

STANDARD RATE & DATA SERVICE

The National Authority

RADIO SECTION—MAY 1, 1945



SQUASH

● Corner nick-shots . . . smashes down the side-walls . . . and deft lobs inches above the tell-tale. Even the novice can bring off such shots from time to time. But it's the champion, entrenched in the center of the court who gives steady performances . . . who brings off the shots time after time, with uncanny accuracy!

And in radio . . .

Dealer cooperation . . . superior news service . . . top production staff . . . many stations can boast of such. But, it's just a few stations such as these listed, who through experience know what to give the listener when and how . . . and correspondingly give sales to the advertisers using their facilities.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffala	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	BLU
KARM	Fresno	CBS
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	BLU
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLH	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
WEAN	Providence	MBS
WRNL	Richmond	BLU
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	BLU
WMAS	Springfield	CBS
WAGE	Syracuse	BLU
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE TEXAS QUALITY AND
YANKEE NETWORKS

SPEAKING OF SPOT...

Speaking of Power, the true power of Radio rests upon its ability to deliver Radio Audiences, responsive to its messages, both in the public and private interest.

The development of this response depends upon the constant effort of Stations towards understanding the character of their markets and the people they serve. Success varies in proportion to the amount of time, effort, and imagination put forth.

Conforming to this pattern of successful Radio showmanship, our Stations have developed programming, productive of highly responsive audiences.

Judging from results secured, advertisers—both local and national—have expressed their approval of this sound concept in renewals and expansions of their campaigns.

This power is at your service.

SPOT RADIO LIST

By Major Markets

KEYS	Corpus Christi
KONO	San Antonio
WBNX	New York
WDAS	Philadelphia
WINX	Washington, D. C.
WJBK	Detroit
WLIB	New York
WMIN	Minneapolis-St. Paul
WSBC	Chicago
WWSW	Pittsburgh

By States

WCOU	Lewiston-Auburn, Me.
WIBM	Jackson, Mich.
WRRF	Washington, N. C.
WISR	Butler, Pa.
WBRW	Welch, W. Va.

FORJOE & COMPANY

National Radio Representatives

NEW YORK • CHICAGO • PHILADELPHIA • PITTSBURGH • PACIFIC COAST

1944								1945								1946							
S	M	T	W	T	F	S		S	M	T	W	T	F	S		S	M	T	W	T	F	S	
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16	17	18	19	20	21	22		21	22	23	24	25	26	27	21	20	21	22	23	24	25	26	27
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MAR.								MAR.								MAR.							
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19	20	21	22	23	24	25		18	19	20	21	22	23	24	18	17	18	19	20	21	22	23	17
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JUNE								JUNE								JUNE							
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17	18	19	20	21	22	23		16	17	18	19	20	21	22	16	15	16	17	18	19	20	21	15
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(Standard Rate & Data Service, Inc., does not assume responsibility for any omission)



STANDARD RATE & DATA SERVICE



WALTER E. BOTTHOF, Publisher and Chairman of the Board RICHARD A. TRENKMANN, President
 C. LAURY BOTTHOF, Exec. Vice-Pres. & Treas. ALBERT WILLIAM MOSS, Exec. Vice-Pres. in Charge New York Office
 C. W. DOHENY, Vice-Pres. HOWARD E. ROGERS, Secretary JAMES M. KELLY, Vice-Pres.

Vol. 27 No. 9

RADIO SECTION

2 Parts—Part 2

May 1, 1945

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ADVERTISING RATES FOR STANDARD RATE & DATA SERVICE

	7 tl.	8 tl.	12 tl.	*24 tl.	Transportation Section and Canadian Section—deduct \$20 per unit from these rates.
Full page.....	210.00	200.00	190.00	180.00	
Two columns.....	170.00	160.00	150.00	140.00	
Half page.....	145.00	135.00	125.00	115.00	
Minimum unit.....	120.00	110.00	100.00	90.00	

(* The 24-time rate applies when one publishing company or radio station uses two or more positions a month for 12 months or a minimum of 24 positions a year.

For complete rates and data see Classification 1, Business Paper Section.



Appearing in listings indicates membership in National Association of Broadcasters

Copyright 1945. STANDARD RATE & DATA SERVICE, Inc.

Issued semi-monthly: Newspaper Section and Radio Section, 1st of month; Magazine-Farm Paper Section and Business Paper Section, 15th of month.

PUBLISHING AND EXECUTIVE OFFICE

333 N. Michigan Avenue, Chicago 1, Ill.
Randolph 5616-7-8-9

EASTERN OFFICE

420 Lexington Avenue, New York 17, N. Y.
Lexington 2-6611 2-6612

PACIFIC COAST REPRESENTATIVE

Don Harway, 816 W. 5th St., Los Angeles 13, Cal.
Mutual 8512

Entered as second class matter July 8, 1943, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.

Every effort is made to produce a dependable Service, but the publishers cannot be held responsible for any inaccuracies.

Printed in U. S. A. Complete Service \$40 a year—individual sections \$20 a year.
For Advertising Rates See Classification 1 Business Paper Section.

NETWORK AND GROUP LISTINGS

AMERICAN BROADCASTING COMPANY, INC. (BLUE NETWORK)



BLUE NETWORK

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5700. Rate card dated January 1, 1945. (Card No. 32.) Card received February 19, 1945.

General Advertising

RATE CLASSIFICATIONS

All rates quoted on local time. 6:00 p.m. to 11:00 p.m.—night rates as listed. 12:00 noon to 4:00 p.m., Sundays only, two-thirds night rates; 4:00 p.m. to 6:00 p.m., Sundays, three-quarters night 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 night rates. 12:00 midnight to 8:00 a.m.—one-third night 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.

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 Blue Network, subject to card rate and regulations. All programs are subject to program and operating policies of the Blue Network. The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES

Services of the Blue Network Program Department in arranging and presenting programs are available to network clients. No special charge is made for facilities when programs originate in Blue Network studios in New York City, Chicago, Washington, San Francisco and Hollywood, provided the city in which the program originates is included in the Network facilities 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.

STANDARD DISCOUNTS

Weekly Volume Discounts*

Weekly discounts for 13 or more consecutive weeks of network broadcasting on a gross contracted value of 2,000.00 or more.

Table showing Weekly Gross Contracted Value of Network Time with columns for 2,000, 4,000, 7,000, 12,000, 18,000 and rows for Split Basic, Full Basic, and Full Basic plus 1-5 groups.

The five groups in the discount schedule are: Southeastern, Southcentral, Southwestern, Pacific Coast and Mountain, Supplemental Stations totaling 2,000.00 or more. This 2,000.00 is figured at gross evening hour rates; daytime hour value is 1,000.00; values for other units of time are in proportion to the rate.

Each group must be ordered in its entirety with the complete Basic Blue Network in order to earn the group discount.

Annual Rebate

In addition to the Weekly Volume Discounts an annual rebate for 52 consecutive weeks of network broadcasting of 12-1/2% of the gross billing is allowed on each station used during the rebate-fiscal year unless discontinued prior to the end of the rebate-fiscal year. The rebate will be due and payable at the end of each 52 weeks of consecutive service but will be paid currently on firm 52 week contracts. Interruptions in the broadcast service to the advertiser will not affect the advertiser's right to the rebate.

Annual Discounts*

Discounts from 25% to 42-1/2% in lieu of Weekly Volume Discounts and Annual Rebates will be allowed currently to advertisers whose contracted gross network billing equals or exceeds 1,500,000.00 within a 12 month fiscal year. The annual discounts for each of the contracts of an advertiser varies according to the number of groups included in that contract as follows: Split Basic 25%, Basic 27-1/2%, Basic plus 1 group 30%, Basic plus 2 groups 32-1/2%, Basic plus 3 groups 35%, Basic plus 4 groups 37-1/2%, Basic plus 5 groups 40%, Full Network 42-1/2%

For advertisers using the full Blue Network for daytime (9:00 a.m. to 6:00 p.m. EWT) broadcasting, a series of programs of 15 minutes or longer on three to six days per week, the following will apply in lieu of Standard Discounts and Rebates:

Weekly Discounts*

13 or more consecutive weeks of network broadcasting 3 broadcasts weekly 27-1/2% 1 broadcast weekly 30% 5 or 6 broadcasts weekly 32-1/2%

Annual Discounts*

In lieu of Daytime Full Network Discount and Annual Rebate, as follows: 3 broadcasts weekly 40% 4 broadcasts weekly 42-1/2% 5 or 6 broadcasts weekly 45%

Cash Discount

Two points of each discount listed under "Weekly Volume Discounts" and "Annual Discounts" are contingent upon full payment of bills on or before 15th day of month following month in which broadcast occurred. This provision applies only to charges for broadcast time.

Agency Commission

An advertising agency commission of 15% will be allowed on gross billing less applicable rebate and discounts and less the cash discount, whether it is earned or not. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed.

(* Two points of each discount listed are contingent upon full payment in accordance with paragraph "Cash Discount."

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 NETWORK

Table listing radio stations and their rates for 1 hr., 1/2 hr., and 1/4 hr. including stations like New York (WJZ), Boston (WBHD), Springfield (WSFH), Worcester (WQHC), etc.

Table listing radio stations and their rates for 24 stations, Total Eastern Zone, and Total Central Zone, including stations like Akron (WAKR), Toledo (WTOL), Cincinnati (WSAI), etc.

(†) Until June 1, 1945, rate will be 300.00 per evening hour. (*) Daytime only.

BASIC SUPPLEMENTARIES

Table listing supplementary stations and their rates, including Foughtkeape (WKIP), Stamford (WSRR), Atlantic City (WFFG), etc.

Michigan Network (available only as a group): Flint (WFDE), Lansing (WJIM), Jackson (WJBM), etc.

Table listing 19 stations and their rates, including Lexington (WFLA), Elkhart (WTRC), Springfield, Ill. (WCBS), etc.

Dairyland Network (available only as a group): 1 hr. 1/2 hr. 1/4 hr.

Table listing Dairyland Network stations and their rates, including Albert Lea (KATE), Wilmar (KWLM), Winona (KWNO), etc.

Total 24 stations 2,040.00 1,224.00 816.00 Total basic supplementaries 43 stations 3,230.00 1,938.00 1,292.00 (** Daytime only.

SOUTHEASTERN GROUP

Table listing Southeastern Group stations and their rates, including Winston-Salem (WAIB), Charlotte (WAYS), Charlottesville (WCHV), etc.

Total 26 stations 1,670.00 1,002.00 668.00 (** Daytime only.

SOUTHEASTERN SUPPLEMENTARIES

Table listing supplementary stations for Southeastern Group, including Gastonia (WGNC), Kinston (WFTC), Rocky Mount (WEED), etc.

Total 4 stations 130.00 78.00 52.00

SOUTHCENTRAL GROUP

Table listing Southcentral Group stations and their rates, including New Orleans (WDSU), Atlanta (WAGA), Birmingham (WBSN), etc.

Total 19 stations 1,760.00 1,056.00 704.00

SOUTHCENTRAL SUPPLEMENTARIES

Table listing supplementary stations for Southcentral Group, including Alexandria (KALB), Monroe (KMLB), etc.

SOUTHWESTERN GROUP

Table listing Southwestern Group stations and their rates, including Ft. Worth-Dallas (KGEO), Houston (KXYZ), College Station (WTAU), etc.

(This listing continued on next page)

AMERICAN BROADCASTING COMPANY, INC.—Continued

Oklahoma Network (available only as group): 1 hr. 1/2 hr. 1/4 hr. Enid (KCRC) Shawnee (KGFF) Muskogee (KBIX) Ada (KADA) Ardmore (KVSO)

Total 17 stations.....1,620.00 972.00 648.00

SOUTHWESTERN SUPPLEMENTARIES

Brownsville (KEEV) Coffeyville (KGGF) Lubbock (KPYO)

Available only as a group:

Texarkana (KCMC) Longview (KFRO) Abilene (KRBC) San Angelo (KGKL) Big Spring (KBST) Paris (KPLT)

Corpus Christi (KWBU).....160.00 96.00 64.00

Total 10 stations.....610.00 366.00 244.00

(**) Daytime only.

MOUNTAIN GROUP

Available only as a group. For use with Basic or Pacific Group:

Denver (KVOD) Pueblo (KGHF) Cheyenne (KFBC) Salt Lake City (KUTA) Las Vegas (KENO)

Total 5 stations.....400.00 240.00 160.00

PACIFIC COAST GROUP

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

Los Angeles (KECA) San Francisco (KGO) Watsonville (KHUB) Seattle (KJR) Spokane (KGA) Portland, Ore. (KEX) San Diego (KFMB) Fresno-Visalia (KTKC) Sacramento (KFBK) Stockton (KWG) Santa Barbara (KTMS) Wenatchee (KPQ) Phoenix (KPHO)

Total 13 stations.....1,930.00 1,158.00 772.00

PACIFIC COAST SUPPLEMENTARY

Riverside (KPRO).....60.00 36.00 24.00

CANADIAN STATIONS

Toronto (CJBC) Montreal (CFCF)

Total 2 stations.....240.00 144.00 96.00

PAN-AMERICAN SERVICE

Blue Network advertisers interested in Central and South American markets have available the Pan-American broadcasting services of short wave international stations, WRCA and WNBI.

A Pan-American program may be broadcast simultaneously with the domestic program over the Blue Network if the language period permits, or delayed broadcasts may be arranged at hours most suitable for the markets to be reached.

Rates and details on request.

DAY RATES

(8:00 a.m. to 6:00 p.m. week days, 11:00 p.m. to 12:00 midnight week days and Sundays, and 8:00 a.m. to 12:00 noon Sundays) [Sunday afternoon (12:00 noon to 4:00 p.m.) rates are two-thirds of night rates.] [Sunday afternoon (4:00 p.m. to 6:00 p.m.) rates are three-fourths of night rates.]

BASIC NETWORK

New York (WJZ) Boston (WHDH) Springfield (WSPR) Worcester (WORC) New Bedford, Mass. (WNBH) Hyannis (WOCB) Manchester, N. H. (WMUR) Providence (WPCJ) Waterbury (WATR) Hartford (WHD) New Haven (WEL) Bridgeport (WNAB) Philadelphia (WFL) Baltimore (WCBM) Washington (WMAL) Winchester (WINC) Richmond (WRNL) Fredericksburg (WFVA) Troy-Albany (WTRY) Syracuse (WAGE) Buffalo (WGR) Pittsburgh (KQV) Wheeling (WVVA) Detroit (WXYZ)

Total Eastern Zone 24 stations.....2,835.00 1,701.00 1,134.00

1 hr. 1/2 hr. 1/4 hr. Akron (WAKR) Toledo (WTOL) Cincinnati (WSAI) Cleveland (WJW) Dayton (WING) Columbus (WCOL) Louisville (WINN) Indianapolis (WISH) Fort Wayne (WOWO) Chicago (WENR-WLS) Milwaukee (WEMP) St. Louis (KXOK) Columbia (KFRT) Hannibal (KHMO) Davenport (WOC) Minn.-St. Paul (WTCN) Waterloo (KXEL) Burlington (KBUR) Lawrence, Kans. (WREN) Kansas City (KCMO) Total Central Zone 20 stations Total Basic Network 44 stations

(**) Daytime only.

BASIC SUPPLEMENTARIES

Poughkeepsie (WKIP) Stamford (WSIR) Atlantic City (WPPG) Huntington (WSAZ) Jamestown (WJTN) Olean (WILD) Plattsburg (WMPF) Saranac Lake (WNBZ) Erie (WLEU) Scranton (WARM) York (WSBA)

Michigan Network (available only as a group): Flint (WEDF) Lansing (WJLM) Jackson (WJBM) Grand Rapids (WLAJ) Battle Creek (WELL) Sault Ste. Marie (WBOO) Bay City (WBCM) Muskegon (WKBZ)

Total 19 stations.....595.00 357.00 238.00

Dairyland Network (available only as a group): Albert Lea (KATE) Willmar (KWLM) Winona (KWNO) Dubuque (WKBZ) Omaha (KOWH) Lincoln (KFOH) Youngstown (WFMJ) Springfield (WIZE) Marlon (WMRN) Mansfield (WMAN) Des Moines (KSO) Shenandoah (KMA) St. Joseph (KFEG) Springfield, Mo. (KWTO) Grand Island (KMMJ)

Available only as a group: South Bend (WHOT) Anderson (WHBU)

Total 24 stations.....1,020.00 612.00 408.00

Total basic supplementaries 43 stations.....1,615.00 969.00 646.00

(**) Daytime only.

SOUTHEASTERN GROUP

Winston-Salem (WAIB) Charlotte (WAYS) Charlottesville (WCHV) Johnson City (WJEL) Augusta (WGAC) Columbia, S. C. (WCOS) Florence (WOLS) Spartanburg (WORD) Greenville (WGRD) High Point (WMPR) Greensboro (WGBG) Hickory (WHEK) Jacksonville (WJHP) Ocala (WTMC) Miami (WKAT) Norfolk (WGH) Suffolk (WHPM) Tampa-St. Petersburg (WSEN) Daytona Beach (WMPJ) Orlando (WLOF) Palm Beach (WVPG) Tri-City stations (available only as a group): Danville (WBTM) Lynchburg (WLYA) Roanoke (WLSL) Covington (WKEY) Washington, N. C. (WRRF)

Total 26 stations.....835.00 501.00 334.00

(**) Daytime only.

SOUTHEASTERN SUPPLEMENTARIES

1 hr. 1/2 hr. 1/4 hr. Gastonia (WGNC) Winston (WETC) Rocky Mount (WEED) Wilmington (WMFD) Total 4 stations.....65.00 39.00 26.00

SOUTHCENTRAL GROUP

New Orleans (WDSU) Atlanta (WAGA) Birmingham (WBSN) Mobile (WMOB) Gulfport (WGCM) Jackson (WLSL) Greenwood (WGRM) Vicksburg (WQBC) Hot Springs (LHS) Little Rock (KGHI) Nashville (WSIX) Chattanooga (WDEF) Knoxville (WBIH) Memphis (WMPB) Baton Rouge (WBBO) Shreveport (KRMD) Anniston (WHMA) Clarksdale (WROX) El Dorado (KELD)

Total 19 stations.....880.00 528.00 352.00

SOUTHCENTRAL SUPPLEMENTARIES

Available only as a group: Alexandria (KALB) Monroe (KMLB) Available only as a group: Columbus (WDAK) West Point (WRDL) Cedarhurst (WGAA) Macon (WBML) Jackson (WTJB) Total 7 stations.....155.00 93.00 62.00

SOUTHWESTERN GROUP

Ft. Worth-Dallas (KGEO) Houston (KXYZ) College Station (WTAW) Wichita, Kans. (KPH) Oklahoma City (KTOB) Tulsa (KOME) Beaumont (KFDM) Available only as a group: San Antonio (KABC) Austin (KNOW) Waco (WACO) Temple (KTEM) Amarillo (KFDA) Oklahoma Network (available only as a group): Enid (WCRC) Shawnee (KGFF) Muskogee (KBIX) Ada (KADA) Ardmore (KVSO)

Total 17 stations.....810.00 486.00 324.00

SOUTHWESTERN SUPPLEMENTARIES

Brownsville (KEEV) Coffeyville (KGGF) Lubbock (KPYO) Available only as a group: Texarkana (KCMC) Longview (KFRO) Abilene (KRBC) San Angelo (KGKL) Big Spring (KBST) Paris (KPLT) Corpus Christi (KWBU)

Total 10 stations.....905.00 543.00 362.00

MOUNTAIN GROUP

Available only as a group. For use with Basic or Pacific Coast Network: Denver (KVOD) Pueblo (KGHF) Cheyenne (KFBC) Salt Lake City (KUTA) Las Vegas (KENO) Total 5 stations.....200.00 120.00 80.00

PACIFIC COAST GROUP

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

Los Angeles (KECA) San Francisco (KGO) Watsonville (KHUB) Seattle (KJR) Spokane (KGA) Portland, Ore. (KEX) San Diego (KFMB) Fresno-Visalia (KTKC) Sacramento (KFBK) Stockton (KWG) Santa Barbara (KTMS) Wenatchee (KPQ) Phoenix (KPHO)

Total 13 stations.....985.00 579.00 386.00

PACIFIC COAST SUPPLEMENTARY

Riverside (KPRO).....30.00 18.00 12.00

CANADIAN STATIONS

Toronto (CJBC) Montreal (CFCF)

Total 2 stations.....120.00 72.00 48.00

Branch Offices Chicago 54—Merchandise Mart, Delaware 1900. Detroit 2—Fisher Bldg., Trinity 2-7900. Hollywood 28—Sunset Blvd., & Vine St., Hillside 8231. San Francisco 2—Taylor & O'Farrell Sts., Graystone 6565.

AMERICAN BROADCASTING COMPANY, INC.

(PACIFIC BLUE NETWORK)

Hollywood 28—Sunset Blvd. and Vine St., Hillside 8231.

San Francisco 2—Taylor and O'Farrell Sts., Graystone 6565.

Rate card dated October 1, 1942. (Card No. 2.)

Agency Commission

15% to recognized agencies on gross billing, less applicable rebate and discounts and less the cash discount, whether it is earned or not. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. No commission on program charges.

Two points of each discount listed under paragraph pertaining to 18 or more consecutive weeks of network broadcasting are contingent upon full payment of bills on or before 15th day of month following month in which broadcast occurred. No cash discount on talent or special facilities.

General Advertising

RATE CLASSIFICATION

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 4:00 p.m., Sundays only—two-thirds gross rates.

4:00 p.m. to 6:00 p.m. Sundays only—three-quarters gross evening 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 2:00 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.

DISCOUNTS

Weekly discounts for 18 or more consecutive weeks of network broadcasting.

—Weekly gross contracted value of network time:—

Group 1—two or three Pacific Blue stations:		
800.00 to 600.00.....	2-1/2%	
600.00 to 1,000.00.....	5%	
1,000.00 to 1,500.00.....	7-1/2%	
1,500.00 to 2,100.00.....	10%	
2,100.00 or more.....	12-1/2%	

Group 2—four or five Pacific Blue stations:		
800.00 to 600.00.....	5%	
600.00 to 1,000.00.....	7-1/2%	
1,000.00 to 1,500.00.....	10%	
1,500.00 to 2,100.00.....	12-1/2%	
2,100.00 or more.....	15%	

Group 3—six or seven Pacific Blue stations:		
800.00 to 600.00.....	7-1/2%	
600.00 to 1,000.00.....	10%	
1,000.00 to 1,500.00.....	12-1/2%	
1,500.00 to 2,100.00.....	15%	
2,100.00 or more.....	17-1/2%	

Group 4—eight or nine Pacific Blue stations:		
800.00 to 600.00.....	10%	
600.00 to 1,000.00.....	12-1/2%	
1,000.00 to 1,500.00.....	15%	
1,500.00 to 2,100.00.....	17-1/2%	
2,100.00 or more.....	20%	

Group 5—complete Pacific Blue Network:		
800.00 to 600.00.....	12-1/2%	
600.00 to 1,000.00.....	15%	
1,000.00 to 1,500.00.....	17-1/2%	
1,500.00 to 2,100.00.....	20%	
2,100.00 or more.....	22-1/2%	

Group 6—complete Pacific Blue Network and Blue Mountain Group:		
800.00 to 600.00.....	15%	
600.00 to 1,000.00.....	17-1/2%	
1,000.00 to 1,500.00.....	20%	
1,500.00 to 2,100.00.....	22-1/2%	
2,100.00 or more.....	25%	

All Pacific Blue Network contracts for the same advertiser (except contracts taking Blue National discounts) may be combined to determine the weekly gross contracted value. The exact discount for each contract is determined by the total gross (card rate) for all contracts and the number of Blue Pacific stations covered by that contract. For example: an advertiser with two contracts, one for Group II with five stations and the other for Group V with complete Pacific Network, totaling 1,000.00 earns a discount of 10% on the first contract and 17-1/2% on the second.

In Groups I, II, III, and IV bonus stations are not included in determining number of stations. If the Mountain Group is used with Groups I, II, III, or IV, an additional 2-1/2% discount shall be added to the discounts indicated in the above schedule for such split Pacific Networks.

Rebates for 26, 39, and 52 consecutive weeks of network broadcasting

A rebate of 5% of the gross billing will apply on all facilities used during the first 26 weeks of the rebate-fiscal year; in lieu of 5%, a rebate of 7-1/2% of the gross billing will apply on all facilities used during the first 39 weeks of the rebate-fiscal year; and in lieu of 5% and 7-1/2%, a rebate of 12-1/2% of the gross billing will apply on all facilities used during the rebate-fiscal year. The 5%, 7-1/2%, or 12-1/2% rebate shall apply only to such facilities as are not discontinued prior to the end of the 26



How many minutes equal \$20



During the course of one month many an agency will profit by having extra copies of Standard Rate & Data Service.

For an extra \$20 per section, per year, or an extra \$32 for the complete Service, any agency official can assure himself of quick, timely, specific facts on any matter connected with the purchase of advertising time or space.

Subscription Department

STANDARD RATE & DATA SERVICE

333 N. Michigan Ave.
Chicago 1, Ill.



weeks, the 39 weeks or the full rebate year, respectively. Each rebate will be due and payable at the end of its governing period or if the period is firm, the rebate will be paid currently. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

SPECIAL DISCOUNTS

Applicable to North Mountain Group, South Mountain Service, and the Pacific Supplementaries only. Weekly discounts for 18 or more consecutive weeks of network broadcasting.

Weekly gross contracted value of network time.	
800.00 to 600.00.....	3-1/2%
600.00 to 1,000.00.....	5%
1,000.00 to 1,500.00.....	7-1/2%
1,500.00 to 2,100.00.....	10%
2,100.00 or more.....	12-1/2%

All Pacific Blue Network contracts for the same advertiser (except contracts taking Blue National discounts) may be combined to determine the weekly rate of discount.

When any of the North Mountain Group, South Mountain Service, and the Pacific Supplementary stations are included in a Pacific Blue Network contract, the gross rates for such stations in addition to the gross rate for Pacific Blue Network and Blue Mountain stations shall be used to determine the weekly discounts applicable to the advertiser—Blue as well as non-Blue stations.

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 Blue Network Company, subject to card rate and regulations. Programs are subject to program policies and approval of the Blue Network Company. Split Pacific Networks must have approval of sales department before acceptance. Closing date is three weeks in advance of initial program. Electrical transcriptions are acceptance for broadcast.

PRODUCTION SERVICES

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

No special charge is made for facilities when programs originate in Blue Network studios in San Francisco and 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.

NIGHT RATES

***PACIFIC BLUE NETWORK**

Los Angeles (KECA).....	1 hr.	1/3 hr.	1/4 hr.
San Francisco (KGO).....	400.00	240.00	160.00
Watsonville (KHUB).....	80.00	216.00	144.00
Seattle (KJR).....	No charge. Available only when KGO is used.		
Spokane (KGA).....	200.00	120.00	80.00
Portland, Ore. (KEX).....	180.00	96.00	64.00
San Diego (KFMB).....	180.00	108.00	72.00
Presno-Yuba (KFTC).....	140.00	84.00	66.00
Sacramento (KFBK).....	80.00	48.00	32.00
Stockton (KWG).....	160.00	96.00	64.00
Wentzhee (KPQ).....	40.00	24.00	16.00
Santa Barbara (KTMS).....	40.00	24.00	16.00
Santa Barbara (KTMS).....	80.00	48.00	32.00

Total for group (13 stations).....	1,900.00	1,140.00	760.00
Supplementary to Pacific Blue:			
Riverside (KPRO).....	80.00	86.00	24.00
Phoenix (KPHO).....	96.00	64.00	32.00

(* See Pacific Blue Network discounts.

***BLUE MOUNTAIN GROUP**

Available only as a group. For use with Pacific Coast Blue Network:

Denver (KVOD).....	1 hr.	1/3 hr.	1/4 hr.
Cheyenne (KFBC).....	200.00	120.00	80.00
Pueblo (KGHF).....	No charge. Available only when KVOD is used.		
Salt Lake City (KUTA).....	40.00	24.00	16.00
Las Vegas (KENO).....	180.00	96.00	64.00
Total for group (5 stations).....	400.00	240.00	160.00

(* See Pacific Blue Network discounts.

***NORTH MOUNTAIN GROUP**

Available only as a group for use with the Pacific Network:

Butte (KGIR).....	120.00	72.00	48.00
Helena (KPFA).....	No charge. Available only when KGIR is used.		
Billings (KGHL).....	120.00	72.00	48.00
Boise (KIDO).....	120.00	72.00	48.00
Postville (KXFB).....	50.00	30.00	20.00
Twin Falls (KTFF).....	50.00	30.00	20.00
Total for group.....	460.00	276.00	184.00

(* See Special Discounts.

***SOUTH MOUNTAIN SERVICE**

Available with Mountain Group:

Albuquerque (KOB).....	160.00	96.00	64.00
El Paso (KTSM).....	120.00	72.00	48.00
Total for group (2 stations).....	280.00	168.00	112.00

(* See Special Discounts.

***PACIFIC SUPPLEMENTARIES**

Individually available with Pacific Network:

Medford (KMED).....	80.00	48.00	32.00
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(* See Special Discounts. (This listing continued on next page)

AMERICAN BROADCASTING COMPANY, INC.—Continued

Table with columns for Day Rates and Pacific Blue Network stations including Los Angeles (KECA), San Francisco (KGO), and Seattle (KJR).

Table for Blue Mountain Group with stations like Denver (KVOD), Cheyenne (KFBC), and Pueblo (KGHF).

Closing Time, Branch Offices, and Arizona Broadcasting Company, Inc. information.

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

WIBC Bldg., Duluth 2, Minn., telephone Melrose 2873. Comprised of: WIBC—Duluth-Superior, WMFG—Hibbing, Minn., WHLB—Virginia, Minn., WEAU—Eau Claire, Wis., WJMC—Rice Lake, Wis.

Wave—Power—Time, Agency Commission, and General Advertising information for Arrowhead Network.

BASIC RATES

Table with columns for Class 'A' (8:00 p.m. to 10:00 p.m.) and Class 'B' (12:00 noon to 1:00 p.m. and 10:00 p.m. to 10:30 p.m.) with various time slots and rates.

Table for Class 'C' (7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) and Class 'D' (10:30 p.m. to 7:00 a.m.) with various time slots and rates.

Table for Special Features including News, Time Signals, and Sports.

Special Features details: News: Leased wire service available at regular rates plus talent. Time Signals: Regular announcement rates apply.

Political: Regular rates apply; payable in advance.

Remote Control: Programs can originate from studios of any member station at no additional cost.

Originating Facilities: Continuity, production, merchandising and publicity departments are part of the regular service.

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

Personnel: General Manager—Walter C. Westmore, Director of Operations—H. E. Bridgmoreland.

Representatives: George P. Hollingsbery Company.

BLUE NETWORK

For rates and data see listing under American Broadcasting Company, Inc.

FREQUENTLY you want to know STATION FREQUENCIES



Flip to pages preceding "Representatives" at back of this issue.

COLUMBIA BROADCASTING SYSTEM, INC.

Columbia Broadcasting System Bldg., 485 Madison Ave., New York City 22, Wickersham 3-3000.

Rates effective July 15, 1944. (Card No. 30.)

Wave—Power—Time See individual listings.

Agency Commission

15% to recognized agencies on any station time charges (after deducting all discounts) and on any line charges. Charges for facilities are payable immediately after each broadcast unless satisfactory arrangements are made for monthly payments.

General Advertising

Transition rates: The rate for all stations broadcasting on the same time as current New York time, between 6:00 p.m. and 8:00 p.m. and for Pacific Coast Stations from 10:00 p.m. to 10:30 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 night rates. After midnight rates (midnight to 7:00 a.m.) are one-third of night rates. Day, night, Sunday afternoon and after midnight rates are figured on the basis of current local time in each city.

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

STATION HOUR DISCOUNT

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

Table showing station hour discounts: Less than 25 station hours per week (Net), 25 or more but less than 45 station hours per week (2-1/2%), 45 or more but less than 80 station hours per week (5%), 80 or more station hours per week (7-1/2%).

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.

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

ANNUAL DISCOUNTS

At the end of 52 consecutive weeks of network broadcasting there will be due and 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.

OVER-ALL DISCOUNTS

An over-all discount of 20%, computed on gross weekly billing for station time, will be allowed in lieu of station hour and annual discounts to advertisers who use a minimum of 8,750 station hours (computed as provided under station hour discount above) or \$1,500,000.00 of gross billing for station time during an established discount year.

FULL NETWORK 15% DISCOUNT

A full network discount of 15% will be allowed on the net billing (after deduction of station hour and annual or over-all discounts) for station time of programs which actually use CBS stations located in continental United States. The full network discount will not apply to billing for stations located outside continental United States.

If stations (aggregating not more than 10% of the full network gross rate) are unavailable for any program ordering the full network, the full network discount will be reduced in the following percentage point for each two percentage points by which the gross billing is reduced by omission of such stations, provided that all stations remain on firm order throughout the term of contract.

PARTIAL NETWORK DISCOUNTS

The following discounts will be allowed on the net billing (after deduction of station hour and annual or overall discounts) for station time of programs actually using CBS stations located in continental United States having the following percentages of the gross rate for all such stations: 90% or more but less than 95% (10%), 95% or more (12-1/2%).

(This listing continued on next page)

COLUMBIA BROADCASTING SYSTEM, INC.—Continued

RATES FOR BASIC NETWORK The basic network comprises 24 stations in addition to which at least three of the optional basic group must be used.

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Total 27 stations.....10,310.00 6,186.00 4,124.00 Only three optional cities are included in these totals.

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Total 27 stations.....5,161.00 3,099.00 2,062.00 Only three optional cities are included in these totals. (*) WGR, alternate Buffalo station, during certain hours Sunday only; evening hour rate \$50.00.

BASIC SUPPLEMENTARY GROUP

Forty-three stations available individually with Basic Network, except that Grand Rapids (WJEF) is available only with Kalamazoo (WKZO).

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Group total.....4,730.00 2,858.00 1,892.00

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

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Group total.....2,374.00 1,428.00 946.00

SOUTHWESTERN GROUP

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

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Group total.....2,045.00 1,227.00 818.00

Day Rates

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Group total.....1,026.00 617.00 409.00

SOUTHEASTERN GROUP

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

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Group total.....1,400.00 840.00 560.00

Day Rates

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Group total.....702.00 422.00 280.00

SOUTHCENTRAL GROUP

Fifteen stations available individually with Basic Network.

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Group total.....2,310.00 1,386.00 924.00

Day Rates

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Group total.....1,157.00 695.00 462.00

FLORIDA GROUP

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

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Group total.....585.00 351.00 234.00

Day Rates

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Group total.....294.00 177.00 117.00

NORTHWESTERN GROUP

Ten stations available individually with Basic Network, except that Slou City-Yankton (WNAX) must be used when Minneapolis-St. Paul (WCCO) is used.

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Group total.....1,375.00 825.00 550.00

Day Rates

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Group total.....691.00 416.00 275.00

MOUNTAIN GROUP

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

Table with columns for station names and rates for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (6:00 p.m. to 11:00 p.m.).

Group total.....1,165.00 699.00 466.00

(This listing continued on next page)

COLUMBIA BROADCASTING SYSTEM, INC.—Continued

Table with Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and Night Rates (1 hr., 1/2 hr., 1/4 hr.) for stations like Denver (KLZ) and Salt Lake City (KSL).

PACIFIC COAST GROUP: Eight stations, available only as a group. Table with Day Rates and Night Rates.

SUPPLEMENTARY PACIFIC COAST GROUP: Available individually with Pacific Coast Group. Table with Day Rates and Night Rates.

ICANADIAN GROUP: Two stations available individually with the Basic Network. Table with Night Rates and Day Rates.

HAWAIIAN GROUP: Two and one-half hours earlier than Pacific War Time. Table with Night Rates and Day Rates.

PUERTO RICO: San Juan (WEAQ) Rates on request. Table with Night Rates and Day Rates.

SERVICE FACILITIES: The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers through the following departments...

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

Contract and Other Requirements: Rates and discounts listed herein apply to all classes of acceptable accounts and advertising provided the networks used are of a size satisfactory to CBS.

Program Originations: Rates quoted herein include studio facilities, adequate for technical pickup, and audience facilities to the extent available in CBS premises in New York, Chicago, Los Angeles or Washington.

charge will be made for other studio facilities, and a special origination charge is made when programs originate at other origination points.

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 22-485 Madison Ave., Boston 12-182 Tremont St., Chicago 11-410 N. Michigan Ave., Detroit 2-902 Fisher Bldg., St. Louis 2-401 S. 12th Blvd., Charlotte 2-Wilder Bldg., Minneapolis 2-625 Second Avenue South, Washington 4-817 Earle Bldg., Hollywood 28-Columbia Square, San Francisco 5-Palace Hotel, London-49 Hallam St., W 1 Cable address, Columbia, New York.

COLUMBIA NEW ENGLAND NETWORK

182 Tremont St., Boston 12, Mass. 485 Madison Ave., New York City. Rates effective May 11, 1941. (Card No. 5.)

Comprised of: WEEI-Boston, WPRO-Providence, WDBF-Hartford, WTAG-Worcester, WNAS-Springfield, Mass., WLAW-Lawrence, Mass., WKNE-Keene, N. H., WGAN-Portland, WABI-Bangor, WBRV-Waterbury, WMAS-Burlington, Vt., WLAB-Burlington, Vt., WLAB-Lawrence, Mass.

Wave-Power-Time: See individual listings.

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

General Advertising: Rates apply to all classes of acceptable accounts and advertising. Rates for periods in excess of one hour are in exact proportion to one hour rates. Transition rates (two-thirds of night rates) apply to all stations broadcasting on current Boston time from 8:00 p.m. to 6:30 p.m.

Table with Night Rates (6:00 p.m. to 11:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) for stations like Boston (WEEI), Providence (WPRO), Hartford (WDBF), Worcester (WTAG), Waterbury (WBRV), Springfield, Mass. (WNAS), Burlington (WVAX), Keene, N. H. (WKNE), Portland, Me. (WGAN), Bangor (WABI), Lawrence (WLAW).

Table with Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) for stations like Boston (WEEI), Providence (WPRO), Hartford (WDBF), Worcester (WTAG), Waterbury (WBRV), Springfield, Mass. (WNAS), Burlington (WVAX), Keene, N. H. (WKNE), Portland, Me. (WGAN), Bangor (WABI), Lawrence (WLAW).

(*) Available only with Boston (WEEI).

DISCOUNTS: The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using Columbia New England Network broadcasts for 13 or more consecutive weeks.

Per week: Less than 10 station hours per week... Net 10 or more but less than 15 station hours... 2-1/2% 15 or more but less than 25 station hours... 5% 25 or more but less than 45 station hours... 7-1/2% 45 or more but less than 70 station hours... 10% 70 or more station hours... 12-1/2%

Station hours will be calculated as follows: 1 hour (day or night) on 1 station 1.0 station hour 1/2 hour (day or night) on 1 station .6 station hour 1/4 hour (day or night) on 1 station .4 station hour (Thus, in computing station hour discounts, 1/2 and 1/4 hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full hour rate.)

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

52 times 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks. If an advertiser broadcasts weekly for longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

ELECTRICAL TRANSCRIPTIONS: Not accepted.

SERVICE FACILITIES: Complete supplementary service available for advertising agencies and radio advertisers through the following: Continuity department, engineering department, program department, promotion and research department, publicity department, sales service department, station relations department.

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

Representatives: Columbia Broadcasting System, Inc. Radio Sales.

COLUMBIA PACIFIC NETWORK

Columbia Square, Los Angeles 28, Calif. Palace Hotel, San Francisco 5, Calif. Rates effective August 15, 1943. (Card No. 7.)

CALIFORNIA NETWORK: KNX-Los Angeles, KQW-San Francisco, KARM-Fresno, KGDM-Stockton

PACIFIC NETWORK: KNX-Los Angeles, KARM-Fresno, KQW-San Francisco, KIRO-Seattle, KOIN-Portland, KPFP-Spokane, KROY-Sacramento, KGDM-Stockton

Pacific Supplementary Group: KSL-Salt Lake City, KTUC-Tucson, KSUB-Cedar City, KSUN-Bisbee, KGYO-Missoula, KTYW-Yakima, KFBB-Great Falls, KGM-Albuquerque, KZL-Denver, KVSF-Santa Fe, KVOR-Colorado Springs, KGMB-Honolulu, KR0D-El Paso, KHCB-Hilo, KOY-Phoenix

Wave-Power-Time: See individual listings.

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

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

BASIC CALIFORNIA GROUP: Available only as a group. Table with Night Rates (6:00 p.m. to 10:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight).

Table with Night Rates (6:00 p.m. to 10:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) for stations like Los Angeles (KNX), San Francisco (KQW), Stockton (KGDM), Fresno (KARM), Sacramento (KROY).

BASIC PACIFIC COAST GROUP: Available only as a group. Table with Night Rates (6:00 p.m. to 10:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight).

Table with Night Rates (6:00 p.m. to 10:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) for stations like Los Angeles (KNX), San Francisco (KQW), Stockton (KGDM), Fresno (KARM), Sacramento (KROY), Portland (KOIN), Seattle (KIRO), Spokane (KPFP).

(This listing continued on next page)

COLUMBIA PACIFIC NETWORK CONTINUED

SUPPLEMENTARY GROUP These stations available as a group or individually with Basic California or Basic Pacific Coast Group.

Table with columns for station names, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like Phoenix-Tucson-Bisbee, Misoula, Great Falls, Salt Lake City, Denver, Albuquerque-Santa Fe, El Paso, Cedar City, Yakima, Honolulu-Hilo.

Table with columns for station names, 7:30 a.m. to 6:00 p.m., 12:00 p.m. to 12:00 midnight, and 10:30 p.m. to 12:00 midnight rates. Includes stations like Phoenix-Tucson-Bisbee, Misoula, Great Falls, Salt Lake City, Cedar City, Denver, Albuquerque-Santa Fe, El Paso, Bisbee, Yakima, Honolulu-Hilo.

(*) Available only if KSL is used. (1) Available only if Basic Pacific Coast Group is used. (2) Available only if KSL is used. (3) Two and one-half hours earlier than Pacific War Time. Sunday afternoon (12:00 noon to 6:00 p.m.) and daily (10:00 p.m. to 10:30 p.m.) rates are two-thirds of night rates. After 12:00 midnight rates (12:00 midnight to 7:00 a.m.) are one-third night rates. Forty-five minutes calculated at 80% of hour rate.

DISCOUNTS

Weekly discounts, computed on gross weekly billing for time, are allowed to each advertiser using network broadcast for 13 or more consecutive weeks as follows (in computing discounts, combination stations are classified as one station): Less than 10 station hours weekly... Net 15 or more but less than 15 station hours... 2-1/2% weekly... 15 or more but less than 25 station hours... 5% weekly... 25 or more station hours weekly... 7-1/2% Station hours calculated on following basis: One hour (day or night) on one station, one station hour; one-half hour (day or night) on one station, six-tenths hour; one-quarter hour (day or night) on one station, four-tenths hour. Two or more network contracts for the same advertiser may be combined in computing station hour discounts. At the conclusion of 52 consecutive weeks of network broadcasting there will be due and payable to the advertiser additional discounts on network time, computed as follows: 52 times 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks. If an advertiser broadcasts weekly for longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount under the foregoing terms for any consecutive 52 weeks during the period of his broadcasting. Network broadcasting and spot broadcasting over any station may not be combined for discount purposes. These discounts do not apply to broadcasts which are part of, or a re-broadcast of, coast-to-coast broadcasts.

ELECTRICAL TRANSCRIPTIONS

Not accepted.

LECTURES AND TALKS

Lectures and talks (except political talks) are not accepted between 6:00 p.m. and 12:00 midnight.

SERVICE FACILITIES

Columbia Pacific Network makes available a complete supplementary service for advertising agencies and radio advertisers through the following: continuity department, engineering department, program department, promotion department, research department, publicity department, sales service department.

Line Charges

Rates shown include line charges. Permanent lines are maintained. Network operations prior to 7:00 a.m. (Pacific War Time) carry a special line-opening charge. Rates on request.

Contract and Other Requirements

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

Personnel

Vice-President in Charge—Donald W. Thornburgh. Pacific Coast Sales Manager—Charles E. Morin. Los Angeles Sales Manager—J. Archie Morton.

Representatives

Radio Sales.

CONNECTICUT STATE NETWORK

See listing under Connecticut.

DAIRYLAND NETWORK, THE

For rates and data see listing under Minnesota.

DANIEL BOONE REGIONAL NETWORK, THE

Comprised of:

WISE—Asheville, N. C. WKPT—Kingsport, Tenn. WOPI—Bristol, Tenn. Rates effective May 25, 1942. (Card No. 1.)

Wave—Power—Time

See individual listings.

Agency Commission

15% to recognized agencies.

General Advertising

The following discounts are from the rates of the individual stations used: Combination rate for 3 stations—15% discount. Combination rate for 2 stations—10% discount.

Line Charges

Rates shown include line charges. Permanent lines maintained.

Representatives

Burn-Smith Company, Incorporated. Southeast—Harry S. Cummings.

DON LEE BROADCASTING SYSTEM



Don Lee Bldg., 5515 Melrose Ave., Hollywood 88, Calif.

San Francisco (zone 9) Office: 1000 Van Ness Ave.

Rates effective November 1, 1944. (Card No. 13.)

This system is comprised of the following groups:

SOUTHERN CALIFORNIA

KEJ—Los Angeles KPMC—Bakersfield KGB—San Diego KVOE—Santa Ana KDB—Santa Barbara KXO—El Centro KFXM—San Bernardino KVEO—San Luis Obispo

NORTHERN CALIFORNIA

KFRC—San Francisco KIAM—Eureka KMYC—Marysville KHSB—Chico KFRE—Fresno KVCV—Redding KDON—Monterey KYOB—Merced

NORTHWEST (Oregon)

KRNR—Roseburg KOOS—Coos Bay KALB—Portland KWIL—Albany KPJF—Klamath Falls KASD—Astoria KORE—Eugene RTTN—Grant Pass KBND—Bend KSLM—Salem

NORTHWEST (Washington)

KMO—Tacoma KGY—Olympia KIT—Yakima KELA—Centralia KPIO—Spokane KRKO—Everett KXRO—Aberdeen KRWK—Longview KOL—Seattle KRUJ—Walla Walla

NORTHWEST (Idaho)

KWAL—Wallace KRLC—Lewiston

Wave—Power—Time

See individual station listings.

Agency Commission

15% on net station time to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising

Affiliated with Mutual Broadcasting System. Rates include music copyright fees.

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

Table with columns for station names, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes Complete Coast Network, Southern Calif. Network, Northern Calif. Network, Complete Calif. Network, Complete Northwest.

(Sunday afternoon and 10:30 p.m. to 11:00 p.m. daily)

Table with columns for station names, 1:40 p.m., 8:40 p.m., and 5:00 p.m. rates. Includes 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 11:00 p.m. to 12:00 midnight daily)

Table with columns for station names, 1:05 p.m., 6:50 p.m., 4:20 p.m., 3:41 p.m., 2:05 p.m., 6:58 p.m., 3:05 p.m., and 3:52 p.m. rates. Includes Complete Coast Network, Southern Calif. Network, Northern Calif. Network, Complete Calif. Network, Complete Northwest.

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

Table with columns for station names, 1 hr., 1/2 hr., and 1/4 hour rates. Includes Complete Coast Network, Southern Calif. Network, Northern Calif. Network, Complete Calif. Network, Complete Northwest, CKWX, Vancouver, B. C., KGMB, Honolulu, and KHBC, Hilo, Hawaii.

DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more consecutive weeks.

Discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Complete Coast Network:

Table with columns for station names and discount percentages. Includes Less than 420.00, 420.00 to 840.00, 840.00 to 1,260.00, 1,260.00 to 1,680.00, 1,680.00 to 2,100.00, 2,100.00 to 2,520.00, 2,520.00 or more.

Complete California:

Table with columns for station names and discount percentages. Includes Less than 263.00, 263.00 to 526.00, 526.00 to 789.00, 789.00 to 1,052.00, 1,052.00 to 1,315.00, 1,315.00 to 1,578.00, 1,578.00 or more.

Southern California Network:

Table with columns for station names and discount percentages. Includes Less than 151.00, 151.00 to 302.00, 302.00 to 453.00, 453.00 to 604.00, 604.00 to 755.00, 755.00 to 906.00, 906.00 or more.

Northern California Network:

Table with columns for station names and discount percentages. Includes Less than 136.00, 136.00 to 272.00, 272.00 to 408.00, 408.00 to 544.00, 544.00 to 680.00, 680.00 to 816.00, 816.00 or more.

Northwest Network:

Table with columns for station names and discount percentages. Includes Less than 157.00, 157.00 to 314.00, 314.00 to 471.00, 471.00 to 628.00, 628.00 to 785.00, 785.00 to 942.00, 942.00 or more.

Additional Discounts

An additional discount of 5% on network time is allowed for 28 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 28 and 52 weeks.

SPECIAL FEATURES

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

POLITICAL ADVERTISING

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

TALENT

Rates on request.

SERVICE FACILITIES

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

Line Charges

Rates shown include line charges. Permanent lines are maintained.

Contract and Other Requirements

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

Personnel

President—Thomas S. Lee. Vice-Pres. & Gen'l Mgr.—Lewis Allen Weism. General Sales Manager—Sydney Gaynor.

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.

HOSIERY



**50% OF THE SALES ARE
MADE OUTSIDE***
on the Pacific Coast, too!

***Half of all the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located**

If you think nylons are hard to get, try getting complete radio coverage on the Pacific Coast without Don Lee. It can't be done—for while all 4 networks cover the "inside market," only Don Lee completely covers the "outside market" (where half the retail sales are made).

Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 38 local stations, broadcasts from within each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of "outside" listeners tuned to Don Lee stations.

How about "inside coverage?" According to regular Hooper reports, during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

You'll have to wait for nylons—but you don't have to wait for complete Pacific Coast radio coverage. Buy Don Lee, the only network that delivers *both* markets of the Pacific Coast!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

KEYSTONE BROADCASTING SYSTEM, INC.



(A transcription network principally covering BEYOND-METROPOLITAN markets. Affiliated stations are joined together by means of transcriptions, eliminating wire charges.)

580 Fifth Ave., New York 19, N. Y., Longacre 3-2221.

Chicago Office—184 N. LaSalle St., Chicago 2, Ill., State 4590.

Hollywood Office—4381 Hollywood Blvd., Hollywood 23, Calif., Hollywood 5383.

Rates effective March 1, 1945. (Card No. 53.)

This System is comprised of the following affiliated stations:

- Alabama: WJLD-Bessemer, WMSL-Decatur, WBEF-Huntsville, WLAT-Muscle Shoals, WJRO-Opelika, WJRD-Tuscaloosa. Alaska: KFQD-Anchorage. Arkansas: KFFA-Helena, KWPC-Hot Springs, KBTM-Jonesboro, KOTN-Pine Bluff, KTOA-Siloam Springs. Colorado: KGIW-Alamosa, KJUP-Durango, KFJX-Grand Junction, KOKO-La Junta, KGEK-Sterling. Florida: WINK-Ft. Myers, WPMC-Ocala, WDLF-Panama City. Georgia: WGAC-Athens, WGAC-Augusta, WMOG-Brunswick, WGAA-Cadartown, WJMJ-Cordele, WBLJ-Dalton, WMLT-Dublin, WGGG-Gainesville, WKEU-Griffin, WLAG-La Grange, WMOG-Moultrie, WRLO-Toccoa, WAYX-Waycross, WRLD-West Point. Idaho: KID-Idaho Falls, KWAL-Wallace. Illinois: WHRO-Aurora, WBOC-Bloomington, WDSW-Champaign, WEBQ-Harrisburg, WJPF-Herrin, WLDS-Jacksonville, WCLS-Joliet. Indiana: WBBU-Anderson, WBOC-Eliot, WEMO-Kokomo, WLBC-Muncie, WKBY-Richmond. Iowa: KROS-Clinton, KVFD-Fort Dodge. Kansas: KVAK-Atchison, KGNO-Dodge City, KTSW-Emporia, KIUJ-Garden City, KQGB-Great Bend. Kentucky: WLBK-Bowling Green, WHLN-Harian, WSON-Henderson, WHOP-Hopkinsville, WQMI-Owensboro, WPAD-Paduash. Maine: WAGM-Presque Isle. Massachusetts: WESX-Salem. Michigan: WHDF-Calumet, WDBC-Escanaba, WMSI-Ironwood, WKLA-Ludington, WDMJ-Marquette, WELS-Port Huron, WTCM-Traverse City. Minnesota: KWLW-Willmar. Mississippi: WQCM-Biloxi-Gulfport, WMOX-Clarksdale, WCBJ-Columbus, WJPR-Greenville, WGRM-Greenville, WFOR-Hattiesburg, WAML-Laurel, WSKB-McComb, WMBE-Natchez, WLEO-Tupelo, WQBO-Vicksburg.

- KVOP-Plainview, KAIK-Sweetwater, KTEM-Temple, KGBB-Tyler, KVVU-Vernon, KVIO-Victoria. West Virginia: WJLS-Beckley, WLOG-Logan, WAJR-Morgantown, WBYW-Weich, WBTH-Williamson. Wisconsin: WHBY-Appleton, WATW-Ashland, WCLO-Neeshaw, WMTT-Manitowoc, WGM-Madison, WBU-Poyntette, WRLN-Racine. Wyoming: KDFN-Casper, KFBO-Cheyenne, KPOW-Powell, KPSB-Rock Springs, KWYO-Sheridan. Washington: KCRK-Aberdeen, KVOS-Bellingham. Wave-Power-Time: See individual listings. Agency Commission: 15% on net station time to accredited advertising agencies. Cash discount: 2% cash discount has been deducted from all rates quoted. General Advertising: Rates include music copyright performance fees. Minimum to earn the rates listed is 100 stations. Additional stations at an increased pro rata cost per station. Rates on request for time periods of lengths other than those listed. The following rates apply to 52 week contracts; minimum volume 5,400.00 weekly. Group Rate for 200 stations: CLASS 'A' (11:30 a.m. to 1:30 p.m. week days, 5:30 p.m. to 10:30 p.m. week days, and 1:30 a.m. to 10:30 p.m. Sundays). CLASS 'B' (6:00 a.m. to 11:30 a.m. daily, 1:30 p.m. to 5:30 p.m. week days and 10:30 p.m. to 12:00 midnight daily). CLASS 'C' (9:00 a.m. to 12:00 noon, 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). CLASS 'D' (Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.). SPECIAL DISCOUNT: An additional discount of 5% 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.). CLASS 'B' (Before 6:00 p.m. and after 10:30 p.m.). SPECIAL FEATURES: Strip Rates—Six 15 minute periods per week, daily except Sunday. Home Service Programs: WNAK, "Your Neighbor Lady"; KRNT, "The Women's Club"; and WMT, no set program. The Home Service programs are sold in combination on the following basis: six 100 word announcements per week on each program, one daily, Monday through Saturday. Contract and Other Requirements: Rates listed herein apply to all classes of acceptable accounts. No periods are sold in bulk for resale. All programs and advertising copy are subject to the approval of the Keystone Broadcasting System and the individual network stations. Closing Time: Closing date is three weeks in advance of initial broadcast. Personnel: Pres. & Gen'l Mgr.—Michael M. Sillerman (New York). Western Sales Manager—Naylor Rogers (Chicago). Station Relations—Mort Adame (New York). Program Director—Elaine N. Gonda (Hollywood). Pacific Coast Sales—Ralph W. Harker (Hollywood).

McCLATCHY BEELINE For rates and data see listing under California.

MICHIGAN RADIO NETWORK For rates and data see listing under Michigan.

MID-STATES GROUP P. O. Box 957, Des Moines 4, Iowa, Des Moines 3-2111. Rates effective August 1, 1944. (Card No. 5.) Comprised of: KRNT-Des Moines, WNAK-Yankton-Sioux City, WMT-Cedar Rapids-Waterloo. Wave-Power-Time: See individual listings. Agency Commission: 15% to recognized agencies. No commission on talent. No cash discount. Bills due and payable 10th of following month. General Advertising: These rates are for the use of programs and announcements on WMT, KRNT, and WNAK. In all cases, except the Class "A" one hour rate, these rates represent a 10% discount from the combined rates of the individual stations. Line charges hooking up WMT, KRNT, and WNAK will be quoted on request. CLASS "A" (6:30 p.m. to 10:00 p.m.): 1 hr. 104.00, 1/2 hr. 52.00, 1/4 hr. 26.00. CLASS "B" (12:00 noon to 1:00 p.m., 6:00 p.m. to 6:30 p.m. week days and 1:00 p.m. to 6:30 p.m. Sundays): 1 hr. 113.40, 1/2 hr. 56.70, 1/4 hr. 28.35. CLASS "C" (9:00 a.m. to 12:00 noon, 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 hr. 113.40, 1/2 hr. 56.70, 1/4 hr. 28.35. CLASS "D" (Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.): 1 hr. 113.40, 1/2 hr. 56.70, 1/4 hr. 28.35. ANNOUNCEMENTS: CLASS "A" (6:00 p.m. to 10:30 p.m.): 1 time 38.40, 13 times 41.04, 26 times 38.88, 52 times 36.72, 104 times 34.56, 208 times 32.40, 416 times 30.24, 832 times 28.08, 1664 times 25.92. CLASS "B" (Before 6:00 p.m. and after 10:30 p.m.): 1 time 40.50, 13 times 43.16, 26 times 40.82, 52 times 38.48, 104 times 36.14, 208 times 33.80, 416 times 31.46, 832 times 29.12, 1664 times 26.78. SPECIAL FEATURES: Strip Rates—Six 15 minute periods per week, daily except Sunday. Home Service Programs: WNAK, "Your Neighbor Lady"; KRNT, "The Women's Club"; and WMT, no set program. The Home Service programs are sold in combination on the following basis: six 100 word announcements per week on each program, one daily, Monday through Saturday. Contract and Other Requirements: Rates listed herein apply to all classes of acceptable accounts. No periods are sold in bulk for resale. All programs and advertising copy are subject to the approval of the Keystone Broadcasting System and the individual network stations. Closing Time: Closing date is three weeks in advance of initial broadcast. Personnel: Pres. & Gen'l Mgr.—Michael M. Sillerman (New York). Western Sales Manager—Naylor Rogers (Chicago). Station Relations—Mort Adame (New York). Program Director—Elaine N. Gonda (Hollywood). Pacific Coast Sales—Ralph W. Harker (Hollywood).

LONE STAR CHAIN

For rates and data see listing under Texas.

MARYLAND ALL-HOME NETWORK For rates and data see listing under Maryland.

EVEN MORE- POST WAR



Great NOW . . . even greater LATER . . . is the importance of America's small town and rural areas, to national advertisers. For the high prosperity of these areas will continue and increase, say the experts.

To reach this huge, indispensable market, YOU NEED KBS, whose 208 stations are proven by far most listened to by "Beyond-Metropolitan" inhabitants. In the main, these listeners receive NO signals — or unsatisfactory signals — from major wired networks.

Keystone enables you to scoop this vast new audience*, in one streamlined operation, at an all time-low cost per listener. Ask for details! KEYSTONE BROADCASTING SYSTEM, Inc., New York City 19, Chicago 2, Hollywood 28.

*Primary Population — 28,720,000
Primary Radio Homes — 5,430,000

Source: Walter P. Burn & Associates, Inc.

KEYSTONE NETWORK

MID-STATES GROUP—Continued

the stations' approval in advance. The stations reserve the right to refuse or discontinue any programs or announcements for satisfactory reasons. Programs subject to change of time upon 28 days' notice. Proposals are subject to prior printing of time. Dates subject to change without notice.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Personnel
General Manager—Phil Hoffman
National Sales Manager—H. T. Enns, Jr., 29 W. 57th St., New York 19, N. Y.
Representatives
The Kats Agency.

MINNESOTA RADIO NETWORK

For rates and data see listing under Minnesota.

MISSISSIPPI VALLEY NETWORK

Executive Offices—360 N. Michigan Ave., Chicago 3, Ill., State 0361.

Operated by North Central Broadcasting System, Inc. General Offices—St. Paul 1, Minnesota, Cedar 8579.

Comprised of:

- Minnesota: WLOL—Minn.-St. Paul, WLDS—Jacksonville, KVOX—Fargo-Moorhead, WDWS—Champaign, KATP—Albert Lea, WCLS—Joliet, KWN—Winona, WDN—Danville, KWLW—William, WJAX—Springfield, KGDE—Fergus Falls, WIRE—Indianapolis, North Dakota: KSJB—Jamestown, WAOV—Vincennes, WASK—Lafayette, KGCU—Mandan-Bismarck, WTRC—Elkhart, KLPN—Minot, Kansas: KOCV—Valley City, KGGF—Coffeyville, KDRL—Devils Lake, KSAJ—Salina, South Dakota: KVRB—Great Bend, KTSW—Emporia, KOBH—Rapid City, KVAK—Atchison, KSOU—Sioux Falls, Missouri: KKK—St. Louis, KELO—Sioux Falls, Iowa: KBUR—Burlington, KTTSS—Springfield, KDTH—Dubuque, KWOC—Poplar Bluff, KVFD—Fort Dodge, KHMO—Hannibal, KTRI—Sioux City, KWOS—Jefferson City, KFJB—Marshalltown, KWFB—Joplin, KBIZ—Ottumwa, KIBZ—Spencer, KFB—Cape Girardeau, Wisconsin: KORN—Fremont, WDSM—Duluth-Superior, KHAS—Hastings, WATW—Ashland, KGFV—Kearney, WKBB—La Crosse, Wisconsin Network: WBYU—Appleton, WDAY—Janesville, Michigan: WJMS—Ironwood, WIDU—Poynter, WHDF—Calumet, WRIN—Racine, WDMJ—Marquette, WBBB—Sheboygan, WDBC—Escanaba, WSAU—Wausau, WSOO—Sault Ste. Marie, WFHR—Wisconsin Rapids, Montana: Wolverine Network: KGXY—Sidney, WCLAY—Grand Rapids, KRIF—Miles City, WKBB—Muskegon, Illinois: WKLA—Ludington, WMRO—Aurora, WTCM—Traverse City, WJBC—Bloomington, WELB—Battle Creek, WKRC—Carro, WIBM—Jackson, WCAZ—Carthage, WHLS—Port Huron, WEBQ—Harrisburg, WDMAM—Marinette, General Advertising
Rates on request from North Central Broadcasting System, Inc.

is then applied to the actual weekly gross billing of the daytime program.

*Transition periods: Whenever the period is 1/3 or 2/3 of the evening rate, the gross weekly billing is converted to 3/3 or full evening billing, for the purpose of ascertaining the applicable dollar volume discount bracket. The proper percentage of discount is then applied to the actual weekly gross billing of the transition period.

(*) This method of determining net costs for time classifications other than evening is not applicable when computing "overall discounts."

Dollar Volume Discounts

Discounts are earned by advertisers who complete 13 or more consecutive weeks of network broadcasting.

Table showing Gross Evening Weekly Billing with columns for Required Basic, Split Net, and Dollar Volume Discounts. Includes rates for various billing amounts like 1,000.00 or more but less than 3,000.00.

Dollar volume discounts are figured on the sum of the gross weekly billing of all stations regularly affiliated with Mutual which are ordered and obtained, plus a dollar volume credit, (used only in computing discounts) in the case of those stations, other than duals which are unavailable.

Two or more network contracts for the same advertiser may be combined in computing dollar volume discounts in accordance with Mutual policies then in effect. (*) Required basic discounts are earned by advertisers who order 45 stations (44 stations when WHKK, Akron, is not on the air) of the Basic Group and who, in addition, use at least 16 stations from the groups other than the basics.

(**) Split network discounts are earned by advertisers whose networks are satisfactory to Mutual but which do not qualify for required basic discounts. Annual Rebate
The annual rebate for 52 consecutive weeks of broadcasting shall be 12-1/2% of the gross billing on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year.

Station Discounts
Earned by advertisers who complete 13 or more consecutive weeks of broadcasting.

Discounts on gross weekly billings for stations by groups: Basic Special, Supple- Supple- mentary mentary

Table showing station discounts for 110 stations or more but less than full network, and full network categories.

(f) Including a minimum of 45 stations (44 stations when WHKK, Akron, is not on the air) Basic Group and the balance from the groups other than the basic.

(g) A total of 170 or more stations affiliated with Mutual which are used from the start of the program and guarantee the period for the life of the contract.

Overall Discounts
Network advertisers whose actual gross billings within a 52 week period are 1,200,000.00 or more earn maximum discounts on all facilities used.

Table showing Basic Group, Basic Supplementary Group, and Special Supplementary Group discounts.

BASIC GROUP
Basic Network qualifying for "Required Basic" discounts consists of all 38 stations in basic group plus 7 Yankee stations and a minimum of any 16 supplementary stations from the groups other than the basic.

GROSS COST PER BROADCAST (Evening)

Large table listing gross cost per broadcast for various stations like Akron (WHKK), Baltimore (WFBR), Boston (WNAC), Bridgeport (WICC), Buffalo, N. Y. (WEBR), Canton (WHBC), Chicago, Ill. (WGN), Cincinnati (WKRC), Cleveland (WHEC), Columbus (WHCK), Denver (KFEL), Detroit-Windsor (CKLW), Fresno (KFRE), Hartford (WHEB), Indianapolis (WIBC), Kansas City, Mo. (WHB), Kansas City, Kan., Los Angeles (KHJ), Louisville (WGRG), Minn.-St. Paul (WLWL), New York (WOR), Omaha (KRON), Fremont (KORN), Philadelphia (WIP), Pittsburgh (WCAE), Portland (KALE), Providence (WVAN), Rock Island-Davenport, Moline (WHBB), St. Louis (KWK), Salt Lake-Ogden (KLO), San Diego (KGB), San Francisco (KFRC), Santa Barbara (KDB), Seattle (KOL).

Table listing stations like Syracuse (WOLF), Tacoma (KMO), Washington (WOL), Wilmington (WILM), Worcester (WAAB) with rates for 1 hr, 1/2 hr, 1/4 hr.

Total (38 stations) 9,410.00 5,846.00 3,764.00

(*) WHKK, Akron, signs off local sunset Los Angeles.

(f) Station operates on Eastern War Time during May through September.

(g) If Mutual station in Hartford increases power to 5,000 watts during 1945, rate after January 1, 1946, will be 200.00 gross evening hour.

(h) WEB, Kansas City, available until 6:00 p.m. Central War Time KCKN, Kansas City, after 6:00 p.m. Central War Time. WHB rates based on 240.00 gross evening hour. KCKN rates based on 120.00 gross evening hour.

Plus at least seven of the following Yankee Network stations:

Table listing Yankee Network stations like Fall River (WVSR), Fitchburg (WEIM), Greenfield (WHA1), Holyoke-Springfield, Mass., (WHYN), Laconia (WLNH), Lewiston-Auburn (WCOU), Lowell-Lawrence (WLLH), New London (WNLC), Pittsfield (WBKR), Portsmouth (WEEB), Rutland (WSYB).

Total (11 Yankee Network stations) 920.00 552.00 368.00

(*) Daytime station. Operates until one hour after local sunset.

Additional 30 Don Lee Network stations (optional):

Table listing additional stations like Aberdeen (KXRO), Albany (KWIL), Astoria (KAAT), Bakersfield (KPMC), Bend (KIBS), Central-Chehalis (KELA), Chico (KHSJ), Coos Bay (KOOS), El Centro (KXO), Eugene (KORE), Eureka (KIEK), Everett (KFWO), Grants Pass (KUIN), Klamath Falls (KJFJ), Lewiston (KRLC), Longview (KWJK), Marysville (KMTC), Merced (KXOS), Monterey (KDON), Olympia (KGY), Redding (KVCV), Roseburg (KRNR), Salem (KSLM), San Bernardino (KFXM), San Luis Obispo (KVEC), Santa Ana (KVOE), Spokane (KFIO), Wallace (KWAL), Walla Walla (KUJ), Yakima (KIT).

Total basic group (79 stations) 11,140.00 6,884.00 4,456.00

(f) Stations are individually available by arrangement. Consult Mutual. Cost shown is a special group rate.

BASIC SUPPLEMENTARY GROUP

In addition to basic group requirements, advertisers are required to use a minimum of any 16 supplementary stations from the groups other than the basic to earn "Required Basic" discounts.

Table listing Basic Supplementary Group stations like Albany (WABY), Ashland-Huntington (WCHI), Atlanta (WATL), Auburn (WMBO), Beasemer (WJLD), Brownwood (KBWD), Clinton (KRBS), Dallas (WRR), Dubuque (KDTE), Fayetteville (WFNC), Fort Smith (KFPW), Fort Worth (KFJZ), Gadsden (WBY), Gainesville (WRUP), Galveston (KLUF), Hagerstown (WJEJ), Houston (KHET), Idaho Falls (KID), Jackson (WJXN), Jacksonville (WRDQ), Joplin (WMBH), Ludington (WCLA), Macon (WNEX), Dublin (WMLT), Memphis (WHBQ), Miami (WGBS), Minneapolis (KFSD), New Orleans (WNOE), Norfolk-Portsmouth (WSAP), Oklahoma City (KOCY), Ottumwa (KBIZ), Port Arthur-Beaumont, Port Huron (WHLS), Portsmouth (WPA), Poyntette-Madison (WIBU), Racine (WRJN), Raleigh (WRAL), Richmond (WBBY), Santa Rosa (KSA), San Antonio (KMAC), Sheboygan (WBBL), Sioux City (KTRI), Steubenville (WSTV), St. Petersburg-Tampa, Warren (WRNH), Washington (WJPA).

(This listing continued on next page)

MUTUAL BROADCASTING SYSTEM

Tribune Tower, Chicago, Ill., Whitehall 5060. Sales Office—1440 Broadway, New York City, Pennsylvania 6-9800.

Rates effective July 15, 1944. (Card No. 13.) Card revised March 15, 1945.

Agency Commission
15% is allowed recognized agencies on all network station time charges (after all discounts and rebates are deducted).

Terms of payment: 2 points of each discount earned by the advertiser are contingent upon full payment of bills on or before 20th day of month following the month in which the broadcast occurred.

General Advertising
MUTUAL NETWORK RATE CLASSIFICATIONS

Unit of Time
Rates for all time periods (based on the gross evening hour rate) according to this table: % of Evening: 45 minutes 80%, 30 minutes 60%, 15 minutes 40%.

Daytime rates for these units are exactly half the evening cost except where noted under Time Classifications below.

Table showing Time Classifications for various time periods like 6:00 p.m. to 10:30 p.m. nightly, 10:30 p.m. to 11:00 p.m. nightly, etc.

Service available to advertisers only if a regularly scheduled program precedes or follows.

Evening periods: After totaling the gross weekly billing, the applicable dollar volume discount is selected from the table below and is deducted, together with any other earned discounts as provided for in rate card.
Daytime periods: Inasmuch as daytime periods are equal to 50% of evening costs, the gross weekly billing for a daytime period is doubled for the purpose of ascertaining the applicable dollar volume discount bracket. The proper percentage of discount

MUTUAL BROADCASTING SYSTEM Continued

Table with columns for station name and rates for 1 hr, 1/2 hr, and 1/4 hr. Includes stations like Watertown (WATN), Wilkes-Barre (WBAX), and various stations in the North Central Group.

Total basic supplementary (67 stations) 5,380.00 3,228.00 2,152.00. Available FM stations: Schenectady (WBCA) 50.00 30.00 20.00.

SPECIAL SUPPLEMENTARY GROUP

In addition to basic group requirements, advertisers are required to use a minimum of any 16 supplementary stations from the groups other than the basic to earn "Required Basic" discounts.

Large table listing supplementary stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes stations like Albany (WALB), Appleton (WHBY), and many others.

Total Special Supplementary Group (72 stations) 3,465.00 2,079.00 1,386.00. Total Network-218 cities 19,985.00 11,991.00 7,994.00.

(*) Signs local sunset. DUAL AFFILIATE GROUP. The following stations are also affiliated with another

network. They clear time on a "first-come, first-served" basis. They are delivered individually as available and are identified by BS and SS to designate proper group for discount purposes.

Table listing stations in the Duluth-Superior (BS) and East-West Texas Group (available only as a group) with their respective rates.

The following stations are also affiliated with another network and time on these stations may be subject to recapture. They are delivered individually as available and are classified as Basic Supplementaries for discount purposes.

Table listing additional stations and their rates, including Asheville (WISE), Cedar Rapids (WMT), and others.

Total 19 additional Markets 2,415.00 1,440.00 968.00

The facilities of the Canadian Broadcasting Corporation interconnect with those of Mutual by international exchange. They can be added on commercial bookups at regular CBC rates.

Contract and Other Requirements. Terms of use: Rates quoted apply to all classes of acceptable accounts. All programs are subject to the approval of individual Mutual network stations.

Branch Offices: Hollywood-5515 Melrose Ave. Boston-21 Brookline Ave. Cleveland-Terminal Tower.

NATIONAL BROADCASTING COMPANY, INCORPORATED

R.C.A. Bldg., Rockefeller Plaza, New York 20, N.Y. Rate card dated June 1, 1944. (Card No. 81.)

General Advertising RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Hawaii, Cuba or the Philippines. 6:00 p.m. to 11:00 p.m.—gross rates as listed (except WLW rate from 6:00 p.m. to 8:30 p.m., Mondays through Saturdays, is two-thirds gross card rate).

COMMISSIONS AND DISCOUNTS

Weekly discounts for 13 or more consecutive weeks of network broadcasting. All network contracts for the same advertiser may be combined for determining discount rate. Contracted value of network time at gross rates.

Importance will not affect the advertiser's right to the rebate.

22-1/2% annual discount: A discount of 22-1/2% in lieu of weekly discounts and annual rebates (17-1/2% in the case of network programs broadcast between 8:00 p.m. and 10:00 p.m., New York time, and their rebates) will be allowed currently to advertisers whose contracted gross billings equal or exceed \$1,500,000.00 within a 12 month fiscal year period.

Nothing in above paragraph shall operate as a waiver of any rights of NBC arising out of any failure to pay the broadcast charges on 15th day of month following month of broadcast.

TERMS OF USE

Minimum period sold is 5 minutes. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to execute individual contracts with the National Broadcasting Company.

PRODUCTION SERVICES

Services of the NBC Program Department in arranging and presenting programs are included without charge. No special charge is made for facilities when programs originate in their entirety in one of the NBC studios in New York City, Chicago, Washington, Cleveland, Denver, San Francisco or Hollywood.

BASIC NETWORK

Table listing Eastern Time Zone stations and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes New York (WEAF), Baltimore (WBAL), Boston (WBZ), and many others.

BASIC SUPPLEMENTARIES

Table listing stations available with Basic Network and their rates for 1 hr, 1/2 hr, and 1/4 hr. Includes Allentown (WFOG), Altoona (WFOG), and many others.

(This listing continued on next page)

NATIONAL BROADCASTING COMPANY—Continued

Table listing radio stations and their rates for various time slots (1 hr, 1/2 hr, 1/4 hr) under categories like Northwest, Mountain, North Mountain, and South Mountain groups.

SOUTHEASTERN GROUP

Table listing radio stations in the Southeastern Group with rates for Eastern Time Zone.

FLORIDA GROUP

Table listing radio stations in the Florida Group with rates for Eastern Time Zone.

SOUTHCENTRAL GROUP

Table listing radio stations in the Southcentral Group with rates for Central Time Zone.

MIDSOUTH SERVICE

Table listing radio stations in the Midsouth Service with rates for Central Time Zone.

SOUTHWESTERN GROUP

Table listing radio stations in the Southwestern Group with rates for Central Time Zone.

Table listing radio stations in the Northwestern Group with rates for Basic Network.

MOUNTAIN GROUP

Table listing radio stations in the Mountain Group with rates for Mountain Time Zone.

NORTH MOUNTAIN GROUP

Table listing radio stations in the North Mountain Group with rates for Mountain Time Zone.

PACIFIC COAST NETWORK

Table listing radio stations in the Pacific Coast Network with rates for Pacific Time Zone.

ARIZONA GROUP

Table listing radio stations in the Arizona Group with rates for Mountain Time Zone.

HAWAIIAN SERVICE

Table listing radio stations in the Hawaiian Service with rates for Eastern Time Zone.

CANADIAN SERVICE

Table listing radio stations in the Canadian Service with rates for Eastern Time Zone.

CUBAN SERVICE

Table listing radio stations in the Cuban Service with rates for Eastern Time Zone.

Table listing Philippine Stations and Branch Offices with notes on availability.

NATIONAL BROADCASTING COMPANY, INCORPORATED

Table listing Pacific Coast Network stations with rates for Special Service.

Text detailing rates effective September 1, 1948, and General Advertising Rate Classifications.

Text detailing Commission and Discounts for network broadcasting.

Text explaining billing on all facilities used during the rebate year, including details on annual discounts and commission.

TERMS OF USE

Text detailing terms of use, including minimum period sold and program policies.

PRODUCTION SERVICES

Text detailing production services provided by the NBC Program Department.

MOUNTAIN GROUP

Table listing radio stations in the Mountain Group with rates for Mountain Time Zone.

NORTH MOUNTAIN GROUP

Table listing radio stations in the North Mountain Group with rates for Mountain Time Zone.

PACIFIC COAST NETWORK

Table listing radio stations in the Pacific Coast Network with rates for Pacific Time Zone.

NIGHT RATES

Table listing night rates for various stations from 6:00 p.m. to 11:00 p.m.

ARIZONA GROUP

Table listing radio stations in the Arizona Group with rates for Mountain Time Zone.

SPECIAL SERVICE

Table listing special service rates for various stations.

Text detailing branch offices and national broadcasting company information.

NEW ENGLAND REGIONAL NETWORK, THE

Text providing address and contact information for the New England Regional Network.

Text detailing basic stations, supplementary stations, and commission information for the New England Regional Network.

NEW ENGLAND REGIONAL NETWORK, THE—Continued

General Advertising

Note: Time quotations are as follows: 1 hour—59:40 minutes; 1/2 hour—29:40 minutes; 1/4 hour—14:40 minutes.

Rates quoted cover only broadcasting time and station facilities; talent is extra. ASCAP license.

Table with columns for station (WBZ, WTIC, WJAR, WCSR, WLBZ), time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), and rates. Includes Total for group and Total for all stations.

Table for CLASS "B" with columns for station, time slots (8:00 a.m. to 6:00 p.m., week days and 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily), and rates.

Table for CLASS "B" with columns for station, time slots, and rates. Includes Total for group and Total for all stations.

Table for CLASS "C" with columns for station, time slots (12:00 noon to 6:00 p.m. Sundays), and rates.

Table for CLASS "C" with columns for station, time slots, and rates. Includes Total for group and Total for all stations.

Table for CLASS "D" with columns for station, time slots (12:00 midnight to 8:00 a.m. daily), and rates.

Table for CLASS "D" with columns for station, time slots, and rates. Includes Total for group and Total for all stations.

Table for DISCOUNTS with columns for number of times and Net rate.

DISCOUNTS
Less than 26 times... Net 5%
26 to 51 times... Net 7-1/2%
52 to 103 times... Net 10%
104 to 207 times... Net 12-1/2%
208 to 259 times... Net 15%
260 or more times... Net 15%
Programs running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week. Time discounts apply to total number of periods used within one year for one sponsor.

Contract and Other Requirements
All programs subject to program policies as embodied in the Code of Standards of Practice of the National Association of Broadcasters.

Management reserves the right to reject any material without giving reason therefor. No contract will be accepted for longer than one year. Contracts subject to cancellation unless program starts within 60 days.

Closing Time
Complete manuscript must be submitted for approval one week in advance.

Personnel
Chairman—Paul W. Morency.

Representatives
Weed & Company.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

General Offices—E620 First National Bank Bldg., St. Paul, Minn., Cedar 8579.

Rates effective February 1, 1945. (Card No. 15.) Card received January 22, 1945.

Comprised of:

GROUP "1"

WLWL—Minneapolis, Minn.
KVOX—Fargo, N. D.—Moorhead, Minn.
KATE—Albert Lea, Minn.
KWNW—Winona, Minn.
KWLM—Willmar, Minn.
KGDE—Fergus Falls, Minn.

GROUP "2"

KABB—Aberdeen, S. D.
KSJB—Jamestown, N. D.
KGCU—Bismarck-Mandan, N. D.
KLPM—Minot, N. D.
KDLR—Devils Lake, N. D.
KOVV—Valley City, N. D.

GROUP "3"

WATW—Ashland, Wis.
WJMB—Ironwood, Mich.
WDBO—Marquette, Mich.
WDBO—Escanaba, Mich.
WDFD—Calumet, Mich.

GROUP "4"

KDTH—Dubuque, Iowa
KTRI—Sioux City, Iowa
KFVD—Fort Dodge, Iowa
KROS—Clinton, Iowa
KFJB—Marshalltown, Iowa
KICD—Spencer, Iowa

GROUP "5"

WDSM—Duluth, Minn.—Superior, Wis.
KGCK—Stiney, Mont.
KRJF—Miles City, Mont.
KOTA—Rapid City, S. D.
KELO—Stout Falls, S. D.
KSOO—Stout Falls, S. D.

General Advertising

These stations can be bought in any combination desired. Rates include wire charges and music copy-right fees. All stations located in Central War Time Zone except KTRF—Minot, North Dakota; KGCU—Bismarck, North Dakota; KDLR—Devils Lake, North Dakota. All rates quoted are on local time.

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table for CLASS "A" with columns for group, time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), and rates.

Rates on request. CLASS "B" (7:30 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

60% of Class "A" rates apply. CLASS "C" (10:00 noon to 7:30 a.m.)

50% of Class "A" rates apply. FREQUENCY DISCOUNTS

Less than 13 times... Net 5%
13 to 25 times... Net 10%
26 to 38 times... Net 15%
39 to 51 times... Net 20%
52 to 103 times... Net 25%
104 to 155 times... Net 30%
156 to 259 times... Net 35%
260 or more times... Net 35%

DOLLAR VOLUME DISCOUNTS (For time costs only)
Less than 200.00 gross weekly... None
200.00 or more but less than 300.00 wkly... 2-1/2%
300.00 or more but less than 500.00 wkly... 5%
500.00 or more but less than 700.00 wkly... 7-1/2%
700.00 or more but less than 900.00 wkly... 10%
900.00 or more but less than 1,100.00 wkly... 12-1/2%
1,100.00 or more weekly... 15%

SPECIAL FEATURES
News Service: May be sponsored day or night over all or any part of network. Rates on request.
Special Farm Features: Available for sponsorship including market reports and farm news broadcasts. Rates on request.

Established programs available, program ideas, lists of talent, and prices on request. POLITICAL
One time gross Class "A" rates apply. Subject to station and network policies and payable in advance.

TALENT
Producers, writers, vocalists, musicians are available for presentation of any type of program desired. Rates and details on request.

Contract and Other Requirements
Advertising of beer and wine acceptable. Programs and copy subject to approval by network and affiliated stations. Rates are for station time only and are subject to change without notice.

Personnel
President—John W. Boler.
Vice-President—Donn Clayton.

Representatives
Chicago—360 N. Michigan Ave., State 0:61.
New York—8 E. 41st St., Lexington 2-6822.

NORTH PACIFIC PACKAGE

For rates and data see listing under Washington.

NORTHWEST NETWORK

Offices—Hotel St. Paul, St. Paul 2, Minn., Cedar 5511; Radio City, Minneapolis 2, Minn., Bridgeport 3222.
Studios—Hotel St. Paul, St. Paul 2, Minn.; Radio City, Minneapolis 2, Minn.

Comprised of:

KSTP—Minneapolis-St. Paul
KFYR—Bismarck, N. D.
WEBC—Duluth-Superior, Wis.
KROC—Rochester, Minn.
KYSM—Mankato, Minn.
WFMG—Hibbing, Minn.
KFAM—St. Cloud, Minn.
WHLB—Virginia, Minn.
WDAY—Fargo, N. D.
WEAU—Eau Claire, Wis.

Wave—Power—Time
See individual listings.
General Advertising
For rates and data consult executive offices or representatives.

Personnel
General Manager—Stanley E. Hubbard.
Treasurer—Kenneth M. Hance.
Sales Manager—Ray C. Jenkins.
Sales Promotion Manager—Sam L. Levitan.
Representatives
Edward Petry & Company, Inc.

OKLAHOMA NETWORK, THE

For rates and data see listing under Oklahoma.

PACIFIC BLUE NETWORK

For rates and data see listing under American Broadcasting Company, Inc., Pacific Blue Network.

PACIFIC BROADCASTING COMPANY

914 Broadway, Tacoma 1, Wash.

Comprised of:

OREGON

KRRR—Roseburg
KALE—Portland
KFJJ—Klamath Falls
KORE—Eugene
KSLM—Salmon

WASHINGTON

KMO—Tacoma
KIT—Yakima
KFIO—Spokane
KXRO—Aberdeen
KWLK—Longview

IDAHO

KWAL—Wallace
KRLC—Lewiston (CKWX—Vancouver, B. C., Canada, available on spot basis—see individual listings for rates.)

Rates effective November 1, 1944. (Card No. 11.)
Wave—Power—Time
See individual station listings.
Agency Commission
15% on net station time to accredited advertising agencies; no cash discount.

Table for General Advertising with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 12:00 noon to 6:00 p.m. Sunday and 10:30 p.m. to 11:00 p.m. daily), and rates.

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more consecutive weeks:
Less than 157.00 per week... None
157.00 to 314.00 per week... 2-1/2%
314.00 to 471.00 per week... 5%
471.00 to 628.00 per week... 7-1/2%
628.00 to 785.00 per week... 10%
785.00 to 942.00 per week... 12-1/2%
942.00 or over 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.

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

Origination Charge
15.00 per program plus special facilities, if required.

Contract and Other Requirements
Discounts are predicated upon the fulfillment of contracts within 12 months dating from the first broadcast. Contracts and copy subject to approval.

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

QUAKER NETWORK

For rates and data see listing under Pennsylvania.

SOUTHERN MINNESOTA NETWORK

For rates and data see listing under Minnesota.

TEXAS QUALITY NETWORK, THE

For rates and data see listing under Texas.

TEXAS STATE NETWORK

For rates and data see listing under Texas.

TOBACCO NETWORK, THE

For rates and data see listing under North Carolina.

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.

WOLVERINE NETWORK

For rates and data see listing under Michigan.

WISCONSIN NETWORK, INC.

For rates and data see listing under Wisconsin.

YANKEE NETWORK, THE

21 Brookline Ave., Boston 15, Mass., Commonwealth 0800.

Rates effective January 1, 1945. (Card No. 7.)

Comprised of:

Table listing stations and their locations: Boston (WNAC), Providence (WEAN), Bridgeport-New Haven (WICC), Worcester (WAAB), Portland (WCEB), Lowell-Lawrence (WLLH), Fall River (WSAB), Bangor (WLBZ), Hartford (WHTT), Hartford (WHTD), Waterbury (WATE), Manchester (WFEE), Pittsfield (WBRK), Holyoke-Springfield (WHYN), New London (WNLC), Fitchburg (WFLM), Laconia (WLNH), Augusta (WRDO), Lewiston-Auburn (WCOU), Greenfield (WHAJ), Rutland (WSYB), Portsmouth (WHEB).

Wave-Power-Time See individual listings.

Agency Commission

15% on net station time only to recognized advertising agencies; no cash discount. Charges for facilities are payable immediately after each broadcast.

General Advertising

MUSICAL OR DRAMATIC PROGRAMS

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

Table with columns for station call letters and rates for 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., and 5 min. programs.

Summary table for Musical or Dramatic Programs showing total stations and rates.

(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 1:00 p.m. Sundays; 10:30 p.m. to 12:00 midnight daily)

Table with columns for station call letters and rates for 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., and 5 min. programs.

Summary table for Musical or Dramatic Programs showing total stations and rates.

(1:00 p.m. to 6:00 p.m. Sunday)

Table with columns for station call letters and rates for 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., and 5 min. programs.

Summary table for 1:00 p.m. to 6:00 p.m. Sunday programs.

Table with columns for station call letters and rates for 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., and 5 min. programs.

Summary table for 1:00 p.m. to 6:00 p.m. Sunday programs.

*WHEB evening operation governed by local sunset. Earliest sign-off 6:30 p.m. EWT. Last sign-off 8:45 p.m. EWT.

(†) WHTD available subject to prior commitments if WHTT cannot clear time.

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. No discounts on talent or line charges. Less than 26 times... 26 to 51 times... 52 to 103 times... 104 to 157 times... 158 to 205 times... 206 or more times... 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. Programs (not announcements) using all Yankee Network stations available earn an extra 10% discount on gross billing.

SPECIAL FEATURES

News Services: Daily except Sundays, 8:00 a.m. to 8:15 a.m.; Sundays 8:45 a.m. to 9:00 a.m. Limited to three announcements daily. Per participating announcement 155.00. Daily except Sundays, 12:15 p.m. to 12:30 p.m.; Sundays 1:00 p.m. to 1:15 p.m. Limited to three announcements daily. Per participating announcement 155.00. Daily except Sundays, 6:00 p.m. to 6:15 p.m. Limited to three announcements daily. Per participating announcement 310.00. Daily 11:00 p.m. to 11:15 p.m. Limited to three announcements daily. Per participating announcement 155.00. These announcements are broadcast over the 21 stations of the Yankee Network (using WHTD in Hartford) WGTB and WMTW not included.

TALENT

The WNAC grand organ is available to advertisers for use in connection with 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 in advance when required.

SERVICE FACILITIES

Production department, sales and merchandising department, publicity and public relations departments are available to advertisers. Line Charges: Rates shown include line charges on program originating in network's Boston studios. Permanent lines are maintained.

Contract and Other Requirements: No blanket contracts accepted. No contract accepted for longer than one year.

Preferred position governed by priority and availability on contract basis. Rates are for facilities of the stations only; talent is extra.

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

Personnel: Chairman of the Board—John Shepard, Sr. Exec. Vice-Pres. in Charge of Sales—Linus Travers. Exclusive National Representatives—Edward Petry & Company, Inc.

Z NET

For rates and data see listing under Montana.

ALABAMA

ANNISTON

(Calhoun County)

W H M A

(Established 1938)



Rates effective September 1, 1945.

Owned and operated by Anniston Broadcasting Co. Studio—14th and Noble Sts., Anniston, Ala. Transmitter—Anniston, Ala.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group). Music copyright fees are not included in rates.

CLASS "A"

Table showing advertising rates for Class A spots at various times.

CLASS "B"

Table showing advertising rates for Class B spots at various times.

SPECIAL FEATURES

Time signals available at announcement rates. Rates and details on the following features on Request: News, daily sports review, WHMA Saturday Jam-boree, WHMA Variety Hour, housekeepers chat, baseball games, studio organ, and stock reports.

TALENT

Rates on request.

REMOTE CONTROL

Remote broadcasts at announcement rates. Transcriptions—Transcriptions available—rates on request.

SERVICE FACILITIES

Merchandising service available. Publicity stories, pictures and program listings in local daily newspaper and four weekly newspapers in Anniston territory. Bulletins on new commercial programs mailed to merchants selling advertiser's products.

Contract and Other Requirements

Beer and liquor advertising is not accepted. Rates quoted are for station time only; talent and line charges are net, extra.

Closing Time

All continuity must be received 24 hours prior to broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 32 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager—J. W. Buttram.

Representatives

Sears & Ayer, Inc.

BESSEMER

(Jefferson County)

W J L D

(Established 1942)

Rates effective October 1, 1944.

Owned and operated by George Johnston. Business Office and Studio—1800 Third Ave. North, P. O. Box 147, Bessemer, Ala., Bessemer 2800-1 and Birmingham 6-6172.

Transmitter—One mile from center of Bessemer, Ala.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

Table showing advertising rates for W J L D at various times.

(This listing continued on next page)

BESSEMER—Continued

W J L D—Continued

(6:30 a.m. to 6:40 p.m.)

Table with columns for time (hr., min.), and rates for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 312 times. Includes a note: (*) Chain breaks.

TALKS AND POLITICAL

Accepted only when subject matter is in the opinion of station management, of genuine public interest.

REMOTE CONTROL

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

TALENT

Rates on request.

TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library services.

SERVICE FACILITIES

Services of station's production and program department are available without extra charge.

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.

Closing Time

Contracts close 24 hours in advance of first broadcast. Announcements and transcriptions close 24 hours in advance. Political speeches close 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 35-1/2 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

General Manager—Bill Terry.

Commercial Manager—Eugene Weil.

Representatives

None.

BIRMINGHAM

(Jefferson County)

W A P I

(Established 1922)



Rates effective September 1, 1944. (Card No. 7.)

Operated by the Voice of Alabama, Inc. Studio—14th floor, Protective Life Bldg., Birmingham 3, Ala., telephone 8-8116.

Transmitter—Hendusky, Ala.

Wave—Power—Time

Operating power—5,000 watts.

280.4 meters; 1070 kilocycles.

Operates on nationally cleared channel on Central War Time.

Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 5:45 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System (Southcentral Group).

Rates include music copyright fees.

GENERAL BROADCASTING TIME RATES

Without Talent—Gross

Net time rates after deduction of all applicable discounts.

Per week rates apply within any seven consecutive days.

Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

(6:30 p.m. to 10:00 p.m. week days; 6:00 p.m. to 10:00 p.m. Sundays)

Table with columns for time and rates for CLASS "A" (6:30 p.m. to 10:00 p.m. week days; 6:00 p.m. to 10:00 p.m. Sundays).

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Table with columns for time and rates for CLASS "A" (6:30 p.m. to 10:00 p.m. week days; 6:00 p.m. to 10:00 p.m. Sundays).

Table with columns for time and rates for CLASS "B" (9:00 a.m. to 6:00 p.m. week days; 10:00 p.m. to 10:30 p.m. daily and 12:00 noon to 1:00 p.m. Sundays).

Table with columns for time and rates for CLASS "B" (9:00 a.m. to 6:00 p.m. week days; 10:00 p.m. to 10:30 p.m. daily and 12:00 noon to 1:00 p.m. Sundays).

Table with columns for time and rates for CLASS "B" (9:00 a.m. to 6:00 p.m. week days; 10:00 p.m. to 10:30 p.m. daily and 12:00 noon to 1:00 p.m. Sundays).

Table with columns for time and rates for CLASS "B" (9:00 a.m. to 6:00 p.m. week days; 10:00 p.m. to 10:30 p.m. daily and 12:00 noon to 1:00 p.m. Sundays).

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Table with columns for time and rates for CLASS "B" (9:00 a.m. to 6:00 p.m. week days; 10:00 p.m. to 10:30 p.m. daily and 12:00 noon to 1:00 p.m. Sundays).

Table with columns for time and rates for CLASS "C" (7:00 a.m. to 9:00 a.m. week days).

Table with columns for time and rates for CLASS "C" (7:00 a.m. to 9:00 a.m. week days).

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Table with columns for time and rates for CLASS "C" (7:00 a.m. to 9:00 a.m. week days).

Advertisement for WSGN featuring the text 'Alabama's Best BUY Far!' and an illustration of a man in a suit holding a briefcase and a pointer.

Large advertisement for WSGN with the text 'THE BIRMINGHAM NEWS-AGE-HERALD STATION Represented Nationally by Headley Reed Company'.

ALABAMA—Continued

BIRMINGHAM—Continued

W A P I—Continued

Table with columns for time periods (Half hour, Quarter hour, Five minutes) and days of the week (*1 day to *6 days).

(*7) Days within any seven consecutive day period. Seven days per week pro rata of six day rate.

All announcements under Classes "A," "B," "C," "D" and "E" regardless of their length or cost, may be combined for weekly frequency discounts.

ANNOUNCEMENTS

Table for CLASS "A" (6:29 p.m. to 10:00 p.m.) with columns for 1 day to 6 days.

CLASS "B"

Table for CLASS "B" (5:59 p.m. to 6:29 p.m.) with columns for 1 day to 6 days.

CLASS "C"

Table for CLASS "C" (8:59 a.m. to 5:59 p.m.) with columns for 1 day to 6 days.

CLASS "D"

Table for CLASS "D" (6:59 a.m. to 8:59 a.m.) with columns for 1 day to 6 days.

CLASS "E"

Table for CLASS "E" (5:00 a.m. to 6:59 a.m.) with columns for 1 day to 6 days.

NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities.

DISCOUNTS Application of Discounts. Programs and announcements may not be combined for any discount purposes.



It seems that every station must have its "keen reporter with an alert evaluation of the news"—but we have chosen these words wisely, for they best describe Wallace Beecham.

Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section.

(1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week).

(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.

Weekly Frequency Discounts Weekly frequency discounts on mixed station time—When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.

Weekly Dollar Volume Discount Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting.

Discounts for Consecutive Weeks Discounts for consecutive weeks of broadcasting are applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable dollar volume discounts, if any.

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

TRANSCRIPTIONS Accepted at regular rates except one minute transcriptions—see "Announcements."

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.

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

PERSONNEL General Manager—Thad Holt. National Sales Manager—H. E. Holtshouser.



Rates effective November 1, 1944. (Card No. 17.) Owned and operated by Birmingham Broadcasting Company, Inc.

WAVE—Power—Time Operating power—3,000 watts. 312.5 meters; 960 kilocycles.

AGENCY COMMISSION 15% to recognized advertising agencies on time and talent charges; no cash discount—net 30 days. Bills rendered and payable monthly.

WAPI BIRMINGHAM The Voice of Alabama COLUMBIA NETWORK Represented nationally by Radio Sales

BIRMINGHAM—Continued
W B R C—Continued

CLASS "A"
(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

1 hr.	13 ti.	26 ti.	52 ti.	(†)
1 hour 160.00	155.00	150.00	145.00	140.00
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 32.00	30.00	27.50	24.50	21.50

CLASS "B"
(6:00 p.m. to 6:30 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays)

1 hour 110.00	107.00	104.00	93.50	88.00
1/2 hour 62.00	60.00	58.00	57.60	56.00
1/4 hour 42.00	41.00	40.50	38.40	33.00
5 minutes 21.00	20.50	20.25	19.20	16.50

CLASS "C"
(7:00 a.m. to 8:00 p.m.)

1 hour 98.00	90.00	85.00	80.00	75.00
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 20.00	18.00	17.00	16.50	16.00

CLASS "D"
(10:30 p.m. to 12:00 midnight and 6:00 a.m. to 7:00 a.m.)

1 hour 53.33	51.66	50.00	48.33	46.66
1/2 hour 32.00	30.00	28.33	26.66	25.00
1/4 hour 21.33	20.00	18.33	16.33	14.33

(†) 104 or more times.

ANNOUNCEMENTS

CLASS "A"
(5:59 p.m. to 10:30 p.m.)

One minute:	1 time	20.00	156 times	18.00
	26 times	18.00	260 times	15.50
	52 times	17.00	312 times	15.00
104 times		16.50		

Chain break:

1 time	18.00	156 times	14.40
26 times	16.20	260 times	13.95
52 times	15.30	312 times	13.50
104 times		14.85	

CLASS "B"
(All other time)

One minute:	1 time	16.00	156 times	12.80
	26 times	14.40	260 times	12.40
	52 times	13.60	312 times	12.00
104 times		13.20		

Chain break:

1 time	9.00	156 times	7.20
26 times	8.10	260 times	6.98
52 times	7.65	312 times	6.75
104 times		7.45	

TALENT

Rates on request.

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

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

SERVICE FACILITIES
Program department will supply continuity and talent for programs.
Estimate of artists' costs furnished on request.
Contract and Other Requirements
Advertising of alcoholic beverages, other than beer, not accepted.
Rates do not include talent. 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 turntables for vertical and lateral cut recordings.

Personnel
President—J. C. Bell.
Exclusive National Representatives
Paul H. Raymer Company.

W S G N
(Established 1927)

Rates effective March 1, 1945. (Card No. 7.)
Affiliated with The Birmingham News and Age-Herald.
Business Office and Studio—Dixie Carlton, Third and 23rd Sts., Birmingham 2, Ala., telephone 4-3434.
Transmitter—Alabama State Fair Grounds, Birmingham, Ala.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights.
491.8 meters; 610 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: Sundays 6:30 a.m. to 1:00 a.m.; week days 5:00 a.m. to 1:00 a.m.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southerncentral Group).
Announcements and programs cannot be combined to earn greater discount. Programs take precedence over announcements.
The following rates are for station time only and do not include music copyright fees.
BMI, ASCAP, SESAC, and AMP licenses.

CLASS "A"

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

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	180.00	108.00	72.00
13 times	153.00	91.80	61.20
26 times	144.00	86.40	57.60
39 times	135.00	81.00	54.00
52 times	126.00	75.60	50.40
104 times	117.00	70.20	46.80
156 times	108.00	64.80	43.20
260 times	99.00	59.40	39.60
312 times	90.00	54.00	36.00

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	90.00	54.00	36.00
13 times	76.50	45.90	30.60
26 times	72.00	43.20	28.80
39 times	67.50	40.50	27.00
52 times	63.00	37.80	25.20
104 times	58.50	35.10	23.40
156 times	54.00	32.40	21.60
260 times	49.50	29.70	19.80
312 times	45.00	27.00	18.00

CLASS "C"
(11:00 p.m. to 6:00 a.m.)

1 time	60.00	36.00	24.00
13 times	51.00	30.60	20.40
26 times	45.00	28.80	19.20
39 times	40.00	27.00	18.00
52 times	36.00	25.20	16.80
104 times	32.00	23.40	15.60
156 times	28.00	21.60	14.40
260 times	24.00	19.80	13.20
312 times	20.00	18.00	12.00

WEEKLY STRIP RATES

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

One hour:	13 wks.	26 wks.	39 wks.	52 wks.
3 times	321.00	288.00	255.00	225.00
5 times	513.00	455.00	400.00	360.00
6 times	594.00	528.00	471.00	411.00

One-half hour:

3 times	192.00	171.00	156.00	135.00
5 times	310.00	270.00	245.00	215.00
6 times	360.00	312.00	282.00	248.00

One-quarter hour:

3 times	129.00	117.00	102.00	90.00
5 times	205.00	185.00	155.00	145.00
6 times	240.00	213.00	192.00	165.00

CLASS "B"
(All other time)
(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

One hour:	13 wks.	26 wks.	39 wks.	52 wks.
3 times	186.00	166.50	150.00	141.00
5 times	290.00	267.00	250.00	228.00
6 times	327.00	300.00	273.00	252.00

One-half hour:

3 times	110.00	99.00	90.00	84.00
5 times	175.00	162.00	150.00	135.00
6 times	195.00	180.00	165.00	150.00

One-quarter hour:

3 times	75.00	67.50	60.75	57.00
5 times	115.00	105.00	100.00	93.00
6 times	132.00	120.00	106.50	102.00

CLASS "C"
(11:00 p.m. to 6:00 a.m.)

One hour:	124.00	110.00	100.00	94.00
3 times	194.00	178.00	168.50	152.00
6 times	208.00	200.00	182.00	168.00

One-half hour:

3 times	74.00	66.00	60.00	56.00
5 times	120.00	108.00	100.00	90.00
6 times	130.00	120.00	110.00	100.00

One-quarter hour:

3 times	50.00	45.00	40.00	38.00
5 times	77.00	70.00	66.50	62.00
6 times	88.00	80.00	71.00	68.00

ANNOUNCEMENTS

CLASS "A"
(5:59 p.m. to 10:30 p.m.)

One minute:	1 time	27.00	280 times	20.25
	13 times	25.65	312 times	18.90
	26 times	24.30	624 times	17.65
	52 times	22.95	1000 times	16.20
	156 times	21.60		

(This listing continued on next page)

First

since 1925

with the Programs
Folks Listen to Most!

- * Jack Benny
- * Bob Hope
- * Fibber McGee & Molly
- * Kay Kyser
- * Eddie Cantor
- * Rudy Vallee
- * Bing Crosby
- * Mr. District Attorney

NBC NETWORK

WBRC

5,000 WATTS
DAY & NIGHT
BIRMINGHAM

PAUL H. RAYMER COMPANY, Representative

MOBILE (Mobile County) W A L A (Established 1930)

Rates effective January 1, 1942. (Card No. 6.) Owned and operated by W. O. Pape (doing business as Pape Broadcasting Company)...

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various services like transcription and advertising.

ANNOUNCEMENTS

Table with columns for time (1 min, 1/2 min) and rates for announcements.

SPECIAL FEATURES

Political. Same as regular rates, with unlimited time.

REMOTE CONTROL

Transcriptions. Regular time charges apply. Not restricted to certain hours.

AGENCY COMMISSION

15% on charges for station time to recognized advertising agencies; cash discount 2%.

GENERAL ADVERTISING

For combination rates see National Broadcasting Company.

MECHANICAL PROGRAM EQUIPMENT

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

PERSONNEL

General Manager—W. O. Pape. Commercial Manager—H. K. Martin.

REPRESENTATIVES

Headley-Reed Company.

WMOB (Established 1939)

Rates received March 15, 1943. Owned and operated by S. B. Quigley. Business Office and Studio—600 St. Louis St., Mobile, Ala.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various services like transcription and advertising.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS 'B' services.

SPECIAL FEATURES. News casts: Leased wire service; program time, plus cost of service.

TALENT. Local talent available. REMOTE CONTROL. Complete recording and delayed play-back facilities.

TRANSCRIPTIONS. Transcription library service available. Regular rates apply.

SERVICE FACILITIES. Continuity department available. Contract and Other Requirements.

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

REPRESENTATIVES. Sears & Ayer, Inc.

MONTGOMERY (Montgomery County) W C O V (Established 1939)

Rates effective September 1, 1943. Owned and operated by G. W. Covington, Jr., Montgomery, Ala. Business Office and Studio—Exchange Hotel, Montgomery 2, Ala.

AGENCY COMMISSION. 15% to recognized advertising agencies on net charges for station time.

GENERAL ADVERTISING. For combination rates see Columbia Broadcasting System (Southeastern Group).

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for CLASS 'A' and CLASS 'B' services.

REPRESENTATIVES. Headley-Reed Company.

SPECIAL FEATURES. News service, quiz program, and other service—rates on request.

TALENT. Electric organ in studio—rates on request.

REMOTE CONTROL. Cost of telephone lines and incidental expense in connection with remote pick-ups.

AGENCY COMMISSION. 15% to recognized advertising agencies; cash discount 2%.

GENERAL ADVERTISING. For combination rates see American Broadcasting Company, Inc.

MECHANICAL PROGRAM EQUIPMENT. Equipped to handle programs by electrical transcription.

PERSONNEL. Pres. & Gen'l Mgr.—G. W. Covington, Jr. Prod. & Com'l Mgr.—John C. Hughes.

REPRESENTATIVES. Howard H. Wilson Company.

W S F A (Established 1930)

Rates effective September 15, 1943. Owned and operated by the Montgomery Broadcasting Company, Inc.

AGENCY COMMISSION. 15% on station time to recognized advertising agencies; no cash discount.

GENERAL ADVERTISING. For combination rates see National Broadcasting Company (Southeastern Group).

MECHANICAL PROGRAM EQUIPMENT. Equipped to handle programs by electrical transcription.

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

REPRESENTATIVES. Sears & Ayer, Inc.

SPECIAL FEATURES. News service, quiz program, and other service—rates on request.

TALENT. Local talent available. REMOTE CONTROL. Complete recording and delayed play-back facilities.

TRANSCRIPTIONS. Transcription library service available. Regular rates apply.

SERVICE FACILITIES. Continuity department available. Contract and Other Requirements.

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

REPRESENTATIVES. Sears & Ayer, Inc.

SPECIAL FEATURES. News service, quiz program, and other service—rates on request.

TALENT. Local talent available. REMOTE CONTROL. Complete recording and delayed play-back facilities.

TRANSCRIPTIONS. Transcription library service available. Regular time charges apply.

SERVICE FACILITIES. Retail market data, maps and other information furnished on request.

AGENCY COMMISSION. 15% to recognized advertising agencies on net charges for station time.

GENERAL ADVERTISING. For combination rates see Columbia Broadcasting System (Southeastern Group).

MECHANICAL PROGRAM EQUIPMENT. Equipped to handle programs by electrical transcription.

PERSONNEL. Pres. & Gen'l Mgr.—Howard H. Pill. Assistant General Manager—John B. DeMotte.

REPRESENTATIVES. Headley-Reed Company.

SPECIAL FEATURES. News service, quiz program, and other service—rates on request.

TALENT. Local talent available. REMOTE CONTROL. Complete recording and delayed play-back facilities.

TRANSCRIPTIONS. Transcription library service available. Regular time charges apply.

SERVICE FACILITIES. Retail market data, maps and other information furnished on request.

AGENCY COMMISSION. 15% to recognized advertising agencies on net charges for station time.

GENERAL ADVERTISING. For combination rates see Columbia Broadcasting System (Southeastern Group).

MECHANICAL PROGRAM EQUIPMENT. Equipped to handle programs by electrical transcription.

PERSONNEL. Pres. & Gen'l Mgr.—Howard H. Pill. Assistant General Manager—John B. DeMotte.

REPRESENTATIVES. Headley-Reed Company.

SPECIAL FEATURES. News service, quiz program, and other service—rates on request.

TALENT. Local talent available. REMOTE CONTROL. Complete recording and delayed play-back facilities.

TRANSCRIPTIONS. Transcription library service available. Regular time charges apply.

SERVICE FACILITIES. Retail market data, maps and other information furnished on request.

MUSCLE SHOALS CITY W L A Y (Established 1933)

Rates effective June 15, 1943. (Card No. 8.) Owned and operated by Muscle Shoals Broadcasting Corporation. Business Office and Studio—620 E. Second St., P.O. Box 230, Sheffield, Ala.

AGENCY COMMISSION. 15% to recognized advertising agencies; cash discount 2%.

GENERAL ADVERTISING. For combination rates see American Broadcasting Company, Inc.

MECHANICAL PROGRAM EQUIPMENT. Equipped to handle programs by electrical transcription.

PERSONNEL. Pres. & Gen'l Mgr.—G. W. Covington, Jr. Prod. & Com'l Mgr.—John C. Hughes.

ARIZONA BROADCASTING CO., INC.—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription...

ARIZONA NETWORK, THE

836-838 N. Central Ave., Phoenix, Ariz.
Note: Address correspondence to The Arizona Network...

Comprised of:

KOY—Phoenix KSUN—Bisbee
KTUC—Tucson

Rates effective June 1, 1944. (Card No. 2.)

Wave—Power—Time
See individual listings.

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...

ASCAP, BMI, SESAC and AMP licenses.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various days of the week.

PROGRAM DISCOUNTS

Advertisers using more than one program daily for a period of 13 or more consecutive and continuous weeks will be allowed the following additional quantity discount...

ANNOUNCEMENTS

One minute or less, including 35 word chain breaks, time signals, temperature reports.

Table showing announcement rates for different durations (1, 13, 26, 52, 104 times) and days of the week.

RUN OF SCHEDULE ANNOUNCEMENTS

To be scheduled at the station's discretion in periods as available.

Table showing rates for scheduled announcements in 1, 13, 26, 52, and 104 time slots.

SPECIAL FEATURES

News broadcasts, sports and other special events—rates on request.

TALENT

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

TRANSCRIPTIONS

Library service available—rates on request.

SERVICE FACILITIES

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

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

Separate contracts must be written for programs and announcements. Programs and announcements may not be grouped for the purpose of obtaining lower rates.

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 turntables...

Personnel

Manager—Albert D. Johnson.
Commercial Manager—John L. Hogg.

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, Ariz.

Wave—Power—Time

Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Operates on Mountain Standard Time.

Agency Commission

15% on net station time to recognized agencies. Terms net—10th prox.

General Advertising
For combination rates see Columbia Broadcasting System (Mountain Group) and Arizona Network.

Rates for 10 minute periods are three-fourths the 15 minute rate.

Table showing rates for general advertising in 1, 1/2, and 1/4 hour slots.

Table showing rates for general advertising in 5 minute slots.

ANNOUNCEMENTS

Table showing announcement rates for 60 words and 120 words in 1, 1/2, and 1/4 hour slots.

SPECIAL FEATURES

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

REMOTE CONTROL

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

Contract and Other Requirements

Contracts 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. turntables for both vertical and lateral cut recordings.

Personnel

Manager—Carleton W. Morris.

Representatives

John Blair & Company.

GLOBE

K W J B

Rates effective October 1, 1943.

Owned and operated by Gija Broadcasting Company. General Office—Safford, Ariz.

Wave—Power—Time

Operating power—350 watts.
211.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Mountain War Time.

Agency Commission

15% to recognized advertising agencies on station time only.

General Advertising

For combination rates see National Broadcasting Company and Arizona Broadcasting Company.

Discounts apply on station time charges only and are allowed only on programs or announcements under contracts not exceeding one year, and without lapse.

Table showing rates for general advertising in 1, 1/2, and 1/4 hour slots.

Table showing rates for general advertising in 5 minute slots.

ANNOUNCEMENTS

Table showing announcement rates for 60 words and 120 words in 1, 1/2, and 1/4 hour slots.

ANNOUNCEMENTS

Table showing announcement rates for 1, 1/2, and 1/4 hour slots.

Table showing announcement rates for 5 minute slots.

SPECIAL FEATURES

Time Signals—25 words or less, 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, and without lapse.

Table showing rates for special features in 1, 1/2, and 1/4 hour slots.

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

TALENT

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

TRANSCRIPTIONS

Rates for special transcription features and library services on request.

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, other than beer, not accepted.

Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

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.

Should the advertiser fail to furnish matter for any portion of contract, station may prepare same to the 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.

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

Contract and Other Requirements

Contracts 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. turntables for both vertical and lateral cut recordings.

Personnel

Manager—Paul Merrill.
Program Director—Willard B. Shoecraft.

JEROME

K C R J

Mail addressed to this radio station has been returned marked "Out of business."

PHOENIX

(Maricopa County)

K O Y

(Established 1922)

Rates effective June 1, 1944. (Card No. 4.)
Owned and operated by Salt River Valley Broadcasting Company. Telephone: 4-4144.

Studio—836-838 N. Central Ave., P. O. Box 2671, Phoenix, Ariz.

Wave—Power—Time

Operating power—1,000 watts.
(100% modulation; antenna current raise, volume indicator and modulation meter.)

Licensed to operate full time on regional channel. Operates on Mountain Standard Time.

(This listing continued on next page)

ARIZONA—Continued

PHOENIX—Continued

K O Y—Continued

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

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

Table with 4 columns: Time slot (e.g., 1 hour, 1/2 hour, 1/4 hour, 5 minutes), Day (Week days, Sundays), and Rate. Includes a section for 'All other times'.

Table with 4 columns: Time slot, Day, and Rate for 'All other times' category.

PROGRAM DISCOUNTS Advertisers using more than one program daily for a period of 13 or more consecutive and continuous weeks will be allowed the following additional quantity discounts applicable to the above program rates: 2 daily, 10%; 3 daily, 15%; 4 or more daily, 20%

ANNOUNCEMENTS One minute or less, including 35 word chain breaks, time signals, temperature reports.

Table with 4 columns: Time slot, Day, and Rate for announcements.

Table with 4 columns: Time slot, Day, and Rate for announcements (All other times).

RUN OF SCHEDULE ANNOUNCEMENTS

To be scheduled at the station's discretion in periods as available.

Table with 4 columns: Time slot, Day, and Rate for run of schedule announcements.

Table with 4 columns: Time slot, Day, and Rate for run of schedule announcements (All other times).

SPECIAL FEATURES

News broadcast, sports and other special events—rates on request. Participation program—regular rates apply. Features and time availabilities on request.

TALENT

Rates on request.

REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

Library service available—rates on request.

SERVICE FACILITIES

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

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. No time sold in bulk for resale. Separate contracts must be written for programs and announcements. Programs and announcements may not be grouped for the purpose of obtaining lower rates.

Rates are for station time only, including station facilities. Talent is extra. Right reserved to reject or discontinue any advertising or program. Broadcasting must be in compliance with the laws of the United States, and the rules and regulations of the Federal Communications Commission, or any other body, local, state or national, which might from time to time have jurisdiction.

No contract accepted for longer than one year. Contracts, unless otherwise agreed, subject to cancellation on 30 days' written notice and payment of any short rate that may apply.

Closing Time

Should the advertiser fail to deliver program material to the station at least 24 hours in advance, the station reserves the right to proceed with the broadcast by announcing the name, address and business of the advertiser and putting on any available program which it considers suitable.

Recorded programs should be received one week in advance to protect on breakage, etc. Station has no deadline on closing contracts, but prefers one week in advance.

Mechanical Program Equipment

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

Personnel

Manager—Albert D. Johnson. Commercial Manager—John L. Hogg.

Representatives

John Blair & Company.

K P H O

(Established 1940)

Rate card issued February 1, 1945. (Card No. 4) Card received February 8, 1945. Owned and operated by Phoenix Broadcasting, Inc. Business Office and Studio—Adams Hotel, Phoenix, Ariz. Transmitter—24th Ave. and Buckeye Road, Phoenix, Ariz.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Mountain Standard Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission 15% on station time only to recognized advertising agencies; cash discount none.

General Advertising For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group). The following rates are for local and national advertising and include music copyright fees. Programs and announcements cannot be combined to secure additional discounts.

Table with 4 columns: Time slot, Day, and Rate for KPHO.

Table with 4 columns: Time slot, Day, and Rate for KPHO (All other times).

FREQUENCY RATES

Table with 4 columns: Time slot, Day, and Rate for frequency rates.

Table with 4 columns: Time slot, Day, and Rate for frequency rates (All other times).

ANNOUNCEMENTS

40 word station breaks, time signals, temperature reports.

Table with 4 columns: Time slot, Day, and Rate for announcements.

Table with 4 columns: Time slot, Day, and Rate for announcements (All other times).

WEEKLY FREQUENCY

Table with 4 columns: Frequency rate, Day, and Rate.

Table with 4 columns: Frequency rate, Day, and Rate (All other times).

WEEKLY FREQUENCY

Table with 4 columns: Frequency rate, Day, and Rate.

SPECIAL FEATURES

Rates and details on request.

TRANSCRIPTIONS

Electrically transcribed programs and announcements accepted for broadcast at any available hour; 10% of net time cost additional for records or transcriptions. Contract and Other Requirements. Maximum length of contract one year. Station management reserves the right to edit all copy.

Closing Time

Programs and announcements: 72 hours in advance. Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

President—Rex Schepp. Manager—Charlie Garland.

Representatives

Howard H. Wilson Company.

K T A R

(Established 1922)

Rates effective July 1, 1944. (Card No. 5.) Owned and operated by KTAR Broadcasting Company. Business Office and Studio—A-top the Heard Bldg., Phoenix, Ariz., telephone 4-4161. Transmitter—Corner 36th St. and East Thomas Road, Phoenix, Ariz.

Wave—Power—Time Operating power—5,000 watts. 201.3 meters; 620 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time.

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

General Advertising For combination rates see National Broadcasting Company (Pacific Coast Network—Arizona Group) and Arizona Broadcasting Company.

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 with 4 columns: Time slot, Day, and Rate for KPHO.

Table with 4 columns: Time slot, Day, and Rate for KPHO (All other times).

SPECIAL FEATURES

Market reports, news, news commentaries, locally produced talent programs, electrical transcribed features, sports reviews, weather and irrigation reports—information and rates on request.

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

TALENT

Rates on request.

REMOTE CONTROL

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

TRANSCRIPTIONS

Rates on request. No phonograph records used.

SERVICE FACILITIES

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

Contract and Other Requirements

Rates are for broadcasting from main studios and are for station time only, including station facilities, and paid newspaper advertising program listings.

All programs, announcements, advertising talks, etc., subject to acceptance by management, and must conform to station policy. Right reserved to reject or discontinue any advertisement announcements, talks or programs.

Contracts subject to cancellation by advertiser on 30 days' advance written notice, accompanied by certified check for short rates at rate earned by period advertiser will have usage, and must conform to station policy. Right reserved to reject or non-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 allow other time to compensate, or allow a pro rata reduction of charge if other time cannot be allotted. Should the advertiser fail to furnish matter for any portion of contract, station may prepare same to best of its ability.

Station is not 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.

Mechanical Program Equipment

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

Personnel

Pres. & Gen'l Mgr.—Dick Lewis.

Representatives

Paul H. Raymer Company.

PRESCOTT

(Yavapai County)

K Y C A



Rates effective August 15, 1940. Owned and operated by the Southwest Broadcasting Company. Business Office and Studio—East Gurley St., Prescott, Ariz. Transmitter—East Gurley St., Prescott, Ariz.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 620 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time.

(This listing continued on next page)

PRESCOTT—Continued
K Y C A—Continued

Agency Commission
15% to recognized advertising agencies; no cash discount. Commission does not apply on talent.

General Advertising
For combination rates see National Broadcasting Company and Arizona Broadcasting Company. Discounts apply on station time only and are allowed on contracts not exceeding one year. Announcements and programs may not be combined to earn frequency discounts.

Rates include music copyright fees.
(8:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays)
Table with columns for time slots (1, 1/2, 1/4 hour) and rates for various durations (1, 2, 3, 5 minutes).

ANNOUNCEMENTS
(Nighttime)
Table with columns for time slots and rates for 1, 1/2, 1/4 hour and 1, 2, 3, 5 minutes.

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, and without lapse.

ANNOUNCEMENTS
(Nighttime)
Table with columns for time slots and rates for 1, 1/2, 1/4 hour and 1, 2, 3, 5 minutes.

SPECIAL FEATURES
Time Signals—25 words or less, 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, and without lapse.

ANNOUNCEMENTS
(Nighttime)
Table with columns for time slots and rates for 1, 1/2, 1/4 hour and 1, 2, 3, 5 minutes.

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

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

TRANSCRIPTIONS
Use of musical library services, 25% of station time. Rates for special rates, accompanied by request.

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, other than beer and wine, not accepted.

Contract and Other Requirements
Rates are for broadcasting from main studios and cover station time and facilities.

Contract and Other Requirements
Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

Contract and Other Requirements
Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

Contract and Other Requirements
Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

SAFFORD

(Graham County)

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, Ariz.

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

Agency Commission
15% on station time; no cash discount.
General Advertising
For combination rates see National Broadcasting Company (Pacific Coast Network—Arizona Group) and Arizona Broadcasting Company.

Discounts apply on station time charges only and are allowed only on programs or announcements under contracts not exceeding one year, and without lapse. Announcements and programs may not be combined to earn frequency discounts.

Rates include music copyright fees.
(8:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays)
Table with columns for time slots and rates for various durations.

ANNOUNCEMENTS
(Nighttime)
Table with columns for time slots and rates for 1, 1/2, 1/4 hour and 1, 2, 3, 5 minutes.

SPECIAL FEATURES
Time Signals—25 words or less, 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, and without lapse.

ANNOUNCEMENTS
(Nighttime)
Table with columns for time slots and rates for 1, 1/2, 1/4 hour and 1, 2, 3, 5 minutes.

SPECIAL FEATURES
Time Signals—25 words or less, 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, and without lapse.

ANNOUNCEMENTS
(Nighttime)
Table with columns for time slots and rates for 1, 1/2, 1/4 hour and 1, 2, 3, 5 minutes.

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

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

TRANSCRIPTIONS
Rates for special transcription features and library services on request.

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 other than beer not accepted.

Contract and Other Requirements
Rates are for broadcasting from station's main studios and cover station time and facilities.

Contract and Other Requirements
Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

Contract and Other Requirements
Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

Contract and Other Requirements
Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

TUCSON

(Pima County)

K T U C

(Established 1929)

Rates effective August 1, 1943.
Owned and operated by the Tucson Broadcasting Co. Business Office and Studio—900 E. Broadway, Tucson, Ariz., telephone 1400.
Transmitter—900 E. Broadway, Tucson, Ariz.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate full time on cleared local channel. Operates on Mountain Standard Time.
Operating schedule: Week days 6:00 a.m. to 12:00 p.m.; Sundays 6:00 a.m. to 11:00 p.m.

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

General Advertising
For combination rates see Columbia Broadcasting System (Mountain Group), Columbia Pacific Network (Supplementary Group) and Arizona Network. The following rates are for national advertising and include music copyright fees.

Rates include music copyright fees.
(8:00 p.m. to 10:00 p.m. daily)
Table with columns for time slots and rates for various durations.

ANNOUNCEMENTS
(12:00 noon to 6:00 p.m. Sunday)
Table with columns for time slots and rates for various durations.

ANNOUNCEMENTS
(10:00 p.m. to 6:00 p.m. week days)
Table with columns for time slots and rates for various durations.

ANNOUNCEMENTS
Table with columns for time slots and rates for various durations.

ANNOUNCEMENTS
Table with columns for time slots and rates for various durations.

POLITICAL
53% additional; cash in advance. All manuscripts must be submitted 24 hours before broadcast.

TALKS
General advertising rates apply. Where commercial portion of program exceeds 400 words or three minutes in each quarter hour, 15% additional is charged.

REMOTE CONTROL
Rates and details on request. Additional charges are made for telephone line and equipment. Programs may originate from any Arizona Network affiliated station without extra charge.

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

Contract and Other Requirements
Programs, talks and announcements are subject to approval.

Closing Time
Manuscripts for commercials, talks and political talks must be submitted to station in duplicate at least 36 hours prior to such broadcast. Closing time for booking and preparation of program copy, etc., 56 hours in advance.

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

Personnel
Manager—Lee Little.
Program Director—Wayne Sanders.

Representatives
John Blair & Company.

K V O A

(Established 1929)

Rates effective March 15, 1939. (Card No. 1.)
Owned and operated by Arizona Broadcasting Company, Inc.

Business Office and Studio—KVOA Bldg., 43 E. Broadway, P. O. Box 2911, Tucson, Ariz., telephone 3703.
Transmitter—Tenth and Lee Sts., facing Miracle Mile, Tucson, Ariz.

Wave—Power—Time
Operating power—1,000 watts.
232.8 meters; 1290 kilocycles.
Licensed to operate unlimited time on regional channel. Operates on Mountain War Time.
Operating schedule: 8:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Commission does not apply on talent. Invoices mailed on 1st of month.

General Advertising
For combination rates see National Broadcasting Company (Pacific Coast Network—Arizona Group) and Arizona Broadcasting Company.
(This listing continued on next page)

ARIZONA—Continued

TUCSON—Continued

K V O A—Continued

Discounts apply on station time charges only, and are allowed only on programs or announcements under contracts not exceeding one year, and without lapse.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various days (Sun, Mon, Tue, Wed, Thu, Fri, Sat, Sun).

Table for (All other time) with columns for time slots and rates for various days.

Table for (Nighttime) and (Daytime) with columns for time slots and rates.

ANNOUNCEMENTS

When acceptable, talks are handled and charged for as program time plus 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, and without lapse.

Table for TALKS with columns for time slots and rates for various days.

Table for SPECIAL FEATURES with columns for time slots and rates for various days.

Morning Shopping Guide: Participation program of 50 word announcements, exclusive of name and address, at regular announcement rates.

Weather Reports: Commercial announcements available at regular announcement rates; copy not to exceed 50 words.

Market reports, sports reviews, civics, sports, western and other special features—rates and information on request.

TALENT

Special events and pipe organ programs available. Additional charges are made for telephone lines and equipment.

TRANSCRIPTIONS

Use of musical library services. 25% of station time. Special transcription features—rates on request.

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 other than beer not accepted. Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using synchronous 1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel. General Manager—R. B. Williams. Representatives. Paul H. Raymer Company.

YUMA

(Yuma County)

K Y U M

(Established 1940)



Rates effective October 1, 1943. (Card No. 5.) Owned and operated by Yuma Broadcasting Company. Business Office and Studio—First St., 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.

Agency Commission. 15% to recognized advertising agencies; no cash discount. Commission does not apply on talent.

General Advertising. For combination rates see National Broadcasting Company (Pacific Coast Network—Arizona Group) and Arizona Broadcasting Company.

Discounts based on use of one period each consecutive week. (6:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays)

Table with columns for time slots and rates for various days.

Table for (All other time) with columns for time slots and rates for various days.

Table for (Nighttime) and (Daytime) with columns for time slots and rates.

ANNOUNCEMENTS

Rates are for words in announcements, exclusive of name, address and telephone number. Announcements are grouped or scattered between musical, news or other program matter.

Time Signals—25 words or less, given at time available; short slogans preferred.

Nighttime, per signal, flat 4.00. Daytime, per signal, flat 2.50. For period consisting of one or more time signals on each of six consecutive week days:

Table for SPECIAL FEATURES with columns for time slots and rates for various days.

Weather Reports: Commercial announcements available at regular announcement rates; copy not to exceed 50 words.

Market reports, sports reviews, civics, sports, western and other special features—rates and information on request.

TALENT

Special events and pipe organ programs available. Additional charges are made for telephone lines and equipment.

TRANSCRIPTIONS

Use of musical library services. 25% of station time. Special transcription features—rates on request.

SERVICE FACILITIES

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

Contract and Other Requirements. Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra.

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

Personnel. General Manager—Ray Smucker. Representatives. Paul H. Raymer Company.

ARKANSAS

BLYTHEVILLE

(Mississippi County)

K L C N

Rates received March 9, 1945. Owned and operated by Harold L. Sudbury. Business Office and Studio—Second and Walnut Sts., Blytheville, Ark.

Wave—Power—Time. Operating power—1,000 watts. 333.3 meters; 900 kilocycles. Licensed to operate daytime on clear channel. Operates on Central War Time.

Agency Commission. 15% to recognized advertising agencies; cash discount none. Bills payable weekly.

General Advertising. CLASS "A" (11:59 a.m. to 1:16 p.m.)

Table with columns for time slots and rates for various days.

Table for (All other time) with columns for time slots and rates for various days.

Table for (Nighttime) and (Daytime) with columns for time slots and rates.

Discounts for more than 280 times on request. POLITICAL. Rates on request.

TALENT

Live talent acts available—rates on request. Personnel. General Manager—Harold L. Sudbury. Representatives. John E. Pearson Company.

EL DORADO

(Union County)

K E L D

(Established 1935)



BLUE NETWORK STATION

Rates effective October 1, 1942. (Card No. 4.) Owned and operated by Radio Enterprises, Inc. Business Office and Studio—Country Club Colony, El Dorado, Ark.

Wave—Power—Time. Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

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

General Advertising. For combination rates see American Broadcasting Company, Inc. (Southcentral Group). The following rates are for national advertising.

Table with columns for time slots and rates for various days.

Table for (All other time) with columns for time slots and rates for various days.

Table for (Nighttime) and (Daytime) with columns for time slots and rates.

Table for (Nighttime) and (Daytime) with columns for time slots and rates.

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.

Table with columns for time slots and rates for various days.

Additional 5% frequency discount allowed on programs of five minutes or more that run three or more times weekly to be taken collectively with quantity discount.

TALENT

Facilities are available at extra cost which will be quoted on request.

RECORDED PROGRAMS

Transcription programs accepted at no extra charge. SERVICE FACILITIES. Service and commercial staff available to advertisers.

(This listing continued on next page)

EL DORADO—Continued
K E L D—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Personnel
President—T. H. Barton.
Vice-Pres.—R. E. Meinert.
Station & Com'l Mgr.—Leon M. Sipes.
Representatives
Cox & Tans.

FORT SMITH
(Sebastian County)
K F P W
(Established 1930)

Rates effective March 1, 1945. (Card No. 8.)
Owned and operated by the Southwestern Hotel Co. Business Office and Studio—Goldman Hotel, Fort Smith, Ark., telephone 4106.
Transmitter—Albert Pike and Kelly Highways, Fort Smith, Ark.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 8:30 a.m. to 11:00 p.m.
Agency Commission
15% allowed to recognized advertising agencies on station time only; no cash discount. None paid on production costs including talent.
General Advertising
For combination rates see Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.
Announcement contracts accepted only with understanding that programs take schedule preference.

Table with columns for time slots (11:30 a.m. to 1:30 p.m., 1:30 p.m. to 10:00 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:30 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Special Features
POLITICAL AND RELIGIOUS
News: Leased wire service available
Rates on request.
Talent
Remote equipment for use in immediate territory. Where programs are contracted for, all extra expense for lines, traveling, etc., will be charged to advertiser.

HELENA
(Phillips County)
K F F A
(Established 1941)

Rates effective December 1, 1944. (Card No. 3-N.)
Owned and operated by Helena Broadcasting Co. Business Office and Main Studio—215 York St., Helena, Ark.
Transmitter—215 York St., Helena, Ark.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:45 a.m. to 10:15 p.m.; week days 7:00 a.m. to 10:15 p.m.
Agency Commission
15% to recognized agencies; cash discount none. Bills due and payable on receipt.
General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising and include music copyright fees.
One hundred word or 30 second announcements scheduled only at station's option.
Rates based on six month contract.

Table with columns for time slots (11:30 a.m. to 1:30 p.m., 1:30 p.m. to 10:00 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Table with columns for time slots (6:00 a.m. to 11:30 a.m., 1:30 p.m. to 6:00 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Remote Control
Facilities available at extra cost.
Transcriptions
Regular rates; includes use of transcription library service.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.
Personnel
Owner—J. Q. Floyd.
Manager—J. C. Warren.
Commercial Manager—R. B. Hall.
Program Director—William T. Tappan.
Representatives
Cox & Tans.

HOT SPRINGS
(Garland County)
K T H S
(Established 1924)

Rates effective August 1, 1942.
Owned and operated by Radio Broadcasting, Inc. Business Office and Studio—135 Benton St., Hot Springs, Ark., telephone 1180.
Transmitter—Malvern Road near Hot Springs, Ark.
Wave—Power—Time
Operating power—10,000 watts to local sunset; 1,000 watts thereafter.
275.2 meters; 1090 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:30 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Special Features
POLITICAL AND RELIGIOUS
News: Leased wire service available
Rates on request.
Talent
Remote equipment for use in immediate territory. Where programs are contracted for, all extra expense for lines, traveling, etc., will be charged to advertiser.

K W F C
(Established 1941)

Rates effective July 1, 1944. (Card No. 2A.)
Owned and operated by Clyde E. Wilson. Business Office and Studio—819-1/2 Central, Hot Springs, Ark., telephone 412.
Transmitter—819-1/2 Central, Hot Springs, Ark.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies on station time charges providing payment is made before the 15th of month following broadcast; no cash discount. All invoices rendered monthly, payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising and include music copyright fees.

Table with columns for time slots (11:30 a.m. to 1:00 p.m., 1:00 p.m. to 6:00 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Table with columns for time slots (11:30 a.m. to 1:00 p.m., 1:00 p.m. to 6:00 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Remote Control
Facilities available at extra cost.
Transcriptions
Regular rates; includes use of transcription library service.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings. Instantaneous recording equipment available.
Personnel
General Manager—Wm. E. Ware.
Commercial Manager—Eob Choate.
Program Director—Ann Marie Hiryak.
Representatives
Stearns & Ayer, Inc.

JONESBORO
(Craighead County)
K B T M
(Established 1930)

Rates received September 17, 1941.
Owned and operated by Regional Broadcasting Co., Jonesboro, Ark.
Studio—KBTM Bldg., 803 Madison St., Jonesboro, Ark.
Transmitter—One mile east of Jonesboro, Ark.
Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time on clear local channel. Operates on Central War Time.
Operating schedule: 7:00 a.m. to 10:00 p.m.
Agency Commission
15% on station time; no commission on talent; cash discount 2%—10 days.

Table with columns for time slots (6:00 p.m. to 10:00 p.m., 7:00 a.m. to 6:00 p.m., etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Table with columns for time slots (1 to 12 times, 13 to 25 times, etc.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute).

Special Features
Time signals and news broadcasts—rates on request.
Regular rates plus line charges and personnel traveling expenses.
Talent
Rates on request.
Transcriptions
Regular rates apply.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Personnel
Station Manager—Mrs. Jay P. Beard.
Commercial Manager—W. H. Tate.

ARKANSAS—Continued

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—Radio Center, 112-14 E. Capitol Ave., Little Rock, Ark., Ld 224. Transmitter—on U. S. Highway No. 67, two miles northwest of Little Rock, Ark.

Wave—Power—Time

Operating power—5,000 watts. 326.1 meters; 920 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: Sunday 7:00 a.m. to 11:05 p.m.; week days 6:00 a.m. to 11:05 p.m.

Agency Commission

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

General Advertising

For combination rates see National Broadcasting Company (Southwestern Group). The following rates are for station time only. (6:00 p.m. to 10:00 p.m.)

Table with rates for various time slots: 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute electrical transcription.

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.

Table with advertising discounts: 1 to 12 times, 13 to 25 times, 26 to 50 times, 51 to 100 times, 101 to 149 times, 150 to 299 times, 300 to 599 times, 600 to 799 times, 800 or more times.

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

Personnel. Vice-Pres. & Gen'l Mgr.—G. E. Zimmerman. Commercial Manager—Julian F. Haas. Studio Manager—Jack Rumlil.

Representatives. Edward Petry & Company, Inc.

GENERAL BROADCASTING

Table with rates for Class A (6:00 p.m. to 10:30 p.m.) and Class B (7:30 a.m. to 6:00 p.m.)

CLASS "B"

Table with rates for Class B (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

CLASS "B"

Table with rates for Class B (7:30 a.m. to 6:00 p.m.)

CLASS "C"

Table with rates for Class C (11:00 p.m. to 9:00 a.m.)

CLASS "C"

Table with rates for Class C (10:30 p.m. to 7:30 a.m.)

ANNOUNCEMENTS

Table with rates for Announcements (6:00 p.m. to 10:00 p.m.) and (All other time)

ANNOUNCEMENTS

Position governs length of announcement. This applies to electrical transcriptions or live announcements.

CLASS "A"

Table with rates for Class A (6:00 p.m. to 10:30 p.m.)

CLASS "B"

Table with rates for Class B (All other time)

DISCOUNTS

Above rates apply to total number of broadcasts within one year, under same (and/or renewal) contract. Programs and announcements cannot be combined to earn larger discounts.

Night and day programs may be combined to earn frequency discounts. Same applies to night and day announcements. Sponsors may purchase announcements during life of program contract at frequency discounts earned by programs.

RECORDINGS

Equipment available—details on request.

TALENT

Station provides all type of talent—rates on request.

REMOTE CONTROL

Equipment available—details and rates on request.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel

General Manager—S. C. Vinsonhaier. Commercial Manager—R. E. Rives.

Representatives

None.

KLRA (Established 1927)

COLUMBIA AFFILIATE



Rates effective October 1, 1942. (Card No. 6.) Card revised April 1, 1945. Card received April 2, 1945. 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—7-1/2 East on Highway 70. Wave—Power—Time. Operating power 10,000 watts days; 5,000 watts nights. 297 meters; 1010 kilocycles. Operates on Central War Time. Operating schedule: Sunday 7:00 a.m. to 12:05 a.m.; week days 5:00 a.m. to 2:00 a.m.

Agency Commission. 15% on net charges for station facilities to recognized advertising agencies; no cash discount; no commission on program costs, production charges or talent. Bills due and payable 10th of month following service.

General Advertising. For combination rates see Columbia Broadcasting System (Southcentral Group). Rates include music copyright fees. The following rates apply to total number of broadcasts within one year under the same (and/or renewal) contract.

Table with rates for Class A (6:00 p.m. to 10:00 p.m.)

GENERAL BROADCASTING

Table with rates for Class A (6:00 p.m. to 10:00 p.m.)

PINE BLUFF

(Jefferson County)

KOTN

(Established 1934)

Rates effective January 1, 1943. Owned and operated by B. J. Parrish. Business Office and Studio—505-1/2 Main St., Pine Bluff, Ark.

Transmitter—505-1/2 Main St., Pine Bluff, Ark. Wave—Power—Time. Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission. 15% to recognized advertising agencies; cash discount 2%—10 days. Commission applies to station time only. Bills mailed first of month or on completion of service when less than one month.

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

Table with rates for various time slots: 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

Not exceeding 100 words or one minute transcriptions. Each 1.11, 13.11, 26.11, 52.11, 156.11, 2.70, 2.25, 2.25, 5.21, 1.50. (†) 104 or more times. (This listing continued on next page)

KGHI (Established 1927)



BLUE NETWORK STATION

Rates effective June 1, 1944. (Card No. 7.) Owned and operated by Arkansas Broadcasting Co. Business Office and Studio—Arkansas Gazette Bldg., Little Rock, Ark., telephone 9166. Transmitter—Arkansas Gazette Bldg., Little Rock, Ark.

Wave—Power—Time. Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 6:00 a.m. to 11:00 p.m.; Saturday 6:00 a.m. to 1:00 a.m.

Agency Commission. 15% on net charges for station facilities to recognized advertising agencies; no cash discount; no commission on program costs, production charges or talent. Invoices due and payable on 10th of month following broadcast.

General Advertising. For combination rates see American Broadcasting Company, Inc. (Southcentral Group). The following rates are for national advertising. Discounts allowed at termination of contract.

PINE BLUFF—Continued
K O T N—Continued

FREQUENCY RATES
Contract rate applicable to continuous service with no staggered dates. Announcements of 100 words or less, six days weekly: Per wk. Per mo.

DISCOUNTS
For six month contract 5%
For one year contract 10%

SPECIAL FEATURES
News: Leased wire service available.
POLITICAL AND RELIGIOUS
Rates on request.

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

TRANSCRIPTIONS
Regular rates apply.
Closing Time
All political announcements or manuscripts must be submitted at least 24 hours prior to broadcast.

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

Personnel
Pres. & Gen'l Mgr.—B. J. Parrish.
Representatives
None.

SILOAM SPRINGS

(Benton County)

K U O A

(Established 1922)



Rates effective May 1, 1938. (Card No. 4.)
Operated by KUOA, Inc.
Business Office and Studio—Siloam Springs, Ark., telephone 77.
Transmitter—Siloam Springs, Ark.
Wave—Power—Time
Operating power—5,000 watts to local sunset. 232.6 meters; 1290 kilocycles.
Operates on Central War Time (daytime only).

Agency Commission
15% on station time to recognized agencies; cash discount 2%—10 days; no commission on cost of talent, news service, etc.

General Advertising
For combination rates see Keystone Network.
Rates include musto copyright fees.
The following rates are for national advertising.

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m., 6:00 p.m. to local sunset) and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 13 times, 26 times, 52 times.

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m., 6:00 p.m. to local sunset) and rates for 30 word announcements, 150 word announcements, 30 word announcements, 150 word announcements.

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m., 6:00 p.m. to local sunset) and rates for 13 times, 26 times, 52 times.

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m., 6:00 p.m. to local sunset) and rates for 30 word announcements, 150 word announcements.

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m., 6:00 p.m. to local sunset) and rates for 13 times, 26 times, 52 times.

SPECIAL FEATURES
Newscasts—six times daily; sports news—daily; time signals.

TALENT
Rates on request.
REMOTE CONTROL
Remote control equipment available at nominal additional cost.

SERVICE FACILITIES
Service of program department, announcing staff and continuity department as well as operating staff in securing and arranging, producing and advertising programs 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 turntables for vertical and lateral cut recordings.

Personnel
Manager—Storm Whaley.
Representatives
The Walker Company.

TEXARKANA

K C M C

See listing under Texarkana, Tex.

CALIFORNIA

McCLATCHY BEELINE

All communications should be addressed to '08 Eye St., Sacramento 4, Calif., telephone 25011.

Comprised of:
KERN—Bakersfield, Calif.
KMJ—Fresno, Calif.
KFBK—Sacramento, Calif.
KWG—Stockton, Calif.
KOH—Reno, Nev.

Rates effective February 1, 1944. (Card No. 2.)

Wave—Power—Time
See Individual Listings.

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

General Advertising

Table for CLASS "A" (6:00 p.m. to 10:00 p.m.) with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min, 5 min) and rates for 1 time, 13 times, 26 times, 52 times, 130 times, 260 times, 520 times, 1040 times.

Table for CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with columns for time slots (1 time, 13 times, 26 times, 52 times, 130 times, 260 times, 520 times, 1040 times) and rates.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m.) with columns for time slots (1 time, 13 times, 26 times, 52 times, 130 times, 260 times, 520 times, 1040 times) and rates.

CLASS "D" (11:00 p.m. to 6:00 a.m.)
Rates on request.

ANNOUNCEMENTS
Announcements broadcast at times adjacent to higher rate classification will take higher rate.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m.) with columns for time slots (1 hr., 35 min., wda., 1, 85) and rates for 1 time, 13 times, 26 times, 52 times, 130 times.

Table for CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with columns for time slots (1 time, 13 times, 26 times, 52 times, 130 times) and rates.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m.) with columns for time slots (1 time, 13 times, 26 times, 52 times, 130 times) and rates.

CLASS "D" (11:00 p.m. to 6:00 a.m.)
Rates on request.

DISCOUNTS
The above rates represent a 15% discount on the composite rates of the five Beeline stations. It is desirable in Beeline operation to have the same number of broadcasts used on all stations during the same contract, even though the exact broadcast time of the schedules may differ. Where this is not possible the following rules apply:

Unequal frequency: When the length of contract on all Beeline stations is the same but the number of broadcasts per week on these stations is different, the 15% Beeline discount will be allowed but the frequency discount will be determined by the number of broadcasts on the station or stations with the smallest schedule. That is, if an advertiser makes a 13 week schedule comprising five broadcasts per week on one station, and one broadcast per week on each of the others, the frequency discount will be based on 13 times.

Partial Reduction of Schedule: When an advertiser uses a Beeline deal comprising an equal number of broadcasts on each station, and for any reason the schedule is reduced but not completely cancelled on one or more stations, the frequency discount will be reduced to the total number of broadcasts on the station or stations with the smallest schedule. To maintain the original frequency discount, makegood broadcasts may be scheduled on the reduced stations before the end of the contract. The 15% Beeline discount will not be affected.

Unequal Duration of Schedule: When an advertiser uses a Beeline deal for a stated time, then elects to continue on less than five stations, frequency discount will be based on the number of Beeline broadcasts used, plus the number of broadcasts used on each.

(This listing continued on next page)

The Beeline Market ranks in population with Los Angeles and exceeds San Francisco in Retail Sales

COVERAGE

41 Counties

POPULATION

1,561,254 (Radio Dept. No. 4)

RETAIL SALES

\$2,446,047,000 (Bureau of Census 1943)

What is the Beeline?

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined on a new basis for National spot business.

- KFBK Sacramento 10,000 watts Blue
KWG Stockton 250 watts Blue
K-M-J Fresno 5,000 watts NBC
KERN Bakersfield 1,000 watts CBS
KOH Reno 1,000 watts NBC



- RENO—KOH
SACRAMENTO—KFBK
STOCKTON—KWG
FRESNO—KMJ
BAKERSFIELD—KERN

McClatchy Broadcasting Company
Sacramento, California

PAUL H. RAYMER CO. Nat'l Representatives

CALIFORNIA—Continued

McCLATCHY BEELINE—Continued

continuing station. The 15% Beeline discount will not be allowed on less than 52 consecutive weeks.

Expansion: When an advertiser uses less than five stations and then expands to a Beeline deal, credit cannot be given for frequency discount previously earned.

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn 1/2 hour, or one hour rates, whichever applies.

Day and night programs or day and night announcements may be combined to determine rate earned. Announcements cannot be combined with programs of five minutes or more to determine rate earned.

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.

All discounts apply to time charges only. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

SPECIAL FEATURES

News periods: Station time plus 20% of net news and service fee.

POLITICAL

Regular one time rates apply. No discounts. All political broadcasts cash in advance. Manuscripts must be submitted 24 hours in advance of broadcast time.

REMOTE CONTROL

Complete facilities available at all stations for programs originating outside of studios—rates on request.

TRANSCRIPTIONS

Transcription library services available at extra cost—rates on request.

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization.

Additional charges are made for programs requiring special production.

Contract and Other Requirements: All programs subject to acceptance of Beeline management and must conform to station policies and all government regulations.

Closing Time: 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 turntables for both lateral and vertical cut recordings.

Personnel: President—Eleanor McClatchy. National Sales Manager—Robert A. Street. Representatives—Paul H. Raymer Company.

BAKERSFIELD

(Kern County)

KERN

(Established 1932)

Rates effective October 1, 1945. (Card No. 16.) Owned and operated by The McClatchy Broadcasting Company.

Business Office and Studio—Elks Bldg., 17th and I Sts., Bakersfield, Calif., telephone 8-8451. Transmitter—Oak and Ming Sts., Bakersfield, Calif.

Wave—Power—Time: Operating power—1,000 watts. 212.8 meters; 1410 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Operating schedule: Sunday 6:45 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission: 15% on net station time to accredited advertising agencies; no cash discount. Discount applies only to national business originating outside of Bakersfield.

General Advertising: For combination rates see Columbia Broadcasting System, Inc.

Any four of the following stations may be combined on the same schedule to earn 10% discount: KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KOH, Reno, Nev. For further discounts on combination of all five stations see listing of McClatchy Beeline.

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

CLASS "A"

Table with columns for time slots (1, 1/2, 1/4, 10, 5, *1, *35) and rates in dollars and cents.

CLASS "B"

Table with columns for time slots (1, 1/2, 1/4, 10, 5, *1, *35) and rates in dollars and cents.

Table with columns for time slots (1, 1/2, 1/4, 10, 5, *1, *35) and rates in dollars and cents.

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

Table with columns for time slots (1, 1/2, 1/4, 10, 5, *1, *35) and rates in dollars and cents.

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

Rates on request. (*) Announcements broadcast at times adjacent to higher rate classification will take higher rate.

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 1/2 hour or one hour rates, whichever applies.

Day and night programs or day and night announcements may be combined to determine rate earned.

Announcements cannot be combined with programs of five minutes or more to determine rate earned.

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.

All discounts apply to time charges only. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

SPECIAL FEATURES

News—Station time plus 20% of net news and service fee.

POLITICAL

Regular one time rates apply; no discounts. Political broadcasts, cash in advance. Manuscripts must be submitted 24 hours in advance of broadcast.

TALENT

Additional charges are made for programs originating outside of the station studios.

TRANSCRIPTIONS

Transcription library service available at extra cost—rates on request.

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization.

Additional charges are made for programs requiring special production.

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

No contracts accepted for longer than one year. Rates are for station time, including station facilities.

All programs subject to acceptance and must conform to station policy and government regulations. Right reserved to reject or discontinue any advertising or program.

Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract through one advertising agency and unless programs are run adjacent to each other so that the combination forms one continuous broadcast.

Closing Time: Talent programs close one week in advance of broadcast. Announcements and recorded programs close one week in advance of broadcast. 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 turntables for vertical and lateral cut recordings.

Personnel: Office Manager—Vivian Rinker. Representatives—Paul H. Raymer Co.

KPMC

Rates effective January 1, 1938. Owned and operated by Pioneer Mercantile Co. Business Office and Studio—20th and Eye Sts., Bakersfield, Calif.

Transmitter—307-1/2 E. 21st St., Bakersfield, Calif.

Wave—Power—Time: Operating power—1,000 watts. 193.4 meters; 1560 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Advertisement for Don Lee Broadcasting System, featuring a logo and contact information.

Agency Commission: 15% on net station time and talent to accredited agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising: For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates in dollars and cents.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates in dollars and cents.

WEEKLY DISCOUNTS: Gross time rates are subject to the following weekly discounts when advertisers contract for 13 or more weeks.

Discounts are predicated upon the fulfillment of contracts within 12 months, dated from the first broadcast.

Table showing weekly discounts for different contract lengths (e.g., Less than 12.00 weekly, 12.00 but less than 24.00 weekly, etc.) and corresponding discount percentages.

ANNOUNCEMENTS: Chain breaks—35 words limit, or 100 word announcements when available.

Table with columns for time slots (Base rate, 30 times, 90 times) and rates in dollars and cents.

SPECIAL FEATURES: Time signals charged same as chain break announcements. News broadcasts, other special features and specially produced programs—rates on request.

POLITICAL: Subject to regular station time rates and policies; payable in advance.

Contract and Other Requirements: Advertising of beer and wine acceptable. Rates are for station time only; talent is extra. Contracts and copy subject to approval.

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

Personnel: Manager—L. A. Schamblin. Representatives—W. S. Grant Company.

BERKELEY

(Alameda County)

KRE



Rates effective January 1, 1938. Owned and operated by Central California Broadcasters, Inc.

Business Office and Studio—601 Ashby Ave., Berkeley, Calif., Ashbury 7715. Transmitter—Ashby Ave. at East Shore Highway, Berkeley, Calif.

Wave—Power—Time: Operating power—250 watts. 214.3 meters; 1400 kilocycles. Operates on Pacific War Time.

Agency Commission: 15% to recognized advertising agencies on station time only; no cash discount. Bills due and payable when rendered.

General Advertising: 5% to be added to all station rates for music tax. To allow for station identification, etc., actual broadcasting periods are as follows: 56 minutes for one hour periods; 29 minutes for 1/2 hour periods; 14-1/2 minutes for 1/4 hour periods.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour) and rates in dollars and cents.

ANNOUNCEMENTS: Announcement times are subject to change to clear time for sponsored programs or station features.

Announcements in excess of 100 words or one minute are charged for on proportional basis with rate earned.

Sixty words maximum (per announcement): Single announcements—6.00

(This listing continued on next page)

CALIFORNIA—Continued

FRESNO (Fresno County) KARM (Established 1938)



Rates effective July 2, 1943. (Card No. 10.)

Owned and operated by KARM, The George Harm Station, a Corporation. Business Office and Studio—1338 Van Ness Ave., Fresno, Calif., telephone 4-2968. Transmitter—Pinedale, Calif.

Wave—Power—Time

Operating power—5,000 watts. 209.8 meters; 1430 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% on station charges to recognized agencies; no cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Basic Pacific Coast Group). Rates include music copyright fees except ASCAP.

CLASS "A" (5:59 p.m. to 10:31 p.m.)

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

CLASS "B" (7:00 a.m. to 5:59 p.m. and 10:31 p.m. to 11:00 p.m.)

Table with columns for time slots and rates for various durations (1 time, 26 times, 52 times, etc.)

CLASS "C" (11:00 p.m. to 7:00 a.m.)

Table with columns for time slots and rates for various durations (1 time, 26 times, 52 times, etc.)

Contiguous Units

Two or more program units of 15 minutes or more, broadcast on same day for the same sponsor within the same time bracket, may be combined to earn the one half hour, the three quarter hour, or one hour rate, whichever applies.

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.

SPECIAL FEATURES

News: Regular time cost plus 20% for announcer and news service.

TALENT

Rates on request.

Contract and Other Requirements

At station's option, cancellation of contracts cannot become effective until two weeks after contracted starting date.

Mechanical Program Equipment

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

Personnel

Manager—Clyde F. Coombe.

Representatives

Edward Petry & Company, Inc.

KFRE (Established 1942)



Rates effective January 1, 1945. (Card No. 4-A.) Card received January 15, 1945.

Owned and operated by J. E. Rodman. Business Office and Studio—T. W. Patterson Bldg., Fresno, Calif., Fresno 4-5001. Transmitter—First and Clinton Sts., Fresno, Calif.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Pacific War Time. Operating schedule: 5:00 a.m. to 12:00 midnight week days; 5:30 a.m. to 12:00 midnight Sundays.

Agency Commission

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

General Advertising

For combination rates see Mutual Broadcasting System (Basic Group) and Don Lee Broadcasting System (Northern California Group). Station has blanket commercial and sustaining licenses for the use of music controlled by ASCAP, BMI, SENAC and AMP.

Announcements and programs of less than 5 minutes duration may not be combined to earn frequency discounts.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 time, 13 times, 26 times, etc.)

(7:00 a.m. to 5:59 p.m. and 10:00 p.m. to 10:31 p.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

(10:31 p.m. to 12:00 midnight and 8:00 a.m. to 6:59 a.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

(*) One minute or 100 words. (†) 25 seconds or 50 words.

SPECIAL FEATURES

"It's a Woman's World"—With Frances Quinn, Monday through Friday, 11:45 a.m. to 11:45 a.m.; participation program available to non-competitive products; sold only three and five times per week. One minute or less; 3 times weekly, per week 21:00; 5 times weekly, per week 35:00; 26 weeks less 10%; 52 weeks less 20%.

POLITICAL

One time rate applies. No discounts. Cash in advance.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges are made for programs requiring special production or originating outside of station's studios.

TRANSCRIPTIONS

Regular rates apply. Additional charge for use of recorded music from station's transcription library.

SERVICE FACILITIES

The advisory services of staff engineers and the station's program department are available without extra charge in arranging and presenting programs.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Programs and announcements subject to approval. Right reserved to discontinue same.

No contract accepted for longer than one year and subject to cancellation on two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time

Talent programs close one week in advance of broadcast; announcements and recorded programs close one week in advance of first broadcast; talks must be submitted 24 hours in advance of broadcast; transcriptions close 24 hours in advance.

Mechanical Program Equipment

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

Personnel

Manager—Paul B. Bartlett.

Representatives

John Blair & Company.

KMJ (Established 1923)



Rates effective October 1, 1943. (Card No. 17.) Owned and operated by The McClatchy Broadcasting Company.

Business Office and Studio—Fresno Bee Bldg., Van Ness Ave. and Calaveras St., Fresno, Calif., telephone 38277.

Transmitter—North and Madera Aves., Kerman, Calif.

Wave—Power—Time

Operating power—5,000 watts. 317.2 meters; 930 kilocycles. Licensed to operate full time on regional channel. Operates on Pacific War Time. Operating schedule: 24 hours daily.

Agency Commission

15% on net station time to accredited advertising agencies; no cash discount. Discount applies only to national business.

General Advertising

For combination rates see National Broadcasting Company (Pacific Coast Network). Any four of the following stations may be combined on the same schedule to earn 10% discount: KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KOH, Reno, Nev. For further discounts on combination of all five stations see listing of McClatchy Beeline.

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, 18 times, 26 times, etc.)

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

CLASS "C" (6:00 a.m. to 7:00 a.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

CLASS "D" (11:00 p.m. to 6:00 a.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

ANNOUNCEMENTS

Announcements broadcast at times adjacent to higher rate classification will take higher rate.

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

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

CLASS "C" (6:00 a.m. to 7:00 a.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

CLASS "D" (11:00 p.m. to 6:00 a.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, etc.)

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 1/2 hour, or one hour rates, 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.

(This listing continued on next page)

FRESNO—Continued
K M J—Continued

Day and night programs or day and night announcements may be combined to determine rate earned. Announcements cannot be combined with programs of five minutes or more to determine rate earned.

News Periods: Station time plus 20% net news and service fee. Domestic Science Hour: Participation on non-competitive basis at regular Class "B" one time five minute rate; no discounts.

POLITICAL

Regular one time rates apply; no frequency discounts. Cash in advance. Combination rates available. Manuscripts must be submitted 24 hours in advance of broadcast.

TALENT

Rates on request. REMOTE CONTROL Additional charges are made for programs originating outside of the station studios.

TRANSCRIPTIONS

Transcription library facilities available at additional cost—rates on request.

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates are for station time only. 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. 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 turntables for vertical and lateral cut recordings.

Personnel Manager—Keith Collins. Representatives Paul H. Raymer Company.

KT KC



BLUE NETWORK STATION

Considered by the Blue Network Company as their Fresno-Visalia outlet. See listing under Visalia, Calif.

GLENDALE (Los Angeles County)

KIEV (Established 1933)



Rates effective April 1, 1945. Card received April 6, 1945. Owned and operated by Cannon System, Ltd. Business Office and Studio—102 N. Glendale Blvd., Glendale 6, Calif., Citrus 1-1193; Los Angeles telephone, Chapman 52888.

Wave—Power—Time Operating power—250 watts. 314.8 meters; 870 kilocycles. Licensed to operate on clear channel from sunrise to sunset daily. Operates on Pacific War Time.

Agency Commission 15% on gross billing; no cash discount. Commission does not apply on talent. Invoices mailed last of each month. All contracts payable in advance.

General Advertising 1 tl. (*) (†) (\$) 1 hour 40.00 50.00 200.00 240.00 1/2 hour 22.00 30.00 110.00 132.00 1/4 hour 12.00 18.00 60.00 72.00 5 minutes 4.00 6.00 24.00 28.00

(†) Daily except Sunday. (‡) Daily including Sunday. (\$) 100 words or 1 minute electrical transcription.

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Larm Klok Klub—6:00 a.m. to 8:00 a.m. 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.

TALKS

No commercial talks, speeches or lectures accepted.

TALENT

Supplied at cost. REMOTE CONTROL Details on request.

RECORDINGS

Regular time charges apply. Not restricted to certain hours. 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 turntables for vertical and lateral cut recordings.

