one mile or less, etc.

SERVICE FACILITIES

Services of the program and continuity departments and staff announcers are included without extra charge.

Contract and Other Requirements

Resale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.

Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

General Manager—Don Searle. Sales Manager—Arthur J. Weaver.

Representatives

Edward Petry & Company, Inc.

KFOR

(Established 1924)

Card undated; received November 18, 1941. (Card No. 7-41.)

Owned by Cornbelt Broadcasting Corporation. Operated by the Central States Broadcasting System. Studio—Hotel Lincoln, Lincoln, Nebraska.

Wave—Power—Time

Operating power—250 watts days; 100 watts nights. (100% modulation—crystal control.) 211.9 meters; 1340 kilocycles.

Commission and Cash Discount

Agency commission 15% on net charges for station time to recognized advertising agencies. No cash discounts. Bills are due and payable when rendered.

General Advertising

For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations). Also sold in combination with KOIL, Omaha.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B' programs.

CLASS 'C'

Table with columns for time slots and rates for CLASS 'C' programs.

SPECIAL FEATURES

Daily one minute announcements, six days weekly, on participation periods. Musical Clock: Class 'C' time package rate, per month 70.00.

Time, temperature and weather reports—rates on request. Participation rates are net, no further discount.

COMBINATION RATES

Table showing combination rates for KOIL-KFOR CLASS 'A' and CLASS 'B' programs.

Table showing combination rates for CLASS 'B' and CLASS 'C' programs.

Table showing combination rates for CLASS 'C' programs.

ELECTRICAL TRANSCRIPTIONS

Table showing rates for electrical transcriptions with columns for disc size, speed, and price.

Special produced studio transcriptions: 5 minutes (6 on 1 platter at 1 session), each... 4.00

PRODUCTION CHARGES

Table showing production charges for various services like live staff talent, music and board announcer, etc.

TALENT

Rates on application. REMOTE CONTROL Outside program pick-up in Lincoln.

Table showing rates for remote control services including telephone installation, engineer, and line rental.

Services of program and continuity departments and staff announcers are included without extra charge. Resale of time not permitted.

Station reserves the right to reschedule any commercial period, subject to immediate cancellation if not acceptable to advertiser.

Closing Time All contracts should be closed as far in advance of initial program as possible.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel General Manager—Don Searle. Sales Manager—Arthur J. Weaver.

Representatives Edward Petry & Company, Inc.

NORFOLK

(Madison County)

WJAG

(Established 1922)

Rates effective April 1, 1940. Owned and operated by Norfolk Daily News. Business Office—Norfolk Daily News Building.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.)

Actual operating schedule: Starts 8:30 a.m. week days and 10:00 a.m. Sundays. Sign-off: January, 5:15 p.m.; February, 6:00 p.m.; March, 6:30 p.m.; April, 7:15 p.m.; May, 7:45 p.m.; June and July, 8:00 p.m.; August, 7:30 p.m.; September, 8:45 p.m.; October, 5:45 p.m.; November, 5:15 p.m.; December, 5:00 p.m.

Commission and Cash Discount Agency commission 15% on net charges for station facilities to recognized advertising agencies.

Table showing rates for general advertising with columns for time slots and rates.

Table showing rates for strip rates with columns for time slots and rates.

Table showing rates for sales service with columns for time slots and rates.

SPECIAL FEATURES Rates on request. POLITICAL RATES Available on request.

TALENT Rates on request. REMOTE CONTROL Rates on request.

Contract and Other Requirements All orders subject to approval of station management.

Closing Time 24 hours in advance. Earlier closing will facilitate production and publicity.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel Station Manager—Arthur C. Thomas. Representatives The Walker Company.

NORTH PLATTE

(Lincoln County)

KGNF

(Established 1930)

Rates effective July 1, 1941. Owned and operated by Great Plains Broadcasting Company.

Business Office and Studio—1521 W. 12th St., North Platte, Nebraska, telephone 132.

Transmitter—1521 W. 12th St., North Platte, Nebr. Wave—Power—Time

Operating power—1,000 watts. 205.5 meters; 1460 kilocycles. Licensed to operate day time on cleared regional channel.

Commission and Cash Discount Agency commission 15% on net charges for station facilities to recognized advertising agencies.

General Advertising Rates include charges by owners of music copyrights on present contract arrangement.

Table showing rates for CLASS 'A' programs with columns for time slots and rates.

Table showing rates for CLASS 'B' programs with columns for time slots and rates.

FREQUENCY DISCOUNTS Allowed on net station time charges only: 13 times within 3 months, 26 times within 6 months, etc.

SPECIAL FEATURES Rates on application. ELECTRICAL TRANSCRIPTIONS Transcription library service available.

TALENT Rates and requirements on application. REMOTE CONTROL Remote control productions will be made at cost of extra facilities involved.

(This listing continued on next page)

NEBRASKA—Continued

NORTH PLATTE—Continued
K G N F—Continued

Contract and Other Requirements
All programs at the rates will include station facilities, announcers and selected phonograph or transcription music from station studios. Preferred position governed by priority and availability on contract basis. No contract accepted for longer than one year. All contracts subject to the station owner's approval and government regulations. The production staff or station owners reserve the right to cancel or refuse any advertising for reasons satisfactory to themselves.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
President—W. I. LeBarron.
Representatives
The Walker Company.

OMAHA
(Douglas County)
KOIL
(Established 1925)



Card undated; received November 18, 1941. (Card No. 7-41.)

Owned and operated by Central States Broadcasting Company.
Business Offices and Main Studios—Omaha National Bank Building, Omaha, Nebraska. Other studios—Hotel Lincoln, Lincoln, Nebraska.
Transmitter—Council Bluffs, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
508.5 meters; 590 kilocycles.
Licensed to operate full time. Daylight Savings Time not observed.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies on net charges for station time. No cash discount. Bills are due and payable when rendered.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Also sold in combination with KFAB, Lincoln, and KFOR, Lincoln. For combination rates see listings of KFAB and KFOR.
The following rates are for general advertising. For retail rates consult station management.

Table with columns for time slots (1 min., 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., or less) and rates for different classes (A, B, C) and times (7:00 a.m. to 6:00 p.m., 6:00 p.m. to 10:30 p.m., 11:00 p.m.).

ANNOUNCEMENTS
Daily one minute announcements, five days weekly, on participation periods:
Daily, the Shopper, per month..... 200.00
Participation rates are net, no other discount.

SPECIAL FEATURES
Time, weather and temperature reports—rate on request.

Table for ELECTRICAL TRANSCRIPTIONS with columns for disc size (10" or 12"), speed (78 or 33-1/3), and rates for single and double sides.

Special proposed studio transcriptions:
2 minutes (6 on 1 platter at 1 session), each.... 4.00
1 minute (12 on 1 platter at 1 session), each.... 3.00
1/2 minute (24 on 1 platter at 1 session), each.... 2.00
These charges include script and maximum of three voices. Total—extra voices at 1.00 per voice per session.

Table for PRODUCTION CHARGES with columns for type of program (15 minutes, 10 minutes, 5 minutes) and rates for various services like live staff talent, regular transcribed and recorded music, and board announcer.

TALENT
Rates on application.
REMOTE CONTROL
Outside program pick-up in Omaha. Program pickups outside Omaha, rates on request.
Regular rate for time plus:
Telephone installation charge..... 10.00
Engineer, announcer and expenses..... 7.50
Line rental, one mile or less..... 4.00
Each additional mile or fraction..... 2.00
On monthly basis—only one installation charge plus:
Line rental, one mile or less..... 8.00
Each additional mile or fraction..... 4.00
Engineer, announcer, per broadcast..... 7.50

SERVICE FACILITIES
Services of the program and continuity departments and staff announcers are included without extra charge.
Contract and Other Requirements
Resale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.
Station reserves the right to reschedule any commercial period, subject to immediate cancellation if not acceptable to advertiser.

Closing Time
All contracts should be closed as far in advance of initial program as possible to facilitate production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Don Searle.
Sales Manager—Arthur J. Weaver.

Representatives
Edward Petry & Company, Inc.

KOWH
(Established 1922)



Rates effective May 1, 1939. (Card No. 1.)
Owned and operated by Omaha World-Herald.
Business Office and Studio—World-Herald Building, Omaha, Nebraska, telephone AT 2228.
Transmitter—60th and Girard Streets, Omaha, Nebr.

Wave—Power—Time
Operating power—500 watts.
454.5 meters; 660 kilocycles.
Licensed to operate days only.
Actual operating schedule: Sunday 8:00 a.m. to 5:00 p.m.
Week days 6:00 a.m. to local sunset—
January 5:15 p.m. July 8:00 p.m.
February 6:00 p.m. August 7:30 p.m.
March 6:30 p.m. September 6:30 p.m.
April 7:00 p.m. October 5:45 p.m.
May 7:30 p.m. November 5:00 p.m.
June 8:00 p.m. December 5:00 p.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charge for station time. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Blue Supplementaries).
The following rates are for both local and national advertising.
Retroactive discount allowed on continuous time actually used. Contracts cancelled before completion become payable at once at the short rate.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 3 minutes, 2 minutes, 1 minute, or less) and rates for different classes (A, B, C) and times (7:00 a.m. to 6:00 p.m., 6:00 p.m. to 10:30 p.m., 11:00 p.m.).

APPLICABLE TO PROGRAMS OF FIVE MINUTES OR LONGER.
Use of same period daily except Sunday takes a weekly rate of five times the daily rate. Use of same period five times weekly takes a weekly rate of four and one half times the daily rate. The above based on total times ordered.

SPECIAL FEATURES
For rates covering local retail merchants only, weather reports, temperature reports, time signals, consult station management.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—rates on request.

TALENT
Talent and special announcers are supplied at actual cost.

REMOTE CONTROL
Programs originating outside of studios or requiring special production are subject to additional charge.

SERVICE FACILITIES
Services of the program and continuity departments and staff announcers are provided without extra charge. Merchandising service available on cooperative basis.

Contract and Other Requirements
Contracts limited to one year.
All contracts subject to present and future state and federal regulation. Station reserves the right to discontinue or refuse any advertising program for reasons satisfactory to itself except in cases governed by federal regulations.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Manager—Vernon H. "Bing" Smith
Assistant Manager—Frank Shopen.
Sales Manager—Clement W. Young.
Representatives
George P. Hollingsbery Company.

WOW
(Established 1928)



Rates effective September 1, 1941. (Card No. 4.)
Owned and operated by Woodmen of the World Life Insurance Society.
Business Office and Studio—17th and Farnam Streets, Omaha, Nebraska, Webster 3400.
Transmitter—56th and Kansas Avenue, Omaha, Nebr.

Wave—Power—Time
Operating power—5,000 watts.
508.5 meters; 590 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central Standard Time—18-1/2 hours daily. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% on time rates only. No discount for talent to agency. Bills due and payable when rendered.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Red Network).
The following rates apply to general advertising. For local retail advertising rates consult station management.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute or less in period, 25 word chain break) and rates for different classes (A, B, C) and times (6:00 p.m. to 11:00 p.m. daily, 7:00 a.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays).

ADDITIONAL DISCOUNTS
When an advertiser on a national spot basis is using three or more quarter hour strips per week (minimum of five quarter hours per strip) on a non-contiguous or contiguous schedule, he will be entitled to one-half of the half hour rate for each individual quarter hour period.

SPECIAL FEATURES
News programs and other special features available for advertisers. Rates on request.

POLITICAL TALKS
All political talks are carried at general rates and must be submitted to station prior to broadcast. Cash with order.

RECORDED PROGRAMS
No extra charge for broadcast of electrical transcriptions.

TALENT
Arrangements for all types of talent made at cost.

REMOTE CONTROL
Facilities for remote pick-up outside of studios. Expenses of such pick-ups charged at cost. Mobile unit available, equipped with short wave transmitter and portable transcribing equipment.

Contract and Other Requirements
All charges for talent additional to time rates.
Advertising of alcoholic beverages not accepted.
Station reserves right if necessary to reschedule any commercial period. If rescheduling not acceptable, advertiser reserves option to cancel immediately.
Station reserves the right to approve or reject all commercial and non-political programs; and cancel all programs which are of objectionable character.

Closing Time
Closing date of program service two weeks in advance of broadcast.

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

Personnel
Personnel Director—Wm. Ruess.
General Manager—John J. Gillin, Jr.
Representatives
John Blair & Company.

SCOTTSBLUFF
(Scotts Bluff County)
K G K Y
(Established 1930)



Rates effective November 1, 1939.
Owned and operated by the Hilliard Company.
Business Office and Studio—1517 Broadway, Scottsbluff, Nebraska, telephone 856. Other studios—Alliance Hotel, Alliance, Nebraska.
Transmitter—South Broadway, Scottsbluff, Nebraska
(This listing continued on next page)

NEW HAMPSHIRE—Cont'd

LACONIA

(Belknap County)

WLNH



Rates effective July 1, 1939. (Card No. 7.)

Owned and operated by the Northern Broadcasting Company. Business Office and Studio—Masonic Temple Bldg., Laconia, New Hampshire, telephone 601. Transmitter—Sanbornton, New Hampshire.

Wave—Power—Time: Operating power—250 watts. 23.0 meters; 1310 kilocycles. Licensed to operate unlimited time. Operates on Eastern Standard Time. Daylight Savings Time observed. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% on net charges to recognized advertising agencies. No cash discount. Charges for facilities are payable immediately after each broadcast. No commission or discounts on talent or line charges.

General Advertising: For combination rates see listings of Colonial Network, Yankee Network, The, and Mutual Broadcasting System (Northeast [Colonial] Stations). Fees charged by owners of music copyrights are not included in rates.

Table with 2 columns: Time slots and Rates. Includes CLASS 'A' (6:00 p.m. to 11:00 p.m. week days) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days).

Table with 2 columns: Time slots and Rates. Includes CLASS 'C' (11:00 p.m. to 8:00 a.m.) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days).

Table with 2 columns: Time slots and Rates. Includes CLASS 'C' (11:00 p.m. to 8:00 a.m.) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days).

ANNOUNCEMENTS: No contests in announcement form. Announcements are available on the following participation programs—Morning Melody Clock, 7:00 a.m. to 8:00 a.m.; Morning Melodies, 9:00 a.m. to 9:30 a.m.; Noonday Melodies, 12:30 p.m. to 1:00 p.m.; WLNH Birthday Party, 5:15 p.m. to 6:00 p.m. Also on regularly scheduled local programs such as—1210 Presents, Dial & Smile, Hillbilly Jamboree, Rhapsody in Wax.

Table with 2 columns: Words and Rates. Includes CLASS 'A' (6:00 p.m. to 11:00 p.m. week days) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days).

Table with 2 columns: Words and Rates. Includes CLASS 'C' (11:00 p.m. to 8:00 a.m.) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days).

Table with 2 columns: Time slots and Rates. Includes DISCOUNTS: Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under original or renewed contracts and apply on station time only.

Additional Discounts: Programs running continuously for 26 consecutive weeks earn an additional rebate of 5% based on the lowest billing for any one week. Programs running continuously for 52 consecutive weeks shall earn another rebate of 5% making a total of 10% based on the lowest billing for any one week.

ELECTRICAL TRANSCRIPTIONS: General broadcasting time charges apply to transcription programs. Not confined to certain hours.

SPECIAL FEATURES: Time Signals—Based on announcement rates. Weather Reports—Noon weather service. Five distinct services available for non-competing sponsorship, per week, \$0.00. Sports and Reviews—Winter and summer sport events. Rates on request. Sports Reviews—Daily between 5:00 p.m. and 6:00 p.m. Rates on request. News—Yankee Network News (participations). News While It is News—One hour daily. Based on announcement rates.

TALENT: Rates on request. POLITICAL RATES: One time card rates apply.

REMOTE CONTROL: Station is equipped to handle remote control broadcasts from any designated place. All installations, wire, service and mechanical charges to be paid by client and are net.

SERVICE FACILITIES: Production department plans and produces complete radio features and program ideas. produces programs planned by clients or agencies, or serves in an advisory capacity when desired.

Experienced merchandising men are available for donor calls and confidential surveys. Complete merchandising facilities available at cost.

Contract and Other Requirements: Liquor advertising subject to the regulations of the New Hampshire State Liquor Commission. Copy of regulations furnished on request.

All contracts, programs and advertising subject to approval of the station and to all limitations, requirements, regulations and acts now or hereafter to be passed or adopted by the Congress of the United States, the Federal Communications Commission, State Legislature, the Courts, or other duly authorized authorities.

This rate card is published for the convenient reference of advertisers and agencies, and is not to be considered as an offer of facilities. The station does not assume or incur any liability of any kind or character which may be sustained by them as a result of broadcasting for a client.

No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis. Contracts are not transferable. Time allotted to advertiser may be taken by station for broadcasting other programs or events which in the judgment of the station are of greater service or value to the public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow pro rata reduction of charge if it cannot allow other time or extension of contract. Should advertiser fail to furnish matter for any portion of contract, station may prepare same to the best of its ability.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

Personnel: Manager—Earlo Clement. Representatives—Joseph Hershey McGilvra.

MANCHESTER

(Hillsboro County)

WFEA

(Established 1932)



Rates effective October 1, 1939. (Card No. 4.)

Owned and operated by New Hampshire Broadcasting Company. Business Office and Studio—Carpenter Hotel, Manchester, New Hampshire. Transmitter—Merrimack, New Hampshire.

Wave—Power—Time: Operating power—5,000 watts. (100% modulation—crystal control.) 219.0 meters; 1370 kilocycles. Licensed to operate on regional channel. Operates on Eastern Standard Time. Daylight Savings Time observed. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 7:30 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies on net charges for station time. Commission does not apply on program charges. No cash discount. Bills due and payable on date of broadcast in advance. Talent billed at net cost.

General Advertising: For combination rates see listings of Yankee Network, Colonial Network, National Broadcasting Company (Basic Supplementary with Red Network) and Mutual Broadcasting System (Northeast [Colonial] Stations). The following rates apply to national and local advertising.

Table with 2 columns: Time slots and Rates. Includes CLASS 'A' (6:00 p.m. to 9:00 p.m.) and CLASS 'B' (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

SPECIAL FEATURES: "WFEA Home Makers' Guild": Monday through Friday, 10:00 a.m. to 10:15 a.m. Per participation, 5.00. No discounts.

REMOTE CONTROL: All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of engineers, maintenance men, operators and artists, to be paid by advertiser in advance.

Contract and Other Requirements: All charges quoted are for station time only. Program cost is extra and is not commissionable. Printed programs cannot be guaranteed in newspapers. No contracts accepted for longer than one year. Contracts subject to approval of station management. The station management reserves the right to refuse or discontinue any program or series of programs for reasons satisfactory to itself.

Closing Time: Closing date is two weeks in advance of initial program.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel: Manager—David F. Shurtleff. Program Director—Donald L. Sellers. Promotion Director—Frederick W. Cole. Representatives—Weed and Company. Boston—Miss Bertha Bannon.

WMUR

(Established 1941)



Rates effective April 1, 1941. (Card No. 1.)

Owned and operated by The Radio Voice of New Hampshire. Business Office and Studio—1815 Elm Street, Manchester, New Hampshire. Transmitter—Two miles northwest of business district, Manchester, New Hampshire.

Wave—Power—Time: Operating power 5,000 watts day; 1,000 watts night. 401.8 meters; 610 kilocycles. Licensed to operate full time on regional channel. Daylight Savings Time observed. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered weekly and are due weekly following broadcast.

General Advertising: For combination rates see listing of National Broadcasting Company (Basic Blue Supplementaries). The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 2 columns: Time slots and Rates. Includes CLASS 'A' (After 7:00 p.m. week days and after 1:00 p.m. Sundays) and CLASS 'B' (6:00 p.m. to 7:00 p.m. week days).

Table with 2 columns: Time slots and Rates. Includes CLASS 'B' (6:00 p.m. to 7:00 p.m. week days) and CLASS 'C' (Before 6:00 p.m. week days and before 1:00 p.m. Sundays and after 10:00 p.m. daily).

Table with 2 columns: Time slots and Rates. Includes CLASS 'C' (Before 6:00 p.m. week days and before 1:00 p.m. Sundays and after 10:00 p.m. daily) and CONSECUTIVE WEEKLY RATES.

Table with 2 columns: Time slots and Rates. Includes CLASS 'A' (After 7:00 p.m. and after 1:00 p.m. Sundays) and CONSECUTIVE WEEKLY RATES.

Table with 2 columns: Time slots and Rates. Includes CLASS 'A' (After 7:00 p.m. and after 1:00 p.m. Sundays) and CONSECUTIVE WEEKLY RATES.

Table with 2 columns: Time slots and Rates. Includes CLASS 'B' (6:00 p.m. to 7:00 p.m. week days) and CONSECUTIVE WEEKLY RATES.

Table with 2 columns: Time slots and Rates. Includes CLASS 'C' (Before 6:00 p.m. week days and before 1:00 p.m. Sundays and after 10:00 p.m. daily) and CONSECUTIVE WEEKLY RATES.

Table with 2 columns: Time slots and Rates. Includes CLASS 'C' (Before 6:00 p.m. week days and before 1:00 p.m. Sundays and after 10:00 p.m. daily) and CONSECUTIVE WEEKLY RATES.

Table with 2 columns: Time slots and Rates. Includes CLASS 'C' (Before 6:00 p.m. week days and before 1:00 p.m. Sundays and after 10:00 p.m. daily) and CONSECUTIVE WEEKLY RATES.

Table with 2 columns: Words and Rates. Includes ANNOUNCEMENTS: CLASS 'A' (After 7:00 p.m. week days and after 1:00 p.m. Sundays) and CLASS 'B' (Same as Class 'A' rates).

(This listing continued on next page)

NEW MEXICO—Continued

ALBUQUERQUE—Cont'd. K O B—Continued

Time of broadcast subject to change to accommodate network broadcasts. Independent announcements may be moved to other periods if available on 24 hours' notice. All facilities furnished in accordance with the terms of station's standard contract form.

CARLSBAD (Eddy County) K A V E (Established 1936)

Rates received July 12, 1937. Owned and operated by Jack W. Hawkins and Barney H. Hubbs. Business Office and Studio—Crawford Hotel, Carlsbad, New Mexico, telephone 244. Transmitter—in LaHuerta, a suburb north of city.

Wave—Power—Time Operating power—250 watts. 213.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Mountain Standard Time.

RECORDED PROGRAMS Regular time charges apply. REMOTE CONTROL Line charges are extra. Contract and Other Requirements Copy subject to approval of station management.

CLOVIS (Curry County) K I C A (Established 1933)

Rates effective January 1, 1940. Owned and operated by Western Broadcasters, Inc. Business Office and Studios—Fourth and Main, Clovis, New Mexico, telephone 3.

SPOT ANNOUNCEMENTS Over 1 13 20 52 100 200 300

REMOETE CONTROL Rates quoted on request. Contract and Other Requirements Rates are for station time only. Services of studio personnel included.

HOBBS (Lea County) K W E W (Established 1938)

Rates effective July 1, 1938. (Card No. 1.) Owned and operated by W. E. Whitmore. Studios—Hobbs, New Mexico. Transmitter—Hobbs, New Mexico.

Wave—Power—Time Operating power—100 watts. 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Actual operating schedule: 7:00 a.m. to 10:00 p.m.

FREQUENCY DISCOUNTS 1 to 12 times..... Net 100 to 199 times..... 20%

SPECIAL FEATURES Time Signals, Sporting Events, Shopping Hour, Farm Flashes, Market Reports—Rates on request.

SERVICE FACILITIES Service of program director, announcers, and continuity department without charge.

REMOTE CONTROL Remote control facilities at regular station rate plus line and installation charges.

CONTRACT AND OTHER REQUIREMENTS All contracts subject to conditions of standard AAAA contract form, and station approval.

RECORDED PROGRAMS Regular time charges apply. REMOTE CONTROL Line charges are extra.

LAS VEGAS (San Miguel County) K F U N (Established 1941)

Rates received November 19, 1911. Owned and operated by Southwest Broadcasters, Inc. Business Office and Studio—P. O. Box 710, Las Vegas, N. M.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel.

RECORDED PROGRAMS Regular time charges apply. REMOTE CONTROL Line charges are extra.

ROSWELL (Chavez County) K G F L (Established 1927)

Rates effective July 1, 1937. (Card No. 4.) Owned and operated by KGFL, Inc. Business Office and Studio—Roswell, New Mexico, telephone 288.

Wave—Power—Time Operating power—100 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Actual operating schedule: 7:00 a.m. to 10:00 p.m.

DISCOUNTS 1 to 12 times..... 13 to 25 times..... 26 to 51 times..... 52 to 99 times..... 100 to 199 times..... 200 to 299 times..... 300 or more times.....

SPECIAL FEATURES Time signals, sporting events, shopping hour, flashes, market reports—rates on request.

SERVICE FACILITIES Service of program director, announcers, and continuity department without charge.

REMOTE CONTROL Remote control facilities at regular station rate plus line and installation charges.

CONTRACT AND OTHER REQUIREMENTS Rates quoted are for station time only. All contracts subject to conditions of Standard A contract form, and station approval.

RECORDED PROGRAMS Regular time charges apply. REMOTE CONTROL Line charges are extra.

SANTA FE (Santa Fe County) K V S F

Rates effective July 8, 1937. Owned and operated by the New Mexico Broadcasting Company. Business Office and Studio—759 Cerrillos Road, Santa Fe, New Mexico, telephone 2020.

Wave—Power—Time Operating power—100 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time. Daylight Savings Time observed.

DISCOUNTS 1 to 12 times..... 13 to 25 times..... 26 to 51 times..... 52 to 99 times..... 100 to 199 times..... 200 to 299 times..... 300 or more times.....

SPECIAL FEATURES News Broadcasts—Rates on request. ELECTRICAL TRANSCRIPTIONS Production costs and royalties on transcribed programs must be paid by advertiser.

REMOTE CONTROL Remote control facilities extra—rates on application. Contract and Other Requirements No liquor advertising accepted.

RECORDED PROGRAMS Regular time charges apply. REMOTE CONTROL Line charges are extra.

TUCUMCARI

(Cayuga County)

K T N M

(Established 1941)

Received October 27, 1941. Licensed and operated by Krasin-Krutznier Broadcasting Co. Business Office and Studio—Tucumcari, N. M.

Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 1.3 meters; 1400 kilocycles.

General Advertising: Following rates apply to local and national advertising. Licensed for BMI and SESAC.

Table with rates for advertising: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Includes SPOT ANNOUNCEMENTS and WEEKLY FREQUENCY DISCOUNTS.

Remote Control: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical cut recordings.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer and wine.

Personnel: General Manager—Lester O. Krasin. Commercial Manager—Stu Morrison.

NEW YORK

ALBANY

(Albany County)

W A B Y

(Established 1933)



Effective October 20, 1937. (Card No. 4.) Licensed and operated by Adirondack Broadcasting Company, Inc.

Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 1.3 meters; 1400 kilocycles.

General Advertising: Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with advertising rates for Albany: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Includes WEEKLY FREQUENCY DISCOUNTS.

ANNOUNCEMENTS

One minute transcriptions and station break announcements of 35 words or less charged at 100 word rates.

SERVICE FEATURES: Time Signals, 6 announcements daily, except Sunday. 4 weeks minimum, per week, net.

RECORDED PROGRAMS: Regular rates apply on transcribed programs.

REMOTE CONTROL: Fully equipped to handle broadcasts from remote points. Remote broadcasts at regular station rates plus line charge.

General Manager and Director—Harold E. Smith. Assistant Manager—Doniel Richardson.

WOKO

(Established 1924)



COLUMBIA AFFILIATE



Rates effective October 20, 1937. (Card No. 8.) Owned and operated by WOKO, Inc.

Wave—Power—Time: Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.)

General Advertising: For combination rates see listing of Columbia Broadcasting System (Basic Network).

Service Features: Time signals, weather reports, etc., handled on announcement basis.

Table with advertising rates for Woko: 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

RECORDED PROGRAMS: Regular time charges apply to recorded programs.

General and Promotion Mgr.—Frederick L. Keesee. Representatives: None.

W T R Y

Listed by the Federal Communications Commission as a Troy, New York, station.

AUBURN

(Cayuga County)

W M B O

(Established 1927)

Rates effective January 1, 1940. Owned by the Auburn Publishing Company.

Wave—Power—Time: Operating power—250 watts. (100% modulation.)

General Advertising: (6:00 p.m. to 11:00 p.m. week days and all day Sunday)

Table with advertising rates for Auburn: 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription.

ANNOUNCEMENTS: (6:00 p.m. to 11:00 p.m. week days and all day Sunday)

Table with advertising rates for Auburn: 100 words, 50 words, 35 words.

SPECIAL FEATURES: Temperature or Weather Reports; 35 word announcement, 2 times daily.

Time Signals: 25 word announcement, 6 times daily, excluding Sundays.

REMOTE CONTROL: Equipped and prepared to handle programs broadcast by remote control.

Contract and Other Requirements: Musical program period rates are for the facilities of the station only.

BATAVIA

(Genesee County)

W B T A

(Established 1940)

Rates effective September 1, 1941. (Card No. 2.) Card received September 15, 1941.

(This listing continued on next page)

NEW YORK CITY—Continued
W C N W—Continued

Contract and Other Requirements
Advertising of alcoholic beverages accepted. All programs and electrical transcriptions are subject to approval of station management.
Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, talks and transcriptions close 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
General Manager—Ellis J. Godofsky.
Chief Engineer—A. Paske.
Studio Director—Bert Child.
Promotion Manager—L. W. Berne.
Representatives Associated Radio Sales.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation.)
451.5 meters; 660 kilocycles.
Licensed to operate full time on cleared channel. Operates on New York Time. Daylight Saving Time in operation from last Sunday in April to last Sunday in September.
Actual operating schedule: Sunday, 8:00 a.m. to 1:00 a.m. Week days 6:30 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising
Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after January 15, 1940, at rates on this card for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.
The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.
For combination rates see listing of National Broadcasting Company (Basic Red Network).
The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.
Should WEA F for any reason be unable to broadcast each program contracted for, station WJZ, upon request, will broadcast such programs provided time

is available in the same classification (daytime or evening) at the same rates, discounts and/or rebates. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

CLASS "A"
(6:00 p.m. to 11:00 p.m.)
1 hour..... 1,200.00
1/2 hour..... 720.00
1/4 hour..... 480.00
*10 minutes..... 400.00
*5 minutes..... 240.00
CLASS "B"
(12:00 noon to 6:00 p.m. Sunday only)
1 hour..... 900.00
1/2 hour..... 540.00
1/4 hour..... 360.00
*10 minutes..... 300.00
*5 minutes..... 180.00
CLASS "C"
(11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)
1 hour..... 600.00
1/2 hour..... 360.00
1/4 hour..... 240.00
*10 minutes..... 200.00
*5 minutes..... 120.00
CLASS "D"
(12:00 midnight to 9:00 a.m.)
1 hour..... 400.00
1/2 hour..... 240.00
1/4 hour..... 160.00
*10 minutes..... 134.00
*5 minutes..... 80.00
(* Available only in restricted periods.)

CLASS "E"
SERVICES
Time Signals: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—Four 10 word, one 50 word after 11:00 p.m. The actual time and spelling of a name are each counted as one word. Per week 1,500.00
Sign-off to 6:00 p.m., seven days weekly—Fire 10 word and one 50 word. The actual time and spelling of a name are each counted as one word. Per week 750.00.
Time signal services available for sponsorship only to time piece manufacturers or companies who regularly furnish time service to the public.
If any part of the above service is unavailable the advertiser will be billed pro rata for the remainder of the service.

Electrically transcribed announcements not acceptable in connection with the above service.

DISCOUNTS AND REBATES
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:
Less than 240.00 weekly..... None
240.00 or more but less than 480.00 wkly 2-1/2%
480.00 or more but less than 720.00 wkly 5%
720.00 or more but less than 960.00 wkly 7-1/2%
960.00 or more but less than 1,200.00 wkly 10%
1,200.00 or more but less than 1,440.00 wkly 12-1/2%
1,440.00 or more weekly..... 15%

Rebates for Consecutive Weeks
26 to 38 consecutive weeks..... 5%
39 to 51 consecutive weeks..... 7-1/2%
52 or more consecutive weeks..... 10%
Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contract becomes firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.
Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts. If any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under Classes "A," "B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount.
Discounts effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS
Early morning participation period, Monday through Saturday, prior to 8:00 a.m. Six announcements per week, 50 words each, 180.00 net per week time cost plus 30.00 net per week talent cost. Transcriptions not acceptable.

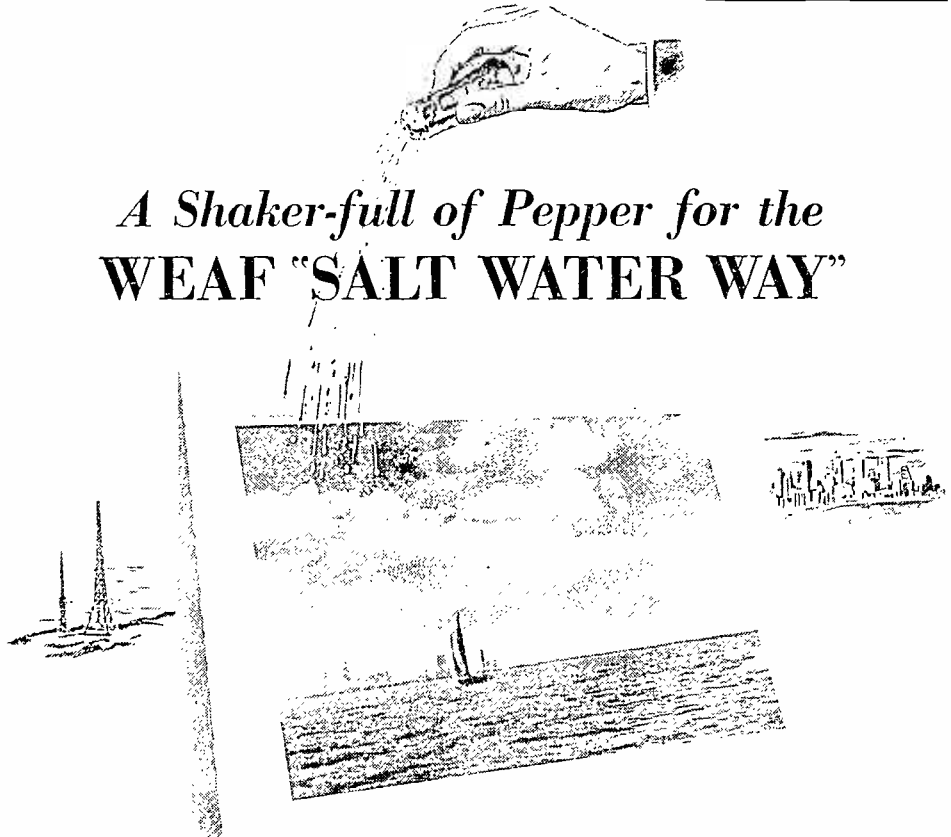
ELECTRICAL TRANSCRIPTIONS
Accepted at card rates.

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

Contract and Other Requirements
All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. All programs are subject to approval of the station.
Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer.
Lectures and educational talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangement. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use.

Closing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.
(This listing continued on next page)

WEAF
(Established 1922)
OPERATED BY NBC
Rates effective January 15, 1940. (Card No. 9.)
Owned and operated by the National Broadcasting Company, Incorporated.
Business Office and Studio—RCA Building, 80 Rockefeller Plaza, New York City, Circle 7-8300.
Transmitter—Bellmore, Long Island, New York.



A Shaker-full of Pepper for the
WEAF "SALT WATER WAY"

(Report on a Program Schedule)
at the Start of '42

It was just fourteen months ago that WEA F's new transmitter first spoke across the waters of Long Island Sound, making headlines as it zoomed WEA F programs New York-ward ten times harder than ever before.
Since then though it's WEA F program experts that have been making the headlines. During 1941 they seasoned this station's local program schedule with many new top-ranking programs. For example:
More News Programs—Two new fifteen-minute ones—at noon and at 6:15 P.M. Also other shorter news spots making all-complete WEA F's dawn to midnight news service.
Mary Margaret McBride—The pioneer and first lady in the field of programs for women.

Studio X—One of the most humorous shows on the air today, with Budd Halick and Ralph Dumke.

Add Isabel Manning Hewson's "Morning Market Basket" (a food show), the "Spice of Life," and the rest. Figure in other past and planned improvements. Put all these things together, and you have a station that's stream-lined to set new records in 1942. Today is the ideal time to tie up with it, with

WEAF NEW YORK
50,000 Watts—660 Kc.
Key Station of the NBC Red Network

NEW YORK CITY—Continued

WINS

(Established 1924)



Rates effective January 1, 1941. Owned and operated by Hearst Radio, Inc. Business Office and Studio—28 W. 44th St., New York City, Bryant 4-0000. Transmitter—(Temporary location) Astoria, L. I., New York.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) (C.P. 50,000 watts.) 300.0 meters; 1000 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time observed. Actual operating schedule: 7:00 a.m. to two hours after sunset.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. No cash discount. All invoices rendered weekly, payable at face, when rendered. Short rate billing rendered if frequency rate is not earned.

General Advertising In order to earn net rates quoted, contracts must be completed within twelve months. Local retail discount 25% on time charges only.

CLASS "A" (5:00 p.m. to sign-off week days, 12:00 noon to sign-off Sundays)

Table with columns for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for 1 wk, 13 wks, 26 wks, 39 wks, 52 or more weeks.

Table with columns for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS "B" (All other time).

WEEKLY FREQUENCY RATES CLASS "A" (5:00 p.m. to sign-off week days, 12:00 noon to sign-off Sundays)

Table with columns for duration (1 hour, 1/2 hour, 1/4 hour) and rates per week.

Table with columns for duration (1 hour, 1/2 hour, 1/4 hour) and rates for CLASS "B" (All other time).

DISCOUNTS Applicable to Weekly Frequency Rates: 13 weeks... 5% 39 weeks... 15% 26 weeks... 10% 52 weeks... 20%

ANNOUNCEMENTS One minute participating announcements placed in sustaining programs at station discretion restricted to Class "B" time.

Table with columns for CLASS "B" (Less than 26 weeks, 26 wks more wks) and rates for 1, 2, 3, 4, 5 announcements per day and each additional announcement per day.

STATION BREAK ANNOUNCEMENTS CLASS "A" (5:00 p.m. to sign-off week days, 12:00 noon to sign-off Sundays)

Table with columns for duration (100 words, 50 words) and rates for CLASS "A" and CLASS "B" (All other time).

DISCOUNTS Applicable to station break announcements. 50 times... 5% 150 times... 15% 100 times... 10% 200 times... 20%

SPECIAL FEATURES Weather Reports, Temperature Reports, Time Signals, Sports and Special Events—Rates on request.

TALENT Rates on application. REMOTE CONTROL Remote control broadcasts available on expense basis.

SERVICE FACILITIES Complete merchandising service available to advertiser at cost. Contract and Other Requirements No contracts accepted for a period longer than one year. Contract renewals subject to rates in effect at times of renewal.

Program charges (artists, orchestra, continuity, etc.) are in addition to station time. Rates cover only station time and facilities for programs originating in station studios.

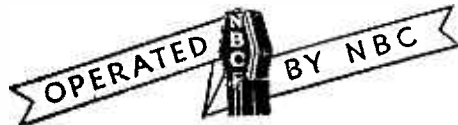
Closing Time Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted 72 hours in advance for review by program director.

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

Personnel Managing Director—Cecil H. Hackett. Program Director—Hazel Bower. Pub. Dir. & News Ed.—Bernard Estes.

Representatives International Radio Sales.

WJZ (Established 1921)



Rates effective January 15, 1940. (Card No. 9.) Owned and operated by the National Broadcasting Company, Inc. Studio—RCA Building, 30 Rockefeller Plaza, New York City, Circle 7-8300. Transmitter—Boundbrook, New Jersey.

Wave—Power—Time Operating power—50,000 watts. (100% modulation.) 389.6 meters; 770 kilocycles. Licensed to operate full time on cleared channel. Operates on New York Time. Daylight Savings Time in operation from last Sunday in April to last Sunday in September. Actual operating schedule: Sunday 8:00 a.m. to 1:00 a.m. Week days 6:30 a.m. to 1:00 a.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after January 15, 1940, at rates on this card for the unexpired portion of such commitments on the effective date of such new contracts.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be precluded if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

For combination rates see listing of National Broadcasting Company (Basic Blue Network). The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.

Should WJZ for any reason be unable to broadcast each program contracted for, station WJZ, upon request, will broadcast such programs provided time is available in the same classification (daytime or evening) at the same rates, discounts and/or rebates. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Table with columns for CLASS "A" (6:00 p.m. to 11:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with columns for CLASS "B" (12:00 noon to 6:00 p.m. Sunday only) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with columns for CLASS "C" (11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with columns for CLASS "D" (12:00 midnight to 9:00 a.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

(*) Available only in restricted periods.

SERVICES CLASS "E" Time Signals: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—four 10 word, one 50 word (between 6:00 p.m. and 7:00 p.m.). The actual time and spelling of a name are each counted as one word. Per week 1,500.00. Sign-on to 6:00 p.m., seven days weekly—Five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word. Per week 750.00.

Time signal services available for sponsorship only to time piece manufacturers or companies who regularly furnish time services to the public. If any of the above service is unavailable the advertiser will be billed pro rata for the remainder of the service.

Electrically transcribed announcements not acceptable in connection with above service. DISCOUNTS AND REBATES Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Table with columns for volume ranges (Less than 240.00 weekly, 240.00 or more but less than 480.00 wkly, etc.) and corresponding discounts (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%).

(This listing continued on next page)

Radio Advertising Rates and Data puts network and station advertise - ments in the buying spotlight when radio lists are being made

WOR—Continued

Commission and Cash Discount
Agency commission 15% on net time to recognized advertising agencies. Cash discount none. Bills due payable weekly following each broadcast.

Table with 2 columns: Time duration (1 hour, 1/2 hour, 1/4 hour) and Rate (1,100.00, 660.00, 440.00)

FIVE MINUTE PERIODS

Between 9:45 a.m. and 10:00 a.m.; 2:15 p.m. and 3:30 p.m. and 5:00 p.m. and 5:15 p.m. (times subject to change); minimum contract three 5 minute periods weekly.

Per period..... 120.00

DISCOUNTS

Weekly discount for eight or more consecutive weeks. Contracted time value at gross rates (discount on weekly gross billings).

ANNOUNCEMENTS

5 word announcements between 6:00 p.m. and 10:30 p.m. in guaranteed positions following sustaining programs.

5 word announcements cannot be sponsored by drug manufacturers except for advertisement of cough drops or can they mention contests or offers.

SPECIAL FEATURES

News Service: Available in regular 15 minute periods; commercial copy limited to 2-1/2 minutes for each 15 minute period.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply. Transcription library available for sponsorship at the following rates: 5 minutes 7.50; 15 minutes 15.00; 30 minutes 30.00; 1 hour 60.00.

TALENT

Services of station artists bureau and program department available in arranging and presenting programs.

SERVICE FACILITIES

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

Station reserves the right to eliminate all or parts of programs which it may consider contrary to its policy or interest without notice or consent.

Closing Time Two weeks in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel
President—Alfred J. McCosker.
Vice-President—Theodore G. Strelbert.

Branch Offices
Chicago—Tribune Tower, Superior 5110.
Boston—80 Federal Street, Liberty 0437.

Representatives
San Francisco—Edward S. Townsend.

WOV

(Established 1926)

Rates effective June 15, 1941. Operated by Wodnam Corporation. Business Office and Studio—730 Fifth Avenue, New York City, Circle 5-7970.

Wave—Power—Time
Operating power—5,000 watts.
235 meters; 1280 kilocycles.
Licensed to operate full time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on net station time charges to agencies recognized by the station. No cash discount. Bills rendered weekly, payable at face, when rendered. Station reserves the right to request payment in advance.

GENERAL BROADCASTING

Table with 2 columns: Time duration (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (300.00, 180.00, 120.00, 90.00, 60.00)

WEEKLY RATES

Table with 2 columns: Time duration (15 min, 10 min, 5 min) and Rate (175.00, 131.25, 87.50)

ANNOUNCEMENTS

5 word announcements between 6:00 p.m. and 10:30 p.m. in guaranteed positions following sustaining programs.

CLASS "A"

1 minute or less..... 15.00
CLASS "B"
(9:00 a.m. to 5:00 p.m.)

1 minute or less..... 12.50
CLASS "C"
(10:30 p.m. to 9:00 a.m.)

POLITICAL RATES

Rates on request. ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Transcription library service available at no extra cost.

TALENT AND SERVICE

Rates on application. If client desires to furnish own program talent, same must be acceptable to station.

REMOTE CONTROL

Facilities for handling programs originating outside of studios. Rates on request. Additional charge is made for wire facilities to WPEN, Philadelphia; lines to other Eastern Metropolitan out-of-town stations available at an additional cost.

SERVICE FACILITIES

Station maintains a complete artists' bureau, program and translation department available to all advertisers at cost.

Contract and Other Requirements

The above rates are for station time only, including station facilities and incidental newspaper publicity; talent is extra. All programs subject to acceptance by management, and must conform to station policy.

Closing Time

Program copy must be in one week before broadcast. Copy for local commercial programs or announcements must be in 24 hours before broadcast.

Copy for Sunday and Monday programs and announcements must be received before 10:00 a.m. Saturday.

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

WQXR

(Established 1934)



Rates effective April 21, 1941. (Card No. 8.) Owned and operated by Interstate Broadcasting Co., Inc.

Business Office and Studio—730 Fifth Avenue, New York City, Circle 5-5566. Transmitter—Maspoth, Long Island, New York.

Wave—Power—Time

Operating power—10,000 watts. (100% modulation—crystal control.) 192.3 meters; 1560 kilocycles. Licensed to operate full time. Daylight Savings Time observed.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount.

GENERAL BROADCASTING TIME RATES

Table with 2 columns: Time duration (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min) and Rate (350.00, 210.00, 140.00, 105.00, 70.00)

FREQUENCY DISCOUNTS

2 or 3 days weekly..... 10%
4 or 5 days weekly..... 15%
6 or 7 days weekly..... 20%

SPOUT ANNOUNCEMENTS

6:00 p.m. to 11:00 p.m.
1 hour 250.00
1/2 hour 150.00
1/4 hour 100.00
10 min 75.00
5 min 50.00

CLASS "A"

1 minute 35.00
1/2 minute 25.00
1 minute 20.00
1/2 minute 15.00
1 minute 10.00

RECORDED PROGRAMS

Library of records and transcriptions available for sponsorship at additional 5% of net time charge. Sponsors supplying transcriptions assume full responsibility for broadcasting restricted numbers.

REMOTE CONTROL

Rates on application. SERVICE FACILITIES
Services of programming department available in arranging and presenting programs.

Contract and Other Requirements

Right reserved to refuse, discontinue or modify any sponsored programs which, in the station's opinion, conflict with their policy. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables with vertical and lateral pick-ups.

WVRL

WOODSIDE

(Established 1926)

Rates effective August 1, 1938. (Card No. 7.) Owned and operated by the Long Island Broadcasting Corporation.

Studio—41-30 58th Street, Woodside, New York City, New York, Newton 9-8300. Transmitter—Woodside, Long Island, New York.

Wave—Power—Time

Operating power—250 watts. (C. P. 5,000 watts.) 187.5 meters; 1600 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time observed.

Commission and Cash Discount

Agency commission 15% to all recognized advertising agencies on net time charges only. No cash discount. General Advertising

Local retail discount: 15% on time charges only to bona fide retailers offering goods or services to the consumer at outlets owned by themselves.

Table with 2 columns: Time duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (80.00, 45.00, 27.50, 16.00)

(This listing continued on next page)

NEW YORK CITY—Continued
W W R L—Continued

DISCOUNTS
Discounts on card rates apply only to the total number of broadcasts for the same sponsor in one year under the same (and/or renewed) contracts.

Table with columns for duration (1 to 12 weeks, 13 to 25 weeks, etc.) and Net rates (10%, 15%, 20%).

FREQUENCY DISCOUNTS
3 times weekly... 10%
6 times weekly... 20%

ANNOUNCEMENTS
Limited to 100 words:
English, 8:00 a.m. to 6:00 p.m. daily, except Sunday... 5.00

PERSONNEL
President—W. H. Heuman.
General Manager—Robert A. Catherwood.

REMOTE CONTROL
Programs originating from points outside of regular studios are subject to a special charge for lines, technicians and announcers.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-table.

General Advertising
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 208 tl. 416 tl. 832 tl.

NIAGARA FALLS

(Niagara County)

W H L D

(Established 1940)

Rates effective May 1, 1940. (Card No. 2.)
Owned and operated by Niagara Falls Gazette Publishing Company.

Wave—Power—Time
Operating power—1,000 watts.
232.6 meters; 1290 kilocycles.

General Advertising
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 208 tl. 416 tl. 832 tl.

SPECIAL WEEKLY RATES

Table with columns for duration (1 hr., 3 tl., 6 tl., 12 tl., 15 tl., 18 tl., 21 tl., 24 tl., 27 tl., 30 tl., 33 tl., 36 tl., 39 tl., 42 tl., 45 tl., 48 tl., 51 tl., 54 tl., 57 tl., 60 tl.) and Net rates.

PERSONNEL
Station Manager—Harold J. Frank.
Commercial Manager—Joseph R. Brandt.

REPRESENTATIVES
DeLisser, Inc.

OLEAN

(Cattaraugus County)

W H L D

(Established 1928)

Rates effective October 1, 1940. (Card No. 8.)
Owned and operated by WHDL, Inc. (Affiliated with the Olean Times-Herald.)

Business Office and Main Studio—601-619 Exchange Nat'l Bank Bldg., Olean, N. Y., telephone 4149.

Wave—Power—Time
Operating power—250 watts.
266.8 meters; 1150 kilocycles.

General Advertising
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 208 tl. 416 tl. 832 tl.

PERSONNEL
Station Manager—Harold J. Frank.
Commercial Manager—Joseph R. Brandt.

REPRESENTATIVES
DeLisser, Inc.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Blue Supplementaries) Discounts on announcements may not be transferable to a program schedule.

PROGRAM RATES
1 hr. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl. 500 tl.

ANNOUNCEMENTS
100 words... 4.50
50 words... 3.50

WEEKLY FREQUENCY RATES
Participating Programs

Three per week: 4 wks. 13 wks. 26 wks. 52 wks.
1/2 hr. 45.00 42.00 39.00 36.00

Weekly Frequency Announcement Rates
100 words... 4.00
50 words... 3.00

SPECIAL FEATURES
Time Signals, weather, temperature and newscasts—Rates on request.

TALKS
5 minutes... 10.00
10 minutes... 15.00

POLITICAL
Regular rates apply.

TALENT
Rates on request.

REMOUSE CONTROL
Rates on request.

SERVICE FACILITIES
Program, merchandising and promotion service available, for details direct inquiries to promotion manager.

Contract and Other Requirements
No alcoholic beverage advertising accepted except beer and wine.

All proposals subject to prior booking of time. Price quotations subject to prior sale. No periods sold in bulk for resale.

Closing Time
Closing date of general publicity, two weeks in advance.

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

PERSONNEL
President—E. B. Fitzpatrick.
Station Manager—Thomas L. Brown.

REPRESENTATIVES
J. P. McKinney & Son.

PLATTSBURG

(Clinton County)

W M F F

(Established 1934)



Rates effective March 1, 1937.
Owned and operated by Plattsburg Broadcasting Corp.

Business Office and Studio—Radio Center, Plattsburg, New York, telephone 1600.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)

223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.

Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 7:30 a.m. to 12:00 midnight

Commission and Cash Discount
Agency commission 15% on net charges for station time.

General Advertising
1 hr. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl. 400 tl.

PERSONNEL
Station Manager—Harold J. Frank.
Commercial Manager—Joseph R. Brandt.

REPRESENTATIVES
DeLisser, Inc.

ROCHESTER—Continued
W H E C—Continued

Personnel
Vice-President—Clarence Wheeler.
General Manager—G. O. Willig.
Commercial Manager—Le Moine C. Wheeler.
Representatives
J. P. McKinney & Sons.

W S A Y

(Established 1936)

Rates received November 9, 1939.
Owned and operated by the Brown Radio Service and Laboratories.
Business Office and Studios—328 East Main Street, Rochester, New York, Stone 702.
Transmitter—328 East Main Street, Rochester, New York.

Wave—Power—Time
Operating power—250 watts.
211.9 meters; 1240 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern Standard Time. Daylight Saving Time observed.
Actual operating schedule: Sundays 8:00 a.m. to 12:30 a.m.; Monday through Friday 6:30 a.m. to 12:30 a.m.; Saturday 6:30 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies.
General Advertising
For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).
The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5 minutes and 100 words.

SPECIAL FEATURES
Rates for the following special features on request: Games and special events, weather report service, time signal service, temperature reports, participation programs.

TALENT

Rates on application.

REMOTE CONTROL

Line costs plus monthly service charge, rates on request.
Contract and Other Requirements
All rates are for station time only, talent is extra.
All programs must conform to the standards of the station; subject to approval of management.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Gordon P. Brown.
Commercial Manager—Mortimer Nusbaum.
Publicity Director—Harland M. Evans.
Local Sales Manager—Elmer J. Walz.
Branch Sales Office
New York—(Winston Thornburg), National Sales Manager, 366 Madison Ave., Murray Hill 2-8753.
Representatives
Joseph Hershey McGilivra.

SARANAC LAKE

(Essex and Franklin Counties)

W N B Z

Rates effective May 15, 1938. (Card No. 1.)
Owned and operated by Upstate Broadcasting Corp.
Business Office and Studio—100 Main St., Saranac Lake, New York.
Transmitter—3 Olive St., Saranac Lake, New York.

Wave—Power—Time
Operating power—100 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate days.
Actual operating schedule: 7:30 a.m. to local sunset.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time only. No commission on talent. Bills payable 10 days from date of invoice. No cash discount.
General Advertising
The following rates are for national advertising. For local rates, consult station management.

Table with columns for time slots (11:00 a.m. to 1:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5 minutes and 100 words.

SPECIAL FEATURES

News: Available in 5 or 15 minute periods at regular rates.

REMOTE CONTROL

All special technical facilities including outside hook-ups or wire lines, traveling expenses, are to be paid for by the advertiser.
Contract and Other Requirements
All contracts subject to approval of station management and government regulations.
Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.
Billing Time
All program material must be arranged one week in advance. No changes within one day preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for lateral cut recordings.
Personnel
Station Manager—John F. Grimes.
Representatives
George P. Hollingbery Company.

SCHENECTADY

(Schenectady County)

W G Y

(Established 1922)

Rates effective October 15, 1940.

Owned and operated by the General Electric Company and programmed by National Broadcasting Company, Inc.
Business Office and Main Studio—1 River Road, Schenectady, New York, Schenectady 4-2211.
Transmitter—South Schenectady, New York (three miles from city.)

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
370.4 meters; 810 kilocycles.
Licensed to operate full time on cleared channel. Operates on Schenectady Time. Daylight Saving Time in operation from last Sunday in April to last Sunday in September.
Actual operating schedule: Sunday, 9:00 a.m. to 1:00 a.m. Week days, 6:45 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discounts. Bills due and payable when rendered.

General Advertising
Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after January 15, 1940, at rates on this card for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.
The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.
For combination rates see listing of National Broadcasting Company (Basic Red Network).
The following rates include charges by owners of music copyrights from whom NBO has blanket licenses.
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5 minutes and 100 words.

Table with columns for time slots (12:00 noon to 6:00 p.m. Sunday only) and rates for 1, 1/2, 1/4 hour and 5 minutes and 100 words.

Table with columns for time slots (11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m. exclusive of Sunday afternoon) and rates for 1, 1/2, 1/4 hour and 5 minutes and 100 words.

Table with columns for time slots (12:00 midnight to 9:00 a.m.) and rates for 1, 1/2, 1/4 hour and 5 minutes and 100 words.

(*) Available only in restricted periods.

CLASS "E" SERVICES

Time Signals: Each service exclusive to one advertiser, seven days weekly. Evening service comprises two signals in station time. One in early evening is confined to actual sponsorship identification only, which comprises mention of name or trade-mark and spelling of same. One after 11:00 p.m. may contain a 50 word commercial announcement. Available only to time piece manufacturers or companies who regularly furnish a time service to the public. Daytime service comprises six signals between station sign-on and 6:00 p.m. Five are confined to actual sponsorship identification only, which comprises mention of name or trade-mark and spelling of same. One may contain a 50 word commercial announcement.
Daytime or Evening, per week..... 262.50
Weather Reports, Temperature Reports: Each service broadcast once in each service period. Rates are computed on basis of one announcement daily, six days weekly, exclusive to one advertiser. Clients may contract for only one service in each service period. Service consists of feature plus a 100 word commercial announcement.
Evening, per week..... 210.00
Daytime, per week..... 105.00
Electrically transcribed announcements not acceptable in connection with the above services.
Musical Clock—Broadcast prior to 9:00 a.m. Monday through Saturday.

Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.
Program cost includes staff announcer, transcriptions and/or records. If live talent desired as substitute separate program charges will be made. The following rates apply to both Musical Clock and Radio Night Club:
Time Cost Program Cost
Gross net
per week per week
1 hour unit..... 525.00 60.00
1/2 hour unit..... 315.00 30.00
1/4 hour unit..... 210.00 15.00
If any part of any of the above services is unavailable the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:
Less than 84.00 weekly..... None
84.00 or more but less than 168.00 weekly 2-1/2%
168.00 or more but less than 252.00 weekly 5%
252.00 or more but less than 336.00 weekly 7-1/2%
336.00 or more but less than 420.00 weekly 10%
420.00 or more but less than 504.00 weekly 12-1/2%
504.00 or more weekly..... 15%

Rebates for Consecutive Weeks
26 to 38 consecutive weeks..... 5%
39 to 51 consecutive weeks..... 7-1/2%
52 or more consecutive weeks..... 10%
Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contract becomes firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.
Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts. If any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under Classes "A," "B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE FEATURES
Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates. Announcements scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when one advertiser contracts for both daytime and evening service within a twelve month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5 minutes and 100 words.

Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client.
Household Chats—Afternoon, 1/4 hour daily except Saturday and Sunday:
Long particl- 1 tl. 10 tl. 25 tl. 50 tl. 100 tl. 300 tl.
Short particl- 42.00 39.90 37.80 35.70 33.60 31.50
Patron..... 21.00 19.95 18.90 17.85 16.80 15.75

Program and talent cost:
Net per long participation..... 7.50
Net per short participation..... 5.00
Market Basket—Morning, 1/4 hour period Monday through Saturday:
Per particl-
patron..... 21.00 19.95 18.90 17.85 16.80 15.75
Program and talent cost, 5.00 net per participation.
Crossroad Comments—1/4 hour period once per week:
Per particl-
patron..... 42.00 39.90 37.80 35.70 33.60 31.50
Program and talent cost 15.00 net per participation.

ELECTRICAL TRANSCRIPTIONS

Accepted during regular broadcasting periods.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.
Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular announcer.
Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance. (This listing continued on next page)

NEW YORK—Continued

SCHENECTADY—Continued
W G Y—Continued

work in advance of broadcast date. No changes within two days preceding broadcast.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.
Personnel
 General Manager—Kolin Hager.
 Representatives
 National Broadcasting Company, Inc.

SYRACUSE

(Onondaga County)
W A G E
 (Established 1941)



Rates effective September 1, 1941. (Card No. 2.)
 Owned and operated by Sentinel Broadcasting Co.
 Business Office and Studio—Loew Building, Syracuse, New York.
 Transmitter—Three miles northwest of business district, 1/2 mile from city limits, Syracuse, N. Y.
Wave—Power—Time
 Operating power—1,000 watts.
 483.9 meters; 620 kilocycles.
 Licensed to operate full time on regional channel.
 Daylight Savings Time observed.

Actual operating schedule: Sundays 9:00 a.m. to 2:00 a.m. Week days 6:00 a.m. to 2:00 a.m.

Commission and Cash Discount
 Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly and are due when rendered.

General Advertising
 For combination rates see listing of Mutual Broadcasting System.
 The following rates are for national advertising. Rates include charges by owners of music copyrights.

	CLASS "A"					50 wds.
	(6:00 p.m. to 11:00 p.m.)	hour	hour	hour	hour	
1 time....	200.00	120.00	80.00	35.00	22.50	15.00
13 times..	190.00	114.00	76.00	33.25	21.38	14.25
26 times..	180.00	108.00	72.00	31.50	20.25	13.50
52 times..	170.00	102.00	68.00	29.75	19.13	12.75
65 times..	160.00	96.00	64.00	28.00	18.00	12.00
130 times..	150.00	90.00	60.00	26.25	16.88	11.25
156 times..	145.00	87.00	58.00	25.38	16.32	10.88
260 times..	140.00	84.00	56.00	24.50	15.75	10.50
312 times..	135.00	81.00	54.00	23.63	15.19	10.13
468 times..	130.00	78.00	52.00	22.75	14.63	9.75
624 or more times	125.00	75.00	50.00	21.88	14.06	9.38

	CLASS "B"					50 wds.
	(9:00 a.m. to 6:00 p.m.)	hour	hour	hour	hour	
1 time....	100.00	60.00	40.00	17.50	11.25	7.50
13 times..	95.00	57.00	38.00	16.63	10.69	7.13
26 times..	90.00	54.00	36.00	15.75	10.13	6.75
52 times..	85.00	51.00	34.00	14.88	9.57	6.38
65 times..	80.00	48.00	32.00	14.00	9.00	6.00
130 times..	75.00	45.00	30.00	13.13	8.44	5.63
156 times..	72.50	43.50	29.00	12.69	8.16	5.44
260 times..	70.00	42.00	28.00	12.25	7.88	5.25
312 times..	67.50	40.50	27.00	11.82	7.60	5.07
468 times..	65.00	39.00	26.00	11.38	7.32	4.88
624 or more times	62.50	37.50	25.00	10.94	7.03	4.69

	CLASS "C"					50 wds.
	(11:00 p.m. to 1:00 a.m.)	hour	hour	hour	hour	
1 time....	50.00	30.00	20.00	8.75	5.75	3.75
13 times..	47.50	28.50	19.00	8.32	5.40	3.50
26 times..	45.00	27.00	18.00	7.88	5.18	3.38
52 times..	42.50	25.50	17.00	7.44	4.89	3.18
65 times..	40.00	24.00	16.00	7.00	4.60	3.00
130 times..	37.50	22.50	15.00	6.57	4.31	2.88
156 times..	36.25	21.75	14.50	6.35	4.17	2.75
260 times..	35.00	21.00	14.00	6.13	4.02	2.63
312 times..	33.75	20.25	13.50	5.91	3.88	2.50
468 times..	32.50	19.50	13.00	5.69	3.74	2.44
624 or more times	31.25	18.75	12.50	5.47	3.60	2.38

SPECIAL FEATURES
 Time signals, weather or temperature reports—six 5/8 word announcements per day, seven days per week.
 Two each in morning, afternoon and evening:
 3 months or less, per month..... 420.00
 6 months, per month..... 402.50
 9 months, per month..... 385.00
 1 year, per month..... 350.00

ELECTRICAL TRANSCRIPTIONS
 Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Contract and Other Requirements
 Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled continuously at the station's option, on 28 days notice. All contracts subject to the conditions of the standard NAB and AAAA contract.

Closing Time
 Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talk close 24 hours in advance.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
 Station Manager—William T. Lane.
 Commercial Manager—William B. Hines.
 Representatives
 Edward Petry & Company, Inc.

WFBL
 (Established 1922)



Rates effective April 1, 1940. (Card No. 8.)
 Owned and operated by The Onondaga Radio Broadcasting Corp., Inc.
 Business Office and Studio—Onondaga Hotel, Syracuse, New York.
 Transmitter—Syracuse, New York.
Wave—Power—Time
 Operating power—5,000 watts.
 215.8 meters; 1390 kilocycles.
 Licensed to operate full time.

Commission and Cash Discount
 Agency commission 15% on time charges. No commission on talent. Payment due on or before ten days from invoice date. No cash discount.

General Advertising
 For combination rates see listing of Columbia Broadcasting System (Basic Network). Rates include fees charged by owners of music copyrights.

	CLASS "A"				
	(6:00 p.m. to 10:30 p.m.)	1 hr.	1 1/2 hr.	1/4 hr.	5 min.
1 hr.	225.00	213.75	202.50	191.25	180.00
1 1/2 hr.	140.00	123.00	120.00	119.00	112.00
1/4 hr.	90.00	85.50	81.00	76.50	72.00
5 min.	50.00	47.50	45.00	42.50	40.00
1 min.	30.00	28.50	27.00	25.50	24.00
1/2 min.	20.00	19.00	18.00	17.00	16.00

	CLASS "B"				
	(8:30 a.m. to 5:59 p.m. and 10:31 p.m. to 11:00 p.m.)	1 hr.	1 1/2 hr.	1/4 hr.	5 min.
1 hr.	110.00	104.50	99.00	93.50	88.00
1 1/2 hr.	70.00	66.50	63.00	59.50	56.00
1/4 hr.	45.00	42.75	40.50	38.25	36.00
5 min.	25.00	23.75	22.50	21.25	20.00
1 min.	15.00	14.25	13.50	12.75	12.00
1/2 min.	10.00	9.50	9.00	8.50	8.00

SPECIAL FEATURES
 Goodnews: 1/4 hour daily except Sunday, staggered schedule. In addition to advertising copy, program includes music, interviews, news and information of general interest to women. Copy limit, 200 words.
 (This listing continued on next page)

NEW YORK—Continued

SYRACUSE—Continued

W F B L—Continued

Participation limited to five non-competing advertisers:

1 hr.	15	20	25	100	150	300
1/2 hr.	11	14	17	67	100	200
1/4 hr.	7	9	11	45	67	133

Per participation 10.00 9.50 9.00 8.50 8.00 7.50 7.00
 This and That: 1/4 hour staggered scheduled between 6:00 p.m. and 11:00 p.m. daily except Sunday. Sold only on six day week basis for minimum of one month. Rates per month, net:

150 words.....	150.00
100 words.....	250.00
200 words.....	375.00

Sun Dodgers: Participation limited to five non-competing accounts. Broadcast daily except Sunday. 1/4 hour between 10:00 p.m. and 12:00 midnight, staggered schedule. Sold only on six day week basis, minimum one month. Price per month, net:

150 words.....	60.00
100 words.....	90.00
200 words.....	150.00

News: Rates and information on request.
 Musical Clock: Rates and information on request.

ELECTRICAL TRANSCRIPTIONS
 Accepted for all hours at regular rates.
 Recording equipment available.

TALENT
 Rates on application.
REMOTE CONTROL
 If program originates outside of studio, additional charge will be made for remote control service.

SERVICE FACILITIES
 Service of program, advertising and continuity departments, announcing and operating staff, are included without charge.

Contract and Other Requirements
 Blanket contracts not accepted. Maximum length of contract one year. All contracts and programs subject to station approval and government regulations. Station reserves right to refuse or discontinue any advertising.

Mechanical Program Equipment
 Equipped to handle program by electrical transcription, using double turn-tables.

Personnel
 Commercial Manager—Charles F. Phillips.
 Promotion Manager—R. G. Soule.
 Representatives
 Free & Peters, Inc.

WOLF

(Established 1940)

Rates effective April 15, 1940. (Card No. 1.)
 Owned and operated by The Civic Broadcasting Corp.
 Business Office and Studios—Chimes Building, Syracuse, New York, Syracuse 2-7211.
 Transmitter—Van Benschelaer and Kirkpatrick Streets, Syracuse, New York.

Wave—Power—Time
 Operating power—250 watts.
 201.3 meters; 1490 kilocycles.

Actual operating schedule: 6:45 a.m. to 2:00 a.m.
 Commission and Cash Discount
 Agency commission 15% on time only to recognized advertising agencies. Net cash 10 days from date of invoice.

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

1 hr.	120.00	114.00	108.00	105.00	102.00	96.00
1/2 hr.	75.00	71.00	67.00	66.00	64.00	60.00
1/4 hr.	48.00	45.00	43.00	42.00	41.00	38.50
5 minutes	20.00	19.00	18.00	17.50	17.00	16.00
1 minute	10.00	10.00	10.00	9.00	9.00	8.00
35 words..	5.00	5.00	5.00	4.50	4.50	4.00

CLASS "B"
 (9:00 a.m. to 6:00 p.m.)

1 hr.	60.00	57.00	54.00	52.50	51.00	48.00
1/2 hr.	37.50	35.50	33.50	32.50	32.00	30.00
1/4 hr.	24.00	22.50	21.75	21.00	20.50	19.75
5 minutes	10.00	9.50	9.00	8.75	8.50	8.00
1 minute	5.00	5.00	5.00	4.50	4.50	4.00
35 words..	3.00	3.00	3.00	2.50	2.50	2.00

CLASS "C"
 (6:45 a.m. to 9:00 a.m. and 11:00 p.m. to 2:00 a.m.)

1 hr.	40.00	38.00	36.00	35.00	34.00	32.00
1/2 hr.	25.00	24.00	22.50	21.00	20.50	20.00
1/4 hr.	16.00	15.00	14.50	14.00	13.50	13.00
5 minutes	6.50	6.25	6.00	5.75	5.50	5.00
1 minute	4.00	4.00	4.00	3.50	3.50	3.00
35 words..	2.00	2.00	2.00	1.75	1.75	1.50

SPECIAL FEATURES
 Service Announcements: 35 word Time Signals and one minute Weather Reports, including service information, as available.

TALENT
 Rates on request.
ELECTRICAL TRANSCRIPTIONS
 Accepted at all times. Complete transcription library available.

REMOTE CONTROL
 If program originates outside of studio, additional charge will be made for service.
SERVICE FACILITIES
 Service of programs, continuity, advertising and merchandising departments available.

Contract and Other Requirements
 Discounts will be allowed on all contracts completed within one year.
 Blanket contracts not accepted. Maximum length of contract one year. All contracts and programs subject to station approval and government regulations. Station reserves right to refuse or discontinue any advertising or program.

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

Personnel
 President—T. S. Marshall.
 Program Director—Louis W. Kaiser.
 Chief Engineer—David Foote.

Representatives
 Burn-Smith Company, Incorporated.

WSYR
 (Established 1928)



Rates effective October 1, 1941. (Card No. 9.)

Owned and operated by the Central New York Broadcasting Corporation.
 Business Offices & Studios—Starrett-Syracuse Building, Syracuse, New York, telephone 8-7111.
 Transmitter—Valley Drive in City of Syracuse.

Wave—Power—Time
 Operating power—5,000 watts.
 (100% modulation—crystal control.)
 526.3 meters; 570 kilocycles.
 Licensed to operate on cleared regional channel, unlimited time. Daylight Savings Time observed.
 Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
 Agency commission 15% on net station time only to recognized advertising agencies. Payment due ten days after invoice date. No commissions or quantity discounts on talent, lines, etc. No quantity discounts on political broadcasts. No cash discount.

General Advertising
 For combination rates see listing of National Broadcasting Company (Basic Blue Network).
 Rates include charges by owners of music copyrights. Program contracts and announcement contracts may not be combined to earn higher discounts. Rates subject to annual rebate of 5% at end of 52 weeks.

of consecutive broadcasting. Rates also subject to weekly dollar volume rebates on schedules of 20 or more consecutive weeks as follows (participating programs and announcements not included): 200.00 per week, 2-1/2%; 300 per week, 5%; 400.00 per week, 7-1/2%; 500.00 or more per week, 10%. Weekly dollar volume rebates figured on 52 week average and adjusted annually.

CLASS "A"
 (5:50 p.m. to 11:00 p.m.)

1 hr.	200.00	247.00	238.00	221.00	208.00	195.00	182.00
1/2 hr.	158.00	148.00	140.00	132.00	124.00	117.00	110.00
1/4 hr.	104.00	99.00	94.00	88.00	83.00	78.00	73.00
5 min.	42.00	40.00	38.00	36.00	34.00	32.00	30.00

CLASS "B"
 (6:50 a.m. to 5:50 p.m. and 11:00 p.m. to 12:00 midnight)

1 hr.	130.00	124.00	118.00	110.00	104.00	97.00	91.00
1/2 hr.	78.00	74.00	70.00	66.00	62.00	58.00	53.00
1/4 hr.	52.00	50.00	47.00	44.00	42.00	39.00	36.00
5 min.	21.00	20.00	19.00	18.00	17.00	16.00	15.00

CLASS "C"
 (12:00 midnight to 6:50 a.m.)

1 hr.	58.00	55.00	52.00	49.00	46.00	43.00	40.00
1/2 hr.	35.00	33.00	31.00	30.00	28.00	26.00	25.00
1/4 hr.	23.00	22.00	21.00	20.00	18.00	17.00	16.00
5 min.	11.50	11.00	10.50	10.00	9.00	8.50	8.00

ANNOUNCEMENTS
CLASS "A"
 (5:50 p.m. to 11:00 p.m.)

1 minute	25.00	24.00	23.00	22.00	21.00
25-35 wds	20.00	19.00	18.00	17.00	16.00

CLASS "B"
 (6:50 a.m. to 5:50 p.m. and 11:00 p.m. to 12:00 midnight)

1 minute	12.50	12.00	11.50	11.00	10.50
25-35 wds	10.00	9.50	9.00	8.50	8.00

(This listing continued on next page)

When You Choose in Syracuse...

WSYR

GIVES MORE SALES
AT LESS COST
PER SALE...

Now...
5000
WATTS AT
570 KC.

... The "Perfect Combination"

Because...

1. The only Syracuse NBC Station.
2. 570 KC. presents a clear signal to the \$1,468,519,000 effective buying income.
3. Big local talent names to balance the national shows.
4. A complete merchandising service.
5. Program leadership—both local and national.
6. Greater coverage... every check shows WSYR has more listeners in more city areas and counties in Central New York.

Let us give you the complete facts. Write or wire today.
570 kc. NBC

COL. H. C. WILDER, Pres.
REPRESENTED BY RAYMER

NEW YORK—Continued

SYRACUSE—Continued

W S Y R—Continued

SPECIAL FEATURES

Participation Programs:
Timekeeper—Before 9:00 a.m. Monday through Saturday.

	13 wks.	26 wks.	52 wks.
15 minutes.....	140.00	130.00	120.00
10 minutes.....	105.00	98.00	90.00
5 minutes.....	70.00	65.00	60.00
1 minute.....	35.00	32.50	30.00

Morning Mailbag—After 9:00 a.m. Monday through Saturday.

	13 wks.	26 wks.	52 wks.
15 minutes.....	125.00	120.00	110.00
10 minutes.....	93.75	90.00	82.50
5 minutes.....	62.50	60.00	55.00
1 minute.....	31.00	30.00	28.00

Change of Pace—Variety program. As scheduled between 6:00 p.m. and 11:00 p.m., Monday through Saturday:

	13 wks.	26 wks.	52 wks.
35 words.....	45.00	42.50	37.50

Service Announcements:
Time signals—35 word rate applies.
Temperature, weather, etc., 75 word copy, one minute rate applies.

RECORDED PROGRAMS
Transcription library service available—details on request.

TALENT
Rates on request. Staff announcers at talent rates if extra service is required.

REMOTE CONTROL
Complete facilities for remote pick-ups at actual cost.

SERVICE FACILITIES
Merchandising service on request.

Contract and Other Requirements
No hard liquor advertising accepted; beer and wine programs acceptable.
All proposals subject to prior booking of time offered. All contracts accepted subject to the station's right to cancel or offer another satisfactory time on 28 days' notice.
No contests in spot announcements.

Closing Time
Closing date of general publicity two weeks in advance.

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

Personnel
President—H. C. Wilder.
Vice-President—F. R. Ripley.
Service Director—E. R. Vadeboncoeur.
Program Director—Lansing Lindquist.
Representatives
Paul H. Raymer Company.

TROY
(Rensselaer County)

W H A Z

Rates effective February 21, 1935.
Owned and operated by Rensselaer Polytechnic Institute.

Business Office and Studio—Russell Sage Laboratory, Rensselaer Polytechnic Institute, Troy, N. Y., Troy 6810, Extension 32.
Transmitter—Rensselaer Polytechnic Institute, Troy, New York.

Wave—Power—Time
Operating power—1,000 watts.
225.8 meters; 1330 kilocycles.
Operates on Eastern Standard Time. Daylight Savings Time observed.
Divides time with stations WBBR and WEVD.

Commission and Cash Discount
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount. Bills payable upon receipt of invoice.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Station broadcasts on Monday evenings only.

MUSICAL PROGRAMS

	6:00 p.m. to 12:00 midnight)	1 tl.	13 tl.	26 tl.	39 tl.	52 tl.
1 hour.....	85.00	80.75	76.50	72.25	68.00	63.75
3/4 hour.....	65.00	61.75	58.50	55.25	52.00	48.75
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
1/4 hour.....	25.00	23.75	22.50	21.25	20.00	18.75

ELECTRICAL TRANSCRIPTIONS

For more than 10 minutes—see musical programs:
5 minutes 15.00 14.25 13.60 12.75 12.00
10 minutes 20.00 19.00 18.00 17.00 16.00

UNITS GREATER THAN ONE HOUR

Rates for periods in excess of one hour are figured on the following basis:

1-1/4 hours.....	1.16	of the hour rate
1-1/2 hours.....	1.32	of the hour rate
1-3/4 hours.....	1.46	of the hour rate
2 hours.....	1.60	of the hour rate
2-1/4 hours.....	1.73	of the hour rate
2-1/2 hours.....	1.86	of the hour rate
2-3/4 hours.....	1.99	of the hour rate
3 hours.....	2.11	of the hour rate

ANNOUNCEMENTS

Minimum 50 words; maximum 400 words.	1 tl.	13 tl.	26 tl.	39 tl.	52 tl.
Under 100 words.					
per word .08	.076	.072	.068	.064	.060
100-200 words.					
per word .07	.0665	.063	.0595	.056	.052
200-300 words.					
per word .06	.057	.054	.051	.048	.045
300-400 words.					
per word .05	.0475	.045	.0425	.040	.0375

TALKS

Ten minutes or less charged same rate as 15 minute musical program. Subject to approval.

TALENT

Rates on application.

SERVICE FACILITIES

Services of station artists' bureau, station program director, and announcers in securing, arranging, talent and presenting programs are included without extra charge.

Contract and Other Requirements
Charges shown for station time only; talent is extra.

All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management of station reserves the right to reject any material without giving reason therefor.

No contract will be accepted for longer than one year. All contracts subject to cancellation unless program starts within 60 days. All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Closing Time
Complete manuscript must be submitted for station's approval one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Promotion Manager—W. J. Williams.

W T R Y
(Established 1940)



Rates effective October 1, 1941. (Card No. 4.)
Owned and operated by the Troy Broadcasting Company, Inc.
Business Office and Studio—Proctor Theater Building, Troy, N. Y., telephone 2100.
Transmitter—Colony Township, Troy, N. Y.

Wave—Power—Time
Operating power—1,000 watts.
306.1 meters; 980 kilocycles.
Licensed to operate full time.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No commission or quantity discounts on talent, lines, etc. Payment due ten days after invoice date. Discounts do not apply to political broadcasts.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Blue Network). The following rates apply to national and local advertising.

Program contracts and announcement contracts may not be combined to earn higher discounts. Rates subject to annual rebate of 5% at end of 52 weeks of consecutive broadcasting. Rates also subject to weekly dollar volume rebates on schedules of 26 or more consecutive weeks as follows (participating programs and announcements not included): 200.00 per week, 2-1/2%; 300.00 per week, 5%; 400.00 per week, 7-1/2%; 500.00 or more per week, 10%. Weekly dollar volume rebates figured on 52 week average and adjusted annually.

(This listing continued on next page)

In the Tri-City Market...

W T R Y

Plus

W T R Y

for More Coverage per Dollar!

AIBANY

1. Coverage—1,000 watts full time—that penetrates a prosperous population of 820,458 in the rich Troy-Albany-Schenectady region—serving the nation's 27th largest metropolitan district and its trading area.
2. The only Basic NBC Blue Station in the Troy area.
3. Favorite local personalities.
4. Cooperative "follow through" management, from programming to merchandising.

Let us give you the COMPLETE facts. Write or wire today.

Learn why sales are higher—costs are lower—when it's WTRY

BASIC NBC BLUE

1000 W. 980 kc. TROY, N.Y.

COL. H. C. WILDER, Pres. • **REPRESENTED BY RAYMER**

NEW YORK—Continued

TROY—Continued
W T R Y—Continued

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for various programs. Includes 'Without Talent—Gross' and 'CLASS "A"'.

Table with columns for time slots and rates for 'CLASS "B"', 'CLASS "C"', and 'ANNOUNCEMENTS'.

Table with columns for time slots and rates for 'SPECIAL FEATURES' and 'POLITICAL BROADCASTS'.

Table with columns for time slots and rates for 'ELECTRICAL TRANSCRIPTIONS', 'REMOTE CONTROL', and 'SERVICE FACILITIES'.

Personnel: President—H. C. Wilder. Vice-President and General Mgr.—Fred R. Ripley. Commercial Manager—William A. Ripley.

UTICA

(Oneida County)

WIBX

(Established 1925)



Rates effective February 1, 1941. Owned and operated by WIBX, Inc. Business Office and Studio—First National Bank Building, Utica, New York, telephone 2-2101.

Table with columns for time slots and rates for 'Wave—Power—Time', 'Commission and Cash Discount', and 'General Advertising'.

(*11:30 a.m. to sign-off daily)

Table with columns for time slots and rates for 'ANNOUNCEMENTS'.

Table with columns for time slots and rates for 'SPECIAL FEATURES'.

Table with columns for time slots and rates for 'TALENT' and 'REMOTE CONTROL'.

Table with columns for time slots and rates for 'CONTRACT AND OTHER REQUIREMENTS'.

Personnel: President—Scott H. Bowen. Exec. Vice-Pres. and Program Mgr.—E. A. Stewart.

Representatives: New York Office—(Russell Loftus, Mgr.)—Belmont Plaza Hotel, 49th St. and Lexington Ave., Wicker-sham 2-1290 and Plaza 8-0066.

WATERTOWN

(Jefferson County)

WATN

(Established 1941)



Rates effective January 2, 1941. (Card No. 1.) Owned and operated by the Watertown Broadcasting Corporation.

Wave—Power—Time: Operating power—250 watts. (100% modulation.) 241.9 meters; 1240 kilocycles.

Table with columns for time slots and rates for 'CLASS "A"' and 'CLASS "B"'.

Table with columns for time slots and rates for 'SPECIAL FEATURES'.

Personnel: President—Scott H. Bowen. Exec. Vice-Pres. and Program Mgr.—E. A. Stewart.

Home Service of the Air—Receives, household hints, etc., Monday, Wednesday and Friday, 10:30 a.m. to 10:35 a.m.

Service of the program, continuity advertising and merchandising departments available. Contract and Other Requirements: Advertising of alcoholic beverages accepted.

Personnel: President—G. Harry Richter. General Manager—John S. Van Cronkhite. National Sales—A. Dinsdale.

W W N Y

(Established 1941)



Rates effective March 1, 1941. (Card No. 1.) Owned and operated by the Watertown Daily Times.

Wave—Power—Time: Operating power—500 watts (days). (100% modulation.) 230.7 meters; 1300 kilocycles.

General Advertising: The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for time slots and rates for 'General Advertising'.

ANNOUNCEMENTS: Station breaks: 1 minute (100 words)..... 3.60 1/2 minute (50 words)..... 2.40

DISCOUNTS: Weekly Dollar Volume Discounts: The following weekly discounts, computed on gross weekly billing for time, are applicable only to contracts for four or more consecutive weeks of broadcasting.

Table with columns for time slots and rates for 'Conssecutive Week Discounts'.

SPECIAL FEATURES: Time signals, service flashes—rates on request. ELECTRICAL TRANSCRIPTIONS: Transcribed programs (5 minutes or longer) accepted at regular rates.

REMOTE CONTROL: Facilities for handling programs outside of studios available. Rates on request.

Service Facilities: Station maintains a program department which is available to advertisers. Contract and Other Requirements: Advertising of alcoholic beverages not accepted.

(This listing continued on next page)

NORTH CAROLINA—Cont'd

CHARLOTTE—Continued

WB T

(Established 1921)



COLUMBIA OPERATED



Rates effective October 1, 1930. (Card No. 12.) Owned and operated by Columbia Broadcasting System, Inc. Business Office and Studio—Wilder Bldg., Charlotte, N. C.

Wave—Power—Time: Operating power—50,000 watts. (100% modulation—crystal control.) 270.3 meters; 1110 kilocycles. Licensed to operate full time on cleared national channel. Operates on Eastern Standard Time.

Commission and Cash Discount: Agency commission 15% allowed to agencies recognized by station on net time charges. No cash discount. Bills rendered weekly.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

GENERAL BROADCASTING TIME RATES

Table with columns for Class 'A' (6:30 p.m. to 10:30 p.m. daily) and Class 'B' (8:00 p.m. to 6:30 p.m. daily). Rows show rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min for 1, 2, 3, 4, 5, and 6 days.

Table for Class 'C' (9:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m., 10:30 p.m. to 12:00 midnight daily). Rows show rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min for 1, 2, 3, 4, and 5 days.

Table for Class 'D' (2:00 p.m. to 5:00 p.m. week days). Rows show rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min for 1, 2, 3, 4, and 5 days.

Table for Class 'E' (12:00 midnight to 9:00 a.m. daily). Rows show rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min for 1, 2, 3, 4, and 5 days.

DISCOUNTS: When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcasting Time Rates" other than that in which the advertiser is already earning a weekly frequency rate, the gross time charge per period (i.e., one day per week rate, shown under "General Broadcasting Time Rates") for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a 2, 4 or 5 day per week frequency rate, and will be reduced by 20% if the advertiser is already earning a 6 or 7 days per week frequency rate, provided the gross time charge per period (one day per week rate, shown under "General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charge per period already being charged.

Weekly Dollar Volume Discount: Weekly dollar volume discounts not applicable on schedules of less than eight consecutive weeks of broadcasting under "General Broadcasting Time Rates." Advertisers using a schedule of eight or more consecutive weeks under "General Broadcasting Time Rates" are entitled to dollar volume discounts on all broadcasting running concurrently. Advertisers using announcements only are not entitled to dollar volume discount, except as noted under "Announcements."

Contracted value of time at gross rates: Less than 160.00 weekly... None; 160.00 or more but less than 270.00 weekly... 2-1/2%; 270.00 or more but less than 375.00 weekly... 5%; 375.00 or more but less than 480.00 weekly... 7-1/2%; 480.00 or more but less than 590.00 weekly... 10%; 590.00 or more but less than 700.00 weekly... 12-1/2%; 700.00 or more weekly... 15%

Discounts for Consecutive Weeks: Discounts for consecutive weeks of broadcasting. Applicable only to rates listed under "General Broadcasting Time Rates" after deducting applicable dollar volume discount, if any. The discount will be due and payable at the end of 13, 26 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts: Less than 13 weeks... None; 13 to 25 weeks... 5%; 26 to 51 weeks... 7-1/2%; 52 weeks... 10%

ANNOUNCEMENTS: For 21 or more announcements per week on 52 week non-cancellable contract, 25% annual discount plus applicable dollar volume discount on the balance. (6:30 p.m. to 10:30 p.m.) 100 or more

Table for Announcements: 1 minute live or electrical transcription rates for 1 hr, 13 hr, 20 hr, 52 hr, and 11 hr.

Service Announcements: Time Signals, Weather and Temperature Reports; Between 6:30 p.m. and 10:30 p.m., one per evening including Sunday, per week 150.00; each 25.00. Copy limited to 25 words, including service report.

SPECIAL FEATURES: News Flashes; When available, rates on request. Woman's World, Sports Review, Early Morning "Alarm Clock," when available, rates on request. Sunday Farm Club—7:00 a.m. to 9:00 a.m., available in 1/4 hour or 1/2 hour units. Rates on request.

ELECTRICAL TRANSCRIPTIONS: Electrically transcribed programs accepted at card rates. TALENT: Program Ideas, Lists of talent and rates on request.

REMOTE CONTROL: Programs originating outside the studios are subject to special charges. SERVICE FACILITIES: The station is equipped with facilities and personnel to prepare and produce any type of program desired and will furnish program ideas, talent and prices on request.

Contract and Other Requirements: Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. (lateral and vertical) turn-tables.

Personnel: General Manager—A. E. Joscelyn. Sales Manager—Royal E. Penny. Representatives: Radio Sales.

WSOC (Established 1933)



Rates effective February 15, 1940. (Card No. 3.) Owned and operated by WSOC, Inc. Business Office and Studio—1925 N. Tryon St., Charlotte, N. C., telephone 7139. Transmitter—1925 N. Tryon St., Charlotte, N. C.

Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 241.3 meters; 1240 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% to recognized agencies. No cash discount. Bills payable 15th. Commissions apply on time only.

General Advertising: For combination rates see listings of National Broadcasting Company (Red Southeastern Group) and Mutual Broadcasting System (Basic Supplementary Stations). Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts. Quantity discounts apply to periods of announcements used within 12 months.

Table for WSOC Announcements: (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays). Rows show rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min for 1, 13, 26, 52, 100, 195, and 260 times.

FREQUENCY DISCOUNTS: On station-time only on minimum of 13 times. 3-times weekly... 5%; 6-times weekly... 10%

ANNOUNCEMENTS: Announcement programs morning, afternoon, and evening, consist of recorded music interspersed with copy. Station break-announcements same rate as one

minute announcements, but copy must be confined to 25 words or less. Only one announcement at each station break.

Table for WSOC Announcements: (6:30 p.m. to 11:00 p.m.). Rows show rates for 1 minute for 1 hr, 13 hr, 20 hr, 52 hr, and 11 hr.

SPECIAL FEATURES: News broadcasts—rates on request. ELECTRICAL TRANSCRIPTIONS: Electrical transcription programs are accepted for broadcast at any hour available.

TALENT: Station will furnish any type of local talent available. Rates on application.

REMOTE CONTROL: Prices on application on points outside of regular studios. Programs will be broadcast from any location outside of station.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer. Rates do not include artists' services. Maximum length of contract is one year.

Closing Time: Closing date two weeks prior to starting date. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using reproducing equipment.

Personnel: Manager—E. J. Gluck. Commercial Manager—W. C. Irwin. Representatives: Hendley-Teed Company.

DURHAM (Durham County)

WDNC (Established 1928)



Rates effective July 1, 1940. (Card No. 4.) Owned and operated by Durham Radio Corporation. Business Office and Studio—138 Chapel Hill Street, Durham, North Carolina, telephone R 155. Transmitter—Cole Road, Forest Hills, Durham, North Carolina.

Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal temperature control.) 201.3 meters; 1490 kilocycles. Licensed to operate full time on local channel. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% on time charges to recognized agencies only. No commission on talent. No cash discount. Bills due 10th of month following service.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Southeastern Group). The following rates are for national advertising. For local advertising rates consult station management. Rates are for consecutive times within one year of start of broadcast. Programs cannot be combined with announcements to earn frequency discounts. Bulk rates on periods of more than one hour may be had on request.

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

Table for Class 'A' (6:00 p.m. to 11:00 p.m.): 1 hour... 75.00; 1/2 hour... 45.00; 1/4 hour... 25.00; 10 minutes... 18.00; 5 minutes... 12.00; 100 words... 6.00

CLASS "B" (6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:30 a.m.)

Table for Class 'B' (6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:30 a.m.): 1 hour... 60.00; 1/2 hour... 36.00; 1/4 hour... 20.00; 10 minutes... 14.50; 5 minutes... 10.00; 100 words... 5.00

DISCOUNTS: Discounts payable when earned on net charges. 13 times... 5%; 52 times... 15%; 26 times... 10%; 100 times... 20%

SPECIAL WEEKLY RATES

Table for Special Weekly Rates: CLASS "A" (3 tt., 4 tt., 5 tt., 6 tt., 7 tt.) 1 hour... 210.00, 260.00, 300.00, 330.00, 350.00; 1/2 hour... 127.50, 160.00, 187.50, 210.00, 227.50; 1/4 hour... 67.50, 84.00, 97.50, 108.00, 115.50; 10 minutes... 49.50, 60.00, 67.50, 72.00, 75.50; 5 minutes... 34.50, 43.00, 50.00, 55.50, 59.50

Table for Special Weekly Rates: CLASS "B" 1 hour... 174.00, 208.00, 240.00, 264.00, 280.00; 1/2 hour... 100.50, 124.00, 142.50, 156.00, 164.00; 1/4 hour... 54.00, 60.00, 68.00, 72.00, 75.00; 10 minutes... 43.50, 54.00, 62.50, 69.00, 73.50; 5 minutes... 28.50, 36.00, 42.50, 48.00, 52.50

Rates for three or more programs per week subject to the following additional discounts: 13 weeks 5%; 26 weeks 10%; 52 weeks 20%.

POLITICAL RATES: Class "A" rates apply. (This listing continued on next page)

NORTH CAROLINA—Cont'd

GREENSBORO

(Gulfport County)

WBIG

(Established 1926)

COLUMBIA AFFILIATE



Rates effective September 15, 1941. (Card No. 7.) Owned and operated by North Carolina Broadcasting Company, Inc. Business Office and Studio—O. Henry Hotel Building, Greensboro, N. C., telephone 6125. Transmitter—Gulfport, Battleground Blvd., (U. S. Route 220) 3-1/2 miles from Greensboro, N. C.

Wave—Power—Time Operating power—5,000 watts. (100% modulation.) 201.1 meters; 1470 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m. Commission and Cash Discount Agency commission 15% on time rates only. No discount on talent. No cash discount. Invoices rendered monthly. Payable by 10th of month following broadcast.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southeastern Group). Rates include charges by owners or music copyrights. The following rates are for national advertising:

Table with columns: WEEK DAYS, CLASS "A", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 25.00 to 100.00.

Table with columns: CLASS "B", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 15.00 to 75.00.

Table with columns: CLASS "C", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 10.00 to 60.00.

SUNDAY RATES All Sunday advertising charged 20% additional.

Table with columns: ANNOUNCEMENTS, WEEK DAYS, CLASS "A", 100 words, 50 words, 25 words. Rates range from 4.25 to 10.00.

Table with columns: CLASS "B", 100 words, 50 words, 25 words. Rates range from 3.20 to 7.50.

SUNDAY RATES All Sunday advertising charged 20% additional.

SPECIAL FEATURES 30-word announcements with or without time signals or weather forecasts, seven days per week:

Three daily, one each morning, afternoon and evening, per week... Two daily, after 6:00 p.m., per week... Two daily, before 6:00 p.m., per week... News: Leased wire service, 5 to 15 minute periods at regular rates plus 25%.

ELECTRICAL TRANSCRIPTIONS Transcription library services available, rates and details on request.

TALENT Arrangements for all types of talent made at cost. Rates on request.

REMOTE CONTROL Facilities available for remote pick-ups outside of studios. Expenses of such pick-ups charged at cost.

Station reserves right to reschedule any commercial period subject to immediate cancellation if not acceptable to advertiser. Station reserves right to cancel all programs of objectionable character.

Closing Time Closing date of program service two weeks in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Manager—Edney Ridge. Promotion Manager—Virginia Wilson McKinney. Representative—George P. Hollingsbery Company.

GREENVILLE

WGTC

(Established 1940)



Rates effective May 1, 1940. (Card No. 1-A.) Owned and operated by Greenville Broadcasting Co. Business Office—407 Evans Street, Greenville, N. C. Note: Address correspondence to P. O. Box 898, Greenville, North Carolina. Studio—West on Falkland Highway (State route No. 43), adjacent to city limits of Greenville. Transmitter—Falkland Highway, 1-1/2 miles west of Greenville, North Carolina.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized agencies on time and talent. No cash discount. Bills rendered weekly; due 10th of following month.

General Advertising Rates include charges by owners of music copyrights. The following rates are for national and local advertising.

Table with columns: CLASS "A", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 5.94 to 60.00.

Table with columns: CLASS "B", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 4.46 to 45.00.

Table with columns: CLASS "C", 1 hour, 1/2 hour, 5 minutes. Rates range from 2.97 to 104.01.

DISCOUNTS 10% discount allowed on non-cancelable contracts of 52 weeks or more at completion of contract term.

STRIP RATES Five day strip rate figured at two-thirds more than three day rate. Seven day strip rate figured at one-sixth more than six day rate.

Table with columns: CLASS "A", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 10.00 to 234.00.

Table with columns: CLASS "B", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 10.00 to 308.80.

Table with columns: CLASS "C", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 10.00 to 175.00.

Table with columns: CLASS "A", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 10.00 to 165.30.

Table with columns: CLASS "B", 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rates range from 0.50 to 178.82.

ANNOUNCEMENT RATES Twenty-five word station breaks, when available, carry 100 word rate.

Table with columns: CLASS "A", 100 words, 75 words, One minute transcription. Rates range from 2.25 to 5.00.

Table with columns: CLASS "B", 100 words, 75 words, One minute transcription. Rates range from 1.69 to 5.50.

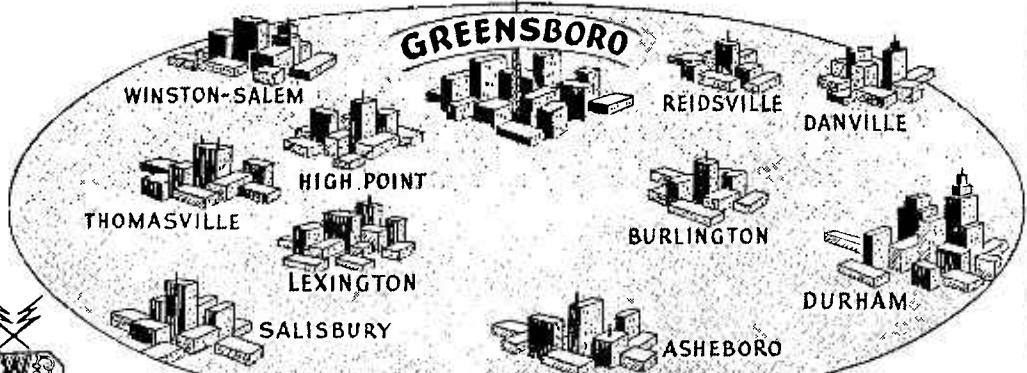
Table with columns: CLASS "C", 100 words, 75 words, One minute transcription. Rates range from 1.69 to 5.50.

Table with columns: CLASS "A", 100 words, 75 words, One minute transcription. Rates range from 1.69 to 5.50.

Table with columns: CLASS "B", 100 words, 75 words, One minute transcription. Rates range from 1.69 to 5.50.

WBIG DOMINATES IN THIS "MAGIC CIRCLE" OF 50 MILES

- Larger Payrolls
More Population
More Radio Homes
Larger Farm Incomes



For further particulars Write WBIG Greensboro, N. C. Edney Ridge, Director or George P. Hollingsbery Co. National Representative



The Prestige Station of the Carolinas

NORTH CAROLINA—Con'd

KINSTON—Continued
W F T C—Continued

RECORDED PROGRAMS
Transcribed and recorded programs accepted at no additional charge.
Transcription library services available, rates on request.
TALENT
Rates on request.
REMOTE CONTROL
Station has facilities for handling programs by remote control, details on request.
Contract and Copy Requirements
Maximum length of contract one year. Rates do not include artists' services.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables.
Personnel
Burn-Smith Company, Inc.

RALEIGH
(Wake County)

W P T F
(Established 1924)



Information received December 18, 1941.
Owned and operated by the WPTF Radio Company.
Business Office and Studio—20 E. Martin Street, Raleigh, North Carolina, telephone 8311.
Transmitter—Fary, North Carolina.
Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—High Fidelity Crystal control.)
441.2 meters; 680 kilocycles.
Licensed to operate unlimited time on clear channel.
Directional antenna used after sunset. Operates on Eastern Standard Time. Daylight Saving Time observed.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on the net time charge only to recognized advertising agencies. No cash discount. Invoices payable when rendered.
General Advertising
For combination rates see listing of National Broadcasting Company (Red Southeastern Group).
Copyright tax is included for all music which station is licensed to perform. Discounts earned on announcements cannot be applied to program contracts. Time discounts apply to total number of periods used within one year for one sponsor; however, announcements cannot be combined with programs for computing discounts.

CLASS "A"

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and Rate (6:30 p.m. to 11:00 p.m. daily)

CLASS "B"

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and Rate (9:00 a.m. to 6:30 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

CLASS "C"

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and Rate (11:00 p.m. to 9:00 a.m. week days and 8:00 a.m. to 12:00 noon Sunday)

ANNOUNCEMENTS

Table with 2 columns: Rate (One minute, 100 words, 30 words) and Time (Between 6:30 p.m. and 11:00 p.m.)

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. Rates on request.
TALENT
Auction transcriptions and rate quotations on available live talent will be supplied on request.

REMOTE CONTROL

For rates on programs originating outside of regular studios, consult station management.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Rates do not include artists' services.
All programs must conform to the standards of the station. Maximum length of contract is one year.

Mechanical Program Equipment

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

Personnel

General Manager—Richard H. Mason.
Sales Manager—John H. Field, Jr.
Program Director—Graham B. Poyner.
Dir. of Public Relations—Joseph P. Ahern.
Technical Supervisor—Henry Hullick, Jr.
Representatives
Free & Peters, Inc.

WRAL
(Established 1930)



Rates effective November 1, 1939. (Card No. 3.)
Owned and operated by Capitol Broadcasting Co.
Business Office and Studio—180 S. Salisbury Street, Raleigh, North Carolina.
Transmitter—East Davie St., Raleigh, N. C.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1210 kilocycles.
Licensed to operate full time.
Operates on Eastern Standard Time. Daylight Saving Time not observed.
Commission and Cash Discount
Agency commission 15% on net charges to recognized agencies. Invoices rendered weekly, payable by 10th of month following broadcast. No cash discount.
General Advertising
For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).

Table with 2 columns: Time (6:00 p.m. to 10:30 p.m. week days, 8:00 a.m. to 10:30 p.m. Sunday) and Rate

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes, 1 minute) and Rate (CLASS "B")

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes, 1 minute) and Rate (CLASS "C")

POLITICAL BROADCASTS
Accepted on the one time card rate.
TALENT
Programs of live talent will be arranged for clients at cost.

REMOTE CONTROL
Station is equipped to handle by remote control programs originated outside studios, wherever telephone lines are available.

Contract and Other Requirements
Maximum contract term one year.
Station reserves the right to reject any material or talent that does not meet the production and prestige standards of the station.
All special features, talent, line charges, special music, etc., are to be paid by the advertiser.

Closing Time
Continuity and program material must be submitted 24 hours before broadcasting.

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

Personnel
General Manager—Fred Fletcher.
Program Director—Lary Roller.
Commercial Manager—Frank M. Stearns.
Representatives
Weed & Company.

ROANOKE RAPIDS
(Halifax County)

W C B T
(Established 1910)



Rates effective September 15, 1941.
Owned and operated by J. Winfield Crew, Jr.
Business Office and Studio—251 Roanoke Avenue, Roanoke Rapids, North Carolina.
Transmitter—E. Tenth Street, Extended, Roanoke Rapids, North Carolina.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern Standard Time. Daylight Saving Time not observed.
Actual operating schedule: Sundays 9:00 a.m. to 10:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. Cash discount none. Bills rendered and due monthly.

General Advertising
For combination rates see listing of National Broadcasting Company (Blue Southeastern Group).
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min) and Rate

ANNOUNCEMENTS
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, 3/4 hour or one hour rate, whichever applies.
All programs combined to earn a lower rate may be scheduled contiguous at the station's option on 28 days notice.

ANNOUNCEMENTS 300 or more

Table with 2 columns: Rate (1 hr, 1/2 hr, 1/4 hr, 10 min) and Time (100 words, 50 words)

SPECIAL FEATURES

News: Regular rates apply.
TALKS
Regular rates apply.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.
Contract and Other Requirements
Advertising of light wines and beer accepted. Contracts subject to cancellation by four weeks written notice accompanied by certified check at short rate to date of last program.

Station reserves the last 30 seconds of all programs for its use and station identification. No contract to exceed one year's duration.
Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks close four hours in advance.

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

Personnel
Station Manager—J. Winfield Crew, Jr.
Sales Manager—Nathan Frank.
Prog. & Prod. Mgr.—Bert Schlauger.
Chief Engineer—Lewis Hind.
Representatives
International Radio Sales.

ROCKY MOUNT
(Nash and Edgecomb Counties)

W E E D
(Established 1933)

Rates effective February 1, 1937. (Card No. 8.)
Owned and operated by W. Avera Wynne.
Business Office and Studio—Rocky Mount, N. C.
Transmitter—Rocky Mount, N. C.

Wave—Power—Time
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Actual operating schedule: Week days and Sundays 7:00 a.m. to 12:05 a.m.

Commission and Cash Discount
Agency commission 15%; cash discount 2%—10 days. No discount or commission on artists' services. Commissions paid on gross station time only.

General Advertising
For combination rates see listing of National Broadcasting Company (Blue Southeastern Group).
The following rates are for national advertising.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and Rate

ELECTRICAL TRANSCRIPTIONS
Transcribed and recorded programs accepted at no additional charges.
Transcription library services available—rates and details on request. TALENT
Station will furnish any type of local talent available. Rates on application.

REMOTE CONTROL
Programs will be broadcast from any location—rates on application.

Contract and Other Requirements
Maximum length of contract one year. Rates do not include artists' services.

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

Personnel
Manager—W. Avera Wynne.
Assistant Manager—Geo. P. Arrington.

SALISBURY
(Rowan County)

W S T P
(Established 1938)



Rates effective August 1, 1939. (Card No. 2.)
Owned and operated by Piedmont Broadcasting Corp.
Business Office and Studio—Yadkin Hotel, Salisbury, North Carolina, telephone 2121.
Other Studios—Kannapolis, N. C.
Transmitter—Statesville Highway at Grant Creek.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Daylight Saving Time observed.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. All accounts payable 15th of month following broadcast.

General Advertising
For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).
Quantity discounts apply to one classification only. Announcements and programs cannot be combined to secure discounts. No discounts given except as earned.
(After 6:00 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate

(This listing continued on next page)

NORTH CAROLINA—Cont'd

SALISBURY—Continued
W S T P—Continued

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates (50.00, 28.00, 15.00, 7.00). Includes ANNOUNCEMENTS and DISCOUNTS.

Additional Discounts: The following discounts do not apply to announcements. 3 times per week 5%, 6 times per week 10%.

ELECTRICAL TRANSCRIPTIONS: Transcriptions will be broadcast at any hour available.

TALENT: The station will furnish any type of local talent available. Rates on request.

REMOTE CONTROL: Programs will be broadcast from any point. Only actual expenses will be charged advertiser.

Contract and Copy Requirements: Rates are for station facilities only; talent charges are extra.

Closing Time: One week prior to starting date.

Personnel: Manager—John W. Shultz, Commercial Manager—F. P. Patterson, Production Manager—George L. Brantley.

WILMINGTON
(New Hanover County)
W M F D
(Established 1935)



Rates effective July 1, 1940. Owned and operated by R. A. Dunlea. Business Office—Castle Hayne Road, Wilmington, North Carolina, telephone 4840.

Wave—Power—Time: Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate on local channel.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies on station time.

General Advertising: For combination rates see listing of National Broadcasting Company (Blue Southeastern Group).

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and Rates (45.00, 30.00, 20.00, 15.00, 10.00, 5.00).

ELECTRICAL TRANSCRIPTIONS: Electrical transcription programs are accepted for broadcast at any hour available.

TALENT: Rates on application. REMOTE CONTROL: Rates on application on points outside of regular studios.

Contract and Other Requirements: Maximum length of contract, one year.

Closing Time: Preferably two weeks prior to starting date.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Personnel: Manager—R. A. Dunlea, Representatives—Burn-Smith Company, Inc.

WILSON
(Wilson County)
W G T M
(Established 1937)

Rates effective December 1, 1939. Owned and operated by WGTM, Inc. Business Offices and Studio—115 Nash Street, Wilson, North Carolina.

Wave—Power—Time: Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time.

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates (50.00, 27.50, 15.00, 7.50, 3.50).

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates (40.00, 22.50, 12.00, 6.00, 3.00).

SPECIAL FEATURES: Time signals, weather reports, sporting events, etc., rates on request.

TALENT: Rates on request. REMOTE CONTROL: Telephone line costs for remote pick-ups will be defrayed by advertiser.

Contract and Other Requirements: Rates include station time and facilities only.

Mechanical Program Equipment: Equipped to handle program by electrical transcription.

Personnel: President and Treasurer—H. W. Wilson, Vice-President and Sec'y—George C. McDonald, Commercial Manager—Allen Wannamaker.

WINSTON-SALEM
(Forsyth County)
W A I R
(Established 1937)



Rates effective April 1, 1941. Owned and operated by C. G. Hill, George D. Walker, and Susan H. Walker.

Wave—Power—Time: Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time.

Commission and Cash Discount: Agency commission 15% to all recognized agencies.

General Advertising: For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates (80.00, 45.00, 25.00, 15.00, 8.00).

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates (70.00, 40.00, 20.00, 10.00, 5.00).

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates (60.00, 35.00, 18.00, 9.00, 4.50).

RECORDED PROGRAMS: Transcription library services available rates on request.

TALENT: All talent to be paid for by advertiser: rates on request.

REMOTE CONTROL: Remote control facilities can be provided for broadcasting from any point.

SERVICE FACILITIES: The station maintains a department to assist the advertiser in the selection of suitable program material.

Contract and Other Requirements: Maximum length of contract, one year.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

tion, using turntables for vertical and lateral cut recordings. Personnel: Manager—George D. Walker, Commercial Manager—C. G. Hill, Representatives—International Radio Sales.

WSJS (Established 1930) ASSOCIATED STATION logo with a radio tower illustration.

Rate card dated January 1, 1941. (Card No. 9.) Owned and operated by The Piedmont Publishing Co.

Wave—Power—Time: Operating power—250 watts. 500.0 meters; 600 kilocycles. Operates on Eastern Standard Time.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies.

General Advertising: For combination rates see listing of National Broadcasting Company (Red Southeastern Group).

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 312 times) and Rates (80.00, 76.00, 72.00, 68.00, 64.00, 60.00, 56.00, 52.00).

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 312 times) and Rates (75.00, 71.25, 67.50, 63.75, 60.00, 56.25, 52.50, 48.75).

WEEKLY FREQUENCY RATES: CLASS "A" (6:00 p.m. to 11:00 p.m.)

Table with 2 columns: Time slots (1/2 hour, 3 times weekly, 5 times weekly, 6 times weekly) and Rates (121.50, 191.25, 216.00).

Table with 2 columns: Time slots (1/2 hour, 3 times weekly, 5 times weekly, 6 times weekly) and Rates (67.50, 106.25, 120.00).

Table with 2 columns: Time slots (1/2 hour, 3 times weekly, 5 times weekly, 6 times weekly) and Rates (108.00, 170.00, 192.00).

SPECIAL FEATURES: Eye-Opener Program—6:00 a.m. to 9:00 a.m. transcription costs included.

RECORDED PROGRAMS: Transcription library available—rates on request.

TALENT: Rates and information on request.

REMOTE CONTROL: Equipped to handle any remote control—rates on request.

Contract and Other Requirements: Rates are for station time only; talent is extra.

Closing Time: All programs close one week in advance of broadcast.

Mechanical Program Equipment: Equipped to handle electrical transcriptions using 33-1/3 and 78 r.p.m.

Personnel: Business Manager—Norris L. O'Neill, Sales Manager—Harold Essex.

Representatives: Headley-Reed Company.

NORTH DAKOTA

NORTH CENTRAL BROADCASTING SYSTEM, INC.

NORTH DAKOTA GROUP
 Affiliated with Mutual Broadcasting System.
 Executive Offices—Commodore Hotel, St. Paul, Minn.
 For rates and data consult North Central Broadcasting System or representatives.
 Representatives
 Joseph H. Shady McGilivray.

BISMARCK

(Burleigh County)

KFYR

(Established 1925)



Rates effective April 1, 1939. (Card No. 13.)
 Owned and operated by Meyer Broadcasting Co.
 Business Office and Studio—320 Broadway, Bismarck, North Dakota, telephone 408.
 Transmitter—Six miles east of Bismarck, N. D.
 Wave—Power—Time
 Operating power—5,000 watts.
 (100% modulation—crystal control.)
 335.5 meters; 550 kilocycles.
 Licensed to operate on regional channel, full time.
 Operates on Central Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.
 Commission and Cash Discount
 Agency commission 15% to advertising agencies recognized by station management, providing payment is made by the 10th of month following service, otherwise no commissions paid. No commission paid on talent. No cash discount. All statements for service due when presented.

General Advertising
 For combination rates see listings of National Broadcasting Company (Northwestern Group) and Northwest Network.

The following rates are for national advertising. For local advertising rates consult station management. Rates include fees charged by owners of copyrighted music.
 (Commercial announcements not accepted on Sunday. No spots guaranteed between 6:00 p.m. and 12:00 midnight due to varied schedule. Although every effort will be made by station to conform to client's desired schedule. Announcements made by studio announcer 100 word announcements scheduled only during specified announcement periods.