Personnel President—David H. Cannon. General Manager—L. W. Peters.

LONG BEACH (Los Angeles County)

K FOX (Established 1924)



Rates effective December 15, 1937. (Card No. 4.) Owned and operated by Nicholas & Warner Inc. Business Office and Studio—220 E. Anaheim St. Long Beach 2, Calif., telephone 672-81.

Wave—Power—Time Operating power—1,000 watts. 234.4 meters; 1280 kilocycles. Licensed to operate full time. Operates on Pacific War Time (18 hours daily).

Agency Commission 15% to recognized advertising agencies on gross amount. No commission on telephone line or remote equipment charges. 5% commission on station time only if each 13 broadcasts are paid in advance.

General Advertising The following rates apply to national and local advertising. Blanket fees charged by owners of music copyrights are not included.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (87.00, 51.00, 28.00, 21.00, 13.00). Includes note: Maximum time for commercial copy is 25% of program time.

WEEKLY RATES (5:00 p.m. to 9:00 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (45.00, 28.00, 14.00, 11.00, 8.00). Includes note: (8:00 a.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight).

WEEKLY RATES (5:00 p.m. to 9:00 p.m.)

Table with 3 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate (234.90, 137.70, 75.80, 56.70, 35.10) and Rate (295.80, 173.40, 95.20, 71.40, 44.20). Includes note: (8:00 a.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight).

DISCOUNTS

Table with 2 columns: Broadcasts (13, 26, 39, 52) and Discount (5%, 10%, 15%, 20%). Includes note: The following discounts apply to all of the above quotations, but only when broadcasts are consecutive.

ANNOUNCEMENTS

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (21.00, 14.00, 8.00, 6.00, 4.00). Includes note: One time rates apply on spot announcements if less than four per week are used.

ANNOUNCEMENTS

Table with 2 columns: Broadcasts (13, 26, 39, 52) and Discount (5%, 10%, 15%, 20%). Includes note: All Sunday time 20% additional.

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

Rates include station time and available staff talent. All programs subject to approval.

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

Personnel Pres. & Gen'l Mgr.—Hal Nichols. Prom'l & Prom. Mgr.—L. W. McDowell.

K CER (Established 1936)



Rates effective February 1, 1945. (Card No. 21.) Card received March 12, 1945.

Owned and operated by Consolidated Broadcasting Corporation, Ltd. Business Office and Main Studio—Dobyns Footwear Bldg., 435 Pine Ave., Long Beach, Calif., telephone 680-41.

Other Studios—648 S. Olive St., Los Angeles, Calif., Ma. 2551. Transmitter—2227 W. Olive St., Hynes, Calif.

Wave—Power—Time Operating power—5,000 watts. 215.8 meters; 1390 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission 15% to recognized agencies on net station time charge only; no cash discount. Financial settlements weekly unless otherwise agreed.

General Advertising Rates include music copyright fees. NOTE: All Sunday time 20% additional.

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (125.00, 75.00, 47.50, 30.00, 23.75). Includes note: (6:00 p.m. to 10:00 p.m. week days).

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (75.00, 45.00, 28.50, 21.40, 14.25). Includes note: (7:00 a.m. to 8:00 p.m. week days).

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (60.00, 36.00, 24.00, 18.00, 12.00). Includes note: (6:00 a.m. to 7:00 a.m. and 10:00 p.m. to 12:00 midnight week days).

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (80.00, 48.00, 32.00, 22.80, 17.10). Includes note: (6:00 p.m. to 10:00 p.m. week days).

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (75.00, 45.00, 28.50, 21.40, 14.25). Includes note: (7:00 a.m. to 8:00 p.m. week days).

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (60.00, 36.00, 24.00, 18.00, 12.00). Includes note: (6:00 a.m. to 7:00 a.m. and 10:00 p.m. to 12:00 midnight week days).

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (12.00, 9.00, 6.75, 5.00, 3.75). Includes note: (6:00 p.m. to 10:00 p.m. week days).

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (8.00, 4.80, 3.40, 2.55, 1.90). Includes note: (6:00 a.m. to 7:00 a.m. and 10:00 p.m. to 12:00 midnight week days).

(This listing continued on next page)

CALIFORNIA—Continued

LONG BEACH—Continued

KGER—Continued

REMOTE CONTROL

Station maintains Los Angeles studios from which program may originate. Station is equipped to broadcast any Southern California station at no extra cost. Other remote control rates on request.

TRANSCRIPTIONS

Transcription library service available—rates and details on request.

SERVICE FACILITIES

Services of announcing, program, continuity, and production staff, rehearsal and audition facilities ordinarily included on programs requiring special attention—rates on request.

Contract and Other Requirements

Contracts subject to cancellation unless service starts within 60 days. Maximum contract one year. Programs subject to station approval and governmental regulations. Right reserved to refuse or to discontinue any service for reasons satisfactory to station. All orders subject to station's standard form of contract.

Closing Time

All copy must be in station office, in triplicate, 72 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 turntables for vertical and lateral cut recordings. Instantaneous and portable recording equipment available.

Personnel

President & General Manager—C. Merwin Dobyns. Business Manager—Thomas Hunter. Commercial Manager—Les Wynne. Representatives Spot Sales, Inc.

LOS ANGELES

(Los Angeles County)

K E C A

(Established 1929)



BLUE NETWORK OPERATED

Rates effective January 1, 1945.

Owned and operated by American Broadcasting Company, Inc.

Business Office and Studios—1440 N. Highland Ave., Hollywood 28, Calif., Hillside 8231. Transmitter—2951 S. Fairfax Ave., Los Angeles, Calif.

Wave—Power—Time

Operating power—5,000 watts. 379.7 meters; 790 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Operating schedule: Sundays 6:45 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies on net charges for station time and gross talent charges; no cash discount. Bills are due when rendered. No commission on program charges.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group). Rates specified are applicable to all new broadcast series ordered on or after January 1, 1945. Contracts made prior to January 1, 1945, will be completed at the rates specified in such contracts except that advertisers with such contracts may then or thereafter elect to change to the rates specified below for the unexpired portion of such contracts. In the absence of such election the rates specified will not apply until after January 1, 1946, to renewals or extensions of contracts existing on January 1, 1945, for the same series continuously used.

GENERAL BROADCAST ADVERTISING

(Gross rates per program)

Table with columns for time slots (e.g., 1 hr., 1/2 hr., 10 min.) and rates for different classes (A, B, C, D) and times of day.

DISCOUNTS AND REBATES

Weekly Dollar Volume Discounts

Table showing discount percentages based on weekly dollar volume of broadcasting.

Rebates for Consecutive Weeks

Table showing rebate percentages for consecutive weeks of broadcasting.

Rebates on gross billing will be paid for 13, 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in scheduling. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 13, 26, 39 or 52 consecutive weeks.

Interruption of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. The rate of discount or the rebate to which an advertiser would otherwise be entitled for the then firm portion of his contract will not be prejudiced if he is required by company to relinquish the time or times specified in his contract and the contract is cancelled for that reason.

All concurrent KECA contracts for the same advertiser at gross rates listed under "General Broadcast Advertising" may be combined to determine the rate of dollar volume discount. Contracts for the same advertiser in the same rate classification for 15 minutes or more may be combined to earn one-half, three-quarters, or one hour rate. Such programs may be scheduled contiguously at station's option.

ANNOUNCEMENTS

Chain breaks are limited to 35 words live or 20 seconds transcribed. Announcements are limited to 125 words live or 1 minute transcribed. Rates are based on the number used within a 12 month period.

Table of rates for announcements in different classes (A, B, C, D) and time slots.

TALKS

Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement.

REMOTE CONTROL

Additional charges are made for programs requiring special production or originating outside of station's studios.

TRANSCRIPTIONS

No surcharge for broadcasting transcriptions.

SERVICE FACILITIES

In arranging and presenting programs, the advisory service of staff engineers and the station's program department will be rendered without charge. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization.

Contract and Other Requirements

No periods are sold in bulk for resale. All accounts are subject to the same rates. Advertisers cooperating in group broadcasts are required to make individual contracts. All programs are subject to approval of the station. 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 and service announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing Time

Program material must be submitted for approval at least 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. turntables.

Personnel

General Manager—Clyde Scott. Sales Manager—Amos Baron. Representatives Blue Network Spot Sales.

K F A C



Rates effective October 15, 1944. (Card No. 17.)

Owned and operated by Los Angeles Broadcasting Company, Inc. Studios—Penthouse, 645 S. Mariposa Ave., Los Angeles 5, Calif., Fitzroy 1231. Transmitter—8581 W. 18th St., Los Angeles, Calif.

Wave—Power—Time

Operating power—1,000 watts. 225.8 meters; 1380 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission

15% to recognized advertising agencies; no cash discount.

General Advertising

ASCAP BMI and SESAC licenses. Commercial copy regulations: 1/4 hour program—2:30 minutes or 300 words. 1/2 hour program—3:15 minutes or 400 words. 1 hour program—6:00 minutes or 750 words.

CLASS "A"

Table of rates for Class A programs at different times of day.

CLASS "B"

Table of rates for Class B programs at different times of day.

ANNOUNCEMENTS

Table of rates for announcements in different classes and time slots.

POLITICAL

Program time or announcements—one time rate applies. Payable in advance.

REMOTE CONTROL

Remote line and studio available. Station reserves right to edit copy to contract length and content. All programs and advertising copy subject to station approval. All discounts must be earned within a period of one year.

TRANSCRIPTIONS

Transcription library services available. Contract and Other Requirements Station reserves right to edit copy to contract length and content. All programs and advertising copy subject to station approval. All discounts must be earned within a period of one year. Discounts allowed retroactively on the number of broadcasts given within one year.

Closing Time

All copy must be submitted at least 48 hours in advance.

Personnel

Station & Prom. Mgr.—Calvin J. Smith. Representatives None.

K F I

(Established 1922)



Rates effective January 1, 1945. (Card No. 22.)

Owned and operated by Earle C. Anthony, Inc. Business Office and Studio—141 N. Vermont Ave., P. O. Box 9006, Station 8, Los Angeles 4, Calif., Fairfax 2121. Transmitter—Buena Park, Calif.

Wave—Power—Time

Operating power—50,000 watts. 468.8 meters; 640 kilocycles. Licensed to operate on clear channel. Operates on Pacific War Time.

Operating schedule: 24 hours daily except Monday, when station signs off at 12:00 midnight; sign-on Tuesday, 6:00 a.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. All bills due and payable when rendered.

General Advertising

For combination rates see National Broadcasting Company (Pacific Coast Network). Rates, including music copyright fees, are for station time only and do not include talent. Announcements and programs cannot be combined to earn discounts. Discounts allowed retroactively on number of broadcasts given within one year.

CLASS "A"

Table of rates for Class A programs at different times of day.

CLASS "B"

Table of rates for Class B programs at different times of day.

(This listing continued on next page)

LOS ANGELES—Continued
KFI—Continued

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays and 10:30 p.m. to 11:00 p.m. daily)

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.	(*)
1 hour	330.00	313.50	297.00	280.50	264.00	255.75	247.50
1/2 hour	198.00	188.10	178.20	168.30	158.40	153.45	148.50
1/4 hour	118.50	112.58	106.65	100.73	94.80	91.84	88.58
10 min	94.80	90.06	85.32	80.58	75.84	78.47	71.10
5 min	71.00	67.45	63.90	60.35	56.80	55.03	53.25
1 minute or 100 wds	62.50	59.38	56.25	53.13	50.00	48.44	46.88
25 wds	47.50	45.13	42.75	40.38	38.00	36.81	35.63

CLASS "D"
(7:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight daily)

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.	(*)
1 hour	220.00	205.00	198.00	187.00	176.00	170.50	165.00
1/2 hour	132.00	125.40	118.80	112.20	105.60	102.30	99.00
1/4 hour	80.00	76.00	72.00	68.00	64.00	62.00	60.00
10 min	64.00	60.80	57.60	54.40	51.20	49.60	48.00
5 min	48.00	45.60	43.20	40.80	38.40	37.20	36.00
1 minute or 100 wds	42.00	39.90	37.80	35.70	33.60	32.55	31.50
25 wds	32.00	30.40	28.80	27.20	25.60	24.80	24.00

CLASS "E"
(12:00 midnight to 7:00 a.m. daily)

	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	312 tl.	(*)
1 hour	147.00	139.65	132.30	124.95	117.60	113.93	110.25
1/2 hour	70.00	66.50	63.00	59.50	56.00	54.25	52.50
1/4 hour	50.00	47.50	45.00	42.50	40.00	38.75	37.50
10 min	40.00	38.00	36.00	34.00	32.00	31.00	30.00
5 min	32.00	30.40	28.80	27.20	25.60	24.80	24.00
1 minute or less	29.00	27.55	26.10	24.65	23.20	22.48	21.75

SPECIAL FEATURES
Participating programs—rates and details on request.
News: 20% of gross station time; subject to agency commission—no frequency discount.

TALENT

Rates on request.

REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

All programs of 5 minutes or longer, using station transcription or record facilities, will be charged 10% of gross station time; minimum charge 5.00. Commissionable; not subject to discount.

Contract and Copy Requirements

All contracts subject to the conditions of the standard NAB AAAA contract as amended. Contracts accepted 30 days in advance of first broadcast. Maximum length of contract one year.

Closing Time

All commercial copy must be submitted in triplicate at least 72 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 turntables.

Personnel

General Manager—William B. Ryan.

Sales Manager—George Whitney.

Representatives

Edward Petry & Company, Inc.

KFSG

Owned and operated by Echo Park Evang. Association, 1100 Glendale Blvd., Los Angeles 26, Calif.

Wave—Power—Time

Operating power 2,500 watts days; 1,000 watts nights. 260.9 meters; 1150 kilocycles.

Operates on Pacific War Time.

Divides time with station KRKD.

Does not sell time.

KFVD

Rates effective September 1, 1945. (Card No. 6.)

Owned and operated by Standard Broadcasting Company, Inc.

Studio—338 S. Western Ave., Los Angeles 5, Calif., Drexel 2391.

Transmitter—2300 Cattaraugus, Culver City, Calif.

Wave—Power—Time

Operating power—1,000 watts. 294.1 meters; 1020 kilocycles.

Licensed to operate limited time. Operates on Pacific War Time.

Operating schedule: 6:00 a.m. to sundown (January 6:00 p.m., February 6:30 p.m., March 7:00 p.m., April 7:30 p.m., May 7:45 p.m., June 8:00 p.m., July 8:00 p.m., August 7:45 p.m., September 7:00 p.m., October 6:15 p.m., November 5:45 p.m., December 5:45 p.m.)

Agency Commission

15% on net time and talent to recognized agencies; no cash discount. All bills payable in advance unless otherwise arranged.

General Advertising

(6:00 a.m. to sundown)

	Weekly	
	1 tl.	6 tl.
1 hour	55.00	210.00
1/2 hour	30.00	125.00
1/4 hour	17.50	75.00
5 minutes	10.00	45.00

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

Does not apply to five minute periods.

Run of schedule, 200 weekly (minimum) 40%

ANNOUNCEMENTS

Announcements and time signals (weekly schedule), 100 words:

1 to 6 announcements, each	4.00
7 to 19 announcements, each	3.50
20 or more announcements, each	3.00
Per month, daily except Sunday:	
1 announcements daily	75.00
2 announcements daily	125.00
3 announcements daily	180.00

(This listing continued on next page)



More than 13,000 farmers requested this chart

The NOON FARM REPORTER recently offered to listeners a Weather and Temperature Chart developed by the Station in cooperation with the U. S. Weather Bureau and local grower organizations for the use of citrus growers. Within a short time more than 13,000 letters poured in, each containing a dime to cover handling and mailing costs. Requests came from forty counties in California many of which are often considered to be located beyond this Station's daytime primary area.

KFI agricultural services have built a listener loyalty in Southern California's rural areas of over a million population that reflects in sales results of every advertiser using this Station.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Paul C. Anthony, Inc.

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

CALIFORNIA—Continued

LOS ANGELES—Continued

K F V D—Continued

SPECIAL FEATURES

Time Signals: Seven 50 word time signals, hour or half hour, daily and Sunday, per month \$25.00. Five 50 word time signals, hour or half hour, daily and Sunday, per month \$25.00.

POLITICAL AND OTHER TALKS

Regular station time rates plus 50%. One time rate applies to announcements.

TALENT

Rates on request.

REMOTE CONTROL

Remote lines and equipment charges on request.

Contract and Other Requirements

Programs are subject to approval. Copy must be submitted at least 48 hours before broadcast or 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 turntables.

Personnel

General Manager—Frank Burke, Jr. Commercial Manager—F. J. Smalley, Jr.

Representatives

Name.

K F W B

(Established 1925)

Rates effective October 1, 1943. (Card No. N-21.)

Owned and operated by Warner Brothers Broadcasting Corp.

Business Office and Studio—5833 Fernwood Ave., Hollywood 28, Calif.

Transmitter—5775 Jefferson Blvd., Los Angeles, Calif.

Wave—Power—Time

Operating power—5,000 watts. 386.1 meters; 980 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific War Time.

Operating schedule: 6:00 a.m. to 1:00 a.m. daily.

Agency Commission

15% on net time charges 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.

General Advertising

Actual broadcasting periods are as follows: 59 minutes for one hour periods; 28-1/2 minutes for half hour periods; 14-1/4 minutes for quarter hour periods.

Rates include use of music controlled and currently released for general broadcasting by ASCAP, SESAC and AMP.

Five minute, 10 minute, 25 minute and other odd units of time, if and when available—rates on request.

The following rates are for national advertising only.

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

Table with columns for time slots (8:00 a.m. to 6:00 p.m. week days and 10:00 p.m. to 10:30 p.m. daily) and rates for 1 hr, 1/2 hr, and 1/4 hr.

Table with columns for time slots (10:30 p.m. to 8:00 a.m.) and rates for 1 hr, 1/2 hr, and 1/4 hr.

ANNOUNCEMENTS

Table with columns for time slots (6:00 p.m. to 10:00 p.m.) and rates for 1 minute, 1/2 minute, and 1/4 minute.

Table with columns for time slots (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.) and rates for 1 minute, 1/2 minute, and 1/4 minute.

Table with columns for time slots (10:30 p.m. to 8:00 a.m.) and rates for 1 minute, 1/2 minute, and 1/4 minute.

Table with columns for time slots (6:00 a.m. to 12:00 midnight) and rates for 1 minute, 1/2 minute, and 1/4 minute.

SPECIAL FEATURES

"Kitchen Kollege"—10:00 a.m. to 10:30 a.m., Mondays through Fridays (one minute participation): 87.50 3 days weekly, per week.

"Make-Believe Ballroom"—11:00 a.m. to 2:30 p.m., Mondays through Saturdays: 15 minute participations—regular Class "B" rates plus talent cost of \$4.00 per broadcast.

"Let's Face the Facts"—2:00 p.m. to 2:30 p.m., Mondays through Fridays: One minute participations, each 15.00. No frequency discount.

News—rates on request. Time signals, scores, weather and temperature reports and other service packages—rates on request.

POLITICAL

Charged at one time rates; payable in advance. Copy of political talks must be submitted one week in advance of broadcast.

TALENT

Rates on request.

REMOTE CONTROL

Remote lines and equipment on request.

SERVICE FACILITIES

Merchandising cooperation or program promotion available as completely as desired—rates on request.

Contract and Other Requirements: Announcement copy, when approved as to content, will be broadcast as submitted; words in excess of contractual limits will be charged for on pro rata basis.

Time or rates not guaranteed when starting date is delayed more than 30 days beyond date of contract. All proposals are subject to prior booking of time.

Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Contracts must be completed within 12 consecutive months to earn net rates. Short rate is billed when frequency rate is not earned.

When lower rates are earned through additional time broadcast within 12 months from start of original contract, the reduction shall be retroactive and paid as earned. Sponsors of programs (in units of 15 minutes or more) may purchase announcements during the life of their program contract at frequency rates earned by programs.

Contract renewals subject to rates in effect at time of renewal.

Closing Time: All continuity must be submitted two business days in advance of broadcast time.

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

Personnel: General Manager—Harry Matzlish. Representative—William G. Rambaue Company.

General Advertising: For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.

Rates include music copyright fees.

BASIC RATES WITHOUT TALENT

Table with columns for CLASS "A" (6:00 p.m. to 10:30 p.m.), CLASS "B" (12:00 noon to 6:00 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily), CLASS "C" (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily), and CLASS "D" (12:00 midnight to 8:00 a.m.).

WEEKLY DISCOUNTS

Table showing gross time rates subject to weekly discounts for 13 or more consecutive weeks, with rates for 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, and 15%.

ADDITIONAL DISCOUNTS

Table showing additional discounts of 5% on station time allowed for 28 consecutive weeks broadcasting, increased by 5% to make a total of 10% upon the completion of 52 consecutive weeks broadcasting.

POLITICAL

Subject to regular station time rates and policies plus 15.00 musical stand-by charge; payable in advance.

ANNOUNCEMENTS

Table with columns for time slots (5:59 p.m. to 10:29 p.m.) and rates for 1 minute, 1/2 minute, and 1/4 minute.

ANNOUNCEMENTS

Table with columns for time slots (6:00 a.m. to 12:00 midnight) and rates for 1 minute, 1/2 minute, and 1/4 minute.

DISCOUNTS

Frequency discounts not retroactive. Short rate billed when frequency and volume discount rate is not earned. Program time and announcements cannot be combined to earn frequency discounts.

SPECIAL FEATURES

News reports: Leased wire service available—1/4 hour rate applies.

Time signals—subject to program sale.

POLITICAL AND TALKS

6:00 a.m. to 12:00 midnight, per minute or any fraction thereof 3.00. Payable in advance.

TALENT

Rates on request.

REMOTE CONTROL

Rates for remote control broadcast lines and equipment on request.

TRANSCRIPTIONS

Transcription library service available—rates on request.

Contract and Other Requirements: Copy will be broadcast as submitted, if approved. No time sold in bulk for resale.

Right reserved to refuse or revise all advertising. In compliance with NAB code, commercial limitations are as follows: 60 minute programs, 750 words; 80 minutes, 400 words; 15 minutes, 300 words; 10 minutes, 250 words; 5 minutes 175 words.

Closing Time

Copy must be submitted 48 hours in advance of broadcast. If not, musical program will be presented in interest of client at same rate.

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

Personnel

General Manager—Thelma Kirchner.

K H J

(Established 1923)



Rates effective March 1, 1945. (Card No. 28.) Rates received February 7, 1945.

Owned and operated by Don Lee Broadcasting System. Business Office and Studio—5515 Melrose Ave., Los Angeles 38, Calif., Hollywood 8111.

Transmitter—5901 Venice Bldg., Los Angeles, Calif.

Wave—Power—Time: Operating power—5,000 watts. 322.6 meters; 930 kilocycles.

Licensed to operate full time. Operates on Pacific War Time.

Operating schedule: 24 hours daily, except from Sunday midnight to 6:00 a.m. Monday.

Agency Commission: 15% on net station time and talent to accredited advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising: For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.

Rates include music copyright fees.

BASIC RATES WITHOUT TALENT

Table with columns for CLASS "A" (6:00 p.m. to 10:30 p.m.), CLASS "B" (12:00 noon to 6:00 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily), CLASS "C" (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily), and CLASS "D" (12:00 midnight to 8:00 a.m.).

WEEKLY DISCOUNTS: Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more consecutive weeks.

Table showing weekly discounts for 13 or more consecutive weeks, with rates for 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, and 15%.

ADDITIONAL DISCOUNTS: An additional discount of 5% on station time is allowed for 28 consecutive weeks broadcasting, increased by 5% to make a total of 10% upon the completion of 52 consecutive weeks broadcasting.

POLITICAL: Subject to regular station time rates and policies plus 15.00 musical stand-by charge; payable in advance.

ANNOUNCEMENTS: Table with columns for time slots (5:59 p.m. to 10:29 p.m.) and rates for 1 minute, 1/2 minute, and 1/4 minute.

Table with columns for time slots (6:00 a.m. to 12:00 midnight) and rates for 1 minute, 1/2 minute, and 1/4 minute.

DISCOUNTS: Frequency discounts not retroactive. Short rate billed when frequency and volume discount rate is not earned.

SPECIAL FEATURES: News reports: Leased wire service available—1/4 hour rate applies.

Time signals—subject to program sale.

POLITICAL AND TALKS: 6:00 a.m. to 12:00 midnight, per minute or any fraction thereof 3.00. Payable in advance.

TALENT: Rates on request.

REMOTE CONTROL: Rates for remote control broadcast lines and equipment on request.

(This listing continued on next page)

LOS ANGELES—Continued
K H J—Continued

Table with columns for CLASS 'C', CLASS 'B', and CLASS 'A' rates for various time slots and program types.

Table with columns for CLASS 'C' rates for various time slots and program types.

SPECIAL FEATURES
Norma Young's 'Happy Homes' Program: Monday through Friday. Per participation 35.00; 3 times weekly 105.00, 5 times weekly 175.00.

Program ideas, lists of talent and prices furnished on request.

REMOE CONTROL
Any desired pick-ups can be provided—rates on request.

SERVICE FACILITIES
A staff of vocalists, musicians and continuity writers available for presentation of any type program desired—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 turntables for lateral or vertical cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss.

KMPC

Rates effective March 1, 1944. (Card No. 14.)
Card issued January 1, 1944.
Owned and operated by KMPC—The Station of the Stars, Inc.

Table with columns for CLASS 'A' rates for various time slots and program types.

Table with columns for CLASS 'B' rates for various time slots and program types.

Table with columns for CLASS 'C' rates for various time slots and program types.

DISCOUNTS
Dollar Volume Discounts
The following discounts, computed on weekly gross billing for station time, are applicable only to contracts of 13 or more consecutive weeks of broadcasting.

SPECIAL FEATURES
News: Leased wire service, commentaries—details on request.

TRANSCRIPTIONS
Transcription library services available.

REMOE CONTROL
Equipment available—details on request.

RECORDINGS
Equipment available—details on request.

SERVICE FACILITIES
Publicity and promotion departments available.

Contract and Other Requirements
Beer and wine advertising accepted. Advertising and commercial copy subject to approval.

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

Personnel
Vice-Pres. & Gen'l Mgr.—Robert O. Reynolds.

KMTR

Rates effective April 1, 1943. (Card No. 106.)
Owned and operated by KMTR Radio Corporation.
Business Office and Studios—1000 Chahuenga Blvd., Hollywood 38, Calif., Hillside 1161.

Agency Commission
15% on net station time charges to recognized agencies; no cash discount. Invoices due and payable when rendered.

General Advertising
Commercial content of any program exceeding 15% of broadcast time will be charged 20% additional.

CLASS 'A'

Table with columns for CLASS 'A' rates for various time slots and program types.

CLASS 'B'

Table with columns for CLASS 'B' rates for various time slots and program types.

CLASS 'C'

Table with columns for CLASS 'C' rates for various time slots and program types.

ANNOUNCEMENTS
(Live or transcribed)
Any combination of announcements can be used in Class 'A', 'B', and 'C' time as required.

CLASS 'A'

Table with columns for CLASS 'A' rates for various time slots and program types.

CLASS 'B'

Table with columns for CLASS 'B' rates for various time slots and program types.

CLASS 'C'

Table with columns for CLASS 'C' rates for various time slots and program types.

DISCOUNTS
For consecutive weeks of broadcasting applicable to periods broadcast rates and announcements.

SPECIAL FEATURES
News—5 minutes on the hour every hour 24 hours a day. Commercial copy limited to 75 seconds.

POLITICAL TALKS, SERMONS, ADDRESSES
Rates on request.

MUSICAL AND DRAMATIC TALENT
Musical and dramatic talent available—rates on request.

REMOE CONTROL
Complete technical and production facilities available for pick-up of programs originated outside of studios.

SERVICE FACILITIES
Services of continuity, program, promotion, research, publicity, sales service and station relations department available.

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

Closing Time
Program material must be arranged one week in advance of broadcast date.

Mechanical Requirements
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—Kenneth O. Tinkham.

Representatives
Burn-Smith Company, Inc.

Waves—Power—Time
Operating power—1,000 watts. 526.5 meters; 570 kilocycles.

Agency Commission
15% on net station time charges to recognized agencies; no cash discount. Invoices due and payable when rendered.

General Advertising
Commercial content of any program exceeding 15% of broadcast time will be charged 20% additional.

ANNOUNCEMENTS
(Live or transcribed)
Any combination of announcements can be used in Class 'A', 'B', and 'C' time as required.

CLASS 'A'

Table with columns for CLASS 'A' rates for various time slots and program types.

CLASS 'B'

Table with columns for CLASS 'B' rates for various time slots and program types.

CLASS 'C'

Table with columns for CLASS 'C' rates for various time slots and program types.

ANNOUNCEMENTS
(Live or transcribed)
Any combination of announcements can be used in Class 'A', 'B', and 'C' time as required.

CLASS 'A'

Table with columns for CLASS 'A' rates for various time slots and program types.

CLASS 'B'

Table with columns for CLASS 'B' rates for various time slots and program types.

CLASS 'C'

Table with columns for CLASS 'C' rates for various time slots and program types.



Rates effective August 20, 1944. (Card No. 7.)
Owned and operated by the Columbia Broadcasting System, Inc.

Waves—Power—Time
Operating power—50,000 watts. 280.4 meters; 1070 kilocycles.

Agency Commission
15% on net time charges to recognized agencies; no cash discount. Invoices rendered weekly.

General Advertising
For combination rates see Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (California and Pacific Networks).

Length of commercial copy:
—Programs —News

Table showing length of commercial copy for various program types and time slots.

(*) Maximum opening commercial: 25 seconds for 5 minute news programs, 40 seconds for 10 minute or longer programs.

(†) No middle commercial permitted on 5 minute news programs.

(This listing continued on next page)

CALIFORNIA—Continued

LOS ANGELES—Continued

K N X—Continued

GENERAL BROADCASTING TIME RATES

Without Talent

Net time rates after deduction of all applicable discounts. Per week rates apply within any seven consecutive days.

Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

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

Per week

*1 day *2 days *3 days *4 days *5 days *6 days

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

CLASS "B"

(5:30 p.m. to 6:00 p.m. week days, 10:00 p.m. to 10:30 p.m. daily, and 12:00 noon to 8:00 p.m. Sundays)

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

CLASS "C"

(9:00 a.m. to 2:00 p.m. and 4:00 p.m. to 5:30 p.m. week days; 10:00 a.m. to 12:00 noon Sundays)

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

CLASS "D"

(8:00 a.m. to 9:00 a.m., and 10:30 p.m. to 12:00 midnight daily; 2:00 p.m. to 4:00 p.m. week days; 9:00 a.m. to 10:00 a.m. Sundays)

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

CLASS "E"

(7:00 a.m. to 8:00 a.m. daily)

Per week

*1 day *2 days *3 days *4 days *5 days *6 days

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

CLASS "F"

(7:59 a.m. to 8:59 a.m. daily; 8:59 a.m. to 9:59 a.m. Sunday; 2:00 p.m. to 3:59 p.m. week days; 10:30 p.m. to 12:00 midnight daily)

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

PARTICIPATING ANNOUNCEMENT PROGRAMS

No further discounts. Participating announcement programs cannot be combined with other service for further discounts.

CLASS "E"

(7:00 a.m. to 8:00 a.m. daily)

Per week

*1 day *2 days *3 days *4 days *5 days *6 days

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

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Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

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Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

Table with columns for duration (One hour, Half hour, Quarter hour) and rows for week counts (1-12 wks, 13-25 wks, 26-51 wks, 52 weeks).

The following rates are subject to agency commission: Sunrise Salute—6:15 a.m. to 7:20 a.m.—Monday through Saturday. Participation, approximately 150 words. 1 day 2 days 8 days 4 days 5 days 6 days Per week..... 32.50 50.00 87.75 117.00 146.25 156.00

Also sold in combination with Housewives' Protective League. Housewives' Protective League—Monday through Friday—mid-afternoon. Sold only in combination with Sunrise Salute. Housewives' Protective League and Sunrise Salute Combination—Alternate week days on Housewives' Protective League and Sunrise Salute. Participation: Approximately 150 words, 225.00 per week.

11:00 O'clock News—Sunday through Friday—11:00 p.m. to 11:20 p.m. Participation: One minute live announcements: 1 day 8 days 6 days Per week..... 80.00 125.00 225.00 First Call with Beverly—Monday through Saturday—5:30 a.m. to 6:00 a.m. Participation: 150 word announcements: 3 days 6 days Per week..... 75.00 125.00

ANNOUNCEMENT PACKAGES

Rates on request.

DISCOUNTS

Application of Discounts Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only. Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

Where more than one time classification is used, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

- (1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week.)
(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.
(3) Deduct consecutive weeks discount if applicable.

Weekly Frequency Discounts

Weekly frequency discounts on mixed station time—When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa. Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (2% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

Example 2: An advertiser buys three 60 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday. The rate is then the six day rate for the Class "A" periods (20% from the gross) and the three day rate for the Class "B" periods (10% from the gross).

Weekly Dollar Volume Discount

Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcast. Advertisers using schedules of 13 or more consecutive weeks are entitled to dollar volume discount on all broadcasting at General Broadcasting Time Rates. General announcements, although they may not be combined with programs of five minutes or more in length to earn any discounts, are subject to the following Dollar Volume Discounts separately. Contracted value of time or general announcements at gross rates: Less than 260.00 weekly..... None 260.00 or more but less than 430.00 wkly 2-1/2% 430.00 or more but less than 605.00 wkly 5% 605.00 or more but less than 775.00 wkly 7-1/2% 775.00 or more but less than 950.00 wkly 10% 950.00 or more but less than 1,120.00 wkly 12-1/2% 1,120.00 or more weekly..... 15%

Discounts for Consecutive Weeks

Discounts for consecutive weeks of broadcasting applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable Dollar Volume discount, if any.

Less than 26 weeks..... None 26 to 51 weeks..... 5% 52 weeks..... 10%

SPECIAL FEATURES

News—Leased wire service available. Rates on request.

TALENT

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.

TRANSCRIPTIONS

Accepted at regular rates. Instantaneous Reference Recordings, per 15 minute unit or less, net, each 7.50. Current ruling of the American Federation of Musicians makes it impossible to record musical programs.

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. Maximum length of contract, one year.

Lectures and talks (except political talks) are not accepted between 6:00 p.m. and 12:00 midnight. Programs and advertising copy subject to approval. Programs not furnished by but presented in the studios of KNX are subject to a production charge.

Mechanical Program Equipment

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

Personnel Vice-Pres. & Gen'l Mgr.—D. W. Thornburgh. Sales Manager—J. Archie Morion. Promotion Manager—Ralph Taylor. Representatives Radio Sales.

LOS ANGELES—Continued

K R K D (Established 1927)



Rates effective July 15, 1944. (Card No. 10.) Owned and operated by Radio Broadcasters, Inc. Business Office and Studio—541 S. Spring St., Los Angeles 13, Calif., Tucker 7111.

Transmitter—1100 Glendale Blvd., Los Angeles, Calif. Wave—Power—Time Operating power—2,500 watts days; 1,000 watts nights. 280.9 meters; 1150 kilocycles. Operates on Pacific War Time. Divides time with Station KSPQ.

Agency Commission 15% to recognized advertising agencies; no cash discount. All broadcasting payable in advance, except where satisfactory credit is established.

General Advertising Actual broadcasting periods are as follows: 58 minutes for one hour periods; 28-1/2 minutes for half hour periods; 14 minutes for 1/4 hour periods; 4:40 minutes for five minute periods.

Rates are for both local and national advertising. Music copyright fees are included in rates. ASCAP, SESAC AND BMI licenses.

Table with columns for time periods (1 hr, 1/2 hr, 1/4 hr, 19 min, 5 min) and rates for weekdays and weekends.

FREQUENCY DISCOUNTS In addition to special weekly discounts; periods must be used within corresponding number of weeks in order to earn these discounts.

QUARTER HOUR PERIODS (Run of Schedule)

Right reserved to change the time on run of schedule programs by notifying the sponsor 48 hours in advance.

Table for quarter hour periods with columns for time (5:30 a.m. to 6:30 a.m., 6:30 a.m. to 7:00 a.m., 7:00 a.m. to sign-off) and rates.

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 one time rates are charged for programs when copy exceeds limitations.

ANNOUNCEMENTS (5:30 a.m. to sign-off week days) 115 words or under or transcription of not more than 60 seconds: Per wk. 1 to 5 announcements within one week: 5.86

Table for announcements with columns for number of announcements (1 to 5, 6 to 11, 12 to 17, 18 to 23, 24 or more) and rates.

Frequency Discounts Four consecutive weeks or more 10%. 1 announcement (Sundays) 5.86 6 or more announcements 4.80

With purchase of 12 or more announcements, week days, within one week; Sunday spots, 4.50 each. SPECIAL FEATURES News: Run of schedule, one quarter hour week days, per week 78.65. Leased wire services available.

POLITICAL Political announcements sold only at the one time rate.

TALENT Rates on request.

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.

RECORDINGS Regular rates apply. SERVICE FACILITIES Complete commercial continuity service to all sponsors at no extra cost.

Contract and Other Requirements Acceptable accounts are subject to the same rates. Periods are not sold for resale.

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 turntables and 78 r.p.m. double turntables.

Personnel General Manager—Ned Connor. Representatives None.

FM STATIONS

K H J — (FM)

Rates effective August 11, 1941. (Card No. 1.) Owned and operated by Don Lee Broadcasting System. Business Office and Studio—5515 Melrose Ave., Hollywood 88, Calif. Transmitter—On top of Mount Lee, Hollywood Hills, Calif.

Wave—Power—Time Operating power—1,000 watts. (C. P. 50,000 watts.) Frequency—44500 kilocycles. Operating schedule: 8:00 p.m. to 12:00 midnight.

General Advertising Affiliated with Don Lee Broadcasting System and Mutual Broadcasting System. (8:00 p.m. to 10:00 p.m.)

Table for general advertising with columns for time (1 hr, 1/2 hr, 1/4 hr) and rates.

100 words or less (10:00 p.m. to 12:00 midnight) 50.00 1/2 hour 30.00 1/4 hour 20.00

100 words or less, 2.50 No discounts on program time or announcements. Live announcement copy only.

SPECIAL FEATURES Time signals: Six daily on the hour, per week 100.00. Personnel Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss.

General Sales Manager—Sydney Gaynor. Representatives John Blair & Company.

MARYSVILLE

(Yuba County)

K M Y C

(Established 1940)



Don Lee Broadcasting System logo and branding.

Rates effective September 1, 1944. (Card No. 5.) Owned and operated by the Marysville-Yuba City Broadcasters, Inc.

Business Office and Studio—State Theatre Bldg., 515 E St., Marysville, Calif. Transmitter—Two miles northwest of Marysville, Calif.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Pacific War Time. Operating schedule: 6:30 a.m. to 12:00 midnight.

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

General Advertising For combination rates see Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System.

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

Table for general advertising with columns for time (1 hr, 1/2 hr, 1/4 hr) and rates for different classes (CLASS 'A', CLASS 'B').

CLASS 'B' (All other time) 1 time 37.50 22.50 13.50 11.25 9.00 4.20 13 times 35.62 21.37 12.82 10.38 8.55 3.99

28 times 33.75 20.25 12.15 10.12 8.10 3.78 52 times 31.87 19.13 11.78 9.56 7.65 3.57 104 times 30.00 18.00 10.80 9.00 7.20 2.96 260 times 28.13 16.88 10.11 8.44 6.75 3.15

Facilities subject to extra charges for line and mechanical costs; payable in advance. Not subject to agency commission.

TRANSCRIPTIONS Transcription library service available at regular rates. Instantaneous recording equipment available.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and light wine, not accepted. 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. turntables for lateral and vertical cut recordings.

Personnel Station Manager—Joe D. Carroll. Representatives W. S. Grant Company.

MERCED

(Merced County)

K Y O S

(Established 1936)



Don Lee Broadcasting System logo and branding.

Rates effective January 15, 1943. (Card No. 10.) Owned and operated by Merced Broadcasting Co. Business Office and Studio—'G' Street Grade, Merced, Calif., telephone 1490. Transmitter—'G' Street Grade, Merced, Calif.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 12:00 midnight.

Agency Commission 15% on net station time to recognized advertising agencies; no cash discount. On approved credit, accounts payable 10th of month following service.

General Advertising For combination rates see Don Lee Broadcasting Company and Mutual Broadcasting System.

Table for general advertising with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates.

ANNOUNCEMENTS 1 hr. 28 tl. 52 tl. 104 tl. 208 tl. 100 words or 35 word chain break: 7.28 8.32 3.44 8.26 8.08 2.90

SPECIAL FEATURES Announcements during news broadcasts—Regular rates plus 20%. Participation programs—rates on request.

Time Signals 35 words: 7.28 3.62 8.44 3.26 8.08 2.90 Rates on request.

POLITICAL TALENT Rates on request.

REMOTE CONTROL RECORDINGS Library service available at no extra cost. Studio and portable recording equipment available—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. Standard AAAA contract used. Copy subject to approval.

Closing Time Copy must be on hand 24 hours in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using triple multi-speed turntables for vertical and lateral recordings.

Personnel General Manager—Hugh McClung. Station Manager—Mel Marshall. Representatives W. S. Grant Company.

MODESTO

(Stanislaus County)

K T R B



Rates effective March 1, 1943. Owned and operated by KTRB Broadcasting Co., Inc. Business Office and Studio—Norwegian Ave., Modesto, Calif., Modesto 774. Transmitter—Modesto, Calif.

Wave—Power—Time Operating power—1,000 watts. 348.8 meters; 860 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

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

General Advertising CLASS 'A' (6:00 p.m. to 10:00 p.m.) 1 13 26 52 104 208 312

Table for general advertising with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 wds) and rates.

CLASS 'B' (All other time) 1 hr. 48.00 45.80 40.80 38.40 36.00 33.60 1/2 hr. 28.00 26.20 23.80 22.40 21.00 19.60

1/4 hr. 16.00 15.20 14.40 13.60 12.80 12.00 11.20 5 min. 8.00 5.60 5.32 5.04 4.76 4.48 4.20 100 wds 7.28 5.90 5.30 5.30 3.00 2.80 2.64

RECORDINGS AND TRANSCRIPTIONS No surcharge for transcriptions.

TALENT Talent charges are not included in station rates and are payable in advance.

REMOTE CONTROL Wire and mechanical facilities for remote control lines are not included in station rates and are payable in advance.

SERVICE FACILITIES Audition studios are maintained for advertisers and agencies. Continuity department at the disposal of the advertiser.

Contract and Other Requirements Programs and announcements are subject to station owner's approval and Federal Communications Commission Regulations. Right reserved to refuse, discontinue or cancel any contract. 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 turntables.

Personnel General Manager—Wm. E. Bates, Jr. Commercial Manager—Virgil Risley. Representatives W. S. Grant Company.

CALIFORNIA—Continued

MONTEREY

(Monterey County)

KDON



Rates effective July 1, 1944. (Card No. 5) Owned and operated by Monterey Peninsula Broadcasting Company. Business Office and Studio—275 Pearl St., Monterey, Calif., telephone 8501. Transmitter—Municipal Wharf, Monterey, Calif.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 6:30 a.m. to 11:00 p.m. Agency Commission 15% to recognized advertising agencies on time charges only; no cash discount. Bills payable 15th of month following service.

General Advertising For combination rates see Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System. One hour program limited to 10 minutes of commercial copy; 1/2 hour 8 minutes; 1/4 hour 3-1/2 minutes; 10 minutes 2-1/2 minutes and 5 minutes 2 minutes.

Table with columns for CLASS 'A', CLASS 'B', and ANNOUNCEMENTS. Rows show rates for 1, 1/2, 1/4 hour and 5, 10, 15 minutes.

All announcements take the one minute rate. Station break announcements have 10 word maximum. Announcements broadcast at time adjacent to higher rate classification take the higher rate.

POLITICAL Regular rates; payable in advance. TALENT Talent will be engaged by station if desired—rates on request.

REMOTE CONTROL Complete facilities available for handling programs originating outside of the station studios—rates on request.

TRANSCRIPTIONS Regular rates apply. Transcription library services available at no extra charge. Instantaneous recording equipment available—rates on request.

SERVICE FACILITIES Services of program, production, continuity and publicity departments available at no extra charge.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and wine, not accepted. Contracts and advertising copy subject to station approval and government rules and regulations.

No contracts accepted for a period longer than one year. Contracts are not assignable and no periods are sold in bulk for resale.

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

Personnel General Manager—Reed Pollock. Commercial Manager—Ken Randolph.

Representatives None.

OAKLAND

(Alameda County)

KLS



Rates effective March 1, 1944. Owned and operated by Warner Brothers, Studio—327 Twenty-first St., Oakland 12, Calif., Hight 1212. Transmitter—327 Twenty-first St., Oakland, Calif.

Wave—Power—Time Operating power—1,000 watts. 229 meters; 1310 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission 15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable when rendered. No commission on program talent.

General Advertising Actual broadcasting periods are as follows: 59 minutes for one hour, 28 minutes for 1/2 hour, 14-1/2 minutes for 1/4 hour, 4-1/2 minutes for five minute periods. Music copyright tax of 5% must be added to these rates.

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'B' (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight) with columns for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'C' (12:00 midnight to 6:00 a.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes.

Table for ANNOUNCEMENTS with columns for 1, 13, 28, 52, 100, 312 words.

The above rates apply to 100 word announcements or one minute transcribed announcements. 50 word announcements 60% of 100 word rate. 25 words announcements 50% of 100 word rate.

SPECIAL FEATURES Time signals—rates on request. Shopping Hour—six days per week 20.00. Local participating program—six days per week 20.00.

TALENT Rates on request.

REMOTE CONTROL Rates and details on request.

SERVICE FACILITIES Services of program and continuity departments, staff announcers and recorded music included without extra charge.

Contract and Other Requirements Right reserved to refuse, discontinue or cancel any contract.

Contracts and broadcast material subject to rules and regulations of all federal bodies governing radio stations.

Programs and radio script subject to approval. Programs hold priority over announcements. No periods sold in bulk for resale. Advertisers co-operating in group broadcasts are required to make individual contracts with the company, subject to rates and regulations.

Closing Time Complete radio manuscript must be submitted 24 hours prior to scheduled broadcast.

Personnel General Manager—S. W. Warner. Station Manager—F. Wellington Morse.

Representatives None.

KLX

(Established 1922)



Rates effective November 15, 1944. Owned and operated by Tribune Building Company. Business Office and Studio—Tribune Tower, 13th and Franklin St., Oakland, Calif., Glencourt 0660. San Francisco Office—307 Monadnock Bldg., Exbrook 5780. Transmitter—Tribune Tower, Oakland, Calif.

Wave—Power—Time Operating power—1,000 watts. 329.7 meters; 910 kilocycles. Licensed to operate unlimited time on regional channel. Operates on Pacific War Time. Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.; week days 7:00 a.m. to 2:30 a.m.

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

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m.) with columns for 1-12, 13-25, 26-51, 52-103, 104-311.

Table for CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:30 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'C' (11:30 p.m. to sign-off) with columns for 1, 1/2, 1/4 hour and 5 minutes.

Table for ANNOUNCEMENTS with columns for 100 words or less, 100-300, 300-600, 600-1200, 1200-3000.

DISCOUNTS Bulk time discounts: More than one hour, per broadcast 10%. Two or more hours, per broadcast 20%.

SPECIAL FEATURES News: Leased wire service available. Per week—3 wkly. 6 wkly.

1/4 hour, regular rate plus service charge of 15.00 25.00. 5 minutes, regular rate plus service charge of 10.00 15.00. Minimum newscasts contract is 13 weeks, covering at least three broadcasts weekly. 25% off news service charge if two or more newscasts are run daily by same sponsor. Program frequency discounts do not apply on news service charge.

POLITICAL Payable in advance. TALENT Special services, including musical and dramatic programs, and talent, subject to additional charges. Rates on request.

REMOTE CONTROL Rates on request.

TRANSCRIPTIONS Accepted at regular rates. Cost of making transcriptions furnished on request. Library service available.

SERVICE FACILITIES Services of the program and continuity departments, and staff announcers in arranging and presenting programs included without extra charge.

Contract and Other Requirements Each contract limited to one year and subject to all the provisions of the standard AAAA contract form. No periods are sold in bulk for resale. Frequency discounts predicated upon fulfillment of contracts within one year, starting with the first broadcast.

Adherence to N.A.B. rules and ethics to assure advertiser fullest broadcasting advantage. Programs and advertising copy subject to approval.

Closing Time Talent programs, announcements and recorded programs close two weeks in advance of broadcast.

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical records.

Personnel General Manager—Glenn Shaw.

Representatives Joseph Hershey McGilvra, Inc.

KROW

(Established 1925)



Rates effective January 1, 1944. (Card No. 4) Owned and operated by KROW, Inc. Business Office and Studio—Radio Center Bldg., 19th and Broadway, Oakland 19, Calif., Glencourt 6774. Other Studios—505 Geary St., San Francisco, Calif., Ordway 6888. Transmitter—1520 Eighth Ave., Oakland, Calif.

Wave—Power—Time Operating power—1,000 watts. 312.5 meters; 960 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operating schedule: Sundays 7:30 a.m. to 12:30 a.m.; week days 6:00 a.m. to 12:00 midnight.

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

GENERAL ADVERTISING GENERAL BROADCASTING TIME RATES CLASS 'A' (6:00 p.m. to 10:00 p.m.)

Table for CLASS 'A' with columns for 1, 1/2, 1/4 hour and 5 minutes, and rows for 1, 2, 3, 4, 5, 6 times.

Table for CLASS 'B' (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'C' (11:00 p.m. to 6:00 a.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes.

Table for ANNOUNCEMENTS with columns for 1 to 12 weeks, 13 to 25 weeks, 26 to 38 weeks, 39 to 51 weeks, 52 weeks.

FREQUENCY DISCOUNTS Discounts for consecutive weeks: 1 to 12 weeks, 13 to 25 weeks, 26 to 38 weeks, 39 to 51 weeks, 52 weeks.

When an advertiser currently earning a weekly frequency rate in Class 'A' or 'B' contracts for additional time in a lower classification, he shall be entitled to a rate in that classification based on the weekly frequency of his time purchase in the higher classification, provided the time period or periods purchased may not be shorter than the time periods currently used.

When an advertiser currently earning a weekly frequency rate in Class 'B' or 'C' contracts for additional time in a higher classification, he shall be entitled in both classifications to the weekly frequency rate earned by the combined total number of weekly programs presented in both classifications, provided the additional time period or periods purchased may not be shorter than the time periods currently used.

Announcements and programs cannot be combined to earn weekly frequency rates. All discounts apply to time charges only.

(This listing continued on next page)

CALIFORNIA—Continued

RIVERSIDE—Continued
K P R O—Continued

Agency Commission
15% to recognized agencies.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Pacific Coast Supplementary).
ASCAP, BMI, AMIP, SESAC licenses.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 time, 13 times, 26 times, 52 times, 100 times, 250 times, 300 times).

Table for CLASS "B" (6:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with columns for time slots and rates.

Table for CLASS "C" (11:00 p.m. to 6:30 a.m.) with rates less 50%.

Table for ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:00 p.m.) with columns for 1 minute, 1/2, 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 word station breaks.

Table for ANNOUNCEMENTS CLASS "B" (6:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with columns for 1 minute, 1/2, 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 word station breaks.

Table for ANNOUNCEMENTS CLASS "C" (11:00 p.m. to 6:30 a.m.) with rates less 50%.

SPECIAL FEATURES
News: Leased wire service available. Regular rate plus 10%.

POLITICAL
One time rate applies; no frequency discount.

TALENT
Union talent of all kinds available through station's program department—rates and details on request.

REMOTE CONTROL
Permanent lines to Los Angeles maintained. Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements
Advertising of alcoholic beverages accepted between 10:00 p.m. to 2:00 a.m.; wine and beer accepted any time.

Closing Time
Contracts close one week 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 turntables for vertical and lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—W. L. Gleason.
Commercial Manager—Gene Williams.

Representatives
Duncan A. Scott & Company.

SACRAMENTO

(Sacramento County)

KFBK

(Established 1922)



Rates effective October 1, 1943. (Card No. 16.)
Owned and operated by The McClatchy Broadcasting Company.

Business Office and Studio—708 Eye St., Sacramento, Calif., telephone 25011.
Transmitter—Yolo County, Calif.

Wave—Power—Time
Operating power—10,000 watts.
186.1 meters; 1530 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.
Operating schedule: 24 hours daily.

Agency Commission
15% on net station time to accredited advertising agencies; no cash discount. This applies only to national business originating outside of Sacramento.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group).
Any four of the following stations may be combined on the same schedule to earn 10% discount: KFRK, Sacramento; KWG, Stockton; KMJ, Fresno; KFERN, Sakersfield; KOH, Reno, Nev. For further discounts on combination of all five stations see listing of McClatchy Beeline.
The following rates are for national advertising.

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

Table for CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with columns for time slots and rates.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m.) with columns for time slots and rates.

Table for CLASS "D" (11:00 p.m. to 6:00 a.m.) with rates on request.

ANNOUNCEMENTS
Announcements broadcast at times adjacent to higher rate classification will take higher rate.

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

Table for CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with columns for time slots and rates.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m.) with columns for time slots and rates.

Table for CLASS "D" (11:00 p.m. to 6:00 a.m.) with rates on request.

Table for DISCOUNTS (Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor with in the same time bracket may be combined to earn 1/2 hour, or one hour rates, whichever applies.)

DISCOUNTS
Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor with in the same time bracket may be combined to earn 1/2 hour, or one hour rates, whichever applies.

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 pro-rated.
All discounts apply to time charges only.
If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

SPECIAL FEATURES

News Periods: Station time plus 20% for news service fee.
Katherine Kitchen: Participation on non-competitive basis at regular one time Class "B" five minute rate.

POLITICAL

Regular one time rates apply. No frequency discounts. Political broadcasts, cash in advance. Combination rates available. Manuscripts must be submitted 24 hours in advance of broadcast.

TALENT

Rates on request.
REMOTE CONTROL
Additional charges are made for programs originating outside of the station studios.

TRANSCRIPTIONS

Transcription library services available at extra cost—rates on request.

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization.
Additional charges are made for programs requiring special production.

Closing Time

Talent programs close two weeks in advance. Talks must be submitted in manuscript form prior to 12:00 noon day preceding broadcast.
Announcements close one day in advance.

Mechanical Program Equipment

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

Personnel

Manager—Leo O. Ricketts.
Representatives
Paul H. Raymer Company.

KROY

(Established 1937)



Rates effective August 1, 1944. (Card No. 9.)
Owned and operated by Royal Miller Radio.
Business Office and Studio—Sacramento Hotel, Sacramento, Calif., telephone 3-2525.
Transmitter—65th St., and 14th Ave., Sacramento, Calif.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.

Operating schedule: 6:00 a.m. to 12:00 midnight.
Agency Commission
15% on net station time only; no cash discount.

General Advertising
For combination rates see Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network.
No combining of rates allowed.
The following rates are for national advertising.

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

Table for CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) with columns for time slots and rates.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m.) with columns for time slots and rates.

POLITICAL
Political rates are net; one time rate plus 20%, no frequency discounts. Script must be submitted 24 hours in advance. Reservations made on receipt of 50% cash advance; full payment before broadcast.

TALENT

Rates on request.
REMOTE CONTROL
Equipment available—details on request.

TRANSCRIPTIONS

Rates on request.

SERVICE FACILITIES

Rates quoted include use of studio, continuity department, and services of announcer. Only station announcer allowed at microphone.

Contract and Other Requirements
Programs subject to acceptance of station management and must conform to station policy and government regulations.
Right reserved to reject or discontinue any advertising or program.

Closing Time

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. turntables for vertical and lateral cut recordings.

Personnel

Managing Owner—Mrs. Royal Miller.
Representatives
Joseph Hershey McGilvra, Inc.

SAN BERNARDINO

(San Bernardino County)

KFXM

(Established 1929)

DON LEE



Broadcasting System

Rates effective January 1, 1944. (Card No. 6.)

Owned and operated by Lee Bros. Broadcasting Co., J. C. Lee and E. W. Lee, Business Office and Studio—Fifth and E. Sts. (California Hotel), San Bernardino, Calif., telephone 4761.

Transmitter—990 Colton Ave., San Bernardino, Calif.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate on local channel. Operates on Pacific War Time.

Agency Commission 15% on net station time and talent to accredited advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising For combination rates see Mutual Broadcasting System and Don Lee Broadcasting System. Rates include music copyright fees.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, All other time) and Rate (\$50.00 to \$8.00)

WEEKLY DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers contract for 13 or more weeks consecutively.

Table with 2 columns: Discount category (Less than 14.00 weekly, 14.00 but less than 28.00 weekly, etc.) and Rate (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 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: Announcement type (Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 360 announcements) and Rate (9.00 to 4.10)

(All other time)

Table with 2 columns: Announcement type (Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 360 announcements) and Rate (6.00 to 2.75)

(*) One minute transcription; (†) Chain breaks (35 words maximum) or 20 second transcriptions; and 100 word announcements.

POLITICAL

Subject to regular election time rates and policies; payable in advance.

TALENT

Can secure any type of talent desired at local union rates. No percentage charge made for securing talent. Rates quoted on request.

REMOTE CONTROL

Equipped to handle remote control programs from any origin, subject to additional charges for line rental, and announcer's fee.

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.

Closing Time Talent programs close one week in advance. Announcements and talks close 48 hours in advance; transcription programs close 24 hours in advance.

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

Personnel Manager—Maury A. Vroman. Representatives John Blair & Company.

KPRO

Considered by the Blue Network Company as their Riverside-San Bernardino outlet. See listing under Riverside, Calif.

SAN DIEGO

(San Diego County)

KFMB

(Established 1941)



BLUE NETWORK STATION



Rates effective May 1, 1944. (Card No. 6.)

Owned and operated by Worcester Broadcasting Corp. Business Office and Studio—375 Pacific Blvd., San Diego 1, Calif., Main 2114.

Transmitter—Spreckels Bldg., Downtown San Diego, Calif.

Wave—Power—Time Operating power—250 watts. 266.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission 15% to recognized agencies on station time only; no cash discount. Bills due and payable 10th of month following service.

General Advertising For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group). The following rates are for national advertising and include music copyright fees.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (\$120.00 to \$11.70)

WEEKLY DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers contract for 13 or more weeks consecutively.

Table with 2 columns: Discount category (Less than 14.00 weekly, 14.00 but less than 28.00 weekly, etc.) and Rate (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 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 Extra voice or sound effects 25% extra. (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Announcement type (Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 360 announcements) and Rate (9.00 to 4.10)

Table with 2 columns: Announcement type (Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 360 announcements) and Rate (6.00 to 2.75)

(*) One minute transcription; (†) Chain breaks (35 words maximum) or 20 second transcriptions; and 100 word announcements.

POLITICAL Subject to regular election time rates and policies; payable in advance.

TALENT Can secure any type of talent desired at local union rates. No percentage charge made for securing talent.

REMOTE CONTROL Equipped to handle remote control programs from any origin, subject to additional charges for line rental, and announcer's fee.

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.

Closing Time Talent programs close one week in advance. Announcements and talks close 48 hours in advance; transcription programs close 24 hours in advance.

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

Personnel Manager—Maury A. Vroman. Representatives John Blair & Company.

KFSD

(Established 1926)



Rates effective October 1, 1944. (Card No. 13.)

Owned and operated by Airfan Radio Corp., Ltd. Business Office and Studio—328 Broadway U. S. Grant Hotel, San Diego 12, Calif., Franklin 6353. Transmitter—San Diego, Calif.

Wave—Power—Time Operating power—1,000 watts. 499.7 meters; 800 kilocycles. Operates unlimited time. Operates on Pacific War Time.

Agency Commission 15% to recognized agencies on station time; no cash discount. Commissions on talent and special production allowed only when specified in contract. Bills due and payable when rendered.

General Advertising For combination rates see National Broadcasting Company (Pacific Coast Network). Discounts are applicable only as earned. Rates include music copyright fees.

Table with 2 columns: Time (1 time, 13 times, 26 times, 52 times, 104 times, 260 times) and Rate (\$140.00 to \$30.00)

Table with 2 columns: Time (1 time, 13 times, 26 times, 52 times, 104 times, 260 times) and Rate (\$70.00 to \$15.00)

ANNOUNCEMENTS Announcements at broadcast adjoint to higher time classification are charged at rate of higher classification.

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

Table with 2 columns: Time (1 time, 26 times, 52 times, 104 times, 260 times, 312 times) and Rate (\$25.00 to \$15.00)

CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 2 columns: Time (1 time, 26 times, 52 times, 104 times, 260 times) and Rate (\$13.00 to \$9.75)

CLASS "C" (11:00 p.m. to 12:00 midnight)

Table with 2 columns: Time (1 time, 26 times, 52 times, 104 times, 260 times) and Rate (\$13.00 to \$9.75)

DISCOUNTS All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

TALENT Additional charge for dramatic productions. Rates on request.

POLITICAL AND TALKS Talks, political speeches, etc. accepted only when subject matter is, in the opinion of station management, of general public interest.

REMOTE CONTROL Additional charges are made for programs originating outside of the station's studios.

SERVICE FACILITIES Merchandising and publicity departments are part of regular service.

Contract and Other Requirements Contracts are not accepted for more than one year; all contracts are for exclusive use of contracting party.

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

Personnel Assistant Manager—Thos. E. Sharp. Commercial Manager—Larry Sealf.

Representatives Paul H. Raymer Company.

CALIFORNIA—Continued

SAN DIEGO—Continued
K G B



Rates effective July 1, 1941.
Owned and operated by Don Lee Broadcasting System.
Business Office—214 Broadway Bldg., 1017 First Ave., San Diego 1, Calif., Franklin 6151.
Studio—Pickwick Hotel Bldg., 1012 First Ave., San Diego 1, Calif.
Transmitter—1012 First Ave., San Diego 1, Calif.

Wave—Power—Time
Operating power—1,000 watts.
230.8 meters; 1360 kilocycles.
Licensed to operate full time. Operates on Pacific War Time in conjunction with KHL, Los Angeles; KFRC, San Francisco; KDB, Santa Barbara.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 8:00 a.m. to 12:00 midnight.

Agency Commission
15% allowed on net station time and talent to accredited advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising
For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.
Rates include music copyright fees.

BASIC RATES—WITHOUT TALENT
(8:00 p.m. to 10:30 p.m. daily)

1 hour.....	120.00
1/2 hour.....	72.00
1/4 hour.....	48.00
10 minutes.....	38.50
5 minutes.....	29.00

(12:00 noon to 6:00 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily)

1 hour.....	80.00
1/2 hour.....	48.00
1/4 hour.....	32.00
10 minutes.....	25.50
5 minutes.....	19.00

(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to 12:00 midnight daily)

1 hour.....	60.00
1/2 hour.....	36.00
1/4 hour.....	24.00
10 minutes.....	18.25
5 minutes.....	14.50

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

1 hour.....	40.00
1/2 hour.....	24.00
1/4 hour.....	16.00
10 minutes.....	13.00
5 minutes.....	9.50

WEEKLY DISCOUNTS
Gross time rates are subject to the following discounts when advertisers contract for 13 or more consecutive weeks:

Less than 24.00 weekly.....	None
24.00 but less than 48.00 weekly.....	2-1/2%
48.00 but less than 72.00 weekly.....	5%
72.00 but less than 96.00 weekly.....	7-1/2%
96.00 but less than 120.00 weekly.....	10%
120.00 but less than 144.00 weekly.....	12-1/2%
144.00 or more weekly.....	15%

ADDITIONAL DISCOUNTS
At the conclusion of 26 consecutive weeks of broadcasting, 5% additional discount is allowed; at the conclusion of 52 consecutive weeks of broadcasting a total of 10% additional discount is allowed. These discounts of 5% and 10% shall apply to the largest amount of weekly gross billing that has run for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
Volume rates for announcements apply on condition that the contracted number of announcements are used within one year from date of first broadcast.
(8:00 p.m. to 10:30 p.m.)

Chain breaks, 35 words live or transcribed (25 seconds or less):

Base rate, each.....	10.00
30 announcements, each.....	9.00
90 announcements, each.....	8.50
180 announcements, each.....	8.00
270 announcements, each.....	7.50
365 announcements, each.....	7.00

One minute, 100 words live or transcribed (26 seconds to 1 minute):

Base rate, each.....	18.50
30 announcements, each.....	12.15
90 announcements, each.....	11.50
180 announcements, each.....	10.80
270 announcements, each.....	10.10
365 announcements, each.....	9.45

(All other time)

Chain breaks, 35 words live or transcribed (25 seconds or less):

Base rate, each.....	5.00
30 announcements, each.....	4.50
90 announcements, each.....	4.25
180 announcements, each.....	4.00
270 announcements, each.....	3.75
365 announcements, each.....	3.50

One minute, 100 words live or transcribed (26 seconds to 1 minute):

Base rate, each.....	6.75
30 announcements, each.....	6.10
90 announcements, each.....	5.75
180 announcements, each.....	5.40
270 announcements, each.....	5.05
365 announcements, each.....	4.70

Discounts
Daily advertisers are allowed 5% discount for each additional announcement over one but not exceeding five per day for a minimum period of one month. Extra voice or sound effects, 25% extra.

SPECIAL FEATURES
Molly Morse: Monday through Friday—women's interest participating program. Details on request.
Participation 125 words:
Base rate, per participation..... 15.00
13 weeks..... 14.25
26 weeks..... 13.50
39 weeks..... 12.75
52 weeks..... 12.00
Discounts do not apply on less than 3 times per week participation.
Dawn O'Day: Musical clock type program, 6:00 a.m. to 7:00 a.m., Monday through Saturday. Regular program and announcement rates apply.

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

TALENT
A staff of producers, writers, actors, vocalists, and musicians is available for presentation of any type of program.

SERVICE FACILITIES
Program ideas, lists of talent and prices, furnished on request.

Contract and Other Requirements
Advertising of beer and wine acceptable.
Discounts are predicated upon the fulfillment of contracts with 12 months, dating from the first broadcast.
Station will assume entire responsibility for program construction and presentation. Programs and copy subject to approval.

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

Personnel
Manager—F. D. Ide.
Sales Manager—William A. Evans.

Representatives
John Blair & Company.

SAN FRANCISCO

(San Francisco County)
K F R C
(Established 1924)



Rates effective March 1, 1945. (Card No. 23.)
Card received February 7, 1945.
Owned and operated by Don Lee Broadcasting System.
Business Office and Studio—1000 Van Ness Ave., San Francisco 9, Calif., Prospect 0100.
Transmitter—1000 Van Ness Ave., San Francisco, Calif.

Wave—Power—Time
Operating power—5,000 watts.
491.9 meters; 610 kilocycles.
Licensed to operate on clear regional channel. Operates on Pacific War Time in conjunction with KHL, Los Angeles, KGB San Diego, and KDB, Santa Barbara.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on net station time and talent to accredited agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising
For combination rates see Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System.
Rates include music copyright fees.

BASIC RATES WITHOUT TALENT

CLASS "A"
(8:00 p.m. to 10:30 p.m.)

1 hour.....	330.00
1/2 hour.....	198.00
1/4 hour.....	132.00

(12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)

1 hour.....	220.00
1/2 hour.....	132.00
1/4 hour.....	88.00

CLASS "C"
(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily)

1 hour.....	165.00
1/2 hour.....	99.00
1/4 hour.....	66.00

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

1 hour.....	110.00
1/2 hour.....	66.00
1/4 hour.....	44.00

Rates for less than 15 minute units: 10 minutes 80% of 1/4 hour rate; 5 minutes 60% of 1/4 hour rate.

Weekly Discounts
Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more consecutive weeks:

Less than 66.00 weekly.....	None
66.00 but less than 132.00 weekly.....	2-1/2%
132.00 but less than 198.00 weekly.....	5%
198.00 but less than 264.00 weekly.....	7-1/2%
264.00 but less than 330.00 weekly.....	10%
330.00 but less than 396.00 weekly.....	12-1/2%
396.00 or more weekly.....	15%

Additional Discounts
An additional discount of 5% on station 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 the time that has run consecutively for 26 and 52 weeks.

ANNOUNCEMENTS

CLASS "A"
(5:59 p.m. to 10:29 p.m.)

Chain breaks, maximum 35 words live copy only.	
1 announcement.....	40.00
30 announcements.....	37.00
90 announcements.....	35.00
180 announcements.....	32.00
270 announcements.....	30.00

365 announcements 28.00
730 announcements 27.00
1095 announcements 26.00
1480 announcements 25.00
1825 announcements 24.00

CLASS "B"
(10:30 p.m. to 5:59 p.m.)

Chain breaks (35 words live) and transcribed announcements (20 seconds or less). Extra voice or sound effects 25% extra.	
1 announcement.....	20.00
30 announcements.....	18.50
90 announcements.....	17.50
180 announcements.....	16.00
270 announcements.....	15.00

365 announcements 14.00
730 announcements 13.50
1095 announcements 13.00
1480 announcements 12.50
1825 announcements 12.00

Class "B" (10:30 p.m. to 5:59 p.m.):
100 word announcements and transcribed announcements (21 seconds to one minute in length). Extra voice or sound effects 25% extra.
1 announcement..... 25.00
30 announcements..... 22.50
90 announcements..... 20.00
180 announcements..... 18.00
270 announcements..... 17.00

SPECIAL FEATURES
Rise and Shine: 6:00 a.m. to 8:00 a.m., Monday through Saturday, transcriptions plus recordings, correct time at five minute intervals. Sponsored news periods at 7:00 a.m. to 7:15 a.m. and 7:45 a.m. to 8:00 a.m. Sold in following units: Class "B" announcement rates, chain breaks, one minute transcribed announcements for 5 and 15 minute programs, Class "D" rates apply.
Bess Bye—Market Scout: Five minute early morning, Monday through Saturday; five minute sponsorship, one or more days per week—regular rates plus 15.00 per program.
Emily Barton, Homemaking Expert: Mid-morning Monday through Friday; participations, one or two per week, each 25.00; three weekly, per week 85.00; five weekly, per week 100.00. 5% discounts for each consecutive 13 week cycle up to 20% for one year for advertisers buying five or three per week.

TALENT
Program ideas, list of talent and prices furnished on request.

REMOTE CONTROL
Any desired pick-ups can be provided—rates on request.

TRANSCRIPTIONS
Accepted at regular rates when time is available. Library available—rates and details on request.

SERVICE FACILITIES
Vocalists, musicians and continuity writers available for production of any type of program desired.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
Discounts are predicated upon the fulfillment of contracts within 12 months, dating from the first broadcast.
Rates are for station time only and do not include talent.
Contracts and copy subject to approval.

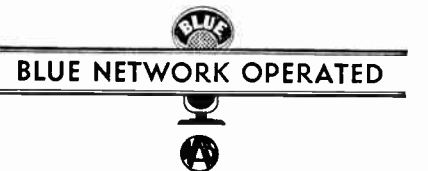
Closing Time
Closing date for talent programs at least 24 hours in advance, depending upon amount of continuity, rehearsals, auditions, etc.

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

Personnel
Manager—Wm. D. Pabst.
Assistant Manager—Dan J. Donnelly.

Representatives
John Blair & Company.

K G O
(Established 1924)



Rates effective October 1, 1944. (Card No. 12.)
Owned by American Broadcasting Company, Inc.
Business Office—155 Montgomery St., San Francisco 9, Calif., Exbrook 6544.
Studio—Radio City, Taylor and O'Farrell Sts., San Francisco 2, Calif., Graystone 6565.
Transmitter—Oakland, California.

Wave—Power—Time
Operating power—7,500 watts.
370.4 meters; 810 kilocycles.
Licensed to operate full time on clear channel. Operates on Pacific War Time.
Operating schedule: 24 hours daily except 12:00 midnight to 5:30 a.m. Mondays.

Agency Commission
15% to all recognized advertising agencies on gross billing less applicable discounts and rebates; no cash discount. Bills due and payable when rendered.
(This listing continued on next page)

SAN FRANCISCO—Continued

K G O—Continued

General Advertising

For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group). Contracts made prior to October 1, 1944, will be completed at the rates specified in such contracts...

GROSS RATES PER PROGRAM

Table with columns for Class 'A', Class 'B', Class 'C', and Class 'D'. Rows include 1 time, 2 times, 3 times, 4 times, 5 or more times for various durations.

Table for Class 'B' (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) with rows for 1 time, 2 times, 3 times, 4 times, 5 or more times.

Table for Class 'C' (6:00 a.m. to 7:00 a.m. and 11:00 p.m. to 12:00 midnight) with rows for 1 time, 2 times, 3 times, 4 times, 5 or more times.

Table for Class 'D' (12:00 midnight to 6:00 a.m.) with rows for 1 time, 2 times, 3 times, 4 times, 5 or more times.

DISCOUNTS AND REBATES

Weekly Dollar Volume Discounts. Applicable to schedules of eight or more consecutive weeks. Contracted value at gross rates: Less than 72.00 weekly... None...

Rebates for Consecutive Weeks. 13 to 25 consecutive weeks... 2-1/2%. 26 to 38 consecutive weeks... 5%. 39 to 51 consecutive weeks... 7-1/2%.

ANNOUNCEMENTS

Table with columns for Class 'A', 'B', 'C', 'D'. Rows for 1 time, 13 times, 26 times, 52 times, 104 times, 250 times, 400 or more times.

Announcements: Limited to 100 words live or one minute transcription. Chain Breaks: Limited to 35 words live or 20 seconds transcription. Announcement rates are based on the number used within a 12 month period.

PARTICIPATIONS

Following announcement rates are based on the number used within a 12 month period. except rates quoted on monthly basis. Rates quoted include talent and are fully commissionable.

SPECIAL FEATURES

Ann Holden's Home Forum—Monday through Friday: Participation on this program may be bought on a monthly basis at 350.00 per month—or according to the following annual frequency basis: 1 time... 25.00 52 times... 20.00...

Program Cost: News Programs: Commissionable to agencies. 1/4 hour program 20.00 except 6:00 a.m., 10:00; 5 minute program 10.00 except 12:00 midnight to 5:05 a.m. 5:00.

TALKS: Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement.

REMOTE CONTROL: Additional charges are made for programs requiring special production or originating outside of station's studios.

TRANSCRIPTIONS: Regular rates apply, except as otherwise noted.

1/4 hour recorded and transcribed programs; following charges include staff announcer and are commissionable to agencies: 1 time per week... 15.00 3 times per week... 12.50 5 or more times per week... 10.00

SERVICE FACILITIES: In arranging and presenting programs, the advisory services of staff engineers and the station's program department will be rendered without charge.

Contract and Other Requirements: No periods sold in bulk for resale. Advertisers co-operating in group broadcasts are required to make individual contracts, subject to card rates and regulations.

Closing Time: Program material must be arranged one week in advance of broadcast. No changes within two days preceding broadcast.

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

Personnel: Manager—T. B. Palmer. Sales Manager—Byron Nelson. Promoter Manager—Robert F. Laws.

Representatives: Blue Network Spot Sales.

KJBS (Established 1925)

Rates effective March 1, 1945. (Card No. 17.) Owned and operated by KJBS Broadcasters. Business Office and Studio—1470 Pine St., San Francisco 9, Calif., Ordway 4148.

Wave—Power—Time: Operating power—500 watts. 272.7 meters; 1100 kilocycles. Licensed to operate from 10:01 p.m. to sunset the following day.

Agency Commission: 15% on station time to recognized agencies; no cash discount. Bills due and payable when rendered.

General Advertising: Broadcasts during daytime periods and those between 12:00 midnight and 6:30 a.m. may be grouped in determining the rate earned.

Table for KJBS with columns for 1 da., 13 da., 26 da., 52 da., 100 da., (*). Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, One announcement, Two announcements, Four announcements.

Table for KGO with columns for 1 day, 13 days, 26 days, (†). Rows for 1 hour, 1/2 hour, 1/4 hour.

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.

SPECIAL FEATURES: Owl programs and announcements, one-half of regular rates. Alarm Klok Klub: Per an- 1 da. 13 da. 26 da. 52 da. 100 da. (†) 1/2 hour... 9.50 9.25 9.00 8.75 8.50 8.25

TALENT: Rates on request; payable in advance. Additional charge for sound effects and extra voices.

REMOTE CONTROL: Wire and mechanical charges for remote control lines are payable in advance. Complete rates and details on request.

TRANSCRIPTIONS AND RECORDED PROGRAMS: Regular rates apply. Not restricted to certain hours. No surcharge for handling transcribed announcements or programs.

SERVICE FACILITIES: Continuity department at the disposal of the advertiser. Addition studios maintained for advertisers and agencies.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. 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.

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

Personnel: Manager—E. P. Franklin. Representatives: Eastern—William G. Rambeau Company. Pacific Coast—Homer Griffith Company.

KPO (Established 1929)



Rates effective March 1, 1944. (Card No. 11.) Owned and operated by National Broadcasting Company, Inc. Business Offices and Studios—NBC Bldg., Taylor & O'Farrell Sts., San Francisco 2, Calif., Graystone 8700.

Wave—Power—Time: Operating power—50,000 watts. 441.2 meters; 680 kilocycles. Licensed to operate full time on clear channel. Operates on Pacific War Time.

Agency Commission: 15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising: For combination rates see National Broadcasting Company (Pacific Coast Network). Commitments made prior to March 1, 1944, will be completed at the rates called for by such commitments.

GENERAL BROADCAST ADVERTISING (Gross Rates) CLASS 'A' (6:00 p.m. to 10:30 p.m.) 1 hour... 480.00 1/2 hour... 288.00 1/4 hour... 192.00 10 minutes... 160.00 5 minutes... 96.00

(This listing continued on next page)

CALIFORNIA—Continued

SAN FRANCISCO—Continued
K P O—Continued

CLASS "B"	
(12:00 noon to 6:00 p.m. Sundays)	
1 hour.....	360.00
1/2 hour.....	216.00
1/4 hour.....	144.00
10 minutes.....	120.00
5 minutes.....	72.00
CLASS "C"	
(10:30 p.m. to 11:00 p.m., 9:00 a.m. to 6:00 p.m. daily except Sunday afternoon)	
1 hour.....	240.00
1/2 hour.....	144.00
1/4 hour.....	96.00
10 minutes.....	80.00
5 minutes.....	48.00
CLASS "D"	
(11:00 p.m. to 12:00 midnight and 7:00 a.m. to 9:00 a.m.)	
1 hour.....	160.00
1/2 hour.....	96.00
1/4 hour.....	64.00
10 minutes.....	54.00
5 minutes.....	32.00
CLASS "E"	
(12:00 midnight to 1:00 a.m. and 6:00 a.m. to 7:00 a.m.)	
1 hour.....	120.00
1/2 hour.....	72.00
1/4 hour.....	48.00
10 minutes.....	40.00
5 minutes.....	24.00

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, payable currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates:

Less than \$8.00 weekly.....	None
\$8.00 or more but less than \$82.00 weekly.....	2-1/2%
\$82.00 or more but less than \$288.00 weekly.....	5%
\$288.00 or more but less than \$840.00 weekly.....	7-1/2%
\$840.00 or more but less than \$4800.00 weekly.....	10%
\$4800.00 or more but less than \$5760.00 weekly.....	12-1/2%
\$5760.00 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. The rebate will be due and payable currently only on firm portions of qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebates established by the original series. Otherwise each additional series shall establish separate rebate years. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commis-

sion of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed.

ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

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 only may be combined to earn lower frequency rates. Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

Announcements

(6:00 p.m. to 10:30 p.m.)	
1 ti. 10 ti. 25 ti. 50 ti. 100 ti. 300 ti.	
1 minute.....	50.00 47.50 45.00 42.50 40.00 37.50
(10:30 p.m. to 12:00 midnight and 7:00 a.m. to 6:00 p.m.)	
1 minute.....	25.00 23.75 22.50 21.25 20.00 18.75
(6:00 a.m. to 7:00 a.m.)	
1 minute.....	17.00 16.15 15.30 14.45 13.60 12.75

Cooperative Programs

Woman's Magazine of the Air—Monday through Friday; Jane Lee, director; available to non-competitive price agents and manufacturers in food products, home equipment and fashion fields; commercial continuity prepared by program director from material supplied by client.

Participation

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. 300 ti.	
Detailed participation.....	50.00 47.50 45.00 42.50 40.00 37.50
Program and talent cost, 10.00 net per participation.	
Condensed participation.....	25.00 23.75 22.50 21.25 20.00 18.75
Program and talent cost, 5.00 net per participation.	

Station Break Announcements

Maximum length, live 25 words, transcribed 12 seconds:	
6:00 p.m. to 10:30 p.m., net.....	50.00
10:30 p.m. to 12:00 midnight and 7:00 a.m. to 6:00 p.m., net.....	25.00
6:00 a.m. to 7:00 a.m., net.....	17.00

SPECIAL FEATURES

Farmers Digest—6:15 a.m. to 6:45 a.m., Monday through Friday. Available in five minute participations. Class "E" rates apply. Musical Clock, Radio Night Club, and All Night Service—rates and details on request.

REMOTE CONTROL

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

TRANSCRIPTIONS

Regular rates apply.

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 staff announcer or except where a fee is required by any governing labor organization.

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. Programs are subject to approval. Independent announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice. 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 date. No changes within two days preceding broadcast.

Mechanical Program Equipment

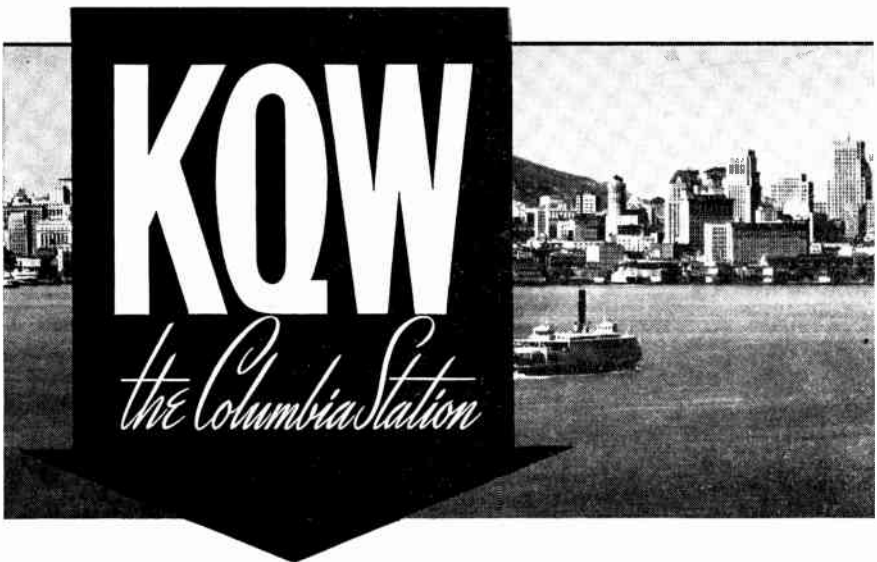
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

Manager—John W. Elwood.

Representatives

National Broadcasting Company, Inc. (Spot Sales.)



DELIVERS the responsive CBS listening audience in the West's Most Concentrated Market, the **SAN FRANCISCO BAY AREA**

740

ON YOUR DIAL

San Francisco Studios · Palace Hotel · EXbrook 3233

Represented Nationally by Edward Petry & Co., Inc.

PACIFIC AGRICULTURAL FOUNDATION LTD., SAN JOSE, CALIFORNIA

K Q W
(Established 1912)



Rates effective August 15, 1943. (Card No. 24.) Owned and operated by Pacific Agricultural Foundation, Ltd.

Business Office and Studio—140 Jessie St., San Francisco 5, Calif., EXbrook 3233.

Other Studios—87 E. San Antonio St., San Jose, Calif., Ballard 2616.

Transmitter—Alviso, Calif., on San Francisco Bay.

Wave—Power—Time

Operating power—5,000 watts.

405.4 meters; 740 kilocycles.

Operates on Pacific War Time.

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

Agency Commission

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

(This listing continued on next page)

SAN FRANCISCO—Continued

K Q W—Continued

General Advertising

For combination rates see Columbia Broadcasting System (Pacific Coast Group). Rates include music copyright fees.

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

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for CLASS "A" advertising.

CLASS "B"

(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

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

CLASS "C"

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

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

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

Regular rates apply; payable in advance. Time signals and weather reports—rates on request.

POLITICAL

Regular rates apply; payable in advance.

TALENT

Rates on request. 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.

TRANSCRIPTIONS

No surcharge for broadcasting transcriptions furnished by sponsor. Libraries available—rates on request.

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. Programs and announcements are subject to station owner's approval and regulations of the Federal Communications Commission.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel

President—Ralph R. Brunton. Manager—C. L. McCarthy.

Representatives

Edward Petry & Company, Inc.

K S A N (Established 1925)



Rates effective March 15, 1944. (Card No. 9N.) Owned and operated by Golden Gate Broadcasting Corporation. Business Office and Studio—Merchandise Mart Bldg., 1365 Market St., San Francisco, Calif., Market 8171. Transmitter—Merchandise Mart Bldg., San Francisco, Calif.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Operates on Pacific War Time. Operating schedule: 24 hours daily.

Agency Commission

15% to recognized advertising agencies on net time rate. Cash discount none. Bills due and payable when rendered.

General Advertising

Table with columns for time slots and rates for K S A N general advertising.

ANNOUNCEMENTS

Spot announcements (guaranteed times): 1 tl. 30 tl. 60 tl. 90 tl. 180 tl. 365 tl. 1 hour..... 60.00 57.00 55.00 52.00 48.00 44.50

Floating announcements:

Table with columns for time slots and rates for floating announcements.

SPECIAL FEATURES

Weather forecasts, time signals and other similar services—rates on request. News: Five minutes, on the hour every hour—rates on request.

POLITICAL

Political advertising subject to basic rate only.

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.

TRANSCRIPTIONS

Complete library services available.

SERVICE FACILITIES

Continuity department at the disposal of advertiser.

Contract and Other Requirements

Rates do not include talent. No contracts accepted for more than 52 weeks. Programs and announcements are subject to station's approval, government regulations and Federal Communications Commission rulings.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel

President—S. H. Patterson. General Manager—Jerry Akers.

Representatives

Thomas F. Clark Company, Inc.

K S F O (Established 1925)



Rates effective January 1, 1942. (Card No. 6.) Owned and operated by Associated Broadcasters, Inc. Business Office and Studio—Hotel Mark Hopkins, San Francisco 6, Calif., Exbrook 4567. Transmitter—Lalala Creek, San Francisco, Calif.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. 535.7 meters; 560 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission

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

General Advertising

Table with columns for time slots and rates for K S F O general advertising.

CLASS "B"

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

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

ANNOUNCEMENTS

Table with columns for time slots and rates for announcements.

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.

SPECIAL FEATURES

News: Regular rates apply, plus 8.00 talent and wire charge; commissionable. Ben Sweetland: Family counselor, Monday through Friday. Restricted to non-competitive accounts.

POLITICAL

Not subject to frequency discounts.

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 request.

TRANSCRIPTIONS

Regular rates apply. Library available—rates on request.

Contract and Other Requirements

Contracts not accepted more than 60 days in advance of initial program. Minimum length of contract, one year. No time sold for resale. Acceptable accounts are subject to the same rate according to the time classification into which they fall.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel

Vice-Pres. & Gen'l Mgr.—Lincoln Dellar. Manager—Wilton Gunzendorfer.

Representatives

Weed & Company.

K Y A (Established 1926)



Rates effective April 15, 1944. (Card No. 2.) Owned and operated by Palo Alto Radio, Inc. Business Office and Studio—Third & Market Sts., San Francisco, Calif., Douglas 2536. Transmitter—Candlestick Point, Bay View Park, San Francisco, Calif.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. 238.1 meters; 1260 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission

15% on station time to recognized agencies; 2% cash discount if paid within 10 days. Commission of 15% on talent or services payable only when specified in order or contract. Bills due and payable when rendered.

General Advertising

In order to earn net rates quoted contracts must be completed within 12 months. Programs and announcements cannot be combined to earn frequency rate. Rates include music copyright fees.

Table with columns for time slots and rates for K Y A general advertising.

CALIFORNIA—Continued

SAN FRANCISCO—Continued

K Y A—Continued

Table with columns for time slots (6:00 a.m. to 10:30 p.m.) and rates for various durations (50 min, 1/2 hr, 1/4 hr, 10 min, 5 min).

CLASS "C"

(11:00 p.m. to 12:00 midnight) Class "B" rates apply, less 10%.

CLASS "D"

(12:00 midnight to 6:00 a.m.) Class "B" rates apply, less 30%, except newscasts which earn Class "B" rates.

ANNOUNCEMENTS

CLASS "A"

Table showing announcement rates for Class "A" (6:00 p.m. to 10:30 p.m.) for 1 to 312 times.

CLASS "B"

Table showing announcement rates for Class "B" (10:31 p.m. to 5:59 p.m.) for 1 to 312 times.

(*) 100 words or one minute transcription. (†) Station break, 35 words or less. Special Weekly Announcement Rates (100 words)

CLASS "A"

Table showing rates for Class "A" (6:00 p.m. to 10:00 p.m.) for 1 to 4 spots, daily.

CLASS "B"

Table showing rates for Class "B" (10:01 p.m. to 5:59 p.m.) for 1 to 4 spots, daily.

SPECIAL FEATURES

Time clocked news, every hour on the hour—rates and availabilities on request.

"1260 Club": Five times per week, Monday through Friday, 2:30 p.m. to 4:00 p.m., one announcement daily, \$35.00 per month. No contract accepted for less than one month; no frequency discounts.

"1260 Club": Monday through Saturday, 11:10 p.m. to 1:00 a.m.; one announcement nightly, 75.00 per month. No contract accepted for less than one month; no frequency discount.

Buffalo Bill and His Rhythm Bodeo: 6:00 a.m. to 8:00 a.m. Monday through Saturday:

6 quarter hours weekly..... \$7.50

3 quarter hours weekly..... 48.75

6 one minute announcements weekly..... 32.50

No contract accepted for less than one month; no frequency discounts.

POLITICAL

Cash in advance. One time rates applies. No frequency discount earned.

TALENT

Rates on request.

REMOTE CONTROL

Details and rates on request.

SERVICE FACILITIES

Promotion and merchandising services available—details on request.

Contract and Other Requirements

No liquor advertising, other than beer and wine, is accepted.

Editorial content of broadcast subject to approval, revision or rejection. Contracts subject to cancellation unless program starts within 30 days. Contract renewals subject to rates in effect at time of renewal.

If for any reason the contract should be cancelled by the advertiser the advertiser agrees to be short rated for the number of times used.

If for any reason the contract should be cancelled by the advertiser the advertiser agrees to be short rated for the number of times used.

Rates cover only program station time and the facilities for programs originating in station's studios.

Closing Time

Talks and continuity must be submitted one week in advance for review by program director; copy for commercial programs or 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 turntables for vertical and lateral cut recordings.

Personnel

Pres. & Gen'l Mgr.—Don Feddersen.

Sales Manager—David E. Lumdy.

Representatives

Spot Sales, Inc.

SAN JOSE K Q W

Considered by the Columbia Broadcasting System and Columbia Radio Network as the San Francisco outlet. See listing under San Francisco.

SAN LUIS OBISPO

(San Luis Obispo County)

K V E C

(Established 1937)



Rates effective April 1, 1948. (Card No. 5.) Owned and operated by the Valley Electric Company. Business Office and Studio—Mountain View and Hill Sts., San Luis Obispo, Calif., telephone 1100-01. Transmitter—San Luis Obispo, Calif.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Pacific War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission 15% on net station time to recognized advertising agencies; no cash discount. On approved credit, bills due and payable 10th of month following broadcast.

General Advertising For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.

Rates are for station time only but include music copyright fees. SESAC license.

Table showing rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) for Class "A" (6:00 p.m. to 10:30 p.m.) and "All other time".

(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:

Table showing weekly discounts: 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, 50 words maximum or 100 word announcements. Availabilities on request.

Table showing announcement rates for Class "A" (6:00 p.m. to 10:30 p.m.) for 30, 90, 180, 270, and 365 announcements, each.

(All other time)

Table showing announcement rates for "All other time" for 30, 90, 180, 270, and 365 announcements, each.

Extra voice or sound effects, 25% extra.

SPECIAL FEATURES

News: Leased wire service available at regular rates; availabilities on request.

POLITICAL

Subject to regular station time rates and policies; payable in advance.

TALENT

Rates on request.

REMOTE CONTROL

Equipped to handle remote control programs from any origin, subject to additional charges for line rental plus announcers fee.

TRANSCRIPTIONS

Musical transcriptions available for entertainment at no additional charge.

Contract and Other Requirements Advertising of beer and wine acceptable. Discounts are predicated upon the fulfillment of contracts with 12 months, dating from the first broadcast.

Contracts and copy subject to approval.

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

Personnel Station Manager—Lee Hacker. Commercial Manager—Joe Shuttleworth. Representatives W. S. Grant Company.

SANTA ANA

(Orange County)

K V O E

(Established 1926)



Rates effective April 1, 1941. (Card No. 8.) Owned and operated by The Voice of the Orange Empire, Inc., Ltd. Business Office—206 N. Main St., Santa Ana, Calif., telephone 4901-R. Transmitter—Located on grounds of Willowick Golf Club, West Fifth St., Santa Ana, Calif.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1480 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

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

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

General Advertising For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.

Rates are for station time only. Rates include music copyright fees.

Table showing rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) for Class "A" (6:00 p.m. to 10:30 p.m.) and "All other time".

(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:

Table showing weekly discounts: 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.

Table showing announcement rates for Class "A" (6:00 p.m. to 10:30 p.m.) for 30, 90, 180, 270, and 365 announcements, each.

(All other time)

Table showing announcement rates for "All other time" for 30, 90, 180, 270, and 365 announcements, each.

POLITICAL

Subject to regular station time rates and policies; payable in advance.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges for programs originating outside studio to be paid for by advertiser.

TRANSCRIPTIONS

Details on request.

SERVICE FACILITIES

Merchandising department will arrange for window displays gratis; direct mail, broadsides, etc., sent out at actual cost.

Contract and Other Requirements Advertising of beer and wine acceptable. Discounts are predicated upon the fulfillment of contracts with 12 months, dating from the first broadcast.

No contracts accepted for more than one year. Programs and copy subject to approval.

Closing Time Programs must be in hands of program director 48 hours before scheduled time. Political broadcasts 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 turntables.

Personnel Manager—Ernest L. Spencer. Representatives W. S. Grant Company.

SANTA BARBARA (Santa Barbara County) K D B (Established 1921)



Rates effective September 1, 1944. (Card No. 16.) Owned and operated by Don Lee Broadcasting System. Business Office and Studio—1809 State St., Santa Barbara, Calif., telephone 4131. Transmitter—East Halsey St., Santa Barbara, Calif. Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operates in conjunction with KEJ, Los Angeles, KFRC, San Francisco, and KGB, San Diego. Operating schedule: Daily 6:45 a.m. to 12:15 a.m. Agency Commission 15% allowed on net station time to accredited advertising agencies; no cash discount. On approved credit, accounts payable 10th of month following service.

General Advertising: For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System. Talent in extra. Services of station announcer are included without extra charge. Rates include music copyright fees. (8:00 p.m. to 10:30 p.m. daily) 1 hour..... 60.00 1/2 hour..... 38.00 1/4 hour..... 24.00 (12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily) 1 hour..... 40.00 1/2 hour..... 24.00 1/4 hour..... 18.00 (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily) 1 hour..... 30.00 1/2 hour..... 18.00 1/4 hour..... 12.00 (12:00 midnight to 8:00 a.m. daily) 1 hour..... 20.00 1/2 hour..... 12.00 1/4 hour..... 8.00

Rates for less than 15 minute units: 10 minutes 80% of 1/4 hour rate; 5 minutes 60% of 1/4 hour rate.

WEEKLY DISCOUNTS table with columns for Gross time rates and discounts for 13 or more weeks consecutively.

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 table with columns for Chain breaks, 35 words live, and transcribed announcements.

POLITICAL: Subject to regular station time rates and policies; payable in advance.

REMOTE CONTROL: Arrangements may be made for remote control broadcasts from any point in the station area—rates on request.

SERVICE FACILITIES: Production staff maintained to furnish any type of program desired by an advertiser. Program ideas, lists of talent and prices furnished on request.

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

Personnel: Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss. Gen'l & Com'l Mgr.—Fin Hollinger. Assistant Sales Manager—Jas. Blomfield. Representatives: John Blah & Company.

KTMS (Established 1937)

Rates effective March 15, 1941. (Card No. 7.) Owned and operated by Santa Barbara News-Press. De La Guerra, Santa Barbara, Calif., telephone 8111. Business Office and Studios—News-Press Bldg., Santa Barbara, Calif. Other Studios—608 E. Main St., Ventura, Calif., telephone 6222. Transmitter—Goleta, Calif. Wave—Power—Time Operating power—1,000 watts. 240 meters; 1250 kilocycles. Licensed to operate full time on regional channel. Operates on Pacific War Time. Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight. Agency Commission 15% 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 30th of the month.

General Advertising: Discount apply on station time charges only and are allowed only on programs under contracts not exceeding one year, and without lapse. Announcements and programs may not be combined to earn frequency discount. Rates are for station time only, including station facilities. (8:00 p.m. to 11:00 p.m.) 1 hour..... 75.00 1/2 hour..... 45.00 1/4 hour..... 30.00 5 minutes..... 18.00 (7:00 a.m. to 6:00 p.m. and after 11:00 p.m.) 1 hour..... 37.50 1/2 hour..... 22.50 1/4 hour..... 15.00 5 minutes..... 7.50

FREQUENCY DISCOUNTS table with columns for Used within one year and minimum one each week.

ANNOUNCEMENTS table with columns for One minute electrical transcriptions accepted at the regular day or night rate.

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, and without lapse.

POLITICAL: Charged regular rates; payable in advance.

TALENT: Rates on request.

REMOTE CONTROL: Facilities for remote control broadcasts from anywhere in Santa Barbara and Ventura Counties are available.

TRANSCRIPTIONS: Library service—rates on request.

SERVICE FACILITIES: Service of station's announcing and operating staff in obtaining talent, arranging and presenting programs are included without charge.

Contract and Other Requirements: Advertising of alcoholic beverages, other than beer and wine, not accepted. 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 own rate basis any item that may have been paid for time so taken.

Closing Time: Complete manuscripts must be submitted 24 hours in advance of program time.

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

Personnel: Manager—Louis F. Krook. Prog. Dir. & Ass't Mgr.—Frank R. Weltmer. Representatives: Paul H. Raymer Company.

SANTA ROSA (Sonoma County) KSRO (Established 1937)

Rates effective March 1, 1945. (Card No. 7.) Card received March 5, 1945. Owned and operated by Ruth W. Finley, Licensee. Business Office and Studio—Press Democrat Bldg., Santa Rosa, Calif., telephone 110. Other Studios—Casa de Vallejo, Vallejo, Calif., telephone 38223. Transmitter—Three miles southwest of Santa Rosa at Fresno and Finley Aves., Santa Rosa, Calif. Wave—Power—Time Operating power—1,000 watts. 222.1 meters; 1850 kilocycles. Licensed to operate full time on clear regional channel. Operates on Pacific War Time. Operating schedule: Sundays 9:00 a.m. to 10:00 p.m.; week days 6:00 a.m. to 10:00 p.m. Agency Commission 15% on net station time to recognized agencies; no cash discount. Bills rendered monthly.

General Advertising: Rates includes music copyright fees. CLASS 'A' (8:00 p.m. to 10:00 p.m.) 1 hour..... 60.00 1/2 hour..... 38.00 1/4 hour..... 24.00 5 minutes..... 12.00 CLASS 'B' (6:00 a.m. to 5:59 p.m.) 1 hour..... 40.00 1/2 hour..... 24.00 1/4 hour..... 16.00 5 minutes..... 8.00

ANNOUNCEMENTS table with columns for One minute or 100 words.

DISCOUNTS table with columns for Discounts allowed retroactively on the number of broadcasts given within a year.

SPECIAL FEATURES: News: Leased wire service—eleven periods: 6:45 a.m., 7:30 a.m., 10:00 a.m., 11:30 a.m., 12:15 p.m., 2:45 p.m., 4:30 p.m., 5:30 p.m., 6:00 p.m., 6:50 p.m. and 8:45 p.m.—rates on request.

POLITICAL AND LECTURES: Not subject to frequency discount; payable in advance.

TALENT: Rates on request.

REMOTE CONTROL: Equipment available for handling programs outside of regular studios—rates on request.

TRANSCRIPTIONS: One minute electrical transcriptions accepted at regular day or night rates.

SERVICE FACILITIES: Station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas—rates on request.

Contract and Other Requirements: Advertising of alcoholic beverages, other than beer and wine, not accepted. No contracts accepted for more than one year. Contracts not accepted more than 60 days in advance of initial program.

Closing Time: Talent programs close one week in advance. All talks must be submitted prior to 12:00 noon preceding broadcast.

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

Personnel: Manager—Eddie Handley. Representatives: None.

CALIFORNIA—Continued

STOCKTON

(San Joaquin County)

K G D M

(Established 1926)



Rates effective June 1, 1943. (Card No. 8.)

Card received June 25, 1943.

Owned and operated by E. F. Peffer. Studio—Peffer Bldg., Stockton, Calif.

Transmitter—99 Highway, 3 miles south of Stockton.

Wave—Power—Time. Operating power—5,000 watts. 263.2 meters; 1140 kilocycles. Licensed to operate unlimited time on national cleared channel. Operates on Pacific War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission. 15% on net charges and talent to recognized advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising. For combination rates see Columbia Broadcasting System (Pacific Coast Group). Rates are for station time only and include music copyright fees.

Table with 2 columns: Time (1 hr., 1 1/2 hr., 2 hr., 3 hr., 4 hr., 5 min., 1 minute) and Rate (100.00, 60.00, 40.00, 24.00, 12.00).

Table with 2 columns: Time (1 hr., 1 1/2 hr., 1/4 hr., 5 minutes, 1 minute) and Rate (60.00, 36.00, 24.00, 12.00, 7.50).

MONTHLY CHAIN BREAK SERVICE. Thirty-five words or less, seven days per week (position not guaranteed).

Table with 3 columns: Time (1 tt., 2 tt., 3 tt.), Rate (200.00, 180.00, 120.00), and Rate (360.00, 342.00, 218.00).

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

TALENT. Rates on request.

TRANSCRIPTIONS. One minute transcriptions—announcement rates apply. Contract and Other Requirements.

Advertising of beer and wine acceptable. Copy subject to approval. Discounts are predicated upon the fulfillment of contracts within one year, 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 turntables for lateral or vertical cut recordings.

Personnel. Manager—E. F. Peffer. Representatives. John Blair & Company.

K W G

(Established 1921)



Rates effective October 1, 1943. (Card No. 14.)

Owned and operated by McClatchy Broadcasting Co. Studio—Roof Garden, Hotel Wolf, Stockton 7, Calif. Transmitter—Weber & E. Sta., Stockton, Calif.

Wave—Power—Time. Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time on clear local channel. Operates on Pacific War Time. Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

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

General Advertising. For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group). Any four of the following stations may be combined on the same schedule to earn 10% discount: KFBK, Sacramento; KWG, Stockton; KMG, Fresno; KERN, Bakersfield; KOE, Reno, Nev. For further discounts on combination of all five stations see listing of McClatchy Beeline.

The following rates are for national advertising.

Table with 2 columns: Time (1 hr., 1 1/2 hr., 2 hr., 3 hr., 4 hr., 5 min., 10 min., 5 min.) and Rate (40.00, 25.00, 20.00, 15.00, 12.00, 10.00, 8.00).

Table with 2 columns: Time (1 time., 13 times, 28 times, 52 times, 85 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times) and Rate (20.00, 19.50, 19.00, 18.50, 18.00, 17.50, 17.00, 16.00, 15.00, 14.50, 14.00).

Table with 2 columns: Time (1 time., 13 times, 28 times, 52 times, 85 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times) and Rate (12.50, 12.20, 11.90, 11.55, 11.25, 10.95, 10.60, 10.00, 9.35, 9.05, 8.75).

Rates on request.

ANNOUNCEMENTS. Announcements broadcast at times adjacent to higher rate classification will take higher rate.

Table with 2 columns: Time (1 time., 13 times, 26 times, 52 times, 85 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times) and Rate (8.00, 7.50, 7.00, 6.50, 6.00, 5.50, 5.00, 4.50, 4.00, 3.50, 3.00).

CLASS "B" (7:00 a.m. to 8:00 p.m. and 10:00 p.m. to 11:00 p.m.)

Table with 2 columns: Time (1 time., 13 times, 26 times, 52 times, 85 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times) and Rate (8.00, 7.50, 7.00, 6.50, 6.00, 5.50, 5.00, 4.50, 4.00, 3.50, 3.00).

CLASS "C" (8:00 a.m. to 7:00 a.m.)

Table with 2 columns: Time (1 time., 13 times, 26 times, 52 times, 85 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times) and Rate (2.00, 1.95, 1.90, 1.85, 1.80, 1.75, 1.70, 1.60, 1.50, 1.45, 1.40).

CLASS "D" (11:00 p.m. to 6:00 a.m.)

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 1/2 hour, or one hour rates, whichever applies.

SPECIAL FEATURES. News Periods: Station time plus 20% of net news and service fee. POLITICAL. Regular one time rates apply; no discounts. Political broadcasts, cash in advance. Combination rates available. Manuscripts must be submitted 24 hours in advance of broadcast.

REMOTE CONTROL. Additional charges are made for programs originating outside of the station studios.

TRANSCRIPTIONS. Transcription library service available at extra cost—rates on request.

SERVICE FACILITIES. Services of station's staff announcers and staff engineers in arranging and presenting programs are in-

cluded without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization.

Additional charges are made for programs requiring special production. Contract and Other Requirements. Advertising of alcoholic beverages, other than beer and wine, not accepted. All programs subject to acceptance of the management and must conform to station policy and government regulations.

Right is reserved to reject or discontinue any advertising or program. Only station announcer allowed at microphone. Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract through one advertising agency and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast.

Closing Time. 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.

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

Personnel. Manager—Howard L. Bailey. Representatives. Paul H. Raymer Company.

VISALIA

(Tulare County)

K T K C

(Established 1937)



Rates effective January 1, 1944. (Card No. 5.)

Owned and operated by Tulare-Kings Counties Radio Associates. Business Office and Studio—P. O. Box 511, Visalia, Calif., Visalia 575.

Transmitter—1 3/4 miles southwest of Visalia, Calif.

Wave—Power—Time. Operating power—5,000 watts. 319.1 meters; 940 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission. 15% allowed on net station time to accredited advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising. For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group).

Rates are for station time only; talent is extra. The following rates are for national advertising and include music copyright fees.

Table with 2 columns: Time (1 hr., 1 1/2 hr., 1/4 hr., 5 minutes, 1 minute) and Rate (100.00, 60.00, 40.00, 20.00, 15.00).

CLASS "A" (6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m.)

Table with 2 columns: Time (1 hr., 1 1/2 hr., 1/4 hr., 5 minutes, 1 minute) and Rate (100.00, 60.00, 40.00, 20.00, 15.00).

CLASS "B" (8:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

Table with 2 columns: Time (1 hr., 1 1/2 hr., 1/4 hr., 5 minutes, 1 minute) and Rate (75.00, 45.00, 30.00, 15.00, 10.00).

CLASS "C" (10:30 p.m. to 12:00 midnight and 6:00 a.m. to 8:00 a.m.)

Table with 2 columns: Time (1 hr., 1 1/2 hr., 1/4 hr., 5 minutes, 1 minute) and Rate (50.00, 30.00, 20.00, 10.00, 7.00).

SPECIAL FEATURES. News: Daily broadcasts of world wide news and one local newscast. POLITICAL. Subject to regular station time rates and policies—payable in advance.

TALENT. Can secure any type of artists desired at local union rates. No percentage charge made for securing talent—rates on request.

REMOTE CONTROL. Equipped to handle remote control programs from any origin, subject to additional charges for line rental, plus 5.00 charge as announcer's fee.

TRANSCRIPTIONS. Library available—rates on request. Contract and Other Requirements. Advertising of beer and wine acceptable. Discounts are predicated upon the fulfillment of contracts within 12 months, dating from the first broadcast. Contracts and copy subject to approval.

Closing Time. Talent programs close 72 hours in advance of starting date; announcements and talks close 48 hours in advance of starting date; 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. turntables for both vertical and lateral cut recordings.

Personnel. Station Manager—Charles P. Scott. Representatives. Chicago, New York—William G. Rambeau Company. Los Angeles, San Francisco—W. B. Grant Co.

WATSONVILLE

(Santa Cruz County)

KHUB

(Established 1937)



Rates effective May 1, 1945.

Rates received March 8, 1945. Owned and operated by Luther E. Gibson. Business Office and Studio—Watsonville, Calif., Watsonville 1700 and 1701. Transmitter—Watsonville, Calif.

Wave—Power—Time Operating power—250 watts. 223.9 meters; 1840 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission 15% commission on net station time; no cash discount.

General Advertising For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group). Rates include music copyright fees.

Table with columns for time slots (1 hr, 1/2 hr, 5 min, 100 words, 50 words) and rates for various durations (1, 13, 26, 52, 100, 150, 300).

SPECIAL FEATURES

News: Regular rates apply. POLITICAL One time rate applies; payable in advance.

TALENT

Talent, extra voices, and sound effects carry additional fees and charges.

REMOTE CONTROL

Wire and mechanical facilities and announcer and operator fees for remote control lines are not included in these rates. Rates on request.

TRANSCRIPTIONS

One minute transcriptions take the 100 word announcement rates; no surcharge.

SERVICE FACILITIES

Continuity department is at the disposal of the advertiser. Audition studios are maintained for advertisers and agencies.

Contract and Other Requirements Programs and announcements are subject to station approval and Federal Communications Commission regulations. Right reserved to refuse, discontinue or cancel any contract.

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

Personnel General Manager—Roger B. Hunt. Representatives W. S. Grant Company.

COLORADO

ALAMOSA

(Alamosa County)

KGIW

(Established 1929)

Rates effective March 15, 1938.

Owned and operated by E. L. Allen. Business Office and Studio—Alamosa, Colo., telephone 26. Transmitter—East Alamosa, Colo.

Wave—Power—Time Operating power—250 watts. 208.9 meters; 1450 kilocycles. Licensed to operate specified hours. Operates on Mountain War Time. Operating schedule: 7:00 a.m. to 8:30 p.m.

Agency Commission 15% to recognized advertising agencies; no commission on talent.

General Advertising For combination rates see Keystone Network. The following rates are for both local and national advertising.

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

ANNOUNCEMENTS

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

SPECIAL FEATURES

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

TALENT

Rates on request. Rates of announcer are included without additional charge.

TRANSCRIPTIONS

Library services available—rates and details on request.

Contract and Copy Requirements Advertising of alcoholic beverages accepted. Copies of all programs must be left on file with the station.

Closing Time Programs and advertising matter must be submitted and filed with the station at least 24 hours prior to broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. single turntable and 78 r.p.m. double turntable. Lateral equipment for 33-1/3 r.p.m. recordings. Representatives None.

COLORADO SPRINGS

(El Paso County)

KVOR

(Established 1922)

Rates revised December 1, 1943. (Card No. 5) Owned and operated by Out West Broadcasting Co. Business Office and Studio—Antlers Hotel, Colorado Springs, Colo., Main 278. Transmitter—City Limits, East Platte Ave., Colorado Springs, Colo.

Wave—Power—Time Operating power—1,000 watts. 230.8 meters; 1800 kilocycles. Licensed to operate full time. Operates on Mountain War Time.

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

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Bills due and payable 10th of following month.

General Advertising For combination rates see Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). Day and night programs may be combined to earn frequency discounts.

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 13, 26, 52, 104).

STRIP RATES

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 13, 26, 52, 104).

ANNOUNCEMENTS

Independent day and night announcements may be combined to earn frequency discounts. Not to exceed 100 words or one minute transcriptions. For longer announcements multiply minutes by the following rates.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 13, 26, 52, 104).

SPECIAL FEATURES

News, time signals, sports review, weather reports, temperature reports—rates on request.

POLITICAL

Payable before broadcast begins. Copy of political speeches or interviews involving controversial subjects must be submitted to station 24 hours in advance of broadcast and left as a permanent record.

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

TALENT

Rates on request. REMOTE CONTROL Equipped with facilities for handling programs originating outside of the studios.

SERVICE FACILITIES

Station offers its national advertisers a local merchandising service. Contract and Other Requirements Programs must conform to standards of station. Copy prepared by advertiser must have station's approval in advance. Right reserved to refuse or discontinue any program.

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 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.

Programs subject to change of time on four weeks' notice, to accommodate network programs. All proposals subject to prior booking of time.

Closing Time Talent programs, ten days in advance; announcements and recorded programs, three days in advance.

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

Personnel Station Manager—Everett Shupe. Representatives The Katz Agency, Inc.

DENVER

(Denver County)

KFEL

(Established 1922)



Rates effective October 1, 1944. (Card No. 14.)

Owned and operated by Eugene P. O'Fallon, Inc. Business Office and Studio—Albany Hotel, Denver 2. Colo., Keystone 0178. Transmitter—5850 W. 20th Ave., Denver, Colo.

Wave—Power—Time Operating power—5,000 watts. 315.8 meters; 950 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time. Operating schedule: 24 hours daily.

Agency Commission Agency commission 15% on net time to recognized advertising agencies. Rates subject to 2% cash discount for payment by 10th of month following broadcast or 5% discount for payment monthly in advance.

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1, 13, 26, 52, 104, 156, 195, 260).

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1, 13, 26, 52, 104, 156, 195, 260).

CLASS "C" (5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1, 13, 26, 52, 104, 156, 195, 260).

ANNOUNCEMENTS

Independent announcements and chain breaks: When preceded or followed by participating programs, 100 word limit. All other times 50 word limit.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1, 13, 26, 52, 104, 156, 195, 260).

Announcements purchased on a floating basis are 25% off above rates.

Class "A"—6:00 p.m. to 10:00 p.m. Class "B"—7:00 a.m. to 8:00 p.m. and 10:00 p.m. to 10:30 p.m. Class "C"—5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.

SPECIAL FEATURES

News: 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 minutes 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: 13 weeks 5%, 26 weeks 10%, 52 weeks 15%.

TALENT

Rates on request. Rates include services of one staff announcer. If client specifies a particular announcer or requires additional announcers, add talent cost.

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.

TRANSCRIPTIONS

Library service supplied without additional charge.

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 turntables for vertical and lateral cut recordings. Instantaneous recording equipment available.

Personnel Manager—Gene O'Fallon. Director—Frank Bishop.

Representatives John Blair and Company.

COLORADO—Continued

DENVER—Continued

KLZ
(Established 1930)

Rates effective July 1, 1944. (Card No. 14.)
Owned and operated by the KLZ Broadcasting Company, Inc.
Business Office and Studio—Shirley Savoy Hotel, Denver 2, Colo., Main 4271.
Transmitter—So. Franklin at Hampden, Englewood, Colo.
Wave—Power—Time
Operating power—5,000 watts.
555.7 meters; 560 kilocycles.
Licensed to operate full time on regional channel. Operates on Mountain War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on station time charges; no cash discount. No commission on talent. Bills due and payable 10th of following month.
General Advertising
For combination rates see 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.
The following rates are for national advertising and include music copyright fees.

CLASS "A"
(6:00 p.m. to 10:30 p.m.) 250 or 1 tl. 18 tl. 26 tl. 52 tl. 104 tl. more 71

1 hour.....	225.00	213.75	202.50	191.25	180.00	168.75
1/2 hour.....	134.00	127.25	120.50	114.00	107.25	100.50
1/4 hour.....	78.75	75.00	71.00	67.00	63.00	59.00
5 minutes	44.75	42.50	40.25	38.00	35.75	33.50

CLASS "B"
(9:00 a.m. to 6:00 p.m., except Sunday afternoon and 10:30 p.m. to 12:00 midnight)

1 hour.....	115.00	109.25	103.50	97.75	92.00	86.25
1/2 hour.....	73.50	70.00	66.25	62.50	59.00	55.25
1/4 hour.....	42.00	40.00	38.00	35.75	33.75	31.50
5 minutes	24.25	23.00	21.75	20.50	19.25	18.00

(12:00 noon to 6:00 p.m. Sunday only)
Class "B" rates plus 25%
CLASS "D"
(6:00 a.m. to 9:00 a.m.)
Class "B" rates less 25%.

ANNOUNCEMENTS
Independent day and night announcements may be combined to earn frequency discounts.
Rates are the same for 25 word chain breaks, live announcements up to 100 words or one minute transcribed announcements.

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

1 time.....	27.00	104 times.....	31.00
13 times.....	35.50	250 times.....	19.50
26 times.....	24.00	500 times.....	17.00
52 times.....	22.50		

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

1 time.....	13.50	104 times.....	10.75
13 times.....	13.00	250 times.....	10.00
26 times.....	12.25	500 times.....	8.50
52 times.....	11.50		

SPECIAL FEATURES
Breakfast Timetable: 6:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight, Monday through Saturday. Live talent may be substituted for transcriptions at regular talent rates.

	Time	Transcription
	Cost	Service
1/2 hour unit, per six days weekly.....	175.00	25.00
1/4 hour unit, per six days weekly.....	120.00	15.00
1/4 hour unit, per three days weekly.....	75.00	10.00

Newscastrs, time signals, weather and temperature services—rates on request.
Subject to discounts of: 13 weeks 5%; 26 weeks 10%; 52 weeks 15%.

POLITICAL
Rates on request.
TALENT
Rates on request.

REMOTE CONTROL
Equipment available—details on request. Mobile unit available.
TRANSCRIPTIONS
Regular rates apply. Library available—rates on request.

SERVICE FACILITIES
Complete merchandising service offered national advertisers.
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 turntables for vertical and lateral cut recordings. Instantaneous recording equipment available.
Personnel
Manager—Hugh B. Terry.
National Representatives The Katz Agency, Inc.

KMYR
(Established 1941)

Rates received July 14, 1944.
Owned and operated by KMYR Broadcasting Co.
Business Office and Studio—1628 Stout St., Denver 2, Colo.
Transmitter—Equitable Bldg., 17th and Stout St., Denver, Colo.
Wave—Power—Time
Operating power—250 watts.
228.9 meters; 1840 kilocycles.
Licensed to operate full time on local channel. Op-

**Local Programming—
A Standout Feature**

To KLZ went top national honor for "Outstanding Program Origination" in Variety's 12th Annual Survey of Showmanagement.



DENVER
CBS - 560 KC.

**MORE ADVERTISERS—
LOCAL AND NATIONAL—
BUY MORE TIME
ON KLZ
THAN ON ANY OTHER
DENVER STATION**

REPRESENTED BY THE KATZ AGENCY

erates on Mountain War Time.
Operating schedule: Sundays 7:00 a.m. to 12:30 a.m.; week days 19 hours.
Agency Commission
15% to recognized agencies on station time only; 2% cash discount. Bills rendered monthly and are due 10th of month following billing.
General Advertising
Rates include music copyright fees.
Licensed by ASCAP, BMI and SESAC.
(7:00 a.m. to 11:00 p.m.)

1 hour.....	80.00	76.00	72.00	52 tl.	104 tl.
1/2 hour.....	50.00	47.50	45.00	68.00	64.00
1/4 hour.....	30.00	28.50	27.00	25.50	24.00
10 minutes	22.50	21.38	20.25	19.12	18.00
5 minutes	15.00	14.25	13.50	12.75	12.00

MONTHLY RATES FOR 1/4 HOUR PERIODS

1 time daily, 3 days weekly, per month.....	300.00
1 time daily, 6 days weekly, per month.....	300.00
2 times daily, 6 days weekly, per month.....	525.00
3 times daily, 6 days weekly, per month.....	700.00

ANNOUNCEMENTS

1 tl. 18 tl. 26 tl. 52 tl. 104 tl. 500 tl.	
100 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 2.25

SPECIAL FEATURES
Newscastrs—Ten minutes on the hour, every hour:
1 time, 7 days weekly, per month..... 300.00
2 times, 7 days weekly, per month..... 525.00
3 times, 7 days weekly, per month..... 700.00
News Headlines—Two minutes on the half hour, each hour:
1 time, 7 days weekly, per month..... 150.00
2 times, 7 days weekly, per month..... 275.00
4 times, 7 days weekly, per month..... 525.00
Subject to the following frequency discounts: 5% for 3 months; 10% for 6 months; 15% for 12 months.
Meet the Boys in the Band: 4:10 p.m. to 5:00 p.m.:
1/4 hour, six days weekly, per week..... 100.00
1/4 hour, six days weekly, per month..... 300.00
Subject to the following frequency discounts: 5% for 3 months; 10% for 6 months; 15% for 12 months.

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

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

SERVICE FACILITIES
Station maintains a competent staff of writers and production personnel for effective production of any type of program.

Closing Time
Contracts close one week in advance of first broadcast; announcement copy closes 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 turntables for vertical and lateral cut recordings.
Personnel
Station Manager—A. G. Meyer.
Representatives William G. Rambeau Company.

KOA
(Established 1924)



Rates effective March 1, 1944. (Card No. 12.)
Managed and operated by the National Broadcasting Co. Inc.
Business Office and Studio—NBC Bldg., 1625 California St., Denver 2, Colo., Main 8211.
Transmitter—Colfax Ave., 12 miles East of Denver, Colo.

Wave—Power—Time
Operating power—50,000 watts.
352.9 meters; 850 kilocycles.
Licensed to operate full time on national cleared channel. Operates on Mountain War Time.
Operating schedule Sunday 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising
For combination rates see National Broadcasting Company (Mountain Group).
Commitments made prior to March 1, 1944, will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after March 1, 1944, at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1944, will apply to extensions of said commitments for any period or periods up to and including February 29, 1945, for the same series continuously used. Rates effective March 1, 1944, are applicable to all new broadcast series ordered on and after March 1, 1944.

The rate of discount or the rebate 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 and the contract is cancelled.
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

GENERAL BROADCAST ADVERTISING
(Gross Rates)
CLASS "A"
(6:00 p.m. to 10:30 p.m.)

1 hour.....	220.00
1/2 hour.....	192.00
1/4 hour.....	138.00
10 minutes.....	107.00
5 minutes.....	64.00

(This listing continued on next page)

DENVER—Continued
K O A—Continued

CLASS "B"
(12:00 noon to 8:00 p.m. Sundays)

1 hour.....	240.00
1/2 hour.....	144.00
1/4 hour.....	96.00
10 minutes.....	80.00
5 minutes.....	48.00

CLASS "C"
(10:30 p.m. to 11:15 p.m. and 9:00 a.m. to 6:00 p.m. daily except Sunday afternoon)

1 hour.....	160.00
1/2 hour.....	96.00
1/4 hour.....	64.00
10 minutes.....	54.00
5 minutes.....	32.00

CLASS "D"
(11:15 p.m. to 12:00 midnight and 7:00 a.m. to 9:00 a.m.)

1 hour.....	107.00
1/2 hour.....	64.00
1/4 hour.....	43.00
10 minutes.....	36.00
5 minutes.....	21.00

CLASS "E"
(12:00 midnight to sign-off and sign-on to 7:00 a.m.)

1 hour.....	80.00
1/2 hour.....	48.00
1/4 hour.....	32.00
10 minutes.....	27.00
5 minutes.....	16.00

CLASS "F" SERVICES

Musical Clock—Broadcast prior to 9:00 a.m., Monday through Saturday. Program cost includes transcriptions and/or records. Additional charge for live talent.

	Time Cost	Program Cost
	Gross	Net
Six days weekly:		
1 hour unit.....	480.00	60.00
1/2 hour unit.....	288.00	30.00
1/4 hour unit.....	192.00	15.00
Three days weekly:		
1 hour unit.....	320.00	30.00
1/2 hour unit.....	192.00	15.00
1/4 hour unit.....	128.00	7.50

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," "E" and "F."

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, payable currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates:

Less than 64.00 weekly.....	None
64.00 or more but less than 128.00 weekly.....	2-1/2%
128.00 or more but less than 192.00 weekly.....	5%
192.00 or more but less than 256.00 weekly.....	7-1/2%
256.00 or more but less than 320.00 weekly.....	10%
320.00 or more but less than 384.00 weekly.....	12-1/2%
384.00 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. The rebate will be due and payable currently only on firm portions of qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebates established by the original series. Otherwise each additional series shall establish separate rebate years.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. 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.

ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

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 only may be combined to earn lower frequency rates.

Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

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

1 minute.....	1 tl.	10 tl.	25 tl.	50 tl.	100 tl.	(†)
1 minute.....	32.00	30.40	28.80	27.20	25.60	24.00

(10:30 p.m. to 8:00 p.m.)

1 minute.....	16.00	15.20	14.40	13.60	12.80	12.00
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(†) 300 or more times.

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:

1 tl.	10 tl.	25 tl.	50 tl.	100 tl.	(†)
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Per participation..... 24.00 22.80 21.60 20.40 19.20 18.00

Program and talent cost, 5.00 net per participation.
(†) 300 or more times.

Station Break Announcements

Maximum length—live 25 words, transcribed 12 seconds:

6:00 p.m. to 10:30 p.m., net.....	82.00
10:30 p.m. to 8:00 p.m., net.....	16.00

SPECIAL SERVICES

KOA Alarm Clock Club: 50 words, Monday through Saturday, 5:30 a.m. to 6:30 a.m., six announcements weekly, per week 48.00 net time cost plus 5.00 talent cost.

Daily announcements prior to 6:00 p.m., 50 words, seven announcements weekly, net, per week 72.00.

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

TRANSCRIPTIONS
Regular rates apply.

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 staff announcer or except where a fee is required by any governing labor organization.


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 33-1/8" and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—Lloyd E. Yoder.
Asst. Mgr. in Charge of Commercial Activities—James R. MacPherson.
Sales Promotion Manager—Charles H. Phillips.
Asst. Mgr. in Charge of Engineering—Robert H. Owen.

Representatives
National Broadcasting Company, Inc., (Spot Sales.)

K P O F
(Established 1928)



Owned and operated by Pillar of Fire, 1845 Champa St., Denver 2, Colo.
Wave—Power—Time
Operating power—1,000 watts.
330.7 meters; 910 kilocycles.
Does not sell time.

K V O D
(Established 1925)




BLUE NETWORK STATION




Rates effective November 15, 1944. (Card No. 11.)
Owned and operated by Colorado Radio Corporation, Business Offices and Studios—1022 Midland Savings Bldg., Denver, Colo., Tabor 2291.
Transmitter—North of Denver, Colo.
(This listing continued on next page)

★ FEW STATIONS IN THE NATION CAN EQUAL KOA'S DOMINANCE!



SURE THEY'RE USING KOA!

IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN Power!

KOA is the dominating force in its "area of influence." This includes Colorado and adjoining states.

It's probably the only U. S. station with over three times the power of all competing stations in the city wherein it is located and with nearly double the power of all stations in the state it serves.

With its 50,000 watts, KOA carries your messages to more radio families at lower cost per listener than any other Denver station or combination of stations in Denver or Colorado.

KOA's big story is results for advertisers. Power is the big reason for KOA's results! When KOA listeners hear your message they respond!

FIRST in DENVER

MORE THAN THE OTHER FOUR

POWER 50,000 Watts
PROGRAMS Top NBC Shows
COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY* 59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE** 68.8%

50,000 watts 850 KC

*NBC Survey - 1977 Cities
**Ross-Federal Survey

Represented by NBC SPOT SALES

★ 1945 RADIO'S 25th ANNIVERSARY—PLEGGED TO VICTORY!

PUEBLO

(Pueblo County)

K G H F

(Established 1928)

Rates effective July 1, 1944. Owned and operated by C. P. Ritchie. Studio—Pueblo Savings & Trust Co., Bldg., P. O. Box 293, Pueblo, Colo., telephone 3877. Transmitter—U. S. Highway No. 87, south of Pueblo, Colo. Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 222.2 meters; 1350 kilocycles. Licensed to operate full time. Operates on Mountain War Time. Agency Commission 15% on net charges for station facilities to recognized advertising agencies; no cash discount. Bills due and payable when rendered.

General Advertising For combination rates see American Broadcasting Company, Inc. (Mountain Group). The following rates are for national advertising.

GENERAL BROADCASTING

Table with columns for time slots (6:00 p.m. to 12:00 noon, 12:00 noon to 6:00 p.m., 6:00 p.m. to 10:00 p.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or less).

CLASS "B"

Table with columns for time slots (6:00 a.m. to 12:00 midnight, 12:00 noon to 6:00 a.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or less).

POLITICAL

One time "Class A" rates apply; no frequency discount.

TALENT

Rates on request. Additional charge is made where more than one announcer is necessary.

REMOTE CONTROL

Additional charges are made for programs originating outside the studios.

TRANSCRIPTIONS

Regular rates apply. Contract and Other Requirements Rates are for station time only. Preferred position governed by priority and availability of time.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings. Personnel Manager—Curtis P. Ritchie. Commercial Manager—Maxson I. Stevens. Representatives Joseph Hershey McGilvra Inc.

STERLING

(Logan County)

K G E K

(Established 1928)

Rates effective March 1, 1944. (Card No. 15.) Owned and operated by Elmer G. Beeher. Business Office and Studio—Fleming Road, Sterling, Colo., telephone 879. Transmitter—Fleming Road, Sterling, Colo.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1280 kilocycles. Licensed to operate on local channel. Operates on Mountain War Time. Operating schedule: Sundays 11:00 a.m. to 12:15 p.m., and 2:30 p.m. to 3:30 p.m.; daily 11:30 a.m. to 1:30 p.m.; Tuesday and Friday nights 7:15 p.m. to 8:45 p.m.

Agency Commission 15% on broadcasting to recognized advertising agencies providing payment is made by 10th of month following service; no cash discount. General Advertising For combination rates see Keystone Network. The following rates are for national advertising.

Table with columns for time slots (11:30 a.m. to 1:30 p.m., 7:15 p.m. to 8:45 p.m.) and rates for various durations (1/2 hour, 1/4 hour, 5 minutes, 1 minute, 50 words).

SPECIAL FEATURES

Newscafe—35 word spot daily, three months' contract, per month 45.00; six months' contract, per month 42.00. Scheduled on 1/4 hour news program. Live stock, markets and weather reports—50 word spot daily, two months' contract, per month 37.50; six months' contract, per month 32.00.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Representatives None.

CONNECTICUT

CONNECTICUT STATE NETWORK

270 Atlantic St., Stamford, Conn., Stamford 4-7575. Rates effective August 1, 1943. (Card No. 3-A.)

Comprised of:

- WNAB—Bridgeport WNLC—New London WTHH—Hartford WSHR—Stamford WELI—New Haven WATR—Waterbury

Wave—Power—Time See individual listings.

Agency Commission 15% on net charges for station facilities to recognized agencies; no cash discount. No commission on program costs, production charges or talent. Bills due and payable on 10th of month following broadcast.

General Advertising Following rates are for identical programs or announcements on the six member stations. Rates include music copyright fees.

Table with columns for time slots (11:30 a.m. to 1:30 p.m., 1:30 p.m. to 5:00 p.m., 5:00 p.m. to 11:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes).

POLITICAL AND SPECIAL EVENTS No frequency discounts. Payment for services must be made in advance and checks made payable to network. Closing time: script should be submitted to originating station for examination at least 24 hours before broadcast time.

Table with columns for time slots (Nighttime, Daytime) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour).

Line Charges Rates shown include line costs established on a permanent basis.

Contract and Other Requirements Combination of period broadcasts and announcements not allowed to earn larger discounts. Contracts may not exceed one year's duration. Frequency discounts allowed retroactively within contractual periods.

Personnel President—Harold H. Meyer. Representatives New York—Helen Wood. Boston—Bertha Bannan.

BRIDGEPORT

(Fairfield County)

W I C C

(Established 1928)

Rates effective July 1, 1944. (Card No. 12.) Owned and operated by The Yankee Network. Business Office and Studio—Hotel Stratfield, Bridgeport 1, Conn., Bridgeport 6-1121. Transmitter—Pleasure Beach, Bridgeport, Conn.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 500 meters; 600 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time. Operating schedule: 20 hours daily.

Agency Commission 15% on net station time to recognized advertising agencies; no cash discount. No commission on talent or line charges. Charges for facilities are payable immediately after each broadcast.

General Advertising For combination rates see Yankee Network and Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees. Actual time is: 1 hour, 59:20 minutes; 3/4 hour, 44:20 minutes; 1/2 hour, 39:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes.

MUSICAL OR DRAMATIC PROGRAMS

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 10:30 p.m. to 12:00 p.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes).

(1:00 p.m. to 6:00 p.m. Sundays) 1 hour—120.00 3/4 hour—98.00 1/2 hour—72.00 1/4 hour—48.00 5 minutes—24.00 (12:00 midnight to 8:00 a.m. daily) 1 hour—54.00 3/4 hour—48.00 1/2 hour—32.00 1/4 hour—22.00 5 minutes—11.00

DISCOUNTS

Time discounts apply to total broadcasts in each classification for the same sponsor within the current year. No time discounts on talent or line charges. Less than 36 times... 28 to 51 times... 52 to 103 times... 104 to 155 times... 156 to 207 times... 208 or more times... 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.

ANNOUNCEMENTS

Service announcements before or after news—limited to two announcements before news and two announcements after news; 100 words maximum: 6:00 p.m. to 10:30 p.m., per week (7 days) 140.00 8:00 a.m. to 8:00 p.m. and 10:30 p.m. to 12:00 midnight, per week (7 days) 70.00 Participating announcements—125 words or one minute transcription: 8:00 p.m. to 10:30 p.m. daily 16.00 8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight daily 8.00 12:00 midnight to 8:00 a.m. daily 6.00 Station break announcements between programs—30 words or 15 seconds transcription: 8:00 p.m. to 10:30 p.m. daily 16.00 Before 6:00 p.m. and after 10:30 p.m. (except Sunday afternoon) 8.00 1:00 p.m. to 6:00 p.m. Sundays 12.00

TALENT

Rates and details 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 sales and merchandising departments and publicity and public relations department available.

Contract and Other Requirements Rates are for facilities of the station only. Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. No contract accepted for more than one year. All productions must conform to station's standard of ethics in broadcasting. The Better Business Bureau and the Proprietary Association are consulted on commercial continuities.

Closing Time 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 turntables.

Personnel Chairman of the Board—John Shepard, 3rd. Station Supervisor—Joseph Lopez. Exclusive National Representatives Edward Petry & Company, Inc.

WNAB

(Established 1941)

Rates effective October 1, 1943. (Card No. 2.) Owned and operated by Harold Thomas. Business Office and Studio—991 Broad St., Bridgeport, Conn. Transmitter—Locomotive Point, Bridgeport, Conn.

Wave—Power—Time Operating power—250 watts. 298.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Operating schedule: Sundays 9:00 a.m. to 13:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies on station time only; no cash discount. Bills rendered monthly; due end of month.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network) and Connecticut State Network. The following rates are for national advertising and include music copyright fees. ASCAP, BMI, SESAC licenses. Also sold in combination with WATR, Waterbury, Conn. Combination rates on request.

Table with columns for time slots (11:30 a.m. to 1:30 p.m., 1:30 p.m. to 7:00 p.m., 7:00 p.m. to 10:30 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, Chain break).

(After 6:00 p.m.) 1 hour—43.50 40.80 1/2 hour—25.40 24.90 1/4 hour—17.00 16.00 5 minutes—3.50 3.00 1 minute—4.80 4.40 Chain break—4.80 3.80

TALENT

Rates on request. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

TRANSCRIPTIONS Irregular rates apply. Rate include use of transcription library service.

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

Personnel Station Manager—Levon Thomas. Commercial Manager—James T. Milne. Representatives William G. Rambeau Company.

CONNECTICUT—Cont'd

HARTFORD

(Hartford County)
W D R C
(Established 1922)



Rates effective March 1, 1944. (Card No. 22.)

Owned and operated by W D R C, Inc.
Business Office and Studio—750 Main St., Hartford
4, Conn., telephone 7-1188.
Transmitter—Bloomfield, Conn.

Wave—Power—Time

Operating power—5,000 watts.
220.6 meters; 1360 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 mid-night; week days 7:00 a.m. to 12:05 a.m.

Agency Commission

15% to recognized agencies on net station time only; no cash discount. Bills payable as rendered.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).
Time discounts apply to total broadcasts in each classification on the rate card for the same sponsor within the current year.

The following rates are for national advertising.
B.M.I. SESAC, and ASCAP licenses.

ENTERTAINMENT, EDUCATIONAL AND TALKS

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sunday)

	1 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour	190.00	180.50	161.50	152.00	142.50
1/2 hour	114.00	108.80	96.90	91.20	85.50
1/4 hour	78.00	72.20	64.60	60.80	57.00
5 minutes	38.00	36.10	32.30	30.40	28.50

(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 1:00 p.m. Sundays)

	1 hour	95.00	90.25	80.75	76.00	71.25
1/2 hour	57.00	55.15	48.45	45.60	42.75	
1/4 hour	38.00	36.10	32.30	30.40	28.50	
5 minutes	19.00	18.05	16.15	15.20	14.25	

	1 hour	63.33	60.16	53.83	50.66	47.50
1/2 hour	38.00	36.10	32.30	30.40	28.50	
1/4 hour	25.33	24.06	21.53	20.26	19.00	
5 minutes	12.67	12.04	10.77	10.14	9.51	

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

125 words	30.00	28.50	25.50	24.00	22.50
35 words	20.00	19.00	17.00	16.00	15.00

(8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sundays)

125 words	15.00	14.25	12.75	12.00	11.25
35 words	10.00	9.50	8.50	8.00	7.50

	125 words	10.00	9.50	8.50	8.00	7.50
	35 words	6.66	6.38	5.66	5.38	5.00

SPECIAL FEATURES

News: Leased wire service available.
Participation Programs
125 word announcements.
All programs available in 10 and 15 minute periods and feature recorded music.

1 tl.	26 tl.	52 tl.	100 tl.	300 tl.	
Strato-Liner: 7:15 a.m. to 7:55 a.m., Monday through Saturday.....	6.50	6.18	5.58	5.20	4.88
Shoppers' Special: 8:15 a.m. to 9:00 a.m., Sunday, through Saturday..	6.50	6.18	5.58	5.20	4.88
Ad-Liner: 5:05 p.m. to 5:45 p.m., Monday through Friday.....	7.00	6.65	5.95	5.60	5.25
Strictly Swing: Saturday afternoons only.....	7.00	6.65	5.95	5.60	5.25

TALENT

No frequency discounts—rates on request.
REMOTE CONTROL
Equipment available—rates and details on request. Advertiser pays for line installation and line charges. No frequency discounts on line charges.

TRANSCRIPTS

Regular rates apply. No restrictions as to time.
SERVICE FACILITIES
Complete program and production department available to plan, prepare and present programs. Merchandising service, data on request for contracts of size to warrant—rates and details on request.

Contract and Other Requirements
Beer, wine and liquor advertising not accepted. Contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station. Right reserved to refuse or discontinue any advertising for reasons satisfactory to itself. Rates are for the facilities of the station only with services of one announcer in studio. Talent is extra.

Maximum contract one year. Contracts subject to cancellation if program does not start within 30 days. Renewals of contracts are subject to rates then in effect and earn established time discounts on retroactive basis up to a total contract period of one year on continuous broadcasting schedules. Word count of announcements based on actual words spoken. While station does not guarantee announcement positions, it will cooperate to maintain preferred schedules when possible.

All proposals subject to prior sale. Special dramatic script or program continuity and cost of rehearsals payable to station in event broadcast is cancelled. Prior agreement governs cost and payment of script, talent and rehearsals.

Closing Time
All talks, speeches, etc., are to be submitted to station management for approval a minimum of 48 hours before broadcast. Closing time for general publicity is two weeks in advance.

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

Personnel
President—Franklin M. Doolittle.
Commercial Manager—William F. Malo.
Representatives
Paul H. Raymer Company.
Boston—Robert C. Foster.

WHTD
(Established 1925)

Basic Blue Network
Yankee Network Management

Rates effective December 1, 1944. (Card No. 10.)
Owned and operated by The Yankee Network.
Licensed to State Broadcasting Corp.
Business Offices and Studio—54 Pratt St., Hartford 4, Conn., Hartford 7-9131.
Transmitter—Newington, Conn.

Wave—Power—Time
Operating power—5,000 watts.
212.8 meters; 1410 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Operating schedule: 19 hours daily.

Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. Charges for facilities are payable immediately after each broadcast. No commission on talent or line charges.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network) and The Yankee Network.

Rates include music copyright fees.

MUSIC AND DRAMATIC PROGRAMS

(6:00 p.m. to 10:30 p.m. daily)	
1 hour.....	160.00
3/4 hour.....	128.00
1/2 hour.....	96.00
1/4 hour.....	64.00
5 minutes.....	32.00

(1:00 p.m. to 6:00 p.m. Sundays)	
1 hour.....	130.00
3/4 hour.....	96.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	24.00

(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays and 10:30 p.m. to 12:00 midnight daily)

1 hour.....	80.00
3/4 hour.....	64.00
1/2 hour.....	48.00
1/4 hour.....	32.00
5 minutes.....	16.00

(12:00 midnight to 8:00 a.m. daily)	
1 hour.....	54.00
3/4 hour.....	42.00
1/2 hour.....	32.00
1/4 hour.....	22.00
5 minutes.....	11.00

ANNOUNCEMENTS
Service announcements before or after news: Limited to two announcements before news and two announcements after news.

(This listing continued on next page)

It's a Yankee

Hometown Station

—strong in local appeal and in the neighborly, hometown acceptance typical of Yankee stations.

Local programs and Blue programs, with the addition of Yankee features and showmanship, give Hartford home folks the "good listening" they like . . . give the sponsor an alert audience throughout Hartford and its suburban trading zone—coverage that penetrates to every neighborhood shopping area.

WHTD

HARTFORD

(FORMERLY WNBC)

BASIC BLUE NETWORK

Represented by Headley Reed Company

Under **YANKEE NETWORK** Management

HARTFORD—Continued

W H T D—Continued

Seven days per week:
(6:00 p.m. to 10:30 p.m.)

100 words maximum.....	175.00
(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:30 midnight)	
100 words maximum.....	87.50

Participating announcements; 125 words or one minute transcription:

6:00 p.m. to 10:30 p.m.....	20.00
Before 6:00 p.m. and after 10:30 p.m.....	10.00
1:00 p.m. to 6:00 p.m. Sundays.....	15.00

Station break announcements; 80 words or 15 seconds electrical transcriptions:

6:00 p.m. to 10:30 p.m.....	16.00
Before 6:00 p.m. and after 10:30 p.m.....	8.00
1:00 p.m. to 6:00 p.m. Sundays.....	12.00

DISCOUNTS

Time discounts apply to total broadcasts in each classification on the rate card for the same sponsor within the current year. No discount 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, including special features, running continuously for 52 consecutive weeks, earn an additional rebate of 10% based on the lowest billing for any one week.

TALENT

Extra—details 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.

TRANSCRIPTIONS

Regular time charges apply.

SERVICE FACILITIES

Production, sales, merchandising, publicity and public relations departments available.

Contract and Other Requirements

Rates are for facilities of the station only. Maximum length of contract, one year. No blanket contracts accepted. Preferred position governed by priority and availability on contract basis. All productions must conform to station's standard of ethics in broadcasting. The Better Business Bureau and the Proprietary Association are consulted on commercial continuities.

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 turntables for lateral or vertical cut recordings.

Personnel

Chairman of the Board—John Shepard, Srd.
Station Supervisor—Ralph Kanna.

Representatives

Headley-Reed Company.

W H T

(Established 1936)



Rates effective January 1, 1945. (Card No. 7.)

Card received January 22, 1945.

Owned and operated by The Hartford Times.

Business Office and Studio—983 Main St., Hartford 4, Conn.

Transmitter—983 Main St., Hartford, Conn.

Wave—Power—Time

Operating power—250 watts.
243.9 meters; 1250 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:05 a.m.

Agency Commission

15% allowed on station time to recognized advertising agencies; no cash discount. Charges for station time are payable the 10th of month following broadcast.

General Advertising

For combination rates see Yankee Network, Mutual Broadcasting System and Connecticut State Network. Discounts on announcements may not be transferred to a program schedule.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	120.00	72.00	48.00	24.00
26 times.....	114.00	68.40	45.60	22.80
52 times.....	108.00	64.80	43.20	21.60
100 times.....	102.00	61.20	40.80	20.40
300 times.....	96.00	57.60	38.40	19.20

(8:00 a.m. to 6:00 p.m.)

1 time.....	60.00	36.00	24.00	12.00
26 times.....	57.00	34.20	22.80	11.40
52 times.....	54.00	32.40	21.60	10.80
100 times.....	51.00	30.60	20.40	10.20
300 times.....	48.00	28.80	19.20	9.60

(10:30 p.m. to 8:00 a.m.)

One-third of evening rate.

Additional Discounts

Three or more programs weekly on a minimum 52 time contract, 10%; six or more programs weekly on a minimum 100 time contract, 20%.

ANNOUNCEMENTS

Discounts on announcements may not be transferred to a program schedule.

At guaranteed times:

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

	1 tl.	52 tl.	100 tl.	300 tl.
One minute.....	10.00	9.50	9.00	8.00
Station break.....	8.00	7.60	7.20	6.40

(8:00 a.m. to 6:00 p.m.)

One minute.....	7.00	6.85	6.30	5.60
Station break.....	5.00	4.75	4.50	4.00

Announcements after 10:30 p.m. and before 8:00 a.m. earn daytime rates.

Announcements on group programs—One minute or less:

1 time.....	4.50
52 times.....	4.35
100 times.....	4.00
300 times.....	3.60

Week day programs on run of schedule basis.

Announcements in news—One minute:

8:00 a.m.....	8.00
12:15 p.m.....	8.00
6:00 p.m.....	12.00
11:00 p.m.....	8.00

No frequency discounts.

TALENT

Rates on request. No discounts on talent charges.

SERVICE FACILITIES

Production department plans and produces radio features and program ideas.

Contract and Other Requirements

Preferred position governed by priority and availability on contract basis. All contracts are subject to station approval, network commitments, and governmental regulations. Right reserved to refuse any contract or commercial continuity for reasons satisfactory to themselves.

Closing Time

Closing date is three weeks in advance of program.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Manager—C. Glover DeLaney.

Representatives

J. P. McKinley & Son.

W T I C

(Established 1925)



Rates effective January 1, 1942. (Card No. 14.)

Owned by the Travelers Insurance Company. Operated by Travelers Broadcasting Service Corp. Business Office and Studio—26 Grove St., Hartford, Conn., Hartford 2-3151. Transmitter—Avon, Conn.

Wave—Power—Time

Operating power—50,000 watts.
277.8 meters; 1080 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission allowed on talent charges. Invoices mailed weekly or monthly.

General Advertising

For combination rates see National Broadcasting Company (Basic Network) and New England Regional Network (Basic Stations).

Time discounts apply to total number of periods used within one year for one sponsor. Discounts apply separately for periods used in each classification (time periods, announcements). Any period of less than 15 minutes is to be computed in the announcement classification.

Rates include music copyright fees.

(This listing continued on next page)

SRDS

★ **SUBSCRIBERS ARE THE**

"Who's Who"

of Advertising

CONNECTICUT—Cont'd

HARTFORD—Continued

W T I C—Continued

Table with 2 columns: Time slots (7:00 p.m. to 10:30 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'B'

Table with 2 columns: Time slots (8:00 p.m. to 7:00 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'C'

Table with 2 columns: Time slots (12:00 noon to 6:00 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'D'

Table with 2 columns: Time slots (8:00 a.m. to 6:00 p.m. week days) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'E'

Table with 2 columns: Time slots (7:00 a.m. to 8:00 a.m. week days; 7:00 a.m. to 11:00 noon Sundays; 11:00 p.m. to 11:15 p.m. daily) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'F'

Table with 2 columns: Time slots (11:15 p.m. to 7:00 a.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

ANNOUNCEMENTS

Table with 2 columns: Time slots (6:00 p.m. to 10:30 p.m. daily) and Rates (1 minute, 25 words, 12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily).

SPECIAL FEATURES

News—Leased wire service available in 15 minute periods at regular rates plus 15% for news and announcer.

Table with 2 columns: Time slots (6:00 p.m. to 11:00 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

Women's Radio Bazaar: Participation, Monday through Saturday, 8:30 a.m. to 9:10 a.m.

Table with 2 columns: Time slots (11:15 p.m. to 7:00 a.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

TALENT

Rates on request.

REMOTE CONTROL

Equipment available—rates on request.

TRANSCRIPTIONS

Regular rates and no restrictions as to hours. Library service available—rates on request.

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.

No contract will be accepted for more than one year. All contracts subject to cancellation unless program starts within 60 days.

approval and governmental regulations. Right reserved to refuse or discontinue any advertising.

Closing Time

Complete manuscript must be submitted for 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 turntables.

Personnel

General Manager—P. W. Morency. Sales Manager—Walter Johnson. Sales Promotion—J. F. Clancy.

Representatives

Weed & Company

NEW HAVEN

(New Haven County)

W E L I

(Established 1935)

Rates effective April 1, 1945. (Card No. 10.)

Owned and operated by The City Broadcasting Corp. Business Office and Studio—221 Orange St., New Haven 10, Conn., telephone 8-1133.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. 312.5 meters; 960 kilocycles. Licensed to operate unlimited time on cleared regional channel. Operates on Eastern War Time.

Agency Commission

15% to recognized advertising agencies. Invoices due and payable when rendered. No commissions or discounts on lines, but allowed on talent, when so quoted.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Connecticut State Network. Special discount when WELI is used concurrently with WSYR, WTRY or WKNE.

CLASS 'A'

Table with 2 columns: Time slots (6:00 p.m. to 10:30 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'B'

Table with 2 columns: Time slots (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'C'

(11:30 p.m. to 7:00 a.m.) Class 'B' rates less 50%.

ANNOUNCEMENTS

Announcements at breaks adjacent to higher classification are charged at rate of higher classification.

CLASS 'A'

Table with 2 columns: Time slots (6:00 p.m. to 10:30 p.m.) and Rates (1 minute, 35 words).

CLASS 'B'

Table with 2 columns: Time slots (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.) and Rates (1 minute, 35 words).

CLASS 'C'

(11:30 p.m. to 7:00 a.m.) Class 'B' rates less 50%.

SPECIAL FEATURES

Participating Programs

Timekeeper: Before 9:00 a.m., Monday through Saturday. Women's Program (daytime): Monday through Friday.

POLITICAL

No quantity discount. Contract and Other Requirements: No hard liquor advertising accepted.

All proposals subject to prior booking of time. All contracts accepted subject to station's right to cancel or offer another satisfactory time on 28 days' notice.

Closing Time

Program material must be arranged one week in advance of broadcast date and no changes can be made within four days preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

President—H. C. Wilder. Vice-President—William A. Ripley. General Manager—Richard W. Davis.

Representatives

Headley-Reed Company. Boston—Robert C. Foster.

W N H C

(Established 1944)



Rates received December 8, 1944. (Card No. 1.) Owned and operated by The Elm City Broadcasting Corp. Business Office and Studios—1110 Chapel St., New Haven, Conn., telephone 8-8842.

Wave—Power—Time

Operating power—250 watts. 223 meters; 1340 kilocycles. Licensed to operate unlimited time.

Agency Commission

15% to recognized advertising agencies; cash discount none. No commission on talent or line charges.

General Advertising

CLASS 'A'

Table with 2 columns: Time slots (6:00 p.m. to 10:30 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'B'

Table with 2 columns: Time slots (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

CLASS 'C'

Table with 2 columns: Time slots (7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 1:00 a.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

ANNOUNCEMENTS

CLASS 'A'

Table with 2 columns: Time slots (6:00 p.m. to 10:30 p.m.) and Rates (1 minute, 35 words).

CLASS 'B'

Table with 2 columns: Time slots (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) and Rates (1 minute, 35 words).

POLITICAL

One time rate applies. Not subject to discounts. Representatives: William G. Rambeau Company.

NEW LONDON

(Established 1936)

Rates effective May 1, 1941. (Card No. 9.)

Owned and operated by The Thames Broadcasting Corp. Business Office and Studios—Mohican Hotel, New London, Conn., telephone New London 4900.

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Agency Commission

15% allowed 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 Yankee Network, Mutual Broadcasting System and Connecticut State Network. The following rates are for national advertising.

Table with 2 columns: Time slots (6:00 p.m. to 11:00 p.m.) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

Table with 2 columns: Time slots (1:00 p.m. to 6:00 p.m. Sundays) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

Table with 2 columns: Time slots (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) and Rates (1 hr., 1/2 hr., 1/4 hr., 5 minutes).

Table with 2 columns: Time slots (7:30 a.m. to 8:00 a.m. daily) and Rates (1/2 hr., 1/4 hr., 5 minutes).

ANNOUNCEMENTS

Rates for announcements and electrical transcriptions: (After 6:00 p.m.)

Table with 2 columns: Time slots (1 minute, 35 words) and Rates.

Table with 2 columns: Time slots (1 minute, 35 words) and Rates. (Before 6:00 p.m.)

(This listing continued on page 62)



"Sometimes I wish she'd listen to something besides **WBZ.**"



"Sometimes I wish she'd listen to something besides **WCSH.**"



"Sometimes I wish she'd listen to something besides **WJAR.**"



"Sometimes I wish she'd listen to something besides **WLBZ.**"



"Sometimes I wish she'd listen to something besides **WTIC.**"



"Sometimes I wish she'd listen to something besides **WRDO.**"



"Sometimes I wish she'd listen to something besides **NERN**"

NINETY-SIX and one half percent of New England's shoppers hear and respond to the peak program and power impact of **NERN** stations. How well they respond is indicated by U. S. Department of Commerce figures, which show much higher-than-average retail sales per capita in every one of the six New England States. To

reach these people for a quarter-hour in the daytime costs only \$292 on **NERN**. This gives you stations which, through NBC affiliation and adept local planning, carry the nation's and New England's peak programs. And, per the listings below, they have New England's peak power. When you buy **NERN**, you buy a network.

NERN STATIONS

Frequency	Watts	
WBZ 1030	50,000	Boston, Mass.
WCSH 970	5,000	Portland, Maine
WJAR 920	5,000	Providence, R. I.
WLBZ 620	5,000	Bangor, Maine
WTIC 1080	50,000	Hartford, Conn.
WRDO 1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

New York Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

CONNECTICUT—Cont'd

NEW LONDON—Continued
W N L C—Continued

SPECIAL FEATURES
Melody Lane—Noontime program, daily except Sunday; Program of popular recordings:
125 words..... 5.00
Yawn Patrol—7:35 a.m. Program featuring time, 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.
Less than 51 times..... Net 5%
51 to 99 times..... 5%
100 to 299 times..... 10%
300 or more times..... 15%

POLITICAL
Accepted at regular station rates.

TALENT
Rates on request.

REMOTE CONTROL
Equipment available; wire charges, expenses extra—payable in advance.

SERVICE FACILITIES
Services of production, sales and merchandising departments available.

Contract and Other Requirements
No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis. All talks, programs, political speeches, contests, continuity, etc., must be submitted in advance for review by program director. All contracts subject to station approval and governmental regulations.
Right reserved to refuse or discontinue any advertising.

Closing Time
Complete manuscripts must be submitted for approval one week in advance. Closing date for inclusion in general publicity and printed announcements is 14 days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables

Personnel
Manager—G. J. Morey.
General Business Manager—Edward F. Darrell, Jr.

STAMFORD
(Fairfield County)

W S R R
(Established 1941)



Rates effective January 1, 1945. (Card No. 3.)
Card received December 18, 1944.

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.
214.8 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 11:30 p.m.

Agency Commission
15% to recognized agencies; no cash discount. No commission on talent. Bills due and payable when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Connecticut State Network.
The following rates are for national advertising.

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., 11:00 p.m. to 8:00 p.m., 8:00 p.m. to 11:00 p.m.).

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.)
Table with columns for number of words (1 minute or 100 words, 50 words or chain, break) and rates for different time slots.

SPECIAL FEATURES
News—Leased wire service available in 5 and 15 minute established periods; regular rate plus 25%.
Sports—5 or 15 minute established periods; regular rate plus talent.
"The Famous 1400 Club and Mustnews"—Sold on 1, 5 and 15 minute participations at regular rates. Special events, sports broadcasts, etc., rates on request.

POLITICAL
One time rate applies; frequency discounts.
TALENT
Rates on request.

REMOTE CONTROL
Equipment available—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.

Contract and Other Requirements
No liquor advertising except beer and wine. Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcement for reasons satisfactory to itself. All proposals are subject to prior booking of time. Rates are subject to change without notice.
All broadcasts accepted only when subject matter is, in opinion of station management, of genuine public interest.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral out recordings.

Personnel
General Manager—Harold H. Meyer.
Representatives
New York—Helen Wood.
Boston—Bertha Bannan.

WATERBURY
(New Haven County)

W A T R
(Established 1934)



Rates effective March 1, 1943. (Card No. 8.)
Owned and operated by Harold Thomas.
Business Office and Studio—71 Grand St., Waterbury, Conn., telephone 3-5161.
Transmitter—Baldwin Ave., Waterbury, Conn.

Wave—Power—Time
Operating power—1,000 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: 7:30 a.m. to 12:00 midnight.

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 American Broadcasting Company, Inc. (Basic Network), Yankee Network and Connecticut State Network.
Also sold in combination with WNAB, Bridgeport. Combination rates on request.

MUSICAL AND DRAMATIC PROGRAMS (After 6:00 p.m. week days and after 1:00 p.m. Sundays)
Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various time periods (11 t., 13 t., 26 t., 52 t., 100 t., 114 t., 28 t., 52 t., 104 t., 300 t.).

ANNOUNCEMENTS (After 6:00 p.m. week days and after 1:00 p.m. Sundays)
Table with columns for number of words (100 words or one minute transcription, 50 words or chain, break) and rates for different time slots.

Rates on request.
POLITICAL

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, 9:00 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

When desired talent will be supplied. Estimates and suggestions on request. Organ is available.

REMOTE CONTROL
Equipment available; charges and expenses extra—payable in advance.

TRANSCRIPTIONS
Production department available at no extra cost.

Contract and Other Requirements
Advertising of alcoholic beverages accepted. No contract accepted for more than one year. No blanket contracts accepted.

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 33-1/8 and 78 r.p.m. double turntables.
Personnel
Manager—S. E. Himan.
Representatives
William G. Rambeau Company.



Rates effective April 15, 1944. (Card No. 5.)
Owned and operated by the American-Republican, Inc. Business Offices and Studio—136 Grand St., Waterbury, Conn.
Transmitter—Boydton St., Waterbury, Conn.

Wave—Power—Time
Operating power—1,000 watts.
188.7 meters; 1590 kilocycles.
Licensed to operate full time on clear channel. Operates on Eastern War Time.
Operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills payable weekly.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group) and Columbia New England Network.
The following rates are for national advertising.

MUSICAL AND DRAMATIC PROGRAMS (Nighttime)
Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for Daytime and Nighttime.

ANNOUNCEMENTS (Nighttime)
Table with columns for number of words (1 minute, 35 words) and rates for Daytime and Nighttime.

DISCOUNTS
Discounts apply to total number of broadcasts within one year under original or renewal contracts.
Table with columns for number of times (26, 52, 104, 300) and rates (5%, 10%, 15%, 20%).

PARTICIPATING PROGRAMS
One minute announcements on daytime participating programs; five days per week:
Table with columns for number of announcements (1, 2, 3, 4) and rates (25.00, 45.00, 60.00, 70.00).

FREQUENCY DISCOUNTS
The special weekly rates for one minute announcements on daytime participating programs are subject to frequency discounts on the basis of consecutive weeks used:
Table with columns for number of weeks (13, 26, 52) and rates (5%, 10%, 15%).

POLITICAL
One time general advertising rate applies. No frequency discounts.

REMOTE CONTROL
Additional wire and mechanical charges are made for remote control broadcasts on programs originating outside of station's studios.

TRANSCRIPTIONS
Library service available—rates on request.

SERVICE FACILITIES
Station maintains a program production department and artists' bureau with available musical units and other talent.

Contract and Other Requirements
No contract accepted for more than one year. All contracts subject to station approval and governmental regulations.

Closing Time
Complete manuscript must be submitted for 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 33-1/8 and 78 r.p.m. double turntables for vertical and lateral out recordings.

Personnel
Manager—Erwin J. Frey.
Representatives
Joseph Hershey McMillan, Inc.

DELAWARE

WILMINGTON

(New Castle County)

WDEL

(Established 1922)



Rates effective September 1, 1943. (Card No. 8.)
Owned and operated by WDEL, Inc.
Main Studio—10th and King Sts., Wilmington, Del.,
Telephone 7288.
Transmitter—Governor Printz Blvd., Wilmington, Del.

Wave—Power—Time

Operating power—5,000 watts.
280.9 meters; 1150 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: 6:30 a.m. to 1:00 a.m.

Agency Commission

15% to recognized agencies; no cash discount. No
discount on talent, remote facilities, etc. Invoices
due 20th of month following broadcast.

General Advertising

For combination rates see National Broadcasting
Company (Basic Network).
The following rates are for national advertising. No
restrictions on frequency of broadcasting.

CLASS "A"									
(6:00 p.m. to 11:00 p.m.)					(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)				
1	13	25	32	104	156	280	1	13	25
tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr	180.00	152.00	144.25	137.00	130.00	123.50	117.00	90.00	85.50
1/2 hr	90.00	85.50	81.25	77.25	73.50	70.00	66.50	60.00	57.00
1/4 hr	60.00	57.00	54.25	51.50	49.00	46.50	44.25	30.00	28.50
5 min	30.00	28.50	27.00	25.75	24.50	23.25	22.00		

CLASS "B"										
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)					(After 6:00 p.m.)					
1	13	25	32	104	156	280	1	13	25	
tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	
1 hr	100.00	95.00	90.25	85.75	81.50	77.50	73.75	125 words or one minute transcrip- tion	16.00	15.20
1/2 hr	60.00	57.00	54.25	51.50	49.00	46.00	43.75	50 words or 1/2 minute transcrip- tion	12.00	11.40
1/4 hr	40.00	38.00	36.00	34.25	32.50	31.00	29.50	30 word chain	8.00	7.65
5 min	20.00	19.00	18.00	17.00	16.25	15.50	14.75	break	14.00	13.80

ANNOUNCEMENTS

(After 6:00 p.m.)									
125 words or one minute transcrip- tion	16.00	15.20	14.40	13.70	13.00	12.35	11.75	50 words or 1/2 minute transcrip- tion	12.00
30 word chain	8.00	7.65	7.25	6.90	6.55	6.20	5.85	break	14.00
(Before 6:00 p.m.)									
125 words or one minute transcrip- tion	10.00	9.50	9.00	8.55	8.10	7.70	7.30	50 words or 1/2 minute transcrip- tion	7.50
30 word chain	4.00	3.80	3.60	3.40	3.20	3.00	2.80	break	8.50

SPECIAL FEATURES

News: Leased wire service available.

POLITICAL

One time rate applies; cash in advance.

TALENT

Routine talent available—rates and details on request.

REMOTE CONTROL

Equipment available; line cost and installation fees
are extra.

TRANSCRIPTIONS

Library service available.

SERVICE FACILITIES

Personal calls on trade, letters to trade and news-
paper publicity. Program and production department
available to plan, prepare and present programs.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer
and wine, not accepted.

Price quoting allowed. Right reserved to censor copy.

Contracts subject to station management's approval,
government regulations and network priority. Maxi-
mum contract term, one year. Program contracts and
announcement contracts may not be combined to earn
higher discounts.

All acceptable accounts are subject to the same rate.
No broadcast periods are sold in bulk for resale.
Interruptions of a series of broadcasts necessitated
by the broadcasting of special events of importance
will not affect the advertiser's right to the earned
discounts.

Closing Time

Five days in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Station Executive—Clair E. McCollough.
Station Manager—J. Gorman Walsh.
National Sales Manager—J. Robert Gulick.

Representatives

Paul H. Raymer Company.



WDEL

Wilmington Delaware

This business-getting station with its outstanding listener loyalty covers a consistently prosperous industrial and agricultural area which includes: Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

NBC BASIC NETWORK
IN WILMINGTON, DELAWARE

Represented by
Raymer

DELAWARE—Continued

WILMINGTON—Continued

WILM

(Established 1922)



Rates effective May 1, 1942. (Card No. 7.)

Owned and operated by Delaware Broadcasting Co. Studio—920 King St., Wilmington, Del., telephone 2-2904. Transmitter—Northast Blvd., Wilmington, Del.

Wave—Power—Time

Operating power—250 watts, 266.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission

15% to recognized agencies; no cash discount. No discount on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising

For combination rates see Mutual Broadcasting System. The following rates are for national advertising. No restrictions on frequency of broadcasting.

		CLASS "A"					
		(6:00 p.m. to 11:00 p.m.)					
		1	13	26	52	104	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hr	125.00	120.00	115.00	110.00	105.00	100.00	90.00
1/2 hr	75.00	72.50	70.00	67.50	65.00	62.50	57.50
1/4 hr	47.50	46.00	44.50	43.00	41.50	40.00	35.00
5 min	27.50	26.50	25.50	24.50	23.50	22.50	20.00

		CLASS "B"					
		(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)					
		1	13	26	52	104	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hr	85.00	81.00	77.00	73.00	69.00	65.00	57.00
1/2 hr	55.00	53.00	51.00	49.00	47.00	45.00	40.00
1/4 hr	35.00	33.75	32.50	31.25	30.00	27.50	25.00
5 min	17.50	17.00	16.50	16.00	15.50	15.00	14.00

		ANNOUNCEMENTS					
		(After 6:00 p.m.)					
		125 words or one minute transcrip-	50 words or 1/2 minute transcrip-	30 word chain	break	8.00	7.75
		tion 9.50	tion 7.25	7.00	7.50	7.25	7.00
		8.00	7.75	7.50	7.25	7.00	6.50
		8.50	8.00	7.50	7.00	6.50	6.00

		ANNOUNCEMENTS					
		(Before 6:00 p.m.)					
		125 words or one minute transcrip-	50 words or 1/2 minute transcrip-	30 word chain	break	6.50	6.25
		tion 7.50	tion 5.00	5.00	5.75	5.50	5.00
		8.00	7.75	7.50	7.25	7.00	6.50
		8.50	8.00	7.50	7.00	6.50	6.00

To earn discounts, announcements must be used within 12 month period.

SPECIAL FEATURES

News: Leased wire service available.

POLITICAL

One time rate applies; cash in advance.

TALENT

Rates on request.

REMOTE CONTROL
Equipment available; line cost and installation fees are extra.

TRANSCRIPTIONS
Library service available.

SERVICE FACILITIES
Calls on trade and letters to trade. Program and production department available to plan, prepare and present programs.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted. Price quoting allowed. Right reserved to censor copy. Contracts subject to station management's approval. Government regulations and network priority. Maximum contract term, one year.

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

Personnel
President—Alfred G. Hill.
Station Manager—J. Gorman Walsh.

DISTRICT OF COLUMBIA

WASHINGTON WINX

(Established 1940)

Rates effective August 15, 1942. (Card No. 8.)
Managed and operated by WINX Broadcasting Co. Business Office and Studio—Eighth and Eye Sts., N. W., Washington 1, D. C., Republic 8000. Transmitter—Eighth and Eye Sts., N. W., Washington, D. C. Booster amplifier located on the grounds of the American University in the northwest section of Washington.

Wave—Power—Time
Operating power—250 watts, 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Operating schedule: 19 hours daily.

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

General Advertising
The following rates are for national advertising and include music copyright fees. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

		CLASS "A"					
		(1:00 p.m. to 11:00 p.m. daily)					
		1	13	26	52	78	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hour	90.00	85.50	81.00	76.50	72.00	67.50	63.00
1/2 hour	54.00	51.30	48.60	45.90	43.20	40.50	37.80
1/4 hour	36.00	34.20	32.40	30.60	28.80	27.00	25.20
10 minutes	31.50	29.93	28.36	26.79	25.22	23.65	22.08
5 minutes	18.00	17.10	16.20	15.30	14.40	13.50	12.60

		CLASS "B"					
		(9:00 a.m. to 1:00 p.m. week days, 7:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 1:00 a.m. daily)					
		1	13	26	52	78	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hour	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hour	36.00	34.20	32.40	30.60	28.80	27.00	25.20
1/4 hour	24.00	22.80	21.60	20.40	19.20	18.00	16.80
10 minutes	21.00	19.95	18.90	17.85	16.80	15.75	14.70
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00	8.40

		CLASS "C"					
		(1:00 a.m. to 6:00 a.m. daily if and when available)					
		1	13	26	52	78	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hour	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hour	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hour	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 minutes	17.50	16.63	15.76	14.89	14.02	13.15	12.28
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50	7.00

		ANNOUNCEMENTS					
		CLASS "A"					
		100 words or 50 word station	break	9.00	8.55	8.10	7.65
		7.25	7.20	6.75	6.30		

		CLASS "B"					
		(9:00 a.m. to 1:00 p.m. week days, 7:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 1:00 a.m. daily)					
		100 words or 50 word station	break	6.00	5.70	5.40	5.10
		4.80	4.50	4.20	3.90	3.60	3.30

		CLASS "C"					
		(1:00 a.m. to 6:00 a.m. daily if and when available)					
		100 words or 50 word station	break	5.00 <th>4.75 <th>4.50 <th>4.25 </th></th></th>	4.75 <th>4.50 <th>4.25 </th></th>	4.50 <th>4.25 </th>	4.25
		3.75 <th>3.50 <th>3.25</th> <th>3.00</th> <th>2.75</th> <th>2.50</th> </th>	3.50 <th>3.25</th> <th>3.00</th> <th>2.75</th> <th>2.50</th>	3.25	3.00	2.75	2.50

SPECIAL FEATURES
"Wake Up With WINX" 6:00 a.m. to 9:00 a.m. week days:
1 time..... 7.00 52 times..... 5.95
13 times..... 6.65 100 times..... 5.60
26 times..... 6.30 300 times..... 5.25
"Wake Up With WINX"—One announcement week days and one Class "A" Sunday, per week 39.00 net. News—Broadcast every hour on the hour. Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs.

TRANSCRIPTIONS
Library service available; regular rates apply.

SERVICE FACILITIES
Services of staff announcers are available at no additional charge except where a fee is required by the local AFMA contract.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not acceptable. Maximum contract one year. Programs subject to approval. Foreign language programs not accepted. Programs and announcements cannot be combined to earn frequency discounts.

Discounts are allowed immediately only on firm non-cancellable contracts. On contracts containing cancellation privileges by the station or by the advertiser discounts will be rebated as earned. On any breach of firm or non-cancellable contract rates will be adjusted in accordance with rate card to advertiser and to agency. Interruption of a series necessitated by the broadcast of special events of importance will not jeopardize the advertiser's right to the rebate.

(This listing continued on next page)



The perfect supplement to personal selling. SRDS strengthens the salesman's effort, prepares the way for him and follows through after him.

WASHINGTON—Continued
W I N X—Continued

Closing Time

Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions close 24 hours in advance. Talks close 48 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnel

Commercial Manager—Norman Well.
Representatives
Forjoe & Company.

WMAL
(Established 1926)



BLUE NETWORK STATION



Rates effective December 1, 1948. (Card No. 11.)
Owned and operated by the Evening Star Broadcasting Co.
Business Offices and Studios—Trans-Lux Bldg., 14th and New York Ave., N. W., Washington 5, D. C., National 5400.
Transmitter—Near Bethesda, Montgomery County, Md.
Wave—Power—Time
Operating power—5,000 watts.
476.2 meters; 680 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 1:00 a.m.
Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.
Commitments made prior to December 1, 1943, will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts, effective at any time after December 1, 1943, at rates published for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding December 1, 1943, will apply to extensions of said commitments for any period or periods up to and including November 30, 1944, for the same series continuously used. Rates effective December 1, 1943, are applicable to all new broadcasts series ordered on and after December 1, 1943.

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.

GENERAL BROADCAST ADVERTISING

(Gross Rates)

CLASS "A"

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

1 hour.....	250.00
1/2 hour.....	150.00
1/4 hour.....	100.00
10 minutes.....	84.00
5 minutes.....	50.00

CLASS "B"

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

1 hour.....	187.50
1/2 hour.....	112.50
1/4 hour.....	75.00
10 minutes.....	68.00
5 minutes.....	37.50

CLASS "C"

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight, exclusive of Sunday afternoon)

1 hour.....	125.00
1/2 hour.....	75.00
1/4 hour.....	50.00
10 minutes.....	42.00
5 minutes.....	35.00

CLASS "D"

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

1 hour.....	84.00
1/2 hour.....	50.00
1/4 hour.....	34.00
10 minutes.....	28.00
5 minutes.....	17.00

CLASS "E"

SERVICES

Time signals or chain breaks: Live chain breaks are limited to maximum of 35 words, including time signal (optional).
Transcribed chain breaks are limited to 15 seconds.

Each, net..... (6:00 p.m. to 11:00 p.m.)	25.00
6 weekly (Monday through Saturday) (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 6:00 a.m.)	120.00
Each, net..... (Monday through Saturday) 60.00	12.50
Daily announcements: 6 weekly (Monday through Saturday) 125 words live or one minute transcription: 6:00 p.m. to 11:00 p.m., per week.....	120.00
6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 6:00 a.m., per week.....	60.00

The Town Clock—7:00 a.m. to 9:00 a.m., Monday through Saturday. Six announcements, one each week day, \$60.00. Announcements not purchased on weekly basis charged at independent announcement rates.

The Music Box—Monday through Friday. Rates include time, talent and prizes. Five 1 minute announcements, one each week day, per week \$0.00. One minute announcements, not purchased on weekly strip basis, 18.00 net each.
The position of announcements between programs is not guaranteed in relation to adjacent programs, and station management will not be required to notify advertisers of any changes in adjacent programs.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under "General Broadcast Advertising (Gross Rates)" Class "A," "B," "C," "D," and "E."

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Less than 50.00 weekly.....	None
50.00 or more but less than 100.00 weekly.....	2-1/2%
100.00 or more but less than 150.00 weekly.....	5%
150.00 or more but less than 200.00 weekly.....	7-1/2%
200.00 or more but less than 250.00 weekly.....	10%
250.00 or more but less than 300.00 weekly.....	12-1/2%
300.00 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 company shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under "General Advertising (Gross Rates)," Class "A," "B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

WEEKLY FREQUENCY RATES

Separate contracts must be written for periods in different rate classifications (Class "A," "C," or "D"). No grouping of contracts for the purpose of obtaining increased discounts is allowed unless the contracts are with the same advertiser and for periods in the same weekly rate 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.

	(6:00 p.m. to 11:00 p.m.)				
Per week:	3 tl.	4 tl.	5 tl.	6 tl.	7 tl.
1 hour	600.00	775.00	937.00	1,087.00	1,225.00
1/2 hour	360.00	465.00	562.00	653.00	735.00
1/4 hour	240.00	310.00	375.00	435.00	490.00
*10 min.	200.00	260.00	315.00	365.00	410.00
*5 min.	120.00	155.00	187.00	217.00	245.00

CLASS "B"

(12:00 noon to 6:00 p.m. Sundays)
Not available.

	CLASS "C"				
	(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)				
1 hour	300.00	387.00	469.00	544.00	612.00
1/2 hour	180.00	232.00	281.00	326.00	367.00
1/4 hour	120.00	155.00	188.00	218.00	245.00
*10 min.	100.00	130.00	158.00	188.00	205.00
*5 min.	60.00	77.00	94.00	109.00	122.00

(This listing continued on next page)

Now Available!
MARTIN AGRONSKY

6:05 - 6:15 p.m.
Monday thru Friday

Ever since Martin Agronsky returned from four years of dodging bombs and shells on the battlefronts of the world, his nightly news commentary has been a popular feature in Washington. For the first time since he went on WMAL more than two years ago, he is available for exclusive sponsorship at this new time, immediately following the 6:00-6:05 p.m. headline news summary. His penetrating analysis of the news has established his popularity with an audience that will follow him at his new time.



For Complete Information, Call
Your BLUE SPOT SALES Representative, or

WMAL
BASIC BLUE NETWORK

5000 WATTS

630 K.C.

Owned and Operated By
The Evening Star Broadcasting Company
724 14th St., N. W. Washington, D. C.

Represented Nationally by BLUE SPOT SALES in
New York, Chicago, Detroit, Hollywood & San Francisco

DIS. OF COLUMBIA—Cont'd

WASHINGTON—Continued

W M A L—Continued

Per week:	CLASS "D"				7 tl.
	(12:00 midnight to 6:00 a.m.)	4 tl.	5 tl.	6 tl.	
1 hour	200.00	260.00	312.00	362.00	409.00
1/2 hour	120.00	155.00	187.00	217.00	245.00
1/4 hour	80.00	104.00	125.00	145.00	162.00
*10 min.	67.00	86.00	105.00	122.00	137.00
*5 min.	40.00	52.00	62.00	69.00	82.00

(* Available in restricted periods.)

Discounts on Weekly Frequency Rates

Discounts on Weekly Frequency Rates allowed for number of consecutive weeks scheduled within one year:

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

INDEPENDENT ANNOUNCEMENTS AND COOPERATIVE FEATURE

Independent Announcements Limited to 125 words live or one minute transcription: (6:00 p.m. to 11:00 p.m.)

125 words or one minute transcription:		
Less than 18 times	25.00	52 times..... 21.25
13 times.....	28.75	104 times..... 20.00
28 times.....	22.50	260 or more times.... 18.75

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

125 words live or one minute transcription:		
Less than 18 times	11.50	52 times..... 10.63
13 times.....	11.88	104 times..... 10.00
28 times.....	11.25	260 or more times.... 9.88

Ruth F. Crane: Women's Participation Program:

Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by Ruth Crane from material supplied by client. Rate includes time and talent.

Per participation (Monday through Friday—11:30 a.m. to 12:00 noon):

Less than 13 times	25.00	52 times..... 21.25
13 times.....	23.75	104 times..... 20.00
28 times.....	22.50	260 or more times.... 18.75

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. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates. Evening announcements 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.

SPECIAL FEATURES

News, Music, and Special Events—rates on request.

LECTURES AND TALKS
Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement.

REMOTE CONTROL

Additional charges are made for remote control programs and for programs requiring special production.

TRANSCRIPTIONS
Regular rates apply.

SERVICE FACILITIES

In arranging and presenting programs, the advisory services of staff engineers and the station's program department will be rendered without charge. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization.

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods 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. 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 and service 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 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

Manager—K. H. Berkeley.
Sales Manager—Ben B. Baylor, Jr.
Representatives
Blue Spot Sales.

WOL
(Established 1924)



Rates effective January 1, 1945. (Card No. 8.)
Owned and operated by Cowles Broadcasting Co.
Business Office and Studio—1827 "K" St., N. W., Washington 6, D. C. Metropolitan 0010.
Transmitter—Ager Road, Chillum, Md.

Wave—Power—Time

Operating power—1,000 watts.
238.1 meters; 1280 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 1:05 a.m.; week days 5:30 a.m. to 1:05 a.m.

Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent. Bills due and payable 10th of following month.

General Advertising

For combination rates see Mutual Broadcasting System. Rates include music copyright fees.
One hour is 59-1/2 minutes; one-half hour is 29-1/2 minutes; one-quarter hour is 14-1/2 minutes.
Discounts retroactive as earned.

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

	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....	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
10 minutes	60.00	57.00	54.00	51.00	48.00	45.00
5 minutes	40.00	38.00	36.00	34.00	32.00	30.00
*1 minute or less.....	25.00	23.75	22.50	21.25	20.00	18.75

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

1 hour....	150.00	142.50	135.00	127.50	120.00	112.50
1/2 hour....	90.00	85.50	81.00	76.50	72.00	67.50
1/4 hour....	60.00	57.00	54.00	51.00	48.00	45.00
10 minutes	45.00	42.75	40.50	38.25	36.00	33.75
5 minutes	30.00	28.50	27.00	25.50	24.00	22.50
*1 minute or less.....	18.75	17.81	16.88	15.94	15.00	14.06

CLASS "C"
(7:00 a.m. to 6:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays and 10:30 p.m. to 12:00 midnight daily)

1 hour....	100.00	95.00	90.00	85.00	80.00	75.00
1/2 hour....	60.00	57.00	54.00	51.00	48.00	45.00
1/4 hour....	40.00	38.00	36.00	34.00	32.00	30.00
10 minutes	30.00	28.50	27.00	25.50	24.00	22.50
5 minutes	20.00	19.00	18.00	17.00	16.00	15.00
*1 minute or less.....	12.50	11.88	11.25	10.63	10.00	9.38

CLASS "D"
(12:00 midnight to 1:05 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
10 minutes	12.00	11.40	10.80	10.20	9.60	9.00
5 minutes	8.00	7.60	7.20	6.80	6.40	6.00
*1 minute or less.....	5.00	4.75	4.50	4.25	4.00	3.75

Copy limitations—chain break announcements: before 6:00 p.m. 35 words; after 6:00 p.m., 25 words. Transcribed chain break announcements—limit 15 seconds.

(* Frequency discounts beyond 260 times: 500 times, additional 5%; 750 times, additional 10%; 1,000 times, additional 15%.)

SPECIAL FEATURES

The Musical Clock: 8:30 a.m. to 9:00 a.m., Monday through Saturday. Announcements—regular rates apply; news programs—regular rates plus talent cost:

5 minutes, per program, net.....	7.50
10 minutes, per program, net.....	12.50
15 minutes, per program, net.....	17.50

Listen Ladies: 9:30 a.m. to 10:00 a.m., Monday through Friday. One minute participations, one, three or five times per week—regular rates apply.

POLITICAL

Rates on request.

REMOTE CONTROL

Complete remote pick-up equipment available—details on request.

(This listing continued on next page)

THE NEWS STATION IN THE NEWS CAPITAL OF THE WORLD

WOL

AP, UP,
WASHINGTON
NEWS WIRE,
MUTUAL and COWLES
PUBLICATIONS . . .

News Services Featuring

FULTON LEWIS, Jr.
BILLY REPAID
WALTER COMPTON
GABRIEL HEATTER
FRANK SINGISER
CECIL BROWN
CEDRIC FOSTER
UPTON CLOSE
BILL CUNNINGHAM
WILLIAM LANG

A Cowles
STATION
HEURICH BUILDING
1627 K St., N.W., Wash. 6, D. C.
Represented Nationally
by the **KATZ Agency,**
Inc.

WASHINGTON—Continued
W O L—Continued

TALENT

Rates on request.

TRANSCRIPTIONS

No extra charge for use of transcriptions.

SERVICE FACILITIES

Services of the production department and technical staff are included without charge. Merchandising and program publicity service available to station's advertisers for the introduction and maintenance of public dealer interest in program and product.

Contract and Other Requirements

Maximum length of contract one year. All programs must conform to standards of station. Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcement schedule for satisfactory reasons. All programs subject to change of time upon 56 days' notice. All proposals subject to prior booking of time.

Closing Time

Arrangements for talent programs must be made one week in advance. Recorded programs close one day in advance of broadcast.

Mechanical Program Equipment

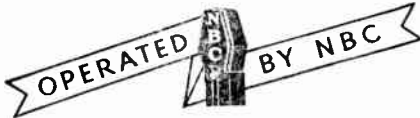
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager—Merle S. Jones.
Sales Manager—Henry V. ...
National Sales Manager—H. T. Enns, Jr., 29 W. 57th St., New York 19, N. Y.
Representatives
The Katz Agency, Inc.

W R C

(Established 1928)



Rates effective March 1, 1944. (Card No. 11.)
Owned and operated by the National Broadcasting Company, Inc.
Business Office and Studio—Trans-lux Bldg., Washington 5, D. C., Republic 4000.
Transmitter—Ager Road, Chillum, Md.

Wave—Power—Time

Operating power—5,000 watts.
306.1 meters; 980 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:30 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. Bills due and payable when rendered. No commission on program charges.

General Advertising

For combination rates see National Broadcasting Company (Basic Network). Commitments made prior to March 1, 1944, will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after March 1, 1944, at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1944, will apply to extensions of said commitments for any period or periods up to and including February 28, 1945, for the same series continuously used. Rates effective March 1, 1944, are applicable to all new broadcast series ordered on and after March 1, 1944. The rate of discount or the rebate 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 and the contract is cancelled. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

GENERAL BROADCAST ADVERTISING

(Gross Rates)

CLASS "A"

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

1 hour.....	300.00
1/2 hour.....	180.00
1/4 hour.....	120.00
10 minutes.....	100.00
5 minutes.....	60.00

CLASS "B"

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

1 hour.....	225.00
1/2 hour.....	135.00
1/4 hour.....	90.00
10 minutes.....	75.00
5 minutes.....	45.00

CLASS "C"

(10:30 p.m. to 11:15 p.m. and 8:00 a.m. to 6:00 p.m. daily except Sunday afternoon)

1 hour.....	150.00
1/2 hour.....	90.00
1/4 hour.....	60.00
10 minutes.....	50.00
5 minutes.....	30.00

CLASS "D"

(11:15 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.)

1 hour.....	100.00
1/2 hour.....	60.00
1/4 hour.....	40.00
10 minutes.....	34.00
5 minutes.....	20.00

CLASS "E"

(12:00 midnight to sign-off and sign-on to 7:00 a.m.)

1 hour.....	75.00
1/2 hour.....	45.00
1/4 hour.....	30.00
10 minutes.....	25.00
5 minutes.....	15.00

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, payable currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates:

Less than 60.00 weekly.....	None
60.00 or more but less than 120.00 weekly.....	2-1/2%
120.00 or more but less than 180.00 weekly.....	5%
180.00 or more but less than 240.00 weekly.....	7-1/2%
240.00 or more but less than 300.00 weekly.....	10%
300.00 or more but less than 360.00 weekly.....	12-1/2%
360.00 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. The rebate will be due and payable currently only on firm portions of qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebate established by the original series. Otherwise each additional series shall establish separate rebate years.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. 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.

ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

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 only may be combined to earn lower frequency rates.

Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

Announcements

(6:00 p.m. to 10:30 p.m.)	1 tl.	10 tl.	25 tl.	50 tl.	100 tl.	(†)
1 minute.....	30.00	28.50	27.00	25.50	24.00	22.50
(10:30 p.m. to 6:00 p.m.)						
1 minute.....	15.00	14.25	13.50	12.75	12.00	11.25
(†) 300 or more times.						

Cooperative Program

Home Forum: Monday through Friday, available to non-competitive producer and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client.

Per partici- pation.....	25.00	23.75	22.50	21.25	20.00	18.75
(†) 300 or more times.						

Station Breaks

Maximum length—25 words live, 12 seconds transcribed:
6:00 p.m. to 10:30 p.m., net..... 30.00
10:30 p.m. to 6:00 p.m., net..... 15.00

REMOTE CONTROL

Additional charges are made for programs requiring special production or originating outside of station's studios. Announcers are available at prevailing AFRA rates.

TRANSCRIPTIONS

Regular rates apply.

SERVICE FACILITIES

Advisory services of station's program department, staff announcers and staff engineers in arranging and presenting programs are included without charge.

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.

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 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

Manager—Carleton D. Smith.
Sales Manager—Mahlon A. Glascock.
Representatives
National Broadcasting Company, Inc., (Spot Sales.)

83.3
Rating!
More Listeners Than The Next 3 Stations Combined!

AVAILABLE FOR SPONSORSHIP
LEIF EID

NEWS COMMENTARY

6:05 to 6:15 P. M.
Monday thru Saturday
(following Esso News)

FIRST in WASHINGTON



Represented by NBC SPOT SALES

DIS. of COLUMBIA—Cont'd

WASHINGTON—Continued

W T O P
(Established 1924)



Washington, D. C., Metropolitan 2200.
Transmitter Route No. 1, Silver Spring, Md.

Operating schedule: Sundays 7:30 a.m. to 1:05 a.m.;
week days 5:45 a.m. to 1:05 a.m.

Agency Commission
15% allowed on net time charges to recognized agencies;

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).

Table with columns for program length (1 hour, 1/2 hour, 15 min, 10 min) and rates for different time slots (6:00-6:30, 6:30-9:00, 9:00-11:00, 11:00-12:00).

GENERAL BROADCASTING TIME RATES

Without Talent
Net time rates after deduction of all applicable discounts.

Per week rates apply within any seven consecutive days.

Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

Table for CLASS "A" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "B"

Table for CLASS "B" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "C"

Table for CLASS "C" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "D"

Table for CLASS "D" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "E"

Table for CLASS "E" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "F"

Table for CLASS "F" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "G"

Table for CLASS "G" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "H"

Table for CLASS "H" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "D"

(11:00 p.m. to 12:00 midnight daily; 7:00 a.m. to 11:00 a.m. Sundays)

Table for CLASS "D" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "E"

Table for CLASS "E" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "F"

Table for CLASS "F" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "G"

Table for CLASS "G" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "H"

Table for CLASS "H" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "I"

Table for CLASS "I" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "J"

Table for CLASS "J" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "K"

Table for CLASS "K" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "L"

Table for CLASS "L" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "M"

Table for CLASS "M" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "N"

Table for CLASS "N" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "O"

Table for CLASS "O" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "P"

Table for CLASS "P" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "Q"

Table for CLASS "Q" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "R"

Table for CLASS "R" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "S"

Table for CLASS "S" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "T"

Table for CLASS "T" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

CLASS "U"

Table for CLASS "U" rates: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 11. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 11.

PARTICIPATING ANNOUNCEMENT PROGRAMS

Table for PARTICIPATING ANNOUNCEMENT PROGRAMS: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

One minute live or electrical transcription:
1-12 wks 60.00 120.00 162.00 216.00 270.00 288.00

Participations: 1 minute or 50 words; Class "E" announcement rates apply.

Breakfast Table News—6:44 a.m. to 7:00 a.m., Monday through Saturday;

Participations: 1 minute; Class "C" announcement rates apply.

Stumpus—5:00 p.m. to 5:30 p.m.—Monday through Friday.

Participations: 1 minute; Class "B" announcement rates apply.

ANNOUNCEMENT PACKAGES

Discounts as earned, except that on non-cancellable contracts, discounts will be allowed currently.

Announcement packages cannot be combined with other services for further discount purposes.

21 announcements or more per week of any type earn special discounts as follows:

Table for ANNOUNCEMENT PACKAGES: 10% to 25% discounts based on number of announcements per week.

DISCOUNTS

Application of Discounts
Programs and announcements may not be combined for any discount purposes.

Weekly Frequency Discounts, all broadcasting under each action may be combined in computing discounts applicable to broadcasting under that section.

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

Where more than one time classification is used, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

- (1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week).

Weekly Frequency Discounts
When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods not vice versa.

Example: An advertiser buys three 60 minute periods in Class "B" on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

Example: An advertiser buys three 60 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday, the rate is then the six day rate for the Class "A" periods and the three day rate for the Class "B" periods.

Weekly Dollar Volume Discount
Schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discount on all broadcasting at General Broadcasting Time Rates.

General announcements, although they may not be combined with programs of five minutes or more in length to earn any discounts, are subject to the following Dollar Volume Discounts separately.

Contracted value of time or general announcements at gross rates:

Table for Weekly Dollar Volume Discount: Less than 170.00 weekly, 180.00 weekly, 200.00 or more but less than 305.00 weekly, etc.

Discounts for consecutive weeks broadcasting applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable Dollar Volume Discount, if any.

SPECIAL FEATURES

News—Leased wire service available. Rates on request. Musicians and announcer costs—rates on request. (This listing continued on next page)

WASHINGTON—Continued
W T O P—Continued

REMOTE CONTROL
Programs originating outside of the studios are subject to special charges.
Rates on request.

TRANSCRIPTIONS
Accepted at regular rates. Library service available—rates on request.

Instantaneous Reference Recordings: Rates subject to additional charge if studio or special facilities are required.

	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
15 minutes or less.....	7.50	15.00	21.50	28.00	34.50	39.50
30 minutes.....	12.50	25.00	35.00	45.00	55.00	63.00
60 minutes.....	20.00	40.00	55.00	70.00	85.00	100.00

Complete mobile unit available—rates on request.
Current ruling of the American Federation of Musicians makes it impossible to record musical programs.

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. Maximum length of contract one year. All programs and advertising copy subject to approval of station.

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

Personnel
General Manager—Carl J. Burkland.
Sales Manager—William D. Murdock.
Representatives
Radio Sales.

WWDC
(Established 1941)



Rates effective September 15, 1944. (Card No. 3.)
Owned and operated by Capital Broadcasting Co.
Business Office and Studio—1000 Connecticut Ave., Washington 6, D. C.
Transmitter—41 Pierce St., N. E., Washington, D. C. Booster transmitter 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 War Time.
Operating schedule—24 hours daily except Sunday. Sign-off 12:00 midnight Sunday to 6:00 a.m. Monday.

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

CLASS "A"		
(6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays)		
1 hour.....	90.00	
1/2 hour.....	54.00	
1/4 hour.....	36.00	
5 minutes.....	18.00	

CLASS "B"		
(10:30 p.m. to 1:00 a.m. and 6:00 a.m. to 6:00 p.m. week days; 6:00 a.m. to 2:00 p.m. and 10:30 p.m. to 12:00 midnight Sundays)		
1 hour.....	60.00	
1/2 hour.....	36.00	
1/4 hour.....	24.00	
5 minutes.....	12.00	

SPOT ANNOUNCEMENTS		
Class "A" Class "B"		
One minute.....	9.00	7.50
One-half minute or station break.....	4.00	5.00

Spot announcements (one minute) between 1:00 a.m. and 6:00 a.m.; six in one week 15.00; 30 in one week 57.00; not subject to frequency discounts.

DISCOUNTS		
1 to 12 times.....	Net	52 to 77 times..... 15%
13 to 25 times.....	5%	78 to 155 times..... 20%
26 to 51 times.....	10%	156 or more times..... 25%

Dollar Volume Discounts
Contracts signed on or after September 1, 1944, are subject to the following dollar volume discounts. Discounts are based on time sales only, after talent fees, line charges, etc., are deducted.

200.00 to 299.99 weekly.....	2-1/2%
300.00 to 399.99 weekly.....	5%
400.00 to 499.99 weekly.....	7-1/2%
500.00 to 599.99 weekly.....	10%
600.00 to 899.99 weekly.....	12-1/2%

These discounts are effective upon completion of 52 weeks of continuous advertising. The lowest week's billing during the advertiser's contract year determines the discount earned.

SPECIAL FEATURES
Early morning participation program with Bob Ellis: 7:00 a.m. to 10:00 a.m., Monday through Saturday. Class "B" rates apply; discounts allowed.
Good Neighbor Club with Betti Allen: 10:35 a.m. to 11:30 a.m., Monday through Friday, and 10:35 a.m. to 11:15 a.m., Saturday. Subject to regular discounts. Per participation, 9.00.
All Sports Parade with Tony Wakeman: 1:00 p.m. to 5:00 p.m., Monday through Saturday. Available in 14 minute periods: 3 times weekly, per week 82.50; 6 times weekly, per week 145.00. One minute station breaks: 1:00 p.m. to 5:00 p.m., Monday through Saturday, 1 to 5 times weekly, each 10.00; 6 times weekly, per week 50.00. Frequency discounts do not apply on All Sports Parade.
"1450 Club" with Jackson Lowe: 8:30 p.m. to 10:30 p.m., Monday through Saturday. Available in one minute and 30 second spots only. Class "B" rates apply; discounts allowed.
Yawn Patrol with Greta Scott: All night news and music show. Class "C" spot rates apply.
News: Leased wire service available.

TALENT
Rates on request.

3 SOLID YEARS ON WWDC!



Morton's have used 22,500 consecutive broadcasts—spots, 1/4 hours and on Sunday three 1/2 hour programs!

Three years is a long time. Long enough to prove that once a smart merchandiser—always a smart one. For Morton's has grown big!

Since they started on WWDC, Morton's has opened a new building and has added four new departments.

It's nuts-and-bolts facts like those behind Morton's success that give us the idea that if you have something to sell, WWDC can do the job for you. Availabilities sent upon request.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

REMOTE CONTROL
Line and mechanical charges extra—not subject to agency commission.

TRANSCRIPTIONS
Regular rates apply. No extra charge for transcription library service.

SERVICE FACILITIES
Services of station program department are available to advertisers. Program ideas and continuities will be prepared and submitted by station production department on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted. Contracts subject to cancellation by written notice at short rate to date of last program. Maximum contract one year.

All programs, transcriptions and announcements subject to approval. Frequency discounts will be allowed as earned. All discounts allowed must be earned within one year from starting date of contract.

Programs must conform to and advertiser must agree to have his advertising copy comply with laws of United States, District of Columbia, F.C.C. rules and regulations, current Pure Food and Drug Act and any new regulation or revision of same. In order to broadcast programs or announcements of public interest the station reserves the right to cancel, postpone or advance the time of any program scheduled for an advertiser.

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance.

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

Personnel
Station Manager—G. Bennett Larson.
Commercial Manager—Ben Schouse.
Program Director—Norman Reed.
Representatives Weed & Company.

FLORIDA

DAYTONA BEACH

(Volusia County)
W M F J

Rates effective July 1, 1944.
Owned and operated by W. Wright Mech.
Studio—126-1/2 Magnolia Ave., Daytona Beach, Fla.
Transmitter—126-1/2 Magnolia Ave., Daytona Beach.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% on time; no cash discount. Payment due within ten days of broadcast.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
(6:00 p.m. to 1:00 p.m.)

1 hour.....	75.00
1/2 hour.....	45.00
1/4 hour.....	35.00
50 words or less.....	6.00

(7:00 a.m. to 6:00 p.m.)	
1 hour.....	50.00
1/2 hour.....	30.00
1/4 hour.....	20.00
50 words or less.....	5.00

Extra announcements—rates on request.
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.	
1 time weekly.....	5%
2 times weekly.....	10%
3 times weekly.....	15%
4 times weekly.....	20%
5 times weekly.....	25%
6 times weekly.....	30%

SPECIAL FEATURES
News: Leased wire service available.
TALENT
Rates on request.

REMOTE CONTROL
Rates on request.
TRANSCRIPTIONS
Transcription library services available.

SERVICE FACILITIES
Merchandising services, surveys, special reports extra.
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 turntables for vertical or lateral cut transcriptions.
Representatives Cor & Tanz.

FORT MYERS

(Lee County)
WINK
(Established 1940)

Rates effective April 1, 1944.
Owned and operated by Fort Myers Broadcasting Co.
Business Office and Studio—WINK Bldg., Fort Myers, Fla.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: 6:53 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills rendered 1st of each month.
(This listing continued on next page)

FLORIDA—Continued

FORT MYERS—Continued

WINK—Continued

General Advertising

For combination rates see Columbia Broadcasting System (Florida Group) and Keystone Network. The following rates are for national advertising and include music copyright fees.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days; 1:00 p.m. to 10:30 p.m. Sundays)

1 hr.	1 1/2 hr.	2 hr.	3 hr.	4 hr.	5 hr.
60.00	80.00	100.00	120.00	140.00	160.00

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days; 7:00 a.m. to 1:00 p.m. and 10:30 p.m. to 12:00 midnight Sundays)

1 hr.	1 1/2 hr.	2 hr.	3 hr.	4 hr.	5 hr.
50.00	65.00	80.00	95.00	110.00	125.00

ANNOUNCEMENTS

CLASS "A"

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

1 minute or less	8.00	4.75	4.50	4.25	4.00	3.75
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CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

1 minute or less	8.75	8.60	8.40	8.25	8.05	7.85
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SPECIAL FEATURES
News—leased wire service available; sports events, special events and participating programs—rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to commission.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. No contract accepted for longer period than one year. Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class. Contracts are not assignable; are subject to musicians' local, state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of station.

POLITICAL
All broadcasts subject to approval of station management. Quantity discounts retroactive on entire schedule as earned. Station reserves the last 30 seconds of all programs for its use and station identification. Contract renewals subject to rates in effect at time of renewal. Contracts subject to cancellation unless

TALENT
Copy must be submitted and payment made 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS
Rates on request. General advertising rates apply. Rates include use of transcription library service. Programs start within 30 days. Short rate billed where frequency rate is not earned. Station reserves the right to discontinue any advertising announcements, talks or programs for reasons sufficient to the management.

Closing Time
Contracts, announcement copy, transcriptions, talks close one week in advance.

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

Personnel
President—Ronald B. Woodard.
Acting Manager—Mary Martin.

Representatives
John E. Pearson Company.

GAINESVILLE

(Alachua County)

WRUF



Rates effective September 1, 1935. Owned and operated by the State and University of Florida.

Studio—University Campus, Gainesville, Fla., telephone 1000—Ext. 8055.

Transmitter—University Campus, Gainesville, Fla.

Wave—Power—Time
Operating power—5,000 watts until sunset at Denver, Colo., 100 watts thereafter.
322.6 meters; 850 kilocycles.
Operates on Eastern War Time.

Actual operating schedule: Week days 6:00 a.m. to 12:00 midnight, Sundays 7:00 a.m. to 12:00 midnight. Power reduction time: January 8:00 p.m., February 8:30 p.m., March 9:00 p.m., April 9:30 p.m., May 10:00 p.m., June 10:30 p.m., July 10:30 p.m., August 10:00 p.m., September 9:15 p.m., October 8:15 p.m., November 7:45 p.m., December 7:30 p.m.

Agency Commission
Agency commission 15%; no cash discount. Commission does not apply on talent. Bills payable first of month.

General Advertising
For combination rates see Mutual Broadcasting System.

(After 6:00 p.m.)

	hour	1/2	1/4	5 min.	1 min.	1/2 min.
1 time	75.00	50.00	30.00	15.00	7.50	5.00
13 times	71.25	47.50	28.50	14.25	7.12	4.75
26 times	67.50	45.00	27.00	13.50	6.75	4.50
52 times	63.75	42.50	25.50	12.75	6.37	4.25
100 times	60.00	40.00	24.00	12.00	6.00	4.00
150 times	56.25	37.50	22.50	11.25	5.62	3.75
250 times	52.50	35.00	21.00	10.50	5.25	3.50
300 times	48.75	32.50	19.50	9.75	4.87	3.25
350 times	45.00	30.00	18.00	9.00	4.50	3.00
700 times	41.25	27.50	16.50	8.25	4.12	2.75
1,000 times	37.50	25.00	15.00	7.50	3.75	2.50

(Before 6:00 p.m.)

1 time	50.00	30.00	10.00	5.00	3.75	3.50
13 times	47.50	28.50	9.50	4.75	3.56	3.37
26 times	45.00	27.00	9.00	4.50	3.42	3.25
52 times	42.50	25.50	17.00	8.50	4.25	3.16
100 times	40.00	24.00	16.00	8.00	4.00	2.99
150 times	37.50	22.50	15.00	7.50	3.75	2.80
250 times	35.00	21.00	14.00	7.00	3.50	2.61
300 times	32.50	19.50	13.00	6.50	3.25	2.42
350 times	30.00	18.00	12.00	6.00	3.00	2.23
700 times	27.50	16.50	11.00	5.50	2.75	2.04
1,000 times	25.00	15.00	10.00	5.00	2.50	1.85

TALENT
Rates on request.

REMOTE CONTROL
Equipment available—details on request.

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

Personnel
Station Executive—Garland Powell.

Representatives
Burn-Smith Company, Inc.

JACKSONVILLE

(Duval County)

WJAX

(Established 1925)

Rates received September 22, 1935. Owned and operated by City of Jacksonville, Fla. Business Office and Studios—No. 1 Broadcast Place, Jacksonville, Fla., telephone 5-6821. Transmitter—Hyde Park Country Club, Jacksonville, Fla.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights. 322.6 meters; 930 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Operating schedule: 19 hours daily.

Agency Commission
15% to recognized advertising agencies; cash discount 2% of net—10 days from invoice data. Invoices mailed 1st of month.

General Advertising
For combination rates see National Broadcasting Company (Florida Group).

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	190.00	120.00	74.00	37.00
26 times	180.50	114.00	70.80	35.15
52 times	171.00	108.00	66.60	33.30
104 times	161.50	102.00	62.00	31.45
150 times	155.80	98.40	60.68	30.34
195 times	142.50	90.00	55.50	27.75
260 times	133.00	84.00	51.80	25.90

(All other time)

1 time	95.00	60.00	37.00	18.50
26 times	90.25	57.00	35.15	17.58
52 times	85.50	54.00	33.80	16.65
104 times	80.75	51.00	31.45	15.72
150 times	77.90	49.20	30.34	15.17
195 times	71.25	45.00	27.75	13.89
260 times	66.50	42.00	25.90	12.95

(This listing continued on next page)

INDUSTRIAL FLORIDA
will be little affected
by PRODUCTION CUT-BACKS



Jacksonville—WJHP

(Duval County)
City population, 1943 247,500
County population... 280,000
Annual payroll (city) \$100,000,000

Panama City—WDLF

(Bay County)
City population, 1943 33,000
County population... 44,800
Annual payroll (city) \$52,000,000

Pensacola—WCOA

(Escambia County)
City population, 1943 66,834
County population... 88,012
Annual payroll (city) \$17,821,000

Ocala—WTMC

(Marion County)
City population, 1943 8,986
County population... 31,243
Annual payroll (city) \$4,000,000

MANUFACTURING

The valuation of Florida's manufactured products ranging in variety from ships and paper to cigars, food and novelties, approximates \$200,000,000 annually. Climatic and geographical advantages offer strong support for future industrial expansion. Water transportation from excellent Atlantic and Gulf ports convenient to established trade routes, rail service within forty hours of thirty-six states, and complete air transportation to all the nation, as well as to South America, make Florida a logical location for new industries. Never-failing sunshine creates an average mean temperature of seventy degrees—ideal for workers in industry.

North Florida, from Ocala to Jacksonville, and as far west as Pensacola, is Florida's most important industrial region, covered by, and responsive to, the dominant influence of John H. Perry Radio Stations.

John H. Perry Radio Stations
Representatives JOHN H. PERRY ASSOCIATES
310 East 45th Street, New York 17, N. Y.
CHICAGO DETROIT ATLANTA PHILADELPHIA

JACKSONVILLE—Continued
W J A X—Continued

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

1 minute.....	20.00
1 minute.....	10.00

(All other time)

QUANTITY DISCOUNTS
Following discounts apply to spot announcements:

260.00.....	5%
520.00.....	10%
1,040.00.....	15%
2,080.00.....	20%

RECORDINGS OR COMMERCIAL TALKS
Regular rates apply.

TALENT
Rates on request.

REMOTE CONTROL
Equipment available—rates on request.

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

Closing Time
Arrangements for broadcast must be made 15 days in advance of broadcast.

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

Personnel
Mgr. & Chief Engineer—John T. Hopkins, III.

Representatives
New York, Chicago, Detroit and San Francisco—John Blair & Company.
Southeast—Harry E. Cummings.

WJHP
(Established 1940)

Rates effective July 1, 1940. (Card No. 1.)
Owned and operated by The Metropolis Company, (affiliated with the Jacksonville Journal).
Business Office and Studio—Jacksonville Journal Bldg., Jacksonville 1, Fla.
Transmitter—Reed and Alamo Sts., South Jacksonville, Fla.

Wave—Power—Time
Operating power—250 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15%; cash discount 2%—15th of month following service. Bills rendered and payable 1st of month following service.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).

	(6:00 p.m. to 11:00 p.m.)				
	1	1/2	1/4	5	100
	hour	hour	hour	min.	words
1 time....	125.00	67.50	45.00	22.50	10.00
13 times....	118.75	64.12	42.75	21.37	9.50
26 times....	112.50	60.75	40.50	20.25	9.00
52 times....	106.25	57.37	38.25	19.12	8.50
100 times....	100.00	53.99	36.00	17.00	8.00
150 times....	93.75	50.63	33.75	16.87	7.50
300 times....	87.50	47.25	31.50	15.75	7.00

CLASS "B"
(9:00 a.m. to 6:00 p.m.)

1 time....	57.70	34.20	22.50	11.25	5.00
13 times....	53.86	32.49	21.37	10.69	5.70
26 times....	51.03	30.78	20.25	10.12	5.40
52 times....	48.19	29.07	19.12	9.56	5.10
100 times....	45.36	27.36	17.00	9.00	4.80
150 times....	42.52	25.65	15.87	8.44	4.50
300 times....	39.69	23.94	15.75	7.88	4.20

CLASS "C"
(6:00 a.m. to 9:00 a.m. and 11:00 p.m. to 1:00 a.m.)

1 time....	48.00	25.00	17.50	9.00	5.00
13 times....	45.60	23.75	16.63	8.55	4.75
26 times....	43.20	22.50	15.75	8.10	4.50
52 times....	40.80	21.25	14.88	7.65	4.25
100 times....	38.40	20.00	14.00	7.20	4.00
150 times....	36.00	18.75	13.13	6.75	3.75
300 times....	33.60	17.50	12.25	6.30	3.50

Chain break announcements (limited to 30 words), when available, accepted at regular rates.

DISCOUNTS
Discounts may be computed by combining concurring contracts or other contracts in the same calendar year. However, announcements and/or programs of five minutes or more must be computed separately.

SPECIAL FEATURES
Rates do not include talent and are net and non-commissionable. Subject to prior sale; option and details on request.

POLITICAL
One time rates apply. Cash in advance. Copies of talks must be submitted for station approval 24 hours in advance.

REMOTE CONTROL
Remote equipment available.

TRANSCRIPTIONS
One minute transcriptions accepted at 100 word announcement rate. One half minute transcriptions accepted at 50 word announcement rate.

Personnel
Gen'l & Adv. Mgr.—Ted Chapeau.
Production Manager—Ray Herbert Gunckel, Jr.

Representatives
John H. Perry Associates.

WMBR
(Established 1927)

COLUMBIA AFFILIATE



Rates effective January 1, 1944. (Card No. 5.)
Owned and operated by Florida Broadcasting Co. Studio—Atlantic National Bank Bldg., Jacksonville 1, Fla., telephone 5-4387.
Transmitter—South Jacksonville, Fla.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:05 a.m.

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

General Advertising
To advertisers who purchase time on WMBR the facilities of WFOY are made available without charge.

For combination rates see Columbia Broadcasting System (Florida Group).
The following rates are for national advertising and include music copyright fees.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	140.00	84.00	56.00	28.00
13 times.....	133.00	79.80	53.20	26.60

	1 hr.	1/2 hr.	1/4 hr.	5 min.
26 times.....	128.00	75.60	50.40	25.20
52 times.....	119.00	71.40	47.60	23.80
104 times.....	112.00	67.20	44.80	22.40
156 times.....	105.00	63.00	42.00	21.00
260 times.....	98.00	58.80	39.20	19.80

CLASS "B"
(8:00 a.m. to 6:00 p.m.)

1 time.....	70.00	42.00	28.00	14.00
13 times.....	66.50	39.90	26.60	13.30
26 times.....	63.00	37.80	25.20	12.60
52 times.....	59.50	35.70	23.80	11.90
104 times.....	56.00	33.60	22.40	11.20
156 times.....	52.50	31.50	21.00	10.50
260 times.....	49.00	29.40	19.60	9.80

CLASS "C"
(11:00 p.m. to 8:00 a.m.)

1 time.....	45.00	27.00	18.00	9.00
13 times.....	42.75	25.65	17.10	8.55
26 times.....	40.50	24.30	16.20	8.10
52 times.....	38.25	22.95	15.30	7.65
104 times.....	36.00	21.60	14.40	7.20
156 times.....	33.75	20.25	13.50	6.75
260 times.....	31.50	18.90	12.60	6.30

ANNOUNCEMENTS
Announcements limited to 40 words between commercial programs. All other positions limited to 100 words live or 1 minute transcriptions.

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

1 time.....	17.00	50 times.....	14.45
13 times.....	16.15	100 times.....	13.60
26 times.....	15.30	260 times.....	12.75

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

1 time.....	8.50	52 times.....	7.25
13 times.....	8.10	100 times.....	6.80
26 times.....	7.65	260 times.....	6.40

SPECIAL FEATURES
News—Leased wire service available.
(This listing continued on next page)

FOR A "SURE-LOCK" ON SALES IN NORTH FLORIDA



Read This New, Timely
"Glenn Marshall-gram"...

Let's get down to brass tacks on this huge market that most national advertisers are calling the "North Florida bonanza"... First of all, Jacksonville's WMBR rating in a Monday-thru-Friday Conlan survey, proved that in the 48 quarter-hour ratings, WMBR showed an amazing tabulation of firsts, seconds, thirds, and fourths!... By the same token, WFOY, St. Augustine sales-producer, was tabbed for 74.3% of the audience from 8 a. m. to 10 p. m!

Man to man, that's the sort of performance you're interested in, isn't it?... Unless I miss my guess, you'll reach for the phone book to get the number of Weed & Company's nearest office... Let them tell you ALL the facts—about WMBR and WFOY, the North Florida Sales-Twins!... Thanks for your time!

GLENN MARSHALL

WMBR
WFOY

CBS in North Florida
Represented by
Weed & Company

FLORIDA—Continued

JACKSONVILLE—Continued
W M B R—Continued

POLITICAL
No frequency discount.
TALENT
All kinds available. Regular studio orchestra and ensemble can be furnished at moderate rates.

REMOTE CONTROL
All wire and mechanical charges for remote broadcasts, all extra expenses of engineers and operators subject to charge.

TRANSCRIPTIONS
Library service available.

SERVICE FACILITIES
Service of continuity, program, production, publicity and merchandising departments available.

Contract and Other Requirements
Advertising of beer and wine accepted. Right reserved to refuse or discontinue any program or series of programs. Maximum contract one year.

Closing Time
Continuity for programs must be submitted two weeks preceding broadcast date, announcements one week preceding.

Mechanical Program Equipment
Political programs close 24 hours in advance.
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
President—Frank King.
Sales Manager—Glenn Marshall, Jr.
Representatives
Weed & Company.

W P D Q
(Established 1942)

Rates effective February 1, 1944. (Card No. 2.)
Owned and operated by Jacksonville Broadcasting Corp.
Business Office and Studio—Gulf Life Bldg., Jacksonville 1, Fla., telephone 5-6781.
Transmitter—Seven miles west of Jacksonville on Lenox Avenue.

Wave—Power—Time
Operating power—5,000 watts.
236.2 meters; 1270 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:30 a.m. to 12:05 a.m.

Agency Commission
15% to recognized agencies on time only; no cash discount. Bills rendered and due first of month.

General Advertising
For combination rates see Mutual Broadcasting System.

		(6:00 p.m. to 11:00 p.m.)					
		1	15	26	52	78	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hr	150.00	142.50	135.00	127.50	120.00	112.50	105.00
1/2 hr	90.00	85.50	81.00	76.50	72.00	67.50	63.00
1/4 hr	60.00	57.00	54.00	51.00	48.00	45.00	42.00
5 min	30.00	28.50	27.00	25.50	24.00	22.50	21.00
100 words or 40 word chain							
break 10.00	9.50	9.00	8.50	8.00	7.50	7.00	
		(11:00 p.m. to 6:00 p.m.)					
		1	15	26	52	78	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hr	90.00	85.50	81.00	76.50	72.00	67.50	63.00
1/2 hr	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/4 hr	36.00	34.20	32.40	30.60	28.80	27.00	25.20
5 min	18.00	17.10	16.20	15.30	14.40	13.50	12.60
100 words or 40 word chain							
break 7.00	6.85	6.70	6.55	6.40	6.25	6.10	5.95

SPECIAL FEATURES
News—Leased wire service available on the hour.

Time signals, sports special, WPDQ Consumer Approval League—rates on request.

POLITICAL
Rates on request.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs—rates on request. Portable units available.

TRANSCRIPTIONS
Transcriptions, program library, and musical clearance under all licenses held by station available at no extra cost.

SERVICE FACILITIES
Services of staff and announcers in arranging and presenting programs available without extra charge.

Closing Time
Contracts close one week in advance of first broadcast; announcements, 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. single head, for vertical and lateral cut recordings. Instantaneous recording equipment available.

Personnel
General Manager—Robert B. Feagin.
Representatives—George P. Hollingbery Company.

LAKELAND

(Polk County)

W L A K

(Established 1936)



Rate card undated, received March 5, 1945.
Owned and operated by S. O. Ward TR/AS Radio Station.

Business Office and Studio—1412 E. Lime St., Lakeland, Fla., telephone 2127.
Transmitter—Shore Acres, Lakeland, Fla.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 7:15 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

Agency Commission
15% to recognized agencies on station time only; no cash discount. No commission on program or talent unless otherwise agreed. Invoices mailed first of month for services rendered during preceding month. Payable on or before the 15th. Short rate billing rendered if frequency rate is not earned.

General Advertising
For combination rates see National Broadcasting Company (Florida Group).
The following rates are for national and local advertising.

		(6:00 p.m. to 11:00 p.m.)					
		1	13	26	52	78	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hour	75.00	71.25	67.50	63.75	60.00	56.25	52.50
1/2 hour	45.00	42.25	39.50	36.75	34.00	31.25	28.50
1/4 hour	30.00	28.25	26.50	24.75	23.00	21.25	19.50
10 minutes	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 minutes	14.00	13.50	13.00	12.50	12.00	11.50	11.00
		(11:00 p.m. to 6:00 p.m.)					
		1	13	26	52	78	156
		ti.	ti.	ti.	ti.	ti.	ti.
1 hour	45.00	43.00	41.00	39.00	37.00	35.00	33.00
1/2 hour	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hour	21.00	19.75	18.50	17.25	16.00	14.75	13.50
10 minutes	15.00	14.00	13.00	12.00	11.00	10.00	9.00
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50	7.00

FREQUENCY RATES
(Three Periods Per Week)
CLASS "A"
(6:00 p.m. to 11:00 p.m.)

Three 1/2 hours	13 wks.	26 wks.	52 wks.
Three 1/4 hours	90.00	85.50	81.00
Three 10 minutes	60.00	57.00	54.00
Three 5 minutes	40.00	38.00	36.00
	28.00	26.60	25.20

CLASS "B"
(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

Three 1/2 hours	80.00	57.00	54.00
Three 1/4 hours	42.00	39.00	37.80
Three 10 minutes	30.00	28.50	27.00
Three 5 minutes	20.00	19.00	18.00

(Five Periods Per Week)
CLASS "A"
(6:00 p.m. to 11:00 p.m.)

Five 1/2 hours	144.00	129.60	115.20
Five 1/4 hours	96.00	86.40	76.80
Five 10 minutes	64.00	57.60	51.20
Five 5 minutes	44.80	39.32	34.84

CLASS "B"
(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

Five 1/2 hours	96.00	86.40	76.80
Five 1/4 hours	64.00	60.48	53.76
Five 10 minutes	48.00	43.20	38.40
Five 5 minutes	32.00	28.80	25.60

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

1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.
Chain breaks	6.00	5.75	5.50	5.25	5.00
	4.75				

(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
Chain breaks—3.50 3.30 3.10 2.90 2.70 2.50

SPECIAL FEATURES
Weather, time signals, etc., consult station management.
News: Leased wire service available.
Sports—rates on request.

TALENT
Rates on request.
REMOTE CONTROL
Programs broadcast from points outside the studios are subject to special charges.

Closing Time
Contracts close two weeks in advance to make program schedules and publicity releases.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables with both vertical and lateral pick-ups.

Personnel
General Manager—S. O. Ward.
Representatives—John E. Pearson Company.

CHANGE THE RECORD

formerly **WFTL** now **WGBS MIAMI**

710 KC
10,000 Watts

FLORIDA'S MOST POWERFUL

Joins the "Blue" in June!

MIAMI
(Dade County)
WFTL

April 10, 1945, station management informed us that their call letters have been changed to:

WGBS
(Established 1939)



Rates effective October 1, 1944. (Card No. 2.)
Owned and operated by the Fort Industry Company.
Business Office and Studios—Mayfair Theatre Bldg.,
1605 Biscayne Blvd., Miami 36, Fla., telephone
9-2101.

Transmitter—Near Fort Lauderdale, Florida.

Wave—Power—Time
Operating power—5,000 watts.
422.5 meters; 710 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see Mutual Broadcasting System.

CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	200.00	120.00	80.00	40.00	20.00
13 times	130.00	114.00	76.00	38.00	19.00
26 times	180.00	108.00	72.00	36.00	18.00
52 times	170.00	102.00	68.00	34.00	17.00
104 times	160.00	96.00	64.00	32.00	16.00
260 times	150.00	90.00	60.00	30.00	15.00
312 times	140.00	84.00	56.00	28.00	14.00

CLASS "B"
(All other time)

	1 time	13 times	26 times	52 times	104 times	260 times	312 times
1 time	100.00	80.00	40.00	22.00	12.00		
13 times	95.00	57.00	38.00	20.90	11.40		
26 times	90.00	54.00	36.00	19.80	10.80		
52 times	85.00	51.00	34.00	18.70	10.20		
104 times	80.00	48.00	32.00	17.60	9.60		
260 times	75.00	45.00	30.00	16.50	9.00		
312 times	70.00	42.00	28.00	15.40	8.40		

WEEKLY STRIP RATES
CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and all day Sunday)

	13 wks.	26 wks.	52 wks.
One half hour:			
3 times	288.00	270.00	252.00
5 times	420.00	372.00	342.00
6 times	468.00	432.00	396.00
One quarter hour:			
3 times	192.00	180.00	168.00
5 times	268.00	248.00	228.00
6 times	312.00	288.00	264.00
Five minutes:			
3 times	96.00	90.00	84.00
5 times	134.00	124.00	114.00
6 times	156.00	144.00	132.00

CLASS "B"
(All other time)

	13 wks.	26 wks.	52 wks.
One half hour:			
3 times	144.00	135.00	126.00
5 times	201.00	186.00	171.00
6 times	234.00	216.00	198.00
One quarter hour:			
3 times	96.00	90.00	84.00
5 times	134.00	124.00	114.00
6 times	156.00	144.00	132.00
Five minutes:			
3 times	52.80	49.50	46.20
5 times	73.70	68.20	62.70
6 times	85.80	79.20	72.60

SPECIAL FEATURES
Martha Chase: 2:00 p.m. to 2:30 p.m., Monday through Friday; announcements only:
1 13 26 52 104 156 260
tl. tl. tl. tl. tl. tl. tl.
Per ann. 15.00 14.00 13.00 12.00 11.00 10.00 9.00
Jack's Jamboree: 3:00 p.m. to 4:00 p.m., Monday through Friday; announcements or program time. Announcement rate, regular time plus 2.00 per announcement.
Cousin Mac: 7:00 a.m. to 8:00 a.m., Monday through Saturday; announcements only—regular time cost plus 2.00 per announcement.

REMOTE CONTROL
Facilities for remote broadcast origination available.

TRANSCRIPTIONS
Station is equipped to broadcast transcriptions and recordings of all standard types and speeds.

SERVICE FACILITIES
Program department personnel available for program production.

Personnel
General Manager—Robert G. Venn.
Commercial Manager—Miller N. Babcock.
Program Manager—Donald M. Butler.
Promotion Manager—William Skidmore.

Representative:
Headley-Reed Company.

WIOD
(Established 1928)



Rates effective August 1, 1945. (Card No. 18.)
Owned and operated by Isle of Dreams Broadcasting Corporation.
Business Office and Main Studio—News Tower,
P. O. Box 2410, Miami 36, Fla., telephone 5-6444.
Transmitter—Biscayne Bay, Miami, Fla.

Wave—Power—Time
Operating power—5,000 watts.
491.8 meters; 610 kilocycles.
Licensed to operate full time on clear regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% 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 National Broadcasting Company (Florida Group).
Class "A" and "B" may be grouped for quantity discounts; Class "C" and "D" cannot be grouped with any of the other classes.

CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	200.00	120.00	80.00	40.00
13 times	190.00	114.00	76.00	38.00
26 times	180.00	108.00	72.00	36.00
52 times	170.00	102.00	68.00	34.00
104 times	160.00	96.00	64.00	32.00
156 times	155.00	93.00	62.00	31.00
260 times	150.00	90.00	60.00	30.00
312 times	145.00	87.00	58.00	29.00

CLASS "B"
(8:00 a.m. to 6:00 p.m.)

	1 time	13 times	26 times	52 times	104 times	156 times	260 times	312 times
1 time	100.00	80.00	40.00	20.00				
13 times	95.00	57.00	38.00	19.00				
26 times	90.00	54.00	36.00	18.00				
52 times	85.00	51.00	34.00	17.00				
104 times	80.00	48.00	32.00	16.00				
156 times	77.50	46.50	31.00	15.50				
260 times	75.00	45.00	30.00	15.00				
312 times	72.50	43.50	29.00	14.50				

CLASS "C"
(11:00 p.m. to 8:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	75.00	45.00	30.00	15.00
13 times	71.25	42.75	28.50	14.25
26 times	67.75	40.75	27.00	13.50
52 times	64.50	38.50	25.75	12.75
104 times	61.25	36.75	24.50	12.25
156 times	58.00	34.75	23.25	11.75
260 times	55.25	33.00	22.00	11.00
312 times	52.50	31.50	21.00	10.50

CLASS "D"
Announcements
(6:00 p.m. to 11:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
100 words or one minute transcriptions	25.00	24.00	23.00	22.00
200 words (maximum 35 sec)	22.00	21.00	20.00	19.00
100 words or one minute transcriptions (8:00 a.m. to 6:00 p.m.)	13.50	12.00	11.50	11.00
Chain breaks (maximum 31 wds)	11.00	10.50	10.00	9.50
	9.00	8.50	8.00	7.50

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
Contracts must be completed within 12 months from starting date to earn frequency discounts. No retroactive discounts except on renewals for continuous service without lapse of time.
Rates are for time only.

Personnel
General Manager—James M. LeGate.
Commercial Manager—T. O. McCullough.

Representatives
George P. Hollingbery Company,
Southeast—Harry E. Cummings.

IN MIAMI (Dade County) TODAY

383

**MANUFACTURING* PLANTS
GOING FULL BLAST
12 MONTHS A YEAR!**

**Miami's industrial and commercial plants
have an annual payroll of \$93,350,288.**



*A diversified industry, manufacturing almost everything from men's and women's apparel to airplane parts and ships.



National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGate, Gen. Manager
5,000 WATTS * 610 KC * NBC

FLORIDA—Continued

MIAMI—Continued

W Q A M
(Established 1921)

COLUMBIA AFFILIATE



Rates effective January 1, 1945.
Owned and operated by Miami Broadcasting Company, Inc.

Business Office and Studio—327 N. E. First Avenue, Miami, Fla., telephone 26121.

Transmitter—Biscayne Bay at 14th St., Miami, Fla.
Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights. 535.7 meters—560 kilocycles.

Licensed to operate full time on clear regional channel. Operates on Eastern War Time.
Operating schedule: Sunday 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies on station time charges, provided payment is made before 15th of month following broadcast; no cash discount.

General Advertising

For combination rates see Columbia Broadcasting System (Florida Group).
The following rates apply to national advertising. Straight commercial talks not accepted.

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)	
1 hr.	100.00
1 time	150.00
13 times	146.25
26 times	142.50
52 times	135.00
104 times	127.50
156 times	120.00
260 times	116.25
312 times	112.50
(Before 6:00 p.m. and after 11:00 p.m. week days; before 1:00 p.m. Sundays)	
1 time	100.00
13 times	95.00
26 times	90.00
52 times	85.00
104 times	80.00
156 times	77.50
260 times	75.00
312 times	72.50

ANNOUNCEMENTS

Position guaranteed.							
(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sundays)							
1	13	26	52	104	156	260	312
tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 minute electrical transcription or 150 words		22.00	21.50	21.00	20.50	19.50	18.00
100 wds		21.00	20.50	20.00	19.50	18.50	17.00
Chain break electrical transcription or 50 words		20.00	19.50	19.00	18.50	17.50	16.00
(Before 6:00 p.m. and after 11:00 p.m. week days; before 1:00 p.m. Sundays)		1	13	26	52	104	156
1 minute electrical transcription or 150 words		12.50	12.00	11.50	11.00	10.50	9.50
100 wds		11.75	11.25	10.75	10.25	9.75	8.75
Chain break electrical transcription or 50 words		11.00	10.50	10.00	9.50	9.00	8.00

SPECIAL FEATURES

Rates on request **TALENT**
Rates on request. **REMOTE CONTROL**
Service anywhere in Florida. Minimum charge \$5.00.
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 turntables for vertical and lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—F. W. Borton.
Representatives John Blair & Company.

MIAMI BEACH

(Dade County)

W K A T

(Established 1937)



BLUE NETWORK STATION

Rates effective December 15, 1943.
Owned and operated by A. Frank Katsentine.
Business Office and Studio—1759 Bay Road, Miami Beach, Fla.
Transmitter—1759 Bay Road, Miami Beach, Fla.
Wave—Power—Time
Operating power—1,000 watts. 320.6 meters; 1360 kilocycles.

Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

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. No commission on talent, program or production charges.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group).

(6:00 p.m. to 11:00 p.m.)	
1 hr.	140.00
1/2 hr.	84.00
1/4 hr.	56.00
10 min	42.00
5 min	28.00
(8:00 a.m. to 6:00 p.m.)	
1 hr.	70.00
1/2 hr.	42.00
1/4 hr.	28.00
10 min	21.00
5 min	14.00
(11:00 p.m. to 8:00 a.m.)	
1 hr.	48.00
1/2 hr.	28.00
1/4 hr.	19.00
10 min	14.00
5 min	10.00

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.)	
100 wds	12.00
75 wds	10.50
50 wds	9.60
One minute E.T. or 35 word chain	
break 15.00	14.25
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)	
100 wds	7.20
75 wds	6.25
50 wds	5.40
One minute E.T. or 35 word chain	
break 9.00	8.55

Announcements in excess of 100 words but not exceeding one minute will be charged for at the one minute transcription rate. For tie-in announcements in connection with network programs, see Blue Network Company.
CONTIGUOUS RATES
One advertiser may combine programs of 15 minutes or more in length, if such broadcasts occur in the same time bracket on the same day, whether the products are the same or different, to earn a rate based on the combined length of these broadcasts. Discounts in the above cases shall be figured as one program. Frequency cannot be combined with other program units.

Advertisers availing themselves of a combination rate are not entitled to combine prior broadcasts to earn combination frequency discounts. When an advertiser discontinues a combination rate his frequency discounts are discontinued and started anew.

SPECIAL FEATURES

Special participating programs—rates on request.
News—Leased wire service available—regular time charge plus 15%.
Temperature, time and weather reports, copy limited to 25 words, sold at station break rates.

POLITICAL TALENT

Base rate applies; no discount.
Rates on request. Auditions will be made available on short notice.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts at actual cost.

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.

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 turntables for vertical and lateral cut recordings.

Personnel

Gen'l & Com'l Mgr.—John I. Prosser.
Business Manager—C. A. Wampler.
Representatives
Radio Advertising Company.

OCALA

(Marion County)

W T M C

(Established 1939)

Rates effective June 1, 1943.
Owned and operated by the Ocala Broadcasting Co., Inc.
Business Office and Studio—Ocala, Fla.
Transmitter—Anthony Road and Henry St., Ocala, Fla.

Wave—Power—Time
Operating power—250 watts. 201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies. No commission on talent.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.

The following rates are for national advertising.	
ASCAP, BMI, and SESAC licensed. (Day or night).	
1 hr.	40.00
1/2 hr.	24.00
1/4 hr.	16.00
5 minutes	8.00
1 minute	4.00
1/2 minute	3.00

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. Publicity and promotion service available at cost.

Mechanical Program Equipment

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

Personnel

President—John H. Perry.
Manager—T. S. Gilchrist, Jr.
Representatives John H. Perry Associates.

When you sell your product thru **WQAM**
...you sell it to the Nation



CBS AFFILIATE

WQAM
MIAMI

"The Voice of Tropical America"

REPRESENTED BY JOHN BLAIR & CO.

ORLANDO (Orange County) WDBO (Established 1934)



Rates effective April 20, 1945. (Card No. 6-N.) Owned and operated by Orlando Broadcasting Co., Incorporated. Business Office and (Main) Studio—Fort Gatlin Hotel, 563 N. Orange Ave., Orlando, Fla., telephone 6181. Transmitter—Dubred Country Club, Orange County, Fla.

Wave—Power—Time Operating power—5,000 watts. 516.2 meters; 580 kilocycles. Licensed to operate full time on clear regional channel. Operates on Eastern War Time. Operating schedule: 24 hours daily.

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 Columbia Broadcasting System (Florida Group). The following rates are for national advertising and include music copyright fees.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and after 12:00 noon Sundays).

Table with columns for time slots and rates for CLASS 'B' (All other hours).

ANNOUNCEMENTS (5:29 p.m. to 10:30 p.m. week days and all day Sunday)

BULK RATES The following bulk rates are applicable to broadcasts of special events using time in excess of one hour:

Table showing bulk rates for 1 hour up to 1-1/4 hours, 1-1/4 hours up to 1-1/2 hours, etc.

SPECIAL FEATURES Participation announcement rates: (5:29 p.m. to 10:30 p.m. week days and all day Sunday)

Table showing special features rates for 1 minute transcription or 100 words, 10.00 9.50 9.00, etc.

RATES REMOTE CONTROL Complete facilities for handling programs originating outside of the studio are available—rates on request.

SERVICE FACILITIES Merchandising advice of the station staff will be furnished advertisers. Actual cash expenditures to be paid by advertiser.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates quoted are for station time only.

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 turntables for vertical and lateral cut recordings.

Personnel President—Col. Geo. C. Johnston. National Sales Manager—W. G. McBride. Representatives John Blair & Company. Southeast—Harry Cummings.

WLOF (Established 1940)



Rates effective March 15, 1944. (Card No. 8.) Owned and operated by Hazlewood, Inc. Business Office and Studio—Anglebilt Hotel, Orlando, Fla. Transmitter—W. Central Ave., Orlando, Fla.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies on station time only; no cash discount. Bills rendered monthly. Weekly or duplicate billing if requested.

General Advertising For combination rates see American Broadcasting Company, Inc. (Southeastern Group). The following rates are for national advertising and do not include music copyright fees.

Table with columns for time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 or more times) and rates for CLASS 'A' (8:00 p.m. to 12:00 midnight).

Table with columns for time slots and rates for CLASS 'B' (7:00 a.m. to 6:00 p.m.).

POLITICAL One time night rate applies. TALENT Rates on request.

REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Extra charges are not subject to agency commission.

TRANSCRIPTIONS Regular rates apply. Not confined to certain hours. SERVICE FACILITIES Rates include services of production departments.

Closing Time Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 36 hours in advance.

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

Personnel General Manager—Victor Buisset. Representatives Burn-Smith Company, Incorporated.

PALM BEACH (Palm Beach County) WWPQ (Established 1941)



Rates effective October 1, 1944. Owned and operated by the Palm Beach Broadcasting Corp. Business Office and Studio—South Ocean Blvd., Palm Beach, Fla. Transmitter—South 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 War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

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

General Advertising For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Mutual Broadcasting System.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or less) and rates for CLASS 'A' (8:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'B' (All other time).

Table showing DISCOUNTS for 13 to 25 programs (5%), 26 to 38 programs (10%), 39 to 51 programs (15%), 52 to 99 programs (20%), 100 to 149 programs (22-1/2%), 150 to 300 or more programs (25%).

POLITICAL Regular rates apply; payable in advance. TRANSCRIPTIONS Regular rates apply. Transcription library services available.

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

Personnel Pres. & Gen'l Mgr.—Charles E. Davis. Commercial Manager—Don Greenleaf. Representatives None.

PANAMA CITY (Bay County) WDLF (Established 1940)



Rates effective April 1, 1945. Owned and operated by Panama City Broadcasting Company, Incorporated. Business Office and Studio—Panama City, Fla. Transmitter—First and Mercer, Panama City, Fla.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Operates on Central War Time. Operating schedule: 7:00 a.m. to 9:00 p.m.

Agency Commission 15% to recognized advertising agencies on net charges for station time. Cash discount 2%—10 days from date of invoice.

General Advertising For combination rates see Mutual Broadcasting System and Keystone Network.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute announcement) and rates for NIGHTS AND DAYS.

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

SERVICE FACILITIES Services of station's Program Department and staff announcer 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 turntables for lateral and vertical cut recordings.

Personnel General Manager—Byron Hayford. Representatives John H. Perry Associates.

PENSACOLA (Escambia County) WCOA (Established 1936)



Rates effective January 1, 1942. Owned and operated by Pensacola Broadcasting Co. Studio—San Carlos Hotel, Pensacola, Fla. Transmitter—Pensacola Bay, Pensacola, Fla.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 219 meters; 1370 kilocycles. Licensed to operate unlimited time on clear regional channel. Operates on Central War Time.

Agency Commission 15% on station time. Commission does not apply on talent. Cash discount 2% on net—10 days from invoice date. No cash discount on talent. Invoices mailed after completion of broadcast until otherwise arranged.

General Advertising For combination rates see National Broadcasting Company (Southeastern Group). The following rates are for national advertising but do not include music copyright fees.

Table with columns for time slots (1/2 hour, 1/4 hour, 5 minutes, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS 'A' (8:00 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.).

SPECIAL FEATURES Rates on request.

REMOTE CONTROL Rates on request. Closing Time Arrangements for talent programs must be made ten days in advance of broadcast.

Recorded programs close ten days in advance of broadcast. Announcements and talks close five days in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Personnel President—J. H. Perry. Gen'l & Sales Mgr.—Jack Rathbun. Representatives John H. Perry Associates.

FLORIDA—Continued

ST. AUGUSTINE

(St. Johns County)

WFOY

(Established 1936)



Rates effective January 1, 1944. (Card No. 5.)

Owned and operated by Fountain of Youth Broadcasting Company.

Business Office and Studio—Fountain of Youth Gardens, St. Augustine, Fla., telephone 1622.

Transmitter—Fountain of Youth Park, St. Augustine, Fla.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 8:00 a.m. to 12:05 a.m.
Agency Commission
15% on net station time only to recognized agencies; no cash discount.

General Advertising
For combination rates see Columbia Broadcasting System (Florida Group).
To advertisers who purchase time on WMBR the facilities of WFOY are made available without charge. Rates for WFOY furnished on request.

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 11:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class 'B' (8:00 a.m. to 6:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class 'C' (11:00 p.m. to 8:00 a.m.)

ANNOUNCEMENTS
Announcements limited to 40 words between commercial programs. All other positions limited to 100 words live or 1 minute transcriptions.

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 11:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class 'B' (11:00 p.m. to 6:00 p.m.)

SPECIAL FEATURES
News—Leased wire service available.

POLITICAL
No frequency discount.

TALENT
All kinds available. Regular studio orchestra and ensemble can be furnished at moderate rates.

REMOTE CONTROL
All wire and mechanical charges for remote broadcasts, all extra expenses of engineers and operators subject to charge.

TRANSCRIPTIONS
Library service available.

SERVICE FACILITIES
Service of continuity, program, production, publicity and merchandising departments available.

Closing Time
Continuity for programs must be submitted two weeks preceding broadcast date, announcements one week preceding.

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

Personnel
President—Glenn Marshall, Jr.
Gen'l & Sales Mgr.—J. Allen Brown.

Representatives
Weed & Company.

ST. PETERSBURG

(Pinellas County)

WSUN

(Established 1928)



Rates effective October 1, 1941.

Owned and operated by the city of St. Petersburg, Studios and Offices—Recreation Pier, St. Petersburg, Fla.

Transmitter—Bayview, Fla.

Wave—Power—Time
Operating power—5,000 watts.
483.9 meters; 620 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: 24 hours daily.
Agency Commission
15% on net charges for station time only. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 wds, 50 wds) and rates for Class 'A' (6:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 wds, 50 wds) and rates for Class 'B' (9:00 a.m. to 6:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 wds, 50 wds) and rates for Class 'C' (10:30 p.m. to 9:00 a.m.)

SPECIAL FEATURES
Consult station management for rates and details.

TALENT
Rates on request.

REMOTE CONTROL
Special wires are available for Florida network.

TRANSCRIPTIONS
Regular time charges shall apply on transcribed programs, however, station reserves right to make surcharge for handling transcriptions unless otherwise agreed at time of placing order.

SERVICE FACILITIES
Services of WSPB artists service bureau, program and continuity department, also staff announcers, arranging and presenting programs are offered without additional charges.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted. Station does not accept business on a per inquiry basis.

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. turntables.

Personnel
Manager—Norman E. Brown.

Representatives
Weed & Company.

WTSP

(Established 1934)



Rates effective August 4, 1941.

Owned and operated by the Pinellas Broadcasting Company.

Business Office and Studios—Times Bldg., 440 First Ave. South, St. Petersburg, Fla.

Other Office and Studio—Bayshore Royal Hotel, Tampa, Fla., telephone H-1765.

Transmitter—4th St., North at 85th Ave. St. Petersburg, Fla.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
217 meters; 1380 kilocycles.

Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:55 a.m. to 12:05 a.m.

Agency Commission
15% to recognized advertising agencies. Talent charges net. Payable by 10th of month following services.

General Advertising
For combination rates see Mutual Broadcasting System.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rates for Class 'A' (6:00 p.m. to 10:30 p.m. week days; after 12:00 noon Sundays)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rates for Class 'B' (All other time)

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

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 65 times) and rates for one minute or chain breaks

TALENT
Rates on request.

REMOTE CONTROL
Wire facilities available to all points. Rates on request.

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

Instantaneous recording equipment available.

Personnel
General Manager—Lex L. D. Herron.

Representatives
William G. Rambeau Company.

SARASOTA

(Sarasota County)

WSPB

(Established 1939)



COLUMBIA AFFILIATE

Rates effective October 1, 1944. (Card No. 8.)

Owned and operated by WSPB, Incorporated.

Business Office and Studio—City Island, Sarasota Fla., telephone 2110.

Transmitter—City Island, Sarasota, Fla.

Wave—Power—Time
Operating power—250 watts.

206.9 meters—1450 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: 7:25 a.m. to 11:20 p.m.

Agency Commission

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

General Advertising
For combination rates see Columbia Broadcasting System (Florida Group)

Rates include music copyright fees.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class 'A' (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 Class 'B' (Before 6:00 p.m. and after 11:00 p.m.)

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, 365 times) and rates for ANNOUNCEMENTS

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, 365 times, 600 times) and rates for ANNOUNCEMENTS

Spot rates in participating programs upon request.

SPECIAL FEATURES
News—leased wire service available for sponsorship at regular rate. Time signals and weather reports—rates on request.

REMOTE CONTROL
Wires available—rates on request.

TRANSCRIPTIONS
Regular rates apply. Transcription library service available. Instantaneous recording equipment available.

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

Personnel
General Manager—John B. Browning.

Representatives
John E. Pearson Company.

TALLAHASSEE

(Leon County)

WTAL

(Established 1935)



Rates effective January 1, 1944.

Owned and operated by Capital City Broadcasting Corp.

Business Office and Studio—Tallahassee, Fla., telephone 2160.

Transmitter—Tallahassee, Fla.

Wave—Power—Time
Operating power—250 watts.

223.9 meters; 1340 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Agency Commission
15% to recognized agencies on net charges for station time. No commission on talent. No cash discount. Bills due and payable when rendered.

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes, 100 word announcement, 50 word announcement) and rates for Class 'A' (7:30 a.m. to 9:00 a.m., 12:00 noon to 2:00 p.m., and 6:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes, 100 word announcement, 50 word announcement) and rates for Class 'B' (7:00 a.m. to 7:30 a.m., 9:00 a.m. to 12:00 noon, 2:00 p.m. to 6:00 p.m.)

(This listing continued on next page)

TALLAHASSEE—Continued
W T A L—Continued

REMOTE CONTROL
Wire facilities available—rates on request.
Contract and Other Requirements
Commercial rates quoted cover station time only. All programs subject to station approval, federal and state laws under which station is licensed.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel
President—Mrs. John H. Phipps.
General Manager—Mrs. Teresa M. Myers.
Representatives
Thomas F. Clark Co., Inc.

TAMPA
(Hillsborough County)
W D A E
(Established 1922)

Rates effective December 1, 1943. (Card No. 18.)
Owned and operated by Tampa Times Company.
Business Office and Studio—12th floor, Tampa Terrace Hotel, Lafayette St. and Florida Ave., Tampa, Fla., telephone M 1818.
Transmitter—Forest Hills Country Club Area, Northwest of Tampa, Fla.
Wave—Power—Time
Operating power—5,000 watts.
309.3 meters—970 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: 6:45 a.m. to 12:05 a.m.
Agency Commission
15% on net charges for station time only. No commission on program charges. No cash discount. Bills due and payable when rendered.
General Advertising
For combination rates see listing of National Broadcasting Company (Florida Group).
The following rates are for national advertising and include music copyright fees.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	120.00	80.00	50.00	25.00	15.00
13 times.....	114.00	76.00	47.50	23.75	14.25
25 times.....	108.00	72.00	45.00	22.50	13.50
52 times.....	102.00	68.00	42.50	21.25	12.75
100 times.....	96.00	64.00	40.00	20.00	12.00
150 times.....	90.00	60.00	37.50	18.75	11.25
300 times.....	84.00	56.00	35.00	17.50	10.50
600 times.....	9.75
900 times.....	9.00
1,200 times.....	8.25

CLASS "B"
(Before 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	82.00	50.00	30.00	17.50	11.00
13 times.....	78.00	47.50	28.50	17.00	10.50
26 times.....	74.00	45.00	27.00	16.00	10.00
52 times.....	70.00	42.50	25.50	15.00	9.50
100 times.....	66.00	40.00	24.00	14.00	9.00
150 times.....	62.00	37.50	22.50	13.00	8.50
300 times.....	58.00	35.00	21.00	12.00	8.00
600 times.....	7.50
900 times.....	7.00
1,200 times.....	6.50

CLASS "C"
(After 10:30 p.m.)

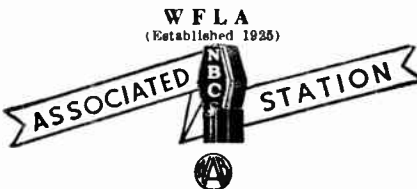
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	100.00	55.00	40.00	20.00	12.00
13 times.....	95.00	52.25	38.00	19.00	11.50
26 times.....	90.00	49.50	36.00	18.00	11.00
52 times.....	85.00	46.75	34.00	17.00	10.50
100 times.....	80.00	44.00	32.00	16.00	10.00
150 times.....	75.00	41.25	30.00	15.00	9.50
300 times.....	70.00	38.50	28.00	14.00	9.00
600 times.....	8.50
900 times.....	8.00
1,200 times.....	7.50

(*) One minute or less—chain break, transcribed or live.

SPECIAL FEATURES
News, sports, special events, time signals and weather reports—rates on request.
TALENT
Rates on request.
REMOTE CONTROL
Arrangements can be made for remote control broadcasts at moderate cost.
Contract and Other Requirements
Program charges (artists, orchestra, 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.
Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.
Contract renewals subject to rates in effect at time of renewal.
All contracts subject to cancellation unless program starts within 30 days.
Rates subject to change without notice.

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. duplicate turntables for both vertical and lateral cut recordings.

Personnel
President—David E. Smiley.
General Manager—L. S. Mitchell.
Representatives
The Kets Agency, Inc.



Rates received September 20, 1943.
Owned and operated by The Tampa Tribune.
Business Office and Studio—Seminole Bldg., P. O. Box 1410, Tampa 1, Fla., telephone H 1828.
Transmitter—East entrance Davis Causeway, Columbus Drive, Tampa, Fla.

Wave—Power—Time
Operating power—5,000 watts.
309.3 meters—970 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: 6:45 a.m. to 12:05 a.m.

Agency Commission
15% on net charges for station time only. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listing of National Broadcasting Company (Florida Group).
The following rates are for national advertising and include music copyright fees.

(After 6:00 p.m.)

	1	13	26	52	104	208	312
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hr	140.00	133.00	126.00	120.00	114.00	108.00	102.00
1/2 hr	85.00	80.75	76.70	72.95	69.30	65.85	62.55
1/4 hr	50.00	47.50	45.10	42.85	40.70	38.65	36.75
5 min	25.00	23.75	22.50	21.25	20.00	18.75	17.50
1 min	16.00	15.20	14.40	13.60	12.80	12.00	11.20
1 hr	85.00	80.75	76.70	72.95	69.30	65.85	62.55

(Before 6:00 p.m.)

	1	13	26	52	104	208	312
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1/2 hr	50.00	47.50	45.10	42.85	40.70	38.65	36.75
1/4 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00
5 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00
1 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40

ANNOUNCEMENTS
(After 6:00 p.m.)

	200 wds	100 wds	50 wds	25 wds
(Before 6:00 p.m.)	20.00	19.00	18.00	17.00
(After 6:00 p.m.)	15.00	14.25	13.50	12.75
(Before 6:00 p.m.)	15.00	14.25	13.50	12.75
(After 6:00 p.m.)	10.00	9.50	9.00	8.50

SPECIAL FEATURES
Market square (morning participation program), weather reports and time signals—rates on request.
TALENT
Rates on request.

TRANSCRIPTIONS
Regular time charges shall apply on transcribed programs. However, station reserves the right to make surcharge for handling transcriptions, unless otherwise agreed at time of placing of order.

REMOTE CONTROL
Special wires are available for service to or from other Florida stations.

SERVICE FACILITIES
Services of WFLA Artist Bureau, Program Department and Staff Announcers in arranging and presenting programs are offered without additional charges.

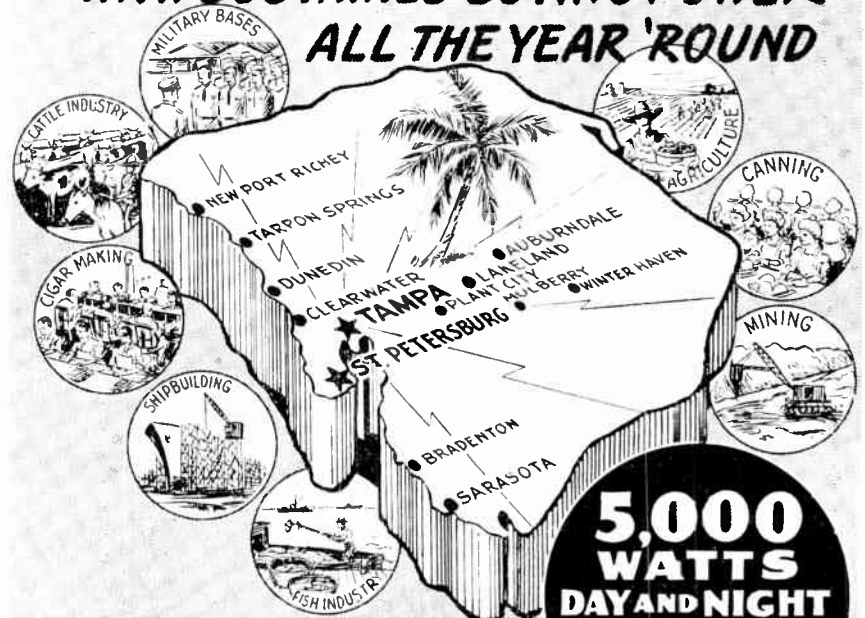
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for both vertical and lateral cut recordings.

Personnel
General Manager—W. Walter Tison.
Representatives—John Blair & Company.
Jacksonville—Harry E. Cummings.



"The most-listened-to station in the Tampa trade area"

**REACHING A DIVERSIFIED AUDIENCE
WITH SUSTAINED BUYING POWER
ALL THE YEAR 'ROUND**



**5,000
WATTS
DAY AND NIGHT**

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

FLORIDA—Continued

TAMPA—Continued

WSUN

Considered by the Blue Network Company as their Tampa-St. Petersburg outlet. See listing under St. Petersburg, Fla.

WTSP

Considered by the Mutual Broadcasting System as their St. Petersburg-Tampa outlet. See listing under St. Petersburg, Fla.

WEST PALM BEACH

(Palm Beach County)

WJNO

(Established 1936)



Rates effective November 15, 1940. (Card No. 3.) Owned and operated by WJNO, Inc. Business Office and Studio—1500 N. Flagler Drive, West Palm Beach, Fla., telephone 3638. Address all communications to WJNO, P. O. Box 189, West Palm Beach, Fla. Transmitter—N. Flagler Drive, West Palm Beach, Fla.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies on time charges only. Bills payable weekly following broadcast. No agency commission allowed on invoices not paid by the 15th of the month following broadcast. Accounts which have not established credit with the station, payable in advance. No cash discount.

General Advertising For combination rates see Columbia Broadcasting System (Florida Group). Rates include music copyright fees.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hr., 1/2 hr., 1/4 hr., and 5 minutes for Class A and Class B.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hr., 1/2 hr., 1/4 hr., and 5 minutes for Class B.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hr., 1/2 hr., 1/4 hr., and 5 minutes for Class C.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 time, 26 times, 52 times, 104 times, 158 times, 208 times, 260 times, and 312 times for Announcements.

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 time, 52 times, 104 times, 158 times, 208 times, 260 times, and 312 times.

(*) 100 words or less, or one minute transcription, except preceding, following or participating in news. 30 word station break announcements. (†) Preceding, following or participating in news.

POLITICAL Regular rates apply; payable in advance. TALENT Rates on request. REMOTE CONTROL Rates on request.

TRANSCRIPTIONS Transcription library available—rates on request. SERVICE FACILITIES Rates include service of announcer, continuity, and program department.

Closing Time Two weeks in advance. Talks 48 hours in advance for station approval. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel General Manager—Stephen Willis. Representatives Radio Advertising Company.

GEORGIA

GEORGIA BROADCASTING SYSTEM

Address all communications to General Office, P. O. Box 270, Columbus, Ga.

Comprised of:

WATL—Atlanta, Ga. WRBL—Columbus, Ga. WGPO—Albany, Ga.

Rates effective February 1, 1944. (Card No. 2.) Wave—Power—Time See individual listings.

Agency Commission Agency commission 15% to recognized agencies on net station time charges. No commission allowed on talent charges. No commission allowed on line charges required for special remote broadcasts not originating in one of affiliate station's studios. No cash discount. Bills rendered immediately following broadcast; payable within 10 days of receipt thereof.

General Advertising Rates based upon identical programs or announcements on all three stations. Georgia Broadcasting System does not operate as a network. Rates are computed on basis of approximately 10% discount of total individual listings.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 time, 13 times, 26 times, 52 times, 100 times, 200 times, and 300 times.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 200 times, and 300 times for Class B.

ANNOUNCEMENTS

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 200 times, and 300 times for Class A.

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

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 200 times, and 300 times.

(*) One minute transcriptions. (†) Station breaks (35 words). SPECIAL FEATURES Time signals of 25 words or less scheduled on consecutive week days; news broadcasts, 5 to 15 minutes—rates on request.

POLITICAL One time rate applies. No quantity discount. REMOTE CONTROL Programs which originate outside any network studios are subject to special charges for wire services, engineers and announcers. Rates do not include cost of lines for simultaneous broadcast of programs over two or all stations. Details on request.

SERVICE FACILITIES Full merchandising service is available to advertisers, including embossed display signs.

Line Charges Line charges contingent upon amount of guaranteed contract. For complete information consult network management. Lines retained on a temporary multiple hour basis.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates are for station time only; talent is extra. No contract accepted for a period longer than one year. All contracted time must be used within the period of one year. Program position subject to time available and to approval of network management under FCC regulations.

Closing Time One week in advance of first broadcast. Mechanical Program Equipment Each station equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral or vertical cut recordings.

Personnel Executive Manager—J. W. Woodruff, Jr. Representatives Spot Sales, Inc.

GEORGIA MAJOR MARKET TRIO

Address communications in care of Station WGST, Forsyth Bldg., Atlanta 1, Ga.

Comprised of:

WGST—Atlanta, Ga. WMAZ—Macon, Ga. WTOC—Savannah, Ga.

Rates effective September 1, 1944. (Card No. 2.) Wave—Power—Time See individual listings.

Agency Commission 15% on net charges for station facilities to recognized advertising agencies; no cash discount. No commission on programs costs, production charges or talent. Bills due and payable on the 10th of the month following broadcast.

General Advertising Rates include music copyright fees. Stations comprising this group are affiliated with Columbia Broadcasting System. The following rates are for identical programs or announcements on all three stations of the network. (This listing continued on next page)

Advertisement for The Georgia Major Market Trio. Features logos for WGST (Atlanta), WMAZ (Macon), and WTOC (Savannah). Text includes 'The COMBINATION to GEORGIA', 'ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S THREE MAJOR MARKETS', 'All CBS', 'No single station, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.', 'But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets, does the job — AT ONE LOW COST', 'The GEORGIA MAJOR MARKET TRIO', and 'Represented by THE KATZ AGENCY, Inc.'

GEORGIA MAJOR MARKET TRIO

—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class A, B, and C announcements.

ANNOUNCEMENTS

Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.

Table with columns for time slots and rates for Class A and B announcements, including a note about Hitch-hike or cowcatcher announcements.

Contract and Other Requirements

Combination of period broadcasts and announcements not allowed to earn larger discounts.

Representatives

The Kats Agency.

ALBANY

(Dougherty County)

W A L B

(Established 1941)



Rates effective June 1, 1942. (Card No. 2), revised. Owned and operated by The Herald Publishing Co.

Wave—Power—Time

Operating power—1,000 watts. 188.7 meters; 1590 kilocycles.

Agency Commission

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

General Advertising

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

Table with columns for time slots and rates for Class A and B announcements, including a DISCOUNTS section.

SERVICE FACILITIES

Complete merchandising facilities available at cost. Production department plans and produces complete radio features and program ideas.

Contract and Other Requirements

All contracts, programs and advertising subject to approval of the station and to all limitations, requirements, regulations and acts now or hereafter to be passed or adopted by Congress.

Mechanical Requirements

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

Personnel

General Manager—Abner M. Israel.

Representatives

Burn-Smith Company, Incorporated. Atlanta—B. Frank Cook.

W G P C

(Established 1934)



Rates effective July 15, 1941. (Card No. 2)

Owned and operated by The Albany Broadcasting Company, Inc. Business Office and Studio—127-1/2 N. Jackson St., Albany, Ga.

Wave—Power—Time

Operating power—250 watts. 209.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System (Southeastern Group) and Georgia Broadcasting System.

(After 6:00 p.m.)

Table with columns for time slots and rates for WGPC Class A and B announcements.

(Before 6:00 p.m.)

Table with columns for time slots and rates for WGPC Class A and B announcements.

ANNOUNCEMENTS

(After 6:00 p.m.)

Table with columns for time slots and rates for WGPC announcements.

(Before 6:00 p.m.)

Table with columns for time slots and rates for WGPC announcements.

SPECIAL FEATURES

News broadcasts—Leased wire service available at regular rates plus announcer's service charge; fully commissionable.

POLITICAL

Per hour, flat 60.00. Cash in advance for time reservation.

REMOTE CONTROL

Additional charges to cover cost of lines, engineering and announcing services for programs originating outside of studios.

TALENT

Rates on request.

TRANSCRIPTIONS

Complete transcription library is available for program presentation, without additional charge.

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, other than beer and wine, not accepted. Maximum contract term one year.

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. turntables for vertical and lateral recordings.

Personnel

Executive Manager—J. W. Woodruff, Jr.

Representatives

Spot Sales, Inc.

ATHENS

(Clark County)

W G A U

(Established 1938)

Rates effective April 1, 1938.

Owned and operated by J. K. Patrick & Company. Business Office and Studio—Hobbin Mill Road, Athens, Ga., telephone 9741.

Wave—Power—Time

Operating power—250 watts. 223 meters; 1940 kilocycles.

Agency Commission

15% to recognized agencies; no cash discount. All billing is as of the last day in each month and payable not later than the 10th of the month following billing date.

General Advertising

For combination rates see Columbia Broadcasting System (Southeastern Group) and Keystone Network.

Table with columns for time slots and rates for Athens WGAU announcements.

ANNOUNCEMENTS

One minute electrical transcription or 100 words 3.00 2.85 2.70 2.55 2.40 2.25

POLITICAL

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.

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.

TRANSCRIPTIONS

Regular time charges apply to programs from station library without extra charge other than performance rights. Can furnish any type music at cost. Not restricted to certain hours.

Contract and Other Requirements

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 and 78 r.p.m. double turntables.

Personnel

Mgr. & Chief Engineer—M. C. Gorman.

Representatives

None.

ATLANTA

(Fulton and De Kalb Counties)

W A G A

(Established 1937)



Rates effective July 1, 1944.

Owned and operated by Liberty Broadcasting Corp. Business Office and Studios—Western Union Bldg., Atlanta 3, Ga., Main 5101.

Wave—Power—Time

Operating power—5,000 watts. 508.2 meters; 590 kilocycles.

Agency Commission

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

(This listing continued on next page)

GEORGIA—Continued

ATLANTA—Continued
W A G A—Continued

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
Rates include music copyright fees.

CLASS "A"						
(6:00 p.m. to 10:00 p.m.)						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time...	240.00	144.00	96.00	55.00	32.00	24.00
13 times...	228.00	136.80	91.20	52.25	30.40	22.80
26 times...	218.00	129.60	86.40	49.50	28.80	21.60
52 times...	204.00	122.40	81.60	46.75	27.20	20.40
104 times...	192.00	115.20	76.80	44.00	25.80	19.20
280 times...	180.00	108.00	72.00	41.25	24.00	18.00
312 times...	168.00	100.80	67.20	38.50	22.40	16.80

CLASS "B"						
(7:00 a.m. to 6:00 p.m.; 10:00 p.m. to 11:00 p.m.)						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time...	120.00	72.00	48.00	28.00	16.00	12.00
13 times...	114.00	68.40	45.60	26.60	15.20	11.40
26 times...	108.00	64.80	43.20	25.20	14.40	10.80
52 times...	102.00	61.20	40.80	23.80	13.60	10.20
104 times...	96.00	57.60	38.40	22.40	12.80	9.60
280 times...	90.00	54.00	36.00	21.00	12.00	9.00
312 times...	84.00	50.40	33.60	19.60	11.20	8.40

CLASS "C"						
(11:00 p.m. to 7:00 a.m.)						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time...	80.00	48.00	32.00	18.00	10.00	7.00
13 times...	76.00	45.60	30.40	17.10	9.50	6.65
26 times...	72.00	43.20	28.80	16.20	9.00	6.30
52 times...	68.00	40.80	27.20	15.30	8.50	5.95
104 times...	64.00	38.40	25.80	14.40	8.00	5.60
280 times...	60.00	36.00	24.00	13.50	7.50	5.25
312 times...	56.00	33.60	22.40	12.60	7.00	4.90

WEEKLY STRIP RATES

CLASS "A"			
(6:00 p.m. to 10:00 p.m.)			
Half hour:	13 wks.	26 wks.	52 wks.
3 times.....	345.60	324.00	302.40
5 times.....	482.40	446.40	410.40
6 times.....	581.60	518.40	475.20

CLASS "B"			
(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)			
Half hour:	13 wks.	26 wks.	52 wks.
3 times.....	172.80	162.00	151.20
5 times.....	241.20	223.20	205.20
6 times.....	280.80	259.20	237.60

CLASS "C"			
(11:00 p.m. to 7:00 a.m.)			
Half hour:	13 wks.	26 wks.	52 wks.
3 times.....	115.20	108.00	100.80
5 times.....	160.80	148.80	136.80
6 times.....	187.20	172.80	158.40

RELIGIOUS AND POLITICAL

Rates on request.

RECORDED PROGRAMS
Transcription libraries available—rates on request.

TALENT
Rates on request.

REMOTE CONTROL
Rates on request.

SERVICE FACILITIES
Time charge includes services of complete program department, securing of talent, building or arranging programs, continuity department and services of one announcer, 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. Daytime and nighttime programs may be combined to earn a lower rate. In order to earn the net rates listed contracts must be completed within 12 months.

Closing Time
Closing date for inclusion in general publicity is two weeks in advance of broadcast. Continuity must be submitted 24 hours before broadcast. Announcements close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—Charles A. Smithgall.
Representatives
Headley-Reed Company.

W A T L
(Established 1931)



Owned and operated by Atlanta Broadcasting Co.
Business Office and Studio—Henry Grady Bldg., Atlanta, Ga., Walnut 4377.
Transmitter—Henry Grady Bldg., Atlanta, Ga.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency 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 Mutual Broadcasting System. Also sold in combination—see Georgia Broadcasting System.

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

(6:00 p.m. to 11:00 p.m.)						
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 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....	60.00	57.00	54.00	51.00	48.00	45.00
5 minutes	80.00	28.50	27.00	25.50	24.00	22.50

(6:00 a.m. to 6:00 p.m. week days)						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 hr.	1/2 hr.
1 hour....	80.00	76.00	72.00	68.00	64.00	60.00
1/2 hour....	48.00	45.60	43.20	40.80	38.40	36.00
1/4 hour....	30.00	28.50	27.00	25.50	24.00	22.50
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.)						
	1	13	26	52	100	800
100 words	18.00	17.10	16.20	15.30	14.40	13.50
50 words	12.00	11.40	10.80	10.20	9.60	9.00

(6:00 a.m. to 6:00 p.m. week days)						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 hr.	1/2 hr.
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

SPECIAL FEATURES

News, time, weather and temperature reports—rates on request.

TALENT
Rates on request.

REMOTE CONTROL
Remote control charges are extra. Rebroadcasts can be arranged. Full equipment to handle rebroadcasts.

RECORDED PROGRAMS
Regular time charges apply. Not restricted to certain hours.
Transcription library services available—details on request.

SERVICE FACILITIES
Services of the program department in arranging and presenting programs are included in the station time charges, also service of one announcer.

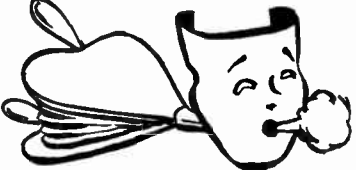
Contract and Other Requirements
Maximum contract term: one year.
All business accepted subject to the "Standard Conditions governing contracts and orders for Spot Broadcasting" adopted by the National Association of Advertising Agencies.

Closing Time
Closing dates for inclusion in general publicity and printed program announcements is 10 days in advance of broadcast. Continuity must be submitted 24 hours before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
Station & Com'l Mgr.—James A. Davenport.
Representatives
Spot Sales, Inc.

Here's how WAGA has made MORE PROGRESS during the past two years than any other Atlanta station!



THE POWER TO BE HEARD
—in the right places

5,000 watts on 590 kilocycles, covering 41% of Georgia's population.



SOMETHING WORTH HEARING!

All those popular Blue features, plus a wide variety of timely local shows. WAGA is noted for its superb production.



AGGRESSIVE AUDIENCE PROMOTION!

WAGA uses billboards, car cards, courtesy announcements, daily newspaper advertising and publicity, weekly newspaper advertising and much special promotion to make them want to listen!



WAGA
ATLANTA

5000 Watts on 590 Kcs. • Blue Network • Represented by Headley-Reed

ATLANTA—Continued

WGST

(Established 1929)



Rates effective September 1, 1944. (Card No. 8.)
Owned and operated by Georgia School of Technology.
Business Office and Studio—Forsyth Bldg., Atlanta 1, Ga., Walnut 8441.
Transmitter—Cheshire Bridge Road, Atlanta, Ga.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. 326.1 meters; 920 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System (Southeastern Group).
Also sold in combination—see The Georgia Major Market Trio.
Combination of period broadcasts and announcements not allowed to earn larger discounts.

CLASS "A"

(After 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	200.00	120.00	80.00	50.00
13 times.....	190.00	114.00	76.00	47.50
26 times.....	180.00	108.00	72.00	45.00
52 times.....	170.00	102.00	68.00	42.50
104 times.....	160.00	96.00	64.00	40.00
260 or more times	150.00	90.00	60.00	37.50

CLASS "B"

(Before 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	60.00	40.00	25.00
13 times.....	95.00	57.00	38.00	23.75
26 times.....	90.00	54.00	36.00	22.50
52 times.....	85.00	51.00	34.00	21.25
104 times.....	80.00	48.00	32.00	20.00
260 or more times	75.00	45.00	30.00	18.75

ANNOUNCEMENTS

Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.
Hitch-hike or cowcatcher announcements not accepted.

CLASS "A"

(After 6:00 p.m.)

	(*)	(†)
1 time.....	30.00	20.00
13 times.....	28.50	19.00
26 times.....	27.00	18.00
52 times.....	25.50	17.00
104 times.....	24.00	16.00
300 times.....	22.50	15.00
500 or more times	21.00	14.00

CLASS "B"

(Before 6:00 p.m.)

1 time.....	15.00	10.00
13 times.....	14.25	9.50
26 times.....	13.50	9.00
52 times.....	12.75	8.50
104 times.....	12.00	8.00
300 times.....	11.25	7.50
500 or more times	10.50	7.00

(*) 100 words; one minute electrical transcription.
(†) 50 words or less, chain break; limited to 15 seconds.

SPECIAL FEATURES

Time, weather reports, etc.—rates on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Charges are extra.

SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges.

TRANSCRIPTIONS

Regular time charges apply to recorded programs. Not restricted to certain hours.
Off the air recordings, 5.00 per 15 minute transcriptions or less.

Contract and Other Requirements

Maximum contract term is one year.
Rates include services of one announcer.
Contracts are not subject to cancellation on less than two weeks written notice. Cancelled contracts subject to short rate.

Closing Time

Closing dates for inclusion in general publicity and printed program announcements is ten days in advance of broadcast.
Continuity must be submitted 24 hours before broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Program Manager—John Fulton.
Sales Manager—Frank Gaither.

Representatives

The Katz Agency, Inc.

WSB
(Established 1922)



Rates effective February 15, 1948. (Card No. 8.)
Owned and operated by Atlanta Journal.
Business Office and Studio—Atlanta Biltmore Hotel, Atlanta, Ga., Hemlock 1045.
Transmitter—near Tucker, Ga.

Wave—Power—Time

Operating power—50,000 watts.
400 meters; 750 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 12:30 a.m.

Agency Commission

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

General Advertising

For combination rates see National Broadcasting Company (Southeastern Group).

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	25 wds.
1 time.....	400.00	240.00	140.00	90.00	60.00	50.00
26 times.....	380.00	228.00	133.00	85.50	57.00	47.50
52 times.....	370.00	222.00	129.50	83.25	55.60	46.80
65 times.....	360.00	216.00	126.00	81.00	54.75	45.15

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	25 wds.
130 times.....	350.00	210.00	122.50	78.75	52.80	44.00
156 times.....	340.00	204.00	119.00	76.50	51.50	42.90
260 times.....	320.00	192.00	112.00	72.00	50.20	41.85
312 times.....	310.00	186.00	108.50	69.75	48.95	40.80
468 times.....	300.00	180.00	105.00	67.50	47.75	39.80
624 or more times.....	280.00	168.00	98.00	63.00	46.55	38.80
(8:30 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)						
1 time.....	240.00	144.00	84.00	54.00	36.00	30.00
26 times.....	228.00	136.80	79.80	51.30	34.20	28.50
52 times.....	222.00	133.20	77.70	49.65	33.35	27.80
65 times.....	216.00	129.60	75.60	48.00	32.50	27.10
130 times.....	210.00	126.00	73.50	47.25	31.70	26.40
156 times.....	204.00	122.40	71.40	45.90	30.90	25.75
260 times.....	192.00	115.20	67.20	43.20	30.15	25.10
312 times.....	186.00	111.60	65.10	41.85	29.40	24.45
468 times.....	180.00	108.00	63.00	40.50	28.65	23.85
624 or more times.....	168.00	100.80	58.80	37.80	27.95	23.25
(12:00 midnight to 8:30 a.m.)						
1 time.....	144.00	86.40	50.40	32.40	20.00	17.00
26 times.....	136.80	82.10	47.90	30.80	19.00	16.15
52 times.....	133.20	79.90	46.60	29.95	18.55	15.75
65 times.....	129.60	77.75	45.35	29.15	18.10	15.35
130 times.....	126.00	75.60	44.10	28.35	17.65	14.95
156 times.....	122.40	73.45	42.85	27.55	17.20	14.60
260 times.....	115.20	69.10	40.80	25.90	16.75	14.25
312 times.....	111.60	66.95	39.05	25.10	16.35	13.90
468 times.....	108.00	64.80	37.80	24.30	15.95	13.55
624 or more times.....	100.80	60.50	35.80	22.70	15.55	13.20

(*) One minute electrical transcription or 100 words.
DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.
(This listing continued on next page)



The Ears Have It

Entertainment value and sales results walk hand in hand over the air waves which originate with Atlanta's WGST. Programs with a pull, tied to commercials with a bang, are making WGST a bigger and better buy every day that passes.

You can depend on WGST to improve your sales position in the Atlanta market

SOLD IN COMBINATION—SEE LISTINGS OF GEORGIA'S MAJOR MARKET TRIO

THAT'S WHY SMART ADVERTISERS Use

WGST CBS IN ATLANTA

Represented by **THE KATZ AGENCY**

New York • Chicago • Atlanta • Detroit • Kansas City • San Francisco • Dallas • Los Angeles

GEORGIA—Continued

ATLANTA—Continued
W S B—Continued

counts. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

PUBLIC SERVICE BROADCASTS
News, weather forecasts, time signal service, temperature reports, market quotations, sports coverage and digest, etc.—rates on request.
Service fee of all news programs, per program 5.00.

REMOTE CONTROL
Additional charge for programs originating outside studios to cover costs of line, engineering charges, etc.

Contract and Other Requirements
Contracts subject to conditions of standard NAB and AAAA contracts. At station's option, cancellation of contracts cannot become effective until two weeks after contracted starting date.
All rates guaranteed for one year from date of first broadcast, with or without interruption.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—John M. Outler, Jr.
Managing Director—J. Leonard Reinsch.
Commercial Manager—Tom Downing.

Representatives
Edward Petry & Company, Inc.

AUGUSTA

(Richmond County)
WGAC
(Established 1940)



Rates effective August 1, 1944. (Card No. 2.)
Owned and operated by the Twin States Broadcasting Company.
Business Office and Studio—Augusta, Ga.
Transmitter—One-half mile east of Augusta, Ga.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
The following rates are for national advertising and include music copyright fees.
Announcements limited to 35 words between network programs. (6:00 p.m. to 12:00 midnight)

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	34.00	33.00	31.00	29.00	27.00
1/4 hour.....	22.00	21.00	20.00	18.50	17.50	16.50
5 minutes	11.00	10.50	10.00	9.50	9.00	8.25
100 words or less.....	5.00	4.50	4.25	4.00	3.75	3.50

c. e. hooper, inc. says that in augusta, georgia, WGAC has 64% of the audience in the morning, 57.7% in the afternoon, some WGAC daytime shows have ratings over 18.0. one local favorite takes an 84% share of the audience. hooper shows WGAC to have a daytime average of 56% more listeners in augusta than all other stations combined. nighttime performance equally amazing on the super hooper blue net station in augusta, georgia, WGAC.

(8:00 a.m. to 6:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	260 tl.
1 hour.....	44.00	42.00	40.00	38.00	35.00	33.00
1/2 hour.....	27.00	25.50	24.00	23.00	21.50	20.00
1/4 hour.....	18.00	15.00	14.00	13.00	12.00	11.00
5 minutes	8.50	8.00	7.50	7.00	6.50	6.00
100 words or less.....	4.00	3.80	3.60	3.40	3.20	3.00

(Before 8:00 a.m.)
Consult station for package rates.

SPECIAL FEATURES

News: Leased wire service available. Time signals, weather reports, and other special features—rates on request.

REMOTE CONTROL

Broadcasts from remote points can be made at reasonable service charge.

TRANSCRIPTIONS

Recording equipment available at moderate cost. Electrical transcriptions, announcements or programs accepted at no additional charge.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wines, not accepted. 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 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Vice-Pres. & Gen'l Mgr.—J. B. Fuqua.
National Sales Manager—Donald Kelly, Jr.

Representatives

Headley-Reed Company.

WRDW
(Established 1920)



Rates effective March 1, 1945. (Card No. 3.)
Owned and operated by Augusta Broadcasting Co.
Business Office and Studio—8th and Broad Sts., Augusta, Ga., telephone 2-8805.
Transmitter—Berckmans Road, Augusta, Ga.

Wave—Power—Time

Operating power—5,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate full time on cleared local channel. Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System (Southeastern Group).
The following rates are for national advertising.

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

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
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
1 minute or less.....	10.00	9.50	9.00	8.50	8.00	7.50

CLASS "B"
(11:00 p.m. to 6:00 p.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00
1 minute or less.....	6.00	5.70	5.40	5.10	4.80	4.50

35 word or 20 second transcribed announcements may be scheduled between network programs. 100 word or one minute transcribed announcements may be scheduled in announcement periods or adjacent to network programs provided the other adjacency is of local sustaining origin. Station reserves the right to limit number of announcements on any one day.

SPECIAL FEATURES

News broadcasts, weather and temperature reports, time signals, etc.—rates on request.

POLITICAL

One time rate applies; no quantity discounts.

REMOTE CONTROL

Equipment available—rates on request.

TRANSCRIPTIONS

Programs of 15 minutes or less, each 5.00. Transcription library services available.

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 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager—W. B. Ringson.
Sales Manager—Thurston Bennett.

Representatives

George P. Mollingbery Company.

BRUNSWICK

(Glynn County)

WMOG

(Established 1941)

Rates received April 7, 1941.

Owned and operated by Coastal Broadcasting Co. Business Office and Studio—Brunswick, Ga. Transmitter—Brunswick, Ga.

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 War Time. Operating schedule: Sundays 9:00 a.m. to 7:00 p.m.; week days 7:00 a.m. to 10:00 p.m.

Agency Commission
15% to recognized agencies on station time only; cash discount 2%. Bills rendered first of month and are due 10th of following month.

General Advertising
For combination rates see Keystone Network. The following rates are for national advertising and include music copyright fees.

	1 tl.	13 tl.	26 tl.	52 tl.	(†)
1 hour.....	60.00	50.00	40.00	30.00	25.00
1/2 hour....	35.00	30.00	25.00	20.00	18.00
1/4 hour....	25.00	20.00	18.00	14.00	12.00
5 minutes	10.00	8.00	7.00	6.00	5.00

ANNOUNCEMENTS

100 words.....	4.00	3.80	3.60	3.40	3.00
50 words or less.....	3.00	2.85	2.70	2.55	2.25

(†) 104 or more times.

SPECIAL FEATURES
News, time, weather, temperature, sports reports—rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

SERVICE FACILITIES
Services of program department in arranging and presenting the programs are included in the station time charges.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Station reserves the right to censor and reject any material which, in the opinion of the management, does not conform to good taste. Maximum contract term one year.

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 turntables for vertical and lateral cut recordings.

Personnel
Manager—K. E. White.
Representatives
None.

CEDARTOWN

(Polk County)

WGAA

(Established 1941)



Owned and operated by Northwest Georgia Broadcasting Company.

Business Office and Studio—West Theatre Bldg., Cedartown, Ga.
Transmitter—Cave Spring Road, Cedartown, Ga.

Wave—Power—Time
Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Operating schedule: 6:30 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries) and Keystone Network.

The following rates are for national advertising.

	1 tl.	18 tl.	26 tl.	52 tl.	104 tl.	156 tl.
1 hour.....	80.00	28.50	27.00	25.50	24.00	22.00
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	5.00	4.75	4.50	4.25	4.00	3.75
1 minute	3.50	3.35	3.15	3.00	2.80	2.65
50 to 100 word spots.....	8.00	2.85	2.70	2.55	2.40	2.25
25 to 50 word spots.....	2.00	1.90	1.80	1.70	1.60	1.50

POLITICAL
One time rate applies.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

TRANSCRIPTIONS
No extra charge. Rates include use of transcription library service. Instantaneous recording equipment available.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancellation by 30 days' written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast.

Announcement copy closes 24 hours in advance. Transcriptions close four hours in advance and talks close two hours in advance.

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

Personnel
Business Manager—L. J. Duncan.
Sales Manager—Allen Woodall.
Station Manager—Thomas Carr.

Representatives
Headley-Reed Company.

COLUMBUS

(Muscooke County)

WDAK

(Established 1940)

Rates effective September 1, 1940. (Card No. 8.)

Owned and operated by the Valley Broadcasting Co. Business Office and Studio—1028 Broadway, Columbus, Ga.
Transmitter—Columbus, Ga.

Wave—Power—Time
Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies for station time only; no cash discount. Bills rendered 1st of month and are due 10th of month.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries).

(6:00 p.m. to 1:00 p.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	200 tl.	300 tl.
1 hr.	80.00	78.00	72.90	68.00	64.00	60.00	56.00
1/2 hr.	48.00	45.60	43.20	40.80	38.40	36.00	34.60
1/4 hr.	32.00	30.40	28.80	27.20	25.60	24.00	22.40
10 min.	24.00	22.80	21.60	20.40	19.20	18.00	16.80
5 min.	16.00	15.20	14.40	13.60	12.80	12.00	11.20

(6:00 a.m. to 6:00 p.m.; 11:00 p.m. to sign-off daily)

1 hr.	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hr.	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hr.	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 min.	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

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

1 minute electrical transcription.....	9.00	8.50	8.00	7.50	7.00	6.50	6.00
100 wds.	8.00	7.60	7.20	6.80	6.40	6.00	5.60
50 words or chain break	7.00	6.65	6.30	5.95	5.60	5.25	4.90

(6:00 a.m. to 6:00 p.m.; 11:00 p.m. to sign-off daily)

1 minute electrical transcription.....	6.00	5.70	5.40	5.10	4.80	4.50	4.20
100 wds.	5.00	4.75	4.50	4.25	4.00	3.75	3.50
50 words or chain break	4.00	3.80	3.60	3.40	3.20	3.00	2.80

DISCOUNTS
Discounts apply only to contracts having minimum schedule of three broadcasts per week. Discounts earned on announcements cannot be applied to program contracts or vice versa.

REMOTE CONTROL
Cost of broadcasting lines plus following charges for extra equipment and operators: Single broadcast 5.00; five or more broadcasts within week, per week 20.00. (This listing continued on next page)

Established!!
Over 20 Years
of Service to
SOUTHWEST
GEORGIA
SOUTHEAST
ALABAMA

(Home of Mighty Ft. Benning)

CBS WRBL U.P.

COLUMBUS, GEORGIA

Represented by SPOT SALES, INC.

GAINESVILLE—Continued

W G G A—Continued

General Advertising

For combination rates see Keystone Network. The following rates are for national advertising and include music copyright fees.

Table with rates for 1, 1/2, and 1/4 hour spots across various days of the week.

ANNOUNCEMENTS

Table with rates for 100 words, 50 words, and 25 words announcements.

REMOTE CONTROL

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

TRANSCRIPTIONS

Regular rates apply. Transcription library service available. Instantaneous recording equipment available.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts may be cancelled on 7 days' notice.

SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges.

Closing Time

Contracts close two weeks in advance of first broadcast. Announcements close 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

General Manager—H. Russ Holt. Commercial Manager—E. F. MacLeod.

Representatives

None.

GRIFFIN

(Spalding County)

WKEU

(Established 1934)

Rates effective April 1, 1945.

Owned and operated by A. W. Marshall, Jr. Business Office and Studios—Griffin Hotel, Griffin, Ga.

Transmitter—Griffin Hotel, Griffin, Ga.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time.

Agency Commission

15% to recognized advertising agencies. Commission does not apply on talent. Cash discount 2% on gross before initial broadcast.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

Table with rates for general advertising spots across various days of the week.

TALKS

Political talks—rates on request.

TALENT

Rates on request. Charges payable in advance.

REMOTE CONTROL

Any necessary arrangements can be made for remote control broadcasts—rates on request.

Contract and Other Requirements

Continuity and announcements for all programs furnished at no extra cost. Should any contracted program be terminated by client before expiration of contract.

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 turntables.

Personnel

Manager—A. W. Marshall, Jr.

Representatives

Sears & Ayer, Inc.

LA GRANGE

(Troup County)

WLAG

(Established 1941)



Rates effective November 15, 1942. (Card No. 2) Owned and operated by LaGrange Broadcasting Co. Business Office and Studio—LaGrange News Bldg., LaGrange, Ga.

Transmitter—LaGrange, Ga. Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles.

Licensed to operate unlimited time. Operates on Central War Time. Operating schedule 6:30 a.m. to 12:00 midnight.

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

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

Table with rates for general advertising spots across various days of the week.

ANNOUNCEMENTS

Table with rates for 100 words, 50 words, and 25 words announcements.

SPECIAL FEATURES News: Leased wire service at regular time rates plus small additional fee.

Daily sports rerun, baseball score periods, breakfast club, dancing party and time signals—rate on request.

POLITICAL

Rates on request.

TALENT

Studio orchestra available—rates on request. RECORDED PROGRAMS AND TRANSCRIPTIONS

Transcription library services and equipment for off-the-line recordings available—rates and details on request.

REMOTE CONTROL

Remote broadcasts made at cost. SERVICE FACILITIES Merchandising service available.

Bulletins on new commercial programs mailed to distributors, wholesalers and retailers.

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

Rates quoted are for station time only. Talent and line charges are not extra.

Closing Time All continuity must be received 24 hours prior to broadcast.

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

Personnel General Manager—Edwin Mullinax.

Representatives Thomas F. Clark Company, Inc.

MACON

(Bibb County)

WBML

(Established 1940)



Rates received July 19, 1944. Owned and operated by the Middle Georgia Broadcasting Co. Business Office and Studio—First National Bank Bldg., Macon, Ga.

Transmitter—One mile southeast of city, Macon, Ga. Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time. Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies; no cash discount. Bills payable when rendered; date of billing list of month.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries) and Mutual Broadcasting System.

Table with rates for general advertising spots across various days of the week.

ANNOUNCEMENTS

Table with rates for 100 words, 50 words, and 25 words announcements.

SPECIAL FEATURES News, time signals and found column and bulletin board—rates on request.

POLITICAL Rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission.

TRANSCRIPTIONS

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

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Contracts are subject to cancellation by two weeks' written notice.

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

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

Personnel General Manager—Charles Pittman. Commercial Manager—Walter Graham.

Representatives Joseph Hershey McGilvra, Inc.

WMAZ

(Established 1923)



Rates effective September 1, 1944. (Card No. 3.)

Owned by Southeastern Broadcasting Company, Business Office and Studio—Bankers Insurance Bldg., Macon, Ga.; telephone 2181.

Transmitter—Forsyth Road, Macon, Ga. Wave—Power—Time Operating power—5,000 watts. 319.1 meters; 940 kilocycles.

Licensed to operate unlimited time on clear channel. Operates on Central War Time.

Agency Commission 15% to recognized agencies; no cash discount. No commission on talent. Invoices mailed 1st of month.

General Advertising For combination rates see Columbia Broadcasting System (Southeastern Group).

Also sold in combination—see listing of Georgia Major Market Trio. The following rates are for national advertising and include music copyright fees.

ASCAP, SESAC, BMI, and AMP licenses. Announcements and programs cannot be combined to earn lower program rates.

Table with rates for general advertising spots (After 6:00 p.m.).

Table with rates for general advertising spots (Before 6:00 p.m.).

Table with rates for general advertising spots (Before 6:00 p.m.).

Table with rates for general advertising spots (Before 6:00 p.m.).

ANNOUNCEMENTS Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.

Hitch-hike or cowcatcher announcements not accepted. (After 6:00 p.m.)

Table with rates for general advertising spots (After 6:00 p.m.).

Table with rates for general advertising spots (Before 6:00 p.m.).

Table with rates for general advertising spots (Before 6:00 p.m.).

Table with rates for general advertising spots (Before 6:00 p.m.).

Table with rates for general advertising spots (Before 6:00 p.m.).

ANNOUNCEMENTS Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.

Hitch-hike or cowcatcher announcements not accepted. (After 6:00 p.m.)

General Advertising Rates on request.

TRANSCRIPTIONS Transcription library services are available—rates and details on request.

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

Closing Time Arrangements for broadcast should be made two weeks in advance.

Personnel Manager—A. W. Marshall, Jr.

Representatives Sears & Ayer, Inc.

(This listing continued on next page)

GEORGIA—Continued

MACON—Continued

WMAZ—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription...

MOULTRIE

(Colquitt County)

W M G A

(Established 1939)

Rates effective October 1, 1939. (Card No. 1.)

Owned and operated by Frank B. Pidcock, Sr.
Business Office and Studio—Moultrie, Ga.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.

Agency Commission
15% on net charges for station facilities to recognized advertising agencies...

Table with 5 columns: Rate type (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 columns of rates (1, 13, 26, 52, 104).

SPECIAL WEEKLY RATES

Table with 6 columns: Rate type (1/2 hr, 2 times weekly, 3 times weekly, 4 times weekly, 5 times weekly, 6 times weekly, 1/4 hour), and 5 columns of weekly rates.

ANNOUNCEMENTS

Table with 5 columns: Rate type (100 words, 50 words, 25 words), and 5 columns of rates (1, 13, 26, 52, 104).

Special Weekly Rates

Table with 6 columns: Rate type (Daily only, 100 words, 8 times weekly, 12 times weekly, 24 times weekly, 36 times weekly, 50 words, 6 times weekly, 12 times weekly, 24 times weekly, 36 times weekly), and 5 columns of weekly rates.

SPECIAL FEATURES

Time signals, weather reports, market reports, news, sport flashes—rates on request.

POLITICAL

Rates on request. All copy must be approved by station management before broadcast.

TALENT

The station will furnish any type of local talent available—rates on request.

REMOTE CONTROL

Programs will be broadcast from any location outside of station—rates on request.

TRANSCRIPTIONS

General advertising rates apply. Contract and other requirements.

Closing Time

Closing date two weeks in advance. Announcements, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcriptions, using 83-1/3 and 78 r.p.m. double turntables.

ROME

(Floyd County)

WRGA

(Established 1929)

Rates effective August 15, 1944. (Card No. 2A.)

Owned and operated by Rome Broadcasting Corp.
Business Office and Studio—National City Bank Bldg., Rome, Ga.

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

Agency Commission
15% to recognized advertising agencies; cash discount 2%—10 days from invoice date.

General Advertising
For combination rates see Mutual Broadcasting System. In order to earn net rates quoted, contracts must be completed within 12 months.

Table with 5 columns: Rate type (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 columns of rates (1, 13, 26, 52, 104).

ANNOUNCEMENTS

Table with 5 columns: Rate type (100 words or chain, break, 50 words or less), and 5 columns of rates (1, 13, 26, 52, 104).

SPECIAL FEATURES

Musical Clock: 6:45 a.m. to 9:00 a.m.; participating news and music—rates and details on request.

REMOTE CONTROL

Cost of broadcasting lines plus following charges for extra equipment and operators: Single broadcast 5.00; five broadcasts or more weekly 20.00 per week.

TRANSCRIPTIONS

Regular rates apply; not restricted to certain hours. Services of the program department in arranging and presenting programs are included in station time charges, also service of one announcer.

Contract and Other Requirements
Maximum term of contract one year.

Closing Time
Closing date for inclusion in printed program and general publicity is 10 days in advance of program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables.

Personnel
President—John W. Quarles.
Gen'l Mgr. & Treas.—Happy Quarles.

Representatives
None.

SAVANNAH

(Chatham County)

WSAV

(Established 1939)



Rates effective February 1, 1941.

Owned and operated by WSAV, Inc.
Business Office and Studio—Liberty National Bank Bldg., Savannah, Ga.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.

Agency Commission
15% allowed on time and talent charges to recognized agencies; no cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see National Broadcasting Company (Southeastern Group).

Contract and Other Requirements
Discounts allowed retroactively on the number of broadcasts given within a year.

Closing Time
Closing date two weeks in advance. Announcements, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 83-1/3 and 78 r.p.m. double turntables.

Personnel
Manager—John F. Pidcock.
Representatives—Thomas F. Clark Company, Inc.

CLASS "A"

Table with 5 columns: Rate type (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 columns of rates (1, 13, 26, 52, 104).

CLASS "B"

Table with 5 columns: Rate type (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 columns of rates (1, 13, 26, 52, 104).

When 52 consecutive weeks of advertising are used, an additional bonus discount of 10% on the lowest weekly billing will be allowed retroactively.

SPECIAL SERVICE FEATURES
News broadcasts, sports, time signals, weather and temperature reports, etc. rates on request.

TALENT
Musical, dramatic and other talent supplied under contract by station at extra cost agreed upon—rates on request.

REMOTE CONTROL
Additional charges made for programs originating outside station studios.

SERVICE FACILITIES
Services of station's continuity and production departments, technical and announcing staffs, in arranging and presenting programs are included without extra charge except when a particular announcer is specified.

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

Programs broadcast under contract only. All contracts subject to station owner's approval.

Closing Time
Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Personnel
General Manager—Harben Daniel.
Advertising Manager—N. W. Brandon.

Representatives
George P. Hollingsbery Company.

WTOC

(Established 1939)



Rates effective September 1, 1944. (Card No. 9.)

Owned and operated by Savannah Broadcasting Company, Incorporated.
Business Office and Studio—516 Abercorn St., Savannah, Ga.

Wave—Power—Time
Operating power—5,000 watts.
232.6 meters; 1290 kilocycles.

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

General Advertising
For combination rates see Columbia Broadcasting System (Southeastern Group).

Contract and Other Requirements
Discounts allowed retroactively on the number of broadcasts given within a year.

Closing Time
Closing date two weeks in advance. Announcements, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 83-1/3 and 78 r.p.m. double turntables.

Personnel
Manager—John F. Pidcock.
Representatives—Thomas F. Clark Company, Inc.

Class "A" (After 8:00 p.m.)
Table with 5 columns: Rate type (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 columns of rates (1, 13, 26, 52, 104).

(This listing continued on next page)

SAVANNAH—Continued
W T O C—Continued

CLASS "B" (Before 6:00 p.m.)
1 hr. 1/2 hr. 1/4 hr. 5 min.
1 time..... 85.00 48.00 32.00 18.00
13 times..... 80.75 45.00 30.40 15.20
26 times..... 76.50 43.20 28.80 14.40
52 times..... 72.25 40.80 27.20 13.60
104 times..... 68.00 38.40 25.60 12.80
260 or more times 63.75 36.00 24.00 12.00

ANNOUNCEMENTS
Announcements run adjacent to higher time classifications are charged at the rate of the higher classification. Hitch-hike or cowcatcher announcements not accepted.

CLASS "A" (After 6:00 p.m.) (*) (†)
1 time..... 17.50 13.00
13 times..... 16.92 12.35
26 times..... 16.75 11.70
52 times..... 14.87 11.05
104 times..... 14.00 10.40
300 times..... 13.12 9.75
500 or more times..... 12.25 9.10

CLASS "B" (Before 6:00 p.m.)
1 time..... 11.00 8.50
13 times..... 10.45 8.07
26 times..... 9.90 7.65
52 times..... 9.35 7.23
104 times..... 8.80 6.80
300 times..... 8.25 6.37
500 or more times..... 7.70 5.95

(*) 100 words; one minute electrical transcription. (†) 50 words or less; chain breaks limited to 15 seconds.

SPECIAL FEATURES
Rates and details on request.

POLITICAL
Rates and details on request.

TRANSCRIPTIONS
Transcription libraries available. Recording equipment maintained. Off the air recordings, 5.00 per 15 minute transcriptions or less.

TALENT
Rates on request.

REMOTE CONTROL
Charges for lines and additional special equipment will be billed at actual cost. Short wave transmitter available.

Contract and Other Requirements
All contracts must start within 30 days. The maximum contract is for one year. Contracts subject to cancellation by advertiser, agent or station on 30 days' written notice. Cancelled contracts subject to short rate.

Closing Time
The closing date for all publicity and commercial copy 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 turntables for vertical and lateral cut recordings.

Personnel
President—W. T. Knight, Jr.
National Sales Manager—Bill Smart.

Representatives
The Kats Agency, Inc.

THOMASVILLE

(Thomas County)
WPAX
(Established 1934)



Rates effective July 1, 1942.
Owned and operated by Wimpy Radio.
Business Office and Studio—117 Remington Ave., Thomasville, Ga., telephone 909.
Transmitter—117 Remington Ave., Thomasville, Ga.

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

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

General Advertising
Clearance at source fees, if any, not included in rates.

Table with 10 columns: 1 tl., 3 tl., 6 tl., 12 tl., 26 tl., 52 tl., 1 hr., 1/2 hr., 1/4 hr., 20 words.
1 hour..... 60.00 59.00 58.00 57.00 56.00 55.00 54.00
1/2 hour..... 32.50 32.00 31.50 31.00 30.00 29.00 28.00
1/4 hour..... 17.50 17.00 16.50 16.00 15.50 15.00 14.50
100 words..... 2.00 1.95 1.90 1.85 1.80 1.75 1.70
20 words..... 1.50 1.45 1.40 1.35 1.30 1.25 1.20

POLITICAL
Rates on request.

REMOTE CONTROL
Remote facilities available.

TALENT
Rates on request.

Contract and Other Requirements
Rates do not include charges for talent.

Closing Time
Copy must be in hands of station one day before broadcast.

Personnel
Owner—H. Wimpy.
Commercial Manager—Charles Lawton.

Representatives
None.

TOCCOA

(Stephens County)
WRLC
(Established 1941)



Rates effective January 1, 1945. (Card No. 2.)
Owned and operated by E. G. LeTourneau.
Business Office and Studio—Frather Bridge Road, Toccoa, Ga., LeTourneau 1751.
Transmitter—Frather Bridge Road, one mile north-east of business district, Toccoa, Ga.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; Saturdays 7:00 a.m. to 12:00 midnight; Monday through Friday 7:00 a.m. to 12:30 a.m.

Agency Commission
15% to recognized agencies on station time only; no cash discount. Bills due and payable 10th of month.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network. The following rates are for national advertising and include copyright fees. In order to earn net rates quoted, contracts must be completed within 12 months.

Table with 10 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., (*), (†)
1 time..... 33.50 20.00 13.50 8.50 2.00 1.25
13 times..... 32.00 19.00 12.75 8.00 1.90 1.20
26 times..... 30.50 18.00 12.00 7.50 1.80 1.15
52 times..... 29.00 17.00 11.25 7.00 1.70 1.10
104 times..... 27.50 16.00 10.50 6.50 1.60 1.05
156 times..... 26.00 15.00 9.75 6.00 1.50 1.00
312 times..... 24.50 14.00 9.00 5.50 1.40 .95
624 times..... 23.00 13.00 8.25 5.00 1.30 .85
1,000 times..... 21.50 12.00 7.50 4.50 1.00 .75

(*) 100 word spots or one minute transcriptions. (†) 50 word spots or 35 word station breaks.

SPECIAL FEATURES
News: Regular rates apply.

REMOTE CONTROL
Rates on request.

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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 or tobacco not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. All programs must conform to station standards. Maximum contract one year. All proposals subject to prior sale of time.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy and transcriptions close 12 hours in advance. Talks close six hours in advance.

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

Personnel
General Manager—Virgie E. Craig.
Commercial Manager—Virgie E. Craig.

Representatives
Thomas F. Clark Company, Inc.

VALDOSTA

(Lowndes County)
WGOV
(Established 1940)

Rates effective September 1, 1942.
Owned and operated by E. D. Rivers.
Business Office and Studio—Valdosta, Ga.
Transmitter—Valdosta, Ga.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% on net charge for station time only. No cash discount.

General Advertising
For combination rates see Mutual Broadcasting System.

CLASS "A" (6:00 p.m. to 12:00 midnight)
1 hr. 13 tl. 26 tl. 52 tl. 156 tl. 312 tl.
1 hour..... 60.00 55.00 50.00 45.00 40.00 35.00 30.00
1/2 hour..... 45.00 40.00 35.00 30.00 25.00 20.00 16.00
1/4 hour..... 30.00 27.00 24.00 21.00 18.00 15.00 12.00
5 minutes 12.00 11.00 10.00 9.00 8.00 7.00 6.00

CLASS "B" (7:00 a.m. to 6:00 p.m.)
1 hour..... 55.00 50.00 45.00 40.00 35.00 30.00 25.00
1/2 hour..... 40.00 37.00 34.00 31.00 28.00 25.00 22.00
1/4 hour..... 25.00 23.00 21.00 19.00 17.00 15.00 13.00
5 minutes 10.00 9.00 8.00 7.00 6.00 5.00 4.00

ANNOUNCEMENTS

CLASS "A" (6:00 p.m. to 12:00 midnight)
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 156 tl. 312 tl.
80 word chain break..... 5.00 4.50 4.00 3.50 3.00 2.50 2.00
50 words..... 5.50 5.00 4.50 4.00 3.50 3.00 2.50
100 words or 1 minute 6.00 5.50 5.00 4.50 4.00 3.50 3.00

CLASS "B" (7:00 a.m. to 6:00 p.m.)
80 word chain break..... 4.00 3.75 3.50 3.00 2.75 2.25 1.75
50 words..... 5.00 4.50 4.00 3.50 3.00 2.75 2.00
100 words or 1 minute 5.50 5.25 4.75 4.25 3.75 3.25 2.75

TALENT
Rates on request.

REMOTE CONTROL
Equipped to handle remote control programs from any point in South Georgia—rates on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates are for time only. All programs subject to approval of station management. Maximum length of contract one year. All contracts subject to cancellation by one week's written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast; announcement copy and talks five hours in advance; transcriptions one day in advance.

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

Personnel
General Manager—Mrs. E. D. Rivers.
Station Director—James W. Stewart.
Sales Manager—W. B. Link.

Representatives
The Walker Company.

WAYCROSS

(Ware County)
WAYX
(Established 1935)



Rates effective August 1, 1937. (Card No. 4.)
Owned and operated by Jack Williams.
Affiliated with the Waycross Journal-Herald.
Business Office and Studio—620 Plant Ave., Waycross, Ga., telephone 965.
Transmitter—Waycross, Ga.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1220 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network. Rates include music copyright fees.

(All hours)
1 hr. 13 tl. 26 tl. 52 tl. (†)
1 hour..... 60.00 50.00 40.00 30.00 25.00
1/2 hour..... 35.00 30.00 25.00 20.00 18.00
1/4 hour..... 25.00 20.00 16.00 14.00 12.00
5 minutes..... 10.00 9.00 7.00 6.00 5.00

ANNOUNCEMENTS
100 words..... 4.00 3.50 3.00 2.50 2.00
50 words or less..... 2.00 1.85 1.70 1.55 1.25
Daily contract—rates on request.

SPECIAL FEATURES
News, time, sports report—rates on request.

RECORDED PROGRAMS
Transcription library services available—rates and details on request.

REMOTE CONTROL
Arrangements can be made for remote control broadcasts—rates on request.

SERVICE FACILITIES
Services of program department in arranging and presenting programs are included in station time charges.

Contract and Other Requirements
Maximum contract term one year. Station reserves the right to censor and reject any material which, in the opinion of the management, does not conform to good taste.

Closing Time
Continuity 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 turntables for vertical and lateral cut recordings.

Personnel
Manager—John J. Tobola.

Representatives
The Walker Company.

NAMPA—Continued
KFXD—Continued

General Advertising

For combination rates see Mutual Broadcasting System. Music copyright fees are included in rates. Ten minutes charged 75% of the 1/4 hour rate, five minutes charged 50% of the 1/4 hour rate.

Table with columns for time slots (8:00 p.m. to 11:00 p.m.) and rates for 1 hour, 1/2 hour, and 1/4 hour.

Table with columns for break and 1 minute spot rates for the 8:00 p.m. to 11:00 p.m. slot.

Table with columns for time slots (6:00 a.m. to 6:00 p.m.) and rates for 1 hour, 1/2 hour, and 1/4 hour.

Table with columns for break and 1 minute spot rates for the 6:00 a.m. to 6:00 p.m. slot.

Special Features: News: Leased wire service available. Occasionally special features are available at net rates—details on request.

Talent: Arrangements for all use of talent made at cost. Remote Control: Remote pick-ups or network programs fed to any of station's studios can be broadcast at no extra charge.

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

Transcriptions: Transcription library service available. No extra charge for broadcast of electrical transcription.

Contract and Other Requirements: Station reserves the right to reschedule or cancel any programs or announcements.

Personnel: Manager—Frank E. Hurt.

Representatives: None.

POCATELLO (Bannock County) KSEI (Established 1924)

Rates effective April 15, 1944. (Card No. 16-A.) Owned and operated by the Radio Service Corporation of Idaho, telephone 960.

Wave—Power—Time: Operating power—1,000 watts to local sunset; 250 watts thereafter. 322.6 meters; 930 kilocycles.

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

General Advertising: For combination rates see American Broadcasting Company, Inc. (North Mountain Group) and National Broadcasting Company (North Mountain Group).

CLASS "A": (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for CLASS "A" during week days and Sundays.

CLASS "B": (6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and after 10:30 p.m. week days; 6:00 a.m. to 12:00 noon and after 10:30 p.m. Sun.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for CLASS "B" during week days and Sundays.

ANNOUNCEMENTS CLASS "A": (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. Sundays)

Table with columns for 1 minute or 100 words and rates for ANNOUNCEMENTS CLASS "A" during week days and Sundays.

CLASS "B": (6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and after 10:30 p.m. week days; 6:00 a.m. to 12:00 noon and after 10:30 p.m. Sun.)

Table with columns for 1 minute or 100 words and rates for CLASS "B" during week days and Sundays.

DISCOUNTS: All frequency discounts must be earned within a period of one year from starting date.

TALES: Political and other talks sold at one time rates plus 50%; no frequency discounts.

SPECIAL FEATURES: News and Time Signals—rates on request.

ELECTRICAL TRANSCRIPTIONS: Accepted at regular station rates for either programs or announcements.

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. Merchandising service also available.

Contract and Other Requirements: All programs must comply with station's standard of quality. Advertising not in public interest may be refused by station.

Closing Time: No deadline except on programs requiring special production; two weeks deadline then necessary unless substitutions permitted.

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

Personnel: General Manager—Henry H. Fletcher. Representatives: The Walker Company.

Contract and Other Requirements: Pacific Coast—Homer Griffith Company.

TWIN FALLS (Twin Falls County) KTFI (Established 1923)

Rates effective May 1, 1945. (Card No. 9N.) Rates received April 9, 1945.

Owned and operated by Radio Broadcasting Corporation. Business Offices & Studios—Community Center Bldg., 241 Main Ave., W., 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. 236.2 meters; 1270 kilocycles.

Agency Commission: 15% on net time charges to recognized agencies. No commission on talent, remote control or other production expense.

General Advertising: For combination rates see American Broadcasting Company, Inc. (North Mountain Group) and National Broadcasting Company (North Mountain Group).

CLASS "A": (12:00 noon to 1:00 p.m.; 6:00 p.m. to 10:00 p.m. week days and all day Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for CLASS "A" during week days and Sundays.

CLASS "B": (All other time)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for CLASS "B" during all other times.

ANNOUNCEMENTS CLASS "A": (6:00 p.m. to 10:00 p.m.; 12:00 noon to 1:00 p.m. week days, and all day Sundays)

Table with columns for 100 words or chain and rates for ANNOUNCEMENTS CLASS "A" during week days and Sundays.

DISCOUNTS: All frequency discounts must be earned within a period of one year from date of contract.

SPECIAL FEATURES: News Service and Time Signals—rates and details on request.

POLITICAL AND TALKS: Available at time and one half program rate; no frequency discounts. Does not include agency commission.

REMOTE CONTROL: Remote control broadcasts will be charged at actual cost, in addition to station time.

SERVICE FACILITIES: Continuity, merchandise and production departments available.

Closing Time: Any reasonable time in advance of broadcast. To make printed program schedule advertiser should determine schedule 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 turntables for vertical and lateral cut recordings.

Personnel: General Manager—F. M. Gardner. Representatives: Weed & Company.

WALLACE (Shoshone County) KWAL (Established 1933)



Rates effective June, 1944. Owned and operated by Silver Broadcasting Company. Business Office and Studio—Wallace, Idaho.

Wave—Power—Time: Operating power—250 watts. 206.9 meters; 1450 kilocycles.

Agency Commission: 15% to recognized agencies if bills are paid by 20th of month following service.

General Advertising: For combination rates see Don Lee Broadcasting System (Northwest Group), Pacific Broadcasting Company, Mutual Broadcasting System and Keystone Network.

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times) and rates for 1/2 hr, 1/4 hr, and 5 min.

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times) and rates for 1/2 hr, 1/4 hr, and 5 min (All other time).

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.): 1 tl. 13 tl. 26 tl. 52 tl. 104 tl.

POLITICAL: Station rates apply. Copy must be submitted 24 hours before broadcast.

TALENT: Available at union scale, plus 20%.

REMOTE CONTROL: Remote control facilities available—rates on request.

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

Personnel: General Manager—R. G. Binyon. Assistant Manager—W. Mcndill Spencer.

ILLINOIS

AURORA (Kane County) WMRO (Established 1938)

Rates received April 13, 1945. Owned and operated by Martin B. O'Brien. Business Office and Studio—Aurora, Ill.

Wave—Power—Time: Operating power—250 watts. 234.4 meters; 1280 kilocycles.

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

(This listing continued on next page)

ILLINOIS—Continued

AURORA—Continued

W M R O—Continued

General Advertising

For combination rates see Keystone Network.

CLASS "A"

Table with advertising rates for Class A at various times (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min).

CLASS "B"

Table with advertising rates for Class B at various times (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min).

ANNOUNCEMENTS

Not to exceed 100 words. Rate for 50 words are one-half of the 100 word rates; "A"

CLASS "A"

Table with announcement rates for Class A.

CLASS "B"

Table with announcement rates for Class B.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wines, not accepted.

Personnel

Manager—Martin R. O'Brien. Promotion Manager—Vincent G. Coffey.

Representatives

None.

BLOOMINGTON

(McLean County)

W J B C

(Established 1924)



Rates effective July 15, 1941. (Card No. 9.)

Owned and operated by A. M. McGregor, Hugh L. Gately and D. C. McGregor. Business Office and Studio—209-1/2 E. Washington St., Bloomington, Ill.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% to recognized agencies on station time provided payment is made on or before the 15th day of the month following broadcast. No cash discount.

General Advertising

Table with advertising rates for WJBC.

ANNOUNCEMENTS

Table with announcement rates for WJBC.

CONSECUTIVE WEEKLY RATES

Table with consecutive weekly rates for WJBC.

SPECIAL FEATURES

News—Five minute news broadcasts sold only on six time weekly basis, daily except Sunday; rate includes wire and service charges:

Table with special feature rates.

Three service announcements daily, Monday through Saturday, plus 30 words commercial, take regular station break rates.

Three service announcements daily, Monday through Saturday, plus 100 words commercial, per week \$4.00.

POLITICAL

Rates on request.

RECORDED PROGRAMS

Regular station charges apply to recorded programs.

TALENT

Rates on request.

REMOTE CONTROL

Complete equipment available for broadcasting by remote control.

SERVICE FACILITIES

The services of the program planning and continuity departments, as well as the operating and announcing staffs, in arranging and advertising programs are included without extra charge.

Contract and Other Requirements

Short rate billing rendered if frequency rate is not earned. In order to earn net rates quoted, contracts must be completed within 12 months.

Mechanical Program Equipment

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

Personnel

Sales Manager—Hugh L. Gately.

Director—A. M. McGregor.

Representatives

Sears & Ayer, Inc.

CAIRO

(Alexander County)

W K R O

(Established 1942)



Rates effective March 1, 1942.

Owned and operated by Oscar C. Hirsch. Note: Address all inquirers to Oscar Hirsch, 324 Broadway, Cape Girardeau, Mo.

Business Office and Studio—One mile north of Cairo on U. S. Highway 51, telephone 1490.

Transmitter—One mile north of Cairo on U. S. Highway 51.

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time.

Operating schedule: Sundays 8:00 a.m. to 9:00 p.m.; week days 7:30 a.m. to 10:00 p.m.

Agency Commission

15% to recognized agencies on time only. All bills rendered on day following broadcast.

General Advertising

Table with advertising rates for WKRO.

ANNOUNCEMENTS

Table with announcement rates for WKRO.

POLITICAL

Regular one time rates apply. Recorded programs apply to recorded programs.

RECORDED PROGRAMS

Not restricted to certain hours.

REMOTE CONTROL

Arrangements can be made to handle remote control programs, speeches, etc. In addition to station time, advertiser pays for additional expense involved.

Contract and Other Requirements

Entertainment program rates are for use of facilities of station only; talent is extra.

Station reserves right to refuse or discontinue any advertising for reasons satisfactory to station.

All contracts subject to cancellation unless program starts within 60 days. All contracts subject to the station owner's general and governmental regulations.

Closing Time

Talent programs and talks close two weeks in advance of broadcast. 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 turntables for lateral and vertical cut recordings.

Personnel

Owner—Oscar C. Hirsch.

Representatives

John E. Pearson Company.

CARTHAGE

(Hancock County)

W C A Z

(Established 1921)

Rates received February 14, 1945.

Owned and operated by Superior Broadcasting Service, Inc.

Business Office and Studio — 502 Wabash Ave., Carthage, Ill., telephone 520.

Wave—Power—Time

Operating power—250 watts. 277.8 meters; 1080 kilocycles. Licensed to operate days. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. All bills rendered list of each month.

General Advertising

Table with advertising rates for various stations.

ANNOUNCEMENTS

Table with announcement rates.

POLITICAL

Political announcements take one time rate; no discounts.

Contract and Other Requirements

No contract accepted for more than 12 months. Discounts in case of cancellation apply only as earned.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

President—Bob Compton.

Manager—John Palmer.

Representatives

Thomas F. Clark Company, Inc.

CHAMPAIGN

(Champaign County)

W D W S



Rates effective September 1, 1943.

Owned and operated by The Champaign News-Gazette, Inc.

Business Office and Studio—48 Main St., Champaign, Ill., telephone 6-1855, teletype CNSI.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized agencies.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group), ASCAP, BMI and SESAC licenses.

CLASS "A"

Table with advertising rates for Class A.

CLASS "B"

Table with advertising rates for Class B.

DISCOUNTS

Table with discount rates.

POLITICAL

One time rates apply.

SERVICE FACILITIES

Complete continuity, program and promotional departments maintained. No charge for newspaper publicity.

Mechanical Program Equipment

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

Personnel

Station Manager—Marjlen Stevick Dyson.

Representatives

Texas Daily Press League, Inc.

CHICAGO

(Cook County)
W A A F
(Established 1922)



Rates effective January 15, 1944. (Card No. 9.)
Owned and operated by the Chicago Daily Drovers Journal.

Commercial Offices and Studios—24th floor, Palmer House, Chicago 90, Ill., Randolph 1932.
Transmitter—Exchange Bldg., Chicago, Ill.

Wave—Power—Time
Operating power—1,000 watts.
315.8 meters; 950 kilocycles.
Operates on Central War Time.
Operating schedule: Daily 6:30 a.m. continuously to local sunset.

Agency Commission
15% allowed on net time charges to advertising agencies recognized by station; no cash discount.
Bills due and payable as rendered.

General Advertising
All discounts contingent on definite contract for consecutive weeks within one year.
Rates include music copyright fees.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

WEEKLY FREQUENCY RATES

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

WEEKLY FREQUENCY DISCOUNTS

Table with columns for time slots (1:30 p.m. to sign-off) and discount percentages for Class 'A' and Class 'B'.

ANNOUNCEMENTS

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

DISCOUNTS

Table with columns for time slots (1:30 p.m. to sign-off) and discount percentages for Class 'A' and Class 'B'.

SPECIAL FEATURES
Time Signals, Weather and Temperature Reports, or News Bulletins—regular announcement rates apply.
Maximum length 125 words including commercial copy.
Breakfast Express: Sold only in blocks of one-half hour or more, 7:00 a.m. to 9:00 a.m.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

POLITICAL
One time rates apply. No discount allowed.
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.

All proposals subject to prior booking of time.
No periods are sold in bulk for resale.

Closing Time
Contracts should be closed two weeks in advance to make printed program schedules.
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 turntables for either vertical or lateral cut recordings.

Personnel
President—Ward A. Neff.
General Manager—W. E. Hutchinson.
Manager—Bradley R. Eldmann.

Representatives
George P. Hollingsbery Company.

WAIT

Rates effective October 1, 1944. (Card No. 5.)
Owned and operated by WAIT.
Business Office and Studio—860 N. Michigan Ave., Chicago, Ill., Franklin 0660.
Transmitter—Elmhurst, Ill.

Wave—Power—Time
Operating power—5,000 watts to local sunset at Dallas, Tex.
365.9 meters; 820 kilocycles.
Operates on Central War Time.

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

General Advertising
Rates include music copyright fees.

Table with columns for time slots (After 6:00 p.m.) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (Before 6:00 p.m.) and rates for Class 'A' and Class 'B'.

WEEKLY FREQUENCY RATES

Table with columns for time slots (After 6:00 p.m.) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (Before 6:00 p.m.) and rates for Class 'A' and Class 'B'.

DISCOUNTS

Table with columns for time slots (After 6:00 p.m.) and discount percentages for Class 'A' and Class 'B'.

ANNOUNCEMENTS

Table with columns for time slots (After 6:00 p.m.) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (Before 6:00 p.m.) and rates for Class 'A' and Class 'B'.

DISCOUNTS

Table with columns for time slots (After 6:00 p.m.) and discount percentages for Class 'A' and Class 'B'.

SPECIAL FEATURES

Time signals, weather and temperature reports or news flashes supplied at no extra charge.

DISCOUNTS

Table with columns for time slots (After 6:00 p.m.) and discount percentages for Class 'A' and Class 'B'.

SPECIAL FEATURES

Time signals, weather and temperature reports or news flashes supplied at no extra charge.

DISCOUNTS

Table with columns for time slots (After 6:00 p.m.) and discount percentages for Class 'A' and Class 'B'.

SPECIAL FEATURES

Time signals, weather and temperature reports or news flashes supplied at no extra charge.

DISCOUNTS

Table with columns for time slots (After 6:00 p.m.) and discount percentages for Class 'A' and Class 'B'.

SPECIAL FEATURES

Time signals, weather and temperature reports or news flashes supplied at no extra charge.

DISCOUNTS

Table with columns for time slots (After 6:00 p.m.) and discount percentages for Class 'A' and Class 'B'.

SPECIAL FEATURES

Time signals, weather and temperature reports or news flashes supplied at no extra charge.

DISCOUNTS

Table with columns for time slots (After 6:00 p.m.) and discount percentages for Class 'A' and Class 'B'.

Wave—Power—Time
Operating power—50,000 watts.
384.6 meters; 780 kilocycles.
Licensed to operate on nationally cleared channel.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 1:15 a.m.; week days 5:30 a.m. to 1:15 a.m.

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 Columbia Broadcasting System (Basic Network).
Length of commercial copy:

Table with columns for time slots (After 6:00 p.m.) and rates for Class 'A' and Class 'B'.

Programs not furnished by but presented in the studios of WBBM are subject to a 20% service charge on the net time charge after deduction of time discounts and agency commission unless the advertiser purchases talent from the station in an amount exceeding the 20% service charge.

GENERAL BROADCASTING TIME RATES

Without Talent
Net time rates after deduction of all applicable discounts.

Per week rates apply within any seven consecutive days.
Weekly rates based on consecutive weeks of uninterrupted broadcasting.

Table with columns for time slots (7:00 p.m. to 10:00 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (10:30 p.m. to 1:00 a.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (1:30 p.m. to sign-off) and rates for Class 'A' and Class 'B'.

Table with columns for time slots (6:30 a.m. to 1:30 p.m. week days) and rates for Class 'A' and Class 'B'.

(*) Days within any seven consecutive day period.
Seven days per week pro rata, of six day rate. Periods longer than one hour pro rata, of one hour rate.
Three-quarter hour—80% of hour rate. Ten minutes, if available, 80% of the 1 1/2 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Five minutes, if available, 50% of the 1-1/2 week 15 minute rate less applicable dollar volume and consecutive weeks discounts.
Time periods not designated—rates on request.

WBBM (Established 1923)
COLUMBIA OWNED

Rates effective August 20, 1944. (Card No. 20.)
Owned and operated by the Columbia Broadcasting System, Inc.
Business Office and Studios—410 N. Michigan Ave., Wrigley Bldg., Chicago 11, Whitehall 6000.
Transmitter—Itasca, Ill.

(This listing continued on next page)

ILLINOIS—Continued

CHICAGO—Continued

W B B M—Continued

Starting time of announcements determine rate classification. Transcribed station breaks not acceptable in Class "A" time. Transcribed station breaks in Classes "B," "C," and "D" time limited to 20 seconds.

CLASS "A"

(6:59 p.m. to 10:00 p.m. week days; 5:59 p.m. to 10:00 p.m. Sundays)

Table showing rates for Class A announcements. Columns: Per week (1 day, 2 days, 3 days, 4 days, 5 days, 6 days). Rows: 25 word station breaks (live); 1-12 wks; 13-25 wks; 26-51 wks; 52 weeks.