(6:00 p.m. to 12:00 midnight daily)	
1 hour....	200.00 190.00 180.00 170.00 160.00 150.00
1/2 hour....	120.00 114.00 108.00 102.00 96.00 90.00
1/4 hour....	80.00 76.00 72.00 68.00 64.00 60.00
5 minutes	34.00 32.30 30.60 28.90 27.20 25.50
100 words or	
1 minute	15.00 14.25 13.50 12.75 12.00 11.25
50 words..	11.00 10.45 9.90 9.35 8.80 8.25
(12:00 noon to 2:00 p.m. week days and 12:00 noon to 6:00 p.m. Sunday)	
1 hour....	150.00 142.50 135.00 127.50 120.00 112.50
1/2 hour....	90.00 85.50 81.00 76.50 72.00 67.50
1/4 hour....	60.00 57.00 54.00 51.00 48.00 45.00
5 minutes	24.00 22.60 21.60 20.40 19.20 18.00
100 words or	
1 minute	13.00 12.35 11.70 11.25 10.40 9.75
50 words..	9.50 9.00 8.55 8.05 7.60 7.10
(7:00 a.m. to 12:00 noon week days and Sunday and 2:00 p.m. to 6:00 p.m. week days)	
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
100 words or	
5 minutes	20.00 19.00 18.00 17.00 16.00 15.00
1 minute	10.00 9.50 9.00 8.50 8.00 7.50
50 words..	7.50 7.10 6.75 6.40 6.00 5.60
Chain breaks when available and where permission is granted.	
20 word	(After 6:00 p.m.)
Limit.....	10.00 9.50 9.00 8.50 8.00 7.50
20 word	(Before 6:00 p.m.)
Limit.....	7.50 7.10 6.75 6.40 6.00 5.60

ADDRESSES, COMMERCIAL TALKS, ETC.
 Accepted at program rates. Time subject to arrangement. Payment due at time of contract. Copy must be filed in advance.

SPECIAL FEATURES
 Market Reports, Baseball Scores, Participating Programs—rates on request.
 Weather Reports—One announcement daily except Sunday, permitting 50 word announcement and credit line following weather report. Minimum contract 13 weeks. No frequency discounts:
 3 times daily (2 daytime, 1 evening), per wk. 100.00
 Evening, per week..... 65.00
 Daytime, per week..... 50.00
 Time Signals—50 word announcement with credit line following time signal. If time signal comes between two commercial programs or in any way causes interruption of network program, copy must be shortened. Five times daily (3 day time, 2 evening), per week, 250.00. No frequency discounts.
 Special Package Rate—7:00 a.m. to 8:30 a.m. Six 15 minute spots per week:
 13 weeks, per week..... 150.00
 26 weeks, per week..... 125.00
 52 weeks, per week..... 100.00

RECORDED PROGRAMS
 Transcription library available—rates on request.
TALENT
 Rates and information on request.
REMOTE CONTROL
 Station is equipped to handle this type of broadcast. Rates and details on request.

Where remote control programs are contracted for the cost of installing and leasing of special telephone, or telegraph, wires and amplifier equipment for transmission of a radio advertising program must be borne by the advertiser.

SERVICE FACILITIES
 Station, through the program department can offer expert service in arranging and providing announcements and announcers at no extra charge.

Contract and Other Requirements
 Above rates do not include cost of talent. They include service of the program and announcing department, in securing talent and arranging and presenting programs. Rates quoted apply only to programs broadcast in the studios of station at Bismarck. All programs, talks and announcements are subject to approval in advance by the radio station, in every detail. Any contract for radio advertising is subject to all authorized requirements, regulations and acts passed by the various states, or by the United States government for its departments and bureau with regard to radio broadcasting control. Station management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Limited price quoting permitted. Time of day strictly subject to arrangements with station management.

Closing Time
 Contract must be closed three weeks in advance to be included in program schedules in newspaper and publicity medium.
 Copies of talks and addresses must be filed with station 24 hours in advance of broadcast.
 Final closing one week. Publicity talks manuscript must be submitted for approval 10 days in advance.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables.
Personnel
 President and General Manager—F. J. Meyer.
 Commercial and Station Manager—F. E. Fitzsimonds.
 Representatives
 John Blair & Company.

DEVILS LAKE

(Ramsey County)

KDLR

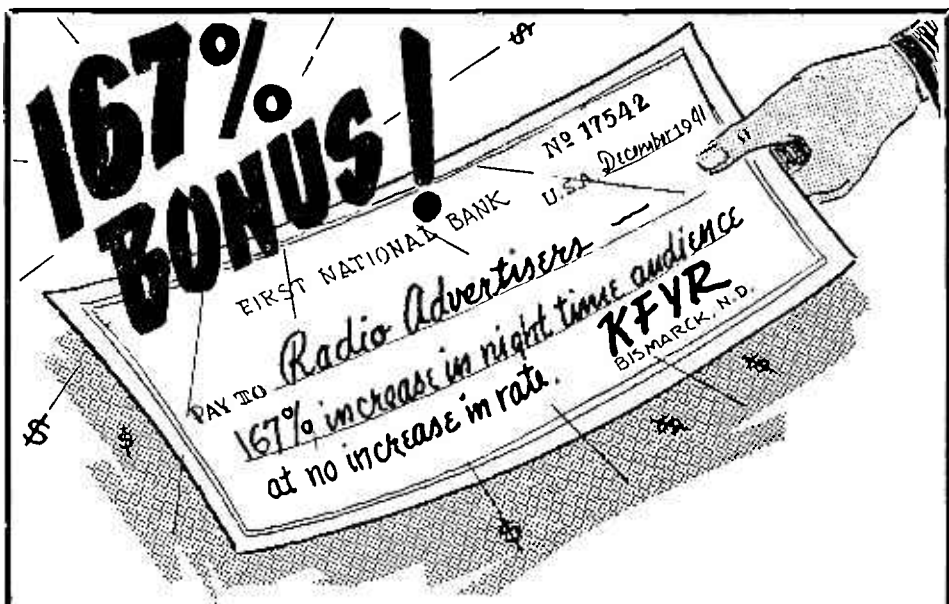
(Established 1925)



Rates effective September 1, 1940.
 Owned and operated by KDLR, Inc.
 Business Office and Studio—1025 Third Street, Devils Lake, North Dakota.
 Other studios, Fairmont Creamery Bldg., and Mann Block, Devils Lake, N. D.
 Transmitter—Fourth Street and 12th Avenue, Devils Lake, N. D.
Wave—Power—Time
 Operating power—250 watts.
 (100% modulation—crystal control.)
 241.9 meters; 1240 kilocycles.
 Licensed to operate full time on local channel.
 Operates on Central Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: Sundays 7:30 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:00 p.m.
Commission and Cash Discount
 Agency commission 15% allowed to recognized agencies. Accounts payable 15th of month following broadcast. No cash discount.
General Advertising
 For combination rates see listing of Mutual Broadcasting System (Northcentral Group).
 Affiliated with North Central Broadcasting System.
 The following rates are for national advertising. For local advertising rates consult station management.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour....	17.50	16.62	15.75	14.87	14.00	13.12
5 minutes	9.50	9.02	8.55	8.07	7.60	7.12
1 minute	5.00	4.75	4.50	4.25	4.00	3.75
Chain breaks	5.00	4.75	4.50	4.25	4.00	3.75

(This listing continued on next page)



KFYR's new nighttime power has added a tremendous audience of new listeners . . . more buyers . . . more sales potentials . . . at no increase in rates.

Result . . . advertisers on KFYZ now enjoy 167% increased buying coverage at the same low cost as always. Step up and collect your 167% bonus check . . . NOW!

5,000 Watts Full Time

NBC
 Affiliate

KFYR

550
 Kilocycles

MEYER BROADCASTING COMPANY

Bismarck, North Dakota

Ask any JOHN BLAIR man

NORTH DAKOTA—Cont'd

DEVILS LAKE—Continued
K D L R—Continued

TALKS, POLITICAL SPEECHES, ETC.
Regular rates apply. Manuscripts must be received two days in advance.

SPECIAL FEATURES

Weather Forecast: Rates on request.
Road reports in season of snows. October through March. Rates on request.
Housewives Program 9:00 a.m. to 10:00 a.m. regular rates apply; monthly rates on request.
Noonday Variety Program: 11:00 a.m. to 1:00 p.m. regular rates apply; monthly rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available, rates on request.
Special transcriptions also available at cost plus handling.

TALENT

Three piece old time orchestra; seven piece modern dance band; vocalists; instrumentalists; 25 to 60 piece band available, per man, per hour 1.00.

REMOTE CONTROL

Details on request.

SERVICE FACILITIES

Services of production department for program ideas fitted to local needs. Merchandising services available at cost plus 10% includes display, theatre tie-ins, etc.

Closing Time

Special publicity requires three weeks advance notice. Electrical transcriptions should be on hand two weeks in advance of broadcast date to allow for replacement in case of damage.

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

Personnel
Manager—Bert Wick.

FARGO
(Cass County)
W D A Y
(Established 1922)



Rates effective November 1, 1941. (Card No. 14.)
Owned and operated by WDAY, Inc. Affiliated with the Fargo Forum.
Business Office and Studio—Black Building, Fargo, North Dakota.
Transmitter—West of Fargo, North Dakota.

Wave—Power—Time

Operating power—5,000 watts.
(100% modulation—crystal control.)
309.3 meters; 970 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

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 listings of National Broadcasting Company (Northwestern Group) and Northway Network.

The following rates apply to national advertising. For retail rates consult station management.

CLASS "A"

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

1 hour.....	160.
1/2 hour.....	85.
1/4 hour.....	84.
5 minutes.....	84.
*1 minute.....	18.
*100 words.....	18.
25 words (chain break).....	12.

(* Accepted only on a "floating" basis.

CLASS "B"

(12:00 noon to 1:00 p.m.; 5:30 p.m. to 6:30 p.m.; 10:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 6:50 p.m. Sundays)

1 hour.....	120.
1/2 hour.....	72.
1/4 hour.....	48.
5 minutes.....	28.
1 minute.....	15.
100 words.....	12.
25 words (chain break).....	8.

CLASS "C"

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 5:30 p.m. and 10:30 p.m. to 11:00 p.m.)

1 hour.....	80.
1/2 hour.....	48.
1/4 hour.....	32.
5 minutes.....	17.
1 minute.....	12.
100 words.....	9.
25 words (chain break).....	6.

CLASS "D"

(11:00 p.m. to 7:00 a.m.)

1 hour.....	60.
1/2 hour.....	36.
1/4 hour.....	22.
5 minutes.....	12.
1 minute.....	8.
100 words.....	5.
25 words.....	3.

FREQUENCY DISCOUNTS

These discounts apply on original contracts, extensions or renewals. Additional discounts so earned apply only from date of renewal.

13 times.....	5%	100 times.....	20%
26 times.....	10%	260 times.....	25%
52 times.....	15%		

SPECIAL FEATURES

News—Leased wire service available. Rates on request.
Football, baseball and basketball games, weather forecasts, temperature and wind reports, grain and stock market reports, sport reviews, and other service and special features—rates on request.

TALKS AND SPEECHES

Regular rates apply. Must be arranged for definitely with station management at times subject to arrangement.
Political talks and speeches take Class "A" rate from 6:00 p.m. to 12:00 midnight.

ELECTRICAL TRANSCRIPTIONS

Transcription library available.
Regular rates apply.

TALENT

Additional charges for talent.

SERVICE FACILITIES

Services of station production department are offered to advertisers.

Contract and Other Requirements

Basic rates include charge for time and services of station announcer. All programs, talks and announcements subject to approval of station management who reserve the right to refuse or cancel any broadcasts for any reason sufficient to itself. No contract for period longer than one year. Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually earned.

Closing Time

To appear in printed program schedules, contract should be closed three weeks in advance.
When advertiser prepares own program, it should be submitted not later than three days in advance of broadcast date for station approval.

Electrical transcriptions should be delivered to studio at least two weeks in advance to permit checking and shipment of replacements.

Mechanical Program Equipment

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

Personnel

President and General Manager—E. C. Beineke.
Sales Manager—Barney J. Lavin.
Production Manager—Dave Henley.
Publicity Director—Bill Dean.
Program Director—Ken Kennedy.

Representatives

Free & Peters, Inc.

GRAND FORKS

(Grand Forks County)

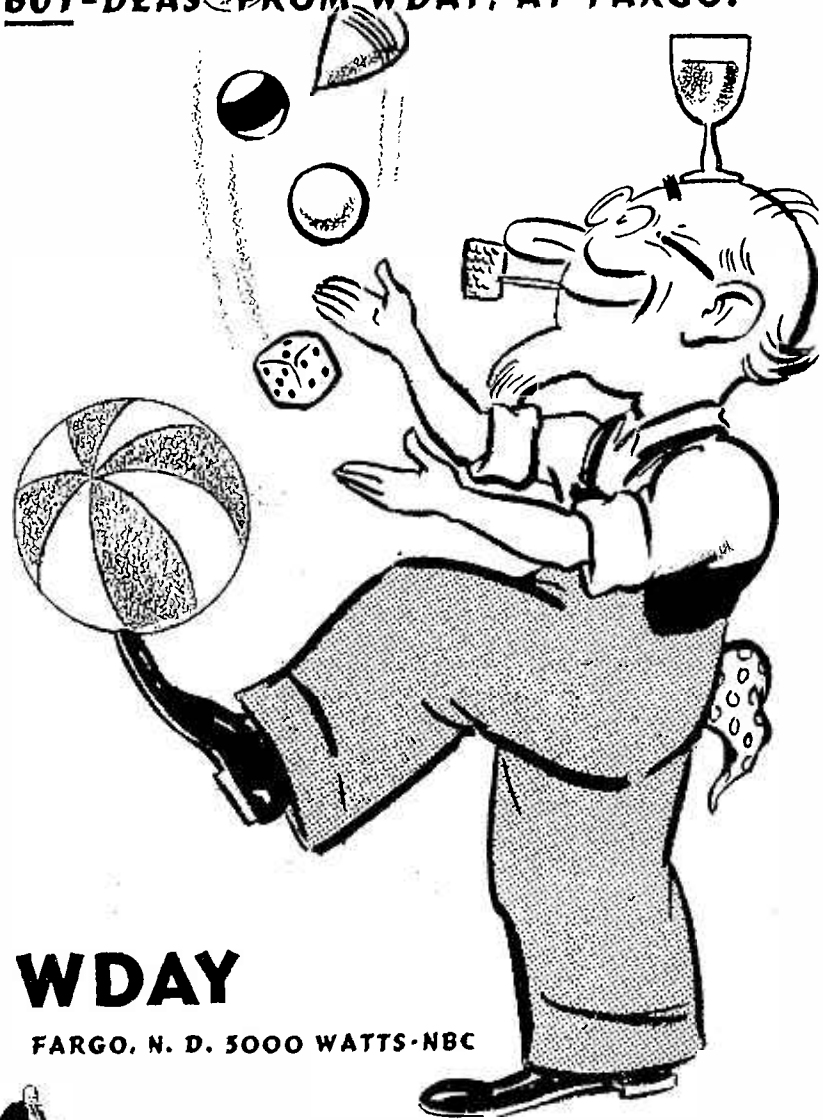
K F J M

Owned by University of North Dakota.
Studio—Woodworth Hall, University Campus, Grand Forks, N. D.
Transmitter—University of North Dakota, Grand Forks, North Dakota.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights; 208.3 meters; 1440 kilocycles.
Shares hours with station KJLO, Grand Forks, N. D.
Actual operating schedule: 3:00 p.m. to 5:00 p.m.
Does not sell time.

**"US RED RIVER VALLEY FOLKS IS PLENTY
VERSATILE IN OUR SPENDING TOO, BY
CRACKY! AND WE GIT MOST OF OUR
BUY-DEAS FROM WDAY, AT FARGO!"**



WDAY

FARGO, N. D. 5000 WATTS-NBC



AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

NORTH DAKOTA—Cont'd

GRAND FORKS—Continued

K F L O

(Established 1941)

Radio effective January 1, 1942. Owned and operated by Dalton LeMastrier. Business Office and Studio—First National Bank Bldg., Grand Forks, N. D., telephone 1200. Shares hours from 3:00 p.m. to 5:00 p.m. with station KFJL, Grand Forks, North Dakota. General Transmitter—University of North Dakota, Grand Forks, N. D. Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 208.3 meters; 1340 kilocycles. Licensed to operate full time on regional channel. Operates on Central Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sunday 7:30 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Only station time commisionable; no extraneous talent. Remote control installations or other extraneous items. No cash discount. All bills payable by 10th of month following broadcast.

General Advertising Rates include charges by owners of music copyrights. Discounts not applicable if number of weeks elapsed exceeds number of periods used. The following rates are for national advertising.

CLASS "A"

Table with columns for time slots (12:00 noon to 1:00 p.m., 1:00 p.m. to 6:00 p.m.) and rates for 1, 13, 26, 39, 52 times.

CLASS "B"

Table with columns for time slots (6:30 a.m. to 12:00 p.m., 12:00 p.m. to 6:00 p.m.) and rates for 1, 13, 26, 39, 52 times.

News, time signals, temperature, market and road reports—rates on request.

TALKS, SPEECHES, ETC. Time of day strictly subject to arrangement with studio manager. Rates same as for sponsored programs. Manuscript of talks must be submitted 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS Regular rates apply. Rates for use of electrical laboratory service on request. Instantaneous recording equipment available.

TALENT

Rates on request. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

SERVICE FACILITIES Production, merchandising and continuity departments available to advertisers. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by two week notice accompanied by certified check at short rate to date of last program. Contracts limited to one year. All programs and announcements subject to approval by station management.

Program position subject to time available. Closing Time Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel Manager—Dalton LeMastrier. Commercial Manager—E. O. Hanson. Representatives The Foreman Company.

JAMESTOWN KRMC (Established 1897)



Rates effective December 1, 1939. Owned by the Jamestown Broadcasting Co., Inc. Studio—Midland Building, Jamestown, N. D. Transmitter—South edge of city limits of Jamestown. Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central Standard Time. Commission and Cash Discount Agency commission 15% allowed agencies recognized by the station. No cash discount. All bills payable on 10th of month following, whether or not on contract. Only station time commisionable; no commission on talent, remote control installations, or other extraneous items.

General Advertising For combination rates see listing of Mutual Broadcasting System (Northcentral Group). Affiliated with North Central Broadcasting System. The following rates are for national advertising.

Table for Grand Forks K F L O rates: CLASS "A" (6:00 p.m. to 10:00 p.m.) and CLASS "B" (9:00 a.m. to 1:00 p.m. and 10:00 p.m. to 12:00 midnight).

Table for Grand Forks K F L O rates: CLASS "B" (9:00 a.m. to 1:00 p.m. and 10:00 p.m. to 12:00 midnight).

Table for Grand Forks K F L O rates: CLASS "C" (6:00 a.m. to 9:00 a.m., 1:00 p.m. to 6:00 p.m.).

Announcements in excess of 100 words will be charged for pro rata of the 100 word rate.

Table for Grand Forks K F L O rates: ANNOUNCEMENTS (100 words, 50 words, 30 words).

SPECIAL FEATURES Musical Clock: 8:30 a.m. to 9:00 a.m., 1/2 hour daily, 6 times weekly, 4.00 per week for 13 weeks; 36.00 per week for 26 weeks; 28.00 per week for 52 weeks.

POLITICAL RATES Political rates on request. Cash in advance; time subject to arrangement. Copy must be submitted 24 hours before airtime.

SERVICE FACILITIES Complete merchandising facilities available. Estimates on request. TALENT Sponsor may furnish own talent or arrange through station.

REMOTE CONTROL Wire and mechanical charge for remote control installations may be required in advance. Estimates will be given. Hook-ups may be arranged on direct wire.

Contract and Other Requirements No contracts accepted for period longer than one year.

All programs and announcements subject to approval by station management. Right reserved to refuse all announcements which do not, in estimation of management, maintain a level of quality and character creditable alike to the station and the advertiser.

Time discounts apply on station charges only. All entertainment talent is extra and charges are not subject to discount or commission.

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

Personnel President—John W. Holer. Station Manager—B. Harland Ohde. Program Director—John D. Stebbins.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 236.2 meters; 1270 kilocycles. Operates on regional channel. Operates on Mountain Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount Agency commission 15% to recognized agencies. No cash discount. All bills payable by the 10th of the month. Only station time commisionable; no commission on talent, remote control installation or other extraneous items.

General Advertising For combination rates see listing of Mutual Broadcasting System (Northcentral Group). Affiliated with North Central Broadcasting System.

Table for Mandan K G C U rates: 1 hour, 1/2 hour, 1/4 hour.

DISCOUNTS 52 times 5%, 104 times 10%, 156 or more times 15%.

SPECIAL FEATURES Weather Forecast: Twenty-five word announcement daily, per month 50.00. Time Signal: Twenty-five word announcement daily, per month 50.00. News Broadcast: Five minutes; broadcast hourly, daily except Sunday, per week 40.00.

RECORDED PROGRAMS Rates and details on request. TALENT All entertainment talent is extra and charges are not subject to discounts or commissions. All talent secured by the station is available at net cost. Sponsor may furnish own talent or arrange through station. Talent must be approved by program department.

REMOTE CONTROL Rates on request. Contract and Other Requirements All programs, commercial talks, and announcements subject to approval by station management. Right reserved to refuse all programs which do not, in estimation of management, maintain a level of quality and character creditable alike to the station and the advertiser.

Closing Time Contracts must be closed one week in advance to be included in printed program schedules. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables, vertical and lateral pick-ups.

Personnel Station Manager—C. W. Baker. Commercial Manager—E. H. Cooley. Representatives The Walker Company.

ANNOUNCEMENTS Copy limited to 100 words; announcements made by studio manager. Time of day subject to arrangement of station management. Commercial announcements, 5:00 a.m. to 11:00 p.m. Single announcements, 100 words, 3.00; 25 times, 50.00. DISCOUNTS 13 times 5%, 26 times 10%, 52 times 20%.

POLITICAL SPEECHES Political speeches takes musical program rate. Time subject to arrangement. All entertainment talent is extra and charges are not subject to discount or commission.

TALENT Sponsor may furnish own talent or arrange through station. Orchestra of any size, soloists, and entertainers always available at net cost.

REMOTE CONTROL Wire and mechanical charge for remote control installations may be required in advance. Estimates will be given on request.

Contract and Other Requirements All contracts subject to approval by station management. Rights reserved to refuse all announcements which do not, in the estimation of the management, maintain a level of quality and character creditable alike to the station and the advertiser.

Closing Time Closing date for sponsored programs one week in advance. For announcements, talks, speeches, etc., one day previous.

Personnel President—H. C. Rehulte. Secretary—Charles Toman, Jr. Manager—Russ Kuber.

MINOT (Ward County) K L P M (Established 1926)

Rates effective April 15, 1938. (Card No. 1.) Rev. Operated by John B. Cooley. Business Office and Studio—Fair Block, Minot, North Dakota, telephone 1267. Transmitter—Near Minot, Highway 52, N.E. Wave—Power—Time Operating power—1,000 watts. (100% modulation or voice control.) 215.8 meters; 1390 kilocycles. Operates on regional channel. Licensed to operate unlimited time. Operates on Central Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount Agency commission 15% allowed agencies recognized by station. All bills payable by the 10th of the month. Only station time commisionable. No commission on talent, wire charges or other extraneous items.

General Advertising For combination rates see listing of Mutual Broadcasting System (Northcentral Group). Affiliated with North Central Broadcasting System.

Table for Minot K L P M rates: CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 12:00 midnight).

Table for Minot K L P M rates: CLASS "B" (6:00 a.m. to 11:59 a.m. and 1:00 p.m. to 5:59 p.m.).

DISCOUNTS 26 times 5%, 52 times 10%, 104 times 15%, 156 times 20%.

SPECIAL FEATURES Weather Forecast: Twenty-five word announcement daily, per month 50.00. Time Signal: Twenty-five word announcement daily, per month 50.00. News Broadcast: Five minutes; broadcast hourly, daily except Sunday, per week 40.00.

RECORDED PROGRAMS Rates and details on request. TALENT All entertainment talent is extra and charges are not subject to discounts or commissions. All talent secured by the station is available at net cost. Sponsor may furnish own talent or arrange through station. Talent must be approved by program department.

REMOTE CONTROL Rates on request. Contract and Other Requirements All programs, commercial talks, and announcements subject to approval by station management. Right reserved to refuse all programs which do not, in estimation of management, maintain a level of quality and character creditable alike to the station and the advertiser.

Closing Time Contracts must be closed one week in advance to be included in printed program schedules. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables, vertical and lateral pick-ups.

Personnel Station Manager—C. W. Baker. Commercial Manager—E. H. Cooley. Representatives The Walker Company.

OHIO—Continued

AKRON—Continued

WJW—Continued

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and weeks (13 wks., 26 wks., 39 wks., 52 wks.).

RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription library service available—rates on request.

TALENT
Rates on application.

REMOTE CONTROL
Remote service extra and net. Mobile and pack transmitters available—rates on request.

Contract and Other Requirements
Advertising of alcoholic beverages accepted. Musical program rates are for the facilities of the station only; talent is extra.

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

Mechanical Program Equipment
Equipped to handle programs by electrical transcription. Using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical recordings.

Personnel
General Manager—Bill O'Neil. Production Manager—Bill Griffiths.

ASHTABULA WICA

(Established 1937)
Rate card undated—received March 16, 1938.

Owned and operated by WICA, Inc. Business Office and Studio—221 Center Street, Ash-tabula, Ohio.

Wave—Power—Time
Operating power—1,000 watts. 369.3 meters; 970 kilocycles.

Commission and Cash Discount
Agency commission 15% on station time and talent to recognized agencies.

Table with columns for time slots and weeks for WICA station.

ANNOUNCEMENTS
100 words or one minute electrical transcriptions 4.00. Maximum words per announcement, 100; additional words take next higher rate.

DISCOUNTS
Contract must be completed within 52 weeks of start-ing date for discounts to be applicable.

ELECTRICAL TRANSCRIPTION
Transcription library services available. Rates on request.

TALENT
Rates on request.

REMOTE CONTROL
Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES
Services of station's artists' bureau available for selection of talent and building of program.

Contract and Other Requirements
All contracts subject to the conditions of the standard AAA contract form.

Closing Time
Closing time depends on type of program. Generally, one week in advance for musical or dramatic production.

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

Personnel
Manager—R. B. Rowley. Representatives The Walker Company.

CANTON

WIBC

(Established 1925)

Rates effective September 10, 1939. (Card No. 1.)

Owned and operated by Ohio Broadcasting Company. Business Office and Studio—550 Market Ave., Canton, Ohio, telephone 7166.

Wave—Power—Time
Operating power—250 watts. (100% modulation—crystal control.)

Commission and Cash Discount
Agency commission 15% on time costs to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see listing of Mutual Broad-casting System (Basic Supplementary Stations).

Table with columns for time slots and weeks for WIBC station.

CLASS "A"
(7:00 p.m. to 10:00 p.m. daily)

Table with columns for time slots and weeks for CLASS "A".

CLASS "B"
(5:00 p.m. to 7:00 p.m. week days, 10:00 p.m. to 11:00 p.m. daily, and 12:00 noon to 7:00 p.m. Sundays)

Table with columns for time slots and weeks for CLASS "B".

CLASS "C"
(9:00 a.m. to 5:00 p.m. week days, 11:00 p.m. to 12:00 midnight daily, and 9:00 a.m. to 12:00 noon Sundays)

Table with columns for time slots and weeks for CLASS "C".

CLASS "D"
(*12:00 midnight to 9:00 a.m. daily)

Table with columns for time slots and weeks for CLASS "D".

SPECIAL FEATURES
Musical Clock Features—7:00 a.m. to 9:00 a.m. daily except Sunday.

Table with columns for time slots and weeks for SPECIAL FEATURES.

News Programs - Class

Table with columns for time slots and weeks for News Programs.

ELECTRICAL TRANSCRIPTION
Transcription library services available. Rates on request.

REMOTE CONTROL
Additional charges for wire and mechanical equip-ment on programs originating outside of station studios.

SERVICE FACILITIES
Merchandising facilities available at actual cost.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Rates include studio facilities and an announcer.

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

Personnel
General Manager—Felix Hinkle. Commercial Manager—Robert Feilman. Chief Engineer—Kenneth Bulker.

CINCINNATI

WKCY

(Hamilton County)

Rates effective July 15, 1941. (Card No. 12.)

Owned and operated by L. B. Wilson, Inc. Business Office and Studios—Hotel Gibson, Cincin-nati, Ohio, Cherry 6565.

Wave—Power—Time
Operating power—50,000 watts. (Directional antenna.)

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time only.

General Advertising
For combination rates see listing of Columbia Broad-casting System (Basic Stations).

Table with columns for time slots and weeks for WKCY station.

CLASS "A"
(7:00 p.m. to 10:00 p.m.)

Table with columns for time slots and weeks for CLASS "A".

CLASS "B"
(10:00 a.m. to 4:00 p.m., 6:00 p.m. to 7:00 p.m. and 10:30 p.m. to 11:30 p.m.)

Table with columns for time slots and weeks for CLASS "B".

CLASS "C"
(7:30 a.m. to 10:00 a.m., 4:00 p.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with columns for time slots and weeks for CLASS "C".

CLASS "D"
(11:00 p.m. to 7:30 a.m.)

Table with columns for time slots and weeks for CLASS "D".

DISCOUNTS
Continuous service discounts (not applicable to an-nouncements): Less than 13 weeks None, 13 to 25 weeks 5%, 26 to 38 weeks 10%.

OHIO—Continued

CINCINNATI—Continued
W C K Y—Continued

ANNOUNCEMENTS

CLASS "A"
(6:01 p.m. to 10:29 p.m.)

1	13	26	52	100	300	500
tl.	tl.	tl.	tl.	tl.	tl.	tl.

1 minute transcription or
100 words 80.00 57.00 54.00 51.00 48.00 45.00 42.00
30 words 50.00 47.50 45.00 42.50 40.00 37.50 35.00

CLASS "B"
(8:59 a.m. to 6:01 p.m. and 10:29 p.m. to 11:01 p.m.)

1	13	26	52	100	300	500
tl.	tl.	tl.	tl.	tl.	tl.	tl.

1 minute transcription or
100 words 30.00 28.50 27.00 25.50 24.00 22.50 21.00
30 words 20.00 19.00 18.00 17.00 16.00 15.00 14.00

CLASS "C"
(11:01 p.m. to 8:59 a.m.)

1	13	26	52	100	300	500
tl.	tl.	tl.	tl.	tl.	tl.	tl.

1 minute transcription or
100 words 18.00 17.10 16.20 15.30 14.40 13.50 12.60
30 words 14.00 13.30 12.60 11.90 11.20 10.50 9.80

Additional discounts for 750 or more announcements under contract within one year.

SPECIAL FEATURES
Leased wire news specially edited and prepared for 5, 10, and 15 minute periods. Package rates for Monday through Saturday, cross-board periods quoted for six days per week at the four times per week rate. Subject to continuous service discounts. Availabilities on request.
Sports: Scores, flashes, direct remote broadcasts, announcements and programs quoted at package rates. Prepared and broadcast by experienced sportscaster. Availabilities on request.
Weather reports, temperature reports, time signals and other service features available at package rates. Availabilities on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on request.

SERVICE FACILITIES
Complete merchandising service available at no additional cost to sponsors of 26 or more consecutive 15 minute programs. On smaller contracts, where desired, service is billed client at actual cost.

Contract and Other Requirements
Services of the station program department, scheduled staff announcers and staff engineers in arranging and presenting programs are included without extra charge. Additional charges are made for program originating outside the station studios and for programs requiring special production. All programs must conform to the standards of the station. Station does not guarantee exact time for announcements but will meet advertiser's desire whenever feasible. Short rates will be charged back on all discounts not earned. The discount to which an advertiser would otherwise be entitled will not be prejudiced if he is required by the station to relinquish the time or times specified in his contract.

Closing Time
Closing date two weeks in advance of first program if material is to be included in publicity releases.

Mechanical Program Equipment
Equipped to handle vertical and lateral transcriptions with 33-1/3 and 78 r.p.m. turn-tables.

Personnel
President and General Manager—L. B. Wilson.
Sales Manager—Fred A. Palmer.
Public Relations Director—Elmer H. Dressman.
Chief Engineer—C. H. Tompiller.
Production Manager—Rex Davis.
Station Promotion Manager—Al Bland.
Sales Promotion Manager—George Moore.
Merchandising Manager—Thomas Mitchell.
Assistant Chief Engineer—Arthur Gillette.

Representatives
Free & Peters, Inc.

WCPO
(Established 1922)

Rates effective December 1, 1941. (Card No. 7.)
Operated by Scripps-Howard Radio, Inc. Affiliate with the Cincinnati Post.
Studio and Advertising Offices—Keith Bldg., Cincinnati, Ohio, Main 3314.
Transmitter—Daylight Building, 6th and Court, Cincinnati, Ohio.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 8:00 a.m. 12:15 a.m. Week days 6:30 a.m. to 12:00 midnight except Saturday, 6:30 a.m. to 8:00 a.m.

Commission and Cash Discount
Agency commission 15% to recognized agencies at station time only, providing remittance is made or before 10th day of the month. No cash discount.

General Advertising
Rates include charges by owners of music copyright. The following rates are for national advertising. For local advertising rates consult station management. Rates for 10 minute periods are three-fourths the 1 minute rate.

CLASS "A"
(7:06 a.m. to 11:00 p.m.)

Less than	
13 tl.	13 tl. 26 tl. 52 tl. 104 tl. 250 tl.
50 minutes	60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour	45.00 42.75 40.50 38.25 36.00 33.75
1/4 hour	35.00 33.25 31.50 29.75 28.00 26.25
5 minutes	18.00 17.10 16.20 15.30 14.40 13.50

CLASS "B"
(11:00 p.m. to 7:00 a.m.)
Class "A" rates less 20%.

ANNOUNCEMENTS
CLASS "A"
(5:00 p.m. to 11:00 p.m., 12:00 noon to 1:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

	120 wds.	60 wds.	15 wds.
1 time	13.00	11.00	9.00
13 times	12.50	10.50	8.50
26 times	12.00	10.00	8.00
52 times	11.50	9.50	7.50
104 times	11.00	9.00	7.00
250 times	10.50	8.50	6.50
500 times	10.00	8.00	6.00
800 times	9.50	7.50	5.50
1,200 times	9.00	7.00	5.00
2,000 times	8.50	6.50	4.50

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

1 time	11.00	9.00	8.00
13 times	10.50	8.50	7.50
26 times	10.00	8.00	7.00
52 times	9.50	7.50	6.50
104 times	9.00	7.00	6.00
250 times	8.50	6.50	5.50
500 times	8.00	6.00	5.00
800 times	7.50	5.50	4.50
1,200 times	7.00	5.00	4.00
2,000 times	6.50	4.50	3.50

SPECIAL FEATURES
Sports Broadcasts: Baseball, football, boxing, wrestling—rates on request.

PUBLIC SERVICE PROGRAMS
News—Monday through Saturday, every hour on the hour, approximately 10 minutes. Cost includes leased wire, news and announcer; 8:00 a.m., 9:00 a.m., 10:00 a.m., 11:00 a.m., 1:00 p.m., 2:00 p.m., 3:00 p.m., 4:00 p.m., 5:00 p.m., 7:00 p.m., 8:00 p.m., 9:00 p.m. and 10:00 p.m.

Per week	13 wks.	26 wks.	52 wks.
(6:00 a.m., 7:00 a.m., 11:00 p.m. and 12:00 midnight)	175.00	170.00	165.00
Per week (12:00 noon and 6:00 p.m.)	110.00	105.00	100.00

Two 15 minute periods, sold in combination, 6 weeks only. Cost includes leased wire, news and news-caster:
Per week 450.00
Sunday news—8:00 a.m. and every hour to 12:00 midnight, approximately 10 minutes. Cost includes announcer and news:
Per week 40.00 37.50 35.00

POLITICAL TALKS
Political speeches, talks, sermons, addresses, etc., acceptable for broadcast provided station time is paid in advance of each presentation.

TALENT
Rates on request.

Contract and Other Requirements
No contract accepted for longer period than one year. All programs, announcements, advertising talks, etc., subject to acceptance by management. Station reserves right to discontinue any advertising announcements, talks or programs for reasons sufficient to the station.
Contracts are not assignable; are subject to state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of station. Station management will not be responsible for losses sustained in any way as a result of statements made over station nor for injuries or accidents to performers or employees of the user while on the premises of station.
Station will not accept commercial programs or speeches discussing controversial subjects, except presentations by or for candidates for public office or representatives of duly recognized political parties.
(This listing continued on next page)

In Metropolitan Cincinnati

WCKY

DELIVERS A
STRONGER SIGNAL
TO
MORE PEOPLE
THAN ANY OTHER STATION

L.B. Wilson

CBS

FIFTY GRAND IN POWER

OHIO—Continued

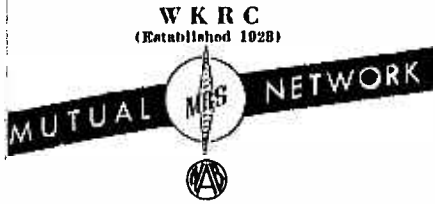
CINCINNATI—Continued
W C P O—Continued

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

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

Personnel
General Manager—M. C. Walters.

Representatives
The Branham Company.



Rates effective June 1, 1941. (Card No. 17.)
Owned and operated by the Cincinnati Times-Star. Business Office and Main Studio—Hotel Alma, Wm. H. Taft Rd. and Victory Parkway, Cincinnati, Woodburn 0550.
Transmitter—Hotel Alma, Wm. H. Taft Rd. and Victory Parkway, Cincinnati, Ohio.

Wave—Power—Time
Operating power 5,000 watts days; 1,700 watts nights. (100% modulation—crystal control.)
345.1 meters; 550 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on local Cincinnati time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net time charges to agencies recognized by station. No cash discount. Bills rendered weekly.

General Advertising
For combination rates see listing of Mutual Broadcasting System (Basic Network Stations).

GENERAL BROADCASTING RATES
Without Talent—Gross

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for Class 'A' (6:30 p.m. to 10:30 p.m. daily).

Table with columns for time slots and rates for Class 'B' (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 9:30 p.m. week days).

Table with columns for time slots and rates for Class 'C' (10:30 p.m. to 9:00 a.m. daily, and 1:00 p.m. to 5:00 p.m. week days).

DISCOUNTS

Programs or announcements in various time brackets may be combined to earn frequency discounts. This does not apply to combining programs with announcements.

Bulk Time Discount
For periods of more than 1-1/2 hours: 10% discount.

SPECIAL FEATURES

Table listing special features like 'The Woman's Hour', 'Open House', and 'The Economy Kitchen' with associated rates.

Participation in either "The Woman's Hour" or "Open House" is sold only on the basis of five days per week. No restrictions for "The Economy Kitchen." Combination of any of these programs to earn discounts is not permitted.
News periods locally originated (leased wire service) at time rates plus .75 per minute.
ELECTRICAL TRANSCRIPTION
Accepted at regular rates.

TALENT

Program ideas, lists of talent and prices will be furnished on request.

REMOTE CONTROL

Programs originating outside the studios are subject to special charges.

SERVICE FACILITIES

Station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, lists of talent and rates on request.

Contract and Other Requirements

All acceptable accounts are subject to the same rate, according to the time classification into which they fall.
All programs and advertising copy subject to approval of station. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract one year.
Contracts are not subject to cancellation on less than two weeks' written advance notice. Contracts cancelled are subject to short rate.

Mechanical Program Equipment

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

Personnel

General Manager—Hulbert Taft, Jr.
Commercial Manager H. E. East.
In charge of Nat'l Sales & Prom.—Ken Church.

Representatives

The Katz Agency, Inc.



Rates effective February 1, 1941. (Card No. 18.)
Owned and operated by The Crosley Corporation. Studio—1329 Arlington Street, Cincinnati, Ohio.
Transmitter—Mason, Ohio.

Wave—Power—Time

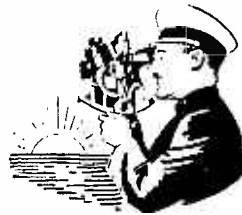
Operating power—50,000 watts.
(100% modulation.)
429.6 meters; 700 kilocycles.
Licensed to operate on nationally clear channel full time.
Operates on Eastern Standard Time.
Actual operating time not less than 19 hours daily.
Commission and Cash Discount
Agency commission 15% on net charges for station time to recognized agencies. Cash discount none.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Blue or Red Network). Rates include charges by owners of music copyrights.
MUSICAL AND DRAMATIC PROGRAMS ON CONTRACT
CLASS "A"

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour) and rates for Class 'A' (6:00 p.m. to 10:30 p.m.).

(This listing continued on next page)



Planning for Tomorrow's Problems Today

DURING the past few months, a great deal has been written about the seller's market, and its effect on advertising. Salesmen, armed with reasons for delivery delays, try to keep customers happy. Business is booming. In the defense industries, huge backlogs of orders will take the entire output of scores of plants for months to come. Shortages of material are the usual, rather than the unusual thing. Commerce feels the tremendous sales impetus of re-employment, increased consumer spending.

In such a scene, curtailment of advertising seems at first glance a logical and economical method of avoiding unnecessary expenditures, of conserving resources.

But business history proves this is not so.

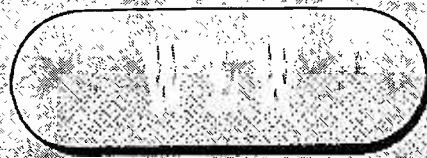
Industry's dusty archives are full of forgotten names of honest products . . . forgotten because their makers failed to realize that the public is fickle only because its memory is short.

It is highly improbable that this ad, or any other we might run, would result directly in a contract for time on WLW. But we aren't particularly concerned about this month's business, or next, or the next after that. Our business was never better.

But we are concerned about next year, and the years after that, when a seller's market, and an economy of oversold production, return to the norm—a buyer's market and keen competition for the customer's nod of acceptance.

Thus it is that we choose to practice what we preach . . . to keep at their sharpest selling tools and selling techniques that will come in handy when once again the buyer is back in the driver's seat.

Not only because we believe that the best time to advertise is when you have all the business you can handle—but because we feel it is only good common sense to keep reminding you of this important fact: when you buy WLW, you buy what is probably the lowest cost per impression in modern advertising.



THE NATION'S MOST MERCHANDISE-ABLE STATION

CLEVELAND—Continued W C L E—Continued

SPECIAL FEATURES
Time Signals and Weather Forecasts: Three announcements each day, one morning, one afternoon, one evening, run of schedule, per month, 425.00.
This is a flat rate and varies no quantity discounts.
Broadcasts extending over a period of two hours or more—rates on request.

POLITICAL RATES
Rates on request.

TALENT
Rates on request.

REMOTE CONTROL
Cost of lines and facilities additional.

SERVICES FACILITIES
Station's program department, artists bureau, staff ensembles, and announcers' services, merchandising department and publicity department at no extra charge.
Special merchandising at station cost.

Contract and Other Requirements
Advertising of light wines and beer accepted.
Rates for station time and service of an announcer. Talent is extra.
Contracts not accepted for a period longer than one year. First program must be presented within 30 days from date of contract.

Technical Program Equipment
Equipped to handle programs by electrical transcription, using double 33-1/8 and 78 r.p.m. turn-tables.

Personnel
General Manager—H. K. Carpenter.
Sales Manager—K. K. Mackenthorn.
Promotion Manager—Robt. Greenberg.

Representatives
Radio Advertising Corporation.

W G A R (Established 1930)



Rates effective April 1, 1939. (Card No. 9.)
Owned and operated by the WGAR Broadcasting Co., Business Office and Studio—Hotel Station, 12th and Euclid Ave., Cleveland, Ohio, Prospect 0200.
Transmitter—1000 Harvard Avenue, Cuyahoga Heights Village, Ohio.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
(100% modulation—crystal control.)
202.7 meters; 1430 kilocycles.

Licensed to operate full time on regional channel.
Operates on Eastern Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Daily 6:30 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills rendered monthly, payable 10th of month prior.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Rates include all charges by owners of music copyrights. 45 minutes is 80% of the hour rate.

CLASS "A"
(6:30 p.m. to 10:30 p.m. week days and 3:00 a.m. to 6:00 a.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour...	350.00	332.50	315.00	297.50	280.00	262.50
1/2 hour...	210.00	199.50	189.00	178.50	168.00	157.50
1/4 hour...	140.00	133.00	126.00	119.00	112.00	105.00
10 minutes	105.00	99.75	94.50	89.25	84.00	78.75
5 minutes	70.00	66.50	63.00	59.50	56.00	52.50
1 minute	35.00	33.25	31.50	29.75	28.00	26.25

CLASS "B"
(6:00 p.m. to 6:30 p.m. weekdays; 10:30 p.m. to 11:00 p.m. week days and Sundays; and 1:00 p.m. to 6:30 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour...	262.50	249.37	236.25	223.12	210.00	196.87
1/2 hour...	157.50	149.62	141.75	133.87	126.00	118.12
1/4 hour...	105.00	99.75	94.50	89.25	84.00	78.75
10 minutes	78.75	74.81	70.87	66.94	63.00	59.06
5 minutes	52.50	49.87	47.25	44.62	42.00	39.37
1 minute	26.25	24.94	23.62	22.31	21.00	19.69

CLASS "C"
(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 12:00 midnight week days and Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour...	175.00	166.25	157.50	148.75	140.00	131.25
1/2 hour...	105.00	99.75	94.50	89.25	84.00	78.75
1/4 hour...	70.00	66.50	63.00	59.50	56.00	52.50
10 minutes	52.50	49.87	47.25	44.62	42.00	39.37
5 minutes	35.00	33.25	31.50	29.75	28.00	26.25
1 minute	17.50	16.62	15.75	14.87	14.00	13.12

CLASS "D"
(*12:00 midnight to 9:00 a.m. week days and Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour...	87.50	83.12	78.75	74.37	70.00	65.62
1/2 hour...	52.50	49.87	47.25	44.62	42.00	39.37
1/4 hour...	35.00	33.25	31.50	29.75	28.00	26.25
10 minutes	26.25	24.94	23.62	22.31	21.00	19.69
5 minutes	17.50	16.62	15.75	14.87	14.00	13.12
1 minute	8.75	8.31	7.87	7.43	7.00	6.56

(* Service available only if a regularly scheduled program precedes or follows.

For periods of more than one hour on all schedules shown, multiply the hour rate by 1.4 for one and a half hours; by 1.6 for two hours; by 1.8 for two hours and a half, and by 2 for three hours.

SPECIAL FEATURES
Off the Record—Participating Program, 7:30 a.m. to 8:00 a.m. Mondays through Fridays.
Musical Clock—Periods where available between 7:00 a.m. and 9:00 a.m. week days. Monday through Saturday. Rates include transcriptions and rates are net.
1 hour, per week..... 350.00
1/2 hour, per week..... 210.00
1/4 hour, per week..... 140.00

RECORDED PROGRAMS

TALENT
Artists bureau available. Rates on request.

REMOTE CONTROL
Line costs plus monthly service charge. Rates on application. Public address equipment rates on request.

RECIVING FACILITIES
Merchandising department available.
Contract and Other Requirements.
Advertising of alcoholic beverages not accepted.
All acceptable accounts are subject to the same rates. Rates are for regular facilities of the station; talent is extra. Negotiations governing station contracts are standard conditions approved by the N. A. B.
All programs must conform to standards of the station; subject to approval of management. All contracts and programs subject to governmental regulations or restrictions.
Advertiser cannot cancel a contract until after program has been on the station for two weeks.

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

Personnel
Vice-President and Manager—John F. Patt.
Commercial Manager—Eugene Carr.
Representatives—Edward Petry & Company, Inc.

W H K

(Established 1921)
Rates effective September 1, 1941. (Card No. 15.)
Owned and operated by The United Broadcasting Co., Business Office—Terminal Tower, Cleveland, O., Prospect 5800.
Studio—Higbee Building, Cleveland, Ohio.
Transmitter—Seven Hills, Independence, Ohio.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
211.4 meters; 1420 kilocycles.
Licensed to operate on cleared national channel. Operates on Eastern Standard Time. Daylight Savings Time not observed.

Actual operating schedule: 7:00 a.m. to 12:00 midnight daily.
Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount. Talent not-out commissionable.
General Advertising
For combination rates see listings of National Broadcasting Company (Basic Blue Network), and Mutual Broadcasting System (Basic stations).
The following rates apply to both national and local advertising.
Rates include all charges for music copyrights.
Minute rates apply to a maximum of 100 words; chain breaks, 40 words.

CLASS "A"
(7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays) 250 words

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour...	340.00	323.00	306.00	289.00	272.00	255.00
1/2 hour...	200.00	193.00	186.00	179.00	172.00	165.00
1/4 hour...	130.00	126.00	122.00	118.00	114.00	109.00
10 minutes	102.00	98.00	94.00	90.00	86.00	82.00
5 minutes	68.00	64.50	61.20	57.80	54.40	51.00
1 minute	34.00	32.30	30.60	28.90	27.20	25.50

Participation announcement, 100 word
maximum 25.50 24.25 22.05 21.70 20.40 19.15

CLASS "B"
(9:00 p.m. to 7:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour...	255.00	242.25	229.50	216.75	204.00	191.25
1/2 hour...	153.00	145.35	137.70	130.05	122.40	114.75
1/4 hour...	102.00	96.90	91.80	86.70	81.60	76.50
10 minutes	76.50	72.70	68.85	65.05	61.20	57.40
5 minutes	51.00	48.45	45.90	43.35	40.80	38.25
1 minute	25.50	24.25	22.05	21.70	20.40	19.15

Participation announcement, 100 word
maximum 19.15 18.15 17.20 16.25 15.30 14.35
(This listing continued on next page)

BASIC STATION... COLUMBIA BROADCASTING SYSTEM... G. A. Richards, Pres. John F. Patt, Vice Pres. & Gen. Mgr. Edward Petry & Co., Inc., National Representative

WING—Continued

Quantity discounts retroactive on entire schedule as earned. All advertising scheduled to run during periods reserved for network programs must be re-scheduled on notice by the station.

The user will save Great Traffic Broadcasting Corp., operating radio station WING, harmless from any loss suffered by the corporation resulting from broadcast made by the user over the station of the corporation.

Program close one week in advance of broadcast. Talks, programs, contingencies, etc., must be submitted at least one week in advance.

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

Personnel Vice-President and General Mgr.—Ronald B. Woodyard. Paul H. Ruymer Company.

FINDLAY (Hancock County) WFIN (Established 1911)

Rates effective November 1, 1941. (Card No. 2.) Card received December 22, 1941.

Owned and operated by Findlay Radio Company. Business Office—500-1/2 S. Main St., Findlay, Ohio. Main 1330.

Transmitter—Hancock Savings & Loan Bldg., Findlay, Ohio.

Power—Time Operating power—1,000 watts days, 225.6 meters; 1330 kilocycles.

Actual operating schedule: Local sunrise to local sunset.

Commission and Cash Discount Agency commission 15% to recognized agencies on station time only. No cash discount.

General Advertising The following rates are for national advertising. Rates include charges by owners of musical copyrights.

Table with 4 columns: Duration (1 wk, 13 wks, 26 wks, 52 wks), Rates, and other columns.

Table for WEEKLY DISCOUNTS showing rates for 2, 3, 4, 5, and 6 times per week.

Table for ANNOUNCEMENTS with rates for 1 minute, 1.5 minutes, and 3 minutes.

Table for SPECIAL FEATURES with rates for 1, 2, 3, 4, 5, and 6 times per month.

News, religious, political, time signals, thirty-five word flashes. Rates on request.

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

Personnel Station Manager—Fred R. Hoyer. Production Manager—Grace E. Ingledue.

LEMA (Allen County) WLOK (Established 1936)

Rates received March 26, 1940. Owned and operated by The Port Industry Company. Business Office and Studio—National Bank Building. Lima, Ohio.



Waves—Power—Time Operating power 250 watts. (100% modulation—crystal control.) 211.3 meters; 1210 kilocycles.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized agencies on net charges for station time.

General Advertising For advertising rates see listing of National Broadcasting Company.

Table for ANNOUNCEMENTS with rates for 1 hour, 1/2 hour, and 5 minutes.

Table for SPECIAL FEATURES with rates for 1 hour, 1/4 hour, and 5 minutes.

Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

Table for ANNOUNCEMENTS with rates for 1 time, 13 times, 26 times, and 52 times.

Table for SPECIAL FEATURES with rates for 1 time, 13 times, 26 times, and 52 times.

Time signals, weather reports, etc. rates on request. ELECTRICAL TRANSCRIPTIONS Regular rates apply.

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

Personnel Managing Director—Orville E. Field. Program Director—Harry Lytle.

Contract and Other Requirements Program rates are for the facilities of station only and do not include talent.

Closing Time Contracts must be closed four weeks in advance for publicity announcement.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only.

General Advertising (11:30 a.m. to 1:00 p.m., 5:00 p.m. to 10:00 p.m. week days and all day Sunday)

Table for ANNOUNCEMENTS with rates for 1 hour, 1/2 hour, and 5 minutes.

Table for SPECIAL FEATURES with rates for 1 hour, 1/2 hour, and 5 minutes.

News, religious, political, time signals, thirty-five word flashes. Rates on request.

Mechanical Program Equipment Equipped to make lateral recordings at 33-1/3 and 78 r.p.m. in studios.

Personnel Managing Director—Ralph Elvin.

MANSFIELD (Richland County) WMAN (Established 1939)

Rate card issued November 1, 1939. Owned and operated by Richland, Incorporated.

Transmitter—Longview and North Main Street, one mile north of the business district of Mansfield, Ohio.

Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles.

Actual operating schedule: 7:00 a.m. to 11:00 p.m. Agency commission 15%: no cash discount.

Table for ANNOUNCEMENTS with rates for 1 time, 13 times, 26 times, 39 times, 52 times, 78 times, 156 times, and 300 times.

Table for SPECIAL FEATURES with rates for 1 time, 13 times, 26 times, 39 times, 52 times, 78 times, 156 times, and 300 times.

News, religious, political, time signals, and weather reports. Rates on request. Musical Clock, News, and Farm Hour. Rates on request.

(7:00 a.m. to 11:30 a.m. and 1:00 p.m. to 5:00 p.m. week days)

Table for ANNOUNCEMENTS with rates for 1 hour, 1/2 hr, 1/4 hr, 10 min, and 5 min.

General Advertising For advertising rates see listing of National Broadcasting Company.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Table for ANNOUNCEMENTS with rates for 1 hour, 1/2 hour, and 5 minutes.

Table for SPECIAL FEATURES with rates for 1 hour, 1/4 hour, and 5 minutes.

Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

Table for ANNOUNCEMENTS with rates for 1 time, 13 times, 26 times, and 52 times.

Table for SPECIAL FEATURES with rates for 1 time, 13 times, 26 times, and 52 times.

Time signals, weather reports, etc. rates on request. ELECTRICAL TRANSCRIPTIONS Regular rates apply.

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

Personnel Managing and Sales Director—Orville E. Field. Program Director—Harry Lytle.

Contract and Other Requirements Program rates are for the facilities of station only and do not include talent.

Closing Time Contracts must be closed four weeks in advance for publicity announcement.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only.

General Advertising (11:30 a.m. to 1:00 p.m., 5:00 p.m. to 10:00 p.m. week days and all day Sunday)

Table for ANNOUNCEMENTS with rates for 1 hour, 1/2 hour, and 5 minutes.

Table for SPECIAL FEATURES with rates for 1 hour, 1/2 hour, and 5 minutes.

News, religious, political, time signals, thirty-five word flashes. Rates on request.

Mechanical Program Equipment Equipped to make lateral recordings at 33-1/3 and 78 r.p.m. in studios.

Personnel Managing Director—Ralph Elvin.

MARION (Marion County) WMRN (Established 1940)

Rate received November 7, 1941. Owned and operated by The Marion Broadcasting Company.

Business Office and Studio—WMRN Bldg., Marion, Ohio. Transmitter—North Main Street, Marion, Ohio.

Power—Time Operating power—250 watts. (100% modulation—crystal control.) 201.3 meters; 1490 kilocycles.

Actual operating schedule: 7:00 a.m. to 10:00 p.m. Agency commission 15% to recognized advertising agencies on station time only.

General Advertising (11:30 a.m. to 1:00 p.m., 5:00 p.m. to 10:00 p.m. week days and all day Sunday)

Table for ANNOUNCEMENTS with rates for 1 hour, 1/2 hour, and 5 minutes.

Table for SPECIAL FEATURES with rates for 1 hour, 1/2 hour, and 5 minutes.

News, religious, political, time signals, thirty-five word flashes. Rates on request.

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

Personnel Managing Director—Ralph Elvin.

Contract and Other Requirements All acceptable accounts are subject to the same rates.

Closing Time Closing date is two weeks in advance of first program. Announcements, talks and recorded programs close 24 hours in advance of broadcast.

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

Personnel President—Robert T. Mason. Vice-President—S. Robert Morrison.

Contract and Other Requirements All acceptable accounts are subject to the same rates.

Closing Time Closing date is two weeks in advance of first program. Announcements, talks and recorded programs close 24 hours in advance of broadcast.

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

Personnel President—Robert T. Mason. Vice-President—S. Robert Morrison.

OHIO—Continued

TOLEDO

(Lucas County)

WSPD

(Established 1921)



Rate card Issued January 1, 1942. (Card No. 21.)
 Owned and operated by The Fort Industry Company.
 Business Office and Studio—The Broadcasting Bldg.,
 Toledo, Ohio, telephone Adams 8175.
 Transmitter—Perryburg, Ohio.
 Wave—Power—Time
 Operating power—5,000 watts.
 (100% modulation—crystal control.)
 219.0 meters; 1370 kilocycles.
 Licensed to operate full time on regional channel.
 Operates on Eastern Standard Time.
 Actual operating schedule: Sunday 8:00 a.m. to
 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.
 Commission and Cash Discount
 Agency commission 15% to recognized agencies on
 net charges for station time. No commission on
 talent. No cash discount. All bills due on 10th of
 month following service.
 General Advertising
 For combination rates see listing of National Broad-
 casting Company (Basic Red Network).
 The following rates are for national and regional
 advertising.
 Rates include radio charges by owners of music
 copyrights.
 Contracts must be written individually and separately
 for announcements and for programs; no combination
 of the two will be permitted for purposes of securing
 a greater frequency discount than would otherwise be
 obtainable. However, daytime and nighttime programs
 may be combined to earn a lower rate. Also, daytime
 announcements and nighttime announcements may be
 combined to earn a greater frequency discount.
 Rates subject to change without notice.

6:00 p.m. to 11:00 p.m. (Daily)				
1 hour	220.00	209.00	198.00	187.00 178.00 185.00
1/2 hour	182.00	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
5 minutes	45.00	42.75	40.50	38.25 36.00 33.75
(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays)				
1 hour	110.00	104.50	99.00	93.50 88.00 82.50
1/2 hour	66.00	62.70	59.40	56.10 52.80 49.50
1/4 hour	44.00	41.80	39.60	37.40 35.20 33.00
5 minutes	25.00	23.75	22.50	21.25 20.00 18.75
(12:00 noon to 6:00 p.m. Sundays)				
1 hour	165.00	156.75	148.50	140.25 132.00 123.75
1/2 hour	99.00	94.05	89.10	84.15 79.20 74.25
1/4 hour	66.00	62.70	59.40	56.10 52.80 49.50
(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to sign-off)				
1 hour	71.50	67.93	64.35	60.78 57.20 53.63
1/2 hour	42.90	40.75	38.61	36.47 34.32 32.18
1/4 hour	28.60	27.17	25.74	24.31 22.88 21.45

ANNOUNCEMENTS
 Announcements are accepted up to 100 words, but
 only Chain Breaks of 35 words maximum can be
 handled between commercial shows owing to 20 second
 time limit.
 (6:00 p.m. to 11:00 p.m.)
 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 200 tl.
 Chain breaks 30.00 28.50 27.00 25.50 24.00 22.50
 (8:00 a.m. to 6:00 p.m.)
 One minute 15.00 14.25 13.50 12.75 12.00 11.75
 (6:00 a.m. to 8:00 a.m. and 11:00 p.m. to
 sign-off)
 Announcement rates subject to discount of 40%.

REMOTE CONTROL
 Rates on application for broadcasts from cafes,
 theatres, clubs, banquets, etc.

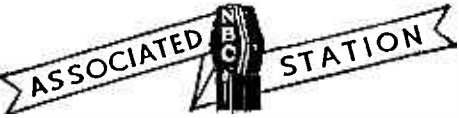
SERVICE FACILITIES
 Merchandising services are available to clients and
 agencies at no additional cost.
 The services of station production department are
 offered to broadcasters and advertising agencies, with-
 out additional cost, for the purpose of securing talent
 at the lowest possible prices. Program ideas, con-
 tinuities, etc., prepared and submitted without charge
 by station production department.
Contract and Other Requirements
 Advertising of alcoholic beverages not accepted.
 Program rates as outlined are for the facilities of
 the station only and do not include talent.
 Programs to be given from one of station studios
 in Toledo.

Publicity talks accepted only where subject is of
 public interest and service in the opinion of station
 director. Talk may be delivered by advertiser's rep-
 resentative or announcer. No deviation from manu-
 script permitted. Staff announcers serve all adver-
 tisers without additional charge. No contract ac-
 cepted for longer period than one year. All con-
 tracts subject to government regulations, and station
 owner's approval, and are subject to cancellation
 unless program starts within 30 days.
 Station management reserves the right to refuse or
 discontinue any advertising programs for reasons
 satisfactory to itself. All programs must conform
 to the standards of station; where advertiser pre-
 pares his own program it must be submitted at a
 reasonable time in advance for director's approval.
 Direct selling or lotteries are not consistent with
 policies of station. All proposals subject to prior
 booking of time.

Closing Time
 Contracts must be closed four weeks in advance to
 make newspaper announcement. Final closing two
 weeks. Manuscript for publicity talks must be
 submitted two days in advance.
Mechanical Program Equipment
 Equipped with lateral recordings equipment only in
 duplicate, capable of making continuous recordings

either 33-1/3 or 78 r.p.m., using Artistic or any
 other standard arrangement suitable for processing.
 Recording rates on request.
 Equipped with portable recording facilities at 33-1/3
 and 78 r.p.m. for 15 minute continuous instantaneous
 recordings for remote pick-up work. Recording rates on
 request.
 Equipped to handle programs by electrical transcrip-
 tion, using 33-1/3 and 78 r.p.m. triple turn-tables.
Personnel
 Vice-President and General Manager—J. H. Ryan.
 Commercial Manager—E. Y. Flanigan.
Representatives
 The Katz Agency, Inc.

WTOL



Rates effective February 1, 1940. (Card No. 3.)
 Owned and operated by The Community Broadcasting
 Company.
 Business Office and Studio—Bell Building, S. W.
 corner Erie and Madison, Toledo, O., Adams 8291.
 Transmitter—700 Madison Avenue, Toledo, Ohio.
 Wave—Power—Time
 Operating power—250 watts.
 (100% modulation—crystal control.)
 243.9 meters; 1230 kilocycles.
 Licensed to operate unlimited time. Operates on
 Eastern Standard Time.
 Actual operating schedule: 6:30 a.m. to 1:00 a.m.
 Commission and Cash Discount
 15% commission allowed to recognized agencies on

station time only. No cash discount. Bills payable
 weekly following broadcast.
General Advertising
 For combination rates see listing of National Broad-
 casting Company (Basic Red Supplementaries).
 The following rates are for both national and local
 advertising.
 Rates are for the facilities of the station only;
 talent extra.
 Quantity discounts retroactive on entire schedule as
 earned. All uncompleted contract schedules subject to
 short rate.

CLASS "A"				
(6:00 p.m. to 11:00 p.m. (daily)				
	1 tl.	13 tl.	26 tl.	52 tl. 104 tl. 200 tl.
1 hour	120.00	114.00	108.00	102.00 96.00 90.00
1/2 hour	72.00	68.40	64.80	61.20 57.60 54.00
1/4 hour	48.00	45.60	43.20	40.80 38.40 36.00
5 minutes	24.00	22.80	21.60	20.40 19.20 18.00
CLASS "B"				
(12:00 noon to 6:00 p.m. Sunday)				
1 hour	90.00	86.50	81.00	76.50 72.00 67.50
1/2 hour	54.00	51.30	48.60	45.90 43.20 40.50
1/4 hour	36.00	34.20	32.40	30.60 28.80 27.00
5 minutes	18.00	17.10	16.20	15.30 14.40 13.50
CLASS "C"				
(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight Sundays)				
1 hour	60.00	57.00	54.00	51.00 48.00 45.00
1/2 hour	36.00	34.20	32.40	30.60 28.80 27.00
1/4 hour	24.00	22.80	21.60	20.40 19.20 18.00
5 minutes	12.00	11.40	10.80	10.20 9.60 9.00
CLASS "D"				
(*12:00 midnight to 8:00 a.m.)				
1 hour	40.00	38.00	36.00	34.00 32.00 30.00
1/2 hour	24.00	22.80	21.60	20.40 19.20 18.00
1/4 hour	16.00	15.20	14.40	13.60 12.80 12.00
5 minutes	8.00	7.60	7.20	6.80 6.40 6.00
(*) Service available only if a regularly scheduled program precedes or follows. (This listing continued on next page)				



IN TOLEDO

WSPD

NBC Basic Red

5,000 WATTS FULL TIME

★
 Big name shows—com-
 bined with 20 years of
 service to the community
 —is convincing proof of
 responsive listeners.

National Representatives: THE KATZ AGENCY

OREGON—Continued

PORTLAND—Continued

K E X—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min), rates, and special rates. Includes rows for 30, 56, 60, 12, 68, 24 or more times.

CLASS "B"

Table for CLASS "B" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

CLASS "C"

Table for CLASS "C" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

CLASS "A"

Table for CLASS "A" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

CLASS "B"

Table for CLASS "B" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

CLASS "C"

Table for CLASS "C" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

CLASS "A"

Table for CLASS "A" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

CLASS "B"

Table for CLASS "B" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

CLASS "C"

Table for CLASS "C" with columns for time slots and rates. Includes rows for 1, 13, 26, 52, 65, 130, 156, 260, 312, 468, 624 or more times.

Table with columns for CLASS "A" (6:00 p.m. to 10:30 p.m.), rates, and special rates. Includes rows for 468, 624 or more times.

DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.

SPECIAL FEATURES
News: Regular rates apply plus 15.00 per 1/4 hour period and 7.50 per five minute period for news service and editing.

TALENT
Rates on application.
REMOTE CONTROL
On remote control broadcasts, station makes additional charges for engineering service.

SERVICE FACILITIES
Services of program department in arranging and presenting programs available at no extra cost.

(This listing continued on next page)

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

KGW

(Established 1922)
Date effective December 1, 1941. (Card No. 15.)
Owned and operated by the Oregonian Publishing Co.
Business Office and Studio—Oregonian Bldg., Portland, Oregon, Atwater 2121.
Transmitter—Faloma, Oregon.
Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
33.3 meter; 620 kilocycles.
Kept to operate full time on Pacific Coast Standard Time. Daylight Savings Time not observed.
Normal operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.
Transmission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time only. No commission on direct. No cash discount. Bills due and payable when rendered.
Special Advertising
For combination rates see listing of National Broadcasting Company (Pacific Coast Red Network).
Associated with KHQ, Spokane, Washington, KOMO, Seattle, Washington, for Northwest Triangle Chain (see rates).

W C E D—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription...

Personnel
Manager—Jason S. Gray.
Representatives—International Radio Sales.

EASTON
(Northampton County)
WEST
(Established 1938)



Rates received May 19, 1938.
Owned and operated by Associated Broadcasters, Inc.,
Easton, Pa.
Business Office—516 Northampton St., Easton, Pa.,
telephone 8061.
Transmitter—Williams Township, Easton, Pa.

Operating power—250 watts.
(100% modulation—Automatic crystal control.)
214.3 meters; 1400 kilocycles.
Operates on Eastern Standard Time. Daylight Savings
Time observed.
Licensed to operate full time.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising
agencies; no cash discount. Agency commission allowed
on cost of program supplied by station.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 3 min) and rates for different periods (After 6:00 p.m., Before 6:00 p.m.).

ANNOUNCEMENTS
50 word announcements charged 75% of the 75-125
word rate.
25 word announcements charged 60% of the 75-125
word rate.

POLITICAL ADVERTISING
One time rate applies.

TALENT
Routine talent available. List of talent and rates
on request.

REMOTE CONTROL
Remote work can be handled at any time. The cost
depending on line cost and installation fee.

SERVICE FACILITIES
Calls on trade, newspaper publicity, letters to trade
assistance to manufacturer's salesmen.

Contract and Other Requirements
Price quoting allowed. Station reserves the right to
cancel copy.

Closing Time
Five days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription,
using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Station Executive—Clair R. McCollough.
Station Manager—Elwood Anderson.

Representatives
Paul H. Raymer Company.

ERIE
(Erie County)
WERC
(Established 1941)

Rates effective February 1, 1941. (Card No. 1.)
Owned and operated by Presque Isle Broadcasting Co.
Business Office and Studio—121 West Tenth Street,
Erie, Pennsylvania, telephone 47-490.
Transmitter—121 West Tenth Street, Erie, Pa.

Operating power—250 watts days; 100 watts nights.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Daylight Saving Time observed.
Actual operating schedule: Sundays 8:30 a.m. to
12:00 midnight. Week days 7:30 a.m. to 12:00 mid-
night.

Commission and Cash Discount
Agency commission 15% to recognized agencies on
station time only. Cash discount 2%—10 days. Bills
rendered and due weekly unless otherwise specified.

General Advertising
For combination rates see listing of Columbia Broad-
casting System (Basic Supplementary Group).
The following rates are for national advertising. Fees
charged by owners of music copyrights are not in-
cluded in rates.
(7:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 35 words) and rates for different periods (9:00 a.m. to 7:00 p.m., after 10:00 p.m.).

DISCOUNTS
13 times..... 5% 100 times..... 20%
26 times..... 10% 150 times..... 25%
50 times..... 15% 300 times..... 30%
Quantity discounts under "General Advertising" apply
to either program or announcement contracts.

Special Features
News—Five minutes of news, including 100 words of
commercial copy at beginning and end, once per day,
six days per week.
Evening, per week..... 80.00
Daytime, per week..... 45.00
Time Signals—Three or six signals of not more than
25 words each per day, seven days per week.

Electrical Transcriptions
Regular rates apply. Transcription library service
available, extra 25%.

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

Talent
Rates on request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted ex-
cepting beer and light wines. Contracts subject to
cancellation by 30 days' written notice accompanied
by certified check at short rate to date of last pro-
gram. All proposals subject to prior sale. No periods
sold in bulk for resale. All contracts and programs
subject to station's approval and government regula-
tions. Station reserves the right to refuse or discon-
tinue any advertising for reasons satisfactory to the
station. Minimum contract term is one year.
Price quotations permitted on air. Rates for time
include usual station service furnished with time on
the air. Staff announcers at talent rates, if extra
service required. Rates subject to change without
notice.

Closing Time
Contracts close two weeks in advance of first broad-
cast. Announcement copy, transcriptions and talks
close 30 hours in advance.

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

Personnel
General Manager—Charles E. Denny.

Representatives
International Radio Sales.

WLEU
(Established 1935)

Rates effective January 1, 1942.
Owned and operated by WLEU Broadcasting Corp.
Studio—Commerce Bldg., 12th and State Streets
Erie, Pennsylvania.

Transmitter—Erie, Pennsylvania.
Wave Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Daylight Saving Time
observed.

Commission and Cash Discount
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
For combination rates see listing of National Broad-
casting Company (Basic Blue Supplementaries).
Charges by owners of music copyrights not included
in rates, except on network programs.
The following discounts are for national advertising.
Frequency discounts on programs and announcements
will be given only when earned from consecutive
broadcasting. Frequency discounts will not be allowed
on a retroactive basis.

Station reserves right to either reduce the number
of words in an announcement or to move it to an-
other spot when it conflicts due to length of an-
nouncement with network programs. All chain breaks
limited to 30 words maximum.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min) and rates for different classes (A, B, C, D, E).

FREQUENCY DISCOUNTS
13 times..... 5% 52 times..... 15%
26 times..... 10%

SPECIAL FEATURES
The Woman Listens with Joan Clark—rates on re-
quest.
Kiddee Program, Old Philosopher Program, Musical
Program, News of Sports in either 5 or 15 minute
periods—rates on request.
Time, temperature or weather reports—rates on re-
quest.

FOREIGN LANGUAGE PROGRAMS
Polish or Italian program or announcements—rates
and details on request.

POLITICAL RATES
On application.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply. No extra charge for use of
transcription library service.

REMOTE CONTROL
Advertiser pays all expenses involved on programs
originating outside of regular studios.

SERVICE FACILITIES
Station announcers serve all advertisers at studio
without extra charge. Services of the station's staff
are at the disposal of the advertiser without extra
charge, except in cases where special production or
service is desired. Service of woman announcer extra.

Contract and Other Requirements
All programs, continuities and announcements are
subject to approval by station management. Man-
agement also reserves the right to reject any mate-
rial without giving reason therefor. While manage-
ment cannot guarantee that a program or announce-
ment will be broadcast at time specified, it makes
every effort to give them at such time. All broad-
casts and talks subject to standard station contract.

Closing Time
All programs, talks, announcements and recorded pro-
grams should be in at least a week in advance of
presentation. Special production of programs should
be in at least two weeks in advance.

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

Personnel
President—Leo J. Omellan.
Vice-President and Gen'l Mgr.—V. Hamilton-Weir.

Representatives
None.

GLENSIDE
(Montgomery County)

WIBG
(Established 1925)

Rates effective July 1, 1941.
Owned and operated by Seaboard Radio Broadcast-
ing Corporation.

Business Office—Perry Bldg., Philadelphia, Pa.,
Rittenhouse 9182.
Studio—WIBG Bldg., Glenside, Pa., Majestic 2675.
Transmitter—Cheltenham Township, Pennsylvania.

Wave Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
303.0 meters; 990 kilocycles.

Licensed to operate on cleared channel. Operates on
Eastern Time Daylight Savings Time in operation.
Actual operating schedule: Sundays 8:00 a.m. to
Knoxville sunset. Week days 6:00 a.m. to Knoxville
sunset.

Commission and Cash Discount
Agency commission 15% to recognized advertising
agencies. No cash discount. Invoices mailed 1st
of each month if contract is not paid in advance.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for different periods (1 wk, 13 wks, 26 wks, 52 wks).

ANNOUNCEMENTS
One minute transcription or 100 words or less:
1 hr. 26 ct. 52 ct. 100 ct. 300 ct.

Table with columns for rates and schedule for announcements.

SPECIAL FEATURES
Danceland: Week days 10:15 a.m. to 12:00 noon and
3:30 p.m. to 5:30 p.m. Participation sponsorship
available in 15 minute periods only, either on three
or six times a week basis, minimum contract 13
weeks.

Discounts
13 weeks..... 5% 39 weeks..... 15%
26 weeks..... 10% 52 weeks..... 20%

Housewives' Jackpot, 9:00 a.m. to 9:30 a.m. and
Shoppers' Jackpot, 3:00 p.m. to 3:30 p.m.: Week
days, participating money give-away programs for
food and similar products. Limited to six accounts.
Minimum contract 13 weeks, per week 65.00.

Discounts
13 weeks..... 2-1/2% 39 weeks..... 7-1/2%
26 weeks..... 5% 52 weeks..... 15%

News, time signals and weather reports. Rates and
details on request.

POLITICAL RATES
Political rates on request.

TALENT
Rates on request.

REMOTE CONTROL
Contract and Other Requirements
Advertiser of alcoholic beverages accounted.
All broadcast material subject to approval of station
management. Time discounts apply only to total num-
ber of broadcasts for the same sponsor. Commercial
broadcasting subject to rules and regulations imposed
by state and federal laws.

(This listing continued on next page)

HAZLETON—Continued

WAZL—Continued

Contract and Other Requirements... Station reserves the right to censor copy... Five days in advance... Mechanical Program Equipment... Station Executive—Clair R. McCollough...

JOHNSTOWN (Cambria County) WJAC (Established 1925)



Station effective October 1, 1940. Owned and operated by WJAC, Inc. Licensed to operate unlimited time... General Advertising... Station Executive—Clair R. McCollough...

Table with 5 columns: Rate type (1 hour, 1/2 hour, etc.), and 5 columns of rates for different time slots (11-12, 12-1, etc.).

SPECIAL WEEKLY RATES table with 5 columns: Rate type (1 week, 2 weeks, etc.), and 5 columns of weekly rates.

Table with 5 columns: Rate type (1 week, 2 weeks, etc.), and 5 columns of rates for various time slots.

POLITICAL ADVERTISING... ELECTRICAL TRANSCRIPTIONS... TALENT... REMOTE CONTROL... SERVICE FACILITIES...

for broadcasting by owners of music copyrights... Contract and Other Requirements... Closing Time... Mechanical Program Equipment... Personnel... General Manager—J. C. Tully...

LANCASTER (Lancaster County) WGAL (Established 1922)



Rates received May 19, 1938. Owned and operated by WGAL, Inc. Licensed to operate unlimited time... General Advertising... Station Executive—Clair R. McCollough...

Table with 5 columns: Rate type (1 hour, 1/2 hour, etc.), and 5 columns of rates for different time slots.

ANNOUNCEMENTS table with 5 columns: Rate type (1 wk, 2 wks, etc.), and 5 columns of announcement rates.

POLITICAL ADVERTISING... TALENT... REMOTE CONTROL... SERVICE FACILITIES... Contract and Other Requirements... Closing Time... Mechanical Program Equipment...

LEWISTOWN (Mifflin County) W M R F (Established 1941)

Rates effective June 1, 1941 (Card No. 1). Owned and operated by Lewistown Broadcasting Co. Licensed to operate unlimited time... General Advertising... Station Executive—Clair R. McCollough...

Licensed to operate full time on local channel. Daylight Saving Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 6:00 p.m. Week days 7:00 a.m. to 10:00 p.m. Commission and Cash Discount... General Advertising... Rates include charges by owners of music copyrights...

Table with 5 columns: Rate type (1 hour, 1/2 hour, etc.), and 5 columns of rates for different time slots.

ELECTRICAL TRANSCRIPTIONS... REMOTE CONTROL... Contract and Other Requirements... Closing Time... Mechanical Program Equipment... Personnel... Station Manager—Joseph M. Nassau...

NEW CASTLE (Lawrence County) WKST (Established 1938)

Rates effective January 1, 1942. (Card No. 3). Owned and operated by WKST, Inc. Licensed to operate unlimited time... General Advertising... Station Manager—Joseph M. Nassau...

Table with 5 columns: Rate type (1 time, 13 times, etc.), and 5 columns of rates for different time slots.

ANNOUNCEMENTS table with 5 columns: Rate type (1 time, 13 times, etc.), and 5 columns of announcement rates.

ANNOUNCEMENTS... (This listing continued on next page)

PHILADELPHIA—Continued

WCAU (Established 1922)



Rates effective September 1, 1941. (Card No. 21.) Owned and operated by WCAU Broadcasting Co. Business Office and Studio—WCAU Building, 1022 Chestnut St., Philadelphia, Pa., Wickliffham 2-2000.

Operating power—50,000 watts. (100% modulation—automatic frequency control.) 17.9 meters; 1210 kilocycles.

Licensed to operate full time on national cleared channel. Operates on Eastern Standard Time. Daylight Savings Time in operation from last Sunday in April to last Sunday in September.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

ANNOUNCEMENTS Announcements accepted only in special periods. Each announcement is separated by at least three minutes of entertainment.

Table with 2 columns: Description and Rate. Includes 25 words or 1 minute electrical transcription, 25 words or 1 minute electrical transcription, etc.

WEEKLY STRIP UNITS available to one advertiser. Consisting of six periods or week, Monday through Saturday.

SPECIAL FEATURES Laura May Stuart: Women's participating feature broadcast Monday through Friday.

Orth Bell Theatre, Act 1 (10:40 p.m. to 11:00 p.m.), per participation 60.00; Orth Bell Theatre, Act 2 (11:30 p.m. to 11:50 p.m.), per participation 40.00.

REBATES A rebate will be allowed the advertiser for total number of units of broadcasting within 52 weeks. This rebate will be given when earned, as shown on the following rebate schedule.

Table with 2 columns: Rebate schedule and Net amount. Includes 1 to 25 times, 26 to 51 times, 52 to 103 times, etc.

TALENT Talent can be furnished by station or client. When furnished by station a fee of 10% of the talent cost is charged.

REMOTE CONTROL Facilities are available for picking up broadcasts from anywhere.

SERVICE FACILITIES Program department plans and produces complete radio features and program ideas, serves in an advisory capacity when desired.

PERSONNEL Commercial Manager—Alex Rosenman. Ass't Commercial Manager—James F. Coyle.

WDAS (Established 1922)



Rates effective September 1, 1940. (Card No. 8.) Owned and operated by WDAS Broadcasting Co., Inc. Business Office and Studio—1211 Chestnut St., Philadelphia, Pa., Locust 7400.

Operating power—250 watts. (100% modulation, automatic frequency control.) 21.3 meters; 1400 kilocycles. Daylight Savings Time observed.

Table with 2 columns: CLASS 'A' rates for week days and all day. Includes 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 100 words.

Table with 2 columns: CLASS 'B' rates for week days. Includes 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 100 words.

GROUP RATES (Week days only) Six 15 minute periods across the board: After 6:00 p.m. 150.00 Before 6:00 p.m. 100.00

5.00; 1 minute, each 6.00. Merry-Go-Round, Sr.: 100 word announcements, each 7.50; 1 minute, each 9.00. Combination rate, 100 words 10.00; 1 minute 12.00.

POLITICAL PROGRAMS Rates on request.

RELIGIOUS PROGRAMS Rates on request.

FOREIGN LANGUAGE PROGRAMS Limited to Jewish, Italian, Slovak, Polish and Lithuanian. Rates on request.

ELECTRICAL TRANSCRIPTIONS Will accept electrical transcriptions or records at any hour at regular rates.

TALENT Rates on request.

REMOTE CONTROL Facilities for handling programs originating outside studios. Rates for outside pick-ups on request.

SERVICE FACILITIES Station maintains an Artists' Bureau and Program Department which is available to advertisers.

CONTRACT AND OTHER REQUIREMENTS Rates do not include cost of talent. The advertiser will be charged with the cost of programs arranged by the station subject to the advertiser's requirements and approval.

CLOSING TIME Three days in advance of broadcast.

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut records.

PERSONNEL President—Alexander W. Dannenbaum. Treasurer—A. W. Dannenbaum, Jr. General Manager—P. J. Stanton.

WFIL (Established 1922)



Rates effective October 15, 1941. Operated by WFIL Broadcasting Company. Studio—18th floor Widener Bldg., Philadelphia, Pa., Rittenhouse 6900.

Operating power—1,000 watts. (100% modulation) 535.4 meters; 560 kilocycles.

Commission and Cash Discount Agency commission 15% to recognized agencies on net charges for station time only. No cash discount. Bills due and payable when rendered.

CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays)

Table with 2 columns: CLASS 'A' rates for week days and Sundays. Includes 1 hr., 1/2 hr., 1/4 hr., 5 min., 100 words.

CLASS 'B' (9:00 a.m. to 6:00 p.m. week days, 10:30 p.m. to 11:00 p.m. daily, and 9:00 a.m. to 1:00 p.m. Sundays)

Table with 2 columns: CLASS 'B' rates for week days and Sundays. Includes 1 hr., 1/2 hr., 1/4 hr., 5 min., 100 words.

CLASS 'C' (11:00 p.m. to 9:00 a.m.)

Table with 2 columns: CLASS 'C' rates for week days. Includes 1 hr., 1/2 hr., 1/4 hr., 5 min., 100 words.

WEEKLY PROGRAM STRIPS (11:30 p.m. to 9:00 a.m.) Six times weekly except Sunday.

DISCOUNTS Frequency discounts allowed retroactively on the number of broadcasts given within a year.

ANNOUNCEMENTS AND PROGRAM PERIODS OF FIVE MINUTES OR MORE CANNOT BE COMBINED TO EARN THIS BONUS DISCOUNT. The bonus discount does not apply to one minute electrical transcriptions or announcements.

(This listing continued on next page)

PITTSBURGH

(Allegheny County) KDKA

(Established 1920)



Rates effective January 15, 1942. (Card No. 1.) Owned and operated by Westinghouse Electric & Manufacturing Company.

Operating power—50,000 watts. (100% modulation—thermostatically controlled crystal.) 4.1 meters; 1020 kilocycles.

Permitted to operate full time on cleared national channel. Operates on Pittsburgh Time. Daylight Savings Time in operation from last Sunday in April to last Sunday in September.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for station time.

General Advertising Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments.

Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts.

Announcements (6:00 p.m. to 11:00 p.m.) 1 hour 500.00, 1/2 hour 300.00, 1 hour 200.00, 1/4 hour 100.00, 5 minutes 100.00

CLASS "B" (12:00 noon to 6:00 p.m. Sundays only) 1 hour 375.00, 1/2 hour 225.00, 1 hour 150.00, 1/4 hour 100.00, 5 minutes 75.00

CLASS "C" (11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon) 1 hour 250.00, 1/2 hour 150.00, 1 hour 100.00, 1/4 hour 81.00, 5 minutes 50.00

CLASS "D" (12:00 midnight to 9:00 a.m.) 1 hour 167.00, 1/2 hour 100.00, 1 hour 67.00, 1/4 hour 56.00, 5 minutes 34.00

CLASS "E" SERVICES Weather Reports, Temperature Reports—Each service broadcast once in each service period.

Evening, per week 250.00 Daytime, per week 125.00

Musical Clock—Broadcast prior to 9:00 a.m., Monday through Saturday.

Night Club—Broadcast between 11:15 p.m. and 10:00 midnight.

Program cost includes staff announcer, transcriptions and/or records. If live talent desired as substitute, separate program charges will be made.

Time Cost Program Cost gross Net Per week per week

1 hour unit 625.00 60.00 /2 hour unit 375.00 30.00 /4 hour unit 250.00 15.00

If any part of any of the above services is unavailable, the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES Applicable only to rates for local broadcasting listed under Classes "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts Applicable to schedules of eight or more consecutive weeks of local broadcasting.

Rebates for Consecutive Weeks 26 to 38 consecutive weeks 5% 39 to 51 consecutive weeks 7-1/2% 52 or more consecutive weeks 10%

Announcements (6:00 p.m. to 11:00 p.m.) 1 minute 50.00, 1/2 minute 47.50, 1/4 minute 45.00, 1/8 minute 42.50, 1/16 minute 40.00, 1/32 minute 37.50

Announcements (11:00 p.m. to 6:00 p.m.) 1 minute 25.00, 1/2 minute 23.75, 1/4 minute 22.50, 1/8 minute 21.25, 1/16 minute 20.00, 1/32 minute 18.75

Cooperative Features Home Forum—Monday through Friday. Available to non-competitive producers and manufacturers in food products and home equipment.

Shopping Circle—Monday through Friday. Available to non-competitive manufacturers of toilet goods, wearing apparel, etc.

Stockman Sam—Farm Program—Six announcements, 10 words each. 75.00 net per week time cost plus 15.00 net per week talent cost.

Electrical Transcriptions Accepted during regular broadcasting periods.

Remote Control Additional charges are made for programs originating outside of the station's studios.

Contract and Other Requirements All acceptable accounts are subject to the same rates. No orders are sold in bulk for resale.

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

Personnel Manager—James B. Rock. Sales Manager—J. S. de Russ.

Representatives National Broadcasting Company, Inc.

KQV

(Established 1919)



Rates effective January 1, 1942. (Card No. 6.) Owned and operated by KQV Broadcasting Company.

Operating power—1,000 watts. 252.8 meters; 1110 kilocycles.

Permitted to operate full time on regional channel. Operates on Eastern Standard Time.

Commission and Cash Discount Agency commission 15% on station time only to agencies recognized.

General Advertising For combination rates see listing of Mutual Broadcasting Company (Basic Net Network).

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and after 12:00 noon Sundays) 1 hour 300.00, 1/2 hour 180.00, 1/4 hour 120.00, 5 minutes 60.00

CLASS "B" (9:00 a.m. to 6:30 p.m. and 11:00 p.m. to 12:00 midnight) 1 hour 150.00, 1/2 hour 90.00, 1/4 hour 60.00, 5 minutes 30.00

CLASS "C" (12:00 midnight to 9:00 a.m.) 1 hour 75.00, 1/2 hour 45.00, 1/4 hour 30.00, 5 minutes 15.00

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m. week days and all day Sunday) 1 minute transcription or 100 words 30.00, 30 word maximum station break 22.50

SPECIAL FEATURES Weather forecasts, temperature reports and time signals charged at regular announcement rates.

TALENT Rates on request. REMOTE CONTROL Advertiser pays installation and line charges.

SERVICE FACILITIES Service of program department available for arranging and presenting programs.

Contract and Other Requirements All contracts are subject to station's approval and to governmental regulations.

Closing Time All programs close one week in advance of broadcast.

Personnel Station Manager—G. S. (Pete) Wassler. Commercial & Promotion Mer—Robert M. Thompson.

WCAE

(Established 1922)



Rates effective October 1, 1941. (Card No. 11.) Owned and operated by WCAE, Inc.

Operating power—5,000 watts. 240.0 meters; 1250 kilocycles.

Permitted to operate full time. Operates on Eastern Standard Time. Daylight Savings Time in operation from last Sunday in April to last Sunday in Sept.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies only on station time charges provided payment is made before the 15th of the month following broadcast.

General Advertising For combination rates see listing of Mutual Broadcasting System (Basic Network).

3/4 hour rate is 82% of the hourly rate in each classification.

PENNSYLVANIA—Cont'd

PITTSBURGH—Continued
W C A E—Continued

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various time periods (11-13 ti, 13-26 ti, etc.).

DISCOUNTS

Contiguous rates: One advertiser may combine programs of 15 minutes or more in length if such broadcasts occur in the same time bracket on the same day...

Discounts: Discounts in the above cases shall be figured as one program. Frequency cannot be combined with other program units.

quency discounts. When an advertiser discontinues a combination rate, his frequency discounts are discontinued and started anew.

ANNOUNCEMENTS
Announcement copy will be broadcast as submitted. If approved, and charges will be made at next higher rate if number of words exceeds limit in any class.

ANNOUNCEMENTS (continued)
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 (continued)
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 (continued)
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 (continued)
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.

SPECIAL FEATURES
Morning Express: Broadcast prior to 10:00 a.m. daily except Sunday.

SPECIAL FEATURES (continued)
Morning Express: Broadcast prior to 10:00 a.m. daily except Sunday. Announcement participation 75 words, available for 11 or more times, per broadcast, each 7.50; not subject to any discount or earned rate.

nouncer, transcription or records; rates for live talk programs furnished on request.

Six days per week:
1 wk. 13 wks. 26 wks. 39 wks. 52 wks.
1 hour 500.00 475.00 450.00 425.00 400.00

ANNOUNCEMENTS (continued)
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 (continued)
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 (continued)
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 (continued)
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.

SPECIAL FEATURES
Morning Express: Broadcast prior to 10:00 a.m. daily except Sunday.

SPECIAL FEATURES (continued)
Morning Express: Broadcast prior to 10:00 a.m. daily except Sunday. Announcement participation 75 words, available for 11 or more times, per broadcast, each 7.50; not subject to any discount or earned rate.

When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL MERCHANDISING SERVICE



RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.



STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency • National Representatives
New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K. C.

MUTUAL BROADCASTING SYSTEM

Contract and Other Requirements
Contract charges (artists, orchestra, continuity, etc.) are in addition to station charges.

W J A S (Established 1921)

Rates effective September 1, 1936. (Card No. 4.)
Owned and operated by Pittsburgh Radio Supply House.
Studio and Offices—Chamber of Commerce Building, Pittsburgh, Pennsylvania.

Operating power—5,000 watts to local sunset; 1.0 watts thereafter. (100% modulation.)
227.3 meters; 1320 kilocycles.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various time periods (11-13 ti, 13-26 ti, etc.).

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m., week days and all day Sunday)
1 ti. 26 ti. 100 ti. 200 ti. 800

PITTSBURGH—Continued

W J A S—Continued
TALENT

ates an application.
REMOTE CONTROL.
Advertiser pays installation and line charges on remote control.
SERVICE FACILITIES
Service of program department available for arranging and presenting programs.
Contract and Other Requirements
All contracts are subject to station owner's approval and to governmental regulations. All material must conform to the standards of the station. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.
Rates are for the facilities of the station only; talent extra.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
General Manager—H. J. Brennan.
Commercial Manager—Robert M. Thompson.
Representatives—William G. Rankin Company.
Artistic Consultant—Edward S. Townsend.

W W S W



Rates effective January 13, 1941.
Owned and operated by Walker & Downing Radio Corporation.
Studio—Apop Hotel Keystone, Pittsburgh, Pennsylvania, Grant 5200.
Transmitter—Pittsburgh, Pennsylvania.
Wave—Power—Time
Operating power—250 watts.
1.3 meters; 1400 kilocycles.
Licensed to operate full time. Daylight Savings Time observed.
Actual operating schedule: 24 hours daily.
Commission and Cash Discount
Agency commission 15% to recognized agencies on charges for station time. No cash discount. Billings payable when rendered.
General Advertising
Rates include charges by owners of music copyrights.
8:00 p.m. to 10:30 p.m. week days and after 1:00 p.m. Sundays

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour	125.00	118.75	112.50	100.00	93.85
2 hour	75.00	71.25	67.50	60.00	56.25
4 hour	45.00	42.75	40.50	36.00	33.75
15 minutes	20.00	19.00	18.00	16.00	15.00

(6:00 p.m. to 8:00 p.m. and before 1:00 p.m. Sundays)

	1 hr.	2 hr.	4 hr.	15 min.
1 hour	80.00	76.00	72.00	61.00
2 hour	50.00	47.50	45.00	40.00
4 hour	30.00	28.50	27.00	21.00
15 minutes	15.00	14.25	13.50	11.25

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

	1 hr.	2 hr.	4 hr.	15 min.
1 hour	70.00	66.50	63.00	56.00
2 hour	40.00	38.00	36.00	30.00
4 hour	25.00	23.75	22.50	18.75
15 minutes	12.50	11.87	11.25	10.00

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

	1 hr.	2 hr.	4 hr.	15 min.
1 hour	80.00	47.50	45.00	40.00
2 hour	30.00	28.50	27.00	22.50
4 hour	18.00	17.10	16.20	14.40
15 minutes	10.00	9.50	9.00	7.50

(*Service available only if a regularly scheduled program precedes or follows.)

ANNOUNCEMENTS

(8:00 p.m. to 10:30 p.m. week days and after 1:00 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
30 words	12.00	11.40	10.80	10.20	9.60
20 words	10.00	9.50	9.00	8.50	8.00
15 words	8.00	7.60	7.20	6.80	6.40
10 words	7.50	7.13	6.75	6.38	6.00

(6:00 p.m. to 8:00 p.m. week days and before 1:00 p.m. Sundays)

	10 words	15 words	20 words	30 words
10 words	10.00	9.50	9.00	8.50
15 words	8.00	7.60	7.20	6.80
20 words	7.50	7.13	6.75	6.38
30 words	7.00	6.65	6.30	5.95

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

	10 words	15 words	20 words	30 words
10 words	8.00	7.60	7.20	6.80
15 words	7.00	6.65	6.30	5.95
20 words	6.00	5.70	5.40	5.10
30 words	5.50	5.23	4.90	4.68

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

	10 words	15 words	20 words	30 words
10 words	6.50	6.18	5.85	5.53
15 words	6.00	5.70	5.40	5.10
20 words	5.50	5.23	4.90	4.68
30 words	5.00	4.75	4.50	4.25

(*Service available only if a regularly scheduled program precedes or follows.)

announcement service daily except Sunday:

1 time daily, per week	33.00
2 times daily, per week	55.00
3 times daily, per week	66.00

SPECIAL FEATURES
Baseball, football, hockey, basketball and all special sporting events, rates on request.
Farm Clock: Daily except Sunday, 7:30 a.m. to 8:00 a.m.; participating program for non-competitive products; regular rates apply.
Lessees Eventer: Daily, 10:30 a.m. to 11:00 a.m., daily announcement service, per week 45.00.
Weather Reports: Exclusive to one advertiser, broadcast three times daily, one Sunday; 50 word commercial preceding and following, per week 70.00.
Time Signals: Exclusive to one advertiser, four times daily, one Sunday, 60 word commercial, per week 5.00.
100 Club—12:00 midnight to 6:00 a.m., non-competitive participating, per week 66.00.

RECORDED PROGRAMS
Transcription library service available—rates and details on request. **TALENT**
Rates on application.
REMOTE CONTROL
Rates do not include facilities for remote control.
SERVICE FACILITIES
The services of the production department are available to advertisers for the development of programs and merchandising plans. Complete merchandising service available—details and estimates furnished on request.

Contract and Other Requirements
Contracts and copy subject to the station owner's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.
All programs must conform to the standards of the station. No contract will be entered into for a period longer than one year.
If, due to technical difficulties, the station fails to broadcast, the station will be held liable only to the extent of furnishing the plant with additional time equivalent to the omission.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
General Manager—Frank R. Smith, Jr.
Program Director—Walter K. Hickles.
Production Manager—John Wilhoit.
Representatives
Cox and Tans.

READING

(Berks County)

W E E U

(Established 1881)



Rates effective January 1, 1941.
Owned and operated by Berks Broadcasting Company.
Business Office and Studio—633 Penn Street, Reading, Pa., telephone 7435.
Other studios, Reading Senior High School, Reading, Pa., telephone 7435.
Transmitter—Spring Township, Berks County, Pa.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—automatic crystal control.)
352.0 meters; 850 kilocycles.
Licensed to operate on cleared national channel. Operates on Eastern Time. Daylight Savings Time in operation from the last Sunday in April to the last Sunday in September.
Actual operating schedule: Week days and Sundays 8:00 a.m. to local sunset.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount. Invoices mailed weekly.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementary with Red Network).

Rates include charges by owners of music copyrights. The following rates apply to national advertising.

	1 hr.	2 hr.	4 hr.	15 min.
1 hr.	150.00	135.00	128.25	121.85
2 hr.	90.00	81.00	76.95	73.10
4 hr.	60.00	54.00	51.30	48.75
15 min.	45.00	40.50	38.50	36.60
5 min.	30.00	27.00	25.65	24.35

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

	1 hr.	2 hr.	4 hr.	15 min.
1 hr.	100.00	90.00	85.50	81.25
2 hr.	60.00	54.00	51.30	48.75
4 hr.	40.00	36.00	34.20	32.50
15 min.	30.00	27.00	25.65	24.35
5 min.	20.00	18.00	17.10	16.25

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

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

	3 min.	1 min.
3 min.	18.75	16.00
1 min.	12.00	10.30

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

	3 min.	1 min.
3 min.	12.50	11.25
1 min.	8.00	7.20

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

POLITICAL SPEECHES
General advertising rates apply. Payment of all charges must be made in advance.
SPECIAL FEATURES
Friendly Club: Daily at 9:00 a.m. Sponsor participation, one or three minute announcement at regular announcement rates.
Noon Organ Harmonies: Daily 11:45 a.m. to 12:15 p.m. Sponsor participation limited to one minute at regular announcement rates.
Afternoon Shoppers Guide: Daily 2:00 p.m. to 2:45 p.m. Sponsor participation limited to one minute announcement at regular announcement rate.
Merchandise Review: Dinner period program. Sponsor participation limited to one minute announcement at regular announcement rates.
Weather Report, Station Break Flash, and Time Signals—rates on application.

ELECTRICAL TRANSCRIPTIONS
Programs by electrical transcription made exclusively for broadcast purposes accepted without service charge or time restriction.
TALENT
Rates on request.
REMOTE CONTROL
Pick-ups can be arranged at any point from which line facilities are available.
SERVICE FACILITIES
Station maintains program, merchandising and publicity departments. Services of these departments with merchandising aids available to clients at no extra cost.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Only one price quotation permitted. Station reserves the right to decline to broadcast any price mentioned which it deems to be contrary to the best interests of the public and the advertiser.
All programs, talks and announcements are subject to the approval of the station management without objection and must conform to station policy and governmental regulations. Rates do not include the cost of talent.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.
Personnel
General Manager—Clifford M. Chafey.
Program Director—Paul Broady.
Sales Manager—Robert Magee.
Representatives
George P. Hollingsbery Company.

W R A W

(Established 1921)

Rates effective January 1, 1941.
Owned and operated by Reading Broadcasting Company, Inc.
Studio—533 Penn Street, Reading, Pa., telephone 7435.
Other studios, State Theatre, Reading, Pa.
Transmitter—117th and Penn Streets, Reading, Pa.
Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
233.0 meters; 1310 kilocycles.
Licensed to operate on local channel. Operates on Eastern Time. Daylight Savings Time in operation from last Sunday in April to last Sunday in September.
Actual operating schedule: Week days 7:00 a.m. to 12:00 midnight; Sundays 6:00 p.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% to recognized agencies. Commission does not apply on talent. No cash discount. Invoices mailed weekly.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementary with Red Network).

Rates include charges by owners of music copyrights. The following rates apply to national advertising.

	1 hr.	2 hr.	4 hr.	15 min.
1 hr.	105.00	94.50	89.80	85.30
2 hr.	63.00	56.70	53.85	51.15
4 hr.	42.00	37.80	35.90	34.10
15 min.	31.50	28.35	26.95	25.00
5 min.	21.00	18.90	17.95	16.20

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

	1 hr.	2 hr.	4 hr.	15 min.
1 hour	70.00	63.00	59.85	56.85
2 hour	42.00	37.80	35.90	34.10
4 hour	28.00	25.20	23.95	22.75
15 min.	21.00	18.90	17.95	16.20
5 min.	14.00	12.60	11.95	10.80

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

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

	3 minutes	1 minute
3 minutes	13.15	11.85
1 minute	8.40	7.55

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

	3 minutes	1 minute
3 minutes	8.75	7.90
1 minute	5.60	5.05

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

POLITICAL SPEECHES
General advertising rates apply in all cases. Payment of all charges must be made in advance.
SPECIAL FEATURES
Good Morning Neighbor: 7:00 a.m. to 9:00 a.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.
Through the Arcade: 12:00 noon to 1:00 p.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.
Dine and Dance: 6:00 p.m. to 8:00 p.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.

TALENT
Rates on request.
Contract and Other Requirements
Advertising of alcoholic beverages accepted, but liquor advertising permitted only after 10:00 p.m. All programs, talks and announcements are subject to the approval of the station management without objection and must conform to station policy and government regulations.
Rates quoted do not include the cost of talent.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for both lateral and vertical cut recordings.
Personnel
President—Clifford M. Chafey.
Station Manager—Raymond A. Gaul.
Sales Manager—Arthur W. Chafey.
Representatives
None.

SCRANTON

(Lackawanna County)

W A R M

(Established 1940)

Rates effective January 1, 1941.
Owned and operated by Union Broadcasting Co.
Business Office and Studios—Select Building, Washington Avenue, Scranton, Pa.
Transmitter—O'Neill Highway, Dunmore, Pa., 2-1/2 miles from Scranton, Pa.
Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Eastern Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Week days 7:00 a.m. to 1:00 a.m. and 8:00 a.m. to 1:00 a.m. Sunday.
Commission and Cash Discount
Agency commission 15% on station time only to recognized advertising agencies. Payments must be made on or before the 10th of each month to earn commissions. No cash discount. No commission on talent.

General Advertising
For combination rates see listing of Mutual Broadcasting System.
In order to earn net rates quoted, contracts must be completed within 12 months. Discounts earned on announcements cannot be applied to program contracts or vice versa. To earn program discounts a minimum of one program per week must be used; contracts must be renewed or extended at, or before, expiration to earn a lower rate. Class "A" and "B" program time can be grouped to earn maximum discounts.

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

	1 tl.	26 tl.	52 tl.	104 tl.	208 tl.	312 tl.
1 hour	85.00	80.75	76.50	72.25	68.00	63.75
1/2 hour	51.00	48.45	45.90	43.35	40.80	38.25
1/4 hour	31.00	29.45	27.90	26.35	24.80	23.25
5 minutes	18.00	17.10	16.20	15.30	14.40	13.50

(This listing continued on next page)

PENNSYLVANIA—Cont'd

SCRANTON—Continued
W A R M—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'B' and SPOT ANNOUNCEMENTS.

PARTICIPATION PROGRAMS Rates on request. SPECIAL FEATURES Time signals, weather reports, etc. Rates on request.

TALENT Station maintains a talent booking office and will supply rates on request for special studio programs. REMOTE CONTROL Complete facilities for handling programs originating outside of the studios are available.

SERVICE FACILITIES Merchandising facilities of the station are available to advertisers. Contract and Other Requirements Advertising of beer and wine accepted.

Closing Time For inclusion of programs in publicity, 15 days are required. Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel President and General Mgr.—Martin F. Memolo. Commercial and Promotion Manager—George Field.

WGBI (Established 1925)

Rates effective January 1, 1941. (Card No. 7.) Owned and operated by Scranton Broadcasters, Inc. Business Office and Studios—1000 Wyoming Avenue.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 329.7 meters; 910 kilocycles.

Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 7:00 a.m. to 12:30 p.m., 1:30 p.m. to 4:30 p.m. and 5:30 p.m. to 1:00 a.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for talent and station time.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C'.

ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 10:30 p.m.) CLASS 'B' (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) CLASS 'C' (12:00 midnight to 9:00 a.m.)

CLASS 'C' (12:00 midnight to 9:00 a.m.) 1 hr. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl. 125 words or chain break..... 7.00 6.65 6.30 5.95 5.00 5.25

SPECIAL FEATURES Various special features and participation programs are broadcast throughout the day. Participation in such programs may be had at the usual announcement rates.

Program Ideas, Lists of talent and prices on request. REMOTE CONTROL Programs originating outside the studios are subject to special charges.

SERVICE FACILITIES The station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, list of talent and prices on request.

Personnel President—Frank McGarree. General Manager—George D. Coleman. Station & Promotion Mgr.—R. E. McDowell.

WQAN

Owned and operated by the Scranton Times. Wave—Power—Time Operating power—1,000 watts days; 500 watts nights.

Actual operating schedule: 6:00 a.m. to local sunset. Commission and Cash Discount Agency commission 15% on station time and talent to recognized agencies.

General Advertising Rates include charges by owners of music copyrights. 1 hour..... 60.00 1/2 hour..... 36.00

DISCOUNTS 13 times..... 5% 26 times..... 10% 52 times..... 15%

ELECTRICAL TRANSCRIPTIONS Regular time charges apply to recorded programs. Sound effect records take transcription rates.

POLITICAL Political advertising must be paid in advance. Rates on request. TALENT Details and rates on request.

REMOTE CONTROL Remote control service extra, and net. All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid for by advertiser.

SERVICE FACILITIES The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.

Closing Time Closing time one week in advance of service if program is to be included in publicity releases. Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel President and Manager—John Fahline, Jr. Secretary—Treasurer—George Heiges. Commercial Manager—J. T. Van Swarngen.

SUNBURY (Northumberland County)

WKOK (Established 1939)

Rates effective May 1, 1938. Owned and operated by Sunbury Broadcasting Co. Business Office and Studio—1150 N. Front St.

Actual operating schedule: Sunday 7:00 a.m. to 6: p.m. Week days 7:00 a.m. to 10:00 p.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies.

General Advertising The following rates are for national advertising. Local advertising rates consult station management.

Table with columns for time slots and rates for FEATURE SPOTS.

TALENT Practically all desired types of entertainers and artists available through station Artists' Service Bureau.

REMOTE CONTROL Thoroughly equipped to handle all remote program Contract and Other Requirements All copy and programs subject to approval of station management.

Personnel President—H. H. Haddon. General Manager—B. A. Beck. Station Manager—Melvin Lahr.

UNIONTOWN (Fayette County)

WMBS (Established 1937)

Rates effective December 1, 1941. (Card No. 2B.) Owned and operated by Fayette Broadcasting Corp. Business Office and Studio—Fayette Title and Trust Building.

Actual operating schedule: 6:00 a.m. to 1:00 a.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Table with columns for time slots and rates for CLASS 'A'.

CLASS 'B' (9:00 a.m. to 6:30 p.m. week days, 9:00 a.m. to 1:00 p.m. Sundays and 4:30 p.m. to 11:00 p.m. daily)

CLASS 'C' (11:00 p.m. to 9:00 a.m. daily)

(*) 60 words to 1 minute, live or transcription. (†) Station breaks, maximum copy 50 words, live or transcription.

UNIONTOWN—Continued

W M B S—Continued

ADDITIONAL DISCOUNTS

Additional quantity announcement discounts (100 words or station break); 520 announcements or more within a 52 consecutive week period earn an additional 25%. Announcements in different rate classifications can be combined for purpose of earning his additional 25%.

POLITICAL TALKS

Rates on request.

SPECIAL FEATURES

Time signals, weather forecasts, and temperature reports. Copy limited to 50 words including service feature. Station break rates apply to all types of service announcements.

Sports Review—Rates on request.

News—Leased wire service available—Rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Rates on request. All wire and mechanical charges will be billed to the client.

Contract and Other Requirements

Programs are for station time only. All programs and copy subject to approval of station management.

Closing Time

Prints, musical numbers with authors and composers, publishers and copyright owners names must be in file week prior to broadcast for copyright check.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

President and General Manager—Joseph C. Burwell. Commercial Manager—Michael E. Slazel. Program Director—Sullivan Sages. Representatives—Radio Advertising Corporation.

WASHINGTON

(Washington County)

W J P A

Rates effective December 1, 1941. Owned and operated by Washington Broadcasting Co. Business Offices and Studios—George Washington Hotel, Washington, Pa. Transmitter—Boyd Hill, 1/2 mile from city limits, Washington, Pa.

Wave—Power—Time

Operating power—250 watts. 16.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time.

Actual operating schedule: 7:00 a.m. to 1:00 a.m.

Commission and Cash Discount

Agency commission 15% to recognized agencies on net charges for station time; 2% cash discount. All bills due on 10th of month following service.

General Advertising

Filed with WSTV, Steubenville, Ohio; combination rates on request.

(Week Days)

Table with columns for rates per week (1 wk, 13 wks, 26 wks, 52 wks) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute.

SPECIAL WEEKLY RATES

(Week Days)

Table with columns for rates per week (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rows for daily, weekly, and Sunday rates.

ANNOUNCEMENTS

(Week Days)

Table with columns for rates per week (1 daily, 2 daily, 3 daily, 4 daily) and rows for various day rates.

DISCOUNTS

3 weeks, 5%; 26 weeks, 10%; 52 weeks, 20%.

SPECIAL FEATURES

News broadcasts: Five, ten, or fifteen minute periods. Rates on request.

Sports programs: Five, ten, or fifteen minute periods. Rates on request.

Weather forecasts, temperature reports and time signals take regular announcement rates. Maximum commercial tie-in 50 words.

POLITICAL TALKS

Rates on request. No quantity discount.

REMOTE CONTROL

Contract and Other Requirements. All contracts are subject to station approval and to governmental regulations.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables.

Personnel. General Manager—John J. Lauv. Commercial Manager—John M. Croft. Program Director—Stanley Schultz.

WILKES-BARRE

(Luzerne County)

W B A X

(Established 1922)

Rates effective October 15, 1941. Owned and operated by John H. Stenger, Jr. Studio—Orpheum Building, Wilkes-Barre, Pa., telephone 30190.

Transmitter—East End Boulevard, Plains Pennsylvania, one mile from Wilkes-Barre, Pa.

Wave—Power—Time

Operating power—100 watts. 241.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time.

Actual operating schedule: 6:30 a.m. to 2:00 a.m.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. No commission on talent. Cash discount—, General Advertising.

For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Group). (Week day evenings and all day Sundays)

Table with columns for rates and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and (Before 6:00 p.m. week days).

ANNOUNCEMENTS

(Week day evenings and all day Sunday)

100 words..... 7.50 7.12 6.75 6.37

(Before 6:00 p.m. week days)

100 words..... 5.00 4.75 4.50 4.25

DISCOUNTS

Volume discounts on request.

POLITICAL TALKS

One and one-half the one time night rate.

RECORDED PROGRAMS

Transcription library services available—rates and details on request.

TALENT

Rates on request.

REMOTE CONTROL

Wire and mechanical charges are extra.

SERVICE FACILITIES

Program planning, continuity writing, price quoting and production included without additional cost.

Contract and Other Requirements

No contract for more than 52 weeks accepted. Right reserved to reject any matter not conforming to station standards, and subject to governmental regulations and station approval. Priority governs position of broadcast period.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

General Manager—Hal Seville. Sales Manager—W. T. Jones-Evans. Representatives—Burn-Smith Company, Incorporated.

WBRE

(Established 1925)



Rates received August 23, 1937.

Owned and operated by Louis G. Baltimore.

Business Office and Studio—62 S. Franklin Street.

Wilkes-Barre, Pennsylvania, telephone 3-3101.

Transmitter—Kingston, Pennsylvania.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 223.9 meters; 1340 kilocycles.

Licensed to operate full time on cleared local channel. Operates on Eastern Standard Time.

Actual operating schedule: 7:00 a.m. to 1:00 a.m. daily.

Commission and Cash Discount

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

Price quoting permitted.

For combination rates see listing of National Broadcasting Company (Basic Supplementary with Blue or Red Network).

(After 5:00 p.m. week days and after 12:00 noon Sundays)

Table with columns for rates and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and (Before 5:00 p.m. week days and before 12:00 noon Sundays).

ANNOUNCEMENTS

(12:00 noon to 1:00 p.m. and after 5:00 p.m. week days and after 12:00 noon Sundays)

100 words or less..... 9.75 9.00 8.55 7.85

(Before 5:00 p.m. week days and before 12:00 noon Sundays)

100 words or less..... 6.50 6.00 5.70 5.10

POLITICAL TALKS

One and one-half times one-time evening rate.

SPECIAL FEATURES

Rates on request.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to talent hours.

TALENT

Rates on application. Artists' services available at local union rates.

REMOTE CONTROL

Special arrangements may be made for programs originating outside the regular studios.

Contract and Other Requirements

The musical program rates are for the facilities of the station only, talent is extra. Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. No contract accepted for longer than one year. All contracts subject to cancellation unless program starts within 60 days. All contracts subject to the station owner's approval and governmental regulations. The station owner reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself.

Contracts, unless otherwise agreed, subject to cancellation by a 30-day advance written notice accompanied by a certified check for short rates to the date of cancellation.

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by the advertiser when required in advance. No extra charge will be made when announcements are given by station announcer or staff. All orders for advertising subject to the station owner's approval as to continuities, music, program arrangement, etc.

Closing Time

Talent programs close two weeks in advance. Announcements, talks and recorded programs close one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

General Manager—Louis G. Baltimore.

WILLIAMSPORT

(Lycoming County)

W R A K

(Established 1920)



Rates effective January 1, 1939. Owned and operated by WRACK, Inc. Business Office and Studio—244 West Fourth Street, Williamsport, Pennsylvania.

Transmitter—1561 West Fourth Street, Williamsport, Pennsylvania.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles.

Licensed to operate full time. Operates on Eastern Standard Time.

Actual operating schedule: 7:30 a.m. to 10:15 p.m.

Commission and Cash Discount

Agency commission 15% on broadcasting rates only to advertising agencies recognized by station, and providing payment is made by 10th of month following service. No cash discount.

General Advertising

Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for rates and rows for 1 hr, 1/2 hr, 1/4 hr, 5 minutes, and (After 6:00 p.m.).

Table with columns for rates and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and (Before 6:00 p.m.).

ANNOUNCEMENTS

(After 6:00 p.m.)

120 words..... 7.00 6.65 6.30 5.95 5.60 5.25

50 words..... 4.00 3.80 3.60 3.40 3.20 3.00

(Before 6:00 p.m.)

120 words..... 5.00 4.75 4.50 4.25 4.00 3.75

50 words..... 3.00 2.85 2.70 2.55 2.40 2.35

POLITICAL TALKS

Rates on application.

TALENT

Rates on application.

REMOTE CONTROL

Remote work can be handled at any time. Wire and mechanical charges are extra.

SERVICE FACILITIES

Program planning, continuity writing and production included without additional cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. No contract for more than 52 weeks accepted. Right reserved to reject any matter not conforming to station standards.

Closing Time

Closing time for obtaining newspaper radio program listing is one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcriptions, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

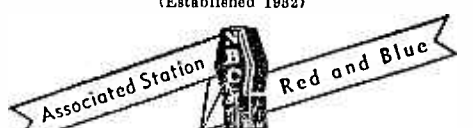
General Manager—George E. Joy. Commercial Manager—T. W. Metzger. Representatives—J. P. McKinney & Son.

YORK

(York County)

W O R K

(Established 1932)



Rates received May 19, 1938.

Owned and operated by York Broadcasting Co., Inc. Business Office and Studio—13 South Beaver Street, York, Pennsylvania, telephone 6629.

Transmitter—Lincoln Highway, 4-1/2 miles west of York.

(This listing continued on next page)

PENNSYLVANIA—Cont'd

YORK—Continued WORK—Continued

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—automatic crystal control.)
222.2 meters; 1350 kilocycles.
Licensed to operate unlimited time. Daylight Savings Time observed.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15%; no cash discount. Agency commission allowed on cost of program supplied by station.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Supplementary with Red or Blue Network), Mutual Broadcasting System (Basic Supplementary Stations) and Mason-Dixon Radio Group.

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

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 3 minutes), and 4 rows of rates for different time slots.

ANNOUNCEMENTS

Table with 4 columns: Words (75-125, 125-150, 150-175, 175-200), and 4 rows of rates for different word counts.

POLITICAL ADVERTISING

One time rate applies. TALENT
Routine talent available. Special lists available to advertisers upon request.

REMOTE CONTROL
Remote work can be handled at any time, cost depending on line cost and installation fees.

SERVICE FACILITIES
Personal calls on trade, newspaper publicity, letters to trade, personal assistance to manufacturers' salesmen.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.

Closing Time
Five days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

RHODE ISLAND

PAWTUCKET

(Providence County)

WFCI

(Established 1941)



Rates effective February 1, 1941. (Card No. 2.)
Owned and operated by the Pawtucket Broadcasting Company, telephone 9540.
Business Office and Studio—450 Main Street, Pawtucket, Rhode Island.

Wave—Power—Time
Operating power—1,000 watts.
211.3 meters; 1420 kilocycles.
Licensed to operate full time on cleared national channel. Daylight Saving Time observed.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. Cash discount none. Bills rendered 1st of month and are payable weekly following broadcast.

General Advertising
Affiliated with Mutual Broadcasting System.

For combination rates see listing of Colonial Network. The following rates are for national and local advertising. Rates include charges by owners of music copyrights.

Table for CLASS 'A' advertising rates, showing rates for various time slots from 7:00 p.m. to 6:00 p.m.

Table for CLASS 'B' advertising rates, showing rates for various time slots from 10:00 p.m. to 6:00 p.m.

Table for CLASS 'C' advertising rates, showing rates for various time slots from 8:00 a.m. to 8:00 p.m.

Table for CLASS 'D' advertising rates, showing rates for various time slots from 6:00 a.m. to 8:00 p.m.

Table for CLASS 'E' advertising rates, showing rates for various time slots from 11:00 p.m. to 6:00 a.m.

Table for ANNOUNCEMENTS, showing rates for 125 words or 1 minute transcription.

Table for SPECIAL FEATURES, showing rates for sports summaries and other special programs.

Between 6:00 p.m. and 11:00 p.m., each 32.00; per week 224.00.
Between 8:00 a.m. and 6:00 p.m. and after 11:00 p.m., each 24.00; per week 168.00.

POLITICAL TALKS
Regular rates apply. Payable in advance.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply; 10% extra is charged for use of transcription library service.

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

SERVICE FACILITIES
Complete program and production department available to plan, prepare and present programs.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine.

Between 6:00 p.m. and 11:00 p.m., each 32.00; per week 224.00.
Between 8:00 a.m. and 6:00 p.m. and after 11:00 p.m., each 24.00; per week 168.00.

ANNOUNCEMENTS
Participating announcements (After 6:00 p.m.)
125 words or one minute transcription... 20.00

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy and talks close 48 hours in advance. Transcriptions close 72 hours in advance.

PROVIDENCE

(Providence County)

WEAN

(Established 1922)



Rates effective March 1, 1938. (Card No. 11.)
Owned and operated by The Yankee Network, Inc. Business Office Address—21 Brookline Ave., Boston, Massachusetts, or Crown Hotel, Providence, R. I. telephone Dexter 1500.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
379.7 meters; 790 kilocycles.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Blue Network), Yankee Network, Colonial Network and Mutual Broadcasting System (Northeast [Colonial] Stations).

MUSICAL OR DRAMATIC PROGRAMS
(6:00 p.m. to 11:00 p.m. daily)
1 hour... 200.00
3/4 hour... 180.00

DISCOUNTS
Time discounts apply to total broadcasts in each classification for the same sponsor within the current year.

ANNOUNCEMENTS
Participating announcements (After 6:00 p.m.)
125 words or one minute transcription... 20.00

SPECIAL FEATURES
Baseball Scores, daily including Sundays:
Early evening, per week... 280.00

Day rate:
Per week (7 days)... 87.5

(This listing continued on next page)

RHODE ISLAND—Cont'd

PROVIDENCE—Continued

WE A N—Continued

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to transcription programs. Not restricted to certain hours.

TALENT
Rates and details on request.

REMOTE CONTROL
Arrangements for remote control broadcasts can be made, provided cost of lines, travelling expenses, etc., are paid by advertiser.

SEMI-REM. FACILITIES
Production Department, Sales and Merchandising Department and Yankee Network Artists Bureau available to advertisers.

Contract and Other Requirements
Detailed program rates are for the facilities of the station only; talent is extra. No blanket contracts accepted.

Personnel
Station Manager—John J. Boyle. Representatives—Weed & Company.

Operating power—5,000 watts. (100% modulation—automatic temperature crystal control.)

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net charges for station time.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

CLASS "A"
(7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. Sundays)

CLASS "B"
(6:00 p.m. to 7:00 p.m. and 10:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. Sundays)

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days and prior to 1:00 p.m. Sundays)

CLASS "D"
(11:00 p.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight Sundays)

ANNOUNCEMENTS
If and where available. (After 8:00 p.m.)

SPECIAL FEATURES
Housewives' Radio Exchange: Per broadcast 10.00. Musical Clock: 7:30 a.m. to 8:00 a.m. week days; 125 words maximum; per broadcast 7.50.

After 8:00 p.m., per week (six days) 120.00
Before 6:00 p.m., per week (six days) 60.00

RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours, but subject to station approval.

TALENT
Rates on application.

REMOTE CONTROL
Client must pay all line and service charges. Contract and Other Requirements

SEMI-REM. FACILITIES
Advertising of alcoholic beverages not accepted, excepting beer and wine.

Personnel
Station Manager—John J. Boyle. Representatives—Weed & Company.

Operating power—5,000 watts. (100% modulation—automatic temperature crystal control.)

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net charges for station time.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

CLASS "A"
(7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. Sundays)

CLASS "B"
(6:00 p.m. to 7:00 p.m. and 10:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. Sundays)

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days and prior to 1:00 p.m. Sundays)

CLASS "D"
(11:00 p.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight Sundays)

ANNOUNCEMENTS
If and where available. (After 8:00 p.m.)

SPECIAL FEATURES
Housewives' Radio Exchange: Per broadcast 10.00. Musical Clock: 7:30 a.m. to 8:00 a.m. week days; 125 words maximum; per broadcast 7.50.

After 8:00 p.m., per week (six days) 120.00
Before 6:00 p.m., per week (six days) 60.00

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—details on request.

TALENT
Rates on application.

REMOTE CONTROL
Complete facilities, services available at cost.

SEMI-REM. FACILITIES
Program and production department available to plan, produce and present programs.

Personnel
Station Manager—John J. Boyle. Representatives—Weed & Company.

Operating power—5,000 watts. (100% modulation—automatic temperature crystal control.)

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net charges for station time.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

CLASS "A"
(7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. Sundays)

CLASS "B"
(6:00 p.m. to 7:00 p.m. and 10:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. Sundays)

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days and prior to 1:00 p.m. Sundays)

CLASS "D"
(11:00 p.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight Sundays)

ANNOUNCEMENTS
If and where available. (After 8:00 p.m.)

SPECIAL FEATURES
Housewives' Radio Exchange: Per broadcast 10.00. Musical Clock: 7:30 a.m. to 8:00 a.m. week days; 125 words maximum; per broadcast 7.50.

After 8:00 p.m., per week (six days) 120.00
Before 6:00 p.m., per week (six days) 60.00

WPRO



Rates effective January 1, 1938. (Card No. 11.) Owned and operated by Cherry & Webb Broadcasting Company.

Business Office and Studio—Metropolitan Theatre Building, Providence, Rhode Island.

Transmitter—Wynnwood Trail, East Providence, Rhode Island.

Wave—Power—Time
Operating power—5,000 watts. (100% modulation—automatic temperature crystal control.)

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net charges for station time.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

CLASS "A"
(7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. Sundays)

CLASS "B"
(6:00 p.m. to 7:00 p.m. and 10:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. Sundays)

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days and prior to 1:00 p.m. Sundays)

CLASS "D"
(11:00 p.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight Sundays)

ANNOUNCEMENTS
If and where available. (After 8:00 p.m.)

SPECIAL FEATURES
Housewives' Radio Exchange: Per broadcast 10.00. Musical Clock: 7:30 a.m. to 8:00 a.m. week days; 125 words maximum; per broadcast 7.50.

After 8:00 p.m., per week (six days) 120.00
Before 6:00 p.m., per week (six days) 60.00

SOUTH CAROLINA

ANDERSON

(Anderson County)

WAIM

(Established 1935)



Rates effective November 15, 1939. (Card No. 5) Owned and operated by Wilton E. Hall.

Business Office and Studio—Anderson College, Anderson, South Carolina, telephone 800.

Transmitter—Anderson College, Anderson, S. C.

Wave—Power—Time
Operating power—250 watts. 213.9 meters; 1230 kilocycles.

Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount
Agency commission 15% on net charges for station time.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

CLASS "A"
(7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. Sundays)

CLASS "B"
(6:00 p.m. to 7:00 p.m. and 10:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. Sundays)

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days and prior to 1:00 p.m. Sundays)

CLASS "D"
(11:00 p.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight Sundays)

ANNOUNCEMENTS
If and where available. (After 8:00 p.m.)

SPECIAL FEATURES
Housewives' Radio Exchange: Per broadcast 10.00. Musical Clock: 7:30 a.m. to 8:00 a.m. week days; 125 words maximum; per broadcast 7.50.

After 8:00 p.m., per week (six days) 120.00
Before 6:00 p.m., per week (six days) 60.00

SOUTH CAROLINA—Cont'd

ANDERSON—Continued

W A I M—Continued

REMOTE CONTROL
All wire and mechanical charges for remote control, all traveling expenses, salaries of artists, etc., to be paid in advance when required.

SERVICE FACILITIES
The services of the station staff and announcers in arranging and presenting programs are available without extra charge. Merchandising department available.

Contract and Other Requirements
Rates are for station time only; talent charges are extra. Contract renewals subject to rates in effect at time of renewal. No contract accepted for longer period than one year. All contracts subject to station approval and governmental regulations.

Closing Time
Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

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

Personnel
Station Manager—Ennis Bray.
Assistant Manager Robert L. Easley.
Secretary—Edith Hall.
Publicity Director—Helen Hall.

Representatives
International Radio Sales.

CHARLESTON

(Charleston County)

W C S C

(Established 1930)



Rates effective January 1, 1939. (Card No. 7.)
Owned and operated by South Carolina Broadcasting Company, Inc.

Business Office and Studios—12th floor, Francis Marion Hotel, Charleston, South Carolina, telephone 7611.

Transmitter—Windermere, Savannah Highway.

Wave—Power—Time
Operating power—1,000 watts to local sunset; 500 watts thereafter.

215.3 meters; 1390 kilocycles.
Licensed to operate full time.
Operates on Eastern Standard Time. Daylight Savings Time not observed.

Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on net station charges to recognized agencies. No commission on talent. Cash discount 2%—10th of following month. Bills are mailed at end of each month and are due on the 10th of the month following broadcast.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group). The following rates are for national advertising. For local advertising rates consult station management.

Table with rates for CLASS 'A' (6:30 p.m. to 11:30 p.m.) including 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 100 words or less.

Table with rates for CLASS 'B' (9:00 a.m. to 6:30 p.m.) including 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 100 words or less.

Table with rates for CLASS 'C' (6:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight) including 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 100 words or less.

Table with DISCOUNTS including 13 times, 26 times, 52 times, 100 times, and 300 times.

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS
Announcements are quoted under general broadcasting rates as 100 words or less. One minute electrical transcriptions are accepted at the 100 word announcement rate. Chain break announcements, when available, accepted at regular rates. Portable recording equipment available.

TALENT
Rates on application.
REMOTE CONTROL
Portable short wave equipment available. Rates and details on request.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements
Maximum length of contract, one year. Rates are for station time only; talent charges extra. All programs and advertising copy subject to approval.

Closing Time
Closing date is seven days in advance. Mechanical Program Equipment

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

Personnel
President—John M. Rivers.
Commercial & Promotion Mgr.—Roland Weeks.

Representatives
Free & Peters, Inc.

WTMA Charleston, South Carolina
Announcing 1000 WATTS Day and Night
★ Half-wave Uniform Cross Section Radiator 425 feet High—In Salt Water Marsh—
★ Latest Type RCA High Fidelity Equipment



Now, RADIO ADVERTISERS CAN ECONOMICALLY COVER THIS,

No. 1 MARKET

WITH THIS MODERN STATION

A half-wave tower, located in a twenty-acre tract of salt water marsh and the finest equipment obtainable assures the maximum efficiency from 1000 watts. More network shows and more complete coverage of news and special events means more listeners . . . and that means more sales for your product when advertised over WTMA - - - A Newspaper Owned Station.

NBC Red WTMA AP News
NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY COMPANY
New York, Chicago, Detroit, Atlanta, Kansas City, San Francisco

WTMA (Established 1939)

Rates effective April 1, 1940.
Owned and operated by The Atlantic Coast Broadcasting Company; affiliated with the News & Courier and Evening Post.

Business Office—134 Meeting St., Charleston, S. C.
Studios—Wagener Terrace, Charleston, S. C.
Transmitter—Wagener Terrace, Charleston, South Carolina.

Wave—Power—Time
Operating power—1,000 watts.
239.9 meters; 1255 kilocycles.
Licensed to operate full time. Operates on Eastern Standard Time. Daylight Saving Time observed.

Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on net station charges to recognized agencies. No commission on talent. Cash discount of 2% on bills paid by 10th of month following broadcast. Bills are mailed at end of each month.

General Advertising
For combination rates see listing of National Broadcasting Company (Red Southeastern Group). The following rates are for national advertising.

Table with rates for CLASS 'A' (6:30 p.m. to 11:00 p.m.) including 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 100 words or less.

Table with rates for CLASS 'B' (9:00 a.m. to 6:30 p.m.) including 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 100 words or less.

Table with rates for CLASS 'C' (7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight) including 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 100 words or less.

ANNOUNCEMENTS
Chain break announcements, limited to 35 words when available, accepted at regular rates.

DISCOUNTS
In computing discounts on current broadcasting, the advertiser may combine broadcasting in the same calendar year under prior or concurrent contracts, except that announcements cannot be considered when computing discounts on programs of five minutes or longer.

Table with DISCOUNTS including 13 times, 26 times, 52 times, 100 times, and 300 times.

ELECTRICAL TRANSCRIPTIONS
One minute electrical transcriptions accepted at the 100 word announcement rate.

TALENT
Rates on request. (This listing continued on next page)

WTMA—Continued

REMOTE CONTROL
Remote control rates and details on request.
SERVICE FACILITIES
Services of station staff in rehearsing and presenting programs are available without extra charge.

COLUMBIA
(Richland County)
WCOS
(Established 1939)



Rate card dated December 1, 1940. (Card No. 3.)
Owned and operated by The Carolina Advertising Corporation.
Business Office and Studio—1202 Main Street, P.O. Box 748, Columbia, S. C., telephone 25501.

Table with 2 columns: Time slot and Rate. Includes CLASS 'A' (6:30 p.m. to 11:00 p.m. Sunday) and CLASS 'B' (9:00 a.m. to 6:30 p.m.).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:30 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight).

Table with 2 columns: Time slot and Rate. Includes DISCOUNTS and ELECTRICAL TRANSCRIPTIONS.

SPECIAL FEATURES
Sewscasts, weather reports, time signals, temperature reports—rates on request.
Direct wire news service available.

TALENT
REMOTE CONTROL
Rates and details on request.
SERVICE FACILITIES
The services of the station's staff and announcers in rehearsing and presenting programs are available without extra charge.

WIS
(Established 1939)



Associated Station
Red and Blue
Rates effective October 1, 1939. (Card No. 6.)
Owned and operated by station WIS, subsidiary of The Liberty Life Insurance Company.

Operates on Eastern Standard Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% to recognized agencies. Cash discount 2%, providing payment is made by 15th of month following service.

General Advertising
For combination rates see listing of National Broadcasting Company (Red Southeastern Group).
Permanent wire facilities are maintained between WIS and WOLS, Florence, S. C. The facilities of WOLS are offered in conjunction with those of WIS to WIS advertisers using programs of five minutes or longer duration, except news broadcasts.

Table with 2 columns: Time slot and Rate. Includes CLASS 'A' (6:30 p.m. to 11:00 p.m.) and CLASS 'B' (9:00 a.m. to 6:30 p.m.).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (After 11:00 p.m. and before 9:00 a.m.).

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS
The one announcement rate applies to all announcements, but their scheduling is determined by their length or duration as follows:

- 1. 35 words is the maximum length for chain break position.
2. 100 words live, or 30 second transcribed, announcements may be scheduled adjoining a network program providing the other adjacency is of local origin.
3. One minute announcements are accepted only for placement in announcement periods or participation programs.

Any announcement in excess of one minute is charged for at the five minute rate.
Transcription service available. Instantaneous recording equipment available for transcribing programs.

TALENT
Rates on application.
REMOTE CONTROL
Rates and details on request. Portable ultra high frequency relay broadcast transmitter available.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.
Contract and Other Requirements
Charges are for station time only, talent extra. Maximum length of contract accepted, one year. All programs and advertising copy subject to station approval.

Closing Time
Talent programs and recorded programs close seven days in advance of broadcast. Announcements and talks close two days in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

FLORENCE
(WFlorence County)
WOLS
(Established 1937)



Rates effective November 1, 1939. (Card No. 4.)
Owned and operated by O. Lee Stone.
Business Office and Studios—Sanborn Hotel, Florence, South Carolina, telephone 48.
Transmitter—1/4 mile south of Florence.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time. Operates on Eastern Standard Time.
Daylight Savings Time not observed.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Rates apply as follows:
The rate to which an advertiser is entitled is determined by the number of broadcasts made, or definitely ordered, within the calendar year, or within one year from the date of initial broadcast. The applicable rate for broadcasts subsequent to the one year period will be determined anew in the same manner. Failure to use the required number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and the rate paid.

Announcements cannot be considered when determining the rate applicable to programs (5 minutes or longer), or vice versa. The one announcement rate applies to all announcements, but their scheduling is determined by their length or duration as follows:
35 words is the maximum length for chain break position. 100 words live, or 30 second transcribed, announcements may be scheduled adjoining a network program providing the other adjacency is of local origin.

Table with 2 columns: Time slot and Rate. Includes CLASS 'A' (6:30 p.m. to 11:00 p.m.) and CLASS 'B' (7:00 a.m. to 6:30 p.m.).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (7:30 a.m. to 2:00 p.m. and 5:00 p.m. to 6:30 p.m.).

ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates on request.
Broadcast of transcriptions not limited to certain hours.

TALENT
Station will furnish any type of local talent available—rates on request.
REMOTE CONTROL
Facilities available for remote control—rates on request.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.
Contract and Other Requirements
All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Maximum length of contract, one year. All contracts cancellable unless program starts within 30 days. All programs and advertising copy subject to station approval.

Mechanical Requirements
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
Manager—O. Lee Stone.
Commercial Manager—H. Russ Holt.
Program Director—Rod Dorsey.
Representatives
Cox & Tanz.

GREENVILLE
(Greenville County)
WFBC
(Established 1938)



Associated
Red Network
Rates effective April 15, 1939. (Card No. 5.)
Owned and operated by the Greenville Nowa-Piedmont Company.
Business Office and Studios—Palmett Hotel, Greenville, South Carolina, telephone 302.
Transmitter—Gantt, South Carolina, three miles south of Greenville.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
(C. P. 5,000 watts nights.)
(100% modulation)
225.6 meters; 1330 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% on net charges to recognized agencies. No cash discount. No commission on talent.

Table with 2 columns: Time slot and Rate. Includes CLASS 'A' (6:30 p.m. to 11:00 p.m.) and CLASS 'B' (7:30 a.m. to 2:00 p.m. and 5:00 p.m. to 6:30 p.m.).

General Advertising
For combination rates see listing of National Broadcasting Company (Red Southeastern Group) and Blue Ridge Network.
The following rates are for national advertising. For retail advertising rates consult station management. Announcements and programs cannot be combined to obtain a lower rate.

SOUTH CAROLINA—Cont'd

GREENVILLE—Continued
W F B C—Continued

CLASS "C"
(11:00 p.m. to 7:30 a.m. and 2:00 p.m. to 5:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 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	12.50	11.87	11.25	10.62	10.00	9.38
100 words	6.50	6.17	5.85	5.52	5.20	4.87

When five or more announcements or programs are used per week, 5% additional discount is allowed.

POLITICAL ADVERTISING
Political advertising positively cash in advance; copy must be submitted 24 hours in advance; no political time accepted within 24 hours of election.

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS
Announcements are quoted under regular rates as 100 words or less. One minute electrical transcriptions nouncements accepted for scheduling in announcement periods only. Chain break announcements, when available, are limited to 25 words.

No charge for use of transcription except music royalties.
TALENT
Rates on application.
REMOTE CONTROL
Portable equipment is available for remote broadcasts at special charges.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements
Rates are for facilities of station only. Talent is extra. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Errors in commercial continuity will be corrected as quickly as possible. Commercial continuity limited to 10% of program.
Maximum length of contract, one year. All contracts cancellable unless program starts within 30 days. All programs and advertising copy subject to station approval.

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

Personnel
President—B. H. Peace, Jr.
Manager—Beverly T. Whitmore
Representatives—Weed & Company.
Atlanta—B. Frank Cook.

WMRC
(Established 1940)



Rates effective December 1, 1940.
Owned and operated by the Textile Broadcasting Company, Inc.
Business Office and Studio—Prevost Bldg., Greenville, S. C.
Transmitter—400 Mayberry St., one mile from business district, Greenville, South Carolina.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Daylight Saving Time observed.
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on time only. Bills rendered last of month, due 15th of following month.

General Advertising
For combination rates see listings of National Broadcasting Company (Blue Southeastern Group) and Mutual Broadcasting System (Basic Supplementary Stations).
Rates include charges by owners of music copyrights. The following rates are for national advertising. Announcements and programs cannot be combined to obtain a lower rate.

	1 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
1/2 hour....	36.00	34.20	32.40	30.60	28.80	27.00
1/1 hour....	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50

100 words
or less..... 5.00 4.75 4.50 4.25 4.00 3.75
Chain break announcements are limited to 25 words. One minute transcriptions are accepted at the 100 word announcement rate; all 100 word announcements and one minute transcriptions are accepted for scheduling in announcements periods only. No spot announcements over 100 words accepted.

SPECIAL FEATURES
News, sports, time, weather, temperature and stock quotations. Rates on request.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply.
Transcription library service available. Instantaneous recording equipment available.

TALENT
Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical cost.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except light wines and beer. Contracts subject to cancellation by thirty days' written notice accompanied by certified check at short rate to date of last program.

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

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-

tions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Pres. & Treas.—R. A. Jolley.
Manager—Ralph Barron.
Representatives
None.

GREENWOOD

(Greenwood County)

WCRS

(Established 1941)

Rates effective September 1, 1941.
Owned and operated by Grecco, Inc.
Business Office—P. O. Box 868, Greenwood, S. C.
Studio—Wilson St., 1/4 mile from business district, Greenwood, S. C.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Daylight Saving Time observed.

Actual operating schedule: Sundays 8:00 a.m. to 11:15 p.m. Week days 7:00 a.m. to 11:15 p.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered last of month, due 15th of following month.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. Announcements and programs cannot be combined to obtain a lower rate.

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

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	208 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
1/1 hour....	20.00	19.00	18.00	17.00	16.00	15.00

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	208 tl.
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50
100 words	5.00	4.75	4.50	4.25	4.00	3.75

or less.....
CLASS "B"
(7:00 a.m. to 6:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	208 tl.
1 hour....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour....	25.00	23.75	22.50	21.25	20.00	18.75
1/4 hour....	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes	7.00	6.50	6.00	5.50	5.00	4.50

100 words
or less..... 4.00 3.80 3.60 3.40 3.20 3.00

Chain break announcements are limited to 25 words. One minute transcriptions are accepted at the 100 word announcement rate; all 100 word announcements and one minute transcriptions are accepted for scheduling in announcement periods only. No spot announcements over 100 words accepted.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply.
Transcription library service available. Instantaneous recording equipment available.

TALENT
Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical cost.

Contract and Other Requirements
Advertising of alcoholic beverages, light wines and beer not accepted. Contracts subject to cancellation by 30 days' written notice accompanied by check at short rate to date of last program.

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

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

Personnel
President—Douglas Featherstone.
Station Manager—Dan Crosland.

SPARTANBURG

SOUTH CAROLINA'S

TOP MARKET

Here's a real market story. Center of the vast Southeast textile industry, Spartanburg now leads all South Carolina counties in Industrial Payrolls. State Labor Department data for the last fiscal year shows \$17,286,273 paid to Spartanburg workers—nearly a quarter-million more than in any other county! Now add 5 million received by cotton farmers, another million by peach growers, the \$12,000,000 payroll of Camp Croft, and you've got a \$35,000,000 *cash income bonanza* in WSPA's home county alone . . . just one of 25 rich Carolina Piedmont counties blanketed by 5,000 watts on 950 kc., from South Carolina's top station—in South Carolina's TOP market. See your Hollingbery representative now about '42 availabilities, or write us.

P. S.—Spartanburg leads the state in Retail Sales too, with a 34% increase over 1940 volume.

Walter J. Brown
Vice-President and
General Manager

WSPA

Represented by
Geo. P. Hollingbery
Company

5,000 W DAY SPARTANBURG 950 KILOCYCLES
1,000 W NIGHT CBS AFFILIATE

SPARTANBURG

(Spartanburg County)

WORD

(Established 1940)



Rates effective March 1, 1941. (Card No. 2.) Owned and operated by the Spartanburg Advertising Company, Inc. Business Office and Studios—155 S. Liberty Street, Spartanburg, South Carolina, telephone 2601. Transmitter—2-1/2 miles Northeast of Spartanburg, South Carolina. Wave—Power—Time Operating power—250 watts. (100% modulation). 214.3 meters; 1300 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% on charges to recognized agencies. No cash discount. No commission on talent. General Advertising For combination rates see listing of National Broadcasting Company (Blue Southeastern Group). The following rates are for National Advertising. For local advertising rates consult station management. Announcements and programs cannot be combined to obtain a lower rate.

Table with columns for time slots (6:00 p.m. to 11:00 p.m., 7:00 a.m. to 2:00 p.m., 11:00 a.m. to 7:00 a.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words or less.

ANNOUNCEMENTS All 100 word announcements are accepted for scheduling in announcement periods only. Chain break announcements, when available, are limited to thirty-five words.

POLITICAL RATES Class "A" rates apply regardless of time; cash in advance; copy must be submitted 12 hours in advance; no political time accepted within 24 hours of election.

SPECIAL FEATURES Time signals, weather reports and other special feature. Rates on request. One minute transcribed announcement accepted on basis of 100 words.

TALENT Rates on request. REMOTE CONTROL Equipment available for remote broadcasts. Rates on request.

SERVICE FACILITIES No charge for use of station music library. The services of station staff and announcers in rehearsing and presenting programs are available without charge.

Contract and Other Requirements All contracts for exclusive use of contracting parties. Time cannot be guaranteed. Errors in commercial continuity will be corrected as quickly as possible. Maximum length of contract, one year. All contracts cancellable unless started within 30 days from date of acceptance by station. All advertising copy and programs subject to station approval. Rate on which billing is made is determined by the number of broadcasts made, or definitely ordered, within calendar year, or within one year from the date of initial broadcast. Applicable rate for subsequent broadcasts will be determined anew in same manner. Failure to use number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and the rate paid.

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

Personnel Vice-President and Gen'l Mgr.—Walter J. Brown. Commercial Manager—J. W. Kirkpatrick. Program Director—William Stadefelt. Representatives George P. Hollingbery.

WSPA (Established 1929)



Rates effective March 29, 1941. (Card No. B.) Owned and operated by Spartanburg Advertising Co., Incorporated. Business Office and Studio—155 S. Liberty Street, Spartanburg, South Carolina, telephone 2900. Transmitter—2-1/2 miles northeast of city. Wave—Power—Time Operating power—5000 watts days; 1000 watts nights. (100% modulation). 315.8 meters; 950 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: 5:30 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% on net charges for station time to recognized advertising agencies. No cash discount. No commission on talent. General Advertising For combination rates see listing of Columbia Broadcasting System (Southeastern Group). Station include charges by owners of music copyrights. The following rates are for national advertising. For local rates, consult station management. Programs and announcements cannot be combined to earn maximum discount. Station break announcements cannot be combined with other announcements to earn maximum discount.

Table with columns for time slots (6:00 p.m. to 11:00 p.m., 7:00 a.m. to 2:00 p.m., 11:00 a.m. to 7:00 a.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words or less.

ANNOUNCEMENTS All 100 word or one minute announcements accepted for announcement periods. Station break announcements, when available, limited to 35 words on basis of 100 words.

POLITICAL RATES Class "A" rates apply regardless of time; cash in advance; copy must be submitted 12 hours in advance; no political time accepted within 24 hours of election.

SPECIAL FEATURES Time signals, weather reports, other special events - rates on request. TALENT Rates on request.

REMOTE CONTROL Portable equipment available for remote broadcasts. Rates on request.

SERVICE FACILITIES Services of station staff and announcers in rehearsing and producing programs are available without extra charge. No charge for use of station music library.

Contract and Other Requirements Beer and wine advertising accepted, subject to station approval. Rates are for facilities of station only, talent is extra. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Errors in commercial continuity will be corrected as quickly as possible. Maximum length of contract, one year. All contracts cancellable unless started within 30 days from date of acceptance by station. All advertising copy and programs subject to station approval. Rate on which billing is made is determined by the number of broadcasts made, or definitely ordered, within calendar year, or within one year from the date of initial broadcast. Applicable rate for subsequent broadcasts will be determined anew in same manner. Failure to use number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and the rate paid.

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

Personnel Vice-Pres. and General Manager—Walter J. Brown. Commercial Manager—J. W. Kirkpatrick. Program Director—Sterling W. Wright. Chief Engineer—Ralph Bennett. Representatives George P. Hollingbery.

SUMTER (Sumter County)

WFIG (Established 1940)



Rates effective February 1, 1940. Owned and operated by J. Samuel Brody. Business Office and Studio—391 N. Main St., Sumter, South Carolina. Transmitter—East of business district on Highway 76. Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Daylight Savings Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Table with columns for time slots (6:00 p.m. to 10:00 p.m., 9:00 a.m. to 11:00 a.m., 10:00 p.m. to 1:00 p.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words or less.

Table with columns for time slots (7:00 a.m. to 6:00 p.m., 12:00 p.m. to 1:00 p.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words or less.

ANNOUNCEMENTS (Day or Night) 100 words... 4.00 3.80 3.60 3.40 3.20 3.00 50 words... 3.00 2.85 2.70 2.55 2.40 2.25 25 words... 2.00 1.90 1.80 1.70 1.60 1.50 SPECIAL FEATURES News casts 5 minutes... 21.00 22.00 23.00 Alarm Clock 5 minutes daily... 20.00 18.00 16.00 Time signals ten 10 word announcements daily... 40.00 38.00 36.00 Fish Pond Quiz Show—200 word participation daily, 3:05 p.m. to 3:30 p.m., 20.00 18.00 15.00 Fifteen minute periods between 9:00 a.m. and 10:00 a.m. and 4:00 p.m. and 5:00 p.m. six days weekly... 48.00 42.00 36.00

ELECTRICAL TRANSCRIPTIONS General advertising rates apply. Rates include use of transcription library service.

REMOTE CONTROL Rates and details on request. Line and mechanical costs extra; not subject to agency commission.

SERVICE FACILITIES Rates and details on request. Line and mechanical costs extra; not subject to agency commission.

Contract and Other Requirements Maximum contract term, one year. All programs and advertising copy subject to station's approval.

Closing Time Contracts close two weeks in advance of first broadcast; announcements, transcriptions and talks close 24 hours in advance.

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

Personnel Station Manager—T. Douglas Youngblood. Representatives Cox & Tanz.

SOUTH DAKOTA ABERDEEN (Brown County) K A B R (Established 1935)



Rates effective November 15, 1939. Owned and operated by Aberdeen Broadcasting Co. Business Office and Studio—117-1/2 S. Main Street, Aberdeen, South Dakota. Transmitter—Lake Wylie, 3 miles northeast of Aberdeen. Wave—Power—Time Operating power—5,000 watts. 211.3 meters; 1420 kilocycles. Daylight Savings Time not observed. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to advertising agencies recognized by station management, following payment is made by the 10th of the month following service, otherwise no commission paid. No commission on talent. No cash discount. All statements for service due when presented.

General Advertising For combination rates see listing of Mutual Broadcasting System (North-Central Group). Affiliated with North-Central Broadcasting System. The following rates are for national advertising; 100 words of spoken copy constitute one minute's time.

Table with columns for time slots (6:30 p.m. to 10:00 p.m., 11:00 a.m. to 1:00 p.m., 6:00 p.m. to 8:30 p.m., 1:00 p.m. to 6:30 p.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words or less.

ANNOUNCEMENTS (Before 9:00 a.m. and after 10:30 p.m. week days, and before 9:00 a.m. and after 10:00 p.m. Sundays) 100 words... 55.00 49.50 44.00 38.50 33.00 27.50 1/2 hour... 33.00 29.70 26.40 23.10 19.80 16.50 1/4 hour... 22.00 19.80 17.60 15.40 13.20 11.00 10 minutes... 16.50 14.85 13.20 11.55 9.90 8.25 5 minutes... 11.00 9.90 8.80 7.70 6.60 5.50

Table with columns for time slots (6:00 p.m. to 10:00 p.m., 11:00 a.m. to 1:00 p.m.) and rows for 100 words or less, 50 words or less, 25 words or less.

(This listing continued on next page)

TENNESSEE

BRISTOL

(Sullivan County, Tennessee) (Washington County, Virginia)

WOPI

(Established 1929)



Rates effective October 1, 1941. (Card No. 10.) Owned and operated by Radiophone Broadcasting Station WOPI, Inc. Business Office and Studio—410-1/2 State Street, Bristol, Tennessee-Virginia, telephone WOPI. Transmitter—Old Abingdon Pike, Washington County, Virginia.

Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 201.3 meters; 1430 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time. Daylight Savings Time not observed. Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% on net charges for station facilities to recognized agencies. Invoices are mailed on the 1st of each month. No commission on talent. Cash discount none.

General Advertising: For combination rates see listing of National Broadcasting Company (Red Southeastern Group) and Blue Ridge Network. Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with columns for time (1 hr., 1 1/2 hr., 1/4 hr., 5 min.) and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.) and CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 11:00 p.m.).

ANNOUNCEMENTS

Table for ANNOUNCEMENTS with columns for time and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.) and CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 11:00 p.m.).

SPECIAL FEATURES

Sports Broadcast: Rates on request. News Broadcasts: Available in 15 minute and 5 minute periods. Special weekly rates apply. Women in the News: Daily feature. WOPI Jubilee: Live talent show, Saturday 9:00 p.m. to 10:00 p.m. Regular participation features: Early Risers: Hill-Billy folksongs, 6:00 a.m. to 7:00 a.m. Musical Clock: 7:00 a.m. to 8:00 a.m. Breakfast Club: Membership program, 8:15 a.m. to 9:00 a.m. Shoppers Guide: Variety hour 10:30 a.m. to 11:00 a.m. Tea Time Times: Dance music, 4:15 p.m. to 5:00 p.m. Sundown Serenade: 5:15 p.m. to 5:55 p.m.

ELECTRICAL TRANSCRIPTIONS: Transcription library services available.

TALENT: Not subject to commission. Rates on request.

REMOTE CONTROL: All wire charges to remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser in addition to rates, when required in advance.

Contract and Other Requirements: Rates apply to time charges only. No blanket contracts accepted. No contracts accepted for longer than one year. No hard liquor advertising accepted. All contracts subject to cancellation unless started within 30 days. All programs subject to management's approval and government regulations.

Closing Time: Closing time, if program is to be included in publicity release is two weeks in advance of service. Final closing date one week previous.

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

Personnel: President and General Manager—W. A. Wilson. Program Director—Foy Rogers. Commercial Manager—Roy L. Russell. Continuity Director—Mike Cady. Representatives: Burn-Smith Company, Inc.

CHATTANOOGA

(Hamilton County)

W A P O

(Established 1936)



Rates effective August 1, 1941. (Card No. A-3.) Owned and operated by W. A. Patterson. Business Office and Studio—Read House, Chattanooga, Tennessee, telephone 6-6141. Transmitter—One mile from center of business section of Chattanooga.

Wave—Power—Time: Operating power 5,000 watts days; 1,000 watts nights. (100% modulation.) 260.9 meters; 1150 kilocycles. Licensed to operate full time. Operates on Central Standard Time. Daylight Saving Time observed. Actual operating schedule: 6:00 p.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% on station time only. No cash discount. Bills rendered 1st of each month, payable within ten days.

General Advertising: For combination rates see listing of National Broadcasting Company. (Additional to Red Southeastern or Blue Southern Group.) The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time (1 hr., 1 1/2 hr., 1/4 hr., 5 min.) and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 10:30 p.m.).

ANNOUNCEMENTS

Table for ANNOUNCEMENTS with columns for time and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 10:30 p.m.).

News, weather and temperature reports, time signals, etc., rates on request.

Feature Participation programs, rates on request. ELECTRICAL TRANSCRIPTIONS: One minute electrical transcriptions are accepted at 100 word announcement rate. Transcriptions are available at no extra charge. Transcription library services available—rates on request.

TALENT: Rates on request. REMOTE CONTROL: Portable equipment available for remote broadcasts at special rates.

SERVICE FACILITIES: Services of the station staff and announcers in arranging and presenting programs are available without extra charge. Contract and Other Requirements: Maximum term of contract is one year. All programs and advertising copy subject to approval.

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

Personnel: Advertising Director—R. G. Patterson. Director Program Publicity—Helen Patterson. Representatives: Headley-Reed Company.

W D E F

(Established 1940)



Rates effective January 1, 1941. Owned and operated by Joe W. Engel. Business Office and Studio—Volunteer Life Building, Chattanooga, Tennessee, telephone 6-5664. Transmitter—Volunteer Life Building, Chattanooga, Tennessee.

Wave—Power—Time: Operating power—250 watts. (100% modulation.) 211.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central Standard Time. Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount: 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: For combination rates see listing of Mutual Broadcasting System (Southern Group). The following rates are for national advertising. For local advertising consult station management.

Table with columns for time (1 hr., 1 1/2 hr., 1/4 hr., 5 min.) and rates for CLASS 'A' (6:00 p.m. to 10:00 p.m., week days and 1:00 p.m. to 10:00 p.m., Sunday) and CLASS 'B' (10:00 p.m. to 11:00 p.m., Sunday).

Table with columns for time (1 hr., 1 1/2 hr., 1/4 hr., 5 min.) and rates for CLASS 'B' (7:00 a.m. to 6:00 p.m., 10:00 p.m. to 11:00 p.m., week days and 8:00 a.m. to 1:00 p.m., 10:00 p.m. to 11:00 p.m., Sunday).

SPECIAL FEATURES: News, weather reports and time signals. Rates on request.

ELECTRICAL TRANSCRIPTIONS: One minute transcription accepted at 100 word rate. Transcription library service available at extra charge.

TALENT: Local talent available. Artist bureau maintained. Rates on request.

REMOTE CONTROL: Portable equipment available.

SERVICE FACILITIES: Services of complete staff available at no extra cost. Contract and Copy Requirements: Maximum term of contract is one year. All copy subject to approval of station management.

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

Personnel: General Manager—Fred Bugg. Representatives: Burn-Smith Company, Incorporated.

W D O D

(Established 1925)



Rates effective June 1, 1941. (Card No. 5N.)

Owned and operated by W D O D Broadcasting Corporation. Business Office and Studio—Hamilton National Bank Building, Chattanooga, Tennessee. Transmitter—Hamilton County, Tennessee.

Wave—Power—Time: Operating power—5,000 watts to local sunset; 1,000 watts thereafter. (100% modulation.) (C. P. 5,000 watts nights.) 229.0 meters; 1310 kilocycles. Licensed to operate full time on cleared region channel on Central Standard Time. Actual operating schedule: Sundays 6:30 a.m. to 1:00 a.m. Week days 5:30 a.m. to 1:00 a.m.

Commission and Cash Discount: Agency commission 15% on broadcasting rates and to advertising agencies recognized by station owner. No commission on talent. No cash discount. Invoices mailed 1st of each month.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Southeastern Group). Rates include fees charged by owners of copyright music.

Table with columns for time (1 hr., 1 1/2 hr., 1/4 hr., 5 min.) and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 10:30 p.m.).

ANNOUNCEMENTS

Table for ANNOUNCEMENTS with columns for time and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 10:30 p.m.).

News, weather and temperature reports, time signals, etc., rates on request. ELECTRICAL TRANSCRIPTIONS: Regular time charges apply to recorded program. Not restricted to certain hours.

TALENT: Rates on application. REMOTE CONTROL: Arrangements can be made for remote control broadcasts. Charges are extra.

SERVICE FACILITIES: Service of program advertising and continuity departments as well as announcing and operating studios in securing talent, arranging and presenting advertising programs are included without extra charge.

Contract and Other Requirements: All contracts subject to the station owner's approval and governmental regulations. Station owner reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself. Contracts, unless otherwise agreed, subject to cancellation by a thirty day advance written notice accompanied by a certified check for short rates to the date of cancellation. All contracts subject to cancellation unless program started within 60 days. No blanket contracts accepted. Contract accepted for longer period than one year preferred position governed by priority and availability on contract basis.

Closing Time: Closing date on talent programs is two weeks in advance. Closing date for announcements, talks and recorded programs is one week in advance. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel: President—Norman A. Thomas. Vice-President—Earl W. Winger. Commercial Manager—Carter M. Parham. Program Director—Dorothy W. McCurdy. Representatives: Paul H. Raymer Company.

TENNESSEE—Continued

CLARKSVILLE

(Montgomery County)

WJZM

(Established 1911)

Rates effective October 23, 1941. (Card No. 1.) Owned and operated by W. D. & Violet Hutton Hudson. Business Office and Studio—Masonite Foundry Bldg., Third and Commerce Sts., Clarksville, Tenn. Transmitter—Martin St., 1-1/4 miles south of city, Clarksville, Tenn. Wave—Power—Time Operating power—250 watts. 4.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Daylight Saving Time observed. Regular operating schedule: Sundays 9:00 a.m. to 3:00 p.m. Week days 6:00 a.m. to 11:00 p.m. Commission and Cash Discount Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month and are due 10th of month. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn tables for vertical and lateral cut recordings. Personnel Station Manager—Les Carmichael. (Com. and Serv. Mgr.—T. P. White. Representatives Desobry & Co.

Table with 4 columns: Rate (per hour/minute), 11 a.m. to 12 noon, 12 noon to 5 p.m., 5 p.m. to 8 p.m., 8 p.m. to 11 p.m.

Table with 4 columns: Rate (per hour/minute), 6:00 a.m. to 8:00 p.m., 8:00 p.m. to 10:00 p.m., 10:00 p.m. to 11:00 p.m., week days.

SPECIAL FEATURES: Leased wire service available. Father reports, market and news broadcasts and other special features are based on actual number of ads used in copy and are subject to announcement charges.

ELECTRICAL TRANSCRIPTIONS: Stational rates apply. Rates include use of transcription library service.

POLITICAL: Four 75.00; 1/2 hour 37.50; 1/4 hour 25.00. Cash advance. REMOTE CONTROL: Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

SERVICE FACILITIES: Merchandising service includes advance distribution of signs, letters to the trade, window displays, monthlies surveys, etc. Merchandising and production department available.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted excepting beer. Advertiser will be charged with the cost of programs which will be arranged by the station.

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

Station Manager—Les Carmichael. (Com. and Serv. Mgr.—T. P. White. Representatives Desobry & Co. COOKEVILLE (Putnam County)

WHUB

(Established 1940)

Rates effective July 1, 1941. (Card No. 2.) Owned and operated by WHUB Incorporated. Business Office and Studio—Cookeville, Tennessee, telephone 200. Transmitter—807 Hickory St., Cookeville, Tenn. Wave—Power—Time Operating power—250 watts. 4.3 meters; 1400 kilocycles. Licensed to operate full time on a local channel. Daylight Saving Time not observed. Regular operating schedule: Sundays 8:00 a.m. to 3:00 p.m. Week days 6:00 a.m. to 10:00 p.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered 1st of month; due 10th of month.

Table with 4 columns: Rate (per hour/minute), 6:00 a.m. to 8:00 p.m., 8:00 p.m. to 10:00 p.m., 10:00 p.m. to 12:00 midnigh.

General Advertising

Rates include charges by owners of music copyrights. The following rates apply to national advertising. Rates based on one program per week.

Table with 4 columns: Rate (per hour/minute), 1 wk., 1 1/2 wks., 2 wks., 2 1/2 wks., 52 wks.

ANNOUNCEMENTS: 1 l. 13 l. 26 l. 52 l. 104 l. 208 l.

SPECIAL FEATURES: Time program, weather forecasts, Rates on request.

POLITICAL BROADCASTS: Rates on request.

SERVICE FACILITIES: Services of announcers, program and merchandising departments available at no extra charge.

ELECTRICAL TRANSCRIPTIONS: General advertising rates apply. Transcription library service available at no extra charge.

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

Contract and Other Requirements: Advertising of alcoholic beverages accepted. Contracts not accepted for periods longer than one year.

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

Station Manager—M. L. Medley. Station Director—Bill Reeves. Representatives New York—Associated Radio Sales, Philadelphia—Cox & Tanz.

JACKSON

(Madison County)

WTJS

(Established 1931)



Rates effective June 1, 1939. (Card No. 6.) Owned and operated by the Sun Publishing Company. Business Office and Studio—Jackson Sun Building, Jackson, Tennessee, telephone 1100.

Other Studios—Humboldt, Tennessee; Union City, Tennessee; Dyersburg, Tennessee; Corinth, Mississippi; Milan, Tennessee; Brownsville, Tennessee. Transmitter—2 miles south of Jackson Highway 45.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 215.8 meters; 1390 kilocycles. Licensed to operate full time on regional channel. Operates on Central Standard Time. Daylight Saving Time not observed.

Agency commission 15% on net charges for station facilities to recognized advertising agencies. Cash discount none. Commission does not apply on talent or production charges. Bills due and payable 10th of month following service unless otherwise specified.

General Advertising: For combination rates see listing of Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with 4 columns: Rate (per hour/minute), 6:00 p.m. to 10:00 p.m., 10:00 p.m. to 12:00 noon, 12:00 noon to 5 p.m., week days.

CLASS "B": (6:00 a.m. to 8:00 p.m. and 10:00 p.m. to 12:00 midnight)

Table with 4 columns: Rate (per hour/minute), 1 hr., 1/2 hr., 1/4 hr., 5 min., 60 words or less

SPECIAL FEATURES: Rates for sponsorship of special reports such as cotton, weather, crops, baseball and football scores are based on actual number of words used in advertising copy.

POLITICAL BROADCASTS: Political rate for all hours: 1 hour 75.00, 1/2 hour 37.50, 1/4 hour 25.00

ELECTRICAL TRANSCRIPTIONS: Transcription library service available at no extra charge.

TALENT

Rates on application. REMOTE CONTROL: Additional charges for programs originating outside the studio will be paid for by the advertiser.

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

General Manager—Albert A. Stone. Business and Contract Manager—A. B. Robinson. Representatives—The Branham Company.

JOHNSON CITY (Washington County)

WJHL

(Established 1939)



Rates effective January 15, 1941. Owned and operated by WJHL, Inc. Business Office and Studio—412 S. Roan Street, Johnson City, Tennessee.

Other Studios—Bonnie Kate Theater Building, Elizabethton, Tenn. Transmitter—Kingsport-Bristol Highway, 3 miles east of Johnson City.

Wave—Power—Time Operating power—1,000 watts. 329.7 meters; 910 kilocycles. Licensed to operate full time. Daylight Saving Time not observed.

Actual operating schedule: 6:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Production and talent net to the station.

General Advertising: For combination rates see listing of National Broadcasting Company (Blue Southeastern Group). The following rates are for national advertising. For local advertising rates apply to station management.

Table with 4 columns: Rate (per hour/minute), 1 hr., 1/2 hr., 1/4 hr., 5 min., 13 times, 26 times, 52 times, 104 times, 208 times, 312 times

(10:00 p.m. to 7:00 a.m. and 2:00 p.m. to 5:00 p.m.)

Table with 4 columns: Rate (per hour/minute), 1 time, 13 times, 26 times, 52 times, 101 times, 208 times, 312 times

ANNOUNCEMENTS: (7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 10:00 p.m.)

Table with 4 columns: Rate (per hour/minute), 1 time, 13 times, 26 times, 52 times, 100 times, 300 times, 600 times, 1000 times

Station break announcements, each 5.00. (10:00 p.m. to 7:00 a.m. and 2:00 p.m. to 5:00 p.m.)

Table with 4 columns: Rate (per hour/minute), 1 time, 13 times, 26 times, 52 times, 100 times, 300 times, 600 times, 1000 times

SPECIAL FEATURES: News Programs—5 or 15 minutes, rates on request.

Time Signals—4 daily, 7 days per week, per week, 50.00; 6 daily, 7 days per week, per week, 75.00.

RELIGIOUS AND POLITICAL TALKS: Accepted without regard for party or creed. Script must be submitted to station 24 hours in advance of broadcast.

ELECTRICAL TRANSCRIPTIONS: Transcription library service available at no extra cost.

TALENT: Rates on request.

REMOTE CONTROL: Necessary remote control equipment supplied by the station for temporary broadcasts at 5.00 per time, including the services of operator.

TENNESSEE—Continued

JOHNSON CITY—Continued
W J H L—Continued

nouncer extra. These broadcasts must originate where telephone lines are available. SERVICE FACILITIES. Additions and rehearsals free of charge to advertiser. Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for both lateral and vertical cut recordings. Personnel. General Manager—W. H. Lancaster. Commercial Manager—Ken Marsh. Representatives International Radio Sales.

KINGSPORT

(Sullivan County)
WKPT
(Established 1940)



Rates effective July 1, 1940. (Card No. 1.) Owned and operated by the Kingsport Broadcasting Company, Inc. Studio—Radio Center, Kingsport, Tennessee. Transmitter—Kingsport, Tennessee. Wave—Power—Time. Operating power—250 watts. 214.3 meters; 1400 kilocycles. Actual operating schedule: 6:30 a.m. to 11:30 p.m. Commission and Cash Discount. Agency commission 15%; cash discount none. General Advertising. For combination rates see listings of National Broadcasting Company (Red Southeastern Group) and Blue Ridge Network.

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 6:30 a.m. to 6:00 p.m., and after 10:30 p.m.) and rates for 1, 2, 1/4, and 5-minute spots.

ANNOUNCEMENTS

Table for ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 10:30 p.m.) and CLASS 'B' (6:30 a.m. to 6:00 p.m. and after 10:30 p.m.) with rates for 1 minute or less.

Contract and Other Requirements. All programs must pass all provisions of the Code of Ethics of the National Association of Broadcasters. The station reserves the right to refuse any advertising for reasons satisfactory to itself. The station reserves the right to re-schedule any commercial program conflicting with broadcasts of greater interest to the listeners. Maximum time limit of contracts is one year. All contracts cancelled prior to expiration date are subject to charges in accordance with rates shown for the time used to date of cancellation. Announcements and programs may not be combined to earn a greater frequency discount. Programs originating outside station's studios are subject to special charges that vary in each individual case.

POLITICAL RATE. Regular rates apply; cash required in advance. ELECTRICAL TRANSCRIPTIONS. Transcription library available at no extra cost. REMOTE CONTROL. Complete facilities for originating broadcasts outside station's studios. Expense for service charge at cost. TALENT. Talent charges will be furnished on request. SERVICE FACILITIES. Services of station's staff in arranging and presenting programs are included in rates. Unless other arrangements are made, station will furnish one announcer. Merchandising department available. Personnel. General Manager—Jess Swicegood. Program Director—Paul Overbay.

KNOXVILLE

(Knox County)
WBIR
(Established 1941)



Rates effective January 1, 1941. (Card No. 1.) Owned and operated by J. W. Birdwell. Business Office and Studio—Chamber of Commerce Bldg., 618 South Gay Street, Knoxville, Tenn., telephone 4-3321. Transmitter—Wilder Place and Brooks Avenue, one mile east of business district, Knoxville, Tenn. Wave—Power—Time. Operating power—350 watts. 211.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Central Standard Time. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 5:30 a.m. to 12:00 midnight. Commission and Cash Discount. Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month and are due 10th of month.

General Advertising. For combination rates see listing of Mutual Broadcasting System (Southern Group). The following rates are for national advertising. Rates include charges by owners of music copyrights. Announcements and programs may not be combined to earn a greater frequency discount. Discounts are allowed retroactively on broadcasts within a contract year.

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays) and CLASS 'B' (7:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 10:00 p.m. to 11:00 p.m. daily).

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays) and CLASS 'B' (7:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 10:00 p.m. to 11:00 p.m. daily).

Use of 12 announcements or programs by an advertiser in a single broadcast day is not permitted. POLITICAL. Rates and details on request. Payment in advance. ELECTRICAL TRANSCRIPTIONS. Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

Contract and Other Requirements. Advertising of alcoholic beverages not accepted, excepting light wines and beer. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time. Contracts close one week in advance of first broadcast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance.

Mechanical Program Equipment. Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Personnel. Station Manager—J. W. Birdwell. Commercial Manager—John P. Hart. Representatives—Burn-Smith Company, Incorporated.

WNOX

(Established 1921)

Rates effective September 1, 1941. (Card No. 6.) Owned and operated by Scripps-Howard Radio, Inc. Affiliated with The Knoxville News-Sentinel. Business Office and Studio—110 South Gay Street, Knoxville, Tenn., telephone 3-3171. Transmitter—5 miles northeast of Knoxville on Anderson Road.

Wave—Power—Time. Operating power—5,000 watts to local sunset; *500 watts thereafter. (100% modulation.) (* Temporary nighttime power. (C.P. 10,000 watts.) 303.0 meters; 990 kilocycles. Licensed to operate full time on a clear channel. Operates on Central Standard Time. Actual operating schedule: Sundays 5:30 a.m. to 12:00 midnight. Monday through Friday 5:00 a.m. to 12:00 midnight. Saturday 5:00 a.m. to 1:00 a.m.

Commission and Cash Discount. Agency commission 15% to recognized agencies on station time only provided remittance envelope bears post-mark on or before 10th of month, otherwise no commission will be allowed. No cash discounts. Bills rendered on the 1st of month.

General Advertising. For combination rates see listing of Columbia Broadcasting System (Southeastern Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. To be used within 52 weeks:

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 a.m. Sundays and 10:00 p.m. to 10:30 p.m. daily).

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 a.m. Sundays and 10:00 p.m. to 10:30 p.m. daily).

Applicable to Class 'B' time only. Available to advertisers who present transcribed programs subject to station approval. Discounts based on five or more periods per week: 1/4 hr. 1/2 hr. 1 hr. 35.00 52.50 87.50 less less less 13 weeks 22-1/2% 25% 40% 26 weeks 28% 31% 42% 39 weeks 30% 35% 45% 52 weeks 45% 50% 50%

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays and 10:00 p.m. to 10:30 p.m. daily).

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays and 10:00 p.m. to 10:30 p.m. daily).

Mid-day Merry-Go-Round: Monday through Saturday, 12:00 noon to 1:30 p.m.; six 120 word announcements, per week 40.00.

Time Signals, Weather and Temperature Reports. Daily except Sunday, two 30 word announcements each morning, afternoon and night. Minimum of four weeks, per week 137.00. 13 weeks continuous, per week 131.00. 26 weeks continuous, per week 125.00. 52 weeks continuous, per week 118.00. For use of 60 words add 20%; 120 words add 35%. Rates for morning and afternoon service are two-thirds of entire rate. Rates for evening service on are one-half of entire rate. All time signal announcements are sold on run-of-schedule basis and may be combined with other announcements or program to earn a lower rate. Participation in special features does not entitle advertiser to any discount on regular programs, announcements, nor can an advertiser obtain a discount on any of the special features because of use of regular programs or announcements. Announcements of 120 words or less and programs five minutes or more may not be combined to earn frequency discounts.

SPEECHES AND TALKS. Speeches, talks, sermons, etc., acceptable for sponsorship, provided station time is paid for in advance but station will not accept money for program speeches discussing controversial subjects, except by invitation by or for qualified candidates for public office or representatives of duly recognized political parties.

TRANSCRIBED PROGRAMS. Regular time charges apply. TALENT. Rates on application.

Contract and Other Requirements. No contract accepted for longer period than one year. All programs, announcements, advertising talks, etc. subject to acceptance by management. Station reserves right to discontinue any advertising announcement, talks or programs for reasons sufficient to station.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for both lateral and vertical cut discs. Personnel. Vice-Pres. & Gen'l Mgr.—R. B. Westergaard. Representatives The Branham Company.

WROL

(Established 1927)

Rates effective October 10, 1939. (Card No. 9.) Owned and operated by Stuart Broadcasting Corp. Business Office and Studio—Hamilton National Bldg., Knoxville, Tenn., telephone 2-7111. Transmitter—Holston Hills, Knoxville, Tenn.

Wave—Power—Time. Operating power—1,000 watts days; 500 watts night. 433.0 meters; 690 kilocycles. Licensed to operate full time on regional channel. Operated on Central Standard Time. Daylight Saving time not observed. Actual operating schedule: 5:00 a.m. to 12:00 midnight.

Commission and Cash Discount. Agency commission 15% to recognized agencies; cash discount. Statement and invoices rendered 10th of month following service. Accounts payable 10th of month following service. Production costs billed at net to station.

General Advertising. For combination rates see listing of National Broadcasting Company (Additional to Red Southeastern or Blue Southern Group).

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 a.m. Sundays and 10:00 p.m. to 10:30 p.m. daily).

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 a.m. Sundays and 10:00 p.m. to 10:30 p.m. daily).

ANNOUNCEMENTS. (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays) 120 words 13 26 52 104 176 352 or less 8.00 7.50 7.00 6.50 6.00 5.50 (This listing continued on next page)

MEMPHIS—Continued

W M C (Established 1920)

Closing Time
Manuscript must be submitted 48 hours in advance
Personnel
General Manager H. W. Havick
Commercial & Promotion Mgr. J. C. Eggleston
Representatives
The Branham Company.

KNOXVILLE—Continued W R O L—Continued

Table with columns for time slots (1, 13, 26, 52, 78, 156, 312) and rates for 30 words or less.

SPECIAL FEATURES
Signals: Six 30 word announcements daily, seven days weekly (10:30 four daytime and two evening); minimum contract 13 weeks, per week 76.00.

POLITICAL AND RELIGIOUS BROADCASTS
Political broadcasts accepted without party preference; however, manuscript of talk must be approved.

ELECTRICAL TRANSCRIPTIONS
Subscription library services available—rates and bills on request.

REMOVAL EQUIPMENT
Necessary equipment for remote control broadcasts supplied by station for temporary installations at 10 per time, but these broadcasts must be made on points where telephone line service is available.

MEMPHIS (Shelby County) W H B Q (Established 1926)

Rates effective February 1, 1941. Owned and operated by Broadcasting Station WHBQ, Incorporated.

General Advertising
Includes charges by owners of music copyrights. For all advertising rates consult station management.

Table with columns for time slots (1, 13, 26, 52, 104, 156, 250) and rates for 30 words or less.

ANNOUNCEMENTS
30 words is one minute; 50 words is 1/2 minute.

Table with columns for time slots (1, 13, 26, 52, 100, 150, 300) and rates for 30 words or less.

SPECIAL FEATURES
Leased wire service available. Regular rates apply.

RECORDED PROGRAMS
Regular time charges apply to recorded or transcribed programs. Not restricted to certain hours.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Rates effective February 1, 1938. (Card No. 14.) Owned and operated by The Memphis Publishing Co.

Operating power 5,000 watts days; 1,000 watts nights, 370.7 meters; 700 kilocycles.

Commission and Cash Discount
Agency commission 15% on net charges for station time to recognized advertising agencies.

General Advertising
For combination rates see listing of National Broadcasting Company (Mid-Southern Group).

Table with columns for time slots (1, 13, 20, 52, 100, 150, 300) and rates for 30 words or less.

MEMPHIS (Shelby County) W H B Q (Established 1926)
Rates effective February 1, 1941.

Table with columns for time slots (1, 13, 20, 52, 100, 150, 300) and rates for 30 words or less.

General Advertising
Includes charges by owners of music copyrights. For all advertising rates consult station management.

Table with columns for time slots (1, 13, 26, 52, 104, 156, 250) and rates for 30 words or less.

ANNOUNCEMENTS
30 words is one minute; 50 words is 1/2 minute.

SPECIAL FEATURES
Leased wire service available. Regular rates apply.

RECORDED PROGRAMS
Regular time charges apply to recorded or transcribed programs. Not restricted to certain hours.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

W M P S (Established 1926)

Rates effective February 15, 1940. (Card No. 14.) Owned and operated by Memphis Broadcasting Co.

Operating power 1,000 watts days; 500 watts nights, 205.5 meters; 1450 kilocycles.

Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount. Bills rendered monthly and payable within ten days.

General Advertising
For combination rates see listings of National Broadcasting Company (Blue Southern Group) and Mutual Broadcasting System (Basic Supplementary Stations).

Table with columns for time slots (1, 13, 26, 52, 100, 150, 300) and rates for 30 words or less.

MEMPHIS (Shelby County) W H B Q (Established 1926)
Rates effective February 1, 1941.

Table with columns for time slots (1, 13, 26, 52, 100, 150, 300) and rates for 30 words or less.

General Advertising
Includes charges by owners of music copyrights. For all advertising rates consult station management.

ANNOUNCEMENTS
30 words is one minute; 50 words is 1/2 minute.

SPECIAL FEATURES
Leased wire service available. Regular rates apply.

RECORDED PROGRAMS
Regular time charges apply to recorded or transcribed programs. Not restricted to certain hours.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

TENNESSEE—Continued

MEMPHIS—Continued

W R E C—Continued

Wave—Power—Time
Operating power—5,000 watts.
500 meters; 600 kilocycles.

Commission and Cash Discount
Agency commission 15% on net charges for station time to recognized agencies. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

Discounts allowed retroactively on the number of broadcasts given within a year, under contract, not to exceed one year's duration.

Table with 2 columns: Time slots (e.g., 1 hr., 1/2 hr., 1/4 hr.) and Rates for CLASS 'A' (6:00 p.m. to 10:00 p.m.)

Table with 2 columns: Time slots and Rates for CLASS 'B' (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time slots and Rates for CLASS 'C' (6:00 a.m. to 9:00 a.m., 12:00 midnight to 10:30 p.m.)

*Chain breaks—30 words 25.00 23.75 22.50 21.25 20.00 18.75 17.50

SPECIAL FEATURES
Time Signal Service: Includes two 30 word run-of-schedule announcements each morning, afternoon and evening, daily except Sunday.

Table showing rates for Complete Service (Less than 3 months, 3 months, 6 months, 9 months, 12 months) and Morning and afternoon service.

Rate for sponsorship of special reports such as cotton, weather, crops, baseball and football scores is based on actual number of words used in advertising copy and is subject to announcement rates.

Breakfast Club: Six mornings weekly. Participation available at 75% of regular announcement rates.
Who's Who in Memphis: Six nights weekly; participation available at 75% of regular announcement rates.

TALENT
Rates on application.

REMOTE CONTROL
Services and facilities for handling programs originating outside of the studio are available—rates quoted on request.

SERVICE FACILITIES
Rates include services of station announcer, assistance of the station management in securing, rehearsing and auditioning talent.

Contract and Other Requirements
Liquor advertising acceptable after 10:00 p.m., Central Standard Time.

Announcements are accepted with the understanding that programs take precedence, and that announcements scheduled for periods later sold for programs may be re-scheduled by the station at equally advantageous times.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for both vertical and lateral reproductions.

Personnel
President and General Manager—Hort B. Wooten.

National Representatives
The Katz Agency, Inc.

NASHVILLE

(Davidson County)

WLAC

(Established 1926)



Rates effective May 1, 1937. (Card No. 2.)
Owned by J. T. Ward.
Operated by WLAC Broadcasting Service.

Business Office and Studio—Third National Bank Building, Nashville, Tennessee.
Transmitter—Dixie Highway, Nashville, Tennessee.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

Table with 2 columns: Time slots and Rates for CLASS 'A' (After 6:00 p.m.)

Table with 2 columns: Time slots and Rates for CLASS 'B' (6:00 a.m. to 6:00 p.m.)

Table with 2 columns: Time slots and Rates for CLASS 'C' (Before 6:00 p.m.)

ANNOUNCEMENTS
(After 6:00 p.m.)

Services of the program department in arranging programs, announcements, and announcers are included without extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Owner—J. T. Ward.
General Manager—F. C. Sowell.

Representatives Paul H. Raymer & Company

WSIX

(Established 1927)



Rates effective December 1, 1939. (Card No. 3.)
Owned and operated by WSIX, Inc.
Business Office and Studio—Nashville Trust Bldg., Nashville, Tennessee.

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

General Advertising
For combination rates see listings of Mutual Broadcasting System and Southern Network.

Table with 2 columns: Time slots and Rates for CLASS 'A' (6:00 p.m. to 10:00 p.m., week days and after 1:00 p.m. Sundays)

(This listing continued on next page)

Table with 2 columns: Time slots and Rates for CLASS 'A' (Before 6:00 p.m. and after 10:00 p.m.)

SPECIAL WEEKLY RATES
(6:00 p.m. to 10:00 p.m.)

Table with 2 columns: Time slots and Rates for CLASS 'A' (Per week for)

Table with 2 columns: Time slots and Rates for CLASS 'A' (Before 6:00 p.m. and after 10:00 p.m.)

Table with 2 columns: Time slots and Rates for CLASS 'A' (Before 6:00 p.m. and after 10:00 p.m.)

One time rates apply.
SPECIAL FEATURES

Time signals, weather reports, market report, athletic events, religious broadcasts, rates on request.

News Service—Rates and details on request.
TALENT

Rates on request.
REMOTE CONTROL

Complete facilities for handling broadcasts originating outside of station studios.

Service of program, advertising and continuity departments as well as announcing and operating are at the disposal of the advertiser.

Contract and Other Requirements
All programs must conform to the standards of station.

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

Personnel
President—Jack M. Draughon.
Commercial Director—E. S. Tanner.

Representatives
Headley-Reed Company

WSM

(Established 1925)



Rates effective January 1, 1938. (Card No. 6.)
Owned and operated by the National Life and Accident Insurance Company, Inc.

Wave—Power—Time
Operating power—50,000 watts.
461.5 meters; 650 kilocycles.

Agency commission 15% on net charges for station time and talent to recognized advertising agency.

General Advertising
For combination rates see listing of National Broadcasting Company (MidSouth Group).

Discounts allowed retroactively on the number of broadcasts given within a year.

CLASS 'A'
(6:00 p.m. to 11:00 p.m. week days and after 12:30 p.m. Sundays)

Table with 2 columns: Time slots and Rates for CLASS 'A' (6:00 p.m. to 11:00 p.m. week days and after 12:30 p.m. Sundays)

(This listing continued on next page)

TENNESSEE—Continued

NASHVILLE—Continued
W S M—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, Words Less) and rates for various stations (WKGO, WKTA, KXYZ, KRIS, KRIV, KGNC).

Table with columns for time slots and rates for various stations (WKGO, WKTA, KXYZ, KRIS, KRIV, KGNC).

GROUP PROGRAMS

Group announcement programs, early morning and afternoon, per 100-word announcement (flat), 8.50.

Special Features: Musical, Dramatic, Comedy, etc.

Electrical Transcriptions: Rates on request.

Remote Control: Programs originate outside station studios.

Service Facilities: Continuity and production departments, technical and announcing staffs.

Advertising of alcoholic beverages not accepted, excepting beer.

Contract to exceed one year's duration. All contracts subject to network approval.

Merchandising department will help plan co-operative efforts if desired.

Management of the station reserves the right to refuse any program which, in its opinion, does not maintain the station standards.

Contract to exceed one year's duration. Rewritten or printed copies of addresses or talks must be submitted for station's approval.

Station management. Periods sold in bulk for resale at the station's option.

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TEXAS

LONE STAR CHAIN

Table with columns for time slots and rates for various stations (WFAA, WCAP, WFAA, WCAP, WFAA, WCAP).

Table with columns for time slots and rates for various stations (WFAA, WCAP, WFAA, WCAP, WFAA, WCAP).

POLITICAL BROADCASTS

One time rate applies. No agency commission paid on political broadcasts.

Remote Control: Programs may originate from any affiliated station without extra charge for reversals.

Service Facilities: Merchandising consists of combined efforts of each and every individual station.

Line Charges: Line charges are listed with rates. See "General Advertising."

Contract and Copy Requirements: Advertising of alcoholic beverages other than light wines and beer will not be accepted.

Personnel: Operating Committee: Harold V. Hough, Chairman; Tilford Jones; O. L. Taylor.

Managing Director: James W. Pate. Representatives: Howard H. Wilson Co.

TEXAS QUALITY NETWORK, THE

Orders or correspondence may be addressed to any of the stations listed below.

Comprised of: WFAA—Dallas; KPRC—Houston; WCAP—Fort Worth; WOAI—San Antonio.

Rates effective November 1, 1939. Commission and Cash Discount: Agency commission 15% to recognized agencies on net charges for time, talent, and lines.

General Advertising: Rates apply for complete network facilities. Any two-station combination rates quoted on request.

Discounts allowed retroactively on the number of broadcasts given within one year. Rates guaranteed only for number of broadcasts originally contracted for.

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

Table with columns for time slots and rates for various stations (WFAA, WCAP, WFAA, WCAP).

CLASS "B" (6:00 a.m. to 6:00 p.m. daily except Sunday and after 11:00 p.m. daily)

Table with columns for time slots and rates for various stations (WFAA, WCAP, WFAA, WCAP).

TEXAS STATE NETWORK

1201 Lancaster St., Fort Worth, Texas.

Comprised of: KRBC—Ablene; KRIT—Midland; KFPA—Amarillo; KRIT—Paris; KNSW—Austin; KGKI—San Angelo; KBST—Big Spring; KABC—San Antonio; WRR—Dallas; KTEML—Temple; KRIV—Sherman; KCMC—Texarkana; Denison; WACO—Waco; KFYZ—Fort Worth; KVWC—Vernon.

Supplementary Stations: KRIS—Corpus Christi; KPAC—Port Arthur; KXYZ—Houston; KRGV—Waco.

Rates effective November 15, 1941. (Card No. 6.) Wave—Power—Time: See Individual Listings.

Commission and Cash Discount: Net billing to recognized agencies on time subject to agency commission of 15%. Bills due and payable when rendered. No cash discount.

General Advertising: Rates apply on contracts of 30 days or more. Any contract for less than 30 days takes one time per week rate.

NIGHT RATES: Per week. Table with columns for time slots and rates.

DAY RATES: Table with columns for time slots and rates.

ANNOUNCEMENTS: NIGHT RATES. Table with columns for time slots and rates.

DAY RATES: Table with columns for time slots and rates.

ANNOUNCEMENTS: NIGHT RATES. Table with columns for time slots and rates.

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ANNOUNCEMENTS: NIGHT RATES. Table with columns for time slots and rates.

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ANNOUNCEMENTS: NIGHT RATES. Table with columns for time slots and rates.

DAY RATES: Table with columns for time slots and rates.

TEXAS—Continued

TEXAS STATE NETWORK—Continued

plus line charge of 40.00 per hour. 22.50 per half hour.
REMOTE CONTROL
Reversible lines, i.e., more than one origination point can be used in a program if desired.
SERVICE FACILITIES
Merchandising service available. Details on request. Line Charges
Rates include line charges. Permanent lines are maintained.
Contract and Other Requirements
No contract accepted for longer than one year, but options are allowed.
All programs of any nature subject to acceptance by management.
All contracts subject to musicians' local, state and federal regulations, and made subject to interference by conditions beyond the control of stations.
Personnel
President—Mrs. Elliott Roosevelt.
General Manager—Gene L. Cagle.
Representatives
Weed & Company.

ABILENE

(Taylor County)

KRBC

(Established 1936)

Rates effective July 1, 1938.
Owned and operated by the Reporter Broadcasting Company.
Business Office and Studio—11th floor, Hilton Hotel, Abilene, Texas, telephone 6255.
Transmitter—Ambler & Cottonwood Streets, Abilene, Texas.
Wave—Power—Time
Operating power—250 watts.
206.3 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Daylight Savings Time not observed.
Commission and Cash Discount
Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. Cash discount 2%—20 days. Bills for gross charges rendered monthly and payable within 20 days.
General Advertising
For combination rates see listings of Texas State Network and Mutual Broadcasting System (Southwest Stations).
Rates include charges by owners of music copyrights. Also sold in combination with KBST, Big Spring, and KGKL, San Angelo. For combination rates see listing of KBST, Big Spring.
1 hour..... 50.00
1/2 hour..... 28.50
1/4 hour..... 17.50
5 minutes..... 8.50

DISCOUNTS

Contract must be completed within 52 weeks of starting date for discounts to be applicable. If contract is cancelled before completed, short rate charge will be made in accordance with applicable discount for number of periods or announcements used. Each renewal or extension of a contract earns discounts applicable within the year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of first contract.
13 to 25 times..... 5%
26 to 51 times..... 10%
52 to 99 times..... 15%
100 to 149 times..... 20%
150 to 299 times..... 25%
300 or more times..... 30%

ANNOUNCEMENTS

Maximum words per announcement, 100; additional words take the next higher rate.
Same rates apply any time during broadcast schedule:
100 words..... 6.00
50 words or less..... 4.00
1 minute electrical transcriptions..... 6.00
1/2 minute electrical transcriptions..... 4.00

DISCOUNTS

See contract discounts under Period Rates.

SPECIAL FEATURES

Time Signals: Given on hour or 1/2 hour, choice being left to sponsor but subject to previous existing contracts. Time signal contract accepted for minimum of thirteen weeks. Sponsorship copy limited to 30 words. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

TALENT

Station artists' service is available for selection of talent and building programs—rates and details on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

All quotations made subject to immediate acceptance. All contracts subject to the conditions of the standard AAAA contract form. All programs are subject to station approval, and must meet requirements of F.C.C. and National Association of Broadcasters' Code of Ethics. Price quoting permitted.

Closing Time

Closing time depends on type of program. Generally one week is desired for musical or dramatic production.

Mechanical Program Equipment

Equipped to handle programs by lateral or vertical electrical transcriptions.

Personnel

General Manager—Howard Barrett.
Commercial Manager—A. C. Etter.

AMARILLO

(Potter County)

KFDA

(Established 1939)

Rates effective August 1, 1939. (Card No. 7.)
Owned and operated by Amarillo Broadcasting Corp. Business Offices and Studios—Nunn Bldg., Amarillo, Texas.
Transmitter—Nunn Building, Amarillo, Texas.
Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Daylight Savings Time not observed.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% to recognized agencies. Cash discount 2%. Invoices mailed first of each month.
General Advertising
For combination rates see listing of Mutual Broadcasting System (Southwest Stations).
The following rates are for national advertising. For local rates consult station management.
(6:00 p.m. to 12:00 midnight)

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute electrical transcription, etc.) and Rate (75.00, 45.00, 30.00, etc.)

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

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, etc.) and Rate (45.00, 27.00, 18.00, etc.)

DISCOUNTS

Table with 2 columns: Duration (3 days weekly, 5 days weekly, 3 days weekly, 5 days weekly) and Rate (20%, 25%, 30%, 35%)

Bulk Discounts

Table with 2 columns: Quantity (13 to 25 times, 26 to 51 times, 52 to 99 times, etc.) and Rate (5%, 10%, 15%, etc.)

SPECIAL FEATURES

Sports—Regular rate plus lines, announcers, technicians, and fees to schools.
Time Signals and Weather Reports—Rates on request.
News: Regular station time plus news costs. News costs—rates on request.

RELIGIOUS BROADCASTS

Religious broadcasts 75% of regular station rates.

POLITICAL RATES

Rates on request.

TALENT

Talent extra. Rates on request. All talent must be approved by station management.

REMOTE CONTROL

Additional charges are made on special programs originating outside the studios. Remote equipment available. Rates on request.

SERVICE FACILITIES

Continuity, announcers and all other usual station facilities furnished at no additional cost. Recording equipment available 33-1/3 and 78 r.p.m. Rates on air-checks forwarded on request.

Contract and Other Requirements

No contracts are accepted for more than one year. All programs subject to approval of station management and government regulations. Station reserves the right to refuse or discontinue any programs for any reason satisfactory to itself. All programs must conform to the standard of the station; where advertiser prepares his own program, same must be submitted to the management of the station for approval and not departed from without station's consent. All contracts are made subject to circumstances beyond the station's control.

Closing Time

Closing time for programs, one week in advance; for announcements, 24 hours in advance.

Mechanical Program Equipment

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

Personnel

Manager—Waymond Ramsey.
Commercial Manager—H. P. Roberson.
Representatives
Chicago—W. T. Burghart.

KGNC

(Established 1922)



Rates effective October 1, 1940.

Owned and operated by Plains Radio Broadcasting Company

Member Taylor-Hove-Snowden Group, Central Sales Office, 806 Tower Petroleum Building, Dallas, Texas, Ken L. Sibson, General Manager.
Business Office and Studio—Radio Bldg., Amarillo, Texas, telephone 4242.
Transmitter—Bellair Park.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts night (100% modulation.)
208.3 meters; 1440 kilocycles.
Licensed to operate on cleared regional channel. Rates on Central Standard Time. Daylight Savings Time not observed.
Operates full time.

Commission and Cash Discount

Agency commission 15% on station time to recognized agencies. No commission on political broadcasts. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see listings of National Broadcasting Company (Red Southwestern Group) and Lone Star Chain.

Fees charged by owners of music copyrights are included in rates.

Maximum words per minute, 100; additional words take next higher rate. Minimum period 1/2 minute. (6:00 p.m. to 11:00 p.m. daily)

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, etc.) and Rate (120, 75, 45, etc.)

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

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, etc.) and Rate (60, 36, 24, etc.)

(*) Sunday 12:00 noon to 6:00 p.m. three-fourths of regular night time rate.

DISCOUNTS

Each renewal or extension of a contract earns a discount, based on the total number of times covered by both the original contract and the renewal, but applies only to contracts run within a twelve month period. Announcements cannot be combined with time programs. Frequency of time programs may, however, be combined with announcements to earn a large discount for announcements only. Contracts cancelled before completion take the short rate.

Table with 2 columns: Quantity (1 to 12 times, 13 to 25 times, 26 to 51 times, etc.) and Rate (N, 5%, 10%, etc.)

ELECTRICAL TRANSCRIPTIONS

Transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rate; other sound effects extra.

TALENT

Rates on application.
REMOTE CONTROL
Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Station Artists' Service is available for selection of talent and building of program. Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

All programs are subject to station approval. Price quoting permitted.

Closing Time

Generally one week is desired for musical or dramatic productions.

Personnel

President—O. L. Taylor.
General Manager—John Ballard.
Promotion Manager—James Stanberry.
Representatives Howard H. Wilson Company.

AUSTIN

(Travis County)

KNOW

Rates effective August 1, 1941. (Card No. 7A.)

Owned and operated by Frontier Broadcasting Co. Business Office and Studio—Norwood Bldg., Austin, Texas, telephone 2-6213

Transmitter—Fifth and Tillery Sts., Austin, Texas

Wave—Power—Time

Operating power—250 watts.
(100% modulation—50 cycle frequency check.)
261.3 meters; 1490 kilocycles.
Licensed to operate full time.
Daylight Savings Time observed on network programs only.

Commission and Cash Discount

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 weekly, payable at face when rendered. Short rate billed where frequency rate is not earned.

General Advertising
For combination rates see listings of Texas State Network and Mutual Broadcasting System (Southwest Stations).

In order to earn net rates quoted, contracts must be completed within 12 months.

CLASS "A"

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

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (75.00, 42.75, 30.00, etc.)

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

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (37.50, 22.50, 15.00, etc.)

(**) More than 301 times at 301 time rate.

(This listing continued on next page)

AUSTIN-Continued
K N O W-Continued

Table with columns for time slots (6:30 p.m. to 10:30 p.m.) and rates per minute/transcription.

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

Special Features
Printing Events: Rates on request.

Political Broadcasts
Talent
Remote Control

Service Facilities
Mechanical Program Equipment

Personnel
President-Cliff Tatom.

KTBC

Operating effective January 1, 1940.
Owned and operated by State Capital Broadcasting Association, Inc.

Wave-Power-Time
Operating power-1,000 watts.
100% modulation-crystal control.

Commission and Cash Discount
Agency commission 15% on station time to recognized agencies.

General Advertising
1 hour..... 72.00 13 tl. 26 tl. 52 tl. 104 tl. 300 tl.

Special Features
Programs, newscasts, man-on-the-street, pipe organ, woman's hour, musical clock, etc.

Electrical Transcriptions
Mechanical Program Equipment

Talent
Remote Control

Service Facilities
Contract and Other Requirements

Contract and Other Requirements
Advertising accepted at regular rates. All contracts subject to conditions of standard A.A.A.A. contract form.

ing date for discounts to be applicable. In event of cancellation by advertiser short rate will apply.
All rates quotations made subject to immediate acceptance and subject to change without notice.

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

Personnel
President-Il. B. Anderson.
Manager-Aubrey H. Bacon.
Chief Engineer-Harry Slife.

BEAUMONT

(Jefferson County)
KFDM
(Established 1924)



Rates effective February 1, 1930.
Operated by Beaumont Broadcasting Corporation.
Business Office and Studio-Edson Hotel, Beaumont, Texas, telephone 3882.

Wave-Power-Time
Operating power-1,000 watts.
535.7 meters; 560 kilocycles.

Commission and Cash Discount
Agency commission 15% on station time and talent to recognized agencies.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words) and rates per transcription.

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

Special Features
Time signals, weather reports, temperature reports, news broadcasts, etc. Rates on request.

Recorded Programs
No phonograph records used. No additional charge for transcribed programs.

Talent
Rates on request.

Remote Control
Programs broadcast from points outside of studio are subject to regular broadcasting rates plus actual cost involved for remote facilities.

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

Closing Time
Depends on type of programs. Ten days required to make printed program schedules.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table equipment.

KRIC
(Established 1938)

Rates effective September 1, 1940. (Card No. 2.)
Owned and operated by KRIC, Incorporated.
Business Office and Studio-130 Wall Street, Beaumont, Texas, telephone 4200.
Transmitter-130 Wall Street, Beaumont, Texas.

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

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on time charges only. No cash discount.

General Advertising
1 hour..... 50.00
1/2 hour..... 29.00
1/4 hour..... 17.00

Special Features
News: Every hour on the hour, 6:00 a.m. to 12:00 midnight.

Electrical Transcriptions
Transcription library service available. Recording equipment available.

Talent
All types of talent available. Talent charges not included in program rates.

Remote Control
Mobile unit available.

Service Facilities
Services of the station staff and standard equipment available to advertiser at no additional cost.

Contract and Other Requirements
Contracts not accepted for more than one year. Announcements and programs cannot be combined to earn larger discounts.

Personnel
General Manager-Jack Neil.
Commercial Manager-G. L. Kirk.

BIG SPRING
KBST
(Established 1938)

Rates effective November 15, 1938. (Card No. 3.)
Owned and operated by Big Spring Herald Broadcasting Company.
Business Office and Studio-702 Johnson St., Big Spring, Texas, telephone 1500.
Transmitter-Northeast of Big Spring.

Wave-Power-Time
Operating power-100 watts.
201.3 meters; 1490 kilocycles.

Commission and Cash Discount
Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts.

General Advertising
For combination rates see listings of Texas State Network and Mutual Broadcasting System (Southwest Stations).

Contract and Other Requirements
Also sold in combination with KRBC, Abilene, and KGKL, San Angelo. These combination rates are included in this listing immediately following the KBST rate schedule.

ANNOUNCEMENTS
Maximum words per announcement, 100; additional words take next higher rate. Minimum period, one minute. Price quoting permitted.

100 words..... 4.25
50 words..... 3.00
1 minute electrical transcription..... 4.75
1/2 minute electrical transcription..... 3.50

TEXAS—Continued

BIG SPRING—Continued
K B S T—Continued

Table with advertising rates for K B S T station, including 100 words, 50 words or less, and various time slots (1 minute, 1/2 minute).

Table with combination rates for KRBC, Abilene—KBST, Big Spring—KGKL, San Angelo, including rates effective March 1, 1937.

Table with announcement rates for K B S T station, including 100 words or one minute electrical transcription.

Table with discount rates for K B S T station, including less than 13 times, 13 to 25 times, etc.

Electrical Transcriptions, TALENT, REMOTE CONTROL, SERVICE FACILITIES, Contract and Other Requirements, Closing Time, Mechanical Program Equipment, Personnel.

BRADY
(McCulloch County)
K N E L

Rates effective June 1, 1937. Owned and operated by G. L. Burns. Business Office and Studio—Gibbons Bldg., Brady, Texas.

count 2% of net, 10th of month for previous month's broadcast. Bills are rendered and payable the 15th of each month.

Table with announcement rates for general advertising, including 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

General Advertising Rates include charges by owners of music copyrights. Rates include charges by owners of music copyrights.

BROWNSVILLE
(Cameron County)
K G F I

The call letters of this station have been changed to: K E E W. Rates effective August 1, 1937.

Table with announcement rates for K G F I station, including 1/2 hour, 1/4 hour, 5 minutes.

Table with announcement rates for K E E W station, including 1/2 hour, 1/4 hour, 5 minutes.

Monthly Rates, FOREIGN RATES, REMOTE CONTROL, Mechanical Program Equipment, Personnel.

BROWNWOOD
(Brown County)
K B W D

Rates effective July 1, 1941. Owned and operated by Brown County Broadcasting Co. Business Office and Studio—800 Hawkins, Brownwood, Texas.

Table with general advertising rates for national advertising, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words or less.

Table with discount rates for general advertising, including less than 13 times, 13 to 25 times, etc.

Table with frequency discounts for general advertising, including 6 days per week, 3 days per week, etc.

Table with bulk discounts for general advertising, including 13 to 25 times, 26 to 51 times, etc.

Political and Religious Programs, Special Features, Sports—Regular rate plus line, announcer, technicians' costs and fees to schools.

Electrical Transcriptions, Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Remote Control, Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

Talent, Talent extra rates on request. All talent must be approved by station management.

COLLEGE STATION
(Brazos County)
W T A W

Owned and operated by Agricultural and Mechanical College of Texas. Operating power—1,000 watts.

CORPUS CHRISTI
(Nueces County)
K E Y S

Rates received April 11, 1941. Owned and operated by Nueces Broadcasting Co. Business Office and Studio—301 Medical Professor Building, Corpus Christi, Texas.

Table with general advertising rates for K E Y S station, including 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words, 50 words.

Table with discount rates for K E Y S station, including less than 13 times, 13 to 25 times, etc.

Table with special monthly rates for K E Y S station, including 1 minute, 100 words, 50 words per month.

(This listing continued on next page)

CORPUS CHRISTI—Continued
KEYS—Continued

CLASS "B"
(6:00 a.m. to 6:00 p.m.)
1 minute, per month..... 63.00
100 words, per month..... 67.75
50 words, per month..... 50.00
All monthly contracts are subject to an additional discount of 10% for one spot per day for three months or three or more spots per day for one month. One year contract subject to an additional discount of 5%.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and wine. Contracts subject to cancellation by four week written notice accompanied by certified check at short rate to date of last program.
Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 12 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables or vertical and lateral cut recordings.

Personnel
Station Manager—Charles W. Rosst.
Commercial Manager—Bill Hughes.
KRIS
(Established 1937)

Transmitter—Corpus Christi, Texas.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation.)
20.6 meters; 1360 kilocycles.
Licensed to operate full time on cleared channel. Operates on Central Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% on station time and talent recognized agencies. No commission on political broadcasts. No cash discount. Bills for gross charges rendered monthly and payable within 10 days.
General Advertising
or combination rates see listings of National Broadcasting Company (additional to Red or Blue Southwestern Group), Mutual Broadcasting System (Southwestern Stations) and Lone Star Chain.
Rates include charges by owners of music copyrights. Advertisers using the facilities of KRIS and XXZ, Houston, Texas in combination, a 10% discount from the total will apply.
(6:00 p.m. to 11:00 p.m. daily and Sunday)
1 hour..... 120.00
1/2 hour..... 72.00
1/4 hour..... 48.00
5 minutes..... 24.00
1 minute transcription..... 12.00
10 words..... 9.00
30 words or less..... 6.00
(6:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and 6:00 a.m. to 12:00 noon and after 11:00 p.m. Sundays)
1 hour..... 80.00
1/2 hour..... 50.00
1/4 hour..... 36.00
5 minutes..... 24.00
1 minute transcription..... 12.00
10 words..... 9.00
30 words or less..... 6.00
(12:00 noon to 6:00 p.m. Sundays)
1 hour..... 90.00
1/2 hour..... 54.00
1/4 hour..... 36.00
5 minutes..... 18.00
1 minute..... 9.00
30 words..... 6.75
30 words or less..... 4.50

DISCOUNTS
Each renewal or extension of a contract earns a discount, based on the total number of times covered by both the original contract and the renewal. However, the new discount applies only to the new contract, and then only when continued without interruption.
1 to 12 times..... Net 5%
13 to 25 times..... 5%
26 to 51 times..... 10%
52 to 99 times..... 15%
100 to 149 times..... 20%
150 to 299 times..... 25%
300 times or more..... 30%

ELECTRICAL TRANSCRIPTIONS
Transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; their sound effects extra.
TALENT
Rates on application.
REMOTE CONTROL
Additional charges are made for programs originating outside of studios.
SERVICE FACILITIES
Station artist's service is available for selection of talent and building of program. Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements
All programs are subject to station approval. Price quoting permitted.
Closing Time
Generally one week is desired for musical or dramatic productions.
Personnel
Manager—T. Frank Smith
Promotion Manager—Fred Burr.
Representatives The Brnham Company.

CORSICANA

(Navarro County)
KAND
(Established 1937)



Rates received May 2, 1940.
Owned and operated by Navarro Broadcasting Ass'n.
Business Office and Studio—State National Bank Building, Corsicana, Texas.
Transmitter—One mile north of Corsicana.
Wave—Power—Time
Operating power—250 watts.
223.0 meters; 1340 kilocycles.
Licensed to operate full time. Operates 16-1/2 hours daily.
Daylight Savings Time not observed.
Commission and Cash Discount
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 (Night time)

1 hour.....	50.00
1/2 hour.....	30.00
1/4 hour.....	20.00
5 minutes.....	10.00
1 minute or 100 words.....	5.00
50 words.....	3.80

(Day time)

1 hour.....	40.00
1/2 hour.....	24.00
1/4 hour.....	16.00
5 minutes.....	8.00
1 minute or 100 words.....	4.00
50 words.....	3.00

Discounts

1-12 times.....	Net
13-25 times.....	5%
26-38 times.....	10%
39-51 times.....	20%
52 times or more.....	25%

SPECIAL MONTHLY RATES
(Night time)
100 words daily including Sunday, per month 90.00
50 words daily including Sunday, per month 67.50
(Day time)
100 words daily including Sunday, per month 75.00
50 words daily including Sunday, per month 56.25
Discounts
Continuous monthly contracts for three months, or monthly contract for three or more announcements daily, 10%.

SPECIAL FEATURES
News: Five 50 word announcements week days, per month, 175.00; three months or more, per month, 150.00.
POLITICAL BROADCASTS
Rates on request.
RECORDED PROGRAMS
Transcription library services available—rates on request.
TALENT
Rates on request.
REMOTE CONTROL
Equipped to handle remote controlled programs from any point.
Contract and Other Requirements
All contracts must be completed within one year from starting date.
All programs and announcements accepted subject to approval of station management.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Representatives East—Associated Radio Sales.

DALLAS

(Dallas County)
KGKO

Owned and operated by The Dallas Morning News and The Fort Worth Star-Telegram.
Business Offices—Santa Fe Bldg., Dallas, Texas; Star-Telegram Bldg., Fort Worth, Texas.
Studios—Santa Fe Bldg., Dallas, Texas; Medical Arts Bldg., Fort Worth, Texas.
See complete listing under Fort Worth, Texas. Considered by the National Broadcasting Company as their Dallas-Fort Worth outlet for the Blue Network (Blue Southwestern Group).

KRLD

(Established 1926)
Rates effective July 1, 1941.
Owned and operated by KRLD Radio Corporation. (The Times-Herald).
Business Office and Studio—Adolphus Hotel, Dallas, Texas, telephone 2-6811.
Transmitter—Dallas County, Texas.
Wave—Power—Time
Operating power—50,000 watts.
277.8 meters; 1080 kilocycles.
Licensed to operate full time. Daylight Savings Time not observed. Operates 18 hours daily.

Commission and Cash Discount
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs or production charges. Bills due and payable 10th of month following service.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Southwestern Group).
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Rates apply to total number of broadcasts within one year under the same (and/or renewal) contracts.
(6:00 p.m. to 11:00 p.m. daily)
1/2 hour..... 240.00
1/4 hour..... 180.00
5 minutes..... 80.00
1 minute..... 45.00
50 words..... 35.00

(7:00 a.m. to 6:00 p.m. week days, 11:00 p.m. to 12:00 midnight daily, and 7:00 a.m. to 12:00 noon Sunday)

1/2 hour.....	120.00
1/4 hour.....	80.00
5 minutes.....	40.00
1 minute.....	22.50
50 words.....	17.50

(12:00 midnight to 7:00 a.m. daily)

1/2 hour.....	80.00
1/4 hour.....	53.50
5 minutes.....	26.75
1 minute.....	16.60
50 words.....	11.65

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

1/2 hour.....	160.00
1/4 hour.....	106.70
5 minutes.....	53.50
1 minute.....	30.00
50 words.....	23.50

FREQUENCY DISCOUNTS

1 to 12 times.....	Net	300 to 599 times	30%
13 to 25 times.....	5%	600 to 799 times	35%
26 to 51 times.....	10%	800 to 999 times	40%
52 to 99 times.....	15%	1,000 to 1,199 times	45%
100 to 149 times.....	20%	1,200 or more times	50%
150 to 299 times.....	25%		

Additional Discounts
When 52 consecutive weeks of advertising are used, a bonus discount of 5% will be allowed on the lowest weekly billing retroactively. This discount is to apply on 15 minute programs or more only and does not apply on 5 minute programs or announcements. The bonus discount year and frequency discount year must be concurrent. No discount to exceed one year's duration.
SPECIAL FEATURES
News: Time charges only, regular discounts apply. Advertiser pays 5.00 net for commentator.
Weather Reports, Time Signals, etc.—Regular rates apply, less frequency discounts. No charge for additional wordage to give reports. Rates apply to commercial copy only.
Jamboree—7:00 a.m. to 8:00 a.m. (week days only). Regular rates apply, less frequency discounts.
Dealer Identification or other "cut-in" announcements made locally within advertiser's network time. Service charge: days 25.00; nights 50.00. No discounts.

ELECTRICAL TRANSCRIPTIONS
Programs by electrical transcription accepted at regular rates without service charge or time restrictions.
TALENT
Rates on application. Talent can be furnished by
REMOTE CONTROL
Arrangements for remote control broadcasts at actual cost. On remote control broadcasts, traveling expenses of announcers, operators and artists to be paid by advertiser.
Contract and Other Requirements
All programs, talks and announcements are subject to the approval of the station without objection or liability. The management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Management reserves the right to make any changes necessary to meet the station's policies or governmental regulations.

Closing Time
Closing date four weeks in advance of service if program is to be included in publicity releases. Final closing two weeks.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Managing Director—J. W. Runyon.
Station Manager—C. W. Rembert.
Representatives
The Brnham Company.

KSKY

(Established 1941)

Rate card dated September 1, 1941.
Owned and operated by Chilton Radio Corporation.
Business Office and Studio—Hotel Stoneleigh, 2927 Maple Avenue, Dallas, Texas.
Transmitter—Barton Road, six miles southeast of business district, Dallas, Texas.
Wave—Power—Time
Operating power—1,000 watts.
451.5 meters; 660 kilocycles.
Licensed to operate days on clear national channel. Daylight Saving Time not observed.
Actual operating schedule: Sundays 6:15 a.m. to local sunset. Week days 5:15 a.m. to local sunset.
Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered last of month; due 20th of following month.
General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights; ASCAP, BMI, SESAC licenses. Program rates apply to schedules of consecutive weeks with the exception of "1 time weekly" rates which also apply on "1 time, 4 times, 13 times, 26 times and 52 times" basis.
Per week=

1/2 hour:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
1 ti wkly	40.00	36.00	32.00	28.00	24.00
3 ti wkly	35.50	30.15	26.80	23.45	21.20
5 or more					
ti wkly	27.00	21.30	21.60	18.90	16.20

1/4 hour:

1 ti wkly	24.00	21.60	19.20	16.80	14.40
3 ti wkly	20.00	18.00	16.00	11.00	12.00
5 or more					
ti wkly	16.00	11.40	12.30	11.20	9.60

10 minutes:

1 ti wkly	18.00	16.20	14.40	12.60	10.80
3 ti wkly	15.00	13.50	12.00	10.50	9.00
5 or more					
ti wkly	12.00	10.80	9.60	8.40	7.20

5 minutes:

1 ti wkly	12.00	10.80	9.60	8.40	7.20
3 ti wkly	10.00	9.00	8.00	7.00	6.00
5 or more					
ti wkly	8.00	7.20	6.40	5.60	4.80

ANNOUNCEMENTS

Announcement rates apply to schedules of consecutive weeks with the exception of "6 times weekly" rates (This listing continued on next page)

TEXAS—Continued

DALLAS—Continued
K S K Y—Continued

Which also apply on a "76 times, 24 times, 78 times, 156 times and 312 times" basis.

Per week					
50 words	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
6-11 wksly	3.00	2.70	2.30	2.10	1.80
12-14 wksly	2.75	2.45	2.10	1.90	1.65
15-17 wksly	2.50	2.25	1.90	1.75	1.50
18-21 wksly	2.25	2.00	1.70	1.58	1.35
22-27 wksly	2.00	1.80	1.60	1.40	1.20

Limited to 10 announcements a day on one product, 100 words, 50 word rate plus 25%.

Specified announcement spots: Regular rates plus 50%.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

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

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wines. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program.

Closing Time

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

Mechanical Program Equipment

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

Personnel

Station Manager—A. L. Chilton.
Commercial Manager—R. G. Terrill.

W F A A
(Established 1922)



Rates effective October 1, 1939. (Card No. 8.)
Owned and operated by The Dallas Morning News.
Studio—Santa Fe Bldg., Dallas, Texas, P. O. Box 1740.

Transmitter—Grapevine, Texas (between Dallas and Fort Worth).

Wave—Power—Time
Operating power—50,000 watts.

(100% modulation—crystal control.)
365.9 meters; 820 kilocycles.

Daylight Savings Time not observed.

WFAA and WFAA, Fort Worth, licensed to operate full time on cleared national channel, using same transmitter.

Commission and Cash Discount

Agency commission 16% on station time and talent to recognized agencies. No commission on political broadcasts. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see listings of National Broadcasting Company (Red Southwestern Group) and Texas Quality Network.

Maximum words per minute 100; additional words take next higher rate.

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

		11:00 p.m. to 1:00 p.m. daily	
		6:00 p.m. to 11:00 p.m. daily	1/4 hr.
1 time	440.00	304.00	264.00
13 times	418.00	340.00	250.00
26 times	396.00	331.20	237.60
52 times	374.00	312.80	224.40
100 times	352.00	294.40	211.20
150 times	330.00	276.00	198.00
300 times	308.00	257.60	184.80
600 times	286.00	239.20	171.60
800 times	264.00	220.80	158.40

		5 min. (*)		100 wds. 50 v.
1 time	110.00	55.00	50.00	40
13 times	104.50	52.25	47.50	38
26 times	99.00	49.50	45.00	36
52 times	93.50	46.75	42.50	34
100 times	88.00	44.00	40.00	32
150 times	82.50	41.25	37.50	30
300 times	77.00	38.50	35.00	28
600 times	71.50	35.75	32.50	26
800 times	66.00	33.00	30.00	24

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

1 time	330.00	374.00	1/2 hr.	1/4 hr.
13 times	319.50	292.20	188.10	125
26 times	297.00	248.40	178.20	118
52 times	280.50	234.60	168.30	112
100 times	264.00	220.80	158.40	105
150 times	247.50	207.00	148.50	99
300 times	231.00	193.20	138.60	92
600 times	214.50	179.40	128.70	85
800 times	198.00	165.60	118.80	79

		5 min. (*)		100 wds. 50 v.
1 time	82.50	41.25	37.50	30
13 times	78.88	39.19	35.63	28
26 times	74.25	37.13	33.75	27
52 times	70.13	35.06	31.88	25
100 times	66.00	33.00	30.00	24
150 times	61.88	30.94	28.13	22
300 times	57.75	28.88	26.25	21
600 times	53.63	26.81	24.38	19
800 times	49.50	24.75	22.50	18

(6:00 a.m. to 6:00 p.m. week days, and before 12:00 noon Sunday)

		1 hr.		3/4 hr.	1/2 hr.	1/4 hr.
1 time	220.00	184.00	132.00	88.00	66.00	44.00
13 times	200.00	174.80	125.40	83.00	62.00	41.00
26 times	198.00	165.00	118.80	79.00	59.00	38.00
52 times	187.00	156.40	112.20	74.00	55.00	36.00
100 times	176.00	147.20	105.60	70.00	51.00	34.00
150 times	165.00	138.00	99.00	66.00	47.00	32.00
300 times	154.00	128.80	92.40	61.00	43.00	30.00
600 times	143.00	119.60	85.80	57.00	39.00	28.00
800 times	132.00	110.40	79.20	52.00	35.00	26.00

		5 min. (*)		100 wds. 50 v.
1 time	55.00	27.50	25.00	20
13 times	52.25	26.13	23.75	19
26 times	49.50	24.75	22.50	18
52 times	46.75	23.38	21.25	17
100 times	44.00	22.00	20.00	16
150 times	41.25	20.63	18.75	15
300 times	38.50	19.25	17.50	14
600 times	35.75	17.88	16.25	13
800 times	33.00	16.50	15.00	12

(*) One minute transcription. (11-01 p.m. to 6:00 a.m.) 40% of the nighttime rate.

DISCOUNTS

When 52 consecutive weeks of advertising are used a bonus discount of 5% will be allowed on the low weekly billing retroactively. Announcements and programs of 5 minutes or more cannot be combined to earn this bonus discount. The bonus discount year is the frequency discount year must be concurrent. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

Two or more program units of 15 minutes or more broadcast on the same day for one sponsor will be same time bracket (Class "A," "B" or "C") may be combined to earn the 1/2 hour, 3/4 hour, one hour rate, whichever applies. All programs combined into larger units to earn a lower rate must be scheduled continuously at the option of the station on 28 days' notice.

SPECIAL FEATURES

Dealer Identification or other "cut-in" announcements made locally within advertiser's network 11:00 a.m. to 6:00 p.m. service charge: nights 50.00; days 25.00. No discounts. News Reports: Rates on request.

RECORDED PROGRAMS

No phonograph records used for program purpose. Transcribed program library service available.

TALENT

Rates and details on request. Station Artists Service is available for selection of talent and building of programs.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer.

All contracts subject to the conditions of the standard AAAA contract forms.

All programs subject to station approval and government regulations and the NAB Code for the Radio Broadcasting Industry.

Closing Time

Closing time depends on type of program. Generally two weeks are desired for musical or dramatic productions.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using double turn-tables, both 33-1/3 and 78 r.p.m. No phonograph records used.

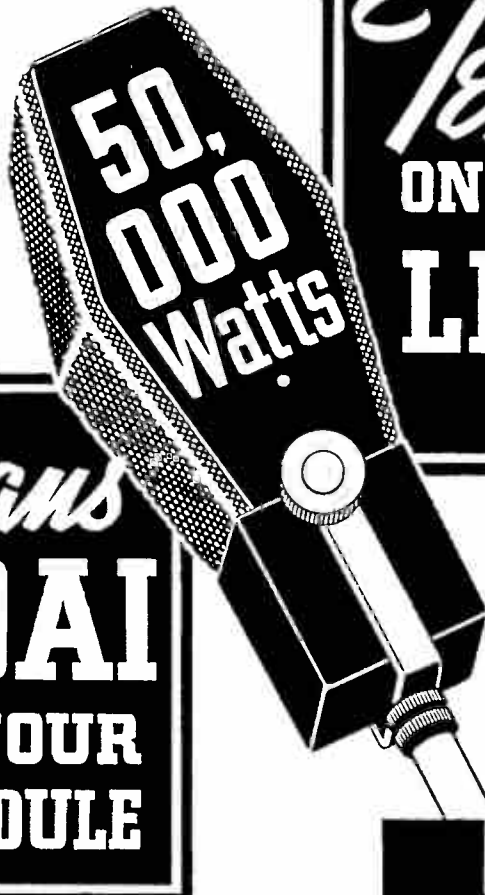
Personnel

Radio Supervisor—James M. Moroney.
Managing Director—Martin Campbell.
Manager—Alex C. Keese.
Commercial Manager—Irvin Gross.
Program Director—Ralph Nimmons.
Technical Supervisor—Raymond Collins.
Musical Director—Karl Lambertz.

Representatives

Edward Petry & Company, Inc.

This YEAR MORE THAN EVER



Texas
ON YOUR
LIST

Means
WOAI
ON YOUR
SCHEDULE

C L E A R
C H A N N E L

N B C
A F F I L I A T E

M E M B E R
T Q N



BIG STATION COVERAGE
FOR THE BIG STATION MARKET

When you measure your markets for new schedules, remember that you must have POWER to get coverage and results in the huge Texas market. WOAI gives you that power plus the programs and facilities that have made it "The most powerful advertising influence in the Southwest."

WOAI SAN ANTONIO

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

DALLAS—Continued

WRR

(Established 1920)

ates effective August 1, 1941. Owned and operated by City of Dallas, Business Office and Studio—WIRT Building, State Fair Grounds, Dallas, Tex., telephone TWinton 3-0101. Transmitter—White Rock Lake, Dallas, Texas. Wave—Power—Time Operating power—5,000 watts. (100% modulation.) 229.9 meters; 1340 kilocycles. Licensed to operate full time, Daylight Savings Time not observed. Actual operating schedule—18 hours daily. Commission and Cash Discount Agency commission 15% allowed to recognized advertising agencies. 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 For combination rates see listings of Mutual Broadcasting System (Southwest Stations) and Texas State Network. Also sold in combination with KMYZ, Fort Worth. Combination rates shown in this listing. Rates include charges by owners of music copyrights. The following rates apply to national advertising. For local advertising rates consult station management.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for 1 to 30 times per week.

Table for ANNOUNCEMENTS (6:00 p.m. to 6:00 p.m. week days) with rates for 1 to 30 times.

Table for ANNOUNCEMENTS (6:00 p.m. to 6:00 p.m. week days) with rates for one minute transcriptions.

Table for ANNOUNCEMENTS (6:00 a.m. to 6:00 p.m. week days) with rates for one minute transcriptions.

COMBINATION RATES

Table for COMBINATION RATES (6:00 p.m. to sign-off week days) with rates for 1 to 30 times.

Table for ANNOUNCEMENTS (6:00 p.m. to sign-off week days) with rates for 1 to 30 times.

Table for ANNOUNCEMENTS (6:00 a.m. to 6:00 p.m. week days) with rates for 1 to 30 times.

SPECIAL FEATURES News reports, sports, and special events—rates on request. POLITICAL National open flat; cash and copy in advance. RECORDED PROGRAMS Recorded and transcribed programs are permissible at any time program schedule will permit. TALENT Rates on application. Talent charges are to be paid for by advertisers at actual cost of artists selected.

REMOTE CONTROL Service and facilities for handling programs originating out of the studio are available, and prices for such remote control broadcasts will be quoted upon request. SERVICES FACILITIES Station maintains a booking department for the securing and reordering of all talent requirements. Station maintains addition equipment for use at any time advertiser requests testing of talent, announcements, etc. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepted beer and wine. Rates cover all station facilities, such as time, announcers, continuity, program planning, auditions, etc., for programs originating in station studios. All contracts must be completed within 62 weeks, and in the event the contract is cancelled before its expiration, a short rate charge will be made to bring the rate up to conform with the card rate on the number of programs or announcements actually used. All programs, announcements, and contents of transcription programs are accepted with the understanding that they will conform to the rules and regulations of the Federal Communications Commission. Station reserves the right to request copy of all continuity for programs and announcements 24 hours in advance of broadcast on. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel General Manager—Charles B. Jordan. Commercial Manager—Dale Drake. Representatives Weed & Company.