CLASS "B"

(5:59 p.m. to 6:59 p.m. week days; 12:59 p.m. to 5:59 p.m. Sundays; 10:30 p.m. to 10:30 p.m. daily)

Table showing rates for Class B announcements. Columns: Per week (1 day, 2 days, 3 days, 4 days, 5 days, 6 days). Rows: 25 word station breaks (live); 1-12 wks; 13-25 wks; 26-51 wks; 52 weeks.

CLASS "C"

(8:29 a.m. to 5:59 p.m. week days; 8:29 a.m. to 12:59 p.m. Sundays; 10:30 p.m. to 12:00 midnight daily)

Table showing rates for Class C announcements. Columns: Per week (1 day, 2 days, 3 days, 4 days, 5 days, 6 days). Rows: 50 word station breaks (live); 1-12 wks; 13-25 wks; 26-51 wks; 52 weeks.

CLASS "D"

(5:00 a.m. to 8:29 a.m. daily)

Table showing rates for Class D announcements. Columns: Per week (1 day, 2 days, 3 days, 4 days, 5 days, 6 days). Rows: 50 word station breaks (live); 1-12 wks; 13-25 wks; 26-51 wks; 52 weeks.

NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 20. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use applicable only as earned, in accordance with interpretation of Rate Card 20. PARTICIPATING ANNOUNCEMENT PROGRAMS Addend to Rate Card 20 issued December, 1944. Gold Coast Rhythms—Monday through Saturday—day time; 1 minute announcements (live): 1 day 2 days 3 days 4 days 5 days 6 days

ANNOUNCEMENT PACKAGES

Not available.

DISCOUNTS

Application of Discounts Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.

Where more than one time classification is used for programs, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

- (1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week). (2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer. (8) Deduct consecutive weeks discount if applicable.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

Example 2: An advertiser buys three 60 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday, the rate is then the six day rate for the Class "A" periods (20% from the gross) and the three day rate for the Class "B" periods (10% from the gross).

Weekly Dollar Volume Discount Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discounts on all broadcasting at General Broadcasting Time Rates. General announcements, although they may not be combined with programs of five minutes or more in length to earn any discounts, are subject to the following Dollar Volume Discounts separately.

Discounts for Consecutive Weeks Discounts for consecutive weeks of broadcasting applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable Dollar Volume Discount if any.

SPECIAL FEATURES News—Leased wire service available. Rates on request. Accepted at 20% surcharge of time costs after deduction of all applicable discounts and agency commission.

Program Ideas, lists of talent and rates on request. Musicians and announcer costs—rates on request.

REMOTE CONTROL Programs originating outside of the studios are subject to special charges—rates on request.

Contract and Other Requirements Contracts not accepted more than 60 days in advance of initial program.

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

Personnel Sales Manager—E. H. Shomo. Representatives Radio Sales.

WCFL

(Established 1928)

Rates effective September 1, 1938. (Card No. 3.) Owned and operated by Chicago Federation of Labor. Business Office & Studio—American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill. Superior 5300. Transmitter—DuPage County, northeast of Downers Grove.

Wave—Power—Time Operating power—10,000 watts. 300 meters; 1000 kilocycles. Licensed to operate full time. Operates on Central War Time.

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

General Advertising Affiliated with the National Broadcasting Company. Rates include music copyright fees.

GENERAL BROADCASTING TIME RATES

Table showing time rates for general broadcasting. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "A" (*10:30 p.m. to 10:00 p.m.)

Table showing time rates for Class B broadcasting. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "B" (9:00 a.m. to 1:00 p.m.; 6:00 p.m. to 7:30 p.m. week days and Sunday; 9:00 a.m. to 5:00 p.m. Sundays)

Table showing time rates for Class C broadcasting. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "C" (1:00 p.m. to 6:00 p.m. week days, and 5:00 p.m. to 6:00 p.m. Sundays; 10:30 a.m. to 10:30 p.m. week days and Sundays)

Table showing time rates for Class D broadcasting. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "D" (6:00 p.m. to 10:00 p.m. week days and Sunday; 9:00 a.m. to 5:00 p.m. Sundays)

Table showing time rates for Class D broadcasting. Columns: 1 hour, 1/2 hour, 1/4 hour. Rows: CLASS "D" (*10:30 p.m. to 9:00 a.m.)

Service available between 12:00 midnight and 7:00 a.m. only if regularly scheduled program precedes or follows.

Table showing weekly frequency time rates. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "A" (7:30 p.m. to 10:00 p.m.)

Table showing weekly frequency time rates. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "B" (9:00 a.m. to 1:00 p.m.; 6:00 p.m. to 7:30 p.m. week days and Sunday; 9:00 a.m. to 5:00 p.m. Sundays)

Table showing weekly frequency time rates. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "C" (1:00 p.m. to 6:00 p.m. week days and 5:00 p.m. to 6:00 p.m. Sundays; 10:30 p.m. to 10:30 p.m. week days and Sundays)

Table showing weekly frequency time rates. Columns: 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Rows: CLASS "D" (*10:30 p.m. to 9:00 a.m.)

Separate contracts must be written for periods in different rate classifications. All discounts apply to time charges only.

DISCOUNTS Discounts on gross rates for time are allowed for number of announcements under contract not to exceed one year's duration.

ANNOUNCEMENTS Independent announcements (5:59 p.m. to 10:31 p.m.) 100 words or 1 minute electrical transcription...

SPECIAL DISCOUNT FOR RUN OF STATION TIME Programs scheduled at station's discretion on available periods during Class A, B and C hours are entitled to 15% extra discount from rates shown under General Broadcasting Time Rates and/or Weekly Frequency Time Rates.

TRANSCRIPTIONS Accepted during regular broadcasting periods. TALENT Rates on request.

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 announcer and staff engineers in arranging and presenting programs are included without extra charge.

Contract and Other Requirements No periods are sold in bulk for resale. All programs are subject to approval of station.

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 83-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel Gen'l Mgr. & Prog. Dir.—Howard T. Keagan. Com'l & Prom. Mgr.—Melvin B. Wolena. Representatives The Katz Agency, Inc.

CHICAGO—Continued

WCRW

(Established 1928)

Italo card updated; rec'd February 1, 1945. (Card 18.) Owned and operated by Clinton R. White. Business Office and Studio—Embassy Hotel, 2756 Pine Grove Ave., Chicago 14, Ill., Diversey 4440. Transmitter—Embassy Hotel, 2756 Pine Grove Ave., Chicago, Ill.

Wave—Power—Time Operating power—100 watts. 241.9 meters; 1240 kilocycles. Divides time with WSBC and WEDC. Licensed to operate on cleared local channel. Operates on Central War Time. Operating schedule: Week days and Sundays, 11:00 a.m. to 2:00 p.m. and 5:00 p.m. to 7:00 p.m.

Agency Commission 15% allowed to recognized agencies; no cash discount. Bills rendered weekly.

General Advertising Rates include music copyright fees.

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'A' (5:00 p.m. to 7:00 p.m. Sundays)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'B' (5:00 p.m. to 7:00 p.m. week days; 11:00 a.m. to 2:00 p.m. Sundays)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'C' (11:00 a.m. to 2:00 p.m. week days)

Table with 2 columns: Frequency, Rate. FREQUENCY DISCOUNTS

ANNOUNCEMENTS

Table with 2 columns: Description, Rate. CLASS 'A' (5:00 p.m. to 7:00 p.m. Sundays)

Table with 2 columns: Description, Rate. CLASS 'B' (5:00 p.m. to 7:00 p.m. week days; 11:00 a.m. to 2:00 p.m. Sundays)

Table with 2 columns: Description, Rate. CLASS 'C' (11:00 a.m. to 2:00 p.m. week days)

Electrical transcriptions accepted at regular rates. Recorded programs not restricted to certain hours.

REMOTE CONTROL

Programs originating outside the studios subject to special charges.

Contract and Other Requirements All commercial programs subject to all rules and regulations of the F.C.C. Maximum contract one year. All continuity subject to approval of the station.

Closing Time Arrangements for broadcast must be made one week in advance.

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

Representatives Cuz & Tana.

WEDC

(Established 1926)

Rates effective February 11, 1941. Owned and operated by Emil Denmark, Inc., Chicago, Ill. Business Office and Studio—3860 Ogden Ave., Chicago, Ill., Crawford 4100. Transmitter—3860 Ogden Ave., Chicago, Ill.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate on cleared local channel. Operates on Central War Time. Operating schedule: 8:30 a.m. to 10:00 a.m., 8:30 p.m. to 5:00 p.m., 7:00 p.m. to 8:00 p.m., and 10:30 p.m. to 11:00 p.m. Divides time with stations WCRW and WSBC.

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

General Advertising Rates include music copyright fees.

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'A' (6:00 p.m. to 12:00 midnight)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'B' (6:00 a.m. to 8:00 p.m.)

TRANSCRIPTIONS

No extra charge for handling of recorded or electrically transcribed programs. Instantaneous recording equipment available.

TALENT

Program suggestions, lists of talent and rates on request.

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 announcer and staff engineer in arranging and presenting programs are included without extra charge.

Contract and Other Requirements

All programs are subject to the approval of station. Contracts not accepted more than 60 days in advance of initial program. No periods are sold in bulk for resale. Time discounts will be allowed from beginning of service in accordance with contract specifications, except where contracts contain a cancellation privilege, in which case discounts will be allowed as earned.

Closing Time

Contract should be closed two weeks in advance to assure proper publications, and program material must be arranged not less than 24 hours in advance of broadcast date.

Mechanical Program Equipment

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

Personnel

Manager—Frank J. Kohnour. Representatives None.

WENR

(Established 1925)



BLUE NETWORK OPERATED

Rates effective May 1, 1944. (Card No. 12.)

Owned and operated by American Broadcasting Company, Inc.

Business Office and Studio—Merchandise Mart, Chicago 34, Ill., Delaware 1900.

Transmitter—Tinley Park, Ill.

Wave—Power—Time

Operating power—50,000 watts. 337.1 meters; 890 kilocycles.

Divides time with station WLS. Licensed to operate on clear channel. Operates on Central War Time.

Operating schedule: Monday through Friday 3:00 p.m. to 6:00 p.m., 6:30 p.m. to 7:00 p.m. and 8:00 p.m. to 1:00 a.m.; Saturday 3:00 p.m. to 6:00 p.m., 6:30 p.m. to 7:00 p.m. and 12:00 midnight to 1:30 a.m.; Sundays 12:00 noon to 7:00 p.m. and 8:00 p.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising

Rates specified are applicable to all new broadcast series ordered on or after May 1, 1944. Contracts made prior to May 1, 1944, will be completed at the rates specified in such contracts except that advertisers with such contracts may then or thereafter elect to change to the rates specified herein for the unexpired portion of such contracts. In the absence of such election the rates specified will not apply until after April 30, 1945, to renewals or extensions of contracts existing on May 1, 1944, for the same series continuously used.

The rate of discount or the rebate to which an advertiser would otherwise be entitled for the then firm portion of his contract 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 American Broadcasting Company, Inc. (Basic Network). The following rates include charges by owners of music copyrights from whom station has blanket licenses.

GROSS RATES

(Per program charge)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'A' (6:30 p.m. to 7:00 p.m. week days; 6:00 p.m. to 7:00 p.m. Sunday; 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'B' (1:00 p.m. to 6:00 p.m. Sunday only)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'C' (3:00 p.m. to 6:00 p.m. week days; 10:00 p.m. to 11:15 p.m. daily except Saturday; 12:00 noon to 1:00 p.m. Sundays)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS 'D' (11:15 p.m. to 12:00 midnight daily except Saturday)

CLASS "D"

(11:15 p.m. to 12:00 midnight daily except Saturday)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS "D"

CLASS "E"

(12:00 midnight to 1:00 a.m. daily)

Table with 6 columns: Time slot, 1st rate, 2nd rate, 3rd rate, 4th rate, 5th rate. CLASS "E"

CLASS "F"

(1:00 a.m. to 3:00 a.m. daily)

Rates on request.

DISCOUNTS AND REBATES

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of broadcasting. Contracted value at gross rates:

Table with 2 columns: Rate range, Discount percentage. Less than 150.00 per week... None

Rebates for Consecutive Weeks

Table with 2 columns: Number of weeks, Rebate percentage. 13 to 25 consecutive weeks... 2-1/2%

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 contracts for the same advertiser at the rates listed under Classes "A," "B," "C," "D," "E," and "F" may be combined for determining the rate of the Dollar Volume Discount. Contracts for the same advertiser in the same rate classification for 15 minutes or more may be combined to earn one-half, three-quarters or one-hour rate. Such programs may be scheduled contiguously at station's option.

INDEPENDENT ANNOUNCEMENTS AND CHAIN BREAKS

Announcements—limited to 125 words live or one minute transcription. Chain Breaks—limited to 15 seconds transcription or 25 words live:

Table with 2 columns: Description, Rate. CLASS "A" (6:30 p.m. to 7:00 p.m. week days; 6:00 p.m. to 7:00 p.m. Sunday; 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table with 2 columns: Description, Rate. CLASS "B" AND "C" (3:00 p.m. to 6:00 p.m. daily; 12:00 noon to 6:00 p.m. Sunday; 10:00 p.m. to 11:15 p.m. daily except Saturday)

(11:15 p.m. to 12:00 midnight daily except Saturday)

Table with 2 columns: Description, Rate. Less than 10 times... 25.00

Announcement rates based on the number used within a 12 month period. Frequency rate for announcements or chain breaks depends upon the total number used or ordered in any one class ("B" and "C" considered as one class) within any 12 month period. The greatest number of announcements and chain breaks in any class will be applied in determining the frequency rate for each class. Participation announcements may be combined with any announcements and/or chain breaks used in Class "B" and "C" in order to determine the frequency rate for each.

The position of announcements between programs is not guaranteed in relation to adjacent programs and station management will not be required to notify advertisers of any changes in adjacent programs.

PARTICIPATIONS

Beulah Karney—"Woman Today": Women's interest program, 3:00 p.m. to 3:15 p.m., Monday through Friday.

Following participation rates are based on the number used within a 12 month period. Rates quoted include talent and are fully commissionable. Participation announcements may be combined with any announcements and/or chain breaks used in Class "B" and "C" in order to determine the frequency rate for each.

Table with 2 columns: Description, Rate. Less than 10 times... 55.00

SPECIAL FEATURES

Time Signals—rates on request. TALKS Lectures and educational talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangement.

TRANSCRIPTIONS

No time restrictions. Extra charge for turntable operator for musical transcription or record broadcasts: Less than 5 minutes 5.00; 5 minutes or longer 10.00.

(This listing continued on next page)

ILLINOIS—Continued

CHICAGO—Continued

W E N R—Continued

REMOTE CONTROL

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

SERVICE FACILITIES

In arranging and presenting programs, the advisory service of staff engineers and the station's program department will be rendered without charge.

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale.

Closing Time

Program material must be submitted for approval at least one week in advance of broadcast date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

General Manager—Roy W. McLaughlin. Program Manager—Gene Rouse. Promotion Manager—K. M. Sutphin.

Representatives

Blue Network Spot Sales.

WGES

(Established 1924)

Rates effective September 1, 1941. (Card No. 5.)

Owned and operated by Radio Station WGES, Business Office and Studio—14 N. Western Ave., Chicago, Ill., Seeley 8086.

Transmitter—8601 S. Kedzie Ave., Chicago, Ill.

Wave—Power—Time

Operating power—5,000 watts. 215.8 meters; 1390 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% allowed to recognized agencies on station time only; no cash discount. Bills rendered day following broadcast. Payable 1st of following month.

General Advertising

Rates include music copyright fees.

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and rows for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. rates.

Table with columns for CLASS 'B' (7:00 a.m. to 6:00 p.m.) and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times rates.

Table with columns for CLASS 'C' (10:30 p.m. to 12:00 midnight) and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times rates.

Table with columns for CLASS 'D' (12:00 midnight to 7:00 a.m.) and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times rates.

ANNOUNCEMENTS

Table with columns for Class 'A', Class 'B', and Class 'C' & 'D' and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times rates.

WEEKLY FREQUENCY RATES

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and rows for 3 times, 5 times, 6 times rates.

CLASS 'B' (7:00 a.m. to 6:00 p.m.)

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 3 times, 5 times, 6 times rates.

CLASS 'C' (10:30 p.m. to 12:00 midnight)

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 3 times, 5 times, 6 times rates.

CLASS 'D' (12:00 midnight to 7:00 a.m.)

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 3 times, 5 times, 6 times rates.

Additional Discounts 13 weeks 10%; 26 weeks 15%; 52 weeks 20%.

FOREIGN LANGUAGE RATES

(Time only—Exclusive of talent)

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

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times, 200 times, 300 times rates.

CLASS 'B' (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times, 200 times, 300 times rates.

(*) Sunday Class 'B' rates 25% extra. Weekly discount for programs six or more times per week 10%. This discount does not apply to announcements.

POLITICAL

One time rate, regardless of frequency or number of times used.

RECORDED PROGRAMS

No extra charge for handling of recorded or electrically transcribed programs.

TALENT

Rates on request.

REMOTE CONTROL

Programs broadcast from points outside the studios of station are subject to special charges.

SERVICE FACILITIES

Any type of program desired by the advertiser is available 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; where advertiser prepares own program it should be submitted in advance for director's approval.

Closing Time

Contracts should be closed three weeks in advance to make printed program schedules.

Records must be delivered to studios at least one week in advance.

Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 or 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager—John A. Dyer.

Representatives

None.

WGN

(Established 1922)

Rates effective January 15, 1942. (Card No. 8.)

Owned and operated by WGN, Inc. Business Office—441 N. Michigan Ave., Chicago, Ill. Studio—441 N. Michigan Ave., Chicago, Ill. Superior 0100.

Transmitter—Roselle, Ill.

Wave—Power—Time

Operating power—50,000 watts. 416.7 meters; 720 kilocycles. Licensed to operate full time on cleared channel. Operates on Central War Time.

Operating schedule: Sundays 8:00 a.m. to 1:30 a.m.; week days 5:30 a.m. to 1:30 a.m.; Saturdays 5:30 a.m. to 2:00 a.m.

Agency Commission

15% on time charges allowed on general accounts coming through an agency recognized by WGN, Inc.; no cash discount. Commission allowed only when payment is made on or before due date.

General Advertising

For combination rates see Mutual Broadcasting System.

CLASS 'A' (7:00 p.m. to 10:00 p.m. daily and Sunday)

Table with columns for 1-12, 18-25, 26-51, 52 weeks and rows for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times rates.

CLASS 'B' (*6:30 p.m. to 7:00 p.m. daily and 1:00 p.m. to 7:00 p.m. Sundays)

Table with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times rates.

CLASS 'C' (9:00 a.m. to 1:00 p.m. daily and Sundays and 5:00 p.m. to 6:30 p.m. week days)

Table with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times rates.

CLASS 'D' (1:00 p.m. to 5:00 p.m. week days)

Table with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times rates.

CLASS 'E' (10:00 p.m. to 1:00 a.m. and 7:00 a.m. to 9:00 a.m. daily and Sundays)

Table with columns for 1 time, 2 times, 3 times rates.

(This listing continued on next page)

CHICAGO—Continued

W G N—Continued

Table with columns for Per week (2, 3, 4, 5, 6, 7 times) and rates for 1-12, 13-25, 26-51, 52 weeks.

(*): 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.

GROSS TIME DISCOUNTS

Identical time periods purchased for 18 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:

ANNOUNCEMENTS

One minute announcement, copy limit 120 words: Less than six days per week, each..... 55.00

SPECIAL FEATURES

Station breaks: Copy limit 25 word commercial announcements: Transcribed announcements not accepted after 6:00 p.m.:

TRANSCRIPTIONS

Electrical transcription programs furnished by the advertiser are subject to a charge of 10.00 per broadcast.

TALENT

Program rates on request. SERVICE FACILITIES: Services of program service department in arranging and producing programs available upon request.

Contract and Other Requirements

Advertisements of alcoholic beverages, other than beer and light wines, not accepted. Rates are net for time only.

Closing Time

The closing date for general publicity and program material is two weeks in advance of date of broadcast.

WIND CHICAGO 5000 WATTS 560 KC. THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE UP—PA—INS. CHICAGO BEARS FOOTBALL, BLACK HAWKS HOCKEY, CHICAGO CUBS BASEBALL FOR 1945. National Representative John E. Pearson & Co.

Personnel: Station Manager—Frank P. Schreiber. Commercial Manager—William A. McGuiness. Sales Manager—Norman Boggs. Representatives: Chicago—441 N. Michigan Ave., Superior 0100.

WIND (Established 1927)



Rates effective January 15, 1944. (Card No. 14.) Owned and operated by Johnson-Kennedy Radio Corporation. Business Office and Studio—230 N. Michigan Ave., Chicago 1, Ill., State 4176.

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.

CLASS "A" (6:00 p.m. to 10:00 p.m.): 1 hr. 225.00, 1/2 hr. 155.00, 5 minutes 48.50.

CLASS "B" (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.): 1 hr. 175.00, 1/2 hr. 105.00, 5 minutes 37.50.

CLASS "C" (1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m.): 1 hr. 150.00, 1/2 hr. 90.00, 5 minutes 32.50.

CLASS "D" (11:00 p.m. to 9:00 a.m.): 1 hr. 100.00, 1/2 hr. 60.00, 5 minutes 17.50.

WEEKLY FREQUENCY TIME RATES CLASS "A" (6:00 p.m. to 10:00 p.m.): 1 hr. 240.00, 1/2 hr. 160.00, 5 minutes 48.00.

CLASS "B" (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.): 1 hr. 180.00, 1/2 hr. 110.00, 5 minutes 33.00.

CLASS "C" (1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m.): 1 hr. 150.00, 1/2 hr. 90.00, 5 minutes 32.50.

CLASS "D" (11:00 p.m. to 9:00 a.m.): 1 hr. 100.00, 1/2 hr. 60.00, 5 minutes 17.50.

ANNOUNCEMENTS: Announcement copy requesting mail or conducting contests not acceptable.

CLASS "A" (6:00 p.m. to 10:00 p.m.): 100 words or 1 minute transcriptions..... 30.00, 50 words or station break..... 15.00.

CLASS "B" (10:00 p.m. to 12:00 midnight and 6:00 a.m. to 6:00 p.m.): 100 words or 1 minute transcriptions..... 15.00, 50 words or station break..... 10.00.

CLASS "C" (12:00 midnight to 6:00 a.m.): Night Watch Announcements—12:00 midnight to 6:00 a.m. Not subject to frequency discounts. 100 words..... 5.00, 50 words..... 3.00.

DISCOUNTS: Less than 12 times Net 50 to 99 times..... 15%, 18 to 25 times..... 5%, 100 to 299 times..... 20%, 300 to 499 times..... 10%, 500 or more times..... 25%.

All frequency discounts are dependent upon completion of entire contracted schedule within one year. (This listing continued on next page)

ILLINOIS—Continued

CHICAGO—Continued

W I N D—Continued

SPECIAL FEATURES

Time signals, weather and temperature reports, or news flashes take regular announcement rates with report service words included in word count.

TRANSCRIPTIONS

No extra charge for electrical transcriptions provided by advertisers.

POLITICAL

One time rate applies; no frequency discounts. Minimum time unit five minutes.

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.

Rates apply to all classes of accounts. All programs and transcriptions are subject to approval of the station management. Contest copy or requests for mail reply accepted only on program units of five minutes or more.

All programs and advertising copy subject to approval of station.

Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production. Copy for all lectures and talks must be submitted 48 hours in advance of broadcast.

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

Personnel
President—Ralph L. Atlas.
Sales Manager—John T. Carey.
Representatives
New York—John E. Pearson Company

W J J D
(Established 1924)



Rates effective May 1, 1944. (Card No. 20.)

Owned and operated by WJJD, Inc.
Studio—230 N. Michigan Ave., Chicago 1, Ill., State 5466.

Transmitter—17 miles northwest of Chicago, Ill., five miles east of Des Plaines, Ill.

Wave—Power—Time

Operating power—20,000 watts.
258.6 meters; 1160 kilocycles.
Licensed to operate limited time. Operates on Central War Time.

Operating schedule: 4:00 a.m. to 9:30 p.m.

Agency Commission

15% allowed to recognized advertising agencies; no cash discount. Bills due and payable as rendered.

General Advertising

Rates include music copyright fees.
20% discount for run of schedule on all station time periods in excess of five minutes.

Bulk rates applicable to public events using time greater than any unit on rate card; two hours up to 2-1/4 hours, 1.6 of the hour rate.

GENERAL BROADCASTING RATES

CLASS "A"
(After 6:00 p.m. week days and 10:00 a.m. to 6:00 p.m. Sundays)

	1 tl.	13 tl.	28 tl.	52 tl.
1 hour.....	260.00	234.00	221.00	208.00
1/2 hour.....	180.00	144.00	138.00	128.00
1/4 hour.....	95.00	85.50	80.75	78.00
5 minutes.....	55.00	49.50	46.75	44.00

CLASS "B"
(9:00 a.m. to 1:00 p.m., 4:00 p.m. to 6:00 p.m. Sundays)

1 hour.....	175.00	157.50	148.75	140.00
1/2 hour.....	110.00	99.00	93.50	88.00
1/4 hour.....	65.00	58.50	55.25	52.00
5 minutes.....	40.00	36.00	34.00	32.00

CLASS "C"
(1:00 p.m. to 4:00 p.m. week days)

1 hour.....	130.00	117.00	110.50	104.00
1/2 hour.....	80.00	72.00	68.00	64.00
1/4 hour.....	55.00	49.50	46.75	44.00
5 minutes.....	35.00	31.50	29.75	28.00

CLASS "D"
(6:00 a.m. to 9:00 a.m.)

1 hour.....	100.00	90.00	85.00	80.00
1/2 hour.....	60.00	54.00	50.00	48.00
1/4 hour.....	35.00	31.50	29.75	28.00
5 minutes.....	20.00	18.00	17.00	16.00

WEEKLY FREQUENCY TIME RATES

CLASS "A"
(After 6:00 p.m. week days and 10:00 a.m. to 6:00 p.m. Sundays)

	3 tl.	5 tl.	6 tl.
1 hour.....	585.00	865.00	936.00
1/2 hour.....	360.00	535.00	576.00
1/4 hour.....	215.00	315.00	345.00
5 minutes.....	125.00	185.00	198.00

CLASS "B"
(9:00 a.m. to 1:00 p.m. and 4:00 p.m. to 6:00 p.m.)

1 hour.....	385.00	585.00	630.00
1/2 hour.....	247.50	365.00	396.00
1/4 hour.....	146.25	215.00	235.00
5 minutes.....	90.00	135.00	145.00

CLASS "C"
(1:00 p.m. to 4:00 p.m. week days)

1 hour.....	292.50	434.00	468.00
1/2 hour.....	180.00	267.00	288.00
1/4 hour.....	123.75	184.00	198.00
5 minutes.....	78.25	117.00	126.00

CLASS "D"
(6:00 a.m. to 9:00 a.m.)

1 hour.....	250.00	400.00	450.00
1/2 hour.....	150.00	240.00	270.00
1/4 hour.....	90.00	140.00	155.00
5 minutes.....	45.00	71.00	78.00

Three, five and six time rates are subject to the following discounts on contracts: 13 weeks, 10%; 26 weeks, 15%; 52 weeks, 20%.

PARTICIPATION PROGRAMS
Supertime Frolic—7 quarter hours weekly..... 500.00
Breakfast Frolic—6 quarter hours weekly..... 200.00
Subject to regular frequency discounts.

ANNOUNCEMENTS

CLASS "A"
(After 6:00 p.m.)

100 words or 1 minute transcription.....	20.00
50 words or station break.....	15.00

CLASS "B," "C" or "D"
(6:00 a.m. to 6:00 p.m.)

100 words or 1 minute transcription.....	15.00
50 words or station break.....	10.00

DISCOUNTS

Less than 12 times.....	Net 50 to 99 times.....	15%
13 to 25 times.....	100 to 299 times.....	20%
26 to 49 times.....	300 or more times.....	25%

All frequency discounts are dependent upon completion of entire contracted schedule within one year. Time signals, weather and temperature reports, or news flashes take regular announcement rates with report service words included in word count. Announcement copy requesting mail or conducting contests not acceptable.

TRANSCRIPTIONS

No charge for electrical transcriptions provided by the advertiser.

TALENT

Rates on request.

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. Auditions of program ideas produced at no obligation. Services of station include a program and continuity department.

Contract and Other Requirements

All programs and transcriptions are subject to approval of the station management.

Closing Time

All contracts should be closed as far in advance as possible so as to facilitate production. Copy for all lectures and talks must be submitted 48 hours in advance of broadcast.

Mechanical Program Equipment

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

Personnel

General Manager—Arthur F. Harre.
Sales Manager—Fred G. Harin.
Promotion Manager—Bob Ward.

Representatives

Paul H. Raymer Company.

WJJD
CHICAGO'S LARGEST INDEPENDENT STATION
WJJD

EXCLUSIVE Baseball BROADCASTS

(Sold to Walgreen and Old Golds)

Availabilities Before and After

Two exclusive sports features before and after WJJD's exclusive Chicago White Sox Baseball broadcasts are now available.

"Dugout Interviews"...

Interviews with White Sox players and with members of the visiting team direct from the diamond. Out-of-town games feature an interesting sports summary presented by the sportscasters. Seven quarter-hours weekly for 24 weeks.

"Scoreboard"...

Scores of all the major league games of the day highlight an interesting performance on the "Scoreboard" show immediately following the ball game, plus the latest popular recordings. Seven quarter-hours weekly—24 weeks.

SPORTS RATE HIGH IN CHICAGO...

Let us tell you our story

WJJD
20,000 WATTS

Availabilities: Telephone STATE 5466
230 N. Michigan Ave., Chicago 1, Illinois

National Representative: PAUL H. RAYMER
366 MADISON AVE., NEW YORK CITY

CHICAGO—Continued

WLS
(Established 1934)



Rates effective February 1, 1939. (Card No. 11.)
Owned by the Agricultural Broadcasting Company.
Controlled and operated by Prairie Farmer, 1230 W.
Washington Blvd., Chicago 7, Ill.
Business Office and Studio—Prairie Farmer Bldg.,
1230 W. Washington Blvd., Chicago 7, Ill., Mon-
roe 9700.

Transmitter—Tinley Park, Ill.
Wave—Power—Time
Operating power—50,000 watts.
337.1 meters; 890 kilocycles.

Licensed to operate on clear channel. Divides time
with station WENR.
Operates on Central War Time.
Operating schedule: Daily except Saturday and Sun-
day, 5:00 a.m. to 8:00 p.m., 8:00 p.m. to 8:00 p.m.;
Saturday 5:00 a.m. to 3:00 p.m., 6:00 p.m. to 12:00
midnight; Sunday 8:00 a.m. to 12:00 noon, 7:00 p.m.
to 8:00 p.m.

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

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network).
All discounts are for broadcasts to be used within
one year from start of schedule.
Separate contracts must be written for periods in
different rate classifications.

EVENING PROGRAMS

1 hr.	15	26	52	104	200	41.
1 hour.....	750.00	712.50	675.00	600.00	562.50	525.00
1/2 hour....	450.00	427.50	405.00	360.00	337.50	315.00
1/4 hour....	300.00	285.00	270.00	240.00	225.00	210.00
5 minutes.....	225.00	213.75	202.50	180.00	168.75	157.50

DAYTIME PROGRAMS

1 hr.	15	26	52	104	200	41.
1 hour.....	450.00	427.50	405.00	360.00	337.50	315.00
1/2 hour....	270.00	256.50	243.00	216.00	202.50	189.00
1/4 hour....	180.00	171.00	162.00	144.00	135.00	126.00
5 minutes.....	135.00	128.25	121.50	108.00	101.25	94.50

WEEKLY FREQUENCY RATES

(Nighttime)

Less than 13	13 to 25		26 to 51	
	13 wks.	wks.	wks.	52 wks.
Three days weekly:				
1 hour.....	1,800.00	1,820.00	1,530.00	1,440.00
1/2 hour.....	1,080.00	972.00	918.00	864.00
1/4 hour.....	720.00	648.00	612.00	576.00
5 minutes.....	540.00	486.00	459.00	432.00
Five days weekly:				
1 hour.....	2,812.50	2,531.25	2,390.63	2,250.00
1/2 hour.....	1,687.50	1,518.75	1,434.38	1,380.00
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	1,606.50	1,512.00
1/4 hour.....	1,260.00	1,134.00	1,071.00	1,008.00
5 minutes.....	945.00	850.50	803.25	756.00

(Daytime)

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	578.75	540.00
5 minutes.....	506.25	455.63	430.31	405.00
Six days weekly:				
1 hour.....	1,890.00	1,701.00	1,606.50	1,512.00
1/2 hour.....	1,134.00	1,020.60	968.90	907.20
1/4 hour.....	756.00	680.40	642.80	604.80
5 minutes.....	567.00	510.30	481.95	458.40

DISCOUNTS

Discounts are allowed on contract only for 13, 26
and 52 consecutive and continuous weeks of broad-
casting, 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

(Nighttime)

1	15	26	52	104	200	41.
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)

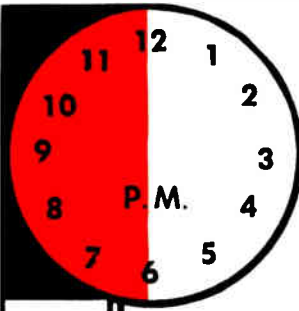
(Nighttime)

Less than 13	13 to 25		26 to 51	
	13 wks.	wks.	wks.	52 wks.
Three days wkly:				
1 minute.....	300.00	270.00	255.00	240.00
50 words.....	180.00	162.00	158.00	144.00
Five days weekly:				
1 minute.....	468.75	421.88	398.44	375.00
50 words.....	281.25	258.18	239.06	225.00
Six-days weekly:				
1 minute.....	525.00	472.50	446.25	420.00
50 words.....	315.00	288.50	267.75	252.00

(Daytime)

Three days weekly:				
2 minutes.....	270.00	248.00	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	258.18	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	288.50	267.75	252.00
50 words.....	189.00	170.10	160.65	151.20

(This listing continued on next page)



Around the Clock with
WLS RESULTS

6 TO 7

7 TO 8

8 TO 9

9 TO 10

10 TO 11

11 TO 12

12 TO 1

1 TO 2

2 TO 3

6 TO 7

7 TO 8

SATURDAY NIGHTS

THIS MONTH: SATURDAY NIGHTS

When Murphy Products Company of Burlington, Wisconsin, recently renewed its sponsorship of the 9 to 9:30 p.m. portion of the WLS National Barn Dance, it marked the 15th year for Murphy on the WLS National Barn Dance. Advertiser-loyalty, year after year, comes only because **WLS GETS RESULTS!**

★ ★ ★ ★

A free sample of a pipe tobacco, offered twice one Saturday night (10:00 and 10:30 p.m., one-minute announcements) brought 3,261 requests. Saturday nights, early and late, **WLS GETS RESULTS!**

★ ★ ★ ★

A fence advertiser, 7:30 to 8 p.m. Saturday nights, offered a \$3 weekly prize for the best 75-word announcement copy submitted. There were 6,601 entrants in 3 months. Saturday nights, late and early, **WLS GETS RESULTS!**

Your product, too, can have this kind of acceptance in Midwest America. Because WLS speaks as "the voice of a friend", as "one of the family", our listeners hear and respond with confidence... a confidence that extends to the products we advertise. See a John Blair man for many other factual stories revealing how this WLS-built confidence can work to your advantage, now and postwar.



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

Affiliated in manage-
ment with KOY, Phoenix,
and The Arizona
Network—KOY, Phoenix
★ KTUC, Tucson ★
KSUN, Bisbee-Lowell-
Douglas.

The
**PRAIRIE
FARMER
STATION**

CHICAGO 7

REPRESENTED BY JOHN BLAIR & COMPANY



For deepest penetration of the four-state area, city, town, village, and farm, use **Prairie Farmer with WLS** as a team. There is no more economical way, effectively to reach, inform, and sell this great midwest American market than with **WLS and Prairie Farmer** together.

ILLINOIS—Continued

CHICAGO—Continued

WLS—Continued DISCOUNTS

Discounts are allowed on contract only for 18, 26 and 52 consecutive and continuous weeks of broadcasting...

SPECIAL FEATURES

'Homemakers' Hour' conducted by WLS Home Advisor, Monday through Friday. Advertising participation in Homemakers' Hour is restricted to such products and methods of handling which...

18 to 25 26 to 51

52 wks. 248.00
Minimum contract accepted is 18 weeks. Discounts are allowed on contract only for consecutive weeks of broadcasting...

(Nights) Less than 18 to 25 26 to 51

Per week: 13 wks. wks. 52 wks.
With 20 words 238.80 309.97 198.21 186.84

(Days) Less than 18 to 25 26 to 51

Per week: 13 wks. wks. 52 wks.
With 20 words 140.00 126.00 119.00 113.00

Discounts are allowed on contract only for 18, 26 and 52 consecutive and continuous weeks of broadcasting...

Rates for sponsorship of special features are subject to the following additional discounts when advertisers use more than one service daily...

TRANSCRIPTIONS

On all electrically transcribed programs or announcements containing instrumental music there is an additional charge of 10.00 net per broadcast...

TALENT

Rates on request.

SERVICE FACILITIES

Merchandising services available.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. All advertising copy and programs must comply with the standards and 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.

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.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

President—Burridge D. Butler. Vice-Pres. & Mgr.—Glenn Snyder. Sales Manager—Charles M. Freeman.

Representatives

John Blair & Company.

WMAQ (Established 1922)



Rates effective March 1, 1945. (Card No. 12.)

Owned and operated by National Broadcasting Co., Inc. Business Office and Studio—Merchandise Mart, 222 North Bank Drive, Chicago 54, Ill., Superior 8300.

Wave—Power—Time

Operating power—50,000 watts. 447.8 meters; 870 kilocycles. Licensed to operate full time on cleared national channel. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising

For combination rates see National Broadcasting Company (Basic Network). Commitments made prior to March 1, 1945, will be completed at the rates called for by such commitments.

The rate of discount to which an advertiser would otherwise be entitled will not be prejudiced if interruptions of a series are necessitated by the broadcasting of special events of importance...

GENERAL BROADCAST ADVERTISING

Table with columns for Gross Rates, Class A, B, C, D, E, F, and G. Rows show rates for 1, 2, 3, 4, 5, 6, and 7 weeks.

ANNOUNCEMENTS

Announcements in different time classifications may be combined under the following table. Volume rates become effective from beginning of service only on firm contracts or as contracts become firm.

Table showing volume rates for 1 minute and 15 second spots at various times of day.

Station Breaks

Maximum length, live 25 words; transcribed 12 seconds. 6:00 p.m. to 10:30 p.m., net 100.00

TRANSCRIPTIONS

There will be a service charge of 5.00 per broadcast of transcriptions or records of one minute or less and 10.00 for transcribed and/or recorded programs of more than one minute in length.

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 and staff engineers in arranging and presenting programs are included without charge, except where client selects a particular staff announcer or except where a fee is required by any governing labor organization.

Contract and Other Requirements

No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts. All programs are subject to approval of the station.

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 38-1/8 and 78 r.p.m. lateral and vertical turntables.

Personnel

Spot & Local Sales Mgr.—Oliver Morton.

Representatives

National Broadcasting Company, Inc., (Spot Sales.)

WMBI (Established 1926)



Owned and operated by The Moody Bible Institute of Chicago.

Business Office and Studios—153 Institute Place, Chicago 10, Ill. Michigan 1570.

Wave—Power—Time

Operating power—5,000 watts. 270.3 meters; 1110 kilocycles. Licensed to operate on clear channel. Limited time basis. Operates on Central War Time.

WSBC

(Established 1928)

Rates effective September 1, 1938. (Card No. 5.) Owned and operated by Radio Station WSBC.

Business Office and Studio—2400 W. Madison St., Chicago 12, Ill., Monroe 9060.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Divides time with WEDC and WCRW.

Agency Commission

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

General Advertising

Rates include music copyright fees.

SPONSORED PROGRAMS

Table showing sponsored program rates for 1, 1/2, 10, and 5 minutes at various times of day.

(This listing continued on page 100)



...WMAQ at 5:15 PM

Carson Pirie Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market, America's 2nd largest, where 2,855,700 families annually spend over \$3,500,000,000.

Before selecting a station they checked station coverages and found WMAQ to be Chicago's number 1 station—the Chicago station most people listen to most.

And so Carson Pirie Scott & Co. currently sponsors "Variety at 5:15" on Monday, Wednesday and Friday evenings. They have joined the group of discerning advertisers whose programs over WMAQ make up radio's finest entertainment program schedule in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.



1945—RADIO'S 25TH ANNIVERSARY
—PLEGGED TO VICTORY

The Chicago station most people listen to most

670 ON YOUR DIAL

DECATUR—Continued
W S O Y—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates (11.4, 26 H, 52 tl, 104 tl, 156 tl, 260 tl) for CLASS 'C'.

ANNOUNCEMENTS

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m.) with rates for 100 words and 20 words.

CLASS 'B'

Table for CLASS 'B' (7:30 a.m. to 6:00 p.m.) with rates for 100 words and 20 words.

CLASS 'C'

Table for CLASS 'C' (6:00 a.m. to 7:30 a.m. and 10:00 p.m. to 12:00 midnight) with rates for 100 words and 20 words.

DISCOUNTS

500 announcements..... 5%
1,000 announcements..... 15%
*Programs and announcements cannot be combined to earn quantity discounts. Quantity discounts apply on periods or announcements used consecutively within one year.

SPECIAL FEATURES

Leased wire service available—details on request.

TRANSCRIPTIONS

Not limited to certain hours.

TALENT

Talent of all types available—rates on request.

REMOTE CONTROL

Broadcasts may be arranged from any point.

SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges, also services of one announcer.

Closing Time
Two weeks prior to starting time.

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

Personnel
Acting Manager—Edward E. Lindsey
Sales Manager—Chas. F. Bruce.
Representatives
Weed & Company.

EAST ST. LOUIS

(St. Clair County)

W T M V

(Established 1935)

Rate card issued July 1, 1941. (Card No. 6-A.)
Owned and operated by the Mississippi Valley Broadcasting Company, Inc.
Business Office and Studio—Hotel Broadview, Fifth and Broadway, East St. Louis, Ill., Bridge 8424 and East 4990.
Transmitter—Hotel Broadview, East St. Louis, Ill.

Wave—Power—Time
Operating power—250 watts.
261.3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% to recognized agencies; no cash discount. All bills due on 1st of month for programs broadcast during previous month.

Table for CLASS 'A' (9:00 a.m. to 10:00 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

CLASS 'B'

Table for CLASS 'B' (Sign-on to 9:00 a.m. and 10:00 p.m. to sign-off) with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

ANNOUNCEMENTS

Table for CLASS 'A' (9:00 a.m. to 10:00 p.m.) with rates for 1 minute transcription or 60 words.

CLASS 'B'

Table for CLASS 'B' (Sign-on to 9:00 a.m. and 10:00 p.m. to sign-off) with rates for 1 minute transcription or 60 words.

FREQUENCY DISCOUNTS

3 times per week..... 5%
6 times per week..... 10%

TRANSCRIPTIONS

Electrical transcriptions will be broadcast at the regular rate.

TALENT

All talent is extra—rates on request.

REMOTE CONTROL

Cost of broadcasting any programs originating outside of the regular established studios of station shall be paid for by the advertiser. Portable equipment available for remote pick-ups.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for either vertical or lateral cut discs.
Personnel
Pres. & Gen'l Mgr.—Carlin S. French.
Sales Manager—Frank J. Prendergast.
Representatives
Sears & Ayer, Inc.

GALESBURG

(Knox County)

WGIL

(Established 1938)



Rates effective June 1, 1939.
Owned and operated by Galesburg Broadcasting Co. Business Office and Studio—Hill Arcade, Galesburg, Ill.
Transmitter—
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% on net charges for station facilities to recognized agencies; no cash discount.

General Advertising
Quantity discounts apply on each classification only, and on advertising matter used consecutively within 12 months.

Table for CLASS 'A' (11:30 a.m. to 1:00 p.m. and after 6:00 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

CLASS 'B'

Table for CLASS 'B' (All other time) with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

ANNOUNCEMENTS

Table for ANNOUNCEMENTS (11:30 a.m. to 1:00 p.m. and after 6:00 p.m.) with rates for 1 minute, 50 words, and 1 hour.

SPECIAL FEATURES

Coffee Pot Parade of time and music broadcast from 7:15 a.m. to 9:00 a.m., daily. Package rates.

TRANSCRIPTIONS

Electrically transcribed programs are accepted for broadcast at any hour available.

TALENT

Rates on request.

REMOTE CONTROL

Station can make any pick-up desired by advertisers. Rates for lines on request.

SERVICE FACILITIES

Services of program department for arranging programs are included without extra cost.

Closing Time
Closing date for general publicity and program service is one week in advance of broadcast. Maximum length of contract one year.

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

Personnel
General Manager—Rollin R. Laughner, Jr.
Representatives
Sears & Ayer, Inc.

HARRISBURG

(Saline County)

WEBO

(Established 1923)



Rates effective October 1, 1944.
Owned and operated by Harrisburg Broadcasting Co. Business Office and Studio—Harrisburg National Bank Bldg., 130 E. Poplar St., Harrisburg 1, Ill., Harrisburg 28.
Transmitter—Harrisburg National Bank Bldg., 100 E. Poplar St., Harrisburg, Ill.

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

Agency Commission
15% to recognized agencies. Commission does not apply on talent; cash discount 2%. Bills are rendered the 1st and are due 10th of month following broadcast.

General Advertising
For combination rates see Keystone Network.

Table for CLASS 'A' (6:00 a.m. to 8:00 a.m., 11:30 a.m. to 1:00 p.m., and 8:00 p.m. to 9:00 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

Table for 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 11:00 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

ANNOUNCEMENTS

Table for ANNOUNCEMENTS with rates for 1 minute and Station break.

SPECIAL FEATURES

Information on particular features to suit requirements will be furnished on request.

RECORDED PROGRAMS

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

TALENT

Rates on request.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates do not include talent. Services of announcer are included without extra charge. All contracts are subject to regulations of the Government, State and Federal Radio Commissions, the National Association of Broadcasters, and the Harrisburg Broadcasting Company itself. The management reserves the right to reject all copy not approved by them.

Closing Time

Closing date for all programs is 10 days in advance of program.

Mechanical Program Equipment

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

Personnel
Manager—I. M. Taylor.
Representatives
Howard H. Wilson Company.

HERRIN

(Williamson County)

WJPF

(Established 1940)

Rates effective August 1, 1940.
Owned and operated by Egyptian Broadcasting Co. Business Office and Studio—Herrin, Ill.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: 6:00 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies; cash discount 2%—10th of following month.

General Advertising
For combination rates see Keystone Network.

Table for CLASS 'A' (6:00 a.m. to 8:00 a.m., 11:30 a.m. to 1:00 p.m., and 9:00 p.m. to 9:00 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

Table for CLASS 'B' with rates for 1 hr, 1/2 hr, 1/4 hr, and 5 minutes.

ANNOUNCEMENTS
1 minute.... 5.00 4.50 4.00 8.50 8.00 2.50
Station breaks available. Copy limited to 50 words.

SPECIAL FEATURES
Details on request.

TRANSCRIPTIONS
Not restricted to certain hours.

TALENT
Rates on request.

Contract and Other Requirements
Rates are for station time only. Station reserves right to reject all copy not approved by station.

Closing Time
Ten days prior to starting date.

Personnel
Manager—Chas. R. Cook.
Representatives
None.

Entrust
your message

to SRDS advertisers . . . get the facts from their listings and their advertisements.

ILLINOIS—Continued

JACKSONVILLE

(Morgan County)

W L D S

(Established 1942)

Rate card dated January 1, 1942. (Card No. 2.) Owned and operated by Stephenson, Edge and Kormeyer.

Business Office and Studio—Fox-Illinois Theater, Jacksonville, Ill.
Transmitter—Old State Road, 1-1/2 miles east of Jacksonville, Ill.

Wave—Power—Time
Operating power—250 watts.
234.2 meters; 1180 kilocycles.
Licensed to operate days on clear channel. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to local sunset; week days 7:30 a.m. to local sunset.

Agency Commission
15% on station time only except cases where talent and service cost are quoted, then commission applies to whole contract; no cash discount. Bills rendered 1st of month, due 10th of month.

General Advertising
For combination rates see Keystone Network. The following rates are for national advertising and include music copyright fees.

Licensed for ASCAP, BMI and SESAC.

CLASS "A"

11:30 a.m. to 1:30 p.m. week days, 9:00 a.m. to 5:30 p.m. Saturdays and 12:00 noon to sign-off Sundays)											
	1	15	26	52	100	200	300				
	ti.	ti.	ti.	ti.	ti.	ti.	ti.				
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50	35.00				
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	21.00				
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00	14.00				
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50	7.00				

CLASS "B"
(All other time)

	1	15	26	52	100	200	300
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/2 hour.....	18.00	17.10	16.20	15.30	14.40	13.50	12.60
1/4 hour.....	12.00	11.40	10.80	10.20	9.60	9.00	8.40
5 minutes	6.00	5.70	5.40	5.10	4.80	4.50	4.20

ANNOUNCEMENTS
Rates include services of one announcer. Thirty word station break at 100 word rate. One minute transcription or one minute live announcements at 1-1/2 times the 100 word announcement rate.

CLASS "A"

	1 ti.	25 ti.	50 ti.	100 ti.	200 ti.	300 ti.
100 words.....	4.00	5.70	5.40	5.10	4.80	4.50
30 words.....	3.00	2.85	2.70	2.55	2.40	2.25

CLASS "B"

	1.00	1.90	1.80	1.70	1.60	1.50
100 words.....	2.00	3.80	3.60	3.40	3.20	3.00
30 words.....	2.00	1.90	1.80	1.70	1.60	1.50

SPECIAL FEATURES
Rates on request.

POLITICAL
One time rate applies; cash in advance.

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

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission unless quoted by station.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted. Two weeks' notice required for cancellation of contract running more than 13 times.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy closes 24 hours in advance. Transcriptions and talks close 48 hours in advance. Station reserves the right to use a 30 second period preceding each program for station identification, time and other announcements.

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

Personnel
General Manager—E. J. Kormeyer.

Representatives
None.

JOLIET

(Will County)

W C L S

Rates effective May 1, 1945. (Card No. 23.)
Card received March 30, 1945.

Owned and operated by WCLS, Inc. Studios—801 Walnut St., Joliet, Ill. and 362 E. Court St., Kankakee, Illinois.
Transmitter—601 Walnut St., Joliet, Ill.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
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 agencies on station time only; no cash discount. Bills due on 1st of month for programs broadcast during previous month.

General Advertising
For combination rates see Keystone Network. Rates include music copyright fees.

CLASS "A"
(8:00 a.m. to 10:00 p.m.)

	1 ti.	25 ti.	50 ti.	100 ti.	200 ti.	300 ti.
1 hour.....	60.00	50.00	47.50	45.00	42.50	40.00
1/2 hour.....	38.00	30.00	28.50	27.00	25.50	24.00
1/4 hour.....	21.60	18.00	17.10	16.20	15.30	14.40
10 minutes	16.20	13.50	12.82	12.14	11.46	10.80
5 minutes	9.70	8.10	7.70	7.30	6.90	6.50
100 words.....	5.40	4.50	4.28	4.06	3.84	3.60

CLASS "B"
(All other time)

	1 hour.....	40.00	30.00	28.50	27.00	25.50	24.00
1/2 hour.....	24.00	18.00	17.10	16.20	15.30	14.40	
1/4 hour.....	14.40	10.80	10.30	9.70	9.20	8.64	
10 minutes	10.80	8.10	7.70	7.30	6.90	6.50	
5 minutes	6.50	4.90	4.60	4.40	4.14	3.90	
100 words.....	3.60	2.70	2.56	2.42	2.28	2.14	

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.

SPECIAL FEATURES
Rates on news and special features given on request.

POLITICAL
Cash in advance.

REMOTE CONTROL
Programs originating outside station studios subject to extra charge.

SERVICE FACILITIES
Services of Program Department in arranging and producing programs are included without extra charge. 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. All periods offered subject to prior sale.

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 turntables for lateral and vertical cut recordings.

Personnel
General Manager—Robert L. Bowles.

Representatives
None.

MOLINE

(Rock Island County)

W H B F

Considered by the Mutual Broadcasting System as their Rock Island-Davenport-Moline outlet. See listing under Rock Island.

PEORIAREA Moves the Earth



...WMBD Moves Your Products

HELPING SHAPE THE EARTH TO SUIT FREE PEOPLE

Peoria is the center of earth-moving equipment manufacture—equipment vitally needed to help smooth the road to Victory. After the war, Peoria's earth-moving equipment will be called on to reshape the face of a battle-scarred world. NOW and LATER, Peoria's prosperity is assured. You can depend on Peoriarea's potent buying population of 600,000 to continue supplying the material from which sales records are made.

You can capture PEORIAREA through one station . . . WMBD!

Peorians Have the WMBD Habit
Not just the city of Peoria, but the entire PEORIAREA of over 600,000 population is dominated by WMBD, as proved by Hooper and Conlan listener surveys. WMBD is far out in front with a coverage "tune in" of 56.3% (Conlan 1944). WMBD's audience in PEORIAREA is greater than all other stations combined!



FREE & PETERS INC.
National Representatives

WMBD
Member CBS

PEORIAREA
Pop. 614,200

PEORIA
(Peoria County)
WMBD
(Established 1927)



Rates effective March 1, 1944.
Owned and operated by Peoria Broadcasting Co. Studio and Offices—Alliance Life Bldg., Peoria, Ill. Telephone 7133.
Transmitter—Five miles from court house, 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 War Time.
Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 5:45 a.m. to 2:00 a.m.
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 Columbia Broadcasting System (Basic Supplementary Group).
Music Licenses: ANCAI—Blanket commercial license and blanket sustaining license; BMI—Blanket sustaining and commercial license.
The following rates are for general advertising. For retail advertising rates consult station management. Program and announcement contracts must be figured separately for discounts earned. Extra announcers 1.00 each.

CLASS "A"
(6:30 p.m. to 10:00 p.m. week days and Sundays)
1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 260 tt.
1 hour.... 150.00 142.50 135.00 127.50 120.00 112.50
1/2 hour.... 80.00 76.00 72.00 68.00 64.00 60.00
1/4 hour.... 50.00 47.50 45.00 42.50 40.00 37.50

CLASS "B"
(9:00 a.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m. daily; 8:00 a.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m. Sundays)
1 hour.... 90.00 85.50 81.00 76.50 72.00 67.50
1/2 hour.... 48.00 45.80 43.20 40.80 38.40 36.00
1/4 hour.... 30.00 28.50 27.00 25.50 24.00 22.50
10 minutes 22.50 21.37 20.25 19.12 18.00 16.87
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

CLASS "C"
(10:30 p.m. to 12:00 midnight and 5:45 a.m. to 9:00 a.m. daily)
If less than six quarter hours per week or less than quarter hour units used, Class "B" rates apply. Talent cost not included.

ANNOUNCEMENTS
(6:29 p.m. to 10:01 p.m. daily)
1 minute (transcription or live).... 17.00 16.15 15.80 14.45 13.80 12.75
100 words or less (35 word chain breaks).... 14.00 13.30 12.60 11.90 11.20 10.50
(5:45 a.m. to 6:29 p.m. and 10:01 p.m. to 12:00 midnight daily)
1 minute (transcription or live).... 10.00 9.50 9.00 8.50 8.00 7.50
100 words or less (35 word chain breaks).... 8.00 7.60 7.20 6.80 6.40 6.00

REMOTES
Rates on request.
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 and wine advertising accepted for program service only except announcements between 10:30 p.m. and 1:00 a.m. No hard liquor 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 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. turntables for vertical and lateral cut recordings.
Personnel
Manager—Edgar L. Bill.
Commercial Manager—Hugh K. Bolce, Jr.
Representatives
Free & Peters, Inc.

QUINCY
(Adams County)
WTAD



(Established 1926)

Rates effective May 1, 1945. (Card No. 6.)
Card received March 1, 1945.
Owned and operated by Lee Broadcasting, Inc. Studio (main)—10th floor, W. C. U. Bldg., Quincy, Ill., telephone 8200.
Transmitter—Quincy Gardens, Quincy, Ill.
Wave—Power—Time
Operating power—1,000 watts. 322.6 meters; 930 kilocycles. Operates on Central War Time.
Operating schedule: Sundays 6:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies providing bill rendered 1st of month is paid by the 20th.
General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group).
Rates include music copyright fees.
Run of Schedule: When an advertiser will use "run of schedule" programs and announcements in open time not required for regularly sponsored programs, and allow station to change time of broadcast to nearest available period on any day, 20% discount will be allowed from program time rates. Quantity discounts are retroactive on entire schedule as earned.

CLASS "A"
(6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m.)
1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 260 tt.
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

CLASS "B"
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)
1 hour.... 100.00 95.00 90.00 85.00 80.00
1/2 hour.... 60.00 57.00 54.00 51.00 48.00
1/4 hour.... 40.00 38.00 36.00 34.00 32.00

CLASS "C"
(All other time)
1 hour.... 75.00 71.25 67.50 63.75 60.00
1/2 hour.... 45.00 42.75 40.50 38.25 36.00
1/4 hour.... 30.00 28.50 27.00 25.50 24.00

WEEKLY FREQUENCY RATES
CLASS "A"
(6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m.)
13 wks. 26 wks. 39 wks. 52 wks.
Three times per week: 360.00 342.00 324.00 306.00
3 hours weekly: 216.00 205.20 194.40 183.60
3-1/2 hours weekly: 144.00 136.80 129.60 122.40
3-1/4 hours weekly: 96.00 91.20 86.40 81.60

CLASS "B"
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)
13 wks. 26 wks. 39 wks. 52 wks.
Three times per week: 240.00 228.00 216.00 204.00
3 hours weekly: 144.00 136.80 129.60 122.40
3-1/2 hours weekly: 96.00 91.20 86.40 81.60

CLASS "C"
(All other time)
Three times per week: 180.00 171.00 162.00 153.00
3 hours weekly: 108.00 102.60 97.20 91.80
3-1/4 hours weekly: 72.00 68.40 64.80 61.20

CLASS "A"
(6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m.)
13 wks. 26 wks. 39 wks. 52 wks.
Five times per week: 510.00 484.50 459.00 433.50
5-1/2 hours weekly: 306.00 290.70 275.90 260.10
5-1/4 hours weekly: 204.00 193.80 183.60 173.40

CLASS "B"
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)
Five times per week: 340.00 323.00 306.00 289.00
5 hours weekly: 204.00 193.80 183.60 173.40
5-1/4 hours weekly: 136.00 129.20 122.40 115.60

CLASS "C"
(All other time)
Five times per week: 255.00 242.25 229.50 216.75
5-1/2 hours weekly: 153.00 145.65 137.70 130.00
5-1/4 hours weekly: 102.00 96.90 91.80 86.70

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m.)
1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 260 tt.
1 minute or less 15.00 14.25 13.50 12.75 12.00 11.25

CLASS "B"
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)
1 minute or less 12.00 11.40 10.80 10.20 9.60 9.00

CLASS "C"
(All other time)
1 minute or less 9.00 8.55 8.10 7.65 7.20 6.75

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 one time Class "A" rates. Script to be submitted to station management at least 24 hours in advance of broadcast.

POLITICAL
One time Class "A" rates apply; cash with order required.
(This listing continued on next page)

IOWA

ILL.

WTAD



MISSOURI

A COMPETENT, well-trained Merchandising Staff is "At Your Service" to promote your program and products. They do it with personal letters to dealers, calls on key jobbers, courtesy announcements and newspaper space.

WTAD-Advertised products take the lead in this rich farming and industrial market because WTAD is the station with *more listeners* than all other stations in the area combined, according to Hooper Station Listings, Fall, 1944.

*Use WTAD and KGLO
Mason City, Iowa
A Natural Combination*

WTAD

QUINCY Illinois

930 K.C. 1,000 Watts

CBS Affiliate

The Katz Agency, Rep.





Primary Area—white
 Secondary Area—light gray
 5 Millivolt Contour
 Jansky & Bailey
 Washington, D. C.

TUSCOLA
 (Douglas County)
W D Z
 (Established 1921)

Rates effective November 1, 1944. (Card No. 6.)
 Owned and operated by W D Z 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 36 and 45.
Wave—Power—Time
 Operating power—1,000 watts.
 285.7 meters; 1050 kilocycles.
 Licensed to operate full time days. Operates on Central War Time.
 Operating schedule: 7:00 a.m. to local sunset.

Agency Commission
 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 include music copyright fees.
 Program and announcement contracts must be figured separately for discounts earned.
 The following rates are for general advertising. For retail rates consult station management.

GENERAL BROADCASTING RATES

CLASS "A"
 (11:29 a.m. to 1:00 p.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour.....	75.00	71.25	67.50	63.75	60.00	56.25
1/2 hour.....	37.50	35.62	33.75	31.87	30.00	28.12
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
1 minute (electrical transcription or live)	8.00	7.60	7.20	6.80	6.40	6.00
100 words						
or less.....	7.00	6.75	6.50	6.25	6.00	5.75

CLASS "B"
 (8:59 a.m. to 11:29 a.m. week days and 7:00 a.m. to 11:29 a.m. and 1:01 p.m. to sunset Sundays)

	1 tl.	13 tl.	26 tl.	51.00	48.00	45.00
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00
10 minutes	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50
1 minute (electrical transcription or live)	7.00	6.65	6.30	5.95	5.60	5.25
100 words						
or less.....	6.00	5.70	5.40	5.10	4.80	4.50

CLASS "C"
 (7:00 a.m. to 8:59 a.m. and 1:01 p.m. to sunset week days)

	1 tl.	13 tl.	26 tl.	40.80	38.40	36.00
1 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
1/2 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
1/4 hour.....	16.00	15.20	14.40	13.60	12.80	12.00
10 minutes	12.00	11.40	10.80	10.20	9.60	9.00
5 minutes	8.00	7.60	7.20	6.80	6.40	6.00
1 minute (electrical transcription or live)	6.00	5.70	5.40	5.10	4.80	4.50
100 words						
or less.....	5.00	4.75	4.50	4.25	4.00	3.75

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. Program ideas will be prepared and submitted by station production department on request.

Contract and Other Requirements
 Program rates are for the time facilities of the station only; additional charges for talent and services depending on type of program.
 Publicity talks accepted when subject is of public interest and service, in the opinion of the station director. Manuscript must be submitted for approval. Talk may be delivered by advertiser's representative or by station announcer without additional charge. All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to 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. Bear 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. 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. turntables for vertical and lateral cut recordings.

Personnel
 General Manager—Walter C. Schafer.
 Representatives
 Howard H. Wilson Co.

It's been going on for a quarter of a century! What? Why, W D Z's complete, concentrated coverage of the Decatur, Champaign-Urbana, Danville Markets and surrounding areas! W D Z is the focal point of a busy manufacturing-industrial district and a productive farming area. Thru years of experience, finer programming, alert promotion, W D Z has built a solid audience of loyal listeners who respond to our friendly W D Z personalities; who have confidence in the sales standards set by W D Z; who have learned that a sales recommendation from W D Z is sincere. Investigate W D Z's popularity and powerful selling appeal!

Coverage of Decatur, Champaign-Urbana, Danville, Springfield, Mattoon, Vandalia, Effingham, Bloomington—all in Illinois—and Terre Haute, Indiana, and surrounding agricultural areas!

HOWARD H. WILSON CO.
 National Representatives
 NEW YORK • CHICAGO • SAN FRANCISCO
 HOLLYWOOD • SEATTLE • PORTLAND

W D Z
 TUSCOLA, ILLINOIS
 "The Regional Station"

URBANA
 (Champaign County)
WILL
 (Established 1923)

Owned and operated by University of Illinois.
Wave—Power—Time
 Operating power—5,000 watts.
 517.2 meters; 580 kilocycles.
 Operating schedule: 7:00 a.m. to local sunset.
 Does not sell time.

INDIANA
ANDERSON
(Washington County)
WBW
(Established 1923)

Rates effective October 1, 1944. (Card No. 3.)
Owned and operated by Anderson Broadcasting Corp.
Business Office and Studio—440 Citizens Bank Bldg.,
Anderson, Ind., telephone 7791.

Transmitter—1110 Meridian St., Anderson, Ind.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

Agency Commission
15% to recognized agencies, except on locally sponsored
programs; no cash discount. Invoices mailed
monthly.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for different classes (CLASS 'A', CLASS 'B').

Table with columns for time slots and rates for SPECIAL FEATURES.

Weather Reports and Time Signals—Rates on request.
POLITICAL
Rates on request.

RECORDED PROGRAMS
Transcription library service 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. turntables with
lateral and vertical cut pick-ups.

Personnel
President—C. Bruce McConnell.
Manager—John R. Atkinson.
Representatives
Weed & Company.

ELKHART
(Washington County)
WTRC
(Established 1931)

Rates effective May 1, 1944.
Owned and operated by Truth Publishing Co., Inc.
Business Office and Studio—Hotel Elkhart, Elkhart,
Ind., telephone 948.

Transmitter—Junction Mishawaka and Oakland Avenue
Roads, one mile south of Elkhart city limits.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Central
War Time.

Operating schedule: Sunday 8:00 a.m. to 10:00 p.m.;
week days 6:00 a.m. to 12:00 midnight.

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
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries) and Keystone
Network.

Table with columns for time slots and rates for ANNOUNCEMENTS.

Table with columns for time slots and rates for SPECIAL FEATURES.

NEWS: Night and day leased wire services available—
rates on request.

TRANSCRIPTIONS
Transcription library services available—rates and
details on request.

TALENT
Station will furnish talent for sponsor, rates contingent
upon class of musicians and entertainment
desired. Talent furnished by sponsor must be acceptable
to station management.

REMOTE CONTROL
Where remote control broadcasting is desired, additional
charges for lines and equipment must be
added.

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

Personnel
General Manager—R. R. Baker.
Commercial Manager—Paul Upson.
Program Director—Margaret Lantz.
Representatives
Burn-Smith Company, Incorporated.

EVANSVILLE
(Vanderburgh County)

WEOA
(Established 1936)

Rates effective September 30, 1937.
Owned and operated by Evansville On The Air, Inc.
Business Office and Studio—519 Vine St., Evansville,
Ind., telephone 2-1171.

Other Studios—Memorial Coliseum and Evansville
College.
Transmitter—519 Vine St., Evansville, Ind.

Wave—Power—Time
Operating power—250 watts.
214.5 meters; 1400 kilocycles.

Licensed to operate full time. Operates on Central
War Time.

Agency Commission
15% on net charges for station facilities to recognized
advertising agencies. No commission on program
costs or production charges. Cash discount 2%
of net—10 days. No cash discount on talent. In-
voices mailed first of each month.

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Supplementary Group).

(After 6:00 p.m. week days and after 12:00
noon Sundays)

Table with columns for time slots and rates for general advertising.

DISCOUNTS
Less than 13 times..... Net
13-25 times..... 5%
26-39 times..... 10%
40-52 times..... 15%
53-104 times..... 20%
105-210 times..... 30%

MERCHANDISING FACILITIES
Merchandising, display and demonstration service can
be arranged.

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

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

Personnel
Manager—Clarence Leich.
Representatives
Weed and Company.

WGBF
(Established 1925)

Rates effective December 1, 1938.
Owned and operated by Evansville on the Air, Inc.,
Evansville, Ind.
Business Office and Studio—519 Vine St., Evansville,
Ind., telephone 2-1171.

Other Studios—Memorial Coliseum and Evansville
College.
Transmitter—Six miles northeast of city on Burk-
hardt Road.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
234.4 meters; 1280 kilocycles.

Licensed to operate full time on regional channel.
Operates on Central War Time.

Agency Commission
15% on net charges for station facilities to recognized
advertising agencies; cash discount 2% of net—10
days. No commission on program costs or production
charges. No cash discount on talent. Invoices mailed
first of each month.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries).

(6:00 p.m. to 12:00 midnight week days and
after 12:00 noon Sundays)

Table with columns for time slots and rates for general advertising.

DISCOUNTS
Less than 13 times..... Net
13 to 25 times..... 5%
26 to 39 times..... 10%
40 to 52 times..... 15%
53 to 104 times..... 20%
105 to 210 times..... 30%

Closing Time
Talent programs, talks and recorded programs close
two weeks in advance of broadcast. Announcements
close one week in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 and 78 r.p.m. double turntables.
Personnel
Manager—Clarence Leich.
Representatives
Weed and Company.

FM STATIONS

WMLL—(FM)
(Established 1941)

Rates effective January 1, 1941.
Owned and operated by the Evansville On The Air,
Inc.
Business Office and Studio—519 Vine Street, Evans-
ville, Indiana.

Other Studios—Memorial Coliseum and Evansville
College, Evansville, Indiana.

Wave—Power—Time
Operating power—10,000 watts.
Frequency—44500 kilocycles.

Licensed to operate full time.
Agency Commission
Agency commission 15% on net charges for station
facilities to recognized advertising agencies. No com-
mission on program costs or production charges. Cash
discount 2% of net—10 days. No cash discount on
talent. Invoices mailed first of each month.

General Advertising
The following rates are for national advertising.
(After 6:00 p.m. week days and after 12:00
noon Sunday)

Table with columns for time slots and rates for general advertising.

DISCOUNTS
Less than 13 times..... Net
13 to 25 times..... 5%
26 to 39 times..... 10%
40 to 52 times..... 15%
53 to 104 times..... 20%
105 to 210 times..... 25%
250 or more times..... 30%

SPECIAL FEATURES
News and other special features. Rates on request.
TALENT
Both instrumental and vocal. Rates on request.

Personnel
Manager—Clarence Leich.
Representatives
Weed & Company.

FORT WAYNE
(Allen County)

WGL
(Established 1924)

Rates received April 11, 1915.
Owned and operated by Farnsworth Television &
Radio Corporation.
Business Office and Studio—925 South Harrison, Fort
Wayne, Ind., Eastbrook 3-366.

Transmitter—925 South Harrison, Fort Wayne, Ind.

Wave—Power—Time
Operating power—250 watts.
208.9 meters; 1450 kilocycles.

Licensed to operate full time. Operates on Central
War Time.

Operating schedule: 6:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized agencies on station time only, ex-
cept where otherwise specified; cash discount none.
Bills due and payable when rendered. For rebates
earned and allowed the station shall deduct the ex-
cess agency commission previously allowed.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries).

Rates include music copyright charges.
CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)

Table with columns for time slots and rates for general advertising.

CLASS "B"
(1:00 p.m. to 6:00 p.m. Sundays)

CLASS "C"
(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m.
to 1:00 p.m. Sundays and 10:30 to 11:00
p.m. daily)

Table with columns for time slots and rates for general advertising.

(This listing continued on next page)

Handwritten numbers 275 and 300.

INDIANA—Continued

FORT WAYNE—Continued

W G L—Continued

CLASS "D"
(6:00 a.m. to 9:00 a.m. and after 11:00 p.m. daily)

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 4 rows of rates.

ANNOUNCEMENTS AND STATION BREAKS
Frequency rates are based on number used during a 12 month period...

Table with 4 columns: Time (1 minute or 15 seconds) and 4 rows of rates.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 4 columns: Time (1 minute or 15 seconds) and 4 rows of rates.

CLASS "A"
CLASS "C"
(Sign-on to 7:00 a.m. and 11:00 p.m. to sign-off.)

Table with 4 columns: Time (1 minute or 15 seconds) and 4 rows of rates.

DISCOUNTS
Quantity discounts for number of times apply to all broadcasts used within one year...

SPECIAL PARTICIPATING FEATURES
"Talkin' Time" with Rosemary: 11:00 a.m. to 11:30 a.m., Monday through Friday...

Per participation... 12.00 11.40 10.80 10.20 9.60 9.00
Time signals, temperature and weather reports—regular announcement or station break rates apply...

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.

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 33-1/2 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel
General Manager—Frank V. Webb.
Sales Manager—William R. Aldrich.
Program Director—Paul Roberts.

WOWO
(Established 1935)

Owned and operated by Westinghouse Radio Stations, Inc.
Business Office and Studio—Westinghouse Bldg., Fort Wayne, Ind., Anthony 2138.

Operating power—10,000 watts.
252.1 meters; 1190 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.

Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies on net charges for station time only; 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 1, 1942...

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 1, 1943...

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 4 rows of rates.

CLASS "B"
(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 4 rows of rates.

CLASS "C"
(6:00 a.m. to 9:00 a.m. and 10:30 p.m. to 12:00 midnight)

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 4 rows of rates.

CLASS "D"
Time Signals: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—Two 10 word, two 20 word. The actual time and spelling of a name are each counted as one word. Per week \$75.00.

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 187.50.

Musical Clock: Before 9:00 a.m., Monday through Saturday. Program costs includes staff announcer, transcription and/or records. If live talent desired as substitute, separate program charges will be made.

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour) and 4 rows of rates.

DISCOUNTS AND REBATES
Applicable only to time rates listed under Class "A," "B," "C," and "D."

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of time at gross rates:

Table with 4 columns: Rate range (Less than 50.00, 50.00 to 99.00, etc.) and 4 rows of percentages.

Rebates for consecutive weeks: 5% for 26 to 38 weeks, 7-1/3% for 39 to 51 weeks, 10% for 52 or more weeks.

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any contracts 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.

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.

ANNOUNCEMENTS AND COOPERATIVE FREQUENCIES

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. Cooperative Feature and/or announcements and/or station breaks may be combined in number to gain a maximum discount, regardless of time period classification.

Table with 4 columns: Time (One minute and station breaks—live or transcribed) and 4 rows of rates.

ANNOUNCEMENTS CLASS "A"
Per announcement—1 tl. 18 tl. 28 tl. 52 tl. 104 tl. 260 tl. 520 tl.

CLASS "B"
Per announcement—15.00 14.25 13.50 12.75 12.00 11.25

CLASS "C"
Per announcement—10.00 9.50 9.00 8.50 8.00 7.50

Cooperative Features
Home Forum—Monday through Friday. Available to non-competitive producers and manufacturers of food supplies and home products. Commercial continuity

for these programs prepared by Home Forum Director from material supplied by client.
Per participation—10.00 19.00 18.00 17.00 16.00 15.00

DISCOUNTS
Quantity discount (for number of times applies to all broadcasts used within one year. Short rates will be charged back on all discounts not earned.

FREQUENCY DISCOUNTS
(Announcements, Station Breaks, Participations)
The following frequency discounts apply to announcements, station breaks and participations on contracts of 18 or more consecutive weeks:

POLITICAL AND RELIGIOUS BROADCASTS
Rates on request.

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.

Closing Time
Program material must be submitted one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/2 and 78 r.p.m. turntables for vertical and lateral out recordings.

Personnel
Manager—Paul E. Mills.
Sales Manager—H. D. Longworth.

Representatives
National Broadcasting Company, Inc. (Spot Sales).

HAMMOND

(Lake County) WJOB

Owned and operated by O. E. Richardson and Fred L. Adair.
Studios—449 State St., Hammond, Ind., telephone 9800. Chicago—188 W. Randolph St., Dearborn 1415.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.

Agency Commission
15% on net charges for station facilities to recognized advertising agencies; no cash discount. Bills payable monthly in advance. Make all checks payable to WJOB.

General Advertising
The following rates are for national advertising. (6:00 p.m. to 12:00 midnight)

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and 4 rows of rates.

ANNOUNCEMENTS
100 words or less. (After 6:00 p.m.)

Table with 4 columns: Time (1 time, 18 times, 26 times, 52 times, 100 times, 200 times, 300 times) and 4 rows of rates.

(Before 6:00 p.m.)
1 time... 4.50
13 times... 4.25
18 times... 4.00
26 times... 3.75
100 times... 3.50
200 times... 3.25
300 times... 3.00

Foreign Language Announcements
Rates on request.

SPECIAL FEATURES
News, time signals, weather reports—rates on request.
RECORDED PROGRAMS
Accepted for all hours without additional charge.

TALENT
Rates on request.

REMOTE CONTROL
Station can make any pick-up desired by advertisers. Rates for lines on request.

SERVICE FACILITIES
Services of program department for arranging programs are included without extra cost.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
All programs subject to approval of station.
(This listing continued on next page)

HAMMOND—Continued
W J O B—Continued

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. turntables for vertical and lateral cut recordings.

Personnel
Manager—O. E. Richardson.
Commercial Manager—R. C. Adair.

Representatives
Cox & Tans.

INDIANAPOLIS
(Marion County)
W F B M
(Established 1924)



Rates revised July 1, 1942. (Card No. 10.)
Owned and operated by WFBM, Inc.
Business Office and Studio—48 Monument Circle, Indianapolis 4, Ind., Lincoln 8506.
Transmitter—Millersville, Marion County, Ind., 5 miles northeast of Indianapolis.

Wave—Power—Time
Operating power—5,000 watts.
288.1 meters; 1070 kilocycles.
Licensed to operate full time on regional channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% on net station time charges to agencies recognized by station, provided payment is made before 15th of the month following broadcast; no cash discount. All invoices payable at face when rendered. Bills rendered weekly.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).
The following rates are for national advertising and include music copyright fees.
All contracts must be completed within 12 months to earn the net rates shown.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	256.00	140.00	80.00	38.00
13 times.....	250.00	136.50	78.00	37.00
26 times.....	243.00	133.00	76.00	36.00
52 times.....	230.00	126.00	72.00	34.00
104 times.....	218.00	119.00	65.00	32.50
156 times.....	205.00	112.00	64.00	30.50
260 times.....	199.00	108.50	62.00	29.50
300 times.....	192.00	105.00	60.00	28.50

CLASS "B"
(8:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	128.00	70.00	44.00	22.00
13 times.....	125.00	66.50	42.90	21.45
26 times.....	122.00	65.25	41.80	20.90
52 times.....	115.00	63.00	39.60	19.80
104 times.....	109.00	59.50	37.40	18.70
156 times.....	102.00	56.00	35.20	17.60
260 times.....	99.00	54.25	34.10	17.05
300 times.....	96.00	52.50	33.00	16.50

CLASS "C"
(*11:00 p.m. to 8:30 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	85.00	51.00	31.00	15.00
13 times.....	83.00	49.50	30.00	14.25
26 times.....	80.00	48.50	29.00	13.50
52 times.....	79.00	46.00	28.00	12.75
104 times.....	72.50	43.50	25.00	12.00
156 times.....	68.00	41.00	24.00	11.25
260 times.....	65.50	39.00	23.50	10.50
300 times.....	63.75	38.00	23.00	9.75

(* Service available only if regularly scheduled program precedes or follows.)

STRIP RATES
Strip rate programs and regular rate programs cannot be combined to earn lower rates for either classification.

Monday through Friday, 3:00 p.m. to 4:30 p.m.; minimum five programs per week:—Per week—

	13 wks.	26 wks.	39 wks.	52 wks.
1 hour.....	387.50	362.50	337.50	287.50
3/4 hour.....	310.00	290.00	270.00	230.00
1/2 hour.....	242.50	228.55	210.95	179.70
1/4 hour.....	145.50	135.95	126.55	107.80

Monday through Saturday, 11:00 p.m. to 8:30 a.m., in 13 week non-cancellable cycles:

	1 hour	3/4 hour	1/2 hour
1 hour.....	300.00	250.00	225.00
1/2 hour.....	200.00	175.00	150.00

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.
Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification.

(6:00 p.m. to 10:30 p.m. daily and all day Sunday)

	100 wds. or less	40 wds.
1 time.....	18.00	15.00
26 times.....	17.10	14.25
52 times.....	16.20	13.50
104 times.....	15.30	12.75
156 times.....	14.40	12.00
260 times.....	13.95	11.60
300 times.....	13.50	11.25
600 times.....	13.05	10.85

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

	100 wds. or less	40 wds.
1 time.....	12.00	10.00
26 times.....	11.40	9.50
52 times.....	10.80	9.00
104 times.....	10.20	8.50
156 times.....	9.60	8.00
260 times.....	9.30	7.75
300 times.....	9.00	7.50
600 times.....	8.70	7.25

(†) Or one minute transcription.

SPECIAL FEATURES

Time signal announcements available daily—rates on request.
Early Birds: Before 8:00 a.m. week days. Participation 100 word announcement daily. 6 days weekly, per week \$6.00; no further discounts. Program units available at Class "C" rates.
Hoosier Farm Circle: Program and announcement participation—rates on request.
Mr. Farrell's Kitchen of the Air: Minimum participation five minutes, two, three or five times weekly. Rates on request.
News (leased wire service) and sports features—rates on request.

POLITICAL

Regular rates apply; cash in advance.

TRANSCRIPTIONS

Not restricted to certain hours. Accepted at card rates.

REMOTE CONTROL

Programs originating outside of the studios are subject to special charges.

SERVICE FACILITIES

Program and production facilities available. Estimates for merchandising service furnished on request.

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 turntables for vertical and lateral cut transcriptions

Personnel

Acting Manager—Frank O. Sbarp.
Commercial Manager—William F. Kiley, Jr.

Representatives

The Katz Agency, Inc.

W I B C

(Established 1938)



Rates effective June 1, 1941. (Card No. 3.)
Owned and operated by Indianapolis News. Business Office and Studio—P.O. Box 1028, Indianapolis, Ind., Lincoln 2805.
Transmitter—Near New Augusta, Ind.

Wave—Power—Time

Operating power—5,000 watts.
280.4 meters; 1070 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 1:00 a.m.

Agency Commission

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

General Advertising

For combination rates see Mutual Broadcasting System. Rates include music copyright fees.

CLASS "A"

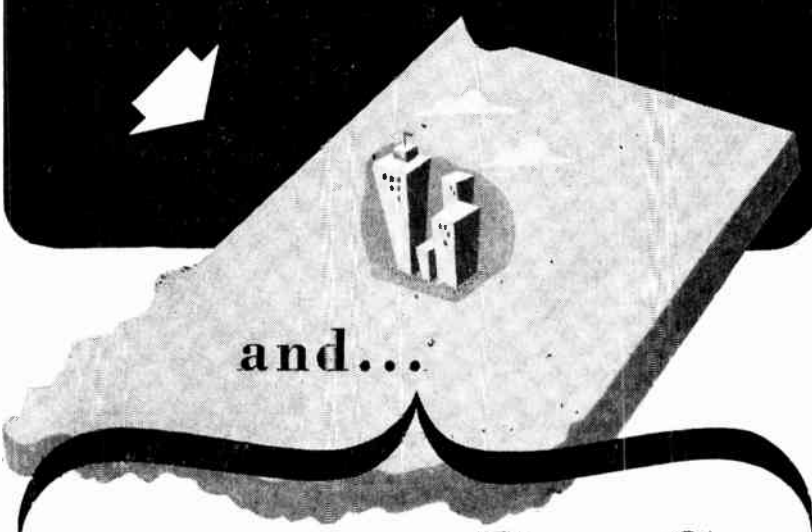
(6:00 p.m. to 10:30 p.m. week days and after 2:00 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	100 wds.	50 wds.
1 time.....	180.00	108.00	62.00	30.00	15.00	12.00
13 times.....	171.00	102.60	53.90	28.50	14.25	11.40
26 times.....	162.00	97.20	55.80	27.00	13.50	10.80
52 times.....	153.00	91.80	52.70	25.50	12.75	10.20
104 times.....	144.00	86.40	49.60	24.00	12.00	9.60
156 times.....	135.00	81.00	46.50	22.50	11.25	9.00
260 times.....	126.00	75.60	43.40	21.00	10.50	8.40
300 times.....	117.00	70.20	40.30	19.50	9.75	7.50

(This listing continued on next page)

Indianapolis, Ind.

Is an Ideal Test Market



and...

W I B C

Is the Ideal Test Medium

- 1070 KILOCYCLES
- ON A CLEAR CHANNEL
- 5000 WATTS

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

INDIANA—Continued

INDIANAPOLIS—Continued

WIBC—Continued

Table with columns for time slots (1, 1/2, 1/4, 5, 100, 30) and rates for various durations (1 to 300 times).

CLASS "C"

Table with columns for time slots (1, 1/2, 1/4, 5, 100, 30) and rates for various durations (1 to 300 times).

SPECIAL FEATURES

Time Signal Announcements—rates on request. Special events, such as sports broadcasts, which last approximately two hours—rates on request.

POLITICAL

Rates on request. Dramatic, instrumental and vocal talent for programs are available.

TALENT

General Manager—Alex Campbell, Jr.

REPRESENTATIVES

John Blair & Company.

REMOUE CONTROL

Add cost of lines and facilities. Program department, artists bureau, studio engineers and announcer's services at no extra charge.

MECHANICAL PROGRAM EQUIPMENT

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

PERSONNEL

Gen'l & Sales Mgr.—John Carl Jeffrey.

REPRESENTATIVES

Howard H. Wilson Company.

WIRE

(Established 1924)

Rates effective September 15, 1942. (Card No. 6.) Owned and operated by Indianapolis Broadcasting, Inc.

Main Studios and Offices—Claypool Hotel, Indianapolis, Ind., Riley 1541. Address all communications to WIRE, P.O. 108, Indianapolis, Ind.

Transmitter—44th St., and Relaton Road, Indianapolis, Ind. Wave—Power—Time

Operating power—5,000 watts. 209.8 meters; 1430 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on special talent, wire charges or incidental charges.

General Advertising For combination rates see National Broadcasting Company (Basic Network).

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

SPONSORED PROGRAMS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 to 260 times).

SPOT ANNOUNCEMENTS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 to 260 times).

SPECIAL FEATURES

Time signals—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.

REMOUE CONTROL

Station's program and production department will assume the entire responsibility for program production and presentation if desired.

Closing Time Sponsored programs close two weeks in advance; three weeks in advance for inclusion in publicity releases.

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

Personnel Pres. & Gen'l Mgr.—Eugene C. Pulliam. Business Manager—Rex Shepp.

Representatives John E. Pearson Company.

WISH

(Established 1941)

Rates effective June 1, 1941. Owned and operated by Capitol Broadcasting Corp.

Business Office and Studios—Board of Trade Bldg., Indianapolis, Ind. Transmitter—Rawls Ave. and Post Road, Marion County, Ind.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. 229 meters; 1310 kilocycles.

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 American Broadcasting Company, Inc. (Basic Network).

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

Table with columns for time slots (1, 1/2, 1/4, 5) and rates for various durations (1 to 260 times).

CLASS "B" (6:00 a.m. to 6:00 p.m. and 1:00 p.m. to 6:00 p.m.)

CLASS "A" (11:00 a.m. to 1:00 p.m. daily)

CLASS "B" (6:00 a.m. to 6:00 p.m. and 1:00 p.m. to 6:00 p.m.)

SPECIAL FEATURES Sports events, market reports, religious broadcasts and weather reports—rates on request.

TALENT Rates on request. SERVICE FACILITIES Merchandising aids furnished on request.

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

Personnel Pres. & Gen'l Mgr.—C. Bruce McConnell. Business Manager—Robert E. Bauman.

Representatives Free & Peters, Inc.

KOKOMO

(Howard County)

WKMO

(Established 1941)

COLUMBIA AFFILIATE

Rates effective May 10, 1944. Owned and operated by Kokomo Broadcasting Corp.

Business Office and Studio—400-1/2 N. Main St., Kokomo, Ind. Transmitter—1-1/2 miles northeast of business district, Kokomo, Ind.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles.

Agency Commission 15% to recognized agencies on station time only; no cash discount. Invoices due and payable 10th of the month following broadcast.

General Advertising For combination rates see Columbia Broadcasting System (Basic Supplementary) and Keystone Network.

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 to 260 times).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 to 260 times).

ANNOUNCEMENTS CLASS "A" (11:00 a.m. to 1:00 p.m. and 6:00 p.m. to 11:00 p.m.)

CLASS "B" (6:00 a.m. to 11:00 a.m. and 1:00 p.m. to 6:00 p.m.)

POLITICAL Rates on request. TRANSCRIPTIONS Regular rates apply. Rates include use of transcription library service.

REMOUE CONTROL Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to commission.

Closing Time Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks 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 turntables.

Personnel Gen'l & Sales Mgr.—John Carl Jeffrey. Representative Howard H. Wilson Company.

LAFAYETTE

(Tippecanoe County)

WASK

(Established 1942)

Rates effective March 23, 1942. Owned and operated by WFAM, Incorporated.

Business Office and Studio—Wallace Bldg., Fourth and Ferry Sts., Lafayette, Ind., telephone 4300. Transmitter—1/2 mile northwest of studio, Lafayette, Ind.

Wave—Power—Time Operating power—250 watts. 208.9 meters; 1450 kilocycles.

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

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

CLASS "A" (12:00 noon to 1:15 p.m. and 5:30 p.m. to 9:00 p.m.)

CLASS "B" (9:00 a.m. to 12:00 noon, 1:15 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

CLASS "C" (6:00 a.m. to 9:00 a.m. and 10:00 p.m. to 11:00 p.m.)

PACKAGE RATES Package rates only. CLASS "A" (12:00 noon to 1:15 p.m. and 5:30 p.m. to 9:00 p.m.)

CLASS "B" (9:00 a.m. to 12:00 noon, 1:15 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

CLASS "C" (6:00 a.m. to 9:00 a.m. and 10:00 p.m. to 11:00 p.m.)

TRANSCRIPTIONS Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOUE CONTROL Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

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

(This listing continued on next page)

LAFAYETTE—Continued
W A S K—Continued

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 turntables for vertical and lateral cut recordings.
Personnel
Gen'l & Sales Mgr.—Joe Spring.
Representatives
Cox & Tana.

W B A A

Owned and operated by Purdue University
Wave—Power—Time
Operating power—5,000 watts.
326.1 meters; 920 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Does not sell time.

MUNCIE
(Delaware County)
W L B C
(Established 1926)



Rates effective April 1, 1945.
Owned and operated by D. A. Burton.
Business Office and Studio—Radio Center, Muncie, Ind., telephone 4403.
Transmitter—Radio Center, Muncie, Ind.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 6:30 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission
15% on station time; no cash discount. Invoices mailed first of each month. No discount on talent.
General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group) and Keystone Network.
The following rates are for national advertising and include music copyright fees.

Table with columns for time slots (8:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays) and rates for 1, 13, 26, 52, 104, 156, 260, and 300 times.

Table for CLASS 'B' (8:30 a.m. to 6:00 p.m. week days; 8:30 a.m. to 12:00 noon Sundays) with rates for 1, 13, 26, 52, 104, 156, 260, and 300 times.

Table for CLASS 'C' (11:00 p.m. to 8:30 a.m. daily) with rates for 1, 13, 26, 52, 104, 156, 260, and 300 times.

Table for ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays) with rates for 1, 13, 26, 52, 104, 156, 260, and 300 times.

Table for ANNOUNCEMENTS (8:30 a.m. to 6:00 p.m. week days; 11:00 p.m. to 12:00 midnight Sundays) with rates for 1, 13, 26, 52, 104, 156, 260, and 300 times.

Table for ANNOUNCEMENTS (12:00 midnight to 8:30 a.m. daily) with rates for 1, 13, 26, 52, 104, 156, 260, and 300 times.

(* Fifty words or less, or thirty word chain breaks.

THE KING IS AILING!

[KING ARE NOT] [THE CALL LETTERS]

For the latest study of listening habits in Muncie and proof that the all-powerful station ain't watt she used to be

Write

WLBC

MUNCIE

COLUMBIA NETWORK

OR

Ask

THE WALKER COMPANY

CHICAGO • NEW YORK

RECORDED PROGRAMS

Regular time charges apply to transcribed programs. Phonograph records prohibited at all hours. Electrical transcriptions accepted at any hour.

TALENT

All talent subject to approval of station management. REMOTE CONTROL

Any necessary arrangements can be made for remote control broadcasts. Line charges arr. extra.

SERVICES FACILITIES

The station staff will serve all advertisers without charge in forming program ideas, continuities, etc. These will be submitted upon request. Production and merchandising department available. Contract and Other Requirements

Rates quoted are for the station facilities only; talent is extra.

All contracts subject to cancellation by a 30 day advance written notice accompanied by a certified check for the short rates to the date of cancellation. All programs must conform to the station standards. Station reserves the right to cancel programs for reasons sufficient to station. All contracts are subject to station owner's approval.

Publicity talks accepted only when the subject matter is, in the opinion of the station director, of genuine public interest. Talks may be delivered by representative of advertiser or by announcer as preferred, but no deviation from manuscript is permitted. Regular announcers serve all broadcasts without charge. No contract accepted for longer than one year. All contracts subject to cancellation unless program starts within 30 days. Price mention is permitted in any part of the broadcasting period.

Closing Time
Closing date for inclusion in general publicity and newspaper releases is two weeks in advance of broadcast.

Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close the day previous.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 r.p.m. double turntables.

Personnel
Commercial Manager—W. F. Craig.
Representatives
The Walker Company.

RICHMOND

(Wayne County)

W K B V

(Established 1926)

Rates effective December 1, 1944.
Owned and operated by Central Broadcasting Corp. Business Office and Studios—25 S. Ninth St., Leland Hotel, Richmond, Ind., telephone 1156.
Transmitter—25 S. Ninth St., Leland Hotel, Richmond, Ind.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount. All bills payable on or before 15th of month following broadcast. No commission on special talent, wire charges, remote equipment or incidental expenses.

General Advertising
For combination rates see Mutual Broadcasting System.

Table for CLASS 'A' (8:00 p.m. to 10:30 p.m.) with rates for 55, 30, 15, and 5 minutes.

Table for CLASS 'B' (All other hours) with rates for 55, 30, 15, and 5 minutes.

ANNOUNCEMENTS..... 4.00 3.80 3.60 3.30 2.90 2.30

SPECIAL FEATURES

News reports, sport features, time signals and other special services—rates on request. Contract and Other Requirements

Rates quoted are subject to change without notice. All contracts subject to approval by station. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Personnel
President—J. Robert Quigg.
General Manager—G. F. Albricht.
Commercial Manager—R. L. Musbaum.
Representatives
None.

SOUTH BEND

(St. Joseph County)

W H O T

(Established 1944)

Rates effective October 8, 1944 (Card No. 1.)
Owned and operated by South Bend Broadcasting Corporation.
Business Office and Studios—Monroe & St. Joseph Sts., South Bend 4, Ind.

Transmitter—
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.

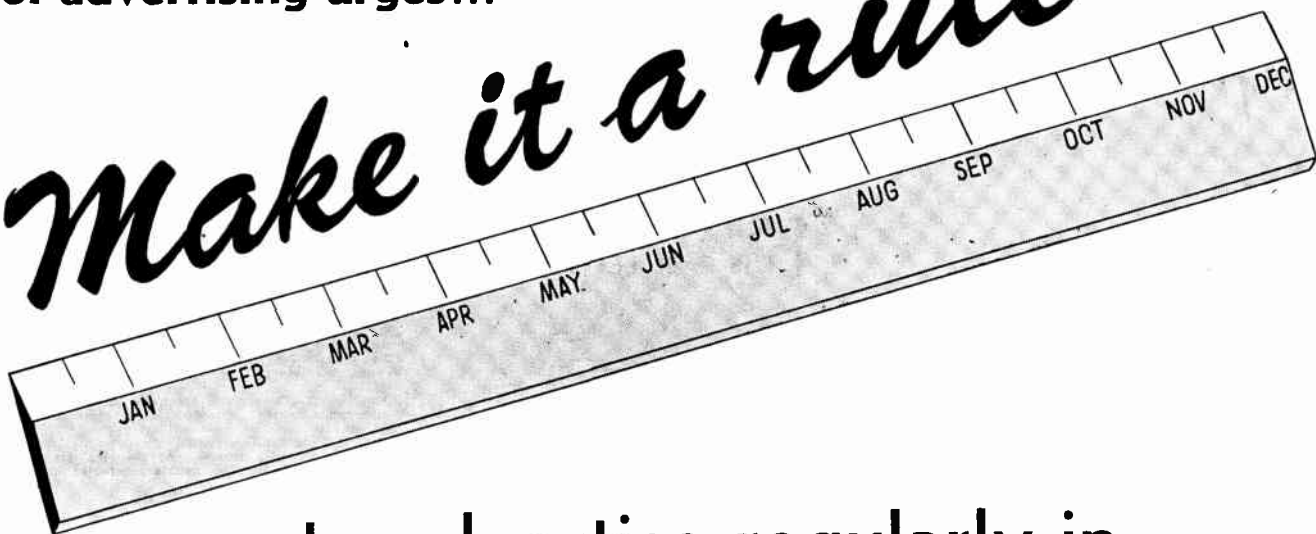
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net time charges; no cash discount. No commission on talent, line charges, special music, equipment charges or production expense. All statements rendered and payable on or before 15th of month following broadcast.

(This listing continued on page 113)

If you want to harvest
today's frequent new crops
of advertising urges...

Make it a rule



to advertise regularly in **STANDARD RATE & DATA SERVICE**

With shifting markets and sales-manpower shortages, large numbers of advertisers are maintaining liquid budget reserves . . . are prepared to *pour it on* wherever promotion possibilities loom the largest.

This widespread policy involves an unprecedented volume of day-by-day decisions . . . offers media many more opportunities than ever before to sell their services . . . makes "constant buyer contact" the golden rule of advertising today.

To pull more business, sell *every day* through Standard Rate & Data Service, used constantly by your prime advertising prospects—account executives, media directors, advertising and

sales managers, and all other important advertising officials—for planning, budgeting, scheduling and scores of other necessary operations.

Put this subtle power of hour after hour user-ship into your advertising appeals. Knock over sale after sale by punching hard from every use angle—from market data to media facilities. Jolt orders out of big buyers with timely, telling blows—when their use of the Service leaves them wide open for your sales-winning story. Rule out any chance of being overlooked in today's augmented advertising market. Make regular monthly use of Standard Rate & Data Service your advertising rule.

For complete advertising information write to

STANDARD RATE & DATA SERVICE



333 N. MICHIGAN AVENUE, CHICAGO 1, ILL.



Eastern Office

420 Lexington Avenue, New York 17, N. Y.

Western Office

816 W. Fifth Street, Los Angeles 13, Calif.

INDIANA—Continued

SOUTH BEND—Continued
W H O T—Continued

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
Programs of five minutes or more and announcements may not be combined to earn lower rate.

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1, 1/2, and 1/4 hours, 5 minutes, and chain breaks.

Table for CLASS "B" rates, similar to CLASS "A" but for a different time slot.

News, sports, time signals, weather reports and other special features—weekly rates on request.

Station's program department will supply program ideas and talent cost.

Remote Control
Rates on request.

Transcriptions
Transcription library service available. Addition transcriptions of live talent available.

Service Facilities
Merchandising department available.

Closing Time
Continuity and program material must be submitted at least 48 hours before broadcast.

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

Personnel
Manager—Harry Burdick.

Representatives
Weed & Company.

W S B T
(Established 1923)



COLUMBIA AFFILIATE

Rates effective April 1, 1945. (Card No. 5.)
Card received February 26, 1945.

Owned and operated by South Bend Tribune. Studio—Tribune Bldg., South Bend 26, Indiana, telephone 3-6161.

Transmitter—Five miles south of South Bend on Ironwood Road.

Wave—Power—Time
Operating power—1,000 watts. 812.5 meters; 960 kilocycles.

Operator on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 11:15 p.m.; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on station time; cash discount 2% if paid on or before 10th of month following service. No commission on talent, line charges, etc.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementaries Group).

The following rates are for national advertising.

Table for CLASS "A" rates (6:00 p.m. to 10:30 p.m.) for 1, 1/2, and 1/4 hours, 5 minutes, and chain breaks.

Table for CLASS "B" rates (7:00 a.m. to 6:00 p.m.) for 1, 1/2, and 1/4 hours, 5 minutes, and chain breaks.

Table for CLASS "C" rates (10:30 p.m. to 7:00 a.m.) for 1, 1/2, and 1/4 hours, 5 minutes, and chain breaks.

Table for ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m.) for 1, 13, and 26 times.

Table for ANNOUNCEMENTS CLASS "B" (7:00 a.m. to 6:00 p.m.) for 1, 13, and 26 times.

Table for ANNOUNCEMENTS CLASS "C" (10:30 p.m. to 7:00 a.m.) for 1, 13, and 26 times.

Special Features
News—Leased wire service available—rates on request.

Rates for time signals, weather reports, news flashes and similar services furnished on request.

POLITICAL AND RELIGIOUS
Rates on request.

Talent
Rates on request.

Remote Control
Rates on request.

Contract and Other Requirements
Maximum length of contract one year.

All contracts subject to station's approval and government regulations and subject to cancellation for reasons satisfactory to station.

The editorial content is subject to the approval or revision of station management. No periods sold in bulk in resale.

Closing Time
Closing date one week in advance to assure full program listings and general publicity.

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

Personnel
Station Director—F. D. Schurz.
Commercial Manager—R. H. Swintz.

Representatives
Paul H. Raymer Company.

TERRE HAUTE

(Vigo County)
W B O W
(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, Ind., Crawford 3394.

Transmitter—First and Peyton Sts., Terre Haute, Ind.
Wave—Power—Time
Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time.

Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:45 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies; cash discount 2%. Discounts apply to station time only. Bills rendered 1st of each month, and are due within ten days.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries).

The following rates are for national advertising. (After 6:00 p.m. week days and after 12:00 noon Sundays)

Table for general advertising rates for 1, 3/4, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and chain break announcements.

Table for general advertising rates for 1, 3/4, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and chain break announcements.

Table for general advertising rates for 1, 3/4, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and chain break announcements.

Table for general advertising rates for 1, 3/4, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and chain break announcements.

Table for DISCOUNTS based on number of times (Less than 13 times, 13 to 25 times, etc.).

Special Features
Time signals, weather reports, market reports, station break announcements, athletic events, religious broadcasts—rates on request.

Talent
Rates on request.

Service Facilities
Merchandising aids furnished on request.

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

Personnel
Manager—George M. Jackson.

Representatives
Weed and Company.

VINCENNES

(Knox County)
W A O V

Rates effective October 1, 1940. (Card No. 1.)
Owned and operated by the Vincennes Newspapers, Inc.

Business Office—320 Busseron 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. Operates on Central War Time.

Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

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

General Advertising
For combination rates see Mutual Broadcasting System.

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

Table for CLASS "A" rates (6:00 p.m. to 10:00 p.m.) for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 50 words.

Table for CLASS "B" rates (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 50 words.

Chain break announcement—limited to 30 words. Six or seven days per week figured pro rata. Announcements and programs may not be grouped to earn frequency discounts.

Special Features
News: For 1/4 hour news broadcasts add 2.00 per program to regular rates for leased wire service.

Time Signals and Temperature Reports: Three times daily including Sunday, one in Class A time, two in Class B time; 35 words, including time or temperature announcements, 3 months, per month 150.00.

Sales talks of not more than 200 words each to be scheduled on best available participating periods suited to advertiser or product, daily except Sunday, 1 time daily, per month 100.00; 2 times daily, per month 175.00.

Political
Regular rates apply; payable in advance.

Transcriptions
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Talent
Rates and details on request.

Remote Control
Facilities subject to extra charges for line and mechanical costs. Not subject to commission.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Station reserves right to use the time allotted to client when, in their opinion, their use of said time is of greater public interest.

Closing Time
Contracts close two weeks in advance of first broadcast, transcriptions 48 hours in advance and 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 turntables for both vertical and lateral cut recordings.

Personnel
General Manager—Howard N. Greenlee.
Station Manager—Victor H. Lund.

Representatives
John E. Pearson Company.

IOWA

AMES

(Story County)
W O I

Owned and operated by Iowa State College of Agriculture and Mechanic Arts. Studio—Ames, Iowa.

Transmitter—Ames, Iowa. Operating power—5,000 watts days. 468.8 meters; 640 kilocycles.

Does not sell time.

BOONE

(Boone County)
K F G Q

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)
K B U R

(Established 1941)

Rate card dated July 1, 1941.

Owned and operated by Burlington Broadcasting Co. Business Office and Studio—National Bank Bldg., Burlington, Iowa, telephone 680.

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

Licensed to operate full time. Operates on Central War Time.

Agency Commission
15% on net station time to recognized agencies; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

(This listing continued on next page)

BURLINGTON—Continued

K B U R—Continued

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network).

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. week days and after 12:00 noon Sundays)

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	48.00	28.00
13 times.....	76.00	45.60	26.60
26 times.....	72.00	43.20	25.20
52 times.....	68.00	40.80	23.80
104 times.....	64.00	38.40	22.40
156 times.....	60.00	36.00	21.00
260 times.....	56.00	33.60	19.60
312 times.....	52.00	31.20	18.20

CLASS "B"
(9:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.)

1 time.....	48.00	28.00	16.00
13 times.....	45.60	26.60	15.20
26 times.....	43.20	25.20	14.40
52 times.....	40.80	23.80	13.60
104 times.....	38.40	22.40	12.80
156 times.....	36.00	21.00	12.00
260 times.....	33.60	19.60	11.20
312 times.....	31.20	18.20	10.40

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.)

1 time.....	32.00	20.00	11.20
13 times.....	30.40	19.00	10.64
26 times.....	28.80	18.00	10.08
52 times.....	27.20	17.00	9.52
104 times.....	25.60	16.00	8.96
156 times.....	24.00	15.00	8.40
260 times.....	22.40	14.00	7.84
312 times.....	20.80	13.00	7.28

ANNOUNCEMENTS

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

1 time.....	1 min.	50 wds.	80 wds.
13 times.....	7.60	6.08	4.56
26 times.....	7.20	5.76	4.32
52 times.....	6.80	5.44	4.08
104 times.....	6.40	5.12	3.84
156 times.....	6.00	4.80	3.60
260 times.....	5.60	4.48	3.36
312 times.....	5.20	4.16	3.12

CLASS "B"
(9:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.)

1 time.....	5.60	4.00	3.20
13 times.....	5.32	3.80	3.04
26 times.....	5.04	3.60	2.88
52 times.....	4.76	3.40	2.72
104 times.....	4.48	3.20	2.56
156 times.....	4.20	3.00	2.40
260 times.....	3.92	2.80	2.24
312 times.....	3.64	2.60	2.08

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.)

1 time.....	4.80	3.20	2.80
13 times.....	4.58	3.04	2.66
26 times.....	4.32	2.88	2.52
52 times.....	4.08	2.72	2.38
104 times.....	3.84	2.56	2.24
156 times.....	3.60	2.40	2.10
260 times.....	3.36	2.24	1.96
312 times.....	3.12	2.08	1.82

SPECIAL FEATURES

Musical Clock—Daily except Sunday; copy limited to 60 words; 10% retroactive discount earned on the completion of 52 consecutive weeks of broadcasting; per month 40.00.

Burlington Buggy Ride—Daily except Sunday, home-making and economics program. Participation in form of sponsorship of one to six 15 minute periods, depending upon availability; 1/4 hour rates prevail, plus talent fee. Rates on request. No discount on talent charge.
 News—At scheduled quarter hour periods. Rates according to time class and frequency plus 3.00 per quarter hour period for special announcer and service. Discount on time only.
 Five minute news spots—Rates according to time class and frequency plus 25% of rate for news service. Discount on time only.
 Headlines of the News—Seven days weekly, 50 words commercial copy, per month 100.00; 10% retroactive discount earned on the completion of 52 consecutive weeks of broadcasting.
 Sports, Special Events—Rates on request.
 Station Break Announcements—Guaranteed position. No discount less than 13 weeks.
 15 words or 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl. less..... 3.00 2.85 2.70 2.55 2.40 2.25 1,000 or more times in one year, 40% discount from one time rate.

POLITICAL
 Regular rates apply; payable in advance.
TALENT
 Rates on request.

SERVICE FACILITIES
 Complete merchandising and promotional service available to all advertisers.

Closing Time
 Programs should be submitted as far in advance as possible to insure proper production and publicity. All copy must be received 24 hours in advance for checking. Transcriptions should arrive seven days in advance of broadcast to allow for necessary replacements.

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

Personnel
 General Manager—Gerard B. McDermott.
Representatives
 Willam G. Rambeau Company.

CEDAR RAPIDS

(Linn County)

W M T

(Established 1922)



Rates effective October 1, 1944. (Card No. 12-A.)
 Owned and operated by American Broadcasting Stations, Inc.
 Business Office and Studios—5th floor Paramount Theatre Bldg., Cedar Rapids, Iowa, telephone 6127.
 Other Studios—Russell Lamson Hotel, Waterloo, Iowa, telephone 3618.
 Transmitter—1-1/2 miles east and 1-1/2 miles north of Marion, Iowa.

Wave—Power—Time
 Operating power—5,000 watts.
 500 meters; 600 kilocycles.
 Licensed to operate full time. Operates on Central War Time.
 Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission
 15% to recognized agencies on station time only; no cash discount. No commission on talent. Bills due and payable 10th of following month.

General Advertising
 For combination rates see Mutual Broadcasting System, Columbia Broadcasting System (Basic Network), and Mid-States Group.
 Discounts are retroactive as earned.

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

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	250.00	237.50	225.00	212.50	200.00
1/2 hour.....	125.00	118.75	112.50	106.25	100.00
1/4 hour.....	75.00	71.25	67.50	63.75	60.00
5 minutes.....	37.50	35.62	33.75	31.85	30.00

CLASS "B"
(12:00 noon to 1:00 p.m.; 6:00 p.m. to 6:30 p.m. week days and 1:00 p.m. to 6:30 p.m. Sundays)

1 hour.....	125.00	118.75	112.50	106.25	100.00
1/2 hour.....	75.00	71.25	67.50	63.75	60.00
1/4 hour.....	50.00	47.50	45.00	42.50	40.00
5 minutes.....	25.00	23.75	22.50	21.25	20.00

CLASS "C"
(9:00 a.m. to 12:00 noon, 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	106.90	101.25	95.60	90.00
1/2 hour.....	67.50	64.15	60.75	57.40	54.00
1/4 hour.....	45.00	42.75	40.50	38.25	36.00
5 minutes.....	22.50	21.38	20.25	19.13	18.00

CLASS "D"
(Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.)

1 hour.....	100.00	95.00	90.00	85.00	80.00
1/2 hour.....	60.00	57.00	54.00	51.00	48.00
1/4 hour.....	40.00	38.00	36.00	34.00	32.00
5 minutes.....	20.00	19.00	18.00	17.00	16.00

SPECIAL DISCOUNT
 An additional discount of 5% 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.)

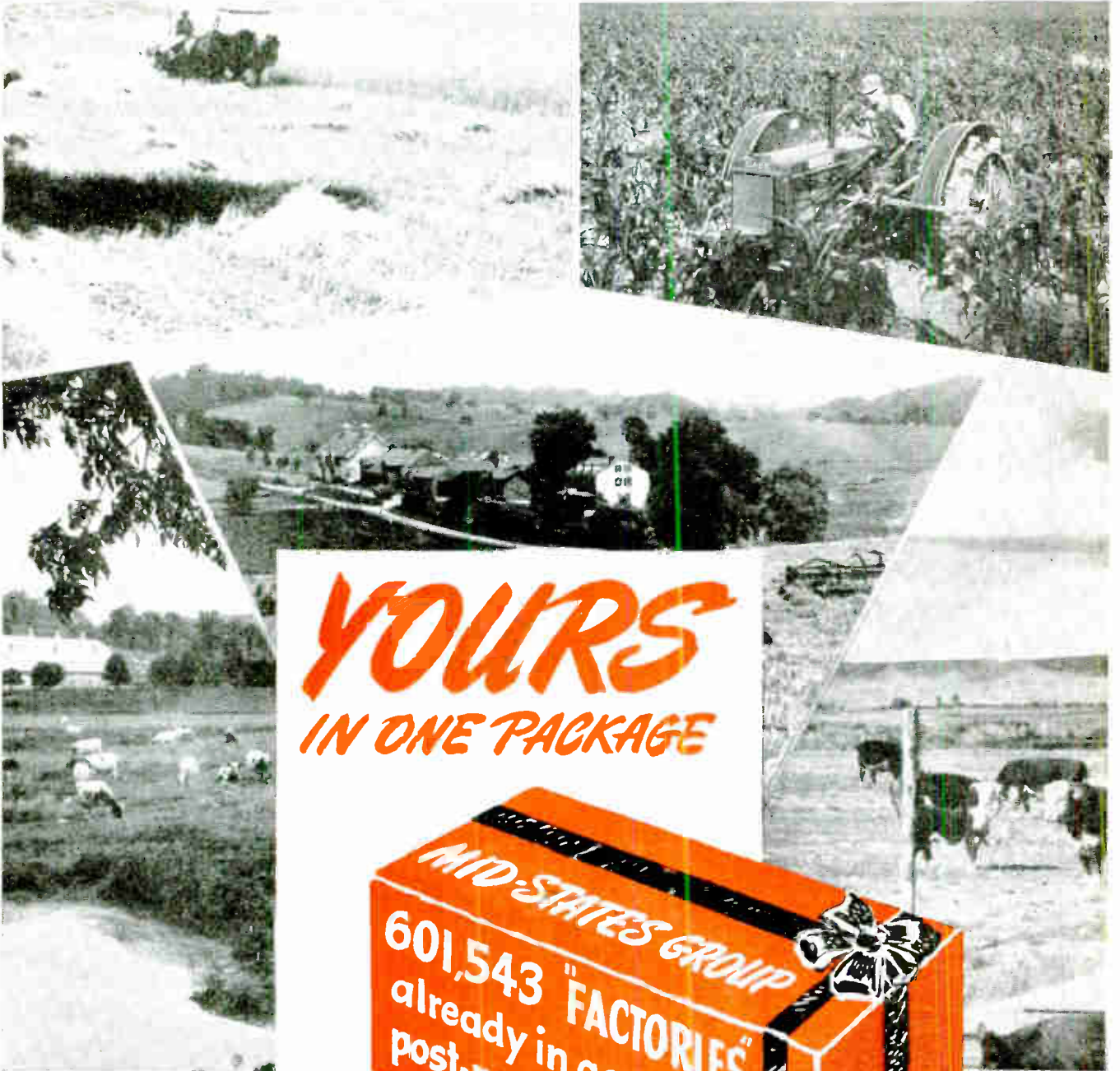
1 time.....	1/2 min.	1 min.
13 times.....	15.00	24.00
26 times.....	14.40	21.60
52 times.....	13.60	20.40
104 times.....	12.80	19.20
300 times.....	12.00	18.00
500 times.....	11.20	16.80
750 times.....	10.40	15.60
1,000 times.....	9.60	14.40

(This listing continued on page 116)

Yes, indeed, growing corn IS big business in Iowa . . . but, there's *other* BIG BUSINESS, too! For Iowa's *industrial income* EQUALS the value of its gigantic agricultural income.

Iowa is a *versatile* market and WMT at 600 KC (Iowa's best frequency) cuts right through this cross-section like a Patton armored division. When you think of Iowa, think of WMT . . . and while you're thinking of it, wire or write now for availabilities and market data. Thanks.

Represented Nationally by The Katz Agency



YOURS
IN ONE PACKAGE



No worry about Reconversion or Re-tooling for farmers in the productive agricultural area served by the Mid-States Group. Advertising collars planted here today will yield rich harvests. Group rates as low as \$72 for a daytime quarter-hour on three stations. What a buy!



GEARED FOR RESULTS
 REPRESENTED BY THE KATZ AGENCY

IOWA—Continued

CEDAR RAPIDS—Continued

W M T—Continued

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

Table with 3 columns: Time (1 min, 1/2 min, 1 min), Rate (13 times to 1,000 times), and Price (9.50 to 6.00).

SPECIAL FEATURES

Weather reports or time signals: 21 announcements per week, (two daytime, one evening, daily), 30 words to include time signal or weather and commercial copy.

Strip Rates—Six periods per week (approximately 13 minutes) before 7:00 a.m. and after 10:30 p.m. daily except Sunday.

POLITICAL

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 station's production department, 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 station. Copy prepared by the advertiser must have station's approval in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

General Manager—W. B. Quorton. Commercial Manager—D. D. Sullivan. Studio Manager—V. A. L. Linder.

Representatives

The Katz Agency, Inc.

CLINTON

(Clinton County)

KROS

(Established 1941)



Rates effective April 1, 1945. (Card No. 4.)

Card received March 26, 1945.

Owned and operated by Clinton Broadcasting Corp. Business Office and Studio—246 Fifth Ave., Clinton, Iowa, telephone 448.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

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 Mutual Broadcasting System and North Central Broadcasting System. The following rates are for national advertising and include music copyright fees.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily)

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), Rate (1 time to 260 or more times), and Price (80.00 to 14.40).

CLASS "B" (9:00 a.m. to 12:00 noon daily; 5:00 p.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays)

Table with 5 columns: Time (1 time to 260 or more times), Rate (50.00 to 15.00), and Price (30.00 to 9.00).

CLASS "C" (1:00 p.m. to 5:00 p.m. week days and 10:00 p.m. to 9:00 a.m. daily)

Table with 5 columns: Time (1 time to 260 or more times), Rate (40.00 to 20.00), and Price (24.00 to 7.20).

ANNOUNCEMENTS

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 5 columns: Time (1 time to 104 times), Rate (7.50 to 3.75), and Price (6.20 to 3.10).

CLASS "B" (1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 noon)

Table with 5 columns: Time (1 time to 104 times), Rate (6.00 to 3.00), and Price (5.00 to 2.50).

CLASS "C" (1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 noon)

Table with 5 columns: Time (1 time to 104 times), Rate (6.00 to 3.00), and Price (5.00 to 2.50).

SPECIAL FEATURES

News: Leased wire service, 15 minutes, regular rate; special announcer, 5.00 per week. Sports—Between 5:00 p.m. and 7:00 p.m., 15 minutes daily, per month 250.00; special announcer, per month 20.00.

(*) One minute transcribed or 120 words. (†) Station break or 50 words or less.

POLITICAL

Rates on request.

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.

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, other than beer and light wines, not accepted.

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 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel Station Manager—Morgan Sexton. National Sales Manager—George W. Webber, (Des Moines).

Representatives William G. Rambeau Co.

DAVENPORT

(Scott County)

W H B F

Considered by the Mutual Broadcasting System as their Rock Island-Moline-Davenport outlet. See listing under Rock Island.

W O C

(Established 1921)



Rates effective October 1, 1944. (Card No. 11.) Owned and operated by the Tri-City Broadcasting Company. Business Office and Studios—1002 Brady St., Davenport, Iowa, telephone 3-3661.

Wave—Power—Time Operating power—5,000 watts. 211.3 meters; 1420 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission 15% on station time only allowed to recognized advertising agencies; cash discount 2%—10 days.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network). Basic rate for time costs only for programs originating in station's studios.

CLASS "A"

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), Rate (1 hr to 5 minutes), and Price (180.00 to 25.00).

CLASS "B"

Table with 5 columns: Time (1 hour to 5 minutes), Rate (120.00 to 20.00), and Price (114.00 to 18.00).

CLASS "C"

Table with 5 columns: Time (1 hour to 5 minutes), Rate (90.00 to 15.00), and Price (85.50 to 12.75).

CLASS "D"

Table with 5 columns: Time (1 hour to 5 minutes), Rate (80.00 to 10.00), and Price (77.00 to 8.50).

QUANTITY DISCOUNTS

Quantity discounts as shown above are retroactive on entire schedule as earned for time used within one year, but not including News or other special rate features.

ANNOUNCEMENTS

Table with 5 columns: Time (1 hr to 5 min), Rate (1 hr to 5 min), and Price (18.00 to 7.50).

Chain breaks (E. T.).... 18.00 17.10 16.20 15.30 14.40 13.50. Chain breaks (live)..... 15.00 14.25 13.50 12.75 12.00 11.25.

SPECIAL FEATURES

Table with 5 columns: Time (6:30 a.m. to 10:00 p.m.), Rate (6 days weekly to 7 days weekly), and Price (60.00 to 175.00).

TRANSCRIPTIONS

Library service available—regular rates apply.

REMOTE CONTROL

Musical and dramatic talent engaged for the advertiser at minimum costs.

SERVICE FACILITIES

Merchandising services of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures.

Contract and Other Requirements All rates are for time and service facilities of station only.

General Advertising For combination rates see Mutual Broadcasting System and North Central Broadcasting System.

(This listing continued on next page)

**DAVENPORT—Continued
W O C—Continued**

Closing Time
Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.
Electrical transcriptions should be delivered to 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. turntables, both lateral and vertical.

Personnel
President—B. J. Palmer.
General Manager—Beryl Lottridge.
Commercial Manager—L. O. Fitzgibbons.
Program Manager—Marshall Dane.

Representatives
Free & Peters, Inc.

**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.
Does not sell time.

**DES MOINES
(Polk County)
K R N T
(Established 1935)**

Rates effective August 1, 1944. (Card No. 8.)
Owned and operated by Cowles Broadcasting Company. Affiliated with the Des Moines Register and Tribune. Business Office and Studio—Des Moines Register & Tribune Bldg., Des Moines 4, Iowa, Des Moines 3-2111.
Transmitter—S. E. 22nd and Park, Des Moines, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
222.2 meters; 1350 kilocycles.
Licensed to operate full time. Operates on Central War Time.

Agency Commission
15% to recognized agencies; no cash discount. No commission on talent. Bills due and payable 10th of the following month.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network) and Mid-States Group. Discounts are retroactive 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
1/2 hour....	100.00	95.00	90.00
1/4 hour....	50.00	47.50	45.00
5 minutes	25.00	23.75	22.50

CLASS "B"		(12:00 noon to 1:00 p.m., 6:00 p.m. to 6:30 p.m. week days and 1:00 p.m. to 6:30 p.m. Sundays)	
1 hour....	100.00	95.00	90.00
1/2 hour....	60.00	57.00	54.00
1/4 hour....	40.00	38.00	36.00
5 minutes	20.00	19.00	18.00

CLASS "C"		(9:00 a.m. to 12:00 noon, 5:00 p.m. to 6:00 p.m., 10:00 p.m. to 10:30 p.m. week days, 9:00 a.m. to 1:00 p.m. Sundays)	
1 hour....	90.00	85.50	81.00
1/2 hour....	45.00	42.75	40.50
1/4 hour....	30.00	28.50	27.00
5 minutes	15.00	14.25	13.50

CLASS "D"		(Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.)	
1 hour....	80.00	76.00	72.00
1/2 hour....	40.00	38.00	36.00
1/4 hour....	32.00	30.40	28.80
5 minutes	16.00	15.20	14.40

SPECIAL DISCOUNT
An additional discount of 5% 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.)		
1 time.....	1/2 min.	1 min.
13 times.....	15.20	22.80
26 times.....	14.40	21.60
52 times.....	13.60	20.40
104 times.....	12.80	19.20
300 times.....	12.00	18.00
500 times.....	11.20	16.80
750 times.....	10.40	15.60
1,000 times.....	9.60	14.40

CLASS "B"		
(Before 6:00 p.m. and after 10:30 p.m.)		
1 time.....	10.00	15.00
13 times.....	9.50	14.25
26 times.....	9.00	13.50
52 times.....	8.50	12.75
104 times.....	8.00	12.00
300 times.....	7.50	11.25
500 times.....	7.00	10.50
750 times.....	6.50	9.75
1,000 times.....	6.00	9.00

... WHEN YOU GO WEST OF CHICAGO



The latest Hooper listening index (December, 1944 and January, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 53.3!

Mr. Hooper's facts prove the Quad-City market of 218,000 is delivered ONLY by—

WOC

DAVENPORT, IOWA

FREE & PETERS, INC. NAT'L REPRESENTATIVES
BASIC BLUE • 5,000 WATTS • 1420 Kc.

SPECIAL FEATURES

Times-Tunes-News—Participation: six one minute talks per week by special announcer—1 daily, Monday through Saturday:

4 wks.	13 wks.	26 wks.	52 wks.
Per week.....	70.00	65.00	60.00
Three per week rate is 60% of the six per week rate.			

Musical Clock: Six 15 minute announcements per week, daily except Sunday:

4 wks.	13 wks.	26 wks.	39 wks.	52 wks.
Per week.....	100.00	90.00	85.00	80.00
7:00 a.m. to 9:00 a.m. (approximately 13 minutes)	120.00	110.00	105.00	100.00
Three per week rate is 60% of the six per week rate.				

Betty Wells Women's Club—program for housewives. Participation: six 100 word announcements per week, 1 daily, Monday through Saturday:

4 wks.	13 wks.	26 wks.	52 wks.
Per week.....	75.00	70.00	65.00
Three per week rate is 30% of the six per week rate.			

"Your Neighbor Lady"—Home economics program. Participation: six 100 word announcements per week, 1 daily, Monday through Saturday:

4 wks.	13 wks.	26 wks.	52 wks.
Per week.....	75.00	70.00	65.00
Three per week rate is 40% of the six per week rate.			

News, Sports, Markets. Special Events and other service features—rates on request.

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

RECORDED PROGRAMS
Transcription Library available—details on request.

TALENT
Rates on request.

REMOTE CONTROL
Complete remote pick-up equipment available.

SERVICE FACILITIES
Services of the production department, announcing staff and technical staff are included without charge. A complete merchandising and program publicity service is available to advertisers.

Contract and Other Requirements
Maximum length of contract, 52 weeks. All programs must conform to standards of station. Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcements for reasons satisfactory to itself. All programs subject to change of time upon 28 days' notice. All proposals are subject to prior booking of time. Rates shown are for station time only and do not include talent. Rates subject to change without notice.

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

Personnel
General Manager—Phil Hoffman.
Sales Manager—Robert Dillon.
Sales Promotion Manager—Orville Lawson.
National Sales Manager—H. T. Enns, Jr., 29 W. 57th St., New York 19, N. Y.

Representatives
The Katz Agency, Inc.

**K S O
(Established 1921)**

Rates effective January 1, 1944. (Card No. 15.)
Owned and operated by Kingsley H. Murphy, 800 Old Colony Bldg., Des Moines 9, Iowa.
Studio—800 Old Colony Bldg., Des Moines 9, Iowa.
Des Moines 3-0571.
Transmitter—S. E. 22nd and Park, Des Moines, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
205.5 meters; 1460 kilocycles.
Operates full time. Operates on Central War Time.

Agency Commission
15% is allowed to agencies recognized by station; no cash discount. No commission on talent. Bills due and payable 10th of the following month.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Mutual Broadcasting System. Discounts are retroactive as earned.

CLASS "A"		(6:30 p.m. to 10:30 p.m.)	
	1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.		
1 hour....	180.00	171.00	162.00
1/2 hour....	90.00	85.50	81.00
1/4 hour....	45.00	42.75	40.50
5 minutes	22.50	21.38	20.25

CLASS "B"		(12:00 noon to 1:00 p.m., 4:00 p.m. to 6:30 p.m. and 1:00 p.m. to 6:30 p.m. Sundays)	
1 hour....	90.00	85.50	81.00
1/2 hour....	54.00	51.30	48.60
1/4 hour....	36.00	34.20	32.40
5 minutes	18.00	17.10	16.20

CLASS "C"		(9:00 a.m. to 12:00 noon, 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....	70.00	66.50	63.00
1/2 hour....	42.00	39.90	37.80
1/4 hour....	28.00	26.60	25.20
5 minutes	14.00	13.30	12.60

CLASS "D"		(Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m.)	
1 hour....	60.00	57.00	54.00
1/2 hour....	36.00	34.20	32.40
1/4 hour....	24.00	22.80	21.60
5 minutes	12.00	11.40	10.80

SPECIAL DISCOUNT
An additional discount of 5% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks.

(This listing continued on next page)

IOWA—Continued

**DES MOINES—Continued
K S O—Continued**

**ANNOUNCEMENTS
CLASS "A"**

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

	1/2 min.	1 min.
1 time.....	14.00	21.00
18 times.....	18.80	19.95
28 times.....	12.60	18.90
52 times.....	11.90	17.85
104 times.....	11.20	16.80
300 times.....	10.80	15.75
500 times.....	9.80	14.70
750 times.....	9.10	18.85
1,000 times.....	8.40	12.60

CLASS "B"

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

1 time.....	8.00	12.00
13 times.....	7.60	11.40
26 times.....	7.20	10.80
52 times.....	6.80	10.20
104 times.....	6.40	9.60
300 times.....	6.00	9.00
500 times.....	5.60	8.40
750 times.....	5.20	7.80
1,000 times.....	4.80	7.20

SPECIAL FEATURES

Rates on request.

POLITICAL

Copy and payment for political advertising must be in 24 hours in advance—rates on request.

RECORDED PROGRAMS

Transcription library available—details on request.

TALENT

Rates on request.

REMOTE CONTROL

Complete remote pick-up equipment available.

SERVICE FACILITIES

Services of the production department, announcing staff and technical staff are included without charge. A complete merchandising and program publicity service is available to advertisers.

Contract and Other Requirements

Maximum length of contract, 52 weeks. All programs must conform to standards of station. Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcements for reasons satisfactory to itself. All programs subject to change of time upon 28 days' notice. All proposals are subject to prior booking of time. Rates shown are for station time only, and do not include talent. Rates subject to change without notice.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

General Manager—George J. Higgins.
Program Director—Edmund Linehan.
Prom. & Merch. Dir.—Ken M. Lufkin.

Representatives

Headley-Reed Company.

WHO

(Established 1924)



Rates effective September 1, 1943. (Card No. 14.)
Owned and operated by the Central Broadcasting Co. Business Office and Studios—914 Walnut St., Des Moines 7, Iowa, telephone 3-7147.
Transmitter—Mitchellville, Iowa (15 miles east of Des Moines).

Wave—Power—Time

Operating power—50,000 watts.
288.5 meters; 1040 kilocycles.
Licensed to operate full time on nationally cleared channel. Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 1:00 a.m.; week days 5:30 a.m. to 1:00 a.m.

Agency Commission

15% on time cost only allowed to recognized advertising agencies; no cash discount. Bills are rendered on 1st of each month, payable on the 10th of each month.

General Advertising

For combination rates see National Broadcasting Company (Basic Network).
The following rates are for national advertising. Commercial copy must comply with the Code of the National Association of Broadcasters. Five minute programs must include entertainment or educational features.

CLASS "A"

	(6:30 p.m. to 10:00 p.m.)	
	1 tl.	18 tl.
1 hour.....	500.00	475.00
1/2 hour.....	300.00	285.00
1/4 hour.....	180.00	171.00
5 minutes	90.00	85.00

CLASS "B"

	(12:00 noon to 1:00 p.m., 6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.)	
	week days; 6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m. (Sundays)	
1 hour.....	385.00	318.25
1/2 hour.....	200.00	190.00
1/4 hour.....	120.00	114.00
5 minutes	60.00	57.00

CLASS "C"

	(8:30 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to 10:45 p.m. week days; 8:30 a.m. to 6:00 p.m. (Sundays))	
1 hour.....	250.00	237.50
1/2 hour.....	150.00	142.50
1/4 hour.....	90.00	85.50
5 minutes	45.00	42.75

CLASS "D"

	(7:00 a.m. to 8:30 a.m. and 10:45 p.m. to 12:00 midnight week days)	
1/2 hour.....	100.00	95.00
1/4 hour.....	60.00	57.00
5 minutes	40.00	38.00

QUANTITY DISCOUNTS

As figured above, discounts for program time are as follows: 13 times 5%; 26 times 10%; 52 times 15%; 100 times 20%; 250 or more times 25%. These quantity discounts, when used within one year, are retroactive on entire schedule as earned for program time of 1/4 hour or longer. Five minute programs earn quantity discounts separately and do not combine with longer programs or announcements.

ADDITIONAL DISCOUNTS

Additional discount of 5% applies to the lowest net billing for any one week for program time of 1/4 hour or more that runs 52 consecutive weeks.
When an advertiser is using three or more quarter hour strips per week (minimum of five quarter hours per strip) on a non-contiguous schedule he will be entitled to one half of the half-hour rate for each individual quarter hour period. Quantity discounts to apply only on the combined portion of the three quarter hours.

ANNOUNCEMENTS

Run of station time only.

	(6:00 p.m. to 10:30 p.m.)	
	1 tl.	18 tl.
80 words.....	50.00	47.50
100 words.....	60.00	57.00
One minute record.....	75.00	71.25

	(6:00 a.m. to 6:00 p.m. and after 10:30 p.m. to 12:00 midnight; run of station time only)	
65 words or less (station breaks)	20.00	19.00
80 words.....	27.50	26.18
100 words.....	35.00	33.25
1/2 minute record.....	25.00	23.75
1 minute record.....	35.00	33.25

Chain break announcements, guaranteed position, flat one time rate for less than 18 weeks.

SPECIAL FEATURES

News Reports—Leased wire service available. Station reserves complete control over news and commentator. Rates, including news service, news commentator with one announcer. No quantity discounts.
(This listing continued on next page)

WHAT'S WHO GOT?

1. Largest Primary Coverage

WHO is the only 1-A Clear Channel station in Iowa. With 50,000 watts, this gives you larger daytime and/or nighttime primary coverage than any other station in Iowa.

Daytime listening area includes nearly all of Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3 1/2 million.

2. Greatest Secondary Coverage

WHO is the only station in North America operating on 1040 kc. Its sky-wave signal goes on and on, bringing in mail during winter months from 30 to 44 states regularly—from more than 50% of all counties in the U. S. A.

3. Best Program Service

WHO is the only NBC station in Iowa—has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers. Tops in News—60.8% to 67.9% of Iowa radio families usually listen to principal WHO news broadcasts vs. 6.4% to 9.7% for Station B.

4. Greatest Popularity

WHO is listened to more often, more hours, by more Iowa radio families than all other radio stations combined. "Listened-to-most" during daytime by 55.6% of Iowa radio families vs. 27% to all other Iowa stations; after 6:00 P. M., 57.7% to WHO vs. 15.8% to all other Iowa stations, according to 1944 Iowa Radio Audience Survey. (1941-42-43 surveys prove that "listened-to-most" station has six hours of Iowa listener's attention for every hour to any "heard regularly" station. Write for free copy or ask Free & Peters.)

5. Greatest Dealer Influence

Radio is considered the best state-wide advertising medium in Iowa to help sell goods—by 68.3% of Iowa grocers vs. 30.5% for newspapers

—by 87.4% of Iowa druggists vs. 7.8% for newspapers

WHO is considered most effective radio station in state

—by 54.7% of Iowa grocers vs. 10.1% for Station B

—by 61.9% of Iowa druggists vs. 1.5% for Station B

(According to polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

6. Highest Ratings

WHO has greatest "share of audience" in Des Moines during daytime hours, 8:00 A. M. to 6:00 P. M. Monday through Friday, and evenings, 6:00 P. M. to 10:00 P. M. Sunday through Saturday.

"Share of audience" ratings in "outside" zone—Ottumwa, Oskaloosa, Newton, Mason City, Fort Dodge, Boone, Ames, and Marshalltown, located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 A. M. to 6:00 P. M., Monday through Friday...60%

6:00 P. M. to 10:00 P. M., Sunday through Saturday...66.9%

Write for free copy of complete report on "City Zone vs. Outside Zone Comparison." You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost per listener" buys in the country, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for availabilities.



DES MOINES..... 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC.

National Representatives

DES MOINES—Continued
W H O—Continued

Table with columns: Time, Per week cost, News cost, Total cost. Rows include Farm news, Morning news, Mid-Morning News, Noon news, Afternoon extra, Early evening news, Evening final, Sunday news periods.

Regular time charges apply to recorded programs. Not restricted to certain hours. Musical and dramatic talent engaged for the advertiser at minimum costs.

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. Additional charges are made for talent. Rates on request.

REMOTE CONTROL

Rates and details on request.

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.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

President—E. J. Palmer. Vice-Pres. & Mgr.—J. O. Maland. Sales Manager—Hale Boudurant.

Representatives

Free & Peters, Inc.

DUBUQUE (Dubuque County)

K D T H (Established 1941)

Rates effective April 1, 1945. (Card No. 4.) Card issued April 1, 1945. Card received March 30, 1945.

Owned and operated by the Telegraph-Herald. Business Office and Studio—Bluff Street and Eighth Ave., Dubuque, Iowa. Transmitter—Dubuque, Iowa.

Wave—Power—Time Operating power—1,000 watts. 219 meters; 1370 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission 15% to recognized advertising agencies; cash discount 2% provided bill is paid by 10th of month following service.

General Advertising For combination rates see Mutual Broadcasting System and North Central Broadcasting System.

Table with columns: CLASS 'A', CLASS 'B', CLASS 'C'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: CLASS 'B', CLASS 'C'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: CLASS 'C', CLASS 'A', CLASS 'B'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: ANNOUNCEMENTS, CLASS 'A', CLASS 'B', CLASS 'C'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: CLASS 'B', CLASS 'C'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

SPECIAL FEATURES Sports newscasts, time signals or weather and temperature reports, special events—rates on request.

POLITICAL Regular rates apply. Cash in advance. Copy must be submitted 48 hours in advance. Subject to agency commission.

TALENT Remote control equipment available. Charges for programs originating outside studio quoted on request.

SERVICE FACILITIES Merchandising, display and surveys can be arranged. Contract and Other Requirements Advertising of beer and wine accepted.

Contract and Other Requirements All contracts must be completed in twelve months. Rates cover only station time and facilities for programs originating in station's studio.

Closing Time All program material must be in sufficiently far in advance for approval of station management.

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

Personnel General Manager—K. S. Gordon. Sales Manager—Gordon K. Downey. Commercial Manager—Robert S. Graham. Program Director—Arnie Stierman.

Representatives John E. Pearson Company.

W K B B (Established 1938)



Rates effective August 1, 1943. (Card No. 6.) Owned and operated by Dubuque Broadcasting Co. Business Office and Studio—Julien Hotel, Dubuque, Iowa, telephone 572.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Agency Commission 15% to recognized advertising agencies on net charges for station time only provided payment is made by 15th of month following broadcast; no cash discount. No commission on retail rates.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). Rates include music copyright fees.

Table with columns: CLASS 'A', CLASS 'B'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: CLASS 'B', CLASS 'C'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: CLASS 'C', CLASS 'A', CLASS 'B'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: ANNOUNCEMENTS, CLASS 'A', CLASS 'B', CLASS 'C'. Rows show time slots and rates for various durations (1 time, 13 times, 26 times, etc.).

Table with columns: CLASS 'B', CLASS 'C'. Rows show time slots and rates for various durations (1 min, 50 wds, 30 wds, etc.).

DISCOUNTS Contiguous rates—Basic rates and discounts guaranteed only during program or extensions thereof.

SPECIAL FEATURES News, sports, and any special event—rates on request. POLITICAL Political broadcasts subject to agency commission, but payable in advance—general rates apply.

RECORDED PROGRAMS Transcription library service available. No service charge to advertiser and no restrictions as to broadcasting hours on electrical transcriptions furnished by advertiser.

TALENT All talent extra—rates on request. REMOTE CONTROL Facilities available—rates on request.

SERVICE FACILITIES Services of program department, staff announcers, and engineers included in rates unless a particular announcer is specified. Estimates submitted on complete merchandising service on request.

Closing Time All programs or announcement continuities must be submitted sufficiently in advance for approval by station management.

Mechanical Program Equipment Equipped to handle program by electrical transcription, using 33-1/3 (vertical or lateral) and 78 r.p.m. double turntables.

Personnel Vice-Pres. & Gen'l Mgr.—James D. Carpenter. Representatives Howard H. Wilson Company.

IOWA—Continued

FORT DODGE

(Webster County)
K V F D
(Established 1939)



Rates effective April 1, 1945. (Card No. 5.)
Card received March 28, 1945.

Owned and operated by Northwest Broadcasting Co.
Business Office and Studio—Warden Bldg., Fort Dodge, Iowa, Walnut 3781.

Transmitter—3/4 mile west of city limits at junction of U. S. 20 and U. S. 169.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.

Licensed to operate full time. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time only. Bills rendered 1st of month; due 10th of month. Cash discount 2%—10 days.

General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Iowa Group) and Keystone Network.

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

Table for WEEKLY FREQUENCY RATES, CLASS 'A', showing rates for 13 wks, 26 wks, 39 wks, and 52 wks.

Table for CLASS 'B', showing rates for 9:00 a.m. to 12:00 noon daily and 5:00 p.m. to 6:00 p.m. week days.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 9:00 a.m. to 12:00 noon daily and 5:00 p.m. to 6:00 p.m. week days.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 9:00 a.m. to 12:00 noon daily and 5:00 p.m. to 6:00 p.m. week days.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for ANNOUNCEMENTS, CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 9:00 a.m. to 12:00 noon daily and 5:00 p.m. to 6:00 p.m. week days.

SERVICE FACILITIES
Merchandising by the station's commercial and promotion department will be furnished without charge.
Contract and Other Requirements
All contracts should be closed as far in advance as possible to facilitate production.

IOWA CITY

(Johnson County)
W S U I
Operating power—5,000 watts.
329.7 meters; 910 kilocycles.

Does not sell time.
Rates received July 31, 1944.

MARSHALLTOWN

(Marshall County)
K F J B
(Established 1923)

Owned and operated by the Marshall Electric Company, Inc.
Business Office and Studio—Sixteenth and Main Sts., Marshalltown, Iowa.

Transmitter—1-1/2 miles northwest of Marshalltown, Iowa.
Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.

Licensed to operate full time. Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; cash discount 2%.
General Advertising
For combination rates see North Central Broadcasting System and Mutual Broadcasting System.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 9:00 a.m. to 12:00 noon daily and 5:00 p.m. to 6:00 p.m. week days.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 9:00 a.m. to 12:00 noon daily and 5:00 p.m. to 6:00 p.m. week days.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for ANNOUNCEMENTS, CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

MASON CITY

(Carro Gordo County)
K G L O
(Established 1936)



Rates effective May 1, 1945. (Card No. 6.)
Owned and operated by Lee Radio Corporation.
Business Office and Studio—200 N. Federal Ave., Mason City, Iowa, telephone 2800.

Transmitter—1-1/2 miles west of Mason City on U. S. Highway 18.
Wave—Power—Time
Operating power—5,000 watts.
230.6 meters; 1800 kilocycles.

Licensed to operate unlimited time. Operates on Central War Time.
Agency Commission
15% to recognized advertising agencies providing bill rendered 1st of month is paid by 20th of month.

General Advertising
For combination rates see Columbia Broadcasting System (Northwestern Group).
Rates include music copyright fees.
Run of schedule: When an advertiser will use "run of schedule" programs and announcements in open time not required for regularly sponsored programs, and allow station to change time of broadcast to nearest available period on any day, 20% discount will be allowed from program time rates. Quantity discounts are retroactive on entire schedule as earned.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 8:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. daily.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 8:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. daily.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 8:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. daily.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

Table for CLASS 'B', showing rates for 8:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. daily.

Table for CLASS 'C', showing rates for 6:00 a.m. to 9:00 a.m. daily and 1:00 p.m. to 5:00 p.m. week days.

Table for ANNOUNCEMENTS, CLASS 'A', showing rates for 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. daily.

PERSONNEL
General Manager—F. C. Eighmey.
Representatives
Weed & Company.

IOWA—Continued

SHENANDOAH—Continued

K M A—Continued

Wave—Power—Time
Operating power—5,000 watts.
312.5 meters; 960 kilocycles.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southcentral Supplementaries) and Mutual Broadcasting System.

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class A and Class B.

Quantity discounts retroactive on entire schedule as earned for program time of 1/4 hour or more used within one year but not including News, Special Participation programs or other flat rate features.

When an advertiser is using three quarter hours per day or more (minimum of five days per week) on a non-contiguous schedule, he will be entitled to a special discount on such program time of 10% from the 1/4 hour rate.

ANNOUNCEMENTS

(12:00 noon to 1:30 p.m.; 6:00 p.m. to 10:30 p.m. daily)
1 hr. 18 ti. 26 ti. 52 ti. 100 ti. 250 ti.

30 to 65 words... 12.00 11.40 10.80 10.20 9.60 9.00
100 words or 1/2 minute electrical transcription... 14.00 13.80 13.60 13.40 13.20 13.00

(Sign on to 12:00 noon; 1:30 p.m. to 6:00 p.m.; 10:30 p.m. to 12:00 midnight)
1 hr. 8.00 7.60 7.20 6.80 6.40 6.00

Homemakers' Program—9:00 a.m. to 9:30 a.m. daily except Sunday.

The following rates apply to either of above special women's programs: Sold in units of 18 weeks; no quantity discounts; nor may they be included with other announcements for discounts; one participation with 150 word copy, six days per week.

Early Morning Roundup—5:00 a.m. to 6:00 a.m.; one participation with 200 word copy, six days per week.

Daily Sales Service—Service is sold on a participation basis; 100 word copy; scheduled on Class "B" time at station's discretion.

Table with 3 columns: Time slots, News, Total. Rates for 6:00 a.m. to 6:10 a.m., 7:00 a.m. to 7:15 a.m., etc.

TRANSCRIPTIONS

Regular rates and SERVICE FACILITIES
Merchandising services of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures which are paid by advertiser.

TALENT

Studio staff talent available. Special talent arranged on request.

REMOTE CONTROL

Wire and mechanical charges to be paid by the advertiser and are not. No agency commission.

Contract and Other Requirements

Advertising of distilled liquors not accepted. Rates are for time cost only for programs originating in Shenandoah studios; additional charges for talent. All contracts subject to cancellation by either party upon 14 days' written notice.

Closing Time

Electrical transcriptions should be delivered to studios at least seven 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. double turntables for vertical and lateral transcriptions.

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 February 1, 1942.
Owned and operated by the Perkins Bros. Company.
Business Office and Studio—415 Douglas St., Sioux City, Iowa.

Transmitter—Highway 75, seven miles northeast of Sioux City, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
220.6 meters; 1360 kilocycles.

Licensed to operate full time. Operates on Central War Time.

Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time charges provided payment is made before the 15th of month following broadcast; no cash discount. Invoices rendered weekly, payable at face when rendered. Short rate billed where frequency is not earned.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).

Table with 2 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rates for Class A and Class B.

(12:00 noon to 1:00 p.m.; 6:00 p.m. to 6:30 p.m. week days and 12:30 p.m. to 6:30 p.m. Sundays)

Table with 2 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rates for Class A and Class B.

(9:00 a.m. to 12:00 noon, 5:30 p.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rates for Class A and Class B.

(10:30 p.m. to 9:00 p.m.; 1:00 p.m. to 5:30 p.m. week days and 7:00 a.m. to 12:30 p.m. Sundays)

Table with 2 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rates for Class A and Class B.

(*) One minute electrical transcription or 100 words.
(†) 50 words and station breaks.

SPECIAL FEATURES

News: Leased wire service available in the morning, afternoon or evening at regular rates plus cost of service—rates on request.

RECORDED PROGRAMS

Regular time charges apply. Not restricted to certain hours.

TALENT

Rates on request.

REMOTE CONTROL

Any desired pick-ups can be provided—rates on request.

Contract and Other Requirements
Advertising of distilled liquors not accepted. Subject matter to be broadcast is at all time subject to the approval of the management of the station.

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. Contracts subject to cancellation unless program starts within 30 days. Station reserves last 30 seconds of all programs for its use and station identification.

Closing Time

Programs close one week in advance of broadcast. Talks, programs, 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 turntables for vertical and lateral cut recordings.

Personnel
Manager—Eugene T. Flaherty.
Representatives George P. Hollingsbery Company.

K T R I

(Established 1938)

Rates effective May 1, 1938.
Owned and operated by The Sioux City Broadcasting Company.

Business Office and Studio—Commerce Bldg., Sixth and Nebraska Sts., Sioux City, Iowa.

Transmitter—Commerce Bldg., Sixth and Nebraska Sts., Sioux City, Iowa.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.

Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule—

Agency Commission
15% to recognized advertising agencies on station time only; no cash discount. Bills rendered and payable on 1st of each month.

General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Iowa Group).

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 10 minutes, 30 words) and Rates for Class A.

(11:30 a.m. to 1:30 p.m.; 5:00 p.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 10 minutes, 30 words) and Rates for Class B.

(6:00 a.m. to 11:30 a.m.; 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 10 minutes, 30 words) and Rates for Class C.

DISCOUNTS
13 times... 5% 100 times... 25%
26 times... 10% 200 times... 50%
52 times... 15% 300 times... 80%

SPECIAL WEEKLY RATES
(Three times per week)
Four times per week, add 1/4 of 3 time rate.

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

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class A.

(11:30 a.m. to 1:30 p.m.; 5:00 p.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class B.

(6:00 a.m. to 11:30 a.m.; 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class C.

(Five times per week)
Six times per week, add 1/8 of 5 time rate.

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

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class A.

(11:30 a.m. to 1:30 p.m.; 5:00 p.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class B.

(6:00 a.m. to 11:30 a.m.; 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class C.

SPECIAL FEATURES
Participation programs:
CLASS "A"
(6:00 p.m. to 10:00 p.m.)

Table with 2 columns: Time slots (One hundred words, 6 days per week, 3 days per week, 6 days per week, 3 days per week) and Rates for Class A.

(This listing continued on next page)

SIOUX CITY—Continued
K T R I—Continued

TRANSCRIPTIONS
No extra charge for broadcasting of electrical transcriptions. No time restrictions.

TALENT
Rates on request.

REMOTE CONTROL

Remote control facilities at cost.
Contract and Other Requirements
Station reserves the right, if necessary, to reschedule any commercial period. If change in time is unacceptable to advertiser, he may cancel program or announcement changed.
All material subject to approval of station before it will be broadcast. Broadcasts must conform with federal and state regulations.
Resale of time not permitted.

Closing Time
Contracts should be closed sufficiently in advance to make printed programs and permit rehearsal and checking of transcriptions.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel
General Manager—Dietrich Dirks.
Representatives
Burn-Smith Company, Inc.

WNAX

Considered by the Columbia Broadcasting System as their Sioux City-Yankton outlet. See listing under Yankton, S. D.

SPENCER

(Clay County)
KICD
(Established 1942)

Rates effective March 1, 1942. (Card No. 2.)
Owned and operated by Iowa Great Lakes Broadcasting Co.
Business Office and Studio—Spencer, Iowa.
Transmitter—U. S. Highways 18 and 71, eight-tenths of a mile north of Spencer, Iowa.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see North Central Broadcasting System and Mutual Broadcasting System.
The following rates are for national advertising and include music copyright fees.

CLASS "A"
(6:00 p.m. to 9:00 p.m. and 12:00 noon to 1:00 p.m. week days; 12:00 noon to 9:00 p.m. Sundays)

	1 tl.	15 tl.	25 tl.	52 tl.	104 tl.	250 tl.
1 hour.....	60.00	57.80	54.00	51.00	48.00	45.00
1/2 hour.....	39.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	21.80	20.50	19.45	18.35	17.30	16.20
10 minutes	15.85	15.05	14.25	13.45	12.65	11.90
5 minutes	10.80	10.25	9.70	9.20	8.65	8.10
1 minute	5.40	5.15	4.85	4.60	4.35	4.05

CLASS "B"
(9:00 a.m. to 12:00 noon, 1:00 p.m. to 5:00 p.m. and 9:00 p.m. to 10:00 p.m. week days; before 12:00 noon Sundays)

	1 hour.....	45.00	45.60	43.20	40.80	38.40	36.00
1/2 hour.....	28.00	27.85	25.90	24.50	23.05	21.60	
1/4 hour.....	17.80	16.40	15.55	14.70	13.80	12.95	
10 minutes	12.65	12.05	11.40	10.80	9.95	9.25	
5 minutes	8.65	8.20	7.80	7.35	6.90	6.50	
1 minute	4.35	4.10	3.90	3.70	3.45	3.25	

CLASS "C"
(6:00 a.m. to 9:00 a.m. and after 10:00 p.m. week days; after 10:00 p.m. Sundays)

	1 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/2 hour.....	21.60	20.50	19.45	18.35	17.30	16.20	
1/4 hour.....	13.95	12.80	11.65	11.00	10.25	9.70	
10 minutes	9.50	9.00	8.50	8.10	7.70	7.30	
5 minutes	6.50	6.20	5.80	5.45	5.15	4.85	
1 minute	3.25	3.10	2.90	2.75	2.55	2.45	

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs.

TRANSCRIPTIONS
Library service available—regular rates apply.
Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Contracts subject to cancellation by two weeks' written notice, accompanied by certified check at short rate to date of last program.

Closing Time
Programs close one week in advance of first broadcast. Announcements, transcriptions and talks close 12 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turntables for lateral and vertical recordings.

Personnel
Station Manager—L. W. Andrews.
Representatives
The Walker Company,

WATERLOO

(Blackhawk County)

KXEL

(Established 1942)



Rates received April 21, 1942.
Owned and operated by Josh Higgins Broadcasting Company.

Business Office—Waterloo, Iowa.
Studios—Waterloo, Iowa, and Cedar Falls, Iowa.
Transmitter—Dysart, Iowa.

Wave—Power—Time
Operating power—50,000 watts.
194.8 meters; 1540 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	240.00	120.00	60.00	30.00	15.00
15 times	228.00	114.00	57.00	28.50	14.25
26 times	216.00	108.00	54.00	27.00	13.50
52 times	204.00	102.00	51.00	25.50	12.75
65 times	192.00	96.00	48.00	24.00	12.00
104 times	180.00	90.00	45.00	22.50	11.25
156 times	168.00	84.00	42.00	21.00	10.50
260 times	156.00	78.00	39.00	19.50	9.75
312 times	144.00	72.00	36.00	18.00	9.00

(9:00 a.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	140.00	70.00	40.00	20.00	10.00
13 times	133.00	66.50	38.00	19.00	9.50
26 times	126.00	63.00	36.00	18.00	9.00
52 times	119.00	59.50	34.00	17.00	8.50
65 times	112.00	56.00	32.00	16.00	8.00
104 times	105.00	52.50	30.00	15.00	7.50
156 times	98.00	49.00	28.00	14.00	7.00
260 times	91.00	45.50	26.00	13.00	6.50
312 times	86.00	42.00	24.00	12.00	6.00

(10:30 p.m. to 12:00 midnight and 6:00 a.m. to 9:00 a.m.)

	1 time	120.00	60.00	30.00	15.00
13 times	114.00	57.00	28.50	14.25	
26 times	108.00	54.00	27.00	13.50	
52 times	102.00	51.00	25.50	12.75	
65 times	96.00	48.00	24.00	12.00	
104 times	90.00	45.00	22.50	11.25	
156 times	84.00	42.00	21.00	10.50	
260 times	78.00	39.00	19.50	9.75	
312 times	72.00	36.00	18.00	9.00	

(*) One minute, 100 words or chain break.
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.

Closing Time
Contracts close one week in advance. Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Manager—Joe DuMond.
Sales Manager—A. J. DuMond.
Representatives John Blair & Company.

Josh Higgins Says

“Every time you hear somebody talk about a farmer, you want to remember the average farm income out here in KXEL-land—or Iowa—is just about \$8,000. Yes, sir, friends—that’s quite a heap o’ money. It lets our folks do quite a heap o’ livin’—and a heap o’ buyin’.”

“And how is the best way to sell this market? Why, shucks, just use KXEL—’cause this is the station our farm folks depend on.”

50,000 WATTS

BASIC BLUE CLEAR CHANNEL

Josh Higgins Broadcasting Company
Waterloo, Iowa
Studios in Waterloo and Cedar Falls, Iowa

REPRESENTED BY JOHN BLAIR & COMPANY

KANSAS

KANSAS STATE NETWORK

Business Office and Main Studio—Scarritt Bldg., Kansas City, Mo., Harrison 1161.

Comprised of:

- WEB—Kansas City, Mo. KTSW—Emporia
FEBI—Wichita KVGB—Great Bend
KSAL—Salina
Affiliated with the Mutual Broadcasting System.

General Advertising Rates on request.

Line Charges No extra charge for lines. Permanent lines maintained.

Representatives

- Don Davis at "Spot Sales, Inc.": Kansas City, Mo.—1121 Scarritt Bldg., Harrison 1163.
New York City — 400 Madison Ave., Eldorado 5-504.
Chicago—369 N. Michigan Ave., Franklin 8520.
Hollywood—Hollywood Blvd. at Cosmo, Hollywood 8318.
San Francisco—5 Third St., Exbrook 3558.

ATCHISON

(Atchison County)

KVAK

(Established 1939)

Rates received October 15, 1943.

Owned and operated by S. H. Patterson. Business Office and Studio—622-1/2 Commercial St., Atchison, Kans.
Other Studios—Roubidoux Hotel, St. Joseph, Mo. Transmitter—Atchison, Kans.

Wave—Power—Time

Operating power—250 watts. 208.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills due and payable 10th prox. unless otherwise agreed upon.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows: 11 ti., 30 ti., 60 ti., 90 ti., 180 ti., 365 ti.

ANNOUNCEMENTS

Table with columns: 100 words, 50 words, Floating Announcements. Rows: 1 ti., 30 ti., 60 ti., 90 ti., 180 ti., 365 ti.

RECORDED PROGRAMS

Recorded program service available at no extra cost.

TRANSCRIPTIONS

Complete transcription library available at cost.

TALENT

The station is equipped and prepared to originate and execute outstanding live talent musical and dramatic programs. All talent and special service charges to be paid by client, through the station, and are net. No commission or cash discounts.

REMOTE CONTROL

The station is equipped to handle remote control broadcasts from any designated place in Atchison, Kans., and St. Joseph, Mo., and community. All installation, wire, service and mechanical charges to be paid by client and are net. No commission or cash discounts.

SERVICE FACILITIES

The services of station's program department, staff announcer, merchandising department are available to the advertiser without extra cost. Estimates for the complete production of programs including continuity, talent, arrangements and presentation will be furnished on request.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

General Manager—David G. Roberts.

Representatives

Thomas F. Clark Company, Inc.

COFFEYVILLE

(Montgomery County)

KCGF

(Established 1930)

Rates effective January 1, 1942. (Card No. 4.)

Owned and operated by Hugh J. Powell (Coffeyville Journal). Business Office—Eighth and Elm Sts., Coffeyville, Kans., telephone 147 and 41. Main Studio—Journal Bldg., Coffeyville, Kans. Transmitter—South Coffeyville, Okla.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. 434.8 meters; 690 kilocycles. Licensed to operate on cleared regional channel. Operates on Central War Time. Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time. No commission or discount on charges for talent or news service. Accounts are due and payable on the tenth of the month following broadcast.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries). Programs of five minutes or more may not be combined with announcements of one minute or less to obtain frequency discounts. One hour maximum, and one quarter hour minimum time on musical programs.

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute transcription or 100 words. Rows: (After 6:00 p.m.) 1 ti., 15 ti., 26 ti., 52 ti., 104 ti., 260 ti., 512 ti.

Time signals and other short announcements—rates on request.

TALENT

Extra—rates on request. REMOTE CONTROL Telephone and remote control equipment available at additional cost to quoted prices.

Estimates on remote control furnished on request. SERVICE FACILITIES Services of program, advertising and continuity departments as well as announcing and operating staff in securing, arranging, presenting and advertising programs are included without extra charge.

Closing Time All contracts should be closed as far in advance as possible to facilitate production.

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

Representatives Weed & Company.

DODGE CITY

(Ford County)

KCNO

(Established 1930)

Rates effective January 1, 1945.

Owned and operated by Dodge City Broadcasting Co. Business Office and Studio—705 Second Ave., Dodge City, Kans., telephones (business office) 1100, (studio) 1340.

Transmitter—West Park Street Road, Dodge City, Kans.

Wave—Power—Time Operating power—1,000 watts days; 250 watts nights. 219 meters; 1370 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission 15% to recognized advertising agencies on station time only.

General Advertising In order to earn discounts quote required number of broadcasts must be held within one year from date of first broadcast. (Day or Night)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 2 minutes, 1 minute. Rows: 40.00, 28.00, 14.00, 6.00, 4.00, 3.00

ANNOUNCEMENTS Table with columns: 60 words, 30 words, 15 words. Rows: 2.00, 1.50, 1.00

DISCOUNTS Table with columns: 13 times, 24 times, 52 times. Rows: 20%, 25%, 30%

SPECIAL FEATURES Time signals and other special features—rates on request.

RECORDED PROGRAMS Transcription built programs—rates on request. Transcription library services available—rates on request.

TALENT Rates on request. SERVICE FACILITIES Service of continuity, program, production, publicity and merchandising departments available.

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

Personnel President—J. C. Denious. Manager—N. C. Petersen. Representative—Arthur H. Hagg and Associates.

EMPORIA

(Lyon County)

KTSW

(Established 1929)

Rates effective December 1, 1940. (Card No. 2.)