DENTON

(Denton County)

KDNT

(Established 1938)

Rates received May 13, 1940. Owned and operated by Harwell V. Shepard. Business Office and Studio—Denton, Texas, telephone 270. Transmitter—1-1/4 miles north of Denton, Texas. Wave—Power—Time Operating power—100 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Daylight Saving Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 7:00 a.m. to 10:00 p.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered 1st of each month, due 10th of each month. General Advertising The following rates apply to both local and national advertising. Rates do not include charges by owners of music copyrights. 1 hr. 13 hr. 26 hr. 52 hr. 1/2 hour..... 60.00 57.50 55.00 52.50 1/3 hour..... 34.00 32.50 31.00 29.50 1/4 hour..... 18.50 18.00 17.00 16.00 10 minutes..... 12.50 12.00 11.25 11.00 5 minutes..... 7.50 7.25 6.75 6.25 100 words..... 4.50 4.25 4.00 3.75 50 words..... 3.50 3.25 3.10 2.65

SPECIAL FEATURES Rates on request. ELECTRICAL TRANSCRIPTIONS General advertising rates apply. Transcription library service available at additional charge. POLITICAL BROADCASTS Rates on request. Cash and copy in advance. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Contract and Other Requirements Advertising of alcoholic beverages not accepted. Contracts, unless otherwise agreed, subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Closing Time Contracts close two weeks in advance; announcement copy and transcriptions 24 hours in advance; talks 48 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings. Personnel Manager—Harwell V. Shepard.

DUBLIN

(Erath County)

KFPL

(Established 1924)

Rates effective December 1, 1940. Owned and operated by C. C. Baxter. Studio—Grafton Street, Dublin, Texas. Transmitter—North city limits, Dublin, Texas. Wave—Power—Time Operating power—250 watts days; 100 watts nights. (100% modulation—crystal control.) 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Central Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 8:30 a.m. to 10:00 a.m. Week days 7:00 a.m. to 3:00 p.m. and 6:00 p.m. to 10:00 p.m. Commission and Cash Discount Agency commission 15% allowed to recognized advertising agencies when account is placed or otherwise earned by agency. No cash discount. If credit has been established, bills are payable within 30 days. If not, payment is required before broadcast. Commissions apply only on station time rate charges. General Advertising Rates include charges by owners of music copyrights. 1 hour..... 40.00 36.00 32.00 27.00 1/2 hour..... 23.00 20.70 18.40 14.35 1/4 hour..... 12.50 11.25 10.00 8.35 10 minutes..... 8.50 7.65 6.80 5.65 5 minutes..... 5.00 4.50 4.00 3.35 100 words..... 3.00 2.70 2.40 2.00 50 words..... 2.00 1.80 1.60 1.35

SPECIAL FEATURES News reports, sports, and special events—rates on request. POLITICAL National open flat; cash and copy in advance. RECORDED PROGRAMS Recorded and transcribed programs are permissible at any time program schedule will permit. TALENT Rates on application. Talent charges are to be paid for by advertisers at actual cost of artists selected.

RECORDED PROGRAMS Electrical transcriptions furnished by sponsor will be used at no additional charge. Station will furnish phonograph records free of charge. TALENT Dance orchestras, flidic bands, soloists and quartettes are available to sponsor at net artists' charges. REMOTE CONTROL Available at net cost. Contract and Other Requirements Rates do not include artists costs. All continuity, with exception of that of political candidates, is subject to station censorship. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 single turn-tables and 78 r.p.m. double turn-tables. Personnel Manager—C. C. Baxter.

EL PASO

(El Paso County)

KROD

(Established 1940)

Rates effective June 1, 1940. Owned and operated by Darrance D. Roderick. (Affiliated with the El Paso Times.) Business Office and Studio—Radio Center, Wyoming at Walnut, El Paso, Texas. Transmitter—Near Cordova Island, 4 miles southeast of city. Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 500.0 meters; 600 kilocycles. Licensed to operate full time on regional channel. Actual operating schedule: Sunday 7:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:30 p.m. Commission and Cash Discount Agency commission 15% on station time to recognized advertising agencies. No commission on political broadcasts. No cash discount. Bills rendered on the 1st of month. General Advertising For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Group). The following rates are for national advertising. Maximum of 125 words per minute; additional words take next higher rate. Minimum period 1/2 minute. (6:00 p.m. to 10:30 p.m.)

Table with rates for 1 to 30 times, 1/2 hour, 1/3 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words, 50 words.

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. 1 to 12 times..... Net 100 to 149 times..... 20% 13 to 25 times..... 5% 150 to 299 times..... 25% 26 to 51 times..... 10% 300 times or more..... 30% 52 to 99 times..... 15% SPECIAL FEATURES News service, sports, market and weather reports—rates on request. ELECTRICAL TRANSCRIPTIONS Electrical transcriptions of five minutes or longer at regular rates. For rates that apply to transcriptions under five minutes in length see "General Advertising." Sound effect recordings take transcription rates. Musical library service available. Rates on request. REMOTE CONTROL Remote control facilities available. Rates on request. SERVICE FACILITIES Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost. Artists bureau maintained. Contract and Other Requirements Beer and wine advertising accepted. Copy and commodity restrictions in accordance with NAB regulations. All contracts subject to the conditions of the standard AAAA contract form. All programs subject to station approval. Closing Time Contracts close one week in advance; announcements, transcriptions and talks close 24 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical or lateral cut recordings. Personnel President—Dorrance D. Roderick. General Manager—Merle H. Tucker. Commercial Manager—Larry A. Harris. Representatives Howard H. Wilson Company.

KTSM

(Established 1929)

Rates effective December 1, 1937. Owned and operated by the Tri-State Broadcasting Company Inc. Business Office and Studio—Hotel Paso Del Norte, El Paso, Texas, telephone Main 3122. Transmitter—Ascarate, 3 miles east of El Paso, Tex. Wave—Power—Time Operating power—500 watts. 217.4 meters; 1380 kilocycles. (This listing continued on next page)

TEXAS—Continued

EL PASO—Continued
K T S M—Continued

Daylight Savings Time not observed.
Actual operating schedule 6:00 a. m. to 11:30 p. m.
Commission and Cash Discount
Agency commission 15% to recognized agencies. Cash discount 2% provided payment is received by 15th of following month. No discounts on talent or transcriptions.

General Advertising

The following rates are for national advertising. For combination rates see listing of National Broadcasting Company (Mountain Group).

Rates include charges by owners of music copyrights.

Table with columns for time slots (1, 1 1/2, 2, 3, 5, 10, 15, 30, 60, 120 min) and rows for different rates (e.g., 6:00 p.m. to 9:30 p.m., 50 word announcement or chain, 1 hr, 1/2 hr, 15 times, etc.).

STRIP RATES

Table showing strip rates for five or six times weekly, categorized by (Nighttime) and (Daytime) with various durations (1/4 hour, 1/2 hour).

POLITICAL TALKS

Regular time charges apply.
RECORDED PROGRAMS
No extra charge for handling electrical transcriptions.

REMOTE CONTROL

Regular wires available from all important local points.
SERVICE FACILITIES
Service of announcer, continuity, merchandising and program departments is available without extra charge.

Contract and Other Requirements
Only beer and legalized wine advertising accepted. Rates do not include talent. All copy subject to approval of management. Price quoting permitted.

Closing Time
Closing date for talent programs, 10 days in advance; for recorded programs, one week.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Manager—Karl O. Wyler.
Representatives
George P. Hollingbery Company.

FORT WORTH

(Tarrant County)

KFJZ
(Established 1922)

Rates effective August 1, 1931. (Card No. 5.)
Owned and operated by Tarrant Broadcasting Company, Inc.

Business Office and Studios—1201 W. Lancaster, Fort Worth, Texas, telephone 3-3171.
Transmitter—Birdville, Texas.

Wave-Power-Time
Operating power—5,000 watts.
236.2 meters; 1270 kilocycles.

Licensed to operate full time. Daylight Savings Time not observed.
Actual operating schedule: 6:30 a. m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on station time to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see listing of Mutual Broadcasting System (Southwest Stations) and Texas State Network.

Also sold in combination with WRR, Dallas. Combination rates shown in this listing.
The following rates are for national advertising. For local advertising rates consult station management.

Table for KFJZ showing advertising rates for various durations (1 hr, 1/2 hr, 1/4 hr, 5 min) and times (1, 13, 26, 52, 104, 156, 250) for different periods (6:00 p.m. to 12:00 midnight, 6:00 a.m. to 6:00 p.m. week days).

ANNOUNCEMENTS

Table showing announcement rates for various durations (1 hr, 1/2 hr, 1/4 hr, 5 min) and times (1, 13, 26, 52, 104, 156, 250) for different periods (6:00 p.m. to 12:00 midnight, 6:00 a.m. to 6:00 p.m. week days).

COMBINATION RATES

The following rates apply for national spot advertisers using KFJZ, Fort Worth, and WRR, Dallas, in combination:

Table for KFJZ showing combination rates for various durations and times for different periods.

ANNOUNCEMENTS

Table showing announcement rates for various durations and times for different periods.

SPECIAL FEATURES

Sporting events and special features, rates on request.
POLITICAL BROADCASTS
National open flat; cash and copy in advance.

SERVICE FACILITIES

Merchandising service available. Rates on request.
Contract and Other Requirements
No contract for period longer than one year accepted.

Closing Time
Talent programs close one week in advance of broadcast; announcements, talks, recorded programs close 48 hours in advance. Publicity two weeks in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
President—Ruth G. Roosevelt.
Manager—Gene L. Cagle.
Assistant Manager—Hardy Harvey.

Representatives
Weed and Company.

KGKO

(Established 1928)

Rates effective December 1, 1938. (Card No. 2.)
Owned and operated by The Fort Worth Star-Telegram and The Dallas Morning News.

Business Offices—Star-Telegram Bldg., Fort Worth, Texas; Baker Hotel, Dallas, Texas.

Studios—Medical Arts Building, Fort Worth, Texas; Baker Hotel, Dallas, Texas.

Transmitter—Arlington, Texas, midway between Ft. Worth and Dallas.

Wave-Power-Time
Operating Power 5,000 watts days; 1,000 watts nights.
526.2 meters; 570 kilocycles.

Licensed to operate full time on regional channel. Operates on Central Standard Time. Daylight Savings Time not observed.

Actual operating schedule: 6:00 a. m. to 12:00 midnight daily.

Commission and Cash Discount
Agency commission 15% on station time and talent to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising
For combination rates see listing of National Broadcasting System (Blue Southwestern Group) and Lone Star Chain.

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

Table for KGKO showing advertising rates for various durations and times for different periods (6:00 p.m. to 10:30 p.m., 6:00 a.m. to 6:00 p.m. week days).

DISCOUNTS

In order to earn discounts quoted above, required number of broadcasts must be within one year from date of first broadcast. Announcements and programs of five minute or more may not be combined to earn larger discounts. No contract to exceed one year's duration.

SPECIAL FEATURES

Time signals, weather reports, temperature reports, news broadcasts, etc. Rates on request.

SERVICE FACILITIES
The services of station's production department offered to advertisers and advertising agencies at out additional cost for the purpose of securing the Merchandising services on request.

RECORDED PROGRAMS
Electrical transcriptions of five minutes or longer, regular rates. Sound effect records take transcription rates; other sound effects extra.

No phonograph records used for program purposes. Transcribed program library service available.

REMOTE CONTROL
Rates from points other than studios are rates plus actual cost involved for remote facilities.

Contract and Other Requirements
Advertising of alcoholic beverages other than standard AAAA contract form. All program talks, and announcements are subject to the approval of the station management. Station reserves the right to refuse any order or any material submitted for broadcasting.

No contract to exceed one year's duration.

Closing Time
Depends on type of programs. Ten days required make printed program schedules.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Radio Supervisor—Harold Hough.
Managing Director—Martin Campbell.
Manager—George Cranston.
Commercial Manager—Irvin Gross.

Merchandising & Publicity Director—Elbert Haas
Representatives
Free & Peters, Inc.

WBAP

(Established 1922)



Rates effective October 1, 1939. (Card No. 8.)
Owned and operated by Fort Worth Star-Telegram Executive Offices—Star-Telegram Building, Fort Worth, Texas, telephone 32301.

Studios—Medical Arts Building, Fort Worth, Texas; Other Studios—News Room, Star-Telegram, T. C. University, Fort Worth Grain Exchange, and C. C. Stock Exchange, Fort Worth, Texas.

Transmitter—Grapevine, Texas (between Dallas and Fort Worth)

Wave-Power-Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
365.9 meters; 820 kilocycles.

WBAP and WFAA licensed to operate full time cleared national channel, using same transmitter. Operates on Central Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising
For combination rates see listing of National Broadcasting Company (Red Southwestern Group), Texas Quality Network.

The following rates are for national advertising. Local advertising rates consult station management. Maximum words per minute 100; additional words take next higher rate.

Table for WBAP showing advertising rates for various durations and times for different periods (6:00 p.m. to 11:00 p.m. daily, 12:00 noon to 6:00 p.m. Sunday).

TEXAS—Continued

HOUSTON—Continued

K T R H

(Established 1930)



Rates effective August 1, 1938. (Card No. 7.) Owned and operated by the KTRH Broadcasting Co. Business Office and Studio—Rico Hotel, Houston, Texas, Preston 4361. Transmitter—Deepwater, Texas. (Eleven miles south-east of Houston.)

Wave—Power—Time Operating power—5,000 watts days; 1,000 watt nights 27.3 meters; 1320 kilocycles. Licensed to operate full time on cleared regional channel.

Commission and Cash Discount Agency commission 15% allowable to recognized advertising agencies on station time only. No cash discount. All programs, talent and announcement charges are billed in accordance with credit arrangements approved by the station, and due and payable upon receipt of statement.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southwestern Group). The following rates are for national advertising.

Table with columns for CLASS 'A' rates (6:00 p.m. to 10:00 p.m. daily) for 1, 1/2, 1/4, 5, *100, and †50 words.

Table with columns for CLASS 'B' rates (6:30 a.m. to 6:00 p.m. daily) for 1, 1/2, 1/4, 5, *100, and †50 words.

CLASS "B"

Table with columns for CLASS 'B' rates (6:30 a.m. to 6:00 p.m. daily) for 1, 1/2, 1/4, 5, *100, and †50 words.

(*) 100 word announcement or one minute transcription. (†) 50 word announcement or 1/2 minute transcription.

SPECIAL FEATURE ANNOUNCEMENTS

Weather reports, temperature reports at regular announcement rates except that in special cases these feature announcements may be limited to 20 words at rates equal to 75% of regular 50 word announcement rates, provided not less than three are used daily.

Dealer identification or cut-in announcements made locally within advertisers network time. Service charge: nights, 80.00; days, 16.00.

DISCOUNTS

For discounts to apply, every contract must be completed within 52 weeks of starting date. If any contract is cancelled before completion, short rate charge will be made at discount applicable for the actual number of periods or announcements used.

not continuous earn discounts on the face of contract only. In every case discounts are based on quantity used within one year of original start date.

TALENT

All talent is subject to station's approval. Talent requirements can be filled through the station talent bureau.

RECORDED PROGRAMS

Recorded programs permissible only before 6:00 p.m. with the exception of transcriptions. No additional charge is made for transcriptions other than one and one minute announcements.

REMOTE CONTROL

Service and facilities for handling programs originating outside of studios are available. Rates as requested.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. All programs subject to station approval. Announcement contracts are accepted only with understanding that programs take schedule preference. Rate schedule applies to commercial advertising only. Political and religious rates on request. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table for vertical and lateral cut recordings.

Personnel

Station Supervisor—B. F. Orr. Commercial Manager—Ray Bright. Program Director—Harry Grier. Representatives John Blair & Company.

K X Y Z

(Established 1930)



Rates effective August 1, 1938. (Card No. 8.) Owned and operated by the Harris County Broadcasting Company.

Business Office and Studio—5th floor of Gulf Building, Houston, Texas.

Transmitter—5th floor of Gulf Bldg., Houston, Texas

Wave—Power—Time Operating schedule—1,000 watts. (100% modulation—crystal control.) 204.1 meters; 1470 kilocycles.

Licensed to operate full time on regional channel; Operates on Central Standard Time. Actual operating schedule: 24 hours daily.

Commission and Cash Discount Agency commission 15% on net station time as talent to recognized advertising agencies. No commission on political broadcasts. Cash discount non-bills for gross charges rendered monthly and payable within 10 days.

General Advertising For combination rates see listings of National Broadcasting Company (Blue Southwestern Group, Lone Star Chain, and Mutual Broadcasting System (Southwest Stations)).

To advertisers using the facilities of KXYZ and KRIS, Corpus Christi, Texas, in combination, a 10% discount from the total will apply.

MUSICAL OR DRAMATIC PROGRAMS

Table with columns for Musical or Dramatic Programs rates (6:00 p.m. to 11:00 p.m. daily) for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less.

Table with columns for Musical or Dramatic Programs rates (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily) for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less.

Table with columns for Musical or Dramatic Programs rates (12:00 midnight to 6:30 a.m.) for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words, 50 words or less.

DISCOUNTS

Table with columns for Discounts rates for 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 299 times, 300 times or more.

Each renewal or extension of a contract earns a discount, based on the total number of times covered by both the original contract and the renewal, however the new discount applies only to the new contract and then only when continued without interruption.

TALENT

Rates on application. REMOTE CONTROL Additional charges are made for Programs originating outside of the studios.

SERVICE FACILITIES

Station Artists' Service is available for selection of talent and building of program. Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

All programs are subject to station approval. Price quoting permitted. Closing Time Generally one week is desired for musical or dramatic productions.

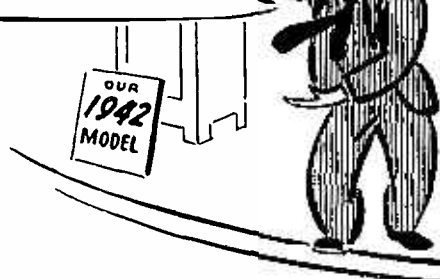
Mechanical Program Equipment

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

Personnel

Manager—T. F. Smith Representatives The Branham Company

... AND REMEMBER GENTLEMEN YOU CAN'T COVER THE TEXAS GULF COAST WITHOUT THE TWINS



Where other states talk in miles Texas talks in hundreds of miles; where others talk thousands Texas talks millions. The concentration of Texas' vast spending power is along its Gulf Coast; and there's only one combination that blankets the heart of this section—the Twin Stations—KXYZ-KRIS. Buy yourself a market that's big in any man's language with one combination rate that offers double savings. Full information on request.

National Representatives

THE BRANHAM COMPANY

Make BUDGETS S-T-R-E-T-C-H

- with our COMBINATION RATES • ... and BONUS POINT ADVERTISING

Large advertisement for KXYZ and KRIS stations, including logos and text: KXYZ HOUSTON NBC-Blue and KRIS CORPUS CHRISTI NBC-Red and Blue. Both Stations MUTUAL and LONE STAR CHAIN affiliates.

TEXAS—Continued

HUNTSVILLE

(Walker County)

K S A M

(Established 1938)

Dates effective January 1, 1939. Owned and operated by W. J. Harpole and J. C. Rothwell.

Business Office and Studio—1021 Twelfth St., P. O. Box 312, Huntsville, Texas, telephone 060.

Transmitter—South of Huntsville on Highway 75. Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles.

Licensed to operate days only. Actual operating schedule: 6:30 a.m. to local sunset.

Commission and Cash Discount Agency commission 15% to recognized agencies on station time only. Cash discount 2%.

General Advertising Rates

Table with 5 columns: Rate (1 tl., 13 tl., 20 tl., 52 tl., 104 tl.), 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

ANNOUNCEMENTS 100 words... 2.75 2.50 2.25 2.00 1.80

POLITICAL AND RELIGIOUS Political and religious rates on request.

TALENT Station will assist in the selection of talent and the building of programs.

REMOTE CONTROL Additional charges made for programs originating outside of studio.

SERVICE FACILITIES Merchandising and publicity are a part of regular service.

Contract and Other Requirements All announcements are subject to programs and all programs are subject to broadcasts of events of great importance.

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription.

Closing Time One week in advance of broadcast.

Personnel General Manager—Albert Berler. Representatives

Philadelphia—Cox & Tanz. New York—Forjoe & Company.

KILGORE

(Gregg County)

K O C A

(Established 1936)

Dates effective January 1, 1937. Owned by Oil Capital Broadcasting Association.

Business Office and Studio—Radio Building, 102-1/2 East North Street, Kilgore, Texas, telephone 618.

Transmitter—Duval and S. Martin Sts., Kilgore, Texas.

Wave—Power—Time Operating power—250 watts.

(100% modulation.) 41.9 meters; 1240 kilocycles.

Daylight Savings Time not observed. Commission and Cash Discount

Agency commission 15%. Commission not paid on talent. Cash discount 2% on net—10th of month following broadcast.

General Advertising Rates

Table with 5 columns: Rate (1 tl., 13 tl., 20 tl., 52 tl., 104 tl.), 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

ANNOUNCEMENTS 100 words... 3.00 2.75 2.50 2.25 2.00

TALENT Talent charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL Arrangements can be made for remote control broadcasts.

Contract and Other Requirements Rates are for time and the facilities of the station only.

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription.

Closing Time One week in advance of broadcast.

Personnel Manager—Roy G. Terry.

LAREDO

(Webb County)

K P A B

(Established 1938)

Dates effective August 1, 1941. Owned and operated by Pan-American Broadcasting Company.

Business Office and Studio—N. 1 Stone Avenue, Laredo, Texas.

Transmitter—No. 1 Stone Avenue, Laredo, Texas.

Wave—Power—Time Operating power—250 watts.

31.3 meters; 1490 kilocycles.

Licensed to operate unlimited time. Actual operating schedule: 7:00 a.m. to 10:30 p.m.

Commission and Cash Discount Agency commission 15% on time charges allowed to agencies recognized by station.

General Advertising Rates

Table with 5 columns: Rate (1 tl., 13 tl., 20 tl., 52 tl., 104 tl.), 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

ANNOUNCEMENTS 100 words... 5.00 4.50 4.00 3.50 3.00

SPECIAL FEATURES Time Signals: With 30 word commercials—50 word earned rate, less 20%.

Weather Reports: With 15 word commercials—50 word earned rate, less 25%.

News Service: Rates on request.

ELECTRICAL TRANSCRIPTIONS Instantaneous recording equipment available.

TALENT Station will assist in the selection of talent and the building of programs.

REMOTE CONTROL Installation and maintenance charges extra on remote lines.

SERVICE FACILITIES Merchandising and publicity departments are a part of regular service.

Contract and Other Requirements All announcements are subject to programs and all programs are subject to broadcasts of events of great importance.

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription.

Closing Time One week in advance of broadcast.

Personnel General Manager—Albert Berler. Representatives

Philadelphia—Cox & Tanz. New York—Forjoe & Company.

LONGVIEW

(Gregg County)

K F R O

(Established 1934)

Dates effective June 1, 1940. Owned and operated by "Voice of Longview."

Business Office and Studio—Glover Crim Building, Longview Texas, telephone 411.

Other Studios—Marshall Hotel, Marshall, Texas, telephone 856.

Transmitter—1918 Longview—Marshall Highway, Longview, Texas.

Wave—Power—Time Operating power—1,000 watts.

(100% modulation—crystal control.) 219.0 meters; 1370 kilocycles.

Operates on Central Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Sundays 6:30 a.m. to 10:30 p.m. Week days 6:00 a.m. to 11:05 p.m.

Commission and Cash Discount Agency commission 15% on net station time to recognized agencies.

General Advertising Rates

Table with 5 columns: Rate (1 tl., 13 tl., 20 tl., 52 tl., 104 tl.), 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

ANNOUNCEMENTS 100 words... 1.00 0.90 0.80 0.70 0.60

TALENT The following rates are for national advertising. Rates include fees charged by and/or Broadcast Music Incorporated and/or Society of European Stage Authors and Composers.

For discounts to apply, contract must be completed within one year of starting date.

Programs may be arranged for a particular hour where not already prior booked.

Programs and announcements are different types of programs and cannot be added together to earn higher discount rates.

Table with 5 columns: Rate (1 tl., 13 tl., 20 tl., 52 tl., 104 tl.), 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

ANNOUNCEMENTS 100 words... 7.78 7.40 7.02 6.64 6.26

Table with 5 columns: Rate (1 tl., 13 tl., 20 tl., 52 tl., 104 tl.), 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

CLASS "B" (7:00 a.m. to 6:00 p.m.)

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

COMMERCIAL AND POLITICAL TALKS All manuscripts for commercial talks or political talks must conform to station management requirements.

TALENT All manuscripts for commercial talks or political talks must conform to station management requirements.

REMOTE CONTROL All manuscripts for commercial talks or political talks must conform to station management requirements.

MECHANICAL PROGRAM EQUIPMENT All manuscripts for commercial talks or political talks must conform to station management requirements.

Closing Time All manuscripts for commercial talks or political talks must conform to station management requirements.

Personnel All manuscripts for commercial talks or political talks must conform to station management requirements.

Representatives All manuscripts for commercial talks or political talks must conform to station management requirements.

RECORDED PROGRAMS Phonograph record programs permitted at no extra charge.

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TEXAS—Continued

SAN ANTONIO—Continued
K A B C—Continued

Closing Time
Generally one week is desired for musical or dramatic productions.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Station Manager—Charlie Balthrope.
Program Director—Tommy Reynolds.

Representatives
Chicago—W. T. Burghart.

K M A C

Rates effective August 1, 1934.
Owned and operated by Walmac Company.
Business Office and Studio—27th floor, Smith Young Tower, San Antonio, Texas.
Transmitter—319 Avenue A, San Antonio, Texas.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
211.9 meters; 1240 kilocycles.
Licensed to operate on cleared local channel. Operates on Central Standard Time.

Actual operating schedule—
Commission and Cash Discount
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 contract, unless credit is definitely established—cash in advance monthly or weekly.

General Advertising
(8:00 p.m. to 12:30 a.m. week days and all day Sundays and holidays)

	1 ti.	13 ti.	26 ti.	52 ti.
1 hour.....	60.00	54.00	48.00	43.75
1/2 hour.....	38.00	32.40	29.15	26.20
1/4 hour.....	21.60	19.40	17.45	15.70
5 minutes.....	10.80	9.70	8.75	7.85
(7:00 a.m. to 6:00 p.m.)				
1 hour.....	40.00	36.00	32.40	29.15
1/2 hour.....	24.00	21.60	19.40	17.45
1/4 hour.....	14.40	13.00	11.70	10.50
5 minutes.....	7.20	6.50	5.85	5.25
(12:30 a.m. to 7:00 a.m.)				
1 hour.....	20.00	18.00	16.20	14.58
1/2 hour.....	12.00	10.80	9.70	8.75
1/4 hour.....	7.20	6.50	5.85	5.25
5 minutes.....	3.60	3.25	2.93	2.63

FREQUENCY DISCOUNTS

Frequency rate for two or more times per week.
Frequency rates are subject to the following discounts on contract for:
13 weeks..... 5%
14 to 26 weeks..... 10%
26 to 52 weeks..... 15%

ANNOUNCEMENTS

The station does not undertake to guarantee the exact time desired for announcements, but will meet the client's desires as nearly as possible. An additional charge of 10% will be made for preferred position as to definite spot time. Price quoting is permitted with a maximum of two prices quoted on any one program or announcement. All announcements and copy subject to station censorship as to brevity. Any controversial, ambiguous or untrue statements or any advertising copy or material objectionable to the Bexar County Medical Association, Better Business Bureau or San Antonio Chamber of Commerce will not be accepted.

(Daily except Sunday)

Per week for:	1 daily	2 daily	3 daily	4 daily
1 week.....	22.50	40.50	37.45	72.00
4 weeks.....	20.25	36.45	31.60	68.85
13 weeks.....	17.25	31.05	44.10	58.65
26 weeks.....	14.70	26.40	37.50	49.95
52 weeks.....	12.45	22.50	31.80	42.15

If Sunday announcements are desired in this group, figure the price of one announcement and add 25%. Announcements of 50 words take 80% of the 100 word rate.

Announcements not to exceed 25 words.

10 to 50 used in one month, each.....	1.50
51 to 100 used in one month, each.....	1.20
101 to 300 used in one month, each.....	.99
301 to 500 used in one month, each.....	.84
501 to 1000 used in one month, each.....	.72

SPECIAL FEATURES

Time signal, weather, station background and time signal follow-up—rates quoted on groups by special request.

POLITICAL RATES

All political talks and announcements take the one time rate.

ELECTRICAL TRANSCRIPTIONS

Regular program rates apply for transcriptions made exclusively for broadcasting purposes. Rates include the use of an extensive recorded library.

TALENT

Staff orchestra of 12 pieces available for sponsorship between 7:00 p.m. and 8:00 p.m. at \$5.00 per program. Additional staff talent maintained on the station including string ensembles, Hill-Billy band, individual singers, piano soloists and special quartet announcers. Talent quotation given on request.

REMOTE CONTROL

Can be sold under special arrangements. Prices vary according to nature of the pick-up, distance from the studios, etc. Remote control broadcasts take station time rate plus line charges and remote operator.

SERVICE FACILITIES

Regular contracts are maintained with drug and food outlets within the service radius of the station.

Contract and Other Requirements

Rates are for station time only and do not include talent. Station reserves the right to edit, change, or reject any announcement not in keeping with the policy of the station.

All programs, talks, announcements and advertising material are subject to the approval of the station without objection or liability. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Contracts subject to

cancellation on 15 days' written notice, accompanied by check for short rate to the date of cancellation. Where advertiser prepares his own program, same must be submitted to the station for approval at least 24 hours in advance of the broadcast. The advertiser and his agents or employees agree to indemnify and keep indemnified Walmac Company from any loss caused by reason of any action in libel, slander or copyright infringement and in addition the advertiser agrees to pay all costs of defending the action, including the attorney's fees. The services of the production department are at the disposal of the advertiser, including program ideas, continuities and suggestions without charge.

Closing Time
Contracts must be closed at least seven days in advance of opening date of broadcast in order to make program adjustments. All written quotations subject to prior disposal of time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double 33-1/3 and 78 r.p.m. turn-tables.

Personnel
Manager—Howard W. Davis.
Representatives Burn-Smith Company.

KONO

Rates effective December 1, 1941.
Owned and operated by Mission Broadcasting Co.
Studio—317 Arden Grove, San Antonio, Texas.
Transmitter—317 Arden Grove, San Antonio, Texas.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Daylight Saving Time not observed.
Actual operating schedule: 7:00 a.m. to 11:00 p.m.

Commission and Cash Discount
Agency commission 15%. Commission does not on talent. Cash discount none. All charges are able in advance unless credit is established.

General Advertising	1 hr.	1/2 hr.	1/4 hr.
1 time.....	34.00	27.00	18.00
13 times.....	51.00	35.50	17.00
26 times.....	48.00	34.00	16.00
52 times.....	45.00	32.50	15.00
104 times.....	42.00	31.00	14.00
156 times.....	39.00	29.50	13.00
260 times.....	36.00	28.00	12.00
312 or more times.....	33.00	26.50	11.00

ANNOUNCEMENTS

	1 min.	100 wds.	50 wds.	25
1 time.....	6.00	4.60	3.20	
13 times.....	5.80	4.40	3.10	
26 times.....	5.60	4.20	3.00	
52 times.....	5.40	4.00	2.80	
104 times.....	5.20	3.80	2.60	
156 times.....	5.00	3.60	2.40	
260 times.....	4.80	3.40	2.20	
312 or more times.....	4.40	3.20	2.00	

SPECIAL FEATURES

News—Leased wire service available. Rates on req. Time signals, weather reports, temperature rep. station breaks. Program tie-ins and other sp. features. Rates on request.

POLITICAL AND RELIGIOUS
Political advertising, religious and educational program material accepted subject to station approval with special rates quoted on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply to transcriptions of five min. or longer.

REMOTE CONTROL

All wire and mechanical charges for remote broadcasts, and other expenses attached thereto, be paid by advertiser.

Contract and Other Requirements

Regular day and night programs do not include

(This listing continued on next page)

The
BEST BUY
IN THE
SOUTH TEXAS
MARKET

AUDIENCE ACCEPTANCE
MOST COMPLETE COVERAGE
CBS
LOCAL ADVERTISING PREFERENCE
PUBLIC INTEREST
COMMUNITY SERVICE
MERCANDISING
STAFF

REPRESENTED BY
JOHN BLAIR & CO.

★ **550 KC** ★

★ **KTSA** ★

★ **SAN ANTONIO** ★

MEMBER *The Taylor-Hess Service Group*

★ **FULL CBS** ★

★ **KGNC AMARILLO KFYO LUBBOCK KTSA SAN ANTONIO KRGV WESLACO** ★

GENERAL SALES OFFICE—803-6 Tower International Bldg., Dallas, Texas
Telephone RR1616-5561, Cor. L. Sullivan, General Sales Mgr. *TWX DL 799

KONO—Continued

ment. Extra charge will be made at standard rates for local musicians. Advertisers may furnish talent subject to station management's approval. Fixed position of announcements guaranteed provided schedule is verified by station in advance and broadcast advertiser buys regular schedule at least five days weekly. If requested times are not available advertiser may have guaranteed position on such minutes that might be available at time of contract. All contract frequency discounts are based on one of such quantities within a 12 month period on starting date. Contracts for time and announcements cannot be combined to earn larger discount on their service. Each renewal or extension of a contract earns an additional discount based on the total number of broadcasts made in the original and the renewal contract during the regular 12 month period. One quarter is permitted in copy of either announcements or program time. All services other than station time available at minimum local costs and billed on a net basis with proper invoices from contracts other than the radio station furnished. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double (standard) 33-1/3 and 78 r.p.m. turn-table. Personnel General Manager—Eugene J. Roth. Program Director—Bill Laurie. Representatives New York—Forjoe & Company. Chicago—Forjoe & Company.

KTSA

(Established 1928)



ates effective October 1, 1940. Owned and operated by Sunshine Broadcasting Co. Member Taylor-Hove-Snowden Group, Central Sales Office, 806 Tower Petroleum Building, Dallas, Texas. Ken L. Sibson, General Manager. Business Office and Studio—Gunter Hotel, San Antonio, Texas, P. O. Box 1161. Transmitter—St. Hedwig Road, extension of East Houston Street, San Antonio, Texas. Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. (100% modulation—direct crystal control.) 5.5 meters; 530 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central Standard Time. Daylight Savings Time not observed. Regular operating schedule: Week days 6:00 a.m. to 12:00 midnight. Sundays 7:45 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% allowed recognized advertising agencies only on station time charges provided payment is made before the 15th day of the month following broadcast. No cash discount. All invoices rendered monthly; due within 20 days. Short bills to be billed where frequency rate is not earned. General Advertising For combination rates see listing of Columbia Broadcasting System (Southwestern Group), and Lone Star chain.

In order to earn net rates quoted, contracts must be completed within 12 months.

1 hour.....	180.00
1/2 hour.....	108.00
1/4 hour.....	72.00
5 minutes.....	45.00
(6:00 a.m. to 8:00 p.m.)	
1 hour.....	90.00
1/2 hour.....	54.00
1/4 hour.....	36.00
5 minutes.....	22.50
Sunday rates, 12:00 noon to 8:00 p.m., are three-fourths of regular nighttime rate. Early week day morning rates, 6:00 a.m. to 7:00 a.m., are three-fourths of regular day time rate, no multiple station combination discounts to apply.	

DISCOUNTS
Each renewal or extension of a contract earns a discount, based on the total number of time covered in the original contract and the renewal; however, the new discount applies only to the new contract, and then only when continued without interruption. It applies only to contracts run within a 12 months' period. Announcements cannot be combined with time programs to earn a larger discount on time programs. Frequency of time programs may, however, be combined with announcements to earn a larger discount on announcements only. Contracts cancelled before completion take the short rate. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

1 to 12 times.....	Net
3 to 25 times.....	5%
6 to 51 times.....	10%
12 to 89 times.....	15%
24 to 149 times.....	20%
48 to 259 times.....	25%
96 to 399 times.....	30%
192 or more times.....	35%

ANNOUNCEMENTS

1 minute transcriptions.....	30.00
30 words.....	25.50
20 words.....	20.00

(6:00 a.m. to 8:00 p.m.)	
1 minute transcription.....	15.00
30 words.....	12.75
20 words.....	10.00

in-announcements in connection with network programs limited to three local tie-ins per program, including announcers service fee, 12.00. Chain Breaks: Fixed position, copy limited to 30 words. Position guaranteed only if advertiser buys announcements at chain breaks at same time each day or six or seven days each week. If six or seven days are not available, advertiser may have guaranteed time if he agrees to take all six or seven days when available. Individual chain breaks may be

bought subject to move in the event of an advertiser buying six or seven days a week, fixed position, requiring any spot sold individually.

ELECTRICAL TRANSCRIPTIONS
Transcriptions of five minutes or longer at regular rates. Sound effects other than records are extra.

POLITICAL RATES
On application. **TALENT** Rates on request. **REMOTE CONTROL** Arrangements can be made for remote broadcasts. Rates on request.

SERVICE FACILITIES
Merchandising service details on request. Estimates submitted on complete merchandising service.

Contract and Other Requirements
Advertising of alcoholic beverages other than beer not accepted. All contracts subject to the conditions of the standard AAAA form. All programs subject to station approval, government regulations and the NAB Code of Ethics of the Radio Broadcasting Industry. Rates quoted cover the station time and facilities only, for programs originating in station studios. The editorial content of all broadcasts is subject to the approval or revision of station. Renewal contracts subject to rate card in effect at time of renewal. All contracts subject to cancellation unless program starts within 80 days.

Closing Time
Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

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

Personnel
General Manager—G. W. Johnson. Representatives John Blair & Company.

WOAI
(Established 1922)



Dates effective December 1, 1941. (Card No. 25.) Owned and operated by Houthland Industries, Inc. Business Office and Studio—WOAI Bldg., San Antonio, Texas, P. O. Box 2641. Transmitter—Helma, Texas.

Wave—Power—Time
Operating power—50,000 watts. (100% modulation—crystal control.) 250.0 meters; 1200 kilocycles. Licensed to operate full time on cleared channel. Operates on Central Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% on net charge for station time to recognized advertising agencies. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listings of National Broadcasting Company (The Southwestern Group) and Texas Quality Network.

		(6:00 p.m. to 10:30 p.m.)			
	1	1/2	1/4	1	30
	hour	hour	hour	min.	words
1 tl.	300.00	180.00	120.00	75.00	49.00
24 tl.	385.00	171.00	114.00	71.25	38.00
53 tl.	270.00	162.00	108.00	67.50	36.00
104 tl.	255.00	153.00	102.00	63.75	34.00
150 tl.	240.00	144.00	96.00	60.00	32.00
260 tl.	225.00	135.00	90.00	56.25	30.00
312 tl.	210.00	126.00	84.00	52.50	28.00
624 or more					
tl.	105.00	117.00	78.00	48.75	26.00
					24.38
					22.75

This YEAR MORE THAN EVER

Texas
ON YOUR LIST

Means
WOAI
ON YOUR SCHEDULE

CLEAR CHANNEL
NBC AFFILIATE
MEMBER T Q N

When you measure your markets for new schedules, remember that you must have POWER to get coverage and results in the huge Texas market. WOAI gives you that power plus the programs and facilities that have made it "The most powerful advertising influence in the Southwest."



WOAI SAN ANTONIO
REPRESENTED NATIONALLY BY EDWARD PETRY & CO..

TEXAS—Continued

SAN ANTONIO—Continued
W O A I—Continued

Table with 4 columns: time slot, rate, time slot, rate. Rows include 6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. with various rates and word counts.

Discounts allowed retroactively on 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, 3/4 hour or one hour rate, whichever applies.

SPECIAL FEATURES

Table with 4 columns: time slot, rate, time slot, rate. Rows include 6:00 p.m. to 10:30 p.m. with various rates and word counts.

Table with 4 columns: time slot, rate, time slot, rate. Rows include 6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. with various rates and word counts.

Table with 4 columns: time slot, rate, time slot, rate. Rows include 6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. with various rates and word counts.

Charges for programs originating outside of the studios will be quoted on request. Contract and Other Requirements Rates are for station time and facilities only and do not include talent.

Due to the inflexibility of radio station time, contracts, at the station's option, are not subject to cancellation until two weeks after starting date as contracted for therein.

After all details have been arranged final closing date for programs is one week in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double turn-tables 33-1/3 and 78 r.p.m.

General Manager—Hugh A. L. Half. Promotion Manager—Walter S. Zahrt. Representatives Edward Petry & Company, Inc.

SHERMAN
(Grayson County)
K R R V
(Established 1936)

Rates effective July 1, 1936. (Card No. 3.) Owned and operated by The Red River Valley Broadcasting Corporation. Business Office and Studio—Sherman, Texas. (P. O. Box 163) Telephone 201.

Operating power—1,000 watts. (100% modulation—crystal control.) 329.7 meters; 910 kilocycles. Licensed to operate full time. Operates on Central Standard Time. Actual operating schedule: 5:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission of 15% to recognized advertising agencies on net charges for station time only. Cash discount 2%. Bills payable on 15th of month following service.

General Advertising For combination rates see listing of Texas State Network and Mutual Broadcasting System (Southwest Stations). (6:00 p.m. to 12:00 midnight)

Table with 4 columns: time slot, rate, time slot, rate. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 250 times, 300 times with various rates and word counts.

Time signals, weather reports, etc., limited to 40 words, scheduled in groups of six daily, 4 daytime, 2 nighttime, six days weekly.

Electrical transcription facilities are available. Rates on request. Remote control facilities are furnished at actual cost for services and telephone lines.

Merchandising and publicity departments are part of regular service. Extra services, when required, will be billed at actual cost. Contract and Other Requirements All contracts subject to the conditions of the standard AAAA contract form.

Maximum contract term is one year. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel Manager—L. L. Hendrick.

SWEETWATER
(Nolan County)
K X O X
(Established 1939)

Rates effective December 1, 1939. Revised. Owned and operated by Sweetwater Radio, Inc. Business Office and Studio—Highway 70, Sweetwater, Texas.

Maximum words per minute 100; additional words take next higher rate. Minimum period 1/2 minute. Price quoting permitted. The following rates are for national advertising. For local rates consult station management.

Table with 2 columns: time slot, rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 50 words or less.

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.

Electrical transcriptions of 5 minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

Station artists' service is available for selection of talent and building of program. Remote Control Additional charges are made for programs originating outside of the studios.

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at actual cost. Contract and Other Requirements Rates apply for all advertisers classified as national. All contracts subject to the conditions of the standard AAAA contract form.

Closing Time Closing time depends on the type of program. Generally one week is desired for musical or dramatic productions.

Personnel General Manager—Russell Bonnett. Representatives Associated Radio Sales.

TEMPLE
(Bell County)
K T E M
(Established 1936)

Rates effective July 18, 1937. Owned and operated by the Bell Broadcasting Corporation of Temple, Texas. Bus. office and studios—Kylie Hotel, Temple, Tx. Transmitter—2-1/2 miles north of Temple on W. Temple highway.

Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles. Licensed to operate full time. Daylight Savings Time not observed.

Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. Cash discount 2%—15th of month following. Bills for gross charges rendered monthly payable within 15 days.

Table with 4 columns: time slot, rate, time slot, rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 50 words, 1 minute transcription, 1/2 minute transcription.

Stations artists' service is available for selection of talent and building programs, rates and details on request. Electrical Transcriptions Transcription library available—details on request.

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost. Contract and Other Requirements All quotations made subject to immediate acceptance.

Closing Time Closing time depends on type of program. Generally one week is desired for musical or dramatic production.

General Manager—Frank W. Mayborn. Station and Promotion Manager—Burton Bishop. Representatives Associated Radio Sales.

TEXARKANA
(Bowie County, Texas)
(Miller County, Arkansas)
K C M C
(Established 1932)

Rates effective May 15, 1937. Owned and operated by KCMC, Inc. Business Office and Studio—Gazette Bldg., 317 P Street, Texarkana, Arkansas-Texas.

Operating power—250 watts. (100% modulation—crystal control.) 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central Standard Time. Daylight Savings Time not observed.

Agency commission 15% on net charge for station time to recognized agencies on business created and contracted for by them. No commission on profit charges. No cash discount. Bills rendered monthly and when rendered.

Table with 2 columns: time slot, rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 word announcement, 50 word announcement, 25 word announcement.

Discounts allowed retroactively on number of broadcasts within one year. Announcements and programs (This listing continued on next page)

TEXAS—Continued

TEXARKANA—Continued

K C M C—Continued

Five minutes or longer cannot be combined to any larger discount.

Table with 2 columns: Duration (13 to 790 periods) and Discount (6% to 40%)

Contract and Other Requirements: Rates for station time and facilities only, talent not included.

TYLER (Smith County) K G K B (Established 1929)



Rates effective July 1, 1936. Owned by the East Texas Broadcasting Company.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Wave-Power-Time: Operating power—250 watts days; 100 watts nights.

Mission and Cash Discount: Agency commission 15%. Commission not paid on net.

General Advertising: Rates include fees charged by owners of music copyrights.

Table with 2 columns: Duration (1 to 5 minutes) and Rate (55.00 to 2.50)

Special charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL: Arrangements can be made for remote control broadcasts.

Contract and Other Requirements: Rates cover all station facilities, such as time, announcer.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Wave-Power-Time: Operating power—250 watts, 223.9 meters; 1310 kilocycles.

VERNON (Wilbarger County) K V W C (Established 1939)

Rates effective February 1, 1939. (Card No. 1.) Owned and operated by the Northwestern Broadcasting Company.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Wave-Power-Time: Operating power—250 watts, 2.3 meters; 1490 kilocycles.

Mission and Cash Discount: Agency commission 15% allowed to recognized agencies only.

Table with 2 columns: Duration (1 hr. to 1-30 min) and Rate (45.00 to 7.50)

SPOT ANNOUNCEMENTS: 1-4 times (3.75 to 1.70), 5-10 times (3.00 to 1.50)

ANNOUNCEMENTS: 100 words (7.00 to 4.00), 50 words (6.00 to 3.50)

Contract rates: 125 words (7.00 to 5.50), 100 words (6.00 to 4.50)

Special programs—Monday through Saturday, spot announcements accepted, at an additional charge of 10%.

ELECTRICAL TRANSCRIPTIONS: 1.50 per quarter hour for use of station libraries.

POLITICAL BROADCASTS: Rates on request.

REMOTE CONTROL: Arrangements can be made for remote control broadcasts at cost.

Contract and Copy Requirements: In order to earn net rates quoted, contracts must be completed within twelve months.

Closing Time: Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Wave-Power-Time: Operating power—250 watts, 223.9 meters; 1310 kilocycles.

VICTORIA (Victoria County) K V I C (Established 1939)

Rates effective January 1, 1941. Owned and operated by Radio Enterprises, Inc.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Wave-Power-Time: Operating power—250 watts, 223.9 meters; 1310 kilocycles.

Mission and Cash Discount: Agency commission 15% to recognized advertising agencies.

Table with 2 columns: Duration (1 to 1 minute) and Rate (37.50 to 3.18)

General Advertising: The following rates are for national advertising.

REMOTE CONTROL: Regular rate plus wire circuit rental and installation charge.

Contract and Other Requirements: Station reserves the right to refuse or discontinue any advertising.

Closing Time: Programs close one week in advance of broadcast.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Personnel: General Manager—R. E. Lee Glasgow. Representatives—International Radio Sales.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

WACO (City) (McLennan County) W A C O (Established 1922)

Rates effective August 1, 1941. (Card No. 6.) Owned and operated by Frontier Broadcasting Co., Inc.

Mission and Cash Discount: Agency commission 15% allowed to recognized advertising agencies.

General Advertising: For combination rates see Listings of Texas State Network and Mutual Broadcasting System.

Table with 2 columns: Duration (1 to 5 minutes) and Rate (75.00 to 15.00)

Table with 2 columns: Duration (1 to 5 minutes) and Rate (40.00 to 6.30)

ANNOUNCEMENTS: Announcement copy will be broadcast as submitted.

General Advertising: Rates include charges by owners of music copyrights.

Table with 2 columns: Duration (1 to 5 minutes) and Rate (55.00 to 2.50)

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Wave-Power-Time: Operating power—250 watts, 223.9 meters; 1310 kilocycles.

Mission and Cash Discount: Agency commission 15% to recognized advertising agencies.

Table with 2 columns: Duration (1 to 1 minute) and Rate (37.50 to 3.18)

General Advertising: The following rates are for national advertising.

REMOTE CONTROL: Regular rate plus wire circuit rental and installation charge.

Contract and Other Requirements: Station reserves the right to refuse or discontinue any advertising.

Closing Time: Programs close one week in advance of broadcast.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Personnel: General Manager—R. E. Lee Glasgow. Representatives—International Radio Sales.

TEXAS—Continued

WESLACO (Hidalgo County) KRGV (Established 1927)

Rates effective October 1, 1940. (Card No. G2.) Owned and operated by KRGV, Inc. Member Taylor-Howe-Snowden Group...

Wave—Power—Time Operating power—1,000 watts. 232.6 meters; 1290 kilocycles. Licensed to operate full time. Operates on cleared regional channel on Central Standard Time...

Commission and Cash Discount Agency commission 15% on station time and talent to recognized agencies. No cash discount.

General Advertising For combination rates see listings of National Broadcasting Company (additional to Red or Blue Southwestern Group)...

(6:00 p.m. to 11:00 p.m. week days and Sundays)

Table listing advertising rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less) at different times of day.

(*) Sunday rates, 12:00 noon to 6:00 p.m., are three-fourths of regular nighttime rate.

DISCOUNTS

Each renewal or extension of a contract earns a discount, based on the total number of times covered in both the original contract and the renewal...

Table showing percentage discounts for different numbers of renewals (1 to 12 times, 13 to 25 times, etc.).

SPECIAL FEATURES

Newscasts: 100 words or 1/4 hour, when available. 20% additional.

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

TALENT

Artists' Service is available for selection of talent and building of programs.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

All programs are subject to station approval. All contracts subject to the conditions of the standard AAAA contract form.

Closing Time

Closing time depends on type of program. Generally one week is desired for musical or dramatic productions.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double turn-tables 83-1/3 and 78 r.p.m. for both vertical and lateral cut recordings.

Personnel

President—O. L. Taylor. General Manager—Guy W. Bradford. Business Manager—Archie J. Taylor.

Representatives

Chicago, New York, Kansas City, San Francisco—Howard H. Wilson Company.

WICHITA FALLS

KWFT (Established 1939)



Rates effective August 1, 1939. (Card No. 1.) Owned and operated by the Wichita Broadcasting Co. Business Office and Studios—Kemp Hotel, Wichita Falls, Texas.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. 483.9 meters; 620 kilocycles. Licensed to operate full time on regional channel.

Commission and Cash Discount Agency commission 15% on net station time to recognized agencies. No cash discount.

General Advertising For combination rates see listing of Columbia Broadcasting System (Supplementary Stations). In order to earn discounts quoted, required number of broadcasts must be within one year from date of first broadcast.

Table listing advertising rates for various durations (1 hr, 1/2 hr, 1/4 hr, 5 min) at different times of day.

ANNOUNCEMENTS

(6:00 p.m. to 10:30 p.m.) 1 minute electrical transcription 12.00 11.40 10.80 10.20 9.60 9.00 8.40

(8:00 a.m. to 6:00 p.m.) 1 minute electrical transcription 6.00 5.70 5.40 5.10 4.80 4.50 4.20

SPECIAL FEATURES

Weather and Temperature Reports: Copy limit 100 words; one minute transcription rate applies. Time Signals: Copy limit 25 words. Regular 50 word rate applies.

POLITICAL BROADCASTS

One minute rate applies; no quantity discounts.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. No phonograph records used.

REMOTE CONTROL

Regular rates plus actual additional cost.

SERVICE FACILITIES

Service of continuity, program, production, publicity, and merchandising departments available.

Contract and Other Requirements

No contract to exceed one year's duration. Rates are for programs from station's studios. Advertising of alcoholic beverages, other than light wines and beer is not accepted.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

President—Joseph B. Carrigan. Manager—Charles E. Clough.

Representatives

Weed & Company.

UTAH

INTERMOUNTAIN NETWORK, THE

Key Station KLO, Ogden-Salt Lake City. Comprised of: KLO—Ogden-Salt Lake City, Utah. KOVO—Provo, Utah. KEUB—Price, Utah.

Rates effective September 29, 1940.

Wave—Power—Time See individual listings. Commission and Cash Discount Agency commission 15% to recognized advertising agencies.

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

Personnel President—O. L. Taylor. General Manager—Guy W. Bradford. Business Manager—Archie J. Taylor.

Table listing advertising rates for Ogden (KLO), Provo (KOVO), and Price (KEUB) at various times of day.

ANNOUNCEMENTS Sold under one contract for local release by each station individually. (6:00 p.m. to 11:00 p.m.)

Table listing advertising rates for Ogden (KLO), Provo (KOVO), and Price (KEUB) for announcements.

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

Table listing advertising rates for Ogden (KLO), Provo (KOVO), and Price (KEUB) for announcements.

FREQUENCY DISCOUNTS

Table showing percentage discounts for different numbers of times (13 times, 26 times, 52 times, 100 times, 150 times).

TALENT Network is equipped to produce any type of talent program. Staff orchestra, vocal and dramatic talent available.

REMOTE CONTROL Remote control facilities are available for pick-ups anywhere in the Intermountain area. Remote control broadcasts are handled on the basis of station plus actual cost of lines, installation, and travel expenses.

SERVICE FACILITIES Production, writing and complete merchandising services available to advertisers.

Contract and Other Requirements All rates and discounts apply to station time only. No discounts given on production costs or remote control costs.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel General Manager—George C. Hatch, KLO, Ogden. Representatives George P. Hollingshery Company.

CEDAR CITY

(Iron County) KSUB (Established 1937)

Rate card dated November 1, 1938. Owned and operated by Southern Utah Broadcasting Company. Business Office and Studio—El Escalante Hotel, Cedar City, Utah, telephone 398.

Wave—Power—Time Operating power—100 watts 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Daylight Savings Time not observed.

Commission and Cash Discount Agency commission 15% on net station time only to recognized agencies. No commissions or discounts paid on program or incidental costs.

Table listing advertising rates for Cedar City KSUB at various times of day.

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

SPECIAL FEATURES Time signals and news periods—rates on request.

RECORDED PROGRAMS Regular rates apply. Transcription library services available.

TALENT Rates on request. Sponsor may furnish own talent or arrange for talent through facilities of the station.

SERVICE FACILITIES Services of regular station announcers, technical studios and records are furnished at no extra charge.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. All advertising matter subject to existing federal, state and municipal regulations.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables.

Personnel Station Manager—N. Pratt Smith. Program Director—Arthur Higbee. Representatives None.

UTAH—Continued

LOGAN

(Cache County)

KVNU

(Established 1938)



Station effective August 1, 1939. (Card No. 1.) Owned and operated by the Cache Valley Broadcasting Company.

Business Office and Studio—1393 N. Main Street, Logan, Utah, telephone 1400. Transmitter—Logan, Utah. Wave—Power—Time

Table with columns for time slots (11:1, 11:2, 11:3, 11:4, 11:5, 11:6, 11:7) and rates for 1, 2, 3, 4, 5, 10, 15, 20, 30, 40, 50, 100, 150 words.

Special Features: News: Rates and details on request. Time Signals: Up to 50 words including signal.

Table for Special Features: Political Talks, Rates on application. Includes rates for 1, 2, 3, 4, 5, 10, 15, 20, 30, 40, 50, 100, 150 words.

Contract and Other Requirements: Rates and discounts apply to station time only. Commission and Cash Discount: Agency commission 15% to recognized advertising agencies.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: General Manager—Reed Bullen. Representatives: George P. Hollingsbery Company.

OGDEN

(Weber County)

KLO

(Established 1924)

Station effective September 29, 1940. Owned and operated by Inter-State Broadcasting Corp.

Business Office and Studio—Hotel Ben Lomond, Ogden, Utah, telephone 84. Transmitter—Kanesville, Utah. Wave—Power—Time

Table with columns for time slots (11:1, 11:2, 11:3, 11:4, 11:5, 11:6, 11:7) and rates for 1, 2, 3, 4, 5, 10, 15, 20, 30, 40, 50, 100, 150 words.

Special Features: News: Rates and details on request. Time Signals: Up to 50 words including signal.

count will be allowed and made retroactive to the first 13 time schedule. This same principle of discounts applies to extensions of contracts on a greater frequency basis.

Table with columns for time slots (1:1, 1:2, 1:3, 1:4, 1:5) and rates for 1, 2, 3, 4, 5, 10, 15, 20, 30, 40, 50, 100, 150 words.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.) 1 minute... 15.00 100 words... 12.50 50 words... 10.00

FREQUENCY DISCOUNTS 13 times... 5% 200 times... 30% 26 times... 10% 250 times... 35%

Table for SPECIAL FEATURES: Political Talks, Rates on application. Includes rates for 1, 2, 3, 4, 5, 10, 15, 20, 30, 40, 50, 100, 150 words.

ELECTRICAL TRANSCRIPTIONS Accepted at regular station rates for either programs or announcements. Station has available transcription libraries containing musical and dramatic program material—rates on request.

REMOTE CONTROL Facilities are available for pick-ups at principal points in the Intermountain area. No inter-city line charges are made for pick-ups in Salt Lake City, Provo, or Price, Utah.

Contract and Other Requirements: All rates and discounts apply to station time only. No commissions or discounts given on production costs.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: General Manager—George C. Hatch. Advertising Manager—Merrill J. Bunnell. Representatives: George P. Hollingsbery Company.

PRICE

(Carbon County)

KEUB

(Established 1936)

Station effective July 1, 1941. Owned and operated by Eastern Utah Broadcasting Company.

Business Office and Studio—Price, Utah, Price 200. Transmitter—Price, Utah. Wave—Power—Time

Table with columns for time slots (1:1, 1:2, 1:3, 1:4, 1:5) and rates for 1, 2, 3, 4, 5, 10, 15, 20, 30, 40, 50, 100, 150 words.

Special Features: News: Rates and details on request. Time Signals: Up to 50 words including signal.

ELECTRICAL TRANSCRIPTIONS Accepted at regular station rates for either programs or announcements. Station has available transcription libraries containing musical and dramatic program material—rates on request.

REMOTE CONTROL Facilities are available for pick-ups at principal points in the Intermountain area. No inter-city line charges are made for pick-ups in Salt Lake City, Provo, or Price, Utah.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available.

TALENT

Rates on application. Contract and Other Requirements: Programs and commercial copy must be acceptable to station management.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral recordings.

Personnel: Commercial Manager—John Richards. Representatives: George P. Hollingsbery Company.

PROVO

(Utah County)

KOVO

(Established 1939)



Station effective June 18, 1941. Owned and operated by Clifton A. Tolboe.

Business Office and Studio—108 W. Center Street, Provo, Utah, telephone 1680. Transmitter—17th West and 2nd South Street, Provo, Utah. Wave—Power—Time

Contract and Other Requirements: Rates and discounts apply to station time only. Commission and Cash Discount: Agency commission 15% to recognized advertising agencies.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: General Manager—George C. Hatch. Advertising Manager—Merrill J. Bunnell. Representatives: George P. Hollingsbery Company.

Table with columns for time slots (1:1, 1:2, 1:3, 1:4, 1:5) and rates for 1, 2, 3, 4, 5, 10, 15, 20, 30, 40, 50, 100, 150 words.

Special Features: News: Rates and details on request. Time Signals: Up to 50 words including signal.

ELECTRICAL TRANSCRIPTIONS Accepted at regular station rates for either programs or announcements. Station has available transcription libraries containing musical and dramatic program material—rates on request.

REMOTE CONTROL Facilities are available for pick-ups at principal points in the Intermountain area. No inter-city line charges are made for pick-ups in Salt Lake City, Provo, or Price, Utah.

Contract and Other Requirements: All rates and discounts apply to station time only. No commissions or discounts given on production costs.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turn-tables.

UTAH—Continued

SALT LAKE CITY

(Salt Lake County)
KDYL
(Established 1922)

Rates effective November 1, 1938. (Card No. 14.)
Owned and operated by Intermountain Broadcasting Corporation.
Business Office and Studio—6th floor, Tribune-Telegram Building, Salt Lake City, Utah, Wasatch 7180.
Transmitter—Murray, Utah.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
227.3 meters; 1320 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Mountain Standard Time.
Actual operating schedule: Sunday and week days 6:00 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15% to recognized agencies. Invoices mailed 1st of month following broadcast. Affidavits of performance furnished if required. Commission applies on time only; not talent, remote control or other production expenses. No cash discounts.

General Advertising

For combination rates see listing of National Broadcasting Company (Red Mountain Group). The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute) and rates for various classes (A, B, C) during different times of day (6:00 p.m. to 10:30 p.m., 8:00 a.m. to 12:00 p.m., 12:00 midnight to 8:00 a.m.).

Additional discount of 10% on 260 or more times.
If acceptable, 25% extra.
ELECTRICAL TRANSCRIPTIONS
No surcharge for handling transcribed announcements on programs.

TALENT
Artists bureau equipped to furnish talent for all types of programs. Talent supplied at actual cost. All types of talent available for the building of musical and dramatic programs.
REMOTE CONTROL
Pick-ups arranged for actual cost of lines; installation, etc.
SERVICE FACILITIES
Continuity department offers assistance in preparing copy or carrying out instructions for presentation, if copy is furnished.
Other service facilities include production department and merchandising aids.

Contract and Other Requirements
Rates include announcer.
No contracts for over one year accepted. Contracts subject to station approval, government regulations, and code of ethics of the National Association of Broadcasters, and regulations of the Federal Trade Commission.
No talks accepted except by special arrangement. All talks subject to station approval.
All advertising copy subject to approval of the Federal Trade Commission. All times subject to change for network programs. No billing period longer than 30 days, regardless of length of contract.
Station will not be liable for failure or impairment in transmission but will allow pro rata reduction for time missed.
Rates are for origination in main studios.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
President and General Manager—S. S. Fox.
Commercial Manager—W. E. Wasstaff.
Representatives
John Blair & Company.

KSL
(Established 1921)

Rates effective February 1, 1940. (Card No. 12.)
Owned and operated by the Radio Service Corporation of Utah.
Business Office and Studio—Union Pacific Building, Salt Lake City, Utah, telephone 5-4641.
Transmitter—12 miles west of Salt Lake City on shores of Great Salt Lake, U. S. Highway 40.
Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
258.6 meters; 1160 kilocycles.

KSL
(Established 1921)

Licensed to operate on cleared national channel. full time.
Operates on Mountain Standard Time. Daylight Savings Time not observed.
Operating schedule: 6:00 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills due when rendered.
General Advertising
For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). Rates include fees charged for broadcasting copyrighted music.

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

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 250 times, 450 times, 600 times, 800 or more) and rates for various classes (A, B, C) during different times of day (6:00 p.m. to 10:30 p.m., 8:00 a.m. to 12:00 p.m., 12:00 midnight to 8:00 a.m.).

(*) One minute electrical transcription or 100 words.
(f) Fifty words or less.

DISCOUNTS
A frequency discount will be allowed retroactively on the number of announcements of the number of programs, five minutes or more in length, broadcast within a year. A bonus discount will be allowed retroactively on the station's net charges for announcements or the corresponding charges for programs, five minutes or more in length, when 52 consecutive weeks of broadcast advertising has been used, the bonus to be 10% of the lowest weekly billing for the year multiplied by 52.
Announcements cannot be combined with the program broadcasts of five minutes or more, to earn either a frequency discount or a bonus discount. Also, the bonus discount year must be concurrent with that for the frequency discount.

SPECIAL FEATURES
Time Signals and Weather Reports—General broadcasting rates apply.
POLITICAL TALKS
Regular rates apply, cash in advance.
SCHOOLS, CHURCHES, INSTITUTIONS
Regular rate if commercial in character.
PUBLIC INTEREST EVENTS
Special sporting events, parades and other items of general public interest, of over one hour in length, 50% of regular rate, plus charges for telephone lines or other service facilities.

RECORDED PROGRAMS
Use of recordings included without extra charge when permitted by program regulations.

TALENT
Rates on application.

REMOTE CONTROL
Additional charges are made for programs originating outside of the studios.
Contract and Other Requirements
All rates guaranteed for one year from date of first broadcast. No contract to exceed one year's duration. All contracts subject to the conditions of the standard AAAA contract form.
All programs and advertising copy subject to the approval of the station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Director of Station Operations—Ivor Sharp.
Vice-President—Earl J. Glade.
Auditor—Dan H. Vincent.
Commercial Manager—Lennox Murdoch.
Sales Manager—Edward J. Broman.
Production Manager—Glenn Shaw.
Promotion Director—H. Perry Driggs.
Technical Director—E. G. Pack.
Chief Engineer—Willie E. Groves.
Representatives Edward Petry & Company, Inc.

KUTA
(Established 1938)

Rates effective June 1, 1941. (Card No. 1A.)
Owned and operated by Utah Broadcasting Company.
Business Office and Studio—Belvedere Apt. Hotel, Salt Lake City, Utah, telephone 3-2737.
Transmitter—Third West and Thirteenth South, Salt Lake City, Utah.
Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights.
526.3 meters; 570 kilocycles.
Licensed to operate full time.

Operates on Mountain Standard Time.
Actual operating schedule: 6:00 a.m. to 12:00 p.m. night.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills due when rendered.

General Advertising
For combination rates see listing of National Broadcasting Company (Blue Mountain Group). Rates include charges by owners of music copyright. The following rates are for national advertising. local rates consult station management.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes, 10 words, 50 words) and rates for CLASS 'A' during 6:00 p.m. to 10:30 p.m. and CLASS 'B' during 7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight.

Additional discount of 10% for contracts for 1 or more times.
SPECIAL FEATURES
Time Signals—100 word spot announcement applies.
News—Rates on request.
POLITICAL TALKS
Rates on request.
SCHOOLS, CHURCHES, INSTITUTIONS
Regular rate if commercial in character.

TALENT
Any kind of talent can be supplied. Rates on request.
REMOTE CONTROL
Facilities furnished at actual cost.
Contract and Other Requirements
No contracts for over one year accepted. Program and commercial copy must be acceptable to station management. All advertising and programs are subject to rules and regulations of the Federal Communications Commission and the Federal Trade Commission.

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

Personnel
General Manager—Frank C. Carman.
Sales Executive—Jack Burnett.
Representatives Paul H. Raymer Company.

VERMONT
BURLINGTON
(Chittenden County)
WCAX
(Established 1931)

Rates effective July 1, 1940.
Owned and operated by the Burlington Daily News Inc.

Business Office and Studio—203 College Street, Burlington, Vermont, telephone 4880.
Transmitter—Burlington, Vermont.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time on local channel. Operates on Eastern Standard Time. Daylight Savings Time observed.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% on net station time to recognized advertising agencies. Cash discount 2% net—10 days from invoice date. Commission discounts apply to time charge only. Invoices mail 1st of month.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Basic Supplementary Group) or Columbia New England Network. For local advertising rates consult station management.

Table with columns for time slots (1 hr., 3/4 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute, 30 words) and rates for various classes (A, B, C) during 6:00 p.m. to 11:00 p.m. and (All other hours).

Announcements adjacent to news and complete sponsorship of news at card rate plus 10%.
TALENT
Rates on application.
REMOTE CONTROL
Rates for remote control on application.
Contract and Other Requirements
No contracts accepted for longer than one year. The editorial content of all broadcasts is subject to the approval of station and all FCC rules and regulations.
(This listing continued on next page)

BURLINGTON—Continued
W C A X—Continued

Advertisers must comply with all present and future...
The station reserves the right at all times to reject...
All commercial copy must be filed at least 24 hours...

RUTLAND
(Rutland County)
W S Y B
(Established 1930)



Rates effective July 3, 1939. (Card No. 3.)
Owned and operated by Phillip Weiss Music Co.
Business Office and Studio—80 West Street, Rutland, Vermont, telephone 1247.
Transmitter—Creek Road, Rutland, Vermont.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
01.3 meters; 1430 kilocycles.
Licensed to operate unlimited time on local channel.
Operates on Eastern Standard Time. Daylight Savings Time observed.
Commission and Cash Discount
Agency commission 15% on net station time to recognized advertising agencies. Cash discount 2%—10 days. Bills payable when invoices are rendered.
General Advertising
The following rates are for national advertising. For local advertising rates consult station management. For combination rates see listings of Colonial Network, The Yankee Network, and Mutual Broadcasting System. (6:00 p.m. to 11:00 p.m. daily)
1 hour..... 60.00
1/2 hour..... 36.00
1/4 hour..... 24.00
5 minutes..... 12.00
(12:00 noon to 6:00 p.m. Sunday)
1 hour..... 45.00
1/2 hour..... 27.00
1/4 hour..... 18.00
5 minutes..... 9.00
(All other time)
1 hour..... 30.00
1/2 hour..... 18.00
1/4 hour..... 12.00
5 minutes..... 6.00

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sunday)
25 words..... 5.00
25 to 30 word station breaks..... 4.00
(All other time)
25 words..... 3.00
25 to 30 word station breaks..... 2.00
DISCOUNTS
13 times..... Net 15% 208 times..... 17-1/2%
26 times..... 5% 208 times..... 20%
52 times..... 10% 256 times..... 22-1/2%
78 times..... 12-1/2% 300 times..... 25%
14 times..... 15%

SPECIAL FEATURES
Yankee Network News: Week days 8:00 a.m. to 8:15 a.m.; 1:00 p.m. to 1:15 p.m.; 6:00 p.m. to 6:15 p.m.; 11:00 p.m. to 11:15 p.m. Sundays 8:45 a.m. to 9:00 a.m.; 1:30 p.m. to 1:45 p.m.; 6:30 p.m. to 6:45 p.m.; 11:00 p.m. to 11:15 p.m.
90 word announcements before of after News: Before 6:00 p.m., each 4.00. Daily except Sunday. Sunday all day, and 6:00 p.m. to 11:15 p.m. week days, each 6.00.
Local baseball, football, basketball, and other sports programs—rates on request.
RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours.
TALENT
Rates on request.
Contract and Other Requirements
Liquor advertising accepted subject to state and federal regulations.
Rates do not include cost of artists' services. Contracts accepted for one year only.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Business Manager—J. H. Weiss.
Representatives Joseph Hershney Mc Gillivray, New England—Robert C. Foster.

ST. ALBANS
(Franklin County)
W W S R
(Established 1941)

Rates effective April 30, 1941.
Owned by Vermont Radio Corporation, Inc.
Operated by Lloyd E. Squier and William G. Ricker.
Business Office and Studio—Main St., St. Albans, Vermont, telephone 1390.
Transmitter—Two miles north of business district. St. Albans, Vermont.
Wave—Power—Time
Operating power—1,000 watts.
211.1 meters; 1420 kilocycles.
Licensed to operate days on regional channel.

Daylight Saving Time observed.
Actual operating schedule: Sundays 10:00 a.m. to 1:15 p.m. Week days 7:00 a.m. to local sunset.
Commission and Cash Discount
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 of station break..... 6.00

DISCOUNTS
13 times..... Not 52 times..... 15%
26 times..... 5% 100 times..... 20%
52 times..... 10% 300 times..... 25%

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.
Contract and Other Requirements
Advertising of alcoholic beverages accepted. Preferred position governed by priority and availability on contract basis.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 48 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
Station Manager—Thomas Colton.
Commercial Manager—William G. Ricker.
Representatives Howard H. Wilson Co.

WATERBURY
(Washington County)
W D E V

Rates effective October 1, 1937.
Owned and operated by Lloyd E. Squier and Wm. G. Ricker.
Business Office and Studio—8 Stove St., Waterbury, Vermont, telephone 13-2.
Transmitter—Blush Hill, Waterbury, Vermont.
Wave—Power—Time
Operating power—1,000 watts.
545.5 meters; 550 kilocycles.
Licensed to operate full day time. Operates on Eastern Standard Time. Daylight Savings Time observed.
Actual operating schedule: 6:30 a.m. to sunset.
Commission and Cash Discount
Agency commission 15% allowed to recognized agencies on net station time.

General Advertising
The following rates are for national advertising.
1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 300 tt.
1 hour..... 60.00 57.00 54.00 51.00 48.00 45.00
3/4 hour..... 48.00 45.00 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..... 6.00 5.70 5.40 5.10 4.80 4.50

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP
Weather and time announcements; piano programs; daily news reviews every hour on the hour—rates on application.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates on application.
TALENT
Talent for programs (orchestras, soloists, etc.) can be supplied at extra charge—rates on application.

REMOTE CONTROL
All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.
Contract and Other Requirements
Beer advertising accepted on sponsored programs only. Preferred position governed by priority and availability on contract basis.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel
General Manager—Lloyd E. Squier.
Assistant General & Sales Mgr.—William G. Ricker.
Representatives Howard H. Wilson Company.

VIRGINIA

TRI-CITY STATIONS ASSOCIATION of Virginia



Allied Arts Bldg., Lynchburg, Va., telephone 3032.
Note: Address all communications to executive offices, P. O. Box 238, Lynchburg, Virginia.
Rates effective April 1, 1941.
Comprised of:
WLSL—Roanoke, Virginia
WLVA—Lynchburg, Virginia
WBTV—Danville, Virginia
Affiliated with the Mutual Broadcasting System.

Wave—Power—Time
See individual station listings.
Operates on Eastern Standard Time. Daylight Saving Time not observed.
Actual time 1st: 1 hour, 59:30 minutes; 3/4 hour, 44:30 minutes; 1/2 hour, 29:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:30 minutes.

Commission and Cash Discount
Agency commission 15% allowed to recognized agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%. Invoices mailed the first of the month, payable on the 15th of the month following service.

General Advertising
For combination rates see below, also Mutual Broadcasting System (Southeast Group).
Bookings may originate from any one station and feed to other Tri-City Stations or the Mutual Broadcasting System.
Simultaneous broadcast not compulsory. Rates for a Tri-City schedule are as follows, for national advertisers:

Table with columns for time slots (6:00 a.m. to 12:00 midnight) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Table for ANNOUNCEMENTS (6:00 a.m. to 12:00 midnight) with columns for time slots and rates for 100 words, 50 words, and Mutual Broadcasting System programs.

When acceptable, talks are handled and charged for at program time rate.

SPECIAL FEATURES
News Broadcasts: Five, ten or fifteen minute periods.
Household Features: Fifteen minute periods.
Sports Program: Five or fifteen minute periods.
Time Signals: One-half or one minute periods.
Weather Forecast: One minute.
Rates for the above features on request.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALENT
Rates on request.

REMOTE CONTROL
Rates and details on request.

SERVICE FACILITIES
Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs, are included without extra charge. Cooperation of publicity departments, no charge. Special market surveys made at cost. Mailing of merchandising promotion—postage will be charged at cost.

Line Charges
Permanent lines are maintained between Mutual and Tri-City Stations. No charge for these lines.

Contract and Copy Requirements
Rates apply to all classes of acceptable accounts and advertising.

Advertising of alcoholic beverages not accepted, excepting beer and wine. Preferred position governed by priority and availability on contract basis. Programs and announcements may not be combined to earn an accumulative discount. Programs take precedence over announcements. Line talent programs need not necessarily be broadcast simultaneously on all three stations should advertiser prefer a staggered schedule. In the latter instance transcriptions may be made by the individual stations and cost of cutting disc will be billed. It is expressly agreed that the broadcaster reserves the right to change the time scheduled when necessary. Should any announcement be made erroneously or not made on account of mechanical irregularities, it is agreed that the broadcaster will make the announcement good during an ensuing non-commercial broadcast period. It is understood, where no payment is made for talent, the broadcaster will use the best station talent available, or may use recordings at his Staff announcers used during programs, unless special permission is granted for other announcers. The broadcaster reserves the right to reject any advertising matter, or any part of an announcement that may be deemed objectionable, and substitute other copy at his discretion. The broadcaster reserves the right to refuse, or discontinue any advertising for any reasons satisfactory to himself. Contract subject to laws, rules or regulations now existing or made in the future by any duly constituted authority or governmental agency in relation to radio or kindred subjects. Contracts cannot be made for a period longer than one year. Advertising copy shall be furnished by the advertiser and may be changed as often as desired. Station continuity department will collaborate with advertiser in the preparation of copy. Contracts may be cancelled by the advertiser by giving 30 days' advance notice accompanied by the payment for short time rates, as determined by discount, to the date of cancellation. All proposals subject to prior booking of time.

Closing Time
Talent programs close one week in advance. Material for announcements should be sent by the advertiser or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

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

Personnel
General Manager—Philip P. Allen.
Sales Manager—Carl B. Ogilvie.

Behind closed doors, where
many decisions are made,

Radio Advertising Rates and

Data is active and working

hard.

At such times network and

station advertising in RARD

revitalizes all that has

been said in personal selling

and sales promotion.

VIRGINIA—Continued

BRISTOL

(Washington County)

WOPI

This station is located in Tennessee and also Virginia. For rates and data on this station see listing under Bristol, Tennessee.

CHARLOTTESVILLE

(Albemarle County)

WCHV

(Established 1929)



Rates effective October 15, 1941. Owned and operated by Community Broadcasting Corp. Business Office and Studios—Fourth and E. Market Sts., Charlottesville, Va., telephone 2500.

Transmitter—Route 250, Richmond Road, Albemarle County, Virginia. Wave—Power—Time Operating power—250 watts. (100% modulation—direct crystal control.) 206.9 meters; 1450 kilocycles.

Operates on Eastern Standard Time. Daylight Savings Time not observed. Licensed to operate unlimited time. Actual operating schedule: 7:00 a.m. to 12:00 midnight. Commission and Cash Discount Agency commission 15% on net charge for station time only.

Table with 5 columns: Rate type (1 hour, 1/2 hour, etc.), and 5 columns of rates (11 ti, 13 ti, 26 ti, 52 ti, 104 ti).

ANNOUNCEMENTS 1 ti. 11 ti. 51 ti. 101 ti. 201 ti. (*) minute or station break. 4.50 4.25 4.00 3.80 3.60 3.20

TALENT Rates on request. REMOTE CONTROL Equipped to handle remote control programs anywhere in Central Virginia.

SERVICE FACILITIES Station has a complete artist bureau and program department for constructing any type program desired. Complete merchandising service.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates are for time only.

COVINGTON

(Alleghany County)

WJMA

(Established 1941)



Rates effective September 1, 1941. Owned and operated by John and Marcia Arrington, Jr. Business Office and Studio—416 Main St., Covington, Va., telephone 810.

Transmitter—Covington, Va. Wave—Power—Time Operating power—250 watts. (100% modulation—direct crystal control.) 223.9 meters; 1340 kilocycles.

Table with 5 columns: Rate type (1 hour, 1/2 hour, etc.), and 5 columns of rates (11 ti, 13 ti, 26 ti, 52 ti, 104 ti).

ANNOUNCEMENTS 1 ti. 11 ti. 51 ti. 101 ti. 201 ti. (*) minute or station break. 4.50 4.25 4.00 3.80 3.60 3.20

REMOTE CONTROL Equipped to handle remote control programs anywhere in central Virginia.

TALENT Rates on request. SERVICE FACILITIES Station has a complete artist bureau and program department for constructing any type program desired.

Closing Time

Contracts close one week before first broadcast. Mechanical Program Equipment Equipped to handle programs by electrical transcription.

DANVILLE

(Pittsylvania County)

WBTM

(Established 1930)



Rates effective September 1, 1939. Owned and operated by the Piedmont Broadcasting Corporation.

Business Office and Studio—Hotel Danville, Danville, Virginia, telephone 2350. Transmitter—Danville, Virginia. Wave—Power—Time Operating power—250 watts days; 100 watts nights.

ANNOUNCEMENTS 1 ti. 11 ti. 51 ti. 101 ti. 201 ti. (*) minute or station break. 4.50 4.25 4.00 3.80 3.60 3.20

SPOT ANNOUNCEMENTS (6:00 a.m. to 12:00 midnight week days) 100 words... 6.00 5.70 5.40 5.10 4.80

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

SPECIAL FEATURES News Broadcasts: Five, ten or fifteen minute periods. Household Features: Fifteen minute periods.

ELECTRICAL TRANSCRIPTIONS Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

REMOTE CONTROL Rates and details on request. SERVICE FACILITIES Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs.

Line Charges Permanent lines are maintained between Mutual and Tri-City Stations. No charge for these lines.

Contract and Copy Requirements Rates apply to all classes of acceptable accounts and advertising.

Advertising of alcoholic beverages not accepted, excepting beer and wine. Preferred position governed by priority and availability on contract basis.

Programs and announcements may not be combined to earn an accumulative discount. Programs take precedence over announcements.

Live talent programs need not necessarily be broadcast simultaneously on all three stations should advertiser prefer a staggered schedule.

Contract subject to laws, rules or regulations now existent or made in the future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Advertising copy shall be furnished by the advertiser and may be changed as often as desired. Station continuity department will collaborate with advertiser in the preparation of copy.

Contracts may be cancelled by the advertiser by giving 30 days' advance notice accompanied by the payment for short time rates, as determined by discount, to the date of cancellation.

All proposals subject to prior booking of time. Closing Time Talent programs close one week in advance. Material for announcements should be sent by the advertiser or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

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

Personnel Manager—James L. Howe. Commercial Manager—R. Stanford Guyer. Asst. Mgr. & Prog. Dir.—W. P. Heffernan.

Representatives Tri-City Stations Association of Virginia. FREDERICKSBURG (Spotsylvania County) WFVA (Established 1939)

Rate card undated; received August 23, 1939. (Card No. 1) Owned and operated by Fredericksburg Broadcasting Corporation. Business Office and Studio—Fredericksburg, Virginia.

Transmitter—Two miles East of Fredericksburg on Route 3. Wave—Power—Time Operating power—250 watts. 232.6 meters; 1290 kilocycles.

ANNOUNCEMENTS 1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 208 ti. (*) minute or station break. 4.00 3.80 3.60 3.40 3.20 2.80

SPECIAL FEATURES News: Regular station rates apply for 5 minutes or more. Time Signals, Weather and Temperature Reports: Exclusive sponsorship, 50 words maximum, 3 daily, per week, 18.00. Minimum contract four weeks.

REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists, announcers and engineers, etc., to be paid for by advertiser, when required, in advance.

SERVICE FACILITIES Production department plans and produces complete radio features and program ideas, or serves in an advisory capacity when desired.

Contract and Other Requirements Preferred position governed by priority and availability on contract basis. All contracts are subject to station approval and governmental regulations.

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

Personnel General Manager—Richard F. Lewis, Assistant Manager in charge—William R. Seth. Program Manager—Nan Winkler. Representative—Burn-Smith Company, Inc.

HARRISONBURG

(Rockingham County)

WSVA

(Established 1935)

Rates effective June 1, 1941. (Card No. 7.) Owned and operated by Shenandoah Valley Broadcasting Corporation. Business Offices and Studios—Main and East Market Streets, Harrisonburg, Va., telephone 875, and Hotel Beverley, Staunton, Va., telephone 647.

Transmitter—R.F.D. 1, Rockingham County, Va. Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 545.5 meters; 550 kilocycles. Licensed to operate days only. Operates on Eastern Standard Time. Daylight Savings Time not observed.

VIRGINIA—Continued

HARRISONBURG—Continued

W S V A—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 100 words or less) and rates for various classes (A, B, C, D) and spots.

Time signals, weather reports, temperature reports and newscasts—rates on request. POLITICAL BROADCASTS

Charged for at regular one time general broadcasting rate for class of service purchased. No frequency discount allowed. Payment must accompany contract.

RECORDED PROGRAMS Information on request. TALENT Rates on request.

REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser, when required, in advance.

SERVICE FACILITIES Production department plans and produces complete radio features and program ideas, or service in an advisory capacity when desired.

Contract and Other Requirements Beer advertising accepted after 12:00 noon for program service only. No announcements accepted. No hard liquor or wine advertising.

Preferred position governed by priority and availability on contract basis. All contracts subject to station approval and governmental regulations. Maximum length of contract is one year.

Closing Time Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel General Manager—Charles P. Blackley. Sales Manager—R. B. Harrington. Program Director—Dick Johnson.

LYNCHBURG

(Campbell County) WLVA



Rates effective September 1, 1939.

Owned and operated by Lynchburg Broadcasting Corp. Business Office and Studio—Allied Arts Building, Lynchburg, Virginia, telephone 9030.

Wave—Power—Time Operating power—250 watts. (100% modulation). 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time.

Commission and Cash Discount Agency commission 15% paid to recognized advertising agencies on net station time.

General Advertising For combination rates see listings of Mutual Broadcasting System (Southeast Group) and Tri-City Stations Association of Virginia.

Actual time is 1 hour 59-1/2 minutes; 3/4 hour 44-1/2 minutes; 1/2 hour 29-1/2 minutes; 1/4 hour 13-1/2 minutes; 5 minutes 4-1/2 minutes.

Table with columns for time slots and rates for various classes (A, B, C, D) and spots.

SPOT ANNOUNCEMENTS (6:00 a.m. to 12:00 midnight week days) 9:00 a.m. to 12:00 midnight Sundays

Mutual Broadcasting System participating programs at above rates plus network talent fees. No extra charges for lines.

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

SPECIAL FEATURES News Broadcasts: Five, ten or fifteen minute periods. Household Features: Fifteen minute periods.

ELECTRICAL TRANSCRIPTIONS Regular time charges apply. Not restricted to certain hours. Musical library—charges included in rates.

TALENT Rates on request. REMOTE CONTROL Rates and details on request.

SERVICE FACILITIES Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs, are included without extra charge.

Contract and Copy Requirements Rates apply to all classes of acceptable accounts and advertising.

Line Charges Permanent lines are maintained between Mutual and Tri-City Stations. No charge for these lines.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine.

Preferred position governed by priority and availability on contract basis. Programs take precedence over announcements.

Five talent programs need not necessarily be broadcast simultaneously on all three stations should advertiser prefer a staggered schedule.

It is expressly agreed that the broadcaster reserves the right to change the time scheduled when necessary.

Contract subject to laws, rules or regulations now existent or made in the future by any duly constituted authority or governmental agency.

Advertising copy shall be furnished by the advertiser and may be changed as often as desired.

Contracts may be cancelled by the advertiser by giving 30 days advance notice accompanied by the payment for short time rates, as determined by discount, to the date of cancellation.

All proposals subject to prior booking of time. Closing Time Talent programs close one week in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel President—Edward A. Allen. General Manager—Philip P. Allen.

Representatives Tri-City Stations Association of Virginia.

MARTINSVILLE

(Henry County) WMVA (Established 1941)

Rates effective July 1, 1941. (Card No. 2.) Owned and operated by Martinsville Broadcasting Co. Business Office and Studio—Thomas Jefferson Hotel, Martinsville, Virginia.

Transmitter—Thomas Jefferson Hotel, Martinsville, Virginia.

Wave—Power—Time Operating power—250 watts days; 100 watts r. 206.9 meters; 1450 kilocycles.

Commission and Cash Discount Agency commission 15% to recognized agency station time only.

General Advertising The following rates are for national advertising. Rates include charges by owners of music copy.

Table with columns for time slots and rates for various classes (A, B, C, D) and spots.

ANNOUNCEMENTS A 5% tolerance will be allowed in the number of words in spot announcements.

SPECIAL FEATURES Newscasts—Leased wire service, six days a week, per month 115.00; 5 minutes, per m. 65.00.

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

POLITICAL One time rate applies. RELIGIOUS A 25% discount will be allowed to civic and religious organizations broadcasting for charitable purposes.

Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer, ale and wine.

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

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel Station Manager—R. Hoy Whitlow.

NEWPORT NEWS

(Warwick County) WGH (Established 1928)

Rates effective March 1, 1940. Owned and operated by Hampton Roads Broadcast Corporation, a subsidiary of Daily Press, Inc.

Other Studios—Hotel Warwick, Newport News, telephone 2297; Portlock Bldg., Norfolk, telephone 27031.

Wave—Power—Time Operating power—250 watts. (100% modulation). 223.9 meters; 1340 kilocycles.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time.

General Advertising For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations).

Closing Time The following rates are for national advertising. Local advertising rates consult station management.

Table with columns for time slots and rates for various classes (A, B) and spots.

DISCOUNTS Apply on announcements or programs. Announcements and program periods of five minutes or more can be combined to earn larger discounts.

(This listing continued on next page)

WGH—Continued

Less than 13 times.....	Not 100 times.....	20%
13 times.....	5% 150 times.....	25%
14 times.....	10% 200 times.....	30%
15 times.....	15%	

SPECIAL FEATURES

Newscasts, weather and time reporting services available to sponsors. Rates on request.
Participations—Certain programs are available to non-competing products for participating announcements. Advertiser must use a minimum of six announcements per week for a minimum period of 13 weeks. Regular rates apply.

RECORDED PROGRAMS AND TRANSCRIPTIONS

Regular time charges apply on recorded programs, transcriptions and transcribed announcements. Transcription library service available. Rates on request.

TALENT

Rates on application.

REMOTE CONTROL

Services and facilities for programs by remote control are available. Rates on request.

SERVICE FACILITIES

Services of station staff in arranging and presenting programs are included in rates. A reasonable amount merchandising service is available to sponsors.

Contract and Other Requirements

Rates quoted are for station time only. Maximum contract accepted, one year.

All programs must conform to the standards of the station and be in compliance with the laws of the United States, the laws of the state of Virginia, and the Rules and Regulations of the Federal Communications Commission.

The management of station reserves the right to cancel, advance the time of, or postpone the program or announcement of any advertiser if it interferes with the broadcasting of public messages or announcements of sectional or national importance.

Contracts are made subject to interference by strikes, weather conditions or other unavoidable conditions beyond the control of the station and no responsibility will be assumed beyond the cancellation of charges for time involved.

The advertiser and his agent or employees agree to indemnify and to keep indemnified The Hampton Ads Broadcasting Corporation from any loss caused by reason of any action in libel, slander or copyright infringement, and in addition the advertiser agrees to pay all costs of defending the action, including the attorney's fee.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Assistant—Major Raymond B. Bottom.
Vice-President, Station and Promotion Manager—Edward E. Bishop.
Commercial Manager—Edward E. Edgar.
Representatives—Burn-Smith Company, Incorporated.

exceed one year's duration. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast under contract with or without interruption. In the event of a rate increase advertisers under contract with station will be protected at current rate for a period of one year from the effective date of the increase. New advertisers who place a contract before the effective date of the rate increase to start not later than 30 days after, will be protected as to rate for a period of 12 months from the effective date of the increase.

Less than 26 periods.....	Net
26 to 51 periods.....	5%
52 to 103 periods.....	10%
104 to 155 periods.....	15%
156 to 233 periods.....	20%
234 to 259 periods.....	22-1/2%
260 to 311 periods.....	25%
312 to 623 periods.....	27-1/2%
624 or more periods.....	30%

SPECIAL FEATURES

Time signals and temperature reports take regular 50 word announcement rates with 50 words of commercial copy in addition to temperature reading or correct time. Twenty-five words allowed if used as a chain break between commercial programs.

Baseball and football scores are sold at the five minute program rates, plus cost of obtaining scores. Rate for other special services, such as sponsorship of weather forecasts, crop reports, etc., is based on 100 word announcement rate with 50 words of commercial copy in addition to reports, and is subject to regular time discounts.

Fashion and Thrift: Womens cooperative program. participating basis; 3 days weekly, per week 35.00; 5 days weekly, per week 50.00; subject to regular frequency discounts.

TALENT

Rates on application.

REMOTE CONTROL
Service and facilities for programs by remote control are available. Prices will be quoted on request.

SERVICE FACILITIES

Merchandising included as part of regular service. Where extra services are requested, prices will be quoted at net cost.

Contract and Other Requirements

Announcements are sold with the understanding that programs take precedence, and that announcements scheduled for periods later sold for programs, may be rescheduled by station at equally advantageous times.

Closing Time

Closing time depends on type of service requested. Two weeks desirable for publicity releases.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—Campbell Arnoux.
Promotion Manager—Ralph Hatcher.
Exclusive National Representatives
Edward Petry & Company, Inc.

PETERSBURG

(Dinwiddle County)

WPID

(Established 1940)



Rates effective June 1, 1940. (Card No. 1.)
Owned and operated by Petersburg Newspaper Corp.
Business Office and Studio—121 N. Sycamore Street,
Petersburg, Virginia.
Transmitter—Colonial Heights, Virginia (1/2 mile from downtown Petersburg).

(This listing continued on next page)

AN EASY PICK-UP

FOR 1942 SALES IN VIRGINIA'S RICHEST MARKET

1941 has been a big year for advertisers in the rich Norfolk Market. ★ Population increased 50% ★ Retail Sales climbed 46% ★ Automobile Sales shot up 76% ★ More than ONE BILLION DOLLARS spent by Uncle Sam for defense.

And 1942 will show an even greater sales pick-up in this furiously boiling defense pot for advertisers using WTAR—the one station that regularly contacts more listeners in the Norfolk Market than all other stations combined. Give YOUR sales a New Year pick-up by including WTAR on your 1942 schedules.



NORFOLK
(Norfolk County)
WTAR
(Established 1928)



Rates effective October 1, 1941.
Owned and operated by WTAR Radio Corporation, subsidiary of Norfolk Newspapers, Inc.
Business Office and Studio—National Bank of Commerce Building, Norfolk, Virginia.
Transmitter—Glen Rock Road, near Norfolk, Virginia.
Power—Time
Rating power—5,000 watts days (non-directional); 1,000 watts nights (directional).
100% modulation—crystal control.
3.7 meters; 790 kilocycles.
Designed to operate full time. Operates on Eastern Standard Time.
Dual operating schedule: Sundays 7:45 a.m. to 1:00 p.m. Week days 5:30 a.m. to 1:00 a.m.
Commission and Cash Discount
Agency commission 15% on net charges for station facilities to recognized agencies. Commission applies to station time and talent. No cash discount. Bills rendered 1st of month following service and payable within 15 days.

Local Advertising
Special combination rates see listing of National Broadcasting Company (Red Southern Group).
Following rates are for national advertising. National rates apply to all advertisers located outside the state of Virginia. For local advertising rates consult station management.

Rates include charges made by owners of copyrighted music controlled and licensed by BMI, ASCAP and AMP.

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

hour.....	160.00
hour.....	95.00
hour.....	65.00
minutes.....	35.00
minute transcription or 100 words.....	25.00
words or less.....	15.00
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 11:30 p.m.)	
hour.....	50.00
hour.....	47.50
hour.....	32.50
minutes.....	17.50
minute transcription or 100 words.....	12.50
words or less.....	7.50
(*11:30 p.m. to 7:00 a.m.)	
hour.....	52.75
hour.....	31.75
hour.....	21.75
minutes.....	11.50
minute transcription or 100 words.....	7.50
words or less.....	5.00

* Service available only if a regularly scheduled program precedes or follows.

DISCOUNTS
Accounts allowed retroactively on the number of ads placed given within a year under contract not to

5000 WATTS DAY and NIGHT

WTAR

NORFOLK VA. AMERICA'S No.1 SALES AREA

Complete NBC Red and Blue Service
Owned and Operated by Norfolk Newspapers, Inc. National Representatives: Edward Petry & Co.

VIRGINIA—Continued

PETERSBURG—Continued

W P I D—Continued

Wave—Power—Time

Operating power—250 watts.
241.0 meters; 1240 kilocycles.
Licensed to operate unlimited time week days on local channel. Shares certain specified hours Sundays only with station WDBL, Richmond, Virginia (non-commercial).
Actual operating schedule: Sundays 1:30 p.m. to 5:30 p.m. and 7:00 p.m. to 7:30 p.m. Week days 7:00 a.m. to 11:00 p.m.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered first of month following broadcast, due 15th of month following broadcast.

General Advertising

The following rates are for both local and national advertising. Rates include charges by owners of music copyrights.
Units in excess of 30 minutes are available at proportionately higher rates.
Cooperative programs (programs using copy of more than one advertiser per broadcast) are subject to a rate of 25% higher than listed.

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

1/2 hour.....	22.50
1/4 hour.....	13.50
5 minutes.....	6.50
1 minute.....	3.50
100 words.....	3.00
50 words or less.....	2.50

CLASS "B"
(7:00 a.m. to 9:00 p.m. and 10:30 p.m. to 12:00 midnight)

1/2 hour.....	16.50
1/4 hour.....	9.75
5 minutes.....	4.75
1 minute.....	2.50
100 words.....	2.00
50 words or less.....	1.50

Discounts

All rates are guaranteed for one year from starting date of contract and discounts will be allowed retroactively on the number of broadcasts given within one year with or without interruption; but no contract can extend beyond one year from starting date. Announcements and programs of five minutes or longer cannot be combined for discount or rate purposes.
Less than 28 times.. Net 15% to 233 times..... 20%
28 to 51 times..... 5% 234 to 311 times..... 25%
52 to 103 times..... 10% 312 times or more..... 30%
104 to 155 times..... 15%

SPECIAL FEATURES

Weather forecast available for sponsorship on the basis of one minute announcement rate with fifty words of commercial copy.

TALENT

Talent is extra; rates on request.

REMOTE CONTROL

Service and facilities for handling programs originating outside of the studios are available. Rates on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.
Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for period later sold for programs may be rescheduled by the station within the hours of the same time classification. Five minute programs may be moved on 48 hours' notice when time is sold for program of 15 minutes or longer.

Time of broadcast of any program is subject to change by mutual agreement, or by station or days' notice to advertiser if program is scheduled between 6:00 p.m. and 8:00 p.m. on a once-a-week basis and time is required for a commercial program on a three to five times per week basis.
Unless otherwise specifically agreed upon in writing on the fact of the contract, all contracts are subject to cancellation on 15 days' notice in writing, the short rate applicable to the date cancellation into effect.

All facilities are furnished in accordance with station's standard contract form.

Closing Time

Closing time on contracts, copy, transcriptions, talks are subject only to time required to insure proper arrangements for handling and production.

Mechanical Program Equipment

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

Personnel

Station Manager—Walter Haffington.
Representatives Associated Radio Sales.

RICHMOND
(Henrico County)

W B B L

Owned and operated by Grace Covenant Presbyterian Church, Richmond, Virginia.

Wave—Power—Time

Operating power—100 watts.
241.9 meters; 1240 kilocycles.
Operates certain hours on Sunday only.
Does not sell time.

W M B G

(Established 1927)



Rates effective May 1, 1941. (Card No. 5N.)
Owned and operated by Havens & Martin, Inc., Business Office and Studio—3301 W. Broad St., P. O. Box 5229, Richmond, Va., telephone 5-8611.
Transmitter—Staples Mill Road and Broad Street, 1/2 mile west of Richmond, Virginia.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts night (C. P. 5,000 watts nights.)
(100% modulation—crystal control.)
217.4 meters; 1380 kilocycles.

Licensed to operate full time on regional channels Operates on Eastern Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight, Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% allowed to recognized agencies on station time only. No cash discount. Bills payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Supplementary with 1 Network.)
Rates for time in excess of one hour are in proportion.

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

1 hr. 100.00	130.00	160.00	190.00	220.00
1/2 hour....	75.00	95.00	115.00	135.00
1/4 hour....	50.00	60.00	70.00	80.00
5 minutes	25.00	30.00	35.00	40.00

CLASS "B"
(8:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)

1 hour....	100.00	130.00	160.00	190.00	220.00
1/2 hour....	70.00	90.00	110.00	130.00	150.00
1/4 hour....	50.00	65.00	80.00	95.00	110.00
5 minutes	25.00	32.50	40.00	47.50	55.00

CLASS "C"
(6:00 a.m. to 8:00 a.m., 2:00 p.m. to 5:00 p.m. and 11:00 p.m. to 1:00 a.m.)

1 hour....	80.00	100.00	120.00	140.00	160.00
1/2 hour....	60.00	75.00	90.00	105.00	120.00
1/4 hour....	40.00	50.00	60.00	70.00	80.00
5 minutes	20.00	25.00	30.00	35.00	40.00

ANNOUNCEMENTS
(After 6:00 p.m.)

1 minute transcrip- tion.....	30.00	25.50	27.00	25.50	24.00
100 words.....	25.00	23.75	22.50	21.25	20.00
Sta. breaks	25.00	23.75	22.50	21.25	20.00
50 words....	18.00	17.10	16.20	15.30	14.40

(Before 6:00 p.m.)

1 minute transcrip- tion.....	15.00	14.25	13.50	12.75	12.00
100 words....	12.50	11.87	11.25	10.62	10.00
Sta. breaks	12.50	11.87	11.25	10.62	10.00
50 words....	9.00	8.55	8.10	7.65	7.20

SPECIAL FEATURES
Weather reports daily, feature and 100 word announcement:
1 wk. 13 wks. 26 wks. 52 wks.
Per week..... 160.00 152.00 144.00 136.00
Temperature reports, feature and 100 word announcement:
Per week..... 85.00 80.75 76.50 72.25

RECORDED PROGRAMS
Regular time charges apply to recorded programs, restricted to certain hours. Transcription lib services available. rates on request.

Closing Time

Announcements and recorded programs close at 11:00 a.m. two days in advance

Mechanical Program Equipment

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

Personnel

General Manager—Wilbur M. Havens.
Representatives John Blair & Company.

BUYERS SEE RED

...when they think
of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.



RED NETWORK OUTLET - RICHMOND, VA.

JOHN BLAIR CO., REP.

VIRGINIA—Continued

RICHMOND—Continued

WRNL
(Established 1927)



Rates effective September 1, 1940.

Owned and operated by Richmond Radio Corp.
Studios—828 E. Grace Street, Richmond, Virginia,
Telephone 33436.
Transmitter—Wilkinson Road, two miles North of
Richmond.

Power—Time

Operating power—5,000 watts.
(100% modulation—crystal control.)
229.7 meters; 910 kilocycles.
Operates on regional channel on Eastern Standard
Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 7:00 a.m. to 1:00
a.m. Week days 5:30 a.m. to 1:00 a.m.

Commission and Cash Discount

Agency commission 15% on net charge for station
time only. No commission on program charges. No
cash discount. Bills due and payable when rendered.

General Advertising

Affiliated with the National Broadcasting Company
(Basic Optional Stations).

CLASS "A"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	140.00	84.00	56.00	28.00	14.00	10.00
2 times	133.00	79.80	53.20	26.60	13.30	9.50
3 times	126.00	75.60	50.40	25.20	12.60	9.00
4 times	119.00	71.40	47.60	23.80	11.90	8.50
5 times	112.00	67.20	44.80	22.40	11.20	8.00
6 times	105.00	63.00	42.00	21.00	10.50	7.50
8 times	98.00	58.80	39.20	19.60	9.80	7.00
12 times	91.00	54.60	36.40	18.20	9.10	6.50
18 times	84.00	50.40	33.60	16.80	8.40	6.00
24 or more times.....	77.00	46.20	30.80	15.40	7.70	5.50

CLASS "B"

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

1 time..	84.00	50.40	33.60	16.80	7.00	5.00
6 times	79.80	47.88	31.92	15.96	6.65	4.75
2 times	76.50	45.96	30.24	15.12	6.30	4.50
5 times	71.40	42.84	28.56	14.28	5.95	4.25
8 times	67.20	40.32	26.88	13.44	5.60	4.00
6 times	63.00	37.80	25.20	12.60	5.25	3.75
8 times	58.80	35.28	23.52	11.76	4.90	3.50
2 times	54.60	32.76	21.84	10.92	4.55	3.25
8 times	50.40	30.24	20.16	10.08	4.20	3.00
14 or more times.....	46.20	27.72	18.48	9.24	3.85	2.75

CLASS "C"

(11:00 p.m. to 12:00 midnight and 7:00 a.m.
to 9:00 a.m.)

1 time..	70.00	42.00	28.00	14.00	7.00	5.00
6 times	66.50	39.90	26.60	13.30	6.65	4.75
2 times	63.00	37.80	25.20	12.60	6.30	4.50
5 times	59.50	35.70	23.80	11.90	5.95	4.25
8 times	56.00	33.60	22.40	11.20	5.60	4.00
6 times	52.50	31.50	21.00	10.50	5.25	3.75
8 times	49.00	29.40	19.60	9.80	4.90	3.50
2 times	45.50	27.30	18.20	9.10	4.55	3.25
8 times	42.00	25.20	16.80	8.40	4.20	3.00
14 or more times.....	38.50	23.10	15.40	7.70	3.85	2.75

CLASS "D"

(12:00 midnight to 7:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	50.00	30.00	20.00	10.00
2 times.....	47.50	28.50	19.00	9.50
3 times.....	45.00	27.00	18.00	9.00
4 times.....	42.50	25.50	17.00	8.50
5 times.....	40.00	24.00	16.00	8.00
6 times.....	37.50	22.50	15.00	7.50
8 times.....	35.00	21.00	14.00	7.00
12 times.....	32.50	19.50	13.00	6.50
18 times.....	30.00	18.00	12.00	6.00
24 or more times.....	27.50	16.50	11.00	5.50

(*) One minute electrical transcription or 100 words.

(†) Fifty words or less.

Continuous Units

Two or more program units of 15 minutes or more, broadcast on same day for the same sponsor within the same time bracket, may be combined to earn the one half hour, the three quarter hour, or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station option on 28 days' notice.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

SPECIAL FEATURES

News: Regular news periods on which regular rates only apply.
Time signal, weather reports, news flashes and other special features—rates on application.

TALENT

The station will furnish any type local talent available.

ELECTRICAL TRANSCRIPTIONS

Library of electrical transcriptions available at all times. Rates on request.

REMOTE CONTROL

Equipped for handling programs originating outside of studio. Rates on request.

SERVICE FACILITIES

Merchandising service available. Rates on request. Artist Bureau available. Audition transcription of talent available may be had on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer.
Discounts earned on announcements shall not be applied on program contracts and vice versa.
All programs are subject to approval of the station management. Rates quoted are for facilities of the station only; talent cost extra.

Mechanical Program Equipment

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

Personnel

General Manager—E. H. Whitlock.
Production Manager—Richard Veltz.
Educational Director—G. Mulroy Freeman.

Representatives

Edward Petry & Company.



NOW!

5000 WATTS

DAY AND NIGHT 910 KC

WRNL

RICHMOND VIRGINIA

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

VIRGINIA—Continued

RICHMOND—Continued

WRVA
(Established 1925)



Rates effective November 1, 1938. (Card No. 7.)
Owned and operated by Larus & Bro. Company.
Business Office—Hotel Richmond, Ninth and Grace
Streets, Richmond, Virginia, telephone 3-6633.
Studios—Richmond—Hotel Richmond, Ninth and
Grace Streets; Norfolk—Stagg Piano Company, 502
Duke Street.
Transmitter—Between Richmond and Norfolk, Va.

Wave—Power—Time

Operating power—50,000 watts.
263.2 meters; 1140 kilocycles.
Licensed to operate full time on national clear
channel.
Operates on Eastern Standard Time. Daylight Sav-
ings Time not observed.
Actual operating schedule. 5:30 a.m. to 12:00 mid-
night.

Commission and Cash Discount

Agency commission 15% on net charge for station
time only. No commission on program charges. No
cash discount. Bills rendered 1st of month follow-
ing service and are due on the 10th.

General Advertising

For combination rates see listing of Columbia Broad-
casting System (Basic Supplementary Group).
To earn discounts, stipulated number of programs
must come within twelve month period.

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

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour....	350.00	332.50	315.00	297.50	280.00	262.50
1/2 hour....	210.00	199.50	189.00	178.50	168.00	157.50
1/4 hour....	140.00	133.00	126.00	119.00	112.00	105.00
5 minutes	70.00	66.50	63.00	59.50	56.00	52.50

CLASS "B"
(9:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:00
p.m. and 10:30 p.m. to 11:00 p.m.)

1 hour....	175.00	166.25	157.50	148.75	140.00	131.25
1/2 hour....	105.00	99.75	94.50	89.25	84.00	78.75
1/4 hour....	70.00	66.50	63.00	59.50	56.00	52.50
5 minutes	35.00	33.25	31.50	29.75	28.00	26.25

CLASS "C"
(2:00 p.m. to 5:00 p.m., and 11:00 p.m.
to 12:00 midnight)

1 hour....	140.00	133.00	126.00	119.00	112.00	105.00
1/2 hour....	84.00	79.80	75.60	71.40	67.20	63.00
1/4 hour....	56.00	53.20	50.40	47.60	44.80	42.00
5 minutes	28.00	26.60	25.20	23.80	22.40	21.00

Class "D", 12:00 midnight to 6:00 a.m., one-half
Class "C" rates.
Note: Sunday Class "B" until 6:00 p.m., Class "A"
thereafter.

ANNOUNCEMENTS

(After 6:00 p.m.)

One minute electrical tran- scription	43.00	40.85	38.70	36.55	34.40	32.25
100 words.....	35.00	33.25	31.50	29.75	28.00	26.25
Station break.....	30.00	28.50	27.00	25.50	24.00	22.50

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

One minute electrical tran- scription	21.50	20.42	19.35	18.27	17.20	16.12
100 words.....	17.50	16.62	15.75	14.87	14.00	13.12
Station break.....	15.00	14.25	13.50	12.75	12.00	11.25

Tie-in Announcements: Restricted to name and
dress of local dealer. No discounts.
After 6:00 p.m.
Before 6:00 p.m.

SPECIAL FEATURES

Jimmy Clark: 7:00 a.m. to 9:00 a.m. Sold in
minute participation units only. Per participa-
tion program, 20.00. Subject to regular time
counts.

RECORDED PROGRAMS

Transcriptions library services available—details
request.

TALENT

Air-check transcriptions of talent programs avail-
able at moderate extra charge. Audition transcrip-
tion, talent available may be had on request.

REMOTE CONTROL

Additional charges are made for programs original-
ly outside the Richmond studios of station and for
grams requiring special production.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted.
Maximum contract, one year.
Rates include service of one announcer.
All contracts subject to station approval and may
be rejected without giving reason therefor.

Closing Time

Closing date 48 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical trans-
mission, using 33-1/3 and 78 r.p.m. double turn-tab
both lateral and vertical pick-ups.

Personnel

General Manager—C. T. Lucy.
Business Manager—Barron Howard.
Program Service Manager—Irving G. Abeloff.
Director of Public Relations—Walter R. Bishop.
Norfolk Manager—Harold Lucas.

Representatives

Paul H. Raymer Company.

ROANOKE

(Roanoke County)

WDBJ

(Established 1924)



Rates effective July 15, 1938. (Card No. 4.)

Owned and operated by Times-World Corpora-
tion, P. O. Box 150, Roanoke, Virginia.
Business Office and Studio—124 W. Kirk Avenue,
Roanoke, Virginia, telephone 8131.
Other Studios—War Memorial Hall, V.P.I., Black-
burg, Virginia.
Transmitter—Colonial Heights, Roanoke, Virginia.

Wave—Power—Time

Operating power—5,000 watts.
(100% modulation—direct crystal control.)
312.5 meters; 960 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern Standard Time. Daylight Sav-
ings Time not observed.
Actual operating schedule: Sundays 8:00 a.m.
to 12:00 midnight. Week days 6:00 a.m. to 12:00 mid-
night.

Commission and Cash Discount

Agency commission 15% on net charges for station
time only to recognized agencies. Cash discount 2
of net—15 days from invoice date. Invoices made
1st of each month.

General Advertising

For combination rates see listing of Columbia Broad-
casting System (Southeastern Group).
The following rates apply to national advertising. For
local advertising rates, consult station management.
Rates include charges made by owners of music copy-
rights.

MUSICAL PROGRAMS

CLASS "A"

(8:00 p.m. to 11:00 p.m. daily)

1 hour.....	100.00
1/2 hour.....	60.00
1/4 hour.....	40.00
5 minutes.....	20.00
100 words.....	10.00
35 words.....	7.14

CLASS "B"

(8:00 a.m. to 6:00 p.m. daily)

1 hour.....	62.50
1/2 hour.....	37.50
1/4 hour.....	25.00
5 minutes.....	12.50
100 words.....	7.14
35 words.....	5.00

CLASS "C"

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to
12:00 midnight)

1 hour.....	50.00
1/2 hour.....	30.00
1/4 hour.....	20.00
5 minutes.....	10.00
100 words.....	5.00

DISCOUNTS

Apply on announcements or programs. Announ-
cements and program periods of five minutes or more
cannot be combined to earn larger discounts. To
earn discounts, stipulated number of programs or an-
nouncements must come within 12 month period.
Less than 13 times..... N
13 times..... 5
26 times..... 10
52 times..... 15
100 times..... 20
150 times..... 25
300 or more times..... 30

POLITICAL TALKS AND PROGRAMS
Accepted at regular station rates. Payable in ad-
vance. Copy for talks must be submitted 24 hours
in advance of delivery time.

(This listing continued on next page)

WRVA

COVERS

RICHMOND AND

NORFOLK!

50,000 WATTS DAY

AND NIGHT CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

**ROANOKE—Continued
WDBJ—Continued**

SPECIAL FEATURES
Bulletin Board: Participation program, daily except Sunday. 100 word announcements, 6.00. Regular accounts apply.
Time signals and weather reports, when available, include regular announcement rates and discounts.
RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to electrical transcriptions and announcements. Not restricted to certain hours.
Transcription library service available—rates on request.

TALENT
Rates on application.
REMOTE CONTROL
Service and facilities for programs by remote control are available. Rates on request.

SERVICE FACILITIES
Services of the station staff in arranging and presenting programs are included in rates. Station maintains a merchandising department, the services of which are available to clients.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and wine.

Maximum contract accepted, one year.
Rates are for station time only, talent is extra.
Contracts subject to the approval of the station management and governmental regulations. Station reserves the right to cancel or move to other periods equal card rate value any program or announcement order to handle events of unusual program interest, cancellations or moves to periods of lesser card rate value credited on account.
Station reserves the right to refuse or discontinue

time any programs or to revise all advertising copy not conforming to station rules and regulations.
No periods sold in bulk for resale. Agreements made contingent upon strikes, fires, accidents or causes beyond station's control.

Closing Time
Closing date one week in advance of service if program is to be included in publicity releases.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
General Manager—Ray P. Jordan.
Commercial Manager—Frank D. Koehler.
Promotion Manager—Jack Weldon.
Representatives
Free & Peters, Inc.

W S L S
(Established 1940)



Rates received October 23, 1940.
Owned and operated by Roanoke Broadcasting Corp.
Business Office and Studio—Shenandoah Life Building, Roanoke, Virginia.
Transmitter—Shenandoah Life Building, Roanoke, Virginia.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern Standard Time. Daylight Saving Time observed.
Actual operating schedule: Sundays 7:50 a.m. to 12:05 a.m. Week days 6:00 a.m. to 12:05 a.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%. Invoices mailed on the first of the month, payable on the 15th of the month following service.

General Advertising
For combination rates see listings of Mutual Broadcasting System (Southern Group) and Tri-City Stations Association of Virginia.
Actual time is: 1 hour 59-1/2 minutes; 3/4 hour 44-1/2 minutes; 1/2 hour 29-1/2 minutes; 1/4 hour 14-1/2 minutes; 5 minutes 4-1/2 minutes.
(6:00 a.m. to 12:00 midnight week days and 8:00 a.m. to 12:00 midnight Sundays)

1 tl.	13 tl.	26 tl.	62 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
5 minutes 12.00	11.40	10.80	10.20	9.60

SPOT ANNOUNCEMENTS
(6:00 a.m. to 12:00 midnight week days)

One minute or:	6.00	5.70	5.40	5.10	4.80
100 words	4.25	4.04	3.83	3.61	3.40

Mutual Broadcasting System programs for local sponsorship at above rates plus network talent fees. No extra charges for lines.

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

SPECIAL FEATURES
News Broadcasts: Five, ten or fifteen minute periods.
Household Features: Fifteen minute periods.
Sports Program: Five or fifteen minute periods.
Weather Forecast: One minute.
Rates for the above features on request.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALENT
Rates on request.
REMOTE CONTROL
Rates and details on request.

SERVICE FACILITIES
Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs, are included without extra charge. Cooperation of publicity departments, no charge. Special market surveys made at cost. Mailing of merchandising promotion—postage will be charged at cost.

Line Charges
Permanent lines are maintained between Mutual and Tri-City Stations. No charge for these lines.

Contract and Copy Requirements
Rates apply to all classes of acceptable accounts and advertising.

Advertising of alcoholic beverages not accepted, excepting beer and wine.
Preferred position governed by priority and availability on contract basis.

Programs and announcements may not be combined to earn an accumulative discount. Programs take precedence over announcements.

Line talent programs need not necessarily be broadcast simultaneously on all three stations should advertiser prefer a staggered schedule. In the latter instance transcriptions may be made by the individual stations and cost of cutting disc will be billed.

It is expressly agreed that the broadcaster reserves the right to change the time scheduled when necessary. Should any announcement be made erroneously or not made on account of mechanical irregularities, it is agreed that the broadcaster will make the announcement good during an ensuing non-commercial broadcast period. It is understood, where no payment is made for talent, the broadcaster will use the best station talent available, or may use recordings at his discretion.

Staff announcers used during programs, unless special permission is granted for other announcers.

The broadcaster reserves the right to reject any advertising matter, or any part of an announcement that may be deemed objectionable, and substitute other copy at his discretion.

The broadcaster reserves the right to refuse, or discontinue any advertising for any reasons satisfactory to himself.

Contract subject to laws, rules or regulations now existent or made in the future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Contracts cannot be made for a period longer than one year.

Advertising copy shall be furnished by the advertiser and may be changed as often as desired. Station continuity department will collaborate with advertiser in the preparation of copy.

Contracts may be cancelled by the advertiser by giving 30 days' advance notice accompanied by the payment for short time rates, as determined by discount, to the date of cancellation.

All proposals subject to prior booking of time. Fees charged by owners of copyrights are included.

Closing Time
Talent programs close one week in advance. Material for announcements should be sent by the advertiser or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

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

Personnel
Station Manager—James H. Moore.
Commercial Manager—Frank E. Koehler.
Program Director—Fred Johnstone.

Representatives
Tri-City Stations Association of Virginia.

28.2% of Virginia's Radio Families

25.7% of Virginia's Retail Sales

26.8% of Virginia's Effective Buying Income

... are concentrated in WDBJ's 27-county primary area (daytime)! In round figures, that's 117,000 radio families, \$178,000,000 in retail sales, and an effective buying income of \$285,500,000!

Serving this rich market virtually alone, WDBJ is the only major network station that can be heard satisfactorily at all times throughout the entire territory—the only station you need to do a job in this neck of the woods! Write for all the dope now—or just ask Free & Peters.

WDBJ

**ROANOKE,
VIRGINIA**



Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate—5000 Watts Full Time—960 Kc.

VIRGINIA—Continued

SUFFOLK

(Nansemond County)

W L P M

(Established 1940)

Rates received September 20, 1940.
 Owned and operated by the Suffolk Broadcasting Corporation.
 Business Office and Studio—105 Bank Street, Suffolk, Virginia.
 Transmitter—Two miles northwest of Suffolk, Virginia on Route 460.
Wave—Power—Time
 Operating power—250 watts.
 206.9 meters; 1450 kilocycles.
 Licensed to operate full time on local channel.
 Daylight Saving Time not observed.
 Actual operating schedule: Sunday 10:00 a.m. to 11:00 p.m. Week days 6:45 a.m. to 11:05 p.m.
Commission and Cash Discount
 Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered monthly. Due ten days after rendition.
General Advertising
 Rates include charges by owners of music copyrights. The following rates are for national advertising.

1 hour	50.00	45.00	41.50	37.15	33.45	26.75
1/2 hour	27.00	24.00	21.30	18.85	16.65	14.65
1/4 hour	18.50	16.85	15.00	13.50	12.15	9.70
10 minutes	11.00	9.90	8.90	8.00	7.20	6.45
5 minutes	8.00	7.20	6.50	5.85	5.30	4.25
1 minute	6.00	5.40	4.90	4.40	4.00	3.20
50 words	4.00	3.60	3.15	2.85	2.60	2.10

DISCOUNTS

52 times	2%
100 times	5%
300 times	10%

Discounts earned on announcements cannot be applied to programs and vice versa.

ELECTRICAL TRANSCRIPTIONS

General advertising rates apply. Transcription library service available at no extra charge.

REMOTE CONTROL

Facilities subject to extra charge for line and mechanical costs.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wines.
 Contracts, unless otherwise agreed, subject to cancellation by four weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time

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

Mechanical Program Equipment

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

Personnel General Manager—Fred L. Hart.

Representatives Sears & Ayer, Inc.

WINCHESTER

(Frederick County)

W I N C

(Established 1941)



Date card undated; received December 17, 1941.
 Owned and operated by Richard Field Lewis.
 Business Office and Studio—W I N C Building, Winchester, Virginia.
 Transmitter—
Wave—Power—Time
 Operating power—250 watts.
 213.3 meters; 1400 kilocycles.
 Licensed to operate full time on local channel.
 Actual operating schedule: 7:00 a.m. to 11:30 p.m.
Commission and Cash Discount
 Agency commission —; cash discount —.

General Advertising
 For combination rates see listing of National Broadcasting Company (Basic Blue Network).
 Rates include charges by owners of music copyrights.

1 hour	30.00	27.00	24.00
1/2 hour	22.50	20.00	18.00
1/4 hour	17.00	15.00	13.50
5 minutes	10.00	9.00	8.00

ANNOUNCEMENTS

Maximum one minute	131 to 365
Spotted	3.50
Run of schedule	3.00

SPECIAL FEATURES

Weather report—Three daily, 50 words, exclusive sponsorship, per week 37.50
 Temperature reading—Three daily, 50 words maximum, exclusive sponsorship, per week 37.50
 Time signals—Three daily, 50 words maximum, per week 37.50

POLITICAL BROADCASTS

Regular rates apply. No frequency discounts. Payment must accompany order.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., or artists, announcers and engineers, etc., to be paid for by advertiser when required, in advance.

SERVICE FACILITIES

Production department plans and produces complete radio features and program ideas, or serves in advisory capacity when desired.

Contract and Other Requirements

Preferred position governed by priority and availability on contract basis. Contracts are subject to station approval and governmental regulation. Rates are for station time and service of announcer. Advertiser must accept nearest period when station is required to clear time for network programs.

Mechanical Program Equipment

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

Personnel Manager—Richard F. Lewis, Jr.

WASHINGTON

ABERDEEN

(Grays Harbor County)

K X R O

(Established 1927)



Rates effective January 1, 1938. (Card No. 6.)
 Owned and operated by KXRO, Inc.
 Business Office Address—P. O. Box 1120, Aberdeen, Washington, Aberdeen 4098.
 Studio—207 E. Market St., Aberdeen, Washington.
 Transmitter—One mile south of Aberdeen.
Wave—Power—Time
 Operating power—250 watts.
 (100% modulation)
 223.9 meters; 1340 kilocycles.
 Licensed to operate full time on cleared local channel. Operates on Pacific Standard Time. Daylight Saving Time not observed.
 Actual operating schedule: Sunday 9:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 11:00 p.m.
Commission and Cash Discount
 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
 For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Network).

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

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

1 hour	35.00
1/2 hour	21.00
1/4 hour	14.00
10 minutes	11.20
5 minutes	8.40

(All other times)

1 hour	25.00
1/2 hour	15.00
1/4 hour	10.00
10 minutes	8.00
5 minutes	6.00

WEEKLY DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers broadcast for thirteen or more weeks consecutively:
 Less than 10.00 weekly..... None
 10.00 but less than 20.00 weekly..... 2-1/2%
 20.00 but less than 30.00 weekly..... 5%
 30.00 but less than 40.00 weekly..... 7-1/2%
 40.00 but less than 50.00 weekly..... 10%
 50.00 but less than 60.00 weekly..... 12-1/2%
 60.00 or more weekly..... 15%

Additional Discounts

At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed. At the conclusion of 52 weeks broadcasting 10% additional discount is allowed.
 These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Chain breaks 35 words maximum; or 100 word announcements:
 (6:00 p.m. to 10:30 p.m.)

Base rate	5.50
30 announcements, each	4.12
90 announcements, each	3.85
180 announcements, each	3.58
270 announcements, each	3.30
365 announcements, each	3.03

(All other times)

Base rate	4.12
30 announcements, each	3.09
90 announcements, each	2.88
180 announcements, each	2.68
270 announcements, each	2.47
365 announcements, each	2.27

POLITICAL TALKS
 Subject to regular station time rates and policies, and payable in advance.

ELECTRICAL TRANSCRIPTIONS

One minute transcriptions—announcement rates apply.

SPECIAL FEATURES

- *News: Five to 15 minute periods per day—rates on request.
- *County Roundup: 7:00 a.m. to 8:00 a.m. daily except Sunday; musical program, two announcers, correct time every five minutes, requests featured—rates on request.
- *Here and There: 9:00 a.m. to 10:00 a.m., daily except Sunday; live talent musical program for women; two announcers—rates on request.

(*) Participation programs.

TALENT

Artists and orchestras—rates on application.

REMOTE CONTROL

Complete facilities for remote control broadcasts. Charges are extra.

SERVICE FACILITIES

Services of the continuity department, no additional charge.

Contract and Other Requirements

Advertising of beer and wine acceptable. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyrights. Contracts and copy subject to approval by station manager.

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

Personnel
 General Manager—Harry R. Spence.
 Commercial Manager—Fred G. Goddard.
 Promotion Manager—Stan Spiegler.

Representatives
 Walter Biddick Company.

BELLINGHAM

(Whatcom County)

K V O S

(Established 1927)

Rates effective January 1, 1938. (Card No. 9.)
 Owned and operated by KVOS, Inc.
 Business Office and Studio—1321 Commercial, 1 Incheon, Washington, telephone 420.
 Transmitter—Roeder & E Streets, Bellingham, W.
Wave—Power—Time
 Operating power—250 watts.
 (100% modulation).
 213.9 meters; 1230 kilocycles.
 (C. P. 1,000 watts; 790 kilocycles.)
 Licensed to operate full time on cleared local channel. Operates on Pacific Standard Time. Daylight Saving Time not observed.
 Actual operating schedule: Sundays 9:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:00 p.m.
Commission and Cash Discount
 Agency commission 15% to recognized advertising agencies on net station time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.
General Advertising

The following rates apply to national advertising. local advertising rates consult station manager. National advertisers buying time in cooperation with local advertisers will be charged at minimum rate actually earned according to frequency discount schedule for number of programs so used at card. No program of less than five minutes accepted (6:00 p.m. to 11:00 p.m.)

1 hour	35.00
1/2 hour	21.00
1/4 hour	14.00
10 minutes	11.20
5 minutes	8.40

(Before 6:00 p.m. and after 11:00 p.m.)

1 hour	25.00
1/2 hour	15.00
1/4 hour	10.00
10 minutes	8.00
5 minutes	6.00

WEEKLY DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers broadcast for thirteen or more weeks consecutively:
 Less than 10.00 weekly..... 2-1/2%
 10.00 but less than 20.00 weekly..... 5%
 20.00 but less than 30.00 weekly..... 7-1/2%
 30.00 but less than 40.00 weekly..... 10%
 40.00 but less than 50.00 weekly..... 12-1/2%
 50.00 but less than 60.00 weekly..... 15%
 60.00 or more weekly.....

Additional Discounts

At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting, a total of 10% additional discount is allowed. These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Extra voice or sound effects, 25% extra.
 Chain breaks—35 words maximum; or 100 word announcements: (6:00 p.m. to 10:30 p.m.)

Base rate	5.50
30 announcements, each	4.12
90 announcements, each	3.85
180 announcements, each	3.58
270 announcements, each	3.30
365 announcements, each	3.03

(All other times)

Base rate	4.12
30 announcements, each	3.09
90 announcements, each	2.88
180 announcements, each	2.68
270 announcements, each	2.47
365 announcements, each	2.27

SPECIAL FEATURES

News Service: 7:30 a.m., 9:00 a.m., 12:15 p.m., 2:00 p.m., 6:45 p.m. and 9:00 p.m.; 75 word spots.
 Rates on request.
 Request Periods: 6:00 a.m. to 7:00 a.m.—daily announcements rates apply, less 50%.
 Recommendation Man: 4:30 p.m. to 5:30 p.m.—(time announcement rates apply, less 25%).

REMOTE CONTROL

Remote control facilities and equipment complete for any need.

SERVICE FACILITIES

Station maintains a staff of talent, producers and writers.

Contract and Other Requirements
 All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from first broadcast. Rates are for station time and continuity service; talent is extra. Rates include radio charges by owners of music copyrights.

Contracts and copy subject to approval by station manager.
 Advertising of beer and wine acceptable.

Closing Time
 All programs for guaranteed listing close five days in advance of broadcast.

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

Representatives
 None.

CENTRALIA-CHEHALIS

(Lewis County)

K E L A

(Established 1937)



Rates effective December 1, 1937.
 Owned and operated by Central Broadcasting Company.
 Business Office and Studio—KELA Bldg., Midway between Centralia and Chehalis, Washington.
 Transmitter—KELA Bldg., Midway between Centralia and Chehalis, Washington.

(This listing continued on next page)

WASHINGTON—Cont'd

CENTRALIA-CHEHALIS

—Continued

KELA—Continued

Power—Time
 Operating power—1,000 watts.
 1.1 meters; 1470 kilocycles.
 Licensed to operate unlimited time.
 Daylight Savings Time not observed.
 Actual operating schedule: Week days 7:00 a.m. to 10:00 p.m.; Sunday 8:00 a.m. to 12:00 midnight.
Agency Commission
 Agency commission 15% to recognized advertising agencies on net station time and talent. On approved direct, accounts payable 10th of month following service. No cash discount.
General Advertising
 Combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Network).
 Rates include charges by owners of music copyrights.
 (6:00 p.m. to 10:30 p.m.)
 1 hour..... 50.00
 1/2 hour..... 30.00
 1/4 hour..... 20.00
 10 minutes..... 16.00
 5 minutes..... 12.00
 (All other time)
 1 hour..... 35.00
 1/2 hour..... 21.00
 1/4 hour..... 14.00
 10 minutes..... 11.20
 5 minutes..... 8.40

WEEKLY DISCOUNTS
 These time rates are subject to the following weekly discounts when advertisers contract for 13 weeks or more.
 (a) less than 14.00 per week..... None
 (b) but less than 28.00 per week..... 2-1/2%
 (c) but less than 42.00 per week..... 5%
 (d) but less than 56.00 per week..... 7-1/2%
 (e) but less than 70.00 per week..... 10%
 (f) but less than 84.00 per week..... 12-1/2%
 (g) or more per week..... 15%
Additional Discounts
 At the conclusion of 26 consecutive weeks broadcasting, a 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting, a total of 10% additional discount is allowed. These discounts shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
 (a) voice or sound effects, 25% extra.
 (b) breaks, 35 word limit, or 100 word announcements when available.
 (c) (6:00 p.m. to 10:30 p.m. and Sunday afternoon)
 30 announcements, each..... 8.00
 20 announcements, each..... 6.00
 10 announcements, each..... 5.60
 5 announcements, each..... 5.20
 3 announcements, each..... 4.80
 2 announcements, each..... 4.40
 (All other time)
 30 announcements, each..... 6.00
 20 announcements, each..... 4.50
 10 announcements, each..... 4.20
 5 announcements, each..... 3.90
 3 announcements, each..... 3.60
 2 announcements, each..... 3.30

TALENT
 (a) on request.
Contract and Other Requirements
 Discounts are predicated upon the fulfillment of contracts within a 12-month period dating from the first broadcast.
 (c) are for station time only; talent is extra.
 (d) include radio charges by owners of music copyrights. Contracts and copy subject to approval by station manager.
Mechanical Program Equipment
 Equipped to handle both 78 and 33-1/3 r.p.m. transcriptions, lateral-cut.
Personnel
 General Manager—J. Elroy McCaw.
 Representatives
 Major Owen Griffith.

EVERETT

(Snohomish County)

KEYE

(Established 1941)



Received December 15, 1941.
 Owned and operated by Cascade Broadcasting Co., Inc.
 Business Offices and Studios—North Gate City Limits
 (North Broadway, Everett, Washington, Main 337.
 Transmitter—North Gate City Limits on North Broadway, Everett, Washington.
Power—Time
 Operating power—500 watts.
 1.1 meters; 1460 kilocycles.
 Licensed to operate on Pacific Standard Time.
 Actual operating schedule: 5:55 a.m. to 11:05 p.m.
 Not Saturday 5:55 a.m. to 12:00 midnight.
Agency Commission
 Agency commission 15% to recognized agencies. No cash discount. Accounts payable 10th of month following service.
General Advertising
 1 hour..... 35.00
 1/2 hour..... 21.00
 1/4 hour..... 14.00
 10 minutes..... 11.00
 5 minutes..... 8.00
 1 minute or 100 words..... 5.00
 Announcement time is subject to change either to 15-minute sponsored programs or station features.

DISCOUNTS
 1 to 25 times..... Not 78 to 151 times..... 30%
 26 to 51 times..... 20% 152 to 312 times..... 35%
 52 to 77 times..... 25% 312 or more times..... 40%
SPECIAL FEATURES
 News: Leased wire service available. Hourly news-casts of five minutes on the half hour from 8:30 a.m. to 5:30 p.m. Six 15 minute periods available daily. Weather forecasts, time signals, farm news program, sports.
ELECTRICAL TRANSCRIPTIONS
 Transcription Library service available. Rates on request.
POLITICAL RATES
 Regular rates plus 33%. Frequency discounts apply.
TALENT
 Talent charges payable in advance. Rates on request.
REMOTE CONTROL
 Facilities available for remote broadcasts. Rates and details on request.
SERVICE FACILITIES
 Continually department at disposal of advertisers.
Contract and Other Requirements
 Rates do not include talent. Programs and announcements are subject to station owner's approval and F. C. C. rules and regulations. Station reserves the right to revise, discontinue or cancel any contract for advertising for reasons sufficient to themselves.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
 President—Dr. J. R. Blyson.
 Vice-Pres. & Gen'l Mgr.—Lloyd Wallgren.
 Operations Manager—Cliff Hansen.
Representatives
 None.

KRKO

(Established 1922)



Card received November 17, 1941. (Card No. 1.)
 Owned and operated by Everett Broadcasting Company, Inc.
 Business Office and Studio—800 Clarke Building, Everett, Washington.
 Transmitter—2814 Rucker Avenue, Everett, Wash.
Wave—Power—Time
 Operating power—250 watts.
 (100% modulation)
 214.3 meters; 1400 kilocycles.
 Operates on Pacific Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: 6:00 a.m. to 11:00 p.m.
Commission and Cash Discount
 Agency commission 15% on station time to recognized agencies. Cash discount none.
General Advertising
 For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Network).
 Rates include charges by owners of music copyrights.
GENERAL ADVERTISING
 1 13 26 52 78 156 312
 ti. ti. ti. ti. ti. ti. ti.
 1 hour..... 26.00 20.80 19.50 18.20 15.60 14.20 13.00
 1/2 hour..... 15.00 12.40 11.70 10.92 9.36 8.55 7.80
 1/4 hour..... 10.40 8.32 7.80 7.28 6.24 5.72 5.20
 5 minutes 6.50 5.10 4.88 4.55 3.90 3.58 3.25
 300 words per 1/4 hour.
 For specified time add 33-1/3%.
ANNOUNCEMENTS
 Specified time, 50 words:
 1 time..... 3.00 312 times..... 2.54
 26 times..... 3.12 624 times..... 2.34
 78 times..... 2.92 1,560 times..... 2.15
 156 times..... 2.75 3,120 times..... 1.95
 Special announcements:
 50 words non-specified time:
 3 announcements in single day..... 6.50
 6 announcements in single day..... 13.00
 10 announcements in single day..... 19.50
 Week-end special announcements:
 Three announcements for 6:00; six announcements for 11:00; 10 announcements (over Saturday and Sunday) for 16.25.
SPECIAL FEATURES
 News: Leased wire service, specified time:
 1 ti. 13 ti. 26 ti. 52 ti. 156 ti. 312 ti.
 Each..... 3.90 3.12 2.92 2.75 2.54 2.34
 Woman's Hour, Request Programs. Rates on request.

DISCOUNTS
 Discounts up to minimum allowed in any one classification may be computed on total items used in classifications "General Advertising," "Announcements" and "News." During period of contract at least one program or announcement must be used each week to be entitled to contract discount.
TALENT
 Rates on application.
REMOTE CONTROL
 Station maintains wires to all principal public places in Everett. Also have telegraph connections with other cities of the state for presenting political or other broadcasts.
Contract and Other Requirements
 No contract accepted for longer than one year. All contracts and copy and programs subject to station management's approval and government regulations. Contracts are for exclusive use of contracting parties and cannot be used by two or more firms. Musical programs must conform with station licenses.
Closing Time
 Programs requiring artists' services must be arranged one week prior to date of presentation.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.
Personnel
 Manager—Thomas H. Schafer.
Representatives
 None.

LONGVIEW

(Cowlitz County)

KWLK



Rates effective August 1, 1939.
 Owned and operated by Twin City Broadcasting Corporation.
 Business Office and Studio—National Bank of Commerce Building, Longview, Washington.
 Transmitter—Ocean Beach Highway.
Wave—Power—Time
 Operating power—250 watts.
 214.3 meters; 1400 kilocycles.
 Licensed to operate unlimited time.
Commission and Cash Discount
 Agency commission 15% to recognized advertising agencies on net station time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.
General Advertising
 For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group) and Pacific Broadcasting System.
 1 hour..... 25.00
 1/2 hour..... 15.00
 1/4 hour..... 10.00
 10 minutes..... 8.00
 5 minutes..... 6.00

WEEKLY DISCOUNTS
 Gross time rates are subject to the following weekly discounts when advertisers broadcast for thirteen or more weeks consecutively:
 Less than 10.00 weekly..... None
 10.00 but less than 20.00 weekly..... 2-1/2%
 20.00 but less than 30.00 weekly..... 5%
 30.00 but less than 40.00 weekly..... 7-1/2%
 40.00 but less than 50.00 weekly..... 10%
 50.00 but less than 60.00 weekly..... 12-1/2%
 60.00 or more weekly..... 15%
Additional Discounts
 At the conclusion of 26 consecutive weeks broadcasting, 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting, a total of 10% additional discount is allowed. These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
 Chain Breaks—35 words maximum; or 100 word announcements:
 Base rate..... 4.12
 30 announcements, each..... 3.00
 90 announcements, each..... 2.88
 180 announcements, each..... 2.68
 270 announcements, each..... 2.47
 365 announcements, each..... 2.27
 Extra voice or sound effects, 25% extra.

TALENT
 Rates and description on request.
REMOTE CONTROL
 Details on request.
ELECTRICAL TRANSCRIPTIONS
 Regular rates apply.
SERVICE FACILITIES
 Script and program department available to advertisers at no additional cost.
Contract and Other Requirements
 Advertising of beer and wine acceptable. Contracts and copy subject to approval by station management.
 All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.
 Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyright. Contracts and copy subject to approval by station manager.
Closing Time
 All commercial and program copy must be submitted not later than 24 hours before time of broadcast.
Personnel
 General Manager—Ralph B. Bryan.
Representatives
 None.

OLYMPIA

(Thurston County)

KGY

(Established 1932)



Rates effective January 1, 1938. (Card No. 2.)
 Owned and operated by KGY, Inc., Olympia, Wash.
 Business Office and Studio—Radio Center, State and Washington Sts., Olympia, Wash., telephone 6636.
 Transmitter—Capitol Park Building, Olympia, Wash.
Wave—Power—Time
 Operating power—100 watts.
 (100% modulation—suppressor amplifier.)
 241.9 meters; 1240 kilocycles.
 Licensed to operate on local channel.
 Operates on Pacific Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: 7:00 a.m. to 11:00 p.m.
Commission and Cash Discount
 Agency commission 15% on station charges to all recognized agencies. No cash discount. Agency commission paid only when bills are paid on or before 10th of month following service. Commissions only on station time and on talent charges.
General Advertising
 For combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group) Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Network).
 Rates include charges by owners of music copyrights.
 (6:00 p.m. to 10:30 p.m.)
 1 hour..... 30.00
 1/2 hour..... 18.00
 1/4 hour..... 12.00
 10 minutes..... 9.80
 5 minutes..... 7.20
 (This listing continued on next page)

WASHINGTON—Cont'd

OLYMPIA—Continued

K G Y—Continued

(All other time)

Table with 2 columns: Time duration (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (20.00, 12.00, 8.00, 6.40, 4.80)

WEEKLY DISCOUNTS

Table showing weekly discounts based on number of weeks broadcasted consecutively (e.g., 13 or more weeks consecutively: None; 8.00 but less than 10.00 weekly: 2-1/2%

At the conclusion of 26 consecutive weeks broadcasting, 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting, a total of 10% additional discount is allowed.

ANNOUNCEMENTS

Table showing rates for announcements: Daily monthly advertisers allowed 5% discount; 30 announcements each: 3.37; 60 announcements each: 3.15

(All other time)

Table showing rates for announcements: Base rate 3.00; 30 announcements each: 2.25; 60 announcements each: 2.10

SPECIAL FEATURES

News of the Air Broadcasts at 7:00 a.m., 8:30 a.m., 12:15 p.m., 2:00 p.m., 3:00 p.m., 6:30 p.m., 9:00 p.m. Regular spot announcement rates apply on news announcements.

TALENT

Rates on application.

REMOTE CONTROL

Complete facilities for remote control service. All wire and mechanical charges, all traveling expenses, salaries, etc., to be paid in advance when required.

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyrights.

Contracts and copy subject to approval by station manager. Advertising of beer and wine acceptable.

Closing Time: If program is to be included in publicly released, closing dates are three weeks in advance of service. Final closing date one week in advance of service.

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

Personnel: President and General Manager—Tom Olsen; Commercial Manager—J. Harris Dorr; Representatives—Burns-Smith Company, Incorporated.

PULLMAN

(Whitman County)

K W S C

(Owned and operated by State College of Washington.)

Wave—Power—Time: Operating power—5,000 watts; 250.0 meters; 1,250 kilocycles. Divides time with station KTW. Does not sell time.

SEATTLE

(King County)

KEVR

(Established 1940)



Rates effective September 7, 1941. Rate received November 17, 1941.

Owned and operated by the Evergreen Broadcasting Corporation. Business Office and Studio—2102 Smith Tower, Seattle, Washington, Seneca 2056.

Wave—Power—Time: Operating power—250 watts; 75.2 meters; 1,000 kilocycle. Licensed to operate full time. Daylight Savings Time not observed.

Commission and Cash Discount: Agency commission 15% on net charges for station time to recognized advertising agencies.

General Advertising: Rate include charges by owners of copyrighted music. The following rates are for national advertising.

Table showing rates for KIRO: 1 hour (6:00 p.m. to 10:00 p.m.): 50.00; 1/2 hour: 27.00; 1/4 hour: 16.50; 5 minutes: 10.00

DISCOUNTS

Table showing discounts based on number of times broadcasted: 1 to 25 times: Net 312 to 623 times 35%; 26 to 77 times: 20%; 78 to 155 times: 25%

Discounts allowed retroactively on the number of broadcasts given within one year, with or without interruptions. Discounts apply to combinations of announcements and programs.

Closing Time: Programs to be included in publicly release close three weeks in advance of service.

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

Personnel: General Manager—Robert S. McEwan; Commercial Manager—Richard S. Downie.

KIRO

(Established 1935)



Rates effective July 1, 1941. Owned and operated by Queen City Broadcasting Co. Business Office and Studio—66 Cobb Building, Seattle, Washington, Seneca 1500.

Wave—Power—Time: Operating power—50,000 watts; 422.5 meters; 710 kilocycles. Licensed to operate full time.

Actual operating schedule: Sundays 7:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 2:00 a.m.

Commission and Cash Discount: Agency commission 15% on net charges for station time to recognized advertising agencies.

General Advertising: For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group).

CLASS "A"

Table showing rates for Class A: 1 hour (6:00 p.m. to 10:00 p.m.): 325.00; 1/2 hour: 195.00; 1/4 hour: 130.00

CLASS "B"

Table showing rates for Class B: 1 hour (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.): 162.50; 1/2 hour: 97.50; 1/4 hour: 65.00

CLASS "C"

Table showing rates for Class C: 1 hour (7:00 a.m. to 9:00 a.m.): 121.88; 1/2 hour: 73.13; 1/4 hour: 48.75

CLASS "D"

Table showing rates for Class D: 1 hour (11:00 p.m. to 1:00 a.m.): 81.25; 1/2 hour: 48.75; 1/4 hour: 32.50

DISCOUNTS

Table showing discounts based on number of times broadcasted: 1 to 12 times: Net 300 to 449 times... 25%; 13 to 25 times: 5%; 26 to 51 times: 5%; 52 to 99 times: 10%; 100 to 299 times: 20%

SPECIAL FEATURES

Time Signals: Complete service includes three 30 word announcements each morning and afternoon, and three 30 word evening announcements.

Complete Service: 1 mo. 3 mos. 6 mos. 9 mos. 12 mos. 9 daily 3,375.00 3,037.50 2,700.00 2,362.50 2,025.00

TALENT

Rates on request.

REMOTE CONTROL

Complete arrangements can be made for remote control broadcasts. Rates and details on request.

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

Personnel: Manager—H. J. Quilliam; Sales Manager—J. A. Morton; Representatives—Freo & Peters, Inc.

KJR

(Established 1923)



Rates effective October 1, 1936. Owned and operated by Fisher's Blend Station, Inc. Business Office and Studio—808 Skinner Building, Seattle, Washington.

Wave—Power—Time: Operating power—5,000 watts; 100% modulation—crystal control; 300.0 meters; 1,000 kilocycles.

Actual operating schedule: Sunday 8:00 a.m. to 11 p.m. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies on net charges for station time only.

General Advertising: For combination rates see listing of National Broadcasting Company (Pacific Coast Blue Network).

Rates include charges by owners of music copyright. Announcements between commercials 25 words.

Table showing rates for KJR: 1 hour (6:00 p.m. to 11:00 p.m.): 200; 3/4 hour: 144; 1/2 hour: 100; 1/4 hour: 60; 5 minutes: 48

Table showing rates for KJR: 1 minute electrical transcription: 44; 100 words: 32; 1/2 minute electrical transcription: 27; 50 words or less: 21

Table showing rates for KJR: 1 hour (9:00 a.m. to 6:00 p.m.): 100; 3/4 hour: 75; 1/2 hour: 50; 1/4 hour: 30; 5 minutes: 24

Table showing rates for KJR: 1 minute electrical transcription: 10; 100 words: 8; 1/2 minute electrical transcription: 6; 50 words or less: 4

Table showing rates for KJR: 1 hour (After 11:00 p.m. and before 9:00 a.m.): 50; 3/4 hour: 36; 1/2 hour: 24; 1/4 hour: 12; 5 minutes: 9

Table showing rates for KJR: 1 minute electrical transcription: 10; 100 words: 8; 1/2 minute electrical transcription: 6; 50 words or less: 4

DISCOUNTS: Discounts allowed retroactively on the number of broadcasts given within a year, with or without interruption. Discounts apply to combination of announcements programs on both KOMO and KJR.

Complete service (9 daily) 1,500.00 1,280.00 1,040.00 90; Morning and afternoon (6 daily) 900.00 760.00 720.00 60; Evening (3 daily) 300.00 260.00 220.00 60

News Participation Service—50 word commercial announcements in the news broadcast; limit announcements per 15 minute news program include station time and talent.

(This listing continued on next page)

SEATTLE—Continued

K J R—Continued

Sponsorship—Includes three 50 word commercial announcements per 15 minute news broadcast: 6:00 p.m. Per week
 Seven programs per week, same hour..... 450.00
 Three months service..... 400.00
 Six months service..... 350.00
 Twelve months service..... 275.00

7:00 p.m.:
 Seven programs per week, same hour..... 300.00
 Three months service..... 275.00
 Six months service..... 250.00
 Twelve months service..... 150.00

News service commissionable to agencies.
 Read on the Air: Cecil Solly, 15 minute participation program, limited to non-competitive advertisers, 1:15 p.m. to 1:30 p.m. Monday through day. Word limit of commercials subject to program management. Program is a discussion of the titration of fruits, flowers, vegetables, and information about gardening. Participation per program sponsor 15.00. Regular frequency discounts apply.

Cook—1/4 hour participation program limited to non-competitive advertisers, 9:45 a.m. to 10:00 a.m. weekdays, home economy program, short-cuts to good living, menus and balanced diets. Word limit of commercial copy subject to program management. Participation per program per sponsor 17.50. Regular hours apply.

ELECTRICAL TRANSCRIPTIONS
 Following rates are subject to regular discounts earned by advertiser on the station time contract and commissionable to recognized advertising agencies. Station time additional:
 1 hour..... 11.50
 3/4 hour..... 9.70
 1/2 hour..... 7.90
 1/4 hour..... 6.10

TALENT

Rates on application.
REMOTE CONTROL
 Charges for programs originating outside the studios are quoted on request.
Contract and Other Requirements
 Advertising of spirituous liquors not accepted. All rates quoted are for station time and facilities and do not include talent.
 All programs and announcements subject to acceptance of station management. All contracts subject to conditions of the standard AAAA form.
 All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum contract lengths—52 weeks.

Closing Time
 Closing date three weeks in advance of service if program is to be included in general publicity releases. Final closing—one week.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
 Manager—Birt F. Fleher
 Commercial Manager—H. M. Feltis
 Representatives
 Edward Petry & Company, Inc.

KOL

(Established 1922)

Became effective May 1, 1940. (Card No. 18.)
 Owned and operated by Seattle Broadcasting Company, Inc.
 Studio—Northern Life Tower, Seattle, Washington.
 Transmitter—Seattle, Washington.
Wave—Power—Time
 Operating power 5,000 watts days; 1,000 watts nights.
 23 meters; 1300 kilocycles.
 Licensed to operate full time. Daylight Savings Time not observed.
Commission and Cash Discount
 Agency commission 15% on net station time and sent to accredited advertising agencies, providing payment is made by 15th of month following service.
Cash Discount
 5% on advertising.
 For combination rates see listing of Don Lee Broadcasting System (Northwest, Washington, Group).
 Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Network).
 Following rates are for national advertising. For local advertising rates consult station management.
 Rates include charges by owners of music copyrights.
 Rates include station time 60%, service 40% including announcer and continuity.
 Rates include station 40%; talent 60%.
 (6:00 p.m. to 10:00 p.m.)

1 hour.....	150.00
3/4 hour.....	120.00
1/2 hour.....	90.00
1/4 hour.....	60.00
5 minutes.....	48.00
1 minute.....	36.00
1 minute (100 words).....	30.00
1 minute (50 words).....	20.00
1:00 p.m. to 6:30 p.m. and 10:00 p.m. to 1:30 p.m. week days; 12:00 noon to 6:00 p.m. Sundays	
1 hour.....	100.00
3/4 hour.....	80.00
1/2 hour.....	60.00
1/4 hour.....	40.00
5 minutes.....	32.00
1 minute.....	24.00
1 minute (100 words).....	20.00
1 minute (50 words).....	13.65
1 hour..... (8:00 a.m. to 6:00 p.m. week days)	75.00
3/4 hour.....	60.00
1/2 hour.....	45.00
1/4 hour.....	30.00
5 minutes.....	24.00
1 minute.....	18.00
1 minute (100 words).....	15.00
1 minute (50 words).....	10.00
1 hour..... (Before 8:00 a.m.)	22.50
1 hour.....	15.00

DISCOUNTS
 Discounts allowed retroactively on the number of broadcasts given within a year, with or without interruption.
 1 to 12 times..... Net 300 to 440 times..... 25%
 12 to 25 times..... 5% 450 to 500 times..... 30%
 26 to 51 times..... 10% 600 to 740 times..... 35%
 52 to 99 times..... 15% 750 times or more..... 40%
 100 to 299 times..... 20%
 Floating Basis—to earn discount, program time is set only as between times designated. Days and times selected by station.

SPECIAL FEATURES
 Time Signals: 35 words, floating service daily except Sunday; monthly rates:
 (Nighttime)
 1 month..... 1 daily 320.00 2 daily 600.00 3 daily 800.00
 6 months..... 304.00 560.00 700.00
 12 months..... 288.00 520.00 720.00
 (Daytime)
 1 month..... 160.00 300.00 400.00
 6 months..... 152.00 280.00 380.00
 12 months..... 144.00 260.00 360.00
 Participating programs (including 80% station time and 70% other services). Rates on request.

TALENT
 Artists' services and programming costs on request.
REMOTE CONTROL
 Complete facilities for remote control service. All wire and mechanical charges, all traveling expenses, salaries, etc., to be paid in advance when required.
Contract and Other Requirements
 Advertising of alcoholic beverages not accepted, excepting beer and wine.
 No contract accepted for longer than one year. All contracts subject to station owner's approval and governmental regulations. Rates quoted do not include artists' cancellations.
 Short rates on cancellation of contracts.
Closing Time
 If program is to be included in Publicity releases, closing dates are three weeks in advance of service. Final closing dates one week in advance of service. Talks must be submitted one week before broadcasting date.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. double turn-table for vertical and lateral cut recordings.
Personnel
 Manager—Archie Taft
 Commercial Manager—Oliver A. Runchey
 Representatives
 Reynolds-Pitzgerald, Inc.

KOMO

(Established 1928)



Rates effective October 1, 1936.
 Owned and operated by Fisher's Blend Station, Inc.
 Business Office and Studio—808 Skinner Building, Seattle, Washington.
 Transmitter—2600 Twenty-sixth Avenue, S. W., West Waterway.
Wave—Power—Time
 Operating power—5,000 watts.
 100% modulation—crystal control.)
 315.8 meters; 950 kilocycles.
 Licensed to operate full time on regional channel.
 Operates on Pacific Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: Sunday 8:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 12:00 midnight.
Commission and Cash Discount
 Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount allowed. Bills due and payable when rendered.
General Advertising
 For combination rates see listing of National Broadcasting Company (Pacific Coast Red Network).
 Rates include charges by owners of music copyrights. Associated with stations KHQ, Spokane, Washington; KJR, Seattle, Washington; KGW, Portland, Oregon; for Northwest Triangle Chain programs.
 The following rates apply to national advertising.
 (6:00 p.m. to 11:00 p.m.)

1 hour.....	240.00
3/4 hour.....	192.00
1/2 hour.....	144.00
1/4 hour.....	96.00
5 minutes.....	72.00
1 minute electrical transcription.....	60.00
100 words.....	55.00
1/2 minute electrical transcription.....	36.00
50 words or less.....	30.00
(9:00 a.m. to 6:00 p.m.)	
1 hour.....	120.00
3/4 hour.....	96.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	36.00
1 minute electrical transcription.....	30.00
100 words.....	27.50
1/2 minute electrical transcription.....	18.00
50 words or less.....	15.00
(Announcements between commercials 25 words.)	
(After 11:00 p.m. and before 9:00 a.m.)	
1 hour.....	80.00
3/4 hour.....	48.00
1/2 hour.....	36.00
1/4 hour.....	24.00
5 minutes.....	18.00
1 minute electrical transcription.....	15.00
100 words.....	13.75
1/2 minute electrical transcription.....	9.00
50 words or less.....	7.50

DISCOUNTS
 Discount allowed retroactively on the number of broadcasts given within a year, with or without interruption.
 Discounts apply to combinations of announcements or programs on both KOMO and KJR.
 Announcements less than five minutes in length cannot be combined with programs to earn maximum discounts.
 1 to 12 times..... Net
 13 to 25 times..... 5%
 26 to 51 times..... 10%
 52 to 99 times..... 15%

100 to 200 times.....	20%
200 to 400 times.....	25%
400 to 600 times.....	30%
600 to 740 times.....	35%
750 times or over.....	40%

SPECIAL FEATURES
 Time Signal Service: Complete service includes one 100 word announcement and two 25 word announcements each morning and afternoon, and three 25 word evening announcements (mornings before 12:30 p.m., afternoon 1:00 p.m. to 6:00 p.m., evenings 6:00 p.m. to 11:00 p.m.). This service is for seven days weekly and is offered subject to prior sale. All service must be used in consecutive months. Word limit includes giving "correct time." Not subject to further discount.
Complete service:

1 mo. 3 mos. 6 mos. 9 mos. 12 mos.	
(9 daily) 2,500.00 2,250.00 2,000.00 1,750.00 1,500.00	
Morning and afternoon	
(6 daily) 1,500.00 1,300.00 1,200.00 1,100.00 1,000.00	
Evening service	
(3 daily) 1,500.00 1,300.00 1,200.00 1,100.00 1,000.00	
Temperature and Weather Reports—see rates for "Time Signal Service."	
Homekeepers' Calendar: 15 minute participation program, limited to non-competitive advertisers, 3:30 p.m. to 3:45 p.m. Monday through Friday. Word limit of commercials subject to program management. The program is an informal discussion on foods, fashions and features. Participation per program per sponsor five days weekly, per week 75.00; three days weekly, per week 50.00. Subject to the following discounts.	
Discounts for continuous weeks only:	
3 months contract.....	5%
6 months contract.....	10%
1 year contract.....	15%

The following rates are subject to regular discounts earned by advertiser on the station time contract and commissionable to recognized advertising agencies.
 Station time additional:
 1 hour..... 11.50
 3/4 hour..... 9.70
 1/2 hour..... 7.90
 1/4 hour..... 6.10

TALENT

Rates on application.
REMOTE CONTROL
 Charges for programs originating outside the studios will be quoted on request.
Contract and Other Requirements
 Advertising of spirituous liquors not accepted. All rates are for station time and facilities and do not include talent. All programs and announcements subject to acceptance of station management. All contracts subject to conditions of the standard A.A.A.A. form.
 All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum contract length 52 weeks.

Closing Time
 Closing date three weeks in advance of service if program is to be included in general publicity releases. Final closing, one week.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
 Manager—Birt F. Fleher
 Commercial Manager—H. M. Feltis
 Representatives
 Edward Petry & Company, Inc.

KRSC



Rates effective April 1, 1940.
 Owned and operated by Radio Sales Corporation.
 Business Office and Studio—2939 4th Avenue South, Seattle, Washington, Main 0110.
 Transmitter—2939 4th Avenue South, Seattle, Wash.
Wave—Power—Time
 Operating power—1,000 watts.
 260.9 meters; 1150 kilocycles.
 Licensed to operate unlimited time. Daylight Savings Time not observed.
Commission and Cash Discount
 Agency commission 15% to recognized agencies on station time only. No cash discount.
General Advertising
 Rates include charges by owners of music copyrights.
 (6:00 p.m. to 10:30 p.m.)

1 hour.....	150.00
1/2 hour.....	90.00
1/4 hour.....	54.00
5 minutes.....	35.00
1 minute electrical transcription.....	20.00
100 words.....	20.00
(All other time)	
1 hour.....	75.00
1/2 hour.....	45.00
1/4 hour.....	27.00
5 minutes.....	17.50
1 minute electrical transcription.....	10.00
100 words.....	10.00

DISCOUNTS
 1-12 times..... Net 100-199 times..... 20%
 13-25 times..... 5% 200-299 times..... 30%
 26-51 times..... 10% 300 times..... 40%
 52-99 times..... 15%

SPECIAL FEATURES
 News—100 word announcements in News, nights 25.00; days 15.00. Regular discounts apply.
POLITICAL AND TALKS
 Political, talks, lectures—rates and details on request.
RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS
 Regular time charges apply to transcribed programs. Not restricted to certain hours. Recordings furnished without additional charge.
REMOTE CONTROL
 Complete facilities for all pick-ups. All installations, line charges, and equipment rental payable in advance. Rates and details on application.
Contract and Other Requirements
 Preferred positions governed by priority and availability.
 (This listing continued on next page)

WASHINGTON—Cont'd

SEATTLE—Continued
K R S C—Continued

ability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for any broadcast a courtesy announcement will be made at each station affected concerning the change. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability.

Closing Time

One week in advance of program

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

Personnel
Commercial Manager—Romig C. Fuller.
Station Manager—Robert E. Priebe

Representatives
Radio Advertising Corporation.

K T W

Owned and operated by First Presbyterian Church of Seattle, Washington.

Wave—Power—Time

Operating power—1,000 watts.
240.0 meters; 1,250 kilocycles.

Divides time with station KWSC.

Does not sell time.

K V I

Listed by the Federal Communications Commission as a Tacoma, Washington, station. Considered by the Columbia Broadcasting System as their Seattle-Tacoma outlet with KIRO. See listing under Tacoma.

K X A



Rates effective August 15, 1940.
Owned and operated by The American Radio Telephone Company.
Studio—Fourth and Pike, Seattle, Washington.
Seneca 1000.
Transmitter—Second and Union, Seattle, Wash.

Wave—Power—Time

Operating power—1,000 watts.
(100% modulation—crystal control.)
389.6 meters; 770 kilocycles.
Daylight Savings Time not observed.
Licensed to operate to local shutdown and 10-00 p.m. to 3:00 a.m. (9:00 p.m. during Eastern Daylight Savings Time)

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discount.

General Advertising WEEK DAYS table with columns for 1 hour, 1/2 hour, 1/4 hour and rows for 1, 13, 26, 39, 52, 104, 156, 208, 312, 468, 624 times.

Monthly Rates and SUNDAY RATES tables with columns for 3, 4, 5, 6 times weekly and rows for 1, 1/2, 1/4 hour and 10, 5 minutes.

ANNOUNCEMENTS

Table for ANNOUNCEMENTS with columns for word counts (100, 50, 25) and rates.

FLOATING ANNOUNCEMENT SERVICE

Table for FLOATING ANNOUNCEMENT SERVICE with columns for number of announcements and rates.

SPECIAL FEATURES

Sports Features, Special Events, etc.—rates on request.
POLITICAL TALKS
Per minute..... 4.00

ELECTRICAL TRANSCRIPTIONS

Recordings furnished with station time without charge. Regular time charges apply to transcriptions. Not restricted to certain hours.

REMOTE CONTROL

Complete facilities available for remote control broadcasts. Rates on request.

Contract and Other Requirements
All programs and continuities subject to the approval of the program department.

Closing Time
Closing time for general publicity and program service three weeks in advance of broadcast program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—R. F. Meggee.
Station Manager—Florence Wallace.
Representatives
Burn-Smith Company, Incorporated.

SPOKANE

(Spokane County)

K F I O

(Established 1922)

Rates effective January 1, 1942.
Owned and operated by Spokane Broadcasting Corp.
Business Office and Studio—526 Riverside Avenue, Spokane, Washington.
Other Studios—204 Norfolk and 408-1/2 West Sprague Avenue, Spokane, Washington.

Transmitter—528 Riverside Ave., Spokane, Wash.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
243.0 meters; 1,230 kilocycles.
Licensed to operate full time. Daylight Saving Time not observed.
Actual operating schedule ———

Commission and Cash Discount
Agency commission 15% on station time only to recognized advertising agencies.

General Advertising
(6:00 p.m. to 10:00 p.m. week days and 2:00 p.m. to 10:00 p.m., Sundays)

General Advertising table with columns for 1/2 hr, 1/4 hr, 5 min, 100 wds, 50 wds, 1, 13, 26, 39, 52, 104, 156, 208, 312, 468, 624 times.

(9:00 a.m. to 6:00 p.m. week days, 10:00 p.m. to 11:00 p.m. daily and 8:00 a.m. to 2:00 p.m., Sundays)

Table with columns for 1, 13, 26, 39, 52, 104, 156, 208, 312, 468, 624 times.

Table with columns for 1, 13, 26, 39, 52, 104, 156, 208, 312, 468, 624 times.

SPECIAL FEATURES

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

TALKS

Special quotations will be made for talks other than commercial announcements, and such will be accepted only when the subject matter is of general public interest, and only after approval of copy.

TALENT

Rates on request.
REMOTE CONTROL
Any arrangements for remote control broadcasts can be made at additional cost. Complete facilities available and other details on request.

SERVICE FACILITIES

Services of continuity department at no additional cost.
Contract and Other Requirements
Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule.

All broadcasting programs of every description are subject to the approval of the station directors without objection or liability.

Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

Closing Time
Arrangements for broadcast must be made two weeks in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. equipment.

Personnel
President—Arthur L. Smith.
Commercial Manager—R. G. McBroom.

K F P Y

(Established 1922)

Rates effective May 1, 1941. (Card No. G.)
Owned and operated by The Symons Broadcasting Business Office and Studio—Symons Bldg., Spokane, Washington, Main 1213.
Transmitter—R.F.D. 5, Spokane, Washington.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
326.1 meters; 920 kilocycles.
Licensed to operate on regional channel. Operating on Pacific Standard Time. Daylight Savings Time not observed.
Licensed to operate full time.
Actual operating schedule: Sundays 8:00 a.m. to 12:05 a.m. Week days 6:00 a.m. to 12:05 a.m.

Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies on net station time and talent book through the station program department. No cash discount. Charges for facilities are payable immediately after each broadcast. Invoices mailed day of month.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group).
Rates include charges by owners of music copyright program periods and announcements may not be combined in calculating discounts.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1/2 hr. 1/4 hr. 5 min. 1 min. 50 wds

Table for CLASS "A" with columns for 1, 13, 26, 39, 52, 104, 156, 208, 312, 468, 624 times.

CLASS "B"
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table for CLASS "B" with columns for 1, 13, 26, 39, 52, 104, 156, 208, 312, 468, 624 times.

CLASS "C"
(11:00 p.m. to 9:00 a.m.)

Table for CLASS "C" with columns for 1, 13, 26, 39, 52, 104, 156, 208, 312, 468, 624 times.

(*) Five minute and one minute programs, and word announcements are sold only for scheduling station option. Station reserves the right to change the time thereof without notice or liability.

SPECIAL FEATURES

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

TALKS

Special quotations will be made for talks other than commercial announcements, and such will be accepted only when the subject matter is of general public interest, and only after approval of copy.

TALENT

Rates on application.
REMOTE CONTROL
Any arrangements for remote control broadcasts can be made at additional cost. Complete facilities available and other details on request.

SERVICE FACILITIES

Services of continuity department at no additional cost.
Contract and Other Requirements
Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for broadcast, courtesy announcements will be made at each station affected concerning the change. In cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule.

All broadcasting programs of every description are subject to the approval of the station directors without objection or liability.

Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

Closing Time
Arrangements for broadcast must be made two weeks in advance. If possible, talent programs should be closed three weeks in advance. Announcements and recorded programs ten days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. equipment.

Personnel
President—Mrs. Frances R. Symons.
Vice-President—Arthur L. Bright.

Representatives
The Katz Agency, Inc.

WASHINGTON—Cont'd

TACOMA—Continued
K M O—Continued

General Advertising
For combination rates see listings of Mutual Broadcasting System (Pacific Northwest Stations), Don Lee Broadcasting System (Northwest [Washington] Group) and Pacific Broadcasting Company (Washington Network).
The following rates are for National Advertising.
For local advertising rates consult station management. (6:00 p.m. to 10:30 p.m.)

1 hour.....	75.00
1/2 hour.....	45.00
1/4 hour.....	30.00
10 minutes.....	24.00
5 minutes.....	18.00

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

1 hour.....	50.00
1/2 hour.....	30.00
1/4 hour.....	20.00
10 minutes.....	16.00
5 minutes.....	12.00

(All other time)

1 hour.....	87.50
1/2 hour.....	52.50
1/4 hour.....	35.00
10 minutes.....	28.00
5 minutes.....	21.00

WEEKLY DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks consecutively:

Less than 15.00 per week.....	None
15.00 but less than 30.00 per week.....	2-1/2%
30.00 but less than 45.00 per week.....	5%
45.00 but less than 60.00 per week.....	7-1/2%
60.00 but less than 75.00 per week.....	10%
75.00 but less than 90.00 per week.....	12-1/2%
90.00 or more per week.....	15%

Additional Discounts

At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed.
These discounts shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Extra voice or sound effects 25% extra.
Chain breaks, 35 words maximum; or 100 word announcements:

(6:00 p.m. to 10:30 p.m. and Sunday afternoon)	
Base rate.....	15.00
30 announcements, each.....	11.25
90 announcements, each.....	10.50
180 announcements, each.....	9.75
270 announcements, each.....	9.00
365 announcements, each.....	8.25

(All other hours)	
Base rate.....	7.50
30 announcements, each.....	5.62
90 announcements, each.....	5.25
180 announcements, each.....	4.87
270 announcements, each.....	4.50
365 announcements, each.....	4.12

(6:00 p.m. to 10:30 p.m. and Sunday afternoon)	
Base rate.....	18.00
30 announcements, each.....	13.50
90 announcements, each.....	12.60
180 announcements, each.....	11.70
270 announcements, each.....	10.80
365 announcements, each.....	9.90

(All other hours)	
Base rate.....	9.00
30 announcements, each.....	6.75
90 announcements, each.....	6.30
180 announcements, each.....	5.85
270 announcements, each.....	5.40
365 announcements, each.....	4.95

SPECIAL FEATURES

Five 15 minute news periods daily: (Nights)
75 word spots, nighttime announcement rates plus 25% (Days)
75 word spots, daytime announcement rates plus 25%

SERVICE FACILITIES

A staff of producers, writers and talent is available for presentation of any type of program desired.

Contract and Copy Requirements
Rates are for station time only; talent is extra.
Rates include charges by owners of music copyrights.
Contracts and copy subject to approval by station manager.

Advertising of beer and wine acceptable.
All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Closing Time
Closing date three weeks in advance of service if program is to be included in general publicity releases. Final closing one week.

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

Personnel
General Manager—Carl E. Raymond
Station Manager—J. A. Murphy.
Representative—John Blair & Company.

KTBI

(Established 1941)



Rates received August 28, 1941.

Owned and operated by Tacoma Broadcasters, Inc.
Business Office and Studio—212 Puget Sound Bank Bldg., Tacoma, Wash., Main 1045.
Transmitter—11th and Pacific Sts., Tacoma, Wash.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Daylight Saving Time not observed.
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized agencies on 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. Less than 3 times per week:

1/2 hour.....	18.00
1/4 hour.....	11.00
5 minutes.....	7.50

Three times per week, per month:

1/2 hour.....	210.00
1/4 hour.....	130.00
5 minutes.....	78.00

Six times per week, per month:

1/2 hour.....	350.00
1/4 hour.....	210.00
5 minutes.....	130.00

ANNOUNCEMENTS

Less than 3 times, per week:	
100 words, each.....	3.50

Three times per week, per month:

100 words.....	45.00
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Six times per week, per month:

100 words.....	75.00
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Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine. Contracts subject to cancellation by two week's written notice accompanied by certified check at short rate to date of last program.

Personnel
National Sales Manager—Edward J. Jansen.
Local Sales Manager—E. S. Robinson.
Representatives—Cox & Tanz.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission. Mobile unit available.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine. Contracts subject to cancellation by two week's written notice accompanied by certified check at short rate to date of last program.

Closing Time
Twenty-four hours in advance of first program.

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

Personnel
National Sales Manager—Edward J. Jansen.
Local Sales Manager—E. S. Robinson.
Representatives—Cox & Tanz.

KVI

Rates effective July 1, 1941. (Card No. 2.)
Owned and operated by Puget Sound Broadcasting Company, Inc.
Business Office—Rust Bldg., Tacoma, Wash.
Studio (Main)—Rust Bldg., Tacoma, Wash.
Other Studios—Olympic Hotel, Seattle, Wash.
Transmitter—Pt. Hoyer, Vashon Island, Washington, midway between Seattle and Tacoma.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
526.3 meters; 570 kilocycles.
Licensed to operate full time.
Operates on Pacific Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount. Invoices rendered monthly.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

(6:00 p.m. to 10:00 p.m.)						
	1	1/2	1/4	10	5	
1 time.....	100.00	60.00	40.00	32.50	25.00	18.00 15.00
13 times.....	95.00	57.00	38.00	30.90	23.75	17.10 14.25
26 times.....	90.00	54.00	36.00	29.25	22.50	16.20 13.50
52 times.....	85.00	51.00	34.00	27.65	21.25	15.30 12.75
104 times.....	80.00	48.00	32.00	26.00	20.00	14.40 12.00
156 times.....	75.00	45.00	30.00	24.40	18.75	13.50 11.25
260 times.....	70.00	42.00	28.00	22.75	17.50	12.60 10.50
312 times.....	65.00	39.00	26.00	21.15	16.25	11.70 9.75

(9:00 a.m. to 6:00 p.m.)						
	1	1/2	1/4	10	5	
1 time.....	50.00	30.00	20.00	16.00	12.50	10.00 8.00
13 times.....	47.00	28.50	19.00	15.20	11.90	9.50 7.60
26 times.....	45.00	27.00	18.00	14.40	11.25	9.00 7.20
52 times.....	42.50	25.50	17.00	13.60	10.65	8.50 6.80
104 times.....	40.00	24.00	16.00	12.80	10.00	8.00 6.40
156 times.....	37.50	22.50	15.00	12.00	9.40	7.50 6.00
260 times.....	35.00	21.00	14.00	11.20	8.75	7.00 5.60
312 times.....	32.50	19.50	13.00	10.40	8.15	6.50 5.20

(After 10:00 p.m. to 9:00 a.m.)						
	1	1/2	1/4	10	5	
1 time.....	35.00	20.00	15.00	10.00	8.00	6.00
13 times.....	33.25	19.00	14.25	9.50	7.60	5.70
26 times.....	31.50	18.00	13.50	9.00	7.20	5.40
52 times.....	29.75	17.00	12.75	8.50	6.80	5.10
104 times.....	28.00	16.00	12.00	8.00	6.40	4.80
156 times.....	26.25	15.00	11.25	7.50	6.00	4.50
260 times.....	24.50	14.00	10.50	7.00	5.60	4.20
312 times.....	22.75	13.00	9.75	6.50	5.20	3.90

SPECIAL FEATURES
News. Delayed wire service available. Five 15 minute periods. Daily and hourly five minute news periods. Add 25% for spots in news periods. Announcement service must be released when requested for exclusive news sponsorship.

Sunrise Club: Request program, 6:00 a.m. to 7 a.m., Monday through Saturday. Limited to no competing products:
100 words, 6 days weekly, per week..... 25
100 words, 3 days weekly, per week..... 15
Woman's Forum: Homemakers program, 9:45 a.m. to 10:00 a.m., Monday through Friday. Limited non-competing products:
100 words, 5 days weekly, per week..... 40
100 words, 3 days weekly, per week..... 25
The following discounts apply to Sunrise Club a Woman's Forum. Continuous weeks only, 13 weeks 5%; 24 weeks 10%; 52 weeks 15%.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on request.

TALENT
Complete dramatic and musical talent staff available.
REMOTE CONTROL PICK-UPS
Equipped to take remote program originating from any point in Seattle, Tacoma or the Pacific Northwest. Rates and line costs on request. Mobile unit available.

Contract and Other Requirements
Maximum length of contracts one year. All programs must conform to the standards of the station. Discounts are retroactive and earned discount is to be determined by the total number of broadcasts within one year. No hard liquor advertising accepted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table both lateral and vertical equipment.

Personnel
President and General Mgr.—Mrs. Vernice Doerflinger Irwin.
Sales Manager—Earl T. Irwin.
Representatives—George P. Hollingsbery Company.

VANCOUVER

(Clark County)

KVAN

(Established 1939)



Rates effective August 1, 1939. (Card No. 1.)
Owned and operated by Vancouver Radio Corporation.
Business Office and Studio—707-1/2 Main Street, Vancouver, Washington.
Transmitter—2915 Fruit Valley Road, Vancouver, Washington.

Wave—Power—Time
Operating power—500 watts.
329.7 meters; 910 kilocycles.
(100% modulation.)
Licensed to operate on regional channel.
Operates on Pacific Standard Time.

Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies on net station time only. Proportion payment is made by 10th of month following service. Cash discount of 2% allowed if bills are paid on or before 10 days from date of invoice.

General Advertising
The following rates are for national advertising. For local advertising rates consult station management. (After 6:00 p.m.)

1 hour.....	37.5
1/2 hour.....	22.5
1/4 hour.....	15.0
10 minutes.....	12.0
5 minutes.....	9.0
1 minute.....	3.4

(Before 6:00 p.m.)

1 hour.....	25.0
1/2 hour.....	15.0
1/4 hour.....	10.0
10 minutes.....	8.0
5 minutes.....	6.0
1 minute.....	2.1

ANNOUNCEMENTS
100 words or less:
After 6:00 p.m. week days and after 1:00 p.m. Sundays..... 3.0
Before 6:00 p.m. week days and before 1:00 p.m. Sundays..... 2.1

DISCOUNTS
13 times, minimum 1 weekly..... 5
26 times, minimum 1 weekly..... 10
52 times, minimum 1 weekly..... 15
104 times, minimum 2 weekly..... 25
300 times, minimum 6 weekly..... 35

SPECIAL FEATURES
News, time signals, women's hour, and other special features—rates on request.

POLITICAL RATES
Regular rates apply. Minimum 5.00. Payable advance.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Accepted at all hours.
TALENT
Rates on request.

REMOTE CONTROL
Complete facilities for remote control in Vancouver or Portland, Oregon.

SERVICE FACILITIES
Complete production department available.
Contract and Other Requirements
Liquor advertising not accepted.
Rates are for time and facilities only.
All broadcasting material is subject to the approval of station management and to the regulations of Federal Trade and Federal Communications Commission.
No contract accepted for a longer period than one year. No blanket contracts accepted.

Closing Time
All programs close one day in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
President—Sheldon F. Sackett.
General Manager—Ben E. Stone.
Resident Manager—S. W. McCready.

WASHINGTON—Cont'd

WALLA WALLA (Walla Walla County) K U J (Established 1928)



Effective June 1, 1940. (Card No. 8.) Owned and operated by KUU, Incorporated. Business Office and Studio—Marina Whittman Hotel, Walla Walla, Washington, telephone 1200.

Power—Time Operating power—1,000 watts. (100% modulation.) 1.3 meters; 1420 kilocycles. Affiliated with radio station KILQ, Lewiston, Idaho.

Commission and Cash Discount Agency commission 15%. No cash discount. Accounts payable 10th of month following production.

Special Advertising Rates Charges by owners of music copyrights are not included in rates. Maximum direct commercial allowable is 15% of the program time.

Table with columns for time slots (1-312) and rates for day/night. Includes rates for 2-hour, 1-hour, 15-minute, and 5-minute spots.

Table for SPECIAL FEATURES: Daily except Sunday. Rates for 15, 30, 45, 60, 90 seconds.

Table for POLITICAL RATES: Rates on request.

TALENT (request) REMOTE CONTROL Service at cost.

SERVICE FACILITIES Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel General Manager—H. E. Studabaker. Commercial and Promo. Dir.—M. F. (Jerry) Jensen. Representatives—Blair & Company.

WENATCHEE (Chelan County) K P Q (Established 1929)

Effective December 24, 1941. Owned and operated by Westcoast Broadcasting Co. Business Office—KPQ Building, Wenatchee, Wash. Transmitter—Chelan County, Washington.

Power—Time Operating power—250 watts. (Limiting amplifier.) 1.3 meters; 1490 kilocycles. Licensed to operate full time on cleared local channel.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time and talent. On approved edit, accounts payable 10th of month following service. No cash discount.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Pacific Coast Group). No following rates apply to national advertising.

Table with columns for time slots (1-5) and rates for 6:00 p.m. to 11:00 p.m. Includes rates for 1-hour, 1/2-hour, 1/4-hour, and 5-minute spots.

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

Additional Discounts At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 weeks consecutive broadcasting a total of 10% additional discount is allowed.

ANNOUNCEMENTS Extra value or sound effects 25% extra. Chain breaks, 35 words maximum; or 100 word announcements; (6:00 p.m. to 10:30 p.m.)

Table with columns for time slots and rates for announcements. Includes rates for 30, 60, 180, 270, and 365 announcements.

SPECIAL FEATURES News Service—6:15 a.m., 12:30 p.m. and 6:15 p.m.; 75 word spots, nighttime 14.00.

SERVICE FACILITIES Station maintains a staff of talent, producers and writers. Remote control facilities and equipment available.

Remote Control Complete facilities for all remote control services. Contract and Other Requirements Advertising of beer and wine acceptable.

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

Personnel Manager—Cole E. Wylie. Representatives None.

YAKIMA (Yakima County) K I T (Established 1929)

Effective January 1, 1938. (Card No. 5.) Owned and operated by Carl E. Raymond. Business Office and Studio—414 E. Yakima Avenue, Yakima, Washington.

Power—Time Operating power—1,000 watts. (100% modulation—crystal controlled.) 231.4 meters; 1280 kilocycles. Licensed to operate full time. Operates on Pacific Standard Time.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on net charges for station time, providing payment is made by 10th of month following service. No cash discount.

General Advertising For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Network).

Table with columns for time slots and rates for advertising. Includes rates for 1-hour, 1/2-hour, 1/4-hour, 10 minutes, and 5 minutes.

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

Table with columns for time slots and rates for weekly discounts. Includes rates for 14.00, 28.00, 42.00, 58.00, 70.00, and 84.00 per week.

Additional Discounts At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 weeks consecutive broadcasting a total of 10% additional discount is allowed.

ANNOUNCEMENTS Extra value or sound effects 25% extra. Chain breaks, 35 words limit, or 100 word announcements when available; (6:00 p.m. to 10:30 p.m. and Sunday afternoon)

Table with columns for time slots and rates for announcements. Includes rates for 30, 60, 180, 270, and 365 announcements.

SPECIAL FEATURES News: Limited to 50 words; single announcement 100; monthly 175.00. Weather, frost and spraying reports rates on request.

ELECTRICAL TRANSCRIPTIONS Regular rates apply.

TALENT Artists services and programming costs on application.

REMOTE CONTROL Complete facilities for all remote control services. Contract and Other Requirements Advertising of beer and wine acceptable.

Mechanical Program Equipment Equipped to handle programs by electrical transcription. Using 33-1/3 r.p.m. double turn-tables for lateral cut transcription.

Personnel General Manager—Carl E. Raymond. Resident Manager—J. A. Murphy. Representatives—John Blair & Company.

WEST VIRGINIA

WEST VIRGINIA NETWORK

West Virginia Network Building, Lee St., Charleston, West Virginia.

Comprised of: WCBS—Charleston, West Virginia. WPAR—Parkersburg, West Virginia. WTRK—Clarksburg, W. Va. WSAZ—Huntington, W. Va.

Rates effective September 1, 1941. Wave—Power—Time See individual listings. Commission and Cash Discount Agency commission 15% on net station charge only to recognized advertising agencies, provided payment is made on or before the 15th of the month following broadcasts.

Table for CLASS "A" advertising rates. Columns for time slots (1-35) and rates for 6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays.

Table for CLASS "B" advertising rates. Columns for time slots (1-35) and rates for 8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily.

Table for CLASS "C" advertising rates. Columns for time slots (1-35) and rates for 8:00 a.m. to 8:00 a.m. Rates on request. (This listing continued on next page)

WEST VIRGINIA—Cont'd

WEST VIRGINIA NETWORK—Continued

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.

REMOTE CONTROL

Remote control programs available. Charges for lines and additional special equipment will be billed to client at actual cost.

SERVICE FACILITIES

Rates include cost of station facilities, station time, services of continuity, program and publicity departments, provided there is no extra expense for special equipment or other charges not generally included in a network program. Any type talent desired by advertiser is available. Program ideas and talent prices will be furnished upon request. All talent charges are in addition to rates quoted above. Network's program and production department will assume entire responsibility for program presentation, if desired. Merchandising and research department will supply data on coverage and markets relating to radio advertising campaigns, and plans for merchandising radio campaigns. Merchandising and dealer surveys available at actual cost.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year. All contracted time must be used within a period of one year from date of contract. All contracts subject to network manager's approval and government regulations. Network reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Network reserves the right to make such changes in talks as may appear necessary to avoid violation of libel and slander laws. All contracts are made subject to interference by strikes, weather conditions or other unavoidable casualties beyond network's control, and no responsibility will be assumed beyond cancellation of charges for time involved. Programs may be keyed from any one station of network and different talent may be used on each station. Rates will apply in any case where three stations are purchased.

Line Charges

Rates include line charges. Permanent lines are maintained.

Closing Time

The closing date on all publicity is one week in advance. Commercial copy must be submitted not less than one week in advance. Written copy of talks must be submitted not less than twenty-four hours before broadcast.

Mechanical Program Equipment

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

Personnel

President and General Manager—John A. Kennedy. Managing Director—Howard L. Chernoff. Representatives—The Branham Company.

BECKLEY

(Raleigh County) WJLS (Established 1939)



Rates effective April 15, 1940.

Owned and operated by Joe L. Smith, Jr. Business Office and Studio—101-1/2 Main Street, Beckley, West Virginia. Transmitter—Teel Road, Beckley, West Virginia.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Daylight Savings Time not observed.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on net station time charges. Commission does not apply on talent or remote charges. No cash discount.

General Advertising

Fees charged by owners of music copyrights are included in rates. The following rates are for national advertising. For local advertising rates consult station management.

GROSS—WITHOUT TALENT

Table with 2 columns: Time/Word count and Rate. Includes CLASS 'A' (9:00 p.m. to 9:00 p.m. week days) and CLASS 'B' (12:00 noon to 12:00 p.m. Sundays).

CLASS 'B'

Table with 2 columns: Time/Word count and Rate for Class B.

CLASS 'C'

Table with 2 columns: Time/Word count and Rate for Class C.

DISCOUNTS

Discounts will be allowed from the beginning of service in accordance with contract specifications, except where contracts contain a cancellation privilege. In which case discounts will be allowed only as earned. The rate of discount or rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish his time or times specified in his contract and the contract is cancelled for this reason. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Weekly Discounts

Weekly discounts for 13 or more consecutive weeks of broadcasting. All concurrent contracts for the same advertiser, with exceptions noted in special features, at the rates listed may be combined for determining rate of discount.

Table with 2 columns: Contracted value of time (gross rates) and Discount percentage.

Additional discount or rebates: 26 consecutive weeks of broadcasting... 5% 52 consecutive weeks of broadcasting... 10% A rebate will be allowed the advertiser for each 26 or 52 weeks of consecutive broadcasting, said rebate to be 5% or 10%, respectively, of the gross billing on each series under contract for broadcasting during each and every week of the 26 or 52 week period. The rebate will be due and payable at the end of each 26 or 52 weeks of consecutive service except that it will be allowed currently on non-cancellable contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to this rebate.

SPECIAL FEATURES

News—Five minute periods. Regular five minute rate plus 1.00 per day per newscast for talent and news service costs. Musical Clock—One minute announcements, each 2.00. Time Signals and Weather Reports—50 word rate applies; subject to discounts. Classified Page—Participation program; .04 per word, or on 52 week contract six 30 word announcements per week (one daily), per week 5.50. Classified advertising may not be included in gross billing to earn volume discounts.

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. Rates on request. No surcharge for transcriptions furnished by advertiser.

TALENT

All talent charges are in addition to time rates. Rates and details on request.

REMOTE CONTROL

Charges for lines and additional special services will be billed at actual cost. Mobile relay broadcast unit available where land lines cannot be used. Rates on request.

SERVICE FACILITIES

Continuity department, staff announcers, publicity and merchandising departments are maintained to service, arrange, produce and present programs at no additional cost.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. All programs must conform to standards of station. Station reserves right to discontinue or refuse any advertising for reasons satisfactory to itself.

Closing Time

Commercial copy must be received not less than three days in advance.

Mechanical Program Equipment

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

Personnel

General Manager—Joe L. Smith, Jr. Representatives—International Radio Sales.

BLUEFIELD

(Mercer County) WHIS (Established 1928)

Rates effective September 1, 1941. (Card No. 4.) Owned and operated by Daily Telegraph Printing Company.

Studio—Commerce Street, Bluefield, West Virginia. Transmitter—Harry Heights, Bluefield, West Virginia.

Wave—Power—Time

Operating power 1,000 watts days; 500 watts nights. (100% modulation) 208.3 meters; 1440 kilocycles.

Operates on regional channel on Eastern Standard Time Daylight Savings Time not observed. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 5:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on station time charges. Commission does not apply on talent. No cash discount. Terms are net, all invoices due and payable when rendered.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Blue Supplementaries). Rates include charges by owners of music copyrights. The following rates are for national advertising.

MUSICAL OR DRAMATIC PROGRAMS

CLASS 'A' (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

Table with 3 columns: Time, Rate, and another rate column for Class A.

CLASS 'B' (8:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 12:00 noon Sundays)

Table with 3 columns: Time, Rate, and another rate column for Class B.

CLASS 'C' (5:00 a.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight daily)

Table with 3 columns: Time, Rate, and another rate column for Class C.

Cut-in announcements on network programs are priced as follows: Week days before 6:00 p.m., 4.00; week days after 6:00 p.m., 7.00; Sundays, 5.00.

POLITICAL BROADCASTS

One time rate applies.

SPECIAL FEATURES

Leased wire service, local news, weather reports, time signals, sport features, participating programs and other services available. Rates on request.

REMOTE CONTROL

Equipped to handle programs by remote control where line facilities are available.

SERVICE FACILITIES

Merchandising service available.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs must conform to standards of station. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All contracts cancelled before date of expiration are subject to any short rate accruing to date of cancellation.

The maximum contract period is 52 weeks. Blanket contracts not accepted. Quantity discounts must be applied separately to each different unit and class of advertising.

Closing Time

Closing time for programs, announcements, and publicity is one week in advance.

Mechanical Program Equipment

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

Personnel

Manager—J. Lindsey Alley. Program Director—Stuart Odell, Jr. Chief Engineer—Pat. T. Flanagan. Music Director—Barnes N. Nash. Publicity Director—Bill Blake.

Representatives

The Katz Agency.

CHARLESTON

(Kanawha County) WCHS (Established 1927)



Rates effective September 1, 1941. (Card No. 13.)

Owned and operated by Charleston Broadcasting Co. Business Office and Studio—West Virginia Network Building, Lee Street, Charleston, West Virginia. Transmitter—Charleston, West Virginia.

(This listing continued on next page)

WEST VIRGINIA—Cont'd

W G K V (Established 1930)

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

CHARLESTON—Continued W C H S—Continued

Power—Time Operating power—5,000 watts. 517.2 meters; 680 kilocycles. Licensed to operate full time on cleared regional channel.

Commission and Cash Discount Agency commission 15% on net station time only to recognized advertising agencies...

General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementary Group)...

Rates effective July 1, 1941. Owned and operated by the Kanawha Valley Broadcasting Company. Business Office and Studio 1010 Lee St., Charleston, W. Va., telephone 92-64.

Commission and Cash Discount Agency commission 15% to authorized agencies. No cash discount. Bills payable 10th of month following broadcast.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementary Group).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

ANNOUNCEMENTS AND TALKS Five, ten and fifteen minute periods available by special arrangement only.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

DISCOUNTS Discounts apply only when advertising is maintained on a consistent broadcasting basis.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

SPECIAL FEATURES Time signals and weather reports, rates on request.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

SPECIAL FEATURES Time Signals and Weather Reports: Rates on request (based on number of signals or reports used).

TALENT Any type of talent desired by advertiser is available. Program ideas and talent rates will be furnished on request.

SERVICE FACILITIES Rates include cost of station facilities, station time, services of continuity, program and publicity departments...

Contract and Other Requirements Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year.

Closing Time The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel President—W. A. Carroll. Vice-President—A. H. Crawford. General Manager—Gillespie B. Murray. Sales Manager—Robert Wastion.

Representatives International Radio Sales.

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.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various programs.

Contract and Other Requirements Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year.

Closing Time The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel President—John A. Kennedy. Managing Director—Howard L. Chernoff.

Representatives The Branham Company.

CLARKSBURG (Harrison County)

W B L K (Established 1937)



Rates effective May 1, 1941. Owned and operated by Charleston Broadcasting Co. Business Offices and Studios—Robinson-Grand Theatre Building, Clarksburg, West Virginia.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 213.3 meters; 1400 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount Agency commission 15% on net station time only to recognized advertising agencies. No cash discount.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementary Group), and West Virginia Network.

WEST VIRGINIA—Cont'd

CLARKSBURG—Continued
W B L K—Continued

Written copy of talks must be submitted not less than 24 hours before broadcast.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for lateral cut recordings, and 33-1/3 r.p.m. turn-table for vertical cut recordings.
Personnel
 President and General Manager—John A. Kennedy, Station Director—George C. Blackwell.
Representatives
 The Branham Company.

FAIRMONT
(Marion County)
W M M N
(Established 1925)



Rates effective August 1, 1939. (Card No. 10.)
 Owned and operated by Monongahela Valley Broadcasting Company.
 Business Office and Studios—208 Main Street, Fairmont, West Virginia, telephone 8100.
 Transmitter—Monongalia, West Virginia.
Wave—Power—Time
 Operating power 5,000 watts days; 1,000 watts nights. (Directional antenna.) (C.P. 5,600 watts nights.) 326.1 meters; 920 kilocycles.
 Licensed to operate full time on clear regional channel. Operates on Eastern Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 3:30 a.m. to 12:00 midnight.
Commission and Cash Discount
 Agency commission 15% on station time only to recognized advertising agencies. No cash discount. On approved credit accounts payable 10th of month following broadcasts.
General Advertising
 For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
 Rates include charges by owners of music copyrights.

	(6:00 p.m. to 10:30 p.m.)					
	1	13	26	52	104	260
	1	11	22	44	88	220
1 hr	110.00	104.50	99.00	93.50	88.00	77.00
1/2 hr	65.00	61.75	58.50	55.25	52.00	43.50
1/4 hr	40.00	38.00	36.00	34.00	32.00	28.00
10 min	30.00	28.50	27.00	25.50	24.00	21.00
5 min	20.00	19.00	18.00	17.00	16.00	14.00
	(12:00 noon to 6:00 p.m. Sunday)					
1 hr	90.00	85.50	81.00	76.50	72.00	63.00
1/2 hr	55.00	47.50	45.00	42.50	40.00	35.00
1/4 hr	30.00	28.50	27.00	25.50	24.00	21.00
10 min	20.00	19.00	18.00	17.00	16.00	14.00
5 min	14.00	13.30	12.60	11.90	11.20	9.80
	(8:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)					
1 hr	75.00	71.25	67.50	63.75	60.00	52.50
1/2 hr	45.00	42.75	40.50	38.25	36.00	31.50
1/4 hr	25.00	23.75	22.50	21.25	20.00	17.50
10 min	18.00	17.10	16.20	15.30	14.40	12.60
5 min	12.00	11.40	10.80	10.20	9.60	8.40
	(After 12:00 midnight and before 8:30 a.m.)					
1 hr	50.00	47.50	45.00	42.50	40.00	35.00
1/2 hr	30.00	30.40	28.80	27.20	25.60	22.40
1/4 hr	20.00	19.00	18.00	17.00	16.00	14.00
10 min	15.00	14.25	13.50	12.75	12.00	10.50
5 min	9.00	8.55	8.10	7.65	7.20	6.30

ANNOUNCEMENTS
 Regular announcement rates will apply to cut-in announcements made locally as part of network broadcasts. (6:00 p.m. to 10:30 p.m.)
 50 word station
 break 10.00 9.50 9.00 8.50 8.00 7.00 6.00
 100 words or
 1 min 12.00 11.40 10.80 10.20 9.60 8.40 7.20
 2 min 14.00 13.30 12.60 11.90 11.20 9.80 8.40
 3 min 16.00 15.20 14.40 13.60 12.80 11.20 9.60
 (6:30 a.m. to 10:30 p.m. and after 10:30 p.m.)
 50 word station
 break 6.00 5.70 5.40 5.10 4.80 4.20 3.60
 100 words or
 1 min 7.50 7.12 6.75 6.37 6.00 5.25 4.50
 2 min 9.00 8.55 8.10 7.65 7.20 6.30 5.40
 3 min 10.50 9.97 9.45 8.92 8.40 7.35 6.30
Participating Announcement Periods:
 (7:30 a.m. to 8:00 a.m., 11:30 a.m. to 12:00 noon, and 5:00 p.m. to 5:30 p.m.)
 1 time daily, 6 days weekly, per week..... 25.20
 2 times daily, 6 days weekly, per week..... 43.20
 3 times daily, 6 days weekly, per week..... 54.00
 No extra charge for transcribed announcements.

TALENT
 A large and experienced list of talent available. Rates and details on request.
SERVICE FACILITIES
 A staff of producers, writers, and musicians are available for presentation of any type of program desired by an advertiser. Continuity, program, publicity, and merchandising included in rates for station time, unless they incur extra expenses for equipment or personnel. Coverage surveys and mail breakdowns available at actual cost.
REMOTE CONTROL
 Facilities are available for remote control broadcasts. Line and special equipment charges billed at cost.
Contract and Other Requirements
 Advertising of beer and wine acceptable.
 All rates for time are predicated upon the fulfillment of contracts within a twelve month period dating from the first broadcast. Rates are for station time and service only. Talent is extra.
 All programs subject to approval by station management.

Closing Time
 Spot commercial copy and publicity must be submitted not less than one week in advance.
Mechanical Program Equipment
 Equipped with high quality lateral recording equipment in duplicate capable of making continuous recordings on either 33-1/3 or 78 r.p.m. using Arthrocaste or any other standard arrangement suitable for processing. Recording rates upon request.
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.
Personnel
 Managing Director—O. J. Kelchner.
Representatives
 John Blair & Company.

HUNTINGTON
(Cabell County)
W C M I

Considered by the Mutual Broadcasting System as their Ashland-Huntington outlet. See listing under Ashland, Kentucky.

WSAZ
(Established 1920)

Rates effective November 1, 1941.
 Rates received November 18, 1941.
 Owned by WSAZ, Incorporated.
 Business Office and Studio—929-1/2 Fourth Avenue, P. O. Box 2113, Huntington, West Virginia, telephone 4106.
 Transmitter—28th St., W., Huntington, W. Va.
Wave—Power—Time
 Operating power—1,000 watts.
 322.6 meters; 920 kilocycles.
 Licensed to operate unlimited time on clear regional channel.
 Operates on Eastern Standard Time. Daylight Savings Time not observed.
Commission and Cash Discount
 Agency commission 15% to recognized advertising agencies. No commission on talent unless otherwise specified. No cash discount. Invoices mailed 1st day of each month.
General Advertising
 For combination rates see listing of West Virginia Network.
 Rates include charges by owners of music copyrights. Price quoting permitted.

		CLASS "A"							
		10:00 p.m. to 11:00 p.m., week days and 12:00 noon to 11:00 p.m. Sundays							
		1	2	4	10	5	1	35	
	hour	hour	hour	min.	min.	min.	min.	min.	
11	125.00	75.00	50.00	35.00	27.50	12.50	10.00		
13	118.75	71.25	47.50	33.25	26.12	11.87	9.50		
26	112.50	67.50	45.00	31.50	24.71	11.21	9.00		
39	106.25	63.75	42.50	29.75	23.36	10.61	8.50		
52	100.00	60.00	40.00	28.00	21.98	9.98	8.00		
104	93.75	56.25	37.50	26.25	20.60	9.35	7.50		
156	87.50	52.50	35.00	24.50	19.22	8.72	7.00		
208	81.25	48.75	32.50	22.75	17.84	8.09	6.50		
260	75.00	45.00	30.00	21.00	16.46	7.46	6.00		
312	68.75	41.25	27.50	19.25	15.08	6.83	5.50		
364	62.50	37.50	25.00	18.00	13.70	6.20	5.00		
		CLASS "B"							
		8:00 a.m. to 6:00 p.m., week days, 8 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily							
		1	1	1	1	1	1	1	
	hour	hour	hour	hour	hour	hour	hour	hour	
1	75.00	45.00	30.00	21.00	16.50	7.50	6.00		
13	71.25	42.75	28.50	19.95	15.68	7.13	5.70		
26	67.50	40.50	27.00	18.90	14.85	6.75	5.40		
39	63.75	38.25	25.50	17.85	14.02	6.38	5.10		
52	60.00	36.00	24.00	16.80	13.20	6.00	4.80		
104	56.25	33.75	22.50	15.75	12.38	5.62	4.50		
156	52.50	31.50	21.00	14.70	11.55	5.25	4.20		
208	48.75	29.25	19.50	13.65	10.73	4.88	3.90		
260	45.00	27.00	18.00	12.60	9.90	4.50	3.60		
312	41.25	24.75	16.50	11.55	9.08	4.13	3.30		
364	37.50	22.50	15.00	10.50	8.25	3.75	3.00		
		CLASS "C"							
		6:00 a.m. to 8:00 a.m.)							
		Programs of 1 1/4 hour or more—33-1/3 all-count. Announcements—same as Class "B."							

SPECIAL FEATURES
 Time Signals and Weather Reports: Based on number of signals or reports used. Schedules subject to times available. Rates on request.
 Newscasts: Five or fifteen minute periods. Details on request.
RECORDED PROGRAMS
 Transcription libraries available.
 Not restricted to certain hours.
 Recording facilities available.
TALENT
 Rates on application.
REMOTE CONTROL
 Station maintains facilities for remote control broadcasts. Charges for line and additional special equipment will be billed at cost.
Contract and Other Requirements
 Advertising of alcoholic beverages not accepted, excepting beer and wine.
 All charges quoted include cost of station facilities and station time. All commercial copy, both as to length and content, subject to approval of station management. Station reserves the right to reject or revise commercial copy for broadcasting in the public interest and in conformity with the rules and regulations set forth by the Federal Communications Commission. The maximum contract accepted is for one year. All contracted time must be used within a period of one year from date of contract.

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

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.
Personnel
 President and General Manager—John A. Kennedy, Station Director—Mike Layman.
Representatives
 Howard H. Wilson Company.

LOGAN
(Logan County)
WLOG
(Established 1940)



Rates effective May 1, 1940. (Card No. 1.)
 Owned and operated by Clarence H. Frey and Robert O. Grever.
 Business Offices and Studios—WLOG Building, Logan, West Virginia, telephone 761-762.
 Transmitter—Logan, West Virginia.
Wave—Power—Time
 Operating power—250 watts.
 243.9 meters; 1230 kilocycles.
 (100% modulation.)
 Licensed to operate unlimited time. Operates on Eastern Standard Time.
 Actual operating schedule: Sunday 8:00 a.m. to 7:00 p.m. Week days 7:30 a.m. to 10:00 p.m.
Commission and Cash Discount
 Agency commission 15% on time to recognized advertising agencies. No cash discount. Bills rendered on the first of each month; due on the 10th of each month.
General Advertising
 The following rates are for both local and national advertising.
 1 hr..... 25.00 23.75 22.50 21.25 20.00 18.75
 1/2 hr..... 15.00 14.25 13.50 12.75 12.00 11.25
 1/4 hr..... 8.25 7.85 7.45 7.00 6.60 6.20
 5 minutes 4.25 4.00 3.80 3.60 3.40 3.20
ANNOUNCEMENTS
 1 minute..... 2.50 2.40 2.30 2.20 2.10 2.00
 50 words..... 2.00 1.90 1.80 1.70 1.60 1.50
 25 words..... 1.25 1.20 1.15 1.10 1.05 1.00
SPECIAL FEATURES
 Weather Reports and Time Signals—Regular rate apply.
 News Service—Full time news service, leased wire and teletype (no service charge). Minimum contract 5 or 15 minutes six times weekly for 13 weeks.
ELECTRICAL TRANSCRIPTIONS
 Transcription library available at no extra cost.
TALENT

Rates on request.
SERVICE FACILITIES
 Announcers and script men at no additional cost.
Contract and Other Requirements
 Rates include station time only.
Closing Time
 Twenty-four hours in advance of broadcast.
Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.
Personnel
 Managing Director—Eddie Vann.

MORGANTOWN
(Monongalia County)
WAJR
(Established 1941)

Rates received March 21, 1941.
 Owned and operated by the West Virginia Radio Corporation.
 Business Office and Studio—440-6 Spruce Street Morgantown, West Virginia.
 Transmitter—Charleston Avenue and Summers Street Morgantown, West Virginia.
Wave—Power—Time
 Operating power—250 watts.
 243.9 meters; 1230 kilocycles.
 Licensed to operate full time on local channel. Daylight Saving Time not observed.
 Actual operating schedule: Sundays 9:00 a.m. to 8:00 p.m. Week days 6:00 a.m. to 10:00 p.m.
Commission and Cash Discount
 Agency commission 15% to recognized agencies or station time only. Cash discount none. Bills rendered weekly or monthly and are due on presentation.
General Advertising
 The following rates are for national advertising. Rates include charges by owners of music copyrights.

		CLASS "A"				
		(6:00 p.m. to 10:00 p.m.)				
		1	1/2	1/4	10	minutes
1	hour	65.00	35.00	20.00	12.00	8.00
1/2	hour	35.00	20.00	12.00	8.00	5.00
1/4	hour	20.00	12.00	8.00	5.00	3.00
10	minutes	12.00	8.00	5.00	3.00	2.00
5	minutes	8.00	5.00	3.00	2.00	1.50
		CLASS "B"				
		(6:00 a.m. to 6:00 p.m.)				
		1	1/2	1/4	10	minutes
1	hour	60.00	30.00	16.00	10.00	7.00
1/2	hour	30.00	16.00	10.00	7.00	5.00
1/4	hour	16.00	10.00	7.00	5.00	3.50
10	minutes	10.00	7.00	5.00	3.50	2.50
5	minutes	7.00	5.00	3.50	2.50	2.00
		ANNOUNCEMENTS				
		1	50	100	words	
1	minute	4.00	2.50	2.00		
50	words	2.50	2.00	1.50		
100	words	2.00	1.50	1.00		
		DISCOUNTS				
		13	26	52	weeks	
13	weeks	5%				
26	weeks	10%				
52	weeks	15%				
		ELECTRICAL TRANSCRIPTIONS				
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.						
(This listing continued on next page)						

WEST VIRGINIA—Cont'd

MORGANTOWN—Continued

W A J R—Continued

REMOTE CONTROL

Facilities subject to extra charges (actual cost) for line and mechanical costs.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and wine. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 21 hours in advance.

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

Personnel
Station Manager—C. H. Murphey, Jr.
Representatives—Orjoe & Company.

PARKERSBURG

(Wood County)

W P A R



Rates effective January 15, 1938. (Card No. 12.)

Owned and operated by Ohio Valley Broadcasting Corporation, business Office and Main Studio—Grinter Building, Parkersburg, West Virginia.

Transmitter—Gibson Road, So. Parkersburg, W. Va.
Wave—Power—Time
Operating power—250 watts.

214.3 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern Standard Time. Daylight Saving Time not observed.

Actual operating schedule: 6:00 a.m. to 12:00 midnight.
Commission and Cash Discount
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 listings of Columbia Broadcasting System (Basic Supplementary Group) and West Virginia Network.
Charges by owners of music copyrights are not included in rates.
The following rates are for national advertising. For local advertising rates consult station management.

SPONSORED PROGRAMS

CLASS "A"

Table with 6 columns: Time slot, 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, min., mfn. Rows include 1-14 times for various durations.

CLASS "B"

Table with 6 columns: Time slot, 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, min., mfn. Rows include 1-14 times for various durations.

CLASS "C"

Table with 6 columns: Time slot, 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, min., mfn. Rows include 1-14 times for various durations.

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) 1 min., words. Rows include 1-312 times.

CLASS "B" (8:00 a.m. to 4:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily) 1 min., words. Rows include 1-312 times.

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.

TALENT

Rates on request. Any type of talent desired by advertiser is available. Program ideas will be furnished on request. All talent charges are in addition to rates quoted.

REMOTE CONTROL

Station maintains facilities for remote control broadcasts. Charges for line and additional special equipment will be billed at actual cost.

SERVICE FACILITIES

Rates include cost of station facilities, station time, service of continuity, program and publicity departments, provided there is no extra expense for special equipment or other charges not generally included in a program. Station's program and production department will assume entire responsibility for program presentation if desired. Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns, and plans for merchandising radio campaigns. Merchandising and dealer surveys available at actual cost.

Contract and Other Requirements
Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year. All contracted time must be used within a period of one year from date of contract. Station reserves the right to make such changes in talks as may appear necessary to avoid violation of libel and slander laws. All contracts subject to station manager's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All contracts are made subject to interference by strikes, weather conditions or other unavoidable casualties beyond control, and no responsibility will be assumed beyond cancellation of charges for time involved.

Closing Time
The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance. Written copy of talks must be submitted not less than 24 hours before broadcast. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for lateral cut recordings, and 33-1/3 r.p.m. turn-table for vertical cut recordings.

Personnel
President and General Manager—John A. Kennedy.
Commercial Manager—John V. Anderson.
Representatives
The Branham Company.

WELCH

(McDowell County)

W B R W

(Established 1940)

Rates effective June 1, 1941. (Card No. 2.)
Owned and operated by McDowell Service Company. Business Office and Studio—10 Riverside Drive, P.O. Box 313, Welch, West Virginia. Transmitter—Dor Building, Welch, West Virginia.

Wave—Power—Time
Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Daylight Saving Time not observed. Actual operating schedule: Sundays 9:00 a.m. to 6:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly and are due on presentation.
General Advertising
Rates include charges by owners of music copyrights.
Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, min., mfn. Rows include 1-312 times.

SPOT ANNOUNCEMENTS

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 100 words, 50 words. Rows include 1-5 times.

ELECTRICAL TRANSCRIPTIONS

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

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

TALENT

Rates on request.
SERVICE FACILITIES
Preparation of continuity, program department copy-books and announcements at no additional cost.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and wine. Contract subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 21 hours in advance.

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

Personnel
President J. W. Blakely.
General Manager Joseph J. Herget.

WHEELING

(Ohio County)

W K W K

(Established 1911)

Rates effective June 7, 1941. (Card No. 1.)
Owned and operated by Community Broadcasting, Inc. Business Office and Studio—Pythian Bldg., Wheeling, W. Va. Transmitter—

Wave—Power—Time
Operating power—100 watts. 214.3 meters; 1400 kilocycles. 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 midnight.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only provided payment is made before the 15th day of the month following broadcast. No cash discount. Invoices rendered weekly, payable at face when rendered. Short rate billed where frequency rate is not earned.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

CLASS "A"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min. Rows include 1-14 times.

CLASS "B"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min. Rows include 1-14 times.

CLASS "C"

Table with 6 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min. Rows include 1-14 times.

ANNOUNCEMENTS

Table with 6 columns: Time slot, 1 min, 1/2 min, 10 sec, 5 sec. Rows include 1-35 words.

SPECIAL FEATURES

Temperature, time and weather reports, copy limited to 25 words; sold at station break rates. Leased wire news—Available morning, afternoon or evening at regular time charge, plus cost of service. Rates on request.

POLITICAL

Rate on request.

TALENT

Rate on request.

REMOTE CONTROL

Arrangement can be made for remote control broadcasts.
Contract and Other Requirements
Contracts subject to cancellation unless program starts within 30 days. In order to earn net rates quoted, contracts must be completed within twelve months. Contract renewals subject to rates in effect at time of renewal. Announcement copy will be broadcast as submitted, if approved, and charge will be made at next higher rate if number of words exceeds limit in any class. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director. Editorial content of all broadcast material is subject to approval of station management.

Closing Time
Programs close one week in advance of broadcast.

Personnel
Manager—John B. Reynolds.
Representatives
International Radio Sales.

WEST VIRGINIA—Cont'd**WHEELING—Continued****W W V A**
(Established 1926)

Rates effective November 1, 1939. (Card No. 8.)
Owned and operated by West Virginia Broadcasting Corporation.
Business Office and Studios—Hawley Building, Wheeling, West Virginia, Wheeling 5383.
Transmitter—Ohio County, W. Va., 8-1/2 miles from Wheeling, 4-1/2 miles from Pennsylvania state line.

Wave—Power—Time

Operating power—5,000 watts.
(C.P. 5,000 watts.)
(100% modulation—crystal control.)
256.4 meters; 1170 kilocycles.
Operates on Eastern Standard Time. Daylight Savings Time observed.
Licensed to operate full time.
Actual operating schedule: Sundays 7:00 a.m. to 1:00 a.m. Monday through Friday 4:30 a.m. to 1:00 a.m. Saturday 4:30 a.m. to 2:00 a.m.

Commission and Cash Discount

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

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Blue Network).
Rates include charges by owners of music copyrights. Contracts for less than one program or announcement weekly subject to basic rate. Frequency discounts must be earned within one year from starting date of contract, otherwise short rate will apply. All discounts based on 52 week contract. The following rates are for national advertising. For local advertising rates consult station management.

(6:00 p.m. to 10:00 p.m. daily except Saturday, Saturday 6:00 p.m. to sign-off)		1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	155.00	93.00	66.00	38.50	38.50
13 times.....	158.75	94.05	62.70	36.57	
26 times.....	148.50	89.10	59.40	34.65	
39 times.....	144.37	86.62	57.75	33.69	
52 times.....	140.25	84.15	56.10	32.73	
104 times.....	132.00	79.20	52.80	30.80	
195 times.....	127.88	76.73	51.15	29.84	
260 times.....	123.75	74.25	49.50	28.88	

(6:00 a.m. to 6:00 p.m. and after 10:00 p.m. daily except Saturday)		1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	108.00	72.00	42.00	27.00	
13 times.....	102.60	63.40	39.90	25.65	
26 times.....	97.20	64.80	37.80	24.30	
39 times.....	94.50	63.00	36.75	23.62	
52 times.....	91.80	61.20	35.70	22.95	
104 times.....	86.40	57.60	33.60	21.60	
195 times.....	83.70	55.80	32.55	20.92	
260 times.....	81.00	54.00	31.50	20.25	

ANNOUNCEMENTS

(6:00 p.m. to 10:00 p.m. daily except Saturday, Saturday 6:00 p.m. to sign-off)		1 min.	50 wds.
1 time.....	16.50	13.20	
13 times.....	15.68	12.54	
26 times.....	14.85	11.88	
39 times.....	14.44	11.55	
52 times.....	14.03	11.22	
104 times.....	13.20	10.56	
195 times.....	12.79	10.23	
260 times.....	12.38	9.90	

(6:00 a.m. to 6:00 p.m. and after 10:00 p.m. daily except Saturday)		1 min.	50 words (*)
1 time.....	11.40	9.00	7.50
13 times.....	10.83	8.55	7.13
26 times.....	10.26	8.10	6.75
39 times.....	9.98	7.88	6.56
52 times.....	9.69	7.65	6.37
104 times.....	9.12	7.20	6.00
195 times.....	8.84	6.98	5.81
260 times.....	8.55	6.75	5.63

(*) 100 words, participation periods.
Participation periods—Times of broadcast and program structure furnished on request. Time of broadcast subject to change without notice.

SPECIAL FEATURES

Time signals, weather reports and temperature reports quoted on request. When not available, reservation orders for future clearance accepted.

ELECTRICAL TRANSCRIPTIONS

No extra charge for electrical transcriptions. Equipped with duplicate high quality transcription tables suitable for PAM for 33-1/3 or 78 r.p.m. recordings, either vertical or lateral. Equipped with high quality lateral recording equipment in duplicate capable of making continuous recordings either 33-1/3 or 78 r.p.m., suitable for processing. Recording rates on request.

TALENT

Talent rates on application. Orchestras, bands, vocalists, entertainers and studio pipe organ available.

REMOTE CONTROL

Rates apply only to programs presented from regular studios in Hawley Building. Remote service charges based on service rendered.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer not over 6% in alcoholic content. Rates are for facilities of the station only; talent and remote line charges are extra.

Announcers, operating staff, program and continuity service within average service limits of local broadcasting furnished without extra charge. No maximum length of programs or restrictions on frequency of broadcasting where time permits. All programs subject to approval of station management. Station reserves right to refuse or discontinue any advertising programs for reasons satisfactory to itself.

Closing Time

Talent programs close one week in advance of broadcast. Announcements and recorded programs 48 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double 33-1/3 and 78 r.p.m. turn-tables.

Personnel

Managing Director—George W. Smith.
Production Manager—Paul J. Miller.

Representatives

John Blair & Company.

WILLIAMSON

(Mingo County)

W B T H

(Established 1939)

Rates effective October 1, 1941.
Owned and operated by Williamson Broadcasting Corporation.
Business Office and Studio—Mountaineer Hotel Block, P. O. Box 261, Williamson, West Virginia.
Transmitter—Williamson, West Virginia.

Wave—Power—Time

Operating power—250 watts.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Licensed to operate full time.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on net time. No cash discount. Accounts due and payable upon presentation.

General Advertising

The following rates are for national advertising.
1 hr. 26 tl. 52 tl. 104 tl. 208 tl. 312 tl.
1 hour..... 25.00 23.75 22.50 21.25 20.00 18.75
1/2 hour..... 15.00 14.25 13.50 12.75 12.00 11.25
1/4 hour..... 8.25 7.85 7.45 7.00 6.60 6.20
5 minutes..... 4.25 4.00 3.80 3.60 3.40 3.20

ANNOUNCEMENTS

1 tl. 26 tl. 52 tl. 104 tl. 208 tl. 312 tl.
100 words or less..... 2.50 2.40 2.30 2.20 2.10 2.00

SPECIAL FEATURES

Weather Reports and Time Signals: Regular rates apply.
News Service: Sold in five and fifteen minute periods; no service cost on news with minimum 13 week contract, 6 days weekly.

Smoker's Club, Social Hi-Lights, Birthday Club, Dance Club: Participating, non-competitive features; 100 word announcements, 6 days weekly, per month 60.00.

WBTH Jamboree: 7:30 p.m. to 12:00 midnight Saturdays with visual audience.

Hill-billy programs: Rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available at no extra cost. Service of announcers and script men without cost.

SERVICE FACILITIES

Services of continuity and Program department and staff announcers provided without charge. Complete local merchandising service. Advertisers are offered, without cost, newspaper listings, theatre lobby displays, directional station announcements, letters to local dealers, etc.

Mechanical Program Equipment

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

Personnel

President—G. W. Taylor.
Vice-President—W. P. Booker.
Business Manager—Alice Sheln.
Program Manager—C. E. Whikehart.

WISCONSIN**WISCONSIN NETWORK, INC.**

Executive Offices—Wisconsin Rapids, Wis.
Affiliated with North Central Broadcasting System, St. Paul, Minn.

Comprised of:

WRJN—Racine, Wis. WBY—Appleton, Wis.
WCLD—Janesville, Wis. WPHR—Wisconsin Rapids, Wis.
WIBU—Doyonette, Wis. WSAU—Wausau, Wis.
WHBL—Sheboygan, Wis. KFJN—Fond du Lac, Wis.

Associate Stations:

WEMP—Milwaukee, Wis. WTAQ—Green Bay, Wis.
WKBB—LaCrosse, Wis.

General Advertising

For rates and data consult W. F. Huffman, President, Wisconsin Rapids, Wis., or North Central Broadcasting System, Inc.

Branch Office

Chicago—Hal A. Holman, 333 N. Michigan Ave.

APPLETON

(Outagamie County)

W B Y

(Established 1925)



Rates effective September 1, 1937. (Card No. 6.)
Owned and operated by WBY, Inc.
Business Office and Studio—Appleton, Wisconsin.
Transmitter—Appleton, Wisconsin.

Wave—Power—Time

Operating power—250 watts.
7500% modulation—crystal control.)
243.0 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Central Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sunday 9:30 a.m. to 10:00 p.m. Week days 8:00 a.m. to 10:00 p.m.
Commission and Cash Discount
Agency commission 15%—10th of month. Commissions apply on time only. No cash discount. Contracts for less than 25.00, cash in advance.

General Advertising

Affiliated with Mutual Broadcasting System and Wisconsin Network.
Rates include charges by owners of music copyrights. The following rates are for national advertising.

	CLASS "A"		CLASS "B"		
	(6:00 p.m. to 9:00 p.m. daily)		(12:00 noon to 1:00 p.m. and 9:00 p.m. to 10:00 p.m.)	(5:00 p.m. to 6:00 p.m.)	
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	
1 time....	70.00	42.50	25.00	17.50	10.50
13 times.....	66.50	39.33	23.75	16.63	9.91
26 times.....	63.00	37.25	22.50	15.75	9.41
52 times or once weekly.....	58.50	36.17	21.25	14.88	8.91
100 times or twice weekly.....	56.00	34.00	20.00	14.00	8.41
200 times or four times weekly.....	52.50	31.88	18.75	13.15	7.91
300 times or five times weekly.....	49.00	29.75	17.50	12.25	7.41
	CLASS "B"		CLASS "C"		
	(12:00 noon to 1:00 p.m. and 9:00 p.m. to 10:00 p.m.)		(All other week day time)		
1 time....	50.00	30.00	18.00	12.50	7.50
13 times.....	47.50	28.50	17.10	11.88	7.11
26 times.....	45.00	27.00	16.20	11.25	6.71
52 times or once weekly.....	42.50	25.50	15.30	10.83	6.31
100 times or twice weekly.....	40.00	24.00	14.40	10.00	6.00
200 times or four times weekly.....	37.50	22.50	13.50	9.38	5.61
300 times or five times weekly.....	35.00	21.00	12.60	8.75	5.21
	CLASS "C"				
	(All other week day time)				
1 time....	35.00	21.00	12.50	8.75	6.00
13 times.....	33.25	19.95	11.88	8.32	4.71
26 times.....	31.50	18.90	11.25	7.88	4.50
52 times or once weekly.....	29.75	17.85	10.83	7.45	4.21
100 times or twice weekly.....	28.00	16.80	10.00	7.00	4.00
200 times or four times weekly.....	26.25	15.75	9.38	6.56	3.71
300 times or five times weekly.....	24.50	14.30	8.75	6.18	3.50

ANNOUNCEMENTS

25 word station break same as 100 word rate.

CLASS "A"

(6:00 p.m. to 9:00 p.m. daily)
1 tl. 13 tl. 26 tl. 52 tl. 100 tl.
1 minute..... 8.75 8.20 7.82 7.45 7.00
100 words..... 5.25 5.00 4.50 4.25 4.00
50 words..... 3.75 3.55 3.37 3.17 3.00
25 words..... 2.50 2.37 2.25 2.13 2.00

CLASS "B"

(12:00 noon to 1:00 p.m. and 9:00 p.m. to 10:00 p.m.)
1 minute..... 5.75 5.45 5.17 4.92 4.60
100 words..... 4.00 3.80 3.60 3.40 3.20
50 words..... 2.50 2.37 2.25 2.12 2.00
25 words..... 2.00 1.90 1.80 1.70 1.60

CLASS "C"

(All other week day time)
1 minute..... 4.50 4.27 4.20 3.97 3.71
100 words..... 3.00 2.85 2.70 2.55 2.41
50 words..... 2.00 1.90 1.80 1.70 1.60
25 words..... 1.50 1.43 1.35 1.27 1.20

SPECIAL FEATURES

Weather report, time signal, news flashes and special spotting of announcements, regular announcement rate plus 1.00. News: Rates on application.

RECORDED PROGRAMS

Electrical transcriptions are accepted for broadcast at any hour available. No service charge on electrical transcriptions.

TALENT

Station will furnish any type of local talent available. Rates on application.

REMOTE CONTROL

Programs will be broadcast from any location. Price on application on points outside of regular studios.

SERVICE FACILITIES

Merchandising department, trade contacts, display service—rates on request.

Contract and Other Requirements

Maximum length of contract—1 year. Rates do not include talent. No extra charge for services of program and announcing staff.

Closing Time

Closing date is two weeks prior to starting date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

General Manager—Harold R. Evans.
Commercial and Promotion Manager—J. L. Gallagher.
Program Director—Rodger Mueller.
Chief Engineer—George Mierke.

Representatives

Reynolds-Fitzgerald, Inc.

WISCONSIN—Continued

ASHLAND

(Ashland County)

W A T W

(Established 1940)



Station card dated January 1, 1941. (Card No. 1.) Owned and operated by Uppor Michigan-Wisconsin Broadcasting Co., Inc. Business Office and Studio—Northern State Bank Building, Ashland, Wisconsin. Transmitter—Highway 14 and 24th St., Ashland, Wis. Wave—Power—Time

Operating power—100 watts. 14.3 meters; 1400 kilocycles. Licensed to operate full time. Daylight Saving Time of observed. Actual operating schedule: Sundays 7:30 a.m. to 9:00 p.m. Week days 6:30 a.m. to 10:00 p.m. Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Cash discount 2% if paid by 10th of month.

Table with columns for time slots (e.g., 7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 6:00 a.m. to 7:00 a.m., 9:30 p.m. to 11:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 6:00 a.m. to 7:00 a.m., 9:30 p.m. to 11:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Special Features: News, sports events. Rates on request. No signals, weather reports and temperature reports regular announcement rates.

Recorded and Transcription Programs: Transcription library services available. No service extra on transcriptions except shipping charges.

Talent: The station will furnish any type of local talent available. Talent costs are in addition to time rates.

Service Facilities: Transmitters, operating staff, program and continuity service at no extra charge.

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

Contract and Other Requirements: All advertising subject to rules and regulations of the Federal Communications Commission and other pertinent authorities.

General Advertising: For combination rates see Hallaga of National Broadcasting Company (Radio Supplemental) and Northwest Network.

Representatives: Bogner & Martin.

EAU CLAIRE

(Eau Claire County)

W E A U



Radio effective September 1, 1941.

Owned and operated by the Central Broadcasting Co. Business Office and Studio—203 S. Burnett Street, Eau Claire, Wisconsin, telephone 6140. Transmitter—20th and Crescent Roads, Eau Claire, Wisconsin.

Wave—Power—Time: Operating power—5,000 watts. (100% modulation). 370.7 meters; 790 kilocycles. Operates on Central Standard Time. Commission and Cash Discount: Agency commission 15% to recognized advertising agencies. No commission on talent. All bills rendered and due weekly in advance. No cash discount.

Table with columns for time slots (e.g., 6:00 p.m. to 11:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/3 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 6:00 a.m. to 6:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 6:00 p.m. to 11:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 12 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (13 wks., 26 wks., 52 wks.).

Table with columns for time slots (e.g., 12 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (Six times weekly).

Table with columns for time slots (e.g., 12 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (Five times weekly).

Table with columns for time slots (e.g., 12 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (Six times weekly).

Table with columns for time slots (e.g., 12 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (Six times weekly).

Table with columns for time slots (e.g., 12 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (Six times weekly).

Special Features: News: Leased wire service available.

Talent: Any type of talent desired by advertiser is available. Charges for studio programs and talent are governed by type of presentation and will be quoted on request.

The number of programs specified in contract within allotted time, he agrees to pay the schedule of rates in effect on date of his contract for the number of programs broadcast. Staff announcers serve all advertisers without additional charge. All broadcasting programs are subject to the approval of station management. Any program submitted may be revised or rejected and any contract for broadcasting may be canceled by the management upon two weeks' notice without incurring any liability therefor. Station reserves the right to cancel, postpone, or advance time for advertiser's program if it interferes with broadcasting of public message or announcements of sectional or national interest.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Personnel: General Manager—Walter C. Bridges. Sales Manager—Clyde Riddle. Representatives—George P. Hollingsbury Company.

FOND DU LAC

(Fond du Lac County)

K F J Z

(Established 1922)



Radio effective March 1, 1941. (Card No. 16)

Owned and operated by Reporter Printing Company. Business Office—18 West First St., Fond du Lac, Wisconsin, telephone 456. Studios—Lange Bldg., Fond du Lac, Wisconsin. Transmitter—Lange Bldg., Fond du Lac, Wisconsin.