Owned and operated by Emporia Broadcasting Company, Inc. Business Office and Studio—Hotel Broadview, Emporia, Kans., telephone 153-154. Transmitter—South edge of city limits.

Wave—Power—Time Operating power—250 watts. 214.5 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: Sundays 7:30 a.m. to 12:05 a.m.; week days 6:30 a.m. to 12:05 a.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. Commission applies only to station time; none paid on production costs, including talent. Accounts are billed as of the 25th of each month.

General Advertising For combination rates see Mutual Broadcasting System, Keystone Network and Kansas State Network. CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. Sundays)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows: 50.00, 40.00, 37.50, 35.00, 32.50, 30.00

CLASS "B" (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:05 a.m.)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows: 40.00, 32.00, 30.00, 28.00, 26.00, 24.00

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

Table with columns: 100 words, 50 words. Rows: 5.00, 4.00, 3.75, 3.50, 3.25, 3.00

CLASS "B" (All other time) 100 words... 4.00 3.20 3.00 2.80 2.60 2.40

Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts.

Standard conditions governing contracts for spot broadcasting, adopted 1942, by American Association of Advertising Agencies and National Association of Broadcasters.

Closing Time Contracts close two weeks prior to starting date. Talks and lectures 24 hours before broadcast.

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

Personnel President—S. B. Warren. General Manager—J. Nelson Rudgard. Representative—Sears & Ayer, Inc.

GARDEN CITY

(Finney County)

KIUL

(Established 1935)

Rate card issued November 1, 1944. (Card No. 3.)

Owned and operated by Radio Station KIUL. Business Office and Studio—509 N. Main St., Garden City, Kans.

Transmitter—Warner Terrace, Garden City, Kans. Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles.

Licensed to operate unlimited time. Operates on Mountain War Time. Operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges.

General Advertising For combination rates see Mutual Broadcasting System and Keystone Network. CLASS "A" (After 6:00 p.m.)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute. Rows: 40.00, 38.00, 36.00, 34.00, 32.00

CLASS "B" (Before 6:00 p.m.) 1 hr. 25.00 23.75 22.50 21.25

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

TALENT Rates on request. (This listing continued on next page)

GARDEN CITY—Continued

K I U L—Continued

SERVICE FACILITIES

Assistance in merchandising client's products, services of program, advertising and continuity departments as well as announcing and operating staffs in securing, arranging and presenting program without extra charge.

Contract and Other Requirements Above charges are for station facilities only. All programs must meet approval of director.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turntables for lateral cut recordings.

Personnel Owner—F. D. Conard. Mgr. & Prog. Dir.—Al Pyatt.

Representatives Cox & Tans.

GREAT BEND

(Barton County)

K V G B

(Established 1937)



Rates effective September 1, 1942. (Card No. 4.) Owned and operated by KVGB, Inc. Business Office and Studio—Cork Bldg., Great Bend, Kans., telephone 1080. P. O. Box 757. Transmitter—One mile south of Great Bend on Highway 281.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: Sunday 7:30 a.m. to 9:30 p.m.; week days 6:00 a.m. to 11:00 p.m.

Agency Commission 15% to recognized agencies on net charges for station time; cash discount 2% for cash with order.

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

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

Table for CLASS 'B' rates (Before 6:00 p.m. and after 10:00 p.m.) with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute.

SPECIAL FEATURES Hourly news reports, time signals, markets, daily sportscast, Crazy Quilt, religious request program, contest programs, coverage of local and regional news—rates and details on request.

TRANSCRIPTIONS Transcriptions not restricted to certain hours. TALENT Rates on request.

REMOTE CONTROL Equipped to handle remote facilities from all points served by a telephone company. Line charges, traveling expenses and installation charges to be paid by client. Mobile unit available at nominal rates.

Contract and Other Requirements Beer accounts acceptable (legal in Kansas); accounts other than beer must meet requirements and approval of station management. Subject matter to be broadcast is at all times subject to the approval of the station management. Station reserves the right to cancel any broadcast to substitute a sustaining program of unusual public interest when, in the judgment of the station management, the in the judgment of the station management, or when required by law or lawful order of any governmental agency. No contracts accepted for more than one year.

Closing Time Manuscript must be submitted for all talks or speeches at least 24 hours prior to broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 r.p.m. double turntables for vertical and lateral cut transcriptions and 78 r.p.m. double turntables for lateral cut transcriptions.

Personnel Vice-Pres. & Gen'l Mgr.—Clem Morgan. Representatives John E. Pearson Company.

HUTCHINSON

(Reno County)

K W B W

(Established 1935)



Rates effective February 1, 1945. Owned by William Wyse and Stanley Marsh. Operated by the National Center Broadcasting Co. Business Office and Studio—101 East Avenue A, Hutchinson, Kans., telephone 5202. Transmitter—Hutchinson, Kans.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission 15% to recognized agencies; no cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising For combination rates see National Broadcasting Company (Southwestern Group). The following rates are for national advertising and include music copyright fees.

Table for CLASS 'A' rates (6:00 p.m. to 10:30 p.m.) with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute.

Table for CLASS 'B' rates (All other time) with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute.

SPECIAL FEATURES Leased wire service—7:30 a.m., 9:45 a.m., 12:00 noon, 4:00 p.m., 5:30 p.m. Women's participating programs, Musical Clock, local news and broadcast of all local sports events—rates on request.

POLITICAL AND RELIGIOUS Rates on request. TRANSCRIPTIONS Complete transcription library services available—rates and details on request.

TALENT Talent lists, program ideas and program plans including specimen continuity will be furnished on request. Musical, dramatic and other talent furnished at nominal cost.

REMOTE CONTROL Additional charges are made for programs originating outside of station.

SERVICE FACILITIES Services of station's program department, staff announcers, and staff engineers in arranging and presenting programs are included without extra charge. Extra charge for programs requiring special production. Merchandising and publicity departments are part of the regular service.

Closing Time Generally one week is desired for musical or dramatic productions. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel Pres. & Gen'l Mgr.—William Wyse. Commercial Manager—Vern Minor. Representatives None.

KANSAS CITY

(Wyandotte County)

K C K N



Rates effective December 1, 1937. (Card No. 10-A.) Owned and operated by The KCKN Broadcasting Co. Business Office and Studio—300 Walthover Bldg., Kansas City 6, Mo., Victor 3864. Studios and transmitter—901 N. Eighth St., Kansas City 14, Kans., Drexel 4300.

Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 24 hours daily.

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

General Advertising For combination rates see Mutual Broadcasting System, AMI, ASCAP, BMI and SESAC licenses. Production Charges: 1/4 hour or less 3.00; 1/2 hour or more 5.00. Subject to agency commission.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for 3 mos., 6 mos., 12 mos.

Table for STRIP RATES with columns for 3 mos., 6 mos., 12 mos. and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 100 words, 50 words or less.

Table for STRIP RATES with columns for 3 mos., 6 mos., 12 mos. and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 100 words, 50 words or less.

SPECIAL PACKAGES

Station Breaks: Transcribed or live, one per day, six days per week, 120.00 per calendar month, minimum contract one month. One minute or 100 word: Transcribed or live, one per day, six days per week, 150.00 per calendar month. Minimum contract one month. Homemakers Treasure Chest: 9:30 a.m. to 10:00 a.m., Monday through Saturday, per week \$3.00.

POLITICAL

One time rate applies. Manuscript and certified check or cash 48 hours in advance.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral recordings.

Personnel General Manager—Ben Lucy. Manager—Ellis Atteberry. Representatives Copper Publications.

LAWRENCE

(Douglas County)

K F K U

240 meters; 1250 kilocycles.

Does not sell time.

WREN

(Established 1930)



Rates effective April 1, 1945. Owned and operated by WREN Broadcasting Company, Inc. Business Office—WREN Bldg., Lawrence, Kans., Lawrence 110. Studios—WREN Bldg., Lawrence, Kans. Transmitter—Between Lawrence, Kans., and Kansas City, Mo.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. 240 meters; 1250 kilocycles. Licensed to operate on cleared regional channel. Divides time with station KFKU. Operates on Central War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 2:30 p.m. and 3:00 p.m. to 12:00 midnight.

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

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network). The following rates are for national advertising.

Table for CLASS 'A' rates (12:00 noon to 1:30 p.m. and 6:00 p.m. to 10:30 p.m. daily) with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or 100 words, 25 seconds or 50 words.

Table for CLASS 'B' rates (8:00 a.m. to 12:00 noon, 1:30 p.m. to 2:30 p.m., 5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays) with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or 100 words, 25 seconds or 50 words.

Table for CLASS 'C' rates (10:30 p.m. to 8:00 a.m., 2:30 p.m. to 5:00 p.m. week days and 6:00 a.m. to 12:00 noon Sundays) with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or 100 words, 25 seconds or 50 words.

QUANTITY DISCOUNTS Based on 13 time rate: 26 times* 10%, 52 times 15%, 104 times 20%, 208 times 25%. Weekly charge, consecutive weeks only: CLASS 'A' (12:00 noon to 1:30 p.m. and 6:00 p.m. to 10:30 p.m. daily) 6 mos. 12 mos. 1/2 hour 35.00 315.00 1/4 hour 18.00 170.00 5 minutes 9.00 85.00

CLASS 'B' (8:00 a.m. to 12:00 noon, 1:30 p.m. to 2:30 p.m., 5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays) 6 mos. 12 mos. 1/2 hour 220.00 210.00 1/4 hour 120.00 115.00 5 minutes 60.00 57.50

CLASS 'C' (10:30 p.m. to 8:00 a.m., 2:30 p.m. to 5:00 p.m. week days and 6:00 a.m. to 12:00 noon Sundays) 6 mos. 12 mos. 1/2 hour 150.00 140.00 1/4 hour 80.00 75.00 5 minutes 40.00 35.00

(This listing continued on next page)

KANSAS—Continued

LAWRENCE—Continued

WREN—Continued

POLITICAL

General rates apply. Payment should accompany order. Minimum five minutes.

TRANSCRIPTIONS

Programs by electrical transcription accepted at general advertising rates without service charge or time restrictions.

REMOTE CONTROL

Remote control pick-ups by special arrangements. Expense to be paid by client.

TALENT

Cost of talent or any other expense in connection with program is additional. All talent and performers for programs will be furnished by WREN acting as the client's agent...

Contract and Other Requirements

Station reserves the right to reconcile material for broadcast with station policy. All contracts subject to cancellation by either party upon 14 days' written notice.

Arrangements for musical programs must be made two weeks in advance of broadcast.

Announcements and talks close one week in advance. Transcriptions must be available at studio sufficiently in advance of broadcast to enable time for program and mechanical checking and also to allow for additional time to replace pressings in case they do not meet station standards.

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

Personnel General Manager—Verl Bratton.

Representatives George P. Hollingsbery Company.

MANHATTAN

K SAC

(Established 1924)

1,000 watts to local sunset; 500 watts nights. 517.3 meters; 580 kilocycles.

Does not sell time.

PITTSBURG

KOAM

(Established 1937)

Rates received June 26, 1944. Owned and operated by the Pittsburg Broadcasting Company, Incorporated.

Business Office and Studio—Commerce Bldg., Fourth and Broadway, Pittsburg, Kans., telephone 2185.

Transmitter—2-1/2 miles southeast of Pittsburg.

Wave—Power—Time Operating power—1,000 watts. 370.4 meters; 810 kilocycles.

Licensed to operate days only. Operates on Central War Time. Operating schedule: 6:00 a.m. to local sunset.

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

General Advertising For combination rates see National Broadcasting Company (Basic Network).

Table with 5 columns: Time (1 time, 1 1/2 hr., 1/4 hr., 5 min.), Rate (70.00, 38.00, 21.00, 12.00), etc.

ANNOUNCEMENTS

Table with 2 columns: Time (1 minute or less or chain breaks; 1 time, 13 times, 26 times, etc.), Rate (8.00, 7.60, 7.20, etc.).

SPECIAL FEATURES

News Service: 24 hour, 7 days per week. Add 25% to time for leased wire service.

Time, temperature and weather reports, news service—rates on request.

TRANSCRIPTIONS

Transcription library services available—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Programs originating outside the studios of station or requiring special production are subject to additional charges.

SERVICE FACILITIES

Services of the program and continuity departments and staff announcers are provided without extra charges.

Programs requiring special production are subject to additional charges. Complete merchandising service available, including newspaper publicity, special announcements and dealer contact.

Contract and Other Requirements

Resale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.

Mechanical Program Equipment

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

Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production.

Personnel

President—E. Victor Baxter.

Representatives

John E. Pearson Company.

SALINA

(Saline County)

KSAI

(Established 1937)



Rates effective August 1, 1941. Owned and operated by KSAI, Inc. Business Office and Studio—Journal Bldg., Seventh and Iron Sts., Salina, Kans., telephone 100.

Transmitter—State Street Road.

Wave—Power—Time Operating power—1,000 watts. 280.9 meters; 1150 kilocycles.

Licensed to operate full time. Operates on Central War Time.

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 Mutual Broadcasting System and Kansas State Network.

Rates quoted are for the number of broadcasts to be used within one year.

CLASS "A"

Table with 3 columns: Time (1:00 p.m., 1:30 p.m., 2:00 p.m.), Rate (75.00, 45.00, 30.00, etc.).

Table with 3 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes), Rate (75.00, 45.00, 30.00, 15.00, etc.).

Table with 3 columns: Announcements (6.00, 5.50, 5.30, 5.10, 4.80, 4.50).

CLASS "B"

Table with 3 columns: Time (Before 6:00 p.m., and after 10:00 p.m.), Rate (45.00, 27.00, 15.00, 7.50, etc.).

Table with 3 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes), Rate (45.00, 27.00, 15.00, 7.50, etc.).

Table with 3 columns: Announcements (4.50, 4.20, 4.05, 3.90, 3.60, 3.30).

Announcements of 100 words or less may not be combined with programs of five minutes or more to earn frequency discounts.

SPECIAL WEEKLY RATES

Table with 3 columns: Time (1/2 hour, 1 hour, 1 1/2 hour, 2 hours), Rate (13 wks., 26 wks., 39 wks., 52 wks.).

Table with 3 columns: Time (3 times, 5 times, 6 times), Rate (87.75, 142.50, 166.50, etc.).

Table with 3 columns: Time (5 minutes, 3 times, 5 times, 6 times), Rate (43.83, 71.25, 83.34, etc.).

Table with 3 columns: Time (1/2 hour, 3 times, 5 times, 6 times), Rate (78.93, 128.25, 149.94, etc.).

Table with 3 columns: Time (1/4 hour, 3 times, 5 times, 6 times), Rate (43.83, 71.25, 83.34, etc.).

Table with 3 columns: Time (5 minutes, 3 times, 5 times, 6 times), Rate (21.90, 35.81, 41.87, etc.).

SPECIAL FEATURES

News Broadcasts: Fifteen minute periods daily at 6:30 a.m., 7:30 a.m., 10:00 a.m., 12:15 p.m., 2:30 p.m., and 5:45 p.m.

Market Periods: Two programs daily. Sports: Sports summary, daily, and sports program, daily; remote broadcasts of all important baseball, football, basketball, and swimming events in this territory.

Musical Clock: Rates and details on request. Women's Hour: 15 minutes daily except Sunday, available for participating announcements at regular card rates.

(This listing continued on next page)

KANS-NBC has the SHOWS Wichita people want to hear

Advertisement for Dupont's Cavalcade of America featuring a cartoon of a man and a woman with a speech bubble saying "BE MINE".

Advertisement for Richard Crooks on 'The Voice of Firestone' featuring a cartoon of a man shouting and a Firestone logo.

Advertisement for Information Please featuring a cartoon of a group of people and a vacuum cleaner logo.

plus THE TELEPHONE HOUR CARNATION CONTENTED HOUR DOCTOR I Q

and KANS-WICHITA can and will help you Sell YOUR PRODUCTS in KANSAS' No. 1 Market

REPRESENTED BY HEADLEY REED COMPANY

New York : Chicago : Detroit : Atlanta : San Francisco

SALINA—Continued
K S A L—Continued

TALKS AND ADDRESSES
Accepted at card rates and are subject to station approval; copy of speech must be filed with station 24 hours in advance.

TRANSCRIPTIONS
Regular rates apply. Transcription library services available—rates on request.

TALENT
Studio talent available. Talent charges not included in program.

Contract and Other Requirements
All contracts and programs subject to station approval. Station reserves the right to reconcile material for broadcast with station policy. All contracts subject to present and future state and federal regulations.

Station reserves the right to discontinue or refuse any advertising program for reason satisfactory to themselves except in cases governed by federal regulations.

Rates quoted are for the number of broadcasts to be used within one year. All proposals subject to prior booking of time.

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

Personnel
Pres. & Gen'l Mgr.—R. J. Laubengayer.
Mgr. & Sales Mgr.—R. V. Jensen.
Representatives
John E. Pearson Company.

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, Kans., telephone 2-2377.
Transmitter—Seven miles west of Topeka.

Wave—Power—Time
Operating power—5,000 watts.
516.9 meters; 580 kilocycles.
Divides time with station KNAC. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 12:00 midnight, daily with 3-1/2 hours daytime schedule allowed to KNAC on week days.

Agency Commission
15% of the net time billing and talent charges to recognized agencies; no cash discount. No commission to brokers or special representatives.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group).
The following rates are for national advertising and include music copyright fees.

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

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	200.00	190.00	180.00	170.00
1/2 hour.....	120.00	114.00	108.00	102.00
1/4 hour.....	80.00	76.00	72.00	68.00
5 minutes.....	40.00	38.00	36.00	34.00
1 minute.....	30.00	28.50	27.00	25.50
Station break.....	20.00	19.00	18.00	17.00

Strip Rates

	Per week for—		
1/4 hour:	3 mos.	6 mos.	12 mos.
3 days weekly.....	185.00	157.50	135.00
5 days weekly.....	225.00	217.50	180.00
6 days weekly.....	270.00	255.00	210.00

For half hour strip rate figure 80% of twice the quarter hour rate.

CLASS "B"
(All other time)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	125.00	118.75	112.50	106.25
1/2 hour.....	75.00	71.25	67.50	63.75
1/4 hour.....	42.00	39.90	37.80	35.70
5 minutes.....	28.00	26.60	25.20	23.80
2 minutes.....	25.00	21.85	20.70	19.55
1 minute.....	15.00	14.25	13.50	12.75

Strip Rates

	Per week for—		
1/4 hour:	3 mos.	6 mos.	12 mos.
3 days weekly.....	110.00	105.00	90.00
5 days weekly.....	150.00	145.00	120.00
6 days weekly.....	180.00	170.00	140.00

For half hour strip rate figure 80% of twice the quarter hour rate.

SPECIAL FEATURES

Sales Service Periods: 5:00 a.m. to 8:00 a.m. (Alarm Clock Club); 11:30 a.m. to 12:30 p.m. (Farm Dinner Hour); 2:15 p.m. to 3:00 p.m. (The Kansas Round-Up). Programs are sold on a 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 Sales 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 or before 9:30 a.m.

LITIGATION
The one time Class "A" rate applies. Manuscript and certified check or cash 48 hours in advance. No agency or representative commission allowed.

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, 20.00. 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.

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 turntables.

Personnel
General Manager—Ben Ludy.

Representatives
Capper Publications, Inc.

WICHITA
(Sedgwich County)
KANS
(Established 1936)



Rates effective January 1, 1945. (Card No. 10.)
Card received December 26, 1944.

Owned and operated by KANS Broadcasting Company. Business Office and Studio—Hotel Lassen, Wichita, Kans., telephone 4-2387.

Transmitter—Hotel Lassen, Wichita, Kans.

Wave—Power—Time
Operating power—250 watts.

211.9 meters; 1240 kilocycles.

Licensed to operate full time. Operates on Central War Time.

Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount.

General Advertising

For combination rates see National Broadcasting Company (Southwestern Group).
The following rates are for national advertising. Programs and announcements may not be grouped to earn frequency discount.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	100.00	60.00	40.00	25.00	14.00
13 times.....	95.00	57.00	38.00	23.75	13.30
26 times.....	90.00	54.00	36.00	22.50	12.60
52 times.....	85.00	51.00	34.00	21.25	11.90
104 times.....	80.00	48.00	32.00	20.00	11.20
250 times.....	75.00	45.00	30.00	18.75	10.50
500 times.....	70.00	42.00	28.00	17.50	9.80

CLASS "B"
(8:00 a.m. to 6:00 a.m. and 10:00 p.m. to 11:00 p.m.)

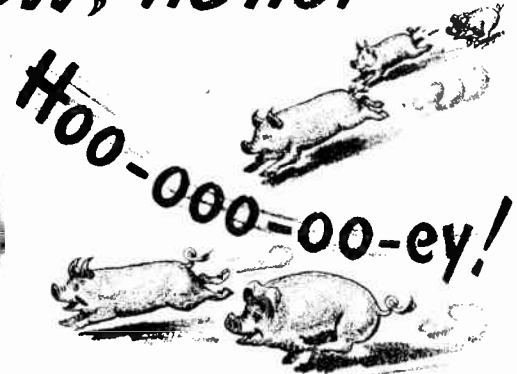
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	24.00	15.00	8.00
13 times.....	57.00	34.20	22.80	14.25	7.60
26 times.....	54.00	32.40	21.60	13.50	7.20
52 times.....	51.00	30.60	20.40	12.75	6.80
104 times.....	48.00	28.80	19.20	12.00	6.40
250 times.....	45.00	27.00	18.00	11.25	6.00
500 times.....	42.00	25.20	16.80	10.50	5.60

CLASS "C"
(11:00 p.m. to 8:00 a.m. week days)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	40.00	24.00	16.00	10.00	6.00
13 times.....	38.00	23.80	15.20	9.50	5.70
26 times.....	36.00	21.60	14.40	9.00	5.40
52 times.....	34.00	20.40	13.60	8.50	5.10
104 times.....	32.00	19.20	12.80	8.00	4.80
250 times.....	30.00	18.00	12.00	7.50	4.50
500 times.....	28.00	16.80	11.20	7.00	4.20

(*) One minute or less.
(This listing continued on next page)

On WIBW, it's not



Years ago, a champion hog caller taught us a valuable sales lesson. He said, "Hogs just don't come unless you have something for 'em. When the trough's full, it puts something into your voice that brings 'em running!"

Throughout Kansas and adjoining states, over five million listeners hear that sincere "something" in *The Voice of Kansas* that brings RESULTS — sales, distribution, brand acceptance. They have confidence in us . . . believe that we "have something for 'em." That's why WIBW has done such an outstanding job for two decades of advertisers . . . why it will do the same for YOU!

WIBW IN TOPEKA *"The Voice of Kansas"* COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

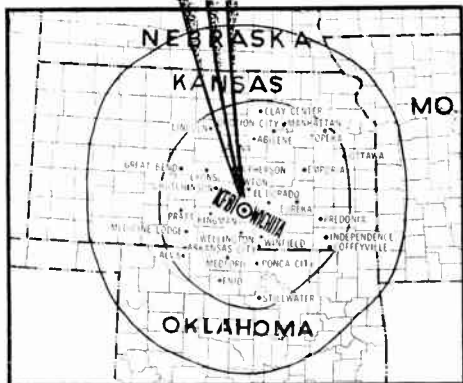
STARS OVER KANSAS and the GREAT SOUTH WEST



THIS IS DOROTHY, whose daily program is an inspiration to thousands of women interested in fashion, charm and beauty; or in practical home and family tips. To listeners, "A Date With Dorothy" is a visit with a vibrant personality who brings her own interpretations of those things making life easier, more interesting.

Hollywood-trained Dorothy brings an exciting outside world into the home through her program and by personal appearance before clubs, fashion shows. Above left, for example, is Mrs. Pat O'Brien, one of many famous personalities who have "A Date With Dorothy" when in Wichita.

This program wins listeners . . . influences their decisions. The advertiser needing influence among women in this market is invited to ask about partial sponsorship.



KFBI

WICHITA, KANSAS
5000 WATTS • 1070 KC

BLUE AND MUTUAL NETWORKS

ROBERT K. LINDSLEY
General Manager

Represented By
GEORGE P. HOLLINGBERY CO.

KANSAS—Continued

WICHITA—Continued

KANS—Continued

Chain breaks: Maximum 35 words between commercial programs.

SPECIAL FEATURES

Sports and special events—rates on request.

POLITICAL

Regular rates apply; payment must accompany order.

TALENT

Rates on request.

Contract and Copy Requirements

Station policy conforms with the Code of the National Association of Broadcasters.

Personnel

President—Herb Hollister.

General Manager—Jack Todd.

Representatives

Headley-Reed Company.

KFBI

(Established 1928)



Rates received February 28, 1945.

Owned and operated by Farmers and Bankers Broadcasting Corporation.

Offices and Studios—Farmers and Bankers Life Insurance Bldg., Wichita, Kans.

Transmitter—Five miles north of Wichita.

Wave—Power—Time

Operating power—5,000 watts to local sunset; 1,000 watts thereafter.

280.4 meters; 1070 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time.

Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills due and payable 10th prox. unless otherwise agreed upon. Commission payable on station time only.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Mutual Broadcasting System.

CLASS "A"

(6:00 p.m. to 12:00 midnight week days and 12:00 noon to 11:00 p.m. Sundays)

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time....	200.00	120.00	74.00	38.00	21.00	16.00
13 times....	190.00	114.00	70.25	36.10	19.45	15.15
26 times....	180.00	108.00	66.50	34.10	18.80	14.30
52 times....	170.00	104.00	63.00	32.10	17.70	13.45
78 times....	160.00	98.00	59.25	30.20	16.60	12.60
100 times....	150.00	92.00	55.50	28.20	15.50	11.75
150 times....	140.00	86.00	51.75	26.60	14.40	10.90
250 times....	130.00	80.00	48.00	24.70	13.30	10.05
300 times....	120.00	74.00	44.50	22.80	12.20	9.20
500 times....	110.00	68.00	40.75	20.95	11.10	8.35

CLASS "B"

(6:00 a.m. to 1:30 p.m. and 4:00 p.m. to 6:00 p.m. week days; 6:00 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight Sundays)

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time....	100.00	60.00	37.00	19.00	10.00	8.00
13 times....	95.00	57.00	35.20	18.05	9.45	7.55
26 times....	90.00	54.00	33.35	17.10	8.90	7.10
52 times....	85.00	52.00	31.50	16.15	8.35	6.70
78 times....	80.00	49.00	29.60	15.20	7.80	6.25
100 times....	75.00	46.00	27.80	14.25	7.25	5.90
150 times....	70.00	43.00	25.90	13.30	6.70	5.40
250 times....	65.00	40.00	24.05	12.35	6.15	4.95
300 times....	60.00	37.00	22.15	11.40	5.60	4.50
500 times....	55.00	34.00	20.35	10.45	5.05	4.05

CLASS "C"

(1:30 p.m. to 4:00 p.m. week days and 12:00 midnight to 6:00 a.m. daily)

	1	1/2	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time....	57.00	35.50	21.00	17.00	10.00	8.00
13 times....	54.15	33.80	19.95	16.15	9.45	7.55
26 times....	51.35	32.00	18.95	15.35	8.90	7.10
52 times....	48.55	30.25	17.90	14.50	8.35	6.70
78 times....	45.70	28.50	16.90	13.70	7.80	6.25
100 times....	42.85	26.75	15.85	12.85	7.25	5.90
150 times....	40.05	25.00	14.85	12.05	6.70	5.40
250 times....	37.25	23.25	13.85	11.25	6.15	4.95
300 times....	34.40	22.50	12.80	10.40	5.60	4.50
500 times....	31.55	19.75	11.75	9.55	5.05	4.05

SPECIAL FEATURES

Package rates on news, sports, and markets available on request.

Daytime Participating Announcement Rates: 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. week days on regular announcement periods. Sponsor may designate either a.m. or p.m., but not specified hour.

2 to 13 weeks, weekly..... 30.00

13 or more weeks, weekly..... 25.00

POLITICAL

Payment must accompany order—general rates apply.

TALENT

Musical and dramatic talent available for any production. All talent for advertisers engaged at cost. Details and rates on request.

(This listing continued on next page)

WICHITA—Continued

K F B I—Continued

SERVICE FACILITIES

Musical library, continuity and program department, newspaper listings, rehearsal rooms, and audition studios furnished advertisers without cost.

REMOTE CONTROL

Complete equipment and personnel to handle remote control programs.

Closing Time

Program material must be arranged at least one week in advance of broadcast date. Newspaper and program listings close one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double turntables for either 33-1/3 or 78 r.p.m. recordings.

Personnel

General Manager—Robert K. Lindsley.

Representatives

George P. Hollingsbury Company

K F H

(Established 1928)



Rates effective February 1, 1944. (Card No. 12.)

Owned and operated by Radio Station KFH Co., Inc., (Wichita Eagle Broadcasting Service).

Business Office and Studios—York Rite Bldg., Wichita, Kans., telephone 2-4491. Transmitter—2 miles east of Wichita, Kans.

Power—Time

Operating power—5,000 watts. 225.6 meters; 1330 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

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

CLASS "A"

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

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for 1/2, 1/4, and 5 minutes spots. Includes asterisks for 50 second and 100 word spots.

CLASS "B"

(8:30 a.m. to 2:30 p.m., 5:00 p.m. to 6:30 p.m., 10:00 p.m. to 10:30 p.m., week days; 2:00 p.m. to 6:30 p.m., Sundays)

Table with columns for time slots and rates for 1/2, 1/4, and 5 minutes spots.

CLASS "C"

(6:00 a.m. to 8:30 a.m., 2:30 p.m. to 5:00 p.m., 10:30 p.m. to 12:00 midnight week days; 8:00 a.m. to 2:00 p.m., Sundays)

Table with columns for time slots and rates for 1/2, 1/4, and 5 minutes spots.

(* 50 seconds electrical transcription or 100 words. (†) 20 seconds electrical transcription or 50 words or less.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. No special package rate can be combined with the rates for regular units of time to earn lower rates.

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 one sponsor within the same time brackets (Class "A," Class "B," Class "C") may be combined to earn the half hour, three quarter hour, or one hour rate, whichever applies. All programs so combined into larger units to earn a lower rate may be scheduled contiguously 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 time service charge: Nights, 28.00; days, 14.00, less frequency discount.

Musical Clock—Sold only on "across the board" basis:

(6:00 a.m. to 8:30 a.m.) Six days weekly: 13 wks. 28 wks. 39 wks. 52 wks. 1/4 hour, per week 78.00 75.00 72.00 66.00 Three days weekly: 1/4 hour, per week 48.00 45.00 42.00 39.00 Effective December 1, 1944.

News: Leased wire service:

(6:00 a.m. to 6:15 a.m., 8:30 a.m. to 8:35 a.m., 9:30 a.m. to 9:35 a.m., 1:45 p.m. to 1:50 p.m. and 2:45 p.m. to 2:50 p.m.) 13 wks. 26 wks. 39 wks. 52 wks. 96.00 84.00 78.00 72.00

(7:30 a.m. to 7:45 a.m.) Per week: 180.00 157.50 146.40 135.00

(12:00 noon to 12:15 p.m., 6:00 p.m. to 6:15 p.m. and 10:15 p.m. to 10:30 p.m.) Per week: 210.00 183.75 170.80 157.50

Time Signals: Available to watch or clock manufacturers after 6:00 p.m. The number of words in each announcement is to include the correct time.

Two 25 word and one 100 word announcements: Less than 3 months, per month..... 500.00 3 months, per month..... 475.00 6 months, per month..... 450.00 9 months, per month..... 425.00 12 months, per month..... 400.00 Sports, Daily Summaries, Scores, Events, Games, etc., news rates apply.

POLITICAL

Regular one time rates apply. Script and payment required 24 hours in advance.

TRANSCRIPTIONS

Transcription library services available at nominal cost.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Charges are rate plus line charge and installation fee.

TALENT

Talent available for sponsorship—details on request.

SERVICE FACILITIES

Merchandising service available to advertisers.

Closing Time

Talent programs close two weeks in advance of broadcast. All other 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. turntables.

Personnel

General Manager—M. M. Murdock. Business Manager—Ples S. Clark. Nat'l Sales & Prom. Mgr.—Clark A. Luther.

Representatives

Edward Petry & Company, Inc.

KFH Wichita



An average day at Buck's, Inc. Wichita's four department stores retail sales in 1944 amounted to approximately \$20,000,000. They tell their shopping news over KFH.

Count on \$100,000,000, over-the-counter

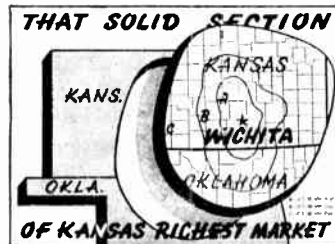
Everyone knows that the Wichita market is a standout today with millions in war industry payrolls. But when conditions become normal, you can count on solid retail sales over Wichita's up-to-the-minute selling counters.

The reason has always been apparent to solid-minded time buyers who know the great Southwest. They know some sections depend alone on oil; some alone on wheat; some on agriculture or cattle... but Wichita, that solid section of Kansas' biggest and richest market, is enriched and perpetuated by all four to which is added solid industrial growth.

Although Wichita's retail sales reached \$102,162,086 in 1944, Wichita retailers predict new increases in 1945. Your share is waiting for you on that selling station for Kansas' richest market.

KFH WICHITA

Wichita Is a Hooperated City CBS • 5000 WATTS DAY & NIGHT CALL ANY PETRY OFFICE



KENTUCKY

ASHLAND

(Boyd County)

WCMI

(Established 1935)



Rates effective October 1, 1944. (Card No. 6.)

Owned and operated by The Ashland Broadcasting Company.

Business Office and Studio—WCMI Bldg., Radio Block, Ashland, Ky. Main 8010. Other Offices and Studios—Radio Center, Huntington, W. Va., telephones 28358. Transmitter—48th St. and Ohio River, Ashland, Ky.

Wave—Power—Time
Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time. Invoices mailed and due first of each month following broadcast; no cash discount.

General Advertising
For combination rates see Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

CLASS "A"
(8:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. (*) and corresponding rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

CLASS "B"

(All other time)

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. (*) and corresponding rates for 1, 13, 26, 52, 104, 156, 260, 312 times.

DISCOUNTS

No retroactive discounts given. Announcements and programs cannot be combined to earn larger discounts. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts.

SPECIAL FEATURES

Sports—Regular rates plus line charges, announcers, technicians and fees from schools.

RELIGIOUS AND POLITICAL

Rates on request. TALENT
Talent extra—rates on request. All talent must be approved by station management.

REMOTE CONTROL

Complete remote equipment available. Cost of line extra. Portable and mobile short wave transmitter available.

SERVICE FACILITIES

Complete production and merchandising department available.

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 33-1/8 or 78 r.p.m. double turntables.

Personnel
President—Gilmore N. Nunn. General Manager—L. D. Newman.

Representatives
John E. Pearson Company.

BOWLING GREEN

(Warren County)

WLBJ

(Established 1939)



Rates effective January 1, 1945.

Owned and operated by the Bowling Green Broadcasting Company, Inc.

Business Offices and Studios—Corner Fairview and Lehman Aves., Bowling Green, Ky. Transmitter—Corner Fairview and Lehman Aves., Bowling Green, Ky.

Wave—Power—Time
Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies on station time only; no cash discount. Invoices mailed 1st of each month and are due within ten days.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network. The following rates are for national advertising.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words) and Rates (60.00, 35.00, 20.00, 5.00, 5.00).

DISCOUNTS

Table with 2 columns: Times (13, 26, 52) and Rates (25%, 40%, 50%).

SPECIAL FEATURES

Time signals, weather reports, market reports, athletic events and religious broadcasts—rates on request. News service—rates and details on request.

POLITICAL

Rates on request. TALENT
Rates on request.

REMOTE CONTROL

Complete facilities for handling broadcasts originating outside of studios.

SERVICE FACILITIES

Service of program, merchandising, advertising and continuity departments as well as announcing and operating staff are at the disposal of the advertiser.

Contract and Other Requirements
All programs must conform to the standards of the station. The station director reserves the right to refuse or discontinue any advertisement for reasons satisfactory to himself. All programs and announcements must conform to all governmental regulations. All proposals subject to prior booking of time. No contract accepted for a period longer than one year. No time sold for resale. Specified time governed by priority and availability. Programs shall have priority over announcements. Station reserves the right to change time of broadcasts to handle special events, and to meet emergencies.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Pres., Adv. & Sales Mgr.—Ken D. Given.

Representatives
Burn-Smith Company, Incorporated.

HARLAN

(Harlan County)

WHLN

(Established 1941)



Rates received June 13, 1944. Owned and operated by Blainco Radio Company, Inc. Business Office and Studio—South Main St., Harlan, Ky. Transmitter—South Main St., Harlan, Ky.

Wave—Power—Time
Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Operating schedule: Daily 6:30 a.m. to 10:30 p.m.

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

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

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 50 words) and Rates (60.00, 35.00, 20.00, 5.00, 5.00).

DISCOUNTS

Table with 2 columns: Times (13, 26, 52, 104) and Rates (15%, 25%, 40%, 50%).

POLITICAL AND RELIGIOUS

Rates on request. TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

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

TALENT

Rates on request. Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wine. Contracts subject to cancellation by 30 day written notice accompanied by certified check at short rate to date of last program. No contract accepted for more than one year. All programs subject to management's approval and government regulations. All contracts subject to cancellation unless started within 30 days.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy closes 48 hours in advance. Transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—R. B. Helms. Commercial Manager—Stuart Odell.

Representatives
Burn-Smith Company, Incorporated.

HENDERSON

(Henderson County)

WSON

(Established 1941)



Rate card dated September 1, 1944. Owned and operated by Henderson Broadcasting Co., Inc. Business Office and Studio—Zion Road, two miles east of Henderson, Ky. Transmitter—Zion Road, two miles east of Henderson, Ky.

Wave—Power—Time
Operating power—500 watts. 348.8 meters; 860 kilocycles. Licensed to operate daytime. Operates on Central War Time.

Operating schedule—
Agency Commission
15% to recognized agencies on net station time only; cash discount 2%—10 days after billing. Bills rendered first of month; due when rendered.

General Advertising
The following rates are for national advertising and include music copyright fees. Also sold in combination with WPAD, Paducah, Ky., and WHOP, Hopkinsville, Ky. Combination rates on request.

Table with 5 columns: Time (1 hr., 1/2 hr., 1/4 hr., 5 min., 100 wds.) and Rates for 1, 13, 26, 52, 100, 150, 300 times.

SPECIAL FEATURES

News—Leased wire service available. Rates on request.

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, other than beer, not accepted. Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Maximum length of contract, one year. Rates quoted include recordings and announcer.

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

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turntables for lateral and vertical cut recordings.

Personnel
President—Pierce E. Lackey. Sec'y & Gen'l Mgr.—Hecht S. Lackey. Representatives—Sears & Ayer, Inc. New York—Helen Wood.

HOPKINSVILLE

(Christian County)

WHOP

(Established 1939)



Rates received January 8, 1940. Owned and operated by Hopkinsville Broadcasting Company, Inc. Business Office—902-1/2 Main St., Hopkinsville, Ky. Main Studio—Preston Pl., Hopkinsville, Ky. Transmitter—1-1/2 miles north of Hopkinsville, Ky.

Wave—Power—Time
Operating power—250 watts. 243.9 meters; 1230 kilocycles. Operates on Central War Time. Operating schedule: 6:00 a.m. to 11:05 p.m.

Agency Commission
15% on net station time charge; cash discount 2%—10 days.

General Advertising
The following rates are for national advertising and include music copyright fees. Also sold in combination with WPAD, Paducah, Ky., and WSON, Henderson, Ky. Combination rates on request.

Table with 5 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 3 minutes) and Rates for 100 words.

ANNOUNCEMENTS

Table with 2 columns: Time (100 words, Chain breaks) and Rates (5.00, 5.00).

DISCOUNTS

Table with 2 columns: Times (13, 26, 52) and Rates (20%, 25%, 30%).

SPECIAL FEATURES

Time Signals and Weather Reports—rates on request. On football games, contests, etc., where several periods of broadcasts will be necessary, special rates will apply. (This listing continued on next page)

HOPKINSVILLE—Cont'd
W H O P—Continued

TALENT
Rates on request. Artists may be secured through the station management but contracts and settlements are direct between advertiser and talent.

REMOTE CONTROL
Equipped to handle any broadcast originating outside of regular studios—rates and details on request.

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

Closing Time
Talent programs close one week in advance. Announcements, talks and recorded programs close three days in advance.

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

Personnel
President—Pierce E. Lackey.
Sec'y & Gen'l Mgr.—F. Ernest Lackey.

Representatives
Chicago—Sears & Ayer, Inc.
New York—Helen Wood.

LEXINGTON
(Fayette County)
W L A P
(Established 1928)

BLUE-MUTUAL STATION

Rates effective October 1, 1944. (Card No. 8.)
Owned and operated by American Broadcasting Corporation.
Business Office and Studio—Radio Bldg., Lexington, Ky.
Transmitter—Mason Headley Road, Lexington, Ky.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time; no cash discount. Invoices mailed and due first of each month following broadcasting.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Mutual Broadcasting System.
The following rates are for national advertising and include music copyright fees.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.	100.00	60.00	40.00	20.00	9.00
13 times	97.50	58.50	39.00	19.50	8.75
26 times	95.00	57.00	38.00	19.00	8.55
52 times	90.00	54.00	36.00	18.00	8.10
104 times	85.00	51.00	34.00	17.00	7.85
156 times	80.00	48.00	32.00	16.00	7.20
260 times	75.00	45.00	30.00	15.00	6.75
312 times	70.00	42.00	28.00	14.00	6.30

CLASS "B"
(All other times)

	1 time.	13 times	26 times	52 times	104 times	156 times	260 times	312 times
	75.00	73.15	71.25	67.50	63.75	60.00	56.25	52.50
	45.00	43.85	42.75	40.50	38.25	36.00	33.75	31.50
	30.00	29.25	28.50	27.00	25.50	24.00	22.50	21.00
	15.00	14.60	14.25	13.50	12.75	12.00	11.25	10.50

(*) One minute or less.

DISCOUNTS
No retroactive discounts given. Announcements and programs cannot be combined to earn larger discounts. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts.

SPECIAL FEATURES
Sport Programs: Regular rates plus line charges, announcers, technicians and school fees.

TALENT
Rates on request. All talent subject to approval of management.

RELIGIOUS AND POLITICAL
Rates on request.

REMOTE CONTROL
Complete remote equipment available; cost of lines extra. Portable and mobile short wave transmitter available.

SERVICE FACILITIES
Complete production and merchandising departments available.

TRANSCRIPTIONS
Complete recording facilities available.

Contract and Other Requirements
No contract accepted for periods longer than one year. All programs and announcements accepted subject to approval of station. Rates are for time only. They do not include talent.

All contracts subject to circumstances beyond station control, and all programs must conform to standards of station and government regulation. Station reserves right to refuse and/or discontinue any program.

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. turntables for both vertical and lateral recordings.

Personnel
President—Gilmore N. Nunn.
Manager—J. E. Willis.

Representatives
John E. Pearson Company.

LOUISVILLE
(Jefferson County)
W A V E
(Established 1933)

Rates effective January 1, 1945. (Card No. 8.)
Owned and operated by WAVE, Inc.
Studio—Radio Center, 334 E. Broadway, Louisville 2, Ky., Wabash 6543.
Transmitter—Hamburg Pike, Jeffersonville, Ind.

Wave—Power—Time
Operating power—5,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies. No discounts on production costs or talent.

General Advertising
For combination rates see National Broadcasting Company (Basic Network).

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1/2 minute or chain
	250.00	150.00	90.00	50.00	25.00
	237.50	142.50	85.50	47.50	22.50
	225.00	135.00	81.00	45.00	20.00
	212.50	127.50	76.50	42.50	17.50
	200.00	120.00	72.00	40.00	15.00
	187.50	112.50	67.50	37.50	12.50
	175.00	105.00	63.00	35.00	10.00

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1/2 minute or chain
	185.00	115.00	70.00	40.00	20.00
	175.75	109.25	66.50	38.25	18.75
	166.50	103.50	63.00	36.50	17.50
	157.25	97.75	59.50	34.75	16.25
	148.00	92.00	56.00	33.00	15.00
	138.75	86.25	52.50	31.25	13.75
	129.50	80.50	49.00	29.50	12.50
	120.25	74.75	45.50	27.75	11.25
	111.00	69.00	42.00	26.00	10.00
	101.75	63.25	38.50	24.25	8.75
	92.50	57.50	35.00	22.50	7.50
	83.25	51.75	31.50	20.75	6.25
	74.00	46.00	28.00	19.00	5.00
	64.75	40.25	24.50	17.25	3.75
	55.50	34.50	21.00	15.50	2.50
	46.25	28.75	17.50	13.75	1.25
	37.00	23.00	14.00	12.00	0.00
	27.75	17.25	10.50	10.25	0.00
	18.50	11.50	7.00	8.50	0.00
	9.25	5.75	3.50	6.75	0.00

CLASS "C"
(9:00 a.m. to 3:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1/2 minute or chain
	125.00	75.00	45.00	25.00	12.50
	118.75	71.25	42.75	23.75	11.25
	112.50	67.50	40.50	22.50	10.00
	106.25	63.75	38.25	21.25	8.75
	100.00	60.00	36.00	20.00	7.50
	93.75	56.25	33.75	18.75	6.25
	87.50	52.50	31.50	17.50	5.00
	81.25	48.75	29.25	16.25	3.75
	75.00	45.00	27.00	15.00	2.50
	68.75	41.25	24.75	13.75	1.25
	62.50	37.50	22.50	12.50	0.00
	56.25	33.75	20.25	11.25	0.00
	50.00	30.00	18.00	10.00	0.00
	43.75	26.25	15.75	8.75	0.00
	37.50	22.50	13.50	7.50	0.00
	31.25	18.75	11.25	6.25	0.00
	25.00	15.00	9.00	5.00	0.00
	18.75	11.25	6.75	3.75	0.00
	12.50	7.50	4.50	2.50	0.00
	6.25	3.75	2.25	1.25	0.00

(This listing continued on next page)



**WHAT'S SO
WONDERFUL
ABOUT
MIRACLE (Ky.)?**

Maybe Miracle is marvelous to somebody, but to us—and you—it's just another distant settlement. All such communities in the State lumped together wouldn't give you a market equal to WAVE's populous and prosperous Louisville Trading Area (which is all we actually ask you to pay for, though our wave-lengths reach farther than you'd think). You won't get miraculous results from Miracle, but you can expect 'em in Louisville. Shall we WAVE a wand?

**LOUISVILLE'S
WAVE**

N. B. C.

FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES



KENTUCKY—Continued

LOUISVILLE—Continued

WAVE—Continued

Table with columns for CLASS 'D' (10:30 p.m. to 9:00 a.m.), 1, 13, 26, 52, 100, 150, 300. Rows for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 1/2 minute or chain, break 10.00, 9.50, 9.00, 8.50, 8.00, 7.50, 7.00.

Additional Quantity Discounts 500 to 799 times 35% 800 or more times 40%. Quantity discounts will be allowed for the actual number of broadcasts used within one year.

SPECIAL FEATURES

Musical (clock: 7:00 a.m. to 9:00 a.m. week days; available in periods of 1/4 hour, 1/2 hour or full hour. 1/4 hour, per week 95.00; 1/2 hour per week 156.00; 1 hour, per week 260.00; not subject to any discount except agency commission.

TRANSCRIPTIONS

No additional charge for transcriptions.

TALENT

Rates on request.

REMOTE 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 proposals 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.

Closing Time

Closing time for programs one week in advance; for announcements 24 hours in advance.

Mechanical Program Equipment

Equipped to handle electrical transcriptions, using 33-1/3 and 78 r.p.m. turntables.

Personnel

General Manager—Nathan Lord. Program Manager—George Patterson. Promotion Manager—Elizabeth Sanders.

Representatives

Free & Peters, Inc.

WGRC

(Established 1926)



Rates effective October 1, 1944. (Card No. 5.)

Owned and operated by Northside Broadcasting Corp. Business Office and Studios—Kentucky Home Life Bldg., Louisville 2, Ky., Wabash 8871. Other Studios—Elby Bldg., New Albany, Ind., telephone New Albany 150. Transmitter—Preston and Woodbine, Louisville, Ky.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time on local channel. Operates on Central War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

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.

General Advertising

For combination rates see Mutual Broadcasting System. Music License—ASCAP per program commercial license and sustaining license. Rates do not include copyright fees. Additional ASCAP charges of 10% subject to agency commission.

CLASS 'A'

(6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays)

Table with columns for 1, 1/2, 1/4, 10, 5. Rows for 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

CLASS 'B'

(6:00 a.m. to 8:00 p.m. week days and 10:00 p.m. to 1:00 a.m. daily and 6:00 a.m. to 1:00 p.m. Sundays)

Table with columns for 1, 1/2, 1/4, 10, 5. Rows for 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

(*) Announcements of 100 words or less, one minute or less transcriptions or chain breaks of 35 to 40 words.

POLITICAL AND RELIGIOUS

Rates on request.

SPECIAL FEATURES

Weather forecasts, time signals, news, etc.—rates on request.

TALENT

Rates on request.

REMOTE 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 national advertising and assisting in all types of sales promotion. Also a continuity department for handling any type of program.

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 broadcasts within one year. Rates are not retroactive.

Closing 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.

Mechanical Program Equipment

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

Personnel

General Manager—C. L. Harris. Commercial Manager—J. Porter Smith.

Representatives

Burn-Smith Company, Incorporated.

WHAS

(Established 1922)



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

Owned and operated by Courier-Journal and Louisville Times Company.

Business Office and Studio—Courier-Journal and Times Bldg., Third and Liberty Sts., Louisville, Ky., Wabash 2211. Transmitter—Route 2, Anchorage, Ky. (near Eastwood, Ky.).

Wave—Power—Time

Operating power—50,000 watts. 357.1 meters; 840 kilocycles. Licensed to operate full time on cleared national channel. Operates on Central War Time. Operating schedule: 24 hours daily.

Agency Commission

15% commission to recognized agencies; no cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network). The following rates are for national advertising.

Table with columns for 1, 1/2, 1/4, 10, 5, 1, 25. Rows for 1 hr, 26 hr, 52 hr, 130 hr, 156 hr, 260 hr, 312 hr, 468 hr, 624 or more.

Sold only on basis of five or more times per week. Less than five times per week rate take regular day-time rates.

Table with columns for 1, 1/2, 1/4, 10, 5. Rows for 1 time, 26 times, 52 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 or more.

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 duration. Rates quoted herein 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 applies. All programs so combined may be scheduled continuously 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 standard NAB-AAAA contract. All program material subject to station approval, government regulations and NAB Code of Ethics for radio broadcast industry.

Personnel

Executive Manager—W. Lee Coulson. Commercial Manager—Joe Eaton. Program Manager—Richard E. Fischer.

Representatives

Edward Petry & Company, Inc.

WINN

(Established 1940)



Rates effective February 1, 1944. (Card No. 3.)

Owned and operated by Kentucky Broadcasting Corp., Inc.

Business Offices and Studios—Tyler Hotel, P. O. Box 1588, Louisville 1, Ky. Transmitter—On top Tyler Hotel, Louisville, Ky.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% allowed to recognized agencies when agency places, handles and guarantees payment of entire contract. Payment due 10th of month following broadcast if client establishes credit. If credit cannot be established, payment required in advance and frequency discounts allowed as earned. No cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network). Five minute programs accepted only on run of schedule, submitted weekly in advance. Rates include music copyright fees.

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), 1, 3/4, 1/2, 1/4, 10, 5. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times, 200 times, 300 times.

Table with columns for CLASS 'B' (12:00 noon to 6:00 p.m. Sundays), 1, 13, 26, 39, 52, 100, 200, 300. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times, 200 times, 300 times.

Announcements are subject to minor changes in time which might be occasioned due to schedule changes on full time programs.

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), 1, 13, 26, 39, 52, 100, 200, 300. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times, 200 times, 300 times.

Table with columns for CLASS 'B' (12:00 noon to 6:00 p.m. Sundays), 1, 13, 26, 39, 52, 100, 200, 300. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times, 200 times, 300 times.

Table with columns for CLASS 'C' (All other hours), 1, 13, 26, 39, 52, 100, 200, 300. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times, 200 times, 300 times.

SPECIAL FEATURES Homemaker's Treasure Chest: 2:30 p.m. to 3:00 p.m., Monday through Friday. Participation program; minimum contract 52 weeks, per week 65.00. Lady Lookout: 11:30 a.m. to 11:45 a.m., Monday through Friday. Woman's participation program.

Table with columns for 5 times weekly, 3 times weekly, 2 times weekly, 1 time weekly.

FOREIGN LANGUAGE PROGRAMS

Rates on request.

TRANSCRIPTIONS

Accepted at regular rates. Transcription library service available—rates on request. Instantaneous recording equipment available.

TALENT

Any type of talent desired by advertiser is available. Program ideas and talent rates will be furnished on request. All special talent charges are in addition to rates quoted. Station's program and production department will assume entire responsibility for program and presentation if desired by client.

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.

(This listing continued on next page)

LOUISIANA—Continued

LAFAYETTE

(Lafayette Parish)

KVOL



Rates effective August 15, 1944. Owned and operated by Evangeline Broadcasting Co., Inc. Business Office & Studio—519 S. Buchanan, Lafayette, La., telephone 338-2101-2092.

Transmitter—Scott Road, Lafayette, La. Wave—Power—Time: Operating power—250 watts. 223.9 meters; 1840 kilocycles. Licensed to operate full time. Operates on Central War Time.

Operating schedule: Sundays 8:00 a.m. to 10:30 p.m.; week days 6:30 a.m. to 10:30 p.m.

Table with 6 columns: Time slot, 1st time, 2nd time, 3rd time, 4th time, 5th time. Rows include 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for CLASS 'A' and CLASS 'B'.

Table with 6 columns: Time slot, 1st time, 2nd time, 3rd time, 4th time, 5th time. Rows include 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for CLASS 'B'.

ANNOUNCEMENTS

Table with 6 columns: Time slot, 1st time, 2nd time, 3rd time, 4th time, 5th time. Rows include 1 minute, E. T., 100 words, 150 words for CLASS 'A'.

Table with 6 columns: Time slot, 1st time, 2nd time, 3rd time, 4th time, 5th time. Rows include 1 minute, E. T., 100 words, 150 words for CLASS 'B'.

Rates on request. Musical and dramatic talent engaged for advertiser by station at minimum prices. Additional charge for dramatic productions.

Service facilities: The services of the station production departments are at the disposal of broadcasters without charge.

Contract and Other Requirements: All entertainment program rates are for use of facilities of station only; talent is extra.

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

Personnel: Manager—George H. Thomas. Representatives: None.

LAKE CHARLES

(Calcasieu Parish)

KPLC



Rates effective June 1, 1945. Owned and operated by Calcasieu Broadcasting Co. Business Office and Studio—Majestic Hotel, Lake Charles, La., P. O. Box 1521.

Transmitter—Lake Charles, La. Wave—Power—Time: Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time.

Operating schedule: 6:30 a.m. to 11:00 p.m. Agency Commission: 15% to recognized agencies; no cash discount.

General Advertising: For combination rates see National Broadcasting Company (Southcentral Group). The following rates are for national advertising.

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m.) with rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 1/2 minute transcription, 50 words.

Table for CLASS 'B' (Before 6:00 p.m.) with rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 1/2 minute transcription, 50 words.

Discounts: Allowed retroactively on number of broadcasts given within a year from date of first broadcast. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

Special Features: News—Leased wire service available: 5, 10 and 15 minute periods—regular rates plus 10%. Time Signals: Limited to 40 words; sold only in groups of 5, on 13, 26 and 52 week orders—rates and details on request.

Talks: Accepted only when subject matter is of genuine public interest in opinion of station management—details on request.

Talent: Services of announcer inclusive. All talent costs to be paid by sponsor.

Recorded Programs: Transcription Library services available—details on request.

Service Facilities: Time charges include services of program department. Contract and Copy Requirements: Maximum contract one year. Right reserved to refuse or discontinue any advertising.

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

Personnel: Manager—David Wilson. Representatives: None.

MONROE

(Ouschita Parish)

KMLB

(Established 1936)



Rates effective June 1, 1942. (Card No. 6.) Card received March 26, 1945.

Owned and operated by Liner's Broadcasting Station, Inc. Studio—Frances Hotel, Corner Jackson and Harrison Sts., Monroe, La., telephone 4821.

Transmitter—Milhaven Road, Monroe, La. Wave—Power—Time: Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Operating schedule: 5:00 a.m. to 12:00 midnight. Agency Commission: 15% to recognized agencies; cash discount 2% to national advertisers.

General Advertising: For combination rates see American Broadcasting Company, Inc. (Southcentral Supplementaries). The following rates apply to local, regional and national advertising.

Table with 5 columns: Time slot, Class 'A', Class 'B', Class 'C', Class 'C'. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words, 35 word chain break.

Class 'A'—6:00 p.m. to 10:30 p.m. Class 'B'—7:00 a.m. to 6:00 p.m. Class 'C'—6:00 a.m. to 7:00 a.m. and after 10:30 p.m.

DISCOUNTS

Table with 4 columns: Times, Discount %, 104 times, 208 times, 312 or more times. Rows include 13 times, 26 times, 39 times, 52 times.

SPECIAL FEATURES

News: Leased wire service available. Sponsorship of newscasts or announcements run adjacent or during newscasts takes a 20% higher rate.

TRANSCRIPTIONS

Transcription Library service available—rates and details on request. Recording equipment available.

TALENT

Rates on request. 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. Contracts cannot be accepted for more than one year from date of first broadcast.

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

Personnel: Commercial Manager—J. C. Liner, Jr.

KNOE

(Established 1944)



Rates effective October 4, 1944. Owned and operated by James A. Nos. Business Office and Studio—Bernhardt Bldg., Monroe, La., telephone 912.

Transmitter—23rd St. Extension from Louisville Ave., Monroe, La. Wave—Power—Time: Operating power—250 watts. 208.9 meters; 1450 kilocycles. Licensed to operate on Central War Time.

Operating schedule: 6:00 a.m. to 12:00 midnight daily. Agency Commission: 15% allowed to recognized agencies; no cash discount.

General Advertising: For combination rates see National Broadcasting Company (Southwestern Group). The following rates apply to national advertising:

Table for CLASS 'A' (6:00 p.m. to 10:30 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, (*) for 13 times, 26 times, 39 times, 52 times, 104 times, 208 times, 312 (or more).

CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 10:30 p.m.) with rates for 13 times, 26 times, 39 times, 52 times, 104 times, 208 times, 312 (or more).

CLASS 'C' (6:00 a.m. to 7:00 a.m.) with rates for 13 times, 26 times, 39 times, 52 times, 104 times, 208 times, 312 (or more).

Discounts: Allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts.

Special Features: Complete transcript of political speech must be submitted to station management at least 48 hours before broadcast time—rates on request.

Political: Complete transcript of political speech must be submitted to station management at least 48 hours before broadcast time—rates on request. (This listing continued on next page)

MONROE—Continued

KNOE—Continued

REMOTE CONTROL

Station equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone lines and any other charges involved.

TALENT

All types talent can be had at union scale.

Contract and Other Requirements

Station reserves the right to refuse or discontinue any program for reasons satisfactory to itself. Proprietary medicine accounts accepted only if in accordance with the standards of the Federal Trade Commission and Food and Drug Administration.

Closing Time

Talent programs close one week in advance. Announcements, talks and recorded programs close 48 hours in advance of presentation.

Mechanical Program Equipment

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

Personnel

President—James A. Noe. Vice-Pres. & Gen'l Mgr.—James E. Gordon.

Representatives

Joseph Hershey McGillivra, Inc.

NEW ORLEANS

(Orleans Parish)

WDSU

(Established 1928)



Rates effective August 1, 1937. (Card No. 70.)

Owned and operated by Stephens Broadcasting Co. Business Office and Studio—Hotel Monteleone, New Orleans, La., Raymond 7185.

Wave—Power—Time

Operating power—5,000 watts. 234.4 meters, 1290 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

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 American Broadcasting Company, Inc. (Southeastern Group). Music copyright fees are included in rates. SESAC license.

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

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 35 word chain break) and Rates.

DISCOUNTS

Table with 2 columns: Number of times (18, 26, 39, 52) and Discount percentages (5%, 10%, 15%, 30%).

RECORDED PROGRAMS

Regular time charges apply.

TALENT

Rates on request.

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. All contracts and continuities subject to rules and regulations of Federal Communications Commission.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Partners—E. A. Stephens and Fred Weber.

Representatives

John Blair & Company.

WJBW

(Established 1926)

Rates effective January 1, 1944. (Card No. 24.) Owned and operated by C. C. Carlson. Business Office and Studio—Audubon Bldg., New Orleans, La., Magnolia 3489-3489.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1290 kilocycles. Licensed to operate full time.

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

Table with 2 columns: Time slots (1/2 hour, 1/4 hour, 5 minutes, 1 minute, 50 words) and Rates. Includes separate section for 12:00 noon to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.

DISCOUNTS

Table with 2 columns: Number of broadcasts (Less than 13, 14 to 25, 26 to 38, 39 to 51, 52 or more) and Discount percentages.

Contract and Other Requirements

Rates are for facilities of station only. Talent extra, except for special features. Contract subject to governmental regulations and station owner's approval.

Closing Time

Programs must be arranged one week in advance of broadcast for publicity release.

Mechanical Program Equipment

Equipped to handle programs by lateral or orthocoustic electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

General Manager—P. K. Ewing.

Representatives

None.

WNOE



Rates effective January 1, 1944.

Business Office—720 Common St., New Orleans, La., Raymond 0423. Studio—St. Charles Hotel, New Orleans, La. Transmitter—Orleans Parish, New Orleans, Pa.

Wave—Power—Time

Operating power—250 watts. 208.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% allowed to recognized agencies; no cash discount. Invoices mailed monthly. Bills payable 10th of following month.

General Advertising

For combination rates see Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

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

Table with 2 columns: Time slots (1 time, 13 times, 28 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 or more) and Rates.

CLASS "B"

Table with 2 columns: Time slots (1 time, 13 times, 28 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 or more) and Rates.

CLASS "C"

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

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 or more) and Rates.

SPECIAL FEATURES

Rates for special sponsorships and participating programs on request.

POLITICAL

Complete transcript of political speech must be submitted to station management at least 48 hours before broadcast time—rates on request.

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 accepted only if in accordance with the standards of the Federal Trade Commission and Food and Drug Administration.

Talent programs close one week in advance. Announcements, talks and recorded programs close 48 hours in advance of presentation.

Closing Time

Talent programs close one week in advance. Announcements, talks and recorded programs close 48 hours in advance of presentation.

Mechanical Program Equipment

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

Personnel

President—James A. Noe. Vice-Pres. & Gen'l Mgr.—James E. Gordon.

Representatives

Joseph Hershey McGillivra, Inc.

WSMB

(Established 1925)



Rates effective January 1, 1944.

Owned and operated by WSMB, Inc. (Baenger Theaters, Inc., and Mission Blanche Dept. Store). Business Office and Studio—330 Mission Blanche Bldg., New Orleans 18, La., Magnolia 5921.

Wave—Power—Time

Operating power—5,000 watts. 222.2 meters; 1350 kilocycles. Licensed to operate on regional channel. Operates on Central War Time.

Agency Commission

15% allowed to recognized agencies; no cash discount. Invoices mailed promptly. All bills due and payable when rendered.

General Advertising

For combination rates see National Broadcasting Company (Southeastern Group). The following rates apply to national advertising.

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

Table with 2 columns: Time slots (1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 468 times) and Rates.

CLASS "B"

Table with 2 columns: Time slots (1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 468 times) and Rates.

Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts.

(This listing continued on next page)

LOUISIANA—Continued

NEW ORLEANS—Continued
W S M B—Continued

Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1/4 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

SPECIAL FEATURES

Rates for special sponsorships and participating features on request.

REMOTE CONTROL

Remote control broadcasts can be made to any place in country. Consult radio station for requirements.

TALENT

Any type talent can be had at union scale.

Contract and Other Requirements

Station rates for programs include local announcer, necessary rehearsals, and all other facilities except talent, which is extra.

Announcement rates include cost of sustaining programs, to guarantee their broadcast during continuous entertainment. All contracts subject to station's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to themselves. Station maintains a continuity and program planning department for special service to the advertiser.

At the station's option, the cancellation of contract cannot become effective until two weeks after the starting date that has been contracted for under the terms thereof.

No contract to exceed one year's duration. All contracts subject to federal laws and regulations.

Closing Dates

Talent programs close 10 days in advance of program. Announcements, talks and recorded programs close five days in advance.

Mechanical Program Equipment

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

Personnel

President—E. V. Richards.
General Manager—H. Wheelahan.
Representatives
Edward Petry & Company, Inc.

W W L
(Established 1922)



Rates effective January 1, 1941. (Card No. 6.)
Card revised September 1, 1944.

Owned and operated by Loyola University of the South.
Business Office—Loyola University, New Orleans, La., Raymond 2194.

Studio—Roosevelt Hotel, New Orleans, La.
Transmitter—Jefferson Parish, La.

Wave—Power—Time

Operating power—50,000 watts.
344.8 meters; 870 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission

15% on net charges for station facilities to recognized advertising agencies with cash discount. No commission on program costs, production charges or talent. Billing due and payable 10th of month following broadcast.

General Advertising

For combination rates see Columbia Broadcasting System (Southcentral Group). The following rates are for national advertising. Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification. Discounts earned on period broadcasts and announcements are separate and cannot be combined.

CLASS "A"

		6:00 p.m. to 10:30 p.m.			
		1 tl.	13 tl.	26 tl.	52 tl.
		(†)			
1 hour....	350.00	322.50	315.00	297.50	280.00
3/4 hour....	280.00	266.00	252.00	238.00	224.00
1/2 hour....	220.00	209.00	198.00	187.00	176.00
1/4 hour....	130.00	123.50	117.00	110.50	104.00
10 minutes	102.50	97.38	92.25	87.13	82.00
5 minutes	75.00	71.25	67.50	63.75	60.00

CLASS "B"

		12:00 noon to 6:00 p.m. Sundays			
		1 tl.	13 tl.	26 tl.	52 tl.
1 hour....	240.00	228.00	216.00	204.00	192.00
3/4 hour....	192.00	182.40	173.80	163.20	153.60
1/2 hour....	150.00	142.50	135.00	127.50	120.00
1/4 hour....	90.00	85.50	81.00	76.50	72.00
10 minutes	70.00	66.50	63.00	59.50	56.00
5 minutes	50.00	47.50	45.00	42.50	40.00

CLASS "C"

		8:00 a.m. to 6:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays			
		1 tl.	13 tl.	26 tl.	52 tl.
1 hour....	175.00	166.25	157.50	148.75	140.00
3/4 hour....	140.00	133.00	126.00	119.00	112.00
1/2 hour....	110.00	104.50	99.00	93.50	88.00
1/4 hour....	65.00	61.75	58.50	55.25	52.00
10 minutes	51.25	48.69	46.13	43.56	41.00
5 minutes	37.50	35.63	33.75	31.88	30.00

CLASS "D"

		10:30 p.m. to sign-off			
		1 tl.	13 tl.	26 tl.	52 tl.
1 hour....	122.50	116.37	110.25	104.12	98.00
3/4 hour....	98.00	93.10	88.20	83.30	78.40
1/2 hour....	77.00	73.15	69.30	65.45	61.60
1/4 hour....	45.50	43.22	40.95	38.67	36.40

CLASS "E"

		Before 6:15 a.m.			
		1 tl.	13 tl.	26 tl.	52 tl.
1/2 hour....	50.00	47.50	45.00	42.50	40.00
1/4 hour....	30.00	28.50	27.00	25.50	24.00
(†) 25¢ or more times.					

Class "E" rates apply only when advertiser purchases 1/4 hour or more at least five days per week.

ANNOUNCEMENTS

100 words or less live or 1 minute electrical transcriptions:					
		6:00 p.m. to 10:30 p.m.			
1 time.....	45.00	104 times.....	36.00		
13 times.....	42.75	250 times.....	33.75		
26 times.....	40.50	500 times.....	32.50		
52 times.....	38.25	800 or more times.....	31.50		
(All other time)					
1 time.....	25.00	104 times.....	20.00		
13 times.....	23.75	250 times.....	18.75		
26 times.....	22.50	500 times.....	18.00		
52 times.....	21.25	800 or more times.....	17.50		

SPECIAL FEATURES

Time Signals—Four times nightly (two signals of 50 words or less [station breaks] between 6:00 p.m. and 10:30 p.m., one signal of 50 words or less at 11:00 p.m., one signal of 100 words or less between 11:00 p.m. and sign-off) available to one advertiser only, seven days weekly.

1 week.....	400.00
13 weeks, per week.....	390.00
26 weeks, per week.....	370.00
39 weeks, per week.....	360.00
52 weeks, per week.....	340.00

Dawn Busters—6:15 a.m. to 9:00 a.m., participating feature. Rates include time and talent.

		1 tl. 13 tl. 26 tl. 52 tl. 104 tl. (†)			
1/2 hour....	75.00	71.25	67.50	63.75	60.00
1/4 hour....	45.00	42.75	40.50	38.25	36.00
10 minutes	40.00	38.00	36.00	34.00	32.00
5 minutes	35.00	33.25	31.50	29.75	28.00
1 minute	22.50	21.38	20.25	19.13	18.00
(†) 25¢ or more times.					

Spots in the Dawn Busters period at 1/4 hour station breaks take the regular announcement rates.

RECORDED PROGRAMS

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

TALENT

Any type talent available. Union scale.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone 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.

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 turntables for vertical and lateral cut recordings.

Personnel

General Manager—W. H. Summerville.
Commercial Manager—Larry Baird.

Representatives

The Katz Agency, Inc.

Executive's
Wife
in New Orleans

(about to go to market)

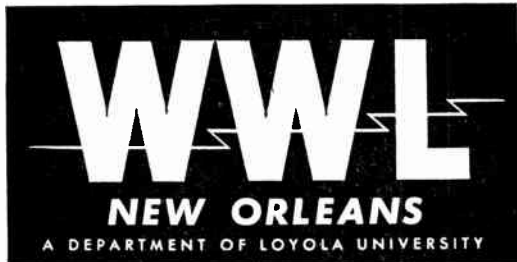


Or Farmer's
Wife
in Alabama

(about to go to town)



Folks turn first to —



THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

SHREVEPORT

(Caddo Parish)
K R M D



Rates effective December 1, 1944.

Owned and operated by Radio Station KRMD, Inc.
Studio—New Jefferson Hotel, Shreveport, La.
(P. O. Box 1712.)
Transmitter—Jefferson Hotel, Shreveport, La.

Wave—Power—Time

Operating power—250 watts.
233.9 meters; 1340 kilocycles.
Operates on Central War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies; cash discount none.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southcentral Group).

CLASS "A"

(5:59 p.m. to 10:01 p.m.)

	1-25	26-51	52-99	100-156	156-312 or more
1 hour	100.00	95.00	90.00	85.00	80.00
1/2 hour	60.00	57.00	54.00	51.00	48.00
1/4 hour	40.00	38.00	36.00	34.00	32.00
5 minutes	25.00	23.75	22.50	21.25	20.00
1 minute transcription	17.50	16.62	15.75	14.88	14.00
100 word or less announcements	15.00	14.25	13.50	12.75	12.00
40 word-15 minute chain break	15.00	14.25	13.50	12.75	12.00

CLASS "B"

(6:00 a.m. to 5:59 p.m. and after 10:01 p.m.)

	1-25	26-51	52-99	100-156	156-312 or more
1 hour	50.00	47.50	45.00	42.50	40.00
1/2 hour	34.00	28.50	27.00	25.50	24.00
1/4 hour	20.00	19.00	18.00	17.00	16.00
5 minutes	12.50	11.87	11.25	10.62	10.00
1 minute transcription	8.75	8.31	7.87	7.44	7.00
100 word or less announcements	7.50	7.12	6.75	6.37	6.00
40 word-15 minute chain break	7.50	7.12	6.75	6.37	6.00

RECORDED PROGRAMS

Transcription library services available—rates on request.

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 the 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 turntables for lateral cut recordings. Instantaneous (continuous) recording equipment consists of dual recording turntables, both 33-1/3 and 78 r.p.m. for lateral cut recordings.

Personnel

Station Director—Elizabeth Alford.
Manager—Glenn V. Wilson.

Representatives

Taylor-Howe-Snowden Radio Sales.

KTBS
(Established 1928)



Rates effective October 1, 1944.

Owned and operated by Radio Station KTBS.
Business Office—P. O. Box 1146, Shreveport 90, La.
Telephone 3-3873.
Studio—Commercial Bldg., Shreveport, La.
Transmitter—Harts Island Road, Shreveport, La.

Wave—Power—Time

Operating power—1,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see National Broadcasting Company (Southwestern Group).
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 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contingently at the station's option, on 28 days' notice.
Rates are for national advertising and include copyright fees.

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 to 51 times	150.00	90.00	55.00	35.00	18.00	15.00
52 to 129 times	142.50	85.50	52.25	32.25	17.10	14.25
130 to 259 times	135.00	81.00	49.50	31.50	16.20	13.50
260 to 311 times	127.50	76.50	46.75	29.75	15.30	12.75
312 to 467 times	123.75	74.25	45.38	28.88	14.85	12.38
468 to 623 times	120.00	72.00	44.00	28.00	14.40	12.00
624 or more times	112.50	67.50	41.25	26.25	13.50	11.25

(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 to 51 times	75.00	45.00	27.50	17.50	9.00	7.50
52 to 129 times	71.25	42.75	26.13	16.63	8.55	7.13
130 to 259 times	67.50	40.50	24.75	15.75	8.10	6.75
260 to 311 times	63.75	38.25	23.38	14.88	7.65	6.38
312 to 467 times	61.88	37.13	22.89	14.44	7.43	6.19
468 to 623 times	60.00	36.00	22.00	14.00	7.20	6.00
624 or more times	56.25	33.75	20.63	13.13	6.75	5.63

(11:00 p.m. to 8:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 to 51 times	50.00	30.00	18.35	11.65	6.00	5.00
52 to 129 times	47.50	28.50	17.43	11.07	5.70	4.75
130 to 259 times	45.00	27.00	16.51	10.48	5.40	4.50
260 to 311 times	42.50	25.50	15.60	9.90	5.10	4.25
312 to 467 times	41.25	24.75	15.14	9.61	4.95	4.12
468 to 623 times	40.00	24.00	14.68	9.32	4.80	4.00
624 or more times	37.50	22.50	13.76	8.74	4.50	3.75

(*) 100 words or 1 m. minute electrical transcription.
(†) 50 words or less.

SPECIAL FEATURES

Time signals, weather and temperature reports—regular rates apply.

TALENT

Talent cost extra—rates on request.

RECORDED PROGRAMS

Not restricted as to hours. Regular rates apply. Library available at extra charge—rates on request.

POLITICAL

Regular rates apply; cash in advance.

REMOTE CONTROL

Additional special charges made for programs originating outside of station studios.

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.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

General Manager—John C. McCormack.
Assistant Manager—B. G. Robertson.
Commercial Manager—Leslie H. Peard, Jr.

Representatives

Edward Petry & Company, Inc.

LOUISIANA—Continued

SHREVEPORT—Continued

K W K H
(Established 1925)



Rates effective March 1, 1945.
Rates received January 29, 1945.
Owned and operated by the International Broadcasting Corporation (The Shreveport Times).
Business Office—P. O. Box 1387, Shreveport 92, La., telephone 2-8711.
Studio—Commercial Bldg., Shreveport, La.
Transmitter—18 miles from Shreveport, La.

Wave—Power—Time
Operating power—50,000 watts.
265 meters 2130 kilocycles.
Licensed to operate on cleared national channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 1:05 a.m.

Agency Commission
15% on station time only; no cash discount. Commission does not apply on talent. Bills due on 10th of month following service.

General Advertising
For combination rates see Columbia Broadcasting System (Southwestern Group).
The following rates are for national advertising.

CLASS "A"

	6:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 11:00 p.m. Sundays					
	1	52	150	260	312	600
	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	275.00	281.25	247.50	233.75	220.00	206.25
1/2 hour....	165.00	156.75	148.50	140.25	132.00	123.75
1/4 hour....	110.00	104.50	99.00	93.50	88.00	82.50
5 minutes	55.00	52.25	49.50	46.75	44.00	41.25
1 minute electrical transcription or						
100 words	33.00	31.35	29.70	28.05	26.40	24.75
1/2 minute electrical transcription or						
50 words	25.00	23.75	22.50	21.25	20.00	18.75

CLASS "B"

(Before 6:00 p.m. and after 10:30 p.m. week days and before 12:00 noon and after 11:00 p.m. Sundays)

	1	52	150	260	312	600
	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	137.50	130.63	123.75	116.88	110.00	103.13
1/2 hour....	82.50	78.38	74.25	70.13	66.00	61.88
1/4 hour....	55.00	52.25	49.50	46.75	44.00	41.25
5 minutes	27.50	26.13	24.75	23.38	22.00	20.63
1 minute electrical transcription or						
100 words	16.50	15.68	14.85	14.03	13.20	12.38
1/2 minute electrical transcription or						
50 words	12.50	11.88	11.25	10.63	10.00	9.38

LATE EVENING AND EARLY MORNING RATES
A 20% discount has been deducted from the regular day rates for periods of five minutes or more purchased as many as five times a week for the following:

	10:30 p.m. to 8:30 a.m.)					
	1	52	150	260	312	600
	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	110.00	104.50	99.00	93.50	88.00	82.50
1/2 hour....	66.00	62.70	59.40	56.10	52.80	49.50
1/4 hour....	44.00	41.80	39.60	37.40	35.20	33.00
5 minutes	22.00	20.90	19.80	18.70	17.60	16.50

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

	1	52	150	260	312	600
	tl.	tl.	tl.	tl.	tl.	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
1 minute electrical transcription or						
100 words	25.00	23.75	22.50	21.25	20.00	18.75
1/2 minute electrical transcription or						
50 words	18.75	17.81	16.88	15.94	15.00	14.06

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 government 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.

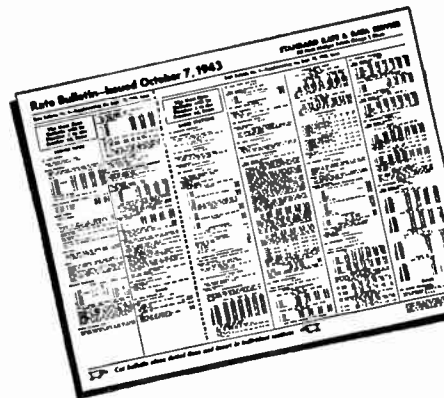
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables.

Personnel
Manager—Fred Ohl.
Commercial Manager—J. A. Oswald.
Promotion Manager—James T. Briggs.

Representatives
The Branham Company.

The EASY Way to Use SRDS Rate Bulletins

As often as the importance or volume of changes affecting Standard Rate & Data listings occur, each subscriber to the Service receives one of these Rate Bulletins.

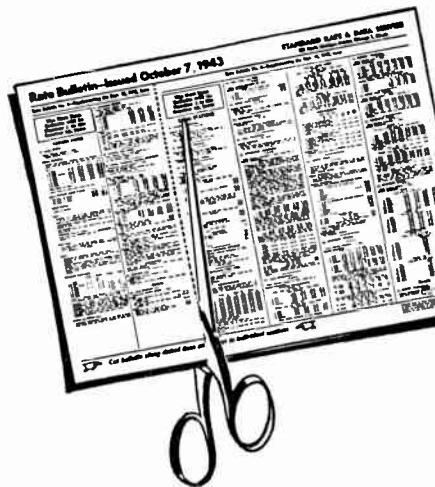


Simple 3-step way to utilize this new information is to—

1. Pencil the number of the bulletin on each listing affected, like this—
colored pencil recommended.



2. Cut the bulletin apart, if it includes changes in more than one section of the Service.



3. Clip the bulletin to the section with which it belongs.



MAINE

AUGUSTA

(Kennebec County)
WRDO
(Established 1933)



Rate card dated December 11, 1938.
Owned by WRDO, Inc.
Business Office and Studio—175 Water St., Augusta, Me., telephone 2285.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel.

Agency Commission
15% to recognized advertising agencies on net charges for station time.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementary).

Table with 2 columns: Time (1 hour, 3/4 hour, 1/2 hour, 1/4 hour) and Rate (60.00, 48.00, 36.00, 24.00)

Table with 2 columns: Time (1 hour, 3/4 hour, 1/2 hour, 1/4 hour) and Rate (45.00, 36.00, 27.00, 18.00)

Table with 2 columns: Time (1 hour, 3/4 hour, 1/2 hour, 1/4 hour) and Rate (30.00, 24.00, 18.00, 12.00)

Table with 2 columns: Time (1 hour, 3/4 hour, 1/2 hour, 1/4 hour) and Rate (20.00, 16.00, 12.00, 8.00)

Table with 2 columns: Time (1 minute) and Rate (5.00, 2.50)

Table with 2 columns: Time (Less than 10 times, 10 to 24 times, 25 to 49 times, 50 to 99 times, 100 or more times) and Rate (Net 5%, 10%, 15%, 20%)

Excellent local orchestras, vocalists and programs of all types available—rates on request.

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.

SERVICE FACILITIES
Services of program department and announcers in arranging and presenting programs are included without extra charges.

Contract and Other Requirements
Advertising of distilled alcoholic beverages not accepted.

Closing Time
Closing date two weeks in advance of service if program is to be included in publicity release.

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

Personnel
Manager—Quenton Crandall.
Representatives
Weed & Company.
New England—Bertha Bannan.

BANGOR

(Penobscot County)
WABI
(Established 1923)

Rates received, September 12, 1938.
Owned by the Community Broadcasting Company, Inc.
Business Office and Studio—57 State St., Bangor, Me.

Wave—Power—Time
Operating power—1,000 watts.
329.7 meters; 910 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Agency Commission
15% on station time only; cash discount —. Bills due on the 10th of month following service.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 125 words or less) and Rate (90.00, 50.00, 30.00, 15.00, 5.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rate (50.00, 30.00, 20.00, 15.00, 4.00)

Table with 2 columns: Time (Less than 10 times, 10 to 24 times, 25 to 49 times, 50 to 99 times, 100 or more times) and Rate (Net 5%, 10%, 15%, 20%)

ANNOUNCEMENTS
125 words, preceding or following News Service 8.00
125 words on special cooperative programs 4.00

SPECIAL FEATURES
Cooperative programs, broadcast week days, such as Merchants Review at 1:30 p.m. and 8:30 p.m., and For the Ladies at 10:30 a.m., per month 50.00.

RECORDED PROGRAMS
No charge other than station time.

TALENT
Supplied at actual cost.
Contract and Other Requirements
Contracts subject to cancellation by advertisers only on two weeks' written notice in advance.

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

Personnel
President—F. B. Simpson.
Representatives
Spot Sales, Inc.
Boston—Robert C. Foster.

WLBZ

(Established 1926)

Rates effective September 26, 1943. (Card No. 10.)
Owned and operated by the Maine Broadcasting Company, Inc.
Business Office and Studio—100 Main St., Bangor, Me., telephone 6923.

Wave—Power—Time
Operating power—5,000 watts.
483.9 meters; 620 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount. Charges for facilities payable immediately after each broadcast.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementary), Yankee Network and New England Regional Network (Basic Stations).

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour) and Rate (140.00, 84.00, 56.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour) and Rate (105.00, 63.00, 42.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour) and Rate (70.00, 42.00, 28.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour) and Rate (50.00, 30.00, 20.00)

Table with 2 columns: Time (100 words or less, 100 words or less) and Rate (15.00, 7.50)

SPECIAL FEATURES
Maine Radio News Service: 12:20 p.m. and 6:50 p.m. week days and 6:20 p.m. Sundays.

Happy Kitchen: 8:30 a.m. to 9:00 a.m., Monday through Friday. Club and social notes, recipes, styles and household hints with music.

Today, Information Period: 6:45 a.m. daily except Sunday. Weather, time, popular tunes, farm market prices, today in history.
Yankee Network News Service: 100 word announcement preceding and following: 8:00 a.m. week days; 1:00 p.m. daily; 6:00 p.m. week days.

TALENT
Rates on request.

SERVICE FACILITIES

Pre-announcements will be made gratis for programs running 13 weeks or longer. Program summaries are broadcast twice daily. Telephone calls in local exchange limits will be made on request. Letters to trade at cost.

Contract and Other Requirements
Advertising of distilled alcoholic beverages not accepted.
No contract is written for more than one year. Rates are for the facilities of the station only. Preferred position is governed by priority and availability on contract basis. All contracts are subject to station owner's approval and governmental regulations.

Closing Time
Closing date two weeks in advance of service if program is to be included in publicity release.

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

Personnel
Assistant General Manager—Edward Guernsey.
Representatives
Weed & Company.

LEWISTON

(Androscoggin County)
WCOU
(Established 1938)



Rates effective March 1, 1940. (Card No. 4.)
Owned and operated by Twin City Broadcasting Company, Inc.
Business Office and Studios—223 Lisbon St., Lewiston Me., telephone 5140.
Transmitter—East Ave., Lewiston, Me.

Wave—Power—Time
Operating power—250 watts.
214.9 meters; 1243 kilocycles.
Operates on Eastern War Time.

Agency Commission
15% is allowed to recognized advertising agencies on net station time.

General Advertising
For combination rates see Mutual Broadcasting System and Yankee Network.
Rates include music copyright fees.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and Rate (60.00, 40.00, 24.00, 12.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (40.00, 24.00, 16.00, 8.00)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and Rate (30.00, 18.00, 12.00, 6.00)

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.

Telephone line charges and installation within city limits of Lewiston and Auburn at actual cost. Additional charge will be added to above rates for traveling expenses outside city limits. Station time in addition to remote control and engineering charges.

Contract and Other Requirements
No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis. All talks, programs, political speeches, contests, communities for announcements must be submitted in advance for review by station management. The management reserves the right to reject any material without giving reason therefor.

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

Personnel
Manager—Oscar J. Normaad.
Representatives
Forjoe & Company.

MAINE—Continued

PORTLAND

(Cumberland County)

W C S H

(Established 1925)

Rates effective January 1, 1942. (Card No. 8.) Owned and operated by Congress Square Hotel Co. Business Office and Studio—579 Congress St., Portland 3, Me., telephone 3-9667. Transmitter—Scarboro, Me.

Wave—Power—Time Operating power—5,000 watts. 309.3 meters; 970 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:10 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies on net charges for station time; cash discount none. No commissions on program charges. Bills due and payable when presented.

General Advertising For combination rates see National Broadcasting Company (Basic Network), Yankee Network and New England Regional Network (Basic Stations). The following rates apply to national advertising and include music copyright fees.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.), rates per hour, and various time increments (1, 1/2, 1/4 hr.).

Table for CLASS "B" (12:00 noon to 6:00 p.m. Sundays) with columns for time slots and rates.

Table for CLASS "C" (8:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 12:00 noon Sundays and 11:00 p.m. to 12:00 midnight daily) with columns for time slots and rates.

Table for CLASS "D" (12:00 midnight to 8:00 a.m.) with columns for time slots and rates.

ANNOUNCEMENTS AND TALKS 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.

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, to be paid by advertiser in advance.

SERVICE FACILITIES Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer, and telephone calls to dealers and/or distributors within local exchange limits.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and ales, not accepted. 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 transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel Managing Director—William H. Eines. Commercial Manager—Albert W. Smith. Promotion Manager—Linwood T. Pitman. Representatives Weed & Company, New England—Miss Bertha Bannan.

W G A N

(Established 1938)

Rates effective January 1, 1943. (Card No. 5.) Owned and operated by Portland Broadcasting System, Inc. Business Office and Studio—Columbia Hotel, Portland 3, Me., telephone 2-7489. Transmitter—Riverton, Portland, Me.

Wave—Power—Time Operating power—5,000 watts. 586.7 meters; 560 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies on net charges for station time; 2% cash discount—10 days. No commission on program, talent or production charges.

General Advertising For combination rates see Columbia Broadcasting System (Basic Supplementary Group). Discounts apply to stipulated number of programs broadcast within 12 months.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.), rates per hour, and various time increments (1, 1/2, 1/4 hr.).

Table for CLASS "B" (1:00 p.m. to 6:00 p.m. Sundays) with columns for time slots and rates.

Table for 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. Sundays) with columns for time slots and rates.

Table for WEEKLY RATES (12:00 midnight to 8:00 a.m.) with columns for 13 wks, 26 wks, 52 wks.

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 11:00 p.m.) with columns for time slots and rates.

Table for CLASS "B" (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) with columns for time slots and rates.

Table for CLASS "C" (12:00 midnight to 8:00 a.m.) with columns for time slots and rates.

SPECIAL FEATURES Time Signals: Copy limit 25 words—35 word announcement rates apply.

POLITICAL Copy must be submitted to station not less than 24 hours before broadcast. No frequency discount.

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.

REMOTE CONTROL All wire and mechanical charges for remote control, all extra expenses of engineers, operators and talent to be paid for by advertisers.

TRANSCRIPTIONS SERVICE FACILITIES Services of continuity, program, production, merchandising and publicity departments are available.

Contract and Other Requirements Advertising of beer and wine accepted. All charges are for station time only. Program cost is extra.

Closing Time Continuites for programs should be submitted 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 turntables for vertical and lateral cut recordings.

Personnel President—Guy P. Gannett. Manager—Creighton E. Gatchell. Commercial Manager—Arthur K. Atherton.

Representatives Paul H. Raymer Company.

PRESQUE ISLE

(Aroostook County)

W A G M

(Aroostook County)

Rates effective October 1, 1937. (Card No. 8.) Owned and operated by Aroostook Broadcasting Corp. Business Office and Studio—National Bank Bldg., Presque Isle, Me., telephone 8821. Transmitter—National Bank Bldg., Presque Isle, Me.

Wave—Power—Time Operating power—100 watts. 206.9 meters; 1450 kilocycles. Licensed to operate specified time. Operates on Eastern War Time.

Agency Commission 15% allowed on broadcasting rates only to recognized advertising agencies; no cash discount on monthly bills. All bills payable when presented.

Table for General Advertising with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes) and rates.

TALENT Artist bureau maintained and talent furnished for advertisers—rates and details on request.

REMOTE CONTROL Complete remote control facilities available anywhere in northern Maine. Consult management for requirements.

SERVICE FACILITIES No charge for services of program and continuity departments.

Contract and Other Requirements Advertising of malt beverages accepted. Rates are for station time only; talent is extra.

Closing Time All programs close 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. double turntables for vertical and lateral cut recordings.

Personnel General Manager—H. D. Glidden.

Representatives Cox & Tanz, New England—R. C. Foster.

MARYLAND

MARYLAND ALL-HOME NETWORK

Office—10 E. North Ave., Baltimore 2, Md. Rate card undated; received September 16, 1943.

Comprised of: WFBB—Baltimore, WJEL—Hagerstown, WBOC—Salisbury

Wave—Power—Time See individual listings.

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

Table for General Advertising with columns for time slots (7:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays) and rates.

(This listing continued on next page)

MARYLAND ALL-HOME NETWORK

Continued

CLASS "B"
(6:00 p.m. to 7:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.
1 time.....	375.00	226.50	148.50
13 times.....	356.25	215.18	141.08
26 times.....	337.50	203.85	133.65
39 times.....	318.75	192.52	126.23
52 times.....	300.00	181.20	118.80
104 times.....	281.25	169.88	111.38
156 times.....	262.50	158.55	103.95
208 times.....	243.75	147.23	96.53
260 times.....	225.00	135.90	89.10
312 or more times.....	206.25	124.58	81.68

CLASS "C"
(9:00 a.m. to 6:00 p.m. daily)

1 time.....	267.50	169.50	107.00
13 times.....	254.12	152.47	101.65
26 times.....	240.75	144.45	96.30
39 times.....	227.37	136.42	90.95
52 times.....	214.00	128.40	85.60
104 times.....	200.63	120.38	80.25
156 times.....	187.25	112.35	74.90
208 times.....	173.88	104.33	69.55
260 times.....	160.50	96.30	64.20
312 or more times.....	147.13	88.28	58.85

CLASS "D"
(6:00 a.m. to 9:00 a.m. and 11:00 p.m. to sign-off daily)

1 time.....	185.00	111.00	74.00
13 times.....	175.75	105.45	70.30
26 times.....	166.50	99.90	66.60
39 times.....	157.25	94.35	62.90
52 times.....	148.00	88.80	59.20
104 times.....	138.75	83.25	55.50
156 times.....	129.50	77.70	51.80
208 times.....	120.25	72.15	48.10
260 times.....	111.00	66.60	44.40
312 or more times.....	101.75	61.05	40.70

3/4 hour is 80% of hour rate; 10 minutes is 30% of hour rate; 5 minutes is 20% of hour rate.

POLITICAL

Rates on request.

Contract and Other Requirements

Broadcast schedules are subject to change when and if time is required for station's need. No periods sold in bulk for resale. All programs, announcements, or special features are accepted subject to approval of management. Contracts subject to cancellation only after a minimum of two weeks of broadcasting. Failure to complete contracts requires rebilling at short rate, applying number of times actually used. No contracts accepted for more than one year.

Closing Time

Closing date is one week in advance for talent programs.

Personnel

Director of National Sales—Andrew H. Hilgartner.
Director of Local Sales—William S. Pirie.

Representatives

John Blair & Company.

BALTIMORE

WBAL
(Established 1925)



Rates effective November 15, 1944. (Card No. 19.)

Owned and operated by Hearst Radio, Inc.
Business Office and Studio—Lexington Bldg., Baltimore 3, Md., Lexington 4900.

Note: Address correspondence to Station WBAL, P.O. Box 867, Baltimore, Md.
Transmitter—Winans Road, Pikesville, Md.

Wave—Power—Time

Operating power—50,000 watts.
273.2 meters; 1090 kilocycles.
Licensed to operate on cleared channel. Operates on Eastern War Time.
Operating schedule: 24 hours daily.

Agency Commission

15% allowed recognized advertising agencies on station time charges provided payment is made before the 15th of month following broadcast; no cash discounts. All invoices rendered weekly, payable at face, when rendered. Short rate billing rendered if frequency rate is not earned.

(This listing continued on next page)



U. S. Coast Guard Photo

"It's got to be delivered!"

War supplies can be produced and loaded on board ships . . . but they might as well not be made if they aren't delivered. It's the same thing in radio.

You and your clients can load the soundest sales argument into a package . . . put it on the air . . .

But it's got to be delivered to you any good.



W-I-T-H
IN BALTIMORE

TOM TIRSELY, President

REPRESENTED BY HEADLEY-REED

MARYLAND—Continued

BALTIMORE—Continued

W B A L—Continued

General Advertising

For combination rates see National Broadcasting Company (Basic Network).

Table with columns for time slots (6:00 p.m. to 10:30 p.m.), rates per hour/minute, and number of times. Includes CLASS 'A' and CLASS 'B' categories.

Table with columns for time slots (7:00 a.m. to 10:30 p.m.), rates per hour/minute, and number of times. Includes CLASS 'B' and CLASS 'C' categories.

Table with columns for time slots (11:00 p.m. to 7:00 a.m.), rates per hour/minute, and number of times. Includes CLASS 'C' category.

(* One minute transcription or 100 words. (†) Thirty words. Individual station breaks and one minute transcription may be bought subject to more in the event another advertiser buys station breaks or one minute transcriptions six or seven days weekly "across the board."

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

SPECIAL FEATURES

Time signals—regular rates and frequency discounts apply.

Mollie Martin; Morning women's program. One minute electrical transcription or 100 words \$2.50; subject to regular frequency discounts.

Around the Breakfast Table; 6:00 a.m. to 9:00 a.m.; Sunday Roundup; Sundays 10:00 a.m. to 11:00 a.m.; 1 tl. 26 tl. 51 tl. 101 tl. 201 tl. (*)

50 words or less..... 10.00 9.50 9.00 8.50 8.00 7.50 One minute electrical transcription or 100 words..... 18.00 15.20 14.40 13.60 12.80 12.00 (*) 301 or more times.

Cannot be combined with other units for discount purposes; run of schedule. Around the Dinner Table—6:15 p.m. to 8:45 p.m. daily; One minute transcription or 100 words, each \$5.00. Subject to regular frequency discounts.

POLITICAL

Five minute minimum period for political programs or talks. Copy must be submitted at least 48 hours in advance of broadcast. Political broadcasts must be paid for in advance.

TALENT

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

The editorial content of all broadcasts is subject to the approval or revision of station. Station management reserves the right to accept or reject commercial copy for programs or spot announcements. Renewal contracts subject to rate card in effect at time of renewal. Dual sponsorship is not allowed in program continuity or commercial announcements.

Large vertical advertisement for WCAO featuring the text 'Powerful Popular' and 'The Voice of Baltimore'. Includes a graphic of a hand holding a microphone and a list of features: America's 6th City in Population, Maryland's Oldest Broadcast Station, Columbia Basic Outlet Since 1927, 5,000 Watts, 600 KC, Day and Night, PAUL H. RAYMER CO. National Sales Representatives NEW YORK CHICAGO NEW ORLEANS LOS ANGELES

Closing Time

Talks, programs, continuities, etc., must be submitted at least three days 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. turntables for both vertical and lateral recordings.

Personnel

General Manager—Harold C. Burke.

Representatives

Edward Petry & Co., Inc.

WCAO

(Established 1922)



Rates effective August 1, 1944. (Card No. 5.)

Owned and operated by The Monumental Radio Co. Business Office and Studio—811 W. Lantana St., Baltimore 17, Md., Madison 7222. Transmitter—Park Heights Ave., extended, Baltimore, Md.

Wave—Power—Time

Operating power—5,000 watts. 500 meters; 600 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 1:05 a.m.; week days 6:00 a.m. to 1:05 a.m.

Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Commission does not apply on talent. All invoices due when rendered.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).

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

Table with columns for CLASS 'A' rates (5:59 p.m. to 10:59 p.m. daily) for 1 hour, 1/2 hour, 10 minutes, 5 minutes, 1 minute, and 40 words.

Table with columns for CLASS 'B' rates (8:59 a.m. to 5:59 p.m. week days and 8:00 a.m. to 5:59 p.m. Sundays) for 1 hour, 1/2 hour, 10 minutes, 5 minutes, 1 minute, and 40 words.

Table with columns for CLASS 'C' rates (10:59 p.m. to 6:00 a.m. daily) for 1 hour, 1/2 hour, 10 minutes, 5 minutes, 1 minute, and 40 words.

SPECIAL FEATURES

Morning Musical Clock—75 word participation, run of schedule only, 6:00 a.m. to 9:00 a.m., Monday through Saturday.

Table with columns for Morning Musical Clock rates for 1 time, 5 times weekly, 50 times within one year, 100 times within one year, and 200 times within one year.

Varieties (late afternoon musical program)—75 word participation, run of schedule only, Monday through Friday (before 8:00 p.m.): 1 time..... 8.00 5 times weekly, each..... 7.00 50 times within one year, each..... 7.00 100 times within one year, each..... 6.00 200 times within one year, each..... 5.50 Morning Musical Clock and Varieties are interchangeable.

Your Friendly Neighbor—Woman's program—rates on request.

News service, sports programs and other special events—rates on request.

RECORDED PROGRAMS

Regular time charges apply to recorded programs.

TALENT

Rates on request.

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.

(This listing continued on next page)

BALTIMORE—Continued
W C A O—Continued

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. turntables for vertical and lateral cut recordings.

Personnel

Vice-Pres. & Gen'l Mgr.—L. Waters Milbourne.

Representatives

Paul H. Raymer Company.

W C B M



Rates effective July 1, 1943. (Card No. 2A.)

Card received July 12, 1943.

Owned and operated by Baltimore Broadcasting Corporation.

Studio—Community House, North Avenue at Hartford, Baltimore 13, Md., University 8400.
Transmitter—1100 Cold Spring Lane, Baltimore, Md.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

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 American Broadcasting Company, Inc. (Basic Network).

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays)

1 tl.	18 tl.	20 tl.	52 tl.	150 tl.	260 tl.
1 hour....	160.00	152.00	144.00	136.00	128.00
1/2 hour....	96.00	91.20	86.40	81.60	78.00
1/4 hour....	64.00	60.80	57.60	54.40	51.20
5 minutes	32.00	30.40	28.80	27.20	25.60

CLASS "B"

(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays)

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
5 minutes	16.00	15.20	14.40	13.60	12.80

CLASS "C"

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

1 hour....	50.00	47.50	45.00	42.50	40.00
1/2 hour....	30.00	28.50	27.00	25.50	24.00
1/4 hour....	20.00	19.00	18.00	17.00	16.00
5 minutes	10.00	9.50	9.00	8.50	8.00

ANNOUNCEMENTS

CLASS "A"

(5:59 p.m. to 11:01 p.m. week days; 12:00 noon to 11:01 p.m. Sundays)

1 tl.	18 tl.	20 tl.	52 tl.	150 tl.	300 tl.
1 minute....	25.00	23.75	22.50	21.25	20.00
Chain break	18.00	17.10	16.20	15.30	14.40

CLASS "B"

(7:59 a.m. to 5:59 p.m. week days; before 12:00 noon Sundays)

1 minute....	12.50	11.87	11.25	10.62	10.00
Chain break	9.00	8.55	8.10	7.65	7.20

CLASS "C"

(After 11:01 p.m. and before 7:59 a.m.)

1 minute....	8.00	7.60	7.20	6.80	6.40
Chain break	6.00	5.70	5.40	5.10	4.80

Run of Schedule Announcements
Six times weekly, 75 words maximum:

	Per week		
1 week.....	Class "A"	Class "B"	Class "C"
13 weeks.....	75.00	37.50	25.00
26 weeks.....	71.25	35.62	23.75
39 weeks.....	67.50	33.75	22.50
52 weeks.....	63.75	31.87	21.25

TRANSCRIPTIONS

Facilities and personnel available to produce any desired type of transcription—rates on request.

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.
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. turntables for vertical and lateral recordings.

Personnel

President—John Elmer.
General Manager—George H. Roeder.
Representatives—Free & Peters, Inc.

WFBR

(Established 1923)

Rates effective September 1, 1943. (Card No. 16.)
Owned and operated by Baltimore Radio Show, Inc. Business Office and Main Studio—Radio Centre, 10 E. North Ave., Baltimore 2, Md., Mulberry 1300.
Transmitter—701 Waterview Ave., Westport, Md.

Wave—Power—Time

Operating power—5,000 watts.
230.8 meters; 1300 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see Mutual Broadcasting System and Maryland All-Home Network.
The following rates are for national advertising and include music copyright fees.

CLASS "A"

(7:00 p.m. to 10:30 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	Chain Break
1 time....	300.00	180.00	120.00	60.00	40.00	28.00
13 times....	285.00	171.00	114.00	57.00	38.00	26.60
26 times....	270.00	162.00	108.00	54.00	36.00	25.20
39 times....	255.00	153.00	102.00	51.00	34.00	23.80
52 times....	240.00	144.00	96.00	48.00	32.00	22.40
104 times....	225.00	135.00	90.00	45.00	30.00	21.00
156 times....	210.00	126.00	84.00	42.00	28.00	19.60
208 times....	195.00	117.00	78.00	39.00	26.00	18.20
260 times....	180.00	108.00	72.00	36.00	24.00	16.80
312 times....	165.00	99.00	66.00	33.00	22.00	15.40
624 times....	150.00	90.00	60.00	30.00	20.00	14.00

(This listing continued on next page)



Music **ON A DUSTY SHELF CANNOT BE HEARD!**

The next time you hear Schubert's immortal Unfinished Symphony remember it laid in oblivion on a dusty shelf for over forty years.

Then one day it was discovered and played before an audience. Immediately it was recognized as a masterpiece.

Which indicates that even genius must be heard before it can be appreciated.

This same thought applies to radio. The most compelling "commercial" spoken into a microphone would be a waste of breath if there were no listeners at the receiving end.

Your selling story, spoken into a WCBM microphone is certain to reach a profitable proportion of the Baltimore market, for listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit

John Elmer President Free & Peters, Inc. Exclusive National Representatives George H. Roeder General Manager

MARYLAND—Continued

BALTIMORE—Continued W F B R—Continued

Table with columns for time slots (1 time, 13 times, 26 times, etc.), rates, and chain breaks. Includes CLASS 'B' (6:00 p.m. to 7:00 p.m. and 10:30 p.m. to 11:00 p.m. daily) and CLASS 'C' (9:00 a.m. to 6:00 p.m. daily).

Table with columns for time slots, rates, and chain breaks. Includes CLASS 'D' (6:00 a.m. to 9:00 a.m. and 11:00 p.m. to sign-off) and CLASS 'E' (sign-off).

Table with columns for time slots, rates, and chain breaks. Includes CLASS 'F' (sign-off) and CLASS 'G' (sign-off).

Contracts for one minute or less may not be combined with contracts for five minutes or more.

SPECIAL FEATURES

Participating musical programs: "Morning in Maryland"—6:00 a.m. to 9:00 a.m., Monday through Saturday. Run of schedule. Recordings and time.

Table with columns for participation discounts, rates, and chain breaks. Includes DISCOUNTS and SERVICE FACILITIES.

ELECTRICAL TRANSCRIPTIONS

Details on request. Libraries available—rates and details on request.

TALENT

Rates on request. REMOTE CONTROL Equipment available—details on request.

SERVICE FACILITIES

Merchandising department available—details on request.

Closing 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 turntables for lateral and vertical cut recordings.

Personnel

President—Robert S. Maalin, Sr. Director of National Sales—Andrew H. Hilsgrtner.

WITH (Established 1941)

Rates effective August 15, 1943. (Card No. 3.) Owned and operated by Maryland Broadcasting Co. Business Office and Studio—E. Lexington St., Baltimore, Md., Lexington 7808.

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 and include music copyright fees.

Table for CLASS 'A' (6:00 p.m. to 10:30 p.m.) with columns for time slots, rates, and chain breaks.

Table for CLASS 'B' (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) with columns for time slots, rates, and chain breaks.

SPECIAL FEATURES Night Owl Club—12:00 midnight to 6:00 a.m. (100 words) announcements: Run of schedule: 2.00 Fixed position: 2.50

ELECTRICAL TRANSCRIPTIONS

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

REMOTE CONTROL

Facilities subject to extra charge for line and mechanical costs.

TALENT

Rates on request. Closing Time Copy must be in one week before broadcast.

Mechanical Program Equipment

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

Personnel

Pres. & Gen'l Mgr.—Thomas Tinsley. Commercial Manager—R. W. Hardy.

CUMBERLAND (Allegany County)

WTBO (Established 1928)

Rates effective January 1, 1944. (Card No. 3.) Operated by the Associated Broadcasting Corporation.

Business Office and Studio—Commercial Bank Bldg., Cumberland, Md., Cumberland 298.

Transmitter—Fort Hill, Md., 1-1/2 miles southeast of Cumberland.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles.

Licensed to operate full time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. Charges for facilities due and payable on presentation. Invoices rendered monthly.

General Advertising

For combination rates see National Broadcasting Company (Basic Supplementaries).

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

Table for CLASS 'A' (6:00 p.m. to 10:30 p.m.) with columns for time slots, rates, and chain breaks.

CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

Table for CLASS 'B' with columns for time slots, rates, and chain breaks.

SPECIAL FEATURES

Woman's Participation Program: 11:15 a.m. to 11:30 a.m., Monday through Friday. Fashion, homemaking, health, etc., 150 words, per week 45.00; no frequency discounts.

POLITICAL

RECORDED PROGRAMS Transcription library service available—details on request.

TALENT

Rates on request. REMOTE CONTROL Facilities available for remote broadcasts. Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

SERVICE FACILITIES

Merchandising services details on request. 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 turntables for lateral and vertical cut recordings.

Personnel

Pres. & Gen'l Mgr.—Aurelia S. Becker. Representatives Spot Sales, Inc.

FREDERICK (Frederick County)

W F M D (Established 1936)

Rates effective November 1, 1944. Owned and operated by Monocacy Broadcasting Corp. Studio—Winchester Hall, Frederick, Md., Frederick 1626-7.

Other Studios—Westminster, Md., and Hanover, Pa. Transmitter—Jefferson Pike.

Wave—Power—Time Operating power—500 watts. 322.6 meters; 930 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station facilities; cash discount none.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

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

Table for CLASS 'A' (5:30 p.m. to 10:00 p.m.) with columns for time slots, rates, and chain breaks.

CLASS 'B' (Sign-on to 5:30 p.m. and 10:00 p.m. to sign-off)

Table for CLASS 'B' with columns for time slots, rates, and chain breaks.

SPECIAL FEATURES

News service, time signals, sports, homemakers—rates on request.

POLITICAL

Charged at regular rates. Time to be allotted by station.

TRANSCRIPTIONS

Transcribed broadcasts charged at regular rate. No handling charge is made on transcriptions.

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 request.

REMOTE CONTROL

Facilities for remote control broadcasts available, including portable relay transmitter.

SERVICE FACILITIES

Services of continuity, program, production and publicity departments are available.

Closing Time

All contracts should be closed one week in advance of broadcasts to insure proper publicity.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables with vertical and lateral pick-ups.

Personnel

President—Laurence Leonard. Commercial Manager—William E. Hardy.

Representatives

Howard H. Wilson Company.

HAGERSTOWN (Washington County)

W J E J (Established 1932)

Rates effective July 1, 1944. Managed and operated by Hagerstown Broadcasting Company, Inc.

Business Office and Studio—Franklin Court, Hagerstown, Md.

Transmitter—Carroll Heights, Hagerstown, Md.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles.

Licensed to operate unlimited time. Operates on Eastern War Time.

Operating schedule: 7:00 a.m. to 3:00 a.m.

Agency Commission

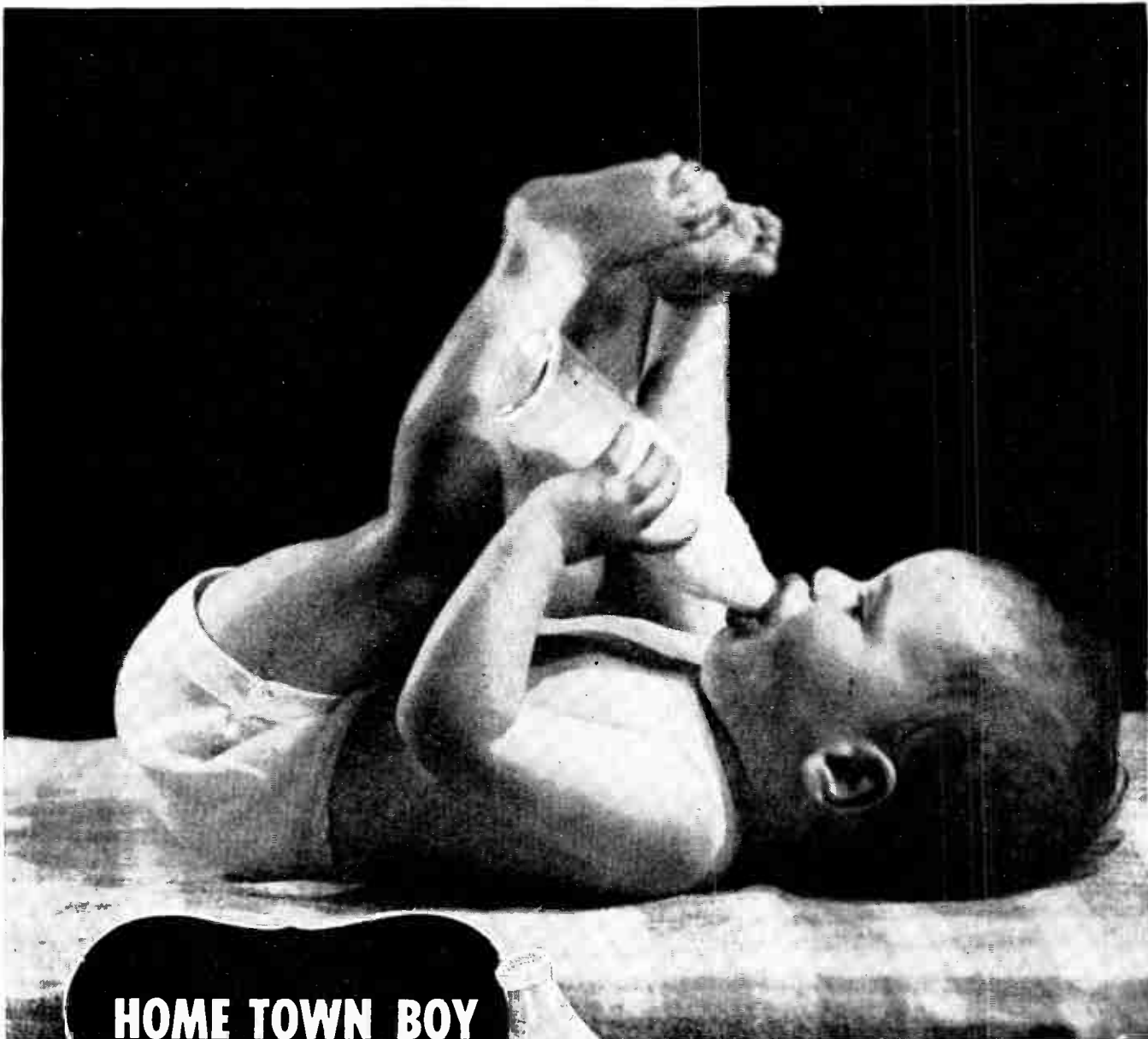
15% to recognized advertising agencies, with settlement within 30 days; no cash discount. No commission on talent.

General Advertising

For combination rates see Mutual Broadcasting System and Maryland All-Home Network.

Table for CLASS 'A' (6:00 p.m. to 10:00 p.m.) with columns for time slots, rates, and chain breaks.

(This listing continued on page 146)



**HOME TOWN BOY
MAKES GOOD**



**...or how to win the
Baltimore market!**

Remember 1936? A second term and nine years ago. That's when Cloverland Farms Dairy* started on Baltimore's Big Home Town Station WFBR. It was natural that the Cloverland people—home town boys who grew from small beginnings to Baltimore's biggest independent dairy—should turn to WFBR.

Since then Cloverland has consistently been on WFBR in programs of their own or on WFBR's specials—such as Club 1300. Right now they have

the 5 minute news period on Club 1300 six days a week at 11 A.M.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if *you* want to know what to buy in Baltimore . . . buy what the *successful* home town boys have *always* bought and are buying today . . . W . . . F . . . B . . . R . . .

*Agency: Katherine H. Mahool, Advertising

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN ELAIR & CO.

WFBR

MARYLAND—Continued

HAGERSTOWN—Continued

W J E J—Continued

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

Table with columns for time (hr., 1/2, 1/4, 10, 5, min.), rate, and other details for W J E J.

(*) One minute (100 words).

(†) Chain break.

(‡) Fifty words.

SPECIAL FEATURE ANNOUNCEMENTS

Early Bird—7:00 a.m. to 9:00 a.m. Morning Market Basket—9:00 a.m. to 9:15 a.m. Shoppers Guide—M-d, 4:45 p.m. to 12:00 noon. Super Chat—5:00 p.m. to 5:30 p.m. Organ Serenade—8:00 p.m. to 8:30 p.m. Other Special Features: Market Reports, Sports News, Time Signals, Farm and Home Periods.

RECORDINGS AND TRANSCRIPTIONS

Library service available—details on request. Regular time charges apply to recorded programs—not restricted to certain hours.

REMOE CONTROL

Arrangements can be made for any remote control broadcast desired. Short wave transmitter available. Merchandising service available.

SERVICE FACILITIES

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

PERSONNEL

General Manager—Grover C. Crilly. Representatives None.

SALISBURY

(Wicomico County)

WB OC

Rates effective January 1, 1942. Owned and operated by the Peninsula Broadcasting Company. Business Office and Studio—Radio Park, U. S. Route 13, Salisbury, Md. Telephone 2480. Transmitter—One mile north of Salisbury, Md. Wave—Power—Time: Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sundays 8:30 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:15 p.m.

AGENCY COMMISSION

15% to recognized advertising agencies on station time only; no cash discount. Bills rendered weekly (on Thursday) or monthly.

GENERAL ADVERTISING

For combination rates see Mutual Broadcasting System, Maryland All-Home Network and Atlantic Coast Network (Supplementary Stations). The following rates are for national advertising. (6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

Table with columns for time (hr., 1/2, 1/4, 10, 5, min.), rate, and other details for Salisbury.

ANNOUNCEMENTS

Announcements of 110 words same rate as one minute; 50 words same rate as 1/2 minute. Additional discount of 5% on 12 or more spot announcements per week. Additional discount of 10% on five or more programs per week.

SPECIAL FEATURES

Sunrise Patrol—7:00 a.m. to 9:00 a.m. Newscaas—Lesser wire service and local area news programs are available individually or in combination of two in 5, 10 or 15 minute periods.

POLITICAL

One time rates apply; no discounts. Payments required in advance.

TRANSCRIPTIONS

Transcription library available—rates on request. Programs of various types available—rates on request.

REMOE CONTROL

Facilities for remote control broadcasts available. Subject to additional charges for line and mechanical costs.

CLOSING TIME

Contracts close one week in advance of broadcast; announcement copy and transcriptions 48 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. double turntables for vertical and lateral cut recordings.

PERSONNEL

General Manager—Charles J. Truitt. Representatives None.

MASSACHUSETTS

BOSTON

WB Z and WB Z A

(Suffolk County)

(Established 1921)



Rates effective March 15, 1944. (Card No. 8-A.) Owned and operated by Westinghouse Radio Stations, Inc. Business Office—275 Tremont St., Boston, Mass., Hancock 4261. Studio—WBZ, Hotel Bradford, Boston; WBZA, Hotel Kimball, Springfield, Mass. Transmitter—WBZ, Hull, Mass.; WBZA, East Springfield, Mass.

Wave—Power—Time: Stations WBZ and WBZA are operated synchronously and simultaneously. Operating power—WBZ, 50,000 watts; WBZA, 1,000 watts. 291.5 meters; 1030 kilocycles. Licensed to operate full time on national cleared channel. Operates on Eastern War Time. Operating schedule: Sundays, 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

AGENCY COMMISSION: 15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

GENERAL ADVERTISING: For combination rates see National Broadcasting Company (Basic Network) and New England Regional Network (Basic Stations). Commitments made prior to the effective date of rate card will be completed at the rate called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after March 15, 1944, at rates on the card for the unexpired portion of such commitments on the effective date of such new contracts.

CLASS "A" (6:00 p.m. to 10:30 p.m.): 1 hour \$500.00, 1/2 hour \$300.00, 1/4 hour \$200.00, 10 minutes \$167.00, 5 minutes \$100.00.

CLASS "B" (12:00 noon to 6:00 p.m. Sundays): 1 hour \$75.00, 1/2 hour \$25.00, 1/4 hour \$15.00, 10 minutes \$12.50, 5 minutes \$7.50.

CLASS "C" (10:30 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m. exclusive of Sunday afternoon): 1 hour \$250.00, 1/2 hour \$150.00, 1/4 hour \$100.00, 10 minutes \$84.00, 5 minutes \$50.00.

CLASS "D" (12:00 midnight to 9:00 a.m.): 1 hour \$167.00, 1/2 hour \$100.00, 1/4 hour \$67.00, 10 minutes \$58.00, 5 minutes \$40.00.

DISCOUNTS AND REBATES: Applicable only to rates for local broadcasting listed under Class "A," "B," "C," and "D." Weekly Dollar Volume Discounts: Less than 100.00 weekly None, 100.00 or more but less than 200.00 weekly 2-1/2%, 200.00 or more but less than 300.00 weekly 5%, 300.00 or more but less than 400.00 weekly 7-1/2%, 400.00 or more but less than 500.00 weekly 10%, 500.00 or more but less than 600.00 weekly 12-1/2%, 600.00 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: 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. An expansion of the same series or the substitution of a new series representing an increased weekly expenditure shall be entitled to the rebates established by the original series provided there is no lapse, otherwise each additional series shall establish separate rebate years.

INTERRUPTIONS OF A SERIES: 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 Class "A," "B," "C," and "D," 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 PROGRAMS

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 may be combined with cooperative program participations to earn lower frequency rates. Announcement service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues. Station break announcements excluded from foregoing.

Table with columns for time (6:00 p.m. to 10:30 p.m.), rate, and other details for announcements.

STATION BREAK ANNOUNCEMENTS: Live announcements limited to 25 words or less. Transcribed announcements limited to 15 seconds or less. 6:00 p.m. to 10:30 p.m., net \$50.00. 7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight, net \$25.00. 12:00 midnight to 7:00 a.m., net \$20.00.

COOPERATIVE FEATURE: Home Forum—Mildred Carlson—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. Transcriptions not accepted.

PER PARTICIPATION: 10 ti. 25 ti. 50 ti. 100 ti. 200 ti. 300 or more times.

SPECIAL FEATURES

WBZ Farm Hour—6:00 a.m. to 7:00 a.m., Monday through Saturday: 1 ti. 10 ti. 25 ti. 50 ti. 100 ti. 200 ti. 300 or more times.

TRANSCRIPTIONS

Accepted at regular rates. REMOTE CONTROL: Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

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 staff announcer, or except where a fee is required by any governing labor organization.

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 turntables.

PERSONNEL

General Manager—C. S. Young. Sales Manager—C. Herbert Masse.

REPRESENTATIVES

National Broadcasting Company, Inc.

WCOP

(Established 1935)



Rates effective January 1, 1945. (Card No. 5.) Owned and operated by Massachusetts Broadcasting Corporation. Business Office and Studio—Copley Plaza Hotel, Boston 16, Mass., Commonwealth 1717. Transmitter—Brighton, Mass. Wave—Power—Time: Operating power—500 watts. 260.9 meters; 1150 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

AGENCY COMMISSION: 15% to recognized agencies on net station time; no cash discount. No commission on talent. Bills due and payable 10th of the following month. GENERAL ADVERTISING: Rates include music copyright fees.

Table with columns for time (6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays), rate, and other details for WCOP.

CLASS "C" (10:30 p.m. to 8:00 a.m. daily): 1 hour \$80.00, 1/2 hour \$48.00, 1/4 hour \$32.00, 10 minutes \$28.00, 5 minutes \$18.00.

ANNOUNCEMENTS: CLASS "A" (6:00 p.m. to 10:30 p.m.): 1 time \$15.00, 13 times \$13.50, 26 times \$13.50, 52 times \$12.75, 104 times \$12.00.

(This listing continued on page 148)

"Want Boston at breakfast?"

HUM & STRUM will deliver it to you, via the "Commuters' Special" over WCOP.

HUM & STRUM are New England's most famous harmony duo. For twenty years, over all major stations, they've built a terrific following in Boston with song and patter, piano and ukelele.

HUM & STRUM have just won new laurels on an overseas trip; they wowed GI's in hospitals, recreation centers and at the battlefronts.

HUM & STRUM are now conductors on "The Commuters' Special" featuring the boys with music, patter, news, weather and time over WCOP every morning Monday through Saturday from 7:30 to 8:00 and from 8:30 to 9:00.

Publicity and newspaper ads are sewing up new and greater audiences. Participations are available in one-, five-, ten- or fifteen-minute units. Every one of them will cash in on the buying decisions which are made at Boston breakfast tables!

For humming sales get aboard the "Commuters' Special" with

HUM & STRUM

**Every morning Monday through Saturday
from 7:30 to 8:00 A.M. and
8:30 to 9:00 A.M.**

NEW TO THE **BLUE** JUNE 15th

WCOP Boston

A **COWLES** STATION

Costs and availabilities through any Katz office



MASSACHUSETTS—Cont'd

BOSTON—Continued
W C O P—Continued

Table with 2 columns: Time (1 time, 13 times, 26 times, 52 times, 104 times) and Rate (9.00, 8.40, 7.80, 7.20, 6.60)

Rates effective June 15, 1945. (Card No. 6.)
Card issued December 15, 1944.
Card received December 18, 1944.

General Advertising
If, for any period subsequent to June 15, 1945, station W C O P operates at 500 watts power, charges for such period will be computed at 85% of the following rates.

Table for CLASS 'A' and CLASS 'B' advertising rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'C' advertising rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for SPECIAL FEATURES advertising rates. Columns include frequency (6 times weekly, 13 wks, 26 wks, 39 wks, 52 wks) and rates.

Table for POLITICAL advertising rates. Columns include rates on request and remote control transcription rates.

Table for SERVICE FACILITIES advertising rates. Columns include rates for production department, announcing staff, and technical staff.

Contract and Other Requirements
Rates are for station time only.
Maximum length of contract 52 weeks. Discounts are retroactive as earned. All programs must conform to station's standards. Copy prepared by advertiser must have station's approval in advance. Right reserved to refuse or discontinue any program or announcement schedule. All programs subject to change of time upon 56 days' notice. 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 turntables for vertical and lateral cut recordings.

Personnel
Vice-President—Craig Lawrence.
General Manager—A. N. Armstrong, Jr.
Commercial Manager—Paul Belatro.
Representative The Katz Agency, Inc.

WEEI (Established 1924)



Rates effective August 20, 1944. (Card No. 18.)
Owned and operated by the Columbia Broadcasting System.
Business Office and Studio—182 Tremont St., Boston 12, Mass., Hubbard 3923.
Other Studios—Herald-Traveler Bldg., Boston, Mass.
Transmitter—Medford, Mass.

Wave—Power—Time
Operating power—5,000 watts.
508.2 meters; 590 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:05 a.m.; week days 5:30 a.m. to 1:05 a.m.

Agency Commission
15% for station time; no cash discount. Bills rendered weekly.
General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).
Length of commercial copy:
Programs: 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute.
News: 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute.

GENERAL BROADCASTING TIME RATES
Without Talent
Net time rate after deduction of all applicable discounts.
Per week rates apply within any seven consecutive days. Weekly rates based on consecutive weeks of uninterrupted broadcasting.

Table for CLASS 'A' and CLASS 'B' general broadcasting time rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'C' general broadcasting time rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'D' general broadcasting time rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'E' general broadcasting time rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'F' general broadcasting time rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table with 6 columns: Per week (1 day, 2 days, 3 days, 4 days, 5 days, 6 days) and rates for various durations (1-104 times).

Table for CLASS 'E' advertising rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'F' advertising rates. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

ANNOUNCEMENTS
All announcements under Classes "A," "B," "C," "D," and "E," regardless of their length or cost, may be combined for weekly frequency discounts providing they are computed on the basis of days per week usage and not times per week usage.

Table for CLASS 'A' announcements. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'B' announcements. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'C' announcements. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'D' announcements. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

Table for CLASS 'E' announcements. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min, 1 minute) and rates for various durations (1-104 times).

(This listing continued on next page)

BOSTON—Continued
W E E I—Continued

shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned. In accordance with interpretation of Rate Card 18.

PARTICIPATING ANNOUNCEMENT PROGRAMS

Hands Across the Caribbean—Monday through Saturday (daytime):

	Per week					
	1 day	2 days	3 days	4 days	5 days	6 days
One minute live or transcribed participations	32.50	65.00	87.75	117.00	146.25	156.00
Melody in the Sky—Monday through Saturday (daytime):						
One minute live or transcribed participations	32.50	65.00	87.75	117.00	146.25	156.00

Caroline Cabot Shopping Service—Monday through Saturday morning:

One minute live or transcribed participations	29.00	40.00	54.00	72.00	90.00	96.00
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Good Morning Ladies—Monday through Saturday morning:

One minute live or transcribed participations	32.50	65.00	87.75	117.00	146.25	156.00
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Food Fair—Monday through Saturday morning:

One minute live or transcribed participations	50.00	100.00	135.00	180.00	225.00	240.00
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Five O'Clock Follies—late afternoon—Monday through Saturday:

One minute live or transcribed participations	32.50	65.00	87.75	117.00	146.25	156.00
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One minute live or transcribed participations

	47.50	65.00	128.25	171.00	213.75	228.00
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(1) In program featured between 6:00 p.m. to 7:00 p.m. nightly when available.

ANNOUNCEMENT PACKAGES

Announcement packages cannot be combined with other services. Twenty-one station breaks per week, 50 words or less in Class "C," "D" and "E" are subject to 25% additional special discount from rates after deducting applicable discounts.

DISCOUNTS

Application of Discounts

Programs and announcements may not be combined for any discount purposes. However, except as noted under weekly frequency discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasting of special events of importance will not affect discounts. All discounts apply to time charges only. Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. Where more than one time classification is used for programs, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

- (1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week).
- (2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.
- (3) Deduct consecutive weeks discount if applicable.

Weekly Frequency Discounts

Weekly frequency discounts on mixed station time: When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification or in units of unequal cost, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

Example 2: An advertiser buys three 60 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday, the rate is then the six day rate for the Class "A" periods (20% from the gross) and the three day rate for the Class "B" periods (10% from the gross).

Weekly Dollar Volume Discount

Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discount on all broadcasting at General Broadcasting Time Rates or Announcements running concurrently. Contracted value of time at gross rates:

Less than 235.00 weekly	None
235.00 or more but less than 395.00 wkly	2-1/2%
395.00 or more but less than 550.00 wkly	5%
550.00 or more but less than 710.00 wkly	7-1/2%
710.00 or more but less than 865.00 wkly	10%
865.00 or more but less than 1,025.00 wkly	12-1/2%
1,025.00 or more weekly	15%

Discounts for Consecutive Weeks

Discounts for consecutive weeks of broadcasting applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable Dollar Volume Discount, if any.

Less than 26 weeks	None
26 to 51 weeks	5%
52 weeks	10%

SPECIAL FEATURES

News: Leased wire service available—rates on request.

TRANSCRIPTIONS

Accepted at regular rates.

Instantaneous Reference Recordings

5 minutes, net	5.00
10 minutes, net	8.00
15 minutes, net	10.00
30 minutes, net	17.50

Current ruling of the American Federation of Musicians makes it impossible to record musical programs.

TALENT

Program ideas, lists of talent and rates on request. Musicians and special announcer costs—rates on request.

REMOTE CONTROL

Programs originating outside of the studios are subject to special charges.

SERVICE FACILITIES

The station is equipped with facilities and personnel to prepare and announce any type of program desired by the advertiser and will furnish program ideas, talent and prices on request.

Mechanical Program Equipment

Equipped to handle programs by electrica. transcription, using 33-1/2 and 78 r.p.m. double turntables.

Personnel

General Manager—Harold E. Fellows.
Sales Manager—Kingsley F. Horton.

Representatives

Radio Sales.

WHDH

(Established 1929)

Rates effective February 1, 1945. (Card No. 31-E.)

Owned and operated by Mitheson Radio Co., Inc.
Business Office and Studio—Hotel Touraine, Boston, Mass., Hancock 0900.

Transmitter—Saugus, Mass.

Wave—Power—Time

Operating power—5,000 watts.
352.9 meters; 850 kilocycles.

Licensed to operate on clear channel. Operates on Eastern War Time.

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

Agency Commission

15% to recognized advertising agencies, provided bills are paid when rendered; no cash discount commission does not apply on talent.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

GROSS RATES FOR STATION TIME

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

	Per week					
	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
58-1/2 min	380.00	722.00	1060.00	1388.00	1663.00	1938.00
28-1/2 min	228.00	433.00	638.00	821.00	998.00	1163.00
13-1/2 min	152.00	289.00	424.00	547.00	665.00	775.00
8-1/2 min	114.00	217.00	313.00	410.00	499.00	581.00
3-1/2 min	76.00	144.00	212.00	274.00	333.00	388.00

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)

58-1/2 min	190.00	361.00	530.00	684.00	831.00	969.00
28-1/2 min	114.00	217.00	313.00	410.00	499.00	581.00
13-1/2 min	76.00	144.00	212.00	274.00	333.00	388.00
8-1/2 min	57.00	108.00	153.00	205.00	249.00	291.00
3-1/2 min	38.00	72.00	105.00	137.00	166.00	194.00

(After 11:30 p.m. and before 9:00 a.m.)

58-1/2 min	120.00	228.00	333.00	422.00	525.00	612.00
28-1/2 min	72.00	136.00	199.00	259.00	315.00	367.00
13-1/2 min	48.00	91.00	133.00	172.00	210.00	244.00
8-1/2 min	36.00	68.00	99.00	129.00	157.00	183.00
3-1/2 min	24.00	45.00	66.00	86.00	105.00	122.00

Weekly Dollar Volume Discount

Dollar Volume Discounts do not apply against the rates for announcements.

(This listing continued on next page)

IN Boston IT'S
WHDH
850 on Your Radio Dial
5000 WATTS

MASSACHUSETTS — Cont'd

BOSTON—Continued
W H D H—Continued

In cases where an advertiser uses announcements and, in addition thereto, periods of station time, the rate of Weekly Dollar Volume Discount shall be determined by the gross weekly billing for announcements plus the gross weekly billing for such periods of station time, but the Weekly Dollar Volume Discount shall apply only against the billing for periods of station time.

Value Per Week of Station Time at Gross Rates	None
Less than 200.00	None
200.00 or more but less than 400.00	10%
400.00 or more but less than 600.00	15%
600.00 or more but less than 800.00	20%
800.00 or more but less than 1,000.00	25%
1,000.00 or more	30%

Discounts for Consecutive Weeks
Discounts for consecutive weeks of broadcasting, applicable only to rates listed under "Gross Rates for Station Time" after deducting applicable Dollar Volume Discounts, if any, but not applicable to announcements.

Less than 13 weeks	None
13 to 25 weeks	10%
26 to 52 weeks	15%

Special Discount
On contracts for 52 weeks of consecutive broadcasting non-cancellable on the part of the advertiser or agency, a 10% discount on the net amount remaining after all other applicable discounts have been deducted, will be allowed.

ANNOUNCEMENTS
(6:00 p.m. to 10:30 p.m.)
Consecutive times

	1-25	26-51	52-155	156-207	208 or more
1 minute or less, each	38.00	36.10	35.15	33.25	32.30
(Before 6:00 p.m. and after 10:30 p.m.)					
1 minute or less, each	19.00	18.05	17.55	16.60	16.15

SPECIAL FEATURES
Participating programs, sponsorship of time signals and other programs—rates on request.
Certain special features—no time discounts allowed.

POLITICAL
Rates on request.
REMOTE CONTROL
Programs originating outside of studios—rates on request.

Personnel
Manager—Ralph G. Matheson
Representatives
Spot Sales, Inc.

W M E X
(Established 1934)



Rates effective December 1, 1940. (Card No. 4.)
Owned and operated by Northern Corporation.
Business Office and Studio—70 Brookline Ave., Boston 15, Mass., Commonwealth 3900.
Transmitter—Quincy, Mass.
Wave—Power—Time
Operating power—5,000 watts.
198.7 meters; 1510 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.

Operating schedule: Sunday 9:00 a.m. to 12:00 midnight; week days 7:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on program or line charges. Bills payable when rendered.

General Advertising CLASS "A"
(6:00 p.m. to 12:00 midnight)

1 hour	250.00
3/4 hour	200.00
1/2 hour	150.00
1/4 hour	100.00
10 minutes	75.00
5 minutes	50.00

CLASS "B"
(1:00 p.m. to 6:00 p.m. Sundays)

1 hour	188.00
3/4 hour	150.00
1/2 hour	112.00
1/4 hour	76.00
10 minutes	56.00
5 minutes	37.00

CLASS "C"
(7:30 a.m. to 6:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sundays)

1 hour	125.00
3/4 hour	100.00
1/2 hour	75.00
1/4 hour	50.00
10 minutes	37.50
5 minutes	25.00

Rebates
Interruptions in schedule caused by station will not prejudice the rebate an advertiser would otherwise earn.

FREQUENCY DISCOUNTS
Not applicable to Announcements

13 times	5%	100 times	20%
26 times	7%	250 or more times	25%
52 times	15%		

ANNOUNCEMENTS
Frequency discounts do not apply to the following announcement rates:

	1 tl.	26 tl.	52 tl.	(†)
100 words preceding or following news periods	10.00	9.00	7.50	6.50
30 words cut-in between programs	8.00	7.50	7.00	5.50
125 words or 1 minute transcription	9.00	8.50	8.00	6.50
100 words with time signal or weather report	12.50	11.50	10.50	8.50
30 words with time signal or weather report (Before 6:00 p.m.)	9.00	8.50	8.00	6.50
100 words preceding or following news periods	8.00	7.00	6.50	5.50
30 words cut-in between programs	6.00	5.50	5.00	4.00
125 words or 1 minute transcription	7.00	6.50	6.00	4.50
100 words with time signal or weather report	10.00	9.00	8.50	6.50
30 words with time signal or weather report	7.00	6.50	6.00	4.50
(†) 100 or more times				

SERVICE FACILITIES
Services of program department, staff announcers and staff engineers are included without charge on all studio programs unless a particular announcer is specified. Use of pipe organ 5.00 per broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel
Sales Mgr. & Prom. Dir.—Wm. S. Pote.
Representatives
Joseph Hershey McGilvra, Inc.

W N A C
(Established 1922)

Rates effective July 1, 1944. (Card No. 12.)
Owned and operated by The Yankee Network.
Business Office—21 Brookline Ave., Boston 15, Mass.
Studios—21 Brookline Ave., Boston, Mass., Commonwealth 0800.
Montclair, Quincy, Mass.

Wave—Power—Time
Operating power—5,000 watts.
238.1 meters; 1260 kilocycles.
Licensed to operate on cleared regional channel. Operates on Eastern War Time.
Operating schedule: 19 hours daily.

Agency Commission
15% on net station time to recognized advertising agencies; no cash discount. Charges for facilities payable immediately after each broadcast.

General Advertising
For combination rates see Mutual Broadcasting System and Yankee Network.
Actual time is: 1 hour, 59:20 minutes; 3/4 hour, 44:20 minutes; 1/2 hour, 29:20 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes.
The following rates are for both local and national advertising and include music copyright fees.

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

1 hour	440.00
3/4 hour	352.00
1/2 hour	264.00
1/4 hour	176.00
5 minutes	88.00

(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays, and 10:30 p.m. to 12:00 midnight daily)

1 hour	220.00
3/4 hour	176.00
1/2 hour	132.00
1/4 hour	88.00
5 minutes	44.00

(1:00 p.m. to 6:00 p.m. Sundays)

1 hour	330.00
3/4 hour	264.00
1/2 hour	198.00
1/4 hour	132.00
5 minutes	66.00

(This listing continued on next page)

24th Year!

For the 24th Year exclusively over

W N A C

and its Yankee Network stations:

PLAY-BY-PLAY

National and American League

BASEBALL

Boston Braves

Boston Red Sox

Co-sponsored (1945 Season) by

The Atlantic Refining
Company

The Narragansett Brewing
Company

Another "Yankee Partnership for 1945"

W N A C

KEY STATION OF THE YANKEE NETWORK

Represented Nationally by Edward Petry & Co., Inc.

FALL RIVER—Continued
W S A R—Continued

FOREIGN LANGUAGE PROGRAMS
French, Portuguese and Polish Translation from English to the respective foreign language requested included in rate.

100-150 word announcement, each participation 10.00
DISCOUNTS
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%

TRANSCRIPTIONS
Regular station time charges apply.
TALENT
Rates on request.

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

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

Closing Time
Closing date for inclusion in general publicity and printed announcements is three weeks before broadcast.

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

Personnel
President—Melvin Lahr.
Representatives
Headley-Reed Company.

FITCHBURG
(Worcester County)
WEIM
(Established 1941)

Rates effective March 15, 1944. (Card No. 2.)
Owned and operated by Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers.
Business Office and Studio—717 Main St., Fitchburg, Mass.
Transmitter—One mile from center of Fitchburg, Mass.

Wave—Power—Time
Operating power—250 watts.
225.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 16 hour; week days 17 hours.

Agency Commission
15% to recognized agencies on station time only; cash discount none. Bills rendered weekly, due weekly.

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

Table with columns for CLASS 'A' and CLASS 'B' rates for 1, 1/2, 1/4 hour and 5 minutes durations.

WEEKLY FREQUENCY RATES

Table showing weekly frequency rates for CLASS 'A' and CLASS 'B' with columns for duration, days, and rates.

ANNOUNCEMENTS
Rates per announcement based on volume used in 12 month period. All types of announcements combined to compute volume.

Table with columns for CLASS 'A' and CLASS 'B' rates for 1/2 min and 1 min durations.

SPECIAL FEATURES
News: Leased wire service available; no service charge.
'The 1340 Club'—Monday through Saturday from 10:00 a.m. to 12:00 noon.

'To the Ladies'—Monday through Friday from 9:30 a.m. to 10:00 a.m.

POLITICAL
Political programs accepted at one time rates.
TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists, to be paid in advance by advertiser when required. Extra charges not subject to agency commission.

TALENT
Rates on request.
SERVICE FACILITIES
Merchandising department available to advertisers at cost. Services of production department at no extra cost.

Closing Time
Contracts close two weeks in advance of first broadcast if program is to be included in publicity notices.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—Earle Clement.
Commercial Manager—Mort Silverman.
Representatives
The Walker Company.

GREENFIELD
(Franklin County)
WHAI
(Established 1938)

Rates effective January 15, 1939. (Card No. 8.)
Owned and operated by John W. Haigis.
Business Office and Studio—Mansion House, Greenfield, Mass., Greenfield 4301.
Transmitter—Greenfield, Mass.

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

Agency Commission
15% to recognized advertising agencies on net station time; no cash discount. Charges for facilities payable immediately after each broadcast. No commission or discounts on talent or line charges.

General Advertising
For combination rates see Yankee Network and Mutual Broadcasting System.
The following rates are for national advertising and include music copyright fees.

Table with columns for CLASS 'A' and CLASS 'B' rates for 1, 1/2, 1/4 hour and 5 minutes durations.

ANNOUNCEMENTS
(8:00 p.m. to 11:00 p.m. daily)
100 words, before or after News Service..... 6.00
125 words, participating programs..... 5.00
30 words, station breaks..... 4.00

(1:00 p.m. to 6:00 p.m. Sundays)
100 words, before or after News Service..... 4.50
125 words, participating programs..... 3.75
30 words, station breaks..... 3.00

(All other time)
100 words, before or after News Service..... 3.00
125 words, participating programs..... 2.50
30 words, station breaks..... 2.00

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.
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%

SPECIAL FEATURES
Yankee Network News Service, four times daily.
Spice Box: 10:00 a.m. to 10:30 a.m. week days.
11's Time to Dance: 1:30 p.m. to 3:00 p.m. week days.
News: Leased wire services available; no service charge.

TRANSCRIPTIONS
Regular time charges apply to recorded programs.

REMOTE CONTROL
Arrangements can be made for any reasonable remote control broadcast, provided cost of lines, equipment, traveling expenses, etc., are paid by the advertiser when required in advance.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
Rates are for the facilities of the station only; talent is extra. Preferred positions governed by priority and availability on contract basis. No blanket contracts accepted. No contract accepted for longer than one year.

Closing Time
Closing date is 14 days in advance of service if program is to be included in publicity releases.

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

Personnel
Mgr. & Com'l Mgr.—H. W. Nichola.
Representatives
Boston—Bertha Bannan.
Boston—New England Radio Advertising Co.
Burn-Smith Company, Incorporated.

HOLYOKE
(Hampden County)
WHYN
(Established 1941)

Rates effective August 1, 1942. (Card No. 2.)
Owned and operated by the Hampden-Hampshire Corp.
Studio—South Hadley Falls, Mass.
Other Studios—180 High St., Holyoke, Mass., Holyoke 2338 and Nonotuck Savings Bank Bldg., Northampton, Mass.
Transmitter—South Hadley Falls, Mass.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time only; no cash discount. Payments for broadcasting are due weekly. No time discount on line charges or talent.

General Advertising
For combination rates see Mutual Broadcasting System and Yankee Network.

Table showing advertising rates for 1, 1/2, 1/4 hour and 5 minutes durations at various times of day.

ANNOUNCEMENTS

Table showing announcement rates for 1, 2, and 3 minutes durations.

DISCOUNTS

Less than 51 times..... Net
51 to 99 times..... 5%
100 to 299 times..... 10%
300 or more times..... 15%

SPECIAL FEATURES
News—Leased wire service available. Five or 15 minute periods. No service charge. Rates on request.

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

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

TALENT
Rates on request.

SERVICE FACILITIES
Station maintains a merchandising department available to advertisers. Services of production department available at no extra cost.

Contract and Other Requirements
No contract accepted for longer than one year. No blanket contracts accepted. All broadcasting must be submitted in advance for review by station management. The management reserves the right to reject material without giving reason therefor. All contracts subject to station approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Closing Time
Closing date for inclusion in general publicity is 14 days before broadcast.

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

Personnel
General Manager—Patrick J. Montague.
Representatives
Miss Bertha Bannan.

MASSACHUSETTS — Cont'd

LAWRENCE

(Essex County)

W L A W
(Established 1937)



Rates effective July 1, 1944. (Card No. 5.)

Owned and operated by the Hildreth & Rogers Co. Business Offices and Studios—278 Essex St., Lawrence, Mass., telephone 4107.

Boston Sales Office—170 Statler Office Bldg. Transmitter—Andover, Mass.

Wave—Power—Time

Operating power—5,000 watts.
441.2 meters; 680 kilocycles.
Licensed to operate full time on clear channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 8:00 a.m. to 1:00 a.m.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System and Columbia New England Network. The following rates include music copyright fees. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Programs of five minutes or more in various time brackets may be combined to earn frequency discounts. Programs of five minutes or more may not be combined with announcements to earn frequency discounts. Announcements sold at time preceding a higher rate classification will be billed at the rate of the higher classification.

CLASS "A"

(8:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time..	210.00	126.00	84.00	42.00	20.00
26 times	159.50	119.70	79.80	39.90	19.00
52 times	139.00	103.40	68.00	34.00	16.00
156 times	118.50	87.10	57.40	28.70	13.00
260 times	108.00	80.80	53.20	26.60	12.00
400 times	103.50	76.50	51.00	25.50	11.50

CLASS "B"

(7:45 a.m. to 6:00 p.m. and 11:00 p.m. to 11:30 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time..	105.00	63.00	42.00	21.00	10.00
26 times	99.75	59.85	39.90	19.95	9.50
52 times	94.50	56.70	37.80	18.90	9.00
156 times	89.25	53.55	35.70	17.85	8.50
260 times	84.00	50.40	33.60	16.80	8.00
400 times	78.75	47.25	31.50	15.75	7.50

CLASS "C"

(11:30 p.m. to 7:45 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time..	80.00	48.00	32.00	16.00	7.50
26 times	78.00	45.60	30.40	15.20	7.13
52 times	72.00	43.20	28.80	14.40	6.75
156 times	68.00	40.80	27.20	13.60	6.38
260 times	64.00	38.40	25.60	12.80	6.00
400 times	60.00	36.00	24.00	12.00	5.63

TALENT

Rates on request.

REMOTE CONTROL

Rates on request.

Closing Time

Closing date for inclusion in general publicity is 14 days before program.

Program material must be arranged one week in advance of broadcast. No changes within two days preceding broadcast.

Mechanical Program Equipment

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

Personnel

Pres. & Gen'l Mgr.—Irving E. Rogers.
Sales Manager—David M. Kimmel.
Program Manager—Joseph P. Oakes.

Representatives

Weed & Company.

W L L H

(Established 1937)

Owned and operated by Merrimac Broadcasting Company, Inc.

Business Office, Studio and Transmitter—Cregg Bldg., Lawrence, Mass.
Other Studios—Lowell, Mass.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.

General Advertising

Stations WLLH, Lawrence, Mass., and WLLH, Lowell, Mass., are synchronized for simultaneous broadcasts. For rates and details see WLLH, Lowell, Mass.

LOWELL

(Middlesex County)

W L L H

(Established 1934)

Rates effective March 15, 1938. (Card No. 3.)

Owned and operated by Merrimac Broadcasting Company, Inc.

Business Office and Studio—39 Kearney Sq., Lowell, Mass., Lowell 8715.
Other Studio—Lawrence, Mass., Lawrence 22148.
Transmitters—Lowell and Lawrence, Mass.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission

15% allowed 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 Yankee Network and Mutual Broadcasting System.
The following rates are for national advertising.

MUSICAL OR DRAMATIC PROGRAMS
(8:00 p.m. to 11:00 p.m.)

1 hour.....	120.00
3/4 hour.....	96.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	24.00

(8:00 a.m. to 6:00 p.m. week days; 8:30 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 12:00 midnight daily)

1 hour.....	60.00
3/4 hour.....	48.00
1/2 hour.....	36.00
1/4 hour.....	24.00
5 minutes.....	12.00

(1:00 p.m. to 6:00 p.m. Sundays)

1 hour.....	90.00
3/4 hour.....	72.00
1/2 hour.....	54.00
1/4 hour.....	36.00
5 minutes.....	18.00

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

1 hour.....	40.00
3/4 hour.....	32.00
1/2 hour.....	24.00
1/4 hour.....	16.00
5 minutes.....	8.00

DISCOUNTS

Time discounts on card rates apply to total number of broadcasts in the same group for the same sponsor in one year under the same (and/or renewal) contracts and apply on the weekly billing of station time only. No discounts on talent or line charges.
Less than 26 times..... 5%
26 to 51 times..... 15%
52 to 99 times..... 20%
100 to 299 times..... 25%
300 or more times..... 35%

ANNOUNCEMENTS

Tie-in announcements following chain programs or 30 word announcements between programs—if approved by network client.

(Nighttime)

Per announcement..... 12.00

(Daytime)

Per announcement..... 6.00

POLITICAL

Accepted at regular station rates.

SPECIAL FEATURES

Musical Clock: Early morning program, daily except Sunday; participation program, 125 words, 6.00.
Shopping News: Noontime program, daily except Sunday; 125 words 6.00.
Hits and Encores: Late afternoon program; 125 words 6.00.
Around-the-Town: Cooperative programs in the evening, when available, per participation 12.00.
Baseball Scores, daily including Sundays: Early evening, per week 168.00; late evening, per week 84.00.
Service Announcement: Before or after News; limited to two announcements before News and two announcements after News; 100 words maximum:
Night rate (single announcement)..... 15.00
Day rate (single announcement)..... 7.50
(This listing continued on next page)

W L A W

SERVING NEW ENGLAND'S

3 RD LARGEST

CONCENTRATED RADIO AUDIENCE

W L A W

LAWRENCE, MASS.

5000 WATTS-680 KC

Daytime Audience
1,902,591
Residents of 181 cities and towns

Nighttime Audience
1,569,794
Residents of 138 cities and towns

NATIONAL REPRESENTATIVES: WEED & COMPANY

SPRINGFIELD

(Hampden County)

WBZA

Springfield, Mass.

WBZA and WBZ are operated synchronously and simultaneously.
For complete data see WBZ and WBZA, Boston, Mass.

WMAS

(Established 1932)



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

Owned and operated by WMAS, Inc.
Business Office and Studio—Hotel Charles, Springfield, Mass., Springfield 71414.
Transmitter—Springfield, Mass.

Wave—Power—Time

Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:30 a.m. to 1:00 a.m.; week days 7:00 a.m. to 1:00 a.m.

Agency Commission

15% on net station time to recognized advertising agencies; no cash discount. Charges for facilities are payable immediately after each broadcast.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group).
The following rates are for national advertising.

MUSICAL OR DRAMATIC PROGRAMS
(6:00 p.m. to 11:00 p.m. daily)

1 hour.....	120.00
3/4 hour.....	96.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	24.00

(1:00 p.m. to 6:00 p.m. Sunday)

1 hour.....	90.00
3/4 hour.....	72.00
1/2 hour.....	54.00
1/4 hour.....	36.00
5 minutes.....	18.00

(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays, and 11:00 p.m. to 12:00 midnight daily)

1 hour.....	60.00
3/4 hour.....	48.00
1/2 hour.....	36.00
1/4 hour.....	24.00
5 minutes.....	12.00

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

1 hour.....	40.00
3/4 hour.....	32.00
1/2 hour.....	24.00
1/4 hour.....	16.00
5 minutes.....	8.00

DISCOUNTS

Time discounts on card rates apply to total number of broadcasts in the same group for the same sponsor in one year under the same (and/or renewed) contracts and apply on the weekly billing of station time only. No discounts on talent or line charges.

Less than 26 times.....	Net
26 times.....	5%
52 times.....	10%
104 times.....	15%
208 times.....	20%
312 times.....	25%

ANNOUNCEMENTS

Tie-in Announcements. Following chain programs—if approved by network client:

After 6:00 p.m.....	12.00
Before 6:00 p.m.....	6.00
30 word announcements between programs:	
After 6:00 p.m.....	12.00
Before 6:00 p.m.....	6.00

SPECIAL PROGRAMS

"Shoppers Special"—Early morning program, daily except Sunday. Participating program limited to six clients:

150 words.....	6.00
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Morning Shopper—Late morning program, daily except Sunday. Limited to 12 clients:

150 words.....	6.00
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"Matinee in Swingtime"—3:30 p.m. to 5:30 p.m., daily except Sunday. Participating program:

150 words.....	6.00
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"Words, Music, and Songtime"—Cooperative programs in the evening when available:

Per participation.....	12.00
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Baseball Scores—Daily including Sundays:

Early evening—per week (7 days).....	168.00
Late evening—per week (7 days).....	84.00

Service Announcements, limited to two announcements before, and two announcements after. News broadcast; 100 words maximum:

Night rate—per week (7 days).....	105.00
Day rate—per week (7 days).....	52.50

Single announcements:

Night rate—before 11:00 p.m.....	15.00
Day rate.....	7.50

News (Participating announcements in the News):

Night rate.....	20.00
Day rate.....	10.00

Sponsorship of complete baseball games, wrestling matches, hockey games, polo games—rates on request.
Stock Market Quotations (when and if available)—rates on request.

TRANSCRIPTIONS

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

TALENT

Station artists bureau makes available to advertisers complete talent casts either for radio presentation or public appearance.

REMOTE CONTROL

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

SERVICE FACILITIES

Production department, Sales and Merchandising department and Station Artists Bureau available to advertisers.

Contract and Other Requirements

The above 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 the station owner's approval and governmental regulations. At the station's option, the cancellation of any contract cannot become effective until two weeks after the starting date that has been contracted for.

Closing Time

Closing date for inclusion in general publicity and printed announcement 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 turntables.

Personnel

President—A. S. Moffat.
Station Manager—Warren Greenwood.

Representatives

Edward Petry & Co., Inc.

WSPR

(Established 1936)



Rates received June 19, 1944.

Owned and operated by WSPR, Inc.
Business Office and Studio—63 Chestnut St., Springfield, Mass.

Transmitter—West Springfield, Mass.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights.
236.2 meters; 1270 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.

Operating schedule: Sunday 8:00 a.m. to 1:00 a.m.; week days 7:00 a.m. to 1:00 a.m.

Agency Commission

15% allowed to recognized agencies on net station time; no cash discount. Charges for facilities are payable according to terms on station contract.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).
The following rates are for national advertising.

1 hour.....	140.00
3/4 hour.....	112.00
1/2 hour.....	84.00
1/4 hour.....	56.00
5 minutes.....	28.00
(1:00 p.m. to 6:00 p.m. Sundays)	
1 hour.....	105.00
3/4 hour.....	84.00
1/2 hour.....	63.00
1/4 hour.....	42.00
5 minutes.....	21.00

(This listing continued on next page)

AUDIENCE

(The latest Hooper proves this)

WSPR

BASIC BLUE NETWORK

SPRINGFIELD, MASSACHUSETTS

GEORGE P. HOLLINGBERRY COMPANY

NATIONAL SALES REPRESENTATIVES

MASSACHUSETTS — Cont'd

SPRINGFIELD—Continued
W S P R—Continued

(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 12:00 midnight daily)

1 hour.....	70.00
3/4 hour.....	56.00
1/2 hour.....	42.00
1/4 hour.....	28.00
5 minutes.....	14.00

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

1 hour.....	46.67
3/4 hour.....	37.33
1/2 hour.....	28.00
1/4 hour.....	18.66
5 minutes.....	9.33

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 to 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.

Less than 26 times.....	Net
26 to 51 times.....	5%
52 to 99 times.....	10%
100 to 299 times.....	20%
300 or more times.....	25%

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. daily and 1:00 p.m. to 6:00 p.m. Sunday)

1 minute.....	20.00
50 words.....	15.00
30 word cut in announcements between programs	10.00

(7:00 a.m. to 6:00 p.m. week days, 11:00 p.m. to 1:00 a.m. daily and 8:00 a.m. to 1:00 p.m. Sundays)

1 minute.....	10.00
50 words.....	7.50
30 words cut in announcements between programs	5.00

Announcement Discounts

26 to 99 times.....	5%
99 to 299 times.....	10%
300 or more times.....	15%

POLITICAL
Accepted at regular station rates.

TRANSCRIPTIONS
Regular time charges apply to recorded programs. Not restricted to certain hours. Recording equipment available.

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 in advance when required.

SERVICE FACILITIES
Production department and sales and merchandising department available.

Contract and Copy Requirements
Rates are for the facilities of the station only. No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management of the station reserves the right to reject any material without giving reason therefor. All contracts subject to station approval and governmental regulations.

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 turntables for vertical and lateral cut recordings.

Personnel
President—Quincy A. Brackett.
Commercial Manager—Milton W. Stoughton.
Representatives Boston—Bertha Bannan.
New York, Chicago and San Francisco—George P. Hollingsbery Company.

WORCESTER
(Worcester County)
W A A B
(Established 1931)

Rates effective July 1, 1944. (Card No. 2.)
Owned and operated by The Yankee Network.
Business Office—31 Mechanic St., Worcester 8, Mass., telephone 2-3611.
Studio—335 Main St., Worcester, Mass.
Transmitter—Holden, Worcester, Mass.

Wave—Power—Time
Operating power—5,000 watts.
208.3 meters; 1440 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: 19 hours daily.

Agency Commission
15% on net station time to recognized advertising agencies; no cash discount. Charges for facilities are payable immediately after each broadcast.

General Advertising
For combination rates see Yankee Network and Mutual Broadcasting System. Rates include music copyright fees. Actual time is: 1 hour, 59:20 minutes; 3/4 hour, 44:20 minutes; 1/2 hour, 29:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes. The following rates are for national advertising.

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

1 hour.....	160.00
3/4 hour.....	128.00
1/2 hour.....	96.00
1/4 hour.....	64.00
5 minutes.....	32.00

(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays, and 10:30 p.m. to 12:00 midnight daily)

1 hour.....	80.00
3/4 hour.....	64.00
1/2 hour.....	48.00
1/4 hour.....	32.00
5 minutes.....	16.00

(1:00 p.m. to 6:00 p.m. Sundays)

1 hour.....	120.00
3/4 hour.....	96.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	24.00

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

1 hour.....	54.00
3/4 hour.....	43.00
1/2 hour.....	32.00
1/4 hour.....	22.00
5 minutes.....	11.00

DISCOUNTS
Time discounts apply to total broadcasts in each classification for the same sponsor within the current year. No time discounts on talent or line charges. 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, including special features, running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

ANNOUNCEMENTS
Announcements before and after news; 100 words maximum; limited to two announcements before and two announcements after news:

8:00 a.m. to 8:15 a.m. week days and 8:45 a.m. to 9:00 a.m. Sundays, per week (7 days)	70.00
1:00 p.m. to 1:15 p.m. daily, per week (7 days)	70.00
6:00 p.m. to 6:15 p.m. daily, per week (7 days)	140.00
11:00 p.m. to 11:15 p.m. daily, per week (7 days)	70.00

Participating announcements—125 words or one minute transcription:

6:00 p.m. to 10:30 p.m., each.....	16.00
Before 6:00 p.m. and after 10:30 p.m., each	8.00
12:00 midnight to 8:00 a.m., each.....	8.00

Station break announcements between programs—30 words or 15 seconds electrical transcription:

6:00 p.m. to 10:30 p.m., each.....	16.00
Before 6:00 p.m. and after 10:30 p.m., each	8.00
1:00 p.m. to 6:00 p.m. Sundays, each.....	12.00

SPECIAL FEATURES
Football Scores (Saturdays only during season), 1/4 hour between 6:00 p.m. and 10:00 p.m.:
Per broadcast including ticker service..... 84.00

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

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

SERVICE FACILITIES
Production department, sales and merchandising department, publicity and public relations departments, Artists' Bureau available to advertisers. Arrangements may be made for broadcasting with visible audience from public auditorium—rates on request.
(This listing continued on next page)

from WTAG's High Hoopers

7:00 P.M. to 7:30 P.M. SUNDAY
Oct. 1944 to Feb. 1945

NETWORK	PROGRAM	32 City Average National	STATION	City Zone Average Worcester
CBS	KATE SMITH	7.2	WTAG	25.3
MBS	DREW PEARSON	2.4	Station B	1.1
BNC	DON GARDINER	7.6	Station C	10.4
NBC	JACK BENNY	22.1	Station D	9.3

There are many more such high WTAG Hoopers to show the advantages of covering Central New England from the INSIDE. Watch for them.