Wave—Power—Time: Operating power 250 watts. (100% modulation—temperature control of crystal.) 206.3 meters; 1450 kilocycles. Licensed to operate on local channel, unlimited time. Operates on Central Standard Time. Daylight Saving Time not observed. Actual operating schedule: 8:00 a.m. to 10:00 p.m.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies. Cash discount 2%—10 days from date of invoice. Payment dates weekly or monthly on contract agreement, otherwise cash in advance.

General Advertising: Affiliated with Mutual Broadcasting System and Wisconsin Network. The following rates are for national advertising. For local advertising rates consult station management. To receive any quantity discounts at least one period a week must be used.

Table with columns for time slots (e.g., 6:00 p.m. to 9:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 12:00 noon to 1:00 p.m., 5:00 p.m. to 6:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Table with columns for time slots (e.g., 6:00 a.m. to 9:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Announcements: All announcements made by regular announcing staff. Announcements not restricted to any certain hours.

Table with columns for time slots (e.g., 6:00 p.m. to 11:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

Special Features: News: Leased wire service available.

Talent: Any type of talent desired by advertiser is available. Charges for studio programs and talent are governed by type of presentation and will be quoted on request.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables.

Contract and Other Requirements: All advertising subject to rules and regulations of the Federal Communications Commission and other pertinent authorities.

WISCONSIN—Continued

GREEN BAY

(Brown County)

WTAQ

(Established 1922)

Rates effective October 1, 1938. (Card No. 2.)

Owned and operated by WHBY, Inc.
Business Office—Bellin Bldg., Green Bay, Wisconsin.
Adams 1.
Studio (Main)—Bellin Bldg., Green Bay, Wisconsin.
Transmitter—West De Pere, Wisconsin.

Wave—Power—Time

Operating power—5,000 watts.
220.6 meters; 1360 kilocycles.
Licensed to operate unlimited time. Daylight Savings Time not observed.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15%. Commissions apply on time only. Bills payable 10th. Contracts for less than 25.00—cash in advance. No cash discount.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Northwestern Group).
Affiliated with Wisconsin Network.
Rates include charges by owners of music copyrights. Commercial copy limited on musical and dramatic programs.

CLASS "A"

(6:00 p.m. to 9:00 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time...	140.00	85.00	50.00	35.00	21.00
13 times...	133.00	80.75	47.50	33.25	19.95
26 times...	126.00	76.50	45.00	31.50	18.90
52 times or once weekly	119.00	72.25	42.50	29.75	17.85

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
100 times or twice weekly	112.00	68.00	40.00	28.00	16.80
200 times or four times weekly	105.00	63.75	37.50	26.25	15.75
300 times or five times weekly	98.00	59.50	35.00	24.50	14.70

CLASS "B"

(12:00 noon to 1:00 p.m., 5:00 p.m. to 6:00 p.m. and 9:00 p.m. to 10:00 p.m.)

	1 time.	100.00	60.00	36.00	25.00	15.00
13 times...	95.00	57.00	34.20	23.75	14.25	
26 times...	90.00	54.00	32.40	22.50	13.50	
52 times or once weekly	85.00	51.00	30.60	21.25	12.25	
100 times or twice weekly	80.00	48.00	28.80	20.00	12.00	
200 times or four times weekly	75.00	45.00	27.00	18.75	11.25	
300 times or five times weekly	70.00	42.00	25.20	17.50	10.50	

CLASS "C"

(All other week day time)

	1 time.	70.00	42.00	25.00	17.50	10.00
13 times...	68.50	39.90	23.75	16.60	9.50	
26 times...	63.00	37.80	22.50	15.75	9.00	
52 times or once weekly	59.50	35.70	21.25	14.85	8.50	
100 times or twice weekly	56.00	33.60	20.00	14.00	8.00	
200 times or four times weekly	52.50	31.50	18.75	13.13	7.50	
300 times or five times weekly	49.00	29.40	17.50	12.25	7.00	

ANNOUNCEMENTS

Thirty word station break same as 100 word rate.

CLASS "A"

(6:00 p.m. to 9:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 minute	17.50	16.40	15.65	14.90	14.00
100 words..	10.50	10.00	9.00	8.50	8.00
50 words..	7.50	7.10	6.75	6.35	6.00
25 words..	5.00	4.75	4.50	4.25	4.00

CLASS "B"
(12:00 noon to 1:00 p.m., 5:00 p.m. to 6:00 p.m. and 9:00 p.m. to 10:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 minute	11.50	10.90	10.35	9.85	9.35
100 words..	8.00	7.60	7.20	6.80	6.40
50 words..	5.00	4.75	4.50	4.25	4.00
25 words..	4.00	3.80	3.60	3.40	3.20

CLASS "C"
(All other time except Sunday)

	1 minute	9.00	8.55	8.40	7.95
100 words..	6.00	5.70	5.40	5.10	4.80
50 words..	4.00	3.80	3.60	3.40	3.20
25 words..	3.00	2.85	2.70	2.55	2.40

SPECIAL FEATURES
Weather report, time signal, news flashes and spotting of announcements, 2.00 added to regular rate.
Participating features—Farm Hands, Women's Home News Periods—rates on request. Number of spots limited.

RECORDED PROGRAMS
No service charge on electrical transcriptions except shipping charges. Transcription library service available—details on request.

TALENT
Station will furnish any type of local talent available. Rates on application.

REMOTE CONTROL
Programs will be broadcast from any location. Prior application on points outside of regular studio.
Contract and Other Requirements
Maximum length of contract—one year.
Rates do not include talent. No extra charge for services of program and announcing staff.
Contracts for less than 25.00 payable in advance.

Closing Time
Closing date is two weeks prior to starting date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table.

Personnel
Managing Director—Rev. James A. Wagner.
General Manager—Haydn R. Evans.
General Sales Manager—Val E. Schneider.

Representatives
Reynolds-Fitzgerald, Inc.

JANESVILLE

(Rock County)

WCLO

(Established 1930)



Rates effective October 15, 1938.
Owned and operated by Janesville Daily Gazette.
Business Office and Main Studio—200-204 E. Milwaukee Street, Janesville, Wis., Janesville 2500.
Transmitter—1426 S. Oakhill Ave., Janesville, Wis.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time on cleared local channels on Central Standard Time.
Actual operating schedule: Sundays 8:00 a.m. to 2:30 p.m. Daily 5:30 a.m. to 10:00 p.m.

Commission and Cash Discount
Agency commission 15% allowed to recognized advertising agencies. Cash discount 2%—10 days, commissions and discounts are for time and talent unless otherwise specified. Invoices mailed first month following that in which service was rendered.

General Advertising
Affiliated with Wisconsin Network.
(Day and Night)

	1 tl.	26 tl.	52 tl.	150 tl.	400 tl.
1 hour...	55.00	52.25	49.50	46.75	44.00
1/2 hour...	32.00	30.50	28.75	27.25	25.75
1/4 hour...	18.50	17.50	16.75	15.75	14.75
5 minutes	10.50	10.00	9.50	9.00	8.50

(*) 300 times or 5 times per week.
ANNOUNCEMENTS
100 words or 1 minute electrical transcription.. 5.00 4.75 4.50 4.25 4.00

POLITICAL AND OTHER TALKS
30 minutes..... 4.00
15 minutes..... 2.50

SPECIAL FEATURES
News Bulletins—six daily bulletins; exclusive sponsorship, seven days weekly; limit 50 words:
13 weeks..... 125.00
26 weeks..... 106.00
52 weeks..... 83.00

News—Regular 15 minute periods, exclusive or participating. Rates and details on request.
Time Signals, Weather Reports—Exclusive sponsorship, six times daily, seven days weekly, limit 50 words:
13 weeks..... 90.00
26 weeks..... 85.00
52 weeks..... 75.00
Sons of Pioneers—Hillbilly all-request daily feature 15 minute periods or participation. Rates and details on request.
Children's Special—Gazette Funnies, daily 15 minute period. Rates and details on request.
All Sports Review—6:30 p.m. daily. Rates and details on request.

ELECTRICAL TRANSCRIPTIONS
No service charge for running transcriptions.

TALENT
Orchestras, bands, soloists, choral group, studio organ—rates on request.

SERVICE FACILITIES
Newspaper, direct mail promotion and personal contacts.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table.

Personnel
Manager—J. F. Kyler.
Representatives
None.

... and the
B-A-A-A-S and the M-O-O-O-S
Jumped 40%!

Since WTAQ started broadcasting daily market reports direct from Milwaukee Stockyards (100 miles away) the "yards" have had a sales increase of more than 40% in northeastern Wisconsin... all within four months.



5000 WATTS
The only CBS outlet for
Northeastern Wisconsin
NIGHT and DAY

WISCONSIN—Continued

LA CROSSE
(LaCrosse County)
W K B H
(Established 1928)



Owned and operated by WKBH, Incorporated.
Business Offices and Main Studios—Radio Building,
LaCrosse, Wisconsin, telephone 450
Transmitter—Three miles from LaCrosse on Mor-
mon Coulee Road.
Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
2.8 meters; 1410 kilocycles.
Licensed to operate full time on cleared regional
channel.
Daylight Savings Time not observed.
Commission and Cash Discount
Agency commission 15% allowed agencies recognized
station. Payment dates weekly or monthly on
contract agreements, otherwise cash in advance.
General Advertising
Affiliated with National Broadcasting Company (Red
and Blue Network).
Rates do not include talent, but do include charges
for merchandising service department and transcrip-
tion equipment.
(12:00 noon to 1:00 p.m. and after 6:00 p.m.)

1 hour	120.00
2 hour	70.00
1 hour	45.00
5 minutes	22.00
(Before 6:00 p.m. except 12:00 noon to 1:00 p.m.)	
1 hour	65.00
2 hour	45.00
1 hour	30.00
5 minutes	15.00

STRIP RATES
(Consecutive weeks)

Five days weekly for 13 weeks:

(After 6:00 p.m.)	
1 hour, per week	125.00
5 minutes, per week	75.00
(Before 6:00 p.m.)	
1 hour, per week	85.00
5 minutes, per week	55.00
Three days weekly for 13 weeks:	
(After 6:00 p.m.)	
1 hour, per week	75.00
5 minutes, per week	50.00
(Before 6:00 p.m.)	
1 hour, per week	55.00
5 minutes, per week	35.00
2 day strip rate figured 1/5 more than five days;	
3 day strip rate figured at 1/3 more than three days.	

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS
(12:00 noon to 1:00 p.m. and after 6:00 p.m.)

1 tl.	20 tl.	78 tl.	156 tl.	312 tl.
minute	9.00	8.55	8.10	7.65
5 words	6.00	5.80	5.40	5.10
(Before 6:00 p.m. except 12:00 noon to 1:00 p.m.)				
minute	6.00	5.80	5.40	5.10
5 words	4.50	4.35	4.05	3.80

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

TALENT
Advertiser may arrange own talent or arrange through agency. Orchestras, soloists and entertainers available. Rates on request.

REMOTE CONTROL
Station is equipped to handle remote control broadcasts.
Labor and mechanical charge for remote control installations may be required in advance. Estimates will be given. Facilities for hook-ups on direct telephone lines.

Contract and Other Requirements
Rates quoted are for the number of broadcasts used within one year.
All programs and announcements subject to approval of station management. Right is reserved to refuse or any part of announcements which do not, in the estimation of the management, maintain a level of equality and character creditable alike to the station and the advertiser. Time discounts apply on station charges only. All entertainment talent is extra and charges are not subject to time discount.
Program position subject to time available.

Long Time
Selling date for sponsored programs one week in advance; three weeks in advance for inclusion in publicity releases. For announcements, talks, speeches, etc., the day previous.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
President—Otto M. Schlabbach.
General Manager—Howard Dahl.
Program Director—Bernice Callaway.
Chief Engineer—Al Leeman.
Representatives
Edward H. Wilson Company.

MADISON
(Dane County)
W H A
(Established 1917)

Owned by the State of Wisconsin and operated by the State University.
Power—Time
Operating power—5,000 watts.
2.3 meters; 970 kilocycles.
Licensed to operate during day time.
Actual operating schedule: 7:30 a.m. to local sunset.
Does not sell time.

W I B A
(Established 1924)



Rates effective September 1, 1940.
Owned and operated by the Badger Broadcasting Company.
Business Office and Studio—Tanney Building, Madison, Wisconsin, Fairchild 8800.
Transmitter—Four miles south of Madison, Wisconsin.

Waves—Power—Time
Operating power—5,000 watts to local sunset; 1,000 watts thereafter.
(C. P. 5,000 watts night.)
(100% modulation—crystal control.)
220.0 meters; 1310 kilocycles.
Licensed to operate full time on cleared regional channel, on Central Standard Time. Daylight Savings Time not observed.
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. Commission applies on talent unless otherwise specified. Invoices mailed 1st of month following month in which service is rendered.
General Advertising
For contribution rates see listing of National Broadcasting Company (Basic Supplementary Blue and Red Network).
CLASS "A"
(6:30 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sunday)

1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time	150.00	80.00	45.00
13 times	142.50	76.00	42.75
24 times	138.75	74.00	41.63
39 times	135.00	72.00	40.50
52 times	131.25	70.00	39.38
100 times	127.50	68.00	38.25
156 times	120.00	64.00	36.00
240 times	105.00	60.00	31.60

CLASS "B"
(6:30 a.m. to 6:00 p.m. week days and 7:00 a.m. to 4:00 p.m. Sunday)

1 hr.	1/2 hr.	1/4 hr.	10 min.
1 time	80.00	45.00	25.00
13 times	76.00	42.75	23.75
24 times	74.00	41.63	23.13
39 times	72.00	40.50	22.50
52 times	70.00	39.38	21.88
100 times	68.00	38.25	21.25
156 times	64.00	36.00	20.00
240 times	50.00	31.50	17.50

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sunday)

1 hr.	3 min.	2 min.	1 min.
1 time	20.00	15.00	12.00
13 times	19.00	14.25	11.49
24 times	18.50	13.88	11.19
39 times	18.00	13.50	10.89
52 times	17.50	13.13	10.59
100 times	17.00	12.75	10.29
156 times	16.00	12.00	9.60
240 times	14.00	10.50	8.40

CLASS "B"
(6:30 a.m. to 6:00 p.m. week days and 7:00 a.m. to 4:00 p.m. Sunday)

1 time	15.00	12.00	10.00
13 times	14.25	11.40	9.50
24 times	13.88	11.19	9.25
39 times	13.50	10.89	9.00
52 times	13.13	10.59	8.75
100 times	12.75	10.29	8.50
156 times	12.00	9.60	8.00
240 times	10.50	8.40	7.00

REMOTE CONTROL
Advertiser may arrange for remote controls covering any purpose. Advertiser pays actual cost of remote controls plus time and talent.
(This listing continued on next page)

WKBH

LA CROSSE, WISCONSIN

Joined

NBC Red and Blue

January 1

Need we say more?

WKBH

LA CROSSE, WIS.

HOWARD H. WILSON CO.
NATIONAL REPRESENTATIVES

WISCONSIN—Continued

MADISON—Continued
WIB A—Continued

Contract and Other Requirements
Advertising of hard liquor not accepted.
No contract accepted for a longer period than twelve months.
Medical accounts are accepted only with the approval of station management.

MANITOWOC

(Manitowoc County)
WOMT
(Established 1926)

Rates effective June 1, 1940.
Owned and operated by Francis M. Kadow.
Business Offices and Studios—Radio Building, Manitowoc, Wisconsin.
Transmitter—Mikadov Theatre Building, Manitowoc.

ANNOUNCEMENTS

CLASS "A"

(11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 9:30 p.m.)

1 hour..... 52.00
1/2 hour..... 26.00
1/4 hour..... 13.00

CLASS "B"

(7:00 a.m. to 11:30 a.m. and 1:30 p.m. to 5:59 p.m.)

1 hour..... 40.00
1/2 hour..... 20.00
1/4 hour..... 10.00

FREQUENCY DISCOUNTS

1 time..... Net 32 times..... 30%
13 times..... 10% 104 times..... 40%
26 times..... 20%

SPECIAL FEATURES

Political, religious or sports broadcasts—rates on request.
News-casts—Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—rates and details on request.
One minute electrical transcriptions can be used on musical programs. Details on request.

POLITICAL

Rates for Political and controversial programs on request.

TALENT

Rates on request.

REMOTE CONTROL

Programs originating outside the studios of station are subject to additional charges.

SERVICE FACILITIES

Services of the program and continuity departments and staff announcers are provided without extra charge.

Complete Production department also available; special production entailing research is subject to additional charges.

Contract and Other Requirements
Resale of time not permitted. All programs, transcriptions and announcements subject to approval of station management.

Closing Time
All contracts should be closed as far in advance of initial program as soon as possible to facilitate production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—F. M. Kadow.
Program Director—R. Mueller.
Production and Promotion Mgr.—L. J. Kadow.
Chief Engineer—W. F. Duben.

MARINETTE

(Marinette County)
W M A M
(Established 1939)

Rates effective October 1, 1939. (Card No. 1.)
Owned and operated by M. & M. Broadcasting Co. Business Office and Studios—400 Wells Street, Marinette, Wisconsin.
Transmitter—400 Wells Street, Marinette, Wisconsin.
Wave—Power—Time
Operating power—250 watts to local sunset, 526.3 meters; 570 kilocycles.
Actual operating schedule: Sunday 7:00 a.m. to local sunset. Week days 6:00 a.m. to local sunset.

DISCOUNTS

13 to 25 times..... 5%
26 or more times..... 10%

ANNOUNCEMENTS

A regular one minute announcement is considered the equivalent of 100 words. Spot announcements will be accepted for broadcast between regularly scheduled programs as available, also between 6:00 a.m. and 7:45 a.m. and during regularly scheduled newscasts as participating. Time schedule cannot be guaranteed. However, advertiser's desires will be followed as closely as possible.

SPECIAL FEATURES

Time Signals—Between programs, as available; not more than 50 words of commercial with each time signal; order must be for seven days weekly:
13 wks. 26 wks.
1 daily..... 4.00 3.00
2 daily, each..... 3.75 2.75
3 daily, each..... 3.50 2.50

ELECTRICAL TRANSCRIPTIONS

All carrying charges must be prepaid.

POLITICAL RATE

One time rates apply. Payable in advance.

TALENT

Rates on request.

REMOTE CONTROL

Special arrangements may be made for handling programs originating outside the regular studios.

Contract and Other Requirements
No contract accepted for a longer period than 12 months.

Medical accounts are accepted only with the written approval of station management.

Closing Time
24 hours before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—M. F. Chapin.
Sales Manager—J. D. Mackin.
Program Manager—Jerry Sullivan.
Chief Engineer—Werner Schwarz.

MEDFORD

(Taylor County)
W I G M
(Established 1941)

Rates received August 15, 1941.
Owned and operated by George F. Meyer. Business Office and Studio—Highway 13, southern city limits, Medford, Wis.
Transmitter—On Highway 13, southern city limits, Medford, Wis.
Wave—Power—Time
Operating power—250 watts, 201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Daylight Saving Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to 3:00 p.m. Week days 7:30 a.m. to 10:00 p.m.

ANNOUNCEMENTS

100 words..... 5.00 4.50 4.25 3.75 3.50 3.25
75 words..... 4.50 4.00 3.75 3.50 3.25 3.00
50 words..... 4.00 3.50 3.25 3.00 2.75 2.50

SPECIAL FEATURES

WIGM Men's Chorus, Fern Roundup, Leased wire service, Woman's Hour, Sport's Camera and Solovox Serenade. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. One minute transcription or less accepted at the 100 word announcement rate. Rates include use of transcription library service.

REMOTE CONTROL

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

POLITICAL
Regular rates apply, payable in advance. Copy political talks must be submitted prior to broadcast.
TALENT
Talent charge on 15 minute news broadcast, 1 Talent charge on announcements during news broadcasts, 1.00.

SERVICE FACILITIES
Station will assume entire responsibility for program preparation. Merchandising division available to advertisers.

Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Contracts subject to cancellation by two week written notice accompanied by certified check at rate to date of last program. Programs and announcements subject to approval of station management, governmental regulations. Station reserves the right to refuse or discontinue any advertising for unsatisfactory to itself. Station reserves the first 30 seconds of all programs for its use. Contract limited to one year. Renewals subject to rate effect at time of renewal.

Closing Time
Announcement copy, transcriptions and talks close hours in advance.

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

Personnel
Station Manager—Waldemar C. Porsow.
Chief Engineer—Nathan Williams.
Representatives—Bogner & Martin.

MILWAUKEE

(Milwaukee County)
W E M P
(Established 1935)



Rates effective March 1, 1941. (Card No. 6.)
Owned and operated by Milwaukee Broadcasting Business Office and Studio—711 Empire Bldg., Milwaukee, Wisconsin, Marquette 7722.
Transmitter—711 Empire Bldg., Milwaukee, Wis.

Wave—Power—Time
Operating power—250 watts.
100% modulation.
223.9 meters; 1340 kilocycles.

Licensed to operate unlimited time. Operates on Central Standard Time. Daylight Savings Time not observed.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent, cash discount.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Blue Supplementaries).
Affiliated with Wisconsin Network.

Rates include charges by owners of music copyright (5:00 p.m. to 10:00 p.m. week days and all day Sundays)

1 hr. 1/2 hr. 1/4 hr. 5 m
1 time..... 120.00 72.00 48.00 25.00
13 times..... 110.00 67.00 46.00 23.00
26 times..... 100.00 62.00 44.00 21.00
52 times..... 90.00 57.00 42.00 19.00
53-156 times..... 80.00 52.00 40.00 17.00
157-200 times..... 75.00 50.00 39.00 16.00
201-300 times..... 70.00 48.00 37.00 15.00
301 or more times..... 65.00 45.00 35.00 13.00
(\$3.00 a.m. to 5:00 p.m. week days)

1 time..... 90.00 55.00 35.00 17.00
13 times..... 85.00 52.50 33.75 16.00
26 times..... 80.00 50.00 32.50 15.00
52 times..... 75.00 47.50 31.25 13.00
53-156 times..... 70.00 45.00 30.00 12.00
157-200 times..... 65.00 42.50 28.75 11.00
201-300 times..... 60.00 40.00 27.50 10.00
301 or more times..... 55.00 37.50 26.25 9.00
(10:00 p.m. to 8:00 a.m. week days)

1 time..... 60.00 40.00 25.00 12.00
13 times..... 57.50 38.75 24.25 11.00
26 times..... 55.00 37.50 23.50 10.00
52 times..... 52.50 36.25 22.25 11.00
53-156 times..... 50.00 35.00 21.00 10.00
157-200 times..... 47.50 33.75 20.50 9.00
201-300 times..... 45.00 32.50 19.50 8.00
301 or more times..... 42.50 31.25 18.75 7.00

ANNOUNCEMENTS (5:00 p.m. to 10:00 p.m. week days and all day Sundays) (*)
1 time..... 25.00 0
13 times..... 22.50 8
26 times..... 20.00 6
52 times..... 18.50 5
(8:00 a.m. to 5:00 p.m. week days)

1 time..... 15.00 7
13 times..... 13.75 5
26 times..... 12.50 4
52 times..... 11.75 4

1 time..... 9.50 5
13 times..... 8.75 4
26 times..... 7.50 3
52 times..... 6.75 3
(*) Network station breaks.
(†) Participation spot announcements.

POLITICAL RATES
One time Class "A" rate applies.

RECORDED PROGRAMS
No extra charge for handling of recorded or electrically transcribed programs.

TALENT
Program suggestions, lists of talent and prices furnished on request.


SERVICE FACILITIES
Station will assume the entire responsibility for program preparation. Merchandising service available. Merchandising service available.

(This listing continued on next page)

**MILWAUKEE—Continued
WEMP—Continued**

and Other Requirements
 Programs must conform to the standards of station where advertiser prepares own program. It should be submitted not less than three days in advance for program director's approval. All programs subject to prior booking of time.
 Time
 Facts should be closed three weeks in advance to printed program schedules. Records must be referred to studios at least one week in advance.
 Technical Requirements
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for cal and lateral cut recordings.
 Retail and Promotion Manager—Charles Lanphier, Milwaukee

WISN
 (Established 1922)



effective July 1, 1941. (Card No. 18.)
 Owned and operated by Hearst Radio, Inc.
 Business Office and Studio—123 W. Michigan Street, Milwaukee, Wisconsin, Daily 3900
 Transmitter—Town of Greenfield, Milwaukee County.
 Power—Time
 Operating power—5,000 watts.
 Frequency: 1150 kilocycles.
 Operates to operate full time. Operates on Central Standard Time. Daylight Savings Time not observed.
 Operating schedule: 6:00 a.m. to 12:00 mid-

night and Cash Discount
 Agency commission 15% to recognized advertising agencies on national accounts and only on station charges provided payment is made before 15th of month following broadcast. No cash discount. Copy rendered weekly, payable at face, when billed. Short rate billed where frequency rate is not used.
 Advertising
 For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). Station will earn net rates quoted, contracts must be completed within 12 months.
 If advertiser discontinues a combination rate and frequency discounts are discontinued, and started

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
10:00 p.m. to 11:00 p.m.	265.00	165.63	106.00	79.50
9:30 p.m. to 10:00 p.m.	251.75	157.35	100.70	75.53
9:00 p.m. to 9:30 p.m.	245.13	153.21	98.05	73.54
8:30 p.m. to 9:00 p.m.	238.50	149.07	95.40	71.55
8:00 p.m. to 8:30 p.m.	225.25	140.79	90.10	67.55
7:30 p.m. to 8:00 p.m.	212.00	132.50	84.80	63.60
7:00 p.m. to 7:30 p.m.	198.75	124.22	79.50	59.63
more times	185.50	115.94	74.20	55.65

CLASS "B"
 (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

6:00 p.m. to 7:00 p.m.	132.50	82.82	53.00	39.75
5:30 p.m. to 6:00 p.m.	125.88	78.68	50.35	37.76
5:00 p.m. to 5:30 p.m.	122.56	76.61	49.03	36.77
4:30 p.m. to 5:00 p.m.	110.25	74.54	47.70	35.78
4:00 p.m. to 4:30 p.m.	112.63	70.40	45.05	33.79
3:30 p.m. to 4:00 p.m.	106.00	66.26	42.40	31.80
3:00 p.m. to 3:30 p.m.	99.38	62.12	39.75	29.81
more times	92.75	57.97	37.10	27.83

CLASS "C"
 (6:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:30 a.m.)

12:00 midn. to 1:00 a.m.	106.00	66.25	42.40	31.80
11:30 p.m. to 12:00 midn.	100.70	62.94	40.28	30.21
11:00 p.m. to 11:30 p.m.	98.05	61.28	39.22	29.42
10:30 p.m. to 11:00 p.m.	95.40	59.63	38.16	28.62
10:00 p.m. to 10:30 p.m.	90.10	56.31	36.04	27.03
9:30 p.m. to 10:00 p.m.	84.80	53.00	33.92	25.44
9:00 p.m. to 9:30 p.m.	79.50	49.69	31.80	23.85
more times	74.20	46.38	29.68	22.26

CLASS "D"
 (12:00 midnight to 7:00 a.m.)

7:00 a.m. to 8:30 a.m.	79.50	49.69	31.80	23.85
7:30 a.m. to 8:00 a.m.	75.53	47.21	30.21	22.66
8:00 a.m. to 8:30 a.m.	73.34	45.36	29.42	22.06
8:30 a.m. to 9:00 a.m.	71.55	44.72	28.62	21.47
9:00 a.m. to 9:30 a.m.	67.58	42.24	27.03	20.27
9:30 a.m. to 10:00 a.m.	63.60	39.75	25.44	19.08
10:00 a.m. to 10:30 a.m.	59.63	37.27	23.85	17.89
more times	55.65	34.78	22.26	16.70

ANNOUNCEMENTS
 Announcement copy will be broadcast as submitted if number of words exceeds limit in any class. Statements in excess of 100 words will be charged at the rate of the 100 word rate.
CLASS "A"
 (6:00 p.m. to 10:00 p.m.) 301 or 111, 26 tl, 52 tl, 101 tl, more tl.

10:00 p.m. to 11:00 p.m.	40.00	38.00	36.00	34.00	30.00
9:30 p.m. to 10:00 p.m.	32.50	30.85	29.25	27.63	24.38
9:00 p.m. to 9:30 p.m.	29.25	27.79	26.33	24.86	21.91
8:30 p.m. to 9:00 p.m.	19.50	18.53	17.55	16.58	14.63

CLASS "B"
 (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

6:00 p.m. to 7:00 p.m.	16.25	15.44	14.63	13.81	12.19
5:30 p.m. to 6:00 p.m.	11.63	13.90	13.17	12.44	10.97
5:00 p.m. to 5:30 p.m.	9.75	9.26	8.78	8.29	7.31

CLASS "C"
 (6:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:30 a.m.)

12:00 midn. to 1:00 a.m.	16.00	15.20	14.40	13.60	12.00
11:30 p.m. to 12:00 midn.	13.00	12.35	11.70	11.05	9.75
11:00 p.m. to 11:30 p.m.	11.70	11.12	10.53	9.95	8.78
10:30 p.m. to 11:00 p.m.	7.80	7.11	6.42	5.83	5.83

CLASS "D"
 (12:00 midnight to 7:00 a.m.)

7:00 a.m. to 8:30 a.m.	20.00	19.00	18.00	17.00	15.00
7:30 a.m. to 8:00 a.m.	16.25	15.44	14.63	13.81	12.19
8:00 a.m. to 8:30 a.m.	11.63	13.90	13.17	12.44	10.97
8:30 a.m. to 9:00 a.m.	9.75	9.26	8.78	8.29	7.31

CLASS "E"
 (12:00 midnight to 7:00 a.m.)

7:00 a.m. to 8:30 a.m.	16.00	15.20	14.40	13.60	12.00
7:30 a.m. to 8:00 a.m.	13.00	12.35	11.70	11.05	9.75
8:00 a.m. to 8:30 a.m.	11.70	11.12	10.53	9.95	8.78
8:30 a.m. to 9:00 a.m.	7.80	7.11	6.42	5.83	5.83

CLASS "D"
 (12:00 midnight to 7:00 a.m.) 301 or 111, 26 tl, 52 tl, 101 tl, more tl.

1 minute (or less) transcription	12.00	11.40	10.80	10.20	9.00
30 word station break	9.75	9.26	8.78	8.29	7.31
100 words	8.78	8.34	7.90	7.46	6.59
50 words	5.85	5.56	5.27	4.97	4.39

Tie-in Announcements in connection with network programs:
 12:00 midnight to 7:00 a.m. 5.85
 7:00 a.m. to 8:30 a.m. and 10:15 p.m. to 11:00 p.m. 7.80
 8:30 a.m. to 6:00 p.m. and 11:15 p.m. to 12:00 midnight 9.75
 6:00 p.m. to 10:00 p.m. 19.50
 Station Breaks: Fixed position; copy limited to 30 words; sold only in accordance with the weekly rate at a minimum of six days weekly: — Per week —
 6 days 52.65 57.04
 7 days 70.20 75.05
 8:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. 87.75 96.07
 6:00 p.m. to 10:00 p.m. 175.50 190.13
 Subject to discounts of:
 13 to 25 weeks..... 5%
 26 to 38 weeks..... 10%
 39 to 52 weeks..... 15%
 Individual station break announcements, copy limited to 30 words, may be bought subject to move in the event an advertiser buying station breaks six or seven days a week, fixed position, requires any spot sold individually.

SPECIAL FEATURES
 Temperature, Time and Weather Reports. Copy limited to 25 words. Station break rates apply.
 Ann Leslie's Scrap Book: Daily except Sunday; 15 minute morning participation at announcement rates.
 Leased Wire News Service: Available morning, afternoon or evening at regular time charge, plus cost of service—rates on request.

POLITICAL RATES
 On request.

TALENT
 Rates on request.

REMOTE CONTROL
 Arrangements can be made for remote control broadcasts at actual cost.

SERVICE FACILITIES
 Estimates submitted upon request on complete merchandising service.

Contract and Other Requirements
 Program charges (artists, orchestras, continuity, etc.) are in addition to station charges. Rates cover only station time and facilities for program originating in station studios. The editorial content of all broadcasts is subject to the approval or revision of station. Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts within 30 days. Station reserves the last 30 seconds of all programs for station identification.

Closing Time
 Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

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

Personnel
 General Manager—G. W. Grignon.
 Representatives
 International Radio Sales.

WTMJ
 (Established 1927)

Rates effective October 1, 1939. (Card No. 32.)
 Owned and operated by The Journal Company.
 Business Office and Studios—333 West State Street, Milwaukee, Wisconsin.
 Transmitter—On Route 5, Box 377, Waukesha, Wis.
 Wave—Power—Time
 Operating power—5,000 watts.
 (100% modulation.)
 483.6 meters; 620 kilocycles.
 Licensed to operate on regional channel full time.
 Operates on Central Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount
 Agency commission 15% to recognized agencies on net charges for station time only. No commission on political broadcasts. No cash discount. Bills payable by the 15th of the month following service.

General Advertising
 For combination rates see listing of National Broadcasting Company (Basic Red Network).
 Rates and discounts are guaranteed for a period of one year from date of first broadcast. Contracts cannot run more than one year from date of first broadcast.

The following rates are for general advertising. For retail advertising rates consult station management. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. When time is available, an advertiser may buy two or more contiguous programs in the same time zone and combine them to earn the lowest rate, provided each program is not less than 1/4 hour.

GENERAL RATES
 General rates apply to all advertising other than that of bona fide retailers, in which merchandise or service is offered for sale direct to the consumer, solely through one or more retail stores which the advertiser owns or controls.
 General rates also apply to all cooperative advertising where both retail and general advertisers are involved.
 General rates also apply to advertising over the signatures of two or more retailers of separate ownership, offering the product of the same manufacturer. General rates also apply to all financial advertising, such as banks, loan associations, investment companies, and real estate; also to all accounts classified under "transportation."

General rates apply to all of the above mentioned advertising without reference to whether copy is placed direct or through an advertising agency. General rates apply to all programs prepared for national or sectional release and placed by local representatives or dealers.

GENERAL PROGRAM SERVICE
 Rates quoted for general program service include charge for station time only. Services of announcers, talent, continuity and script writers, outside plots and extraordinary technical services are additional. Rates for these on request.

WEEK DAYS

	1 hr.	1/2 hr.	1/4 hr.
6:00 a.m. to 8:00 a.m.	118.35	68.00	45.35
8:00 a.m. to 6:00 p.m.	170.00	102.00	68.00
6:00 p.m. to 10:00 p.m.	340.00	204.00	130.00
10:00 p.m. to 12:00 midn.	170.00	102.00	68.00

SUNDAYS

8:00 a.m. to 12:00 noon	170.00	102.00	68.00
12:00 noon to 6:00 p.m.	250.00	150.00	102.00
6:00 p.m. to 10:00 p.m.	340.00	204.00	130.00
10:00 p.m. to 12:00 a.m.	170.00	102.00	68.00

DISCOUNTS
 General Program Service cannot be combined with any other type of service to earn discounts and vice versa. Broadcasts used during a period not to exceed one year from date of first broadcast can be accumulated to earn maximum discounts as follows:

Less than 26 programs	Net
26 to 51 programs	5%
52 to 155 programs	7-1/2%
156 to 259 programs	15%
260 to 311 programs	25%
312 or more programs	30%

In addition to quantity discounts on contracts for General Program Service, Announcements or News Broadcasts, a bonus discount on total billings will be paid as follows for 52 consecutive weeks service on any contract:
 Minimum of five days per week..... 10%
 Minimum of three days per week..... 5%
 The bonus discount year and the frequency discount year must be concurrent.

General Program Service broadcasts must be at least 1/4 hour in length to qualify for bonus discount. The bonus discount will be due and payable at the end of the 52 week period. Excess agency commission previously allowed will be deducted from such payments.

ANNOUNCEMENTS
 Rates for announcers' services cover only straight announcing. An additional talent charge will be made if the announcer is expected to do other work, such as dramatizing the commercial copy, playing small parts, etc.

WEEK DAYS

6:00 a.m. to 8:30 a.m.	100 word participation..... 18.00
	50 word participation..... 11.50
**25 word station break	17.75
1 minute transcription	31.00
8:30 a.m. to 6:00 p.m.	100 word participation..... 22.50
	50 word participation..... 15.75
**25 word station break	25.00
1 minute transcription	45.00
6:00 p.m. to 10:00 p.m.	100 word participation..... 45.00
	50 word participation..... 31.50
**25 word station break	50.00
1 minute transcription	90.00
10:00 p.m. to 12:00 midnight:	100 word participation..... 22.50
	50 word participation..... 15.75
**25 word station break	25.00
1 minute transcription	45.00

SUNDAYS

8:00 a.m. to 12:00 noon:	100 word participation..... 22.50
	50 word participation..... 15.75
**25 word station break	25.00
1 minute transcription	45.00
12:00 noon to 6:00 p.m.:	100 word participation..... 33.75
	50 word participation..... 23.00
**25 word station break	37.50
1 minute transcription	67.30
6:00 p.m. to 10:00 p.m.:	100 word participation..... 45.00
	50 word participation..... 31.50
**25 word station break	50.00
1 minute transcription	90.00
10:00 p.m. to 12:00 midnight:	100 word participation..... 22.50
	50 word participation..... 15.75
**25 word station break	25.00
1 minute transcription	45.00

SPECIAL FEATURES
 (***) 25 word station break or 100 words before or after News. This rate also applies before or after broadcasts of special events.

DISCOUNTS
 Announcement contracts follow the same discount schedule as General Program Service contracts, but announcements cannot be combined with any other type of service to earn discounts.
 News—Five minutes daily or alternate days, except Sunday; copy limit 150 words commercial, with 50 words at opening, 75 words near middle, 25 words at close (time cost subject to weekly discounts).
 (6:00 a.m. to 8:30 a.m.) — Weekly —

6 days 3 days	Service cost, per week..... 90.70	54.40
	Service cost, flat, per week..... 69.30	40.60
(8:30 a.m. to 6:00 p.m.)	Time cost, per week..... 136.00	81.60
	Service cost, flat, per week..... 80.60	47.30
(6:00 p.m. to 10:00 p.m.)	Time cost, per week..... 272.00	163.20
	Service cost, flat, per week..... 114.60	67.70
(10:00 p.m. to 12:00 midnight)	Time cost, per week..... 136.00	81.60
	Service cost, flat, per week..... 80.60	47.30

Discounts
 The following weekly discounts apply only to news broadcasts sold on a weekly basis. Such programs cannot be combined with any other type of service to earn discounts. The two discount schedules are not interchangeable.
 Less than 13 weeks..... Net
 13 to 25 weeks..... 5%
 26 to 51 weeks..... 7-1/2%
 52 weeks..... 10%
 (This listing continued on next page)

WISCONSIN—Continued

MILWAUKEE—Continued

W T M J—Continued

In addition to quantity discounts on contracts for General Program Service, Announcements or News Broadcasts, a bonus discount on total billings will be paid as follows for 52 consecutive weeks service on any contract:

Minimum of 5 days per week... 10%
Minimum of 3 days per week... 5%
The bonus discount year and the frequency discount year must be concurrent.

Rates for public service features, such as Cheese Report, Poultry, Butter, Egg and Veal quotations, Live Stock Hi-Lites, etc., will be furnished on request.

RECORDED PROGRAMS

Advertisers using electrical transcriptions assume full responsibility for the broadcasting of restricted numbers.

TALENT

Announcers and talent extra. Rates on request.

REMOTE CONTROL

Additional special charges made for programs originating outside of station studios.

Contract and Other Requirements

Advertising of hard liquor not accepted.

Medical accounts accepted only on approval of station management. Talks accepted only when subject matter is, in opinion of station management, of genuine public interest.

No sound effects of any kind are permitted on announcements.

The last 20 seconds of all programs are reserved by the station for station use and identification.

Closing Time

Closing date for continuity, one week in advance of program. Closing date for publicity, three weeks in advance.

Closing date for copy on announcements—Thursday noon for Saturday and Sunday copy; Friday noon for Monday copy; noon of the day preceding for all other copy.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Representatives Edward Petry & Company, Inc.

OSHKOSH

(Winnebago County)

W O S H

(Established 1911)

Rates effective December 1, 1937. (Card No. 1.) Owned and operated by Howard H. Wilson.

Business Office and Studio—151-1/2 N. Main Street, Oshkosh, Wis.

Transmitter—2-1/2 miles north of business district on Route No. 5, Oshkosh, Wis.

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles.

Licensed to operate full time on local channel. Daylight Saving Time not observed.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

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.

CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 6 columns for time slots and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

CLASS "B" (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 6 columns for time slots and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

CLASS "C" (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m. week days and 7:00 a.m. to 12:00 noon Sundays)

Table with 6 columns for time slots and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

FREQUENCY RATES

Rates for three or more programs broadcast in any one week:

CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 4 columns for frequencies and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

CLASS "B" (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 4 columns for frequencies and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

CLASS "C" (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m. week days and 7:00 a.m. to 12:00 noon Sundays)

Table with 4 columns for frequencies and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

DISCOUNTS

Frequency rates subject to the following additional

discounts for consecutive weekly service.

Table showing discounts for 13 weeks (5% to 15%) and 26 weeks (10% to 20%).

CLASS "A"

Table with 6 columns for time slots and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

CLASS "B"

Table with 6 columns for time slots and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

CLASS "C"

Table with 6 columns for time slots and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

SPECIAL FEATURES

News: Leased wire service available. Regular rates plus talent and news charges.

Spots: Regular rates apply plus talent and news charges.

Time signals, weather and temperature reports. Regular rates apply.

Special Sales Service: 125 words maximum, week days, six days per week, 6:00 a.m. to 7:00 a.m., per month 56.25.

Participating programs (125 words maximum): Class "B", per month 85.00; Class "C", per month 70.00.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charge for line and mechanical costs.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wine. Contracts subject to cancellation by 14 day written notice accompanied by certified check at short rate to date of last program. Resale of time not permitted.

All programs, transcriptions and announcements are subject to approval of station management. Announcements of 100 words or less may not be combined with programs of five minutes or more to earn frequency discounts.

Closing Time

All contracts, copy, talks and other program material should be in the hands of the station as far in advance as possible.

Mechanical Program Equipment

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

Personnel

Station Manager—Ray E. Schwartz.

Representatives—Howard H. Wilson Company.

POYNETTE

(Columbia County)

W I B U

Rates received January 31, 1938.

Owned and operated by Wm. C. Forrest. Business Office and Studio—Poynette, Wisconsin.

Other Studios—Commercial State Bank Building, Madison, Wis.; Mayr Seed and Feed Building, Beaver Dam, Wis.; First National Bank Building, Portage, Wis.; Baraboo News Republic Office, Baraboo, Wis.; Kenosha, Wis.

Transmitter—Two miles south of Poynette, Wis. Mail address RFD No. 2, Poynette, Wis.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 241.9 meters; 1240 kilocycles.

Licensed to operate full time. Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. Agency commissions on time charges only. Cash discount 2%—15 days from invoice date.

General Advertising

Affiliated with Wisconsin Network. The following rates apply to national advertising. For local advertising rates consult station management.

Table with 5 columns for time slots and 5 rows for 1, 1 1/2, 1, 1 1/4, and 5 minutes durations.

ANNOUNCEMENTS 100 words or less 5.00 4.75 4.50 4.25 4.00

SPONSORED TALKS 1/2 hour 40.00 1/4 hour 25.00

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. Eight news periods each week day.

TALENT

Rates on application. REMOTE CONTROL Rates on application.

Contract and Other Requirements

All programs subject to approval of station director and governmental regulations. No contracts for longer than one year. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Closing Time

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.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Manager—Wm. C. Forrest

RACINE

(Racine County)

WRJN

(Established 1926)



Rates effective January 1, 1940. Owned and operated by Racine Broadcasting Business Office and (Main) Studios—Amerlec Building, Racine, Wisconsin, Jackson 297. Other Studios—West Allis, Kenosha and Wauwatosa.

Transmitter—Mt. Pleasant, Wisconsin. Wave—Power—Time Operating power—250 watts. (100% modulation.)

214.3 meters; 1400 kilocycles. Licensed to operate full time.

Operates on Central Standard Time. Daylight Savings Time not observed.

Actual operating schedule: 6:30 a.m. to 10:00 p.m. Commission and Cash Discount Agency commission 15% to recognized agencies net charges for station time only. No cash discount.

General Advertising

Affiliated with Wisconsin Network. GENERAL RATES

General rates apply to all advertising other than bona fide retailers, in which merchandise fee is offered for sale direct to the consumer through one or more retail stores which the owners controls.

(6:00 p.m. to 10:00 p.m.) 1 hour 1/2 hour 1/4 hour 5 minutes

(8:30 a.m. to 1:30 p.m.) 1 hour 1/2 hour 1/4 hour 5 minutes

(7:30 a.m. to 8:30 a.m., 1:30 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) 1 hour 1/2 hour 1/4 hour 5 minutes

DISCOUNTS

An original contract is subject to the following counts. Additional broadcasts up to one year date of first broadcast will continue to earn discount until the next higher discount has been earned and then this higher discount shall apply to all preceding broadcasts.

Less than 13 times 13 to 25 times 26 to 51 times 52 to 149 times 150 to 299 times 300 or more times

ANNOUNCEMENTS

(6:00 p.m. to 10:00 p.m.) 100 words 75 words 40 word station break

(8:30 a.m. to 1:30 p.m.) 100 words 75 words 40 word station break

(7:30 a.m. to 8:30 a.m., 1:30 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) 100 words 75 words 40 word station break

DISCOUNTS

See discounts under period rates. Contract and Other Requirements

Rates and discounts are guaranteed for a period one year from date of first broadcast. Contract not run more than one year and service must be within 30 days from date contract is accepted.

Internal medical accounts accepted only on approval of station management. Talks accepted on subject matter is, in opinion of station manager, of genuine public interest.

Time charges include services of program director in securing talent and arranging programs and fees of whatever station announcer is on duty the program is scheduled.

Station reserves right to refuse or discontinue advertising for reasons sufficient to itself.

Contracts subject to approval of station manager which reserves the right to make any change necessary to meet the station's policies or governmental regulations.

Closing Time

Closing date for continuity one week in advance of program. Closing date for publicity, two weeks in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

General Manager—Harry R. LePoldevin. Station Manager—H. J. Newcomb.

Representatives—The Walker Company.

RICE LAKE

(Barron County)

W J M C

(Established 1939)

Rates effective March 15, 1940. Owned and operated by Northern State Broadcasting Company.

Business Office and Studio—401 N. Main Street, Rice Lake, Wisconsin.

Transmitter—1615 S. Main Street, Rice Lake, Wisconsin.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time.

(This listing continued on next page)

WISCONSIN—Continued

RICE LAKE—Continued

W J M C—Continued

Operating schedule: Sunday 8:00 a.m. to 8:00 p.m. Week days 7:30 a.m. to 10:00 p.m.

Cash and Cash Discount: 15% on station time only to recognized agencies. Bills payable by 10th of month following month in which service was rendered.

Table with advertising rates for national advertising, including per line rates and station management fees.

General Advertising

Affiliated with Mutual Broadcasting System, North Central Broadcasting System and Wisconsin Network. Rates include charges by owners of music copyrights.

PROGRAMS AND ANNOUNCEMENTS

Table with program rates for 1 hour, 1/2 hour, 1/4 hour, 1 minute, and 5 minutes.

DISCOUNTS

Table with discount rates for 13 times, 26 times, 30 times, and 1/2 minute station break announcements.

STRIP RATES

Table with strip rates for 3 one-quarter hours weekly, 6 one-quarter hours weekly, and 6 one-quarter hours weekly.

POLITICAL RATES

All political rates based on regular time cost, with no allowance for frequency discounts. All copy must be presented for approval 24 hours in advance of broadcast.

TRANSCRIPTION PROGRAMS

Transcriptions are permitted at all hours. Transcription library service available, rates on request.

TALENT

Dramatic, instrumental, vocal solos, trios and quartets, rates on application to talent bureau.

REMOTE CONTROL

Complete facilities for handling programs originating outside of the studios. Facilities established for handling programs originating in churches, hotels, night clubs, and convention halls.

SERVICE FACILITIES

The station maintains a merchandising department, operating in conjunction with the Sheboygan Press. The services of which are available to clients.

Contract and Other Requirements

Rates do not include talent. Services of announcer included without extra cost. All orders for advertising subject to station's approval as to continuity, music, program arrangement, etc.

Closing Time

Contracts should be closed two weeks in advance to insure complete publicity listing.

Mechanical Program Equipment

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

Personnel

Station Director—Wayne W. Cribb. Representatives—Associated Radio Sales.

STEVENS POINT

(Portage County)

WBLB

Owned and operated by State of Wisconsin Department of Agriculture.

Wave—Power—Time

Operating power—5,000 watts days. 322.6 meters; 930 kilocycles. Licensed to operate days.

Does not sell time.

SUPERIOR

(Douglas County)

KDAL

Considered by the Columbia Broadcasting System as their Duluth-Superior outlet. For rates and data see listing under Duluth, Minnesota.

WDSM

(Established 1939)

Rates effective November 1, 1939.

Owned and operated by WDSM, Inc. Business Offices and Studios—Board of Trade Bldg., Superior, Wis.; Spalding Hotel, Duluth, Minn. Transmitter—Connor's Point, Superior Wisconsin.

Wave—Power—Time

Operating power—100 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel. Daylight Savings Time not observed. Actual operating schedule: Sunday 7:30 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies. No cash discount. Bills due 1st of each month, payable 10th of each month following service.

General Advertising

For combination rates see listing of Mutual Broadcasting System (Basic Supplementary Stations). Affiliated with North Central Broadcasting System. Rates include charges by owners of music copyrights.

CLASS "A"

Table with advertising rates for CLASS 'A' programs, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

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

Table with advertising rates for CLASS 'B' programs, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

CLASS "C" (6:30 a.m. to 12:00 noon, 1:00 p.m. to 5:00 p.m., 10:30 p.m. to sign-off week days; 6:30 a.m. to 2:00 p.m., 10:30 p.m. to sign-off Sundays)

Table with advertising rates for CLASS 'C' programs, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

WEEKLY RATES

The following rates are for three or more programs broadcast in any one week. Four consecutive weeks of broadcasting required.

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

Table with weekly advertising rates for CLASS 'A' programs, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

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

Table with weekly advertising rates for CLASS 'B' programs, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

CLASS "C" (6:30 a.m. to 12:00 noon, 1:00 p.m. to 5:00 p.m., 10:30 p.m. to sign-off week days; 6:30 a.m. to 2:00 p.m., 10:30 p.m. to sign-off Sundays)

Table with weekly advertising rates for CLASS 'C' programs, including 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

DISCOUNTS: Additional discounts for consecutive weekly service: 13 weeks 5%; 26 weeks 10%; 52 weeks 20%.

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

Table with announcement rates for CLASS 'A' programs, including 1, 13, 26, 52, 104, 200, 300.

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

Table with announcement rates for CLASS 'B' programs, including 100 words, 50 words.

CLASS "C" (6:30 a.m. to 12:00 noon, 1:00 p.m. to 5:00 p.m., 10:30 p.m. to sign-off week days; 6:30 a.m. to 2:00 p.m., 10:30 p.m. to sign-off Sundays)

Table with announcement rates for CLASS 'C' programs, including 100 words, 50 words.

SPECIAL FEATURES: News, time signals, weather reports, sports and special events. Rates on request.

POLITICAL: One time single rate. Cash in advance. No agency commission allowed.

ELECTRICAL TRANSCRIPTIONS: General advertising rates apply. Rates include use of transcription library service.

REMOTE CONTROL: Remote control facilities available. Rates and details on request.

SERVICE FACILITIES: The services of the production and continuity department available at no extra charge. Program ideas and continuities will be submitted on request.

Contract and Other Requirements: No contract accepted for period longer than one year. All contracts are subject to the station's approval.

Closing Time: All continuity and program material is subject to station's approval and must be submitted at least 24 hours in advance; contracts two weeks in advance of first broadcast.

Personnel: Manager—Robert D. Kennedy. Commercial Manager—Darrell D. Bandy. Representatives—William G. Rambeau Company.

WEAU

Considered by the National Broadcasting Company as their Duluth-Superior outlet. For rates and data see listing under Duluth, Minnesota.

WAUSAU

(Marathon County)

WSAU

(Established 1937)

Rates effective July 1, 1940. (Card No. 3.) Owned and operated by the Northern Broadcasting Company, Inc. Business Office and Studio—125 Third St., Wausau, Wisconsin. Transmitter—119-115 Third Street, Wausau, Wis. (This listing continued on next page)

SHEBOYGAN

(Sheboygan County)

WBBL

(Established 1924)



Record dated August 1, 1940.

Owned and operated by The Sheboygan Press. Business Office and Studio—Sheboygan Press Bldg., Sheboygan, Wisconsin.

Transmitter—1-1/2 miles south of Sheboygan.

Wave—Power—Time: Operating power—1,000 watts days; 250 watts nights. (40% modulation—crystal control.) 325 meters; 1330 kilocycles.

Licensed to operate full time. Operates on Central Standard Time. Daylight Savings Time not observed. Actual operating schedule: Sundays 7:30 a.m. to 11:00 p.m. Week days 6:15 a.m. to 11:00 p.m.

Commission and Cash Discount: Agency commission 15% of net station time to advertising agencies. No cash discount. Bills rendered 1st of the month.

U. S. TERRITORIES AND POSSESSIONS

ALASKA

ANCHORAGE

K F Q D

(Established 1924)

Rates effective December 1, 1939. (Card No. 5.)

Owned and operated by Anchorage Radio Club, Inc. Business Office and Studio—KFQD Bldg., Anchorage, Alaska.

Transmitter—412 Fourth Avenue, Anchorage, Alaska.

Wave—Power—Time

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

379.7 meters; 790 kilocycles. Operates on regional channel. Operates on Alaska Standard Time. Daylight Savings Time not observed.

Actual operating schedule: 6:00 p.m. to 11:00 p.m.

Commission and Cash Discount Agency commission 15% on station time only to recognized agencies supplying copy. No cash discount.

General Advertising

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various spot lengths (1 time, 13 times, etc.).

(*) Announcements spotted in newscasts.

SPECIAL FEATURES

Time signals—25 words commercial copy; on the hour.

Table showing rates for time signals (1, 2, 3 signals daily) and weather reports (1 month, 3 months, 6 months).

News: 15 minute newscasts: Per program 2.50. News Magazine of the Air: All Alaska news compiled from Alaska newspapers and station correspondents throughout Alaska; 15 minutes: Per program 2.50.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available; 15 minutes 2.00 extra per program and up. Special library of phonograph records of classical, semi-classical and popular recordings. No program charge.

TALENT

Rates on application.

REMOTE CONTROL

To Fairbanks, Seward and Palmer, Alaska, and all public buildings in Anchorage—rates on application.

SERVICE FACILITIES

Local merchandising service available. No service charge.

Contract and Other Requirements

Advertising of alcoholic beverages accepted subject to approval.

Closing Time

Two weeks in advance preferred. Recorded programs close one month in advance to protect breakage.

Mechanical Program Equipment

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

Personnel

General Manager—W. J. Wagner.

Program Manager—Ken Laughlin.

Representatives

Homer Owen Griffith.

FAIRBANKS

K F A R

(Established 1939)

Rates effective September 1, 1939

Owned and operated by The Midnight Sun Broadcasting Company.

Business Office and Studio—Lathrop Building, Fairbanks, Alaska.

Transmitter—Fairbanks, Alaska.

Wave—Power—Time

Operating power—1,000 watts. 491.8 meters; 610 kilocycles.

Licensed to operate full time

Actual operating schedule: 7:00 a.m. to 1:00 p.m.; 4:00 p.m. to 11:00 p.m. week days; 2:00 p.m. to 10:00 p.m. Sundays.

Commission and Cash Discount Agency commission 15% to recognized agencies on net station time charges. No cash discount.

General Advertising

Table showing rates for general advertising with columns for time slots and rates.

Table showing rates for general advertising with columns for time slots and rates.

CLASS "B" (8:00 a.m. to 1:00 p.m., 5:00 p.m. to 8:00 p.m. and 10:30 p.m. to 12:00 mid. week days)

Table showing rates for CLASS "B" advertising with columns for time slots and rates.

SPECIAL FEATURES

World series baseball, national football, and other major sporting events as well as local sports broadcast regularly. Five news broadcasts per day available to sponsors—rates on request.

Time signals and weather reports—rates on request.

ELECTRICAL TRANSCRIPTIONS

Two transcription libraries available at no extra charge.

TALENT

Local talent available. Description and rates on request.

REMOTE CONTROL

Service and facilities for programs by remote control are available.

Contract and Other Requirements

All program matter subject to approval of station management and the requirements of the Federal Communications Commission.

All contracts subject to approval of station management and governmental regulations.

Closing Time

Two weeks in advance of service.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—A. E. Lathrop.

Commercial Manager—W. K. "Bud" Foster.

Chief Engineer—Stanton Bennett.

Representatives

Gilbert A. Wellington.

JUNEAU KINY

(Established 1935)



Rates effective October 15, 1939. (Card No. 7.)

Owned and operated by Edwin A. Kraft.

Studio—Juneau, Alaska. (Orders, reservations, etc., should be addressed to 708 American Bank Bldg., Seattle, Washington.)

Transmitter—Juneau, Alaska.

Wave—Power—Time

Operating power—1,000 watts.

205.5 meters; 1460 kilocycles.

Licensed to operate full time.

Actual operating schedule: Sundays 10:00 a.m. to 9:30 p.m. Week days 7:30 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to recognized agencies. Cash discount —

General Advertising

Fees charged by owners of music copyrights are not included in rates.

The following rates are for national advertising.

Table showing rates for general advertising with columns for time slots and rates.

DISCOUNTS

Table showing discounts for monthly advertising rates based on length of period.

MONTHLY RATES

Table showing monthly advertising rates for different spot lengths.

DISCOUNTS

Table showing discounts for monthly advertising rates based on length of period.

SPECIAL FEATURES

Time Signals and Weather Reports: Limited to 75 words, daily except Sunday. Rates on request.

Baseball, football, basketball, or other sport events—rates on request.

REBROADCASTS

Short wave charges for direct program rebroadcasts, per minute 1.00. Minimum ten minutes. Short wave charges are not commissionable.

POLITICAL RATES

Day or evening, payable in advance, per minute 3.00. RECORDED PROGRAMS Transcription library services available—details on request.

TALENT

Rates on request.

REMOTE CONTROL

Service and facilities for programs by remote control are available. Rates on request.

SERVICE FACILITIES

Merchandising included as part of regular service. Where extra services are requested, prices will be quoted at net cost.

Closing Time

Copy should be in Seattle office two weeks prior to broadcast date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel

Manager—Walter Carl.

Representatives

Seattle—Northwest Radio Advertising Company, Inc. Joseph Hershey McGillivra.

KETCHIKAN

K G B U

(Established 1926)

Rate card dated July 1, 1938.

Owned and operated by Alaska Radio & Service Company, Inc.

Business Office and Studio—KGBU Bldg., Ketchikan, Alaska.

Transmitter—Ketchikan, Alaska.

Wave—Power—Time

Operating power—1,000 watts.

(85% modulation—crystal control.)

322.6 meters; 930 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific Standard Time.

Actual operating schedule: Sunday 4:00 p.m. to 9:0 p.m. Week days 10:00 a.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. Commission on talent. No cash discount.

Invoices mailed monthly or after broadcast if contract for less than one month, payments end of contract month with all talent and special services in advance.

General Advertising

The following rates apply to national advertising. On more than 1/4 hour or 1/2 hour programs per day by the same parent company, total time may be added together. Example: two 1/4 hour programs one day would be figured as one-half hour and take the half-hour rate plus 25%.

1/4 hour program and 1/2 hour programs with advertising limited to 125 words in quarter-hour and 250 words in half hour, may be purchased at regular card rates less 25%.

Table showing rates for general advertising with columns for time slots and rates.

(5:00 p.m. to 12:00 midnight)

Table showing rates for general advertising with columns for time slots and rates.

MONTHLY RATES

Table showing monthly advertising rates for different spot lengths.

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

Table showing rates for general advertising with columns for time slots and rates.

Time Discounts on Monthly Rates

Table showing time discounts on monthly advertising rates.

ANNOUNCEMENTS

Every other day on monthly basis charged one-half the 26 time rate plus 15%. Specified time placement announcement 25% additional. Sunday announcements 20% additional.

(5:00 p.m. to 12:00 midnight)

Table showing rates for general advertising with columns for time slots and rates.

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Table showing rates for general advertising with columns for time slots and rates.

Table showing rates for general advertising with columns for time slots and rates.

Standard rates plus 20%; station reserves the right to reject undesirable material and limit length of talk.

SPECIAL FEATURES

Time signals, weather reports, etc. Rates on request. Time sold for resale takes 1-1/2 times regular rate and advertising thereon must not be sold for less than rate card rates.

(This listing continued on next page)

ALASKA—Continued

KETCHIKAN—Continued
K G B U—Continued

ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions prepared at actual cost plus transportation charges.
TALENT
Soprano and vocal soloists and special vocal and instrumental ensembles; native musical groups (planned instruments) from 8 to 14 members. Rates on request.
REMOTE CONTROL
Studio for remote control available.
Contract and Other Requirements
Contracting of hard liquor acceptable. Station reserves the right to reject any program material not consistent with the policy of the station government regulations.

Closing Time
Arrangements for all programs must be made two weeks in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. single or double turn tables for vertical and lateral cut recordings.
Personnel
President and General Manager—James A. Britton
Vice-President—R. W. Britton.

HAWAII

HILO
K H B C
In combination with KGMB. For rates and other information see listing of KGMB-KHBC.

HONOLULU
K G M B — K H B C
(Established 1929)



Effective July 1, 1941.
Owned and operated by Hawaiian Broadcasting System, Ltd.
Business Office and Studio:
KGMB—Kaplanian Blvd., P. O. Box 581, Honolulu, Hawaii.
KHBC—Kalanian'ole Highway, Hilo, Hawaii.
Transmitter:
KGMB—Kaplanian Blvd., Honolulu, Hawaii.
KHBC—Kalanian'ole Avenue, Hilo, Hawaii.

Wave—Power—Time
Operating power:
KGMB—5,000 watts (100% modulation).
KHBC—250 watts (100% modulation).
KGMB—508.5 meters; 590 kilocycles.
KHBC—243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Commission and Cash Discount
Agency commission 15% to accredited advertising agencies. No cash discount. Invoices mailed monthly after broadcast if contract for less than one month.
General Advertising
For combination rates (KGMB) see listings of Columbia Broadcasting System (Hawaiian Group), and Mutual Broadcasting System (Hawaiian Service), and Cumula Pacific Network (Supplementary Stations). Rates shown are for KGMB (Honolulu) and KHBC (Hilo) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.

Table with 4 columns: Time (5:30 p.m. to 9:30 p.m.), 1 hr., 1/2 hr., 1/4 hr., 5 min. and corresponding rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

Table for SPOT ANNOUNCEMENTS (5:30 p.m. to 9:30 p.m.) with columns for 15, 30, 45, 60, 75, 90, 105, 120 seconds and rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

Table for KETCHIKAN (K G B U) with columns for time intervals (9:00 a.m. to 5:30 p.m., 12:00 midnight, 6:30 a.m. to 12:00 midnight) and rates for 100, 20, 52, 104, 156, 200 words or 1 minute transcription, and 50 words or 25 word time signal.

Special Features
Hafes and details on request.
ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions prepared at actual cost plus transportation charges.
TALENT
Orchestra, singers, actors, speakers, etc., supplied at actual cost.

Remote Control
Remote control broadcasts arranged on 24 hours' notice at regular time charges plus cost of installation, line rental and operation.
Contract and Other Requirements
Contracting of hard liquor not accepted. All copy must meet the standards of the National Association of Broadcasters Code of Ethics, Federal Trade Commission, Federal Communications Commission, and is subject at all times to the approval of station management. Rates apply to station time only.

Closing Time
Twenty-four hours in generally adequate for all arrangements except programs requiring extensive rehearsal.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn tables. Vertical and lateral equipment.
Personnel
President—J. Howard Worrall.
Station Manager (KGMB)—Wheley Edwards.
Station Manager (KHBC)—Al Green.
National Advertising Manager—Henry C. Putnam.

Representatives
John Blair & Company.
KGU
(Established 1922)
Rates effective December 1, 1941. (Card No. 8)
Owned and operated by Advertiser Publishing Company, Ltd.
Studio—3rd floor, Advertiser Bldg., Honolulu, Hawaii.
Transmitter—3rd floor, Advertiser Bldg., Honolulu, Hawaii.

Wave—Power—Time
Operating power—2,500 watts.
391.7 meters; 760 kilocycles.
(100% modulation.)
Licensed to operate limited time on cleared channel. Operating schedule: 6:00 a.m. to 11:00 p.m.
Commission and Cash Discount
Agency commission 15% allowed to recognized agencies. No cash discount. Commission and discount does not apply on talent or transcription costs.

Table for KGU with columns for time intervals (5:00 p.m. to 11:00 p.m.) and rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

Table for KGU with columns for time intervals (6:00 a.m. to 5:00 p.m.) and rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

ANNOUNCEMENTS
Announcements at times adjacent to higher rate classifications are charged at rate of higher classification.
(5:00 p.m. to 11:00 p.m.)
One minute transcription or 100 words:
1 time..... 8.50
26 times..... 8.08
52 times..... 7.65
104 times..... 7.23
156 times..... 6.80
50 words:
1 time..... 7.50
26 times..... 7.13
52 times..... 6.75
104 times..... 6.38
156 times..... 6.00

Table for LILOUE (K T O H) with columns for time intervals (6:00 a.m. to 5:00 p.m., 12:00 midnight) and rates for 100, 20, 52, 104, 156, 200 words or 1 minute transcription, and 50 words or 25 word time signal.

Special Features
Musicians are available at 6.00 each for first half hour. Hawaiian musicians and entertainers are available.
REMOTE CONTROL
Facilities available for handling programs originated outside of studio. Rates on request.
RECEIVE FACILITIES
Merchandise and promotion services furnished to local advertisers.
Contract and Other Requirements
No contract accepted for more than one year. The station reserves the right to refuse to broadcast any program, talk, or announcement which does not conform to the standard rules of the station and FCC rules. All program material and commercial copy subject to final approval by station program department.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn tables. Vertical and lateral cut.
Personnel
General Manager—M. A. Mulroney
Assistant Manager—Donald O. Crocker.
Director National Advertising—R. B. Thurston.
Representatives
The Katz Agency.

LILOUE
K T O H

(Established 1940)
Rate card received November 18, 1940.
Owned and operated by the Garden Island Publishing Company.
Business Office and Studio—Lilouue, Hawaii.
Transmitter—One mile northeast of Lilouue, Hawaii.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Daylight Saving Time not observed. Actual operating schedule: Sunday 8:00 a.m. to 9:30 p.m. Week days 6:00 a.m. to 10:00 p.m.
Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time only. Cash discount none. Bills rendered monthly and are due in 30 days.

Table for LILOUE with columns for time intervals (Night time, Day time) and rates for 1, 1/2, 1/4 hour and 1, 1/2, 1/4 hour.

DISCOUNTS
Discounts apply to program time only.
3 months..... 7-1/2%
6 months..... 15%
12 months..... 30%

Table for ANNOUNCEMENTS (Night time) with columns for 100 word spot announcements and rates for 1, 13, 26, 52 times.

Table for ANNOUNCEMENTS (Day time) with columns for 100 word spot announcements and rates for 1, 13, 26, 52 times.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission.
Contract and Other Requirements
Advertising of alcoholic beverages accepted. Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.
Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close two hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.
Personnel
Station Manager—Charles J. Fern.
Commercial Manager—Robert Barrington.
Representatives
Homer Owen Griffith.

PHILIPPINE ISLANDS

CEBU CITY

K Z R C
(Established 1940)

Rates effective January 1, 1931.
Owned and operated by H. E. Heacock Company.
Business Office—c/o KZRII, Manila, Philippines.
Studio—3rd Floor, Heacock Bldg., Cebu, Philippines.
Transmitter—Basak, Cebu, Philippines.
Wave—Power—Time
Operating power—1,000 watts.
250.0 meters; 1200 kilocycles.
Short wave 49.1 meters; 6110 kilocycles; operating power 1,000 watts.
Licensed to operate full time on clear national channel.
Actual operating schedule: 6:00 a.m. to 8:00 a.m., 12:00 noon to 1:00 p.m., and 5:00 p.m. to 11:00 p.m.
Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 5th of month following broadcast and due 20th of month.
General Advertising
For combination rates see listing of National Broadcasting Company (Overseas Service).
Time also sold in combination with KZRII.
All national advertising rates are one-third of KZRII rates.

SERVICE FACILITIES

Complete continuity, program planning and direction included on all programs except those under club rates. Studio announcer furnished at no extra charge unless special services are required.

Personnel
General Manager—B. H. Slen.
Cebu Manager—H. Penton.
Representatives
International Radio Sales.

MANILA

K Z I B
(Established 1923)

Rates effective January 1, 1931.
Owned and operated by I. Beck, Inc.
Business Offices—89-91 Escalita, Manila, P. I.
Branch Office—331 Fourth Ave., New York City
Studio—Maritima Building, Manila, P. I.
Transmitter—Novaliches, 8 miles from Manila.
Wave—Power—Time
Operating power—160 watts (licensed power 1,500 watts).
(100% modulation—crystal control.)
324.3 meters; 900 kilocycles.
Simultaneous broadcast over short wave transmitters: 49.55 meters; 6255 kilocycles; operating power 400 watts (licensed power 500 watts). 31.58 meters; 9500 kilocycles; operating power 750 watts (licensed power 1,000 watts).
Licensed to operate on cleared national channel, East Meridian Time.
Commission and Cash Discount
Agency commission 15% to recognized agencies on net charges for station time only. Cash discount 2% on net 10 days from invoice date. All bills rendered 1st and 15th of month.
General Advertising
The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

(6:30 p.m. to 9:30 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	45.00	40.00	35.00	30.00
3/4 hour.....	40.00	35.00	30.00	25.00
1/2 hour.....	30.00	27.00	25.00	23.00
1/4 hour.....	20.00	19.00	18.00	17.00
5 minutes.....	6.00	5.50	5.00	4.50

CLASS "B"

(5:00 p.m. to 6:30 p.m. and 9:30 p.m. to 11:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	35.00	32.00	30.00	25.00
3/4 hour.....	28.00	26.00	21.00	21.00
1/2 hour.....	20.00	19.00	18.00	17.00
1/4 hour.....	15.00	14.00	13.00	12.00
5 minutes.....	4.00	3.75	3.50	3.25

CLASS "C"

(8:00 a.m. to 12:00 noon and 2:00 p.m. to 5:00 p.m.)

	1 tl.	9.00	8.00	7.00
1 hour.....	10.00	9.00	8.00	7.00
3/4 hour.....	8.00	7.00	6.00	5.00
1/2 hour.....	6.00	5.50	4.50	3.00
1/4 hour.....	4.00	3.00	2.50	2.00

ANNOUNCEMENTS

One minute transcriptions or up to 100 words:
1 tl. 13 tl. 26 tl. 52 tl.
Class "A"..... 3.00 2.25 2.00 1.75
Class "B"..... 1.75 1.25 1.00 .75
Class "C"..... 1.50 1.00 .75 .50
At least three announcements must be scheduled on weekly basis.
Discounts: 3 months contract 5%; 6 months contract 10%; 12 months contract 15%.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP

News, weather reports, sports review, market reports, health talks and educational periods.

ELECTRICAL TRANSCRIPTION PERIODS
Transcription library service available.
No extra charge or time limit for transcriptions.

TALENT

Rates and details upon request.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts.

Contract and Other Requirements

Station reserves the right to refuse or discontinue any programs for any reasons satisfactory to itself. All programs must conform to standards of station.

The station is not bound to broadcast the programs of the sponsor due to weather conditions, strikes, fire, breakage, or for any other reason over which the management has no control.
All announcements accepted are subject to management's approval.
All artists and musicians will be paid by the KZIB program department. These charges will be billed at cost to the advertiser in addition to the charge for time.

Closing Time

Closing date in Manila, Philippine Islands, 30 days in advance of date of broadcast.
Recorded programs must be received one month in advance to insure against breakage and arrangement for replacement.
Talks must be submitted 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—J. Beck.
General Manager—Harry Naffaly.
Studio Manager—Albert Naffaly.
Filipino Programs—S. Hernandez.
Studio Technician—Al Francisco.

Branch Office

I. Beck, Inc., 331 Fourth Avenue, New York City.

K Z R F

Rates effective August 1, 1933.
Owned and operated by Far Eastern Broadcasting Company.
Business Office and Studios—Insular Life Building, Manila, Philippine Islands.
Transmitter—Manila, Philippine Islands.

Wave—Power—Time

Operating power—1,000 watts.
384.6 meters; 780 kilocycles.
For short wave facilities see KZRII, Manila, listing.
Actual operating schedule: Sundays 7:00 a.m. to 11:15 p.m. Week days 5:30 a.m. to 1:00 a.m.

Commission and Cash Discount

Agency commission 15% to authorized agencies. Commission applies only on time. No cash discount. Bills payable by the 5th of following month. Charge accounts must be approved by station management.

General Advertising

For both programs and announcements deduct 30% from rates of station KZRII, Manila, Philippine Islands. See that listing.

Representatives

Philippines Agency Service Company, 33 W. 42nd Street, New York.

K Z R I I

(Established 1939)

Rates effective July 15, 1940.
Owned and operated by H. E. Heacock Company.
Business Office and Studios—7th floor, Heacock Building, Manila, Philippine Islands.
Transmitter—Las Pinas, Rizal, Philippines, seven miles south of Manila.

Wave—Power—Time

Operating power—10,000 watts.
423 meters; 710 kilocycles.
Licensed to operate full time on clear national channel.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% on station time only. No cash discount. Bills rendered 5th of month following broadcast and due 20th of month.

General Advertising

For combination rates see listing of National Broadcasting Company (Overseas Service).
Simultaneous broadcast over short wave transmitter: 31.12 meters; 9640 kilocycles; operating power 1,000 watts.

CLASS "A"

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

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	150.00	142.00	135.00	120.00
3/4 hour.....	120.00	113.00	108.00	96.00
1/2 hour.....	90.00	86.00	81.00	72.00
1/4 hour.....	60.00	57.00	54.00	48.00

CLASS "B"

(7:00 a.m. to 7:30 a.m., 6:00 p.m. to 6:30 p.m. and 12:30 p.m. to 1:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	120.00	113.00	108.00	96.00
3/4 hour.....	96.00	90.00	86.00	77.00
1/2 hour.....	72.00	69.00	65.00	57.00
1/4 hour.....	48.00	45.00	43.00	38.00

CLASS "C"

(6:30 a.m. to 7:00 a.m., 7:30 a.m. to 8:00 a.m., 12:15 p.m. to 12:30 p.m., 5:30 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 mid.)

	1 tl.	9.00	8.00	7.00
1 hour.....	90.00	85.00	81.00	72.00
3/4 hour.....	72.00	68.00	65.00	58.00
1/2 hour.....	54.00	51.00	48.00	43.00
1/4 hour.....	36.00	34.00	32.00	29.00

CLASS "D"

(6:00 a.m. to 6:30 a.m., 11:00 a.m. to 12:15 p.m., 1:00 p.m. to 1:30 p.m. and 4:00 p.m. to 5:30 p.m.)

	1 tl.	45.00	43.00	41.00	36.00
1 hour.....	45.00	43.00	41.00	36.00	
3/4 hour.....	36.00	34.00	32.00	29.00	
1/2 hour.....	27.00	26.00	24.00	22.00	
1/4 hour.....	18.00	17.00	16.00	14.00	

CLASS "E"

(8:00 a.m. to 11:00 a.m. and 1:30 p.m. to 4:00 p.m.)

	1 tl.	11.00	10.00	9.00	8.00
1 hour.....	11.00	10.00	9.00	8.00	
3/4 hour.....	9.00	8.00	7.00	6.00	
1/2 hour.....	7.00	6.00	5.00	4.00	
1/4 hour.....	5.00	4.00	3.00	2.00	

Studio announcements and programs on Sundays are charged for at Class "D" rates.

SPECIAL GROUP RATES

Five programs weekly, Monday to Friday include Minimum contract 3 months.

	1/4 hr.	1/2 hr.
*Class "A" time, per month.....	None	400.00
Class "B" time, per month.....	300.00	45
Class "C" time, per month.....	200.00	30
Class "D" time, per month.....	None	None
*Class "E" time, per month.....	None	None

(* Class "A" and Class "E" time available special arrangement.)

ANNOUNCEMENTS

Per minute:	1 tl.	7 tl.	30 tl.
Class "A" time.....	15.00	12.00	10.00
Class "B" time.....	12.00	10.00	8.50
Class "C" time.....	9.00	7.50	6.00
Class "D" time.....	6.00	5.00	4.00
Class "E" time.....	2.00	1.50	1.00

SPECIAL FEATURES

Sportscasts, civic non-commercial and other special or unusual programs by arrangement.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. Rates request.

TALENT

Complete list of talent available. Rates on request.

REMOTE CONTROL

Rates for remote control on request. Portable equipment available.

SERVICE FACILITIES

Complete continuity, program planning and direct included on all programs except those under club rates. Studio announcer furnished at no extra charge unless special services are required.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. Contracts, unless otherwise agreed, subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

Closing Time

Contracts close one week in advance of first broadcast. Announcements, transcriptions and talks cut 12 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. vertical and late cut recordings.

Personnel

General Manager—B. H. Slen.
Studio Manager—Ted Wallace.

Branch Office

New York—271 Madison Avenue.

Representatives

International Radio Sales.

K Z R M

(Established 1924)

Rates effective August 1, 1939.
Owned and operated by Far Eastern Broadcasting Company.
Business Office and Studio—Insular Life Building, Manila, Philippine Islands.
Transmitter—Manila, Philippine Islands.

Wave—Power—Time

Operating power—10,000 watts (licensed power 50,000 watts).
(100% modulation—crystal control.)
485 meters; 618.5 kilocycles.
Licensed to operate on clear channel on standard 1 degree East Meridian Time.
Short wave facilities, operating power 1,000 watt 48.86 meters; 6140 kilocycles—31.35 meters; 95 kilocycles.

23.34 meters; 11840 kilocycles—19.61 meters; 152 kilocycles.
16.37 meters; 17780 kilocycles.
Actual operating schedule: Sundays 12:00 noon to 1:15 p.m. and 5:00 p.m. to 11:00 p.m. Week days 6:00 a.m. to 8:00 a.m., 12:00 noon to 2:00 p.m. and 5:00 p.m. to 11:15 p.m.

Commission and Cash Discount

Agency commission 15% to authorized agencies. Commission applies only on time. No cash discount. Bills payable by the 5th of following month. Charge accounts must be approved by station management.

General Advertising

For combination rates see listing of Columbia Broadcasting System.

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

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	70.60	63.55	56.45	49.00
3/4 hour.....	56.45	50.80	45.20	39.00
1/2 hour.....	42.35	38.10	33.90	29.00
1/4 hour.....	25.00	21.90	20.00	17.00
10 minutes.....	17.65	15.90	14.10	12.00
5 minutes.....	9.40	8.45	7.55	6.00

(5:30 a.m. to 6:30 p.m. and 10:00 p.m. to 11:30 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	42.35	38.10	33.90	29.00
3/4 hour.....	33.90	30.50	27.10	23.00
1/2 hour.....	25.40	22.85	20.35	17.00
1/4 hour.....	15.00	13.15	12.00	10.00
10 minutes.....	10.60	9.55	8.45	7.00
5 minutes.....	5.65	5.10	4.50	3.00

Fifteen minute programs if purchased four days a week for 26 weeks or more, charged for on hourly basis for time used.
Half hour programs if purchased two days or more per week for 26 weeks or more, charged for on hourly basis for time used.

SPOT ANNOUNCEMENTS

	1 tl.	7 tl.	14 tl.	30 tl.	100 tl.
50 words.....	7.06	6.71	6.35	5.65	4.00

(5:30 a.m. to 6:30 p.m. and 10:00 p.m. to 11:30 p.m.)

50 words..... 4.24 4.02 3.81 3.39

Preferred spot ads extra according to position.
(This listing continued on next page)

Philippine Islands—Cont'd

MANILA—Continued

K Z R M—Continued

RECORDED PROGRAMS	
(5:30 a.m. to 6:30 p.m. and 10:00 p.m. to 11:30 p.m. week days)	
1 hour (*550 words) per month.....	282.95
3/4 hour (*450 words) per month.....	229.40
1/2 hour (*300 words) per month.....	164.70
1/4 hour (*125 words) per month.....	117.65
(*) Commercials limited to number of words indicated.	

No frequency discounts on recorded programs.
TALENT
 Professional musicians available at 2.50 for half hour. Soloists in voice or instrumental 5.00 for four selections on any one program.

REMOTE CONTROL
 Cost of remote control broadcasts to be regular rates plus cost of telephone line, all incidental expenses and fee for special announcer if required.

SERVICE FACILITIES
 Complete continuity, planning and announcing service at no extra charge.

Contract and Other Requirements
 Programs broadcast under contract only. All programs are subject to approval of station. The services of the station program, production department, musical and literary staff, technical and announcing staff, for arranging and presenting programs are available without extra cost.

Closing Time
 Station has no deadline for arrangements to be made for broadcast, but prefers two weeks. Talks must be submitted 24 hours in advance. Recorded programs should be received one month in advance to protect on breakage, etc.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
 Philippines Agency Service Company, 33 W. 42nd Street, New York.

PUERTO RICO

MAYAGUEZ

W P R A

lates effective April 1, 1940.
 Owned and operated by Puerto Rico Advertising Company.
 Business Office—Box 271, Mayaguez, Puerto Rico.
 Studio—McKinley, corner del Rio Street, Mayaguez, Puerto Rico.
 Transmitter—Barrio Sabanestas, Kilometer 179, Insular Road No. 2, four miles from city.

Wave—Power—Time
 Operating power—2,500 watts to local sunset; 1,000 watts thereafter.
 79.7 meters; 790 kilocycles.
 Licensed to operate unlimited time.

Commission and Cash Discount
 Commission to recognized advertising agencies on net time charges only, following receipt of payment in full. No cash discount. Bills due and payable when rendered.

General Advertising
 Rates include charges by owners of music copyrights. Broadcasts can be made in English or Spanish.

CLASS "A"									
(6:00 p.m. to 12:00 midnight)									
1 hr.	50.00	47.50	45.00	42.50	40.00	37.50	1 tl.	13 tl.	26 tl.
2 hr.	25.00	23.75	22.50	21.25	20.00	18.75	52 tl.	104 tl.	312 tl.
1/2 hr.	15.00	14.25	13.50	12.75	12.00	11.25	104 tl.	208 tl.	624 tl.
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50	208 tl.	416 tl.	1248 tl.
1 minute	4.00	3.80	3.60	3.40	3.20	3.00	416 tl.	832 tl.	2496 tl.

CLASS "B"									
(7:00 a.m. to 6:00 p.m.)									
1 hr.	25.00	23.75	22.50	21.25	20.00	18.75	1 tl.	13 tl.	26 tl.
2 hr.	12.50	11.88	11.25	10.63	10.00	9.38	26 tl.	104 tl.	208 tl.
1/2 hr.	7.50	7.13	6.75	6.38	6.00	5.63	52 tl.	208 tl.	416 tl.
5 minutes	5.00	4.75	4.50	4.25	4.00	3.75	104 tl.	416 tl.	832 tl.
1 minute	2.00	1.90	1.80	1.70	1.60	1.50	208 tl.	832 tl.	1664 tl.

CONTRACT RATES
 (Monday through Saturday 10:00 p.m. to 12:00 p.m.)

In contract for 13 or more periods, less than six programs weekly—Class "B" rates apply.

SPECIAL WEEKLY RATES				
(Monday through Saturday 10:00 p.m. to 12:00 p.m. and 7:00 a.m. to 11:00 a.m.)				
1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1/4 hour daily, six times weekly.	30.00	28.50	27.00	25.50

ANNOUNCEMENTS
 Spot Announcements: Spot announcements for transmission when time is available.

CLASS "A"									
(6:00 p.m. to 12:00 midnight)									
00 words or less	5.00	4.75	4.50	4.25	4.00	3.75	1 tl.	13 tl.	26 tl.
00 words or less	2.50	2.38	2.25	2.13	2.00	1.88	26 tl.	104 tl.	208 tl.

CONTRACT RATES
 (Monday through Saturday 10:00 p.m. to 12:00 p.m.)

In contract for 13 or more spot announcements—7:00 a.m. to 6:00 p.m. daytime rates apply.

REMOTE CONTROL
 Station is equipped to handle remote control broadcasts. Remote programs subject to extra charges for line and mechanical costs.

SERVICE FACILITIES
 Service of the station's program department in arranging and presenting programs is provided without extra charge. One announcer is supplied free where programs advertise but one firm, or products all represented by one firm.

Contract and Other Requirements
 Advertising of alcoholic beverages accepted. Contracts must be signed, specify number of periods, not exceeding one year's duration and provide for a minimum of one transmission weekly. Contracts subject to cancellation on 30 days' written notice accompanied by certified check at short rate to date of last program. Station will reject any program which does not conform with orders and policies of the FCC and station's regulations.

Closing Time
 Contracts close one week in advance of first broadcast; announcement copy and talks close 24 hours in advance.

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

Personnel
 Station and Commercial Manager—Ralph Perez Perry.
 Representatives Nono.

PONCE

W P A B

(Established 1940)

Owned and operated by Porto Rican American Broadcasting Co. Business Office and Studio—Leon St., Ponce, Puerto Rico.
 Transmitter—On road from Ponce to Ponce Playa, Puerto Rico.

Wave—Power—Time
 Operating power—1,000 watts. 223.9 meters; 1340 kilocycles.
 Licensed to operate full time on regional channel. Daylight Saving Time not observed.
 Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 6:45 a.m. to 11:00 p.m.

Commission and Cash Discount
 Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered and due monthly.

General Advertising
 Rates on request.
ELECTRICAL TRANSCRIPTIONS
 Regular rates apply. Extra charge of .50 per record for use of transcription library service. Instantaneous recording equipment available.

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

Contract and Other Requirements
 Advertising of alcoholic beverages accepted. Contracts subject to cancellation by two weeks written notice accompanied by certified check at short rate to date of last program.

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

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

Personnel
 Station Manager—Miquel Soltero.
 Representatives
 Felix Muniz.

SAN JUAN

W K A Q

(Established 1922)

Owned and operated by Radio Corporation of Porto Rico, subsidiary of International Telephone and Telegraph Corporation.
 Business Office and Studio—Telephone Bldg., San Juan, Puerto Rico.
 Transmitter—Hato Rey, 5 miles from San Juan.

Wave—Power—Time
 Operating power—5,000 watts. (100% modulation—crystal control.) 483.9 meters; 620 kilocycles.
 Licensed to operate unlimited time.

Commission and Cash Discount
 Commissions to recognized advertising agencies on net time charges only, following receipt of payment in full. No cash discount. Bills due and payable when rendered.

General Advertising
 For combination rates see listing of Columbia Broadcasting System.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.
 For miscellaneous programs advertising more than one firm or products, not all represented by one firm, add 15% to rates.

CLASS "A"									
(After 6:00 p.m.)									
1 hr.	75.00	71.25	67.50	63.75	60.00	56.25	1 tl.	13 tl.	26 tl.
1/2 hr.	37.50	35.63	33.75	31.88	30.00	28.13	26 tl.	104 tl.	208 tl.
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50	52 tl.	208 tl.	416 tl.

CLASS "B"									
(7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)									
1 hr.	37.50	35.63	33.75	31.88	30.00	28.13	1 tl.	13 tl.	26 tl.
1/2 hr.	18.75	17.82	16.88	15.94	15.00	14.10	26 tl.	104 tl.	208 tl.
1/4 hr.	10.00	9.50	9.00	8.50	8.00	7.50	52 tl.	208 tl.	416 tl.
5 minutes	5.00	4.75	4.50	4.25	4.00	3.75	104 tl.	416 tl.	832 tl.

CLASS "C"									
(2:00 p.m. to 5:00 p.m.)									
1 hr.	25.00	23.75	22.50	21.25	20.00	18.75	1 tl.	13 tl.	26 tl.
1/2 hr.	12.50	11.88	11.25	10.63	10.00	9.38	26 tl.	104 tl.	208 tl.
1/4 hr.	7.50	7.13	6.75	6.38	6.00	5.63	52 tl.	208 tl.	416 tl.
5 minutes	5.00	4.75	4.50	4.25	4.00	3.75	104 tl.	416 tl.	832 tl.

WEEKLY RATES
 Six times wkly.: Class "A" Class "B" Class "C"
 1 hr. 360.00 180.00 120.00
 1/2 hr. 180.00 90.00 60.00
 1/4 hr. 108.00 54.00 36.00

Discounts on Weekly Rates				
13 to 25 weeks.....	5%	39 to 51 weeks.....	15%	
26 to 38 weeks.....	10%	52 weeks.....	20%	
SPOT ANNOUNCEMENTS				
Station break announcements:				
Class "A".....		Class "B".....		Class "C".....
25 words.....		10.00		5.00
50 words.....		2.00		1.00
Applicable to spot announcements:				
50 to 99 times.....	5%	200 to 299 times.....	15%	
100 to 199 times.....	10%	300 or more times.....	20%	
One minute spot announcements in continuing programs at discretion of station: 312 or more hours				

DISCOUNTS					
Applicable to spot announcements:					
50 to 99 times.....	5%	200 to 299 times.....	15%		
100 to 199 times.....	10%	300 or more times.....	20%		
One minute spot announcements in continuing programs at discretion of station: 312 or more hours					

SPECIAL FEATURES
 News, Women's Hour, Children's Hour—rates on request.

RECORDED PROGRAMS
 Transcription library services available—rates on application. Instantaneous recording equipment available.

REMOTE CONTROL
 Station is equipped to handle remote control broadcasts.

SERVICE FACILITIES
 No charge is made by the station for the preparation of programs when contracts are placed direct with the station. A nominal charge is made by the station for the preparation of miscellaneous programs and of programs placed through an advertising agency. One announcer is supplied free to each exclusive sponsored program originating in the studios of the station.

Contract and Other Requirements
 Station reserves the right to reject any program not conforming to orders and policy of Federal Communications Commission.

Contracts must be signed, specify number of periods or announcements, not exceed one year's duration, and provide for a minimum of one transmission weekly.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
 Vice-President and General Mgr.—John A. Zerbe.
 Branch Office
 New York—67 Broad Street.

W N E L



Rates received January 16, 1939.
 Owned and operated by Juan Piza. Business Office and Studio—Salvador Brau No. 59, Box 1252, San Juan, Puerto Rico, telephone 100 and 107.
 Transmitter—San Juan, Puerto Rico.

Wave—Power—Time
 Operating power—5,000 watts. 227.3 meters; 1320 kilocycles.
 Licensed to operate unlimited time.
 Actual operating schedule: 6:45 a.m. to 11:15 p.m.

Commission and Cash Discount
 Agency commission 15% to recognized agencies. No cash discount.

General Advertising
 Broadcasts can be made in either English or Spanish. (6:00 p.m. to 12:00 midnight)

1 hr.	75.00
1/2 hr.	37.50
1/4 hr.	20.00
5 minutes	10.00
1 minute	5.00
(7:00 a.m. to 6:00 p.m.)	
1 hr.	37.50
1/2 hr.	18.75
1/4 hr.	10.00
5 minutes	5.00
1 minute	3.00

DISCOUNTS	
1 to 12 times.....	Net
13 to 25 times.....	5%
26 to 51 times.....	10%
52 to 103 times.....	15%
104 to 311 times.....	20%
312 times or more.....	25%

SPECIAL RATES
 (7:00 a.m. to 11:00 a.m.)
 1/4 hour, six times weekly..... 45.00
 Special frequency rate subject to discount of: 13 weeks 5%; 26 weeks 10%; 39 weeks 15%; 52 weeks 20%.

ANNOUNCEMENTS
 Spot announcements accepted for broadcast when time is available.

SPECIAL FEATURES
 Horse races, News (English and Spanish), Home Hour, and Church of the Air. Rates and details on request.

RECORDED PROGRAMS
 Transcription library services available. Rates on request.

REMOTE CONTROL
 Station is equipped to handle remote control broadcasts.

SERVICE FACILITIES
 The service of station's studios and office management is at the disposal of advertisers without charge for engaging musical or other talent.

Contract and Other Requirements
 Station reserves the right to reject any program not conforming to orders and policy of the FCC and general rules and regulations of the station.

Closing Time
 Talks must be submitted 24 hours in advance. Station management requests two weeks on arrangements for general broadcasts.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
 General Manager—Juan Piza.
 Ass't Gen'l Mgr. and Program Dir.—Gustavo Diaz.
 Technical Supervisor—William N. Greer.
 Commercial Manager—Augustin R. Camunas.

CANADIAN SECTION

Radio stations in the Dominion of Canada. See listings for location of transmitter.

Table listing various Canadian radio stations with call letters and locations, such as CBA Sackville, N. B., CBF Montreal, Que., CBJ Chicoutimi, Que., etc.

STATIONS ARRANGED AC CORDING TO FREQUENCY

Large table listing radio stations by frequency band (540, 550, 560, 580, 600, 610, 620, 630, 640, 650, 730, 740 Kilocycles) and their respective call letters and locations.

Network and Group Listings

CANADIAN BROADCASTING CORPORATION

55 York Street, Toronto, Ontario. 1231 St. Catherine St., West, Montreal, Quebec. Rate card dated April 1, 1941 (Card No. 4.) Wave—Power—Time See individual listings. Commission and Cash Discount Agency commission 15% on net billing (gross station costs less frequency and regional discounts, if any, plus wire line costs). No commission on program charges. No cash discounts. Bills due and payable when rendered.

General Advertising Gross station rates apply to periods from 6:00 p.m. to 11:00 p.m. local time. Rates after 11:00 p.m. and before 6:00 p.m. local time are 60% of the regular rates and from 12:00 noon to 6:00 p.m. local time Sunday, 75% of the regular rates. Station rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Minimum period accepted is 15 minutes.

DISCOUNTS Frequency discount on gross station costs for number of periods under contract within 12 months: Less than 13 times..... 5% 13 to 25 times..... 10% 26 to 51 times..... 15% 52 or more times..... 20% Regional discount on station costs after frequency discount has been deducted and applicable to contracts for 13 or more consecutive periods: 1 region..... 5% 2 regions..... 10% 3 regions..... 15% 4 regions..... 20% 5 regions (The National Network)..... 25%

STATION RATES ONLY MARITIME REGIONAL NETWORK Subject to frequency and regional discounts listed above. TIME ZONE 1 1/2 1/4 hour hour hour Sydney (CJCB)..... A 45.00 27.00 18.00 Halifax (CHNS)..... A 50.00 30.00 20.00 Charlottetown (CFY)..... A 45.00 27.00 18.00 Sackville (CBA)..... A 30.00 18.00 12.00 Moncton (CKW)..... A 25.00 15.00 10.00 Saint John (CHSJ)..... A 50.00 30.00 20.00 Fredericton (CFNB)..... A 45.00 27.00 18.00 Total for group..... 290.00 174.00 116.00

QUEBEC REGIONAL NETWORK

Table listing Quebec regional network stations with call letters and rates for 1, 1/2, and 1/4 hour spots. Includes stations like New Carlisle (CHNC), Rimouski (CJRB), Chicoutimi (CJBI), Quebec (CBY), and Montreal (CBF-CBM).

ONTARIO REGIONAL NETWORK

Table listing Ontario regional network stations with call letters and rates for 1, 1/2, and 1/4 hour spots. Includes stations like Ottawa (CBO), Kingston (CFRC), Toronto (CHL), Sudbury (CKSO), North Bay (CFCH), Kirkland Lake (CJLK), Timmins (CKGB), and Fort William (CKFB).

PRAIRIE REGIONAL NETWORK

Table listing Prairie regional network stations with call letters and rates for 1, 1/2, and 1/4 hour spots. Includes stations like Winnipeg (CKY), Brandon (CKX), Regina (CKK), Watrous (CBK), Moose Jaw (CHAB), Saskatoon (CFQC), Prince Albert (CKBB), Edmonton (CICA), Calgary (CFAC), and Lethbridge (CJOC).

BRITISH COLUMBIA REGIONAL NETWORK

Table listing British Columbia regional network stations with call letters and rates for 1, 1/2, and 1/4 hour spots. Includes stations like Kamloops (CFIC), Kelowna (CKO), Trail (CIAT), and Vancouver (CBR).

WIRE LINE RATES

Table listing wire line rates for different regions: Maritime, Quebec, Ontario, Prairie, and British Columbia, with rates for 1 hr, 1/2 hr, and 1/4 hr.

Total line cost..... 345.00 295.00 245.00 The line rates apply when programs are supplied to the national network or to individual regions providing point of program pick-up is within such region. A special line charge is made when point of program pick-up does not conform to the above conditions, and where additional facilities are required. Wire line rates are net per occasion and applicable to day or evening periods; subject to 15% agency commission. Wire line rates for periods longer than one hour available on request.

Time Zones A—Atlantic Time Zone; E—Eastern Time Zone; C—Central Time Zone; M—Mountain Time Zone; P—Pacific Time Zone.

Contract and Other Requirements No contract accepted for less than one occasion per week for 13 consecutive weeks, except in cases of special events. No periods sold in bulk for re-sale. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation.

Personnel Commercial Manager—E. A. Weir (Toronto). Commercial Manager (Quebec Div.)—J. A. Dupont (Montreal).

ALBERTA CALGARY C F A C (Established 1922)

Rates effective July 1, 1938. (Card No. 6.) Owned by South Western Publishers, Ltd. Operated by Taylor, Pearson & Carson Broadcasting Company, Ltd. Business Office and Studio—Southam Bldg., Calgary, Alberta, telephone R1036. Transmitter—City limits. Wave—Power—Time Operating power—1,000 watts. (100% modulation—compressor amplifier, crystal control) 312.5 meters; 960 kilocycles. (This listing continued on next page)

CALGARY—Continued
C F A C—Continued

Licensed to operate full time on cleared local channel. Operates on Mountain Standard Time. Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.
Agency commission 15% to recognized advertising agencies. Commission does not apply to talent or line fees.

Table with columns for time slots (13 to 100) and rates for various programs (1, 1/2, 1/4 hour, 10/15 minutes, 5 minutes) for classes A and B.

ANNOUNCEMENTS (6:00 p.m. to 7:30 p.m.)
1 minute... 8.00
(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)
1 minute... 5.00

SPECIAL FEATURES
Good Morning Neighbor—9:00 a.m. to 9:30 a.m. Monday through Saturday; limited to five non-conflicting participants.
Per broad- cast... 8.00

ELECTRICAL TRANSCRIPTIONS
Transcription library services:
13 tl. 26 tl. 52 tl. 100 tl. 200 tl.
1/2 hour... 10.00
1/4 hour... 6.00

COMBINATION RATES (CFAC, Calgary, and CJOC, Lethbridge.) Effective September 1, 1938.
CLASS "A" (6:00 p.m. to 10:30 p.m.)
1 hour 100.00

Table with columns for time slots (13 to 100) and rates for classes A and B.

POLITICAL SPEECHES
One time rates (6:00 p.m. to 10:30 p.m.) apply. No frequency discounts.

REMOTE CONTROL
Wherever telephone lines are available remote control broadcasts can be arranged. Rates on request.

SERVICE FACILITIES
Station maintains an artist bureau, publicity, merchandising, program and continuity departments, and staff announcers whose assistance in arranging and presenting programs are included in the station charges.

Contract and Other Requirements
All contracts subject to approval of the management of the station; also subject to all rules and regulations governing broadcasting carried on under Dominion of Canada Federal license and to Provincial regulations.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.
(6:00 p.m. to 11:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl.

C F C N

(Established 1922)

Rates effective May 1, 1939.
Owned and operated by The Voice of the Prairies, Limited.
Business Office and Studio—Toronto General Trusts Building, Calgary, Alberta.
Transmitter—Strathmore, Alberta.
Wave—Power—Time
Operating power—10,000 watts (crystal control.) 297.8 meters; 1010 kilocycles.

Table with columns for time slots (13 to 100) and rates for classes A and B.

ANNOUNCEMENTS (11:45 a.m. to 1:30 p.m. and 4:45 p.m. to 6:30 p.m.)
1 hour... 80.00

CLASS "C" (7:45 a.m. to 11:45 a.m., 1:30 p.m. to 2:30 p.m. and 10:30 p.m. to 11:30 p.m.)
1 hour... 60.00

CLASS "D" (3:30 p.m. to 4:45 p.m.)
1 hour... 40.00

CLASS "E" (6:30 a.m. to 7:45 a.m., 2:30 p.m. to 4:45 p.m. and 11:30 p.m. to 12:00 midnight)
1 hour... 40.00

CLASS "F" (6:30 a.m. to 10:30 p.m.)
1 hour... 100.00

Table with columns for time slots (13 to 100) and rates for classes A and B.

TALENT
Rates on application.
REMOTE CONTROL
Where telephone lines are available.

Contract and Other Requirements
All contingencies subject to the approval of station management and must comply with the rules and regulations of the Canadian Radio Broadcasting Corp.
Mechanical Program Equipment

Personnel
President and Managing Director—H. G. Love.
Commercial Manager—E. H. McGuire.
Program Director—Ed Maloney.
Chief Engineer—Walt McLaughlin.
Representatives
Winnipeg—The Inland Broadcasting Company
Toronto—Radio Representatives Ltd., 4 Albert St.
Montreal—Radio Representatives Ltd., Dominion Sq. Building.
United States—Howard H. Wilson Company.

C J C J

Rates effective September 1, 1937.
Owned and operated by Albertan Publishing Co., Ltd. Studio—Renfrew Bldg., Calgary, Alberta, telephone R2001.
Transmitter—Grandview Heights, East Calgary, Alberta.
Wave—Power—Time
Operating power—100 watts. (100% modulation) 213.9 meters; 1230 kilocycles.
Licensed to operate on local channel. Operates on Mountain Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 9:00 a.m. to 11:00 p.m., week days 7:00 a.m. to 11:00 p.m.

Table with columns for time slots (13 to 100) and rates for classes A and B.

ANNOUNCEMENTS

No advertising spot announcements after 7:30 p.m. No price quoting permitted. All announcements subject to station approval and limited to 100 words.
(6:00 p.m. to 11:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl.
100 words... 5.00 4.75 4.50 4.25

SPECIAL FEATURES
Time Signals—11:00 25 words:
One signal daily, per month... 40.00
Two signals daily, per month... 65.00
Additional signals, per signal, per month... 22.50
Breakfast Club: 8:00 a.m. to 8:30 a.m.
POLITICAL SPEECHES
Per minute... 1.00

ELECTRICAL TRANSCRIPTIONS
Regular rates apply, which includes pre-audition by station engineers.
Transcription library services available.

TALENT
Rates on request.
REMOTE CONTROL
Wherever telephone lines are available, remote control broadcasts can be arranged.

Contract and Other Requirements
All contingencies and announcements must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
President—Gordon Bell.
Manager—J. E. Gerke.
Assistant Manager—T. E. Snelgrove.
Representatives
Joseph Hershney McGillivray.

EDMONTON

C F R N

(Established 1934)

Rates effective October 1, 1939.
Owned and operated by Sunwanda Broadcasting Co., Ltd.
Studio—109 C. P. R. Bldg., Edmonton, Alberta, telephone Private Exchange 22101.
Office—Mezzanine Floor and 107 C. P. R. Building, Edmonton, Alberta.
Transmitter—Jasper Place, Jasper Highway, West Edmonton, Alberta.

Wave—Power—Time
Operating power—1,000 watts. (100% modulation—crystal control.) 238.1 meters; 1260 kilocycles.

Licensed to operate full time.
Operates on Mountain Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sunday 9:00 a.m. to 11:30 p.m. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to all recognized advertising agencies. No commission on talent, line charges, or remote control pick-ups. Invoices are mailed first of each month. Terms: Accounts due and payable when rendered.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising.
No announcements between 7:30 p.m. and 11:00 p.m. or Sundays.

Table with columns for time slots (13 to 100) and rates for classes A and B.

CLASS "B" (12:00 noon to 1:30 p.m. and 5:00 p.m. to 6:30 p.m.)
1 hour... 40.00

CLASS "C" (6:30 a.m. to 12:00 noon, 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)
1 hour... 30.00

SPECIAL FEATURES
Time Signals and Weather Reports: 7:30 p.m. to 11:00 p.m. Minimum of 156 announcements, each 1.00. Mention of sponsor's name only.

POLITICAL SPEECHES
Accepted subject to approval of copy by station management. Copy must be submitted 24 hours in advance of scheduled release time and once approved no deviation from approved copy allowed. Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS
The following charges for library transcription services are in addition to station time rates.
1 tl. 26 tl. 52 tl. 100 tl.
30 minutes... 5.00 4.75 4.50 4.25
15 minutes... 3.00 2.85 2.70 2.55

SERVICE FACILITIES
Station offers advertisers service of the merchandising department which will submit free of charge program ideas, market suggestions and suitable hours for advertiser's broadcasts, etc. Telephone and mail surveys of local market charged at cost.
Contract and Other Requirements
All contracts are subject to the approval of the management and to the rules and regulations of the Canadian Broadcasting Corporation. The station reserves the right to refuse any copy for reasons satisfactory to the management.

(This listing continued on next page)

ALBERTA—Continued

**EDMONTON—Continued
CFRN—Continued**

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.
Closing Time
Copy covering addresses must be submitted 48 hours prior to release time.
Personnel
Manager—G. R. A. Rice.
Business Manager—H. F. Neilson.
Program Director—S. Lancaster.
Technical Engineer—F. Makepeace.
Representatives
Toronto—Radio Representatives Ltd., 4 Albert Street.
Montreal—Radio Representatives Ltd., 408 Dominion Square Building.
Winnipeg—Inland Broadcasting Service, 170 McDermott Avenue.
United States—Howard H. Wilson Company.

CJCA

(Established 1921)

Rates effective April 1, 1939. (Card No. 6.)
Owned by Northwestern Publishers Limited.
Operated by the Taylor and Pearson Broadcasting Company, Ltd.
Business Office and Studio—Birks Building, Edmonton, Alberta, telephone 26131.
Transmitter—Helmont, Alberta.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
322.6 meters; 930 kilocycles.
Operates on Mountain Standard Time.
Licensed to operate full time.
Actual operating schedule: Sundays 7:30 a.m. to 12:00 midnight. Week days 6:15 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount. Invoices mailed first of each month. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).
Rates include charges by owners of music copyrights. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

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

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour...	90.00	85.50	81.00	76.50	72.00
3/4 hour...	72.00	68.40	64.80	61.20	57.60
1/2 hour...	54.00	51.30	48.60	45.90	43.20
1/4 hour...	36.00	34.20	32.40	30.60	28.80
10 minutes	27.00	25.65	24.30	22.95	21.60
5 minutes	18.00	17.10	16.20	15.30	14.40

CLASS "B"
(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour...	60.00	57.00	54.00	51.00	48.00
3/4 hour...	48.00	45.60	43.20	40.80	38.40
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

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

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour...	67.50	64.13	60.75	57.38	54.00
3/4 hour...	54.00	51.30	48.60	45.90	43.20
1/2 hour...	40.50	38.48	36.45	34.43	32.40
1/4 hour...	27.00	25.65	24.30	22.95	21.60

No programs less than 1/4 hour on Sunday.
ANNOUNCEMENTS
No announcements broadcast between 7:30 p.m. and 11:00 p.m. or on Sundays.
No price quoting permitted. All announcements subject to station approval and limited to one minute. Sponsored programs given preference over spot announcements. (6:00 p.m. to 10:30 p.m.)
Per announcement... 10.00 9.50 9.00 8.50 8.00
(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)
Per announcement... 7.00 6.55 6.30 5.85 5.60
Spot announcements immediately preceding or following newscasts, regular rates plus 25%.

SPECIAL FEATURES
Good Morning, Neighbor—Monday through Friday, 8:30 a.m. to 9:00 a.m.; limit five participants. No conflicting business.
Per broadcast... 13 tl. 26 tl. 52 tl. 100 tl.
cast... 10.00 9.50 9.00 8.50 8.00

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

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
Time signals...	4.50	4.28	4.05	3.83	3.40

CLASS "B"
(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
Time signals...	3.00	2.85	2.70	2.55	2.40

Hello, the North—12:00 midnight Saturdays; no conflicting business. Class "B" rates apply.
ELECTRICAL TRANSCRIPTIONS
Recording broadcasts before 7:00 p.m. Regular rates apply to transcriptions which include pre-audition. Phonograph records charged for at the rate of 2.00 for each 15 minutes.
Transcription library services available

	13 tl.	26 tl.	52 tl.	100 tl.
1/4 hour...	6.00	5.70	5.40	4.80
1/2 hour...	10.00	9.50	9.00	8.50

COMBINATION RATES

Also sold in combination with CFGP, Grande Prairie. Rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point served by telephone or telegraph lines.
Contract and Other Requirements
All continuities must conform with the requirements of the management and the rules and regulations of

the Canadian Broadcasting Corporation.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.
Personnel
Manager—Gordon S. Henry.
Production Manager—Walter Dales.
Commercial Manager—Walker Blake.
Merchandising & Publicity Director—F. N. Johnson.
Representatives
New York, Chicago, Detroit, San Francisco—Weed & Company.
All-Canada Radio Facilities, Ltd.:
Montreal—923 Dominion Square Building.
Toronto—Victory Building.
Winnipeg—Royal Alexandra Hotel.
Calgary—Southern Building.
Vancouver—543 Seymour Street.

CKUA

(Established 1927)

Owned and operated by University of Alberta.
Studio—Dept. Extension, University of Alberta, Edmonton, Alberta.
Transmitter—South Edmonton, Alberta.
Wave—Power—Time
Operating power—1,000 watts.
517.2 meters; 580 kilocycles.
Operates on Mountain Standard Time.
Does not sell time.

GRANDE PRAIRIE

CFGP

(Established 1937)

Rates effective August 1, 1941. (Card No. 4.)
Owned and operated by Northern Broadcasting Corporation, Ltd.
Business Office and Studio—Donald Hotel, Grande Prairie, Alberta.
Transmitter—Clairmont Highway, Grande Prairie, Alberta.
Wave—Power—Time
Operating power—250 watts.
(Crystal control.)
223.9 meters; 1340 kilocycles.
Operates on Mountain Standard Time
Actual operating schedule: Sundays 8:45 a.m. to 9:00 p.m. Week days 6:55 a.m. to 10:00 p.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies. No cash discount. Invoices mailed 1st of each month. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.
Fees charged by owners of music copyrights are not included in rates.

CLASS "A"
(11:00 a.m. to 1:15 p.m. and 6:00 p.m. to 10:00 p.m.)

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour...	25.00	23.75	22.50	21.25	20.00
3/4 hour...	20.00	18.00	17.00	16.00	15.00
1/2 hour...	15.00	14.25	13.50	12.75	12.00
1/4 hour...	10.00	9.50	9.00	8.50	8.00
10 minutes	7.50	7.10	6.75	6.40	6.00
5 minutes	6.25	5.95	5.60	5.30	5.00
1 minute	3.50	3.35	3.15	3.00	2.80
50 words...	2.50	2.40	2.25	2.15	2.00
25 words...	1.50	1.45	1.35	1.25	1.20

CLASS "B"
(All other time)

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour...	15.00	14.25	13.50	12.75	12.00
3/4 hour...	12.00	11.40	10.80	10.20	9.60
1/2 hour...	9.00	8.55	8.10	7.65	7.20
1/4 hour...	6.00	5.70	5.40	5.10	4.80
10 minutes	4.50	4.25	4.05	3.80	3.60
5 minutes	3.75	3.55	3.35	3.20	3.00
1 minute	2.25	2.15	2.00	1.90	1.80
50 words...	1.75	1.65	1.55	1.45	1.40
25 words...	1.00	.95	.90	.85	.80

ANNOUNCEMENTS
All announcements subject to station approval and limited to one minute. Sponsored programs given preference over spot announcements.
A 15% premium over Class "A" time rate charged for spot announcements immediately preceding and immediately following any newscasts. No commercial announcements on Sundays.

SPECIAL FEATURES
Time signals: Rates on request.
News Service: Sundays 9:00 a.m. to 10:55 a.m., 12:27 p.m. to 3:45 p.m., 4:45 p.m. and 8:00 p.m. Week days 7:00 a.m. to 8:15 a.m., 9:09 a.m., 11:30 a.m., 12:50 p.m., 3:45 p.m. and 8:00 p.m.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available at the following rates: 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.
1/2 hour... 4.00 3.80 3.60 3.40 3.20 3.00
1/4 hour... 2.50 2.38 2.25 2.13 2.00 1.88
Phonograph records charged for at 1.00 per 15 minutes.

COMBINATION RATES

Also sold in combination with CJCA, Edmonton. Rates on request.

TALENT

Rates on request.
REMOTE CONTROL
Equipment for all types of pick-ups at any point served by telephone or telegraph lines.

Contract and Other Requirements
All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.
Personnel
Manager—Gordon H. Cummings.
Continuity, Sales, Publicity—Don Carlson.
Announcers—Jack Soars, Andrew Philip.
Technical Dept.—William Couch & Stewart Sanborne.
Secretary—Margaret E. Moon.