WORCESTER—Continued
W A A B—Continued

Contract and Other Requirements
Rates are for the facilities of the station only—talent is extra.
Maximum length of contract, one year. No blanket contracts accepted.

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 turntables.

Personnel
Chairman of the Board—John Shepard, 3rd.
Station Supervisor—H. William Koester.

Representatives
Edward Petry & Co., Inc.

WORC
(Established 1925)



Itates effective June 15, 1943. (Card No. 7.)
Card received June 30, 1943.

Owned and operated by Alfred F. Kleindienst.
Business Office and Studio—85 Elm St., Worcester, Mass., telephone 5-3101.
Transmitter—2-1/2 miles from center of Worcester, in Auburn.

Wave—Power—Time
Operating power—1,000 watts.
229 meters; 1310 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:45 a.m. to 11:15 p.m.; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% on net station time and talent; cash discount 2% on net station time for payment within 10 days of invoice. Charges for station time are payable 10th of month following broadcast.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).

Time discounts apply to total number of broadcasts for same sponsor within one year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

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

Table with columns for time slots (1 hr, 1 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 30 sec) and rates for various durations (13 ti, 26 ti, 52 ti, 100 ti, 156 ti, 260 or more).

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

Table with columns for time slots and rates for various durations (13 ti, 26 ti, 52 ti, 100 ti, 156 ti, 260 or more).

CLASS "C"
(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight except Sundays 12:00 noon to 6:00 p.m.)

Table with columns for time slots and rates for various durations (13 ti, 26 ti, 52 ti, 100 ti, 156 ti, 260 or more).

CLASS "D"
(12:00 midnight to 8:00 a.m.)

Table with columns for time slots and rates for various durations (13 ti, 26 ti, 52 ti, 100 ti, 156 ti, 260 or more).

FEATURE ANNOUNCEMENTS
No time discounts—rates and details on request.

TALENT
No time discounts—rates on request.
Artists' traveling expenses, salaries, etc., to be paid by advertiser in advance when required.

REMOTE CONTROL
All wire and mechanical charges for remote control to be paid by advertiser in advance when required. Rates on request.

SERVICE FACILITIES
One announcer in studio furnished without extra charge.

Contract and Other Requirements
Maximum contract one year.
All contracts subject to station's approval and governmental regulations.

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

Personnel
Director—Mildred P. Stanton.

Representatives
Weed & Company.

WTAG
(Established 1924)



Itates effective September 15, 1944. (Card No. 14.)
Owned and operated by Worcester Telegram-Gazette. Business Office and Studio—18 Franklin St., Worcester, Mass., Worcester 5-4321.

Transmitter—Shrewsbury St., Holden, Mass.

Wave—Power—Time
Operating power—5,000 watts.
517.2 meters; 580 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).

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.

Table for CLASS "A" with columns for time slots and rates for various durations (26 times, 52-99 ti, 100-149 ti, 150-249 ti, 250-400 ti, 401 or more times).

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

Table with columns for time slots and rates for various durations (26 times, 26-51 ti, 52-99 ti, 100-149 ti, 150-249 ti, 250-400 ti, 401 or more times).

CLASS "C"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight, except 12:00 noon to 6:00 p.m. Sundays)

Table with columns for time slots and rates for various durations (26 times, 26-51 ti, 52-99 ti, 100-149 ti, 150-249 ti, 250-400 ti, 401 or more times).

CLASS "D"
(12:00 midnight to 7:00 a.m.)

Table with columns for time slots and rates for various durations (26 times, 26-51 ti, 52-99 ti, 100-149 ti, 150-249 ti, 250-400 ti, 401 or more times).

SPECIAL FEATURES
Radio Journals—Women's program; broadcast afternoons Monday through Friday; copy approximately 200 words.

Table for SPECIAL FEATURES with columns for time slots and rates for various durations (Less than 26 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 249 times, 250 to 400 times).

TALENT
Rates on request.

REMOTE CONTROL
Broadcasting lines and remote control equipment charges are additional to above quoted prices.

TRANSCRIPTIONS
Library services available—details on request.

SERVICE FACILITIES
Services of program department and announcers in arranging and presenting programs are included without extra charge.

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

All programs are subject to the approval and policies of the station.
All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

Closing Time
All programs close seven 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 turntables for vertical and lateral cut recordings.

Personnel
Managing Director—Edward E. Hill.
Commercial Manager—Herbert L. Krueger.

Representatives
Paul H. Raymer Company.
Boston—Bertha Bannan.

MICHIGAN

MICHIGAN RADIO NETWORK

1700 Stroh Bldg., Detroit 26, Mich., Cherry 8321.

Network comprised of:

BASIC GROUP

- WXYZ—Detroit, Mich. (Key Station)
WBCM—Bay City, Mich.
WELL—Battle Creek, Mich.
WFDE—Flint, Mich.
WIBM—Jackson, Mich.
WJIM—Lansing, Mich.
WRBZ—Muskegon, Mich.
WLAV—Grand Rapids, Mich.

Rates effective June 1, 1944.

Wave—Power—Time
See individual listings.
Operates on Eastern War Time.

Operating schedule: 7:50 a.m. to 12:30 a.m. week days and 8:00 a.m. to 12:00 midnight Sundays.

Agency Commission
15% to recognized agencies on net station time; no cash discount. No commission on talent, program or production charges. Invoices mailed weekly unless otherwise agreed.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).

Discounts apply to stipulated number of programs within 12 month period. Rates are for time only. Cost of talent and special facilities extra.

BASIC STATIONS

CLASS "A"

Table for CLASS "A" with columns for time slots and rates for various durations (1 hr, 1/2 hr, 1/4 hr).

CLASS "B"

Table with columns for time slots and rates for various durations (1 hr, 1/2 hr, 1/4 hr).

CLASS "C"

Table with columns for time slots and rates for various durations (1 hr, 1/2 hr, 1/4 hr).

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours. No service charge. Transcriptions to be furnished by advertiser.

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

Service of continuity, program, production, publicity and merchandising departments available.

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

Closing Time
Closing date for inclusion in general publicity and printed program announcements is two weeks in advance of broadcast. All commercial continuity must be submitted 48 hours before broadcast date.

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

Personnel
President—George W. Trendle.
Gen'l & Com'l Mgr.—H. Allen Campbell.
Adv. & Sales Prom. Mgr.—Lambert B. Beeuwkes.

Representatives
Paul H. Raymer Company.

INTRASTATE NETWORKS



are listed at the beginning of each State

MICHIGAN—Continued

WOLVERINE NETWORK

Keeler Bldg., Grand Rapids 2, Mich., telephone 6-5461.

Network comprised of:

- WLAV—Grand Rapids (Key station)
- WKBZ—Muskegon
- WKLA—Ludington
- WTCM—Traverse City
- WELL—Battle Creek
- WJIM—Jackson
- WHLS—Port Huron
- WHDR—Calumet
- WDDB—Escanaba
- WDMJ—Marquette

Rates effective January 1, 1944. (Card No. 1.)

Wave—Power—Time

See individual listings.

Agency Commission

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

General Advertising

The following rates apply to service over complete network. Periods also available on any combination of stations—rates on request.

Special additional discounts for five and six broadcasts weekly.

CLASS "A"			
(6:00 p.m. to 10:30 p.m. daily)			
	1 tl.	13 tl.	26 tl.
1 hour.....	717.00	612.00	577.00
3/4 hour.....	577.00	493.00	465.00
1/2 hour.....	437.00	374.00	353.00
1/4 hour.....	297.00	255.00	241.00

CLASS "B"			
(All other time)			
	1 tl.	13 tl.	26 tl.
1 hour.....	472.10	403.85	381.10
3/4 hour.....	381.10	328.50	308.30
1/2 hour.....	290.10	249.15	235.50
1/4 hour.....	199.10	171.80	162.70

TALENT

Rates on request.

TRANSCRIPTIONS

No charge for broadcasting transcribed programs furnished by advertiser.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

President—Roy C. Kelley.
General Manager—Hy M. Steed.

Representatives

None.

BATTLE CREEK

(Calhoun County)

WELL

(Established 1925)



Rates effective February 1, 1944. (Card No. 1.)

Rate card received April 12, 1945.

Owned and operated by Federated Publications, Inc. Business Office and Studio—Michigan National Bank Bldg., Battle Creek, Mich., telephone 7166, 5655. Transmitter—Michigan National Bank Bldg., Battle Creek, Mich.

Wave—Power—Time

Operating power—250 watts, 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% on broadcasting rates only to advertising agencies recognized by station owner; cash discount 2% on net, 10 days. Payment due first of month. No commission or cash discount on talent.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Michigan Radio Network.

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

CLASS "A"			
(6:00 p.m. to 10:00 p.m.)			
	1 tl.	13 tl.	26 tl.
1 hour.....	75.00	71.00	67.00
1/2 hour.....	45.00	43.00	41.00
1/4 hour.....	30.00	28.00	26.00

CLASS "B"			
(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)			
	1 tl.	13 tl.	26 tl.
1 hour.....	60.00	57.00	51.00
1/2 hour.....	36.00	34.00	32.00
1/4 hour.....	24.00	22.00	20.00

ANNOUNCEMENTS

Maximum 65 words.

CLASS "A"			
(6:00 p.m. to 10:00 p.m.)			
	1 tl.	25 tl.	75 tl.
Per announcement.....	6.50	6.00	5.50

CLASS "B"			
(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)			
	1 tl.	25 tl.	75 tl.
Per announcement.....	5.00	4.50	4.00

POLITICAL

Minimum five minutes, per minute 3.00. Yearly contract—rates on request.

TALENT

Rates on request. Staff announcers serve all advertisers without additional charge.

REMOTE CONTROL

Cost of installing and maintaining facilities added to regular broadcast rates. Rates furnished on request for broadcast from points other than studios.

SERVICE FACILITIES

Station maintains its own production department and is prepared to furnish all kinds of talent and transcribed programs.

Contract and Other Requirements

Manuscripts must be submitted in advance. No deviation from manuscript permitted.

Maximum length of contract one year. All contracts subject to government regulations and station owner's approval. Advertising of alcohol beverages not accepted.

Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself.

All programs and announcements subject to change of time to conform to Network schedule, or to serve the public convenience or necessity.

Mechanical Program Equipment

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

Personnel

General Manager—D. E. Jayne.
Commercial Manager—E. P. Mills.

Representatives

Burn-Smith Company, Inc.

BAY CITY

(Bay County)

WBCM

(Established 1925)



BLUE NETWORK STATION

Rates effective August 1, 1943.

Owned and operated by Bay Broadcasting Co., Inc. Business Office and Studio—100 Center Ave., Bay City, Mich., telephone 7551. Transmitter—Hampton Township.

(This listing continued on next page)

BIG NAME RADIO ENTERTAINMENT
Created for Your Enjoyment!

SUNDAY SHOWS WITH PARTICULAR APPEAL TO WOMEN:

HELEN HAYES
Each Sunday—10:15 P. M.

GABRIEL HEATTER
Each Sunday—9:45 P. M.

DOROTHY THOMPSON
Each Sunday—9:45 P. M.

TWO STAND-OUT WEEK-DAY SHOWS:

MORTON DOWNEY
MONDAY
9:30
FRIDAY
12:15 P. M.

THE SONG CHEFS TRIO
MONDAY
WEDNESDAY
FRIDAY
8:45 P. M.

CKLW
800 ON YOUR DIAL

PROGRAM PROMOTION WITH A WALLOP!

Long an audience promotion leader in this area (from actual newspaper lineage records) . . . this FULL PAGE in a recent Detroit newspaper (560,000 circ.) is added proof of our consistent efforts in behalf of advertisers and agencies, to maintain and *increase* our audience. Naturally, advertising pays *US*, just as it pays the sponsors of our programs!

Adam J. Young, Jr., Inc., National Representative

J. E. CAMPEAU—Managing Director
Union Guardian Building • Detroit 26

In The DETROIT AREA, it's . . .

5,000 WATTS
800 Kc.

CKLW

DAY and NIGHT

MUTUAL BROADCASTING SYSTEM

BAY CITY—Continued
W B C M—Continued

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
208.3 meters; 1440 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% on net charges for station time to recognized advertising agencies providing payment is made by the tenth of month following service; no cash discount. No commissions on talent or other program charges.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Michigan Radio Network.

The following rates are for national advertising.
CLASS "A"
(6:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 11:00 p.m. Sundays)
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.

CLASS "B"
(7:00 a.m. to 8:00 p.m., 11:00 p.m. to sign-off week days; 8:00 a.m. to 1:00 p.m. and 11:00 p.m. to sign-off Sundays)
1 time 80.00 33.00 19.00 11.00 7.00
13 times 57.00 31.50 18.00 10.50 6.75

SERVICE FACILITIES
Service of program advertising and continuity department as well as announcing and operating staff in securing talent, arranging, presenting and advertising program are included without extra charge.

Closing Time
Programs close 48 hours and announcements 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 turntables for vertical and lateral cut recordings.

Personnel
General Manager—H. A. Giesel.
Representatives
George P. Hollingsberg Company.

CALUMET
(Houghton County)
W H D F
(Established 1929)

Rates effective October 1, 1944. (Card No. 5.)
Card received January 3, 1945.
Owned and operated by the Upper Michigan Broadcasting Company.
Business Office—Community Bldg., Houghton, Mich., telephone 1.
Other Studios—515 Scott St., Calumet, Mich.
Transmitter—Laurium, Mich.

Wave—Power—Time
Operating power—250 watts.
214.8 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies; cash discount 2%—10 days; net 30 days. Bills are rendered monthly on the first of the month following that in which service is rendered.

General Advertising
For combination rates see North Central Broadcasting System, Mutual Broadcasting System, Keystone Network and Wolverine Network.

CLASS "A"
(6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.)
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.
1 time... 60.00 36.00 24.00 12.00 5.00
13 times... 54.00 32.40 21.60 10.80 4.50

CLASS "B"
(6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)
1 time... 36.00 20.00 15.00 8.00 3.50
13 times... 32.40 19.80 13.50 7.20 3.15

SPECIAL FEATURES
Newscasts, sportscasts and special features, local sports events, time signals, road, weather and temperature reports, participating programs, co-operative programs, etc.—rates and details on request.

POLITICAL
One time Class "A" rates apply.
REMOTE CONTROL
Rates on request.

Contract and Other Requirements
Maximum length of contract one year.
All contracts subject to government regulations and to approval of station management. Availabilities and quotations subject to prior sale.

WJBK

KNOWN BY
THE CLIENTS
IT KEEPS!

- Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lux
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

★
WJBK GETS
RESULTS
★
ANOTHER
REASON
WHY

STATION WJBK
Carries more national advertising... does a larger dollar volume... than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING • DETROIT 2

Closing Time
Closing date 24 hours before broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Personnel
General Manager—John W. Rice.
Commercial Manager—Albert W. Payne.
Representatives
Sears & Ayer, Inc.

DETROIT
(Wayne County)
CKLW

Considered by the Mutual Broadcasting System as their Detroit-Windsor outlet. See listing under Windsor, Ont., for Canadian rates and U. S. rates.

WJBK
(Established 1926)

Rates effective January 1, 1944.
Owned and operated by Jas. F. Hopkins, Inc.
Business Office and Studio—6559 Hamilton Ave., Detroit 2, Mich., Trinly 2-2000.
Transmitter—15555 Woodrow Wilson Ave., Detroit, Mich.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1400 kilocycles.
Licensed to operate on local channel, unlimited time. Operates on Eastern War Time.

Agency Commission
15% on station time on English business. Time and talent commissionable on foreign business; no cash discount. Invoices mailed 1st of month and are payable 10th of month following broadcast.

General Advertising
Rates include music copyright fees.

ENGLISH BROADCASTS
(See rates below for Foreign Language broadcasts.)
English rates include station time charge but do not include talent.

CLASS "A"
(9:00 a.m. to 10:00 p.m.)
1 hr. 1/2 hr. 1/4 hr. 5 min.
1 time... 112.50 67.75 37.50 22.50
13 times... 106.88 65.31 35.68 21.38

CLASS "B"
(7:30 a.m. to 9:00 a.m. and 10:00 p.m. to 12:00 midnight)
1 time... 93.75 66.25 31.25 18.75
13 times... 89.06 53.44 29.69 17.82

CLASS "C"
(12:00 midnight to 7:30 a.m.)
1 time... 60.00 31.25 18.75 11.25
13 times... 47.50 29.69 17.82 10.69

ANNOUNCEMENTS
No announcements are guaranteed to be broadcast at a fixed time. Station will endeavor to spot same as close to the desired time as possible. Fixed position is available at 15% additional. Schedules calling for six or more per day must be arranged so that at least one hour elapses between each broadcast. Sound effects and announcements where more than one voice is used, extra 25%.

CLASS "A"
(9:00 a.m. to 10:00 p.m.)
100 words or 1 minute transcriptions:
Single announcement... 14.38
One daily... 13 26 39 52

CLASS "B"
(7:30 a.m. to 9:00 a.m. and 10:00 p.m. to 12:00 midnight)
100 words or 1 minute transcriptions:
Single announcement... 8.75
One daily... 40.00 38.00 36.00 34.00 32.00

CLASS "C"
(12:00 midnight to 7:30 a.m.)
100 words or 1 minute transcriptions:
Single announcement... 6.25
One daily... 31.25 25.60 28.13 26.56 25.00

SPECIAL GROUP ANNOUNCEMENTS
Run of schedule: 1 13 26 39 52
3 daily... 128.38 122.91 118.44 109.97 103.50
4 daily... 163.88 155.84 147.49 139.29 131.10

(This listing continued on next page)

MICHIGAN—Continued

DETROIT—Continued

W J B K—Continued

FOREIGN LANGUAGE ADVERTISING RATES
The following rates include regularly employed station talent and script writing.

Table with 5 columns: Time (15 min, 10 min, 5 min, 52+ words, 100 words), 1 tl., 13 tl., 26 tl., 39 tl., (*)

Table with 2 columns: Announcements (1-25, 26-51, 52-77, 78-103, 104+), Rate

POLITICAL

Rates for political broadcasts are the same for both foreign and English language with payments cash in advance.

Table with 2 columns: Duration (1/2 hour, 1/4 hour, 5 minutes, 100 words), Rate

SPECIAL FEATURES

Music and News: 2:15 p.m. to 7:15 p.m. daily, recorded program—rates and details on request.

TALENT

Rates on request.

REMOTE CONTROL

Any arrangements desired can be made for remote control broadcasts.

Contract and Copy Requirements.

Station reserves the right to censor all programs and continuity.

No contracts accepted for more than one year.

Mechanical Program Equipment

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

Personnel

Pres. & Gen'l Mgr.—James F. Hopkins. Commercial Manager—Irwin C. Stoll.

Representatives

New York—Forjoe & Company. Chicago—Hal Holman Company.

W J L B

(Established 1926)

Rates received April 10, 1945.

Owned and operated by John L. Booth Broadcasting, Inc.

Business Office and Studio—3100 Eaton Tower, Detroit 26, Mich., Cadillac 7600.

Transmitter—7310 Woodward Ave., Detroit, Mich.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles.

Licensed to operate full time on local channel. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 8:15 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. All bills rendered and due weekly in advance.

General Advertising

Rates include music copyright fees.

CLASS "A"

Table with 5 columns: Time (1 hr, 1 1/2 hr, 1 1/4 hr, 1 hr, 1 hr), Rate

CLASS "B"

Table with 5 columns: Time (7:30 a.m. to 9:00 a.m., 9:00 a.m. to 12:00 p.m., 12:00 midnight), Rate

CLASS "C"

Table with 5 columns: Time (6:00 a.m. to 7:30 a.m., 7:30 a.m. to 1:00 a.m., 12:00 midnight), Rate

GROUP ANNOUNCEMENTS

Table with 5 columns: Time (9:00 a.m. to 10:00 p.m.), Rate

SPECIAL GROUP ANNOUNCEMENTS

Table with 5 columns: Time (1 tl., 13 tl., 26 tl., 39 tl., 52 tl., 104 tl., 156 tl.), Rate

FOREIGN LANGUAGE ADVERTISING RATES

Table with 5 columns: Time (15 min, 10 min, 5 min, 100 words, 50 words), Rate

TRANSCRIPTIONS

Rates and available periods submitted on request.

POLITICAL

Rates and available periods submitted on request; cash in advance.

RECORDED PROGRAMS

Regular program rates apply to all recorded programs.

SPECIAL FEATURES

Hourly Newscaats, Time Signals, Weather, Temperatures and Market Reports, Sports Programs, Football, Wrestling and Boxing, Hockey, Women's Programs—rates available on request.

TALENT

Dramatic and musical talent available—rates on request. Listed rates do not include talent.

SERVICE FACILITIES

The services of the program, production and continuity departments are available without charge. Scripts, programs, etc., prepared and submitted without charge.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Rates are for station time only. Contracts are subject to station's approval and to governmental regulations. All copy for broadcasting music must conform to station policy and governmental regulations.

Closing Time

Closing time on programs is 72 hours in advance of scheduled time of broadcast. Closing time on all announcements 24 hours in advance of scheduled time of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Pres. & Gen'l Mgr.—John Lord Booth. Treas. & Sta. Mgr.—Hugh M. Gray. Sales Manager—Eric V. Hay.

Representatives

Burn-Smith Company, Inc.

WJLB

The Goodwill Station—Detroit

MICHIGAN'S GREATEST ADVERTISING MEDIUM



BASIC STATION, Columbia Broadcasting System • G. A. RICHARDS, President • LEO J. FITZPATRICK, Vice-President and General Manager • EDWARD PETRY & COMPANY, INC., National Representative

DETROIT—Continued

WJR
(Established 1922)



Rates effective February 1, 1944. (Card No. 17.)
Owned and operated by WJR, The Goodwill Station, Inc.
Business Office—2103 Fisher Bldg., Detroit, Mich.
Studio—Fisher Bldg., Detroit, Mich.
Transmitter—Trenton, Mich.

Wave—Power—Time

Operating power—50,000 watts.
394.7 meters; 760 kilocycles.
Licensed to operate on clear channel full time. Operates on Eastern War Time.
Operating schedule: 24 hours daily.

Agency Commission

15% to advertising agencies recognized by station on net charges for station time; cash discount none. All bills rendered monthly—payable 10th of month prox.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).
Rates are for national advertising and include station facilities and music copyright fees only.
Frequency discounts are allowed retroactively on net station time charges only.

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

1 hour.....	1 tl.	52 tl.
1/2 page.....	800.00	680.00
1/4 hour.....	480.00	408.00
5 minutes.....	320.00	272.00
	160.00	136.00

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

1 hour.....	530.00	450.50
1/2 hour.....	318.00	270.30
1/4 hour.....	212.00	180.20
5 minutes.....	106.00	90.10

(8:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

1 hour.....	400.00	340.00
1/2 hour.....	240.00	204.00
1/4 hour.....	160.00	136.00
5 minutes.....	80.00	68.00

(5:30 a.m. to 8:30 a.m.)

1 hour.....	265.00	225.25
1/2 hour.....	160.00	136.00
1/4 hour.....	106.00	90.10
5 minutes.....	75.00	63.75

(12:00 midnight to 5:30 a.m.)
Rates on request.

ANNOUNCEMENTS

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

100 words, each.....	90.00
30 words, each.....	90.00
One minute electrical transcription or less, each	90.00

(Before 6:00 p.m.)

100 words, each.....	45.00
30 words, each.....	45.00
One minute electrical transcription or less, each	45.00
Sound effects or additional voices on announcements or chain breaks, 25% extra.	

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%

SPECIAL FEATURES

Mrs. Page's Household Economics—Participation program—regular discounts apply:
Six announcements per week..... 300.00
Single announcement..... 50.00
News—rates on request.

POLITICAL

Regular rates apply; cash in advance.

TRANSCRIPTIONS

Not restricted as to hours. Regular rates apply. Library available at extra charge—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Complete facilities available.

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

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.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turntables.

Personnel

President—G. A. Richards.
Vice-Pres. & Gen'l Mgr.—Leo Fitzpatrick.
Ass't Gen'l Mgr.—Owen F. Uridge.

Representatives

Edward Petry & Company, Inc.

WWJ
(Established 1920)



Rates effective February 1, 1945. (Card No. 27.)
Owned and operated by the Evening News Association.
Business Office and Studio—826 Lafayette Ave., West, Detroit 31, Mich., Randolph 2000.
Transmitter—Eight Mile and Meyers Roads, Oak Park, Mich.

Wave—Power—Time

Operating power—5,000 watts.
315.8 meters; 950 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. Commission does not apply on talent.

General Advertising

For combination rates see National Broadcasting Company (Basic Network).

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 8:00 p.m. to 11:00 p.m. Sundays)

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time 650.00	390.00	260.00	162.50	78.00
13 times 817.50	370.50	247.00	154.38	74.10
26 times 585.00	351.00	234.00	146.25	70.20
52 times 568.75	841.25	227.50	143.18	68.25
100 times 652.50	331.50	221.00	138.12	66.30
200 times 520.00	312.00	208.00	130.00	62.40
260 times 487.50	292.50	195.00	121.88	58.50

CLASS "B"
(9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 3:00 p.m. Sundays)

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time 325.00	195.00	130.00	81.25	39.00
13 times 308.75	185.25	123.50	77.19	37.05
26 times 292.50	175.50	117.00	73.13	35.10
52 times 284.38	170.63	113.75	71.09	34.13
100 times 276.25	165.75	110.50	69.06	33.15
200 times 260.00	156.00	104.00	65.00	31.20
260 times 243.75	146.25	97.50	60.94	29.25

CLASS "C"
(7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight daily)

1 time 216.67	130.00	86.67	54.17	26.00
13 times 205.83	123.50	82.33	51.46	24.70
26 times 195.00	117.00	78.00	48.75	23.40
52 times 189.58	113.75	75.83	47.40	22.75
100 times 184.17	110.50	73.67	46.05	22.10
200 times 173.33	104.00	69.33	43.34	20.80
260 times 162.50	97.50	65.00	40.63	19.50

CLASS "D"
(12:00 midnight to 7:00 a.m.)

1 time 108.33	65.00	43.33	27.08	13.00
13 times 102.91	61.75	41.16	25.78	12.85
26 times 97.50	58.50	39.00	24.38	11.70
52 times 94.79	56.88	37.92	23.70	11.38
100 times 92.08	55.25	36.83	23.03	11.05
200 times 86.66	52.00	34.66	21.66	10.40
260 times 81.25	48.75	32.50	20.31	9.75

(*) Announcement rates apply as follows:
Class "A"—Announcements of 50 words; chain breaks, 25 words.
Class "B," "C" and "D"—Announcements of 100 words; chain breaks, 85 words.

TIE-IN ANNOUNCEMENTS

CLASS "A"

Tie-in announcements on network programs during sponsor's time:

1	13	26	52	100	200	260
tl.	tl.	tl.	tl.	tl.	tl.	tl.
Each.....	22.00	23.75	24.50	21.87	21.25	20.00

(This listing continued on next page)

The Preferred Station

IN AMERICA'S GREATEST INDUSTRIAL MARKET

WWJ

America's Pioneer Broadcasting Station—First in Detroit

Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

DETROIT—Continued

W E N A—(FM)—Continued

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for various days (week days, Sundays, Announcements).

CLASS "C"

Table with columns for time slots and rates for Class C.

CLASS "D"

Table with columns for time slots and rates for Class D.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates do not include use of transcription library services.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

TALENT

Music and dramatic talent are available at extra cost—rates on request.

Contract and Copy Requirements. Maximum length of contract one year.

Program time units may not be combined to earn frequency discounts.

Contracts are subject to station's approval and to governmental regulations.

Closing Time. Program material closes 72 hours in advance.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Station Manager—E. K. Wheeler.

Representatives. George P. Hollingsbery Company.

W L O U—(FM)

Rates effective November 1, 1941. Owned and operated by John L. Booth Broadcasting, Inc.

Business Office—3100 Eaton Tower, Detroit 26, Mich., Cadillac 7680.

Transmitter—34th floor, Eaton Tower, Detroit, Mich.

Wave—Power—Time. Operating power—1,000 watts.

Agency Commission. Agency commission 15% to recognized agencies on station time only.

General Advertising. The following rates are for national advertising.

Table with columns for time slots and rates for WLOU.

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 3:00 p.m. to 10:00 p.m. Sundays)

Table with columns for time slots and rates for Class A.

CLASS "B" (1:00 p.m. to 6:00 p.m. week days)

Table with columns for time slots and rates for Class B.

SPECIAL FEATURES

Temperature reports, time signals, etc., sold only on weekly basis.

News service available in five or 15 minute periods.

REMOTE CONTROL. All wire and mechanical charges for remote control.

Closing Time. Program material closes 72 hours in advance.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Station Manager—John L. Booth.

EAST LANSING

(Ingham County)

W K A R

Owned and operated by Michigan State College. Studio—East Lansing, Mich.

Transmitter—On the college campus. Wave—Power—Time. Operating power—5,000 watts.

334.8 meters; 870 kilocycles. Licensed to operate daylight hours only.

ESCANABA

(Delta County)

W D B C

(Established 1941)

Rates effective October 1, 1944. (Card No. 6.) Card received January 10, 1945.

Owned and operated by Delta Broadcasting Company. Business Office and Studio—First and Ludington Sts., Escanaba, Mich.

Transmitter—First and Ludington Sts., Escanaba, Mich. Wave—Power—Time. Operating power—250 watts.

201.3 meters; 1480 kilocycles. Licensed to operate full time on local channel.

Operates on Central War Time. Operating schedule: Daily 6:30 a.m. to 11:00 p.m.

Agency Commission. 15% to recognized agencies; cash discount 2%—10 days.

General Advertising. For combination rates see North Central Broadcasting System.

CLASS "A" (6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.)

Table with columns for time slots and rates for Class A.

CLASS "B" (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

Table with columns for time slots and rates for Class B.

SPECIAL FEATURES

News: Leased wire services, sportscasts and special features.

POLITICAL. One time Class "A" rates apply.

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

REMOTE CONTROL. Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements. Maximum length of contract one year.

Closing Time. Continuity 24 hours in advance of broadcast time.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. General Manager—Gordon H. Brozek.

Representatives. North Central Broadcasting System.

FLINT

(Genesee County)

W D F

(Established 1922)

Rates effective April 1, 1941. Owned and operated by Flint Broadcasting Company.

Business Office and Studio—Union Industrial Bldg., Flint, Mich., telephone 2-7158.

Transmitter—Bristol Road, 1-1/2 miles southeast of Flint, Mich.

Wave—Power—Time. Operating power—1,000 watts.

329.7 meters; 910 kilocycles. Licensed to operate unlimited time.

Operates on Eastern War Time. Operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission. 15% to recognized agencies on net charges for station time.

General Advertising. For combination rates see American Broadcasting Company, Inc.

Rates include music copyright fees.

Table with columns for time slots and rates for East Lansing.

CLASS "B" (7:00 a.m. to 9:00 p.m.)

Table with columns for time slots and rates for Class B.

CLASS "C" (*11:00 p.m. to 7:00 a.m.)

Table with columns for time slots and rates for Class C.

SPECIAL FEATURES. Rates on request for news broadcasts.

TRANSCRIPTIONS. Regular rates apply. No extra charge.

SERVICE FACILITIES. Announcers, program and continuity services.

TALENT. Rates for talent furnished on request.

REMOTE CONTROL. Special arrangements may be made.

Closing Time. All advertising closes 24 hours in advance.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Managing Director—Howard M. Loeb.

Representatives. Burn-Smith Company, Inc.

GRAND RAPIDS

(Kent County)

W J F

(Established 1945)



COLUMBIA AFFILIATE

Rates effective January 1, 1945. (Card No. 1.) Owned and operated by Fetzler Broadcasting Company.

Business Office and Studio—Pantlind Hotel, Grand Rapids, Mich., telephone 6-8512.

Transmitter—Pantlind Hotel, Grand Rapids, Mich. Wave—Power—Time. Operating power—250 watts.

243.9 meters; 1280 kilocycles. Licensed to operate full time on cleared local channel.

Operates on Central War Time. Agency Commission. 15% to recognized advertising agencies.

General Advertising. For combination rates see Columbia Broadcasting System, Inc.

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

Table with columns for time slots and rates for Class A.

CLASS "B" (10:30 p.m. to 9:00 a.m. daily)

Table with columns for time slots and rates for Class B.

CLASS "C" (10:30 p.m. to 9:00 a.m. daily)

Table with columns for time slots and rates for Class C.

SPECIAL FEATURES. Rates on request for news broadcasts.

TRANSCRIPTIONS. Regular rates apply. No extra charge.

TALENT. Rates for talent furnished on request.

(This listing continued on next page)

MICHIGAN—Continued

GRAND RAPIDS—Continued

W J E F—Continued

CLASS "D"

Monthly Rates

Rates for announcements same as Class "C." If less than six quarter hours per week are used, Class "C" rates apply.

Table with 5 columns: Rate, 1 mo., 3 mos., 6 mos., 12 mos. Includes rates for 1, 1/2, and 1/4 hour.

Note: Verbal announcements over 100 words take one minute electrical transcription rate. Chain breaks limited to 40 words.

COMBINATION RATES

Combination rates for WKGO, Kalamazoo, and WJEF apply only where identical service is used on both stations.

Table with 5 columns: Rate, 1 ti., 13 ti., 26 ti., 52 ti., 100 ti., 260 ti. Includes rates for 1, 1/2, and 1/4 hour.

CLASS "B"

Table with 5 columns: Rate, 1 ti., 13 ti., 26 ti., 52 ti., 100 ti., 260 ti. Includes rates for 1, 1/2, and 1/4 hour.

CLASS "C"

Table with 5 columns: Rate, 1 ti., 13 ti., 26 ti., 52 ti., 100 ti., 260 ti. Includes rates for 1, 1/2, and 1/4 hour.

CLASS "D"

Table with 5 columns: Rate, 1 mo., 3 mos., 6 mos., 12 mos. Includes rates for 1, 1/2, and 1/4 hour.

SPECIAL FEATURES

News, sports and time signal reports—rates on request.

POLITICAL

Regular rates apply with additional charge for transcriptions.

TALENT

Rates on request. All artists and musicians will be engaged and paid by the station program bureau.

REMOTE CONTROL

Additional charges made for programs originating outside of station studios.

Contract and Other Requirements: Maximum length of contract one year. Announcements scheduled at rate change time take the higher rate.

Closing Time: Final closing date one week in advance of service. However, two weeks should be given to enable full publicity for talent programs and talks.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables with either vertical or lateral pick-up heads.

Personnel: Managing Director—John E. Fetzer. General Sales Manager—John W. O'Harrow (Kalamazoo). Representatives—Free & Peters, Inc.

W L A V

(Established 1940)



Rates effective August 1, 1942. (Card No. 2.) Owned and operated by Leonard A. Versluis.

Business Office and Studio—6 Fountain St., N. E., Grand Rapids, Mich., telephone 6-5461. Transmitter—6 Fountain St., N. E., Grand Rapids, Mich.

Wave—Power—Time: Operating power—250 watts. 223.5 meters; 1340 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time. Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

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

General Advertising: For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries), Michigan Radio Network and Wolverine Network. Rates are for station time only and include services of regularly scheduled staff announcers and music copyright fees.

CLASS "A"

Table with 5 columns: Rate, 1 ti., 26 ti., 52 ti., 100 ti. Includes rates for 1, 1/2, and 1/4 hour.

CLASS "B"

Table with 5 columns: Rate, 1 ti., 26 ti., 52 ti., 100 ti. Includes rates for 1, 1/2, and 1/4 hour.

CLASS "C"

Table with 5 columns: Rate, 1 ti., 26 ti., 52 ti., 100 ti. Includes rates for 1, 1/2, and 1/4 hour.

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

TRANSCRIPTIONS

Transcription library services available—rates on request. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Remote charges are not subject to agency commission.

SERVICE FACILITIES

Services of staff announcers available at no extra charge. Contract and Other Requirements: Advertising of alcoholic beverages, other than beer and wine, not accepted.

No contract accepted for longer than one year. Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time: Contracts close two days in advance of first broadcast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance.

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

Personnel: Owner—Leonard A. Versluis. Station Manager—H. M. Steed. Representatives: Joseph Hershey McMillan, Inc.

WOOD

(Established 1923)



Rates effective April 1, 1943. Owned and operated by King-Trendle Broadcasting Corporation.

Business Office and Studio—Grand Rapids National Bank Bldg., Grand Rapids 2, Mich., telephone 9-4211. Transmitter—Four miles south of city limits.

Wave—Power—Time: Operating power—5,000 watts. 230.8 meters; 1300 kilocycles. Licensed to operate full time on regional channel. Operates on Central War Time.

Operating schedule: 6:30 a.m. to 12:00 midnight. Agency Commission: 15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. Bills rendered weekly.

General Advertising: For combination rates see National Broadcasting Company (Basic Supplementary). The following rates are for station time only.

Table with 5 columns: Rate, 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Includes rates for 1, 1/2, and 1/4 hour.

Table with 5 columns: Rate, 1 hour, 1/2 hour, 1/4 hour, 5 minutes. Includes rates for 1, 1/2, and 1/4 hour.

PROGRAM DISCOUNTS

26 or more periods..... 5%
52 or more periods..... 10%

ANNOUNCEMENTS

An extra charge will be made for sound effects or additional voices on announcements.

(6:00 p.m. to 11:00 p.m.)
1 minute transcription or 100 words..... 20.00
35 word station breaks..... 16.00

(8:30 a.m. to 6:00 p.m. week days)
1 minute transcription or 100 words..... 10.00
35 word station breaks..... 8.00

(12:00 noon to 6:00 p.m. Sundays)
1 minute transcription or 100 words..... 15.00
35 word station breaks..... 12.00

(11:00 p.m. to 8:30 a.m.)
1 minute transcription or 100 words..... 7.50
35 word station breaks..... 6.00

ANNOUNCEMENT DISCOUNTS

200 or more announcements..... 15%
600 or more announcements..... 25%

SPECIAL FEATURES

Rates for sponsorship of news, sports, time signals submitted on request.

TALENT

Remote control broadcasts as desired. In addition to station time, line charges are to be paid by sponsor.

Contract and Other Requirements: Rates are for facilities of station only. Contracts subject to station owner's approval and government regulations. All material must conform to standards of station. Right is reserved to refuse or discontinue any advertising for any reason.

Maximum contract one year. Closing Time: Programs close 48 hours, announcements 24 hours, in advance of broadcast.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using both vertical and lateral cut recordings.

Personnel: President—Geo. W. Trendle (Detroit). Manager—Stanley W. Barnett. Representatives: Paul H. Raymer Company.

IRONWOOD

(Gogebic County)

W J M S

(Established 1931)



Rates effective March 15, 1944. (Card No. 2.) Owned and operated by the Upper Michigan-Wisconsin Broadcasting Company, Inc.

Business Office and Studio—124 E. McLeod Ave., Ironwood, Mich., telephone 20. Transmitter—U. S. Highway 2, Ironwood, Mich.

Wave—Power—Time: Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time.

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

Agency Commission: 15% on net charges for station time to recognized agencies; no cash discount. Invoices mailed last of each month on continuous contract; at end of service on short contracts less than one month. Political broadcasts cash with order.

General Advertising: For combination rates see Mutual Broadcasting System, North Central Broadcasting System and Keystone Network. Rates include music copyright fees.

CLASS "A"

Table with 5 columns: Rate, 1 ti., 1/2 ti., 1/4 ti., 10 min., 5 min., 1 min. Includes rates for 1, 1/2, and 1/4 hour.

Table with 5 columns: Rate, 1 ti., 1/2 ti., 1/4 ti., 10 min., 5 min., 1 min. Includes rates for 1, 1/2, and 1/4 hour.

CLASS "B"

Table with 5 columns: Rate, 1 ti., 1/2 ti., 1/4 ti., 10 min., 5 min., 1 min. Includes rates for 1, 1/2, and 1/4 hour.

CLASS "C"

Table with 5 columns: Rate, 1 ti., 1/2 ti., 1/4 ti., 10 min., 5 min., 1 min. Includes rates for 1, 1/2, and 1/4 hour.

Table with 5 columns: Rate, 1 ti., 1/2 ti., 1/4 ti., 10 min., 5 min., 1 min. Includes rates for 1, 1/2, and 1/4 hour.

Table with 5 columns: Rate, 1 ti., 1/2 ti., 1/4 ti., 10 min., 5 min., 1 min. Includes rates for 1, 1/2, and 1/4 hour.

(This listing continued on next page)

IRONWOOD—Continued

W J M S—Continued

SPECIAL FEATURES
Leased wire services, sports, local sport events, time signals, road, weather and temperature reports, lodge, club and lake fishing bulletins, remote broadcasts, participating programs.

TALENT
Talent costs in addition to time rates.

REMOTE CONTROL
Equipped for handling of temporary or permanent remotes. Line charges net.

SERVICE FACILITIES
Announcers, operating staff, program and continuity service at no extra charge. Programs planned and produced. Complete promotion and merchandising service available.

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

Closing Time
Talent programs, one week in advance of broadcast; announcements and recorded programs, 24 hours in advance of broadcast. Manuscripts for all political talks or other speeches must be submitted to station 24 hours in advance of broadcast time.

Personnel
Manager—J. W. Huss.

Representatives
Sears & Ayer, Inc.
North Central Broadcasting System.

JACKSON

(Jackson County)

W I B M

(Established 1925)

Rates received February 21, 1944.

Owned and operated by WIBM, Inc. Business Office and Studio—Hotel Hayes, Jackson, Mich., telephone 6121. Transmitter—Hotel Hayes, Jackson, Mich.

Wave—Power—Time
Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: 6:45 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. All bills rendered on day following broadcasting; payable 30 days net.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries), Michigan Radio Network and Wolverine Network. The following rates are for national advertising and include music copyright fees.

Table with 4 columns: Time (7:00 a.m. to 12:00 midnight), 1 tl., 13 tl., 26 tl., 52 tl. and corresponding rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS AND TALKS

Table with 4 columns: Time (7:00 a.m. to 12:00 midnight), One minute transcription or up to 100 words, and rates for 5.00, 4.50, 4.25, 4.00.

POLITICAL

Table with 2 columns: Not subject to frequency discounts (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Political announcements (50 words) with rates.

TALENT

Rates on request.

REMOTE CONTROL

Quotations will be given on request for broadcasts outside of studio.

Contract and Other Requirements
Rates quoted are for the station facilities only; talent is extra. Publicity talks accepted only when the subject matter is, in the opinion of the station director, of genuine public interest.

All contracts subject to cancellation unless program starts within 30 days. All contracts subject to cancellation by a 30 day advance written notice accompanied by a certified check for the short rates to the date of cancellation. All programs must conform to the station standards. The station staff will serve all advertisers free in forming program ideas, continuities, etc. These will be submitted upon request. All contracts are subject to station's owner's approval. Station reserves the right to cancel programs for reasons sufficient to station. Price mention is permitted in any part of the broadcasting periods.

Closing Time

Closing time for inclusion in general publicity and newspaper releases two weeks in advance of broadcast. Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close the day previous.

Mechanical Program Equipment

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

Personnel

President—Herman Radner. Vice-President—Roy Radner. Manager—Wm. A. Cizek.

Representatives

New York—Forjoe & Company. Chicago—Hal Holman Company.

KALAMAZOO

(Kalamazoo County)

W K Z O

(Established 1923)



Rates effective January 1, 1945. (Card No. 9)

Card received January 4, 1945.

Owned and operated by Fetzer Broadcasting Company. Business Office and Studio—Burdick Hotel, Kalamazoo 99, Mich., telephone 3-1223. Transmitter—Parchment, Mich.

Wave—Power—Time

Operating power—5,000 watts. 503.5 meters; 530 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central War Time.

Agency Commission
15% to advertising agencies recognized by station; no cash discount. Bills rendered first of month; due and payable tenth of month.

General Advertising
For combination rates see Columbia Broadcasting System.

Also sold in combination with WJEF, Grand Rapids, Mich. For rates see that listing. Program time will not be sold in units of less than five minutes.

ASCAP—Blanket Commercial license; BMI—Blanket Commercial and Sustaining license; SESAC.

CLASS "A"

Table with 5 columns: Time (6:00 p.m. to 10:30 p.m. daily), 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 260 tl. and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less transcriptions, including transcribed chain breaks, 100 words or less, including live chain breaks.

CLASS "B"

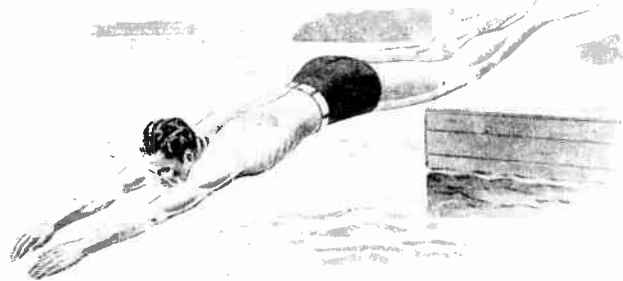
Table with 5 columns: Time (9:00 a.m. to 4:00 p.m. daily), 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 260 tl. and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less transcriptions, including transcribed chain breaks, 100 words or less, including live chain breaks.

CLASS "C"

Table with 5 columns: Time (10:30 p.m. to 5:00 a.m. daily), 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 260 tl. and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less transcriptions, including transcribed chain breaks, 100 words or less, including live chain breaks.

(This listing continued on next page)

YOU MAY BE ABLE TO SWIM 292 MILES, NONSTOP*



BUT—YOU CAN'T FLOAT INTO WESTERN MICHIGAN FROM THE "OUTSIDE"

So you're using a 50,000-watt station within 250 miles or so of Western Michigan—and you figure you're getting "coverage"!

But listen: People in this section aren't hearing your broadcasts regularly—they can't because of a queer local condition of fading. To reach them you must broadcast from within-the-wall of the fading area. Chicago and Detroit are outside. Use of nearby stations is the only answer.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving eighteen counties with a daytime

population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230 KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer complete coverage of Western Michigan.

Let us send you the whole story—or just ask Free & Peters!

*John V. Sigmund swam nonstop down the Mississippi River, 292 miles, in 89 hrs., 18 mins., 1940.

WKZO and WJEF logos with text: CBS - FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN; CBS - FOR GRAND RAPIDS AND KENT COUNTY

Both owned and operated by Fetzer Broadcasting Company

FREE & PETERS, INC., Exclusive National Representatives



MICHIGAN—Continued

**KALAMAZOO—Continued
W K Z O—Continued**

CLASS "D"
Rates for announcements same as Class "C." If less than six quarter hours per week are used, Class "C" rates apply.

	Per month			
	1 mo.	3 mos.	6 mos.	12 mos.
1 hour.....	900.00	855.00	810.00	765.00
1/2 hour.....	540.00	513.00	486.00	459.00
1/4 hour.....	360.00	342.00	324.00	306.00

Note: Verbal announcements over 100 words take one minute electrical transcription rate. Chain breaks limited to 40 words.

SPECIAL FEATURES

News, sports and time signal reports—rates on request.

POLITICAL

Regular rates apply; cash in advance.

TRANSCRIPTIONS

Regular rates apply with additional charge for transcriptions.

TALENT

Rates on request. All artists and musicians will be engaged and paid by the station program bureau.

REMOTE CONTROL

Additional charges made for programs originating outside of station studios.

Contract and Other Requirements

Maximum length of contract is one year. Announcements scheduled at rate change time take the higher rate. The management reserves the right to reject or discontinue any advertising for reasons satisfactory to itself.

The guiding principle of all advertising is the code of ethics of the National Association of Broadcasters

and the regulations of the Federal Communications Commission. Preferred position governed by priority and availability on contract basis.

Closing Time
Final closing date one week in advance of service, however, two weeks should be given to enable full publicity for talent programs and talks. Announcements and recorded broadcasts close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables with either vertical or lateral pick-up heads.

Personnel
Managing Director—John E. Fetzer.
General Sales Manager—John W. O'Harrow.
Representatives
Free & Peters, Inc.

LANSING
(Ingham County)
W J I M
(Established 1934)



BLUE NETWORK STATION

Rates effective November 15, 1944.
Owned and operated by WJIM, Incorporated.
Business Office and Studio—Bank of Lansing Bldg., Lansing 16, Mich.
Transmitter—Bank of Lansing Bldg., Lansing 16, Mich.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. All bills rendered and due weekly in advance.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Michigan Radio Network.

The following rates apply to national advertising and include music copyright fees.

	(6:00 p.m. to 11:00 p.m.)			
	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	90.00	85.50	81.00	76.50
1/2 hour.....	54.00	51.30	48.60	45.90
1/4 hour.....	36.00	34.20	32.40	30.60
5 minutes.....	15.00	14.25	13.50	12.75

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to sign-off)

1 hour.....	60.00	57.00	54.00	51.00
1/2 hour.....	36.00	34.20	32.40	30.60
1/4 hour.....	24.00	22.80	21.60	20.40
5 minutes.....	10.00	9.50	9.00	8.50

ANNOUNCEMENTS

The following rates are subject to 10% discount on 78 time contracts, within 13 weeks.

(After 6:00 p.m.)
One minute or 50 word chain break..... 8.00

(Before 6:00 p.m.)
One minute or 50 word chain break..... 5.00

TALKS AND LECTURES

5 minutes..... 20.00
10 minutes..... 35.00
15 minutes..... 45.00
75 word political spot..... 10.00

SPECIAL FEATURES

Sponsorship of high school or college football games, sports review, news programs, market, weather and temperature reports—rates on request.

RECORDED PROGRAMS

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

TALENT

Rates on request.

REMOTE CONTROL

Special rates on request for broadcasts from cafes, theatres, clubs, banquets, etc.

Contract and Other Requirements

Program rates do not include talent cost. Manuscripts must be submitted in advance. No deviation from manuscript permitted. Staff announcers serve all advertisers without additional charge. All contracts subject to government regulations and station owner's approval. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. All programs must conform to the standards of station. Where an advertiser prepares his own program it must be submitted ten days in advance for director's approval. Program ideas, continuities, etc., prepared and submitted without charge by station production department. All proposals subject to prior bookings of time. No contract for longer than one year.

Mechanical Program Equipment

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

Closing Time

Talent programs close 10 days in advance. Announcements, talks and recorded programs close seven days in advance.

Personnel

General Manager—Harold F. Gross.

Representatives

None.

LAPEER
(Lapeer County)

W M P C

Owned and operated by The Liberty Street Gospel Church of Lapeer.
Studio—Lapeer, Mich.
Transmitter—Lapeer, Mich.

Wave—Power—Time

Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate specified hours.

Does not sell time.

LUDINGTON

W K L A

(Established 1944)



Rates effective June 1, 1944. (Card No. 1.)
Owned and operated by The Ludington Broadcasting Co.
Business Office and Studios—Masonic Temple Bldg., Ludington, Mich.

Wave—Power—Time

Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.

Agency Commission

15% to recognized advertising agencies; no cash discount.

General Advertising

For combination rates see Mutual Broadcasting System, Wolverine Network and Keystone Network.
Program time is sold in units of not less than five minutes.

(This listing continued on next page)

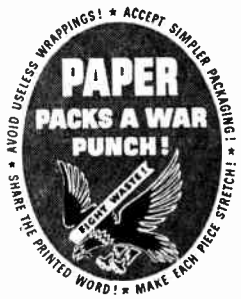


● From the day a soldier goes to war, he is dependent on paper. His records are packed in it; his cartridges are wrapped in it; his shoes are lined with it; his letters are written on it.

His barracks are built with paper wallboard, paper roofing, paper insulation. He shoots at paper targets, eats from paper plates, drinks from paper cups. His battles are planned, his orders are issued, on paper.

You may not have to pinch your pennies, but now is the time to pinch paper and see that it does its part in the war. Paper has become so much a part of our lives that we hardly notice the way we waste it—much less the way we use it.

Paper is our soldier's indispensable ally—we have no more right to deprive him of it than we have to take away his gun.



STANDARD RATE & DATA SERVICE

LUDINGTON—Continued
W K L A—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min) and rates for various programs (1 time, 13 times, 26 times, etc.)

(*) All announcements subject to change of time without notice, to conform with requirements of program schedule.

SPECIAL FEATURES

Sports events, weather report and time signals—rates on request.

RELIGIOUS

Rates on request.

REMOTE CONTROL

Equipped for remote pickups.

SERVICE FACILITIES

Artists service and line charges are extra.

Contract and Other Requirements

All orders subject to regular station rules as per standard form contract.

Closing Time

Final closing date one week in advance of service.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription.

Personnel

General Manager—Karl L. Ashbacher.

Representatives

Burn-Smith Co., Inc.

MARQUETTE

(Marquette County)
W D M J
(Established 1931)

Rates effective October 1, 1944. (Card No. 6.)
(Card received January 10, 1945.)

Owned and operated by Lake Superior Broadcasting Company, Inc.

Studio—Mining Journal Bldg., Marquette, Mich.
Transmitter—Mining Journal Bldg., Marquette, Mich.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1330 kilocycles.

Agency Commission
15% to recognized agencies; cash discount 2%—10 days.

General Advertising
For combination rates see North Central Broadcasting System.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B' programs.

SPECIAL FEATURES

News: Leased wire services, sportscasts and special features; local sports events; time signals; road, weather and temperature reports; remote broadcasts; participating programs; etc.—rates and details on request.

POLITICAL

One time Class "A" rates apply.

TALENT

Sponsor may arrange own talent or arrange through station.

REMOTE CONTROL

Wire and mechanical charges for remote control installations may be required in advance.

Contract and Other Requirements
Maximum length of contract one year.
All contracts subject to government regulations and to approval of station management.

Closing Time
Continuity 24 hours in advance of broadcast time.

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

Personnel
Business Manager—Gordon H. Brozek.

Representatives
North Central Broadcasting System.

MUSKEGON

(Muskegon County)
W K B Z



BLUE NETWORK STATION

(Established 1926)
Rates effective June 1, 1943. (Card No. 5.)

Owned and operated by Ashbacher Radio Corp., Muskegon, Mich.

Business Office and Studio—WKBZ Auditorium, 432 Apple Ave., Muskegon 15, Mich.

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

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

General Advertising
For combination rates see American Broadcasting Company, Inc.

Table with columns for time slots and rates for various programs (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min).

(*) All announcements subject to change of time without notice, to conform with requirements of program schedule.

SPECIAL FEATURES

News: Leased wire service hourly from 6:15 a.m. to 9:30 p.m.

RELIGIOUS

Rates on request.

RECORDED PROGRAMS

Regular time charges apply to recorded programs.

REMOTE CONTROL

Remote control charges, line costs, rental of remote equipment are extra; rates quoted on request.

Contract and Other Requirements
Time charges are for time only, and include services of one announcer and use of studio.

Closing Time
Talent programs and talks 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 turntables for vertical or lateral cut recordings.

Personnel
Manager—Grant F. Ashbacher.

Representatives
Burn-Smith Company, Inc.

PONTIAC

(Oakland County)
W C A R
(Established 1939)

Rates effective September 1, 1943. (Card No. A-2.)

Owned and operated by Pontiac Broadcasting Co., Inc.

Business Office and Studio—6th floor, Riker Bldg., Pontiac, Mich., telephone 7141.

Wave—Power—Time
Operating power—1,000 watts.
265.5 meters; 1130 kilocycles.

Agency Commission
15% to recognized advertising agencies on net station time.

General Advertising
For combination rates see Mutual Broadcasting System.

Wave—Power—Time
Operating power—1,000 watts.
265.5 meters; 1130 kilocycles.

Agency Commission
15% allowed to recognized agencies only on station time charges.

General Advertising
In order to earn net rates quoted, contract must be completed within 12 months.

Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class.

Additional Discounts
Weekly frequency rates are subject to the following additional discounts when advertisers use more than one period daily.

Table with columns for time slots and rates for various programs (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min).

WEEKLY FREQUENCY RATES

Table with columns for program duration and weekly rates.

ADDITIONAL DISCOUNTS

Weekly frequency rates are subject to the following additional discounts when advertisers use more than one period daily.

SPECIAL FEATURES

News Broadcasts: Sold at regular card rates. No additional charge for news service or newscaster.

Time signals and temperature reports: 30 or 100 words at regular rates when available.

Market reports and sports broadcasts—rates on request.

POLITICAL

Regular rates apply; cash in advance.

SERVICE FACILITIES

Merchandising service available upon request; estimates submitted on complete merchandising service.

Contract and Other Requirements
Program charges (talent, special announcers, continuity, remote costs, etc.) are in addition to station charges.

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 turntables for vertical and lateral cut recordings.

Personnel
General Manager—H. Y. Lewinson.

Representatives
John E. Pearson Company.

PORT HURON

(St. Clair County)
W H L S
(Established 1938)

Rates effective March 1, 1943.

Owned and operated by Harmon L. Stevens and Herman L. Stevens.

Business Office and Studio—932 Military St., Port Huron, Mich.

Wave—Power—Time
Operating power—250 watts.
266.9 meters; 1450 kilocycles.

Agency Commission
15% to recognized advertising agencies on net station time.

General Advertising
For combination rates see Mutual Broadcasting System.

Table with columns for time slots and rates for various programs (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min).

(*) 260 or more times.

(This listing continued on next page)

PORT HURON—Continued
W H L S—Continued

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for various services like transcription, words, and special packages.

Time Signals, Market Reports—details and rates on request. News: Leased wire service available—rates on request.

POLITICAL General rates apply—payable in advance. TALENT Rates on request.

TRANSCRIPTIONS Transcription library available—information on request.

REMOTE CONTROL Additional charges are made for programs originating outside of the station's studio.

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

Personnel Gen'l Mgr. & Prog. Dir.—Harmon L. Stevens. Commercial Manager—R. L. Macklin.

Representatives Pacific Coast—Gene Grant.

ROYAL OAK
(Oakland County)
W E X L

Rate card dated April 15, 1940. (Card No. 8.) Owned and operated by Royal Oak Broadcasting Co. Business Office and Studio—212 W. Sixth St., Royal Oak, Mich., telephone 0815.

Wave—Power—Time Operating power—50 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission 15% to recognized agencies on station time only; cash discount none. All bills rendered and due weekly in advance.

General Advertising (6:00 p.m. to 11:00 p.m.) 1 hr. 90.00 85.50 81.00 76.50

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 4:00 a.m.) 1 hr. 70.00 66.50 63.00 59.50

ANNOUNCEMENTS 100 words or less. 1 hr. 78.00 156.00 312.00

SPECIAL FEATURES Foreign language (polish) programs, newscasts, sports-casts, time signals and weather reports—rates on request.

TRANSCRIPTIONS (6:00 p.m. to 11:00 p.m.) 1/4 hour 30.00 28.50 27.00 25.50

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 4:00 a.m.) 1/4 hour 25.00 23.75 22.50 21.25

1 minute 11.00 10.45 9.90 9.35

REMOTE CONTROL Facilities available for remote control pick-ups—rates on request.

SERVICE FACILITIES Services of announcing staff, program and continuity departments are available at no extra cost.

Closing Time All program material, spot copy and manuscripts must be presented 24 hours in advance of broadcast.

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

Personnel Manager—Ellis C. Thompson.

SAGINAW
(Saginaw County)
W S A M
(Established 1940)



Rates effective January 1, 1944. (Card No. 7.) Owned and operated by Saginaw Broadcasting Co.

Business Office and Studio—610 Eddy Bldg., Saginaw, Mich., telephone 2-5109. Transmitter—2745 Bay St., Saginaw, Mich.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 9:00 a.m. to 11:00 p.m.; week days 7:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies on station time charges only; no cash discount. No commission on talent or on line charges. Bills payable by 15th of month following service.

General Advertising rates see National Broadcasting Company (Basic Supplementaries). Day and night programs may be combined to earn frequency discount.

The following rates are for national advertising and include music copyright fees. (12:00 noon to 6:00 p.m. Sundays and after 6:00 p.m. daily)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for national advertising.

One minute or station break 10.00 8.00 8.10 7.30 6.55 5.90 5.30

(Before 12:00 noon Sundays and before 6:00 p.m. week days) 1 hr. 60.00 54.00 48.00 43.75 41.60 39.50 37.55

1/2 hour 40.00 36.00 32.40 29.15 27.70 26.30 25.00

1/4 hour 25.00 22.50 20.25 18.20 17.25 16.40 15.55

5 minutes 13.00 11.70 10.50 9.45 8.95 8.50 8.05

One minute or station break 7.00 6.35 5.70 5.10 4.75 4.50 4.25

Ten minutes is 3/4 of 15 minute rate. Station break announcements limited to 25 words.

POLITICAL AND RELIGIOUS Rates on request.

TALENT Rates on request.

TRANSCRIPTIONS Transcription library services available.

REMOTE CONTROL Facilities for remote control broadcasts available.

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

No contract accepted for longer than 12 months. Contracts subject to station's approval and all governmental regulations. All material must conform to standards of station. Right is reserved to refuse or discontinue any advertising for reasons sufficient to station. All proposals subject to prior booking of time.

Closing Time Final closing date one week in advance of service. However, two weeks should be given to enable full publicity for talent programs and talks. Announcements and recorded broadcasts close one week in advance.

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

Personnel General Manager—Milton L. Greenebaum.

Representatives Headley-Reed Company.

SAULT STE. MARIE
W S O O
(Established 1940)



BLUE NETWORK STATION

Rates effective January 1, 1944. Owned and operated by Hiawathaland Broadcasting Company.

Business Office and Studio—107 W. Portage Ave., Sault Ste. Marie, Mich., telephone 3000. Transmitter—U. S. Highway No. 2, Chippewa Township, two miles south of city limits of Sault Ste. Marie, Mich.

Wave—Power—Time Operating power—250 watts days; 100 watts nights. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time.

Operating schedule: Daily 6:45 a.m. to 11:05 p.m.

Agency Commission 15% to advertising agencies recognized by station on net charges for station time and talent; no cash discount. All bills rendered and due the 10th of month.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). The following rates are for national advertising.

CLASS "A" (6:30 p.m. to 10:00 p.m. daily) 1 hr. 100.00 90.00 81.00 73.00 65.50 60.00 54.00

1/2 hour 60.00 54.00 48.50 43.50 39.15 36.70 35.20

1/4 hour 35.00 31.50 28.35 25.50 23.95 20.85 18.60

5 minutes 18.00 16.20 14.60 13.15 11.85 10.65 9.60

One minute or station break 10.00 8.00 8.10 7.30 6.55 5.90 5.30

Table for CLASS "C" advertising rates, showing rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, and chain break.

Table for CLASS "D" advertising rates, showing rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, and chain break.

SPECIAL FEATURES News: Leased wire service—rates on request.

ADDRESSES AND TALKS Rates on request.

TRANSCRIPTIONS Transcription library service available.

TALENT Rates on request.

REMOTE CONTROL Additional charges made for programs originating outside of station studios—rates on request.

Contract and Other Requirements Program charges will be billed to the advertiser in addition to the charge for time. Station and program announcers and the entire mechanical facilities of station are available without additional charge.

Closing Time Final closing date one week in advance of service. However, two weeks should be given to enable full publicity for talent programs and talks. Announcements and recorded broadcasts close one week in advance.

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

Personnel General Manager—Stanley R. Pratt. Commercial Manager—R. Y. Burnett.

Representatives Canada—William Wright.

TRAVERSE CITY
W T C M
(Established 1941)

Rates received July 31, 1941. Owned and operated by Midwest Broadcasting Co. Business Office and Studio—Anderson Bldg., Traverse City, Mich., telephone 1150.

Transmitter—Elmwood Township, Leelanau County, two miles from business district, Traverse City, Mich.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Operating schedule: Sundays 9:00 a.m. to 10:00 p.m. during winter and 9:00 a.m. to 1:00 a.m. during summer; week days 6:00 a.m. to 10:30 p.m. during winter and 5:00 a.m. to 1:00 a.m. during summer.

Commission and Cash Discount 15% to recognized agencies; no cash discount. Bills rendered 1st of month and are due 15th of month.

General Advertising For combination rates see Mutual Broadcasting System, Keystone Network, and Wolverine Network. The following rates are for national advertising.

Table with columns for time slots (1 hr, 1/2 hr) and rates for national advertising.

Per week for 1/4 hour: 7 wks. 13 wks. 26 wks. 52 wks.

SPOT ANNOUNCEMENTS 50 words or less. 1 hr. 13.00 26.00 52.00

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL Charge of 2.00 for single broadcast (on contract 1.00) plus telephone costs.

Contract and Other Requirements Advertising of hard liquor not accepted. Contracts subject to cancellation by one 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 talks close eight hours in advance.

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

Personnel Station Manager—Les Blederman.

Representatives The Walker Company.

MINNESOTA

DAIRYLAND NETWORK, THE

Wesley Temple Bldg., Minneapolis 4, Minn.

Network comprised of:

GROUP I

- WTCN—Minneapolis-St. Paul, Minn.
KATE—Albert Lea, Minn.
KWLM—Willmar, Minn.
KWNO—Winona, Minn.

GROUP II

- KATE—Albert Lea, Minn.
KWLM—Willmar, Minn.
KWNO—Winona, Minn.

Rates effective March 15, 1944. (Card No. 1.)

Wave—Power—Time

See individual listings.

Agency Commission

15% to recognized agencies on net station charges only; no cash discount. Invoices mailed monthly unless otherwise agreed.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). Retrospective discounts allowed on the number of broadcasts given within a year. Programs of five minutes or more cannot be combined with announcements to earn larger discounts. No additional discounts.

GROUP I

CLASS "A"

Table with columns for time slots (8:00 p.m. to 10:00 p.m., 12:00 noon to 10:00 p.m.) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

CLASS "B"

Table with columns for time slots (7:00 a.m. to 2:00 p.m., 5:00 p.m. to 8:00 p.m.) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

CLASS "C"

Table with columns for time slots (8:00 a.m. to 7:00 a.m., 2:00 p.m. to 5:00 p.m., 10:00 p.m. to 12:00 midnight) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

GROUP II

CLASS "A"

Table with columns for time slots (8:00 p.m. to 10:00 p.m., 12:00 noon to 10:00 p.m.) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

CLASS "B"

Table with columns for time slots (7:00 a.m. to 2:00 p.m., 5:00 p.m. to 8:00 p.m.) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

CLASS "C"

Table with columns for time slots (8:00 a.m. to 7:00 a.m., 2:00 p.m. to 5:00 p.m., 10:00 p.m. to 12:00 midnight) and rates for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

SPECIAL FEATURES

News: Leased wire services available at regular time rates plus talent and news charges. Sports: National, regional and local summaries available at regular time rates plus talent and news charges.

TRANSCRIPTIONS

Transcription library services available—rates on request. Electrical transcriptions at regular program rates.

SERVICE FACILITIES

Creative, writing and producing staffs available for special program building. Rates contingent on type of production. Announcement rates include one announcer only. Additional charge for special voices or sound effects. Line charges absorbed in above rates; permanent lines are maintained.

Contract and Other Requirements

No periods sold in bulk for resale. All contracts subject to cancellation unless service starts within 30 days. All contracts subject to station's approval and governmental regulations. Network reserves the right to refuse or discontinue any service for reasons satisfactory to itself. All orders subject to conditions of network standard form of contract.

Mechanical Programs—Equipment

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

Personnel

- WTCN—C. T. Hagman.
KATE—Edgar L. Hayek.
KWLM—Harry W. Linder.
KWNO—Max White.

Representatives: Free & Peters, Inc.

MINNESOTA RADIO NETWORK

Business Offices and Studios—Hotel St. Paul, St. Paul 2, Minn., Cedar 5511; Radio City, Minneapolis 2, Minn., Bridgeport 3222.

Comprised of:

- KSTP—Minneapolis-St. Paul
KROC—Rochester, Minn.
KYSM—Mankato, Minn.
KFAM—St. Cloud, Minn.

Wave—Power—Time

See individual listings.

General Advertising

For rates and data consult executive offices or representatives.

Personnel

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

Representatives

Edward Petry & Company, Inc.

SOUTHERN MINNESOTA NETWORK

101 N. Second St., Mankato, Minn.

Comprised of:

- KATE—Albert Lea KROC—Rochester
KYSM—Mankato

Rates effective February 1, 1945.

Rates received February 5, 1945.

Wave—Power—Time

See individual listings.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

For rates and data consult executive offices or representatives.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. week days)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for 1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times.

CLASS "B" (7:00 a.m. to 12:00 p.m., 1:00 p.m. to 6:00 p.m. week days and 7:00 a.m. to 12:00 noon Sundays)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for 1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times.

CLASS "C" (6:00 a.m. to 7:00 a.m., 2:00 p.m. to 5:00 p.m., 10:00 p.m. to 12:00 p.m. week days and 8:00 a.m. to 12:00 noon Sundays)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for 1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 260 times, 312 times, 468 times, 624 times.

ANNOUNCEMENTS

CLASS "A" (11:59 a.m. to 1:00 p.m., 5:59 p.m. to 10:00 p.m. week days and 11:59 a.m. to 10:00 p.m. Sundays)

Table with columns for time slots (One minute or 125 words maximum, 15 seconds or 30 words) and rates for 1 time, 26 times, 52 times, 65 times, 130 times.

CLASS "B" (All other time)

Table with columns for time slots (One minute or 125 words maximum, 15 seconds or 30 words) and rates for 1 time, 26 times, 52 times, 65 times, 130 times.

Representatives

John E. Pearson Company.

ALBERT LEA

KATE

(Freeborn County)



Rates effective April 15, 1942. (Card No. 2.)

Owned and operated by Albert Lea-Austin Broadcasting Co., Inc. Studios—Albert Lea and Austin, Minn. Transmitter—Albert Lea, Minn.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Operates on Central War Time. Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to agencies recognized by station; no cash discount. Talent is not subject to commission. All bills are due and payable as billed.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries), Mutual Broadcasting System (Basic Supplementaries), North Central Broadcasting System (Minnesota Group) and Dairyland Network. Affiliated with Southern Minnesota Network. Music copyright fees are not included in rates.

CLASS "A"

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

CLASS "B"

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

WEEKLY RATES

(Three times weekly)

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

CLASS "B"

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

Six times weekly—add one-sixth of five time rate. Seven times weekly—add two-sixths of five time rate.

CLASS "A"

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

CLASS "B"

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

ANNOUNCEMENTS

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

Table with columns for time slots (100 words or one minute, 30 words) and rates for 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes.

(This listing continued on next page)

SRDS gives two sets of facts

... market and audience information in the advertisements ... rates and other data in the listings. Both are essential.

DULUTH—Continued
W E B C—Continued

Mechanical Program Equipment
General Manager—Walter C. Bridges.
Director of Operations—H. E. Westmoreland.
Representatives
George P. Hollingsbery Company.

FERGUS FALLS
(Other Tail County)

K G D E
(Established 1926)

Rates received May 17, 1942.
Owned and operated by KGDE Broadcasting Co.
Studio—Fergus Falls, Minn., telephone 3986.
Transmitter—Fergus Falls, Minn.

Wave—Power—Time
Operating power—250 watts to local sunset; 100 watts thereafter.

243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.

Agency Commission
15% on time rates only; cash discount 2%—10 days from invoice date. No discount on talent.

General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Minnesota Group).

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

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

DISCOUNTS table showing rates for 13, 26, 39, and 52 times.

ANNOUNCEMENTS CLASS 'A' table showing rates for 100, 50, and 25 words.

ANNOUNCEMENTS CLASS 'B' table showing rates for 100, 50, and 25 words.

ANNOUNCEMENTS CLASS 'C' table showing rates for 100, 50, and 25 words.

POLITICAL
All political talks are carried at national Class 'A' rates and must be submitted to station prior to broadcast; cash with order.

RECORDED PROGRAMS
Musical transcription library available. No extra charge.

TALENT
Rates on request.

REMOTE CONTROL
Facilities available for remote pick-ups outside of studios. Expenses of such pick-ups charged at cost.

Contract and Other Requirements
No hard liquor advertising accepted. Station reserves the right to re-schedule any commercial period; subject to immediate cancellation if not acceptable to advertiser.

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

Mechanical Program Equipment
General Manager—C. L. Jaran.
Representatives
None.

HIBBING
(St. Louis County)
W M F G

Rates effective January 1, 1945.
Card received January 3, 1945.
Owned and operated by the Head of the Lakes Broadcasting Company.
Business Office and Studio—Androy Hotel, Hibbing, Minn., telephone 1150.
Transmitter—Hibbing, Minn.

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

Agency Commission
15% to recognized advertising agencies on net charges for station; no cash discount. All bills rendered and due weekly in advance.

General Advertising
For combination rates see Arrowhead Network. Affiliated with Northwest Network.
WMFG, Hibbing, and WHLB, Virginia, are sold nationally as one unit at the following combination rate:

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

ANNOUNCEMENTS SPECIAL FEATURES
News: Leased wire service available.
REMOTE CONTROL
Facilities available—rates on request.

POLITICAL
Accepted at regular rates; payable in advance. No agency commission allowed.

TRANSCRIPTIONS
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 turntables for vertical and lateral cut recordings.

Personnel
Sales Manager—Harry Hyeit.
National Sales Manager—H. E. Westmoreland.
Representatives
George P. Hollingsbery Company.

MANKATO
(Blue Earth County)
K Y S M
(Established 1938)

Rates effective February 1, 1945. (Card No. 3.)
Card received February 19, 1945.
Owned and operated by F. B. Clements & Company.
Business Office and Studio—101 N. Second St., Mankato, Minn., Mankato 4973.
Transmitter—Nicollet County, one mile west of North Mankato on U. S. Highway No. 14.)

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% to recognized agencies on net station time; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementary). Affiliated with Northwest Network and Southern Minnesota Network. Rates include music copyright fees. 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.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

POLITICAL
Strip rates or frequency discounts of 26 times or more do not apply to political talks. Copy and payment for political advertising must be in hands of the station 24 hours in advance of broadcast schedule. Political talks not commissionable to agencies.

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 the advertiser and are net. No agency commission.

Contract and Other Requirements
Resale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management. All orders subject to conditions of this station's standard form of contract. Maximum length of contract one year. All rates guaranteed for one year from date of first broadcast, with or without interruption.

Closing Time
All contracts should be closed as far in advance as possible to facilitate production.

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

Personnel
General Manager—John F. Meagher.
Representatives
John E. Pearson Company.



IN ONE PACKAGE...

No fortune teller of the crystal ball variety is KSTPete. With Sellevision—the eye to the ears of tomorrow—he doesn't have to be. He can confidently predict a greater future in the Twin Cities Market for KSTP advertisers. Since present-day results are the cumulative effect of KSTP's continuous audience promotion efforts in the past, they are proof enough of the soundness of this prediction. Sellevision is no empty "inspiration." It is a tested station betterment policy based on long-range thinking and far-sighted planning. Proved in four years of actual practice, KSTP's station betterment policy still is being carried out with unabated effort today and will continue to go on in improved form tomorrow. That is Sellevision—past... present... future, in one package—your best radio buy in the Twin Cities Market today and tomorrow!

50,000 WATTS—CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented Nationally by Edward Petry & Co.



MINNESOTA—Continued

MINNEAPOLIS-ST. PAUL
(Minneapolis, Hennepin County; St. Paul, Ramsey County)

KSTP
(Established 1923)



Rates effective April 1, 1945. (Card No. 34.)
Card issued March 1945.
Owned and operated by KSTP, Inc.
Executive Offices—St. Paul Hotel, St. Paul 2, Minn., Cedar 5511.
Business Office and Studios—Radio City, Minneapolis 2, Minn., Bridgeport 3222.
Transmitter—Highway 81 and County Road C, Ramsey County, Minn.

Wave—Power—Time
Operating power—50,000 watts.
290 meters; 1500 kilocycles.
Licensed to operate full time on clear channel. Operates 21 hours daily on Central War time.

Agency Commission
15% on net station charge only to agencies recognized by station; no cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see National Broadcasting Company (Basic Network). Affiliated with Northwest Network.

The following rates apply to national advertising. Discounts earned on one type of service are not applicable to another service.

TIME RATES

CLASS "A"					
(6:00 p.m. to 10:00 p.m. daily)					
Minimum period 15 minutes.					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	460.00	276.00	184.00
26 times	437.00	262.20	174.80
52 times	425.50	255.30	170.20
65 times	414.00	248.40	165.60
130 times	391.00	234.60	156.40
156 times	385.00	229.80	151.80
260 times	345.00	207.00	138.00
312 times	322.00	193.20	128.80
468 times	310.50	186.30	124.20
624 times	299.00	179.40	119.60

CLASS "B"					
(9:00 a.m. to 6:00 p.m. week days; 10:00 p.m. to 10:30 p.m. daily and 9:00 a.m. to 12:00 noon Sundays)					
1 time	230.00	138.00	92.00	69.00	46.00
26 times	218.50	131.10	87.40	65.55	43.70
52 times	212.75	127.65	85.10	63.82	42.55
65 times	207.00	124.20	82.80	62.10	41.40
130 times	195.50	117.30	78.20	58.65	39.10
156 times	184.00	110.40	73.60	55.20	36.80
260 times	172.50	103.50	69.00	51.75	34.50
312 times	161.00	96.60	64.40	48.20	32.20
468 times	155.25	93.15	62.10	46.57	31.05
624 times	149.50	89.70	59.80	44.85	29.90

CLASS "C"					
(10:30 p.m. to 12:00 midnight and 6:30 a.m. to 9:00 a.m. daily)					
1 time	155.00	93.00	62.00	46.50	31.00
26 times	147.25	88.35	58.90	44.18	29.45
52 times	145.37	86.92	57.35	43.02	28.67
65 times	139.50	83.70	55.80	41.86	27.90
130 times	131.75	79.05	52.70	39.53	26.35
156 times	124.00	74.40	49.60	37.20	24.80
260 times	116.25	69.75	46.50	34.88	23.25
312 times	108.50	65.10	43.40	32.55	21.70
468 times	104.82	62.77	41.85	31.39	20.92
624 times	100.75	60.45	40.30	30.23	20.15

CLASS "D"					
(6:00 a.m. to 6:30 a.m. daily)					
1 time	100.00	60.00	40.00	30.00	20.00
26 times	95.00	57.00	38.00	28.50	19.00
52 times	92.50	55.50	37.00	27.75	18.50
65 times	90.00	54.00	36.00	27.00	18.00
130 times	85.00	51.00	34.00	25.50	17.00
156 times	80.00	48.00	32.00	24.00	16.00
260 times	75.00	45.00	30.00	22.50	15.00
312 times	70.00	42.00	28.00	21.00	14.00
468 times	67.50	40.50	27.00	20.25	13.50
624 times	65.00	39.00	26.00	19.50	13.00

CLASS "E"					
(12:00 noon to 6:00 p.m. Sundays)					
Minimum period 15 minutes.					
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	345.00	207.00	138.00
26 times	327.75	198.65	131.10
52 times	319.12	191.47	127.65
65 times	310.50	186.30	124.20
130 times	293.25	175.95	117.30
156 times	276.00	165.60	110.40
260 times	258.75	155.25	103.50
312 times	241.50	144.90	96.60
468 times	232.87	139.72	93.15
624 times	224.75	134.55	89.70

Two or more units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever rate may be scheduled contiguously at the station's option, on 28 days' notice.

DISCOUNTS
Discounts are accumulative for a period of one year only, which is the maximum length of any contract. 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.

(This listing continued on next page)

Minneapolis-St. Paul—Continued
KSTP—Continued

ANNOUNCEMENTS
No "hitch-hike" or "cow-catcher" announcements accepted.

Table with columns for time slots (1 minute, 26 times, 52 times, 130 times) and rates for CLASS 'A' (6:00 p.m. to 10:00 p.m. daily).

Table with columns for time slots and rates for CLASS 'B' (9:00 a.m. to 5:59 p.m. daily; 10:01 p.m. to 10:31 p.m. daily).

Table with columns for time slots and rates for CLASS 'C' (10:31 p.m. to 12:30 midnight and 6:00 a.m. to 9:00 a.m. daily).

News and Sports—Regular time rates apply plus talent and news charges. Household Forum: 11:00 a.m. to 11:30 a.m., Monday through Friday...

Special Features
Transcriptions accepted at regular program rates. Not restricted to certain hours.

Talent
Rates on request. Contract and Other Requirements
No periods sold in bulk for resale.

Personnel
Pres. & Gen'l Mgr.—Stanley E. Hubbard. Vice-Pres. & Treas.—Kenneth M. Hance.

KUOM
Owned and operated by the University of Minnesota. Wave—Power—Time
5,000 watts. 389.6 meters; 770 kilocycles.

WCCO
(Established 1924)



Rates effective August 20, 1944. (Card No. 17.) Owned and operated by Columbia Broadcasting System, Inc. Business Office and Studio—625 Second Ave., So., Minneapolis 2, Minn., Main 1202.

General Advertising
For combination rates see Columbia Broadcasting System (Northwest Group). Rates for periods in excess of one hour are in exact proportion to one hour rates.

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

CLASS 'A'
(6:30 p.m. to 10:00 p.m. week days; 6:00 p.m. to 10:00 p.m. Sundays)
Per week

Table with columns for time slots and rates for CLASS 'A' (6:30 p.m. to 10:00 p.m. week days; 6:00 p.m. to 10:00 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'B' (5:30 p.m. to 6:30 p.m. week days; 1:00 p.m. to 6:00 p.m. Sundays; 10:00 p.m. to 10:30 p.m. daily).

Table with columns for time slots and rates for CLASS 'C' (8:00 a.m. to 5:30 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily).

Table with columns for time slots and rates for CLASS 'D' (7:00 a.m. to 8:00 a.m. week days; 7:00 a.m. to 9:00 a.m. Sundays).

Table with columns for time slots and rates for CLASS 'E' (7:00 a.m. to 8:59 a.m. week days; 6:59 a.m. to 12:59 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily).

Table with columns for time slots and rates for CLASS 'F' (7:00 a.m. to 8:59 a.m. week days; 6:59 a.m. to 12:59 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily).

Table with columns for time slots and rates for CLASS 'G' (7:00 a.m. to 8:59 a.m. week days; 6:59 a.m. to 12:59 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily).

CLASS 'E'
(6:00 a.m. to 7:00 a.m. daily; 11:00 p.m. to 12:00 midnight daily)

Table with columns for time slots and rates for CLASS 'E' (6:00 a.m. to 7:00 a.m. daily; 11:00 p.m. to 12:00 midnight daily).

ANNOUNCEMENTS
All announcements under Classes "A," "B," "C," "D" and "E" regardless of their length or cost, may be combined for weekly frequency discounts...

Table with columns for time slots and rates for CLASS 'A' (6:29 p.m. to 10:00 p.m. week days; 5:59 p.m. to 10:00 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'B' (5:29 p.m. to 6:29 p.m. week days; 12:59 p.m. to 5:59 p.m. Sundays; 10:00 p.m. to 10:30 p.m. daily).

Table with columns for time slots and rates for CLASS 'C' (7:59 a.m. to 12:59 p.m. week days; 8:59 a.m. to 12:59 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily).

Table with columns for time slots and rates for CLASS 'D' (6:59 a.m. to 12:59 p.m. week days; 6:59 a.m. to 8:59 a.m. Sundays).

Table with columns for time slots and rates for CLASS 'E' (5:59 a.m. to 8:59 a.m. daily; 11:00 to 12:00 midnight daily).

Table with columns for time slots and rates for CLASS 'F' (5:59 a.m. to 8:59 a.m. daily; 11:00 to 12:00 midnight daily).

(This listing continued on next page)

MINNESOTA—Continued

Minneapolis-St. Paul—Cont'd

W C C O—Continued

DISCOUNTS

Application of Discounts
 Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.

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

Where more than one time classification is used, for programs first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

- (1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week).
- (2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.
- (3) Deduct consecutive weeks discount if applicable.

Weekly Frequency Discounts

Weekly frequency discounts on mixed station time—When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday,

Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

Example 2: An advertiser buys three 60 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday. The rate is then the six day rate for the Class "A" periods (20% from the gross) and the three day rate for the Class "B" periods (10% from the gross).

Weekly Dollar Volume Discount

Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discounts on all broadcasting at General Broadcasting Time Rates. General announcements, although they may not be combined with programs of five minutes or more in length to earn any discounts, are subject to the following Dollar Volume Discounts separately.

Contracted value of time or general announcements at gross rates:	None
Less than 270.00 weekly.....	None
270.00 or more but less than 450.00 wkly	2-1/2%
450.00 or more but less than 630.00 wkly	5%
630.00 or more but less than 810.00 wkly	7-1/2%
810.00 or more but less than 990.00 wkly	10%
990.00 or more but less than 1,170.00 wkly	12-1/2%
1,170.00 or more weekly.....	15%

Discounts for Consecutive Weeks

Discounts for consecutive weeks of broadcasting applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable Dollar Volume Discount, if any.

Less than 26 weeks.....	None
26 to 51 weeks.....	5%
52 weeks.....	10%

SPECIAL FEATURES

News—Leased wire service available—rates on request.

TALENT

Program ideas, lists of talent, musicians and announcers—rates on request.

REMOTE CONTROL

Programs originating outside the studios are subject to special charges.

TRANSCRIPTIONS

Accepted at regular rates.
 Instantaneous Reference Recordings
 5 minutes, net..... 5.00
 10 minutes, net..... 7.50
 15 minutes, net..... 10.00
 Current ruling of the American Federation of Musicians makes it impossible to record musical broadcasts.

SERVICE FACILITIES

The station is equipped with facilities and personnel to prepare and produce any type of program desired by the advertiser and will furnish program ideas, talent and prices on request.

Contract and Other Requirements

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

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. (Facilities available for handling vertical and lateral cut records.)

Personnel

General Manager—A. E. Joscelyn.
 Sales Promotion Manager—S. H. Kaufman.

Representatives

Radio Sales.

WDGY

(Established 1923)



Rates effective January 1, 1942. (Card No. 12.)

Owned and operated by WDGY Broadcasting Station. Business Office and Studios—Hotel Nicollet, Minneapolis 1, Minn., Br. 7777 and MI. 6363. Transmitter—5 miles west of Minneapolis on Wayzata Boulevard.

Wave—Power—Time

Operating power—5,000 watts to local sunset; 500 watts for one hour after local sunset. 265.5 meters; 1130 kilocycles. Licensed to operate one hour after local sunset on clear channel. Operates on Central War Time.

Agency Commission

15% on net station charges for time service and production only to agencies recognized by station; no cash discount. No commission on political talks. All invoices mailed weekly. Bills due 10th of following month.

General Advertising

The following rates are for national advertising. 25% of the rate herein represents a charge for broadcasting facilities (i.e., time on the air) and 75% of such rate represents the station service and production cost. Talent is not included unless otherwise specified.

All discounts apply as earned, no discount being allowed until earned under terms of contract.

CLASS "A"

(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to sign-off week days and 12:00 noon to sign-off Sundays)	
	1 1/2 1/4 5 1 50 30
	hr. hr. min. min. wds.
1 time.....	140.00 75.00 45.00 25.00 7.00 6.00 5.00

CLASS "B"

(9:00 a.m. to 11:30 a.m., 1:30 p.m. to 2:30 p.m., 4:00 p.m. to 5:30 p.m. week days and 6:00 a.m. to 12:00 noon Sundays)	
1 time.....	90.00 50.00 35.00 20.00 6.00 5.00 4.00

CLASS "C"

(6:00 a.m. to 9:00 a.m. and 2:30 p.m. to 4:00 p.m. week days)	
1 time.....	80.00 45.00 32.00 17.50 5.00 4.00 3.00

FREQUENCY DISCOUNTS

Applicable to programs:	
13 to 25 times.....	5% 104 to 155 times..... 20%
26 to 51 times.....	10% 156 to 259 times..... 25%
52 to 103 times.....	15% 260 to 312 times..... 30%

PROGRAM DISCOUNTS

3 or 4 programs per week.....	15%
5, 6 or 7 programs per week.....	30%

ANNOUNCEMENT DISCOUNTS

Wherever fixed position is not required, announcement contracts follow the schedule of Frequency Discounts. Announcement contracts do not earn Program Discounts. Advertisers currently earning program discounts earn similar announcement discounts for supplementary schedules.

NET PROGRAM RATES

CLASS "A"

(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to sign-off week days and 12:00 noon to sign-off Sundays)	
	Per week
One-quarter hour:	13 wks. 26 wks. 52 wks.
3 times weekly.....	103.28 97.54 86.06
5 times weekly.....	133.88 126.00 110.25
6 times weekly.....	160.65 141.75 132.30
One-half hour:	
3 times weekly.....	172.13 162.57 143.44
5 times weekly.....	223.12 210.00 183.75
6 times weekly.....	267.75 236.25 220.50

CLASS "B"

(9:00 a.m. to 11:30 a.m., 1:30 p.m. to 2:30 p.m., 4:00 p.m. to 5:30 p.m. week days and 6:00 a.m. to 12:00 noon Sundays)	
One-quarter hour:	
3 times weekly.....	80.33 75.86 66.94
5 times weekly.....	104.13 98.00 85.75
6 times weekly.....	124.95 110.25 102.90
One-half hour:	
3 times weekly.....	114.75 108.38 95.63
5 times weekly.....	148.75 140.00 122.50
6 times weekly.....	178.50 157.50 147.00

(This listing continued on next page)

CORRECTION!

This is what happens when an ad is created by a copywriter long on words and short on arithmetic. Last month in these pages our ad stated that the combination of Mississippi Valley Network and the North Central Broadcasting System, Inc. offered exclusive and blanket coverage of the farm area which constitutes a market of \$7,039,223. That's where mental myopia insinuated itself into the ad copy. THE ACTUAL FIGURES SHOW THIS RURAL MARKET TO BE ONE OF

OVER 7 BILLION DOLLARS

THREE-FOURTHS of all hogs, grain, cattle and poultry produced each year in the United States is direct from the area served by MVN. Mississippi Valley Network was established to blanket this territory wherein our 79 affiliated stations reach 1,600,000 farm radio families (urban families not counted).

through 1 network without paying Metropolitan rates you can now get Blanket Coverage of this RICH AGRICULTURAL MARKET

To merchandise and sell products most effectively to the exclusive rural audience consider one of the special farm features of MVN. Time is being optioned now for Sept. 1 starting date.

For cost estimates and details
contact any NCBS office.

Mississippi Valley Network

OPERATED BY

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st St.
Lexington 2-6B92

St. Paul, Minnesota
First National Bank Bldg.
Cedar B579

Chicago, Illinois
360 North Michigan Ave.
State 0361

Minneapolis-St. Paul—Cont'd
W D G Y—Continued

CLASS "C"
(6:00 a.m. to 9:00 a.m. and 2:30 p.m. to 4:00 p.m. week days)

	12 wks.	26 wks.	52 wks.
One-quarter hour:	13.44	69.36	61.20
3 times weekly:	95.20	89.60	78.40
5 times weekly:	114.24	100.80	94.08
One-half hour:			
3 times weekly:	103.28	97.54	86.07
5 times weekly:	133.87	126.00	110.25
6 times weekly:	160.85	141.75	132.33

SPECIAL FEATURES
News—24 hour leased wire service available; 10 minute periods daily at 6:00 a.m., 8:00 a.m., 10:00 a.m., 12:00 noon, 2:00 p.m., 4:00 p.m. and 6:00 p.m. Rates include services of special newscaster. Rates on request.

WIGY Health Club—Musical exercises for women, 9:35 a.m. to 10:00 a.m., Monday through Friday—rates on request.

Weather reports, time signals and announcements in connection with news flashes—rates on request.
Sporting and special events which are of public interest—rates on request.

RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS
Advertisers using electrically transcribed programs assume full responsibility for use of restricted numbers. No extra charge for use of transcription library.

TALENT
Station artists bureau has musical talent available, as well as dramatic and commercial copy artists. Orchestras of any size.

REMOTE CONTROL
Service charge for programs originating outside of studios made at actual cost of lines and other production expense. Sound effects .50 each.
Mobile transmitter available.

SERVICE FACILITIES
Complete merchandising service available. Complete continuity service, and supervised production, gratis to advertisers.

Contract and Other Requirements
No contract accepted for more than one year. All contracts cancelled prior to expiration date will be short rated on basis of rate actually used under schedule of rates in effect when contract was executed. No periods sold in bulk for resale. Station reserves the right to refuse or discontinue any advertising program or announcements for reasons sufficient to itself. All quotations subject to prior sale. One program weekly necessary to keep contract in force. Contracts subject to all government regulations.

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

Personnel
General Manager—George W. Young.
Commercial Manager—Lee L. Whiting.
Production Manager—John T. MacKnight.

Representatives
William G. Rambeau Company.

WLB

We understand that the call letters for this station have been changed to:

KUOM

WLOL

(Established 1940)



Rates effective June 15, 1944. (Card No. 5.)

Owned and operated by The Independent Merchants Broadcasting Company.

Business Office and Studio—1730 Hennepin Ave., Minneapolis 3, Minn., Atlantic 0406 (Cedar 8579 St. Paul).

Transmitter—2508 Myrtle Ave., St. Paul, Minn.

Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.

Licensed to operate full time on regional channel.

Operates on Central War Time.

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

Agency Commission
15% to recognized agencies; no cash discount. Bills due and payable as billed.

General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Key Market Group).

20% discount for run of schedule on all station time in excess of five minutes.

The following rates are for national advertising.

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

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour	200.00	180.00	170.00	160.00	150.00
1/2 hour	120.00	108.00	102.00	96.00	90.00
1/4 hour	80.00	72.00	68.00	64.00	60.00
5 minutes	50.00	45.00	42.50	40.00	37.50

CLASS "B"
(9:00 a.m. to 1:00 p.m., 4:30 p.m. to 6:00 p.m., 10:00 p.m. to 10:30 p.m. week days; 9:00 a.m. to 6:00 p.m. Sundays)

	1 hour	1/2 hour	1/4 hour	5 minutes
100.00	60.00	40.00	25.00	
90.00	54.00	36.00	22.50	
85.00	51.00	34.00	21.25	
80.00	48.00	32.00	20.00	
75.00	45.00	30.00	18.75	

CLASS "C"
(6:00 a.m. to 9:00 a.m., 1:00 p.m. to 4:30 p.m., 10:30 p.m. to sign-off)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour	80.00	72.00	68.00	64.00	60.00
1/2 hour	48.00	43.25	40.75	38.50	36.00
1/4 hour	32.00	28.75	27.25	25.50	24.00
5 minutes	20.00	18.00	17.00	16.00	15.00

WEEKLY FREQUENCY TIME RATES

CLASS "A"

	3 tl.	5 tl.	6 tl.
1 hour	480.00	700.00	800.00
1/2 hour	288.00	420.00	480.00
1/4 hour	192.00	280.00	320.00
5 minutes	120.00	175.00	200.00

CLASS "B"

	3 tl.	5 tl.	6 tl.
1 hour	240.00	350.00	400.00
1/2 hour	144.00	210.00	240.00
1/4 hour	96.00	140.00	160.00
5 minutes	60.00	87.50	100.00

CLASS "C"

	1 hour	1/2 hour	1/4 hour	5 minutes
156.00	96.00	62.50	39.00	
227.50	140.00	91.00	56.75	
260.00	160.00	104.00	64.00	

Discounts
Three, five and six times weekly rates subject to the following discounts on contracts:

13 weeks	10%
26 weeks	15%
52 weeks	20%

ANNOUNCEMENTS
Announcement copy requesting mail or conducting contests not acceptable.

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

100 words or 1 minute electrical transcription	20.00
50 words or station breaks	15.00

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off)

100 words or 1 minute electrical transcription	12.00
50 words or station breaks	9.00

Discounts

Less than 12 times	Net
13 to 25 times	5%
26 to 49 times	10%
50 to 99 times	15%
100 to 299 times	20%
300 or more times	25%

All frequency discounts are dependent upon completion of entire contract schedule within one year.

SPECIAL FEATURES
Time signals, weather and temperature reports, or news flashes take regular announcement rates with report service words included in word count.

POLITICAL
One time rate applies, regardless of frequency.

TRANSCRIPTIONS
No extra charge for electrical transcriptions provided by advertiser.

SERVICE FACILITIES
Any type of program desired by the advertiser is available. Program ideas, lists of talent and rates for special production on request.

Contract and Other Requirements
Beer and light wine advertising accepted. No hard liquor accounts accepted.
Rates apply to all classes of accounts. All programs and transcriptions are subject to approval of the 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 turntables for vertical and lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—E. S. Mittendorf.
Sales Manager—Fred F. Laws.

Representatives
John E. Pearson Company.

Say "Hello" to a
GOOD BUY!

At certain times during the day, WLOL delivers the **LOWEST** cost per thousand Radio Homes in the great Minneapolis-St. Paul market. Always holding a low cost per thousand, WLOL is an increasingly good buy!

MONDAY thru FRIDAY — MID-AFTERNOON
Based upon Hooperatings* and the approximate figure of 1,000,000 Radio Homes in Minneapolis and St. Paul.

STATION "A"	STATION "B"	STATION "C"	WLOL	STATION "D"	STATION "E"
1.51	7.06	1.35	.89	1.41	4.40
Per 1000 Radio Homes	Per 1000 Radio Homes	Per 1000 Radio Homes	Per 1000 Radio Homes	Per 1000 Radio Homes	Per 1000 Radio Homes

*The Continuing Study of Radio Listening—C. E. Hooper, Inc., October—December, 1944

WLLOL

BASIC MUTUAL NETWORK

THE BEST NEWS SERVICE TO MINNEAPOLIS AND ST. PAUL

The Nation's Eighth Market

NATIONAL REPRESENTATIVE — JOHN E. PEARSON CO.

MINNESOTA—Continued

Minneapolis-St. Paul—Cont'd

W M I N

(Established 1936)



Rates effective October 1, 1943. (Card No. 3.)

Owned and operated by the WMIN Broadcasting Co. Main Business Office and Studio—1287 St. Anthony Ave., St. Paul 4, Minn., Nestor 6501. Minneapolis Offices and Studios—Hodgson Bldg., Minneapolis 2, Minn., Atlantic 6293. Transmitter—St. Anthony at Syndicate Ave., St. Paul 4, Minn.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Operates on Central War Time. Operating schedule: 6:00 a.m. to 12:05 a.m., 18 hours daily.

Agency Commission

15% to recognized advertising agencies; no cash discount. Bills rendered and due weekly unless otherwise specified; final due date 10th of following month. No commission on political talks.

General Advertising

Rates include music copyright fees.

CLASS "A"

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

Table with 5 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 104 tl. Rows include 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

*Three or more programs broadcast in any one week:

Per week

Table with 4 columns: 3 tl., 4 tl., 5 tl., 6 tl. Rows include 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

(6:00 a.m. to 6:00 p.m.; 10:00 p.m. to sign-off)

Table with 5 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 104 tl. Rows include 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

*Three or more programs broadcast in any one week:

Per week

Table with 4 columns: 3 tl., 4 tl., 5 tl., 6 tl. Rows include 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

(*) Rates for three or more programs per week subject to following additional discounts for consecutive weekly service:

Table with 2 columns: Weeks, Discount. Rows include 13 weeks (5%), 26 weeks (10%), 52 weeks (20%).

ANNOUNCEMENTS

CLASS "A"

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

Table with 5 columns: 1 tl., 25 tl., 50 tl., 100 tl., 200 tl., 300 tl. Rows include 100 words, 50 words.

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off)

Table with 5 columns: 1 tl., 3 tl., 3 tl., 3 tl., 3 tl. Rows include 100 words, 50 words.

Announcement rates are not subject to frequency discounts.

SPECIAL FEATURES

News of the Hour (18 times daily) scheduled on staggered basis starting at 7:00 a.m.: Announcements—10 weekly, preceding or following news, 70 words, six daily, Monday through Saturday and four Sunday—125.00 per week; 30 weekly, middle of news, 30 words, five daily, 3 days weekly and four daily, 3 days weekly and three Sunday—110.00 per week.

News of the Moment: 18 times daily every hour on half hour, 7:30 a.m. to 11:30 p.m., staggered schedule, sponsorship 40 periods weekly; 70 word commercials, six daily, Monday through Saturday, and four Sunday—125.00 per week.

Frequency Discounts

Table with 2 columns: Weeks, Discount. Rows include 13 weeks (5%), 26 weeks (10%), 39 weeks (15%), 52 weeks (20%).

1400 Club—participation program—rates on request. Time Signals—rates on request.

POLITICAL

Political and all talking broadcasts will be billed at one time, Class "A" rates.

TALENT

Rates on request.

SERVICE FACILITIES

Complete merchandising service available to advertisers.

Contract and Other Requirements

Advertising of light wine and beer accepted. 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 station's 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.

There's lots doin' in the Afternoon!

That's the theme of this month's exploitation of our own and the BLUE Network* MATINEES!

- We're using Newspaper ads, Film-ad trailers, Outdoor signs, Direct-by-mail, Spot Announcements

... on account we are out after the 12 M. to 6 P.M. audience too!

We thought you'd be interested.

*Becoming the American Broadcasting Company June 15th.



1280 ON YOUR DIAL

MINNEAPOLIS-ST. PAUL MINNESOTA THE BLUE NETWORK of the American Broadcasting Co.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings. All transcriptions from advertisers are to be shipped direct to WMIN, 1287 St. Anthony Ave., St. Paul 4, Minn.

Personnel

Pres. & Gen'l Mgr.—Edward Hoffman. Assistant Manager—Frank M. Devaney. Commercial Manager—Samuel N. Nemer.

Representatives

Forjoe & Company.

W T C N



Rates effective December 1, 1944. (Card No. 17.)

Owned and operated by Minnesota Broadcasting Corporation.

Business Office—Wesley Temple Bldg., Minneapolis, Minn.

Studio—Wesley Temple Bldg., Minneapolis, Minn., St. Paul Studios—Dispatch Bldg., St. Paul, Minn. Transmitter—Snelling Ave. and Ramsey County Road B.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. 234.4 meters; 1280 kilocycles. Operates on Central War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

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 American Broadcasting Company, Inc. (Basic Network) and Dairyland Network.

CLASS "A"

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

Table with 5 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 150 tl., 250 tl. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

CLASS "B"

(9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. week days; 9:00 a.m. to 6:00 p.m. Sundays)

Table with 5 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

CLASS "C"

(6:00 a.m. to 9:00 a.m., 1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 12:00 midnight)

Table with 5 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 30 wds.

Fixed schedule not subject to frequency discounts. Bulk announcement rates: 5% discounts off 250 time rate for 500, 1,000, 2,000 and 2,500 announcements.

SPECIAL FEATURES

Around the Town: 11:35 a.m. to 12:00 noon, Monday through Saturday.

Table with 2 columns: Broadcasts, Rate. Rows include 1 broadcast weekly (19.50), 2 broadcasts weekly (33.00), 3 broadcasts weekly (44.00), 4 broadcasts weekly (52.00), 5 broadcasts weekly (58.00), 6 broadcasts weekly (66.00). Discounts: 13 weeks 5%; 26 weeks 10%; 39 weeks 15%; 52 weeks 20%.

POLITICAL

Non-commissionable. Regular one time program rate applies to all political broadcasts. Minimum five minute broadcasts before 9:00 p.m., minimum 15 minute broadcasts after 8:00 p.m.

TRANSCRIPTIONS

No extra charge for electrical transcription programs or announcements. Advertisers using electrically transcribed programs assume full responsibility for use of restricted selections.

TALENT

All types of talent available through station. Artists bureau for studio or outside appearances. Talent fees quoted on inquiry.

Contract and Other Requirements

No contract accepted for longer period than one year. All contracts cancelled prior to expiration date will be short rated on basis of rate actually earned for service used under schedule of rates in effect when contract was executed.

All programs and announcements subject to approval of station management. All agency orders subject to provisions contained in standard station contract, government regulations and NAB and AAAA standard contract. Station reserves the right to refuse or discontinue any advertising program or announcement for reasons sufficient to itself. Contracts are subject to all government regulations.

Staff announcers furnished without extra charge excepting when assigned on specific demand of advertiser.

Closing Time

Contracts must be closed at least two weeks in advance of starting date to permit listing in newspaper.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Vertical and lateral equipment.

Personnel

Vice-Pres & Gen'l Mgr.—C. T. Hagman. Sales Manager—F. Van Konyenburg.

Representatives

Free & Peters, Inc.

MOORHEAD

(Clay County)
KVOX
(Established 1927)



Rates effective June 1, 1945.
Owned and operated by KVOX Broadcasting Co.
Business Office and Studio—Comstock Hotel, Moorhead, Minn., telephone 3-1523.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% on station time only to recognized agencies; no cash discount. All bills rendered and due weekly.

General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Red River Valley Group).

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).

Table with columns for time slots and rates for Class A, B, and C during 8:00 a.m. to 12:00 noon and 4:00 p.m. to 8:00 p.m.

Table with columns for time slots and rates for Class A, B, and C during 5:00 a.m. to 8:00 a.m. and 10:00 p.m. to 12:00 midnight.

Table with columns for time slots and rates for Additional Discounts (26 wks, 39 wks, 52 wks).

Table with columns for time slots and rates for Announcements (After 6:00 p.m. and Before 6:00 p.m.).

Table with columns for time slots and rates for Special Features (Time signals, weather reports, news, market reports, sports and special programs—rates on request).

Facilities for remote control broadcasts available—rates on request.

Contract and Other Requirements
Maximum contract is for one year. All contracts subject to station's approval.

Talent is not included unless otherwise specified. Program rates are for the time facilities of the station only; additional charges for talent and service, depending upon 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.

Manuscripts should be submitted ten days in advance. Contracts should be closed two weeks in advance to insure publicity listing.

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

Personnel
President—John W. Boler.
Resident Manager—M. M. Marget.
Representatives
North Central Broadcasting System.

NORTHFIELD

(Rice County)
WCAL
(Established 1921)

Owned and operated by St. Olaf College.

Wave—Power—Time
Operating power—5,000 watts.
359.6 meters; 770 kilocycles.
Divides time with station WLB (days only).
Does not sell time.

ROCHESTER

(Olmsted County)
KROC



Rates effective July 1, 1944.
Owned and operated by the Southern Minnesota Broadcasting Company.
Business Office—100 First Avenue Bldg., Rochester, Minn.
Studios—100 First Avenue Bldg., Rochester, Minn., and Seward Bldg., Owatonna, Minn.
Transmitter—Cascade Township, Olmsted County.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Central War Time.

Agency Commission
15% on net station time charge including time on the air and service and production charge only to agencies recognized by station; no cash discount. No commission on talks.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementary). Affiliated with Northwest Network and Southern Minnesota Network.

Table with columns for time slots and rates for Class A, B, and C during 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m. daily.

Table with columns for time slots and rates for Class B, C, and D during 7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. daily.

Table with columns for time slots and rates for Class C, D, and E during 7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. daily.

Table with columns for time slots and rates for Announcements (Class A, B, C) during 6:00 p.m. to 10:30 p.m. and 12:00 noon to 6:00 p.m. daily.

Table with columns for time slots and rates for Class B, C, and D during 6:00 p.m. to 10:30 p.m. and 12:00 noon to 6:00 p.m. daily.

Rates on request. TALENT

REMOTE CONTROL
Line charges and remote control pick-ups are extra.

SERVICE FACILITIES
Services of the station program department are available without additional cost to broadcasters and advertisers.

Contract and Other Requirements
Talent is not included unless otherwise specified. Program rates are for the time facilities of the station only; additional charges for talent and service, depending upon 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.

Manuscripts should be submitted ten days in advance. Contracts should be closed two weeks in advance to insure publicity listing.

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

Personnel
Vice-Pres. & Gen'l Mgr.—Gerald H. Wing.
Representatives
Radio Advertising Company.

ST. CLOUD

(Stearns County)
KFAM
(Established 1928)



Rates effective July 1, 1942. (Card No. 3.)
Owned and operated by The Times Publishing Co.
Business Office and Studio—St. Cloud, Minn., telephone 3330-31.
Transmitter—Military Highway, 1-1/2 miles southwest of St. Cloud.

Wave—Power—Time
Operating power—350 watts.
205.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

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

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementary). Affiliated with Northwest Network. Rates include music copyright fees.

Table with columns for time slots and rates for Class A, B, and C during 12:00 noon to 1:00 p.m., 6:00 p.m. to 10:15 p.m. week days, and 12:00 noon to 6:00 p.m. Sundays.

Table with columns for time slots and rates for Class B, C, and D during 9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. week days, and 9:00 a.m. to 12:00 noon Sundays.

Table with columns for time slots and rates for Class C, D, and E during 6:00 a.m. to 9:00 a.m., 10:15 p.m. to 12:00 midnight week days, and 7:00 a.m. to 9:00 a.m. Sundays.

Table with columns for time slots and rates for Announcements (Class A, B, C) during 6:00 a.m. to 9:00 a.m., 10:15 p.m. to 12:00 midnight week days, and 7:00 a.m. to 9:00 a.m. Sundays.

Table with columns for time slots and rates for Class B, C, and D during 6:00 a.m. to 9:00 a.m., 10:15 p.m. to 12:00 midnight week days, and 7:00 a.m. to 9:00 a.m. Sundays.

Rates on request. TALENT

REMOTE CONTROL
Line charges and remote control pick-ups are extra.

SERVICE FACILITIES
Services of the station program department are available without additional cost to broadcasters and advertisers.

Contract and Other Requirements
Talent is not included unless otherwise specified. Program rates are for the time facilities of the station only; additional charges for talent and service, depending upon 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.

Manuscripts should be submitted ten days in advance. Contracts should be closed two weeks in advance to insure publicity listing.

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

Personnel
General Manager—Fred Schlipin.
Executive Secretary—Lucille Miller.
Representatives
None.

ST. PAUL

See Minneapolis-St. Paul.

MINNESOTA—Continued

VIRGINIA

(St. Louis County)

WHLB

Rates effective January 1, 1945.

Owned and operated by the Head of the Lakes Broadcasting Company.

Business Office and Studio—WHLB Bldg., Virginia, Minn.

Transmitter—Virginia, Minn.

Wave—Power—Time
Operating power—250 watts.
219.0 meters; 1370 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. All bills rendered and due weekly in advance.

General Advertising
For combination rates see Arrowhead Network. Affiliated with Northwest Network.
NOTE:—WHLB, Virginia, and WMFG, Hibbing, are sold as one unit only to all national advertisers. For combination rates see listing of WMFG, Hibbing, Minn.

SPECIAL FEATURES

News: Leased wire service available.

REMOTE CONTROL

Facilities available—rates on request.

POLITICAL

Accepted at regular rates; payable in advance. No agency commission allowed.

TRANSCRIPTIONS

Electrical transcriptions accepted.

TALENT

Any type of talent desired by advertiser is available. Charges for studio programs and talent are governed by type of presentation and will be quoted on request.

Contract and Other Requirements

Rates quoted are for the facilities of the station only; musical, dramatic and other talent charges are in addition to time rates. If for any reason the advertiser does not use number of programs specified in contract within allotted time, he agrees to pay the schedule of rates in effect on date of his contract for the number of programs broadcast. Staff announcers serve all advertisers without additional charge. No contract accepted for longer than one year. All broadcasting programs are subject to the approval of station management and any program submitted may be revised or rejected, and any contract for broadcasting may be cancelled by management upon two weeks' written notice without incurring any liability therefor. Station reserves the right to cancel, postpone, or advance time of 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 turntables for vertical and lateral cut recordings.

Personnel

Manager—O. H. Peterson.
National Sales Manager—H. E. Westmoreland.

Representatives

George P. Hollingsbery Company.

WILLMAR

(Kandiyohi County)

KWLM

(Established 1940)



Rates effective January 1, 1944. (Card No. 3.)

Owned and operated by the Lakesland Broadcasting Company.

Business Office and Main Studio—War Memorial Auditorium, Willmar, Minn.

Other Studios—Montevideo, Redwood Falls, Minn.

Transmitter—One mile north of the business district, Willmar, Minn.

Wave—Power—Time

Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. Commission applies to time and talent where actual talent rates have been quoted by the station. All bills due and payable when billed.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries), Mutual Broadcasting System (Basic Supplementaries), North Central Broadcasting System (Minnesota Group) and Dairyland Network.
The following rates are for national advertising and include music copyright fees.

GENERAL BROADCASTING

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays)

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

WEEKLY RATES

Table with 4 columns: Frequency, CLASS "A", CLASS "B", CLASS "C". Rows for Three times weekly, Five times weekly.

CLASS "A"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "A"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

ANNOUNCEMENTS

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 100 words or one minute, 80 words, 100 words or one minute, 30 words.

SPECIAL FEATURES

Rates on request. POLITICAL Per quarter hour, 33.80.

TRANSCRIPTIONS

General advertising rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities available subject to extra charge for line and mechanical costs. Extra charges subject to agency commission when included in station price quotation.

SERVICE FACILITIES

Complete merchandising cooperation available—details on request.

Contract and Other Requirements

Right reserved to use a 30 second period preceding each program for station identification or other announcements. All programs are actually 30 seconds shorter in length than the stated time. No extra charge for presentation of advertiser's transcriptions.

Closing Time

Contracts close one week in advance of first broadcast; announcement copy 48 hours in advance; transcriptions and talks 24 hours in advance.

Mechanical Program Equipment

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

Personnel

Pres. & Mgr.—H. W. Linder.

Representatives

John E. Pearson Company.

WINONA

(Winona County)

KWNO

(Established 1938)



Rates effective March 1, 1945.

Card received April 9, 1945.

Owned and operated by Winona Radio Service. Business Office and Studio—216 Center St., Winona, Minn.

Transmitter—831 W. Sarnia St., Winona, Minn.

Wave—Power—Time

Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: Sunday 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; cash discount —. No discount on talent or service facilities.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries), Mutual Broadcasting System (Basic Supplementaries), North Central Broadcasting System (Minnesota Group) and Dairyland Network.

CLASS "A"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti., 150 ti., 250 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 30 words.

CLASS "B"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 30 words.

CLASS "C"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 30 words.

POLITICAL

Above rates apply. RECORDED PROGRAMS No extra charge for recorded or transcribed programs. Not restricted to certain hours. Transcription library available to advertisers. Full details on request.

TALENT

Rates and information on request. SERVICE FACILITIES Full merchandising service available to advertisers at actual cost.

Contract and Other Requirements

Beer and wine advertising accepted. Station reserves the right to reject or discontinue any advertising for reasons satisfactory to itself. All contracts subject to present and future local, state and federal regulations. Maximum contract, one year.

Closing Time

Programs should be submitted as far in advance as possible to insure proper production and publicity. All copy must be submitted at least 48 hours in advance for checking. Transcriptions should be submitted at least ten days in advance to allow for necessary replacements.

Mechanical Program Equipment

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

Personnel

General Manager—L. L. McCurnin.

Representatives

None.

MISSISSIPPI

REBEL NETWORK

WJDX, Lamar Life Bldg., Jackson, Miss.

Comprised of:

WJDX—Jackson, Miss.
WAML—Laurel, Miss.
WFOR—Hattiesburg, Miss.

Rates received March 12, 1945.

Wave—Power—Time

See individual listings.

Agency Commission

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

General Advertising

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti., 150 ti., 250 ti. Rows for 1 hr., 1/2 hr., 1/4 hr., 5 min., 1 min.

CLASS "B"

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 11:00 p.m. to 6:00 p.m. and Sunday morning, 1 time, 13 times, 26 times, 52 times, 100 times, 260 or more.

Sunday

Table with 4 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti. Rows for 11:00 noon to 6:00 p.m., 1 time, 13 times, 26 times, 52 times, 100 times, 260 or more.

(This listing continued on next page)

MISSISSIPPI—Continued

GREENWOOD—Continued
W G R M—Continued

Agency Commission
15% to recognized advertising agencies on station time only; cash discount —. No commission on talent. Invoices mailed 1st and 15th of each month.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southcentral Group) and Keystone Network.

Rates include music copyright fees. Maximum time between programs to arrive at rate is one week.

Service must be used within one month. Station when WMIS, Natchez, WJXN, Jackson, Miss., and WGRM are contracted for on similar broadcasts running concurrently for same account or advertiser.

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 3 months, 6 months, 12 months) and Rate.

DISCOUNTS table with 2 columns: Duration (3 months, 6 months, 12 months) and Percentage (10%, 15%, 20%).

ANNOUNCEMENTS (Nighttime and Sundays) table with 2 columns: Duration (1 time, 6 times, 12 times, 24 times) and Rate.

ANNOUNCEMENTS (Before 6:00 p.m.) table with 2 columns: Duration (1 time, 6 times, 12 times, 24 times) and Rate.

SPECIAL FEATURES

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

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
General Manager—F. C. Ewing.

Representatives
None.

HATTIESBURG

(Forrest County)

WFOR

(Established 1931)



Rates effective January 1, 1943.

Owned and operated by Forrest Broadcasting Co. Business Office and Studio—307 Hemphill, Hattiesburg, Miss., telephone 1866. Transmitter—2-1/2 miles northwest of Hattiesburg, Miss.

Wave—Power—Time
Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 6:00 a.m. to 11:00 p.m.

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

General Advertising
For combination rates see National Broadcasting Company (Southcentral Group), Keystone Network, and Rebel Network.

Following rates are for national advertising.

Table with 3 columns: Rate, CLASS 'A' (6:00 p.m. to 11:00 p.m., week days and all day Sundays), and CLASS 'B' (6:00 a.m. to 6:00 p.m., week days).

(?) Announcements.

TALENT
Rates on request.

REMOTE CONTROL
Line charges for programs originating outside of 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. The voicing of extravagant advertising claims or selling arguments will not be permitted. Rates for station facilities only.

Basic rates guaranteed only during original contract for specific number of broadcasts. Contracts cannot run more than one year from date of original order. Medical accounts accepted only on approval of station management.

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 two weeks in advance. Announcements close one week in advance. 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. turntables.

Personnel
Commercial Manager—C. J. Wright.

Representatives
None.

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

Personnel
Commercial Manager—C. J. Wright.

Representatives
None.

JACKSON

(Hinds County)

WJDX

(Established 1929)



Rates received January 5, 1945.

Owned and operated by Lamar Life Insurance Co. Business Office and Studio—Lamar Life Bldg., Jackson, Miss.

Transmitter—Near Tougaloo, 6 miles north of Jackson, Miss.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights. 230.8 meters; 1300 kilocycles. Licensed to operate on cleared regional channel. Operates on Central War Time. Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% on net station charges allowed regular advertising agencies; no cash discount. No commission allowed on talent, lines, remote equipment or operator charges. Bills payable by 10th of month following broadcast. Invoices mailed 1st of each month following broadcast. Absolutely no deviation from this rule.

General Advertising
For combination rates see National Broadcasting Company (Southcentral Group), and Rebel Network. Discounts are not retroactive.

Table with 2 columns: CLASS 'A' (6:00 p.m. to 11:00 p.m.), and CLASS 'B' (11:00 p.m. to 6:00 p.m.).

Table with 2 columns: CLASS 'A' (6:00 p.m. to 11:00 p.m.), and CLASS 'B' (11:00 p.m. to 6:00 p.m.).

SUNDAY RATES table with 2 columns: CLASS 'A' (6:00 p.m. to 11:00 p.m.), and CLASS 'B' (11:00 p.m. to 6:00 p.m.).

Table with 2 columns: CLASS 'A' (6:00 p.m. to 11:00 p.m.), and CLASS 'B' (11:00 p.m. to 6:00 p.m.).

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. (except Sunday) on regular announcement periods. Sponsor may designate either a.m. or p.m. but not specified hour.

2 to 13 weeks, per week..... 30.00

13 or more weeks, per week..... 25.00

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP
Newscasts, sporadic, weather reports, time signals, market quotations, etc.—rates and availability supplied on request.

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

TALENT
All types of talent are available—rates on request.

Contract and Other Requirements
Rates are for station facilities only. For remote control broadcasts additional charge will be made for lines, control equipment, operation, etc.

Talent is extra and cost varies, dependent upon type desired. The management will assist at all times in securing and arranging talent. Advertiser will be charged only with actual talent cost.

All programs must conform to station standards. The voicing of extravagant advertising claims or selling arguments will not be permitted. No contract will be accepted for more than one year. All contracts for specified hours are taken subject to cancellation if government regulations interfere. Rates include music copyright fees. All proposals made subject to prior bookings.

Closing Time
Talent programs and recorded programs and talks close two weeks in advance. Announcements close one week in advance.

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

Personnel
Director—Wiley Harris. National Sales Manager—Frank Gentry.

Representatives
George P. Hollingbery Company.

WJXN

(Established 1945)

Rates effective March 1, 1945. Owned and operated by Ewing Broadcasting Co. Business Office and Studio—1200 North State St., Jackson, Miss., telephone 23657. Transmitter—One mile southeast of Jackson, Miss.

Wave—Power—Time
Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on station time only. No commission on talent. Cash discount —. Invoices mailed 1st and 15th of each month.

General Advertising
Rates include charges by owners of music copyrights. Maximum time between programs to arrive at rate is one week. Service must be used within one month. Additional discount of 15% applies on rates of each station when WMIS, Natchez; WGRM, Greenwood, Miss., and WJXN are contracted for on similar broadcasts running concurrently for same account or advertiser.

Table with 2 columns: CLASS 'A' (6:00 p.m. to 11:00 p.m.), and CLASS 'B' (Before 6:00 p.m. and after 11:00 p.m.).

Table with 2 columns: CLASS 'A' (6:00 p.m. to 11:00 p.m.), and CLASS 'B' (Before 6:00 p.m. and after 11:00 p.m.).

FREQUENCY DISCOUNTS table with 2 columns: Discount percentage (20%, 25%, 30%) and Frequency (1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times).

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

POLITICAL
Rates on request.

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.

All broadcasts and all contracts are subject to station owners approval and government regulation.

Personnel
General Manager—P. K. Ewing, Jr.

Representatives
None.

All this and advertising, too!

Rates and data on over 6,000 advertising media . . . with supplementary facts in the advertisements of more than 600 publications and radio stations.

JACKSON—Continued

WSLI

(Established 1938)



Rates effective September 1, 1943.

Owned by Standard Life Insurance Company of the South. Business Office and Studios—Robert E. Lee Hotel, Jackson 114, Miss., P. O. Box 1847, telephone 3-2788. Transmitter—High Street at Larson, Jackson, Miss.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: 6:30 a.m. to 11:00 p.m.

Agency Commission

15% to recognized agencies on net charges for station time only; cash discount 2%. Bills payable 10th of month following service.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southcentral Group). Rates include music copyright fees.

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 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words) and Net (90.00, 55.00, 34.00, 17.00, 12.00, 10.00)

CLASS "B" (Before 6:00 p.m. and after 11:00 p.m.)

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words) and Net (45.00, 27.50, 17.00, 10.00, 7.00, 6.00)

FREQUENCY DISCOUNTS

Table with 2 columns: Times (1 to 12, 13 to 25, 26 to 51, 52 to 99, 100 to 149, 150 to 299, 300 or more) and Net (5%, 10%, 15%, 20%, 25%, 30%)

Discounts allowed retroactively on the number of broadcasts given within a year from date of first broadcast. Programs of five minutes or more cannot be combined with announcements to earn larger discounts.

TALKS

Accepted only when of genuine public interest in opinion of management.

TALENT

Extra. Rates on request.

REMOTE CONTROL

Additional special charges made for programs originating outside of studios.

TRANSCRIPTIONS

Users assume full responsibility for broadcasting of restricted numbers.

SERVICE FACILITIES

Rates include services of program department in securing talent and arranging programs.

Contract and Other Requirements

Maximum contract one year. Medical accounts accepted only on approval. Right reserved to refuse or discontinue any advertising for reasons sufficient to station. Program subject to approval and right is reserved to make changes necessary to meet station's policies or government 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 turntables.

Personnel

General Manager—L. M. Sepaugh. Commercial Manager—Ed. Wilkerson.

Representatives

Weed & Company.

LAUREL

(Jones County)

WAML

(Established 1932)



Rates effective April 15, 1943. (Card No. 3.)

Owned and operated by New Laurel Radio Station, Inc.

Studio—312 Central Ave., Laurel, Miss., telephone 288. Transmitter—two miles south of city.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule

Agency Commission

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

General Advertising

For combination rates see National Broadcasting Company (Southcentral Group), Keystone Network, and Rebel Network. Rates include music copyright fees.

CLASS "A" (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 or less) and Net (60.00, 36.00, 24.00, 12.00, 6.00)

CLASS "B" (11:00 p.m. to 6:00 p.m. week days and Sunday mornings)

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or less) and Net (40.00, 24.00, 16.00, 8.00, 4.00)

Sunday: Afternoon rates are one-half the total of day and night rates.

DISCOUNTS

Table with 2 columns: Times (1 to 12, 13 to 25, 26 to 51, 52 to 99) and Net (20%, 25%, 30%, 15%)

Special Daytime Announcements

100 words or less when contracted for on weekly basis to be given daily between 9:00 a.m. to 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. The voicing of extravagant advertising claims or selling arguments not permitted. Medical accounts accepted only on approval of station management. Contracts for specified hours are taken subject to cancellation if government regulations interfere. All proposals made subject to prior bookings. Rates guaranteed only during original contract for specified number of broadcasts.

Closing Time

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 turntables for lateral and vertical cut recordings.

Personnel

President—D. A. Matison. General Manager—Ward A. Coleman.

Representatives

George P. Hollingsbery Company.

McCOMB

(Pike County)

W S K B

(Established 1939)

Rates effective May 1, 1944. (Card No. 6.)

Owned and operated by McComb Broadcasting Corporation, Box 111, McComb, Miss.

Business Office and Main Studio—McColgan Hotel, McComb, Miss.

Other Studios—Whitworth College, Brookhaven, Miss. Transmitter—Pike County, Miss.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: 6:55 a.m. to 11:00 p.m.

Agency Commission

15% to advertising agencies recognized by station; no cash discount. Bills rendered 1st of each month; payable 10th.

General Advertising

Rates are for time only and include music copyright fees. Talent and transcriptions furnished at additional cost. Station reserves the right to accept or reject any orders for less than 13 or 26 weeks.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 12:00 midnight Sundays)

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1 minute (preferred time), 1/2 minute) and Net (70.00, 37.50, 20.00, 10.00, 5.00, 7.50, 3.00)

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

Table with 2 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1 minute (preferred time), 1/2 minute) and Net (50.00, 27.50, 15.00, 7.50, 3.00, 4.50, 2.00)

DISCOUNTS

Table with 2 columns: Times (1 to 12, 13 to 25, 26 to 51, 52 to 99) and Net (20%, 25%, 30%, 15%)

POLITICAL

One time Class "A" rates apply; no discount.

TRANSCRIPTIONS

Extra charges when special transcriptions or recordings are required—rates on request. 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.

Contract and Other Requirements

Advertising of distilled alcoholic beverages and questionable medicinal products not accepted. Station reserves the right to refuse or discontinue any advertising. All contracts are subject to station's approval and governmental regulations. Rates are for facilities of the station only. All talent and special transcribed programs extra. Only contracts for 13 or more weeks can hold special positions. Station furnishes, without extra charge, one announcer on each 1/4 hour or 1/2 hour program. Where more than one announcer is required, an extra charge for each additional announcer is made.

Closing Time

Programs must be arranged three weeks in advance. All cancellations or schedule changes must be approved by station one month in advance. Typewritten copies of political and controversial talks must be presented 48 hours in advance.

Mechanical Program Equipment

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

Personnel

General Manager—George Blumenstock.

Representatives

Pacific Coast—Gene Grant.

MERIDIAN

(Lauderdale County)

W C O C

(Established 1936)

Rates effective January 1, 1938.

Owned and operated by Mississippi Broadcasting Co., Inc.

Studio—Threefoot Bldg., Meridian, Miss., telephone 1042.

Transmitter—Highway 45, one and one-half miles from Meridian.

Wave—Power—Time

Operating power—1,000 watts. 329.7 meters; 910 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% on broadcasting rates only to advertising agencies recognized by station owners; cash discount 2%—10 days from date of invoice. No commission or cash discount on talent.

General Advertising

For combination rates see Columbia Broadcasting System (Southcentral Group). Rates include music copyright fees.

MUSICAL PROGRAMS

Table with 3 columns: Duration (1 hour, 1/2 hour, 1/4 hour), Nighttime (6:00 p.m. to 12:00 midnight), and Daytime (6:00 a.m. to 6:00 p.m.) rates for 18, 26, and 52 consecutive weeks.

ANNOUNCEMENTS

Table with 3 columns: Duration (10 minutes, 5 minutes, 3 minutes, 2 minutes, 1 minute), Nighttime (6:00 p.m. to 12:00 midnight), and Daytime (6:00 a.m. to 6:00 p.m.) rates.

(This listing continued on next page)

MISSISSIPPI—Continued

MERIDIAN—Continued
W C O C—Continued

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer, not accepted.
The above quoted musical 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 more 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 advertiser, when required, in advance. No extra charge will be made when announcements are given by station announcer or staff.
All proposals subject to prior booking of time.

Closing Time
Closing date six weeks in advance of service if program is to be included in publicity releases. Final closing three weeks.
Contracts must be closed 30 days in advance to make newspaper announcements.

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

Personnel
Manager—D. W. Gavin.

Representatives
None.

NATCHEZ
(Adams County)
W M I S
(Established 1941)



Rates received March 20, 1944.
Owned and operated by Natchez Broadcasting Co., Business Office and Studio—City Bank Bldg., 407 Franklin St., Natchez, Miss.
Transmitter—Highway 81, one mile north of business district, Natchez, Miss.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 9:00 a.m. to 10:00 p.m.; week days 7:00 a.m. to 10:00 p.m.

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

General Advertising
For combination rates see Keystone Network.
Rates include music copyright fees.
Maximum time between programs to arrive at rate is one week.
Service must be used within one month.
Additional discount of 15% applies on rates of each station when WJBL, Greenwood, WJKN, Jackson, Miss., and WMIS are contracted for on similar broadcasts running concurrently for the same account or advertiser.

1 hour.....	1 ti.	6 ti.	12 ti.	24 ti.
1/2 hour.....	75.00	87.50	63.75	80.00
1/4 hour.....	49.00	36.00	34.00	32.00
5 minutes.....	22.50	20.25	19.13	18.00
	9.00	8.00	7.00	6.00

DISCOUNTS

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

ANNOUNCEMENTS
(Nighttime and Sundays)

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

SPECIAL FEATURES

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

POLITICAL

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.

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, other than beer and light wines, not accepted. 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, 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. turntables for vertical and lateral cut recordings.

Personnel
Manager—P. K. Ewing, Jr.

Representatives
None.

TUPELO
(Leflore County)
W E L O
(Established 1944)



Rates effective May 1, 1944. (Card No. 1.)
Owned and operated by Birney Imae, Jr., Business Office and Studios—WELO Bldg., 212 S. Spring St., Tupelo, Miss.
Transmitter—U. S. Highway No. 45, south of Tupelo, Miss.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 10:30 p.m.; week days 6:00 a.m. to 10:30 p.m.

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

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
Discounts allowed when either or both WCBI, Columbus and WRON, Clarksdale, Miss., are used.
The following rates are for national advertising.

1 ti.	13 ti.	26 ti.	52 ti.	150 ti.	300 ti.
1 hour.....	80.00	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

SPECIAL FEATURES

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

RELIGIOUS

Regular rates apply.

POLITICAL

Per minute 1.00. Minimum charge 5.00. Payable in advance.

REMOTE CONTROL

Extra charges for remote equipment, lines, engineers, and talent. Charges not subject to commission or discount. Nominal charge for wire services to WCBI, Columbus, Miss. Portable transmitter available.

TALENT

Musical and dramatic talent engaged for advertiser by station at minimum prices. Additional charge for dramatic productions.

TRANSCRIPTIONS

Regular rates apply. Rates include use of two transcription libraries.

SERVICE FACILITIES

Complete merchandising and publicity available. Regular announcers serve all broadcasters without charge. The services of the station production department are at the disposal of broadcasters without charge.

Contract and Other Requirements
All contracts subject to cancellation by written notice accompanied by check at short rate.
Program rates are for use of facilities of station only; talent is extra.
Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval. All contracts subject to the station owner's approval and governmental regulations.

Closing Time
Programs close one week in advance.

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

Personnel
General Manager—Bob McRaney (Columbus, Miss.).
Station Manager—Gene Tibbett.
Sales Manager—Bob Evans.

Representatives
Sears & Ayer, Inc.

VICKSBURG
(Warren County)
W O B C
(Established 1931)



Rates effective September 3, 1944.
Owned and operated by Delta Broadcasting Co., Inc. Studio—Hotel Vicksburg, Vicksburg, Miss.
Transmitter—Two miles east of Vicksburg, Miss.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
211.3 meters; 1420 kilocycles.
Operates on Central War Time.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.

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

1 hour.....	90.00
1/2 hour.....	50.00
1/4 hour.....	25.00
5 minutes.....	15.00
1 minute or less.....	6.00

CLASS "B"
(7:00 a.m. to 6:00 p.m.)

1 hour.....	60.00
1/2 hour.....	32.00
1/4 hour.....	18.00
5 minutes.....	12.00
1 minute or less.....	4.00

DISCOUNTS

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

TRANSCRIPTIONS

Regular time charges apply to electrical transcriptions.

TALENT

Musical and dramatic talent engaged for advertiser by station at minimum prices. Additional charge for dramatic productions.

SERVICE FACILITIES

Regular announcers serve all broadcasters without charge. The services of the station production department are at the disposal of broadcasters without charge.

Contract and Other Requirements
Program rates are for use of facilities of station only; talent is extra.
Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval. All contracts subject to the 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. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—O. W. Jones.

Representatives
None.

NETWORKS and
GROUP LISTINGS



begin

on page 4 for U. S.

... at beginning Canadian listing for Canada

MISSOURI—Continued

JEFFERSON CITY—Continued
K W O S—Continued

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 p.m.; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on station time only; no cash discount. No commission paid on production costs including talent. Payment date first of month following service.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising. Music copyright fees are not included in rates.

CLASS "A"											
(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)											
	1	13	28	52	104	156	260				
	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	75.00	71.25	67.50	63.75	60.00	56.25	52.50				
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	31.50				
1/4 hour.....	25.00	23.75	22.50	21.25	20.00	18.75	17.50				
5 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25	10.50				
1 minute.....	7.00	6.75	6.50	6.25	6.00	5.75	5.50				
50 words....	5.00	4.70	4.40	4.10	3.80	3.50	3.20				
CLASS "B"											
(6:00 a.m. to 11:30 a.m.; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)											
	1	13	28	52	104	156	260				
	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50	35.00				
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	21.00				
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00	14.00				
5 minutes.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00				
1 minute.....	5.50	5.25	5.00	4.75	4.50	4.25	4.00				
50 words....	4.00	3.80	3.60	3.40	3.20	3.00	2.80				

Station break announcements (40 words or less) available at 50 word announcement rate.

FREQUENCY DISCOUNTS
Does not apply to announcements; applicable to station time only; minimum 13 times.
3 times weekly..... 10%
5 or 6 times weekly..... 15%

SPECIAL FEATURES
Special features including news and sports broadcasts daily except Sunday at regular card rates plus service charges.
News: Leased wire service available.

POLITICAL
Per minute 1.75; payable in advance.

TRANSCRIPTIONS
Accepted for broadcast at any hour available. Library service available.

TALENT
Rates on request. All talent and special service charges to be paid by client through the station and are net. No commission or cash discounts.

REMOTE CONTROL
Programs will be broadcast from any location outside of the station studios—rates on request.

SERVICE FACILITIES
The services of station program department, staff announcers, and merchandising department are available to the advertiser without extra cost. Estimates for the complete production of program including continuity, talent, arrangements and presentation will be furnished on request.

Contract and Other Requirements
The rates are for time only.
Station does not assume or incur any liability of any

kind or character which may be sustained by them as a result of broadcasting for client. No contract longer than one year.

Closing Time
Two weeks prior to starting date.

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

Personnel
President—Robert C. Goshorn.
General Manager—R. L. Rose.

Representatives
Sears & Ayer, Inc.

JOPLIN
(Jasper County)
WMBH
(Established 1927)



Rates issued June 1, 1942. (Card No. 11.)
Owned and operated by Joplin Broadcasting Co. Business Office and Studio—Frisco Bldg., Joplin, Mo., telephone 330.
Transmitter—1334 Roosevelt, Joplin, Mo.

Wave—Power—Time
Operating power—250 watts.
208.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% on net charges for station facilities to recognized advertising agencies; cash discount —. Bills due and payable 10th of month following service.

General Advertising
For combination rates see Mutual Broadcasting System. Rates include music copyright fees.

CLASS "A"											
(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)											
	1	13	28	52	104	156	260				
	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	75.00	71.25	67.50	63.75	60.00	56.25	52.50				
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	33.75	31.50				
1/4 hour.....	25.00	23.75	22.50	21.25	20.00	18.75	17.50				
5 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25	10.50				
1 minute.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00				
50 words....	7.00	6.25	6.30	5.95	5.60	5.25					

CLASS "B"											
(6:00 a.m. to 11:30 a.m.; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 1:00 a.m.)											
	1	13	28	52	104	156	260				
	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00					
1/2 hour.....	35.00	33.25	31.50	29.75	28.00	26.25					
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00					
5 minutes.....	12.00	11.40	10.80	10.20	9.60	9.00					
1 minute.....	7.50	7.13	6.75	6.38	6.00	5.63					
50 words....	6.00	5.70	5.40	5.10	4.80	4.50					

Station breaks—One minute rate applies. Copy limited to 40 words or less except by special arrangement.
FREQUENCY DISCOUNTS
On station time only and on minimum contract of 13 times:
3 times per week—additional..... 10%
5 or 6 times per week—additional..... 15%
Discounts do not apply to announcements or five minute periods.

SPECIAL FEATURES
News: Leased wire service available—rates on request.

RECORDED PROGRAMS
Rates and other information on request.

TALENT
Rates on request.

REMOTE CONTROL
Telephone and remote control equipment available at additional cost to above quoted prices. Estimates on remote control furnished on request.

SERVICE FACILITIES
Details on request.
Contract and Other Requirements
Advertising of alcoholic beverages accepted after 9:30 p.m. week days.
Advertiser will be charged for talent, the amount being specified in the contract. All talent will be engaged by the station's staff, otherwise station reserves the right to refuse any talent that does not maintain the station's standard.

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

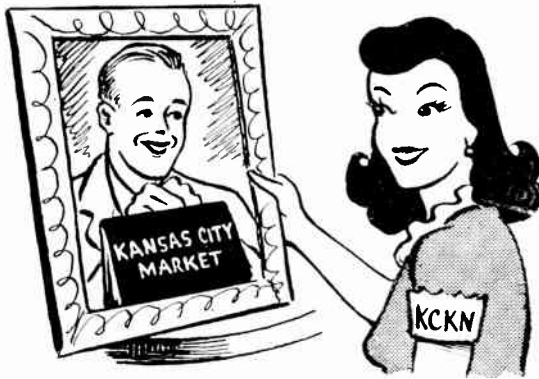
Personnel
General Manager—D. J. Poynor.

Representatives
Sears and Ayer, Inc.

KANSAS CITY
(Jackson County)
KCKN

Considered by the Mutual Broadcasting System, after local sunset, as their Kansas City, Mo., outlet. See listing under Kansas City, Kans.

KCKN's "one and only"



THE sole object of KCKN's affections always has been, and is today, the Greater Kansas City market. It's a rich, fertile market—with nine hundred million dollars of buying power.

Leaving the surrounding thinly-spread farm and small town market to others, KCKN, and only KCKN, programs *exclusively* for city listener tastes—for the *concentrated* sales potential that is Greater Kansas City.

And so, *without the rate penalty of outstate coverage*, you may tell and sell Greater Kansas City's in-the-money, eager-to-buy listeners—through KCKN.

Phone or wire your nearest Capper office for availabilities.

24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night—all night.

"THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 8977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 3220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864



KANSAS CITY—Continued

KCMO
(Established 1925)



BASIC BLUE NETWORK



Rates effective December 15, 1943. (Card No. 11.)
Owned and operated by KCMO Broadcasting Co.
Business Office and Studio—Commerce Trust Bldg.,
Kansas City 6, Mo., Victor 0900.
Transmitter—Hardesty and Washington Blvd., Kansas
City, Mo.

Wave—Power—Time
Operating power—5,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate unlimited time. Operates on Cen-
tral War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 mid-
night; week days 5:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies; no cash dis-
count. Bills payable 10th of month following broad-
cast. Billing will be at card rates at frequency dis-
counts as earned.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network).
Time periods and announcements cannot be combined
to earn frequency discounts.

CLASS "A"		(6:00 p.m. to 10:30 p.m.)		1 t. 13 t. 26 t. 52 t. 100 t. 130 t. 260 t.	
1/2 hour....	144.00	136.80	122.40	108.00	86.40 72.00
1/4 hour....	86.40	82.08	73.44	64.80	51.84 43.20
10 minutes	64.80	61.56	55.08	48.60	38.88 32.40
5 minutes	43.20	41.04	36.72	32.40	25.92 21.60
CLASS "B"		(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		1 t. 13 t. 26 t. 52 t. 100 t. 130 t. 260 t.	
1/2 hour....	72.00	68.00	61.20	54.00	43.20 36.00
1/4 hour....	43.20	41.04	36.72	32.40	25.92 21.60
10 minutes	32.40	30.78	27.54	24.30	19.44 16.20
5 minutes	21.60	20.52	18.36	16.20	12.96 10.80
CLASS "C"		(12:00 midnight to 7:00 a.m.)		1 t. 13 t. 26 t. 52 t. 100 t. 130 t. 260 t.	
1/2 hour....	48.00	45.60	40.80	36.00	28.80 24.00
1/4 hour....	28.80	27.36	24.48	21.60	17.28 14.40
10 minutes	21.60	20.52	18.36	16.20	12.96 10.80
5 minutes	14.40	13.68	12.24	10.80	8.64 7.20

ANNOUNCEMENTS

CLASS "A"		(6:00 p.m. to 10:30 p.m.)		1 t. 13 t. 26 t. 52 t. 100 t. 300 t.	
11 minute or less.....	36.00	32.40	28.80	25.20	21.60 18.00
*35 words.....	28.00	25.20	22.40	19.60	16.80 14.00
CLASS "B"		(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		1 t. 13 t. 26 t. 52 t. 100 t. 300 t.	
11 minute or less.....	20.00	18.00	16.00	14.00	12.00 10.00
*35 words.....	14.00	12.60	11.20	9.80	8.40 7.00
CLASS "C"		(12:00 midnight to 7:00 a.m.)		1 t. 13 t. 26 t. 52 t. 100 t. 300 t.	
11 minute or less.....	12.00	10.80	9.60	8.40	7.20 6.00
*35 words.....	9.50	8.55	7.60	6.65	5.70 4.75

(*) If live copy is used in place of one minute transcriptions the one minute rate will prevail.
(*) 35 word station breaks preceding and following programs guaranteed position. Time of all other announcements subject to change.

WEEKLY RATES

CLASS "A"		(6:00 p.m. to 10:30 p.m.)		13 wks. 26 wks. 52 wks.	
Six times weekly:					
1/4 hour.....	388.80	311.04	259.20		
10 minutes.....	291.60	233.28	194.40		
5 minutes.....	162.00	155.52	129.60		
Five times weekly:					
1/4 hour.....	324.00	259.20	216.00		
10 minutes.....	243.00	194.40	162.00		
5 minutes.....	135.00	129.60	108.00		
CLASS "B"		(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		13 wks. 26 wks. 52 wks.	
Six times weekly:					
1/4 hour.....	194.40	155.52	129.60		
10 minutes.....	145.80	116.64	97.20		
5 minutes.....	97.20	77.76	64.80		
Five times weekly:					
1/4 hour.....	162.00	129.60	108.00		
10 minutes.....	121.50	97.20	81.00		
5 minutes.....	81.00	64.80	54.00		
CLASS "C"		(12:00 midnight to 7:00 a.m.)		13 wks. 26 wks. 52 wks.	
Six times weekly:					
1/4 hour.....	129.60	103.68	86.40		
10 minutes.....	97.20	77.76	64.80		
5 minutes.....	64.80	51.84	43.20		
Five times weekly:					
1/4 hour.....	108.00	86.40	72.00		
10 minutes.....	81.00	64.80	54.00		
5 minutes.....	54.00	43.20	36.00		

SPECIAL FEATURES
Morning Edition of the News with Encke Ezra (C. E. Kemp); 5:00 a.m. to 7:00 a.m., Monday through Saturday; participation available at regular

announcement rates; available 15 or 30 minute strips; station breaks available between 5:00 a.m. and 7:00 a.m.; regular weekly strip rates apply to station time only; per week (15 minute strip) 20.00; per week (30 minute strip) 30.00.
Uncle Ezra (C. E. Kemp) available on other program periods—rates on request.
Anne Hayes, Director, Home Economics Bureau: 11:45 a.m. to 12:00 noon, Monday through Friday; maximum participation 1 minute at one and one-half times card rate, less frequency discounts.
Melody Ballroom with James Coy: 2:30 p.m. to 4:30 p.m., Monday through Friday; available 15 or 30 minute strips; station breaks available between 2:30 p.m. and 4:30 p.m.; regular weekly strip rates apply to station time only; per week (15 minute strip) 25.00; per week (30 minute strip) 35.00.
Spotlighting Sports with Scores, featuring Walt Lochman: 6:10 p.m. to 6:15 p.m. and 10:15 p.m. to 10:30 p.m., Monday through Saturday; regular weekly strip rates apply to station time only.

POLITICAL

One time station rates apply. No frequency discounts allowed. Cash in advance.

RECORDED PROGRAMS

Transcription library service is available—rates on request.
Equipped to record programs off the line for delayed broadcasts—rates on request.

TALENT

Rates on request.
All talent and special service charges to be paid by client, through the station, and are net. No commission or cash discount.

REMOTE CONTROL

Programs which are broadcast from points outside the studios are subject to special charges.

Contract and Other Requirements
Rates are guaranteed for the term of contract, including extension or renewal for similar and consecutive service within one year from starting date of original contract. When maximum frequency discounts have been earned they shall apply on renewals for continuous broadcasting on announcements three or more times weekly, on time periods one or more times weekly.

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. turntables for vertical and lateral cut recordings.

Personnel
Program Director—James Coy.
Business Manager—Clarence E. Breazeal.
Gen'l & Sales Mgr.—E. K. (Joe) Hartenbower.

Representatives
John E. Pearson Co.

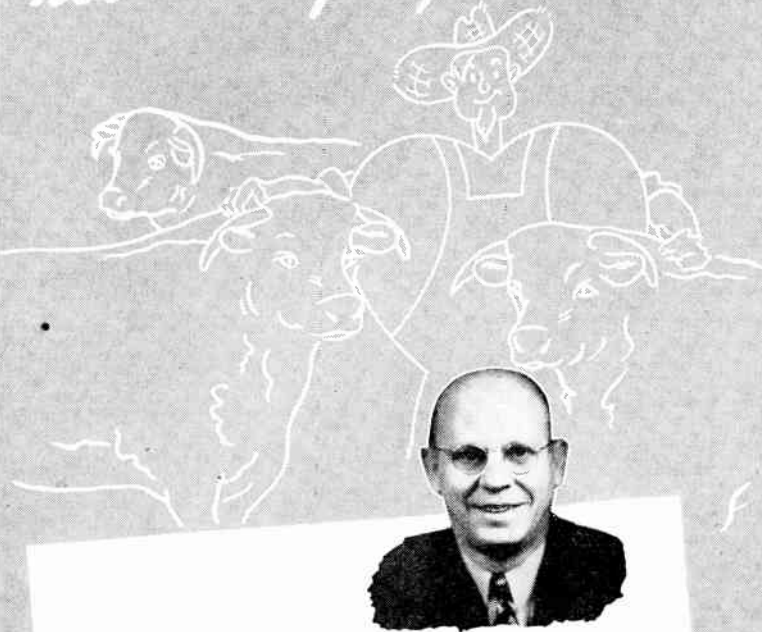


Terrific
KCMO Packs 'Em In-- Over 13,000 Strong
for the "Breakfast in Hollywood" broadcast from the
Arena of Kansas City's Municipal Auditorium March 22
—the **largest** daytime audience ever to witness such a
broadcast in Kansas City—the **largest** audience that
ever heard Tom Breneman "In Person."
For **TERRIFIC** results in Kansas City—include radio
advertising on KCMO.

KCMO 5000 WATTS
KANSAS CITY'S ONLY BLUE NETWORK STATION

Represented by JOHN E. PEARSON COMPANY—Chicago • New York • Kansas City

A VOICE OF AUTHORITY
not merely reportorial!



BOB RILEY

The acceptance that KMBC marketcasts have throughout the Heart of America rests primarily upon the "know-how" experience of a full-time marketcaster. Bob Riley daily broadcasts direct from studios in the Kansas City Livestock Building. Farm Bureau heads have time and again said this of KMBC's marketcasts—

"Your station is the station to which farmers listen for market reports."

"I wish to call attention to the fact that your farm service program is rendering a real wartime essential to the farm folks of this county. I could list a host of larger and efficient cattlemen who arrange their farmwork and chores to be able to take advantage of your market reports and timely factual farm broadcasts daily."

"I believe that no other farm program is received with as much enthusiasm by the farmers of this county as KMBC Market Reports and programs."

"Station KMBC has been one of the most aggressive Missouri stations in the development of programs primarily for farm people. It consistently carries news, reports and information of much value in keeping farm families well informed."

For over five years KMBC has been granted by the Kansas City livestock interests the *exclusive* right to broadcast official market reports direct from America's largest livestock building. Just another reason why KMBC is *first* with those who produce foodstuffs just as it is *first* in food advertising among Heart of America radio stations. Inquire of Free & Peters, Inc., for possible availabilities on Bob Riley's marketcasts!

FREE & PETERS, INC.

KMBC OF KANSAS CITY

Of Course—KMBC-FM! An Extra Service at No Extra Cost!
 SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

MISSOURI—Continued

KANSAS CITY—Continued

KMBC
 (Established 1921)



Rate card dated November 15, 1943. (Card No. 22.)
 Owned and operated by Midland Broadcasting Company, Inc.

Business Office and Studios—Pickwick Hotel, Tenth and McGee Sts., Kansas City 6, Mo., Harrison 2650.

Transmitter—50th and Belinder Road, Johnson County, Kans.

Wave—Power—Time

Operating power—5,000 watts.
 306.1 meters; 980 kilocycles.

Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission

15% allowed to recognized agencies on station time only; no cash discount. Invoices payable 10th of month following broadcast. Billing will be at card rates earned unless otherwise arranged.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).

All time rates are guaranteed for term of contract including extension or renewal contracts for similar and consecutive services within one year from effective commencement date of original contract; or at buyer's option contract may provide for automatic 52 weeks renewal at end of each 13 weeks unless buyer gives four weeks' notice of cancellation, effective at end of such 13 week period, provided, however, new or changed terms and conditions which station may publish in its rate card from time to time shall automatically apply to such automatic renewals. When maximum frequency discounts have been earned they shall apply on renewals for continuous broadcasting of five or more times weekly. Talent and other charges are guaranteed only for period of contract ordered firm.

	CLASS "A"			
	6:00 p.m. to 10:30 p.m.)	10:30 p.m. to 12:00 noon	10:30 p.m. to 12:00 noon	12:00 noon to 1:00 p.m.
1/4 hour	120.00	114.00	108.00	102.00 96.00

	CLASS "B"			
	12:00 noon to 1:00 p.m.; 5:30 p.m. to 6:00 p.m.; 10:30 p.m. to 10:45 p.m.; 12:00 noon to 6:00 p.m. (Sundays)	6:00 p.m. to 9:30 a.m.	9:30 a.m. to 12:00 noon	1:00 p.m. to 5:30 p.m.
1/4 hour	72.00	68.40	64.80	61.20 57.60

	CLASS "C"			
	9:30 a.m. to 12:00 noon; 1:00 p.m. to 5:30 p.m.; 10:45 p.m. to 11:00 p.m.)	11:30 p.m. to 6:00 a.m.	6:00 a.m. to 9:30 a.m.	9:30 a.m. to 12:00 noon
1/4 hour	60.00	57.00	54.00	51.00 48.00

	CLASS "D"			
	11:00 p.m. to 11:30 p.m.; 6:00 a.m. to 9:30 a.m.)	11:30 p.m. to 6:00 a.m.)	6:00 a.m. to 9:30 a.m.)	9:30 a.m. to 12:00 noon
1/4 hour	48.00	45.60	43.20	40.80 38.40

	CLASS "E"			
	11:30 p.m. to 6:00 a.m.)	6:00 a.m. to 9:30 a.m.)	9:30 a.m. to 12:00 noon	1:00 p.m. to 5:30 p.m.
1/4 hour	36.00	34.20	32.40	30.60 28.80

1/2 hour or longer periods will earn grouped discounts. For example: 52 one-half hour periods (104 quarter hours) will earn 20% discount; 5 minutes at quarter hour rates less 25% (time subject to change on 24 hours' notice, must be firm for minimum 13 times to earn the 25%. Twenty seconds is taken at the end of every program period for station identification.

ANNOUNCEMENTS

Station breaks limited to 30 words. Electrical transcriptions not over 1/4 minute a 30 word rates. Over 100 words may be ordered pro rata at 100 word rates. All announcements subject to program changes without liability to station.

	CLASS "A"			
	5:59 p.m. to 10:31 p.m.)	10:31 p.m. to 11:01 p.m.)	11:01 p.m. to 11:31 p.m.)	11:31 p.m. to 12:01 p.m.)
1 minute trans-	80.00	57.00	54.00	51.00 48.00 45.00

100 words....	50.00	47.50	45.00	42.50	40.00	37.50
30 words....	30.00	28.50	27.00	25.50	24.00	22.50

	CLASS "B"			
	11:59 a.m. to 1:01 p.m.; 5:29 p.m. to 5:59 p.m.; 10:31 p.m. to 10:46 p.m.)	1:01 p.m. to 1:31 p.m.)	1:31 p.m. to 2:01 p.m.)	2:01 p.m. to 2:31 p.m.)
1 minute trans-	38.00	34.20	32.40	30.60 28.80 27.00

100 words....	30.00	28.50	27.00	25.50	24.00	22.50
30 words....	18.00	17.10	16.20	15.30	14.40	13.50

	CLASS "C"			
	9:29 a.m. to 11:59 a.m.; 1:01 p.m. to 5:29 p.m.; 10:46 p.m. to 11:01 p.m.)	1:01 p.m. to 1:31 p.m.)	1:31 p.m. to 2:01 p.m.)	2:01 p.m. to 2:31 p.m.)
1 minute trans-	30.00	28.50	27.00	25.50 24.00 22.50

100 words....	25.00	23.75	22.50	21.25	20.00	18.75
30 words....	15.00	14.25	13.50	12.75	12.00	11.25

	CLASS "D"			
	5:59 a.m. to 9:29 a.m.; 11:01 p.m. to 11:31 p.m.)	1:01 p.m. to 1:31 p.m.)	1:31 p.m. to 2:01 p.m.)	2:01 p.m. to 2:31 p.m.)
1 minute trans-	24.00	22.80	21.60	20.40 19.20 18.00

100 words....	20.00	19.00	18.00	17.00	16.00	15.00
30 words....	12.00	11.40	10.80	10.20	9.60	9.00

	CLASS "E"			
	11:31 p.m. to 5:59 a.m.)	1:01 p.m. to 1:31 p.m.)	1:31 p.m. to 2:01 p.m.)	2:01 p.m. to 2:31 p.m.)
1 minute trans-	18.00	17.10	16.20	15.30 14.40 13.50

100 words....	15.00	14.25	13.50	12.75	12.00	11.25
30 words....	9.00	8.55	8.10	7.65	7.20	6.75

(This listing continued on next page)



Meet KWK's Rush Hughes — Heard Twice Daily on Kansas City's WHB

Out here in Missouri, where people have to be "shown", folks know a good thing when they see and hear it! That's why Rush Hughes, with his "Song and Dance Parade", has a 4.9 Hooperating, mornings in St. Louis ... and has already earned a 4.7 in Kansas City with the same type of show, afternoons. And he's getting more popular every week! They like him in Missouri ... and out in Kansas, too!

You'll like doing business with WHB, — "the station-with-agency-point-of-view", where advertisers are clients who must get their money's worth in results. If you want to sell the Kansas City market, WHB is your happy medium.

WHB exploited his programs with extensive "plug" announcements, and a two-month showing of 24-sheet posters throughout Greater Kansas City. In six months on the air over WHB Rush Hughes has become a "top name" throughout the Kansas City area, producing spectacular results for sponsors such as General Baking (Bond Bread). Let us tell you more about it, and about availabilities on these two WHB shows.



For WHB Availabilities, 'Phone DON DAVIS at any of these "SPOT SALES" offices:

- KANSAS CITY Scarritt Building HArrison 1161
- NEW YORK CITY 400 Madison Avenue ELdorado 5-5040
- CHICAGO 360 North Michigan FRAnklin 8520
- HOLLYWOOD Hollywood Blvd. at Cosmo HOLlywood 8318
- SAN FRANCISCO 5 Third Street EXbrook 3558

KEY STATION for the KANSAS STATE NETWORK
 Kansas City • Wichita • Salina • Great Bend • Emporia
 Missouri Kansas Kansas Kansas Kansas

MISSOURI—Continued

KANSAS CITY—Continued

W H B
(Established 1922)



Rates effective January 1, 1945. (Card No. 14.)

Card received December 15, 1944.
 (Owned and operated by WHB Broadcasting Co., Business Office and Main Studio—Scarritt Bldg., Kansas City, Mo., Harrison 1161.
 Other studios—K. C. Livestock Exchange; U. S. Department of Agriculture; Municipal Auditorium; Federal Building; Unlty School; Swift & Company Test Kitchen; Kansas City Canteen.
 Transmitter—North Kansas City, Mo.

Wave—Power—Time
 Operating power—1,000 watts.
 310.9 meters; 880 kilocycles.
 Licensed to operate every day from sunrise to sunset. Operates on Central War Time.
 Operating schedule: Sundays 7:00 a.m. to local sunset; week days 8:00 a.m. to local sunset.
 Local sunset (WHB sign-off time, CWT):
 January 8:15 p.m. July 8:45 p.m.
 February 7:00 p.m. August 8:15 p.m.
 March 7:30 p.m. September 7:30 p.m.
 April 8:00 p.m. October 6:45 p.m.
 May 8:30 p.m. November 6:00 p.m.
 June 8:45 p.m. December 6:00 p.m.

Agency Commission
 15% on station time; no cash discount. Bills due and payable monthly following service unless otherwise specified.

General Advertising
 (All 1944 advertisers protected on rate card No. 13 through December 31, 1945.)
 For combination rates see Mutual Broadcasting System and Kansas State Network.
 Programs and announcements may not be combined to earn discounts.
 Annual Rebate: 52 consecutive weeks of broadcasting earn an annual rebate of 10% per week on the lowest net time cost billed on the program run 52 consecutive weeks.

CLASS "A"				
(6:00 p.m. to 10:30 p.m. daily)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	260.00	156.00	90.00	52.00
13 times.....	234.00	140.40	81.00	46.80
26 times.....	221.00	132.60	76.50	44.20
39 times.....	208.00	124.80	72.00	41.60
52 times.....	195.00	117.00	67.50	39.00
104 times.....	182.00	109.20	63.00	36.40
156 times.....	169.00	101.40	58.50	33.80
208 times.....	156.00	93.60	54.00	31.20
300 times.....	143.00	85.80	49.50	28.60

CLASS "B"				
(10:30 p.m. to 6:00 p.m. daily)				
	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	130.00	78.00	45.00	28.00
13 times.....	117.00	70.20	40.50	23.40
26 times.....	110.50	66.30	38.25	22.10
39 times.....	104.00	62.40	36.00	20.80
52 times.....	97.50	58.50	33.75	19.50
104 times.....	91.00	54.60	31.50	18.20
156 times.....	84.50	50.70	29.25	16.90
208 times.....	78.00	46.80	27.00	15.60
300 times.....	71.50	42.90	24.75	14.30

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.
 Rates quoted include time charge and services of station organization; extra charge is made for talent used in dialogue announcements. Announcements ordered within one minute of time class change take rate of the higher class.