Representatives
New York, Chicago, Detroit, San Francisco—Weed & Company.
All-Canada Radio Facilities, Ltd.:
Montreal—923 Dominion Square Bldg.; La. 6400.
Toronto—Victory Building.
Winnipeg—Royal Alexandra Hotel.
Calgary—Southern Building.
Vancouver—543 Seymour Street.

LETHBRIDGE

CJOC

(Established 1926)

Rates effective September 15, 1938.
Owned by Lethbridge Broadcasting, Ltd.
Operated by H. R. Carson, Ltd.
Studio—Roof of Marquis Hotel, Lethbridge, Alberta, telephone 3872.
Transmitter—Roof of Marquis Hotel, Lethbridge, Alberta.

Wave—Power—Time
Operating power—100 watts.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Mountain Standard Time. Daylight Savings Time not observed.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% paid only to recognized advertising agencies. Invoices mailed 1st of each month. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).
Also sold in combination with CFAC, Calgary, Alberta—see combination rates.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

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

	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour	35.00	33.25	31.50	29.75	28.00
3/4 hour	28.00	26.60	25.20	23.80	22.40
1/2 hour	21.00	19.95	18.90	17.85	16.80
1/4 hour	14.00	13.30	12.60	11.90	11.20
10 minutes	10.50	9.98	9.45	8.93	8.40
5 minutes	7.00	6.65	6.30	5.95	5.60
1 minute	5.25	4.99	4.73	4.46	4.20
50 words	3.50	3.32	3.15	2.97	2.80
25 words	1.75	1.66	1.57	1.49	1.40

(All other time)

	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour	21.00	19.95	18.90	17.85	16.80
3/4 hour	16.80	15.96	15.12	14.28	13.44
1/2 hour	12.60	11.97	11.34	10.71	10.08
1/4 hour	8.40	7.98	7.56	7.14	6.72
10 minutes	6.30	5.99	5.67	5.35	5.04
5 minutes	4.20	3.99	3.78	3.57	3.36
1 minute	3.15	2.99	2.83	2.68	2.52
50 words	2.10	1.99	1.89	1.78	1.68
25 words	1.05	1.00	.95	.89	.84

ANNOUNCEMENTS

Spot announcements take one minute rate. No spot announcements from 7:30 p.m. to 11:00 p.m. or on Sundays.
Announcements immediately preceding and/or following newscasts, premium charge 20%.
No price quoting permitted. All announcements subject to station approval and limited to one minute. Sponsored programs given preference over spot announcements.

SPECIAL FEATURES

Good Morning, Neighbor: 10:30 a.m. to 11:00 a.m., Monday through Saturday; participating program. Limited to five sponsors. Regular five minute rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available at the following additional rates:

	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour	10.00	9.50	9.00	8.50	8.00
1/2 hour	6.00	5.70	5.40	5.10	4.80
1/4 hour	4.00	3.80	3.60	3.40	3.20

COMBINATION RATES
(CJOC, Lethbridge, and CFAC, Calgary.)
Effective September 1, 1938.

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

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour	100.00	95.00	90.00	85.00	80.00
3/4 hour	80.00	76.00	72.00	68.00	64.00
1/2 hour	60.00	57.00	54.00	51.00	48.00
1/4 hour	40.00	38.00	36.00	34.00	32.00

CLASS "B"
(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

	1 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour	60.00	57.00	54.00	51.00	48.00
3/4 hour	48.00	45.60	43.20	40.80	38.40
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

REMOTE CONTROL

Wherever telephone lines are available, remote control broadcasts can be arranged. Line charges extra.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. All continuities and announcements must conform with the requirements of the station management and the rules and regulations of the Canadian Radio Commission.

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

Personnel
Station Manager—A. J. Balfour.
Production Manager—Cameron Perry.
Commercial Manager—Vic Staples.

(This listing continued on next page)

ALBERTA—Continued

LETHBRIDGE—Continued

C J O C—Continued

Representatives
New York, Chicago, Detroit and San Francisco—Weed
& Company.
1-Canada Radio Facilities, Ltd.
Toronto—Victory Building.
Winnipeg—Royal Alexandra Hotel.
Calgary—Southam Building.
Vancouver—541 West Georgia Street.

BRITISH COLUMBIA

CHILLIWACK

C H W K

(Established 1927)

Rates effective September 1, 1939.
Owned and operated by Chilliwack Broadcasting Co.,
Ltd.
Business Office and Studio—16 Wellington Avenue,
Chilliwack, British Columbia, Chilliwack 8106.
Transmitter—Turpin Block, Chilliwack, B. C.

Wave—Power—Time
Operating power—100 watts.
(100% modulation—crystal control.)
476.2 meters; 1340 kilocycles.
Licensed to operate full time.
Actual operating schedule: 7:00 a.m. to 11:30 p.m.

Commission and Cash Discount
Agency commission 15% to recognized advertising agencies on station time. No cash discount. Bills payable when rendered.

General Advertising
Rates are based on the total number of broadcasts in one year, but in no case no serial discounts to be less than one broadcast per week. Also include charges by owners of music copyrights.

12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m.		1 tt.	13 tt.	26 tt.	52 tt.	100 tt.	300 tt.
1 hour	20.00	19.00	18.00	17.00	16.00	15.00	14.00
3/4 hour	16.00	15.20	14.40	13.60	12.80	12.00	11.20
1/2 hour	12.00	11.40	10.80	10.20	9.60	9.00	8.40
15 minutes	8.00	7.60	7.20	6.80	6.40	6.00	5.60
10 minutes	6.00	5.70	5.40	5.10	4.80	4.50	4.20
5 minutes	4.00	3.80	3.60	3.40	3.20	3.00	2.80

CLASS "B" (All other times)		1 tt.	13 tt.	26 tt.	52 tt.	100 tt.	300 tt.
1 hour	12.00	11.40	10.80	10.20	9.60	9.00	8.40
3/4 hour	9.60	9.12	8.64	8.16	7.68	7.20	6.72
1/2 hour	7.20	6.84	6.48	6.12	5.76	5.40	5.04
15 minutes	4.80	4.56	4.32	4.08	3.84	3.60	3.36
10 minutes	3.60	3.42	3.24	3.06	2.88	2.70	2.52
5 minutes	2.40	2.28	2.16	2.04	1.92	1.80	1.68

ANNOUNCEMENTS
CLASS "A"
12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m.

CLASS "A"		1 tt.	13 tt.	26 tt.	52 tt.	100 tt.	300 tt.
30 words	2.00	1.90	1.80	1.70	1.60	1.50	1.40
20 words	1.40	1.33	1.26	1.19	1.12	1.05	0.98
10 words	1.00	.95	.90	.85	.80	.75	.70

CLASS "B" (All other times)		1 tt.	13 tt.	26 tt.	52 tt.	100 tt.	300 tt.
30 words	1.50	1.43	1.35	1.28	1.20	1.13	1.06
20 words	1.05	1.00	.95	.89	.84	.79	.74
10 words	.75	.71	.68	.64	.60	.56	.52

SPECIAL FEATURES
Time signals—25 words commercial:
1 signal daily, per month..... 20.00
2 signals daily, per month..... 35.00
3 signals daily, per month..... 45.00
No serial discounts.

Local and national news service. Rates and conditions on request.
POLITICAL TALKS
Local rates, no serial discounts; payable in advance.
ELECTRICAL TRANSCRIPTIONS
Local rates apply.
TALENT
Rates on application.

REMOTE CONTROL
Facilities available.
Contract and Other Requirements
Noncontract accepted for advertising of mail order books, chain stores, taverns, or for advertising for beer or wines.
Preferred positions governed by priority, type, and availability on a contract basis.

Resale contracts accepted, i.e., time for resale to distribution to various advertisers; all programs subject to government regulations and to approval of station management and to terms and conditions of station bona fide contract forms.
Station reserves the right to move to another period in the same time class any program or announcement in order to handle special programs of unusual importance or to make way for network programs of national importance. Whenever this is necessary advance public announcements and courtesy announcements will be furnished and advertisers' interests will be safeguarded.
Closing Time
Material must be received at least one day before scheduled broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Directors—Casey Wells and Jack Pilling.

Representatives
1-Canada Radio Facilities, Ltd.:
Winnipeg—Manitoba Telephone Building.
Toronto—Victory Building.
Montreal—923 Dominion Square Bldg.: La. 6400.
Calgary—Southam Building.
United States—Weed & Company.

KAMLOOPS

C F J C

(Established 1920)

Rates effective July 1, 1939.
Owned and operated by Kamloops Sentinel, Limited.
Business Office—240 Victoria St., Kamloops, B. C., telephone 1000.
Studio—Wileox-Hall Building, 822 Victoria Street, Kamloops, British Columbia.
Transmitter—North Kamloops, British Columbia.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
320.7 meters; 910 kilocycles.
Operates on Pacific Standard Time. Daylight Savings Time not observed.
Licensed to operate full time.
Actual operating schedule: Sunday 8:00 a.m. to 11:30 p.m.; Week days 7:00 a.m. to 11:30 p.m.

Commission and Cash Discount
Agency commission 15% on station rates to advertising agencies recognized by operators. No commission on talent. Accounts mailed 1st of month following broadcast.
General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (British Columbia Regional Network).
Also sold in combination with CJAT, Trail; CKOY, Kelowna.
For combination rates see listing of CJAT, Trail, B. C.
Fees charged by owners of music copyrights are not included in rates.

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "A"		1 tt.	13 tt.	26 tt.	52 tt.
1 hour	30.00	28.50	27.00	25.50	24.00
3/4 hour	24.00	22.80	21.60	20.40	19.20
1/2 hour	18.00	17.10	16.20	15.30	14.40
1/4 hour	12.00	11.40	10.80	10.20	9.60
10 minutes	8.00	7.60	7.20	6.80	6.40
5 minutes	6.00	5.70	5.40	5.10	4.80
1 minute	3.00	2.85	2.70	2.55	2.40

CLASS "B"
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

CLASS "B"		1 tt.	13 tt.	26 tt.	52 tt.
1 hour	18.00	17.10	16.20	15.30	14.40
3/4 hour	14.40	13.68	12.96	12.24	11.52
1/2 hour	10.80	10.26	9.72	9.18	8.64
1/4 hour	7.20	6.84	6.48	6.12	5.76
10 minutes	5.40	5.13	4.86	4.59	4.32
5 minutes	3.60	3.42	3.24	3.06	2.88
1 minute	1.80	1.71	1.62	1.53	1.44

ANNOUNCEMENTS OR ELECTRICAL TRANSCRIPTIONS
Spot announcements preceding or following newscasts take Class "A" rate.
CLASS "A"
(12:00 noon to 1:00 p.m. and after 6:00 p.m.)

CLASS "A"		100 words	50 words
		8.00	2.00

CLASS "B"
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

CLASS "B"		100 words	50 words
		1.80	1.20

Frequency Discounts
13 times 5%; 26 times 10%; 52 times or more 15%.
SPECIAL FEATURES
Twenty-seconds Service Spot Announcements or Time Signals, allowing sponsor's name and short announcement with added service of weather report, temperature, time signal. Twenty second limit sold as available, on monthly contract. If announcement is sold after 7:30 p.m., only sponsor's name and weather report and time signal, etc., accepted.

ELECTRICAL TRANSCRIPTIONS		Transcription library service available. A brochure will be mailed on request.
1/2 hour, per program	4.00	
1/4 hour, per program	2.00	
5 minutes, per program	1.25	

POLITICAL TALKS AND PROGRAMS
Regular one time rates; no serial discounts; payable in advance
TALENT
Rates on application
REMOTE CONTROL
All necessary remote control equipment for broadcasting from any location. Public address system arranged if required.

Transportation charges on transportation, artists' fees, wire and mechanical charges for remote control programs, etc., to be charged to and paid for by the advertiser.
Contract and Other Requirements
All contracts subject to the Canadian Radio Broadcasting Commission regulations. Advertising must be submitted for approval.
Closing Time
Closing date one week in advance of service if program is to be included in publicity releases.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Managing Director—J. W. B. Browne.
Representatives
Canada—All-Canada Radio Facilities Limited.
United States—Weed & Company.

NELSON
C K L N
(Established 1939)
Rates effective July 15, 1939. (Card No. 1.)
Owned and operated by The Nelson Daily News.
Business Office and Studio—Radio Avenue and Fourth Street, Nelson, British Columbia.
Transmitter—Radio Avenue and Fourth Street, Nelson, B. C.
Wave—Power—Time
Operating power—100 watts.
241.9 meters; 1240 kilocycles.
Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on station rates to recognized advertising agencies. No commission on talent. No cash discount.
General Advertising
CLASS "A"
(12:00 noon to 1:30 p.m., 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "A"		1 hr.	1 1/2 hr.	1/4 hr.	5 min.
1 time	35.00	21.00	14.00	7.00	6.00
13 times	33.25	19.95	13.30	6.45	5.45
26 times	31.50	18.90	12.60	6.30	5.30
39 times	29.75	17.85	11.90	5.95	5.05
52 times	28.00	16.80	11.20	5.60	4.70
100 times	26.25	15.75	10.50	5.25	4.35
200 times	24.50	14.70	9.80	4.90	4.00
300 times	22.75	13.65	9.10	4.55	3.65

CLASS "B" (All other times)

CLASS "B"		1 time <th>13 times <th>26 times <th>39 times <th>52 times <th>100 times <th>200 times <th>300 times</th> </th></th></th></th></th></th>	13 times <th>26 times <th>39 times <th>52 times <th>100 times <th>200 times <th>300 times</th> </th></th></th></th></th>	26 times <th>39 times <th>52 times <th>100 times <th>200 times <th>300 times</th> </th></th></th></th>	39 times <th>52 times <th>100 times <th>200 times <th>300 times</th> </th></th></th>	52 times <th>100 times <th>200 times <th>300 times</th> </th></th>	100 times <th>200 times <th>300 times</th> </th>	200 times <th>300 times</th>	300 times
		21.00	19.95	18.90	17.85	16.80	15.75	14.70	13.65
		12.60	11.97	11.34	10.71	10.08	9.45	8.82	8.19
		8.40	7.98	7.56	7.14	6.72	6.30	5.88	5.46
		4.20	3.99	3.78	3.57	3.36	3.15	2.94	2.73

KELOWNA
CKOV
(Established 1931)
Rates effective September 1, 1939.
Owned and operated by Okanagan Broadcasters, Ltd.
Business Office and Studio—Mill Avenue, Kelowna, British Columbia.
Transmitter—Okanagan Mission, British Columbia.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)

Representatives
Yancouver—J. E. Baldwin, 541 West Georgia Street.
Tri-city 1591
Calgary—Winnipeg, Toronto, Montreal—All Canada Radio Facilities, Ltd.
U. S.—Weed and Company.

Contract and Other Requirements
All contracts subject to the Canadian Radio Broadcasting Commission regulations. Advertising must be submitted for approval.
Closing Time
Closing date one week in advance of service if program is to be included in publicity releases.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Managing Director—Ralph E. White
Commercial and Program Manager—D. Bonersham.
Representatives
Yancouver—J. E. Baldwin, 541 West Georgia Street.
Tri-city 1591
Calgary—Winnipeg, Toronto, Montreal—All Canada Radio Facilities, Ltd.
U. S.—Weed and Company.

476.2 meters; 630 kilocycles.
Licensed to operate full time. Operates on Pacific Standard Time.
Actual operating schedule: Monday 8:00 a.m. to 11:30 p.m. Week days 6:30 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% on station rates to advertising agencies recognized by station owners on station time and transcription charges. No commission on talent. Accounts mailed 1st month following broadcast.

General Advertising
Also sold in combination with CJAT, Trail, and CKOY, Kamloops. For combination rates see listing of CJAT, Trail, B. C.
CLASS "A"
(12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "A"		1 hr.	1 1/2 hr.	1/4 hr.	5 min.
1 hour	35.00	30.00	26.00	34.00	32.00
3/4 hour	32.00	30.40	28.80	27.20	25.60
1/2 hour	24.00	22.80	21.60	20.40	19.20
1/4 hour	16.00	15.20	14.40	13.60	12.80
10 minutes	13.00	12.35	11.70	11.05	10.40
5 minutes	10.00	9.50	9.00	8.50	8.00

CLASS "B"
(6:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

CLASS "B"		1 hour <th>3/4 hour <th>1/2 hour <th>1/4 hour <th>10 minutes <th>5 minutes</th> </th></th></th></th>	3/4 hour <th>1/2 hour <th>1/4 hour <th>10 minutes <th>5 minutes</th> </th></th></th>	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
		24.00	22.80	21.60	20.40	19.20	18.00
		19.20	18.25	17.30	16.40	15.35	14.40
		14.40	13.70	12.95	12.25	11.50	10.80
		10.00	9.50	9.00	8.50	8.00	7.50
		7.75	7.35	6.95	6.60	6.20	5.80
		6.00	5.70	5.40	5.10	4.80	4.50

ANNOUNCEMENTS
No announcements broadcast after 7:30 p.m.
CLASS "A"
(12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "A"		1 tt.	13 tt.	26 tt.	52 tt.	100 tt.	300 tt.
100 words	6.00	5.70	5.40	5.10	4.80	4.50	4.20
50 words	4.00	3.80	3.60	3.40	3.20	3.00	2.80
25 words	2.50	2.38	2.25	2.13	2.00	1.88	1.75

CLASS "B"
(6:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

CLASS "B"		100 words	50 words	25 words
		4.50	4.25	4.05
		3.00	2.87	2.75
		2.00	1.90	1.80

SPECIAL FEATURES
Time Signal—Limit of 25 words accepted on station breaks up to 11:00 p.m.
One signal daily, per month..... 30.00
Two signals daily, per month..... 50.00
Additional signals, per signal, per month..... 20.00
Weather Forecast: Once daily at 12:00 noon, per month 30.00.

ELECTRICAL TRANSCRIPTIONS
Accepted for broadcast before 7:30 p.m.
Transcription library services available at the following rates:
1 hour..... 11.00
1/2 hour..... 6.25
1/4 hour..... 3.75

POLITICAL TALKS
Class "A" one time rates apply. No serial discounts. Payable in advance.

REMOTE CONTROL
Full facilities available. Line charges extra; also operator's expense if out of town.
Contract and Other Requirements
All contracts subject to Canadian Broadcasting Corporation regulations. Advertising must be submitted for approval. Publicity and political speeches must be submitted day before broadcast.
Closing Time
Talent and recorded programs close two weeks in advance of broadcast.

Announcements close three days in advance of broadcast. Talks close one week in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Managing Director—J. W. B. Browne.
Representatives
Canada—All-Canada Radio Facilities Limited.
United States—Weed & Company.

NELSON
C K L N
(Established 1939)
Rates effective July 15, 1939. (Card No. 1.)
Owned and operated by The Nelson Daily News.
Business Office and Studio—Radio Avenue and Fourth Street, Nelson, British Columbia.
Transmitter—Radio Avenue and Fourth Street, Nelson, B. C.
Wave—Power—Time
Operating power—100 watts.
241.9 meters; 1240 kilocycles.
Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on station rates to recognized advertising agencies. No commission on talent. No cash discount.
General Advertising
CLASS "A"
(12:00 noon to 1:30 p.m., 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "A"		1 hr.	1 1/2 hr.	1/4 hr.	5 min.
1 time	35.00	21.00	14.00	7.00	6.00
13 times	33.25	19.95	13.30	6.45	5.45
26 times	31.50	18.90	12.60	6.30	5.30
39 times	29.75	17.85	11.90	5.95	5.05

CKLN—Continued

ANNOUNCEMENTS

CLASS "A"

(12:00 noon to 1:30 p.m., 6:00 p.m. to 11:00 p.m., week days, and all day Sunday)		
100 wds. 50 wds.		
1 time.....	4.00	3.00
13 times.....	3.80	2.85
26 times.....	3.60	2.70
39 times.....	3.40	2.55
52 times.....	3.20	2.40
100 times.....	3.00	2.25
200 times.....	2.80	2.10
300 times.....	2.60	1.95

CLASS "B"

(All other time)

1 time.....	3.00	2.00
13 times.....	2.85	1.90
26 times.....	2.70	1.80
39 times.....	2.55	1.70
52 times.....	2.40	1.60
100 times.....	2.25	1.50
200 times.....	2.10	1.40
300 times.....	1.95	1.30

SPECIAL FEATURES

Time Signals—Limit 25 words and name of sponsor or product:

1 daily, per month.....	25.00
2 daily, per month.....	40.00
Each additional, per month.....	15.00

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. Details on request.

POLITICAL TALKS

Class "A" rates apply. No serial discounts.

REMOTE CONTROL

Facilities for all types of pick-ups where lines are available. Line charges and operators' expenses extra. Contract and Other Requirements

All programs and announcements subject to Canadian Broadcasting Corporation regulations.

Closing Time

Station reserves the right to require submission of advertising material, talks and speeches for approval 48 hours before broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Manager—Hume A. Lethbridge. Representatives None.

PRINCE RUPERT

CFPR

(Established 1938)

Rates effective January 1, 1938.

Owned by F. E. Batt.

Operated by Northwest Broadcast & Service Company, Limited.

Office Address—P. O. Box 848, Prince Rupert, British Columbia.

Studio—336 Second Avenue, Prince Rupert, British Columbia.

Transmitter—336 Second Avenue, Prince Rupert, British Columbia.

Wave—Power—Time

Operating power—50 watts. 21.9 meters; 1240 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific Standard Time. Daylight Saving Time not observed.

Actual operating schedule: Week days 10:00 a.m. to 1:30 p.m. and 5:00 p.m. to 7:30 p.m.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on station time only. Cash discount none.

Bills rendered first of month and are due 15th of month.

General Advertising

Rates are for local and national advertising.

Rates include charges by owners of music copyrights. (After 6:00 p.m.)

100 wds.			
1 hour.....	25.00	23.75	22.50
1/2 hour.....	15.00	14.25	13.50
1/4 hour.....	8.00	7.60	7.20
10 minutes.....	6.00	5.70	5.40
5 minutes.....	4.00	3.80	3.60

(Before 6:00 p.m.)

1 hour.....	20.00	19.00	18.00
1/2 hour.....	12.00	11.40	10.80
1/4 hour.....	7.00	6.65	6.30
10 minutes.....	5.00	4.75	4.50
5 minutes.....	3.00	2.85	2.70

ANNOUNCEMENTS

(After 6:00 p.m.)

100 words.....	2.00	1.90	1.80
Daily, per month.....	35.00		

(Before 6:00 p.m.)

100 words.....	1.50	1.44	1.35
Daily, per month.....	25.00		

ELECTRICAL TRANSCRIPTIONS

Regular rates apply to recordings only. Extra charge made for transcriptions depending upon cost and type. Instantaneous recording equipment available.

REMOTE CONTROL

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

TALENT

Rates on request. Contract and Other Requirements

Contracts are subject to cancellation by four week written notice accompanied by certified check at short rate to date of last program.

Closing Time

Contracts close two weeks in advance of first program. Announcement copy and transcriptions close 12 hours in advance. Talks close 24 hours in advance. Certain talks must be approved by CBC at Ottawa and therefore must have two weeks.

Mechanical Program Equipment

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

Personnel

Station Manager—Clarence Insulander. Commercial Manager—Sidney Anderson.

Representatives Toronto—Wright & Stovin.

TRAIL CJAT

Rates effective January 1, 1940.

Owned by Kootenay Broadcasting Co., Ltd. Supervised by Taylor, Pearson and Carson, Ltd.

Business Office—215 Victoria Street, Trail, B. C. Studio—815 Victoria Street, Trail, B. C.

Transmitter—Wardell, British Columbia.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 491.8 meters; 610 kilocycles.

Licensed to operate full time on regional channel. Operates on Pacific Standard Time. Daylight Savings Time not observed.

Actual operating schedule: 7:00 a.m. to 12:00 midnight daily.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. No commission on talent or lines. No cash discount. Invoices mailed 1st of month. Bills due and payable when rendered.

General Advertising

Also sold in combination with CKOV, Kelowna, and CFJC, Kamloops. Combination rates are included in this listing.

Rates include charges by owners of music copyrights.

(6:00 p.m. to 1:00 p.m.)

CLASS "A"						
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
3/4 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
5 minutes.....	12.50	11.38	11.25	10.63	10.00	9.38

1 minute

(100 words) 7.50 7.12 6.74 6.37 6.00 5.62

(All other time)

CLASS "B"						
1 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
3/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
1/2 hour.....	18.00	17.10	16.20	15.30	14.40	13.50
1/4 hour.....	12.00	11.40	10.80	10.20	9.60	9.00
5 minutes.....	7.50	7.12	6.75	6.38	6.00	5.62

1 minute

(100 words) 4.50 4.27 4.05 3.82 3.60 3.37

ANNOUNCEMENTS

No advertising spot announcements from 7:00 p.m. to 11:00 p.m. or on Sunday. No price quoting permitted.

All announcements subject to station approval and limited to one minute. Sponsored programs given preference over spot announcements.

Spot announcements immediately preceding or following newscasts, premium charge of 20%.

COMBINATION RATES

The following rates are for the following stations in combination: CJAT, Trail; CKOV, Kelowna; CFJC, Kamloops. Wire line facilities available subject to permission from the Canadian Broadcasting Corporation.

Rate card dated June, 1941. (Card No. 1.)

CLASS "A"

(12:00 noon to 1:30 p.m., 6:00 p.m. to 10:30 p.m., and all day Sunday)

CLASS "A"						
1 hour.....	102.00	96.90	91.80	86.70	81.60	
1/2 hour.....	61.20	58.14	55.08	52.02	48.96	
1/4 hour.....	40.80	38.76	36.72	34.68	32.64	

CLASS "B"

(7:00 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m., and 10:30 p.m. to 12:00 midnight week days)

CLASS "B"						
1 hour.....	61.20	58.14	55.08	52.02	48.96	
1/2 hour.....	38.72	34.88	33.05	31.21	29.38	
1/4 hour.....	24.48	23.26	22.03	20.81	19.58	

TALENT

Rates on application.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available at the following rates:

1 hour.....	15.00
1/2 hour.....	10.00
1/4 hour.....	6.00

REMOTE CONTROL

Wherever telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements

Rates are for station time only, talent is extra. All programs and material are subject to approval of station management.

Closing Time

Arrangements for broadcasts must be made one week in advance.

Announcements 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Manager—A. H. Nicholl. Representatives

Canada—All-Canada Radio Facilities, Ltd. U. S.—Weed & Company.

VANCOUVER

CBR

(Established 1925)

Rates effective October 1, 1937. (Card No. 1.)

Owned and operated by Canadian Broadcasting Corp. Business Office and Studio—Hotel Vancouver, Vancouver, British Columbia, telephone Marine 6121.

Transmitter—No. 4 Road, Lulu Island, British Columbia.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 265.5 meters; 1130 kilocycles.

Licensed to operate on regional channel. Operates on Pacific Standard Time.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see listing of Canadian Broadcasting Corporation (British Columbia Regional work).

Rates include charges by owners of music copyright, except on music not covered by licenses or agreements with station.

CLASS "A"

(6:00 p.m. to 11:00 p.m.)					
1 hr.	13 tl.	26 tl.	52 tl.	100 tl.	10
1 hour	110.00	104.50	99.00	93.50	88.00
1/2 hour	65.00	61.75	58.50	55.25	52.00
1/4 hour	40.00	38.00	36.00	34.00	32.00

CLASS "B"

(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)					
1 hour	65.00	61.75	58.50	55.25	52.00
1/2 hour	40.00	38.00	36.00	34.00	32.00
1/4 hour	25.00	23.75	22.50	21.25	20.00

SPECIAL FEATURES

Time Signals—Day or evening service (Sunday except) exclusive to one advertiser. Each service consists of three time signals, limited to 25 words and one of 50 words; the latter is not applicable between 7:30 p.m. and 11:00 p.m.

(5:30 p.m. to 11:00 p.m.)		
4 daily for 3 months, per month.....		40
4 daily for 6 months, per month.....		38
4 daily for 12 months, per month.....		32
(7:30 a.m. to 5:30 p.m.)		
4 daily for 3 months, per month.....		30
4 daily for 6 months, per month.....		27
4 daily for 12 months, per month.....		23

ELECTRICAL TRANSCRIPTIONS

Accepted during Class "B" period only, at term rates.

Transcription library services available—rates on request.

TALENT

Rates on request. Contract and Other Requirements

Alcoholic beverage advertising not accepted. All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Station Manager—Ira Dilworth.

CJOR

Rates received May 23, 1938.

Owned and operated by CJOR, Ltd., 846 Howe Vancouver, British Columbia.

Studio—Hotel Grosvenor, Vancouver, B. C. Transmitter—Richmond, Municipality.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.)

500 meters; 600 kilocycles. Operates on Pacific Daylight Saving Time.

Actual operating schedule: Sunday 8:00 a.m. to 11 p.m. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15%.

General Advertising

Rates are based on the total number of broadcasts within one year, but in no case does a series of accounts apply to less than one broadcast per week (After 6:00 p.m.)

CLASS "A"					
1 hour.....	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1/2 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.....	25.00	23.75	22.50	21.25	20.00
5 minutes.....	15.00	14.25	13.50	12.75	12.00

(Before 6:00 p.m.)

1 hour.....	40.00	38.00	36.00	34.00	32.00
1/2 hour.....	24.00	22.80	21.60	20.40	19.20
1/4 hour.....	14.00	13.30	12.60	11.90	11.20
5 minutes.....	8.00	7.60	7.20	6.80	6.40

ANNOUNCEMENTS

(After 6:00 p.m.)

CLASS "A"					
100 words or	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 minute.....	10.00	9.50	9.00	8.50	8.00

(Before 6:00 p.m.)

CLASS "B"					
100 words or	6.00	5.70	5.40	5.10	4.80

SPECIAL FEATURES

Time Signals—25 words. Station management reserves the right to limit the number of time signals released per day.

(After 6:00 p.m.)

(After 6:00 p.m.)		
1 signal daily.....	3 mos.	6 mos. 12 m.

British Columbia—Cont'd

VANCOUVER—Continued CJOR—Continued

ing contract, through one advertising agency, and less the programs are run adjacent to each other that the combination forms one continuous broadcast. Time must be in at least one full business day...

CKMO

(Established 1923) Rates effective June 1, 1941. Owned and operated by British Columbia Broadcasting System, Ltd.

Table with columns for rates (1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and times (6:00 p.m. to 11:00 p.m., 7:00 a.m. to 6:00 p.m.). Includes 'CLASS "A"' and 'CLASS "B"' sections.

POLITICAL TALKS on request. TALKS OR SPEECHES. RECORDED PROGRAMS. TALENT.

REMOTE CONTROL. SERVICE FACILITIES. Contract and Other Requirements. Mechanical Program Equipment. Personnel.

CKWX

(Established 1928) Rates effective September 1, 1940. Owned and operated by Western Broadcasting Co., Ltd.

ANNOUNCEMENTS (After 6:00 p.m.) table with columns for 100 words or 1 minute, 10.00, 0.50, 0.00, 8.50, 8.00, 7.50.

100 words or 1 minute... 10.00 0.50 0.00 8.50 8.00 7.50. (Before 6:00 p.m.)

RECORDED PROGRAMS. REMOTE CONTROL. Full facilities available—rates on application.

RECORDED PROGRAMS. REMOTE CONTROL. Full facilities available—rates on application.

RECORDED PROGRAMS. REMOTE CONTROL. Full facilities available—rates on application.

VICTORIA CFCT

The call letters of this station have been changed to CJVI.

CJVI

(Established 1923) Rates effective October 1, 1941. (Card No. 1) Owned and operated by Island Broadcasting Company, Ltd.

Table with columns for rates (1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and times (6:00 p.m. to 11:00 p.m., 7:00 a.m. to 6:00 p.m.).

SPECIAL FEATURES. POLITICAL AND RELIGIOUS PROGRAMS. RECORDED PROGRAMS. TALENT.

REMOTE CONTROL. Contract and Other Requirements. Mechanical Program Equipment.

RECORDED PROGRAMS. TALENT. REMOTE CONTROL.

RECORDED PROGRAMS. TALENT. REMOTE CONTROL.

RECORDED PROGRAMS. TALENT. REMOTE CONTROL.

Personnel Manager—C. L. Berry. Commercial Manager—A. R. Smith. Program Director—C. R. Smith. Representative—All-Canada Radio Facilities, Ltd.

MANITOBA

BRANDON CKX

(Established 1928) Rates effective May 1, 1941. Owned and operated by Manitoba Telephone System.

Table with columns for rates (1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and times (6:00 p.m. to 12:00 midnight, 7:00 a.m. to 6:00 p.m.).

COMMERCIAL ANNOUNCEMENTS. SPECIAL FEATURES.

Time Signals: 1 daily 2 daily. Per month: 40.00 75.00. Each additional signal, per month \$0.00.

On program or announcements broadcast from any point within the city of Brandon or other than CKX studios, a charge of 5.00 will apply.

FLIN FLON

CFAR

(Established 1927) Rates effective June 1, 1941. (Card No. 3.) Owned and operated by Arctic Radio Corporation, Limited.

Table with columns for rates (1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and times (12:00 noon to 1:00 p.m. and 5:00 p.m. to 11:00 p.m., 7:00 a.m. to 7:00 p.m.).

COMMERCIAL ANNOUNCEMENTS. SPECIAL FEATURES. Time Signals. Per month. Each additional signal.

MANITOBA—Continued

FLIN FLON—Continued

C F A R—Continued

ANNOUNCEMENTS

CLASS "A"

(12:00 noon to 1:00 p.m. and 5:00 p.m. to 7:30 p.m.)
 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.
 100 words..... 2.00 1.90 1.80 1.70 1.60
 25 words or with time signal, daily, per month 30.00.

CLASS "B"

(All other time before 5:00 p.m.)
 1 tl. 13 tl. 26 tl. 52 tl. 100 tl.
 100 words..... 1.50 1.43 1.35 1.28 1.20
 25 words or with time signal, daily, per month 25.00.

POLITICAL RATES.

Political broadcasts take Class "A" rates.
REMOTE CONTROL
 Equipment available for all types of pick-ups at any point served by telephone or telegraph lines. Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

Contract and Other Requirements
 All continuities must conform with the requirements of the management and rules and regulations of the Canadian Broadcasting Corporation. Advertising of alcoholic beverages not accepted. Contracts are subject to cancellation by 30 days' notice providing payment is received in accordance with programs or spots used.

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

Personnel
 Manager—Duke McLeod.

Representatives
 Montreal, Toronto, Winnipeg—H. N. Stovin.
 United States—Joseph Hershey McGillivra.

CLASS "C"
 (7:00 a.m. to 12:00 noon week days)
 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.
 100 words..... 8.00 7.60 7.20 6.80 6.40 6.00
 50 words..... 5.00 4.75 4.50 4.25 4.00 3.75

CLASS "D"
 (1:30 p.m. to 5:00 p.m. week days)
 100 words..... 7.00 6.65 6.30 5.95 5.60 5.25
 50 words..... 4.00 3.80 3.60 3.40 3.20 3.00
 Flash Announcements or Chain Breaks: Not to exceed 25 words. Subject to same frequency discounts as spot announcements. All times, each 3.00.

ELECTRICAL TRANSCRIPTIONS
 Regular rates for time apply.
 Rates for recording facilities on application.

TALENT
 Rates on application.

REMOTE CONTROL
 Equipment available for all types of pick-ups at any point served by telegraph or telephone lines. Lines will be equalized. Mobile unit available. Rates on application.

SERVICE FACILITIES
 Services of program director, musical director, announcers and engineers for rehearsal and production at no extra cost.

Contract and Other Requirements
 All material must conform to the regulations of the Canadian Broadcasting Corporation and acceptance of all material is at the discretion of the station management.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
 Manager—F. H. Elphicke.
 Commercial Manager—P. H. Gayner.
 Merchandising and Publicity—N. R. Chamberlin.
 Program Director—W. Wilson.
 Technical Director—A. W. Hooper.

Representatives
 United States—Weed & Company.
 Montreal, Toronto, Winnipeg, Calgary and Vancouver—All-Canada Radio Facilities, Ltd.

CKY

(Established 1922)

Rates effective January 1, 1941.
 Card received January 15, 1941.

Owned and operated by Manitoba Telephone System Business Office and Studio—Telephone Bldg., Winnipeg, Manitoba, telephone 92-191.
 Transmitter—St. Francis Xavier, Manitoba.

Wave—Power—Time
 Operating power 15,000 watts.
 (100% modulation—crystal control)
 303.0 meters; 990 kilocycles.
 Licensed to operate on cleared channel.
 Affiliated with station CKX.
 Operates on Central Standard Time.
 Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
 Agency commission 15% to recognized advertising agencies on net station time. No cash discount. Bills due and payable monthly. No commission on program costs or production charges. All accounts strictly net.

General Advertising
 For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).
 (6:00 p.m. to 12:00 midnight)

1 hour..... 1 tl. 13 tl. 26 tl. 52 tl. 100 tl.
 1/2 hour..... 120.00 114.00 108.00 102.00
 1/4 hour..... 72.00 68.40 64.80 61.20
 5 minutes..... 48.00 45.60 43.20 38.40

(8:00 a.m. to 6:00 p.m.)
 1 hour..... 84.00 78.80 75.60 71.40
 1/2 hour..... 48.00 45.60 43.20 38.40
 1/4 hour..... 30.00 28.50 27.00 25.50

COMMERCIAL ANNOUNCEMENTS

(Before 7:00 p.m.)
 1 tl. 13 tl. 26 tl. 52 tl. 100 tl.
 25 words 3.50 3.33 3.15 2.98 2.80
 50 words 7.00 6.30 5.95 5.60 5.25

RECORDED PROGRAMS
 Transcription library service available—details on request.

TALENT

Rates and requirements on application.
Contract and Other Requirements
 Regular announcers serve all broadcasts without extra charge. No contract accepted for longer than three months, but renewal of same may be arranged. All contracts subject to cancellation unless program starts within 60 days. All contracts subject to station's approval and Dominion regulations.
 The station director reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself.
 All programs must conform to the standards of the station; where advertiser prepares his own program same must be submitted for director's approval two weeks in advance, and not departed from without director's consent. The voting of advertising claims, selling arguments or requests to buy will not be permitted in announcements.
 All proposals subject to prior booking of time. The services of the studio management are at the disposal of advertisers using the station, without charge, for engaging at lowest rates musical or other performers. Program ideas, continuity, etc., prepared and submitted to advertisers without charge by station management.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
 Manager—W. H. Backhouse.
 Program Director—R. H. Roberts.
 Commercial Manager—A. J. Messner.
 Publicity Director—W. G. J. Carpenter.
Representatives
 Toronto, Montreal and Winnipeg—H. N. Stovin.
 United States—Joseph Hershey McGillivra.

NEW BRUNSWICK

CAMPBELLTON

CKNB

(Established 1939)

Rates effective January 1, 1942.
 Owned and operated by Dr. Charles Houde. Business Offices and Studios—Chateau Resting Hotel, P. O. Drawer 840, Campbellton, New Brunswick, telephone 8.

Transmitter—Maple Green, New Brunswick.
Wave—Power—Time
 Operating power—1,000 watts.
 (100% modulation—crystal control.)
 315.8 meters; 950 kilocycles.

Licensed to operate on cleared regional channel, operates on Atlantic Standard Time.
 Actual Operating Schedule: Sunday 9:00 a.m. to 1:00 midnight. Week days 8:00 a.m. to 12:00 midnight

Commission and Cash Discount
 Agency commission of 15% on station rates to recognized advertising agencies. No commission talent or line fees. Bills due and payable when tendered. No cash discount.

General Advertising
 Rates are based on total number of broadcasts in contract within one year. In no case does a series discount apply to less than one broadcast per week.

CLASS "A"
 (5:30 p.m. to 12:00 midnight and all day Sundays)
 1 tl. 13 tl. 26 tl. 52 tl. 104 tl.

1 hour..... 40.00 38.00 36.00 34.00 32.00
 1/2 hour..... 24.00 22.80 21.60 20.40 19.20
 1/4 hour..... 16.00 15.20 14.40 13.60 12.80
 5 minutes 9.00 8.55 8.10 7.65 7.20

CLASS "B"
 (8:00 a.m. to 5:30 p.m. week days)
 1 hour..... 24.00 22.80 21.60 20.40 19.20
 1/2 hour..... 14.40 13.68 12.96 12.24 11.52
 1/4 hour..... 9.60 9.12 8.64 8.16 7.68
 5 minutes 6.00 5.70 5.40 5.10 4.80

(*†*) 250 or more times.

ANNOUNCEMENTS

CLASS "A"
 (5:30 p.m. to 7:30 p.m. week days)
 1 tl. 13 tl. 26 tl. 52 tl. 104 tl.

1 minute or 100 words 5.00 4.75 4.50 4.25 4.00
CLASS "B"
 (8:00 a.m. to 5:30 p.m. week days)

1 minute or 100 words 3.50 3.32 3.15 2.98 2.80
 (*†*) 250 or more times.

SPECIAL FEATURES
 Time signals or weather reports:
 Limit, 25 words one signal daily except Sunday, per month 35.00. Each additional signal daily, except Sunday, per month 15.00.

POLITICAL RATES
 Evening rates apply to both day and night broadcasts.
ELECTRICAL TRANSCRIPTIONS
 Regular time charges apply to recorded programs. Accepted daily up to 10:00 p.m.

TALENT
 Rates on request.

REMOTE CONTROL
 Remote control charges on programs originating outside of studio are extra and will be quoted upon request. Line charges extra.

Contract and Other Requirements
 No contract accepted for longer than one year. Rates are for the facilities of the station only. Program charges (artists' fees) are additional to broadcast rates and are not subject to discount. All program continuities and announcements are subject to approval of the management and the regulations of the Canadian Broadcasting Corporation. No charge for preparation or adaptation of continuities.

The station is not bound to broadcast the program of the sponsor if prevented by weather conditions, strikes, fire, breakage, or any other reason over which the management has no control.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
 Station Manager—C. S. Chadman.
Representatives
 Canada—All-Canada Radio Facilities, Ltd.
 U. S.—Joseph Hershey McGillivra.

FREDERICTON

CFNB

(Established 1928)

Rates effective June 1, 1938.
 Owned and operated by James S. Neill & Sons, I Business Office and Studio—Queen Street, Fredericton, New Brunswick, telephone 209.
 Transmitter—University of New Brunswick.

Wave—Power—Time
 Operating power—1,000 watts.
 (100% modulation—crystal control.)
 545.5 meters; 550 kilocycles.

Licensed to operate full time on Atlantic Standard Time. Daylight Savings Time not observed.
 Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:15 a.m. to 12:00 a.m.

Commission and Cash Discount
 Agency commission 15% to all recognized advertising agencies; cash discount none. No commission talent or line fees. Bills due when rendered. Payment in advance when no commercial rating.

General Advertising
 For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network). Rates include charges by owners of music copyrights. Discounts on gross rates for number of periods in contract not to exceed one year's duration.

(After 6:00 p.m.)
 1 tl. 13 tl. 26 tl. 52
 1 hour..... 50.00 47.50 45.00 42.50
 1/2 hour..... 30.00 28.50 27.00 25.50
 1/4 hour..... 20.00 19.00 18.00

(This listing continued on next page)

WINNIPEG

CJRC

(Established 1934)

Rates effective November 1, 1939.
 Owned and operated by TransCanada Communications, Ltd.

Business Office and Studio—157 Royal Alexandra Hotel, Winnipeg, Manitoba, telephone 92-286.
 Transmitter—Middlechurch, Manitoba, 8 miles north of Winnipeg.

Wave—Power—Time
 Operating power—1,000 watts.
 (100% modulation—crystal control.)
 476.2 meters; 630 kilocycles.

Licensed to operate on regional channel.
 Operates on Central Standard Time.

Actual operating schedule: Sunday 9:00 a.m. to 10:30 p.m. Monday through Friday 7:00 a.m. to 12:00 midnight. Saturdays 7:00 a.m. to 1:00 a.m.

Commission and Cash Discount
 Agency commission 15% to all recognized advertising agencies. Commissions do not apply to talent or production fees unless noted on contract. Invoices rendered 1st of each month. Accounts due and payable when rendered. No cash discount.

General Advertising
 Rates include charges by owners of music copyrights. Frequency discounts earned only when broadcasting contracted for and presented within twelve month period.

CLASS "A"
 (7:30 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 12:00 midnight Sunday)
 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.

1 hour..... 90.00 85.50 81.00 76.50 72.00 67.50
 1/2 hour..... 54.00 51.30 48.60 45.90 43.20 40.50
 1/4 hour..... 36.00 34.20 32.40 30.60 28.80 27.00
 10 minutes 27.00 25.65 24.30 22.95 21.60 20.25
 5 minutes 18.00 17.10 16.20 15.30 14.40 13.50

CLASS "B"
 (12:00 noon to 1:30 p.m., and 5:00 p.m. to 7:30 p.m. week days)
 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

CLASS "C"
 (7:00 a.m. to 12:00 noon week days)
 1 hour..... 50.00 47.50 45.00 42.50 40.00 37.50
 1/2 hour..... 30.00 28.50 27.00 25.50 24.00 22.50
 1/4 hour..... 20.00 19.00 18.00 17.00 16.00 15.00
 10 minutes 15.00 14.25 13.50 12.75 12.00 11.25
 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "D"
 (All other time)
 1 hour..... 40.00 38.00 36.00 34.00 32.00 30.00
 1/2 hour..... 24.00 22.80 21.60 20.40 19.20 18.00
 1/4 hour..... 16.00 15.20 14.40 13.60 12.80 12.00
 10 minutes 12.00 11.40 10.80 10.20 9.60 9.00
 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00

SPOT ANNOUNCEMENTS
 Sponsored programs and networks take preference over spot announcements. Station reserves the right to give announcements best alternate times available without notification. Station reserves the right to re-blot spot programs best alternative time available in favor of networks. No spot announcements accepted between 7:30 p.m. and 1:00 p.m.

CLASS "B"
 (12:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 p.m. week days)
 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.

100 words..... 9.00 8.55 8.10 7.65 7.20 6.75
 50 words..... 6.00 5.70 5.40 5.10 4.80 4.50

REDERICK—Continued

C F N B—Continued

Table with 5 columns showing advertising rates for C F N B. Columns represent different time slots (11, 13, 20, 52, 111 minutes) and rows represent durations (1 minute, 15 minutes, 30 minutes, 1 hour).

advertising spot announcements after 7:30 p.m. or Sunday. No price quoting permitted.

Special Features: Iron's Birthday Party; 9:00 a.m. to 9:45 a.m. daily. Folk Birthday Party; 2:30 p.m. to 3:00 p.m.

Political Speeches: Same rate for general advertising apply (no discounts).

Recorded Programs and Electrical Transcriptions: Extra charge for use of station phonograph record. Regular rates apply to electrical transcription library service available—details on request.

Talent: Rates on application. Remote Control: Full facilities available, including public address system.

Contract and Other Requirements: All advertising programs and announcements subject to the approval of the management and governmental regulations.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables.

MONCTON

CKCW

Rates effective April 15, 1942. Owned and operated by Moncton Broadcasting Company, Ltd. Business Office and Studio—K. of P. Building.

Table with 5 columns showing advertising rates for CKCW. Columns represent different time slots (1 tl., 26 tl., 52 tl., 100 tl., 300 tl.) and rows represent durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

Commission and Cash Discount: Agency commission 15% to recognized agencies. No discount.

General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network).

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

Personnel: Manager—F. A. Lynds. Program Director—Earl M. McCarron. Chief Engineer—A. J. White. Representatives: United States—Joseph H. McGillivray. Montreal, Toronto—Stovin & Wright.

SACKVILLE

C B A

Rates effective October 1, 1939. Owned and operated by Canadian Broadcasting Corp. Business Office and Studio—Nova Scotian Hotel, Halifax, Nova Scotia.

Commission and Cash Discount: Agency commission 15% allowed to recognized agencies on net charges for station time.

Table with 5 columns showing advertising rates for Sackville. Columns represent different time slots (1 tl., 13 tl., 26 tl., 52 tl., 100 tl.) and rows represent durations (1 hour, 1/2 hour, 1/4 hour).

Special Features: Time Signals—Each service consists of three time signals limited to 25 words and one of 50 words.

Electrical Transcriptions: Accepted during Class "B" time and up to 7:15 p.m. on Class "A" time only, at regular rates.

Contract and Other Requirements: Alcoholic beverage advertising not accepted. All programs subject to the regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

SAINT JOHN

CHSJ

Rates effective September 1, 1940. Owned and operated by New Brunswick Broadcasting Company, Ltd. Business Office and Studio—14-16 Church Street.

Table with 5 columns showing advertising rates for CHSJ. Columns represent different time slots (1 tl., 26 tl., 52 tl., 104 tl., 260 tl.) and rows represent durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

Commission and Cash Discount: Agency commission 15%; cash discount none. Commission does not apply to talent or line fees.

General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network).

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

Special Features: The Morning Bulletin Board; 11:00 a.m. to 11:30 a.m. Community College; 3:15 p.m. to 4:00 p.m. Newsradio; 8:00 a.m., 9:00 a.m., 11:00 a.m., 12:00 noon; 1:45 p.m., 5:00 p.m., 6:15 p.m., 7:15 p.m., 7:45 p.m., 12:00 midnight.

Electrical Transcriptions: Regular rates apply. Talent: Rates on application. Remote Control: Full facilities available including public address system.

NOVA SCOTIA

HALIFAX

C J I N S

Rates effective March 1, 1941. Operated by Maritime Broadcasting Company, Ltd. Business Office and Studio—Broadcasting House, Tobin Street, Halifax, Nova Scotia.

Table with 5 columns showing advertising rates for Halifax. Columns represent different time slots (1 tl., 26 tl., 52 tl., 104 tl., 156 tl.) and rows represent durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies. Commission does not apply to talent.

General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network).

Mechanical Program Equipment: Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: Director—William C. Borrett. Assistant Director—J. F. Clare, O.A.S.

Representatives: New York, Chicago, Detroit, San Francisco—Weed & Company. Toronto, Montreal—All-Canada Radio Facilities, Ltd.

NOVA SCOTIA—Continued

SYDNEY CJC B

(Established 1929)

Rates received September 19, 1933. Owned and operated by Eastern Broadcasters, Ltd. 318 Charlotte Street, Sydney, N. S. Business Offices and Studios—Radio Bldg., Sydney, Nova Scotia, telephone 209.

Table with columns for time slots (12:00 noon to 2:00 p.m., 2:00 p.m. to 12:00 midnight) and various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute). Rates listed for Class A and Class B.

Special Features for Participating Sponsorship: Musical Clock Programs: 8:00 a.m. to 9:00 a.m. Women's Morning Programs: 10:00 a.m. to 12:00 noon.

Recorded Programs: Full facilities for broadcasting all types of recordings or electrical transcriptions. Transcription Library services available—details on request.

Personnel: Director—N. Nathanson. Representatives: Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

YARMOUTH CJLS

(Established 1930)

Rates effective April 1, 1930. Owned and operated by Gateway Broadcasting Co. Business Office and Studio—Radio Building, Main St., Box 684, Yarmouth, Nova Scotia, telephone 500.

Table with columns for time slots (12:00 noon to 1:30 p.m., 1:30 p.m. to 5:00 p.m., 8:00 a.m. to 10:00 a.m.) and various durations. Rates listed for Class A and Class B.

Special Features: News—Leased wire service available (17 hours daily). Recorded Programs: Regular time charges apply to recorded programs.

Uncle Bob Program: Half hour kiddies' show, 5:30 p.m. to 6:00 p.m. daily. Quiz Court: Tuesday 9:00 p.m. to 9:30 p.m. audience-participating studio presentation.

Recorded Programs: Regular time charges apply. Talent: Rates on application. Remote Control: Full remote control facilities available.

ONTARIO

BRANTFORD CKPC

(Established 1923)

Rates effective October 1, 1937. Operated by Telephone City Broadcast, Ltd. Studio—49-51 Colborne Street, Brantford, Ontario.

Table with columns for time slots (12:00 noon to 1:00 p.m., 1:00 p.m. to 6:00 p.m.) and various durations. Rates listed for Class A and Class B.

Special Features: News—Leased wire service available (17 hours daily). Recorded Programs: Regular time charges apply to recorded programs.

FORT WILLIAM CKPR

(Established 1931)

Rate card undated: received April 14, 1933. Business Office and Studio—Radio Hall, Fort William, Ontario, Station 315.

Table with columns for time slots (12:00 noon to 1:30 p.m., 1:30 p.m. to 5:00 p.m.) and various durations. Rates listed for Class A and Class B.

CHATHAM CFCO

(Established 1925)

Rates effective January 1, 1942. (Card No. 8.) Owned and operated by John Beardall, P. O. Box 275, Chatham, Ontario, telephone 2626.

Line charges. All accounts rendered the first of month. Bills due and payable when rendered. General Advertising Rates include charges by owners of music copy.

Table with columns for time slots (12:00 noon to 1:30 p.m., 1:30 p.m. to 6:00 p.m.) and various durations. Rates listed for Class A and Class B.

Special Features: News—Leased wire service available (17 hours daily). Recorded Programs: Regular time charges apply to recorded programs.

FORT WILLIAM CKPR

(Established 1931)

Rate card undated: received April 14, 1933. Business Office and Studio—Radio Hall, Fort William, Ontario, Station 315.

Table with columns for time slots (12:00 noon to 1:30 p.m., 1:30 p.m. to 5:00 p.m.) and various durations. Rates listed for Class A and Class B.

Special Features: News—Leased wire service available (17 hours daily). Recorded Programs: Regular time charges apply to recorded programs.

FORT WILLIAM CKPR

(Established 1931)

Rate card undated: received April 14, 1933. Business Office and Studio—Radio Hall, Fort William, Ontario, Station 315.

ONTARIO—Continued

PORT WILLIAM—Continued

C K P R—Continued
REMOTE CONTROL

Facilities, subject to station management's approval and Canadian Broadcasting Corporation regulations. Mechanical Program Equipment equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Representatives—Howard H. Wilson Company. Montreal—Radio Representatives Ltd., Dominion Square Bldg. Toronto—Radio Representatives Ltd., 4 Albert St.

HAMILTON

CHML

(Established 1927)

Effective September 1, 1941. Owned and operated by Maple Leaf Radio Co., Ltd., Hamilton, Ontario. Business Office and Studio—Pilot Bldg., 36 James St. South, Hamilton, Ontario, telephone 7-1539. Transmitter—Aldershot, Ontario. Wave—Power—Time. Operating power—1,000 watts. (100% modulation—crystal control.) 201.3 meters; 900 kilocycles. Operates on Eastern Daylight Saving Time. Actual operating schedule: Sundays 9:00 a.m. to 1:00 p.m. Week days 6:00 a.m. to 1:30 a.m. Commission and Cash Discount. Agency commission 15% to recognized advertising agencies only. Commission does not apply on talent production fees unless noted on contract. Invoices mailed weekly. Bills due and payable when rendered. No cash discount.

Include charges by owners of music copyrights.

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

1 hr.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1/2 hr.	47.50	45.00	42.50	40.00	37.50
1/4 hr.	33.00	31.35	29.70	28.05	26.40
10 minutes	27.00	25.65	24.30	22.95	21.60
5 minutes	20.00	19.00	18.00	17.00	16.00
25 words	7.00	7.00	6.65	6.30	5.95

CLASS "B"
(6:00 p.m. to 6:00 p.m. Sundays and 5:00 p.m. to 6:00 p.m. and 12:00 noon to 1:30 p.m.)

1 hr.	35.00	33.25	31.50	29.75	28.00
1/2 hr.	23.00	21.85	20.70	19.55	18.40
1/4 hr.	19.00	18.05	17.10	16.15	15.20
10 minutes	14.00	13.30	12.60	11.90	11.20
5 minutes	5.00	5.00	4.75	4.50	4.25

CLASS "C"
(6:00 a.m. to 12:00 noon and 10:30 p.m. to 12:00 midnight)

1 hr.	25.00	23.75	22.50	21.25	20.00
1/2 hr.	17.00	16.15	15.30	14.45	13.60
1/4 hr.	14.00	13.30	12.60	11.90	11.20
10 minutes	10.00	9.50	9.00	8.50	8.00
5 minutes	4.00	4.00	3.80	3.60	3.40

CLASS "D"
(1:30 p.m. to 5:00 p.m. week days)

1 hr.	20.00	19.00	18.00	17.00	16.00
1/2 hr.	13.00	12.35	11.70	11.05	10.40
1/4 hr.	11.00	10.45	9.90	9.35	8.80
10 minutes	8.00	7.60	7.20	6.80	6.40
5 minutes	3.00	3.00	2.85	2.70	2.55

RECORDED PROGRAMS
Transcription library services available, rates on request.

TALENT
Rates on request.

REMOTE CONTROL
Programs which are broadcast from points outside of studios will be subject to special charges.

Contract and Other Requirements
All programs and announcements are subject to approval of station and must be in accordance with all government regulations.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Manager—Kenneth D. Sobie.
Secretary-Treasurer—F. P. Hardy.

Representatives
Hamilton—Joseph Hershey McGillivra.
Toronto—Metropolitan Broadcasting Service, Ltd., 21 Badas Square, Toronto, Ont.

CKOC

(Established 1922)

Effective July 1, 1939. (Card No. 6.) Owned and operated by Wentworth Radio Broadcasting Company, Ltd. Business Office and Studio—Wentworth Building, Hamilton, Ontario, telephone 7-4484. Transmitter—Cherry Beach, Ontario. Wave—Power—Time. Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.) 201.3 meters; 1150 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern Time. Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight. Commission and Cash Discount. Agency commission 15% allowed to authorized advertising agencies only. No commission on talent, unless noted first of each month. Bills due and payable when rendered. No cash discount. General Advertising. Discounts on gross rates for number of periods under contract not to exceed one year's duration. No announcements on Sunday or between 7:30 p.m. and 10:00 p.m. week days. No programs of less than 15 minutes on Sunday.

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

1 hr.	80.00	76.00	72.00	68.00	64.00
3/4 hr.	64.00	60.80	57.60	54.40	51.20
1/2 hr.	48.00	45.60	43.20	40.80	38.40
1/4 hr.	32.00	30.40	28.80	27.20	25.60
10 minutes	24.00	22.80	21.60	20.40	19.20
5 minutes	16.00	15.20	14.40	13.60	12.80
1 minute	8.00	7.60	7.20	6.80	6.40
50 words	4.80	4.56	4.32	4.08	3.84
25 words	3.20	3.04	2.88	2.72	2.56

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

1 hr.	48.00	45.60	43.20	40.80	38.40
3/4 hr.	38.40	36.48	34.56	32.64	30.72
1/2 hr.	28.80	27.36	25.92	24.48	23.04
1/4 hr.	19.20	18.24	17.28	16.32	15.36
10 minutes	14.40	13.68	12.96	12.24	11.52
5 minutes	9.60	9.12	8.64	8.16	7.68
1 minute	4.80	4.56	4.32	4.08	3.84
50 words	2.88	2.74	2.59	2.45	2.30
25 words	1.92	1.82	1.73	1.63	1.54

PARTICIPATING FEATURES

1 hr.	26 tl.	52 tl.	100 tl.	200 tl.
Participating features	10.00	9.50	9.00	8.50

ELECTRICAL TRANSCRIPTIONS
Regular rates apply which includes pre-audition by station engineer.
Transcription Service rental:
1 hr. 26 tl. 52 tl. 100 tl. 200 tl.
1/2 hr. 10.00 9.50 9.00 8.50 8.00
1/4 hr. 6.00 5.70 5.40 5.10 4.80

RECORDED PROGRAMS
Regular time charges apply to recorded programs.

TALENT
Rates on request.

REMOTE CONTROL
Remote control charged in addition to station time.
Contract and Other Requirements
Musical program rates are for the facilities of the station only. Talent is extra. Announcing and writing continuity are included without additional charge. All programs and contracts are subject to the approval of the station. All continuities must conform with the requirements of the management and with the rules and regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Manager—W. T. Cranston.
Commercial Manager—W. M. Guild.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed and Company.

KENORA

CKCA
(Established 1939)

Owned and operated by Kenora Broadcasting Company, Ltd. Business Office and Studio—Kenricia Hotel, Kenora, Ontario. Transmitter—Jaffray Township, Ontario. Wave—Power—Time. Operating power—250 watts days; 100 watts nights. 206.9 meters; 1450 kilocycles. Operates on Central Standard Time. Actual operating schedule: Sunday 10:00 a.m. to 10:00 p.m. Week days 8:00 a.m. to 10:00 p.m. Commission and Cash Discount. Agency commission 15%. No commission on talent. Cash discount. General Advertising

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

1 hr.	18	26	52	100	200
1 hr.	30.00	28.50	27.00	25.50	24.00
1/2 hr.	17.50	16.65	15.75	14.90	14.00
1/4 hr.	10.00	9.50	9.00	8.50	8.00
10 minutes	7.50	7.13	6.75	6.40	6.00
5 minutes	3.75	3.55	3.40	3.20	3.00

ANNOUNCEMENTS
(12:00 noon to 1:00 p.m.; 6:00 p.m. to 7:30 p.m.)

1 hr.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
100 words	3.50	3.33	3.15	2.98	2.80
50 words	2.25	2.14	2.03	1.90	1.80
25 words	1.50	1.43	1.35	1.20	1.20

RECORDED PROGRAMS
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

100 words	2.50	2.38	2.25	2.13	2.00
50 words	1.75	1.66	1.58	1.49	1.40
25 words	1.50	1.43	1.35	1.20	1.20

ELECTRICAL TRANSCRIPTIONS
Full facilities for broadcasting all types of recordings or electrical transcriptions. Transcription library services available. Details on request.

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

KINGSTON

CFRC

Effective July 1, 1939. Owned by Queens University. Operated by Queens University and Kingston Whig Standard. Business Office—Whig Standard Building, Kingston, Ontario, telephone 4800. Studio—Fleming Hall, Queens University, Kingston, Ontario. Transmitter—Queens University, Kingston, Ontario.

Wave—Power—Time
Operating power—100 watts. (100% modulation—crystal control.) 201.3 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Eastern Standard Time. Daylight Savings Time observed. Actual operating schedule: Sunday 12:00 noon to 11:00 p.m. Week days 8:00 a.m. to 12:00 midnight. Commission and Cash Discount. Agency commission 15% allowed to recognized advertising agencies only. No commission on talent or line fees. Invoices mailed monthly. General Advertising. For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network). Rates include charges by owners of music copyrights. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

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

1 hr.	13 tl.	26 tl.	52 tl.
1 hr.	35.00	33.25	31.50
1/2 hr.	21.00	20.00	19.00
1/4 hr.	12.50	11.80	11.20
5 minutes	6.50	6.25	6.00

ANNOUNCEMENTS
No advertising spot announcements after 7:30 p.m. Spot announcements limited to 100 words and subject to station approval. Sponsored programs given preference over spot announcements. No price quotation permitted. Spot Announcements 8.00. Spot announcements before and after news bulletins 8.50.

CLASS "B"
(7:00 a.m. to 6:00 p.m.)

1 hr.	25.00	23.75	22.50	21.75
1/2 hr.	15.00	14.25	13.50	12.75
1/4 hr.	9.00	8.60	8.30	8.00
5 minutes	5.50	5.25	5.00	4.85

ELECTRICAL TRANSCRIPTIONS
Regular rates apply, plus following transcription charge:
15 minutes 2.50.

TALENT
Rates on application.

REMOTE CONTROL
Full facilities available. Line charges and pick-up charges extra. Contract and Other Requirements. No patent medicine advertisements accepted. Musical program rates are for the facilities of the station only. Talent is extra. Announcing and writing continuity are included without additional charge. All programs and contracts are subject to the approval of the station and to the rules and regulations of the Canadian Radio Commission.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Business Manager—James Annand.
Chief Engineer—H. Stewart.
Representatives
New York, Chicago—Weed & Company.
Toronto—J. L. Alexander, 100 Adelaide St., W.

KIRKLAND LAKE

CJKL

(Established 1933)

Rates effective October 1, 1939. Owned and operated by Northern Broadcasting & Publishing, Ltd. Business Office and Studio—Arcade Bldg., Kirkland Lake, Ontario. Other Offices—307 Victory Building, 80 Richmond Street W., Toronto, Ontario, telephone El. 2464. 310 Keefer Building, 1440 St. Catharines St., W., Montreal, Quebec, telephone Harbour 3051. Transmitter—Dane, Ontario. Wave—Power—Time. Operating power—1,000 watts. (100% modulation—crystal control.) 535.7 meters; 560 kilocycles. Licensed to operate full time on cleared channel. Operates on Eastern Standard Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:30 a.m. Commission and Cash Discount. Agency commission 15% on time and talent; no cash discount. Invoices mailed first of each month. Bills due and payable when rendered. General Advertising. For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network).

CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

1 hr.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hr.	60.00	57.00	54.00	51.00	48.00
1/2 hr.	36.00	34.20	32.40	30.60	28.80
1/4 hr.	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

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

1 hr.	36.00	34.20	32.40	30.60	28.80
1/2 hr.	21.60	20.52	19.44	18.36	17.28
1/4 hr.	14.40	13.68	12.96	12.24	11.52
10 minutes	10.80	10.26	9.72	9.18	8.64
5 minutes	7.20	6.84	6.48	6.12	5.76

ANNOUNCEMENTS
Spot announcements and chain breaks—25 words or less.
CLASS "A"
(6:00 p.m. to 7:30 p.m.)

1 time	6.00
52 times	5.70
100 times	5.40

CLASS "B"
(7:00 a.m. to 6:00 p.m.)

1 time	5.00
52 times	4.75
100 times	4.50

SPECIAL FEATURES
Time Signals: Limited to 35 words; minimum contract 3 months. Per month, 75.00; each additional, 60.00.
Breakfast Club—8:00 a.m. to 9:00 a.m. Monday through Saturday.
(This listing continued on next page)

KIRKLAND LAKE—Continued
C J K L—Continued

Farm Program—1:30 p.m. to 2:00 p.m. Monday through Saturday.
Birthdays Club—4:45 p.m. to 5:00 p.m. Monday through Saturday.
Make Believe Ballroom—11:00 p.m. to 12:00 midnight Monday through Saturday.

RECORDED PROGRAMS
Transcription library services available—rates and details on request.

REMOTE CONTROL
Line charges additional.
Contract and Other Requirements
Quantity rates apply where a contract is signed or an order given for a period not to exceed one year.

Mechanical Program Equipment
All programs subject to approval of station management and government regulations. Station reserves the right to give announcements best alternative times available without notification.

Personnel
President—Roy H. Thomson.
General Manager—J. K. Cooke.

Branch Offices
Toronto—80 Richmond St. W., Elgin 2464 (G. E. Tonkin).

Representatives
All Canada Radio Facilities.
New York, Chicago & Detroit—Weed & Company.

KITCHENER

C K C R

(Established 1929)

Rates effective February 1, 1937.
Owned and operated by Kitchener-Waterloo Broadcasting Company.
Business Office and Studio—Waterloo Trust Bldg., Kitchener, Ontario. Kitchener 2-1246, Waterloo 2-1132.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1490 kilocycles.

Licensed to operate full time on Eastern Standard Time Daylight Saving Time not observed.
Actual operating schedule: Sundays 9:00 a.m. to 11:00 p.m. Week days 8:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% on station rates to recognized advertising agencies. No commission on talent. Bills due and payable on rendering of invoice. No cash discount.

General Advertising
(After 6:00 p.m.)
1 hr. 35.00 33.25 31.50 29.75 28.00 26.25
1/2 hr. 20.00 19.00 18.00 17.00 16.00 15.00

(Before 6:00 p.m.)
1 hr. 25.00 23.75 22.50 21.25 20.00 18.75
1/2 hr. 15.00 14.25 13.50 12.75 12.00 11.25

ANNOUNCEMENTS
Spot announcements accepted before 7:30 p.m.
(After 6:00 p.m.)

100 words or less
1 hr. 3.00 2.85 2.70 2.55 2.40 2.25

100 words or less
(Before 6:00 p.m.)
1 hr. 2.50 2.38 2.25 2.18 2.00 1.88

POLITICAL SPEECHES
Night time rates apply to either day and night broadcasts.

RECORDED PROGRAMS
Transcription library services available—rates on application.

TALENT
REMOTE CONTROL
Facilities available—rates and details on request.

Contract and Other Requirements
All contracts subject to station management approval and Canadian Broadcasting Corporation regulations.

Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

LONDON

CFPL

Rates effective January 1, 1930.
Owned and operated by the London Free Press Printing Company.
Business Office and Studio—Free Press Building, London, Ontario.
Transmitter—6th Concession Westminster Road, London, Ontario.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation.)
191.1 meters; 1570 kilocycles.

Licensed to operate full time on cleared local channel. Operates on Eastern Standard Time.
Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% paid only to recognized advertising agencies. No cash discount. No commission on talent.

General Advertising
(6:00 p.m. to 11:00 p.m.)
1 hr. 45.00 42.80 40.60 38.60 36.70 34.90
1/2 hr. 27.00 25.70 24.40 23.20 22.00 21.00

(Sunday Rates)
1 hr. 34.00 32.30 30.70 29.20 27.80 26.40
1/2 hr. 20.40 19.40 18.40 17.50 16.70 15.90

(Before 6:00 p.m.)
1 hr. 30.00 28.50 27.00 25.70 24.40 23.20
1/2 hr. 18.00 17.10 16.20 15.40 14.60 13.90

ANNOUNCEMENTS
(6:00 p.m. to 7:30 p.m.)
1 time 5.00
26 times 4.75
52 times 4.50
78 times 4.25
102 times 4.00
200 times 3.75
300 times 3.50

(8:00 a.m. to 6:00 p.m.)
1 time 3.50
26 times 3.30
52 times 3.10
78 times 2.95

102 times 2.85
200 times 2.75
300 times 2.65

POLITICAL SPEECHES
Night time rates apply to both day and night.

ELECTRICAL TRANSCRIPTIONS
Transcription library service, subject to agency commission, per 15 minute period 2.00. Recordings and transcriptions may be broadcast up to 7:30 p.m. and for one-half hour at any later time.

TALENT
Rates on application.
REMOTE CONTROL
Facilities available—details on request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Rates cover station charges only. Talent additional. All programs subject to approval of station management and Federal and Provincial governmental regulations.

Closing Time
Talent programs close two weeks in advance of broadcast. Announcements, talks and recorded programs close three days in advance of broadcast.

Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Charles Thomas.
Commercial Manager—Philip H. Morris.
Chief Engineer—Ceecil Yorke.

Representatives
Montreal, Toronto—H. N. Stovin.
United States—Joseph Hershey McGillivra.

NORTH BAY

CFCH

(Established 1931)

Rates effective July 1, 1930.
Owned and operated by Northern Broadcasting & Publishing, Ltd.
Business Office and Studio—Main Street, North Bay, Ontario, telephone 2400.

Other Offices—305 Victory Bldg., 80 Richmond St. W., Toronto, Ontario, telephone El. 2464; Dominion Square Bldg., Montreal, Quebec, telephone La. 6400.

310 Keefer Building, 1440 S. Catharine St., W., Montreal, Quebec, telephone Harbour 3051.
Transmitter—North Bay, Ontario.

Wave—Power—Time
Operating power—100 watts.
(100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.

Licensed to operate full time on cleared local channel. Operates on Eastern Daylight Saving Time.
Actual operating schedule: Sunday 8:00 a.m. to 12:15 a.m. Week days 7:00 a.m. to 12:45 a.m.

Commission and Cash Discount
Agency commission 15% on time and talent; no cash discount. Invoices mailed monthly. Bills due and payable when rendered.

General Advertising
(6:00 p.m. to 11:00 p.m. week days and all day Sunday)
1 hr. 41.00 39.50 38.00 36.50 35.00 33.50
1/2 hr. 24.00 23.00 22.00 21.00 20.00 19.00

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)
1/2 hr. 12.60 12.00 11.40 10.80 10.20 9.60
1/4 hr. 8.40 8.00 7.60 7.20 6.80 6.40

ANNOUNCEMENTS
Spot announcements and chain breaks—25 words or less:
(6:00 p.m. to 7:30 p.m.)
1 time 4.00
52 times 3.80
100 times 3.60

(7:00 a.m. to 6:00 p.m.)
1 time 3.00
52 times 2.85
100 times 2.70

SPECIAL FEATURES
Time Signals: Limited to 35 words; minimum contact three months; one signal daily, per month.

45.00; additional signals daily, per month 5. Sunrise Serenade—8:15 a.m. to 9:00 a.m., 3 through Saturday. Birthday Party—5:30 p.m. to 5:45 p.m., 3 through Saturday.

RECORDED PROGRAMS
Transcription library services available—rates details on request.

REMOTE CONTROL
Necessary line charges additional.
Contract and Other Requirements
Quantity rates apply where a contract is signed or an order given for a period not to exceed one year.

Mechanical Program Equipment
All programs subject to approval of station management and government regulations. Station reserves the right to give announcements best alternative times available without notification.

Personnel
President—Roy H. Thomson.
General Manager—J. K. Cooke.
Manager—Cliff Pickrem.

Branch Offices
Toronto—80 Richmond St. W., Elgin 2464 (G. E. Tonkin).

Representatives
All Canada Radio Facilities.
New York, Chicago & Detroit—Weed & Company.

OTTAWA

CBO

(Established 1924)

Rates effective October 15, 1937. (Card No. 2. Owned and operated by the Canadian Broadcast Corporation.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
329.7 meters; 910 kilocycles.

Licensed to operate full time on cleared Channel. Operates on Eastern Standard Time. Daylight Saving Time observed.

Actual operating schedule: Sundays 7:45 a.m. to 12:00 midnight. Week days 7:25 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% allowed to recognized agencies on net charges for station time. No comm on talent or other program charges. No cash count. Bills due and payable when rendered.

CLASS "A"
(6:00 p.m. to 11:00 p.m.)
1 hr. 11.00 10.50 10.00 9.50 9.00 8.50
1/2 hr. 6.00 5.75 5.50 5.25 5.00 4.75

CLASS "B"
(7:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)
1 hr. 5.00 4.75 4.50 4.25
1/2 hr. 3.00 2.85 2.70 2.55
1/4 hr. 2.00 1.90 1.80 1.70

SPECIAL FEATURES
Time Signals—Each service consists of three signals limited to 25 words and one of 50 words latter not applicable between 7:30 p.m. and 1 p.m.; day or evening service (Sunday excepted) exclusive to one advertiser.

REMOTE CONTROL
(After 6:00 p.m.)
4 daily for 3 months, per month 3.00
4 daily for 6 months, per month 2.25
4 daily for 12 months, per month 1.75

(Before 6:00 p.m.)
4 daily for 3 months, per month 2.00
4 daily for 6 months, per month 1.50
4 daily for 12 months, per month 1.25

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B" periods only, at rates.

Transcription library services available—rates on request.
TALENT
Rates on request.

Contract and Other Requirements
Alcoholic beverage advertising not accepted. All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department.

Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Station Manager—W. C. Anderson.

CKCO

(Established 1924)

Rates effective September 8, 1941. Owned and operated by Controller G. M. G. M.D. Studios—272 Somerset Street West, Ottawa, Ontario. Transmitter—Aylmer Road, Quebec.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
229 meters; 1310 kilocycles.

Licensed to operate full time on cleared channel. Operates on Eastern Standard Time. Daylight Saving Time observed.
Actual operating schedule: Week days 8:00 to 11:00 p.m. Sundays 12:00 noon to 11:00 p.m.

(This Listing continued on next page)

ONTARIO—Continued

OTTAWA—Continued
C K C O—Continued

Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or to fees. Invoices mailed 1st of each month. Terms: (1) 1/4 due and payable when rendered.

Special Advertising

(Seasons on gross rates for number of periods under contract not to exceed one year's duration. Rates apply to individual program features. Two or more programs may not be combined to obtain additional discounts where various products are not the manufacture of the same firm.)

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

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

(8:00 a.m. to 5:00 p.m. week days)

1 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour.....	21.00	22.80	21.80	20.40	19.20	18.00
15 minutes.....	16.00	15.20	14.40	13.60	12.80	12.00

Word spots, per announcement, 8.00.

(3:00 a.m. to 6:30 p.m. week days)

1 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour.....	21.00	22.80	21.80	20.40	19.20	18.00
15 minutes.....	16.00	15.20	14.40	13.60	12.80	12.00

Special advertising rates apply to all instances.

RECORDED PROGRAMS

Regular rates apply.

Commission and Cash Discount

Agency commission 15% to all recognized advertising agencies, provided payment in full is made by the 15th of month following date of service. Cash discount 2% -10 days from invoice date. Invoices will be mailed monthly unless otherwise specified.

General Advertising

The following rates are for national advertising.

(7:00 p.m. to 12:00 midnight)

1 hour.....	14.00	13.00	12.00	11.00	10.00
1/2 hour.....	10.00	9.00	8.00	7.00	6.00
15 minutes.....	7.00	6.00	5.00	4.00	3.00

(8:00 a.m. to 7:00 p.m.)

1 hour.....	16.00	14.25	13.50	12.00	12.50
1/2 hour.....	8.00	7.80	7.60	7.25	7.00
1/4 hour.....	4.75	4.50	4.25	4.00	3.80

Announcements

All announcement rates are for week days only. Two minutes charged 1-1/2 times the one minute rate. Three minutes charged two times the one minute rate. The in announcements immediately preceding or following and pertaining to regularly scheduled commercial programs.

(7:00 p.m. to 7:30 p.m.)

50 words or less.....	3.00	2.00	2.80	2.75	2.70
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(8:00 a.m. to 7:00 p.m.)

50 words or less.....	2.00	1.80	1.70	1.60	1.50
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SPECIAL FEATURES

News broadcasts, time signals, weather reports, etc., rates on request.

RECORDED PROGRAMS

No extra time charge for transcriptions.

TALENT

Rates on application. Staff announcers at talent rates if extra service is required.

REMOTE CONTROL

Facilities for remote pick-ups at actual cost.

Contract and Other Requirements

No alcoholic beverage advertising accepted. All proposals subject to prior booking of time; and price quotations subject to prior sale. No periods sold in bulk for re-sale. All contracts subject to cancellation unless programs start within 90 days. All contracts and programs subject to station's approval and government regulations. Maximum contract term, one year. No blanket contracts accepted. Rates include usual station service furnished with time on the air.

Closing Time

Closing date of general publicity two weeks in advance.

Mechanical Program Equipment

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

Personnel

President—E. T. Handoll
Manager—J. B. Mitchell

Representatives

Toronto—Dominion Broadcasting Company, 4 Albert Street
Montreal—Radio Reception Limited

Commission and Cash Discount

Agency commission 15% to all recognized advertising agencies on net station time charges. Commission does not apply on talent. No cash discount. Invoices mailed 30th of month.

General Advertising

The following rates are for both local and national advertising.

(12:00 noon to 1:30 p.m. and 5:00 p.m. to 12:00 midnight)

1 hour.....	14.00	13.00	12.00	11.00	10.00	9.00
1/2 hour.....	10.00	9.00	8.00	7.00	6.00	5.00
15 minutes.....	7.00	6.00	5.00	4.00	3.00	2.00

CLASS "B"

(7:00 a.m. to 12:00 noon and 1:30 p.m. to 6:00 p.m.)

1 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
1/2 hour.....	13.50	12.83	12.15	11.48	10.81	10.13
15 minutes.....	8.00	7.60	7.20	6.80	6.40	6.00

SPOT ANNOUNCEMENTS

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

1 minute.....	4.50
1/2 words or less.....	3.00

(7:45 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

1 minute.....	3.00
1/2 words or less.....	2.00

POLITICAL SPEECHES

Class "A" one time rate applies.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Library transcriptions available at a rate of 2.50 per 1/4 hour.

REMOTE CONTROL

Facilities for remote pick-ups subject to extra charges for electrical and mechanical costs. Mobile unit available.

Contract and Other Requirements

All contracts and announcements are subject to approval of station management and must comply with government regulations. Contracts, unless otherwise agreed, are subject to four weeks written notice accompanied by certified check at short rate to date of last program.

OWEN SOUND (Grey County)

CFOS

Rates effective March 1, 1940.

Owned and operated by Grey & Bruce Broadcasting Company, Ltd. Affiliated with the Sun-Times. Business Office and Studio—904 Second Avenue, East, Owen Sound, Ontario.

Transmitter—2-1/4 miles south of city, Sydenham township.

Wave—Power—Time

Operating power—250 watts.
2.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Daylight Savings Time not observed.
Actual operating schedule: Sundays 10:00 a.m. to 9:00 p.m. Week days 7:45 a.m. to 9:00 p.m.

Commission and Cash Discount

Agency commission 15% to all recognized advertising agencies. Commission does not apply on lines, talent or remote charges. No cash discount. Bills due and payable when rendered.

Special Advertising

The following rates apply to both national and local advertising.

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

(7:45 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

1 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
1/2 hour.....	13.50	12.83	12.15	11.48	10.81	10.13
15 minutes.....	8.00	7.60	7.20	6.80	6.40	6.00

SPOT ANNOUNCEMENTS

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

1 minute.....	4.50
1/2 words or less.....	3.00

(7:45 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

1 minute.....	3.00
1/2 words or less.....	2.00

POLITICAL SPEECHES

Class "A" one time rate applies.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Library transcriptions available at a rate of 2.50 per 1/4 hour.

REMOTE CONTROL

Facilities for remote pick-ups subject to extra charges for electrical and mechanical costs. Mobile unit available.

Contract and Other Requirements

All contracts and announcements are subject to approval of station management and must comply with government regulations. Contracts, unless otherwise agreed, are subject to four weeks written notice accompanied by certified check at short rate to date of last program.

Closing Time

Announcement copy and transcriptions close 8 hours in advance; talks close 24 hours in advance.

Mechanical Program Equipment

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

Personnel

Manager and Commercial Mgr. Ralph T. Bucknove.

Representatives

United States—Joseph Hershey McGillivra,
Chicago—H. N. Blyden.

PRESCOTT C F L C
(Established 1925)

Rates effective January 16, 1941.

Owned and operated by Radio Association of Prescott, Ontario.

Business Office—Prescott, Ontario
Transmitter—Prescott, Ontario.

Wave—Power—Time

Operating power—100 watts.
200.0 meters; 1450 kilocycles.
Licensed to operate unattended time.
Daylight Saving Time observed in accordance with order in Council.

Commission and Cash Discount

Agency commission 15% on net station time only to recognized advertising agencies, provided payment in full is made by the 15th of month following date of service. Cash discount 2% -10 days from invoice date. Invoices will be mailed monthly unless otherwise specified.

General Advertising

The following rates are for national advertising.

(7:00 p.m. to 12:00 midnight)

1 hour.....	14.00	13.00	12.00	11.00	10.00
1/2 hour.....	10.00	9.00	8.00	7.00	6.00
15 minutes.....	7.00	6.00	5.00	4.00	3.00

(8:00 a.m. to 7:00 p.m.)

1 hour.....	16.00	14.25	13.50	12.00	12.50
1/2 hour.....	8.00	7.80	7.60	7.25	7.00
1/4 hour.....	4.75	4.50	4.25	4.00	3.80

Announcements

All announcement rates are for week days only. Two minutes charged 1-1/2 times the one minute rate. Three minutes charged two times the one minute rate. The in announcements immediately preceding or following and pertaining to regularly scheduled commercial programs.

(7:00 p.m. to 7:30 p.m.)

50 words or less.....	3.00	2.00	2.80	2.75	2.70
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(8:00 a.m. to 7:00 p.m.)

50 words or less.....	2.00	1.80	1.70	1.60	1.50
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SPECIAL FEATURES

News broadcasts, time signals, weather reports, etc., rates on request.

RECORDED PROGRAMS

No extra time charge for transcriptions.

TALENT

Rates on application. Staff announcers at talent rates if extra service is required.

REMOTE CONTROL

Facilities for remote pick-ups at actual cost.

Contract and Other Requirements

No alcoholic beverage advertising accepted. All proposals subject to prior booking of time; and price quotations subject to prior sale. No periods sold in bulk for re-sale. All contracts subject to cancellation unless programs start within 90 days. All contracts and programs subject to station's approval and government regulations. Maximum contract term, one year. No blanket contracts accepted. Rates include usual station service furnished with time on the air.

Closing Time

Closing date of general publicity two weeks in advance.

Mechanical Program Equipment

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

Personnel

Joseph Hershey McGillivra,
Toronto and Montreal—H. N. Stovin.

ST. CATHARINES C K T B
(Established 1932)

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

Owned and operated by Silver Spire Broadcasting Station, Ltd.

Business Office and Studio—St. Paul and Yates Sts., St. Catharines, Ontario, telephone 3900.
Transmitter—Port Dalhousie, Ontario.

Wave—Power—Time

Operating power—1,000 watts.
(100% modulation—crystal control.)
193.5 meters; 1550 kilocycles.
Licensed to operate on cleared local channel. Operates on Eastern Standard Time. Daylight Savings Time observed.
Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:45 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies on net station time charges. No commission on talent. No cash discount. Invoices mailed at the end of each month. All accounts are strictly net and must be paid direct to radio station CKTB.

General Advertising

The following rates are for both local and national advertising.

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

1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
15 minutes.....	14.00	13.30	12.60	11.90	11.20	10.50
5 minutes.....	9.00	7.60	7.20	6.80	6.40	6.00
100 word spot.....	4.00	3.80	3.60	3.40	3.20	3.00

Announcements

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

(7:00 a.m. to 12:00 noon and 1:30 p.m. to 6:00 p.m.)

1 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
1/2 hour.....	13.50	12.83	12.15	11.48	10.81	10.13
15 minutes.....	8.00	7.60	7.20	6.80	6.40	6.00

SPOT ANNOUNCEMENTS

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

1 minute.....	4.50
1/2 words or less.....	3.00

(7:00 a.m. to 12:00 noon and 1:30 p.m. to 6:00 p.m.)

1 minute.....	3.00
1/2 words or less.....	2.00

POLITICAL SPEECHES

Class "A" one time rate applies.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Library transcriptions available at a rate of 2.50 per 1/4 hour.

REMOTE CONTROL

Facilities for remote pick-ups subject to extra charges for electrical and mechanical costs. Mobile unit available.

Contract and Other Requirements

All contracts and announcements are subject to approval of station management and must comply with government regulations. Contracts, unless otherwise agreed, are subject to four weeks written notice accompanied by certified check at short rate to date of last program.

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 midnight)

1 1/2 hour.....	14.00	13.00	12.00	11.00	10.00
1 hour.....	10.00	9.00	8.00	7.00	6.00
1/2 hour.....	7.00	6.00	5.00	4.00	3.00

(8:00 a.m. to 7:00 p.m.)

1 hour.....	16.00	14.25	13.50	12.00	12.50
1/2 hour.....	8.00	7.80	7.60	7.25	7.00
1/4 hour.....	4.75	4.50	4.25	4.00	3.80

CLASS "A"

(12:00 noon to 1:30 p.m. and 5:00 p.m. to 12:00 midnight)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

CLASS "B"

(7:00 a.m. to 12:00 noon and 1:30 p.m. to 6:00 p.m.)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

RECORDED PROGRAMS

Regular time charges apply to recorded programs Accepted up to 7:30 p.m.

TALENT

Talent costs are in addition to station rates and are not subject to discounts, rates on application.

REMOTE CONTROL

Programs which are broadcast from points outside of main studios subject to a service charge of 2.00 per broadcast, plus line charges.

Contract and Other Requirements

All contracts subject to the Canadian Broadcasting Corporation regulations. Conditions must be submitted for approval. Contracts are not to exceed one year in length. Programs subject to approval of station management. Recorded programs given preference over spot announcements.

Mechanical Program Equipment

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

Personnel

President—E. T. Handoll
Manager—J. B. Mitchell

Representatives

Toronto—Dominion Broadcasting Company, 4 Albert Street
Montreal—Radio Reception Limited

SAULT STE. MARIE C J I C
(Established 1934)

Rates effective January 1, 1942.

Owned and operated by Hyland Broadcasting Co., Business Office and Studio—Whitlock Hotel, P. O. Box 501, Sault Ste. Marie, Ont., telephone 3700.
Other Office—Gare Hotel, Sault Ste. Marie, Mich., telephone 1242.
Transmitter—Township of Korah, Ontario.

Wave—Power—Time

Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1490 kilocycles.
Licensed to operate on local channel.
Actual operating schedule: Sunday 8:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% allowed to all recognized advertising agencies on net station time charges. Commission does not apply on talent. No cash discount. Invoices mailed 30th of month.

General Advertising

The following rates are for both local and national advertising.

(12:00 noon to 1:30 p.m. and 5:00 p.m. to 12:00 midnight)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

Announcements

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

CLASS "B"

(7:00 a.m. to 12:00 noon and 1:30 p.m. to 6:00 p.m.)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

Announcements

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

1 1/2 hour.....	19.00	20.00	21.00	22.00	23.00	24.00
1 hour.....	13.00	14.00	15.00	16.00	17.00	18.00
1/2 hour.....	9.00	10.00	11.00	12.00	13.00	14.00
15 minutes.....	6.00	6.50	7.00	7.50	8.00	8.50

RECORDED PROGRAMS

Transcription library services available—information on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts from any place where alternating current is available.

Contract and Other Requirements

All programs and announcements are subject to approval of station and must be in accordance with all government regulations. Contracts not to exceed one year. Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract, through one advertising agency, and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast.

Closing Time

Talent programs close six hours in advance. Announcements close five minutes in advance. Talks and recorded programs close 15 minutes in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using

ONTARIO—Continued

STRATFORD CJCS

Rates effective September 1, 1937. Owned by F. M. Squires. Operated by the Central Broadcasting Company. Business Office and Studio—Windsor Hotel, Stratford, Ontario, telephone 1675.

Commission and Cash Discount Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees.

Table with 5 columns showing advertising rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min, 5 min) and time slots (6:00 p.m. to 11:00 p.m., 7:30 a.m. to 6:00 p.m.).

RECORDED PROGRAMS Regular rates apply. Transcription library services available—rates and details on request.

REMOTE CONTROL Programs that originate outside station studios are subject to an extra charge to cover the cost of any special lines required.

Contract and Other Requirements Station rates include services of program department and English announcers in arranging and presentation of programs, and are for programs that originate in main studios.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel Manager—S. E. Tapley. Chief Engineer—S. C. Else. Representatives Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

SUDBURY CKSO (Established 1935)

Rates effective January 1, 1940. Owned and operated by The Sudbury Star. Business Office and Studio—211 Elgin Street, Sudbury, Ontario, telephone 77505.

Table with 5 columns showing advertising rates for various durations and time slots (6:00 p.m. to 11:00 p.m., 7:45 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m.).

Table with 5 columns showing advertising rates for various durations and time slots (7:45 a.m. to 6:00 p.m., 12:00 midnight Sundays).

SPOT ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:00 p.m. week days)

CLASS "B" (7:45 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 12:00 p.m. to 12:00 midnight week days)

SPECIAL FEATURES Time Signals or Temperature Reports—Rates on request.

ELECTRICAL TRANSCRIPTIONS Regular rates apply, which include pre-audition.

TALENT Rates on application. Contract and Other Requirements All continuities subject to the approval of the station management and must comply with governmental regulations.

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

Personnel President—W. E. Mason. Manager—W. J. Woodhill. Representatives Toronto, Montreal, Winnipeg, Vancouver—All Canada Radio Facilities, Limited.

TIMMINS CKGB (Established 1933)

Rates effective October 1, 1939. Owned and operated by Northern Broadcasting and Publishing, Ltd.

Other Offices—307 Victory Building, 80 Richmond Street, W., Toronto, Ontario, telephone EI. 2464. 310 Keefer Building, 1440 St. Catharine St., W., Montreal, Quebec, telephone Harbour 3051.

Commission and Cash Discount Agency commission 15%; no cash discount. Invoices mailed monthly. Bills due and payable when rendered.

Table with 5 columns showing advertising rates for various durations and time slots (6:00 p.m. to 11:00 p.m. week days and all day Sundays).

Table with 5 columns showing advertising rates for various durations and time slots (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.).

ANNOUNCEMENTS Spot announcements and chain breaks of 25 words or less:

Table with 2 columns showing advertising rates for spot announcements (CLASS "A" and CLASS "B").

SPECIAL FEATURES Time Signals: Limited to 35 words; minimum contract 3 months. Per month, 75.00; each additional signal 60.00.

RECORDED PROGRAMS Transcription library services available—rates and details on request.

REMOTE CONTROL Line charges additional. Contract and Other Requirements Quantity rates apply where a contract is signed or an order given for a period not to exceed one year.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel President—Roy H. Thomson. General Manager—J. K. Cooke.

TORONTO CBL (Established 1937)

Rates effective December 1, 1937. Owned and operated by the Canadian Broadcasting Corporation.

Business Office—55 York Street, Toronto, Ontario. Studio—805 Davenport Road, Toronto, Ontario. Transmitter—Hornby, 22 miles west of Toronto.

Commission and Cash Discount Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges.

Table with 5 columns showing advertising rates for various durations and time slots (7:30 p.m. to 11:00 p.m.).

Table with 5 columns showing advertising rates for various durations and time slots (12:00 noon to 1:30 p.m. and 5:30 p.m. to 7:30 p.m.).

Table with 5 columns showing advertising rates for various durations and time slots (7:30 a.m. to 12:00 noon, 1:30 p.m. to 5:30 p.m., and 11:00 p.m. to 12:00 midnight).

SPECIAL FEATURES Time Signals—each service consists of three signals limited to 25 words and one of 50 words the latter not applicable between 7:30 p.m. and 11 p.m.; day or evening service (Sunday excepted) exclusive to one advertiser.

Table with 2 columns showing advertising rates for special features (5:30 p.m. to 12:00 midnight).

ELECTRICAL TRANSCRIPTIONS Accepted during Class "B" and "C" periods only, regular rates.

TALENT Rates on request. Contract and Other Requirements Alcoholic beverage advertising not accepted.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel Regional Representative—D. Claringbull. Station Manager—H. G. Walker. Commercial Manager—E. A. Weir.

CBY (Established 1936)

Rates effective July 1, 1941. (Card No. 1.) Card received August 6, 1941. Owned and operated by the Canadian Broadcasting Corporation.

Business Office—805 Davenport Road, Toronto, Ontario. Studio—805 Davenport Road, Toronto, Ontario.

Commission and Cash Discount Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges.

Table with 5 columns showing advertising rates for various durations and time slots (7:30 p.m. to 11:00 p.m.).

TORONTO—Continued

CBY—Continued

Table with 3 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Includes Class 'B' and Class 'C' rates.

Table with 3 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Includes Class 'G' rates.

SPECIAL FEATURES: Each service consists of three signals... After 6:00 p.m. Before 6:00 p.m.

ELECTRICAL TRANSCRIPTIONS: Accepted during Class 'B' and 'C' periods only... Commercial Manager—B. A. Weir.

CFRB

Effective January 1, 1942. Operated by Rogers Radio Broadcasting Company... Electrical Transcriptions: Accepted during Class 'B' and 'C' periods only.

Table with 3 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Includes Class 'A', 'B', and 'C' rates.

ANNOUNCEMENTS: Not guaranteed on spot announcements... Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

REMOTE CONTROL: Programs which are broadcast from points outside of main studios will be subject to special charges... SPECIAL FEATURES: Not leased wire service available.

WINDSOR C K L W: Rates effective September 18, 1939. Owned and operated by Western Ontario Broadcasting Co., Ltd.

C K C L

Rates effective August 1, 1940. Owned and operated by Dominion Battery Co., Ltd. Studio—44 University Ave., Toronto, Ont.

Transmitter—Scarborough, Ontario. Wave—Power—Time: Operating power—1,000 watts. (100% modulation.)

Commission and Cash Discount: Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees.

Table with 3 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Includes Class 'A', 'B', and 'C' rates.

ANNOUNCEMENTS: All announcements subject to approval of station management and limited to 75 words. Quantity discounts do not apply on spot announcements.

REMOTE CONTROL: Programs which are broadcast from points outside of main studios will be subject to special charges.

WINDSOR C K L W: Rates effective September 18, 1939. Owned and operated by Western Ontario Broadcasting Co., Ltd.

ANNOUNCEMENTS: All announcements subject to approval of station management and limited to 75 words. Quantity discounts do not apply on spot announcements.

REMOTE CONTROL: Programs which are broadcast from points outside of main studios will be subject to special charges.

WINDSOR C K L W: Rates effective September 18, 1939. Owned and operated by Western Ontario Broadcasting Co., Ltd.

ANNOUNCEMENTS: All announcements subject to approval of station management and limited to 75 words. Quantity discounts do not apply on spot announcements.

REMOTE CONTROL: Programs which are broadcast from points outside of main studios will be subject to special charges.

WINDSOR C K L W: Rates effective September 18, 1939. Owned and operated by Western Ontario Broadcasting Co., Ltd.

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 minutes. Includes Special Features and Special Rates for Three Times per Week.

These special rates are subject to the following discounts on contracts: 13 weeks—5%, 26 weeks—15%, 52 weeks—20%.

Table with 3 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Includes Class 'A' and Class 'B' rates.

Table with 3 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Includes Class 'C' rates.

ANNOUNCEMENTS: 100 word maximum except evening chain breaks, 30 words maximum allowed on evening chain breaks after 6:00 p.m.

SPECIAL FEATURES: Happy Joe—6:00 a.m. to 9:15 a.m. week days; Myrtle Lablitt's Home Chats—Approximately 9:30 a.m. week days.

The following rates are for Canadian advertisers whose distribution is exclusively in Canadian provinces only.

Table with 3 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. Includes Class 'A', 'B', and 'C' rates.

ANNOUNCEMENTS: All announcements subject to approval of station management. Each announcement up to 6:00 p.m.—2.00.

RECORDED PROGRAMS: Regular time charges apply. Restricted to certain hours. REMOTE CONTROL: Additional charges are made for programs originating outside of station studios.

WINDSOR C K L W: Rates effective September 18, 1939. Owned and operated by Western Ontario Broadcasting Co., Ltd.

ANNOUNCEMENTS: All announcements subject to approval of station management and limited to 75 words. Quantity discounts do not apply on spot announcements.

REMOTE CONTROL: Programs which are broadcast from points outside of main studios will be subject to special charges.

WINDSOR C K L W: Rates effective September 18, 1939. Owned and operated by Western Ontario Broadcasting Co., Ltd.

ANNOUNCEMENTS: All announcements subject to approval of station management and limited to 75 words. Quantity discounts do not apply on spot announcements.

ONTARIO—Continued

WINGHAM

C KNX

(Established 1926)

Rates effective July 15, 1941. Owned and operated by W. T. Crulckshank and B. Howard Bedford. Business Office and Studio—Josephine St., Wingham, Ontario, telephone 158. Transmitter—Belgrave, Ontario. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 326.1 meters; 920 kilocycles. Operates on Eastern Standard Time. Actual operating schedule: 7:15 a.m. to 11:00 p.m. Commission and Cash Discount Agency commission 15% to recognized agencies. All accounts must be settled by the 20th of month following service.

Table with advertising rates for Wingham, listing spots from 1 to 100 words and hours from 1 to 1/4.

SPECIAL FEATURES

Canadian Farm and Home Hour: 12:00 noon to 12:45 p.m. daily, participating announcements at regular rates. (KNX Breakfast Club: 8:00 a.m. to 9:00 a.m. daily, participating announcements at regular rates.

POLITICAL TALKS

No serial discounts allowed on political broadcasting.

REMOTE CONTROL

Stations maintains own lines to all principal local points for the use of which there is no charge. Out-of-town facilities can be arranged upon 20 hours notice.

SERVICE FACILITIES

Complete service at no charge, including press publicity, station build-up, dealer letters and dealer displays.

Contract and Other Requirements All programs and contracts subject to approval of the Canadian Broadcasting Corporation and radio branch, Department of Transport. Proprietary medicine accounts subject to approval of Department of National Health and Pensions. All contingencies subject to approval of the program director.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

Personnel General Manager—W. T. Crulckshank. Com. Dir. & Prom. Mgr.—James Maxwell. Production Director—John Crulckshank. Representatives Toronto—J. L. Alexander, 100 Adelaide St., West.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

C FCY

(Established 1924)

Rates effective July 1, 1941. Owned and operated by Island Radio Broadcasting Company, Ltd. Business Office and Studios—8-9 Brace Building, Charlottetown, P. E. I., telephone 741. Transmitter—West Royalty, P. E. I. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 476.2 meters; 630 kilocycles. Licensed to operate on cleared regional channel. Operates on Atlantic Standard Time. Daylight Savings Time not observed. Actual operating schedule: Daily 8:00 a.m. to 12:00 midnight.

Commission and Cash Discount Agency commission 15% to agencies recognized by station, on time only. All bills rendered on day following broadcasting; payable 30 days net. No cash discounts.

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network).

Table with advertising rates for Charlottetown, listing spots from 1 to 100 words and hours from 1 to 1/4.

SPOT ANNOUNCEMENTS Spot announcements immediately preceding and/or following newscasts, premium charge 25%. Accepted before 7:30 p.m. and as "spots" only, not

subject to placement at any definite times. (6:00 p.m. to 12:00 midnight) 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. (*) 1 minute (approximately 100 words) 6.50 6.30 6.00 5.70 5.35 5.00 (All other hours) 1 minute (approximately 100 words) 6.00 5.70 5.40 5.10 4.80 4.50 (*) Daily for one year. SPECIAL FEATURES Women at Home Hour: 10:00 a.m. to 11:00 a.m. Home Forum: 11:00 a.m. to 11:15 a.m. News-cast: 8:45 a.m., 2:45 p.m., 3:45 p.m., 7:30 p.m. Sports Broadcasts: Information on request.

ELECTRICAL TRANSCRIPTIONS Transcription library services available—rates and details on request. REMOTE CONTROL Remote control broadcasts can be arranged. Rates on request.

Contract and Other Requirements Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract, through one advertising agency, and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast.

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

Personnel Pres. and Man. Director—Lt. Col. Keith S. Rogers. Station Manager—L. A. McDonald. Chief Engineer—M. H. F. Young. Representatives Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

SUMMERSIDE

C HGS

(Established 1926)

Rates effective July 1, 1931. Owned and operated by Radio Broadcasting Division, Business Office and Studio—Holman Bldg., 190 Water Street, Summerside, P. E. I., telephone 134. Transmitter—Holman Bldg., Summerside, P. E. I.

Wave—Power—Time Operating power—100 watts. 202.7 meters; 1480 kilocycles. (100% modulation—manual control.) Licensed to operate full time on regional channel. Operates on Atlantic Standard Time. Daylight Savings Time observed.

Actual operating schedule: Sunday 11:00 a.m. to 1:00 p.m., 3:30 p.m. to 9:00 p.m. Week days 7:30 a.m. to 8:30 a.m., 10:30 a.m. to 2:30 p.m., 4:00 p.m. to 9:00 p.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount. Invoices mailed 1st of each month.

General Advertising MUSICAL ENTERTAINMENT PROGRAMS (After 6:00 p.m.) 1 tl. 13 tl. 26 tl. 52 tl. 104 tl.

Table with advertising rates for Summerside, listing spots from 1 to 100 words and hours from 1 to 1/4.

ANNOUNCEMENTS AND TALKS Announcements accepted before 7:00 p.m. Price quoting not permitted. Maximum 100 words.

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP Domestic Science, Time Signals, News, Agricultural News and Markets, Children's Story, Daily Scrap Book—rates and details on request.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP The Eye Opener: One-half hour program from 7:30 a.m. to 8:00 a.m. Advertiser allowed 100 words, minimum 12 times, per broadcast 2.00.

Good Morning, Neighbor: One hour program from 10:30 a.m. to 11:30 a.m. Advertiser allowed 100 words, minimum 12 times, per broadcast 2.00.

Rural program: 1/2 hour program from 11:30 a.m. to 12:00 noon. Advertiser allowed 75 words. Minimum 12 times. 1 tl. 26 tl. 78 tl. 156 tl. Per broadcast 2.00 1.50 1.70 1.50

RECORDED PROGRAMS Regular time charges apply to recorded programs. Accepted up to 8:30 p.m.

TALENT Talent rates on application.

REMOTE CONTROL All wire and mechanical charges for remote control are additional.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Station announcers supplied without extra charge. The services of the station are at the disposal of broadcasters without charge for arranging programs. All proposals subject to prior booking of time. All contracts subject to the station owner's approval and governmental regulations. The right is reserved to refuse or discontinue any advertising for reasons satisfactory to the management.

All programs must conform to the standards of the station. Music and continuity subject to the station's approval.

Closing Time Talent programs close two weeks in advance of broadcast for inclusion in publicity releases. Final closing one week. Announcements, talks and recorded programs close one week in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel Manager—R. L. Mollison. Program Director—C. F. MacCaull.

QUEBEC

CHICOUTIMI

C B J

Rates effective October 1, 1938. (Card No. 2.) Operated by the Canadian Broadcasting Corporation, Business Office and Studios—Chicoutimi, Quebec, telephone 155. Transmitter—Chicoutimi, Quebec. Wave—Power—Time Actual operating power—250 watts. (100% modulation—crystal control.) 241.9 meters; 1240 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time observed. Actual operating schedule: 8:00 a.m. to 12:00 p.m. night.

Commission and Cash Discount Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash account. Bills due and payable when rendered.

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Quebec Regional Network). Rates include charges by owners of music copyright except on music not covered by licenses or agreements with station.

Table with advertising rates for Quebec, listing spots from 1 to 100 words and hours from 1 to 1/4.

Table with advertising rates for Quebec, listing spots from 1 to 100 words and hours from 1 to 1/4.

ANNOUNCEMENTS Day or night service reserved to a single client. For service consists of three announcements of 25 words maximum and one announcement of 50 words which may not be made between 6:30 p.m. and 11:00 p.m. The Sunday announcements are limited to the attention of the sponsor's name.

Table with advertising rates for Quebec, listing spots from 1 to 100 words and hours from 1 to 1/4.

RECORDED PROGRAMS Accepted until 7:30 p.m.

ELECTRICAL TRANSCRIPTIONS Accepted up to 7:30 p.m. at regular rates.

REMOTE CONTROL Programs broadcast through remote control are in effect to additional charges.

Contract and Other Requirements Alcoholic beverage advertising not accepted. Broadcast rates do not include artists' fees. All programs subject to the regulations of the Canadian Broadcasting Corporation and approval of the Commercial Department.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

Personnel Station Manager—Vilmond Fortin.

HULL

C KCH

(Established 1933)

Rates effective January 1, 1941. (Card No. 1.) Owned and operated by CKCH Broadcasting Co., L., Business Office and Studio—98 Georges St., Ottawa, Ontario. Other Studio—85 Champlain Avenue, Hull, Quebec. Transmitter—One mile outside Hull, Quebec. Wave—Power—Time Operating power—100 watts. (100% modulation—crystal control.) 241.9 meters; 1240 kilocycles. Licensed to operate on regional channel. Operates on Eastern Standard Time. Actual operating schedule: Sunday 11:30 a.m. to 11:30 p.m. Week days 7:45 a.m. to 11:30 p.m.

Commission and Cash Discount Agency commission 15% to recognized advertising agencies on station time only. No cash discount. No commission on talent. Invoices mailed last month following broadcast.

General Advertising CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

Table with advertising rates for Hull, listing spots from 1 to 100 words and hours from 1 to 1/4.

CLASS "B" (12:00 noon to 1:30 p.m., 5:00 p.m. to 6:00 p.m. and Sunday before 6:00 p.m.)

Table with advertising rates for Hull, listing spots from 1 to 100 words and hours from 1 to 1/4.

(This listing continued on next page)

QUEBEC—Continued

HULL—Continued
C K C H—Continued

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'C' and CLASS 'A'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'A' and CLASS 'B'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'B' and CLASS 'C'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'C' and SPECIAL FEATURES.

POLITICAL BROADCASTS
RECORDED PROGRAMS
TALENT

REMOTE CONTROL
Mechanical Program Equipment

Business Manager—Georges Bourassa.

MONTREAL

C B F

Business Manager—Georges Bourassa.

Operating power—50,000 watts.
100% modulation—crystal control.

Commission and Cash Discount
Agency commission 15% allowed to recognized agencies on net charges for station time.

General Advertising
For combination rates see listings of National Broadcasting Company (Supplementary Canadian Service with Blue and Red Networks) and Canadian Broadcasting Corporation (Quebec Regional Network).

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'A' and CLASS 'B'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'B' and CLASS 'C'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'C' and CLASS 'D'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'D' and SPECIAL FEATURES.

Special Features
Time Signals: Any or evening service exclusive to one advertiser.

Evening signals heard prior to 7:30 p.m. and after 11:30 p.m. are limited to 20 words.
CLASS 'A' (7:00 p.m. to 11:30 p.m.)

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'A' and CLASS 'B'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'B' and CLASS 'C'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'C' and CLASS 'D'.

ELECTRICAL TRANSCRIPTIONS
Accepted during Classes "B," "C," and "D."

Contract and Other Requirements
Alcoholic beverage advertising not accepted.

Commercial Manager—J. Art Dupont.

CBM

Business Office and Studios—King's Hall Bldg., 1231 St. Catharine Street West, Montreal, Quebec.

Operating power—5,000 watts.
100% modulation—crystal control.

Commission and Cash Discount
Agency commission 15% allowed to recognized agencies on net charges for station time.

General Advertising
For combination rates see listings of National Broadcasting Company (Supplementary Canadian Service with Red Network) and Canadian Broadcasting Corporation (Quebec Regional Network).

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'A' and CLASS 'B'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'B' and CLASS 'C'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'C' and CLASS 'D'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'D' and SPECIAL FEATURES.

Special Features
Time Signals: (After 8:00 p.m.)

Commercial Manager—J. Art Dupont.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'A' and CLASS 'B'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'B' and CLASS 'C'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'C' and CLASS 'D'.

ELECTRICAL TRANSCRIPTIONS
Accepted during Classes "B," "C," and "D."

Contract and Other Requirements
Alcoholic beverage advertising not accepted.

Commercial Manager—J. Art Dupont.

CFCF



Owned and operated by Canadian Marconi Company.
Business Office and Studio—King's Hall Building, 1231 St. Catharine Street, West, Montreal, Quebec.

Operating power—500 watts.
100% modulation—crystal control.

Commission and Cash Discount
Agency commission 15% allowed to recognized agencies on net charges for station time.

General Advertising
For combination rates see listings of National Broadcasting Company (Canadian Service with Blue Network).

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'A' and CLASS 'B'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'B' and CLASS 'C'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'C' and CLASS 'D'.

Table with 5 columns for time slots and 5 columns for rates. Includes CLASS 'D' and ANNOUNCEMENTS.

Announcements not to exceed 75 words.
After 5:00 p.m. daily, each..... 10.00

For Ladies Only—Morning feature, each announcement..... 15.00
Flash Announcements—20 words maximum at special positions in daily schedule:

8:00 a.m. to 5:00 p.m. daily, each..... 7.50
After 5:00 p.m. daily, each..... 11.00

Announcements not accepted for broadcasting on Sundays, and between 7:30 p.m. and 11:00 p.m. week days.
Discounts on Announcements

26 times..... 5%
52 times..... 10%
100 times..... 15%
260 times..... 20%

POLITICAL SPEECHES
Rates on request.
ELECTRICAL TRANSCRIPTIONS
Electrical transcription library service available to advertisers at the following rates:

QUEBEC—Continued

MONTREAL—Continued

**C F C F—Continued
TALENT**

Rates on request.

REMOTE CONTROL

Remote control line and pick-up charges on request.

SERVICE FACILITIES

Service of program department and announcers in arranging and presenting programs are included without extra charge. Services of Engineering Department available to advertisers.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Program charges are additional to broadcasting rates and are not subject to discount.

All programs are subject to the approval of the Canadian Marconi Company and to conditions and terms detailed on contract.

Mechanical Program Equipment

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

Personnel

Station Manager—James A. Shaw.

Promotion Director—E. H. Smith.

Commercial Manager—M. J. Humphreys.

Representatives

New York, Chicago, Detroit, San Francisco—Weed & Company.

Toronto, Winnipeg, Vancouver—All-Canada Radio Facilities, Ltd.

CHLP

(Established 1939)

Rates effective September 1, 1941.

Owned and operated by LaPatrie, Montreal, Quebec. Business Office & Studio—Sun Life Bldg., Montreal, Quebec, Plateau 6225.

Transmitter—Ville St. Michel, Quebec.

Wave—Power—Time

Operating power—250 watts.

(100% modulation—crystal control.)

201.3 meters; 1490 kilocycles.

Licensed to operate full time on cleared channel. Operates on Eastern Daylight Saving Time.

Actual operating schedule: Sundays 5:00 p.m. to 12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15%. No cash discount on broadcasting rates. Bills due and payable when rendered, or in advance, according to contract. Invoices mailed weekly. Commission does not apply to talent, line charges or remote control charges.

General Advertising

CLASS "A"

(7:00 p.m. to 12:00 midnight)

1 hr. 1 tr. 13 tr. 26 tr. 52 tr. 104 tr. 250 tr.

1/2 hour..... 75.00 71.25 67.50 63.75 60.00 56.25

1/4 hour..... 40.00 38.00 36.00 34.00 32.00 30.00

5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

CLASS "B"

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

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..... 22.00 20.90 19.80 18.70 17.60 16.50

5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "C"

(7:00 a.m. to 2:00 p.m.)

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

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

1/4 hour..... 20.00 19.00 18.00 17.00 16.00 15.00

5 minutes 8.00 7.60 7.20 6.80 6.40 6.00

CLASS "D"

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

1 hour..... 40.00 38.00 36.00 34.00 32.00 30.00

1/2 hour..... 35.00 33.75 32.50 31.25 30.00 28.75

1/4 hour..... 22.00 21.40 20.80 20.20 19.60 19.00

5 minutes 7.00 6.65 6.30 5.95 5.60 5.25

ANNOUNCEMENTS

Spot announcements not accepted on Sundays and between 7:30 p.m. and 11:00 p.m. week days. Announcements not to exceed 75 words.

Table with 2 columns: Announcement type and rate. Includes each announcement (7.00), transcribed announcement (10.00), and transcribed announcement of one minute or less (9.00, 12.00).

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Recorded programs exceeding 1/2 hour not accepted. Rental charge for records—1/2 hour 2.00; 1/4 hour 1.00.

POLITICAL TALKS

Class "A" rates apply.

TALENT

Talent rates on application.

REMOTE CONTROL

Programs broadcast through remote control subject to additional special charges.

SERVICE FACILITIES

Service of program department and announcers (French and English) in the arranging and presenting of programs are included without extra charge.

Contract and Other Requirements

Advertising of beer and wine accepted. Commercial talks not accepted. Broadcast advertising rates do not include artists' fees. All programs subject to the approval of the station director. Radio advertising contracts subject to the terms of the company's several licenses and to all Dominion and Provincial laws or regulations now or hereafter in force.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Director—Marcel Lefebvre.

Representatives

United States—Joseph Hershey McGillivra. Toronto—James L. Alexander, 100 Adelaide St.



YOUR welcome will be sincere, your message will receive courteous attention, if you meet the people of French Canada through radio station CKAC.

Long known and esteemed by Jean-Baptiste, speaking his language and understanding his problems, station CKAC enjoys a unique position in the life of French Quebec. The French Canadian, who listens to his radio in a ratio of 3 to 2 compared with his English compatriot, listens to CKAC far more often than to any other station. His radio, with his fireside, is the centre of his life. He is a regular and a loyal listener.

He is a buyer, too. Today he has money to spend. The purchases of Quebec's more than two and a half million French Canadians represent an 85% slice of a retail market which amounts to \$600,000,000 annually.

It will pay you to cultivate the friendship of French Canada.

CKAC

COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives — Canada:

C. W. Wright, Victory Building, Toronto, Ont.

United States:

Joseph H. McGillivra

CKAC

(Established 1922)



COLUMBIA AFFILIATE

Rates effective March 1, 1941.

Owned and operated by La Compagnie De Publication De La Presse, Ltee. Business Office and Studios—880 St. Catharines West, Montreal, Quebec, Marquette 3611.

Other Studios—Saint St., Suplice, Palestra Nationale, Tudor Hall, and Mount Royal Hotel, Montreal. Transmitter—St. Hyacinthe, Quebec.

Wave—Power—Time

Operating power—5,000 watts.

(100 modulation.)

411 meters; 730 kilocycles.

Operates on Eastern Time. Daylight Saving Time observed. Actual operating schedule: Sundays 9:00 a.m. to 1:30 a.m. Week days 7:00 a.m. to 1:00 a.m.

Commission and Cash Discount

Agency commission 15%. Commission does not apply on talent unless otherwise arranged. No cash discount. Terms, net 10 days, following 1st of following month. Invoices mailed monthly.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Canadian Group). Rates are for total number of broadcasts under contract within one year, but in no case does a series of discounts apply to less than one broadcast per week.

Actual broadcasting time is: 1 hour, 59:30; 3/4 hour 44:30; 1/2 hour, 29:30; 1/4 hour, 14:30; 5 minutes 4:30.

CLASS "A"

(7:00 p.m. to 10:30 p.m. week days and Sundays)

1 hr. 1 tr. 13 tr. 26 tr. 52 tr. 104 tr. 250 tr.

3/4 hour..... 165.00 156.75 148.50 140.25 132.00 123.75

1/2 hour..... 132.00 125.40 118.80 112.20 105.60 99.00

1/4 hour..... 99.00 94.05 89.10 84.15 79.20 74.25

10 minutes 59.00 56.05 53.10 50.15 47.20 44.25

5 minutes 33.00 31.35 29.70 28.05 26.40 24.75

CLASS "B"

(6:00 p.m. to 7:00 p.m., 10:30 p.m. to 11:30 p.m. week days and Sundays and 6:00 p.m. to 11:30 p.m. Saturdays)

1 hour..... 138.00 131.40 124.20 117.30 110.40 103.50

3/4 hour..... 110.40 104.90 99.35 93.85 88.30 82.80

1/2 hour..... 82.80 78.65 74.50 70.40 66.25 62.10

1/4 hour..... 49.00 46.55 44.10 41.65 39.20 36.75

10 minutes 35.00 33.25 31.50 29.75 28.00 26.25

5 minutes 27.60 26.20 24.85 23.45 22.10 20.75

CLASS "C"

(9:00 a.m. to 6:00 p.m. Sundays)

1 hour..... 110.00 104.50 99.00 93.50 88.00 82.50

3/4 hour..... 87.00 80.75 74.50 72.25 68.00 63.75

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

1/4 hour..... 33.00 31.35 29.70 28.05 26.40 24.75

10 minutes 25.00 23.75 22.50 21.25 20.00 18.75

5 minutes 22.00 20.90 19.80 18.70 17.60 16.50

CLASS "D"

(8:00 a.m. to 2:00 p.m. and 4:00 p.m. to 6:00 p.m. week days)

1 hour..... 82.00 77.90 73.80 69.70 65.60 61.50

3/4 hour..... 62.00 58.90 55.80 52.70 49.60 46.50

1/2 hour..... 44.00 41.80 39.60 37.40 35.20 33.00

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 18.00 17.10 16.20 15.30 14.40 13.50

CLASS "E"

(Sign-on to 8:00 a.m., 2:00 p.m. to 4:00 p.m. and 11:30 p.m. to sign-off week days)

1 hour..... 75.00 71.25 67.50 63.75 60.00 56.25

3/4 hour..... 60.00 57.00 54.00 51.00 48.00 45.00

1/2 hour..... 40.00 38.00 36.00 34.00 32.00 30.00

1/4 hour..... 25.00 23.75 22.50 21.25 20.00 18.75

10 minutes 19.00 18.05 17.10 16.15 15.20 14.25

5 minutes 17.00 16.15 15.30 14.45 13.60 12.75

ANNOUNCEMENTS

Announcements exceeding 50 words not accepted between 7:00 p.m. and 7:30 p.m. Spot announcements not accepted on Sundays. (After 6:00 p.m.)

100 words..... 18.00

50 words..... 14.00

Transcribed announcements of 1 minute or less 20.00

Transcribed announcements of 30 seconds or less 16.00 (Before 6:00 p.m.)

100 words..... 12.00

50 words..... 10.00

Transcribed announcements of 1 minute or less 14.00

Transcribed announcements of 30 seconds or less 12.00 (Before 6:00 p.m.)

Discounts on Announcements

52 or more within 3 months..... 5%

150 or more within 6 months..... 10%

300 or more within 1 year..... 15%

Maximum discounts allowed on announcements 15%

Announcement discounts cannot be combined with time discounts to increase total earned discount

either or both. Retroactive discount does not apply to announcement contract renewal.

SPECIAL FEATURES

Time Reports: Between 7:30 p.m. and 11:00 p.m.

25 words (maximum)..... 25.00

15 words..... 20.00

RECORDED PROGRAMS

Rental charge for stock records as follows: 1/4 hour 1.00; 1/2 hour 2.00. Recorded programs exceeding 1-hour not accepted.

Transcription library service rates: 1/4 hr. 1/2 hr. 1 hr.

1 time..... 5.00 7.50 10.00

13 times..... 4.75 7.00 9.25

26 times..... 4.50 6.50 8.50

52 times..... 4.25 6.00 7.75

100 times..... 4.00 5.50 7.00

200 times..... 3.00 5.00 6.00

300 times..... 2.00 4.00 5.00

Equipped to record all types of shows or announcements. Rates on request.

POLITICAL SPEECHES

Class "A" rates apply. (This listing continued on next page)

QUEBEC—Continued

MONTREAL—Continued

C K A G—Continued

TALENT

Rates on request. Talent can be furnished by client when desired...

Facilities are available for picking up broadcasts from any point. Remote control subject to additional special charges.

Service Facilities Program department, publicity department, promotion department...

Advertising of beer and wine accepted. Program rates are for the facilities of the station only...

Mechanical Program Equipment Equipped to handle programs by electrical transcription...

Personnel Managing Director—Dr. Charles Houde. Representatives Montreal, Toronto, Winnipeg and Vancouver...

Canadian Sales—Hon. P. R. Du Tremblay. Director—Phil Lalonde. National Sales—Lou Leprohon.

QUEBEC CBV

Rates effective October 1, 1938. (Card No. 3.) Operated by the Canadian Broadcasting Corporation...

NEW CARLISLE CHNC

(Established 1933) Rates effective April 1, 1941. Owned and operated by the Gasposita Radio Broadcasting Company, Ltd.

Class 'A' (7:00 p.m. to 11:00 p.m.) 1 hour... 70.00 60.50 53.00 46.00

Class 'B' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 40.00 38.00 30.00 24.00

Class 'C' (7:30 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight) 1 hour... 35.00 33.25 31.50 29.75

Class 'D' (2:00 p.m. to 5:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Special Features Time Signals—Day or evening service exclusive to one advertiser. Each service consists of three Time Signals...

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Quebec Regional Network).

Class 'A' (6:30 p.m. to 12:00 midnight and all day Sunday) 1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 250 tl. or more

Class 'B' (7:30 a.m. to 5:30 p.m. week days) 1 hour... 30.00 28.50 27.00 25.50

Announcements Class 'A' (5:30 p.m. to 7:30 p.m.) 100 words... 5.00 4.75 4.50

Class 'B' (7:30 a.m. to 5:30 p.m.) 100 words... 4.00 3.80 3.60

Class 'C' (7:30 a.m. to 11:30 a.m. and 11:30 a.m. to 1:30 p.m.) 100 words... 5.00 4.75 4.50

Class 'D' (2:00 p.m. to 5:00 p.m.) 100 words... 4.00 3.80 3.60

Class 'E' (7:30 a.m. to 11:30 a.m. and 11:30 a.m. to 1:30 p.m.) 100 words... 5.00 4.75 4.50

Class 'F' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 100 words... 4.00 3.80 3.60

Class 'A' (6:00 p.m. to 12:00 midnight and all day Sunday) 1 hr. 13 tl. 26 tl. 52 tl. 104 tl.

Class 'B' (7:30 a.m. to 5:30 p.m. week days) 1 hour... 30.00 28.50 27.00 25.50

Class 'C' (7:30 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight) 1 hour... 35.00 33.25 31.50 29.75

Class 'D' (2:00 p.m. to 5:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'E' (7:30 a.m. to 11:30 a.m. and 11:30 a.m. to 1:30 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'F' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'G' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'H' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'I' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

General Advertising

Rates are for total number of broadcasts under contract within one year, but in no case does a series of discounts apply to less than one broadcast per week.

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and rates for weekdays and Sundays.

Announcements No quantity discounts on brief announcements. (After 6:00 p.m.) 100 words or 1 minute... 7.50

Recorded Programs Commercial records from station library supplied free of charge for program broadcasts.

Removal of Political Broadcasts Political Broadcasts 100 words... 1.00

Class 'A' (6:00 p.m. to 12:00 midnight and all day Sunday) 1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 250 tl. or more

Class 'B' (7:30 a.m. to 5:30 p.m. week days) 1 hour... 30.00 28.50 27.00 25.50

Class 'C' (7:30 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight) 1 hour... 35.00 33.25 31.50 29.75

Class 'D' (2:00 p.m. to 5:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'E' (7:30 a.m. to 11:30 a.m. and 11:30 a.m. to 1:30 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'F' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'G' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'H' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'I' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'J' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'K' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'L' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'M' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

CKCV

Rates effective August 1, 1938. Owned and operated by CKCV, Ltd. Business Office and Studio—Capitol Theatre Building...

Class 'A' (6:00 p.m. to 12:00 midnight and all day Sunday) 1 hr. 13 tl. 26 tl. 52 tl. 104 tl.

Class 'B' (7:30 a.m. to 5:30 p.m. week days) 1 hour... 30.00 28.50 27.00 25.50

Class 'C' (7:30 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight) 1 hour... 35.00 33.25 31.50 29.75

Class 'D' (2:00 p.m. to 5:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'E' (7:30 a.m. to 11:30 a.m. and 11:30 a.m. to 1:30 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'F' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

Class 'G' (12:00 noon to 2:00 p.m.; 5:00 p.m. to 7:00 p.m.) 1 hour... 30.00 28.50 27.00 25.50

CHRC

(Established 1926) Rates effective April 1, 1939. Owned and operated by CHRC, Limited. Studios—Victoria Hotel, Quebec, Quebec, telephone 2-8178.

Class 'A' (6:00 p.m. to 12:00 midnight and all day Sunday) 1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 250 tl. or more

Class 'B' (7:30 a.m. to 5:30 p.m. week days) 1 hour... 30.00 28.50 27.00 25.50

Class 'C' (7:30 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight) 1 hour... 35.00 33.25 31.50 29.75

QUEBEC—Continued

C K C V—Continued

Contract and Other Requirements
All continuities subject to the approval of station management and must comply with the rules and regulations of the Canadian Broadcasting Corp.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Manager—Paul LePage
Sales Manager—Lucien A. Bernier.
Representatives
None.

RIMOUSKI

C J B R

(Established 1937)

Rates effective April 1, 1941. (Card No. 3.)
Owned and operated by Lower St. Lawrence Power Company.
Business Office and Studio—Power Bldg., St. John Street, Rimouski, Quebec, telephone 396.
Transmitter—Noire-Dame du Sacre-Coeur, Quebec.

Wave—Power—Time
Operating power—1,000 watts.
(Crystal control.)
333.3 meters; 900 kilocycles.
Licensed to operate full time.
Operates on Eastern Standard Time. Daylight Saving Time observed.
Actual operating schedule: Sunday 8:45 a.m. to 11:30 p.m. Week days 7:45 a.m. to 11:30 p.m.

Commission and Cash Discount
Agency commission 15% to all recognized advertising agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Invoices are mailed first of each month. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Quebec Regional Network). Rates include charges by owners of music copyrights. In no case does a series of discounts apply to broadcasts numbering less than one per week.
The following rates apply daily except Sunday. For Sunday rates consult station management.

CLASS "A"					
(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 11:30 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.		
Less than 13 times.....	50.00	30.00	20.00		
13 to 25 times.....	47.50	28.50	19.00		
26 to 51 times.....	45.00	27.00	18.00		
52 to 100 times.....	42.50	25.50	17.00		
*101 to 249 times.....	40.00	24.00	16.00		
*250 times.....	37.50	22.50	15.00		

CLASS "B"					
(8:00 a.m. to 11:30 a.m. and 1:30 p.m. to 5:30 p.m.)					
	1 hr.	1/2 hr.	1/4 hr.		
Less than 13 times.....	30.00	18.00	12.00		
13 to 25 times.....	28.50	17.10	11.40		
26 to 51 times.....	27.00	16.20	10.80		
52 to 100 times.....	25.50	15.30	10.20		
*101 to 249 times.....	24.00	14.40	9.60		
*250 times.....	22.50	13.50	9.00		

SPOT ANNOUNCEMENTS
100 words or less; announced at selected periods up to 7:00 p.m., 6.00. No serial discounts on spots.

SPECIAL FEATURES
Time Signals—Limit 25 words.
(5:30 p.m. to 11:30 p.m.)
Four daily for three months, per month..... 160.00
Four daily for six months, per month..... 136.00
Four daily for twelve months, per month..... 120.00
(9:00 a.m. to 5:30 p.m.)
Four daily for three months, per month..... 128.00
Four daily for six months, per month..... 112.00
Four daily for twelve months, per month..... 96.00
Weather or temperature reports: Three daily at selected periods (not between 7:00 p.m. to 11:30 p.m.) at same monthly rates as for time signals during same hours.

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B" periods only at regular rates. Complete sound effects library available. Recording equipment available.

Contract and Other Requirements
All continuities subject to the approval of station management and must comply with the rules and regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Manager—G. A. Lavole.
Representatives
Toronto—H. N. Stovin.
Montreal—All-Canada Radio Facilities, Ltd.

ROUYN

CKRN

(Established 1939)

Rates effective May 1, 1941.
Owned and operated by Northern Broadcasting & Publishing Ltd.
Business Office and Studio—Reilly Building, Rouyn, Quebec.
Transmitter—Rouyn, Quebec.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Eastern Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15% to all recognized advertising agencies on time and talent. Bills due and payable when rendered. Invoices mailed 1st of each month.

General Advertising
Rates listed are based on the total number of broadcasts under contract within one year, but in no case does a series of discounts apply to less than one broadcast per week.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and all day Sundays)						
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1/2 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
1/4 hour.....	16.00	15.20	14.40	13.60	12.80	12.00
10 minutes.....	12.00	11.40	10.80	10.20	9.60	9.00
5 minutes.....	8.00	7.60	7.20	6.80	6.40	6.00

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)						
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1/2 hour.....	14.40	13.68	12.96	12.24	11.52	10.80
1/4 hour.....	9.60	9.12	8.64	8.16	7.68	7.20
10 minutes.....	7.20	6.84	6.48	6.12	5.76	5.40
5 minutes.....	4.80	4.56	4.32	4.08	3.84	3.60

SPOT ANNOUNCEMENTS

CLASS "A"			
(6:00 p.m. to 7:30 p.m.)			
	1 tl.	52 tl.	100 tl.
Each.....	5.00	4.75	4.50

CLASS "B"

(7:00 a.m. to 6:00 p.m.)			
	1 tl.	52 tl.	100 tl.
Each.....	4.00	3.80	3.60

Chain breaks not to exceed 25 words. Same rate and discount as spot announcements.

DISCOUNTS
Quantity discounts apply where a contract is signed or an order given for a period not to exceed one year.

SPECIAL FEATURES
Time signals—Limited to 35 words, per month 50.00; each additional signal thereafter 40.00; minimum contract three months.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on request.

REMOTE CONTROL
Facilities are available for picking up broadcasts from any point served by telephone or telegraph lines.

Contract and Other Requirements
All continuities and announcements subject to the approval of the station and the rules and regulations of the Canadian Broadcasting Corporation. No charge attached to preparation or re-adaptation of continuities into French. Sponsored programs and network take preference over announcements. Station reserves the right to give announcements best alternative times available without notification.

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

Personnel
General Manager—Jack K. Cooke.
Manager—J. O. Tardif.
Commercial Manager—Jean Legault.
Program Director—Don Insley.
Chief Engineer—B. Crump.

Branch Offices
Toronto—80 Richmond St. W., Elgin 2461 (G. E. Tonkin)
Montreal—1440 St. Catharines St., Harbour 3051 (R. A. Leslie).

Representatives
Canada—All-Canada Radio Facilities.
U. S.—Weed & Company.

STE ANNE de la POCATIÈRE

CHGB

(Established 1938)

Rates effective September 1, 1941.
Rates received September 11, 1941.
Owned and operated by CHGB, Inc.
Studio—Ste Anne de la Pocatière, Quebec.
Transmitter—Ste Anne de la Pocatière, Quebec.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Actual operating schedule: Week days 7:00 a.m. to 11:00 p.m. Sundays 12:00 noon to 12:00 midnight.

Commission and Cash Discount
Agency commission —; cash discount —.

General Advertising

CLASS "A"

(6:00 p.m. to 10:00 p.m. and all day Sunday)						
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	25.00	23.75	22.50	21.25	20.00	18.75
1/2 hour.....	15.00	14.25	13.50	12.75	12.00	11.25
10 minutes.....	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
5 minutes.....	5.00	4.75	4.50	4.25	4.00	3.75

CLASS "B"

(Before 6:00 p.m. and 10:00 p.m. to 12:00 midnight week days)						
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	15.00	14.25	13.50	12.75	12.00	11.25
1/2 hour.....	9.00	8.55	8.10	7.65	7.20	6.75
10 minutes.....	6.00	5.70	5.40	5.10	4.80	4.50
5 minutes.....	4.50	4.28	4.05	3.83	3.60	3.38
5 minutes.....	3.00	2.85	2.70	2.55	2.40	2.25

SPOT ANNOUNCEMENTS

CLASS "A"			
(6:00 p.m. to 10:00 p.m. and all day Sunday)			
	1 tl.	13 tl.	26 tl.
100 words or 1 minute.....	3.00	2.85	2.70
50 words or 1/2 minute.....	2.00	1.90	1.80
1 minute.....	1.70	1.60	1.50

CLASS "B"

(Before 6:00 p.m. and 10:00 p.m. to 12:00 midnight week days)			
	1 tl.	13 tl.	26 tl.
100 words or 1 minute.....	2.00	1.90	1.80
50 words or 1/2 minute.....	1.50	1.42	1.35
1 minute.....	1.27	1.20	1.12

SPECIAL FEATURES
Time Signals, Weather Reports, etc., with 30 word commercial announcement, daily except Sunday:
1 time, per month..... 20.00
2 times, per month..... 30.00
3 times, per month..... 40.00

Contract and Other Requirements
Programs entirely in French.

Personnel
Station Manager—G. Thomas Desjardins.
Program Director—Laval Raymond.
Sales Department—George H. Bouchard.

Representatives
U. S.—Joseph Hershey McGillivray.
Montreal and Toronto—H. N. Stovin.

SHERBROOKE

CHLT

(Established 1937)

Rates effective April 1, 1937.
Owned and operated by La Tribune, Limited.
Business Office and Studio—La Tribune Building, Sherbrooke, Quebec, telephone 2071.
Transmitter—Three miles from the center of the city of Sherbrooke.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate on local channel. Operates Eastern Standard Time. Daylight Saving Time observed.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:30 a.m. to 12:00 midnight.

Commission and Cash Discount
Agency commission 15%. Commission does not apply on talent. No cash discount.

General Advertising
Supplementary outlet with English Network of the Canadian Broadcasting Corporation.

(6:00 p.m. to 11:00 p.m. daily)					
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 hour.....	35.00	33.25	31.50	29.75	28.00
1/2 hour.....	20.00	19.00	18.00	17.00	16.00
10 minutes.....	12.50	11.89	11.25	10.61	10.00
5 minutes.....	7.50	7.12	6.75	6.38	6.00

(1:00 p.m. to 6:00 p.m. Sundays)

	1 hr.	1/2 hr.	10 min.	5 min.
1 hour.....	30.00	28.50	27.00	25.50
1/2 hour.....	17.50	16.62	15.75	14.88
10 minutes.....	11.00	10.45	9.90	9.35
5 minutes.....	8.00	8.55	8.10	7.65
5 minutes.....	6.50	6.17	5.85	5.53

(8:00 a.m. to 6:00 p.m. and all other time)

	1 hr.	1/2 hr.	10 min.	5 min.
1 hour.....	25.00	23.75	22.50	21.25
1/2 hour.....	15.00	14.25	13.50	12.75
10 minutes.....	10.00	9.50	9.00	8.50
5 minutes.....	8.00	7.60	7.20	6.80
5 minutes.....	5.00	4.75	4.50	4.25

ANNOUNCEMENTS

	25 words	50 words	75 words	100 words	125 words	150 words
After 6:00 p.m.....	5.00	6.00	6.50	7.00	7.50	8.00
Before 6:00 p.m.....	2.50	3.50	4.00	4.50	5.00	5.50

SPECIAL FEATURES

News Periods: (English) 8:00 a.m. to 10:00 a.m. 12:45 p.m., 2:37 p.m. 5:45 p.m., 6:30 p.m., 11:00 p.m. and 11:57 p.m. (French) 7:45 a.m. and 5:00 p.m.

REMOTE CONTROL

Line charges are extra. Rates for out-of-town pickups on request.

Contract and Other Requirements
Beer and wine advertising contracts accepted subject to the Canadian Broadcasting Corporation regulations. Advertising continuities must meet with the approval of the station management.

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

Personnel
Manager—A. Gauthier.

THREE RIVERS

CHLN

Rates effective October 1, 1937.

Owned and operated by LeNouvelliste, Studio—Chateau de Blois, Three Rivers, Quebec. Transmitter—3 miles from the center of the city of Three Rivers.

Wave—Power—Time
Operating power—100 watts.
206.9 meters; 1450 kilocycles.
(100% modulation—crystal control.)

Licensed to operate full time on cleared channel. Operates on Eastern Standard Time (Eastern Daylight Time from last Sunday in April to last Sunday in September).

Actual operating schedule: Week days 8:00 a.m. to 11:30 p.m. Sundays 12:00 noon to 11:30 p.m.

Commission and Cash Discount
Agency commission 15%. Commission does not apply on talent. Bills due and payable when rendered. No cash discount.

General Advertising
Rates include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to 11:30 p.m. daily)					
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 hour.....	35.00	33.25	31.50	29.75	28.00
1/2 hour.....	20.00	19.00	18.00	17.00	16.00
10 minutes.....	12.50	11.89	11.25	10.61	10.00
5 minutes.....	7.50	7.12	6.75	6.38	6.00

CLASS "B"

(1:00 p.m. to 6:00 p.m. Sundays only)					
	1 hr.	1/2 hr.	10 min.	5 min.	
1 hour.....	30.00	28.50	27.00	25.50	
1/2 hour.....	17.50	16.62	15.75	14.88	
10 minutes.....	11.00	10.45	9.90	9.35	
5 minutes.....	8.00	8.55	8.10	7.65	
5 minutes.....	6.50	6.17	5.85	5.53	

CLASS "C"

(8:00 a.m. to 6:00 p.m. and all other time)					
	1 hr.	1/2 hr.	10 min.	5 min.	
1 hour.....	25.00	23.75	22.50	21.25	
1/2 hour.....	15.00	14.25	13.50	12.75</	

QUEBEC—Continued

THREE RIVERS—Continued
CHLN—Continued

Table with 2 columns: word count and price. Includes ANNOUNCEMENTS (After 6:00 p.m.), DISCOUNTS ON ANNOUNCEMENTS, and SPECIAL FEATURES.

Special features: 9:00 a.m., 11:35 a.m., 5:45 p.m., and 10:00 p.m. POLITICAL TALKS on request.

ELECTRICAL TRANSCRIPTIONS on request. RECORDED PROGRAMS (not available until 7:30 p.m. daily).

TALENT on request. REMOTE CONTROL programs originating within city limits.

SERVICE FACILITIES: office of program department and announcers, technical and English, in arranging and presenting of programs.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel: President—Roy H. Thomson, General Manager—Jack K. Cooke, Manager and Com. Mgr.—D. V. Carr.

Branch Offices: Toronto—80 Richmond St. W., Montreal—110 St. Catharines St.

Representatives: All-Canada Radio Facilities, New York, Chicago & Detroit—Weed & Company.

VAL D'OR
CKVD
(Established 1939)

Effective July 1, 1940. Owned and operated by Northern Broadcasting & Publishing Limited. Business Office and Studio—Val d'Or, Quebec, telephone 500.

Wave-Power-Time: Operating power—106 watts. 11 meters; 1230 kilocycles. Licensed to operate full time on Mountain Standard Time.

Commission and Cash Discount: Agency commission 15% to recognized agencies. Accounts rendered first of the month following broadcast.

Table with 4 columns: time, 11m, 13m, 15m. CLASS "A" (6:00 p.m. to 11:00 p.m.)

Table with 4 columns: time, 10m, 10.30m, 9.30m. CLASS "B" (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

ANNOUNCEMENTS: 25 announcements and chain breaks—25 words or more.

Table with 2 columns: time and price. CLASS "A" (6:00 p.m. to 7:30 p.m.), CLASS "B" (7:00 a.m. to 6:00 p.m.)

SPECIAL FEATURES

Time Signal: 35 word full, 3 months subscription: 1 signal daily, per month 40.00. Each additional signal daily, per month 30.00.

ELECTRICAL TRANSCRIPTIONS: Transcription Bureau services available, Rates on request.

REMOTE CONTROL: Necessary line charges additional. Rates on request.

Contract and Other Requirements: Broadcaster subject to government regulations. Rates cover station charges only.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel: President—Roy H. Thomson, General Manager—Jack K. Cooke, Manager and Com. Mgr.—D. V. Carr.

Branch Offices: Toronto—80 Richmond St. W., Montreal—110 St. Catharines St.

Representatives: All-Canada Radio Facilities, New York, Chicago & Detroit—Weed & Company.

SASKATCHEWAN

MOOSE JAW
CHAB
(Established 1922)

Rates effective July 1, 1941. Owned and operated by CHAB, Ltd., Studio—Grand Hall Hotel, Moose Jaw, Saskatchewan, telephone 2378.

Wave-Power-Time: Operating power—1,000 watts. (100% modulation) 245.9 meters; 1220 kilocycles. Licensed to operate full time on Mountain Standard Time.

Commission and Cash Discount: Agency commission 15% to recognized advertising agencies. No commission on talent.

General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).

Table with 4 columns: time, 11m, 13m, 15m. CLASS "A" (6:00 p.m. to 11:00 p.m.)

Table with 4 columns: time, 11m, 13m, 15m. CLASS "B" (6:30 a.m. to 6:00 p.m.)

Spot announcements immediately preceding or following news broadcasts, premium charge 25%. SPECIAL FEATURES: Barbara Wells—Woman's feature, Monday through Friday.

Personnel: Manager—Lloyd Moffat. Representatives: New York, Chicago, Detroit, San Francisco—Weed & Company.

Contract and Other Requirements: All programs are subject to the approval of station management and regulations of the Canadian Broadcasting Corporation.

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

Personnel: Station Manager—H. C. Buchanan, Program Director—J. S. Boyling, Sales Manager—L. A. Bourgeois.

Exclusive Representatives: All-Canada Radio Facilities, Ltd., Vancouver 511 W. Georgia Street, Calgary Postman Building, Winnipeg Royal Alexandra Hotel, Toronto Victoria Building, Montreal 423 D'Amboise Square Building. United States—Weed & Company.

PRINCE ALBERT
CKBI

Rates effective January 1, 1942 (Card No. 2). Owned and operated by Central Broadcasting System, Ltd., Business Office and Studio—Bancroft Bldg., Central Ave., Prince Albert, Saskatchewan. Transmitter—Highway No. 2, seven miles south of Prince Albert, Saskatchewan.

Wave-Power-Time: Operating power—1,000 watts. (100% modulation—crystal control) 333.3 meters; 900 kilocycles. Licensed to operate full time. Operates on Mountain Standard Time.

Commission and Cash Discount: Agency commission 15% to recognized agencies. No commission on talent.

General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).

Rates include charges by owners of music copyrights. Frequency discount rates apply only to number of periods used within 12 months.

Table with 4 columns: time, 11m, 13m, 15m. CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m.)

Table with 4 columns: time, 11m, 13m, 15m. CLASS "B" (All other time)

Spot announcements immediately preceding or following news broadcasts, premium charge 25%. SPECIAL FEATURES: "Early Rising Program"—Morning program, Monday through Saturday.

"At Home with the Ladies"—Women's feature, Monday through Friday.

ELECTRICAL TRANSCRIPTIONS: Facilities available for all types of pick-ups.

Table with 4 columns: time, 11m, 13m, 15m. CLASS "A" (6:00 p.m. to 11:00 p.m.)

Table with 4 columns: time, 10m, 10.30m, 9.30m. CLASS "B" (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

ANNOUNCEMENTS: 25 announcements and chain breaks—25 words or more.

REGINA CJRM (Established 1926) Rates effective September 1, 1941. Owned and operated by Transcanada Communications, Ltd.

Business Office—Saskatchewan Life Bldg., Regina, Saskatchewan, telephone 8424. Studios—Saskatchewan Life Bldg., Regina, Sask. Transmitter—Victoria Plains, Saskatchewan.

Wave-Power-Time: Operating power—1,000 watts. (100% modulation—crystal control) 300.1 meters; 980 kilocycles.

Contract and Other Requirements: All contracts and continuity subject to the Canadian Broadcasting Corporation regulations.

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

Personnel: Station Manager—H. C. Buchanan, Program Director—J. S. Boyling, Sales Manager—L. A. Bourgeois. (This listing continued on next page)

SASKATCHEWAN—Cont'd

REGINA—Continued
C J R M—Continued

Licensed to operate full time. Operates on Mountain Time.

Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% to recognized advertising agencies. Commissions do not apply to talent or production fees unless noted on contract. No cash discount. Invoices mailed monthly. Accounts due and payable when rendered.

General Advertising

Rates include charges by owners of music copyrights. Frequency discounts earned only when broadcasting contracted for and presented within twelve month period.

CLASS "A"

	7:30 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 12:00 midnight Sunday				
	1 ti.	13 ti.	26 ti.	52 ti.	100 ti.
1 hour.....	70.00	66.50	63.00	59.50	56.00
1/2 hour.....	42.00	39.90	37.80	35.70	33.60
1/4 hour.....	28.00	26.60	25.20	23.80	22.40
10 minutes	14.00	13.30	12.60	11.90	11.20
5 minutes	8.00	7.60	7.20	6.80	6.40
1 minute	5.00	4.75	4.50	4.25	4.00
25 words.....	3.00	2.85	2.70	2.55	2.40

CLASS "B"

	12:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 p.m. week days				
	1 ti.	13 ti.	26 ti.	52 ti.	100 ti.
1 hour.....	50.00	47.50	45.00	42.50	40.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00
10 minutes	15.00	14.25	13.50	12.75	12.00
5 minutes	10.00	9.50	9.00	8.50	8.00
1 minute	8.00	7.60	7.20	6.80	6.40
50 words.....	5.00	4.75	4.50	4.25	4.00
25 words.....	3.00	2.85	2.70	2.55	2.40

CLASS "C"

	7:00 a.m. to 12:00 noon week days				
	1 ti.	13 ti.	26 ti.	52 ti.	100 ti.
1 hour.....	40.00	38.00	36.00	34.00	32.00
1/2 hour.....	24.00	22.80	21.60	20.40	19.20
1/4 hour.....	16.00	15.20	14.40	13.60	12.80
10 minutes	12.00	11.40	10.80	10.20	9.60
5 minutes	8.00	7.60	7.20	6.80	6.40
1 minute	7.00	6.65	6.30	5.95	5.60
50 words.....	4.00	3.80	3.60	3.40	3.20
25 words.....	3.00	2.85	2.70	2.55	2.40

CLASS "D"

	All other time				
	1 ti.	13 ti.	26 ti.	52 ti.	100 ti.
1 hour.....	30.00	28.50	27.00	25.50	24.00
1/2 hour.....	18.00	17.10	16.20	15.30	14.40
1/4 hour.....	12.00	11.40	10.80	10.20	9.60
10 minutes	9.00	8.55	8.10	7.65	7.20
5 minutes	7.00	6.65	6.30	5.95	5.60
1 minute	6.00	5.70	5.40	5.10	4.80
50 words.....	3.50	3.32	3.15	2.98	2.80
25 words.....	3.00	2.85	2.70	2.55	2.40

ELECTRICAL TRANSCRIPTIONS
Five minute transcription charged same rate as "Talks." Fifteen minutes or more, regular rates.

RECORDED PROGRAMS
Regular time charges apply to recorded programs. No restrictions as to morning or afternoon hours. Evening hours have to be approved as to time and material by Canadian Broadcasting Corporation.

TALENT

Rates and details on request.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Discounts on gross rates for number of periods under contract not to exceed one year duration. All programs and announcements must conform to the rules and regulations of the Canadian Broadcasting Corporation. No material of controversial nature will be broadcast and acceptance of all material is at discretion of the station management. No price quoting permitted. No announcements on Sundays or between 7:30 p.m. and 11:00 p.m. week days. No program less than 1/4 hour on Sunday. Sponsored networks and programs take preference over spot announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 78 r.p.m. double turn-table. Also 33-1/3 r.p.m. equipment. Lateral and vertical cut recordings.

Personnel

Manager—F. V. Scanlan.
Sales Manager—B. Pirie.

Representatives

United States—Joseph Hershey McGillivra.
Montreal, Toronto, Winnipeg, Calgary and Vancouver—All-Canada Radio Facilities, Ltd.

CKCK

Rates effective April 1, 1941. (Card No. 7.)
Owned and operated by the Leader-Post, Ltd.
Business Office and Studios—Leader Bldg., Regina, Saskatchewan, telephone 8525.
Transmitter—Boggy Creek, Saskatchewan.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
483.9 meters; 620 kilocycles.
Licensed to operate on cleared regional channel.
Operates on Mountain Standard Time. Daylight Savings Time observed from first Sunday in April to last Sunday in September.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Commission and Cash Discount

Agency commission 15% on station rates only to advertising agencies recognized by station owners. Commission does not apply on talent. No cash discount. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

	CLASS "A"				
	(6:00 p.m. to 11:00 p.m.)				
	1 ti.	13 ti.	26 ti.	52 ti.	100 ti.
1 hour.....	80.00	76.00	72.00	68.00	64.00
3/4 hour.....	64.00	60.80	57.60	54.40	51.20
1/2 hour.....	48.00	45.60	43.20	40.80	38.40
1/4 hour.....	32.00	30.40	28.80	27.20	25.60
10 minutes.....	24.00	22.80	21.60	20.40	19.20
5 minutes.....	16.00	15.20	14.40	13.60	12.80
1 minute.....	10.00	9.50	9.00	8.50	8.00
50 words.....	6.00	5.70	5.40	5.10	4.80
25 words.....	4.00	3.80	3.60	3.40	3.20

	CLASS "B"				
	(*All other hours)				
1 hour.....	48.00	45.60	43.20	40.80	38.40
3/4 hour.....	38.40	36.48	34.56	32.64	30.72
1/2 hour.....	28.80	27.36	25.92	24.48	23.04
1/4 hour.....	19.20	18.24	17.28	16.32	15.36
10 minutes.....	14.40	13.68	12.96	12.24	11.52
5 minutes.....	9.60	9.12	8.64	8.16	7.68
1 minute.....	7.00	6.65	6.30	5.95	5.60
50 words.....	5.00	4.75	4.50	4.25	4.00
25 words.....	3.00	2.85	2.70	2.55	2.40

	CLASS "C"				
	(12:00 noon to 6:00 p.m. Sunday)				
1 hour.....	60.00	57.00	54.00	51.00	48.00
3/4 hour.....	48.00	45.60	43.20	40.80	38.40
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

No announcements on Sunday or between 7:30 p.m. and 11:00 p.m. week days.
RECORDED PROGRAMS
Transcription library services charged as follows:
1 ti. 26 ti. 52 ti. 100 ti. 200 ti.
1/2 hour..... 10.00 9.50 9.00 8.50 8.00
1/4 hour..... 6.00 5.70 5.40 5.10 4.80

TALENT
A staff of musicians, vocalists and continuity writers available for the presentation of any type of program. Program ideas, list of talent and prices furnished on request.

REMOTE CONTROL
Complete facilities as to portable amplifying pick-up equipment.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Sales talks permitted subject to station's approval. Price quotations not permitted by government regulations. The station will assume entire responsibility for program construction and presentation. All programs and copy subject to station's approval.

Closing Time
Complete manuscript must be submitted two weeks in advance. Publicity release date three weeks in advance.

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

Personnel
Manager—Gerry Gaetz.

Exclusive Representatives
Toronto—All-Canada Radio Facilities, Ltd., Victory Building.
Calgary—All-Canada Radio Facilities, Ltd., Southam Building.
Winnipeg—All-Canada Radio Facilities, Ltd., c/o Station CJRC, Winnipeg, Manitoba.
Vancouver—All-Canada Radio Facilities, Ltd., 541 West Georgia Street.
Montreal—All-Canada Radio Facilities, Ltd., Dominion Square Building.
New York, Chicago, Detroit, San Francisco—Weed & Company.

SASKATOON
CFQC

(Established 1923)
Rates effective April 1, 1939.
Owned and operated by A. A. Murphy and Sons, Ltd.
Business Office and Studio—216 First Avenue North, Saskatoon, Saskatchewan.
Transmitter—Saskatoon, Saskatchewan.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation)
500.0 meters; 600 kilocycles.
Licensed to operate on cleared channel. Operates on Mountain Standard Time. Daylight Savings Time not observed.

Actual operating schedule: Week days 7:00 a.m. to 12:00 midnight. Sundays 8:45 a.m. to 11:30 p.m.
Commission and Cash Discount
Agency commission 15% on station rates to advertising agencies recognized by operators. No commission on talent. Accounts mailed 1st of month following broadcast.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).

	CLASS "A"				
	(6:00 p.m. to 11:00 p.m.)				
	13 ti.	26 ti.	52 ti.	100 ti.	200 ti.
1 hour.....	80.00	76.00	72.00	68.00	64.00
1/2 hour.....	48.00	45.60	43.20	40.80	38.40
1/4 hour.....	32.00	30.40	28.80	27.20	25.60
10 minutes.....	24.00	22.80	21.60	20.40	19.20
5 minutes.....	16.00	15.20	14.40	13.60	12.80

(7:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
1 hour..... 48.00 45.60 43.20 40.80 38.40
1/2 hour..... 28.80 27.36 25.92 24.48 23.04
1/4 hour..... 19.20 18.24 17.28 16.32 15.36
10 minutes..... 14.40 13.68 12.96 12.24 11.52
5 minutes..... 9.60 9.12 8.64 8.16 7.68

ANNOUNCEMENTS
No spot announcements between 7:30 p.m. and 11:00 p.m. week days or anytime Sundays. Sponsored programs and networks take preference over spot programs and announcements. Station reserves right to give announcements next best time available without notification.

	(6:00 p.m. to 11:00 p.m.)			
	13 ti.	26 ti.	52 ti.	100 ti.
100 words or				
1 minute	10.00	9.50	9.00	8.50
50 words....	7.00	6.65	6.30	5.95
25 words....	4.00	3.80	3.60	3.40

(7:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
100 words or
1 minute 7.00 6.65 6.30 5.95
50 words.... 5.00 4.75 4.50 4.25
25 words.... 3.00 2.85 2.70 2.55

SPECIAL FEATURES
Good Morning, Neighbor—Participant program limited to three non-conflicting participants:
13 ti. 26 ti. 52 ti. 100 ti. 200 ti.
Per announcement..... 8.00 7.60 7.20 6.80
The Hayabalers, Sports Review, Cairns Capers—on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service rates:
13 ti. 26 ti. 52 ti. 100 ti. 200 ti.
1/2 hour..... 10.00 9.50 9.00 8.50 8.00
1/4 hour..... 6.00 5.70 5.40 5.10 4.80

TALENT
Rates on application.
REMOTE CONTROL
Full facilities available, including public address system. Rates on application.

Contract and Other Requirements
All contracts subject to the Canadian Radio Broadcasting Commission regulations. Advertising to be submitted for approval. Separate programs advertising separate products the same company shall be considered as separate contracts and may not be combined for lower rate unless this combination is included in one advertising contract, through one advertising agency, and on the program are run adjacent to each other so that the combination forms one continuous broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table.
Personnel
Managing Director—A. A. Murphy.
Sales Manager—Vernon Dallin.
Representatives
United States—Howard H. Wilson Company.
Toronto, Montreal—Jack Slatyer, 4 Albert Street.
Winnipeg—Inland Broadcasting Service.

WATROUS
CBK

(Established 1939)
Rates effective October 1, 1939.
Owned and operated by Canadian Broadcasting Co. Business Office and Studio—Manitoba Telephone Building, Portage Avenue East, Winnipeg. Transmitter—Watrous, Saskatchewan.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
535.6 meters; 540 kilocycles.
Licensed to operate on clear channel full time. Operates on Mountain Standard Time. Actual operating schedule: Sundays 7:30 a.m. to 11:30 p.m. Week days 7:00 a.m. to 12:00 midnight.
Commission and Cash Discount
Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network). Rates include charges by owners of music copyrights except on music not covered by licenses or agreements with the Canadian Broadcasting Corporation.

	CLASS "A"			
	(6:00 p.m. to 11:00 p.m.)			
	1 ti.	13 ti.	26 ti.	52 ti.
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

	CLASS "B"			
	(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)			
1 hour	120.00	114.00	108.00	102.00
1/2 hour	72.00	68.40	64.80	61.20
1/4 hour	48.00	45.60	43.20	40.80

SPECIAL FEATURES
Time Signals—Each service consists of three time signals limited to 25 words and one of 50 words; the latter not applicable between 7:30 p.m. and 11:00 p.m. day or evening service (Sunday excepted) exclusive to one advertiser.

(6:00 p.m. to 12:00 midnight)	
4 daily for 3 months, per month.....	55
4 daily for 6 months, per month.....	47
4 daily for 12 months, per month.....	40

(8:00 a.m. to 6:00 p.m.)	
4 daily for 3 months, per month.....	43
4 daily for 6 months, per month.....	38
4 daily for 12 months, per month.....	32

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B" time and up to 7:15 p.m. on Class "A" time only, at regular rates. Transcription library service available, rates on request.

TALENT
Rates on request.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Programs accepted subject to the regulations of Canadian Broadcasting Corporation, and the approval of the commercial department.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-table.
Personnel
Regional Director (Winnipeg)—John Kawaniga.
Regional Engineer in Charge (Watrous)—J. J. shall.
Regional Press and Information Representative (Winnipeg)—C. E. L'Amt.

ASKATCHEWAN—Cont'd

YORKTON

C J G H

(Established 1927)

Effective November 1, 1939. Owned by Yorkton Broadcasting Company, Limited. Business Office and Studio—Smith-Mackay Bldg., Yorkton, Saskatchewan. Transmitter—Yorkton, Saskatchewan. Wave—Yorkton, Saskatchewan. Frequency—Yorkton, Saskatchewan. Power—Time: Operating power—1,000 watts. Modulation—100%. Frequency—5 meters; 1460 kilocycles. Used to operate full time. Operates on Central Standard Time. Normal operating schedule: Sundays 8:30 a.m. to 10 p.m. Week days 6:00 a.m. to 11:00 p.m. Commission and Cash Discount: Agency commission 15% to all recognized agencies. Cash discount. Invoices mailed first of each month. Bills due and payable when rendered.

Table with 2 columns: Time slots (e.g., 7:30 p.m. to 10:30 p.m.) and Rates (e.g., 1 hr. 13 tl., 26 tl., 52 tl., 100 tl., 200 tl.). Includes CLASS "A" and CLASS "B" sections.

Table with 2 columns: Time slots (e.g., 2:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 p.m.) and Rates (e.g., 1 hr. 30.00, 15.00, 18.00, 25.50, 24.00, 22.50). Includes CLASS "B" and CLASS "C" sections.

Table with 2 columns: Time slots (e.g., 7:00 a.m. to 12:00 noon) and Rates (e.g., 1 hr. 25.00, 15.00, 14.25, 13.50, 12.75, 12.00, 11.25). Includes CLASS "C" and CLASS "D" sections.

SPOT ANNOUNCEMENTS: Covered programs and networks take precedence over spot announcements. Station reserves the right to accept announcements at alternative times available. Station reserves right to re-schedule programs best alternative time available or of networks.

Table with 2 columns: Time slots (e.g., 4:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 p.m. week days) and Rates (e.g., 1 hr. 4.00, 3.80, 3.60, 3.40, 3.20, 3.00). Includes CLASS "B", CLASS "C", and CLASS "D" sections.

ELECTRICAL TRANSCRIPTIONS: Regular rates for time apply. TALENT: Rates on application. REMOTE CONTROL: Equipment available for all types of pick-ups at any point served by telephone or telephone lines. LINES: Will be equalized. Rates on request. SERVICE FACILITIES: Services of program director, musical director, announcer and engineers for rehearsing and production at no extra cost. Contract and Other Requirements: No program of less than fifteen minutes on Sunday. All continuities and announcements must conform to the rules and regulations of the Canadian Broadcasting Corporation. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-records for lateral and vertical recordings. Personnel: Manager—A. L. Garaldo. Sales Manager—John Hayden. Representatives: United States—Howard H. Wilson Company. Canada—Radio Representatives Ltd.

NEWFOUNDLAND

ST. JOHN'S

V O C M

(Established 1936)

Rate card undated; received December 11, 1939. Owned and operated by Colonial Broadcasting System, Ltd. Business Office and Studio—Parade Street, St. John's, Newfoundland. Transmitter—Parade St., St. John's, Newfoundland. Wave—Power—Time: Operating power—100 watts. 299.85 meters; 1,006 kilocycles. Daylight Saving Time observed. Actual operating schedule: Sunday 5:00 p.m. to 6:00 p.m. Week days 9:30 a.m. to 10:30 a.m., 1:00 p.m. to 2:00 p.m., and 6:00 p.m. to 10:30 p.m. Commission and Cash Discount: Agency commission 15%. Cash discount none. Bills rendered monthly; due 30 days after date. General Advertising: The following rates apply for national advertising. Rates include charges by owners of music copyrights. (6:00 p.m. to 11:00 p.m.)

Table with 2 columns: Time slots (e.g., 1 hour, 1/2 hour, 1/4 hour) and Rates (e.g., 25.00, 17.00, 7.00). Includes FREQUENCY DISCOUNTS and PARTICIPATING PROGRAMS.

ELECTRICAL TRANSCRIPTIONS: Regular rates apply. Transcription library service available. REMOTE CONTROL: Remote control facilities available. Rates and details on request. Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. Closing Time: Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-records for vertical and lateral cut recordings. Personnel: Station Manager—William F. Galway. Commercial Manager—Gordon D. Hailey. Representatives: All-Canada Radio Facilities, Ltd.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted excepting light wine and beer. Contracts subject to cancellation on two weeks written notice accompanied by certified check at short rate to date of last program. Closing Time: Contracts close three weeks in advance of first broadcast; announcement copy two hours in advance; transcriptions and talks four hours in advance. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-records for lateral and vertical cut recordings. Personnel: Director—J. L. Butler. Representatives: None.

V O N E

(Established 1939)

Owned and operated by Broadcasting Corporation of Newfoundland. Business Office and Studio—Newfoundland, Telephone Box 5532, St. John's, Newfoundland, Telephone 1047. Transmitter—Two miles west of St. John's, Newfoundland. Wave—Power—Time: Operating power—10,000 watts. 468.8 meters; 640 kilocycles. Licensed to operate full time on regional channel. Daylight Saving Time observed. Actual operating schedule: Sundays 11:00 a.m. to 3:00 p.m. and 6:00 p.m. to 10:30 p.m. Week days 9:00 a.m. to 3:00 p.m. and 6:00 p.m. to 11:30 p.m. Commission and Cash Discount: Agency commission not included in rates shown. No cash discount. Bills rendered and are due monthly. General Advertising: Affiliated with short wave stations: VONG—9475 kilocycles; 300 watts. VONI—5970 kilocycles; 300 watts. Rates shown are net. When preparing estimates add agency commission to rates. Minimum term of contract is 13 weeks. (Night rates)

Table with 3 columns: Time slots (e.g., 1 time monthly, 1 time per two weeks), Night rates (e.g., 18.50, 11.50), and Day rates (e.g., 17.00, 10.50).

ANNOUNCEMENTS: Limited to ten sponsors. Nighttime, per month 50.00; daytime, daily, per month 35.00. ELECTRICAL TRANSCRIPTIONS: Rates include use of transcription library service. Instantaneous recording equipment available. REMOTE CONTROL: Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission. Mobile unit available. Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. Closing Time: Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-records for vertical and lateral cut recordings. Personnel: Station Manager—William F. Galway. Commercial Manager—Gordon D. Hailey. Representatives: All-Canada Radio Facilities, Ltd.

Frequency Modulation (FM) and Television Stations

INDEX FM STATIONS: Los Angeles, Calif.; Mt. Washington, N. H.; Boston, Mass.; Detroit, Mich.; Evansville, Ind.; Schenectady, N. Y.; Detroit, Mich.; Rochester, N. Y.; Philadelphia, Pa.; Milwaukee, Wis.; Chicago, Ill.; Hartford, Conn.; New York, N. Y. TELEVISION: New York, N. Y.

CALIFORNIA LOS ANGELES K 45 LA Effective August 11, 1941. (Card No. 1.) Owned and operated by Don Lee Broadcasting System. Business Office and Studio—5515 Melrose Ave., Hollywood, Calif. Transmitter—On top of Mount Lee, Hollywood Hills, Calif. Power—Time: Operating power—1,000 watts. Modulation—100%. Frequency—44500 kilocycles. Actual operating schedule: 12 hours daily.

General Advertising: Affiliated with Don Lee Broadcasting System and Mutual Broadcasting System. (6:00 p.m. to 12:00 midnight) 1 hour 100.00, 1/2 hour 60.00, 1/4 hour 40.00, 100 words or less 10.00. (12:00 noon to 6:00 p.m.) 1 hour 50.00, 1/2 hour 30.00, 1/4 hour 20.00, 100 words or less 5.00. No discounts on program time or announcements. SPECIAL FEATURES: Time signals—three per day and three night, per week 200.00. Personnel: Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss. General Sales Manager—Wilbur Eickelberg. Representatives: John Blair & Company.

CONNECTICUT HARTFORD W 65 H (Established 1940) Rates effective May 1, 1941. (Card No. 1.) Owned and operated by WDRG, Incorporated. Business Office and Studio—750 Main St., Hartford, Conn. Transmitter—Meriden, Conn. Wave—Power—Time: Operating power—1,000 watts. Frequency—46500 kilocycles.

Daylight Saving Time observed. Licensed to operate full time. Actual operating schedule: 2:00 p.m. to 10:00 a.m. Commission and Cash Discount: Agency commission 15% to recognized agencies on station time only. No cash discount. Bills due and payable when rendered. General Advertising: Time discounts apply to total broadcasts in each classification for the same sponsor within the current year. No frequency discount on talent or line charges. (6:00 p.m. to 11:00 p.m.) 1 hr. 50.00, 1/2 hr. 30.00, 1/4 hr. 20.00, 5 minutes 10.00. (8:00 a.m. to 6:00 p.m.) 1 hr. 15.00, 1/2 hr. 10.00, 1/4 hr. 7.50, 5 minutes 2.50. ANNOUNCEMENTS: (7:00 p.m. to 11:00 p.m.) 1 minute 6.00, 50 words 5.00. (8:00 a.m. to 6:00 p.m.) 1 minute 3.50, 50 words 2.50. Word count of announcements based on actual words spoken. While station does not guarantee announcement positions, it will cooperate to maintain preferred schedules when possible. ELECTRICAL TRANSCRIPTIONS: Regular rates apply. Transcription library service available at 3.00 per 15 minute program; 5.00 per 1/2 hour program. Instantaneous recording equipment available. (This listing continued on next page)

CONNECTICUT—Cont'd

HARTFORD—Continued

W 65 H—Continued

REMOTE CONTROL Complete facilities for remote pick-ups. Line installation and line charges extra.

SERVICE FACILITIES Complete program and production department available to plan, prepare and present program. Merchandising service, data on request, for contracts of size to warrant.

Details and costs on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Rates include services of one announcer in studio. Maximum contract term is one year. Contracts subject to cancellation if programs do not start within 30 days. Renewals of contracts are subject to rates then in effect and earn established time discounts on retroactive basis up to a total contract period of one year on continuous broadcasting schedules. All talks, speeches, etc., are to be submitted for approval not less than 48 hours before broadcast.

Closing Time All proposals subject to prior sale. Contracts close two weeks in advance of first broadcast. Announcement copy closes six hours in advance. Transcriptions and talks close 24 hours in advance.

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

Personnel Station Manager—Franklin M. Doolittle. Commercial Manager—William F. Malo. Representatives None.

ILLINOIS

CHICAGO

W 59 C

(Established 1941)

Rate card issued September, 1941. (Card No. 1.) Card received October 10, 1941. Owned and operated by WGN, Inc. Business Office and Studio—441 N. Michigan Ave., Chicago, Ill.

Transmitter—Atop Tribune Tower, Chicago, Ill. Wave—Power—Time Operating power—4500 kilocycles. Licensed to operate full time.

General Advertising (6:30 p.m. to 10:30 p.m.) rates: 1 hour \$75.00, 1/2 hour \$55.00, etc.

DISCOUNTS: 13 consecutive weeks 5%, 26 consecutive weeks 10%, 52 consecutive weeks 15%.

Additional Discounts: 3 alternate days per week (not Sunday) 10%, 6 days per week, Monday through Saturday 25%, 7 days per week 35%.

ANNOUNCEMENTS: 30 word station breaks: (Before 6:00 p.m.) Less than 6 days per week 2.50, 6 or 7 days per week 1.50.

SPECIAL FEATURES: Five news periods, every hour on the hour, seven days, same schedule: 13 wks. 26 wks. 52 wks.

Personnel: Manager—Frank P. Schreiber.

INDIANA

EVANSVILLE

W 45 V

(Established 1941)

Rates effective January 1, 1941. Owned and operated by the Evansville On The Air, Inc. Business Office and Studio—519 Vine Street, Evansville, Indiana.

Other Studios—Memorial Coliseum and Evansville College, Evansville, Indiana. Wave—Power—Time Operating power—10,000 watts. Frequency—44500 kilocycles.

Commission and Cash Discount Agency commission 15% on net charges for station facilities to recognized advertising agencies.

General Advertising The following rates are for national advertising. (After 6:00 p.m. week days and after 12:00 noon Sunday)

Advertising rates: 1 hour 37.50, 1/2 hour 22.50, 1/4 hour 15.00, 10 minutes 11.25, etc.

DISCOUNTS: Less than 13 times Net, 13 to 25 times 5%, 26 to 39 times 10%, etc.

SPECIAL FEATURES: Both Instrumental and vocal. Rates on request. Personnel: Manager—Clarence Leitch.

MASSACHUSETTS

BOSTON

W 43 B

(Established 1940)

Rates effective May 10, 1941. (Card No. 1.) Owned and operated by The Yankee Network, Inc. Business Office—21 Brookline Ave., Boston, Mass., Commonwealth 0800.

Transmitter—Paxton, Mass. Wave—Power—Time Operating power—50,000 watts. Frequency—44300 kilocycles. Operates 18 hours daily.

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

General Advertising Time sold only in conjunction with W39B, Mount Washington, N. H.

MUSICAL OR DRAMATIC PROGRAMS (6:00 p.m. to 11:00 p.m.): 1 hour 100.00, 1/2 hour 80.00, 1/4 hour 60.00, 10 minutes 40.00, 5 minutes 20.00.

(8:00 a.m. to 6:00 p.m.): 1 hour 50.00, 1/2 hour 40.00, 1/4 hour 30.00, 10 minutes 20.00, 5 minutes 10.00.

ANNOUNCEMENTS: 125 words or one minute transcription: After 6:00 p.m. 10.00, Before 6:00 p.m. 5.00.

DISCOUNTS: Time discounts apply to total broadcasts in each classification for the same sponsor within the current year. Less than 26 times Net 5%, 26 to 51 times 7-1/2%, 52 to 103 times 10%, 104 to 155 times 12-1/2%, 156 or more times 15%.

TALENT The Grand Organ is available to advertisers for use in connection with other talent.

REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries of artists, etc., to be paid by advertiser, when required.

SERVICE FACILITIES Production department, sales and merchandising department, publicity and public relations departments. Artists' Bureau available to advertisers.

Contract and Other Requirements The musical program rates are for the facilities of the station only; talent is extra. No contract accepted longer than one year.

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

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Representatives The American Network, Inc.

MICHIGAN

DETROIT

W 45 D

Rates effective June 1, 1941. (Card No. 2.) Owned and operated by The Detroit News, Business Office and Studio—4500 Penobscot Bldg., Detroit, Mich., Cherry 1411-12.

Transmitter—4500 Penobscot Bldg., Detroit, Mich. Wave—Power—Time Operating power—15,000 watts. Frequency 44500 kilocycles.

Licensed to operate full time. Daylight Saving Time not observed. Actual operating schedule: 6:00 a.m. to 12:00 p.m. and 6:00 p.m. to 12:00 a.m.

Commission and Cash Discount Agency commission 15% to recognized agencies station time only. No cash discount. Bills rendered last day of month; due 10th of following month. General Advertising The following rates are for local and national advertising. Rates include charges by owners of m copyrights.

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 3:00 p.m. to 10:30 p.m. Sundays): 1 hour 26 tl., 1/2 hour 20 tl., 1/4 hour 15 tl., 10 minutes 10 tl., 5 minutes 7 tl.

CLASS "B" (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 3:00 p.m. Sundays): 1 hour 75.00, 1/2 hour 60.00, 1/4 hour 45.00, 10 minutes 30.00, 5 minutes 22.50.

CLASS "C" (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays): 1 hour 25.00, 1/2 hour 20.00, 1/4 hour 15.00, 10 minutes 10.00, 5 minutes 7.50.

SPECIAL FEATURES Time signals, temperature reports, etc., sold only a weekly basis and subject to service charge. Commercial limited to 25 words: One per day for seven days: 1 wk. 26 wks. 52 wks.

REGULAR RATES apply. Rates do not include use transcription library service.

REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Advertising of beer and light wines, contracts subject to cancellation by 28 days' notice.

TALENT The station reserves the right to refuse or to continue any broadcasting. Closing Time Program material closes 72 hours in advance. Announcement copy closes 24 hours in advance.

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

Personnel Station Manager—E. K. Wheeler. Representatives The American Network, Inc.

W 49 D

Rates effective November 1, 1941. Owned and operated by John L. Booth Broadcasting, Inc. Business Office—3100 Eaton Tower, Detroit, Mich., Cadillac 7600.

Transmitter—34th floor, Eaton Tower, Detroit, Mich. Wave—Power—Time Operating power—15,000 watts. Frequency—44900 kilocycles.

Commission and Cash Discount Agency commission 15% to recognized agencies station time only. No cash discounts.

(This listing continued on next page)

MICHIGAN—Continued

DETROIT—Continued
W 49 D—Continued

Table of advertising rates for Detroit W 49 D, including minimum time sold five minutes or 35 word time announcements.

Table of advertising rates for Detroit CLASS 'A' and 'B'.

Special Features: Reports, time signals, etc., sold only on daily basis. Rates on request.

Remote Control: Advice and mechanical charges for remote control, including traveling expenses and salary of artists.

Rebates: The following rebates will be granted the advertiser based on the smallest amount of weekly gross billing.

Frequency Discounts: Weekly discount for eight or more consecutive weeks.

NEW HAMPSHIRE

MT. WASHINGTON

W 39 B (Established 1940)
Rates effective May 10, 1941. (Card No. 2.)

Table of advertising rates for Mt. Washington W 39 B.

Table of advertising rates for Mt. Washington (8:00 a.m. to 6:00 p.m.).

Announcements: 35 word announcements between 6:00 p.m. and 11:00 p.m.

Discounts: The discounts apply to total billings in each classification for the same sponsor within the current month.

Talent: Staff organist \$10 per broadcast of one-half hour or less.

Service Facilities: Production department plans and produces program ads or produces programs planned by clients or agencies.

Contract and Other Requirements: Program material must conform to the standards of the NAB.

NEW YORK

NEW YORK CITY

W 71 NY (Established 1941)

Owned and operated by Bamberger Broadcasting Service, Inc.

Commission and Cash Discount: Agency commission 15% to recognized agencies.

General Advertising: The following rates are for national advertising.

Rebates: The following rebates will be granted the advertiser based on the smallest amount of weekly gross billing.

Frequency Discounts: Weekly discount for eight or more consecutive weeks.

Announcements: 35 word announcements between 6:00 p.m. and 11:00 p.m.

Special Features: News Service: Available in regular 15 minute periods.

Electrical Transcriptions: Regular time charges only.

Talent: Staff organist \$10 per broadcast of one-half hour or less.

Service Facilities: Production department plans and produces program ads or produces programs planned by clients or agencies.

Service Facilities: Personnel of station artists bureau and program department available in arranging and presenting programs.

TELEVISION

W N B T (Established 1941)

Owned and operated by National Broadcasting Co. Business Office and Studio—1104 Broadway, New York.

General Advertising: (6:00 p.m. to 11:00 p.m. daily)

Rebates: The following rebates will be granted the advertiser based on the smallest amount of weekly gross billing.

Frequency Discounts: Weekly discount for eight or more consecutive weeks.

Announcements: 35 word announcements between 6:00 p.m. and 11:00 p.m.

Special Features: News Service: Available in regular 15 minute periods.

Electrical Transcriptions: Regular time charges only.

Talent: Staff organist \$10 per broadcast of one-half hour or less.

Service Facilities: Production department plans and produces program ads or produces programs planned by clients or agencies.

Program Production Charges: Main and small studio—All talent, announcers, effects men, musicians and music and script rights at NBC quoted production costs.

NEW YORK—Continued
NEW YORK CITY—Continued
W N B T—Continued

Additional Charges
Special or additional sets constructed at the rate of 30.00 per set, and they become the property of the company. Any special sets constructed will be held for the duration of a contract and will be made available at no charge for subsequent use.

ROCHESTER
W 51 R

Rates effective May 15, 1941. (Card No. 1.)
Rates received August 11, 1941.
Owned and operated by Stromberg-Carlson Tel. Mfg. Co.

Wave—Power—Time
Operating power—3,000 watts.
Frequency—45100 kilocycles.
Licensed to operate full time.

Commission and Cash Discount
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 10th of each month; due ten days after date.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights. (6:00 p.m. to 11:00 p.m.)

ANNOUNCEMENTS
125 words or 1 minute transcription:
After 6:00 p.m. 6.00
Before 6:00 p.m. 3.00

DISCOUNTS
Less than 26 times.....Net 104 to 155 times..... 10%
26 to 51 times..... 5% 156 to 207 times 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

Wave—Power—Time
Operating power—1,000 watts.
Frequency—4700 kilocycles.
Licensed to operate full time.
Daylight Saving Time observed.

Commission and Cash Discount
Agency commission 15% to recognized agencies on net station time only. No cash discount. Bills rendered after broadcast; due when rendered.

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription..... 5.00
30 word announcement between programs..... 5.00

DISCOUNTS
Discounts apply to total broadcasts in each classification for the same sponsor within the current year. Less than 26 times Net 104 to 155 times..... 10%

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission or time discounts.

ANNOUNCEMENTS
125 words or 1 minute transcription:
After 6:00 p.m. 6.00
Before 6:00 p.m. 3.00

DISCOUNTS
Less than 26 times.....Net 104 to 155 times..... 10%
26 to 51 times..... 5% 156 to 207 times 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

guaranteed for one year from date of first broadcast with or without interruption. No contract to exceed one year's duration.
WEEKLY ANNOUNCEMENT STRIPS
Six station break announcements of 30 words each week scheduled at the same time each day.

SPECIAL FEATURES
Musical transcriptions and news service available at the following rates:
5 minutes, per program..... 1
15 minutes, per program..... 2
30 minutes, per program..... 3
45 minutes, per program..... 4
60 minutes, per program..... 5

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 minutes..... 10.00

DISCOUNTS
Discounts apply to total broadcasts in each classification for the same sponsor within the current year. Less than 26 times Net 104 to 155 times..... 10%

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission or time discounts.

ANNOUNCEMENTS
125 words or 1 minute transcription:
After 6:00 p.m. 6.00
Before 6:00 p.m. 3.00

DISCOUNTS
Less than 26 times.....Net 104 to 155 times..... 10%
26 to 51 times..... 5% 156 to 207 times 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

WISCONSIN
MILWAUKEE
W 55 M

Rates effective April 1, 1941. (Card No. 1.)
Card received May 20, 1941.
Owned and operated by The Journal Company.

Wave—Power—Time
Operating power—3,000 watts.
Frequency—45500 kilocycles.

Commission and Cash Discount
Agency commission 15% to recognized agencies net charges for station time only. No cash discount. Bills payable by the first of the month following service.

General Advertising
(6:00 p.m. to 11:00 p.m.)
1 hour..... 75
3/4 hour..... 60
1/2 hour..... 45
1/4 hour..... 30
5 minutes..... 15

DISCOUNTS
General program service cannot be combined with other type of service to earn discounts and versa. Broadcasts used during a period not to exceed one year from date of first broadcast can accumulate to earn maximum discounts as follows:

ANNOUNCEMENTS
125 words, 1 minute transcription or 30 word station break (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)
125 words, 1 minute transcription or 30 word station break (12:00 midnight to 8:00 a.m.)

ANNOUNCEMENTS
125 words, 1 minute transcription or 30 word station break
Announcement contracts follow the same discount schedule as general program service contracts, such announcements cannot be combined with other type of service to earn discounts.

PENNSYLVANIA
PHILADELPHIA
W 53 PH

Rates effective November 1, 1941. (Card No. 1.)
Rates received November 19, 1941.
Owned and operated by WFIL Broadcasting Company.

Wave—Power—Time
Operating power—10,000 watts.
Frequency 45300 kilocycles.
Licensed to operate full time.

Commission and Cash Discount
Agency commission 15% to recognized agencies. No cash discount. Bills are due and payable when rendered.

General Advertising
CLASS "A"
(After 6:00 p.m.)
hour hour hour hour min. (*) words
1 time..... 60.00 48.00 36.00 24.00 12.00 6.00 6.00

SCHENECTADY
(Schenectady County)
W 47 A

Rates effective September 10, 1941. (Card No. 1.)
Card received October 17, 1941.
Owned and operated by Capitol Broadcasting Co., Inc.

Wave—Power—Time
Operating power—10,000 watts.
Frequency 45300 kilocycles.
Licensed to operate full time.

RADIO STATION REPRESENTATIVES

*Indicates station has other representatives. See listing of station for complete information.

ns & Adams New York-11 East 44th Street. Telephone Murray Hill 2-0148
North Central Broadcasting System (NTAL)-Tallahassee, Fla.
WVNC-Gastonia, N. C.
WVHC-Memphis, Tenn.
WVNU-Logan, Utah
Ocean Network Inc. The New York-40 East 42nd Street

KDYI-Salt Lake City, Utah
WMBG-Richmond, Va.
WMO-Thonon, Wash.
KU-Walla Walla, Wash.
WAMN-Fairmont, W. Va.
WVVA-Wheeling, W. Va.
K45LA-Los Angeles, Calif.
Bogert & Martin New York-205 Madison Avenue
Telephone Ashland 4-6008
Chicago-540 N. Michigan Avenue
Telephone Delaware 1055
WIDF-Columer, Mich.
WJMS-Ironwood, Mich.
WETA-Batavia, N. Y.
WATW-Ashland, Wis.
WATW-Medford, Wis.
Boyd, Grever W. New York-87 W. 14th Street
Telephone Murray Hill 2-4871
WVIC-Sharon, Pa.
Branhm Company, The Chicago-300 N. Michigan Avenue
Telephone Central 5720-7-8-9
New York-229 Park Avenue
Telephone Murray Hill 6-1860
Dallas-Texas Bank Building
Atlanta-Rhodas-Haverty Building
Telephone Walnut 4851
Detroit-5-136 General Motors Bldg.
Telephone Trinity 1-0440
St. Louis-Arcade Building
Telephone Chestnut 6192
Kansas City-Board of Trade Bldg.
Telephone Harrison 1023
Portland-370 Pitlock Block
Telephone Atwater 7474
San Francisco-5 Thirld Street
Telephone Garfield 7640
Charlotte-612 Commercial National Bank Building
Telephone 8839
Los Angeles-448 S. Hill Street
Telephone Michigan 1299
New York-1004 Second Avenue
Telephone Melrose 9193
KTBS & KWKII-Shreveport, La.
WCPO-Cincinnati, O.
KBTX-Muskogee, Okla.
WTJS-Jackson, Tenn.
WNOX-Knoxville, Tenn.
WMC-Memphis, Tenn.
KRIC-Beaumont, Tex.
KRIS-Corpus Christi, Tex.
KRLD-Dallas, Tex.
KXYZ-Houston, Tex.
West Virginia Network
WCHS-Charleston, W. Va.
WBLK-Carkersburg, W. Va.
WPAR-Parkersburg, W. Va.
Burghart, W. T. Chicago-75 E. Wacker Drive
Telephone Central 4035
KFDA-Amarillo, Texas
KABC-San Antonio, Texas
Burn-Smith Company, Incorporated New York-9 East 40th Street
Telephone Murray Hill 4-6947
Chicago-307 N. Michigan Avenue
Telephone Central 4290
San Francisco-Rm. 673, 681 Market Street
Telephone Garfield 0947
Los Angeles-568 Chamber of Commerce Bldg. Telephone Richmond 6184
Southern Network The
KMTB-Los Angeles, Cal.
WNLC-New London, Conn.
WVDC-Washington, D. C.
WRUF-Gainesville, Fla.
WVPG-Lake Worth, Fla.
*WALB-Albany, Ga.
WRDW-Augusta, Ga.
WTRC-Elkhart, Ind.
KVFD-Ft. Dodge, Ia.
*WGR-Louisville, Ky.
WFMB-Frederick, Md.
*WNBH-New Bedford, Mass.
*WBRK-Pittsfield, Mass.
WELL-Battle Creek, Mich.
WFDE-Flint, Mich.
WFKB-Muskegon, Mich.
KGVO-Missoula, Mont.
Los Angeles-Atlantic City, N. J.
WOLF-Syracuse, N. Y.
WATN-Watertown, N. Y.
WFNC-Fayetteville, N. C.
WFNC-Kinston, N. C.
WSTP-Salisbury, N. C.
WMFD-Wilmington, N. C.
WHTM-Wilson, N. C.
WGTC-Canton, Ohio
WCRY-Oklahoma City, Okla.
WMRP-Lewistown, Pa.
WBAK-Niagara Falls, Pa.
WOP1-Bristol, Tenn.
WDEF-Chattanooga, Tenn.
WBR-Knoxville, Tenn.
KMAC-Port Arthur, Texas
KPAC-San Antonio, Texas
WGH-Newport News, Va.
KXA-Seattle, Wash.
KFBC-Cheyenne, Wyo.
Capper Publications, Inc. New York-420 Lexington Avenue
Telephone Mohawk 4-3280
Chicago-180 N. Michigan Avenue
Telephone Central 5977
Detroit-3-161 General Motors Bldg.
Telephone Madison 2125-6
St. Louis-2206 Pine Street
Telephone Central 3330

Kannan City-21 W. Tenth Street
Telephone Harrison 4709
San Francisco-1207 Itann Building
Telephone Douglas 5220
*CKKN-Kansas City, Kan.
*WIRW-Topeka, Kan.
Columbia Broadcasting System, Inc. New York-486 Madison Avenue
Telephone Wickerstan 2-2000
Philadelphia-1622 Chestnut Street
Telephone Rittenhouse 6447
Chicago-410 N. Michigan Avenue
Telephone Whitehall 6000
Detroit-Rm. 902, Fisher Building
Telephone Trinity 2-3414
Pacific Coast-Columbia Square
Los Angeles, Calif.
Telephone Hollywood 2484
Washington, D. C.-Earle Building
Boston-182 Tremont Street
St. Louis-Mart Building
Charlotte-N. C.-Wilder Building
Minneapolis-625 Second Avenue
Columbia Broadcasting System
Columbia New England Network
Columbia Pacific Network
Cook, B. Frank Atlanta-Walton Building.
*WALB-Albany, Ga.
*WVBC-Greenville, S. C.
Cox & Tanz Philadelphia-Drexel Building, Independence Square, Tel. Lombard 1:20
New York-535 Fifth Avenue
Telephone Murray Hill 2-8284
Chicago-228 N. LaSalle Street
Telephone Franklin 2905
KGRJ-Los Angeles, Cal.
WGA-Deartown, Ga.
WBLJ-Dalton, Ga.
WKMO-Kokomo, Ind.
WSNJ-Bridgeton, N. J.
KTNM-Tucumcari, N. M.
WPAX-Portsmouth (East), O.
*KAST-Astoria, Ore.
WWSW-Pittsburg, Pa.
WKOK-Sunbury, Pa.
WOLB-Florence, S. C.
WPIG-Sumter, S. C.
*WPIG-Pierre, S. D.
*WVUB-Cookeville, Tenn.
KNEB-Brady, Tex.
WBEW-Brownsville, Tex.
*KRAB-Laredo, Tex.
KRLB-Lufkin, Tex.
KRLB-Midland, Tex.
KNET-Palatka, Tex.
WVNC-Winchester, Va.
KTCB-Tacoma, Wash.
WJMC-Rice Lake, Wis.
*KPOW-Powell, Wyo.
Creel, Allen W. New York-15 E. 40th Street
Telephone Lexington 2-4588
WDAF-Kansas City, Mo.
Cummings, Harry E. Jacksonville-305 Florida Nat'l Bank Building, Telephone 3-0381
*WJAX-Jacksonville, Fla.
*WIOD-Miami, Fla.
*WFLA-Tampa, Fla.
DeLisser, Inc. New York-10 Rockefeller Plaza
Telephone Circle 7-1435
Chicago-180 N. Michigan Ave.
Telephone Dearborn 8108
San Francisco-681 Market Street
Telephone Tabor 8024
Omaha-428 Grain Belt Exchange Building
Telephone Webster 1412
Rochester, N. Y.-643 Lincoln Alliance Building
Telephone Stone 4485
Portland, Ore.-420 South West Fourth Avenue
Telephone Atwater 0347
Alentown-P. O. Box 1005
Telephone Allentown 2-6751
Philadelphia-1421 Chestnut St.
Telephone Rittenhouse 1390
Pittsburgh-Rm. 604, Chamber of Commerce Building
Telephone Atlantic 8741
Seattle-1004 Second Avenue
Telephone Melrose 9193
WSLB-Ogdensburg, N. Y.
Forjoe & Company New York-19 W. 44th Street
Telephone Vanderbilt 6-5080
Chicago-201 N. Wells Street
Telephone Andover 1685
*WMOH-Mobile, Ala.
*KHUB-Watsonville, Calif.
*WGEN-Chicago, Ill.
(+) East only.
WLBC-Muncie, Ind.
KICA-Cloris, N. M.
WCOU-Lewiston, Me.
*WJBM-Detroit, Mich.
WIBM-Jackson, Mich.
WCAP-Asbury Park, N. J.
WBRB-Red Bank, N. J.
*KPAB-Laredo, Tex.
KPDN-Pampa, Tex.
WJOH-San Antonio, Tex.
WJAR-Morgantown, W. Va.

Foreman Company, The New York-247 Park Avenue
Telephone Eld 5-0174
Chicago-Wrigley Building
Telephone Delaware 1869
WIAK-Lakehind, Fla.
WIAK-Springfield, Ill.
WVNI-Gary, Indiana
WCBM-Baltimore, Md.
WCAH-Fontana, Mich.
KATP-Albert Lea, Minn.
WLOJ-Altonopolis-St. Paul, Minn.
WQXC-New York, N. Y.
KILQ-Grand Forks, N. D.
Foster, Robert C. Boston-606 Statter Hotel Building
Telephone Hubbard 3225
WDRG-Hartford, Conn.
*WNBH-New Bedford, Mass.
*WSNY-Burling, Vt.
Free & Peters, Inc. Chicago-180 N. Michigan Avenue
Telephone Franklin 6173
Detroit-New Center Building
Telephone Trinity 2-8444
New York-247 Park Avenue
Telephone Plaza 5-4131
San Francisco-111 Sutter Street
Telephone Sutter 4353
Los Angeles-1512 N. Gordon Street
Telephone Vandike 0509
Atlanta-322 Palmer Building
Telephone Main 5667
KARM-Fresno, Calif.
KECA-Los Angeles, Cal.
KROW-Oakland, Cal.
WVBI-Peoria, Ill.
WVSI-Indianapolis, Ind.
WVLI-Des Moines, Ia.
KMA-Sheppard, Ia.
WAVE-Louisville, Ky.
WKZO-Kalamazoo, Mich.
KDAL-Duluth, Minn.
WTCN-Minneapolis-St. Paul, Minn.
KMBC-Kansas City, Mo.
KSD-St. Louis, Mo.
WGR & WKWB-Buffalo, N. Y.
WFBF-Syracuse, N. Y.
WPTF-Haleigh, N. C.
WDAY-Fargo, N. D.
WCKY-Cincinnati, O.
KOMA-Oklahoma City, Okla.
KTUL-Tulsa, Okla.
KALE & KOIN-Portland, Ore.
WCSC-Charleston, S. C.
WIS-Columbia, S. C.
WYGO-Fort Worth, Tex.
WDBJ-Roanoke, Va.
KIRO-Seattle, Wash.
Fulter, Romig C., & Associates Seattle-141 Fourth Avenue Bldg.
Telephone Main 1277
*KGY-Olympia, Wash.
Grant, W. S. San Francisco-580 Market Street
Telephone Garfield 7700
KUIS-Chico, Calif.
KYOS-Merced, Calif.
KVCV-Itedding, Calif.
Griffith, Homer Owen Los Angeles-6362 Hollywood Blvd.
Telephone Granite 1726
San Francisco-681 Market Street
Seattle-4404 White Building
Telephone Douglas 7404
Telephone Main 9620
KFQD-Anchorage, Alaska
KFMB-San Diego, Calif.
KT0H-Lihue, Hawaii
*KSEI-Pocatello, Idaho
*KTPI-Twin Falls, Idaho
*WVNN-Louisville, Ky.
KWJJ-Portland, Ore.
KELA-Centraira-Chehalis, Wash.
*KWYO-Sheridan, Wyo.
Hagg, Arthur H. & Associates, Inc. Chicago-360 N. Michigan Avenue
Telephone Central 7553
New York-366 Madison Avenue
Telephone Vanderbilt 3-1265
Denver-1863 Wazoo Street
Telephone Keystone 2371
Kansas City-410 Dwight Bldg.
Telephone Jackson 8308
Omaha-340 Electric Building
Telephone JA 7319
San Francisco-564 Market Street
Telephone Garfield 7511
KGNO-Dodge City, Kan.
Oklahoma Network. The
KADA-Ada, Okla.
KVSQ-Ardmore, Okla.
KTKO-Oklahoma City, Okla.
KGFF-Shawnee, Okla.
*Indicates station has other representatives. See listing of station for complete information.

Headley-Reed Company

New York—Graybar Building
Telephone Murray Hill 3-5470
Chicago—180 N. Michigan Avenue
Telephone Franklin 4887
Detroit—715 New Center Building
Telephone Madison 9444
Atlanta—Glenn Building
Telephone Walnut 1636
*WSON—Birmingham, Ala.
*WMSL—Decatur, Ala.
WAGF—Dothan, Ga.
WSPA—Montgomery, Ala.
WNBC—Hartford, Conn.
WGAC—Augusta, Ga.
WROK—Hockford, Ill.
KANS—Wichita, Kan.
WFOB—Baltimore, Md.
WOP—Boston, Mass.
KEFQ—St. Joseph, Mo.
KMMJ—Grand Island, Nebr.
WBAJ—Atlantic City, N. J.
WGNV—Newburgh, N. Y.
WILD—Niagara Falls, N. Y.
WKIP—Poughkeepsie, N. Y.
WFAS—White Plains, N. Y.
WSON—Charlotte, N. C.
WSSS—Winston Salem, N. C.
WJW—Akron, O.
WFMJ—Youngstown, O.
WFBG—Altoona, Pa.
WJAC—Johnstown, Pa.
WFCI—Pawtucket, R. I.
WABO—Chattanooga, Tenn.
WSIX—Nashville, Tenn.

Hollingsbery, George P. Company

Chicago—307 N. Michigan Avenue
Telephone State 2898
New York—420 Lexington Avenue
Telephone Murray Hill 3-9117
Detroit—(Fred F. Hugue) Park and
Adams Streets
Telephone Cherry 5200
Atlanta—Walton Building
Telephone Walnut 4099
Los Angeles—Consolidated Bldg., 800
South Hill Street
Telephone Van Dyke 7388
San Francisco—155 Sansome Street
Telephone Douglas 4393
*WIOD—Miami, Fla.
WSAV—Savannah, Ga.
WAAF—Chicago, Ill.
WIRE—Indianapolis, Ind.
WAOV—Vincennes, Ind.
WREN—Lawrence, Kan.
WBO—Baton Rouge, La.
*WSPR—Springfield, Mass.
WBCM—Bay City, Mich.
*WJZ—Detroit, Mich.
Arrowhead Network
WEEC—Duluth, Minn.
WJDX—Jackson, Miss.
KOVH—Omaha, Neb.
WMFF—Plattsburg, N. Y.
WHAM—Rochester, N. Y.
WNBZ—Sarasac Lake, N. Y.
WBIJ—Greensboro, N. C.
WADC—Akron, O.
WHIO—Dayton, O.
WEEU—Reading, Pa.
WTMA—Charleston, S. C.
WARM—Scranton, Pa.
WORD & WSPA—Spartanburg,
S. C.
KTSB—El Paso, Tex.
KLO—Ogden, Utah
KEUB—Price, Utah
KOVQ—Provo, Utah
KVI—Tacoma, Wash.
WEAU—Eau Claire, Wis.

Hopewell, George T.

New York 101 Park Ave.
Chicago—75 E. Wacker Drive
*WHY—Holyoke, Mass.

International Radio Sales

New York—20 E. 67th Street
Telephone Plaza 8-2600
Chicago—328 W. Madison Street
Telephone Central 4547
San Francisco—Third & Market Sts.
Telephone Douglas 2586
WCOV—Montgomery, Ala.
KYA—San Francisco, Cal.
WOL—Washington, D. C.
WKAT—Miami Beach, Fla.
Georgia Broadcasting System
WGPC—Albany, Ga.
WATL—Atlanta, Ga.
WRBL—Columbus, Ga.
WBML—Macon, Ga.
WJBC—Bloomington, Ill.
KROS—Cinton, Ia.
WKBB—Dubuque, Ia.
WTBO—Cumberland, Md.
WBAL—Baltimore, Md.
WTEJ—Hagerstown, Md.
WHDH—Boston, Mass.
WMUR—Manchester, N. H.
WINS—New York, N. Y.
WBCT—Roanoke Rapids, N. C.
WAIR—Winston-Salem, N. C.
WAKR—Akron, O.
*WLW—Cincinnati, O.
WSAI—Cincinnati, O.
WSTV—Steubenville, O.
WCEJ—Du Bois, Pa.
WERC—Erie, Pa.
WHJB—Greensburg, Pa.
WKST—New Castle, Pa.
KQV—Pittsburgh, Pa.
KZRC—Cebu City, P. I.
KZRH—Manila, P. I.
WAIM—Anderson, S. C.
WCOS—Columbia, S. C.
WJHL—Johnson City, Tenn.
KNOV—Austin, Tex.
WACO—Waco, Tex.
WCHV—Charlottesville, Va.
WJLS—Beckley, W. Va.
WGWV—Charleston, W. Va.
WTKW—Wheeling, W. Va.
WISN—Milwaukee, Wis.

Katz Agency, Inc. The

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Telephone Longacre 5-4595
Chicago—307 N. Michigan Avenue
Telephone Central 4238
Atlanta—22 Marietta Street Building
Telephone Walnut 4795
Dallas—Republic Bank Building
Telephone 2-7939
Detroit—7-257 General Motors Bldg.
Telephone Trinity 2-7685
Kansas City—Bryant Building
Telephone Victor 7095
San Francisco—Monadnock Building
Telephone Sutter 7498
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KVOR—Colorado Springs, Col.
KLZ—Denver, Col.
WDAE—Tampa, Fla.
WGST—Atlanta, Ga.
WMAZ—Macon, Ga.
WTOC—Savannah, Ga.
KGU—Honolulu, Hawaii
WCPL—Chicago, Ill.
WFAD—Quincy, Ill.
WRM—Indianapolis, Ind.
WMT—Cedar Rapids, Ia.
KRNT & KSO—Des Moines, Ia.
WVW—New Orleans, La.
*WLAW—Lawrence, Mass.
KGLL—Billings, Mont.
KQB—Albuquerque, N. M.
WKIC—Cincinnati, O.
WSPD—Toledo, O.
WKY—Oklahoma City, Okla.
WFL—Philadelphia, Pa.
WCAE—Pittsburgh, Pa.
WNAX—Yankton, S. D.
WREC—Memphis, Tenn.
KFPY—Spokane, Wash.

Mack Radio Sales Company

Camden, N. J.
WCAM—Camden, N. J.

McGillivray, Joseph Hershey

New York—366 Madison Avenue
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Telephone Superior 3444
San Francisco—627 Mills Building
Telephone Sutter 1393
Los Angeles—445 Western Pacific Bldg
Telephone Prospect 5319
Boston—Hotel Touraine
Telephone Hancock 0900
Toronto—1713 Metropolitan Building
Telephone Adelaide 4429
Montreal—924 Confederation Bldg.
Telephone Belair 3415
North Central Broadcasting System,
Inc.
*KINY—Juneau, Alaska
KELD—El Dorado, Ark.
KIX—Oakland, Calif.
*KROY—Sacramento, Cal.
WBRV—New Haven, Conn.
WSP—St. Petersburg, Fla.
*WBAI—Greenfield, Mass.
WSOO—Sault Ste. Marie, Mich.
WLNH—Laconia, N. H.
*WHEB—Portsmouth, N. H.
WTNJ—Trenton, N. J.
WHCU—Ithaca, N. Y.
WSAY—Rochester, N. Y.
*WSYB—Rutland, Vt.

CANADA

CICI—Calgary, Alberta
CJOH—Vancouver, B. C.
CKX—Brandon, Man.
CFAR—Fin Flon, Man.
CKY—Winnipeg, Man.
CKNB—Campbellton, N. B.
CKCW—Moncton, N. B.
CHSJ—Saint John, N. B.
CHML—Hamilton, Ont.
CFPL—London, Ont.
CKCO—Ottawa, Ont.
CPQS—Owen Sound, Ont.
CFLC—Prescott, Ont.
CFRB—Toronto, Ont.
CKCL—Toronto, Ont.
CKWL—Windsor, Ont.
CFMP—Montreal, Ont.
CFNQ—New Carlisle, Que.
CHAC—Montreal, Que.
CHRC—Quebec, Que.
CHQB—Ste Anne de la Pocatiere,
Que.
CJRM—Regina, Sask.

McKinney, J. P. & Son

New York—Rm. 1226, 30 Rockefeller Plaza
Telephone Circle 7-1178
Chicago—400 N. Michigan Avenue
Telephone Superior 9866
San Francisco—681 Market Street
Telephone Sutter 5333
WTHF—Hartford, Conn.
WDAN—Danville, Ill.
WABY—Albany, N. Y.
WOKO—Albany, N. Y.
WENY—Elmira, N. Y.
WHDL—Olean, N. Y.
WHEC—Rochester, N. Y.
WRAK—Williamsport, Pa.

Muniz, Felix

San Juan, Puerto Rico
WPAB—Ponce, Puerto Rico.

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Telephone Trinity 2-7900
Boston—Hotel Bradford
Telephone Hancock 4239-4261.

Denver—1025 California Street

Telephone Main 6211
Wash., D. C.—Trans-Lux Building
Telephone Republic 4000
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Telephone Sutter 1920
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Cleveland—815 Superior Avenue, N. E.
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KOA—Denver, Col.
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WENR & WMAQ—Chicago, Ill.
WGL & WQVO—Fort Wayne, Ind.
WBR & WBZ—Boston, Mass.
WEAF & WJZ—New York, N. Y.
WGY—Schenectady, N. Y.
*WTAM—Cleveland, O.
KYW—Philadelphia, Pa.
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*WLAW—Lawrence, Mass.
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Atlanta—406 Chamber of Commerce
Bldg.
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WALA—Mobile, Ala.
WALJ—Daytona Beach, Fla.
WJLP—Jacksonville, Fla.
WTMC—Ocala, Fla.
WDLI—Panama City, Fla.
WCOA—Pensacola, Fla.
WCMI—Ashland, Ky.
WLAP—Lexington, Ky.

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St. Louis—Shell Building
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San Francisco—111 Sutter Street
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Los Angeles—601 W. Fifth Street
Telephone Michigan 8729

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Northwest Network
The Yankee Network
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KQW—San Jose, Calif.
WCC—Bridgeport, Conn.
WSB—Atlanta, Ga.
KFH—Wichita, Kan.
WLAS—Louisville, Ky.
WSMB—New Orleans, La.
WFBZ—Baltimore, Md.
WAAB & WNAC—Boston, Mass.
WLLH—Lowell, Mass.
WNAS—Springfield, Mass.
WTAG—Worcester, Mass.
WJR—Detroit, Mich.
KSTP—Minneapolis—St. Paul, Minn.
WDAB—Kansas City, Mo.
KFAB & KFOR—Lincoln, Nebr.
KOIL—Omaha, Nebr.
WREN—Buffalo, N. Y.
WAGE—Syracuse, N. Y.
WGAR—Cleveland, O.
KVOO—Tulsa, Okla.
KEX—RGW—Portland, Ore.
WEAN—Providence, R. I.
WSM—Nashville, Tenn.
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WFAA—Dallas, Tex.
WBAP—Fort Worth, Tex.
KPRC—Houston, Tex.
WOAI—San Antonio, Tex.
KSL—Salt Lake City, Utah
WVAR—Norfolk, Va.
WHNL—Richmond, Va.
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WTMJ—Milwaukee, Wis.

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Telephone Exbrook 2093
Los Angeles—530 W. Sixth St.
Telephone Van Dyke 1901
KSAN—San Francisco, Calif.
KMYR—Denver, Colo.
WJTN—Jameson, N. Y.
WCLL—Cleveland, O.
WHKC—Columbus, O.
WROL—Toledo, Ohio
WMBL—Uniontown, Pa.
KRSQ—Seattle, Wash.

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San Francisco—Henry Jackson
Palace Hotel, Telephone Yukon 177
Charlotte—R. E. Penny
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KNX—Los Angeles, Cal.
WJWV—Washington, D. C.
WBBM—Chicago, Ill.
WEEI—Boston, Mass.
WCCO—Minneapolis—St. Paul, Minn.
KMOX—St. Louis, Mo.
WABC—New York, N. Y.
WBT—Charlotte, N. C.

Rambeau, William G. Company

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Avenue, Telephone Anderson 5566
New York—437 Chanin Building
Telephone Caledonia 5-4940
Los Angeles—Markham Bldg., Ho
wood Blvd. and Cosmo St., Teleph
Granite 3636
San Francisco—580 Market St.
Telephone Garfield 7700
KFWB—Los Angeles, Calif.
KJBS—San Francisco, Calif.
WELL—New Haven, Conn.
KBUR—Burlington, Iowa
WESX—Salem, Mass.
WDQY—Minneapolis—St. Paul, Minn.
WIL—St. Louis, Mo.
WAAT—Jersey City, N. J.
WBNY—Buffalo, N. Y.
*WJAS—Pittsburgh, Pa.
WDSM—Superior, Wis.

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KVOA—Tucson, Ariz.
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KMJ—Fresno, Calif.
KMPC—Los Angeles, Calif.
KFKB—Sacramento, Cal.
KFSD—San Diego, Cal.
KTMS—Santa Barbara, Calif.
KWC—Stockton, Cal.
WDRS—Hartford, Conn.
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WMBR—Jacksonville, Fla.
WDBO—Orlando, Fla.
WFOY—St. Augustine, Fla.
*WJLD—Chicago, Ill.
WGN—Chicago, Ill.
WIBC—Indianapolis, Ind.
WSP—South Bend, Ind.
WGAN—Portland, Me.
WUO—Baltimore, Md.
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WXXZ—Detroit, Mich.
WOOD—WASH—Gd. Rapids, MI
KWK—St. Louis, Mo.
KOH—Reno, Nev.
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WTRY—Syracuse, N. Y.
WSTY—Troy, N. Y.
WHHC—Cleveland, O.
WING—Dayton, O.
WIZE—Springfield, O.
WKBN—Youngstown, Ohio
WEST—Easton, Pa.
WKBO—Harrisburg, Pa.
WAZL—Hazleton, Pa.
WGAU—Lancaster, Pa.
*WORK—Philadelphia, Pa.
WOPK—York, Pa.
WPRO—Providence, R. I.
WDDO—Chattanooga, Tenn.
WLCN—Nashville, Tenn.
KUTA—Salt Lake City, Utah
WRVA—Richmond, Va.

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WIRX—Ulster, N. Y.
WCAU—Philadelphia, Pa.

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Detroit—5-250 General Motors Bldg.
Telephone Madison 4250

Philadelphia—1734 Land Title Bldg.
Telephone Rittenhouse 3830
San Francisco—58 Sutter Street
Telephone Garfield 6144
Los Angeles—117 W. Ninth Street
Telephone Vundtke 7776

Little—1423 Joseph Vance Bldg.
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Cheney—Shenandoah, Ia.
Chicago—Seattle, Wash.
Chicago—Appleton, Wis.
Chicago—Green Bay, Wis.
Chicago—Madison, Wis.
Chicago—Marquette, Wis.
Chicago—Wausau, Wis.

z & Ayer, Inc.
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Telephone Superior 8177
New York—295 Madison Avenue
Telephone Ashland 4-6698
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New York—Muscle Shoals City, Ala.
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New York—Griffin, Ga.
New York—Decatur, Ill.
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New York—Atchison, Kans.
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New York—Kearney, Nebr.
New York—Suffolk, Va.
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New York—Sheridan, Wyo.

Townsend, Edward S.
San Francisco—Ruess Building
Telephone Douglas 2273
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*WIOD—Miami, Fla.
*WJAT—Newark, N. J.
*WJAS—Pittsburgh, Pa.

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Hollywood—5833 Fernwood Avenue
Telephone Hollywood 5315
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*WBTM—Danville, Va.
*WLVA—Lynchburg, Va.
*WLSJ—Roanoke, Va.

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*KTPI—Twin Falls, Idaho
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*KFBH—Marshalltown, Ia.
*KPHI—Sioux City, Ia.
*KWBW—Hutchinson, Kans.
*KOAM—Pittsburg, Kans.
*WABJ—Bangor, Mo.
*WSAR—Fall River, Mass.
Z Net
*KRBM—Bozeman, Mont.
*KGIH—Butte, Mont.
*KPIA—Helena, Mont.
*WAG—Norfolk, Neb.
*KGNE—North Platte, Nebr.
*WBXN—New York, N. Y.
*KLPMT—Minot, N. D.
*WICA—Ashtabula, Ohio
*KCRG—Enid, Okla.
*ICTC—Austin, Tex.
*KVIC—Victoria, Tex.
*WRJN—Racine, Wis.

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Chicago—360 N. Michigan Avenue
Telephone State 9433
WMCA—New York, N. Y.
Warden, Sidney C.
Chicago—30 N. LaSalle Street
Telephone Randolph 3938
*WINN—Louisville, Ky.

Walton, L. Loran
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WOL—Washington, D. C.

Wood & Company
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Chicago—208 N. Wabash Avenue
Telephone Randolph 7730
Detroit—General Motors Building
Telephone Madison 4300
San Francisco—111 Sutter Street
Telephone Douglas 2445

Blue Ridge Network
KVOD—Denver, Colo.
WPTC—Hartford, Conn.
WRUN—St. Petersburg, Fla.
WJNO—West Palm Beach, Fla.
WEOA-WGHF—Evansville, Ind.
WJOW—Terre Haute, Ind.
KCHL—Mason City, Ia.
WJHU—New Orleans, La.
WRDQ—Augusta, Ga.
WJHZ—Bangor, Me.
WCRB—Worcester, Mass.
KPHU—Columbia, Mo.
KXOK—St. Louis, Mo.
*KPRB—Great Falls, Mont.
*WJEA—Manchester, N. H.
KGGM—Albuquerque, N. M.
KVSF—Santa Fe, N. M.
WERT—Buffalo, N. Y.
WAYS—Charlotte, N. C.
WRAI—Raleigh, N. C.
WCOL—Columbus, O.
WJAR—Providence, R. I.
*WFBZ—Greenville, S. C.
KABR—Aberdeen, S. D.
Texas State Network
WDR—Dallas, Tex.
KJFZ—Fort Worth, Tex.
KWPT—Wichita Falls, Texas
WCAX—Hartington, Vt.

F M

W45V—Evansville, Ind.
CANADA
CFAC—Calgary, Alberta
CICA—Edmonton, Alberta
CFQP—Grande Prairie, Alberta
CJOC—Lethbridge, Alberta
CHWK—Chilliwack, B. C.
CFJC—Kamloops, B. C.
CKOV—Kelowna, B. C.
CJAT—Trail, B. C.
CKWX—Vancouver, B. C.
CJVI—Victoria, B. C.
CFRC—Winnipeg, Man.
CFNB—Fredericton, N. B.
CHNS—Halifax, N. S.
CJCR—Sydney, N. S.
CKPR—Fort William, Ont.
CKOC—Hamilton, Ont.
CFRC—Kingston, Ont.
CJKL—Kirkiand Lake, Ont.
CFCH—North Bay, Ont.
CJCS—Stratford, Ont.
CKSO—Sudbury, Ont.
CKQB—Timmins, Ont.
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CFCE—Montreal, Que.
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CKBL—Prince Albert, Sask.
CKCR—Regina, Sask.

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Telephone Wabash 1007
WJAF—Kansas City, Mo.

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Seattle—1011 American Bank Bldg.
Telephone Elliot 2414
KFAA—Fairbanks, Alaska

Wilson, Howard H. Company
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Hollywood—6362 Hollywood Blvd.
Telephone Grand 1726
Seattle—4404 White Building
Telephone Main 6026

KWFC—Hot Springs, Ark.
KOHF—Fueho, Cal.
KPIRO—Riverdale, Calif.
WBBF—Rock Island, Ill.
WDZ—Tuscola, Ill.
KFBH—Wichita, Kansas
KYSM—Mankato, Minn.
KROC—Rochester, Minn.
KFAM—St. Cloud, Minn.
WDNC—Durham, N. C.
WPTC—Sharon, Pa.
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KGNC—Amarillo, Tex.
KFDH—Beaumont, Tex.
KRWD—Brownwood, Tex.
KRBD—El Paso, Tex.
KFRO—Longview, Tex.
KFYO—Lubbock, Tex.
KRGV—Weslaco, Tex.
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WSAZ—Huntington, W. Va.
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WKSH—La Crosse, Wis.
Lone Star Chain
CFRN—Edmonton, Alberta
CFGN—Calgary, Alberta
CKPR—Et. William, Ont.
CFQC—Saskatoon, Sask.
CJGQ—Yorkton, Sask.

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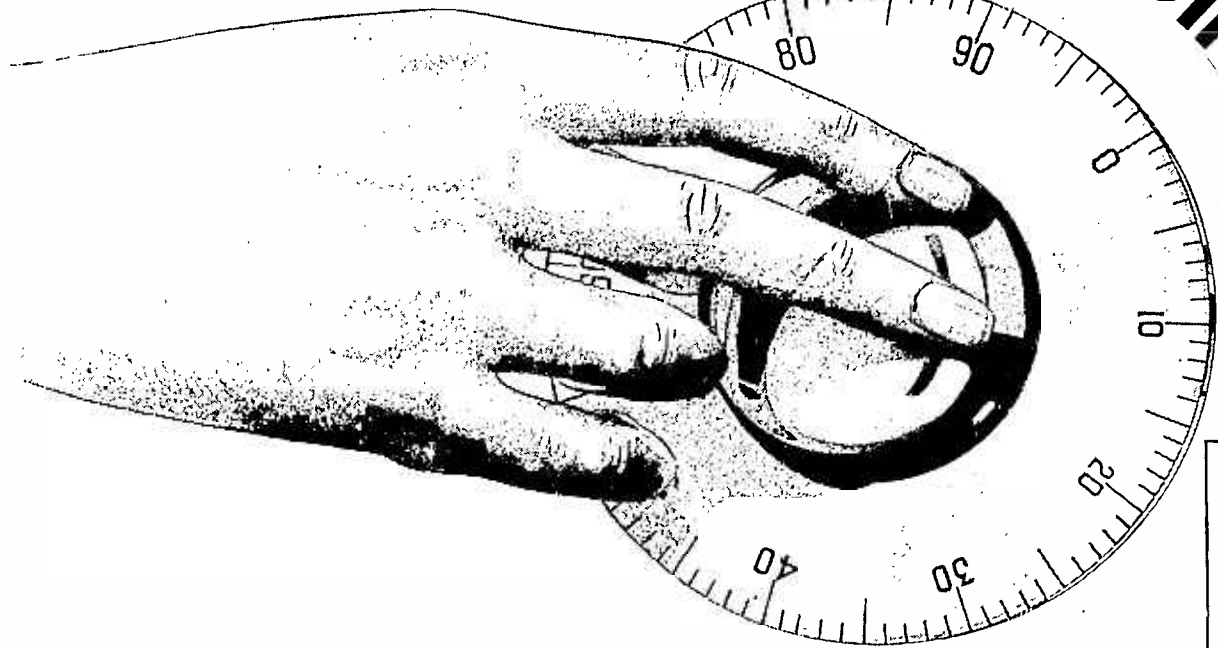
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Check these advertisements for new data on the radio markets of the nation

941	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	1942	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	1943	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	
JAN.	5	6	7	1	2	3	4	JAN.	4	5	6	7	8	9	10	3	JAN.	3	4	5	6	7	8	9
JAN.	12	13	14	15	16	17	18	JAN.	11	12	13	14	15	16	17	10	JAN.	10	11	12	13	14	15	16
JAN.	19	20	21	22	23	24	25	JAN.	18	19	20	21	22	23	24	17	JAN.	17	18	19	20	21	22	23
JAN.	26	27	28	29	30	31	..	JAN.	25	26	27	28	29	30	31	24	JAN.	24	25	26	27	28	29	30
FEB.	1	FEB.	1	2	3	4	5	6	7	31	FEB.	..	1	2	3	4	5	6
FEB.	2	3	4	5	6	7	8	FEB.	8	9	10	11	12	13	14	7	FEB.	..	7	8	9	10	11	12
FEB.	9	10	11	12	13	14	15	FEB.	15	16	17	18	19	20	21	14	FEB.	7	8	9	10	11	12	13
FEB.	16	17	18	19	20	21	22	FEB.	22	23	24	25	26	27	28	21	FEB.	14	15	16	17	18	19	20
FEB.	23	24	25	26	27	28	..	FEB.	29	30	31	28	FEB.	21	22	23	24	25	26	27
MAR.	1	MAR.	1	2	3	4	5	6	7	28	MAR.
MAR.	2	3	4	5	6	7	8	MAR.	8	9	10	11	12	13	14	..	MAR.	..	1	2	3	4	5	6
MAR.	9	10	11	12	13	14	15	MAR.	15	16	17	18	19	20	21	15	MAR.	7	8	9	10	11	12	13
MAR.	16	17	18	19	20	21	22	MAR.	22	23	24	25	26	27	28	14	MAR.	14	15	16	17	18	19	20
MAR.	23	24	25	26	27	28	29	MAR.	29	30	31	21	MAR.	21	22	23	24	25	26	27
MAR.	30	31	MAR.	1	2	3	4	28	MAR.	28	29	30	31
APR.	1	2	3	4	5	APR.	5	6	7	8	9	10	11	5	APR.	1	2	3
APR.	6	7	8	9	10	11	12	APR.	12	13	14	15	16	17	18	12	APR.	4	5	6	7	8	9	10
APR.	13	14	15	16	17	18	19	APR.	19	20	21	22	23	24	25	11	APR.	11	12	13	14	15	16	17
APR.	20	21	22	23	24	25	26	APR.	26	27	28	29	30	18	APR.	18	19	20	21	22	23	24
APR.	27	28	29	30	APR.	1	2	3	25	APR.	25	26	27	28	29	30	..
MAY	MAY	3	4	5	6	7	8	9	..	MAY
MAY	4	5	6	7	8	9	10	MAY	10	11	12	13	14	15	16	2	MAY	2	3	4	5	6	7	8
MAY	11	12	13	14	15	16	17	MAY	17	18	19	20	21	22	23	9	MAY	9	10	11	12	13	14	15
MAY	18	19	20	21	22	23	24	MAY	24	25	26	27	28	29	30	16	MAY	16	17	18	19	20	21	22
MAY	25	26	27	28	29	30	31	MAY	31	23	MAY	23	24	25	26	27	28	29
JUNE	1	2	3	4	5	6	7	JUNE	..	1	2	3	4	5	6	30	JUNE	1	2	3	4	5
JUNE	8	9	10	11	12	13	14	JUNE	7	8	9	10	11	12	13	6	JUNE	6	7	8	9	10
JUNE	15	16	17	18	19	20	21	JUNE	14	15	16	17	18	19	20	13	JUNE	6	7	8	9	10	11	12
JUNE	22	23	24	25	26	27	28	JUNE	21	22	23	24	25	26	27	20	JUNE	13	14	15	16	17	18	19
JUNE	29	30	JUNE	28	29	30	27	JUNE	20	21	22	23	24	25	26
JULY	1	2	3	4	5	JULY	1	2	3	4	27	JULY	27	28	29	30
JULY	6	7	8	9	10	11	12	JULY	5	6	7	8	9	10	11	4	JULY	1	2	3
JULY	13	14	15	16	17	18	19	JULY	12	13	14	15	16	17	18	11	JULY	4	5	6	7	8	9	10
JULY	20	21	22	23	24	25	26	JULY	19	20	21	22	23	24	25	18	JULY	11	12	13	14	15	16	17
JULY	27	28	29	30	31	JULY	26	27	28	29	30	31	..	25	JULY	18	19	20	21	22	23	24
AUG.	1	AUG.	22	AUG.	25	26	27	28	29	30	31
AUG.	3	4	5	6	7	8	9	AUG.	2	3	4	5	6	7	8	1	AUG.	1	2	3	4	5	6	7
AUG.	10	11	12	13	14	15	16	AUG.	9	10	11	12	13	14	15	8	AUG.	8	9	10	11	12	13	14
AUG.	17	18	19	20	21	22	23	AUG.	16	17	18	19	20	21	22	15	AUG.	15	16	17	18	19	20	21
AUG.	24	25	26	27	28	29	30	AUG.	23	24	25	26	27	28	29	22	AUG.	22	23	24	25	26	27	28
AUG.	31	AUG.	30	31	29	AUG.	29	30	31
SEPT.	..	1	2	3	4	5	6	SEPT.	1	2	3	4	5	..	SEPT.	1	2	3	4
SEPT.	7	8	9	10	11	12	13	SEPT.	6	7	8	9	10	11	12	5	SEPT.	5	6	7	8	9	10	11
SEPT.	14	15	16	17	18	19	20	SEPT.	13	14	15	16	17	18	19	12	SEPT.	12	13	14	15	16	17	18
SEPT.	21	22	23	24	25	26	27	SEPT.	20	21	22	23	24	25	26	19	SEPT.	19	20	21	22	23	24	25
SEPT.	28	29	30	SEPT.	27	28	29	30	26	SEPT.	26	27	28	29	30
OCT.	1	2	3	4	OCT.	1	2	3	..	OCT.	1	2
OCT.	5	6	7	8	9	10	11	OCT.	4	5	6	7	8	9	10	3	OCT.	3	4	5	6	7	8	9
OCT.	12	13	14	15	16	17	18	OCT.	11	12	13	14	15	16	17	10	OCT.	10	11	12	13	14	15	16
OCT.	19	20	21	22	23	24	25	OCT.	18	19	20	21	22	23	24	17	OCT.	17	18	19	20	21	22	23
OCT.	26	27	28	29	30	31	..	OCT.	25	26	27	28	29	30	31	24	OCT.	24	25	26	27	28	29	30
NOV.	1	NOV.	1	2	3	4	5	6	7	31	NOV.	..	1	2	3	4	5	6
NOV.	2	3	4	5	6	7	8	NOV.	8	9	10	11	12	13	14	7	NOV.	7	8	9	10	11	12	13
NOV.	9	10	11	12	13	14	15	NOV.	15	16	17	18	19	20	21	14	NOV.	14	15	16	17	18	19	20
NOV.	16	17	18	19	20	21	22	NOV.	22	23	24	25	26	27	28	21	NOV.	21	22	23	24	25	26	27
NOV.	23	24	25	26	27	28	29	NOV.	29	30	28	NOV.	28	29	30
NOV.	30	NOV.	1	2	3	4	5	28	NOV.	28	29	30
DEC.	..	1	2	3	4	5	6	DEC.	1	2	3	4	5	..	DEC.	1	2	3	4
DEC.	7	8	9	10	11	12	13	DEC.	6	7	8	9	10	11	12	6	DEC.	5	6	7	8	9	10	11
DEC.	14	15	16	17	18	19	20	DEC.	13	14	15	16	17	18	19	13	DEC.	12	13	14	15	16	17	18
DEC.	21	22	23	24	25	26	27	DEC.	20	21	22	23	24	25	26	19	DEC.	19	20	21	22	23	24	25
DEC.	28	29	30	31	DEC.	27	28	29	30	31	26	DEC.	26	27	28	29	30	31	..

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a safe, every one is essential for successful results in opening the door to this wealth of consumer buying power, now increased and broadened by New England's greatest era of industrial activity.

No other combination can give you such assured entrée — no other has such complete acceptance at every important point. The nineteen reasons for using The Yankee Network are on the right.

To the Makers of
**SMITH BROTHERS
 COUGH DROPS**

I am more than proud to express to you, through your agency J. D. Tarcher & Co., our thanks for your six participations weekly in our Yankee Network News Service. We first did business with you on WNAC only in 1930. Then, in 1935, you bought your first Yankee Network News participation on our complete Network. Since that time, you have been with us consistently as one of our Charter News Advertisers. "Thanks" is a simple word . . . but it carries with it the sincerity of our entire organization.

John Shepard, 3rd

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Worcester
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- WLBZ
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- WFEA
Manchester
- WNBH
New Bedford
- WBRK
Pittsfield
- WNLC
New London
- WLNH
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- WRDO
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- WCOU
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