CLASS "A"				
(5:59 p.m. to 10:31 p.m. daily)				
One minute live or transcribed:				
1 time.....	40.00	104 times.....	28.00	
13 times.....	36.00	156 times.....	26.00	
26 times.....	34.00	208 times.....	24.00	
39 times.....	32.00	300 times.....	22.00	
52 times.....	30.00			
Thirty words:				
1 time.....	24.00	104 times.....	16.80	
13 times.....	21.60	156 times.....	15.60	
26 times.....	20.40	208 times.....	14.40	
39 times.....	19.20	300 times.....	13.20	
52 times.....	18.00			

CLASS "B"				
(10:31 p.m. to 5:59 p.m. daily)				
One minute live or transcribed:				
1 time.....	20.00	104 times.....	14.00	
13 times.....	18.00	156 times.....	13.00	
26 times.....	17.00	208 times.....	12.00	
39 times.....	16.00	300 times.....	11.00	
52 times.....	15.00			
Thirty words:				
1 time.....	12.00	104 times.....	8.40	
13 times.....	10.80	156 times.....	7.80	
26 times.....	10.20	208 times.....	7.20	
39 times.....	9.60	300 times.....	6.60	
52 times.....	9.00			

SPECIAL FEATURES
 Time announcements—quarter hour, half hour, three-quarter hour and hourly intervals;
 Tie-in commercial announcements of 30 words or 1 minute at general broadcasting rates;
 Musical Clock: Broadcast daily from 7:30 a.m. to 9:00 a.m.; time announcements every five minutes. Participation units or 1/4 hour or more at general broadcasting rates.

(This listing continued on next page)



KANSAS CITY—Continued

W H B—Continued

News Broadcasts: Eight times daily at 6:15 a.m., 7:00 a.m., 11:30 a.m., 12:00 noon, 12:30 p.m., 3:00 p.m. and 5:00 p.m. Time may be changed if advertiser desires. Details on request.

Sports Broadcasts Sponsorship available by special arrangement. Details on request. Play-by-play reports on baseball and football also available.

Mary Jane on Petticoat Lane: Women's participation program, 11:30 a.m. to 12:00 noon broadcasts alternate Monday through Friday. Approximately 250 words, written by advertiser or agency, with special "lead in" prepared by Mary Jane. Participation: 1 time..... 25.00 104 times..... 19.00

Song and Dance Parade: Rush Hughes Program, 2:00 p.m. to 3:00 p.m., Monday through Saturday. Participation available in 1/4 hour units, one to six times weekly. Regular Class "B" 1/4 hour rates earned, plus 10.00 for talent fee.

The First Five: Rush Hughes Program, 6:15 p.m. to 7:00 p.m., Monday through Saturday (February through September). Participation available in 1/4 hour units, one to six times weekly. Regular Class "A" 1/4 hour rates earned, plus 10.00 for talent fee.

Early Morning Farm Program: Produced in cooperation with Samuel R. Guard. Class "B" rates apply for participating units of one minute to one hour, using commercials supplied by advertiser or agency.

TRANSCRIPTIONS

Regular time charges apply to electrical transcriptions. TALENT Additional charges are made for talent, special continuity service and special announcers—rates on request.

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. Merchandising department correlates newspaper, out-door and direct-mail campaigns with radio broadcasts.

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 printed matter, 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 special classifications, such as groceries, drug stores, etc., in primary area. Per classification list, 50 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 in printed matter. Per piece, 1 unit.

REMOTE CONTROL

Additional charges made for programs originating outside of WHB central studios. Contract and Other Requirements Advertising of hard alcoholic beverages not accepted.

Wine, beer and laxative advertising accepted. 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.

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. turntables for vertical and lateral cut recordings.

Personnel Pres. & Com'l Mgr.—Don Davis. Vice-Pres. & Gen'l Mgr.—John T. Schilling.

Representatives Spot Sales, Inc.—(Don Davis).

FM STATIONS

K M B C—(FM)

Rates received December 8, 1944. Owned and operated by the Midland Broadcasting Company.

Business Office—Pickwick Hotel, Kansas City, Mo. Studios—Power & Light Building, Kansas City, Mo. Transmitter—Power & Light Bldg., Kansas City, Mo.

Wave—Power—Time Operating power—1,500 watts. 46,500 kilocycles.

Operates on Central Time. Operating schedule: Sundays all day; 12:00 noon to 12:00 midnight week days.

General Advertising Commercial and sustaining programs of KMBC broadcast concurrently over KMBC—FM.

Regular rates of KMBC apply at no extra cost. Personnel President—Arthur B. Church.

K O Z Y—(FM)

(Established 1942)

Rates effective May 1, 1944. (Card No. 3.) Owned and operated by Commercial Radio Equipment Company.

Business Office and Studio—Porter Bldg., Linwood and Broadway, Kansas City, Mo., Logan 6920. Transmitter—Porter Bldg., Linwood and Broadway, Kansas City, Mo.

Wave—Power—Time Operating power—400 watts. Frequency 44900 kilocycles.

Operates on Central Time. Operating schedule: Week days 3:00 p.m. to 9:00 p.m.

Agency Commission 15% to recognized agencies. General Advertising (3:00 p.m. to 9:00 p.m. week days)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 1 min, 50 words or less) and rates for various durations (13 tl, 28 tl, 52 tl, 100 tl, 280 tl).

DISCOUNTS An additional discount of 10% of the total contract value will be recognized for a two year contract.

This long period discount applies only on contracts pertaining to a minimum of 52 broadcasting periods per year or a minimum of 100 one minute transcriptions or 50 word announcements per year.

STRIP RATES 3 times per week— 1 hour..... 45.00 3 mos. 6 mos. 12 mos.

Table with columns for time slots and rates for 3, 6, and 12 month durations.

5 times per week— 1 hour..... 41.50 3 mos. 6 mos. 12 mos.

Table with columns for time slots and rates for 3, 6, and 12 month durations.

LIBRARY SERVICE AVAILABLE—rates on request. Contract and Other Requirements All contracts subject to any FCC regulations which may apply at present or in the future.

Personnel General Manager—Everett L. Dillard. Station Director—Elizabeth Whitehead.

POPLAR BLUFF

(Butler County)

K W O C

(Established 1938)

Rates effective April 1, 1942. Owned by A. L. McCarthy, O. A. Tedrick and J. H. Wolpers.

Business Office and Studio—1801 N. Main St., Poplar Bluff, Mo., telephone 1310. Transmitter—1801 N. Main St., Poplar Bluff, Mo.

Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles.

Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: Sundays 8:00 a.m. to 7:00 p.m.; week days 7:00 a.m. to 7:00 p.m.

Agency Commission

15% to recognized agencies on net station time; cash discount 2%—10th of following month. No discount on talent unless otherwise arranged.

General Advertising

The following rates are for national advertising and include music copyright fees, ASCAP, BMI and SESAC performance licenses.

Table with columns for time slots and rates for Class 'A' and Class 'B' advertising.

STRIP RATES CLASS "A" (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 7:00 p.m.)

Table with columns for time slots and rates for strip rates.

Per week 13 wks. 26 wks. 52 wks. Three times weekly: 1 hour..... 137.00 120.00 100.00

ANNOUNCEMENTS CLASS "A" (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 7:00 p.m.)

Table with columns for time slots and rates for announcements.

CLASS "B" (All other time) Class "A" rates less 20%.

One time rates apply on all political talks; payable in advance. No frequency discounts.

Special Feature Time signals, temperature, live stock market, cotton market reports—rates on request.

News—Leased wire service available—rates on request. TRANSCRIPTIONS Library service available at regular rates.

TALENT Rates on request. All talent and special service charges to be paid by client through the station and are net; no commission or discount.

REMOTE CONTROL Programs broadcast from points outside the studio are subject to special charges in addition to talent fee.

SERVICE FACILITIES Station offers the service of its program department, announcers and merchandising department at no extra cost.

Contract and Other Requirements No contract accepted longer than one year. Standard AAAA rules and conditions applicable to all contracts.

Closing Time All contracts should be closed as far in advance of the initial program as possible to facilitate proper production.

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

Personnel Gen'l & Com'l Mgr.—P. H. Cunningham. Representatives John E. Pearson Company.

ST. JOSEPH

(Buchanan County)

K F E Q

(Established 1923)

Rates effective January 1, 1945. (Card No. 7-A.) Owned and operated by KFEQ, Inc.

Studio—2nd floor, Schneider Bldg., 7th and Felix Sts., St. Joseph 8, Mo. Transmitter—5-1/2 miles northeast of St. Joseph, Mo.

Wave—Power—Time Operating power—5,000 watts. 441.2 meters; 680 kilocycles.

Licensed to operate full time. Operates on Central War Time. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission 15% on station time charges allowed to recognized advertising agencies; no cash discount. No commission on talent or line charge. Bills payable 15th of month following service unless otherwise specified.

(This listing continued on next page)

MISSOURI—Continued

ST. JOSEPH—Continued
K F E Q—Continued

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
Music copyright fees are included in rates.

CLASS "A"
Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5-minute spots.

CLASS "B"
Table with columns for time slots (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5-minute spots.

WEEKLY STRIP RATES
CLASS "A"
Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5-minute spots.

CLASS "B"
Table with columns for time slots (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5-minute spots.

CLASS "C"
Table with columns for time slots (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5-minute spots.

Copy must be filed 24 hours in advance of broadcast.
Regular rates apply.

REMOTECONTROL
Rates on request.
TRANSCRIPTIONS
Programs not restricted to certain hours. Library service available. Regular rates apply.

SERVICE FACILITIES
Merchandising service available—details on request. Any merchandising or promotional activity which entails actual expense on the part of station will be billed at cost.

Contract and Copy Requirements
Advertising contracts with station are not assignable, nor are any periods sold in bulk for resale. Advertising of alcoholic beverages, other than beer and wine, not accepted.

Right reserved to refuse or discontinue any advertising. Right also reserved to use the time allotted to advertiser for other purposes whenever required by law, or whenever, in the judgment of station, such action may become necessary or proper to broadcast news events of general interest, or to serve the public interest, or to clear time for network programs.

Programs and announcements cannot be combined to earn lower frequency discounts. Day and night programs may be combined to earn frequency discounts. Programs hold priority over announcements. Times quoted are subject to prior sale and network requirements.

Advertiser agrees that time contracted for is subject to a 20 second interval between programs which may be retained by station for identification or other use. Right reserved to limit length and frequency of programs or announcements.

Unless otherwise specified and agreed upon, contracts are not subject to cancellation until two weeks after starting date.
Station will not be held responsible for loss of valuables or property of the advertiser, or its officers, agents, employees, performers, entertainers or other talent while on the premises.

Failure to broadcast any program due to advertiser's negligence shall not release advertiser from payment of the regular rates for same.
In the event program is not broadcast due to weather conditions, strikes, fires, breakage in facilities or equipment, or from any other cause not due to the fault or neglect of station, same shall not constitute a breach of agreement, but said program may be broadcast at some other period satisfactory to both parties involved.

Programs, talks and announcements are subject to approval of station management without objection or liability, except political broadcasts, which must be in accordance with F.C.C. regulations.

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 turntables for vertical and lateral cut recordings.
Personnel
President—Barton Pitts.
National Advertising Manager—Glen G. Griswold.
Promotion Manager—J. Ted Branson.
Program Director—Harry H. Packard.
Representatives
Headley-Reed Company.

ST. LOUIS
KFUO

Owned and operated by Evangelical Lutheran Church, Missouri Synod.
Office—801 De Mun Ave., St. Louis 5, Mo.
Wave—Power—Time
Operating power—5,000 watts to sunset at Denver. 352.9 meters; 850 kilocycles.
Does not sell time.

KMOX
(Established 1925)

National effective August 20, 1944. (Card No. 18.)
Owned and operated by Columbia Broadcasting System, Inc.
Business Office and Studio—401 S. 12th Blvd., St. Louis 2, Mo., Central 8240.
Transmitter—16 miles south of St. Louis, Mo.
Wave—Power—Time
Operating power—50,000 watts.
267.9 meters; 1120 kilocycles.
Licensed to operate on cleared national channel. Operates on Central War Time.
Operating schedule: Sundays 6:00 a.m. to 1:00 a.m.; week days 5:00 a.m. to 1:30 a.m.

Agency Commission
15% allowed on net time charges to advertising agencies recognized by station; no cash discount. Invoices rendered weekly.
General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).
Rates include music copyright fees, and not times per week usage. Programs not furnished by, but presented in the studios of KMOX are subject to production charge. Length of commercial copy:
—Programs—
After 6:00 p.m. Before 6:00 p.m.
1 hour..... 6 min. 4:30 min.
1/2 hour..... 3 min. 4:30 min.
1/4 hour..... 2:30 min. 3:15 min.
10 minutes 1:50 min. 2:20 min.
75 minutes 1:10 min. 1:25 min.
58 sec. 1:08 min.
(* Maximum opening commercial: 25 seconds for 5 minute news programs, 40 seconds for 10 minute or longer programs.
(†) No midday commercial permitted on 5 minute news programs.

GENERAL BROADCASTING TIME RATES
(Without Talent)
Net time rate after deduction of all applicable discounts.
Per week rates apply within any seven consecutive days. Weekly rates based on consecutive weeks of uninterrupted broadcasting.
CLASS "A"
(7:00 p.m. to 10:30 p.m. week days; 8:00 p.m. to 10:30 p.m. Sundays)
One hour: *1 day *2 days *3 days *4 days *5 days *6 days
1-12 wks 575.00 1150.00 1552.50 2070.00 2587.50 2760.00
13-25 wks 548.25 977.50 1319.62 1759.50 2199.37 2346.00
26-51 wks 518.94 928.82 1253.64 1671.50 2089.40 2228.70
52 weeks 491.62 879.75 1187.66 1583.55 1979.43 2111.40
Half hour:
1-12 wks 345.00 690.00 931.50 1242.00 1552.50 1656.00
13-25 wks 336.37 638.25 838.35 1055.70 1319.62 1407.60
26-51 wks 319.55 606.34 796.43 1002.91 1253.64 1337.22
52 weeks 302.73 574.42 754.51 950.13 1187.66 1268.80
Quarter hour:
1-12 wks 230.00 460.00 621.00 828.00 1035.00 1104.00
13-25 wks 230.00 437.00 574.42 745.20 905.62 968.00
26-51 wks 218.50 415.15 545.70 707.94 860.34 917.70
52 weeks 207.00 393.30 518.98 670.68 815.06 869.40

CLASS "B"
(8:00 p.m. to 7:00 p.m. week days; 1:00 p.m. to 8:00 p.m. Sundays)
One hour:
1-12 wks 383.33 766.66 1035.00 1380.00 1725.00 1840.00
13-25 wks 373.75 709.16 956.62 1173.00 1468.25 1564.00
26-51 wks 355.06 673.70 860.34 1114.35 1392.94 1485.80
52 weeks 338.37 638.24 815.06 1055.70 1319.62 1407.60
Half hour:
1-12 wks 230.00 460.00 621.00 828.00 1035.00 1104.00
13-25 wks 230.00 437.00 574.42 745.20 905.62 968.00
26-51 wks 218.50 415.15 545.70 707.94 860.34 917.70
52 weeks 207.00 393.30 518.98 670.68 815.06 869.40
Quarter hour:
1-12 wks 153.33 306.66 414.00 552.00 690.00 738.00
13-25 wks 153.33 298.99 403.65 542.40 682.25 730.00
26-51 wks 145.66 284.04 383.47 498.18 608.34 648.76
52 weeks 138.00 269.09 362.38 478.17 574.42 612.72

CLASS "C"
(9:00 a.m. to 6:00 p.m. week days; 10:30 p.m. to 11:00 p.m. daily)
*1 day *2 days *3 days *4 days *5 days *6 days

Table with columns for time slots (One hour, 1-12 wks, 13-25 wks, 26-51 wks, 52 weeks) and rates for CLASS "C" spots.

CLASS "D"
(7:00 a.m. to 9:00 a.m. week days; 8:00 a.m. to 1:00 p.m. Sundays)

Table with columns for time slots (One hour, 1-12 wks, 13-25 wks, 26-51 wks, 52 weeks) and rates for CLASS "D" spots.

CLASS "E"
(11:00 p.m. to 12:00 midnight daily; 5:30 a.m. to 7:00 a.m. week days; 5:30 a.m. to 8:00 a.m. Sundays)

Table with columns for time slots (One hour, 1-12 wks, 13-25 wks, 26-51 wks, 52 weeks) and rates for CLASS "E" spots.

Seven days per week pro rata to six day rate.
All rates in excess of one hour are in exact proportion to one hour rate.
Three-quarter hour—80% of hour rate; ten minutes, if available—80% of the 1-12 week quarter hour rate less applicable dollar volume and consecutive weeks discounts; five minutes, if available—50% of the 1-12 week quarter hour rate less applicable dollar volume and consecutive weeks discounts.
Time periods not designated—rates on request.
ANNOUNCEMENTS
All announcements under Classes "A," "B," "C," "D," and "E," regardless of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the basis of days per week usage, and not times per week usage. Starting time of announcements determines rate classification.

CLASS "A"
(8:59 p.m. to 10:30 p.m. week days; 5:59 p.m. to 10:30 p.m. Sundays)
25 words or 15 second transcriptions—station breaks:
1 day 2 days 3 days 4 days 5 days 6 days
1-12 wks 80.00 160.00 216.00 288.00 360.00 384.00
13-25 wks 80.00 160.00 216.00 280.80 351.00 374.40
26-51 wks 78.00 152.00 205.20 268.76 333.45 355.88
52 weeks 72.00 144.00 194.40 252.72 315.90 338.96

CLASS "B"
(5:59 p.m. to 8:59 p.m. week days; 12:59 p.m. to 5:59 p.m. Sundays)
50 words or 20 second transcriptions—station breaks:
1-12 wks 80.00 120.00 162.00 216.00 270.00 288.00
13-25 wks 80.00 120.00 162.00 216.00 263.25 280.80
26-51 wks 77.00 114.00 153.90 205.20 250.09 268.76
52 weeks 75.00 108.00 145.80 194.40 238.92 252.72
1 minute live or transcribed:
1-12 wks 85.00 170.00 229.50 306.00 382.50 408.00
13-25 wks 85.00 170.00 229.50 298.35 372.94 396.00
26-51 wks 80.75 161.50 218.02 283.43 354.29 377.91
52 weeks 76.50 153.00 206.25 268.51 335.65 358.82

CLASS "C"
(8:59 a.m. to 5:59 p.m. week days; 10:30 p.m. to 11:00 p.m. daily)
50 words or 20 second transcriptions—station breaks:
1-12 wks 45.00 90.00 121.50 162.00 202.50 216.00
13-25 wks 45.00 90.00 121.50 162.00 202.50 216.00
26-51 wks 42.75 85.50 115.42 153.90 192.37 205.20
52 weeks 40.50 81.00 109.35 145.80 182.25 194.40
1 minute live or transcribed:
1-12 wks 65.00 130.00 175.50 234.00 292.50 312.00
13-25 wks 65.00 130.00 175.50 234.00 285.19 304.20
26-51 wks 61.75 123.50 166.72 225.30 279.93 288.99
52 weeks 58.50 117.00 157.95 210.60 258.67 273.78

CLASS "D"
(6:59 a.m. to 8:59 a.m. week days; 7:59 a.m. to 12:59 p.m. Sundays)
50 words or 20 second transcriptions—station breaks:
1-12 wks 35.00 70.00 94.50 126.00 157.50 168.00
13-25 wks 35.00 70.00 94.50 126.00 157.50 168.00
26-51 wks 33.25 66.50 89.77 119.70 149.62 158.40
52 weeks 31.50 63.00 85.05 113.40 141.75 151.20
1 minute live or transcribed:
1-12 wks 60.00 120.00 162.00 216.00 270.00 288.00
13-25 wks 60.00 120.00 162.00 216.00 263.25 280.80
26-51 wks 57.00 114.00 153.90 205.20 250.09 268.76
52 weeks 54.00 108.00 145.80 194.40 238.92 252.72

CLASS "E"
(5:30 a.m. to 7:59 a.m. week days; 11:00 p.m. to 12:00 midnight daily)
50 words or 20 second transcriptions—station breaks:
1-12 wks 30.00 60.00 81.00 108.00 135.00 144.00
13-25 wks 30.00 60.00 81.00 108.00 135.00 144.00
26-51 wks 28.50 57.00 77.25 103.50 129.75 139.20
52 weeks 27.00 54.00 72.60 98.40 124.50 132.00
(This listing continued on next page)

ST. LOUIS—Continued
KMOX—Continued

Table with 7 columns (1 day, 2 days, 3 days, 4 days, 5 days, 6 days) and 6 rows of advertising rates.

NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned.

Table with 7 columns (1 day, 2 days, 3 days, 4 days, 5 days, 6 days) and 6 rows of advertising rates.

ANNOUNCEMENT PACKAGES
Not available.
DISCOUNTS
Application of Discounts
Programs and announcements may not be combined for any discount purposes.

- (1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week.)
(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.
(3) Deduct consecutive weeks discount if applicable.

Weekly frequency discounts on mixed station time: When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification or in units of unequal cost, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.

Table with 4 columns (Less than 260.00 weekly, 260.00 or more but less than 430.00 wky, 430.00 or more but less than 605.00 wky, 605.00 or more but less than 775.00 wky) and 4 rows of discount percentages.

Discounts for Consecutive Weeks
Applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable Dollar Volume Discount, if any.

SPECIAL FEATURES
News—Leased wire service available—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 by the advertiser and will furnish program ideas, talent and prices on request.

KSD (Established 1923)
BASIC NBC NETWORK
Rates effective November 1, 1945. (Card No. 19.)
Owned and operated by the St. Louis Post-Dispatch.

Agency Commission
15% on station time charges to recognized agencies.
General Advertising
For combination rates see National Broadcasting Company (Basic Network).

CLASS "A" (6:00 p.m. to 10:30 p.m. daily)
Table with 7 columns (1 hr., 1/2 hr., 1/4 hr., 1 minute, less, 100 words or less, *50 words or less) and 6 rows of advertising rates.

CLASS "B" (9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays; 10:30 p.m. to 11:00 p.m. week days)
Table with 7 columns and 6 rows of advertising rates.

CLASS "C" (11:00 p.m. to 9:00 a.m. daily)
Table with 7 columns and 6 rows of advertising rates.

CLASS "A-1" (1:00 p.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. Sundays)
Table with 7 columns and 6 rows of advertising rates.
SPECIAL FEATURES
News Broadcasts—Leased wire service—rates on request.

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 material or program or announcement 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 program 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 not approved or rejected and any contract for broadcasting may be cancelled by the management of station upon written notice without incurring any liability therefor.

Station reserves the right to cancel, advance the time of, or postpone the program of any advertiser without liability to that advertiser or any agent 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 loss 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 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 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 loss 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 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 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 turntables.

MISSOURI—Continued

ST. LOUIS—Continued

KWK

(Established 1927)

Rates effective September 1, 1943.

Owned and operated by Thomas Patrick, Incorporated. Business Office and Studio—Hotel Chase, St. Louis, Mo., Rosedale 3210. Transmitter—Broadway & Logan St., St. Louis, Mo.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. 217.4 meters; 1380 kilocycles. Licensed to operate on regional channel full time. Operates on Central War Time. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see Mutual Broadcasting System.

GENERAL BROADCASTING RATES

Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under the same (and/or renewals) contracts and apply on the weekly billing of station time only. No time discounts on talent or line charges. Announcements and programs cannot be combined to secure benefit of additional discounts.

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1, 1/2, and 1/4 hour.

Table with columns for time slots (7:00 a.m. to 10:30 p.m.) and rates for 1, 1/2, and 1/4 hour.

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1, 1/2, and 1/4 hour.

ANNOUNCEMENTS

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (7:00 a.m. to 10:30 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1 minute and 40 words.

SPECIAL FEATURES

Rush Hughes—10:00 a.m. to 12:00 noon daily and 6:15 p.m. to 7:00 p.m. daily. MJB—8:00 a.m. to 8:45 a.m. daily and 3:00 p.m. to 4:45 p.m. daily. Rates on request.

RECORDED PROGRAMS

Regular time charges apply. TALENT Program ideas and talent rates on request.

REMOTE CONTROL

Facilities for remote control broadcasts are available at expense of advertiser.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. All periods offered subject to prior sale. Maximum length of contract one year. All programs and advertising copy subject to station's approval and governmental, state and Federal Communications Commission regulations. The station reserves the right to refuse or discontinue any broadcasting. All proposals subject to prior booking of time.

Closing Time

Contracts must be closed two weeks in advance to make proper announcements. Final closing date, one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Pres. & Gen'l Mgr.—Robert T. Convey. General Sales Manager—V. E. Carmichael.

Representatives

Paul H. Raymer Company.

KXOK

BASIC BLUE NETWORK



Rates effective May 1, 1944.

Owned and operated by Star-Times Publishing Co. Business Office and Studio—Star-Times Bldg., 12th and Delmar, St. Louis, Mo., Chestnut 3700. Transmitter—Madison, Ill.

Wave—Power—Time

Operating power—5,000 watts. 476.2 meters; 630 kilocycles. Licensed to operate full time on regional channel. Operates on Central War Time. Operating schedule: 20 hours daily except Sunday.

Agency Commission

15% on station time only to advertising agencies recognized by station; no cash discount. No commission on program costs, production, line charges or talent.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network). Announcements and programs cannot be combined to secure benefit of additional discount.

GENERAL BROADCASTING TIME RATES

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1, 1/2, and 1/4 hour.

Table with columns for time slots (7:00 a.m. to 10:30 p.m.) and rates for 1, 1/2, and 1/4 hour.

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1, 1/2, and 1/4 hour.

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (7:00 a.m. to 10:30 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1 minute and 40 words.

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Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1 minute and 40 words.

ANNOUNCEMENTS

Musical Clock—8:00 a.m. to 7:30 a.m., minimum contract 13 weeks: 6 times weekly, 100 words, per week..... 24.00 "Just for Women," 11:30 a.m. to 11:45 a.m., participation, women in the news, style notes, etc., daily, 100 words, minimum contract 13 weeks: 1 time, per week..... 12.00 3 times, per week..... 27.50 6 times, per week..... 47.50

SPECIAL FEATURES

News, Time Temperature, Weather, Sports—rates and details on request. Market coverage direct from (remote pick-up) St. Louis Live Stock Exchange, National Stock Yards, Illinois, Merchants Grain Exchange, Mississippi Valley Stock Yards, 9:45 a.m. to 10:00 a.m., 12:15 p.m. to 12:30 p.m. and 1:30 p.m. to 1:45 p.m. Regular rates apply.

POLITICAL

Rates on request. RECORDED PROGRAMS Regular time charges to apply to recorded programs. Not restricted to certain hours. Transcription library services available—rates and details on request. Instantaneous recording equipment available.

TALENT

Rates on request. REMOTE CONTROL Station is equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone lines and any other charges involved.

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

Personnel General Manager—N. (Nick) Pagiara. Representatives John E. Pearson Company.

WIL

(Established 1022)



Rates effective January 1, 1945.

Owned and operated by the Missouri Broadcasting Corporation. Business Office and Studio—Melbourne Hotel, St. Louis 8, Mo., Jefferson 8403. Transmitter—Grand and Lindell Blvd., St. Louis, Mo.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: Monday through Friday 7:00 a.m. to 11:00 p.m.; Saturdays 7:00 a.m. to 2:30 a.m.; Sundays 8:30 a.m. to 11:00 p.m.

Agency Commission

15% allowed all recognized advertising agencies on station time only provided payment is made before the 15th of the month following broadcast; no cash discount. All invoices payable at face when rendered. Short rate billing rendered when frequency rate is not earned.

General Advertising

Rates include music copyright fees. To earn rates quoted, contracts must be completed within 12 months. Announcements and programs cannot be grouped for discount purposes.

ENTERTAINMENT PROGRAMS

Table with columns for time slots (7:00 a.m. to 8:30 a.m.) and rates for 1, 1/2, and 1/4 hour.

Table with columns for time slots (8:30 a.m. to 6:00 p.m.) and rates for 1, 1/2, and 1/4 hour.

Table with columns for time slots (7:00 a.m. to 8:30 a.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (8:30 a.m. to 6:00 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (7:00 a.m. to 8:30 a.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (8:30 a.m. to 6:00 p.m.) and rates for 1 minute and 40 words.

Table with columns for time slots (7:00 a.m. to 8:30 a.m.) and rates for 1 minute and 40 words.

WEW

(Established 1921)

Rates effective August 1, 1940. (Card No. 5) Owned and operated by St. Louis University. Business Office and Studio—3642 Lindell Blvd., St. Louis, Mo., Franklin 5665. Transmitter—3642 Lindell Blvd., St. Louis, Mo.

Wave—Power—Time

Operating power—1,000 watts. 389.8 meters; 770 kilocycles. Operates on Central War Time. Operating schedule: January 6:00 a.m. to 6:00 p.m.; February 6:00 a.m. to 6:45 p.m.; March 6:00 a.m. to 7:00 p.m.; April 6:00 a.m. to 7:30 p.m.; May 6:00 a.m. to 8:00 p.m.; June 6:00 a.m. to 8:30 p.m.; July 6:00 a.m. to 8:30 p.m.; August 6:00 a.m. to 8:00 p.m.; September 6:00 a.m. to 7:15 p.m.; October 6:00 a.m. to 6:30 p.m.; November 6:00 a.m. to 5:45 p.m.; December 6:00 a.m. to 5:45 p.m.

Agency Commission

15% on net charges for station facilities to recognized advertising agencies; no cash discount. No commission on program costs, production charges or talent.

General Advertising

Table with columns for time slots (11:00 p.m. to 12:30 p.m.) and rates for 1, 1/2, and 1/4 hour.

(This listing continued on next page)

MISSOURI—Continued

ST. LOUIS—Continued
W I L—Continued

material contrary to these requirements or regulations. In case of special events, station reserves right to change broadcast time of any program or announcement and agrees to substitute other mutually satisfactory time for that taken.

Should advertiser fail to furnish material for any portion of contract, station may prepare or substitute same to best of its ability. All contracts are made subject to interference by strikes, weather conditions, or any circumstances beyond control of the station. All contracts subject to station's approval. No contract exceeding one year's duration accepted.

Closing Time

Copy of all broadcast material must be submitted to station at least 24 hours before broadcast time. Copy of all written broadcast material must be left with station as a permanent record.

Mechanical Program Equipment

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

Personnel

President—L. A. Benson.
Commercial Manager—Kenneth M. Parke.
Vice-President—C. W. Benson.
Representatives—William G. Rambeau Company.

SEDALIA

(Pettit Union)

K D R O

(Established 1939)

Rate card dated January 1, 1945.

Card received March 15, 1945.

Owned and operated by Milton J. Hinielin
Business Office—Sedalia, Mo.
Studio—Broadway and State Fair Blvd., Sedalia, Mo., telephone 4004-5.
Transmitter—2100 W. Broadway, Sedalia, Mo.

Wave—Power—Time

Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: Sundays 7:00 a.m. to 10:00 p.m.; week days 6:00 a.m. to 10:00 p.m.

Agency Commission

15% to recognized agencies on station time only. No commissions paid on production costs including talent. Accounts payable 1st of month following broadcast.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.
Rates include music copyright fees.

CLASS "A"
(6:45 a.m. to 8:30 p.m., 12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B"

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

ANNOUNCEMENTS

Table with 4 columns: Class, Time slot, Rate 1, Rate 2. Includes Class 'A' and Class 'B' with 1 min. and 1/2 min. slots.

RECORDED PROGRAMS

Regular time charges apply. Not restricted to certain hours.

SPECIAL FEATURES

Musical Clock: Mornings (full hour)—popular and swing music, correct time checks every five minutes, news bulletins, bits of philosophy and morning chatter.
Swing Serenade: Afternoons (One-half hour).
1940 Club: Evenings (full hour).
Listener request and special announcement programs: Daily except Sunday. Available for sponsorship by half-hour, quarter-hour periods or one-minute announcements.
News: Leased wire services available—rates and details on request.
Sports—rates and details on request.

POLITICAL

One time rate on all political announcements—payable in advance.

TALENT

Rates on request.
REMOTE CONTROL
Station is equipped to handle remote control broadcasts. All installation, wire, service and mechanical charge, to be paid by clients. No commission or cash discounts.

TRANSCRIPTIONS

Transcribed and recorded popular and swing music, listener requests by mail. Library of selections available at no extra charge.

SERVICE FACILITIES

An artist's service is maintained to supply all types of talent for programs and entertainment.
Merchandising department staff announcers and program department are available to client without charge. Estimates for complete production of program on request.

Contract and Other Requirements

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. All contracts subject to the station owner's approval and government regulations. No contract longer than one year. All proposals subject to prior booking. All programs must conform with the standards of the station.

Mechanical Program Equipment

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

Personnel

General Manager—Phoebe Trout.
Promotion Manager—Milton J. Hinielin.
Representatives—The Walker Company.

SPRINGFIELD

(Greene County)

K G B X

(Established 1926)



Rates effective May 1, 1944.

Owned and operated by Springfield Broadcasting Co.
Business Office and Studio—508 St. Louis St., Springfield, Mo., telephone 1360.
Transmitter—Highway 13, Northwest of Springfield, Mo.

Wave—Power—Time

Operating power—5,000 watts.
238.1 meters; 1260 kilocycles.
Licensed to operate full time on regional channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

15% allowed on time charges to advertising agencies recognized by station; no cash discount.

General Advertising

For combination rates see National Broadcasting Company (Basic Supplementary).
Frequency discounts based on total number of broadcasts made within one year from date of contract.
The following rates are for national advertising.
ASCAP and BMI licenses.

CLASS "A"

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min.

CLASS "B"

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min.

POLITICAL

One time rate applies; no frequency discounts. Payable in advance.

TALENT

Rates on request.
REMOTE CONTROL
Programs, wire and mechanical charges for remote pick-ups available—rates on request.

Contract and Other Requirements

Rates are for station time only.
No contract accepted for more than one year. All contract time must be used within one year from date of contract to earn maximum frequency discounts. All contracts subject to approval by station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. All contracts made subject to interference by strikes, weather conditions, or other unavoidable casualties beyond station's control, and no responsibility will be assumed by station beyond cancellation of charges for time involved. Rates are not retroactive on existing station contracts.

Mechanical Program Equipment

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

Personnel

General Manager—J. Gordon Wardell.
Representatives—George P. Hollingsbery Company.

K T T S

(Established 1942)



Rates effective November 1, 1943. (Card No. 2.)

Owned and operated by the Independent Broadcasting Company.
Business Office and Studio—Chamber of Commerce Bldg., Walnut and Jefferson Sts., Springfield, Mo., telephone 4303.
Transmitter—Chamber of Commerce Bldg., Springfield, Mo.

Wave—Power—Time

Operating power—250 watts.
214.2 meters; 1400 kilocycles.
Licensed to operate full time.
Operating schedule: Monday through Saturday, 6:30 a.m. to 12:05 a.m.; Sundays 7:00 a.m. to 12:05 a.m.

Agency Commission

15% on net station time only to recognized advertising agencies; no cash discount. Bills rendered and payable on the 1st of each month.

General Advertising rates see Mutual Broadcasting System and Columbia Broadcasting System (Basic Supplementary Group).
The following rates are for national advertising.
ASCAP, BMI and SESAC licenses.

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min.

CLASS "A"

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

CLASS "B"

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

CLASS "B"

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

CLASS "B"

Table with 4 columns: Time slot, Rate 1, Rate 2, Rate 3. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

TALENT

Rates on request. All talent and service charges payable through the station, and are net. No commission or cash discount.

REMOTE CONTROL

All installation, wire, service and mechanical charges are to be paid by client, and are net. No commission or cash discount.

Contract and Other Requirements

All programs, talks and announcements are subject to the approval of the station without objection or liability. The station reserves the right to require written copies of continuity 24 hours preceding broadcast.

Facilities engaged by the client are for the exclusive use of that client and may not be assigned or transferred to any other party without the written consent of the station.

All services rendered by the station is subject to the terms of any and all licenses held by the station and also to any federal, state, and municipal laws and regulations now or hereafter in force.
The 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 or accidents to performers, entertainers, speakers or other talent or the officers, agents, servants, or employees of the client while on the premises of the station or any remote control point, and the client, as part of the consideration of the execution of agreements does expressly agree to indemnify and save the station harmless from all loss, cost or damage of whatsoever kind or nature which may be sustained by it as a result thereof.
Station will not be responsible for oral agreements of any kind made with or by its representatives. The station does not agree unqualifiedly to render service as scheduled. If service is postponed due to weather conditions, strikes, fires, breakage in facilities or equipment, or other causes, the station will provide another period of equal suitability for such service.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical or lateral cut recordings.
Personnel—General Manager—G. Pearson Ward.
Representatives—Sears & Ayer, Inc.

K W T O



Rates effective January 1, 1944.
Owned and operated by Ozarks Broadcasting Co.
Business Office and Studio—508 St. Louis St., Springfield, Mo., telephone 1364.
Transmitter—James River Road, south of Springfield, Mo.

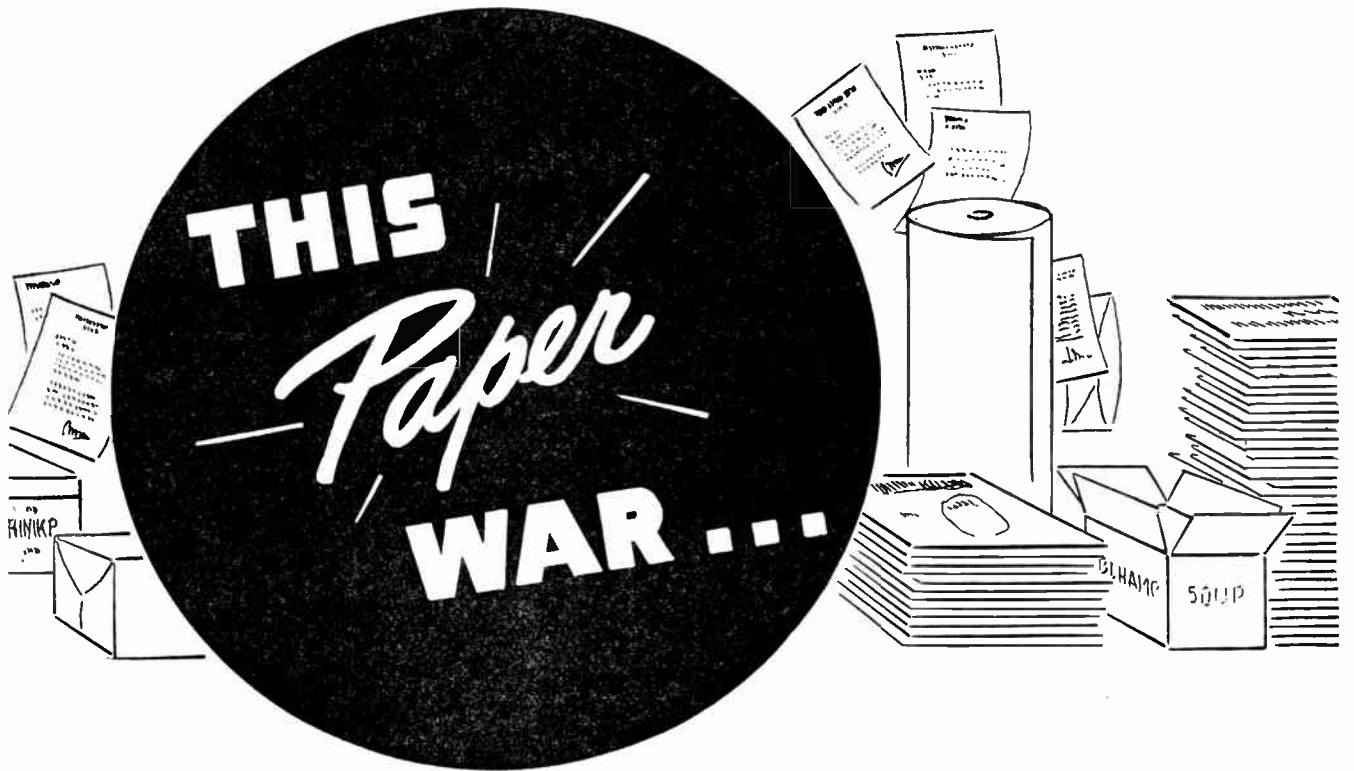
Wave—Power—Time

Operating power—250 watts.
214.2 meters; 1400 kilocycles.
Licensed to operate full time.
Operating schedule: Monday through Saturday, 6:30 a.m. to 12:05 a.m.; Sundays 7:00 a.m. to 12:05 a.m.

Agency Commission

15% on net station time only to recognized advertising agencies; no cash discount. Bills rendered and payable on the 1st of each month.

(This listing continued on page 195)

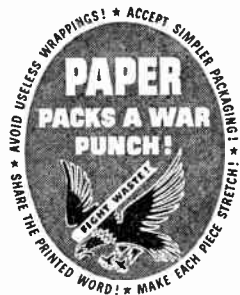


From the day a soldier goes to war, he is dependent on paper. His records are packed in it; his cartridges are wrapped in it; his shoes are lined in it; his letters are written on it.

His barracks are built with paper wallboard, paper roofing, paper insulation. He shoots at paper targets, eats from paper plates, drinks from paper cups. His battles are planned, his orders are issued, on paper.

You may not have to pinch your pennies, but now is the time to pinch paper and see that it does its part in the war. Paper has become so much a part of our lives that we hardly notice the way we waste it—much less the way we use it.

Paper is our soldier's indispensable ally — we have no more right to deprive him of it than we have to take away his gun.



STANDARD RATE & DATA SERVICE

SPRINGFIELD—Continued
K W T O—Continued

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
535.7 meters; 561 kilocycles.
Licensed to operate on regional channel. Operates on Central War Time.
Operating schedule: Sundays 6:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
Programs of 15 minutes or more have priority over announcements, or five minute programs.
ASCAP, SESAC and BMI licenses.

(6:00 p.m. to 10:30 p.m. daily)		(10:30 p.m. to 12:00 p.m. daily)	
1 hr	150.00	135.00	125.00
1/2 hr	90.00	85.00	80.00
1/4 hr	50.00	45.00	40.00
5 min	35.00	30.00	27.50
1 minute or less	15.00	14.00	13.00
(5:00 a.m. to 5:59 p.m. daily)		(5:59 p.m. to 12:00 p.m. daily)	
1 hr	120.00	110.00	100.00
1/2 hr	70.00	65.00	60.00
1/4 hr	37.50	35.00	32.50
5 min	25.00	22.50	20.00
1 minute or less	12.00	11.00	10.00

SPECIAL FEATURES
Merchandising service participating programs and announcements on run of schedule basis, minimum contract, one month, 5:00 a.m. to 5:59 p.m., one 120 word or less announcement daily six weekly, flat, per month 225.00. No further discounts.

POLITICAL
One time rate applies; no frequency discounts. Payable in advance.

TALENT
Rates on request.
Contract and Other Requirements
Rates are for station time only.
Mechanical Program Equipment
Complete transcription facilities available.
Personnel
Pres. & Gen'l Mgr.—R. D. Foster.
National Sales Manager—Leslie I. Kennon.
Program Director—Ralph Nelms.
Representatives
John E. Pearson Company.

MONTANA

Z NET

P. O. Box 1958, Butte, Mont.
Comprised of:
KGIR—Butte, Mont. KPFA—Helena, Mont.
KRBm—Bozeman, Mont.

Rates effective October 1, 1941.

Wave—Power—Time
See individual listings.

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

General Advertising
For combination rates see National Broadcasting Company (North Mountain Group).
Advertisers using KFPY, Spokane, Wash. or KXLL, Portland, Ore., in conjunction with the network are allowed a 5% discount from the rates of these stations; when both stations are used a 10% discount applies.
Programs may originate in either Butte, Helena, or Bozeman, Mont.

PLAN 1

(Programs cleared at source)
All agency or advertiser prepared programs and announcements on transcription must be cleared at the scene and come under this rate. All programs and announcements originated by Z Bar Net using no music or other copyrighted material or using Public Domain music come under this rate. Agency must accept all responsibility and liability on the clearance of music and other material on any and all transcribed programs and announcements on any and all other programs and announcements over which it exercises control.

1/2 hour	52.10
1/4 hour	26.05
5 minutes	20.00
1 minute, 100 words or 30 word chain break	11.30

PLAN 2

(ASCAP Programs)
Programs originated at one of studios of Z Bar Net containing copyrighted material not cleared at source but for which Z Bar Net is licensed (studio production, remote production, musical program made up from transcription library). Z Bar Net accepts full responsibility and liability for musical content of all programs in this classification.

1/2 hour	60.00
1/4 hour	30.00
5 minutes	23.00
1 minute	18.00

Announcements made only between programs; two or more announcements never run together; 100 words constitute a minute; 30 words constitute a chain break. No announcement participation programs available.

TRANSCRIPTIONS
Regular time charges apply; no time restrictions. Cut-in announcements on pre-prepared transcribed shows, each (net, per station) 5.25. Copy limit 250 words per 1/4 hour program when given by station announcer. If different cut-in announcements are to be made at each station this rate applies at each point where cut-in announcements must be made.

TALENT
Regular union rates apply. Rehearsed and available eight piece dance orchestra, six piece concert group, six piece old-time group.

REMOTE CONTROL
Arrangements made at actual cost.

SERVICE FACILITIES
Merchandising tie-in of any kind available at cost.

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

Contract and Other Requirements
Advertising of local advertising agencies accepted. Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for any broadcast a courtesy announcement will be made at each station affected advertising the change. In all cases the move of any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability. The advertiser agrees to protect and indemnify the company against any and all liability loss or expense arising from claims for libel, slander, infringement of trade-marks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of any material or program furnished by the advertiser or the advertiser's agency. Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

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

Personnel
Managing Director—Ed Craney.
Eastern Sales Manager—Wythe Walker.
Western Sales Manager—Tracy Moore.

Representatives
East—The Walker Company.
West Coast—Pacific Northwest Broadcasters.

Contract and Other Requirements
Rates do not include talent. All acceptable accounts are subject to the same rates. All programs, announcements and talks are subject to approval of station management. Station sells all time subject to change for NBC or outstanding local civic programs. In case of change of time, a courtesy announcement will be made. All contracts are made for the exclusive use of the contractor. Combination rates not permissible on programs and announcements.

Closing Time
All talent programs close one week in advance of broadcast. All programs announcements and talks close 48 hours in advance of broadcast.

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

Personnel
President—C. O. Campbell.
General Manager—Franz Robischon.
Station Manager—V. Braunberger.
Representative—The Katz Agency, Inc.

BOZEMAN
(Gallatin County)
K RB M
(Established 1939)

Owred and operated by KRBm Broadcasters. Business Office and Studio—Bozeman, Mont.
Transmitter—Bozeman, Mont.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Mountain War Time.
Operating schedule: Sundays 10:00 a.m. to 10:30 p.m.; week days 7:30 a.m. to 11:00 p.m.

General Advertising
For combination rates see American Broadcasting Company, Inc. (North Mountain Group) and National Broadcasting Company (North Mountain Group). Also sold in combination with KGIR, Butte, Mont., and KPFA, Helena, Mont. For combination rates see Z Net at beginning of state.

Personnel
Eastern Sales Manager—Wythe Walker.
Western Sales Manager—Tracy Moore.

Representatives
East—The Walker Company.
West Coast—Pacific Northwest Broadcasters.

BILLINGS

KGHL
(Established 1928)

Rates effective September 1, 1944. (Card No. 6.)
Owned and operated by the Northwest Auto Supply Company, Inc.
Business Office and Studio—Fifth Ave. and North Broadway, Billings, Mont.
Transmitter—Seven miles west of Billings, Mont.

Wave—Power—Time
Operating power—5,000 watts.
379.7 meters; 790 kilocycles.
Licensed to operate full time. Operates on Mountain War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

Agency Commission
15% on net charges to recognized agencies; no cash discount. No commission on talent or production charges. Bills are payable 10th of month.

General Advertising
For combination rates see American Broadcasting Company, Inc. (North Mountain Group) and National Broadcasting Company (North Mountain Group). All frequency discounts must be earned within a period of one year from date of contract.

(6:00 p.m. to 11:00 p.m. week days and Sundays)	
1 hour	100.00
1/2 hour	60.00
1/4 hour	40.00
5 minutes	20.00
1 minute	13.00
(7:00 a.m. to 6:00 p.m. week days and Sundays)	
1 hour	75.00
1/2 hour	45.00
1/4 hour	30.00
5 minutes	15.00
1 minute	10.00

ANNOUNCEMENTS
Twenty-five word announcements between NBC programs, flat 13.00.
Straight advertising copy and speeches in excess of the regular one minute spot announcement rates will be charged for at the rate of 3.00 for each additional minute.

TRANSCRIPTIONS
Rates on request.
Transcription library service available—rates and details on request.

TALENT
Available a prevailing musicians' scale.
Live and transcription talent cost available on request.

REMOTE CONTROL
Remote controls at extra charge.

SERVICE FACILITIES
Services of production department and staff announcements included without charge.

BUTTE

KGIR
(Established 1929)

Rates effective October 1, 1941.
Owned and operated by KGIR, Inc.
Business Office and Studio—Butte, Mont., telephone 22-3-44.
Transmitter—Butte, Mont.

Wave—Power—Time
Operating power—5,000 watts.
219 meters; 1370 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Mountain War Time.
Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 1:00 a.m.

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

General Advertising
For combination rates see American Broadcasting Company, Inc. (North Mountain Group), National Broadcasting Company (North Mountain Group) under network and group listings and Z Net beginning of state.
KPFA, Helena, and KRBm, Bozeman, are available as bonus stations whenever KGIR is purchased. Station's programs and announcements broadcast simultaneously over KPFA, Helena, KRBm, Bozeman, and KGIR, Butte.

Advertisers using KFPY, Spokane, Wash., or KXLL, Portland, Ore., in conjunction with this station and the Z Net are allowed a 5% discount from this station's rate; when both KFPY and KXLL are used in addition to this station and the Z Net a 10% discount applies.
Programs may originate in either Butte or Helena, Mont.

PLAN 1
(Programs cleared at source)
All agency or advertiser prepared programs and announcements on transcription must be cleared at the scene and come under this rate. All programs and announcements originated by Z Net using no music or other copyrighted material or using Public Domain music come under this rate. Agency must accept all responsibility and liability on the clearance of music and other material on any and all transcribed programs and announcements on any and all other programs and announcements over which it exercises control.

1/2 hour	52.10
1/4 hour	26.05
5 minutes	20.00
1 minute, 100 words or 30 word chain break	11.30

(This listing continued on next page)

MISSOULA (Missoula County) KGVO (Established 1931)

Rates effective April 1, 1941. (Card No. 9.) Owned and operated by Mooby's, Inc. Studio—132 W. Front St., Missoula, Mont., telephone 2155. Transmitter—Four miles west of Missoula, Mont., on Highway No. 10.

Wave—Power—Time

Operating power 5,000 watts days; 1000 watts nights. 232.6 meters; 1290 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time.

Agency Commission

15% on station time only; no cash discount. Payment date last of month following broadcast.

General Advertising

For combination rates see Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). Advertiser in all cases is held responsible for clearance of copyright on any and all material contained in his program for broadcasting over station.

CLASS "A"

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

CLASS "B"

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

CLASS "C"

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

ANNOUNCEMENTS

CLASS "A"

Table with columns for time slots (6:00 p.m. to 12:00 midnight) and rates for 60 seconds, 30 seconds, and 25 word (live) announcement.

CLASS "B"

Table with columns for time slots (10:00 a.m. to 6:00 p.m.) and rates for live or electrical transcription (E. T. limit in "seconds") for 150 words or 60 seconds, 100 words or 30 seconds, 50 words or 15 seconds, and 25 word (live) announcement.

CLASS "C"

Table with columns for time slots (6:00 a.m. to 10:00 a.m.) and rates for live or electrical transcription (E. T. limit in "seconds") for 150 words or 60 seconds, 100 words or 30 seconds, 50 words or 15 seconds, and 25 word (live) announcement.

SPECIAL FEATURES

Musical Clock Program: 7:30 a.m. to 9:00 a.m.—regular rates apply. "Calling All Women"—11:45 a.m. to 12:00 noon, regular announcement rates plus 50%.

TALKS

Charged at announcement rates.

TALENT

Rates on request.

RECORDED PROGRAMS

Advertising of alcoholic beverages, other than beer and wine, not accepted. Instantaneous recording equipment available.

REMOTE CONTROL

Rates and other information on request.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Maximum length of contract, 12 months. Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold.

Closing Time

Program service, five days in advance. Announcements one day in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Pres. & Mgr.—A. J. Mooby.

Representatives

Weed & Company.

SIDNEY (Richland Center) KCCX (Established 1926)

Rates received September 16, 1943. Owned and operated by E. E. Krebsbach. Studio—Sidney, Mont. Transmitter—Four miles north of Sidney, Mont.

Wave—Power—Time

Operating power—1,000 watts. 202.7 meters; 1480 kilocycles. Licensed to operate unlimited time on regional channel. Operates on Mountain War Time.

Agency Commission

15% to recognized agencies on net charges; no cash discount.

General Advertising

For combination rates see Keystone Network. The following rates are for national advertising, but do not include music copyright fees.

CLASS "A"

Table with columns for time slots (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 8:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

CLASS "B"

Table with columns for time slots (All other time) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS

CLASS "A"

Table with columns for time slots (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 8:00 p.m.) and rates for 100 words and 50 words.

CLASS "B"

Table with columns for time slots (All other time) and rates for 100 words and 50 words.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours. Electrically transcribed programs of any type can be furnished—prices on request.

REMOTE CONTROL

Complete station and portable equipment for remote control broadcasts.

Contract and Other Requirements

All contracts are for exclusive use of contracting party and cannot be used by two or more firms or organizations. All broadcasting programs of every description are subject to the approval of the station management, without objection liability. Forwarding of an order is construed as an acceptance of all rates and conditions under which service is sold.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double dual speed tables.

Personnel

Gen'l. Com'l & Station Mgr.—E. E. Krebsbach.

Representatives

North Central Broadcasting System.

NEBRASKA

FREMONT (Dodge County)

KORN (Established 1939)

Rates effective March 1, 1945. Card received March 9, 1945.

Owned and operated by the Nebraska Broadcasting Corporation. Business Office and Studios—Pathfinder Hotel, Fremont, Nebraska, telephone 1060-61. Transmitter—Located on East 18th Street, Fremont, Nebraska.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. No commission on talent and remote charges. Bills are due and payable when rendered.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network. The following rates are for national advertising.

CLASS "A"

Table with columns for time slots (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 10:00 p.m.) and rates for 1, 1/2, 10, 5, 1 hr., min., min. (*) for 1 time to 312 times.

CLASS "B"

Table with columns for time slots (10:00 p.m. to 11:30 a.m. and 1:30 p.m. to 6:00 p.m.) and rates for 1 time to 312 times.

Additional frequency discount is offered on programs and spots if more than 312 times are used within one year. Rates on request.

SPECIAL FEATURES

Religious Broadcasts, Time Signals and Weather Reports—rates on request.

REMOTE CONTROL

Additional charges made for programs originating outside of studios and for programs requiring special production.

SERVICE FACILITIES

Services of program department, staff announcers and engineers in arranging and presenting programs included without charge.

TALENT

Rates and detail on request.

REMOTE CONTROL

Facilities available for remote control broadcasts. Complete information on request.

Contract and Other Requirements

No contract accepted for more than one year of service. Rates are subject to change without notice. Failure by advertiser to complete schedule will necessitate a readjustment of rate on basis of number used. Rates and contracts are subject to change at any time to conform to Federal Communication Commission regulations.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

President—Arthur Baldwin.

General Manager—Lunnie Urhan.

Sales Manager—Harry Averill.

Representatives

Sears & Ayer, Inc.

GRAND ISLAND (Hall County)

KMMJ (Established 1925)



BLUE NETWORK STATION



Rates effective October 1, 1944. Owned and operated by KMMJ, Inc. Business Office and Studios—Grand Island, Nebr. Transmitter—Phillips, Nebraska.

Wave—Power—Time

Operating power—1,000 watts. 400 meters; 750 kilocycles. Licensed to operate on cleared national channel. Operates on Central War Time.

Operating schedule: Sunday: 8:00 a.m. to sundown; week days sunrise to sundown.

Agency Commission

15% to recognized advertising agencies; no cash discount. All net charges for station time, invoices mailed and due monthly. No discounts on line charge.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). Nebraska state laws prohibit use of ASCAP music.

Table with columns for time slots (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 10:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, and 1 minute.

STRIP RATES

Table with columns for time slots (Five days weekly, 15 minutes, 10 minutes, 5 minutes) and rates for 26 wks, 52 wks.

Table with columns for time slots (Three days weekly, 15 minutes, 10 minutes, 5 minutes) and rates for 26 wks, 52 wks.

Sales Service Announcements: Daily except Sunday. Sold on a participation basis. One minute copy; schedule at station's discretion.

One announcement, each week day, per mo. 150.00. Two announcements, each week day, per mo. 285.00.

SPECIAL FEATURES

Live Stock Market Reports: Four 15 minute periods daily; feature not available for sponsorship, but station can supply spots before and after.

News service, per program:

Table with columns for time slots (1/4 hour time plus, 10 minutes time plus, 5 minutes time plus) and rates for 5.00, 3.75, 2.50.

Temperature reports, every hour on the hour, can be sponsored.

TALENT

A complete staff of talent to furnish single acts or combination, including brass band, novelty groups, popular band, Hawaiian, Bohemian band, and all hill-billy combinations—rates on request. Commissionable to recognized agencies.

REMOTE CONTROL

Facilities available for remote control broadcasts. Complete information on request.

(This listing continued on next page)

NEBRASKA—Continued

GRAND ISLAND—Continued

K M M J—Continued

POLITICAL
One time rates apply; cash with order. Must be submitted, together with waiver, to station 24 hours prior to broadcast.

RELIGIOUS

General rates apply; accepted at discretion of the management. Cash in advance.

TRANSCRIPTIONS

Transcription library service available at no additional cost. Transcribed programs and announcements accepted at no additional cost.

Complete instantaneous recording equipment—rates on request.

Contract and Copy Requirements

Contracts accepted, but time not assigned, more than 60 days in advance of initial program or announcement. Maximum length of contract one year.

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 turntables.

Personnel
President—Don Searle.

General Manager—Vick Heath.

Ass't Gen'l Mgr. & Com'l Mgr.—Bill Martin.

Regional Sales Manager—Rex Lathen.

Representatives
Headley-Reed Company.

HASTINGS

(Adams County)

K H A S

Rates effective March 1, 1941.

Owned and operated by The Nebraska Broadcasting Company.

Business Office and Studio—906 1/2 W. Second St., Hastings, Neb.

Transmitter—906 1/2 W. Second St., Hastings, Neb.

Wave—Power—Time
Operating power—250 watts.

Licensed to operate full time on local channel. Operates on Central War Time.

Operating schedule: Sundays 8:30 a.m. to 9:00 p.m.; week days 6:30 a.m. to 10:00 p.m.

Agency Commission
15% to recognized advertising agencies; cash discount—Bills rendered monthly.

General Advertising
For combination rates see Keystone Network.

The following rates: for national advertising and include music copyright fee.

Table with columns: (After 6:00 p.m.) 1 tt., 13 tt., 26 tt., 52 tt., 100 tt. and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with columns: (Before 6:00 p.m.) 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

WEEKLY FREQUENCY RATES

(Seven day periods) (After 6:00 p.m.)

Table with columns: Three times weekly, 13 wks., 26 wks., 39 wks., 52 wks. and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with columns: (Before 6:00 p.m.) 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Five times weekly:

Table with columns: (After 6:00 p.m.) 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with columns: (Before 6:00 p.m.) 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Six times weekly, add one-sixth of the five time rate. Seven times weekly, add two-sixths of the five time rate.

ANNOUNCEMENTS

Table with columns: (After 6:00 p.m.) 1 tt., 13 tt., 26 tt., 52 tt., 100 tt., 300 tt. and rows for 30 words, 60 words, 100 words, One minute transcription.

SPECIAL FEATURES

Time signals—Five daily (3 days, 2 nights), 30 words commercial and signals:

Table with columns: 13 wks., 26 wks., 39 wks., 52 wks. and rows for Per week, Musical Clock, Sunday—rates include transcription costs.

Table with columns: 4 wks., 13 wks., 26 wks., 39 wks., 52 wks. and rows for 1 hour, 1/2 hour, 1/4 hour.

Sports Review—Once daily between 6:30 p.m. and 6:40 p.m., minimum contract 13 weeks, per week \$7.50.

News—Five minutes every hour from 7:00 a.m. to 10:00 p.m., daily, 1/4 hour at 12:15 p.m. and 6:30 p.m.:

Table with columns: 13 wks., 26 wks., 39 wks., 52 wks. and rows for Per week, Fifteen minute news periods at 12:15 p.m. and 6:30 p.m.

Rates on request. TALENT
Rates on request.

REMOTE CONTROL
Per half hour 15.00; per quarter hour 8.00, plus telephone line rental and installation; payable in advance.

TRANSCRIPTIONS
Complete transcription library service available.

SERVICE FACILITIES
A merchandising man is available for dealer calls and confidential surveys.

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

Closing Time
Contracts close one week in advance of first broadcast; announcement copy, transcriptions and talks 24 hours in advance.

Personnel
Manager—Duane L. Watts.

Representatives
Cox & Tanz.

KEARNEY

(Buffalo County)

K G F W

Rates effective April 1, 1945.

Owned and operated by Central Nebraska Broadcasting Corporation.

Business Office and Studio—Federal Annex, Kearney, Neb., telephone 23541.

Transmitter—South Central Ave., Kearney, Neb.

Wave—Power—Time
Operating power—250 watts.

Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: 6:00 a.m. to 9:00 p.m.

Agency Commission
15% to recognized agencies on net charges for station time; no cash discount. No commission on talent and remote charges. Bills are due and payable when rendered.

General Advertising
For combination rates see Keystone Network.

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 1 time, 13 times, 25 times, 52 times, 104 times, 158 times, 260 times, 312 times.

(Before 11:00 a.m. and 1:30 p.m. to 6:00 p.m.)

Table with columns: Six times weekly, 13 wks., 26 wks., 52 wks. and rows for 1/2 hour, 1/4 hour, 10 minutes.

Five times weekly: 10% discount from six time rate.

Table with columns: Three times weekly, 13 wks., 26 wks., 52 wks. and rows for 1/2 hour, 1/4 hour, 10 minutes.

SPECIAL FEATURES
Time Signals, Weather and Temperature Reports, Musical Clock, News periods, June Lee's Forum and KGF's Stylist—rates on request.

Sales Talk Service: One-minute participation announcements, daily except Sunday, scheduled at station's discretion; One time daily, per month; Twice daily, per month.

REMOTE CONTROL
Additional charges made for programs originating outside of studios and for programs requiring special production.

SERVICE FACILITIES
Services of program department, staff announcers and engineers in arranging and presenting programs included without charge.

Contract and Other Requirements
No contract accepted for more than one year of service.

Rates subject to change upon 30 days' written notice. All contracts are subject to present and future state and federal regulations. All contracts and programs subject to approval of station management.

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

Personnel
President—Lloyd C. Thomas.

Manager—E. Anson Thomas.

Representatives
Sears & Ayer, Inc.

LINCOLN

(Lancaster County)

K F A B

(Established 1924)



Rates effective June 15, 1944.

Owned and operated by the KFAB Broadcasting Co. Business Office and Main Studios—Sharp Bldg., Lincoln 1, Neb.

Executive Offices and Omaha Studios—620 Farnam Bldg., Omaha 2, Neb.

Transmitter—17th and Holdredge, Lincoln, Neb.

Wave—Power—Time
Operating power—10,000 watts.

Licensed to operate full time on cleared national channel. Operates on Central War Time.

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

Agency Commission
15% allowed on net time charges to advertising agencies recognized by station; no cash discount. Bills rendered monthly.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).

BMI and SESAC licenses. Rates include music copyright fees. Programs not furnished by, but presented in the studios of KFAB are subject to a production charge. Length of commercial copy:

Table with columns: Programs (After, Before) and News (After, Before) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

(* Maximum opening commercial: 25 seconds for five minute news programs, 40 seconds for ten minutes or longer programs.)

(**) No middle commercial permitted on five minute news programs.

GENERAL BROADCASTING TIME RATES

(Without Talent) Net time rates after deduction of all applicable discounts.

Per week rates apply within any seven consecutive days.

Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

(6:30 p.m. to 10:00 p.m. daily) Per week

*1 day *2 days *3 days *4 days *5 days *6 days

Table with columns: One to twelve weeks, 1 hr., 1/2 hr., 1/4 hr., 5 min. and rows for 225.00, 135.00, 80.00, 45.00.

Thirteen to twenty-five weeks: 1 hr. 212.75, 1/2 hr. 131.63, 1/4 hr. 90.00, 5 min. 45.00.

Twenty-six to fifty-one weeks: 1 hr. 203.06, 1/2 hr. 125.05, 1/4 hr. 85.50, 5 min. 42.75.

Fifty-two weeks: 1 hr. 192.38, 1/2 hr. 118.47, 1/4 hr. 81.00, 5 min. 40.50.

CLASS "B"

(11:45 a.m. to 1:15 p.m. week days; 10:00 p.m. to 6:30 p.m., and 10:00 p.m. to 10:30 p.m. daily; 11:45 a.m. to 6:30 p.m. Sundays)

One to twelve weeks: 1 hr. 150.00, 1/2 hr. 90.00, 1/4 hr. 60.00, 5 min. 30.00.

Thirteen to twenty-five weeks: 1 hr. 146.25, 1/2 hr. 90.00, 1/4 hr. 60.00, 5 min. 30.00.

Twenty-six to fifty-one weeks: 1 hr. 138.94, 1/2 hr. 85.50, 1/4 hr. 57.00, 5 min. 28.50.

Fifty-two weeks: 1 hr. 131.63, 1/2 hr. 81.00, 1/4 hr. 54.00, 5 min. 27.00.

CLASS "C"

(7:00 a.m. to 11:45 a.m. daily; 1:15 p.m. to 6:00 p.m. week days; and 10:30 p.m. to 11:00 p.m. daily)

One to twelve weeks: 1 hr. 112.50, 1/2 hr. 67.50, 1/4 hr. 45.00, 5 min. 22.50.

Thirteen to twenty-five weeks: 1 hr. 109.89, 1/2 hr. 67.50, 1/4 hr. 45.00, 5 min. 22.50.

Twenty-six to fifty-one weeks: 1 hr. 106.14, 1/2 hr. 64.76, 1/4 hr. 42.51, 5 min. 21.26.

Fifty-two weeks: 1 hr. 102.39, 1/2 hr. 62.26, 1/4 hr. 40.17, 5 min. 20.09.

(This listing continued on page 200)

Meet Our New GENERAL MANAGER!



The Board of Directors of KFAB on April 1st announced the appointment of Harry Burke, formerly of WOW at Omaha, as the new general manager of KFAB with executive offices in Omaha.

Harry Burke, KFAB'S new general manager, brings a wealth of radio experience to KFAB. Starting his radio career at WJAG, Norfolk, Nebraska, Harry has been associated with WOW at Omaha for the past 13 years. He has served as program director, sales manager, and assistant general manager of that organization.

For 17 years Harry has been working and living with the people who make up the Midwestern radio audience. Under his able supervision, KFAB will continue to render the same fine services to the people living in the vast 200 county area served by the BIG FARMER STATION.

"The BIG Farmer of the Central States"



KFAB

LINCOLN,

OMAHA

1110 KC-10,000 WATTS

BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

NEBRASKA—Continued

LINCOLN—Continued
K F A B—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and days (1 day, 2 days, 3 days, 4 days, 5 days, 6 days). Rows include 'Twenty-six to fifty-one weeks' and 'Fifty-two weeks'.

Table for 'CLASS "D"' (11:00 p.m. to 7:00 a.m. daily) with columns for time slots and days. Rows include 'One to twelve weeks' and 'Thirteen to twenty-five weeks'.

Table for 'Twenty-six to fifty-one weeks' with columns for time slots and days. Rows include '1 hr.', '1/2 hr.', '1/4 hr.', and '5 min.'.

Table for 'Fifty-two weeks' with columns for time slots and days. Rows include '1 hr.', '1/2 hr.', '1/4 hr.', and '5 min.'.

(*) Days within any seven consecutive day period. Seven days per week pro rata to six day rate. All rates in excess of one hour are in exact proportion to one hour rate; three-quarter hour rate is 80% of hour rate; ten minute, if available, 80% of quarter-hour rate.

ANNOUNCEMENTS
All announcements under Classes "A," "B," "C," and "D" of one minute length or less may be combined for weekly frequency discounts provided they are computed on the basis of days per week usage, and not times per week usage.

Table for 'CLASS "A"' (6:29 p.m. to 10:00 p.m. daily) with columns for time slots and days. Rows include '1 to 12 wks', '13 to 25 wks', '26 to 51 wks', and '52 weeks'.

Table for 'CLASS "B"' (11:44 a.m. to 1:15 p.m. week days; 5:59 p.m. to 8:29 p.m. and 10:00 p.m. to 10:30 p.m. daily) with columns for time slots and days. Rows include '1 to 12 wks', '13 to 25 wks', '26 to 51 wks', and '52 weeks'.

Table for 'CLASS "C"' (5:00 a.m. to 11:44 a.m. daily; 1:15 p.m. to 5:59 p.m. week days; and 10:30 p.m. to 11:00 p.m. daily) with columns for time slots and days. Rows include '1 to 12 wks', '13 to 25 wks', '26 to 51 wks', and '52 weeks'.

Table for 'CLASS "D"' (11:00 p.m. to 1:00 a.m. daily) with columns for time slots and days. Rows include '1 to 12 wks', '13 to 25 wks', '26 to 51 wks', and '52 weeks'.

NOTE: This breakdown is merely for convenient reference. Figures shown are net rates after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned.

PARTICIPATING ANNOUNCEMENT PROGRAMS
Participating announcement programs cannot be combined with other service for further discounts.

Table for 'Jessie Young Homemakers Program' with columns for time slots and days. Rows include '1 to 12 weeks, per week', '13 to 25 weeks, per week', '26 to 51 weeks, per week', and '52 weeks, per week'.

Announcement Packages
Not available.
DISCOUNTS
All program and announcement rates quoted herein are net time rates after deduction of all applicable discounts subject to published rate card—B-44.

Application of Discounts: Programs of five minutes or more and general announcements may not be combined for an discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section.

Where more than one time classification is used, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

- (1) Deduct the applicable weekly frequency discount.
(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.
(3) Deduct consecutive weeks discount if applicable.

Weekly frequency discounts on mixed station time—When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification, the higher priced (on basis of one day gross rates) program periods earn frequency discounts for the lower priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

Example 2: An advertiser buys three 60 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday, the rate is then the six day rate for the Class "A" periods and the three day rate for the Class "B" periods.

Weekly Dollar Volume Discount
Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discounts on all broadcasting at General Broadcasting Time Rates.

Less than 100.00 weekly..... None
100.00 or more but less than 170.00 weekly 2-1/2%
170.00 or more but less than 235.00 weekly 5%
235.00 or more but less than 305.00 weekly 7-1/2%
305.00 or more but less than 370.00 weekly 10%
370.00 or more but less than 440.00 weekly 12-1/2%
440.00 or more weekly..... 15%

Discounts for Consecutive Weeks
Discounts for consecutive weeks of broadcasting applicable to rates listed under General Broadcasting Time Rates or general announcements after deducting applicable dollar volume discount, if any:

Less than 26 weeks.....None
26 to 51 weeks..... 5%
52 weeks..... 10%

SPECIAL FEATURES
News: Leased wire service available.

POLITICAL
Will be billed at the regular card rates. Cash or certified check required with order. Manuscripts must be cleared with the station 24 hours in advance of broadcast.

RELIGIOUS
Accepted only with cash in advance.

TRANSCRIPTIONS
Commissionable to recognized agencies at the following rates:
Electrical Transcriptions:
Dubs
Size Speed Single Double Single Double
10" or 12" 78 or 33-1/3 6.00 9.00 4.50 6.75
16"..... 33-1/3 10.00 15.00 8.50 11.25

5 minutes, each..... 6.00
5 minutes (6 on 1 platter at 1 session), per platter..... 24.00
2 minutes, each..... 5.00
2 minutes (12 on 1 platter at 1 session), per platter..... 36.00
1 minute, each..... 4.00
1 minute (12 on 1 side at 1 session), per side 24.00

TALENT, PRODUCTION CHARGES
Commissionable to recognized agencies at the following rates:
Run of staff talent as available: 15 minutes, 10.00; 10 minutes, 7.50; 5 minutes, 5.00.
News service charge: 15 minutes 10.00; 10 minutes 7.50; 5 minutes 5.00.

Transcribed programs or announcements—accepted at regular time rates.
REMOTE CONTROL
Programs originating outside of the Omaha or Lincoln 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 by the advertiser 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, 62 weeks. Contracts must be renewed two weeks prior to expiration date, otherwise time will be released for sale.

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

Personnel
General Manager—Harry Burke (Omaha).
National Sales Manager—Robert Doolay (Omaha).
Station Manager—Earl Williams (Lincoln).
Regional Sales—R. L. Stuffsam (Lincoln).
Representatives
Paul H. Raymer Company.

KFOR
(Established 1924)



Rates effective December 1, 1944. (Card No. 2.)
Owned by Cornbelt Broadcasting Corporation.
Operated by the Central States Broadcasting System.
Studio—Stuart Bldg., Lincoln, Nebr.
Other Studios—Omaha National Bank Bldg., Omaha 2, Nebr.
Transmitter—Lincoln, Nebr.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies on net time and talent charges; no cash discount. Bills are due and payable when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Mutual Broadcasting System.
When KFOR is used concurrently with KOIL for similar units of time, a 15% additional discount will be allowed on the net rate for KFOR service.
The following rates are for general advertising.

Table for 'CLASS "A"' (6:00 p.m. to 10:30 p.m.) with columns for time slots and days. Rows include '1 time', '26 times', '52 times', '104 times', '156 times', '312 times', '468 times', and '624 or more'.

Table for 'CLASS "B"' (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 6:30 a.m.) with columns for time slots and days. Rows include '1 time', '26 times', '52 times', '104 times', '156 times', '312 times', '468 times', and '624 or more'.

SPECIAL FEATURES
News and weather reports take regular rates plus production charge. Regular rates apply to time signals.

Contract and Other Requirements
Rebate 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 advertiser's approval of substitute position.

Rebates and discounts are accumulative for one year only, which is the maximum length of any contract. Announcements and programs cannot be combined to earn greater frequency discount. All rates guaranteed for one year from date of first broadcast with or without interruption.

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 turntables.

Personnel
General Manager—Gordon Gray (Omaha).
Manager—Melvin Drake.
Representatives
Edward Petry & Company, Inc.

NORFOLK
(Madison County)



WJAG
(Established 1922)

Rates effective January 1, 1945.
Card received January 8, 1945.
Owned and operated by Norfolk Daily News.
Business Office—527 Norfolk Ave., Norfolk, Neb.
Studio—Hotel Norfolk, Norfolk, Neb.
Transmitter—located on W. Koenigstein Ave.—1-1/2 miles west of main studios in Norfolk.

Wave—Power—Time
Operating power—1,000 watts.
384.6 meters; 780 kilocycles.
Licensed to operate daytime. Operates on Central War Time.

Operating schedule: Sundays 9:00 a.m. to 5:15 p.m.; week days—January and February 7:30 a.m. to 8:00 p.m., March 7:15 a.m. to 6:00 p.m., April to August 6:30 a.m. to 8:00 p.m., September 7:15 a.m. to 6:00 p.m., October to December 7:30 a.m. to 6:00 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No discount on talent and line charges. Bills due 10th of month following service.

General Advertising
The following rates are for national advertising and include ASCAP fees and other copyright charges.
(Before 11:55 a.m. and after 1:05 p.m.)
1 hr. 13 1/2 28 1/2 52 1/2 (*)
1/2 hour..... 8.00 72.00 68.00 64.00 60.00
1/4 hour..... 48.00 43.20 40.80 38.40 36.00
10 minutes..... 32.00 28.80 27.20 25.60 24.00
5 minutes..... 24.00 21.60 20.40 19.20 18.00
1 minute (100 wds.)..... 16.00 14.40 13.60 12.80 12.00
or less..... 8.00 7.20 6.80 6.40 6.00
(*) 104 or more time.

For noon rates, 11:55 a.m. to 1:05 p.m., consult station management.
(This listing continued on next page)

NORFOLK—Continued

W J A G—Continued

STRIP RATES

	Per week				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
3 times.....	180.00	96.00	64.00	48.00	32.00
5 times.....	266.70	160.00	106.70	80.00	53.00
6 times.....	298.00	180.00	119.20	89.40	59.60
7 times.....	347.00	210.00	139.00	101.00	69.50

(*) One minute or less.
 The following discounts apply to weekly strip rates:
 3 weeks..... 10% 52 weeks..... 20%
 26 weeks..... 15%

SALES SERVICE

One daily sales talk, six days a week:	
1 minute, per month.....	156.00
2 minutes, per month.....	182.00
3 minutes, per month.....	207.00

DISCOUNTS

The following discounts apply to monthly sales service talks:
 13 weeks..... 10% 52 weeks..... 20%
 26 weeks..... 15%

SPECIAL FEATURES

Rates on request. **POLITICAL**
 Available on request. **TALENT**
 Rates on request. **REMOTE CONTROL**
 Rates on request.

Closing Time

24 hours in advance. Earlier closing will facilitate production and publicity. Maximum contract one year.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables, either vertical or lateral.

Personnel

Manager—Art Thomas.
 Representatives
 The Walker Company.

NORTH PLATTE

(Lincoln County)

KODY

(Established 1930)



Rates effective December 13, 1943.
 Owned and operated by WOW, Inc.
 Business Office and Studio—1521 W. 12th St., North Platte, Nebr., telephone 382.
 Transmitter—1521 W. 12th St., North Platte, Nebr.

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

Agency Commission
 15% to recognized advertising agencies; no cash discount. Commission does not apply on talent.

General Advertising
 For combination rates see National Broadcasting Company and Keystone Network.
 Rates include music copyright fees on present contract arrangement.

	CLASS "A"				
	(6:00 p.m. to 11:00 p.m.)	11:00 p.m. to 12:00 p.m.	12:00 p.m. to 1:00 p.m.	1:00 p.m. to 2:00 p.m.	2:00 p.m. to 3:00 p.m.
1 hour.....	80.00	76.00	72.00	68.00	64.00
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
One minute (or less)	8.00	7.60	7.20	6.80	6.40
Chain break	8.00				
	CLASS "B"				
	(7:00 a.m. to 6:00 p.m.)	6:00 p.m. to 7:00 p.m.	7:00 p.m. to 8:00 p.m.	8:00 p.m. to 9:00 p.m.	9:00 p.m. to 10:00 p.m.
1 hour.....	50.00	47.50	45.00	42.50	40.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00
1/4 hour.....	18.00	17.10	16.30	15.30	14.40
One minute (or less)	5.00	4.75	4.50	4.25	4.00
Chain break	5.00				
	CLASS "C"				
	(Before 7:00 a.m. and after 11:00 p.m.)	7:00 a.m. to 11:00 p.m.	11:00 p.m. to 12:00 p.m.	12:00 p.m. to 1:00 p.m.	1:00 p.m. to 2:00 p.m.
1 hour.....	30.00	28.50	27.00	25.50	24.00
1/2 hour.....	20.00	19.00	18.00	17.00	16.00
1/4 hour.....	10.00	9.50	9.00	8.50	8.00
One minute (or less)	3.00	2.85	2.70	2.55	2.40
Chain break	3.00				

SPECIAL FEATURES

WEEK DAY NEWSCASTS

(Six days per week)

One minute (open or close) weekly.....	40.00
One minute (open and close) weekly.....	80.00
Full sponsorship—open (1) middle (1) close (1) weekly.....	100.00
One minute weekly.....	40.00
One minute (open or close) weekly.....	40.00
One minute (open and close) weekly.....	80.00
Full sponsorship—open (1) middle (1) close (1) weekly.....	100.00
One minute (open or close) weekly.....	25.00
One minute (open and close) weekly.....	50.00
Full sponsorship—open (1) middle (1) close (1) weekly.....	65.00
One minute (open or close) weekly.....	20.00
One minute (open and close) weekly.....	40.00
Full sponsorship—open (1) middle (1) close (1) weekly.....	50.00

SUNDAY NEWSCASTS

One minute (open or close).....	6.00
One minute (open and close).....	10.00
Full sponsorship—open (1) middle (1) close (1).....	15.00
One minute (open or close).....	9.00
One minute (open and close).....	17.00
Full sponsorship—open (1) middle (1) close (1).....	25.00
Full sponsorship all Sunday newscasts.....	60.00

TRANSCRIPTIONS

Transcription library service available. **TALENT**
 Rates and requirements on request. **REMOTE CONTROL**
 Remote control production will be made at cost of extra facilities involved, subject to the approval of the technical staff.

Contract and Other Requirements

All programs at the rates will include station facilities, announcers and selected 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 turntables.

Personnel

President—John J. Gillin, Jr.
 General Manager—John Alexander.
 Program Director—Joe Di Natale.

Representatives
 John Blair & Company.

OMAHA

(Douglas County)

KBON

Rates effective April 1, 1945. (Card No. 3.)
 Owned and operated by Inland Broadcasting Co., Nebr., Jackson 8282.
 Transmitter—2027 Dodge St., Omaha, Nebr.

Wave—Power—Time
 Operating power—250 watts.
 201.3 meters; 1490 kilocycles.
 Licensed to operate full time on local channel. Operates on Central War Time.
 Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
 15% to recognized agencies on station time only; no cash discount. No commission on talent. Bills due and payable when rendered.

General Advertising
 For combination rate: see Mutual Broadcasting System.
 Rates include music copyright fees, announcers and engineers on duty.

	CLASS "A"				
	(6:00 p.m. to 10:30 p.m.)	10:30 p.m. to 11:00 p.m.	11:00 p.m. to 12:00 p.m.	12:00 p.m. to 1:00 p.m.	1:00 p.m. to 2:00 p.m.
1 hour.....	110.00	82.50	80.00	77.50	75.00
1/2 hour.....	70.00	52.50	50.50	48.50	46.50
1/4 hour.....	40.00	30.00	28.50	27.00	25.50
10 minutes.....	35.00	28.25	25.00	23.75	22.50
5 minutes.....	25.00	23.75	22.50	21.25	20.00
1 minute or chain break.....	9.00	8.50	8.00	7.50	7.00
1/2 minute or less.....	7.00	6.75	6.50	6.25	6.00

(This listing continued on next page)

KBON

**Concentrated Coverage
 Low Rates
 Promotion Helps**

*In the Heart
 OF THE RICH, CENTRAL
 MISSOURI VALLEY
 MARKET*

General Manager
PAUL R. FRY
 National Representatives
SPOT SALES, Inc.

NEBRASKA—Continued

OMAHA—Continued

K B O N—Continued

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

1 hour....	65.00	48.75	46.25	43.75	41.25	38.75
1/2 hour....	40.00	30.00	28.00	26.00	24.00	22.00
1/4 hour....	25.00	18.75	17.25	15.75	14.25	12.75
10 minutes	20.00	15.00	13.75	12.50	11.25	10.00
5 minutes	15.00	13.75	12.50	11.25	10.00	8.75
1 minute or chain						
break....	6.00	5.50	5.00	4.50	4.00	3.50
1/2 minute or less....	4.00	3.75	3.50	3.25	3.00	2.75

SPECIAL FEATURES

News, time signals, sports, special events, participations—rates and details on request.

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.

TALENT

Rates on request.

SERVICE FACILITIES
Merchandising service available on cooperative basis. Program service available without extra charge.

Contract and Other Requirements

All contracts subject to present and future state and federal regulation. All programs subject to station's approval.
Retrospective discount allowed on continuous time used.
Notices of cancellation of contract must be given in writing to station two weeks prior to cancellation date and contracts cancelled before completion are payable at once at the short rate.

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

Personnel
General Manager—Paul R. Fry.
Representatives
Spot Sales, Inc.

KOIL
(Established 1925)



Rates effective December 1, 1944. (Card No. 2.)
Owned and operated by Central States Broadcasting Company.
Business Offices and Main Studios—Omaha National Bank Bldg., Omaha 2, Nebr.
Other Studios—Stuart Bldg., Lincoln 2, Nebr.
Transmitter—Council Bluffs, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
232.6 meters; 1290 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% allowed to recognized advertising agencies on net time and talent charges; no cash discount. Bills are due and payable when rendered.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).
When KFOR is used concurrently with KOIL for similar units of time, a 15% additional discount will be allowed on the net rate for KFOR service. The following rates are for general advertising.

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

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	
1 time.. 210.00	105.00	52.50	38.75	21.00	
26 times 199.50	99.75	49.88	34.91	19.95	
52 times 189.00	94.50	47.25	33.03	18.90	
104 times 178.50	89.25	44.63	31.24	17.85	
156 times 168.00	84.00	42.00	29.40	16.80	
312 times 157.50	78.75	39.38	27.56	15.75	
468 times 147.00	73.50	36.75	25.73	14.70	
624 or more times....	136.50	68.25	34.13	23.89	13.65

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	
1 time.. 105.00	52.50	26.25	18.38	10.50	
26 times 99.75	49.88	24.94	17.46	9.98	
52 times 94.50	47.25	23.63	16.54	9.45	
104 times 89.25	44.63	22.31	15.62	8.93	
156 times 84.00	42.00	21.00	14.70	8.40	
312 times 78.75	39.38	19.69	13.79	7.88	
468 times 73.50	36.75	18.38	12.87	7.35	
624 or more times....	68.25	34.13	17.06	11.95	6.83

CLASS "C"
(11:00 p.m. to 7:00 a.m.)

1 time..	52.50	26.25	13.12	9.18	5.25
26 times	49.88	24.94	12.46	8.72	4.99
52 times	47.25	23.63	11.81	8.26	4.73
104 times	44.63	22.31	11.15	7.80	4.46
156 times	42.00	21.00	10.50	7.34	4.20
312 times	39.38	19.69	9.84	6.89	3.94
468 times	36.75	18.38	9.18	6.43	3.68
624 or more times....	34.13	17.06	8.53	5.97	3.41

(*) One minute electrical transcription or 100 words or less.

SPECIAL FEATURES
News and weather reports take regular rates plus production charges.
Regular rates apply for time signals.

Participation Features
Polly the Shopper: 10:45 a.m. to 11:00 a.m. and 1:30 p.m. to 1:45 p.m. Monday through Friday. Minimum three times per week, net 10.00 per participation.

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 advertiser's approval of substitute position. Rebates and discounts are accumulative for one year only, which is the maximum length of any contract. Announcements and programs cannot be combined to earn greater frequency discount. All rates guaranteed for one year from date of first broadcast with or without interruption.

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 turntables.

Personnel
General Manager—Gordon Gray.
Sales Manager—W. O. Edholm.
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 Bldg., Omaha, Nebr., telephone AT 2228.
Transmitter—60th and Girard Sta., Omaha, Nebr.

Wave—Power—Time
Operating power—500 watts.
454.5 meters; 660 kilocycles.
Licensed to operate days only. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to local sunset; week days 6:00 a.m. to local sunset—

January	6:15 p.m.	July	9:00 p.m.
February	7:00 p.m.	August	8:30 p.m.
March	7:30 p.m.	September	7:30 p.m.
April	8:00 p.m.	October	6:45 p.m.
May	8:30 p.m.	November	6:00 p.m.
June	9:00 p.m.	December	6:00 p.m.

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 American Broadcasting Company, Inc. (Basic Supplementaries).
The following rates are for national advertising.
Retrospective discount allowed on continuous time actually used. Contracts cancelled before completion become payable at once at the short rate.
(After 6:00 p.m.)
Rates are double those listed below.
(All other time)

1 hour....	100.00	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour....	60.00	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour....	38.00	18.00	17.10	16.20	15.30	14.00	13.50
10 minutes	30.00	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes	25.00	12.50	11.88	11.25	10.63	10.00	9.37
3 minutes	17.50	8.75	8.32	7.88	7.44	7.00	6.56
2 minutes	15.00	7.50	7.13	6.75	6.38	6.00	5.62
One minute or 125 words.....	10.00	5.00	4.75	4.50	4.25	4.00	3.75
1/2 minute or less....	7.50	3.75	3.57	3.38	3.19	3.00	2.82

Chain breaks, each 5.00; no discounts.

STRIP RATES
Applicable to programs of five minutes or longer. Use of same period daily except Sunday takes a weekly rate of five times the daily rate. Use of same period five times weekly takes a weekly rate of 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, time signals, consult station management.

TRANSCRIPTIONS
Library service available without extra charge.

TALENT
Talent and special announcers supplied at actual cost.
(This listing continued on next page)



...the best in service to
listeners and to advertisers

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC ★ NBC ★ 5000 WATTS

Established April 2, 1923

OWNER AND OPERATOR OF

KODY • NBC in NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L MGR.

JOHN BLAIR & CO., REPRESENTATIVES

OMAHA—Continued
K O W H—Continued

REMOTE CONTROL
Programs originating outside of studios or requiring special production are subject to additional charge.
SERVICE FACILITIES
Services of program and continuity departments and staff announcers are provided without extra charge.

WOW
(Established 1923)



Rates effective September 1, 1941. (Card No. 4.)
Operated by Radio Station WOW, Inc.
Business Office and Studio—17th and Farnam Sts., Omaha 2, Nebr., Webster 3400.

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 War Time. Operating schedule: 20 hours daily.

AGENCY COMMISSION
15% on net station time to accredited advertising agencies; no cash discount.
GENERAL ADVERTISING
For combination rates see National Broadcasting Company (Basic Network).

CLASS "A"
(6:00 p.m. to 11:00 p.m. daily)
1 hr. 130.00 125.00 120.00 115.00 110.00 105.00 100.00 95.00 90.00 85.00 80.00 75.00

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
All political talks are carried at general rates and must be submitted to station prior to broadcast.

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.
PERSONNEL
Pres. & Gen'l Mgr.—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, Nebr., telephone 856.
Transmitter—South Broadway, Scottsbluff, Nebr.

Wave—Power—Time
Operating power—250 watts.
21.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Mountain War Time.

AGENCY COMMISSION
15% to all recognized advertising agencies; no cash discount.
GENERAL ADVERTISING
For combination rates see Columbia Broadcasting System, Inc.
The following rates apply to national advertising.

CLASS "A"
(12:00 noon to 1:00 p.m.; 5:00 p.m. to 10:00 p.m. week days and all day Sundays)
1 hour..... 50.00
1/2 hour..... 30.00
1/4 hour..... 17.50
5 minutes..... 10.00
25 word station break..... 5.00

CLASS "B"
(6:30 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. week days)
1 hour..... 40.00
1/2 hour..... 25.00
1/4 hour..... 15.00
5 minutes..... 7.50
25 word station break..... 3.50

ANNOUNCEMENTS
CLASS "A"
(12:00 noon to 1:00 p.m.; 5:00 p.m. to 10:00 p.m. week days and all day Sundays)
100 words..... 5.00
60 words..... 3.50
CLASS "B"
(6:30 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. week days)
100 words..... 4.00
60 words..... 2.50

FREQUENCY DISCOUNTS
Applicable to all station time except station breaks and combination rates:
13 times..... 5%
26 times..... 10%
52 times..... 15%
100 times..... 20%
260 times or more (maximum)..... 25%

RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours.
REMOTE CONTROL
Practically any arrangements can be made for remote control programs.

NEVADA
LAS VEGAS
(Clark County)
K E N O
(Established 1940)

BLUE NETWORK STATION
Rate card dated September 15, 1940. (Card No. 1.)
Owned and operated by the Nevada Broadcasting Company.
Business Office and Studio—"El Rancho Vegas," P.O. Box 2310, Las Vegas, Nev.

SPOT ANNOUNCEMENTS
One minute electrical transcription..... 5.00
100 words..... 4.50
75 words..... 4.00
50 words..... 3.50
35 words..... 3.00

DISCOUNTS
13 times..... 5%
26 times..... 10%
52 times..... 15%
104 times..... 20%

SPECIAL FEATURES
News—regular rates apply.
POLITICAL
Rates on request.

TRANSCRIPTIONS
Regular advertising rates apply.
Transcription library service available.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs; not subject to agency commission.

SERVICE FACILITIES
Program, advertising, continuity and announcing staff available to advertisers.
CONTRACT AND OTHER REQUIREMENTS
All contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

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. turntables for lateral cut recordings.

PERSONNEL
Manager—Maxwell Kelch.
Representatives—Nona.

RENO
(Washoe County)
K O H
(Established 1928)

Rates effective October 1, 1943. (Card No. 11.)
Owned and operated by The McClatchy Broadcasting Company of Nevada.
NOTE: Address correspondence to P.O. Box 2271, Reno, Nev.

Wave—Power—Time
Operating power—1,000 watts.
478.2 meters; 630 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Pacific War Time.

AGENCY COMMISSION
15% on net station time to accredited advertising agencies; no cash discount.
GENERAL ADVERTISING
For combination rates see National Broadcasting Company, Incorporated (Pacific Coast Network).

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 hr. 1/2 hr. 10 min. 5 min.
1 time..... 80.00 48.00 32.00 24.00 18.00
13 times..... 78.00 46.80 31.70 23.40 17.55

ANNOUNCEMENTS
Announcements broadcast at times adjacent to higher rate classification will take higher rate.
(THIS LISTING CONTINUED ON NEXT PAGE)

NEVADA—Continued

RENO—Continued

K O H—Continued

CLASS "A"

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

Table with 3 columns: Time (1 time to 624 times), Rate (1 min. 85 wds. to 4.90), and another Rate (5.00 to 3.50).

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

Table with 3 columns: Time (1 time to 624 times), Rate (5.00 to 2.15), and another Rate (3.00 to 2.10).

CLASS "C"

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

Table with 3 columns: Time (1 time to 624 times), Rate (3.00 to 2.10), and another Rate (2.00 to 1.40).

CLASS "D"

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

Rates on request.

DISCOUNTS

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor with in the same time bracket may be combined to earn one-half hour, or one hour rates, whichever applies.

Day and night programs or day and night announcements may be combined to determine rate earned.

Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount.

All discounts apply to time charges only.

If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

SPECIAL FEATURES

News Periods: Station time plus 20% of net news and service fee.

POLITICAL

Regular one time rates apply. No discounts. All political broadcasts cash in advance.

TALENT

Rates on request. REMOTE CONTROL Additional charges are made for programs originating outside of the station studios.

TRANSCRIPTIONS

Transcription library services available at additional cost—rates on request.

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization.

Contract and Other Requirements

All programs subject to acceptance by station management, and must conform to station policies and government regulations. No contracts accepted for longer than one year.

Closing Time

All talks must be submitted in manuscript form prior to 12:00 noon preceding broadcast.

Mechanical Program Equipment

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

Personnel

Manager—Robert Stoddard.

Representatives

Paul H. Raymer Company.

NEW HAMPSHIRE

KEENE

(Cheshire County)

WKNE

(Established 1927)

COLUMBIA AFFILIATE



Rates effective May, 1944. (Card No. 13.)

Owned and operated by WKNE Corporation. Business Office and Studio—WKNE Bldg., 17 Dunbar St., Keene, N. H., telephone 2080.

Wave—Power—Time

Operating power—5,000 watts. 232.6 meters; 1290 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission

NOTE: Just as this issue was going to press we received a new rate card (No. 13), effective April 1, 1945. Complete changes will be announced on the first rate bulletin to this issue.

General Advertising

NOTE: Just as this issue was going to press we received a new rate card (No. 13), effective April 1, 1945. Complete changes will be announced on the first rate bulletin to this issue.

For combination rates see Columbia Broadcasting System (Basic Supplementary Group) and Columbia New England Network.

ASCAP, BMI and SESAC licenses. The following rates are for national advertising.

Contiguous rates granted on non-contiguous programs—details on request.

Program and announcement contracts may not be combined to earn higher discounts.

Special discount when WKNE is used in conjunction with WTRY, Troy, N. Y. or WSYR, Syracuse, N. Y.

CLASS "A" (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. daily and 6:00 p.m. to 10:00 p.m. Sundays)

Table with 4 columns: Time (1 hour to 1/2 minute or station break), Rate (100.00 to 8.00), and another Rate (80.00 to 5.60).

CLASS "B" (6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off daily; 8:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off Sundays)

Table with 4 columns: Time (1 hour to 1/2 minute or station break), Rate (60.00 to 5.00), and another Rate (51.00 to 3.50).

SPECIAL STRIP RATES (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. daily and 6:00 p.m. to 10:00 p.m. Sundays)

Table with 4 columns: Time (One hour to 6 times weekly), Rate (13 wks. to 360.00), and another Rate (26 wks. to 333.00).

CLASS "C" (6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off daily; 8:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off Sundays)

Table with 4 columns: Time (One hour to 6 times weekly), Rate (13 wks. to 360.00), and another Rate (26 wks. to 333.00).

CLASS "D" (6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off daily; 8:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off Sundays)

Table with 4 columns: Time (One hour to 6 times weekly), Rate (13 wks. to 360.00), and another Rate (26 wks. to 333.00).

DISCOUNTS

Multiple Announcement Discount: 2 announcements daily (minimum 12 weekly)..... 10%

News: Add 10% for news programs and news participations.

TRANSCRIPTIONS

Rates on request.

POLITICAL

Commercial rates apply.

TALENT

Rates on request.

REMOTE CONTROL

Line charges and remote control pick-ups are extra.

SERVICE FACILITIES

The station artists bureau, production, and merchandising departments are available to advertisers.

Contract and Other Requirements

All proposals subject to prior booking of time. No hard liquor advertising accepted. All contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice.

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 vertical or lateral 33-1/3 and 78 r.p.m. turntables.

Personnel

President—H. C. Wilder. Vice-Pres. & Gen'l Mgr.—David Carpenter. Commercial Manager—Richard Bath.

Representatives

Headley-Read Company. Boston—Bertha Bannan.

LACONIA

(Belknap County)

WLNH



Rates effective April 1, 1943. (Card No. 8.)

Owned and operated by the Northern Broadcasting Company.

Business Office and Studio—Masonic Temple Bldg., Laconia, N. H., telephone 501.

Transmitter—Sanbornton, N. H.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission

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

General Advertising

For combination rates see Yankee Network, Mutual Broadcasting System, and Keystone Network. Music copyright fees are not included in rates.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 11:00 p.m. Sundays)

Table with 4 columns: Time (1 hour to 30 words), Rate (60.00 to 4.50), and another Rate (57.00 to 3.87).

CLASS "B"

(All other time)

Table with 4 columns: Time (1 hour to 30 words), Rate (30.00 to 4.50), and another Rate (28.50 to 1.88).

SPECIAL FEATURES

News: Leased wire service available. Time Signals: 30 word commercial and signal at 30 word rate.

"Home Half Hour"—participation feature; regular discounts apply; one time 4.00.

POLITICAL

One time card rates apply.

REMOTE CONTROL

Facilities available at cost.

Contract and Other Requirements

Hard liquor advertising not accepted; malt beverage and wine advertising subject to approval. All contracts and broadcasting material subject to approval and government regulations.

Mechanical Program Equipment

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

Personnel

Manager—Martin B. Avery. Program Manager—Sherwin Greenlaw.

Representatives

Miss Bertha Bannan.

MANCHESTER

(Hillsboro County)

WFEA

(Established 1932)



Rates effective March 1, 1945. (Card No. 6.) Owned and operated by New Hampshire Broadcasting Company.

Business Office and Studio—Hotel Carpenter, Manchester, N. H., telephone 4656-57. Transmitter—Merrimack, N. H.

Wave—Power—Time Operating power—5,000 watts. 219 meters; 1370 kilocycles. Licensed to operate on regional channel. Operates on Eastern War Time.

Agency Commission 15% to recognized advertising agencies on net charges for station time; no cash discount. Commission does not apply on program charges. Bills due and payable on the 10th of month following broadcast.

General Advertising For combination rates see Yankee Network, National Broadcasting Company (Basic Supplementaries) and New England Regional Network (Supplementary Stations). Announcements adjacent to higher time classifications are charged at the rate of the higher classification.

CLASS "A" (6:00 p.m. to 10:30 p.m.) 1 hr. 1/2 hr. 1/4 hr. 5 min. (*)

CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) 1 time. 13 times 26 times 52 times 104 times 260 times 500 times

CLASS "C" (Before 8:00 a.m. and after 12:00 midnight) 1 time. 13 times 26 times 52 times 104 times 260 times 500 times

(*) Announcements—1 minute or less. DISCOUNTS Quantity discounts apply to total broadcasts in each classification for the same sponsor within any consecutive 12 months' period.

POLITICAL Payable in advance—rates and details on request. TRANSCRIPTIONS Library service available—details on request. Contract and Other Requirements No contract accepted for longer than one year.

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

Personnel General Manager—Melvin C. Green. Station Manager—Caleb Paine. Sales Manager—E. G. de St. Aubin. Program Manager—Wilbert Markin.

Representatives The Katz Agency, Inc. W MUR (Established 1941)

Rates effective June 1, 1943. (Card No. 4.) Owned and operated by The Radio Voice of New Hampshire, Inc.

CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off) 1 hr. 1/2 hr. 1/4 hr. 5 min. (*)

CLASS "A" (Before 8:00 a.m.) 1 time. 13 times 26 times 52 times 104 times 311 or more times

SPECIAL FEATURES News: Leased wire service available, local reports—rates on request. Established network and local features available—rates and details on request.

TRANSCRIPTIONS Transcription library service available. REMOTE CONTROL Line and rental charges extra. Short wave equipment available.

SERVICE FACILITIES Services of program production and recording department available. Contract and Other Requirements Advertising of alcoholic beverages, other than light wines and beer, not accepted.

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

Personnel Station Manager—Hervey Carter. Representatives Weed & Company. New England—Robert C. Foster.

MT. WASHINGTON

FM STATIONS

WMTW—(FM)

(Established 1940)

Rates effective March 1, 1942. (Card No. 3.) Owned and operated by The Yankee Network, Inc. Business Office and Studio—21 Brookline Avenue, Boston 15, Mass., Commonwealth 9800.

Wave—Power—Time Operating power—5,000 watts. Frequency—4390 kilocycles. Operating schedule: Sundays 10:30 a.m. to 10:00 p.m.; week days 8:00 a.m. to 10:00 p.m.

General Advertising For combination rates see Yankee Network. Time sold in conjunction with W43B, Boston, Mass. The following rates are for national advertising.

ANNOUNCEMENTS 125 words or one minute transcription: After 6:00 p.m. 8.00 Before 6:00 p.m. 1.50

DISCOUNTS Time discounts apply to total broadcast in each classification for the same sponsor within the current year.

TALENT Rates on request. No time discounts. Staff organist 10.00 per broadcast of one-half hour or less. REMOTE CONTROL Rates on request.

Contract and Other Requirements No contract accepted for longer than one year. No blanket contracts accepted. Preferred position given by priority and availability on contract basis.

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. turn-tables for vertical and lateral cut recordings.

Representatives Edward Peary & Company, Inc. PORTSMOUTH (Rockingham County) WHEB (Established 1932)

Rates effective February 1, 1945. (Card No. 9.) Owned and operated by WHEB, Inc. Business Office and Studio—LaFayette Road, U. S. Highway No. 1, Portsmouth, N. H., telephone 2670.

Wave—Power—Time Operating power—1,000 watts. 400 meters; 750 kilocycles. Licensed to operate days on cleared national channel. Operates on Eastern War Time.

Agency Commission 15% to recognized advertising agencies; no cash discount. All invoices rendered monthly; payable net. Short rate billing if frequency rate unearned.

CLASS "A" (6:00 p.m. to sign-off) 1 hr. 1/2 hr. 1/4 hr. 5 min. 1 minute or less

SUNDAY RATES (1:00 p.m. to 6:00 p.m.) 1 hour... 75.00 71.25 67.50 63.75 60.00 56.25

SPECIAL FEATURES News: Leased wire services available at the following rates: CLASS "A" (6:00 p.m. to sign-off)

CLASS "B" (Sign-on to 6:00 p.m.) 1 hour... 50.00 47.50 45.00 42.50 40.00 37.50

TRANSCRIPTIONS Transcribed library services available. Rates on request. REMOTE CONTROL Arrangements can be made for remote control broadcasting at actual additional cost.

POLITICAL The Class "A" rates apply on all time. Cash in advance. Copy must be in 48 hours in advance. Contract and Other Requirements The editorial content of all broadcasts is subject to the approval of station management.

BRIDGETON
(Cumberland County)

WSNJ
(Established 1937)

Rates effective October 1, 1939. (Card No. 5.)
Owned and operated by the Eastern States Broadcasting Corporation.
Business Office and Studio—Bridgeton, N. J., Bridgeton 1600.
Transmitter—Bridgeton, N. J.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 8:00 p.m.

Agency Commission
15% on net time charges only; no cash discount.
General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising and include music copyright fees.

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min.

COMBINATION GROUP RATES

Available on request.
SPECIAL FEATURES
Time signals, news service—rates on request.
RELIGIOUS AND POLITICAL
Rates on request.
RECORDED PROGRAMS
Transcription library services available—rates and details on request.
TALENT
Available at prevailing local rates.
REMOTE CONTROL
Complete facilities for remote pick-up at minimum cost. Permanent wire facilities connect WSNJ, Bridgeton and WFIL, Philadelphia.

SERVICE FACILITIES
Continuity writers for special programs available. Merchandising service on programs of sufficient size to warrant. Rates on request. The program director, musical director and other staff members will assist in the building of programs.
Closing Dates
All commercial copy must be filed at least 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turntables.
Personnel
General Manager—Paul Alger.
Representatives
Thomas F. Clark Company, Inc.

CAMDEN
(Camden County)

WCAM
(Established 1928)

Rates received January 21, 1943.
Owned and operated by the Municipality of Camden, N. J.
Business Office—18th floor, City Hall, Camden, N. J., Camden 8890.
Studios—City Hall, Camden, N. J.
Transmitter—Civic Center, Camden, N. J.
Wave—Power—Time
Operating power—500 watts.
229.0 meters; 1310 kilocycles.
Operates on Eastern War Time.
Divides time with stations WTNJ and WCAP.
Operating schedule: Sunday 10:15 a.m. to 12:30 p.m. and 3:00 p.m. to 5:00 p.m.; Monday 10:30 a.m. to 11:30 a.m.; 2:00 p.m. to 5:00 p.m. and 8:00 p.m. to 12:00 midnight; Tuesday 2:00 p.m. to 5:00 p.m.; Wednesday 10:30 a.m. to 11:30 a.m. and 3:00 p.m. to 5:00 p.m.; Thursday 2:00 p.m. to 5:00 p.m.; Friday 10:30 a.m. to 11:30 a.m., 2:00 p.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight.

Agency Commission
15% allowed to recognized agencies on net charges for station time only; no cash discount.
General Advertising
The following rates are for national advertising and include music copyright fees.
(Nighttime week days; all day Sundays)

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr.

ANNOUNCEMENTS

Run of schedule: 1 tl. 13 tl. 26 tl. 52 tl. 104 tl.
50 words..... 3.00 2.25 2.70 2.55
Guaranteed position and preferred spots:
50 words..... 5.00 4.50 4.25 4.00
One minute electrical transcription or 100 words, plus 50% of basic rate.
TALENT
Rates on request.
REMOTE CONTROL
Rates on request.
Contract and Other Requirements
Rates are for station facilities only. All contracts subject to executive approval and government regulations.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.
Personnel
Managing Director—C. E. Onens.
Representatives
Mack Radio Sales Company.

JERSEY CITY
(Hudson County)

WHOM
(Established 1930)



Rates effective October 1, 1944. (Card No. 8.)
Owned and operated by New Jersey Broadcasting Corporation.
Studios (main)—2870 Hudson Blvd., Jersey City, N. J.
Other Studios—29 W. 67th St., New York 19, N. Y., Plaza 8-4204.
Transmitter—Foot of Washington St., Jersey City, N. J.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
202.7 meters; 1480 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net time charges only; no cash discount. Bills due and payable 10th of following month.
General Advertising
The following rates are for national advertising.

CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min.

CLASS "B"
(Before 6:00 p.m. and after 10:00 p.m. week days and before 1:00 p.m. and after 10:00 p.m. Sundays)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min.

DISCOUNTS
An additional discount of 5% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks.

ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)

Table with 4 columns: Rate, 1 time, 13 times, 26 times, 52 times, 104 times.

CLASS "B"
(Before 6:00 p.m. and after 10:00 p.m.)

Table with 4 columns: Rate, 1 time, 13 times, 26 times, 52 times, 104 times.

SPECIAL FEATURES
Special programs from various communities in New Jersey; participation limited to local firms in each city. Per announcement 5.00.
News, sports, and other special features—rates and details on request.

POLITICAL
Regular rates plus 75%.
TALENT
Vocalists and musicians are available for presentation of musical shows. Talent charges on request.

REMOTE CONTROL
Complete remote pick up equipment.
TRANSCRIPTIONS
No extra charge for use of transcriptions.
SERVICE FACILITIES
Services of production department, announcing staff and technical staff are included without charge.

Contract and Other Requirements
Maximum length of contract 52 weeks. Discounts retroactive as earned. All programs and announcements subject to compliance with FCC rules and regulations and 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 schedule for reasons satisfactory to itself. All programs subject to change of time upon 28 days' notice. Rates are for station time only and do not include talent or special announcers.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel
President—Gardner Cowles, Jr.
General Manager—Craig Lawrence.
Commercial Manager—J. M. Compter.
National Sales Manager—H. T. Enns, Jr., 29 W. 57th St., New York 19, N. Y.

Representatives
The Katz Agency, Inc.

**A DIME
A DAY**

*Keeps you
makin'
hay!*

The cost of an extra copy of Standard Rate & Data Service is less than a dime a day . . . mighty little to pay for the convenience and satisfaction it brings . . . for the slide-rule speed and accuracy it gives to budgeting, scheduling, buying and numerous other advertising operations.

Small potatoes indeed compared to the time you save and the boost you give your personal production when an extra copy of Standard Rate & Data Service is always on your desk or in your brief case . . . a part of your operating or selling kit.

As a subscriber, you are entitled to extra copies of any section for \$20 a year each . . . or extra copies of the complete Service for \$32 a year.

For Extra Copies

Write to

Circulation Department

**STANDARD RATE
& DATA SERVICE**

333 N. Michigan Avenue

Chicago 1, Illinois

NEW JERSEY—Continued

NEWARK

(Essex County)

W A A T

(Established 1920)



Rates effective August 1, 1944. (Card No. 16.)
Owned and operated by the Bremer Broadcasting Corporation.
Executive Offices and Studio—Hotel Sheraton, 15 Hill St., Newark 1, N. J.
Transmitter—Kearny, N. J.
Wave—Power—Time

Operating power—1,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: 24 hours daily.

Agency Commission

15% on time charges only to recognized agencies; no cash discount. Bills payable weekly in advance of service.

General Advertising

SESAC license.

GROSS TIME RATES

CLASS "A"					
(7:00 a.m. to 11:00 p.m.)					
Per week:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	150.00	90.00	60.00	48.00	30.00
3 times	375.00	225.00	150.00	120.00	75.00
5 times	550.00	330.00	225.00	178.00	110.00
6 times	600.00	360.00	240.00	192.00	120.00

CLASS "B"					
(6:00 a.m. to 7:00 a.m. and 11:00 p.m. to 12:00 midnight)					
Per week:	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	75.00	45.00	30.00	24.00	15.00
3 times	187.50	112.50	75.00	60.00	37.50
5 times	275.00	165.00	110.00	88.00	55.00
6 times	300.00	180.00	120.00	96.00	60.00

CLASS "C"					
(12:00 midnight to 6:00 a.m.)					
Per week:	1 time	3 times	5 times	6 times	
1 time	45.00	27.00	18.00	14.40	
3 times	112.50	67.00	45.00	36.00	
5 times	165.00	98.00	66.00	52.80	
6 times	180.00	108.00	72.00	57.60	

PARTICIPATION FEATURES

Breakfast Reporter—7:30 a.m. to 7:45 a.m.:	1/4 hr.
3 times	205.00
6 times	325.00

Nighttime Frolic: 9:05 p.m. to 10:00 p.m.
Home Town Frolics: 8:00 a.m. to 9:00 a.m. and 1:00 p.m. to 3:00 p.m.
Newscasts in 10 minute periods.

Per week:	1/4 hr.	10 min.
3 times	187.50	150.00
6 times	300.00	240.00

Requestfully Yours—5:00 p.m. to 7:30 p.m.:		
3 times	205.00	162.50
6 times	325.00	260.00

ANNOUNCEMENTS

(7:00 a.m. to 12:00 midnight)	20.00
1 minute transcription or 125 words	
Station breaks of 35 words	12.50

(12:00 midnight to 7:00 a.m.)
1 minute transcription or 125 words..... 6.00

Frequency Discounts	
101 to 200 times.....	5%
201 to 300 times.....	10%
301 to 500 times.....	15%
501 to 1500 times.....	20%
1501 or more times.....	25%

POLITICAL AND SPECIAL EVENTS

One time rates plus 50%.

TALENT

Service for talent subject to AFRA rates.

REMOTE CONTROL

Facilities for handling programs originating outside of studios; rates for outside pick-ups on request.

TRANSCRIPTIONS

Complete recording facilities available.

SERVICE FACILITIES

Artists' bureau and program department available.

Contract and Other Requirements

Copy must be submitted and approved 24 hours in advance.

Advertiser will be charged with cost of programs arranged by station, subject to advertiser's requirements and approval. Advertiser's contract shall indicate maximum amount to be expended. Right reserved to eliminate without notice or consent all parts of programs contrary to station's policy. Program material subject to federal, state or municipal decisions, laws and regulations, now and hereafter made and in force.

Closing Time

One week in advance of broadcast.

Mechanical Program Equipment

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

Personnel

Exec. Vice-Pres. & Gen'l Mgr.—Irving R. Rosenhaus.

Vice-Pres. & Sales Dir.—A. B. Schillitt, Victor A. Bennett.

Representatives

Radio Advertising Company.

W H B I

(Established 1922)

Rates effective July 1, 1938.
Owned and operated by May Radio Broadcasting Corp. Business Office and Studio—100 Shipman St., Newark, N. J.
Transmitter—Newark, N. J.

Wave—Power—Time

Operating power—2,500 watts to local sunset; 1,000 watts thereafter.
324.4 meters; 1290 kilocycles.
Licensed to operate limited time. Operates on Eastern War Time.

Agency Commission
15% to recognized advertising agencies on time cost only; no cash discount.

General Advertising

CLASS "A"			
(12:30 p.m. to 6:30 p.m. Sundays; 8:00 p.m. to 10:00 p.m. Mondays)			
1 hour	1/2 hr.	1/4 hr.	5 min.
1 hour	350.00	332.50	315.00
1/2 hour	210.00	199.50	189.00
1/4 hour	140.00	133.00	126.00
5 minutes	87.50	83.12	78.75

CLASS "B"			
(7:00 a.m. to 10:00 a.m., 9:00 p.m. to 12:00 midnight Sundays; 2:00 p.m. to 5:00 p.m. Mondays)			
1 hour	1/2 hr.	1/4 hr.	5 min.
1 hour	200.00	190.00	180.00
1/2 hour	120.00	114.00	108.00
1/4 hour	80.00	76.00	72.00
5 minutes	50.00	47.50	45.00

CLASS "C"			
(12:00 midnight to 7:00 a.m. Sundays and Mondays)			
1 hour	1/2 hr.	1/4 hr.	5 min.
1 hour	130.00	123.50	117.00
1/2 hour	78.00	74.10	70.20
1/4 hour	52.00	49.40	46.80
5 minutes	32.00	30.40	28.80

ANNOUNCEMENTS

CLASS "A"			
(12:30 p.m. to 6:30 p.m. Sundays; 8:00 p.m. to 10:00 p.m. Mondays)			
1 minute	13 tl.	28 tl.	52 tl.
1 minute	25.00	23.75	22.50

CLASS "B"			
(7:00 a.m. to 10:00 a.m., 9:00 p.m. to 12:00 midnight Sundays; 2:00 p.m. to 5:00 p.m. Mondays)			
1 minute	15.00	14.25	13.50
1 minute	15.00	14.25	13.50

CLASS "C"			
(12:00 midnight to 7:00 a.m. Sundays and Mondays)			
1 minute	10.00	9.50	9.00
1 minute	10.00	9.50	9.00

TALENT
Services of artists' bureau and program department are available when desired. Costs furnished on request.

REMOTE CONTROL
Facilities are available for remote control broadcasts. Programs originating outside of regular studios are subject to line charges in addition to time cost.

Contract and Other Requirements
All programs and electrical transcriptions are subject to approval of the station management.
No blanket contracts accepted. No contract accepted for more than one year. Program and continuity subject to station acceptance.
Rates do not include talent.

Closing Time

Closing date one week prior to first broadcast.

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

Personnel

Pres. & Gen'l Mgr.—James L. Shearer.

Representatives

None.

*It's A Fact!**

WAAT delivers

more listeners per dollar in

America's 4TH Largest Market

than any other station—

including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.



WAAT
970 KC NEWARK, N. J.

Do you realize this market contains over 3 1/4 million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

PATERSON

(Passaic County)

WPAT

(Established 1941)

Rates effective May 1, 1944. (Card No. 3.)

Owned and operated by North Jersey Broadcasting Company, Inc.

Main Office and Studio—7 Church St., Paterson 1, N. J., Armory 4-3400. Other Offices and Studios—1501 Broadway, New York 18, N. Y., Pennsylvania 6-2945. Transmitter—Heppburn Road and Broad St., Clifton, N. J.

Wave—Power—Time Operating power—1,000 watts. 322.6 meters; 930 kilocycles. Licensed to operate daytime on regional channel. Operates on Eastern War Time. Operating schedule: Sunrise to local sunset.

Agency Commission 15% to recognized agencies on net station time charges; no cash discount. Bills due and payable weekly after broadcast.

General Advertising Programs and announcements may not be combined for any discount purposes. Music copyright licenses ASCAP and BMI. Per week: 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 day 140.00 84.00 56.00 45.00 28.00 2 days 280.00 168.00 112.00 90.00 56.00 3 days 378.00 228.00 151.20 121.50 75.60 4 days 504.00 302.40 201.60 162.00 100.80 5 days 630.00 378.00 252.00 202.50 128.00 6 days 720.00 403.20 268.80 218.00 134.40 Sun. only 175.00 105.00 70.00 56.25 35.00

Frequency Discounts

Basic rates are subject to the following frequency discounts on programs of five minutes or more. Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned. All discounts apply to time charges only.

13 consecutive weeks 5% 39 consecutive weeks 15% 26 consecutive weeks 10% 52 consecutive weeks 20%

ANNOUNCEMENTS

1 minute, each 10.00 1/2 minute, each 7.00 Maximum number of words, one minute, 120 words; one-half minute, 60 words.

Frequency Discounts

Applicable only to announcements. 50 times 5% 150 times 15% 100 times 10% 200 times 20% Discounts will be allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned. All discounts apply to time charges only.

SPECIAL FEATURES

Time signals, weather reports, news service—rates on request. Participating announcements or programs—rates on request.

Bob Bright's Bandstand: 3:00 p.m. to 4:30 p.m. Helen Taylor—"Luncheon with Helen": 12:05 p.m. to 1:00 p.m. "Hi, Neighbor": 11:05 a.m. to 12:00 noon. Peter Arnell—"Say It with Music": 2:05 p.m. to 2:55 p.m.

TALENT

Rates on request. TRANSCRIPTIONS Transcription library containing musical material of every type available to advertisers. Instantaneous recording equipment available—rates on request.

REMOTE CONTROL

Complete facilities for handling programs originating outside of studios—rates on request.

SERVICE FACILITIES

Artists' bureau, production, publicity and public relations department available to advertisers.

Contract and Other Requirements No contracts accepted for longer than one year. All programs and advertising copy subject to approval of station. Contracts not accepted more than 60 days in advance of initial program.

Closing Time All copy must be submitted at least 48 hours in advance of broadcast time.

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

Personnel President—James V. Cosman. Vice-Pres. & Gen'l Mgr.—Sidney J. Flamm.

Representatives Chicago—Edward H. Wilson Company. New York 18—Metropolitan Area—A. Lewis King, 1501 Broadway.

RED BANK

(Monmouth County)

WBRB

Rates effective March, 1933.

Owned and operated by Monmouth Broadcasting Company, Inc.

Business Office and Studio—63-65 Broad St., Red Bank, N. J. Transmitter—63 Broad St., Red Bank, N. J.

Wave—Power—Time Operating power—100 watts. 241.9 meters; 1240 kilocycles. Operates on Eastern War Time. Operating schedule: Monday 9:00 a.m. to 11:00 a.m. and 7:00 p.m. to 9:00 p.m.; Tuesday 4:00 p.m. to 7:00 p.m.; Wednesday 5:00 p.m. to 8:00 p.m.; Thursday 9:00 a.m. to 11:00 a.m. and 5:00 p.m. to 7:00 p.m.; Friday 9:00 a.m. to 11:00 a.m. and 1:00 p.m. to 12:00 midnight; Saturday 5:00 p.m. to 7:00 p.m.

Agency Commission 15% on net charges for station facilities to recognized advertising agencies; no cash discount. No commission on program costs or production charges. General Advertising

Table with columns for time (1 hr, 1/2 hr, 1/4 hr), (Nighttime), and (Daytime) and columns for 13 wks, 26 wks. Rates range from 80.00 to 24.90.

ANNOUNCEMENTS AND TALKS Not accepted after 8:30 p.m. 1 minute 3.00 2.25 1.75 2 minutes 5.00 4.00 3.00

TALENT One hour 50.00 to 500.00; one-half hour 25.00 to 200.00.

Contract and Other Requirements Station management will accept sponsored programs only if their quality meets station's standards.

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

Personnel Sales Manager—John C. Bird. Representatives Forjoe & Company.

TRENTON

(Mercer County)

WTNJ

(Established 1928)

Rates effective January 1, 1940. Owned and operated by WOAX, Inc. Business Office and Studio—416 Bellevue Ave., Trenton, N. J., Trenton 8149. Transmitter—Lincoln Highway No. 1, one mile south of Morrisville, Pa.

Wave—Power—Time Operating power—500 watts. 229 meters; 1310 kilocycles. Operates on Eastern War Time. Operating schedule: Sundays 5:00 p.m. to 8:00 p.m. Week days except Saturday 7:00 a.m. to 10:30 a.m. and 5:00 p.m. to 8:00 p.m.; Saturdays 7:00 a.m. to 10:30 a.m. and 4:00 p.m. to 8:00 p.m.

Agency Commission 15% to recognized advertising agencies on net charges for station time; no cash discount. Bills due and payable weekly after broadcast.

General Advertising (6:00 p.m. to sign-off) 1 hour 72.50 1/2 hour 42.50 1/4 hour 27.50 5 minutes 13.75 1 minute 6.75

(7:00 a.m. to 6:00 p.m.) 1 hour 42.50 1/2 hour 25.00 1/4 hour 16.75 5 minutes 9.75 1 minute 4.50

FREQUENCY DISCOUNTS 1 to 26 times 5% 27 to 52 times 10% 53 to 104 times 15% 105 to 156 times 20% 157 to 312 times 25%

STRIP RATES Six 1/4 hours per week across the board; minimum contract 13 weeks. No frequency discounts. Evening 110.00 Daytime 65.75

POLITICAL Class "A" rate plus 50% applies. Less than 15 minutes not sold and no discounts apply. Copy must be furnished in advance of broadcast.

SPECIAL FEATURES Time signals, weather reports, news—rates on request. Musical clock: 7:00 a.m. to 8:00 a.m. daily. One minute announcements, six days weekly, per month 75.00. No frequency discounts. "Sallye Brent Goes Shopping": Participating non-competitive (morning), six days weekly, per month 75.00. No frequency discounts.

REMOTE CONTROL Facilities are available for remote control broadcasts.

SERVICE FACILITIES Merchandising and advertising services available. Supporting advertising will be arranged. Rates and details on request.

TRANSCRIPTIONS Regular rates apply. Contract and Other Requirements Rates are for station time only. The station, at its discretion, reserves the right to refuse or to discontinue any program which is not in compliance with the laws of the United States, the State of New Jersey, or regulations of the Federal Communications Commission or the Federal Trade Commission.

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

Personnel Vice-Pres. & Gen'l Mgr.—F. J. Wolf.

Representatives None.

WITM

(Established 1941)

Rates effective August 1, 1944. Owned and operated by Trent Broadcast Corporation. Business Office and Studio—35 W. State St., Trenton, N. J., Trenton 2-7127. Transmitter—Yardley, Pa., four miles northwest of Trenton, N. J.

Wave—Power—Time Operating power—1,000 watts. 326.1 meters; 920 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Agency Commission 15% to recognized agencies. General Advertising For combination rates see National Broadcasting Company (Basic Supplementaries).

CLASS "A" (6:00 p.m. to 10:00 p.m. week days and 2:00 p.m. to 10:00 p.m. Sundays)

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and columns for 13 tl, 26 tl, 52 tl, 100 tl, 300 tl. Rates range from 150.00 to 22.50.

CLASS "B" (All other time)

Table with columns for time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and columns for 100.00, 95.00, 90.00, 85.00, 80.00, 75.00, 70.00, 65.00, 60.00, 55.00, 50.00, 45.00, 40.00, 35.00, 30.00, 25.00, 20.00, 19.00, 18.00, 17.00, 16.00, 15.00.

ANNOUNCEMENTS One minute or less:

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays) 1 tl 26 tl 52 tl 100 tl 300 tl Each 16.00 15.20 14.40 13.60 12.80

CLASS "B" (Before 6:00 p.m. and after 10:30 p.m. week days; before 2:00 p.m. and after 10:30 p.m. Sundays) 1 tl 26 tl 52 tl 100 tl 300 tl Each 8.00 7.80 7.20 6.80 6.40

POLITICAL One time nighttime rate applies.

TRANSCRIPTIONS Library service available. TALENT Rates on request.

REMOTE CONTROL Facilities available—rates and details on request.

SERVICE FACILITIES Services of announcing and operating staff, program, advertising and continuity departments are available. Complete merchandising service available.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts cancelled by advertiser before date of expiration subject to short rate. No contract accepted for a period longer than one year.

Contracts and copy subject to approval of station. Station reserves the right at all times to cancel contracts or to reject copy if not in conformity with federal regulations or with station policy. Station reserves the right to change time of broadcast which might interfere with special programs of particular public interest. Existing contract rates not affected until expiration of contract.

Closing Time Contracts close one week in advance of first broadcast. Copy for political speeches or interviews involving controversial subjects must be submitted to station at least 24 hours in advance. Announcement copy closes 24 hours in advance of broadcast. Transcriptions close 48 hours in advance.

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

Personnel Station Manager—Paul Alger.

Representatives Spot Sales, Inc.

ZAREPHATH

(Somerset County)

WAWZ

Owned and operated by Pillar of Fire, Alma White College.

Wave—Power—Time Operating power—5,000 watts to local sunset; 1,000 watts thereafter. 217.4 meters; 1380 kilocycles. Operating schedule: Sundays 6:40 a.m. to 9:00 a.m., 11:00 a.m. to 12:30 p.m., 3:00 p.m. to 4:30 p.m. and 7:00 p.m. to 8:30 p.m.; week days except Tuesdays and Saturdays 6:00 a.m. to 9:04 a.m. and 6:00 p.m. to 7:30 p.m.; Tuesday and Saturdays 7:30 a.m. to 9:00 a.m., and 6:00 p.m. to 7:30 p.m. Shares time with station WBNX. Schedule on request. Does not sell time.

NEW MEXICO

ALBUQUERQUE

(Bernalillo County)

KGGM

Rates effective February 15, 1945. Owned and operated by New Mexico Broadcasting Co. Business Office Address—Box 1388, Albuquerque, N. Mex., telephone 4544. Studio—Kimo Theatre Bldg., Albuquerque, N. Mex. Transmitter—Rio Grande River Delta, West of Albuquerque.

Waves—Power—Time Operating power—1,000 watts. 238.1 meters; 1260 kilocycles. Licensed to operate full time. Operates on Mountain War Time. Operating schedule: 6:00 a.m. to 12:00 midnight. Agency Commission 15% on station time to recognized agencies. No commission on political time. Bills due and payable when rendered.

General Advertising For combination rates see Columbia Broadcasting System (Mountain Group), ASCAP, BMI and SESAC licenses.

Table with 6 columns: Time, hr., hr., hr., min. trans., (*), (†). Rows for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. Sundays) and CLASS 'B' (7:00 a.m. to 7:00 a.m., 12:00 noon Sundays).

Table with 6 columns: Time, hr., hr., hr., min. trans., (*), (†). Rows for CLASS 'B' (Before 6:00 p.m. and after 10:30 p.m. week days; before 12:00 noon and after 10:30 p.m. Sundays).

SPECIAL FEATURES Women's Club of the Air: 3:00 a.m. to 12:00 noon, Monday through Saturday. Available in 1/4 hour periods or for announcement participation. Spanish program: 6:15 a.m. to 7:00 a.m., Monday through Saturday. Available in 1/4 hour periods or for announcement participation. News: Leased wire service available. 20% production charge. Women's Club of the Air and Spanish programs carry a club charge. Farm reports, weather reports, etc.—rates on request.

TRANSCRIPTIONS Regular rates apply. SERVICE FACILITIES Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost. Production and continuity department at advertiser's service at no additional cost. Contract and Other Requirements Advertising of alcoholic beverages restricted to light wines and beer. All programs subject to station approval.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings. Personnel Manager—G. C. Hoffmann. Representatives Taylor-Howe-Snowden Radio Sales.

KOB

(Established 1920)

Rates effective December 15, 1942. (Card No. 3.) Owned and operated by Albuquerque Broadcasting Co. Business Office and Studio—420 W. Gold Ave., Albuquerque, N. Mex., telephone 3411. Transmitter—8-1/2 miles north of Albuquerque at Alameda, N. Mex.

Waves—Power—Time Operating power—50,000 watts days; 25,000 watts nights. 389.6 meters; 770 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time. Operating schedule: 6:00 a.m. to 12:00 midnight. Agency Commission 15% on net station time to recognized advertising agencies; no cash discount.

General Advertising For combination rates see American Broadcasting Company, Inc. (South Mountain Service) and National Broadcasting Company (Mountain Group). 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 periods. Rates for programs longer than one hour are in exact proportion to the corresponding one hour rate.

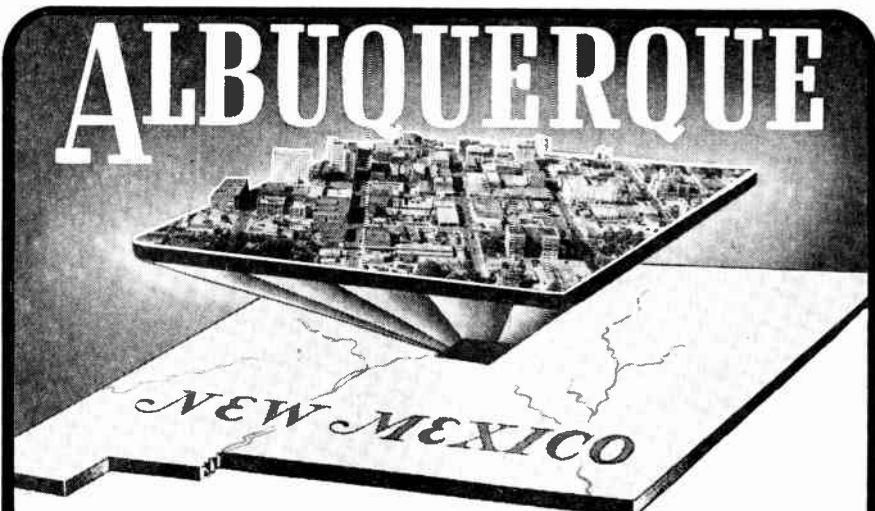
Table with 6 columns: Time, 13, 28, 52, 104, 156, 260. Rows for CLASS 'A' (After 6:00 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days; 7:00 a.m. to 12:00 noon Sundays), CLASS 'C' (12:00 noon to 6:00 p.m. Sundays), CLASS 'D' (6:00 a.m. to 7:00 a.m.).

ANNOUNCEMENTS CLASS 'A' (After 6:00 p.m.) CLASS 'B' (Before 6:00 p.m. week days and before 12:00 noon Sundays) CLASS 'C' (12:00 noon to 6:00 p.m. Sundays) CLASS 'D' (6:00 a.m. to 7:00 a.m.) Two-thirds of Class 'B' rates.

TRANSCRIPTIONS Accepted during regular broadcasting periods. TALENT Rates on request. REMOTE CONTROL Additional charges are made for programs originating outside of the station's studios. SERVICE FACILITIES Services of station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular announcer.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and wine, not accepted. 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. Acceptable accounts subject to the same rates. All contracts are subject to cancellation by either party on 15 days' written notice. Time of broadcast subject to change to accommodate network broadcasts. Independent announcements may be moved to other periods if available on 24 hours' notice. All facilities furnished in accordance with terms of station's standard contract form. Closing Time Closing date is two weeks in advance of initial program.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings. Personnel Manager—Frank Quinn. Representatives Free & Peters, Inc.



As New Mexico's Major Market

KGGM

1260 KC. — 1000 WATTS. FULL TIME — COLUMBIA AFFILIATE

Table with 4 columns: Category, Value, Percentage, Total State. Rows for POPULATION (73,327, 14 1/3%), BUYING POWER** (\$90,265, 27 3/4%), RETAIL SALES** (\$40,580, 22 8/10%).

* Source: U. S. Bureau of Census and O. P. A. ** In thousands (000 omitted). Source: Sales Management

KVSF In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY TAYLOR-HOWE-SNOWDEN RADIO SALES NEW YORK CHICAGO DALLAS AMARILLO

CARLSBAD

(Eddy County)
K A V E
(Established 1936)

Rates effective September 15, 1944.
Owned and operated by the Carlsbad Broadcasting Corporation.
Business Office and Studio—800 S. Canal St., Carlsbad, N. Mex., telephone 244.

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

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

General Advertising
For combination rates see Keystone Network.
(6:00 p.m. to 11:00 p.m. daily)

Table with 2 columns: Time/Word count and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 50 words or less.

Table with 2 columns: Time/Word count and Rate. Includes 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.

Table with 2 columns: Duration and Discount rate. Includes 1 time, 13 times, 28 times, 52 times.

TALENT

Artist's service is available for selection of talent and building of program.

REMOTE CONTROL

Additional charges are made for programs originating outside the studio.

SERVICE FACILITIES

Merchandising and publicity department are part of the regular service. Extra costs, when required, billed at net cost.

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

Personnel
General Manager—Norman B. Loose.

Representatives
Howard H. Wilson Company.

CLOVIS

(Curry County)
K I C A
(Established 1933)



Rates effective January 1, 1944.
Owned and operated by DeWitt Landis.
Business Office and Studios—Fourth and Main, Clovis, N. M., P. O. Box 111, tel. 3.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Mountain War Time.

Agency Commission
15% on station time and talent to recognized agencies; no cash discount. No commission on talent.

General Advertising
For combination rates see Keystone Network and Mutual Broadcasting System.

GENERAL BROADCASTING

Table with 2 columns: Time/Word count and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 50 words or less.

Table with 2 columns: Time/Word count and Rate. Includes 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 contract earns applicable discounts, provided that cumulative discounts are applicable only when an order is continued without interruption beyond the time specified in the original contract.

Table with 2 columns: Duration and Discount rate. Includes 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times.

TRANSCRIPTIONS

Five minutes or longer at regular rates. Sound effects records take transcription rates; other sound effects extra.

POLITICAL

Rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Facilities for programs originating outside the studios available at extra charge—rates on request.

SERVICE CHARGES

Artists' service is available for selection of talent and building of program. Merchandising and publicity available without extra charge. Extra services, when required, billed at net cost.

Contract and Other Requirements

Rates are for station time only. Services of studio personnel included. All advertising accepted subject to management's approval. All contracts subject to the conditions of the standard AAAA contract form. Price quoting permitted.

Closing Time

Closing time depends on type of program. Generally one week is desired for musical or dramatic programs.

Mechanical Program Equipment

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

Personnel

General Manager—R. B. McAllister.

Representatives

Spot Sales, Inc.

HOBBS

(Lea County)
K W E W
(Established 1938)

Rates effective January 1, 1945. (Card No. 2.)
Card received January 8, 1945.

Owned and operated by W. E. Whitmore.
Studios—Hobbs, N. M.
Transmitter—Hobbs, N. M.

Wave—Power—Time
Operating power—100 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Mountain War Time.
Operating schedule: 7:00 a.m. to 9:15 p.m.

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

General Advertising
For combination rates see Keystone Network.

Table with 2 columns: Time/Word count and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute (transcription), 100 words, 50 words.

FREQUENCY DISCOUNTS

Table with 2 columns: Duration and Discount rate. Includes 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times.

SPECIAL FEATURES

Time Signals, Sporting Events, Shopping Hour, Farm Flashes, Market Reports—rates on request.

TALENT

Talent furnished for all types of programs—rates on request.

SERVICE FACILITIES

Service of program director, announcers, and continuity department without charge.

REMOTE CONTROL

Remote control facilities at regular station rate plus line and installation charges.

Contract and Other Requirements

Advertising of alcoholic beverages restricted to light wines and beer. All contracts subject to conditions of standard AAAA contract form, and station approval.

Closing Time

Ten days before broadcast.

Personnel

Manager—W. E. Whitmore.

Representatives

None.

LAS VEGAS

(San Miguel County)
K F U N
(Established 1941)



Rates received November 19, 1941.

Owned and operated by Southwest Broadcasters, Inc. Business Office and Studio—P. O. Box 710, Las Vegas, N. M.
Transmitter—1/2 mile east of business district, Las Vegas, N. M.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operates on Mountain War Time.
Operating schedule: Sundays 11:00 a.m. to 7:00 p.m.; week days 7:00 a.m. to 9:00 p.m.

Agency Commission
15% to recognized agencies on station time only; cash discount 2%. Bills rendered last of month; due 10th of month.

General Advertising
The following rates are for national advertising and include music copyright fees. Foreign language programs accepted. Talent available for Spanish programs.

Table with 2 columns: Time/Word count and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

FREQUENCY RATES

Table with 2 columns: Duration and Rate. Includes 1/4 hour, 3 times, 5 times, 9 minutes, 3 times, 5 times.

ANNOUNCEMENTS

Table with 2 columns: Duration and Rate. Includes 100 words, 6 times, 9 times, 12 times, 9 times, 12 times.

SPECIAL FEATURES

Time signals and announcements at preferred times, regular rates plus 10%. News, sports and all special programs—rates on request.

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.

POLITICAL

Minimum time five minutes, per minute 1.50 flat.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Rates subject to change without notice. In order to earn a frequency rate, the only announcements considered are those which have been evenly distributed over an elapsed period of 28 days.

Closing Time

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

Mechanical Program Equipment

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

Personnel

Station Manager—E. N. Thwaites.

Representatives

William G. Rambeau Company.

ROSWELL

(Chaves County)
K G F L
(Established 1927)



Rates effective January 1, 1945. (Card No. 5.)

Card received January 8, 1945.
Owned and operated by KGFL, Inc. Business Office and Studio—Roswell, N. M., telephone 288.

Transmitter—Roswell, N. M.
Wave—Power—Time
Operating power—100 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Mountain War Time.
Operating schedule: 6:30 a.m. to 9:00 p.m.

(This listing continued on next page)

NEW MEXICO—Continued

ROSWELL—Continued
K G F L—Continued

Agency Commission

15% to recognized agencies; no cash discount. No commission on talent.

General Advertising

Table with rates for combination rates see Keystone Network for various durations from 1 hour to 50 words.

DISCOUNTS

Table showing frequency discounts from 1 to 99 times with corresponding net percentages.

SPECIAL FEATURES

Time signals, sporting events, shopping hour, farm flashes, market reports—rates on request.

TALENT

Talent furnished for all types of programs—rates on request.

REMOTE CONTROL

Regular station rate plus line and installation charge.

SERVICE FACILITIES

Service of programs director, announcers, and continuity department without charge.

Contract and Other Requirements

Advertising of alcoholic beverages restricted to light wines and beer. Rates quoted are for station time only.

Closing Time

Ten days before broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription.

Personnel

Manager—W. E. Whitmore.

Representatives

None.

SANTA FE
(Santa Fe County)

K V S F

Rates effective February 15, 1945. Rates received February 9, 1945. Owned and operated by the New Mexico Broadcasting Company.

Wave—Power—Time

Operating power—100 watts. 223.9 meters; 1340 kilocycles. Operates on Mountain War Time.

Agency Commission

15% to recognized advertising agencies. No commission on political time. Bills due and payable when rendered.

General Advertising

For combination rates see Columbia Broadcasting System (Mountain Group).

Table with rates for combination rates see Columbia Broadcasting System (Mountain Group).

SERVICE FACILITIES

News Broadcasts—20% production charge. Spanish Program—talent charge.

TRANSCRIPTIONS

Library services available.

REMOTE CONTROL

Remote control facilities extra—rates on request.

Contract and Other Requirements

No liquor advertising accepted. Rates are for station time only, including services of studio personnel and program material.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Station Manager—Ivan Head.

Representatives

Taylor-Howe-Snowden Radio Sales.

TUCUMCARI

(Quay County)

K T N M

(Established 1941)

Rates effective December 1, 1943. (Card No. 2.) Owned and operated by Krasin-Krutznor Broadcasting Company.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1300 kilocycles. Operates on Mountain War Time.

Agency Commission

15% to recognized agencies; cash discount. Bills rendered 1st of month; due 10th of month.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network. The following rates are for national advertising.

Table with rates for combination rates see Mutual Broadcasting System and Keystone Network.

DISCOUNTS

Table showing frequency discounts from 13 to 99 times with corresponding net percentages.

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 subject to agency commission.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wines, not accepted.

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. turntables for lateral cut recordings.

Personnel

Station Manager—Lester Q. Krasin.

Representatives

Cox & Tanz.

NEW YORK

ALBANY

(Albany County)

W A B Y

(Established 1933)

Rates effective January 1, 1944. (Card No. 5.)

Owned and operated by Adirondack Broadcasting Company, Inc. Business Office and Studio—Radio Centre, Albany, N. Y.

Other Studios—Troy Hotel, Troy, N. Y.

Transmitter—Baintree St., Town of Colonie, N. Y.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel.

Agency Commission

15% on national accounts to recognized advertising agencies; no cash discount. Invoices mailed weekly or monthly.

General Advertising

For combination rates see Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

Table with rates for combination rates see Mutual Broadcasting System.

WEEKLY FREQUENCY DISCOUNTS

Applicable on basic rate for spot advertising only. Five or more times weekly.

Table showing frequency discounts from 13 to 99 times with corresponding net percentages.

ANNOUNCEMENTS

One minute transcriptions and station break announcements of 35 words or less charged at 100 word rates.

Table with rates for one minute transcriptions and station break announcements.

SERVICE FEATURES

Time Signals, 8 announcements daily, except Sunday, 4 weeks minimum, per week, net... 115.00 Musical Clock, one hour daily except Sunday before 9:00 a.m., per week, net... 150.00

RECORDED PROGRAMS

Regular rates apply on transcribed programs.

TALENT

Talent of all type available, booked through station Artists' Bureau.

REMOTE CONTROL

Fully equipped to handle broadcasts from remote points. Remote broadcasts at regular station rates plus line charge.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. All contracts, programs and copy subject to station management's approval.

Closing Time

Talent programs and talks close one week in advance of broadcast. Announcements and recorded programs close 48 hours in advance.

Mechanical Program Equipment

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

Personnel

Gen. Mgr. & Dir.—Harold E. Smith.

Representatives

J. P. McKinney & Son.

WOKO

(Established 1924)



Rates effective January 1, 1945. (Card No. 9.)

Card issued January 1, 1945.

Card received January 17, 1945.

Owned and operated by WOKO, Inc.

Business Office and Studio—Radio Centre, Albany, N. Y., telephone 4-4193.

Other Studios—Troy Hotel, Troy, N. Y.

Transmitter—Central Avenue, opposite Tremont St., Albany, N. Y.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. 205.5 meters; 1460 kilocycles.

Licensed to operate on cleared regional channel. Operates on Eastern War Time.

Operating schedule: Week days and Sundays from 6:00 a.m. to 2:00 a.m.

Agency Commission

15% on national accounts to recognized agencies; no cash discount. Invoices mailed weekly or monthly.

Commission applies on net charge for station time. No commission or cash discount on talent, wire costs, traveling expenses of artists, etc.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).

The following rates are for national advertising and include music copyright fees. All station time sold subject to priority rights held by Columbia Broadcasting System.

Table with rates for combination rates see Columbia Broadcasting System (Basic Network).

ANNOUNCEMENTS

One minute transcriptions and station break announcements of 35 words or less charged at 100 word rates.

Table with rates for one minute transcriptions and station break announcements.

SPECIAL FEATURES

Musical Clock; Before 9:00 a.m. week days, 300.00 per hour net week; half hour pro rata, net, plus announcer fee.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Programs are not restricted to certain hours.

TALENT

Rates on request.

REMOTE CONTROL

Equipped and prepared to handle programs by remote control broadcasts. Charged at regular station rates plus line charge.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. The Columbia Broadcasting System holds priority right over all station time.

Preferred position governed by priority and availability on contract basis. No contract accepted for a period longer than one year.

(This listing continued on next page)

ALBANY—Continued
W O K O—Continued

Closing Time
Talent programs and talks close one week in advance of broadcast. Announcements and recorded programs close 48 hours in advance of broadcast.

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

Personnel
General Manager—Harold E. Smith.
Assistant Manager—Deuel Richardson.

Representatives
J. P. McKinney & Son.

WTRY

Considered by the Blue Network Company as their Troy-Albany-Schenectady outlet. See listing under Troy, N. Y.

AUBURN

(Cayuga County)

W M B O

(Established 1927)



Rates effective January 1, 1940.

Owned by the Auburn Publishing Company.
Operated by W M B O, Inc. Affiliated with the Auburn Citizen Advertiser.
Business Office and Studio—141 Genessee St., Met-calf Bldg., Auburn, N. Y., Auburn 433.

Transmitter—Corner York and Division Sts., Auburn, N. Y.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent or other program charges. All bills are net and payable 10th of month following service rendered.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
(6:00 p.m. to 11:00 p.m. week days and all day Sundays)

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 100 words, 50 words, 35 words.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 100 words, 50 words, 35 words.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 100 words, 50 words, 35 words.

SPECIAL FEATURES
Time Signals: 25 word announcement, 6 times daily, excluding Sundays, per month 450.00.

Women's Club of the Air: 9:45 a.m. to 10:00 a.m. daily, excluding Sundays. Cooperatively sponsored announcements, limited to 75 words, 1 daily, per month 75.00.

Thrift Tips: 12:00 noon to 1:00 p.m. daily, excluding Sundays. Cooperatively sponsored announcements, 35 words, 1 daily, per month 75.00.

Melody Clock: 7:30 a.m. to 8:45 a.m. daily, excluding Sundays. Cooperatively sponsored announcements, 35 words, 1 daily, per month 60.00.

Athletic Events: Baseball, football, boxing, and wrestling events—rates on request.

REMOTE CONTROL
Equipped and prepared to handle programs, broadcast by remote control.

Contract and Other Requirements
Musical program period rates are for the facilities of the station only; talent extra. All contracts subject to station owner's approval and governmental regulations.

Closing Time
Closing date for continuity on musical programs is one week in advance of initial program. Announcements, talks and recorded programs close 48 hours in advance of broadcast.

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

Personnel
Gen'l & Prom. Mgr.—Friderick L. Keesee.
Representatives
Thomas F. Clark Co., Inc.

BATAVIA
(Genesee County)

W B T A

(Established 1941)

Rate card issued August 17, 1944. (Card No. 3.)
Owned and operated by the Batavia Broadcasting Corporation.
Business Office and Studio—90 Main St., Batavia, N. Y., telephone 715-7100.

Transmitter—Creek Road, Batavia, N. Y.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.

Operating schedule: Sundays 9:00 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:05 p.m.
Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent or line charges.

General Advertising
For combination rates see Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

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Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words.

RELIGIOUS
Talks on controversial subjects not accepted.

TALENT
Talent for musical, dramatic, and special feature broadcasts at actual cost. Station will furnish any type of local talent available—rates on request.

REMOTE CONTROL
Programs can be broadcast from any location outside of station—rates on request.

TRANSCRIPTIONS
Transcription library service available. Electrical transcriptions accepted for broadcast at any hour available.

Contract and Other Requirements
Advertising of alcoholic beverages accepted. Quantity discounts apply on each classification only.

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

Personnel
Sales Manager—F. R. MacLaughlin.
Station Manager—Carl Switendick.
Program Director—Louise Gagnon.

Representatives
Sears & Ayer, Inc.
BINGHAMTON
(Broom County)

W N B F

(Established 1927)

Rates effective July 1, 1942. (Card No. 6.)
Owned and operated by Wylie B. Jones Advertising Agency.
Business Office and Studio—Arlington Hotel, Binghamton, N. Y., telephone 2-3461.

Nov York Office—386 Madison Ave., Murray Hill 2-5767.
Transmitter—Binghamton, N. Y., R.D. 2.
Wave—Power—Time
Operating power—5,000 watts.
232.6 meters; 1290 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.
Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. Bills due when rendered. Invoices mailed 1st of month.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words.

CLASS "B"
(All other time)
Less than
26 tl. 90.00 72.00 54.00 36.00 27.00 18.00 9.00

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words.

Table with 4 columns: Time, Rate 1, Rate 2, Rate 3. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words.

ANNOUNCEMENTS
All announcements take one minute rate. Announcements of 33 words or less will be accorded position at network breaks.

POLITICAL
One time rate applies.
RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours. No service charge. No phonograph records permitted at any time.

TALENT
Rates on request.
REMOTE CONTROL
Station maintains complete facilities for remote control broadcasts. Line charges, installations, rentals, etc., at expense of advertiser. These charges payable in advance.

SERVICE FACILITIES
The services of the production department are at the disposal of the broadcaster using the station without charge for engaging at lowest prices musicians and performers. Program ideas, continuities, etc., prepared and submitted to advertiser without charge by station production department.

Station is equipped to assist in merchandising radio advertising programs. Details on request.
Contract and Other Requirements
Blanket contracts not accepted. Maximum length of contract one year. All contracts and programs subject to station approval and government regulations.

Station reserves the right to refuse or discontinue any advertising.
Closing Time
Talent programs close two to four weeks in advance of broadcast. Announcements, talks and recorded programs close one week in advance of broadcast.

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

Personnel
Gen'l. Merch. — Prom. Mgr.—Cecil D. Mastin.
Representatives
John Blair & Company.

BROOKLYN
For Brooklyn stations see listing under New York City.

BUFFALO
(Erie County)
W E E N
(Established 1930)

Rates effective October 1 1941.
Owned and operated by WBEW, Inc. (The Buffalo Evening News).

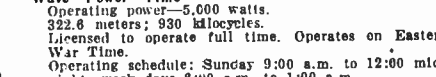
Studio—Hotel Statler, Euflalo 2, N. Y., Cleveland 6400.
Transmitter—Grand Island, N. Y.
Wave—Power—Time
Operating power—5,000 watts.
322.6 meters; 930 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: Sunday 9:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

(This listing continued on next page)

ASSOCIATED BROADCASTING STATION



NEW YORK—Continued

BUFFALO—Continued
WBEN—Continued

General Advertising
For combination rates see National Broadcasting Company (Basic Network).
The following rates are for national advertising and include music copyright fees.

Table with columns for time slots (7:45 p.m. to 10:30 p.m.), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

Table with columns for time slots (6:30 p.m. to 7:45 p.m.), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

Table with columns for time slots (6:00 p.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m.), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

Table with columns for time slots (9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 11:15 p.m.), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

Table with columns for time slots (All other time), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

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.

Two or more program units of 15 minutes or more, broadcast on the same day for one sponsor within the same rate bracket may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies.

SPECIAL FEATURES

Clint Bushman: A musical clock program broadcast from 6:00 a.m. to 9:00 a.m., Monday through Saturday, with 15 minute news broadcasts at 6:00 a.m., 7:00 a.m., 8:00 a.m. and 9:00 a.m.; remaining three 1/4 hours in each one hour period available for sponsorship at following rate—six quarter hours weekly 150.00.

Sally Work: An afternoon program for products sold to women. One-half hour daily, Monday through Friday. Limited to eight participations daily, 150 words of copy. Fee participation, 15.00 flat.

Bob Smith Show: 12:45 p.m. to 1:30 p.m., Monday through Friday. May be combined with straight announcements for frequency discounts. Live and transcribed one minute announcements, each 25.00, less usual frequency discounts.

TRANSCRIPTIONS

Electrical transcriptions made exclusively for broadcasting are acceptable when recording quality and program content meet station standards. No service charge and no time restrictions.

TALENT

Rates and other information on request. Station pipe organ available from main studios as a solo instrument or in combination with voice or instrumental groups.

REMOTE CONTROL

All remote broadcasts are subject to all telephone line costs and other incidental expenses.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer, not accepted. Services of the station program department in arranging and presenting programs are included without extra charge. Station does not allow secret rates, rebates or agreements affecting rates.

All programs must be high quality in content and performance and are subject to approval in advance by the station director.

Closing Time
Closing date two weeks 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 turntables for vertical and lateral cut recordings.

Personnel
Station Director—C. Robert Thompson.
Commercial Manager—Frank W. Kelly.

Representatives
Edward Petry & Company, Inc.

WBNY
(Established 1935)



Rates effective January 1, 1944.
Owned and operated by Roy L. Albertson.
Business Office and Studio—485 Main St., Buffalo, N. Y., Madison 4000.
Transmitter—154 E. Eagle St., Buffalo, N. Y.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net charges for station time only. No commission on talent. All bills due and payable when rendered.

General Advertising

Table with columns for time slots (6:00 p.m. to 11:00 p.m. week days and all day Sundays), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, and 260 times.

Table with columns for time slots (7:00 a.m. to 6:00 p.m. week days), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, and 260 times.

(*) One minute transcription.
(†) 25 words or less.

SPECIAL FEATURES

News Broadcasts—rates on request.

RECORDED PROGRAMS

Regular time charges apply. Transcriptions may be used at any hour.

TALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made upon request to station.

SERVICE FACILITIES

The services of the production department are at the disposal of advertisers using the station at no extra cost. Program ideas, continuities, etc., are prepared and submitted to advertisers without obligation.

Contract and Other Requirements
All contracts are subject to the station owner's approval and governmental regulations. Station absolutely reserves the right to refuse or discontinue any and all advertising for reasons satisfactory to the management. All programs must conform to the standards of the station.

Mechanical Program Equipment
Equipped to handle all electrically transcribed programs, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—Roy L. Albertson.
Commercial Director—Virginia C. Fyda.

Representatives
None.

WEBR
(Established 1924)



Rates effective October 1, 1943.
Owned and operated by WEBR, Inc.
Business Office and Studio—23 North St., Buffalo 2, New York, Lincoln 7133.
Transmitter—Larkin Terminal Bldg., Buffalo, N. Y.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:30 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net charges for station time. No commissions on program charges.

Rates otherwise are net, bills being due and payable 10th of month following that in which broadcasting is done.

General Advertising

For combination rates see Mutual Broadcasting System.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

Table with columns for time slots (9:00 a.m. to 6:00 p.m.), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

Table with columns for time slots (11:00 p.m. to 9:00 a.m.), number of times, and rates. Includes rows for 1, 13, 26, 52, 104, 156, 208, 260, and 312 times.

SPECIAL FEATURES

News, sports, time signals and other special features—rates on request.
"Time to Chat"—Women's daily feature limited to non-competitive sponsors. Participations limited to 125 words, five copy only.

Table with columns for time slots (1, 13, 26, 52, 104, 156, 260), number of times, and rates.

Per announcement 9.00 8.75 8.50 8.25 8.00 7.75 7.50 7.25

TALENT

All type available—rates on request.

REMOTE CONTROL
Cost of telephone lines and incidental expense in connection with remote pick-ups is additional to station time costs.

SERVICE FACILITIES

Services of station program department in arranging and presenting programs are included without extra charge.

Contract and Other Requirements
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.

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

Personnel
Station Director—Cyril B. King.
Commercial Manager—William Doerr, Jr.

Representatives
Weed & Company.

WGR

(Established 1922)



Rates effective June 1, 1944. (Card No. 18.)
Owned and operated by the Buffalo Broadcasting Corporation.
Business Office and Studio—Rand Bldg., Buffalo 2, N. Y., Washington 3100.
Transmitter—Hamburg, N. Y.

Wave—Power—Time
Operating power—5,000 watts to local sunset; 1,000 watts thereafter.
545.5 meters; 550 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% on net station time allowed to recognized advertising agencies; no cash discount. Bills mailed first of each month for service rendered during preceding month and are payable in 10 days. No discounts or commission on talent.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Columbia Broadcasting System (alternate on Basic Network).

Table with columns for time slots (6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays), number of times, and rates. Includes rows for 1, 13, 26, 52, 100, 150, 200, 250, 300, 350, 400, 450, 500, 550, 600, 650, 700, 750, 800, 850, 900, 950, 1000 times.

Table with columns for time slots (6:00 p.m. to 6:30 p.m. week days, 4:00 p.m. to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily), number of times, and rates. Includes rows for 1, 13, 26, 52, 100, 150, 200, 250, 300, 350, 400, 450, 500, 550, 600, 650, 700, 750, 800, 850, 900, 950, 1000 times.

(This listing continued on next page)

BUFFALO—Continued

W G R—Continued

CLASS "C"

(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 4:00 p.m. Sundays and 11:00 p.m. to sign-off daily)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute. Rows show rates for 13, 18, 26, 52, 100, 260 words.

DISCOUNTS

On program service of five minutes or more for three or four times per week an additional 5% will be granted...

SPECIAL FEATURES

News, "Musical Clock," weather and temperature reports, sports events, time signals, and other special features—rates on request.

POLITICAL

Considered as general advertising and so charged. Regular time charges apply to transcription programs...

TRANSCRIPTIONS

Transcription library service available—rates and details on request.

TALENT

Talent costs vary with program service involved and are quoted at time of negotiation.

REMOTE CONTROL

Complete facilities for handling programs originating outside of the studios, including portable recording facilities.

SERVICE FACILITIES

Program department available to advertisers. Contract and Other Requirements: Rates do not include talent...

Executive Vice-President—I. R. Lounsberry. Director of Sales—John A. Bacon.

National Representatives: Free & Peters, Inc. Closing Time: Talent and transcription programs close three days in advance...

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

Personnel: Executive Vice-President—I. R. Lounsberry. Director of Sales—John A. Bacon.

General Advertising: For combination rates see Columbia Broadcasting System (Basic Network).

ENTERTAINMENT PROGRAMS

CLASS "A"

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

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute. Rows show rates for 13, 18, 26, 52, 100, 260 words.

CLASS "B"

(6:00 p.m. to 6:30 p.m. week days, 12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute. Rows show rates for 13, 18, 26, 52, 100, 260 words.

CLASS "C"

(6:00 a.m. to 6:00 p.m. week days, sign-on to 12:00 noon Sundays and 11:00 p.m. to sign-off daily)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute. Rows show rates for 13, 18, 26, 52, 100, 260 words.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sunday afternoons)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

CLASS "B"

(6:00 p.m. to 6:00 p.m. week days, and 5:00 p.m. to 6:00 p.m. Sunday afternoons)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute. Rows show rates for 13, 18, 26, 52, 100, 260 words.

POLITICAL

1/2 hour... 90.00, 10 minutes... 60.00, 5 minutes... 40.00, 1 minute... 20.00

DISCOUNTS

On program service of five minutes or more for three or four times per week an additional 5% will be granted...

SPECIAL FEATURES

News, "Music on Parade" weather and temperature reports, sports events, time signals, and other special features—rates on request.

POLITICAL

Considered as general advertising and so charged. Regular time charges apply to transcription programs...

TRANSCRIPTIONS

Transcription library services available—rates and details on request.

TALENT

Talent costs vary with program service involved and are quoted at time of negotiation.

REMOTE CONTROL

Complete facilities for handling programs originating outside of the studios, including portable recording facilities.

SERVICE FACILITIES

Program department available to advertisers. Contract and Other Requirements: Rates do not include talent...

Executive Vice-President—I. R. Lounsberry. Director of Sales—John A. Bacon.

National Representatives: Free & Peters, Inc. Closing Time: Talent and transcription programs close three days in advance...

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

Personnel: Executive Vice-President—I. R. Lounsberry. Director of Sales—John A. Bacon.

General Advertising: For combination rates see National Broadcasting Company and Mutual Broadcasting System.

ELMIRA

(Chemung County)

WENY

(Established 1939)



Rates effective July 1, 1942. (Card No. 2.) Owned and operated by Elmira Star-Gazette, Inc. Business Office and Studio—Mark Twain Hotel, Elmira, N. Y. Transmitter—Schuyler Ave., two miles southeast of Elmira.

Wave—Power—Time: Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 7:30 a.m. to 1:00 a.m.

Agency Commission: 15% to recognized advertising agencies on time charge only; no cash discount. Payment date, 10th of each month.

General Advertising: For combination rates see National Broadcasting Company and Mutual Broadcasting System.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and Sunday afternoons)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

CLASS "B"

(Before 6:00 p.m.)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

FREQUENCY DISCOUNTS

3 or more programs weekly (min. 52 times).... 10% 6 or more programs weekly (min. 100 times).... 20%

ANNOUNCEMENTS

(6:00 p.m. to 10:30 p.m. week days, and Sunday afternoons)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

SPECIAL FEATURES

Newscasts, time signals, temperature and weather reports—rates on request.

Rates for sports events and special features furnished on request. Full news wire service available.

TRANSCRIPTIONS

Accepted at regular rates. Complete sound effects and transcription library service available at reasonable charge.

REMOTE CONTROL

Complete facilities for program pick-ups remote from studios. Extra charge for lines and equipment, depending on distance and facilities desired.

SERVICE FACILITIES

Regular merchandising service includes assistance to salesman, personal calls on trade, trade letters, on minimum 28 time program series. All special merchandising service at actual cost.

Contract and Other Requirements: No alcoholic beverage advertising accepted. All time sold subject to priority rights held by Mutual Broadcasting System.

Time charge includes use of studio facilities and services of continuity, program and publicity departments. Talent charge is additional.

All contracts, programs and copy subject to station management's approval and governmental regulations. Station management reserves right to eliminate, without notice, all programs or portions thereof not in accordance with station policy or public interest.

Closing Time: Talent programs close one week in advance. Announcement copy required two days prior to broadcast.

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

Personnel: Manager—Dale L. Taylor.

Representatives: J. P. McKinney & Son.

FREEPORT

(Nassau County)

WGBB

(Established 1924)

Rates effective February 15, 1941. (Card No. 2.) Owned and operated by Harry H. Carman. Studio—44 S. Grove St., Freeport, N. Y., Freeport 2418. Transmitter—215 Bedell St., Freeport, N. Y.

Wave—Power—Time: Operating power—100 watts. 241.9 meters; 1240 kilocycles. Operates on Eastern War Time.

Operating schedule: Sunday 9:00 a.m. to 6:00 p.m.; Monday 9:00 p.m. to 12:00 midnight; Tuesday 1:00 p.m. to 4:00 p.m. and 7:00 p.m. to 9:00 p.m.; Wednesday 9:00 a.m. to 3:00 p.m. and 8:00 p.m. to 12:00 midnight; Thursday 7:00 p.m. to 9:00 p.m.

Agency Commission: 15% to recognized agencies on net station time. A cash discount of 2% allowed when payment is made by 10th of the month following broadcast.

General Advertising: ENTERTAINMENT PROGRAMS Actual time is 30 seconds less than time indicated.

CLASS "A"

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

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

CLASS "B"

(7:00 p.m. to 10:30 p.m.)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

CLASS "C"

(9:00 a.m. to 4:00 p.m. and 10:30 p.m. to 12:00 midnight week days)

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

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

FREQUENCY DISCOUNTS

3 or more programs weekly (min. 52 times).... 10% 6 or more programs weekly (min. 100 times).... 20%

ANNOUNCEMENTS

Table with 6 columns: 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rows show rates for 13, 18, 26, 52, 100, 260 words.

(This listing continued on next page)

NEW YORK—Continued

FREEPORT—Continued

W G B B—Continued

FREQUENCY DISCOUNTS
3 to 6 announcements weekly 5%
7 to 13 announcements weekly 7-1/2%
14 to 20 announcements weekly 10%
20 or more announcements weekly 12-1/2%

SPECIAL FEATURES

Dance Music "a la Carte"—Sunday between 3:00 p.m. and 4:00 p.m.; 15 minutes including station transcription service, 35.00.
Discounts: 13 times 5%; 26 times 10%; 52 times 15%.

POLITICAL

One time Class "A" rate applies. No frequency discount.

TALENT

Musical and dramatic talent engaged for advertiser by station at minimum prices.

TRANSCRIPTIONS

Regular time and announcement rates apply. Transcription library service available—rates on request.

REMOTE CONTROL

Facilities for handling programs originating outside of regular studios at additional special charges. Remote control charges to be paid by advertisers when required in advance.

SERVICE FACILITIES

The services of the station production department are at the disposal of broadcasters without charge.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wines, not accepted.
Program rates are for use of facilities of station only; talent is extra. Rates apply to programs produced in studios of station.

Talks, 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.

All programs must conform to the standards of the station; when prepares own program, same must be submitted for station approval prior to broadcast.

Preferred position on program schedules governed by priority and availability on contract basis.

Closing Time

Closing date is ten days preceding starting date.

Mechanical Program Equipment

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

Representatives

None.

GLOVERSVILLE

(Fulton County)

WENT

(Established 1944)



Rates effective July 1, 1944. (Card No. 1.)

Owned and operated by the Sacandaga Broadcasting Corporation.
Business Office and Studios—Radio Center, 8 W. Fulton St., Gloverville, N. Y., telephone 4900.
Transmitter—Harrison Street extension, Gloverville, N. Y.

Wave—Power—Time

Operating power—250 watts.
223.0 meters; 1340 kilocycles.
Licensed to operate unlimited time on local channel.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:45 a.m. to 12:05 a.m.

Agency Commission

15% on net time charges for station time to recognized advertising agencies; no cash discount. Invoiced due and payable when renders. Accounts rendered weekly or monthly, as requested.

General Advertising

For combination rates see Columbia Broadcasting System and Mutual Broadcasting System.
The following rates are for national advertising but do not include music copyright fees.

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

ANNOUNCEMENTS

Table for ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 12:00 midnight week days and 12:00 noon to 12:00 midnight Sundays)

Table for ANNOUNCEMENTS CLASS "B" (12:00 midnight to 6:00 p.m. week days and 12:00 midnight to 12:00 noon Sundays)

Table for ANNOUNCEMENTS SPECIAL FEATURES (Transcribed announcements accepted at normal rates for time period)

Weather reports, sports events, news programs and other unusual features—rates on request.

TALENT

Rates on request for talent groups. Specified talent 15% of time charge, individual performer.

REMOTE CONTROL

Complete facilities for broadcasting programs originating outside studios. Regular rates plus line charges apply.

TRANSCRIPTIONS

Regular rates apply. Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Maximum length of contract one year.

Closing Time

Talent programs close one week in advance of broadcast day; announcements, talks, or recorded programs 48 hours in advance.

Mechanical Program Equipment

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

Personnel

President—George F. Bissell. General Manager—Dale Robertson. Commercial Manager—Bill Ewing.

Representatives

Spot Sales, Inc.

ITHACA

(Tompkins County)

W H C U

(Established 1921)



Rates effective December 1, 1942.
Owned and operated by Cornell University.
Business Office and Studio—Ithaca Savings Bank Bldg., Ithaca, N. Y.
Transmitter—Forrest Home, N. Y., near Ithaca.

Wave—Power—Time

Operating power—1,000 watts.
344.8 meters; 870 kilocycles.
Licensed to operate on clear channel during daytime only. Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to sundown, New Orleans time.

Sign-off time: January 7:15 p.m.; February 7:45 p.m.; March 8:15 p.m.; April 8:30 p.m.; May 8:45 p.m.; June 9:00 p.m.; July 9:00 p.m.; August 8:45 p.m.; September 8:00 p.m.; October 7:30 p.m.; November 7:00 p.m.; December 7:00 p.m.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group).
The following rates are for national advertising and include music copyright fees. Columbia Broadcasting System holds priority right on all station time.

Table for CLASS "A" (After 5:00 p.m. daily and all day Sunday)

Table for CLASS "B" (7:00 a.m. to 6:30 p.m.)

Table for CLASS "C" (All other time)

ANNOUNCEMENTS

Table for ANNOUNCEMENTS CLASS "A" (After 5:00 p.m. and all day Sunday)

Table for ANNOUNCEMENTS CLASS "B" (All other time)

SPECIAL FEATURES Time signals, weather reports, temperature reports and automobile road reports—rates on request. Minimum contract, three months.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours. No service charge. TALENT

Rates on request.

REMOTE CONTROL

Station maintains complete facilities for remote control broadcasts. Line charges, installations, rentals, etc., at expense of advertiser. These charges payable in advance.

SERVICE FACILITIES

The services of the production department are at the disposal of the advertiser using the station without charge for engaging at lowest prices musicians and performers.

Station is equipped to assist in merchandising radio advertising programs. Details on request.

Contract and Other Requirements

All time sold subject to priority for network commercials.

No contract accepted for a period longer than one year. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.

If for any reason advertiser fails to use full amount of contract time as specified, advertiser is to pay short rate in effect on date of cancellation.

All programs are subject to station policy and regulations of the Federal Communications Commission.

Closing Time

Talent and transcription programs close three days in advance of program.

Announcements and talks close 24 hours in advance.

Mechanical Program Equipment

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

Personnel

General Manager—Michael R. Hanna. Representatives

Howard H. Wilson Company.

JAMESTOWN

(Chautauqua County)

W J T N

(Established 1924)



Rates issued April 1, 1945. (Card No. 6.)

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

Business Office and Studio—Hotel Jamestown, Jamestown, N. Y., telephone 7-151. Transmitter—Jones and Gifford and Hallock Sta., two miles west of business district.

Wave—Power—Time

Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementary).

Table for CLASS "A" (6:00 p.m. to 11:00 p.m.) with rates for 1, 1/2, 1/4 hour, and 5 minutes blocks.

Table for CLASS "B" (Before 6:00 p.m. and after 11:00 p.m.) with rates for 1, 1/2, 1/4 hour, and 5 minutes blocks.

ANNOUNCEMENTS

Table for ANNOUNCEMENTS CLASS "A"

Table for ANNOUNCEMENTS CLASS "B"

SPECIAL FEATURES News, sports events, weather and temperature reports, time signals—rates on request.

TALENT

Rates and details on request.

REMOTE CONTROL

Line charges and remote control pick-ups—rates on request.

Contract and Other Requirements

If for any reason advertiser fails to use full amount of contract time as specified, advertiser is to pay short rate in effect on date of cancellation.

All programs are subject to regulations of the Federal Communications Commission.

All contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice.

All orders for advertising subject to the station's approval as to continuities, music, programs, arrangements, etc.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Manager—Dayton S. Wilkins. Representatives

William G. Rambeau Company.

KINGSTON
(Ulster County)
WKNY
(Established 1939)



Rates effective February 1, 1943. (Card No. 4.)
Owned and operated by the Kingston Broadcasting Corporation.

Business Office and Studio—Broadway Theatre Bldg., 601 Broadway, Kingston, N. Y., Kingston 4500.
Transmitter—Ulster Township, Ulster County, N. Y.

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

Licensed to operate unlimited time. Operates on Eastern War Time.
Agency Commission
15% allowed to recognized advertising agencies; no cash discount. Bills payable weekly in advance.

General Advertising
For combination rates see Mutual Broadcasting System. Also sold in combination with WJPA, Washington, Pa., WSTV, Steubenville, Ohio, and WJPG, Atlantic City, N. J.—rates on request.
Rates are for station time only.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days; 1:00 p.m. to 10:30 p.m. Sundays)
1 hr. 80.00 76.00 72.00 68.00 64.00 60.00
1/2 hr. 48.00 45.00 43.20 40.80 38.40 36.00
1/4 hr. 30.00 28.50 27.00 25.50 24.00 22.50
10 minutes 23.00 21.85 20.70 19.55 18.40 17.25
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

CLASS "B"
(All other time)
1 hr. 40.00 38.00 36.00 34.00 32.00 30.00
1/2 hr. 24.00 22.80 21.60 20.40 19.20 18.00
1/4 hr. 15.00 14.25 13.50 12.75 12.00 11.25
10 minutes 11.20 10.64 10.08 9.52 8.96 8.40
5 minutes 7.00 6.65 6.30 5.95 5.60 5.25

ANNOUNCEMENTS
Class "A" Class "B"
1 time 7.00 4.00 3.60 2.00
13 times 8.65 3.80 3.42 1.90
28 times 8.80 3.60 3.24 1.80
52 times 5.95 3.40 3.06 1.70
100 times 6.60 3.20 2.88 1.60
300 times 5.25 2.80 2.70 1.50
500 times 4.90 2.80 2.52 1.40
1,000 times 4.55 2.60 2.34 1.30

Class "A"—6:00 p.m. to 10:30 p.m. week days; 1:00 p.m. to 10:30 p.m. Sundays.
Class "B"—All other time.
(*) One minute or 125 words.
(†) One-half minute or 75 words.

SPECIAL FEATURES
News: Lensed wire service available.
Time signals, weather reports and athletic events—rates on request.
POLITICAL
Copy must be submitted 24 hours in advance of broadcast.

TALENT
Rates on request. Operating and announcing staff available.
REMOTE CONTROL
Facilities available at cost—rates on request.

TRANSCRIPTIONS
Libraries available—details on request.
SERVICE FACILITIES
Program, advertising, merchandising and continuity departments available.

Contract and Other Requirements
Station reserves the right to eliminate without notice or consent all parts programs which it may consider contrary to its policy or interests. Program material is subject to federal regulations now and hereafter made and in force.

Maximum contract one year. Existing contract rates not affected until expiration of contract. Contracts and copy subject to approval. All contracts cancelled by advertiser before date of expiration subject to any short rate accruing to date of cancellation. Right reserved to change time of any broadcast which might interfere with special programs of particular public interest.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables, for lateral cut recordings.
Personnel
President—John J. Laux.
Manager—Lou Steketee.

Representatives
The Friendly Group.

MIDDLETOWN
(Orange County)
WALL
(Established 1942)

Rates effective May 1, 1942. (Card No. 1.)
Owned and operated by Community Broadcasting Corp.

Business Office and Studio—14 South St., Middletown, N. Y.
Transmitter—239 Monhagen Ave., Middletown, N. Y.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 9:05 p.m.; week days 8:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized agencies on time charges only; no cash discount. No time discount or commission on line charges or talent. Bills rendered weekly; due in advance of each broadcast.

General Advertising
For combination rates see Keystone Network. Following rates are for national advertising and include music copyright fees. ASCAP, BMI, and SESAC licensees.

CLASS "A"
(7:00 p.m. to 11:00 p.m.)
1 wk. 13 wks. 26 wks. 39 wks. 52 wks.
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. 21.00 19.95 18.90 17.85 16.80
5 minutes 9.00 8.55 8.10 7.65 7.20

CLASS "B"
(11:00 a.m. to 2:00 p.m. and 5:00 p.m. to 7:00 p.m. week days; 11:00 a.m. to 7:00 p.m. Sundays)
1 hr. 48.00 45.60 43.20 40.80 38.40
1/2 hr. 28.80 27.35 25.90 24.45 23.00
1/4 hr. 16.80 15.95 15.10 14.25 13.40
5 minutes 7.20 6.85 6.45 6.10 5.75

CLASS "C"
(6:00 a.m. to 11:00 a.m., 2:00 p.m. to 5:00 p.m. and 11:00 p.m. to 12:00 midnight week days; 6:00 a.m. to 11:00 a.m. and 11:00 p.m. to 12:00 midnight Sundays)
1 hr. 36.00 34.20 32.40 30.60 28.80
1/2 hr. 21.60 20.55 19.45 18.35 16.25
1/4 hr. 13.20 12.55 11.85 11.20 10.55
5 minutes 6.00 5.70 5.40 5.10 4.80

FREQUENCY DISCOUNTS
3 times weekly 10%
6 times weekly 15%

ANNOUNCEMENTS
Class "A" Class "B" Class "C"
1 minute or 100 words or less 5.00 4.00 3.00
3 times weekly 4.50 3.50 2.50
6 times weekly 4.00 3.00 2.00

FREQUENCY DISCOUNTS
13 weeks 5%
26 weeks 10%
39 weeks 15%
52 weeks 20%

SPECIAL FEATURES
Time Signals, special announcements—12:00 midnight to 6:00 a.m.—rates on request.
POLITICAL
Rates on request.

TALENT
Vocalists and musicians available at extra charge for presentation of any type program.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Portable unit available—details on request.

TRANSCRIPTIONS
Library service available at no extra charge—regular rates apply.
SERVICE FACILITIES
Program ideas, lists of talent and prices furnished on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wine, not accepted.
Contracts must be fulfilled in their entirety.
Programs and announcements subject to approval.
Commercial broadcasts subject to strict compliance with all requirements, rules and regulations imposed by state and federal laws.
Time discounts apply only to total number of broadcasts for the same sponsor.

Closing Time
Contracts close one week in advance of first broadcast; talks and announcements close 48 hours in advance; transcriptions 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings. Instantaneous recording equipment available.

Personnel
Station Manager—T. F. Alton.
Representatives
None.

NEWBURGH
(Orange County)
WGNY
(Established 1933)

Rates effective September 1, 1944.
Owned and operated by WGNY Broadcasting Co. Business Office and Studio—161 Broadway, Newburgh, N. Y., Newburgh 4600.
Other Studio—Middletown, N. Y.
Transmitter—Newburgh, N. Y.

Wave—Power—Time
Operating power—1,000 watts to local sunset. 245.9 meters; 1220 kilocycles.
Licensed to operate full daytime on cleared channel. Operates on Eastern War Time.

Operating schedule: Sign-on to 7:00 a.m.; sign-off at the following times: January 5:45 p.m.; February 6:30 p.m.; March 7:00 p.m.; April 7:30 p.m.; May 8:15 p.m.; June 8:30 p.m.; July 8:30 p.m.; August 8:00 p.m.; September 7:15 p.m.; October 6:15 p.m.; November 5:45 p.m.; December 5:30 p.m.

Agency Commission
15% to recognized advertising agencies on net receipts for station time only; cash discount 2%. Payments due upon receipt of invoice.

General Advertising
Rates include music copyright fees.
ASCAP and BMI licensees
1 hr. 60.00 57.00 54.00 51.00 48.00 45.00 42.00
1/2 hr. 36.00 34.20 32.40 30.60 28.80 27.00 25.20
1/4 hr. 22.00 20.90 19.80 18.70 17.60 16.50 15.40
10 minutes 16.00 15.20 14.40 13.60 12.80 12.00 11.20
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 7.00

FREQUENCY DISCOUNTS
Minimum of 13 weeks:
3 times weekly 5%
6 times weekly 10%

ANNOUNCEMENTS
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 312 tl.
100 words 7.00 6.65 6.30 5.80 5.25 4.90
50 words 5.00 4.75 4.50 4.00 3.75 3.50

SPECIAL FEATURES
Special events, time signals, participating programs—rates on request.
POLITICAL
Rates on request.

TALENT
Rates on request.
REMOTE CONTROL
Facilities are available for remote control broadcasts. Programs originating outside of the regular studios are subject to line charges in addition to time cost.

Contract and Other Requirements
All programs and electrical transcriptions are subject to approval of the station management. No contracts accepted for more than one year. Programs and continuity subject to station acceptance. Price mentions and amount of advertising permitted are specified in contracts.

Closing Time
One week in advance of first broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel
Manager—Harold W. Casill.
Representatives
None.

NEW YORK CITY

COLUMBIA BROADCASTING SYSTEM

485 Madison Ave., New York City.
For complete data, see network listing at front of book.

NATIONAL BROADCASTING COMPANY, INCORPORATED

RCA Bldg., 30 Rockefeller Plaza, New York City.
For complete data, see network listings at front of book.

WABC
(Established 1924)



Rates effective August 20, 1944. (Card No. 17.)
Owned and operated by the Columbia Broadcasting System, Inc.
Business Office and Studio—485 Madison Ave., New York 22, N. Y., Wickersham 2-2000.
Transmitter—Columbia Island, New Rochelle, N. Y.

Wave—Power—Time
Operating power—50,000 watts.
310.9 meters; 880 kilocycles.
Licensed to operate full time on cleared national channel. Operates on Eastern War Time.
Operating schedule: Sundays 6:00 a.m. to 2:00 a.m.; week days 5:00 a.m. to 2:00 a.m.

Agency Commission
15% to recognized advertising agencies on net time and participation charges only; no cash discount. Bills rendered weekly.
General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).

Length of commercial copy:
Programs After Before After Before
8:00 p.m. 6:00 p.m. 6:00 p.m. 6:00 p.m.
1 hr. 6 min. 9 min.
1/2 hr. 3 min. 4:30 min. 2:24 min. 3:36 min.
1/4 hr. 2:30 min. 3:15 min. 2 min. 2:36 min.
10 minutes 1:50 min. 2:20 min. 1:28 min. 1:52 min.
75 minutes 1:10 min. 1:25 min. 56 sec. 1:08 min.
(* Maximum opening commercial: 25 seconds for 5 minute news programs, 47 seconds for 10 minute or longer programs.
(†) No middle commercials permitted on 5 minute news programs.

GENERAL BROADCASTING RATES
Without talent
Net time rates after deduction of all applicable discounts
Per week rates apply within any seven consecutive days.
Weekly rates based on consecutive weeks of uninterrupted broadcasting.

(This listing continued on next page)

NEW YORK—Continued
NEW YORK CITY—Continued
W A B C—Continued

CLASS 'A' (7:00 p.m. to 11:00 p.m. daily)
Per week
*1 day *2 days *3 days *4 days *5 days *6 days
One hour:
1-12 wks 1850.00 2700.00 3645.00 4860.00 6075.00 6480.00

CLASS 'B' (6:00 p.m. to 7:00 p.m. week days; 12:00 noon to 7:00 p.m. Sundays)
One hour:
1-12 wks 1000.00 2000.00 2700.00 3800.00 4500.00 4800.00

CLASS 'C' (9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to 11:15 p.m. daily)
One hour:
1-12 wks 875.00 1350.00 1822.50 2430.00 3037.50 3240.00

CLASS 'D' (7:45 a.m. to 9:00 a.m. and 11:15 p.m. to 12:00 midnight daily)
One hour:
1-12 wks 500.00 1000.00 1350.00 1800.00 2250.00 2400.00

CLASS 'E' (12:00 midnight to 5:30 a.m.)
Rates on request.
(*) Days with any seven consecutive day period. Seven days per week pro rata of six day rate.

secutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 17.
PARTICIPATING ANNOUNCEMENT PROGRAMS
All announcements under Participating Announcement Programs, regardless of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the basis of days per week usage, and not times per week usage.

Per week
1 day 2 days 3 days 4 days 5 days 6 days
A. Revell Sweetheart:
1-12 wks 45.00 90.00 121.50 162.00 202.50 216.00

ANNOUNCEMENT PACKAGES
Not available.

DISCOUNTS
Application of Discounts
Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under this section may be combined in computing discounts applicable to broadcasting under this section.

- (1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week)
(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.
(3) Deduct consecutive weeks discount if applicable.

Weekly Frequency Discounts
When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification, the highest priced (on basis of one-day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.
Example 1: If an advertiser buys three Class 'A' 15 minute periods on Monday, Wednesday and Friday and three Class 'B' 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the rate (30% discount from the gross) for the Class 'B' periods and the three day rate (10% from the gross) on the Class 'A' periods.

Weekly Dollar Volume Discounts
Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discount on all broadcasting at General Broadcasting Time Rates. General announcements, although they may not be combined with programs of five minutes or more in length to earn any discounts, are subject to the following Dollar Volume Discounts separately.
Contracted value of time or general announcements at gross rates:

Less than 610.00 weekly..... None
610.00 or more but less than 1,015.00 wkly 2-1/2%
1,015.00 or more but less than 1,420.00 wkly 5%
1,420.00 or more but less than 1,820.00 wkly 7-1/2%
1,820.00 or more but less than 2,230.00 wkly 10%
2,230.00 or more but less than 2,635.00 wkly 12-1/2%
2,635.00 or more weekly..... 15%

Discounts for Consecutive Weeks
Discounts for consecutive weeks of broadcasting applicable to rates listed under General Broadcasting Rates and Participating Announcement Programs after deducting applicable Dollar Volume discount, if any.
Less than 26 weeks..... None
26 to 51 weeks..... 5%
52 weeks..... 10%

SPECIAL FEATURES
News service and time:
6:00 a.m. to 6:05 a.m., per day..... 50.00
Only discounts allowed are 5% for 26 weeks and 10% for 52 weeks on above gross billing.
The above rates may not be combined with other time purchases or participation purchases for the application of any discounts.
News service and time other than above—rates on request.

TALENT
Lists of talent and prices on request.
Musicians and announcer costs—rates on request.

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

TRANSCRIPTIONS
Instantaneous reference recordings, per 15 minute unit or less, net, each 5.00. Current ruling of the American Federation of Musicians makes it impossible to record musical broadcasts.

SERVICE FACILITIES
The station is equipped 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
Local WABC contracts cannot be combined with CBS network contracts.
Contracts not accepted for 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.
Rates listed apply to all classes of acceptable accounts and advertising.

Personnel
General Manager—Arthur Hull Hayes.
Representatives
Radio Sales.

WBBR

Owned and operated by Peoples Pulpit Association.
Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.
Divides time with stations WHAZ, WFAB, and WEVD. Not a commercial station.

WBNX

(Established 1927)
Rate card dated December 1, 1944. (Card No. 8.)
Owned and operated by WBNX Broadcasting Co., Inc. Business Office and Main Studio—280 E. 161st St., New York 51, N. Y., Melrose 5-0333.
Transmitter—Carlstadt, N. J.
Wave—Power—Time
Operating power—5,000 watts.
217.4 meters; 1880 kilocycles.
Operates on Eastern War Time. Divides time with station WAWZ.
Operating schedule: Sunday 9:00 a.m. to 11:00 a.m., 12:30 p.m. to 3:00 p.m., 4:30 p.m. to 7:00 p.m. and 8:30 p.m. to 12:00 midnight. Monday to Saturday, inclusive, 9:00 a.m. to 6:00 p.m. and from 7:30 p.m. to 12:00 midnight.

Agency Commission
15% on net charges for station time to recognized agencies; no cash discount. No commission on talent.
General Advertising
The following rates are for national advertising and include music copyright fees.
Retrospective discounts allowed on contracts renewed without interruption; limited to one renewal within one year.

CLASS 'A' (7:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.
1 time 242.00 134.50 75.25 43.00 21.50
13 times 229.75 137.75 71.50 40.75 20.50

CLASS 'B' (9:00 a.m. to 7:00 p.m. week days; after 10:00 p.m. daily and 9:00 p.m. to 1:00 p.m. Sundays)
1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.
1 time 134.50 75.25 43.00 21.50 10.75
13 times 127.75 71.50 40.75 20.50 10.25

SPECIAL FEATURES
News: Leased wire service available.
Time Signals: 20 seconds maximum—rates on request.

POLITICAL
Rates on request.
TALENT
Services of orchestra, organist, special or foreign language announcers, actors, vocalists available—rates on request.

TRANSCRIPTIONS
Transcription library services available—rates and details on request.

Contract and Other Requirements
Maximum length of contract one year.
Rates include station time only; talent is extra.
No period sold in bulk for resale. Renewals contracts subject to rates in effect at time of renewal.
The station, at its discretion, reserves the right to refuse or discontinue any program which it may consider contrary to its policy or interest without notice or consent.

Closing Time
Closing date four weeks in advance of services 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. turntables.
Recording equipment available for use at studios or at remote points for rebroadcast.

Personnel
General Manager—Wm. I. Moore.
Representatives
Forjoe & Company.

NEW YORK CITY—Continued

WBYN
(Established 1941)

Rates effective May 1, 1944.
Owned and operated by WBYN, Incorporated.
Business Office and Studio—1 Nevins St., Brooklyn 17, N. Y., Triangle 5-3800.
Transmitter—Greenpoint, Brooklyn, N. Y.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights.
209.8 meters; 1480 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Agency Commission

15% to recognized advertising agencies on time charges only; no cash discount. Bills payable weekly following broadcast. Local retail discount of 25% on time charges to strictly bonafide retailers offering goods or services at outlets owned by themselves and entirely located within 50 miles of Brooklyn, N. Y. Retail discount does not apply to spot announcements.

General Advertising

The following rates are for national advertising.

CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and 9:00 a.m. to 11:00 p.m. Sundays)

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	200.00	110.00	60.00	30.00
3 times.....	500.00	300.00	180.00	75.00
6 times.....	900.00	540.00	280.00	130.00

CLASS "B"

(9:00 a.m. to 6:00 p.m. week days; 11:00 p.m. to 12:00 midnight daily)

1 time.....	125.00	75.00	43.75	18.75
3 times.....	337.50	181.25	125.00	43.75
6 times.....	625.00	375.00	218.75	81.25

CLASS "C"

(12:00 midnight to 9:00 a.m.)

Rates on request.

WEEKLY VOLUME DISCOUNTS

The following discounts, computed on gross billing for time, are applicable only to contracts for four or more consecutive weeks of broadcasting:

Less than 125.00 weekly.....	None
125.00 or more but less than 175.00 weekly.....	2-1/2%
175.00 or more but less than 250.00 weekly.....	5%
250.00 or more but less than 375.00 weekly.....	7-1/2%
375.00 or more but less than 500.00 weekly.....	10%
500.00 or more but less than 600.00 weekly.....	12-1/2%
600.00 or more weekly.....	15%

CONSECUTIVE WEEK DISCOUNTS

Discounts for consecutive weeks of broadcasting are in addition to dollar volume discounts, if any:

Less than 13 weeks.....	Net
13 to 25 weeks.....	5%
26 to 51 weeks.....	10%
52 weeks.....	15%

Weekly dollar volume and consecutive week discounts apply to station break announcements.

SPOT ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. week days and 9:00 a.m. to 11:00 p.m. Sundays)

Station breaks:	
1 minute (100 words).....	15.00
1/2 minute (50 words).....	10.00
(All other time)	
1 minute (100 words).....	10.00
1/2 minute (50 words).....	7.50

SPECIAL FEATURES

News: Leased wire service—rates on request.
Time signals, service flashes, racing results, and run of schedule announcements—rates on request.

POLITICAL

Regular rates plus 50%.

TRANSCRIPTIONS

Regular rates apply.

TALENT

Rates do not include talent costs. Talent costs on request.

REMOTE CONTROL

Complete facilities available for handling programs originating outside of studios—rates on request.

SERVICE FACILITIES

Station maintains a complete artists' bureau and program department available to advertisers.

Contract and Other Requirements

Rates subject to change without notice. The advertiser will be charged with the cost of programs arranged by the station subject to the advertiser's requirements and approval. The advertiser's contract shall indicate the maximum amount to be expended. Station reserves the right to eliminate without notice or consent all parts of programs which it may consider contrary to its policy or interests. All program material is subject to federal, state or municipal decisions, now and hereafter made and in force.

Closing Time

One week in advance of first program. All commercial copy must be submitted and approved 24 hours in advance of broadcast.

Mechanical Program Equipment

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

Personnel

General Manager—William Norins.

Representatives

None.

WEAF

(Established 1922)



Rates effective March 1, 1944. (Card No. 11.)

Owned and operated by the National Broadcasting Company Inc.
Business Office and Studio—RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y., Circle 7-8300.
Transmitter—Port Washington, Long Island, N. Y.

Wave—Power—Time

Operating power—50,000 watts.
454.5 meters; 660 kilocycles.
Licensed to operate full time on cleared channel. Operates on Eastern War Time.
Operating schedule: Sunday 8:00 a.m. to 1:00 a.m.; week days 6:30 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising

For combination rates see National Broadcasting Company (Basic Network);
Commitments made prior to March 1, 1944, will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after March 1, 1944.

at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1944, will apply to extensions of said commitments for any period or periods up to and including February 28, 1945, for the same series continuously used. Rates effective March 1, 1944, are applicable to all new broadcast series ordered on and after March 1, 1944.
The rate of discount or the rebate 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 and the contract is cancelled.
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

GENERAL BROADCAST ADVERTISING

(Gross Rates)

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

(10:30 p.m. to 11:15 p.m. and 9:00 a.m. to 9:00 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

(This listing continued on next page)

**"Twenty-four
...for Underwood"**

The steadfast chant of the Alabama delegation in behalf of their favorite son at the 1924 Democratic convention is still remembered...

**"Twenty-eight
...for WFAS"**

Is another example of loyalty. Out of a total of 14,536 customers interviewed by a public utility, 28.5%—or 4,090 of them—answered "yes" to the question "Have you heard our Company's Radio Programs over Station WFAS recently?"

It's a fact: by any test, WFAS proves Westchester audience; personal interviews, as used by this client; telephone coincidental (a copy of our Crossley is available on request); or simply by contract renewals, for some of our advertisers have been with us for more half a dozen years.

WFAS is necessary to cover the Westchester market!

1230 KC. **WFAS** 250 W.

WESTCHESTER BROADCASTING CORP.

ROGER SMITH HOTEL, WHITE PLAINS, N. Y.

Represented by HEADLEY-REED CO., New York, N. Y.

NEW YORK—Continued

**NEW YORK CITY—Continued
W E A F—Continued**

CLASS "D"
(11:15 p.m. to 12:00 midnight and 7:00 a.m. 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

CLASS "E"
(12:00 midnight to sign-off and sign-on to 7:00 a.m.)

1 hour.....	300.00
1/2 hour.....	180.00
1/4 hour.....	120.00
10 minutes.....	100.00
5 minutes.....	60.00

DISCOUNTS AND REBATES
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts
For eight or more consecutive weeks, payable currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates:

Less than 240.00 weekly.....	None
240.00 or more but less than 480.00 wklly.....	2-1/2%
480.00 or more but less than 720.00 wklly.....	5%
720.00 or more but less than 960.00 wklly.....	7-1/2%
960.00 or more but less than 1,200.00 wklly.....	10%
1,200.00 or more but less than 1,440.00 wklly.....	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. The rebate will be due and payable currently only on firm portions of qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebates established by the original series. Otherwise, each additional series shall establish separate rebate years. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. 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.

ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

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 only may be combined to earn lower frequency rates. Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues. (8:00 a.m. to 6:00 p.m.)

11 l.	10 tl.	25 tl.	50 tl.	100 tl.	(†)
1 minute.....	90.00	85.50	81.00	76.50	72.00 67.50
	(7:30 a.m. to 8:00 a.m.)				
1 minute.....	70.00	66.50	63.00	59.50	56.00 52.50
	(†) 300 or more times.				

Cooperative Programs
Mary Margaret McBride—Monday through Friday; commercial continuity prepared by program director from material furnished by client; transcriptions not acceptable. Five participations weekly, gross, per week 275.00, less 10% for 52 consecutive weeks. Program charge, net, per week 150.00.
Adelaide Hawley—Monday through Saturday; commercial continuity prepared by program director from material furnished by client. Transcriptions not acceptable.

Less than 25 to 50 to 100 to					
Per particl.....	24 tl.	49 tl.	99 tl.	259 tl.	(†)
patlon.....	150.00	135.00	127.50	120.00	112.50
(†) 280 or more times.					

TRANSCRIPTIONS
Accepted at regular rates.

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

SERVICE FACILITIES
Advisory services of the station's program department and staff engineers in arranging and presenting programs are included without charge. Announcers are available at prevailing A.F.R.A. rates.

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. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. 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 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Representatives
National Broadcasting Company, Inc. (Spot Sales), Spot Sales Manager—J. V. McConnell.

WEVD

Rates effective January 1, 1943. (Card No. 15.)
Owned and operated by Debs Memorial Radio Fund, Inc.
Business Office and Studio—117-119 W. 46th St., New York 19, N. Y. Bryant 9-2380.
Transmitter—Maspeh, Long Island, N. Y.

Wave—Power—Time
Operating power—5,000 watts.
229 meters; 1310 kilocycles.
Operates on Eastern War Time.
Operating schedule—

Agency Commission
15% to recognized agencies for station time only; cash discount 2%—10th of month.

General Advertising
Rates include music copyright fees.
One hour programs constitutes 58 minutes; one-half hour programs, 29 minutes; one-quarter hour programs, 14 minutes.

Class "A"		Class "B"		Class "C"		Class "D"	
1 hour.....	450.00	250.00	150.00	100.00	120.00		
1/2 hour.....	275.00	175.00	100.00	60.00	65.00		
1/4 hour.....	170.00	100.00	60.00	40.00	40.00		
5 minutes.....	100.00	55.00	30.00	20.00	20.00		
1 minute.....	45.00	20.00	12.50	10.00	10.00		
1/2 minute.....	25.00	12.00	7.50	6.00	6.00		
Class "A"—11:30 a.m. to 3:00 p.m. Sundays. Class "B"—8:00 p.m. to 1:30 p.m. Class "C"—8:00 a.m. to 8:00 p.m. week days. Class "D"—7:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight.							

FREQUENCY DISCOUNTS
Frequency discounts on periods:

13 wks.		28 wks.		52 wks.	
1 weekly.....	5%	10%	10%	15%	15%
2 or 3 weekly.....	5%	10%	10%	15%	15%
4 or 5 weekly.....	10%	15%	15%	20%	20%
6 or 7 weekly.....	15%	20%	20%	25%	25%

Frequency discounts on announcements:

1 daily.....	5%	10%	10%
2 or 3 daily.....	5%	10%	15%
4 or 5 daily.....	10%	15%	20%
6 or more daily.....	15%	20%	25%

RUN OF STATION TIME
Run of station time, 30% discount.

POLITICAL
Extra 25%.
TALENT
Available at nominal cost—rates on request.

RECORDINGS AND TRANSCRIPTIONS
Available without extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wine, not accepted. All programs and continuity subject to approval of radio station. No periods sold in bulk for resale. Staff announcers and program department services in arranging and presenting program included in the time rates (except the service of foreign language continuity). Facilities for properly rehearsing programs are furnished by the station.

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

Personnel
Managing Director—Henry Greenfield.
Representatives
None.



"New York's Station of Distinctive Features"

ENGLISH ♦ JEWISH ♦ ITALIAN

These are the three major language factors in the great Metropolitan New York Market.

WEVD has proven a most effective selling medium in this combined market.

79% of national and local advertisers have renewed their contracts on WEVD every year since 1938.

For consistent selling power WEVD has no equal in the Metropolitan New York Market.

Send for complete

WHO'S WHO ON WEVD

Henry Greenfield, Managing Director

W·E·V·D 117-119 WEST 46th ST., NEW YORK 19, N. Y.

NEW YORK—Continued

**NEW YORK CITY—Continued
W J Z—Continued**

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 13, 26, 39 or 52 consecutive weeks.

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.

ANNOUNCEMENT AND PARTICIPATION FEATURES

Announcements and participation features may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Announcements

The position of announcements between programs is not guaranteed in relation to adjacent programs, and station management will not be required to notify advertisers of any changes in adjacent programs. The following per announcement rates are based on the number of uses within a 12 month period.

One minute transmissions or 125 words live:

1 to 9 ti.	10 to 24 ti.	25 to 49 ti.	50 to 99 ti.	100 to 149 ti.	150 to 249 ti.	(†)
Class "A" time 120.00	117.00	114.00	108.00	102.00	96.00	90.00
Class "B" time 90.00	88.00	85.00	81.00	76.00	72.00	67.00
Class "C" time 80.00	78.00	76.00	72.00	68.00	64.00	60.00
Class "D" time 60.00	58.00	56.00	54.00	51.00	48.00	45.00
Class "E" time 40.00	39.00	38.00	36.00	34.00	32.00	30.00
Class "F" time 20.00	19.00	18.00	17.00	16.00	15.00	14.00

(†) 250 or more times.

Chain Breaks

Fifteen second transmissions or 25-35 words live:

1 to 9 ti.	10 to 24 ti.	25 to 49 ti.	50 to 99 ti.	100 to 149 ti.	150 to 249 ti.	(†)
Class "A" time 120.00	117.00	114.00	108.00	102.00	96.00	90.00
Class "B" time 90.00	88.00	85.00	81.00	76.00	72.00	67.00
Class "C" time 80.00	78.00	76.00	72.00	68.00	64.00	60.00
Class "D" time 60.00	58.00	56.00	54.00	51.00	48.00	45.00
Class "E" time 40.00	39.00	38.00	36.00	34.00	32.00	30.00
Class "F" time 20.00	19.00	18.00	17.00	16.00	15.00	14.00

(†) 250 or more times.

For purposes of determining what frequency rate an advertiser earns, announcements and chain breaks are divided into three groups as follows: Group I—Class "A," Group II—Class "B," "C," "D," and "E," and Group III—Class "F."

The frequency rate for announcements or chain breaks depends upon the total number used or ordered firm in any one group within any 12 month period. The lowest frequency rate earned in any group will apply to the other groups.

Announcements and chain breaks in the same group may be combined to determine the frequency rate for both.

All announcement participations of less than five minutes may be combined with any announcements and/or chain breaks used in Group II in order to determine the frequency rate for both.

Plan No. "II" of Nancy Craig and Alma Kitchell may be counted as three announcements per week.

Special Participation Features

"Breakfast in Bedlam"—with Ed. East, 7:00 a.m. to 7:45 a.m., Monday through Saturday.

Announcements (talent included; fully commissionable):

1 to 9 ti.	10 to 24 ti.	25 to 49 ti.	50 to 99 ti.	100 to 149 ti.	150 to 249 ti.	(†)
1 min 72.00	70.00	68.00	65.00	61.00	57.00	54.00
1/2 min 48.00	47.00	46.00	43.00	41.00	38.00	36.00

(†) 250 or more times.

Time signals and weather reports on Breakfast in Bedlam available—rates on request.

Electrical transmissions accepted at discretion of station management.

Galen Drake's "Sunrise Salute": 6:00 a.m. to 7:00 a.m., Monday through Saturday, in combination with "Housewives Protective League," 1:30 p.m. to 2:00 p.m., Monday through Friday, 600.00 per week, fully commissionable; no further discounts. Six participations a week, four morning, two afternoon first week; three and three on alternate weeks.

Sunrise Salute: Six participations a week 450.00, fully commissionable; no further discounts. Less than six participations 80.00 each. Transcriptions acceptable on "Sunrise Salute" only.

"Alma Kitchell—Woman's Exchange": 12:35 p.m. to 1:00 p.m. Monday and Tuesday; 12:35 p.m. to 1:55 p.m. Wednesday, Thursday and Friday—Electrical transmissions not accepted.

Plan "I"—Based on individual participation as follows:

1 to 9 times	125.00
10 to 24 times	121.88
25 to 49 times	118.75
50 to 99 times	112.50
100 to 149 times	106.25
150 to 249 times	100.00
250 or more times	93.75

Plan "II"—Five participations per week—three major and two minor mentions one week and two major and three minor mentions on alternate weeks; sold in units of two weeks.

2 to 12 consecutive weeks	375.00
13 to 25 consecutive weeks	356.25
26 to 38 consecutive weeks	337.50
39 to 51 consecutive weeks	318.75
52 or more consecutive weeks	300.00

"Nancy Craig—Woman of Tomorrow": 8:30 a.m. to 9:00 a.m., Monday through Friday—Electrical transmissions not accepted.

Plan "I"—Based on individual participation as follows:

1 to 9 times	150.00
10 to 24 times	146.25
25 to 49 times	142.50
50 to 99 times	135.00
100 to 149 times	127.50
150 to 249 times	120.00
250 or more times	112.50

Plan "II"—Five participations per week—three major and two minor mentions one week and two major and three minor mentions on alternate weeks; sold in units of two weeks.

2 to 12 consecutive weeks	450.00
13 to 25 consecutive weeks	427.50
26 to 38 consecutive weeks	405.00
39 to 51 consecutive weeks	382.50
52 or more consecutive weeks	360.00

"The Fitzgeralds": 7:50 a.m. to 8:15 a.m., Monday through Saturday—

Plan "I"—Individual participations 125.00 each, fully commissionable with no discounts or rebates.

Plan "II"—Weekly package (five days per week), three majors and two minors one week and two majors and three minors on alternate weeks, 375.00 per week; fully commissionable with no discounts or rebates.

Plan "III"—Weekly package (six days per week), three majors and three minors each week, 450.00 per week; fully commissionable with no discounts or rebates.

"Rumpus Room"—Johnny Olson: 12:05 a.m. to 12:30 a.m., Monday and Friday.

1 to 9 ti.	10 to 24 ti.	25 to 49 ti.	50 to 99 ti.	100 to 149 ti.	150 to 249 ti.	(†)
33.50	32.50	31.50	30.50	29.50	28.50	27.50

(†) 250 or more times.

Five minute participations: Class "F" five minute rate applies plus 8.25 net for talent.

Stan Shaw: Tuesday and Thursday, 12:05 a.m. to 12:30 a.m.; rates same as "Rumpus Room."

Tom Reddy: Sunday, Wednesday and Saturday, 12:05 a.m. to 12:30 a.m.; rates same as "Rumpus Room."

TALKS

Lectures and Educational Talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangement.

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. Advertisers cooperating in group broadcasts are required to make individual contracts. All programs are subject to approval of the station.

Services of the station's program department and staff engineers in arranging and presenting programs are included without extra charge. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization. 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. turntables for vertical and lateral cut recordings.

Personnel

Manager—John McNeil.
Sales Manager—Robert I. Garver.
Program Director—John Hade.
Sales Promotion Manager—Duncan Miller.
Representatives
Blue Network Spot Sales.

**Breaking in
The
Junior Time
Buyer**



SENIOR TIME BUYER:

When selecting a New York station, always line it up with the product to be advertised.

JUNIOR TIME BUYER:

Do you mean that different stations appeal to different groups of listeners?

SENIOR:

That's it. For instance, some stations can deliver a non-duplicated market of adults with a taste for better products.

JUNIOR:

Is there such a station in the New York City trading area?

SENIOR:

Yes, it so happens that WLIB is just such a station, and they have all the figures to prove it. And besides, they can show that housewives are 75% of their total audience.

JUNIOR:

And can we get full coverage on a low cost per listener basis from WLIB as well?

SENIOR:

Yes, you'll find that WLIB's coverage map and Hooperatings prove that.

JUNIOR:

I'm glad of that, because I listen to WLIB and I love their music.

SENIOR:

I always catch WLIB's "Luncheon Musicale" show from 12:00 to 12:55 p. m. Sunday myself.

NEWS AND THE POPULAR CLASSICS WITH
A BLEND OF THE MODERN

NEW YORK'S
WLIB
"THE VOICE OF LIBERTY"

Clear Channel—1190 On Your Dial

NEW YORK CITY—Continued

WLIB

(Established 1942)

Rates effective April 1, 1942. (Card No. 1.)
 Card revised February 1, 1943.
 Owned and operated by WLIB, Inc.
 Business Office and Studio—850 Flatbush Ave.,
 Brooklyn 26, N. Y., Brookmister 7-5900.
 Transmitter—Newtown Creek, Brooklyn, N. Y.

Wave—Power—Time

Operating power—1,000 watts.
 252.1 meters; 1190 kilocycles.
 Licensed to operate on clear channel, full daytime
 to one hour after local sunset.
 Operates on Eastern War Time.

Agency Commission

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

General Advertising

	1 tl.	3 tl.	5 tl.	8 tl.	7 tl.
1 hour	125.00	337.50	548.75	637.50	700.00
1/2 hour	75.00	202.50	328.00	382.50	420.00
1/4 hour	50.00	135.00	218.75	258.00	280.00
10 min.	40.00	108.00	175.00	204.00	224.00
5 min.	25.00	67.50	109.25	127.50	140.00

Frequency Discounts

13 weeks.....	5%	39 weeks.....	15%
26 weeks.....	10%	52 weeks.....	20%

ANNOUNCEMENTS

Announcement rates are not subject to any further
 discounts.

	1 tl.	25 tl.	50 tl.	100 tl.	150 tl.	(*)
1 minute or 100 words.	9.00	8.00	7.50	7.00	6.50	6.00
1/2 minute or 50 words.	5.00	4.50	4.25	4.00	3.75	3.50

SPECIAL FEATURES

Time signals, service flashes, station breaks, news
 reports, local services, combination packages and tie-up
 or promotional features—rates on request.

POLITICAL AND TALENT

Rates on request.

TRANSCRIPTIONS

Library service—regular rates apply; not restricted to
 certain hours.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Complete program department available to advertisers.

Contract and Other Requirements

No contract accepted for more than one year.
 All programs subject to existing federal, state or
 municipal decisions, laws and regulations and any
 that might be enacted in the future.
 The advertiser will be charged with the cost of pro-
 grams arranged by the station, subject to adver-
 tiser's requirements and approval. The advertiser's
 contract shall indicate the maximum amount to be
 expended. Station reserves the right to eliminate
 without notice or consent all parts of programs which
 it may consider contrary to its policy or interests.

Closing Time

One week before broadcast. All copy must be sub-
 mitted for approval at least 24 hours before broad-
 cast.

Mechanical Program Equipment

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

Personnel

Pres. & Gen'l Mgr.—Elias I. Godofsky.
 Vice-Pres. & Sales Mgr.—Robert M. Scholle.
 Representatives—Chicago and Hollywood—Forjoe & Company.

WMCA

(Established 1925)

Rates effective February 1, 1942. (Card No. 23.)
 Owned and operated by WMCA, Inc.
 Studios and Executive Offices—1657 Broadway, New
 York 19, N. Y., Circle 6-2200.
 Transmitter—Kearny, N. J.

Wave—Power—Time

Operating power—5,000 watts.
 526.3 meters; 570 kilocycles.
 Licensed to operate full time. Operates on Eastern
 War Time.

Agency Commission

15% to recognized advertising agencies on time
 charges only; cash discount none. All bills payable
 weekly following broadcast.

General Advertising

Commercial content of any program is not to exceed
 15% of broadcast time.

The following rates are for national advertising:

CLASS "A"
 (6:00 p.m. to 10:30 p.m. week days and 2:00
 p.m. to 10:30 p.m. Sundays)

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	650.00	390.00	260.00	130.00
2 times.....	1,235.00	741.00	494.00	247.00
3 times.....	1,755.00	1,053.00	702.00	351.00
4 times.....	2,210.00	1,326.00	884.00	442.00
5 times.....	2,600.00	1,560.00	1,040.00	520.00
6 times.....	2,925.00	1,755.00	1,170.00	585.00
7 times.....	3,185.00	1,911.00	1,274.00	637.00

CLASS "B"
 (7:30 a.m. to 6:00 p.m. week days, 7:30 a.m.
 to 2:00 p.m. Sunday and 10:30 p.m. to 11:30
 p.m. daily)

1 time.....	325.00	195.00	130.00	65.00
2 times.....	618.00	371.00	247.00	124.00
3 times.....	878.00	527.00	351.00	176.00
4 times.....	1,105.00	683.00	442.00	221.00
5 times.....	1,300.00	780.00	520.00	260.00
6 times.....	1,463.00	878.00	585.00	293.00
7 times.....	1,593.00	958.00	637.00	319.00

CLASS "C"
 (11:30 p.m. to 7:30 a.m.)

1 time.....	260.00	156.00	104.00	52.00
2 times.....	494.00	296.00	198.00	99.00
3 times.....	702.00	421.00	281.00	140.00
4 times.....	884.00	530.00	354.00	177.00
5 times.....	1,040.00	624.00	416.00	208.00
6 times.....	1,170.00	702.00	468.00	234.00
7 times.....	1,274.00	764.00	510.00	255.00

DOLLAR VOLUME DISCOUNTS

The following weekly discounts, computed on gross
 weekly billing for time, apply only to contracts for
 four or more consecutive weeks of broadcasting.
 Less than 250.00 weekly..... None
 250.00 or more but less than 350.00 wkly 2-1/2%
 350.00 or more but less than 500.00 wkly 5%
 500.00 or more but less than 750.00 wkly 7-1/2%
 750.00 or more but less than 1,000.00 wkly 10%
 1,000.00 or more but less than 1,200.00 wkly 12-1/2%
 1,200.00 or more weekly..... 15%

WEEKLY DISCOUNTS

Discounts for number of weeks of broadcasting are in
 addition to dollar volume discounts, if any. Discount
 must be earned within one year.
 Less than 13 consecutive weeks..... Net
 13 to 25 weeks..... 5%
 26 to 38 weeks..... 10%
 39 to 51 weeks..... 12-1/2%
 52 weeks..... 15%

SPOT ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. week days and 2:00
 p.m. to 11:00 p.m. Sundays)
 1 minute station break..... 60.00
 1/2 minute station break..... 35.00
 1 minute run of schedule..... 35.00
 1/2 minute run of schedule..... 20.00
 (All other time)
 1 minute station break..... 35.00
 1/2 minute station break..... 20.00
 1 minute run of schedule..... 20.00
 1/2 minute run of schedule..... 12.50
 Minimum of 10 run of schedule announcements per
 week; may be combined with station break announce-
 ments; inserted in sustaining programs at station's
 discretion.
 Dollar volume and weekly discounts apply to all
 time charges, including announcements.
SPECIAL FEATURES—rates on request.
 Time signals and service flashes—rates on request.

TRANSCRIPTIONS

Electrically transcribed programs (five minutes or
 longer) accepted at all hours at regular rates.

TALENT

WMCA maintains a complete artists' bureau and
 program department which is available to advertisers.
 Services of announcers, actors, and vocalists subject
 to AFRA rates.

REMOTE CONTROL

Facilities available for handling programs originating
 outside of studios; rates for outside pick-ups on
 request.

SERVICE FACILITIES

Station maintains a complete program production de-
 partment which is available to advertisers.

Contract and Other Requirements

Advertising of alcoholic beverages accepted.
 Rates do not include talent costs.
 The advertiser will be charged with the cost of the
 program which will be arranged by the station sub-
 ject to the advertiser's requirements and approval.
 The advertiser's contract shall indicate the maximum
 amount to be expended. Station reserves the right to
 eliminate without notice or consent all parts of pro-
 grams which it may consider contrary to its policy or
 interests. All program material is subject to federal,
 state or municipal decisions, laws and regulations,
 now and hereafter made and in force.

Closing Time

One week in advance of broadcast. All commercial
 copy must be submitted and approved 24 hours in
 advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-
 tion, using 33-1/3 and 78 r.p.m. double turntables for
 lateral or vertical recordings.

Personnel

President—Nathan Straus.
 General Manager—Charles Stark.
 Representatives—Weed & Company.



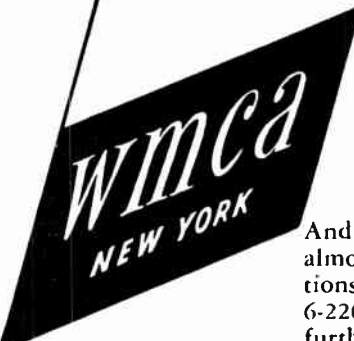
*record-breaking
 record jockey!*

The radio personality who conducted
 remote broadcasts with 42 "name"
 bands in one year—more, as far as we
 know, than any other similar star—
 was STEVE ELLIS!

The radio personality who performed
 (for a gigantic Marine Corps Ball)
 the "greatest job of one-man produc-
 tion, announcing, and emceeing in
 1943"—
 was STEVE ELLIS!

The radio personality who did that
top-fight all-night emceeing job on a
 New York network key station—
 he, too, was STEVE ELLIS!

That's why the star WMCA
 called in to conduct its colorful
 and varied record show, "The
 Music Box" (9:30-11:30 am,
 Mon.-Sat.)—
 is STEVE ELLIS!



And that's why—in 3 months—Ellis is
 almost sold out! But a few participa-
 tions are still available. Call Circle
 6-2200 or Weed & Company for
 further facts and figures—today.

NEW YORK CITY—Continued

WNEW

(Established 1934)



Rates effective January 10, 1944. (Card No. 23.) Operated by Greater New York Broadcasting Corporation. Business Office and Main Studio—501 Madison Ave., New York 22, N. Y., Plaza 3-3300. Transmitter—Kearny, N. J. Wave—Power—Time Operating power—10,000 watts. 265.5 meters; 1130 kilocycles. Operates on Eastern War Time. Operating schedule: 24 hours daily. Agency Commission 15% on net time to recognized advertising agencies on time cost only; no cash discount. Bills rendered weekly. General Advertising Rates include music copyright fees.

GENERAL BROADCASTING TIME RATES CLASS 'A' (7:00 a.m. to 10:00 a.m., 11:30 a.m. to 5:30 p.m., 7:30 p.m. to 12:00 midnight week days and 7:00 a.m. to 12:00 midnight Sundays) 1 hour... 450.00 1/2 hour... 270.00 1/4 hour... 180.00 10 minutes... 150.00 5 minutes... 112.50 CLASS 'B' (12:01 a.m. to 6:59 a.m. daily) 1 hour... 250.00 1/2 hour... 150.00 1/4 hour... 100.00 10 minutes... 84.00 5 minutes... 62.00

WEEKLY TIME RATES Two times per week charged pro rata to one time rate; five times per week pro rata to six time rate. CLASS 'A' (7:00 a.m. to 10:00 a.m., 11:30 a.m. to 5:30 p.m., 7:30 p.m. to 12:00 midnight week days and 7:00 a.m. to 12:00 midnight Sundays) Per week— 1 hour... 1,147.50 1,896.00 1/2 hour... 688.50 1,134.00 1/4 hour... 459.00 756.00 10 minutes... 214.20 352.80 5 minutes... 158.10 260.40 CLASS 'B' (12:01 a.m. to 6:59 a.m. daily) 1 hour... 637.50 1,050.00 1/2 hour... 382.50 630.00 1/4 hour... 255.00 420.00 10 minutes... 214.20 352.80 5 minutes... 158.10 260.40

WEEKLY DOLLAR VOLUME DISCOUNTS The following discounts, computed on gross weekly billing for time, are applicable only to contracts for six or more consecutive weeks of broadcasting: 750.00 or more but less than 1,000.00... 7-1/2% 1,000.00 or more but less than 1,250.00... 10% 1,250.00 or more but less than 1,500.00... 12-1/2% 1,500.00 or more... 15%

CONSECUTIVE WEEK DISCOUNTS Discounts for consecutive weeks of broadcasting are applicable to General Broadcasting Time Rates after deducting Dollar Volume Discounts, if any. Discounts must be earned within the period of one year. Less than 26 weeks... None 26 to 38 weeks... 5% 39 to 51 weeks... 10% 52 weeks... 15%

ANNOUNCEMENTS (7:00 a.m. to 10:00 a.m., 11:30 a.m. to 5:30 p.m., 7:30 p.m. to 12:00 midnight week days and 7:00 a.m. to 12:00 midnight Sundays) 1 minute... 50.00 50 words... 35.00 (12:01 a.m. to 6:59 a.m. daily) 1 minute... 30.00 50 words... 20.00 Announcements immediately preceding or following the Make-Believe Ballroom Program (10:00 a.m., 11:30 a.m., 5:30 p.m., and 7:30 p.m.), each 75.00.

Discounts Discounts must be earned within the period of one year. They are applicable to the announcement rates quoted after deducting Weekly Dollar Volume Discounts, if any. 51 times... 5% 101 times... 7-1/2% 151 times... 10% 201 times... 12-1/2% 251 times... 15% 501 or more times... 20%

SPECIAL FEATURES Make Believe Ballroom—Daily except Sunday from 10:00 a.m. to 11:30 a.m. and 5:30 p.m. to 7:30 p.m.; participating sponsorship available in 15 minute periods only on 5 or 6 time a week basis. Minimum contract 13 weeks. 3 times weekly... 650.00 6 times weekly... 1,087.50

Discounts 26 consecutive weeks... 5% 52 consecutive weeks... 20% Weekly Dollar Volume Discounts apply. Consecutive Week Discounts applicable after deducting Weekly Dollar Volume Discounts, if any. Discounts must be earned within the period of one year.

Milkman's Matinee—12:00 midnight to 6:30 a.m., Monday through Saturday; 12:00 midnight to 7:00 a.m. Sunday; 30 announcements weekly, per week \$75.00.

Weekly Dollar Volume Discounts and Consecutive Week Discounts as quoted under General Broadcasting Time Rates are applicable to "Milkman's Matinee" rates.

Other programs—rates on request. Closing Time Program copy must be in one week before broadcast. Copy for local commercial programs or announcements must be in 24 hours before broadcast. Copy for Sunday and Monday programs and announcements must be received before 10:00 a.m. Saturday.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-

tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel Station Manager—B. Judis. Sales Directors—H. M. Bess and Walter Duncan. Representatives John Blair & Co. Boston—Robert C. Foster.

WNYC

(Established 1924)

Owned and operated by the City of New York, the Municipal Broadcasting System. Executive Offices and Studios—2500 Municipal Bldg., New York 7, N. Y., Worth 2-5800. Transmitter—Greenpoint Avenue and East River, Brooklyn, N. Y. Wave—Power—Time Operating power—1,000 watts. 361.4 meters; 830 kilocycles. Personnel Director—M. S. Novik. Does not sell time.

WOR

(Established 1922)

Rate card issued November 1, 1943. Owned and operated by Bamberger Broadcasting Service, Inc. Business Office and Studio—1440 Broadway, New York 18, N. Y., Pennsylvania 6-8800. Transmitter—Carrieret, N. J. Wave—Power—Time Operating power—50,000 watts. 422.3 meters; 710 kilocycles. Licensed to operate full time on clear channel. Operates on Eastern War Time. Operating schedule: 24 hours daily.

Agency Commission 15% on net time to recognized advertising agencies; no cash discount. Bills due and payable weekly following each broadcast. General Advertising For combination rates see Mutual Broadcasting System. Minimum contract eight weeks except for broadcasts of seasonal products, store sales or irregular cases and selected station-tested programs broadcast by station for at least 13 weeks. Minimum time sold five minutes, or 35 word time announcement. Maximum length of program commercial (including copy devoted to contests and offers):

Time slots: 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 12:00 noon to 6:00 p.m. Sundays, 8:00 a.m. to 12:00 midnight week days, 8:00 a.m. to 12:00 noon Sundays. Rates: 1,200.00, 720.00, 480.00, 240.00, 825.00, 495.00, 330.00, 600.00, 360.00, 240.00, 120.00, 340.00, 272.00.

DISCOUNTS Weekly discount for eight or more consecutive weeks. Contracted time value at gross rates (discount on weekly gross billing for time):

Discount table: Less than 600.00 weekly—no discount. 600.00 to 800.00 weekly... 2-1/2% 1,000.00 to 1,499.99 weekly... 5% 1,500.00 to 1,999.99 weekly... 7-1/2% 2,000.00 to 2,499.99 weekly... 10% 2,500.00 to 2,999.99 weekly... 12-1/2% 3,000.00 or more weekly... 15%

A rebate will be granted the advertiser for each 52 weeks of consecutive broadcasting. This rebate will be 10% of the smallest amount of weekly gross billing that has run consecutively for 52 weeks. The rebate will be due and payable only at the end of each 52 weeks of consecutive service and after payment therefor, except that it will be payable currently on non-cancelable 52 week contracts. No combination of local and network billing for the purpose of accumulating discounts is allowed. The gross billings of contracts covering time periods of five minutes or more by the same advertiser may be combined in determining the percentage of weekly discount, provided that such contracts run concurrently for a period of not less than eight weeks. The gross billings of contracts of eight or more weeks covering time periods of five minutes or more or contracts of four or more weeks covering announcements may be combined with the gross billings of contracts for the same advertiser of four or more weeks covering announcements. Contracts covering announcements in participating programs are considered as contracts covering time periods of five or more minutes.

ANNOUNCEMENTS Specified positions, subject to removal for larger units of time, etc. Subject to regular weekly discounts on time when announcements are purchased for four or more consecutive weeks, but not subject to annual rebate.

Time slots: 1 minute, 35 words, 1 minute, 35 words. Rates: 150.00, 110.00, 80.00, 60.00.

Next to quarter-hour news. Next to 15 min. programs. Minimum "next to news" 35 word daytime announcement sale—strip of six per week.

Announcements next to special features and sporting events—rates on request.

Per announcement (2:00 a.m. to 5:45 a.m.) Per week: 1 to 5 times... 20.00 15.00 6 to 11 times... 18.00 14.00 12 to 23 times... 18.00 13.00 24 to 29 times... 18.00 12.00 30 or more times... 15.00 11.00

Participation Programs Bessie Beatty: Monday through Friday; five weekly 500.00. Martha Deane: Monday through Friday, five weekly 450.00. Breakfast with Dorothy and Dick: Monday through Saturday; 6 weekly 600.00; 3 weekly 300.00; 2 weekly 250.00; 1 weekly 125.00. Brunch with Dorothy and Dick: Sundays only 125.00. Alfred McCann: Monday through Friday; five weekly 400.00.

SPECIAL FEATURES News: Leased wire service available in regular 15 minute periods; commercial copy limited to 2-1/2 minutes for each 15 minute period. Rates on request. Time Signals: Limited to sponsor identification; available only to clock and watch advertisers; subject to weekly discounts and annual rebates; day signals, per week 750.00; evening signals, per week 1,500.00.

TRANSCRIPTIONS Regular time charges apply. Transcription library available for sponsorship at the following rates: 5 minutes 7.50; 15 minutes 15.00; 1/2 hour 30.00; 1 hour 60.00. One minute bridge or theme, per program 1.00. Recording studios are available for making master recordings and pressings and off the line or off the air reference recordings. Reference recordings available at following rates: 1/4 hour 5.00; 1/2 hour 8.00; 3/4 hour 12.00; 1 hour 15.00. Studios and master recordings—rates on request.

TALENT Rates on request. Sound effects equipment, per man hour for rehearsal and broadcast 7.00. Wurlitzer Organ and Hammond Organs available without extra charge by arrangement. Music in WOR library available only at a rental charge. REMOTE CONTROL Program handled from any point. Rates for remote control on request. SERVICE FACILITIES Services of station artists bureau and program department available in arranging and presenting programs—rates on request.

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 turntables for vertical and lateral cut recordings.

Personnel President—Theodore C. Strelbert. Vice-Pres. in charge of Sales—R. C. Maddux. Sales Manager—Eugene S. Thomas. Branch Offices Chicago—Tribune Tower, Superior 5110. Boston—914 Stalter Bldg., Liberty 0825. San Francisco—Edward S. Townsend Company. Los Angeles—Edward S. Townsend Company.

WOW (Established 1926) Rates effective February 14, 1944. (Card No. 6A.) Owned and operated by Wodam Corporation. Business Office and Studio—730 Fifth Ave., New York 19, N. Y., Circle 5-7979. Transmitter—Carlstadt, N. J. Wave—Power—Time Operating power—5,000 watts. 274.4 meters; 1290 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: 6:30 a.m. to 12:00 midnight, except from 8:00 a.m. Sundays to 6:00 a.m. Mondays.

Agency Commission 15% on net time charges to agencies recognized by the station; no cash discount. Invoices rendered weekly, payable at face when rendered. Short rate billing rendered if frequency rate is not earned.

General Advertising In order to earn net rates quoted, contracts must be completed within one year.

GENERAL BROADCASTING CLASS 'A' (6:00 p.m. to 10:00 p.m.) 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 time... 250.00 150.00 90.00 60.00 45.00 26 times... 156.24 83.75 57.25 37.50 28.83 32 times... 140.82 84.39 51.54 33.75 25.77 104 times... 133.60 80.18 48.96 32.07 24.48 156 times... 126.92 76.14 46.52 30.47 23.26 208 times... 120.58 72.33 44.20 28.95 22.10 260 times... 108.56 65.25 39.90 26.11 19.95 312 times... 97.72 58.74 35.92 23.50 17.98

(This listing continued on page 228)

BONUS FOR ADVERTISERS

WNEW GIVES YOU MORE LISTENERS

**per set tuned in than the average
of all other New York stations!**

Before you buy time in New York—look at these four highly important facts!

1. WNEW covers 3,500,000 radio homes in America's Number One Market.
2. For every 100 of these radio homes tuned to 1130 on the dial, WNEW delivers an average of 180 listeners—ten more than the average of all other New York stations!
3. At first glance, that might not seem like an awful lot to crow about—but with a 3.0 rating, it means 10,500 *additional listeners for each quarter-hour!*
4. AND WNEW has an average rating of 3.0 for its *entire program schedule*, from 9:00 a.m. to 9:00 p.m., seven days a week! Now remember! We didn't pull these figures out of a hat. Pulse, Inc. will back them up. These BONUS LISTENERS are yours when you use WNEW. Their existence proves:
 - (a) WNEW "delivers more for your advertising dollar", and . . .
 - (b) WNEW programs inspire real listener interest, listener loyalty, and listener confidence. In short, WNEW programs are the kind that build sales!

WNEW

Sets the pace!

NEW YORK 22, N. Y.—TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

NEW YORK—Continued

NEW YORK CITY—Continued
W O V—Continued

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m.)

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year.

ANNOUNCEMENTS

One minute electrical transcription or live: Class "A" Class "B"

One-half minute electrical transcription or live: 1 time 13.00 11.00

Service announcements (75 words) sold only in accordance with weekly rate and at a minimum of six days a week—no fixed position:

1 week 80.00 70.00 2 weeks 75.00 65.00

DISCOUNTS

Applicable to service announcements: 2 strips (12 times) 15% 4 strips (24 times) 25%

SPECIAL FEATURES

"1280 Club"—Mondays through Saturdays, from 7:30 p.m. to 10:00 p.m.

Per week for: 1 wk. 13 28 39 52 15 minutes: wk. wks. wks. wks.

Station break announcements in "1280 Club": (Individual station breaks may be bought subject to move in the event another advertiser buys station breaks five or six days weekly "across the board.")

Discounts for "1280 Club" announcements: 1 to 25 times... 15% 26 to 51 times... 5% 52 to 156 times... 10%

"Morning Bugle"—Mondays through Saturdays from 9:00 a.m. to 10:00 a.m.

Per week for: 1 13 28 39 52 15 minutes: wk. wks. wks. wks.

Announcements in "Morning Bugle": 1. 14. 26 tl. 52 tl. 156 tl. 260 tl. (†) Per ann. 15.00 14.25 13.50 12.75 12.00 11.25

"People Know Everything": Monday through Saturday: 5 minutes at 8:25 a.m., 6:25 p.m., 7:25 p.m., 8:25 p.m. and 9:25 p.m.

Additional Discounts: 2 strips (12 times) 5% 4 strips (24 times) 15% 3 strips (18 times) 10% 5 strips (30 times) 20%

POLITICAL

Rates on request. TRANSCRIPTIONS Regular rates apply. Transcription library service available at no extra cost.

TALENT AND SERVICE

Rates on request. If client desires to furnish own program talent, same must be acceptable to station.

REMOTE CONTROL

Details on request. SERVICE FACILITIES Station maintains a complete artists' bureau and program department.

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.

Mechanical Program Equipment

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

Personnel

General Manager—Ralph N. Weil. Sales Manager—Ralph Nardella. Representatives John E. Pearson Company.

WOXR

(Established 1934)



Rates effective April 1, 1943. (Card No. 9.) Owned and operated by The New York Times. Business Office and Studio—730 Fifth Ave., New York City, Circle 5-5566.

Wave—Power—Time

Operating power—10,000 watts. 192.3 meters; 1560 kilocycles. Licensed to operate full time on clear channel. Operates on Eastern War Time.

Agency Commission

15% to recognized advertising agencies; no cash discount.

General Advertising

GENERAL BROADCASTING TIME RATES

(Without talent) CLASS "A" (6:00 p.m. to 10:00 p.m.) 1 hr. 400.00 380.00 298.00 216.00 204.00 180.00

CLASS "B" (5:00 p.m. to 6:00 p.m. week days; 1:00 p.m. to 7:00 p.m. Sundays; 10:00 p.m. to 11:00 p.m. daily) 1 hr. 300.00 285.00 270.00 255.00 225.00

CLASS "C" (7:00 a.m. to 5:00 p.m. week days; 8:30 a.m. to 1:00 p.m. Sundays; after 11:00 p.m. daily) 1 hr. 200.00 190.00 180.00 170.00 150.00

FREQUENCY DISCOUNTS 2 or 3 days weekly 10% 4 or 5 days weekly 15% 6 or 7 days weekly 20%

SPOT ANNOUNCEMENTS

CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 minute 35.00 33.25 31.50 29.75 28.00

SPECIAL FEATURES News—rates on request.

TALENT

Subject to AFRA rates. RECORDED PROGRAMS Sponsors supplying transcriptions assume full responsibility for broadcasting restricted numbers.

REMOTE CONTROL

Rates on request. SERVICE FACILITIES Service 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. turntables with vertical and lateral pick-ups.

Personnel

President—John V. L. Hogan. Executive Vice-President—Elliott M. Sanger. Vice-President, Sales—Hugh K. Boice.

Representatives

Chicago—Adam J. Young, Jr., Incorporated.

Constant usership of Standard Rate & Data Service means continuous exposure of your sales message to the men who decide where time is to be bought.

NEW YORK CITY—Continued

W R L

WOODSIDE (Established 1926)

Rates effective August 1, 1938. (Card No. 7.) Owned and operated by the Long Island Broadcasting Corporation. Studio—41-30 58th St., Woodside, New York, N. Y., Newton 9-3300. Transmitter—Woodside, Long Island, N. Y.

Wave—Power—Time Operating power—250 watts. Frequency—47100 kilocycles. Operates on Eastern War Time.

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 bonafide retailers offering goods or services to the consumer at outlets owned by themselves.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for Nighttime, Daytime, and Sundays.

Table with columns for number of weeks (1 to 12, 13 to 25, 26 to 38, 39 to 52) and Net rates.

Table with columns for frequency (3 times weekly, 6 times weekly) and Frequency Discounts.

Table with columns for announcement types (English, Sunday, German, Russian, Spanish, Hungarian, Czechoslovak, etc.) and Announcements rates.

Table with columns for frequency (3 times weekly, 6 times weekly) and Frequency Discounts.

TRANSCRIPTIONS Transcription library service available.

TALENT Station has available talent and casts for all types of programs. Pipe organ in studio.

REMOTE CONTROL Programs originating from points outside of regular studios are subject to a special charge for lines, technicians and announcers. Rates for remote control broadcasts on request.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Artists' services are not included in the rates. All programs and continuity subject to approval of program department. Continuity service free. The right to eliminate all programs which may be considered contrary to station policy is reserved by station.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double turntable.

Personnel Pres. & Gen'l Mgr.—W. H. Reuman. Com'l & Ass't Mgr.—E. Dick.

Representatives None.

FM STATIONS

W A B C—(FM)



Rates effective April 1, 1942. (Card No. 1.) Card received April 13, 1942. Owned and operated by The Columbia Broadcasting System, Inc. Business Office and Studio—485 Madison Ave., New York 22, N. Y., Wickersham 2-2000. Transmitter—

Wave—Power—Time Operating power—3,000 watts. Frequency—46700. Operates on Eastern War Time. Operating schedule: Mondays through Fridays 4:45 p.m. to 11:15 p.m., Saturdays 3:30 p.m. to 11:15 p.m., Sundays 3:00 p.m. to 11:15 p.m.

General Advertising Programmed in conjunction with WABC.

Representatives Radio Sales.

W B A M—(FM)

(Established 1941)

Rates received April 29, 1941. Owned and operated by Bamberger Broadcasting Service, Inc. Business Office and Studio—1440 Broadway, New York, N. Y., Pennsylvania 6-8600. Sales Office—Tribune Tower, Chicago, Ill.; 80 Federal St., Boston, Mass., and Russ Bldg., San Francisco, Calif.

Wave—Power—Time Operating power—10,000 watts. Frequency—47100 kilocycles. Operating schedule: 5:00 p.m. to 11:00 p.m.

Agency Commission 15% to recognized agencies on net time only; no cash discount. Bills payable weekly immediately following each broadcast.

General Advertising The following rates are for national advertising. Minimum time sold five minutes, or 35 word time announcement. Program must conclude 30 seconds before end of period contracted for to allow for switching and station identification.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour) and rates for (6:00 p.m. to 11:00 p.m.) and (5:00 p.m. to 6:00 p.m.).

REBATES

The following rebates will be granted the advertiser based on the smallest amount of weekly gross billing that has run consecutively for 26, 39 or 52 weeks: 26 weeks..... 5% 39 weeks..... 7-1/2% 52 weeks..... 10%

FREQUENCY DISCOUNTS

Weekly discount for eight or more consecutive weeks. 3 programs per week..... 5% 6 programs per week..... 10% 7 programs per week..... 15%

ANNOUNCEMENTS

35 word announcements between 6:00 p.m. and 7:00 p.m. in guaranteed positions following sustaining programs: 1 or 2 per week, each..... 5.00 3, 4 or 5 per week, each..... 4.00 6 or more per week, each..... 3.00

35 word announcements in guaranteed positions, except next to news, before 6:00 p.m.: 1 or 2 per week, each..... 3.00 3, 4 or 5 per week, each..... 2.00 6 or more per week, each..... 1.50

One minute announcements before 6:00 p.m. in 1/4 hour programs, when available: 1 to 5 per week, each..... 6.00 6 per week, each..... 5.00

One minute announcements after 6:00 p.m., when available, each 10.00; minimum five weekly. 35 word announcements cannot be sponsored by drug manufacturers except for advertisements of cough drops nor can they mention contests or offers. Announcements on Sundays by arrangement. Transcribed station break announcements not accepted. Announcements are not subject to annual rebates nor other discounts than listed immediately above.

SPECIAL FEATURES

News Service: Available in regular 15 minute periods; commercial copy limited to 2-1/2 minutes for each 15 minute period—rates on request. Time Signals: Limited to sponsor identification; available only to clock and watch advertisers; six times per day and one 60 word commercial the seventh time, per week 80.00.

TRANSCRIPTIONS

Regular time charges apply. Transcription library available for sponsorship at the following rates: 5 minutes 2.50; 1/4 hour 10.00; 1/2 hour 15.00; 1 hour 20.00. 50 word commercial. One minute bridge or theme, per program..... 1.00 Equipment available for instantaneous recording of programs in studios, off-the-line or from "air" broadcasts at the following rates for each recording: Five minutes 3.00; 15 minutes 5.00; 1/2 hour 10.00; 3/4 hour 15.00; 1 hour 20.00.

TALENT

Rates on request. Sound effects equipment, per man, per hour for rehearsal and broadcast 5.00. Music in WOR library available only at a rental charge.

REMOTE CONTROL

Programs handled from any point. Rates for remote control on request.

SERVICE FACILITIES

Services of station artists bureau and program department available in arranging and presenting programs.

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 turntables for vertical and lateral cut recordings.

NIAGARA FALLS

(Niagara County)

W E L D

(Established 1940)

Rates effective May 1, 1940. (Card No. 2.) Owned and operated by Niagara Falls Gazette Publishing Company.

Business Office and Studio—Niagara Hotel, Niagara Falls, N. Y. Transmitter—3-1/2 miles northeast of business district.

Wave—Power—Time Operating power—1,000 watts. 232.6 meters; 1290 kilocycles. Licensed to operate days. Operates on Eastern War Time. Operating schedule: Sundays 9:00 a.m. to local sunset; week days 7:00 a.m. to local sunset.

Agency Commission 15% on station time charges allowed to recognized agencies; no cash discount. No commission on talent or remote control charges. Bills rendered 1st of month—due 10th of month.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for General Advertising.

SPECIAL WEEKLY RATES

Table with columns for time slots (One hour, One-half hour, One-quarter hour, Five minutes, One minute) and rates for various frequencies (1 wk., 13 wks., 26 wks., 39 wks., 52 wks.).

ANNOUNCEMENTS

100 words or less or 1 minute transcription... 6.00 5.70 5.40 5.10 4.80 4.50

SPECIAL FEATURES

News rates on request. Temperature reports, time signals and special events—rates on request.

TALENT

Rates on request.

SERVICE FACILITIES

Program and production departments maintained.

REMOTE CONTROL

Rates on request.

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

Rates are for station time only. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All programs and advertisers' copy must conform to station standards. No contracts accepted for more than one year. Where lower rates are earned during life of contract, such additional discounts shall be retroactive and paid as earned at the end of each period. Program sponsors may purchase additional announcements during life of contract at frequency discounts earned by program. Contracts are not subject to cancellation before date of expiration upon less than two weeks' written notice and are subject to any adjusted rate accruing to the date of the cancellation.

Closing Time

Contracts close one week in advance of first broadcast; announcement copy and transcriptions close 24 hours in advance; talks close 72 hours in advance.

Mechanical Program Equipment

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

Personnel Station Manager—Earl C. Hull. Commercial Manager—Richard G. Robbins.

Representatives Headley-Reed Company.

The Advertisers' Indexes

in SRDS read like the Who's Who in publishing and radio.

NEW YORK—Continued

OGDENSBURG

(St. Lawrence County)

W S L B (Established 1940)



Rates effective October 1, 1944. (Card No. 3.) Owned and operated by St. Lawrence Broadcasting Corporation. Business Office and Studio—2315 Knox St., Ogdensburg, N. Y.

General Advertising For combination rates see Mutual Broadcasting System. (7:00 a.m. to 12:00 midnight)

Table showing advertising rates for Ogdensburg. Columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute or less. Rows: 1 tl., 13 tl., 26 tl., 50 tl., 100 tl., 150 tl., 300 tl., 450 tl., 600 tl., 750 tl., 900 tl., 1050 tl., 1200 tl.

Leased wire services available. TRANSCRIPTIONS Transcription library services available. Regular rates apply.

TALENT Variety of local talent available at prevailing local rates. Staff announcers at local talent rate if extra service is required.

REMOTE CONTROL Remote pick-ups at actual cost. SERVICE FACILITIES Merchandising department available.

Closing Time Contracts close two weeks in advance of first broadcast; announcement copy and talks close 24 hours in advance; transcriptions 48 hours in advance.

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

Personnel Station Manager—Harold J. Frank. Commercial Manager—Joseph B. Brandy. Representatives The Walker Company.

OLEAN

(Cattaraugus County)

W H D L (Established 1928)



Rates effective January 1, 1945. (Card No. 10.) Owned and operated by WHDL, Inc. (Affiliated with the Olean Times-Herald.)

Business Office and Main Studio—801-819 Exchange Nat'l Bank Bldg., Olean, N. Y., telephone 4149. Transmitter—Town of Allegany, N. Y.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on regional channel.

Agency Commission 15% on net charges for station time to recognized advertising agencies; no cash discount. No discounts on political, talent and line charges.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Keystone Network.

Rates for programs longer than one hour are in exact proportion to the corresponding hour rate. Rates include music copyright fees.

Table showing advertising rates for Olean. Columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes. Rows: 6:00 p.m. to 10:00 p.m. week days and Sunday afternoons.

CLASS "B" (All other times) 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

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:00 p.m. week days and Sunday afternoons)

Table showing announcement rates for Olean. Columns: 120 words, 140 words. Rows: 5:00, 4:00, 3:00, 2:00, 1:00.

CLASS "B"

Table showing advertising rates for Class B. Columns: 1, 13, 26, 52, 100, 250. Rows: 120 words, 140 words. (f) Or one minute transcription. (g) Or 20 second transcription.

SPECIAL FEATURES Time signals, weather and temperature reports, sports events, and other special features—rates on request.

TALKS One time rate applies; no discounts. POLITICAL One time rate applies; payment required in advance.

REMOTE CONTROL Complete facilities for program pick-ups remote from studios—rates on request. 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 turntables for vertical and lateral cut recordings.

Personnel President—E. B. Fitzpatrick. Station Manager—Thomas L. Brown. Representatives J. P. McKinney & Son.

PLATTSBURGH

(Clinton County)

W M F F (Established 1934)



BLUE NETWORK STATION

Rates effective January 1, 1942. Owned and operated by Plattsburgh Broadcasting Corp. Business Office and Studio—Radio Center, Plattsburgh, N. Y., telephone 1600.

Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel.

Agency Commission 15% on net charges for station time. No commission on program charges. Bills due and payable 10th of each month.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Keystone Network.

The following rates are for national advertising. Music copyright fees are not included in rates.

Table showing advertising rates for Plattsburgh. Columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes. Rows: (6:00 p.m. to 11:00 p.m.), (8:00 a.m. to 6:00 p.m.).

ANNOUNCEMENTS (After 6:00 p.m.) 100 words..... 8.00 7.60 7.20 6.80 6.40 6.00

CLASS "B" (Before 6:00 p.m.) 100 words..... 5.00 4.75 4.50 4.25 4.00 3.75

SPECIAL FEATURES One minute transcriptions accommodated at 100 word rate and station break announcements accommodated at 50 word rate.

TALENT Rates on request. REMOTE CONTROL Complete facilities for handling programs originating outside of studios.

SERVICE FACILITIES Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer, and telephone calls to dealers and/or distributors within local exchange limits.

Contract and Other Requirements Advertising of alcoholic beverages accepted. Closing Time Talent programs, 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. double turntables for vertical and lateral cut recordings.

Personnel Sec'y & Gen'l Mgr.—George F. Bissell. Representatives Spot Sales, Inc.

POUGHKEEPSIE

(Dutchess County)

W K I P (Established 1940)



Rates effective March 1, 1945. (Card No. 4.) Card received February 9, 1945. Owned and operated by Poughkeepsie Newspapers, Inc.

Business Office and Studio—The Nelson House, Poughkeepsie, N. Y., telephone 8800. Transmitter—The Nelson House (Center of Business District).

Wave—Power—Time Operating power—250 watts. 208.9 meters; 1450 kilocycles. Licensed to operate full time on local channel.

Agency Commission 15% to recognized advertising agencies; cash discount none. Bills rendered 1st of month and are due and payable immediately following each broadcast.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). Rates include music copyright fees.

Table showing advertising rates for Poughkeepsie. Columns: 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows: 1 time, 13 times, 26 times, 52 times, 104 times, 260 times, 312 times, 520 times.

CLASS "B" (Before 6:00 p.m. and after 11:00 p.m.) 1 time..... 50.00 30.00 20.00 10.00 13 times..... 47.50 28.50 19.00 9.50

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 11:00 p.m.) 100 words or one minute:

Table showing announcement rates for Poughkeepsie. Columns: 1 time, 13 times, 26 times, 52 times. Rows: 7:00, 6:00, 5:00, 4:00, 3:00, 2:00, 1:00.

CLASS "B" (Before 6:00 p.m. and after 11:00 p.m.) 1 time..... 5.00 104 times..... 5.60 13 times..... 6.65 260 times..... 5.25

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 11:00 p.m.) 100 words or one minute:

Table showing announcement rates for Poughkeepsie. Columns: 1 time, 13 times, 26 times, 52 times. Rows: 7:00, 6:00, 5:00, 4:00, 3:00, 2:00, 1:00.

SPECIAL FEATURES News: Leased wire services available at regular rates plus 2.00 per broadcast for each 15 minute period; 1.00 per broadcast for each 5 minute period.

POLITICAL One time rate applies. TRANSCRIPTIONS General advertising rates apply. Rates include use of transcription library service.

TALENT Rates on request. REMOTE CONTROL Remote control facilities subject to extra charges for line and mechanical costs—rates on request.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates are for station time only.

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Contract and Other Requirements Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates are for station time only.

ROCHESTER

(Monroe County)
W H A M
 (Established 1922)



Rates received August 1, 1944.
 Owned and operated by Stromberg-Carlson Company.
 Studio—111 East Ave., Rochester 4, N. Y., Stone
 1862.
 Transmitter—Victor, N. Y.

Wave—Power—Time

Operating power—50,000 watts.
 254.2 meters; 1180 kilocycles.
 Licensed to operate full time. Operates on Eastern
 War Time.
 Operating schedule: Sundays 7:58 a.m. to 12:30 a.m.;
 Monday through Friday 6:30 a.m. to 12:30 a.m.;
 Saturday 6:30 a.m. to 1:00 a.m.

Agency Commission

15% on net charges for station time to recognized
 agencies; no cash discount. Bills payable ten days
 from date of invoice.

General Advertising

For combination rates see National Broadcasting
 Company (Basic Network).
 The following rates are for national advertising and
 include music copyright fees.

(6:00 p.m. to 11:00 p.m. daily)			
	1 tl.	28 tl.	52 tl.
1 hour.....	400.00	380.00	360.00
1/2 hour.....	240.00	228.00	216.00
1/4 hour.....	160.00	152.00	144.00
*10 minutes.....	120.00	114.00	108.00
*5 minutes.....	80.00	76.00	72.00
(12:00 noon to 6:00 p.m. Sundays only)			
1/2 hour.....	160.00	152.00	144.00
1/4 hour.....	107.00	101.85	96.30
*10 minutes.....	80.00	76.00	72.00
*5 minutes.....	53.50	50.83	48.15

(8:00 a.m. to 6:00 p.m. week days and 11:00 p.m. to 12:00 midnight daily)			
	1 tl.	28 tl.	52 tl.
1 hour.....	200.00	190.00	180.00
1/2 hour.....	120.00	114.00	108.00
1/4 hour.....	80.00	76.00	72.00
*10 minutes.....	60.00	57.00	54.00
*5 minutes.....	40.00	38.00	36.00
(12:00 midnight to 8:00 a.m. daily)			
1 hour.....	133.50	126.83	120.15
1/2 hour.....	80.00	76.00	72.00
1/4 hour.....	53.50	50.83	48.15
*10 minutes.....	40.00	38.00	36.00
*5 minutes.....	26.75	25.41	24.08

(*) Available only in restricted periods.

ANNOUNCEMENTS

(6:00 p.m. to 10:30 p.m.)			
	1 tl.	28 tl.	52 tl.
1 min. (100 words)	50.00	47.50	45.00
25 words (15 second transcription).....	33.00	31.35	29.70
(8:00 a.m. to 6:00 p.m.)			
1 min. (100 words)	27.50	26.13	24.75
25 words (15 second transcription).....	22.00	20.90	19.80
(10:30 p.m. to 8:00 a.m.)			
1 min. (100 words)	22.00	20.90	19.80
25 words (15 second transcription).....	16.50	15.68	14.83

Strip rate: Fifteen minutes, before 9:00 a.m., Mon-
 day through Saturday, per week 175.00. Minimum
 contract 13 weeks.

SPECIAL FEATURES

"Women Only"—9:00 a.m. to 9:30 a.m., Monday,
 through Friday. Available for one minute par-
 ticipation—rates and details on request.
 Time and weather reports, plus 100 words of com-
 mercial copy, Monday through Saturday—rates and
 details on request.

REMOTE CONTROL

All special technical facilities, including outside
 pick-ups, or wire lines, traveling expenses, etc., are
 to be paid by advertiser.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted.
 All contracts subject to approval of station manage-
 ment and government regulations. The station reserves
 the right to refuse or discontinue any advertising for
 reasons satisfactory to station management. No blanket
 contracts accepted.

Closing Time

Copy of all talks must be submitted to studios at
 least two days before time of presentation.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-
 tion, using 33-1/3 r.p.m. double turntables for ver-
 tical and lateral cut recordings.

Personnel

Vice-President in charge of broadcasting—William
 Fay.
 General Manager—John H. Lee.
 Commercial Manager—J. W. Kennedy, Jr.
 Promotion Director—Truman Brzee.

Representatives

George P. Hollingbery Company.

WHAM

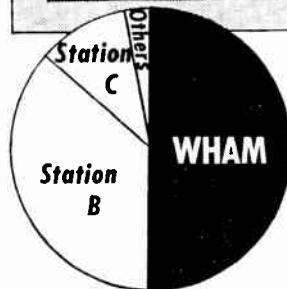
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.

THE RADIO AUDIENCE BY STATIONS

AUGUST 5—NOVEMBER 30

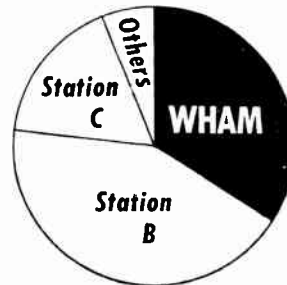
TECHNIQUE • TELEPHONE COINCIDENTAL



Morning

8:00 A.M.—12 NOON
 MONDAY-FRIDAY

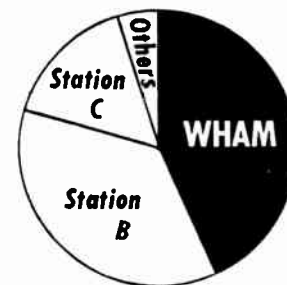
WHAM.....	50.1%
Station B.....	36.2%
Station C.....	9.9%
Others.....	3.8%



Afternoon

12 NOON—6:00 P.M.
 MONDAY-FRIDAY

WHAM.....	33.7%
Station B.....	43.0%
Station C.....	17.2%
Others.....	6.1%



Evening

6:00 P.M.—10:30 P.M.
 MONDAY-SUNDAY

WHAM.....	43.0%
Station B.....	37.1%
Station C.....	15.2%
Others.....	4.7%

Plus Coverage of all of Western New York

50,000 Watts ... Clear Channel ... 1180 On The Dial ... Basic NBC

National Representative: **GEORGE P. HOLLINGBERY CO.**

"The Stromberg-Carlson Station"

NEW YORK—Continued

ROCHESTER—Continued

W H E C
(Established 1922)



Rates effective June 1, 1941. (Card No. 14.)
Owned and operated by WHEC, Inc.
Business Office and Studio—40 Franklin St., Rochester 4, N. Y., Stone 1320.
Transmitter—Mt. Read Blvd., Rochester, N. Y.
Wave—Power—Time
Operating power—1,000 watts to local sunset; 500 watts thereafter.
205.5 meters; 1460 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:30 a.m.

Agency Commission
15% on net station time only to recognized advertising agencies, provided payment is made on or before the 15th of the month following broadcast; invoices mailed monthly unless otherwise specified. No cash discount. No discount on commission on talent or cost involved for remote control broadcasts unless otherwise specified.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).
The following rates are for national advertising and include music copyright fees.
(6:00 p.m. to 11:00 p.m.)
1 hour 175.00 166.25 157.50 148.75 140.00
1/2 hour 105.00 99.75 94.50 89.25 84.00
1/4 hour 70.00 66.50 63.00 59.50 56.00
5 minutes 35.00 33.25 31.50 29.75 28.00
(9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)
1 hour 100.00 95.00 90.00 85.00 80.00
1/2 hour 65.00 61.75 58.50 55.25 52.00
1/4 hour 35.00 33.25 31.50 29.75 28.00
5 minutes 20.00 19.00 18.00 17.00 16.00

ANNOUNCEMENTS OR TRANSCRIPTIONS
Two minute rates are 1-1/2 times the one minute rate; three minute rates are twice the one minute rate.

(6:00 p.m. to 11:00 p.m.)
1 minute..... 20.00
(9:00 a.m. to 6:00 p.m.)
1 minute..... 11.00
(11:00 p.m. to 7:00 a.m.)
1 minute..... 9.00
No quantity discounts.

CHAIN BREAK ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m.)
35 words..... 18.00
(9:00 a.m. to 6:00 p.m.)
35 words..... 10.00
(11:00 p.m. to 7:00 a.m.)
35 words..... 8.00
No quantity discounts.

SPECIAL FEATURES
Musical Clock—7:00 a.m. to 9:30 a.m. daily except Sunday; available on weekly rotating basis in 15 minute periods.
15 minutes (6 complete programs weekly)..... 100.00
For announcement participation on Musical Clock use daytime rate 9:00 a.m. to 6:00 p.m.

TALKS
Written copy of speech to be submitted to station management not less than 24 hours before broadcast. Station reserves the right to make such changes in speech to be made by speaker, as may appear necessary to avoid violation of libel and slander laws.
(Nighttime)

30 minutes..... 110.00
15 minutes..... 75.00
5 minutes..... 50.00
(Daytime)
30 minutes..... 75.00
15 minutes..... 50.00
5 minutes..... 35.00

RECORDED PROGRAMS
Transcription library available at the following additional charge for 15 minute periods: Days 10.00; nights 15.00.

TALENT
Rates on request.

REMOTE CONTROL
Station maintains facilities for remote control broadcasts. Charges for lines and additional special equipment will be billed at actual cost.

SERVICE FACILITIES
All charges quoted include cost of station facilities, station time, services of continuity, program and publicity departments, provided there is no extra expense for special equipment, or other charges not generally included in a program. Such additional charge for special service will be based on type desired and actual expense involved.
Station maintains merchandising and dealer surveys, available at no extra charge. Where expense is entailed station will bill client at cost.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
All commercial copy, both as to length and content, subject to approval of station management. Station reserves the right to reject or revise commercial copy for broadcasting in the public interest and in conformity with the rules and regulations set forth by the Federal Communications Commission and the code of the NAB.

The maximum contract accepted is for one year.

Closing Time
The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance.

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

Personnel
Vice-President—Clarence Wheeler.
General Manager—G. O. Wilg.
Commercial Manager—Le Moine C. Wheeler.

Representatives
J. P. McKinney & Sons.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

All commercial copy, both as to length and content, subject to approval of station management. Station reserves the right to reject or revise commercial copy for broadcasting in the public interest and in conformity with the rules and regulations set forth by the Federal Communications Commission and the code of the NAB.

The maximum contract accepted is for one year.

Closing Time
The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance.

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

Personnel
Vice-President—Clarence Wheeler.
General Manager—G. O. Wilg.
Commercial Manager—Le Moine C. Wheeler.

Representatives
J. P. McKinney & Sons.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

All commercial copy, both as to length and content, subject to approval of station management. Station reserves the right to reject or revise commercial copy for broadcasting in the public interest and in conformity with the rules and regulations set forth by the Federal Communications Commission and the code of the NAB.

The maximum contract accepted is for one year.

Closing Time
The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance.

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

Personnel
Vice-President—Clarence Wheeler.
General Manager—G. O. Wilg.
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 E. Main St., Rochester, N. Y., Stone 702.
Transmitter—328 E. Main St., Rochester, N. Y.

Wave—Power—Time
Operating power—250 watts.
(C.P. 1,000 watts; 1370 kilocycles.)
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:30 a.m.; Monday through Friday 6:30 a.m. to 12:30 a.m.; Saturday 6:30 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies.

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

NOTE: New rates will become effective when operating power is changed to 1,000 watts.

CLASS "A"					
	(6:00 p.m. to 11:00 p.m.)	13 tl.	26 tl.	52 tl.	101 tl.
1 hour	160.00	152.00	144.00	136.00	128.00
1/2 hour	90.00	85.50	81.00	76.50	72.00
1/4 hour	60.00	57.00	54.00	51.00	48.00
5 min.	30.00	28.50	27.50	25.50	24.00
100 words	16.00	15.20	14.40	13.60	12.80

CLASS "B"					
	(9:00 a.m. to 6:00 p.m.)	13 tl.	26 tl.	52 tl.	101 tl.
1 hour	90.00	85.50	81.00	76.50	72.00
1/2 hour	56.00	53.20	50.40	47.60	44.80
1/4 hour	30.00	28.50	27.00	25.50	24.00
5 min.	18.00	17.10	16.20	15.30	14.40
100 words	8.80	8.36	7.92	7.48	7.04

SPECIAL FEATURES

Rates for the following special features on request: Games and special events, weather report service, time signal service, temperature reports, participation programs. Mutual co-operative programs available at above time rates plus program charges for Rochester market.

TALENT

Rates on request.
REMOTE CONTROL
Line costs plus 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. turntables.

Personnel
General Manager—Gordon P. Brown.
Sales Manager—Elmer Walz.

Representatives
Joseph Hershey McGillivra, Inc.

FM STATIONS

W H F M—(FM)
(Established 1939)

Rates effective May 15, 1941. (Card No. 1.)
Owned and operated by Stromberg-Carlson Co.
Business Office and Studio—Sheraton Hotel, 111 East Ave., Rochester 4, N. Y.
Transmitter—Rochester Gas and Electric Corp., 89 East Ave., Rochester, N. Y.

Wave—Power—Time
Operating power—3,000 watts.
Frequency—4510 kilocycles.

Licensed to operate full time.

Operating schedule: Sundays 12:00 noon to 11:15 p.m.; week days 8:00 a.m. to 11:15 p.m.

(This listing continued on next page)

Here's The Picture In
ROCHESTER
The Kodak City

STATION LISTENING INDEX—ROCHESTER, N. Y.

	STATION WHEC	STATION B	STATION C	All Others
MORNING INDEX	49.7	23.0	19.5	7.8
8:00-12:00 A.M. Monday through Friday				
AFTERNOON INDEX	46.6	31.3	19.0	3.1
12:00-6:00 P.M. Monday through Friday				
EVENING INDEX	42.8	41.6	13.0	2.6
6:00-10:00 P.M. Sunday through Saturday				

↓
MIDWINTER REPORT Oct. 1944 thru Feb. 1945

Authority—C. E. HOOPER, INC.
"Station Listening Index"



WHEC—
ROCHESTER, N.Y.
BASIC CBS
National Representatives
J. P. McKinney & Son
New York, Chicago, San Francisco



How do you do it?

Question asked continually by users is, "How do you do it?"... meaning, "How can Standard Rate & Data Service publish accurate listings of rates and data for over 6,000 publications, radio stations, and transportation advertising operators every month?"

Answer is good organization plus 25 years practice

Highlights of key operations are:

1. Monthly press run of forms is sufficient to provide proof sheets for all publications, radio stations, and transportation advertising media listed in the Service.



5. SRDS policy of placing all media advertising near regular listings often necessitates re-making entire forms to create these "spotlight" positions.



2. Proof sheets are mailed immediately with proof notices to each medium requesting that listing be examined carefully and changes marked thereon if any are necessary.



6. Large number of operations involved requires strict adherence to closing dates, lock-up and printing schedules for each section of the Service.



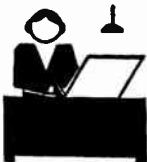
3. Proof sheets returned marked for changes go to composing room for revision. Each month approximately one-half of all advertising media alter their listings... changes ranging from minor alterations to complete revision.



7. Important changes in listings occurring between issues go to composing room immediately on receipt for setting type... and to presses and mailing department for printing and mailing Rate Bulletins as often as the volume of such listing changes warrants.



4. Revised listings are proofread to insure that medium's instructions have been followed accurately. All proof sheets are filed as evidence of *authenticated* listing.



Ninety per cent of all proofs are returned each month. Assumption is that ten per cent not returned require no changes.



NEW YORK—Continued

SCHENECTADY—Continued W S N Y—Continued

CLASS "B"
(6:00 p.m. to 7:00 p.m., 10:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 5:00 p.m. Sundays)

	1	13	26	52	104	280	520
1 hr	105.00	99.75	94.50	89.25	84.00	78.75	73.50
1/2 hr	55.00	59.85	54.70	53.55	50.40	47.25	44.10
1/4 hr	42.00	39.90	37.80	35.70	32.60	31.50	29.40
10 min	30.00	28.50	27.00	25.50	24.00	22.50	21.00
5 min	21.00	19.95	18.90	17.85	16.80	15.75	14.70
1 min	10.50	9.97	9.45	8.92	8.40	7.87	7.35
55 wds	5.25	4.99	4.73	4.46	4.20	3.94	3.67

CLASS "C"
(All other time)

1 hr	70.00	68.50	67.00	65.50	64.00	62.50	61.00
1/2 hr	42.00	39.90	37.80	35.70	33.60	31.50	29.40
1/4 hr	28.00	26.60	25.20	23.80	22.40	21.00	19.60
10 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 min	14.00	13.30	12.60	11.90	11.20	10.50	9.80
1 min	7.00	6.65	6.30	5.95	5.60	5.25	4.90
55 wds	3.50	3.23	3.15	2.97	2.80	2.62	2.45

STRIP RATES
Daily except Sunday, including News On-the-Hour, Musical Clocks, Announcements, Time Signals, Weather Reports, Participating Programs, etc., rates on request.

POLITICAL TALKS
Regular rates apply. No quantity discounts.
ELECTRICAL TRANSCRIPTIONS
No extra charge for regular transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs.

SERVICE FACILITIES
Complete production and scripting staff at disposal of advertiser. Station maintains merchandising service.

Contract and Other Requirements
Station will accept no hard liquor advertising. Station reserves privilege of cancelling advertiser's contract on 28 days' notice. Station reserves privilege of offering advertiser other satisfactory time on 28 days' notice.

Closing Time
At advertiser's convenience so long as service can possibly be provided by station.

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-Pres. & Gen'l Mgr.—George B. Nelson.
Representatives
New York—Helen Wood.
New England—Robert C. Foster, Boston.

FM STATIONS

W B C A—(FM) (Established 1941)



Rates effective September 10, 1941. (Card No. 1.)
Owned and operated by Capitol Broadcasting Co., Inc. Business Office and Studio—408 State St., Schenectady 5, N. Y., Schenectady 8-1423.
Transmitter—Atop Mount Pinnacle, New Scotland, N. Y., 21 miles south of Schenectady, N. Y.

Ways—Power—Time
Operating power—1,000 watts.
Frequency—4700 kilocycles.
Licensed to operate full time.
Daylight Saving Time observed.
Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies on net station time only. No cash account. Bills rendered after broadcast; due when rendered.

General Advertising
For combination rates see Mutual Broadcasting System. The following rates are for both local and national advertising. Rates include charges by owners of music copyrights.

(8:00 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

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

1 hour	25.00
3/4 hour	20.00
1/2 hour	15.00
1/4 hour	10.00
5 minutes	5.00

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription..... 5.00
30 word announcement between programs..... 5.00
(Before 6:00 p.m.)
125 words or one minute transcription..... 2.50
30 word announcement between programs..... 2.50

DISCOUNTS
Discounts apply to total broadcasts in each classification for the same sponsor within the current year.
Less than 28 times..... 7-1/2% times..... 12-1/2%
28 to 51 times..... 5% 156 or more
52 to 105 times..... 7-1/2% times..... 12-1/2%
Programs including announcements turning continuously for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week.

(This listing continued on next page)

SYRACUSE—Continued
W F B L—Continued

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.

TALENT
Rates on request. No time discount.
SERVICE FACILITIES
Sales, merchandising and production department available.

Closing Time
For inclusion in general publicity and printed announcements, 10 days before broadcast. Contracts close two weeks in advance. Announcement copy and talks close five hours in advance. Transcriptions close 12 hours in advance.

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

Personnel
Station Manager—Leonard L. Asch.

W G F M—(FM)
(Established 1940)



Owned and operated by General Electric Company, Business Office and Studio—1 River Road, Schenectady 5, N. Y.
Transmitter—New Scotland, N. Y.

Wave—Power—Time
Operating power—
Frequency—48500 kilocycles.
Licensed to operate full time.
Operating schedule: 5:00 p.m. to 11:00 p.m., Monday through Friday; 12:00 noon to 11:00 p.m. Saturday and Sunday.

Does not sell time.

SYRACUSE
(Onondaga County)
W A G E
(Established 1941)



Rates effective December 1, 1943.
Owned and operated by WAGE, Inc. Business Office and Studio—Loew Bldg., Syracuse 2, New York.

Transmitter—Three miles northwest of business district, 1/3 mile from city limits, Syracuse, N. Y.

Wave—Power—Time
Operating power—1,000 watts.
482.9 meters; 620 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 8:00 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly and are due when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).
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, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

(*) One minute electrical transcription or 100 words.
(†) Fifty words or less.

CLASS "D"

The Timekeeper—participating program—7:00 a.m. to 9:00 a.m., Monday through Saturday.

Table with columns for time slots (1/4 hr, 10 min, 5 min, 1 min) and rates for various programs.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Closing Time

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

Contract and Other Requirements

Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Discounts allowed retroactively on the number of broadcasts 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 contiguously at the station's option, on 28 days notice. All contracts subject to the conditions of the standard NAB and AAAA 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—William T. Lane.

Representatives

Edward Petry & Company, Inc.

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)



MUTUAL NETWORK

Rates effective October 1, 1944. (Card No. 3.)
Owned and operated by The Civic Broadcasting Corp. Business Office and Studio—Chimes Building, Syracuse, New York, Syracuse 2-7211.

Transmitter—Van Rensselaer and Kirkpatrick Streets, Syracuse, New York.

Wave—Power—Time
Operating power—250 watts
201.3 meters; 1490 kilocycles.
Operates on Eastern War Time.
Actual operating schedule: 8:00 a.m. to 2:00 a.m.

Agency Commission
15% on time only to recognized advertising agencies. Net cash 10 days from date of invoice. No agency discount on political programs except to agencies who are placing commercial schedules in Syracuse currently.

General Advertising

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Personnel
President—T. S. Marshall.
Representatives
The Walker Company.

W F B L

(Established 1923)



Rates effective April 1, 1940. (Card No. 3-A.)
Owned and operated by The Onondaga Radio Broadcasting Corp., Inc. Business Office and Studio—423 S. Warren St., Syracuse 2, N. Y.
Transmitter—Syracuse, New York.

Wave—Power—Time
Operating power—5,000 watts.
215.8 meters; 1390 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.

Agency Commission
15% on time charges. No commission on talent. Payment due on or before ten days from invoice date. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Rates include fees charged by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

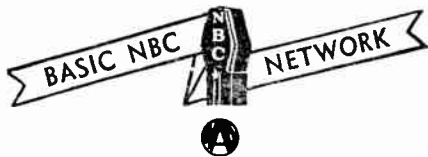
Table with columns for time slots (1 hr, 1/2 hr, 15 min, 5 min, 1 min, 20 sec) and rates for various programs.

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.

SYRACUSE—Continued

W S Y R
(Established 1922)



Rates effective February 1, 1945. (Card No. 12.)
Card received March 5, 1945.
Owned and operated by the Central New York Broadcasting Corporation.
Business Offices & Studios—Syracuse-Kemper Bldg. Syracuse, N. Y., telephone 8-7111.
Transmitter—Valley Drive in City of Syracuse.

Wave—Power—Time
Operating power—5,000 watts.
528.3 meters; 570 kilocycles.
Licensed to operate on cleared regional channel, unlimited time. Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% on net station time only to recognized advertising agencies. Payment due ten days after invoice date. No commission or discounts on lines, but allowed on talent, when so quoted.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Network).
Rates include charges by owners of music copyrights.

Program contracts and announcement contracts may not be combined to earn higher discounts.
Contiguous rates granted on non-contiguous programs—details on request.

Special discount when WSYR is used in conjunction with WTRY, Troy, N. Y., WELI, New Haven, Conn., or WKNE, Keene, N. H.

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

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour....	260.00	247.00	234.00	221.00	208.00	195.00
1/2 hour....	156.00	148.20	140.40	132.60	124.80	117.00
1/4 hour....	104.00	98.80	93.60	88.40	83.20	78.00
5 minutes	52.00	49.40	46.80	44.20	41.60	39.00

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour....	130.00	123.50	117.00	110.50	104.00	97.50
1/2 hour....	78.00	74.10	70.20	66.30	62.40	58.50
1/4 hour....	52.00	49.40	46.80	44.20	41.60	39.00
5 minutes	26.00	24.70	23.40	22.10	20.80	19.50

CLASS "C"
(11:30 p.m. to 7:00 a.m. week days and 11:30 p.m. to 11:00 a.m. Sundays)
50% of Class "B" rates.

ANNOUNCEMENTS

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

	1 tl.	52 tl.	104 tl.	260 tl.
1 minute.....	30.00	28.50	27.00	24.00
25-35 words.....	20.00	19.00	18.00	16.00

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)

	1 tl.	52 tl.	104 tl.	260 tl.
1 minute.....	15.00	14.25	13.50	12.00
25-35 words.....	10.00	9.50	9.00	8.00

Announcements at breaks adjacent to higher time classification charged at rate of higher classification.

SPECIAL FEATURES

Participation Programs:
Timekeeper—Before 9:30 a.m., Monday through Saturday:

	Per week		
	13 wks.	26 wks.	52 wks.
1/4 hour.....	170.00	162.50	155.00
10 minutes.....	117.00	112.00	107.00
5 minutes.....	81.00	76.00	71.00
1 minute.....	40.00	37.50	35.00

Women's Program—Daytime, Monday through Saturday:
1 minute announcement only 56.00 52.50 49.00
News: Leased wire service available—details on request.

TRANSCRIPTIONS
Transcription library service available—details on request.
Recorded facilities available.

POLITICAL
Regular rates apply.

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.
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—E. R. Vadeboncoeur.
Commercial Manager—Wm. R. Alford, Jr.
Representatives
Paul H. Raymer Company.

WHO IS AMERICA'S FAVORITE RADIO SINGER?

• Bob Hope calls him "Bub". Broadway calls him "The Groaner". Hollywood affectionately dubs him, "The Little Guy" and gives him an Oscar. But radio listeners call Bing Crosby, "Matchlessly The Best," as they demonstrated in the 1945 Syracuse Area Radio Leadership Study.*

This may get us torn limb from limb by enraged bobby-sockers. But facts are facts and this impartial, authoritative, CPA-certified study shows that it's Bing over The Voice, 16 to 1!

Bing's popularity, year after year throughout America, is not due to ballyhoo or the pipe-dreams of publicity. He gives his audiences what they like: Talent, artistry, and *honest performance*.

Of course, Bing Crosby's great show is heard over the Syracuse Area's leading station, WSYR. So are the shows of six other stars voted in the first ten by this study which brought responses from one in every twenty-eight radio homes in the area.

Seven out of the top ten singers on WSYR. Man, that's *leadership!*

And naturally WSYR, as a station, leads too. The study shows that at night, for example, WSYR leads the second station *better than 2 to 1*. The table below tells the full story of station leadership in this rich, Central New York market.

	NIGHT	DAYTIME	DAY & NIGHT Combined	NIGHT (City of Syracuse only)
WSYR	47.81	32.15	39.98	38.57
2nd STATION	24.93	28.62	26.78	34.76
3rd STATION	12.48	23.34	17.91	15.28
4th STATION	7.87	9.79	8.88	10.78
OTHERS	6.03	5.06	5.55	0.60

*(Copies of study on request.)

REPRESENTATIVES: PAUL H. RAYMER COMPANY

Station WSYR, Syracuse Associated with WTRY, WELI, WKNE

TROY
(Rensselaer County)
W H A Z
(Established 1922)

Rates effective December 1, 1942. (Card No. 3.)
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.
255.6 meters; 1330 kilocycles.
Operates on Eastern War Time.
Divides time with stations WBBR and WEVD.
Operating schedule: Mondays 6:00 p.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount. Bills payable upon receipt of invoice.

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

MUSICAL PROGRAMS

1 hour.....	85.00
3/4 hour.....	65.00
1/2 hour.....	45.00
1/4 hour.....	25.00

ANNOUNCEMENTS

Station breaks (50 words or less).....	8.75
General Announcements: Per word	
51 to 100 words.....	.08
100 to 200 words.....	.07
200 to 300 words.....	.06
300 to 400 words.....	.05

TRANSCRIPTIONS

For more than 10 minutes—see musical programs.	
10 minutes.....	20.00
5 minutes.....	15.00

FREQUENCY DISCOUNTS
On contract basis only.

13 times.....	5%	39 times.....	15%
26 times.....	10%	52 or more times.....	20%

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, contributions, 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.
Representatives
None.

TROY—Continued

WTRY (Established 1940)



BLUE NETWORK STATION

Rates effective April 1, 1945. (Card No. 5A.)

Owned and operated by the Troy Broadcasting Company, Inc.

Wave—Power—Time Operating power—1,000 watts.

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

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network).

Without Talent—Gross

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 time, 13 times, etc.)

CLASS "B"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations

CLASS "C"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations

ANNOUNCEMENTS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations

CLASS "B"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations

CLASS "C"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations

SPECIAL FEATURES

Timekeeper: Before 9:00 a.m. Monday through Saturday.

Table with columns for duration (15 minutes, 10 minutes, etc.) and rates per week

POLITICAL BROADCASTS

Details on request.

TALENT

TRANSCRIPTIONS AND RECORDINGS Available at cost.

REMOTE CONTROL

Remote pick-up facilities available at cost.

SERVICE FACILITIES

Mechanical Program Equipment Transcription equipment available.

Personnel President—H. C. Wilder.

Representatives Paul H. Baymer Company.

UTICA (Oneida County) WIBX (Established 1925)

Rates effective January 1, 1945. (Card No. 3.)

Owned and operated by WIBX, Inc. Business Office and Studio—First National Bank Building, Utica, New York.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Agency Commission 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 (1 hour, 1/2 hour, etc.) and rates for various durations

CLASS "B" (7:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 1:00 p.m. and after 11:00 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, etc.) and rates for various durations

CLASS "C" (*11:00 p.m. to 7:00 a.m. week days)

Table with columns for time slots (1 hour, 1/2 hour, etc.) and rates for various durations

POLITICAL Basic one time rate applies; no discounts.

SPECIAL FEATURES Elizabeth Odames Household Chats — Mondays.

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

Details on request.

REMOTE CONTROL Details on request.

SERVICE FACILITIES Merchandising services available.

Closing Time Closing date 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.

Personnel Pres. & Gen'l Mgr.—Margaret Potter Bowen.

WATERTOWN (Jefferson County)

WATN (Established 1941)

Rates effective June 15, 1942. (Card No. 2.)

Owned and operated by the Watertown Broadcasting Corporation.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles.

Agency Commission Agency commission 15% to recognized agencies on net station time.

General Advertising For combination rates see Mutual Broadcasting System (Basic Supplementary Group).

GENERAL BROADCASTING RATES

Table with columns for time slots (1 hr, 1/2 hr, etc.) and rates for various durations

SPECIAL FEATURES

Time signals, service flashes, station breaks, packages, participations—rates on request.

TALENT

REMOTE CONTROL Rates on request.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

WWNY (Established 1941)



Rates effective October 1, 1942. (Card No. 2.)

Owned and operated by this Watertown Daily Times. Business Office and Studio—Hotel Woodruff, Watertown, New York.

Wave—Power—Time Operating power—1,000 watts. 379.9 meters; 790 kilocycles.

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

General Advertising For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

CLASS "A" (6:00 p.m. to 12:00 midnight)

Table with columns for time slots (1 hr, 1/2 hr, etc.) and rates for various durations

CLASS "B" (7:00 a.m. to 1:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, etc.) and rates for various durations

SPECIAL FEATURES Harriette Meets the Ladies: Monday through Friday.

TRANSCRIPTIONS Transcribed programs (5 minutes or longer) accepted at regular rates.

REMOTE CONTROL Facilities for handling programs outside of studios available.

TALENT Rates on request.

SERVICE FACILITIES Station maintains a program department which is available to advertisers.

Closing Time Contracts close one week in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel Station Manager—Thomas E. Martin.

Representatives Weed & Company.

NEW YORK—Continued

WHITE PLAINS

(Westchester County)

WFAS



Rates effective March 22, 1943. Owned and operated by the Westchester Broadcasting Corporation. Business Office and Studio—Roger Smith Hotel White Plains, N. Y., White Plains 6400. Transmitter—Roger Smith Hotel, White Plains, N. Y.

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Operates unlimited time on Eastern War Time. Agency Commission 15% on facilities charge allowed to recognized advertising agencies. Cash discount 2%—15 days. All charges for facilities payable on receipt of invoice.

General Advertising Rates see Keystone Network. \$50 or Per combination rates see listing of Columbia Broadcasting System (Southeastern Group). Rates include charges by owners of music copyrights. The following rates apply to general advertising.

Table with advertising rates for WFAS, including 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 minute, and 1/2 minute rates.

Electrical Transcriptions. Transcription library service available—details on request. TALENT. Full talent and program building and production facilities. Rates for talent and programs requiring special production on request.

Remote Control. Programs originating from points outside station studios are subject to wire line installation, maintenance, and engineering charges. Estimates on request. SERVICE FACILITIES. Facilities for building special programs.

Closing Time. Continuity must be submitted at least 24 hours before time of broadcast. Closing date for commercial schedule: with press listing, two weeks in advance; without press listing, 48 hours in advance.

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

Personnel. Vice-Pres. & Man. Dir.—Frank A. Setts. Representatives—Headley-Read Company.

ASHEVILLE

(Buncombe County)

WISE

(Established 1939)



Rates received January 1, 1943. Owned and operated by Radio Station WISE, Inc. Business Office and Studio—Langren Hotel, Asheville, North Carolina, telephone 1213. Transmitter—Atop Langren Hotel, Asheville, N. C.

Operating power—250 watts. (100% modulation.) 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 6:30 a.m. to 1:00 a.m.

Table with advertising rates for WISE, including 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 280 times, and 624 times.

Table with advertising rates for WISE, including CLASS 'A' and CLASS 'B' rates.

Additional discount of 5% is allowed when five or more announcements or programs are used per week. Announcements and programs cannot be combined to obtain a lower rate.

Political Broadcasts. Cash in advance. Copy must be submitted 24 hours in advance. Electrical Transcriptions. One minute electrical transcriptions are accepted at the 100 word announcement rate.

Remote Control. Portable equipment is available for remote broadcasts at special charges. 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. Rates are for facilities of station only; talent is extra. All contracts for exclusive use of contracting parties. Time cannot be guaranteed.

Personnel. General Manager—Harold H. Thoms. Commercial Manager—Kenneth Beachboard. Representatives—Burn-Smith Company, Inc.

W W N C

(Established 1927)



Rates effective January 15, 1940. (Card No. 10-A.) Owned and operated by Asheville Citizen-Times Co. Business Office and Studio—14 O. Henry Avenue, Asheville, North Carolina, telephone 5507. Transmitter—9th floor, Flatiron Bldg., Asheville, N. C.

Operating power—1,000 watts. 526.3 meters; 570 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time. Operating schedule: 6:30 a.m. to 12:05 a.m.

Table with advertising rates for W W N C, including 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 hour, 1/2 hour, 1/4 hour, and 5 minutes rates.

Special Features. Time signals, weather forecasts, etc.—rates on request. TALENT. All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., to be paid by the advertiser.

Contract and Other Requirements. No blanket contracts accepted. No contracts accepted for longer than one year. All contracts subject to cancellation unless program starts within 60 days.

Personnel. Executive Director—Don S. Elice. Commercial Manager—James C. Hagan. Program Director—Lee Chadwick. Representatives—The Katz Agency, Inc.

NORTH CAROLINA

TOBACCO NETWORK, THE

Business Office—P. O. Box 1150, Raleigh, N. C., telephone 6411.

Comprised of: WFNC—Fayetteville, WRAL—Raleigh, WGBR—Goldboro, WVTM—Wilson, WGTG—Greenville, WHTT—New Bern. Rates effective November 1, 1944. (Card No. 3.) Wave—Power—Time. See individual listings.

Operating schedule: 6:00 a.m. to 12:00 midnight. Agency Commission 15% of net station time to accredited advertising agencies; no cash discount. No commission on talent, program or production charges.

Table with advertising rates for Tobacco Network, including CLASS 'A' and CLASS 'B' rates.

Announcements. Additional 5% discount on network time is allowed for 26 consecutive weeks of broadcasting. Increased to 10% upon completion of 52 weeks broadcasting.

Regular time charges apply to recorded programs. Not restricted to certain hours. No service charge. Transcriptions to be furnished by advertiser.

BURLINGTON

(Alamance County)

W B B B

(Established 1942)



Rates effective September 1, 1944. (Card No. 2-N.) Owned and operated by Alamance Broadcasting Co. Business Office and Studio—310-1/2 S. Main St., Burlington, N. C., telephone 2730. Transmitter—West Front Street Extension, three miles west of Burlington, N. C.

Operating power—1,000 watts days. 326.1 meters; 920 kilocycles. Licensed to operate part time on regional channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to local sunset. Week days 6:00 a.m. to local sunset.

Table with advertising rates for W B B B, including 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 hour, 1/2 hour, 1/4 hour, and 5 minutes rates.

Announcements. For combination rates see Mutual Broadcasting System and Keystone Network. The following rates are for national advertising.

Use the advertisements for facts about the market and the medium's influence. Use the listings for rates and other data. Their proximity makes this convenient.

(This listing continued on next page)

NORTH CAROLINA—Cont'd

BURLINGTON—Continued

W B B B—Continued

POLITICAL TALKS

Political copy must be submitted before broadcast. Payable in advance. Political advertising subject to approval.

SPECIAL FEATURES

Weather forecast, time signals and leased wire news service. Rates on request.

TRANSCRIPTIONS

Regular rates apply. Add 3% to rates for transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

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

Closing Time

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

Mechanical Program Equipment

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

Personnel

General Manager—E. Z. Jones.

Representatives

None.

CHARLOTTE

(Mecklenburg County)

WAYS

(Established 1941)



Rates effective January 1, 1945.

Owned and operated by Inter-City Advertising Co. Business Office and Studio—City Industrial Bank Bldg., 130 E. Third St., Charlotte 2, N. C., tele-phones 3-7173, trans 36189.

Transmitter—Oakdale, N. C., 5-1/2 miles northwest of Charlotte, N. C.

Wave—Power—Time

Operating power—1,000 watts. 191.8 meters; 610 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time. Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency commission

15% 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 American Broadcasting Company, Inc. (Southeastern Group) and Mutual Broadcasting System.

The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with advertising rates for various time slots (6:00 p.m. to 1:00 p.m. daily and 1:00 p.m. to 6:00 p.m. Sundays) and durations (1, 1/2, 1/4 hr and 5 min).

ANNOUNCEMENTS

Table with announcement rates for various time slots (6:00 p.m. to 1:00 p.m.) and durations (1 minute or station break).

SPECIAL FEATURES

News—Regular rates plus 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.

TALENT

Rates on request.

POLITICAL

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

Closing Time

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

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—Walter H. Goan.

Representatives

Weed & Company.



Southern star salesman wants to sell for sponsor



DOMINANT Charlotte is the homebase of Columbia's WBT—but its 50,000 watts flood almost 500,000 radio homes in 107 agricultural and industrial counties.

This "South's Best Salesman" sells the prosperous Piedmont: North and South Carolina, Virginia, Kentucky, Tennessee, and Georgia. North Carolina alone is 3rd in crop receipts and 1st in textile production in the nation, but WBT, with one stroke, sells in six states—people with plenty to spend.

This Southern star salesman would like to work for you. He's available through us or Radio Sales.

Advertisement for WBT Charlotte featuring the station logo, '50,000 Watts', 'The South's Best Salesman', and 'COLUMBIA OWNED'.

W B I

(Established 1921)

COLUMBIA OWNED



Rates effective August 20, 1944. (Card No. 14.)

Owned and operated by Columbia Broadcasting System, Inc.

Business Office and Studio—Wilder Bldg., Charlotte 2, N. C., Charlotte 3-8833.

Transmitter—9 mile southeast of Charlotte, N. C.

Wave—Power—Time

Operating power—50,000 watts 270.3 meters; 1110 kilocycles. Licensed to operate full time on cleared national channel. Operates on Eastern War Time. Actual operating schedule: Sundays 7:00 a.m. to 3:00 a.m. Week days 5:00 a.m. to 3:00 a.m.

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).

Length of commercial copy

Table showing program lengths and news program durations.

(* Maximum opening commercial: 25 seconds for 5 minute news programs, 40 seconds for 10 minute or longer programs.

(†) No middle commercial permitted on 5 minute news programs.

GENERAL BROADCASTING TIME RATES

Without Talent

Net time rate after deduction of all applicable discounts.

Per week rates apply within any seven consecutive days. Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

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

Table with advertising rates for Class A (6:30 p.m. to 10:00 p.m. daily) for various durations and weeks.

CLASS "B"

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

Table with advertising rates for Class B (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m. daily) for various durations and weeks.

CLASS "C"

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m. daily)

Table with advertising rates for Class C (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m. daily) for various durations and weeks.

CLASS "D"

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m. daily)

Table with advertising rates for Class D (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m. daily) for various durations and weeks.

(This listing continued on next page)

CHARLOTTE—Continued
W B T—Continued

Table with columns for CLASS 'D' (6:30 a.m. to 9:00 a.m. daily) and Per week rates for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

Table with columns for CLASS 'E' (5:00 a.m. to 6:30 a.m., and 11:30 p.m. to 12:00 midnight daily) and Per week rates for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

(*) Days within any seven consecutive day period. Seven days per week pro rata of six day rate. All rates in excess of one hour are in exact proportion to one hour rate.

ANNOUNCEMENTS

All announcements under Classes "A," "B," "C," "D," and "E," regardless of their length or cost, may be combined for weekly frequency discounts providing they are computed on the basis of days per week usage, and not times per week usage.

CLASS 'A' (6:29 p.m. to 10:00 p.m. daily)

Table with columns for CLASS 'A' and Per week rates for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

CLASS 'B' (5:59 p.m. to 8:29 p.m., and 10:00 p.m. to 10:30 p.m. daily)

Table with columns for CLASS 'B' and Per week rates for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

CLASS 'C' (8:59 a.m. to 5:59 p.m., and 10:30 p.m. to 11:30 p.m. daily)

Table with columns for CLASS 'C' and Per week rates for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

CLASS 'D' (6:29 a.m. to 8:59 a.m. daily)

Table with columns for CLASS 'D' and Per week rates for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

Table with columns for Per week rates for 1 day, 2 days, 3 days, 4 days, 5 days, 6 days for 26-51 weeks.

Table with columns for CLASS 'E' (5:00 a.m. to 6:29 a.m., and 11:30 p.m. to 12:00 midnight daily) and Per week rates for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 14.

PARICIPATION ANNOUNCEMENT PROGRAMS

Table with columns for Early Morning "Alarm Clock" with Grady Cole and Martha Miller, Woman's Program: 1-12 weeks, 13-25 weeks, 26-51 weeks.

ANNOUNCEMENT PACKAGES

Table with columns for 21 or more announcements per week of any type earn special discounts from rates as follows: 10%, 15%, 20%, 25%.

DISCOUNTS Application of Discounts

Programs and announcements may not be combined for any discount purpose. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section.

Weekly Frequency Discounts

Weekly frequency discounts on mixed station time—When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification or in units of unequal cost, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.

Weekly Dollar Volume Discount

Weekly dollar volume discounts not applicable on a schedule of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discount on all broadcasting at General Broadcasting Time Rates or Announcements running concurrently.

Discounts for Consecutive Weeks

Table with columns for Discounts for consecutive weeks of broadcasting applicable to rates listed under General Broadcasting Time Rates or Announcements after deducting applicable dollar volume discount, if any.

SPECIAL FEATURES News: Leased wire service available. Rates on request. ELECTRICAL TRANSCRIPTIONS Accepted at card rates.

TALENT Program ideas, lists of talent and rates on request. Musicians and announcer costs—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 1/8 and 78 r.p.m. (lateral and vertical) turn-tables.

Personnel General Manager—A. D. Willard, Jr. Sales Manager—Royal E. Penny.

Representatives Radio Sales

WSOC (Established 1938)



Rates effective February 15, 1940. (Card No. 8.) Owned and operated by WSOC, Inc. Business Office and Studio—225 N. Tryon St., Charlotte, N. C. Telephone 7139. Transmitter—1925 N. Tryon St., Charlotte, N. C.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern War Time.

Agency Commission 15% to recognized agencies on station time only. Cash discount 2% if paid by the 10th of the month.

General Advertising For combination rates see listing of National Broadcasting Company (Southeastern Group). Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts.

Table with columns for Rates for 1 hr., 1/2 hr., 1/4 hr., 5 min. and 15 min. for 1-12 weeks, 13-25 weeks, and 26-51 weeks.

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.

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 Pres. & Gen'l Mgr.—E. J. Gluck. Vice-Pres. & Sales Mgr.—W. C. Irwin.

Representatives Headley-Reed Company

CONCORD

(Cabarrus County)

W E G O

(Established 1943)

Rates effective April 1, 1945. (Card No. 1.)
Owned and operated by Wayne M. Nelson.
Business Office—Concord, N. C., telephone 2271.
Transmitter—Highway 29-A, 1-1/2 miles west of Concord, N. C.

Wave—Power—Time
Operating power—1,000 watts to local sunset.
212.8 meters; 1410 kilocycles.

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

General Advertising

For combination rates see Keystone Network.
BMI, SESAC and ASCAP licenses.
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 16.50 15.75 14.88 14.00 13.12
5 minutes..... 7.50 7.13 6.75 6.38 6.00 5.62
1 minute or 100 words..... 3.00 2.85 2.70 2.55 2.40 2.25
50 words..... 2.50 2.38 2.25 2.13 2.00 1.88

SPECIAL FEATURES

News—Leased wire service available—rates on request.

TALENT

Local talent furnished at actual cost.

REMOTE CONTROL

Remote equipment and facilities available.

TRANSCRIPTIONS

Transcription library service available without extra cost except for numbers requiring special fee.

Contract and Other Requirements

Maximum contract one year.
Station will use due caution to guard against use of its facilities to advertise questionable or injurious articles and reserves right to censor against fraud and unreasonable claims and statements in good taste. Station reserves right to require complete political script in advance of airing and to prohibit libelous statements.

Personnel

General Manager—Wayne M. Nelson.

Representatives

Thomas F. Clark Co., Inc.

DURHAM

(Durham County)

W D N C

(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 War Time.
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission
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.)

1 hour.....	75.00
1/2 hour.....	45.00
1/4 hour.....	25.00
10 minutes.....	18.00
5 minutes.....	12.00
*100 words.....	8.00

CLASS "B"

(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:30 a.m.)

1 hour.....	60.00
1/2 hour.....	36.00
1/4 hour.....	20.00
10 minutes.....	14.00
5 minutes.....	10.00
*100 words.....	5.00

(*) Accepted on announcement periods only. Schedule on request.
Chain break announcements limited to 50 words.

DISCOUNTS

13 times.....	5%	52 times.....	15%
28 times.....	10%	100 times.....	20%

SPECIAL WEEKLY RATES

CLASS "A"

	3 tl.	4 tl.	5 tl.	6 tl.	7 tl.
1 hour.....	210.00	280.00	300.00	380.00	350.00
1/2 hour.....	127.50	160.00	187.50	210.00	227.50
1/4 hour.....	87.50	84.00	97.50	108.00	115.50
10 minutes.....	49.50	80.00	67.50	72.00	75.50
5 minutes.....	34.50	48.00	50.00	55.50	59.50

CLASS "B"

1 hour.....	174.00	208.00	240.00	264.00	280.00
1/2 hour.....	100.50	124.00	142.50	158.00	164.00
1/4 hour.....	54.00	60.00	80.00	90.00	98.00
10 minutes.....	43.50	54.00	62.50	69.00	73.50
5 minutes.....	28.50	38.00	42.50	48.00	52.50

Rates for three or more programs per week subject to the following additional accounts: 13 weeks 5%; 28 weeks 10%; 52 weeks 30%.

POLITICAL RATES

Class "A" rates apply.

TALENT

The station will prepare any type of program desired by client and will furnish program ideas, lists of talent and rates on request.

REMOTE CONTROL

Programs will be broadcast from any location. Rates on request.

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

Maximum length of contract, one year. Advertising subject to approval.
Closing Time
Talent programs, talks or recorded programs close five days in advance of broadcast.

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

Personnel
Manager—J. F. Jarman, Jr.
Representatives Edward H. Wilson Company.

ELIZABETH CITY

(Pasquotank County)

W C N C

(Established 1939)

Rates card undated—received December 19, 1939.
Owned and operated by Albemarle Broadcasting Co.
Business Office and Studio—104 Colonial Avenue, Elizabeth City, North Carolina.
Transmitter—Parsonage Street extended Northwest one mile.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 11:15 p.m.; week days 7:00 a.m. to 11:15 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. Bills due weekly on local accounts and monthly on national accounts.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising. Rates include charges by owners of music copyrights.
1 hour..... 65.00 63.35 60.00 58.30 53.35 50.00 44.20
1/2 hour..... 37.35 34.15 32.15 28.75 27.10 25.80 24.20
1/4 hour..... 20.00 17.55 17.10 15.40 15.00 13.35 12.50
10 minutes 18.70 18.35 11.70 10.40 9.15 8.30 7.50
5 minutes 8.75 8.25 7.50 6.70 5.80 5.40 5.00
100 words 4.20 3.70 3.35 2.95 2.70 2.50 2.10

Transcription library service available. Regular rates apply.
REMOTE CONTROL
Remote control facilities available. Subject to extra charges for line and mechanical costs.

Contract and Other Requirements

Advertising of alcoholic beverages other than light wine and beer not accepted.
Contracts subject to cancellation on 30 days' written notice accompanied by certified check at short rate to date of last program, unless otherwise agreed.
Foreign language programs accepted.

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

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

Personnel
Manager—J. E. Aydtlett.
Commercial Manager—T. J. Pierson.

Representatives
Burn-Smith Company, Incorporated.

FAYETTEVILLE

(Cumberland County)

W F N C

(Established 1940)

Rates effective December 1, 1943. (Card No. 5.)
Owned and operated by the Cape Fear Broadcasting Company.
Business Office and Studio—114 Anderson St., Fayetteville, North Carolina, telephone 4843.
Transmitter—216 Water St., Fayetteville, N. C.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 11:05 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies on time only.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Tobacco Network.
Rates are for time only.
Rates include charges by owners of music copyrights. The following rates are for national advertising.

1 hour.....	72.00
1/2 hour.....	48.20
1/4 hour.....	25.90
10 minutes.....	18.50
5 minutes.....	10.00

ANNOUNCEMENTS

100 words or less..... 4.50

DISCOUNTS

18 times.....	5%	100 times.....	30%
28 times.....	10%	150 times.....	35%
52 times.....	15%	300 times.....	30%

No discounts given except as earned.
REMOTE CONTROL
Programs may be broadcast from any point. Only actual expenses will be charged.

TALENT

Any type of local talent available—rates on request.

Closing Time
Contracts close one week in advance of first broadcast.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Maximum length of 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 lateral and vertical cut recordings.

Personnel
Station Manager—W. C. Ewing.
Commercial Manager—Paul Moyle.

Representatives
The Walker Company.

GASTONIA

(Gaston County)

W G N C

(Established 1939)

Rates effective February 15, 1939. (Card No. 1.)
Owned and operated by F. C. Todd.
Business Office and Studio—National Bank of Commerce Building, Gastonia, North Carolina.
Transmitter—1-1/2 mile south of Gastonia.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
208.9 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

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

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries) and Keystone Network.
Discounts not applicable if periods exceed corresponding number of times.
Announcements and programs cannot be combined to secure additional discounts.

(8:00 p.m. to 11:00 p.m. week days)	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	50.00	47.50	43.00	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	18.00	15.00
5 minutes.....	6.50	6.20	5.90	5.60	5.30	5.00

(6:00 a.m. to 6:00 p.m. week days)	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
1/2 hour.....	25.00	23.75	22.50	21.25	20.00	18.75
1/4 hour.....	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes.....	5.50	5.25	5.00	4.75	4.50	4.25

No commercials on Sunday.
ANNOUNCEMENTS
Announcement programs consisting of recorded music with announcements made between selections. One minute announcement limited to 100 words.

(6:00 p.m. to 11:00 p.m.)	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 minute.....	4.00	3.80	3.60	3.40	3.20	3.00
(6:00 a.m. to 6:00 p.m.)	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 minute.....	3.50	3.30	3.10	2.90	2.70	2.50

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

ELECTRICAL TRANSCRIPTIONS
Electrically transcribed programs accepted for broadcast at available hours.

POLITICAL BROADCASTS

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

(This listing continued on next page)

NORTH CAROLINA---Cont'd

GASTONIA---Continued
W G N C---Continued

TALENT

Station will furnish any type of local talent available. Rates on request. Rates do not include talent fees.

REMOTE CONTROL

Programs will be broadcast from any location outside of the station. Rates on request.

SERVICE FACILITIES

Service of program, advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and advertising program included without extra cost. Maps and market data on request.

Contract and Other Requirements

Maximum length of contract one year. Advertising of alcoholic beverages not accepted. Price quoting permitted. No restriction except close censorship against fraudulent, obscene, questionable or injurious articles or products.

Closing Date

Two weeks 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

Manager---Pat McSwain.

Representatives

Cox & Tana

GOLDSBORO

(Wayne County)

W G B R

(Established 1938)



Rates effective October 1, 1944. (Card No. 4.)

Owned and operated by the Eastern Carolina Broadcasting Company.

Business Offices and Studios---6th floor, Borden Bldg., P. O. Box 1024, Goldsboro, N. C., telephone 1550-1551.

Transmitter---One-half mile northwest of Goldsboro on Raleigh Highway.

Wave---Power---Time

Operating power---250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:05 a.m.

Agency Commission

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

General Advertising

For combination rates see listings of Mutual Broadcasting System, Tobacco Network and Keystone Network.
Rates are for facilities of station only.

	1	13	26	52	104	156	312
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	55.00	52.25	49.50	46.75	44.00	41.25	38.50
1/2 hour....	33.00	31.35	29.70	28.05	26.40	24.75	23.10
1/4 hour....	22.00	20.90	19.80	18.70	17.60	16.50	15.40
10 minutes	16.50	15.87	14.85	14.02	13.20	12.37	11.55
5 minutes	11.00	10.45	9.90	9.35	8.80	8.25	7.70

ANNOUNCEMENTS

100 words.. 5.00 4.75 4.50 4.25 4.00 3.75 3.50
50 words.. 3.00 2.85 2.70 2.55 2.40 2.25 2.10

Chain Breaks

Nighttime chain breaks draw 100 word rate; daytime chain breaks draw 50 word rate.

SPECIAL FEATURES

Time signals, sports round-up, farm features, market reports, homemaker program (women), rates on request.

News---leased wire service available---rates on request. By remote control, and seasonal: Organized baseball, tobacco warehouse auction sales (August through November), high school football games, city and county basketball games.

POLITICAL

One time rate applies; cash in advance.

ELECTRICAL TRANSCRIPTIONS

Recording facilities available---rates on request.

TALENT

Talent is extra. Rates on request.

REMOTE CONTROL

Facilities available whenever telephone lines are available---rates on request.

SERVICE FACILITIES

Merchandising department services are available to sponsors.

Contract and Other Requirements

All contracts are for exclusive use of contracting parties. Maximum length of contract, one year; minimum usage once weekly. Rates subject to change without notice. All programs and advertising copy subject to approval of station. All contracts cancellable unless started within 30 days.

Closing Time

Three days in advance of start of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel

President---A. T. Hawkins.
General Manager---Harry G. Bright.

Representatives

The Walker Company.

GREENSBORO

(Guilford County)

W B I G

(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---Guilford, Battleground Blvd., (U. S. Route 220) 3-1/2 miles from Greensboro, N. C.

Wave---Power---Time

Operating power---5,000 watts.
(100% modulation.)
204.1 meters; 1470 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission

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 of music copyrights. The following rates are for national advertising:

WEEK DAYS

CLASS "A"

	(8:00 p.m. to 11:00 p.m.)			
	1 tl.	18 tl.	28 tl.	89 tl. 52 tl.
1 hour	100.00	95.00	90.00	85.00 80.00
1/2 hour	75.00	71.25	67.50	63.75 60.00
1/4 hour	50.00	47.50	45.00	42.50 40.00
5 minutes	25.00	23.75	22.50	21.25 20.00

CLASS "B"

	(9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)			
1 hour	75.00	71.25	67.50	63.75 60.00
1/2 hour	45.00	42.75	40.50	38.25 36.00
1/4 hour	30.00	28.50	27.00	25.50 24.00
5 minutes	15.00	14.25	13.50	12.75 12.00

CLASS "C"

	(6:00 a.m. to 9:00 a.m. and 1:00 p.m. to 5:00 p.m.)			
1 hour	60.00	57.00	54.00	51.00 48.00
1/2 hour	37.50	35.63	33.75	31.88 30.00
1/4 hour	25.00	23.75	22.50	21.25 20.00
5 minutes	12.50	11.88	11.25	10.63 10.00

SUNDAY RATES

All Sunday advertising charged 20% additional.
(This listing continued on next page)

WBIG DOMINATES
this Magic Circle
of 50 miles!

Map showing Greensboro at the center, surrounded by a circle of 50 miles. Cities within the circle include Winston-Salem, Reidsville, Danville, High Point, Burlington, Durham, Salisbury, Lexington, and Asheboro.

Payrolls BIG - Population BIG - Listening Audience BIG - Farm Income BIG . . . It takes WBIG, with its 5000 Watts, Night and Day, to do a BIG JOB at comparatively small cost.

For further particulars:
Edney Ridge, Director,
WBIG---Greensboro, N. C.
George P. Hollingsbery Co.
National Representatives

WBIG
A COLUMBIA AFFILIATE

THE PRESTIGE STATION **OF THE CAROLINAS**
5000 WATTS DAY AND NIGHT

GREENSBORO—Continued

W B I G—Continued

ANNOUNCEMENTS

WEEK DAYS

CLASS "A"

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

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 100 words, 50 words, 25 words, Chain breaks.

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 100 words, 50 words, 25 words, Chain breaks.

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 75.00

ELECTRICAL TRANSCRIPTIONS

Transcription library services available, rates and details on request. No extra charge for broadcast of electrical transcriptions. Instantaneous recording equipment available.

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.

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

Manager—Edney Ridge. Promotion Manager—Madge Banks.

Representatives

George P. Hollingsbery Company

W B C

(Established 1942)

Rates effective October 1, 1942.

Owned and operated by Greensboro Broadcasting Co., Inc.

Business Office and Studio—Ashe Street Extension, Asheboro Road, Greensboro, N. C. Transmitter—Two miles south of business district, Greensboro, N. C.

Wave—Power—Time

Operating power—1,000 watts day. 306.1 meters; 980 kilocycles. Licensed to operate part time on regional channel. Operates on Eastern War Time. Actual operating schedule: 6:00 a.m. to local sunset.

Agency Commission

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

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group). The following rates are for national advertising. Rates include charges for owners of music copyrights. Special quantity discounts can be earned on 52 week contracts.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less) and Rate.

DISCOUNTS

Table with 2 columns: Time (13 times, 26 times, 52 times) and Discount (10%, 20%, 25%, 30%).

SPECIAL FEATURES

Weather reports, time signals, leased wire news and sports. Rates on request.

TRANSCRIPTIONS

Regular rate apply. Rates include use of transcription library service. Instantaneous recording equipment available.

POLITICAL TALKS

Accepted only at one time national rates. Payable in advance of broadcast. Copy must be approved 24 hours before broadcast.

REMOTE CONTROL

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

Closing Time

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

Mechanical Program Equipment

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

Personnel

Station Manager—Ralph M. Lambeth.

Representatives

Burn-Smith Company, Inc.

GREENVILLE

WGTC

(Established 1940)

Rates effective May 1, 1940. (Card No. 1-A.)

Owned and operated by Greenville Broadcasting Co. Business Office—407 Evans Street, Greenville, N. C. Note: Address correspondence to P. O. Box 898, Greenville, North Carolina.

Studio—West on Falkland Highway (State route No. 48), adjacent to city limits of Greenville. Transmitter—Falkland Highway, 1-1/2 miles west of Greenville, North Carolina.

Wave—Power—Time

Operating power—250 watts. 201.5 meters; 1490 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies on time and talent. No cash discount. Bills rendered weekly; due 10th of following month.

General Advertising

For combination rates see Listings of Mutual Broadcasting System and Tobacco Network. Rates include charges by owners of music copyrights. The following rates are for national advertising.

CLASS "A"

(12:00 noon to 1:00 p.m. and 7:00 p.m. to 10:00 p.m. week days. Sundays 1:00 p.m. to 10:00 p.m.)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B"

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "C"

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days. Sundays 10:00 p.m. to sign-off)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

STRIP RATES

Five day strip rate figured at two-thirds more than three day rate. Seven day strip rate figured at one-sixth more than six day rate. Strip rates in different time classifications may be combined in a single schedule. Such combinations may be figured on a pro rata basis if schedule calls for three or more days per week.

CLASS "A"

(12:00 noon to 1:00 p.m. and 7:00 p.m. to 10:00 p.m. week days. Sundays 1:00 p.m. to 10:00 p.m.)

Table with 6 columns: 3 times weekly, 6 times weekly. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B"

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "C"

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days. Sundays 10:00 p.m. to sign-off)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENT RATES

Twenty-five word station breaks, when available, carry 100 word rate. Announcement rates in different time classifications may be combined in a single schedule. Such combinations may be figured on a pro rata basis if schedule calls for seven or more announcements per week.

CLASS "A"

(12:00 noon to 1:00 p.m., 7:00 p.m. to 10:00 p.m. week days. Sundays 1:00 p.m. to 10:00 p.m.)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 100 words, 75 words, One minute transcription.

Table with 6 columns: 3 times weekly, 6 times weekly. Rows for 100 words, 75 words, One minute transcription.

CLASS "B" (7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 100 words, 75 words, One minute transcription.

Table with 6 columns: 3 times weekly, 6 times weekly. Rows for 100 words, 75 words, One minute transcription.

CLASS "C" (Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days. Sundays 10:00 p.m. to sign-off)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for 100 words, 75 words, One minute transcription.

Table with 6 columns: 3 times weekly, 6 times weekly. Rows for 100 words, 75 words, One minute transcription.

SPECIAL FEATURES

News Broadcasts—Seven days per week. All rates figured on seven days per week; six days per week may be figured at one-seventh less than seven days; "Complete News Service" includes the cost of news gathering, editing and presentation; station time for news purposes may not be purchased without the Complete News Service; station reserves complete control over news, announcer, and commercial copy at opening and close of news period; minimum news schedule sold is six days per week.

CLASS "A"

(12:00 noon to 1:00 p.m. and 7:00 p.m. to 10:00 p.m. week days. Sundays 1:00 p.m. to 10:00 p.m.)

Table with 6 columns: 1st, 13th, 26th, 39th, 52nd. Rows for Seven 15 min. periods, Seven 5 min. periods.

Station time and complete news service... 124.74 116.42 108.10 45.74 42.68 89.64

CLASS "B"

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

Station time and complete news service... 93.56 87.78 81.08 84.80 82.02 89.74

CLASS "C"

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days. Sundays 10:00 p.m. to sign-off)

Station time and complete news service... 62.38 58.22 54.06 22.86 21.84 20.58

News Headlines—Seven days per week; news headlines broadcast between 10 regularly scheduled programs except at hours when service announcements have been sold; minimum contract 13 weeks; contracts are non-cancellable; copy limit 15 words per announcement; station reserves complete control over news, announcer, and commercial copy used with headlines; Class A, all news headlines, seven days per week, guaranteed 18 headlines per day 90.00; Class B, all news headlines, seven days per week, guaranteed 25 headlines per day 75.00; Class C, all news headlines, seven days per week, guaranteed 20 headlines per day 45.00; all classes combined, entire broadcast day, all news headlines, seven days per week, guaranteed 60 headlines per day 175.00. Identical copy may be repeated but once each day and cannot be scheduled at the same hour or another day of the same week.

Sports Review: Same rate and copy limit as 5 minute or 15 minute news broadcast. Market Period: Same rate and copy limit as 5 minute or 15 minute broadcast.

Weather Reports: Same rates as 100 word announcement; copy limit 75 words.

Time Signals: Same rates as for Station Break announcements; copy limit 15 words; announcer, Naval Observatory time service and premium for position included in cost.

Special Sales Service—All costs based on a six day week; minimum contract one month; sales service programs as scheduled at the station's discretion; one-half the following rates is for cost of special announcer, transcription service and special continuities; One sales story per day, Class A, 60.00 per month; Class B, 45.00 per month; Class C, 30.00 per month. Two sales stories per day, Class A, 100.00 per month; Class B, 75.00 per month; Class C, 50.00 per month.

Farmers' Exchange Service: Three 50 word announcements 8.00; available only to individuals actually owning or operating farms in station service area; station reserves right to be sole judge of material accepted.

(This listing continued on next page)

NORTH CAROLINA—Cont'd

GREENVILLE—Continued
W G T C—Continued

POLITICAL TALKS
Accepted only at one time Class A rate, regardless of time scheduled; no agency or frequency discount; copy and payment must be in station's hands 24 hours in advance of broadcast.

TALENT
Studio staff talent available. Special talent arranged on request. Regular agency commission applies.

REMOTE CONTROL
Wire and service costs to be paid by advertiser, and are net. No agency commission.

ELECTRICAL TRANSCRIPTIONS
General program rates apply. (Except transcribed announcements.) Transcriptions must be available at studio sufficiently in advance of broadcast to enable time for program and mechanical checking and also to allow for additional time to replace pressings in case they do not meet station standards.

Contract and Other Requirements
Advertising of alcoholic beverages, with the exception of beer, will not be accepted. All medical accounts require individual approval by station.

Closing Time
Announcement copy and transcriptions close 72 hours in advance of broadcast. Talks close 24 hours in advance.

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

Personnel
Manager—Mrs. M. J. Laughinghouse.

Representatives
None.

HICKORY
(Catawba County)

WKY
(Established 1939)

Rates effective September 1, 1943. (Card No. 4.)

Owned and operated by Catawba Valley Broadcasting Co., Inc.

Business Office and Studio—Radio Bldg., Hickory, N. C.

Transmitter—3-1/2 miles southeast of Hickory, N. C.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights. 252.6 meters; 1200 kilocycles.

Agency Commission
Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Accounts payable 10th of month following broadcast.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.

Table with 5 columns: Time, 1 hr., 1 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include 1 time, 18 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

Table for CLASS 'B' (11:00 p.m. to 5:00 p.m. week days and before 12:00 noon Sundays). Columns: 1 hr., 1 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include 1 time, 18 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

SPECIAL WEEKLY PROGRAM RATES
To secure the following rates, the number of programs must be used within a week's time.

Table for CLASS 'A' (6:00 p.m. to 11:00 p.m. daily; 12:00 noon to 11:00 p.m. Sundays). Columns: 1 wk., 18 wks., 26 wks., 39 wks., 52 wks. Rows include One-half hour, One-quarter hour, Ten minutes, Five minutes.

Table for CLASS 'B' (11:00 p.m. to 6:00 p.m. daily; before 12:00 noon Sundays). Columns: 1 hr., 1 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include One-half hour, One-quarter hour, Ten minutes, Five minutes.

ANNOUNCEMENTS
Announcements accepted only for run of schedule. When definite times for announcements are demanded a 15% extra charge is added to rates.

Table for CLASS 'A' (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays). Columns: 1 hr., 1 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include 1 time, 18 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

Table for CLASS 'B' (11:00 p.m. to 6:00 p.m. week days and before 12:00 noon Sundays). Columns: 1 hr., 1 1/2 hr., 1/4 hr., 10 min., 5 min. Rows include 1 time, 18 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

3/4 minute announcements available at 80% of one minute rate. Additional Discounts
Available only on periods of 13 weeks or more and on announcements of less than five minutes:

SPECIAL FEATURES
News casts available for sponsorship—regular rate plus 10%. Time signals, limited to 50 words, one minute announcement rate applies on run of schedule basis.

POLITICAL
Rates on request. Copy to be approved by station management before broadcast. Payment in advance.

REMOTE CONTROL
Programs will be broadcast from any location outside of station—rates on request.

RECORDED PROGRAMS
Rates include use of transcription service. Electrical transcription programs are accepted for broadcast at any hour available.

TALENT
Rates on request.

Contract and Copy Requirements
Advertising of alcoholic beverages not accepted, except beer and wine. Programs and announcements cannot be combined to earn additional discounts.

Closing Time
Two weeks in advance.

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

Representatives
Howard H. Wilson Company.

HIGH POINT
(Guilford County)

WMFR
(Established 1935)

Rates effective March 1, 1945. (Card No. 4.)

Owned and operated by Radio Station WMFR, Inc. Business Office and Studio—156-1/2 south Main St., P. O. Box 27, High Point, N. C., telephone 4593-4.

Transmitter—156-1/2 S. Main Street, High Point, North Carolina.

Wave—Power—Time
Operating power 250 watts. 248.9 meters; 1200 kilocycles.

Agency Commission
Agency commission 15% to recognized agencies. Cash discount 2%—10th of month.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.

Rates include charges by owners of music copyrights. (Day and Night)

Table with 2 columns: Time, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

SPECIAL FEATURES
Weather forecast, time signals, news and sports—rates on request.

ELECTRICAL TRANSCRIPTIONS
Accepted for broadcast at any hour available.

TALENT
Rates on application.

REMOTE CONTROL
Rates on application on points outside of regular studios. Mobile unit available.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Maximum length of contract one year. Rates do not include artists' services.

Closing Time
Two weeks prior to starting date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription.

Personnel
General Manager—H. M. Lambeth. Commercial Manager—Pat Taylor.

Representatives
Burn-Smith Company, Incorporated.

KINSTON
(Lenoir County)
WFTC
(Established 1937)



Rates effective December 1, 1941.
Owned and operated by Jonas Welland.
Business Office and Studio—E. King Street, Kinston.
North Carolina, telephone 4111.
Transmitter—210 E. King Street, Kinston, N. C.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1250 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sunday 7:30 a.m. to 11:15 p.m.;
Saturday 6:45 a.m. to 1:00 a.m.; Monday through
Friday 6:45 a.m. to 11:15 p.m.

Agency Commission
Agency commission 15%. No commission on artists' services; commission paid on station time only. No cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries).

	1	11	25	50	100	150	300
1 hour....	85.00	63.35	60.00	56.30	53.35	50.00	44.20
1/2 hour....	37.35	34.15	32.15	28.75	27.10	25.80	24.20
1/4 hour....	20.00	17.55	17.10	15.40	15.00	13.35	12.50
10 minutes	16.70	13.35	11.70	10.40	9.15	8.30	7.50
5 minutes	8.75	8.25	7.50	6.70	5.80	5.40	5.00

ANNOUNCEMENTS

1 minute	4.20	3.70	3.85	2.85	2.70	2.50	2.10
100 words....	8.25	2.80	2.60	2.40	2.20	2.00	1.75
50 words....	8.00	2.65	2.40	2.20	2.00	1.80	1.55
15 seconds or 20 words							1.00

RECORDED PROGRAMS

Transcribed and recorded programs accepted at no additional charge.
Transcription library service 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

General Manager—Jonas Welland
Commercial Manager—Lester L. Gould.

Representatives

Burn-Smith Company, Incorporated

NEW BERN
(Craven County)
WHIT
(Established 1942)



Rate card undated; received September 17, 1942.
(Card No. 1.)
Owned and operated by The Coastal Broadcasting Co., Inc.

Business Office and Studio—U. S. Highway 17, South New Bern, N. C., telephone 1450.

Wave—Power—Time

Operating power—250 watts.
208.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies. No cash discount.

General Advertising

For combination rates see Mutual Broadcasting System, Tobacco Network, and Keystone Network.

	1	11	13	25	52	100	300
1 hour....	50.60	45.90	40.80	35.70	30.35	25.20	
1/2 hour....	30.00	27.50	25.00	22.50	20.00	17.50	
1/4 hour....	17.50	16.00	14.50	13.00	11.50	10.00	
5 minutes	7.50	6.75	6.00	5.25	4.50	3.75	

Special package rates on periods of one hour or more.

ANNOUNCEMENTS	1	11	13	25	52	100	300
1 minute spots or transcriptions	3.20	2.80	2.50	2.20	2.00	1.80	

SPECIAL FEATURES

News-leased wire service available.

POLITICAL PROGRAMS

Payable in advance. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Complete musical library available.

REMOTE CONTROL

Rates on request.

TALENT

Rates on request.

SERVICE FACILITIES

Station will prepare programs desired and will furnish full merchandising ideas.

Contract and Other Requirements

Maximum contract period one year. All programs and advertising copy subject to station's approval. Management reserves the right to change time of any broadcast or announcement to meet special events or emergencies.
Advertising contracts are not assignable, nor can any periods be used for resale.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
Pres., Gen'l. & Com'l. Mgr.—Louis N. Howard.
Representatives
None.

RALEIGH
(Wake County)
WPTF
(Established 1934)



Rates effective Jan. 1, 1944. (Card No. 50 3W-2.)
Owned and operated by the WPTF Radio Company
Business Office and Studio—Insurance Bldg., Raleigh, N. C., telephone 8811.
Transmitter—Cary, North Carolina.

Wave—Power—Time

Operating power—50,000 watts.
100% modulation—High Fidelity Crystal control.
440.9 meters; 680 kilocycles.
Licensed to operate full time on clear channel.
Directional antenna used after sunset.
Operates on Eastern Time.
Operating schedule: 6:00 a.m. to 12:05 p.m.

Agency Commission

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 (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 and vice versa.
Discounts are retroactive and earned discount is to be determined by the total number of broadcasts used within one year.

CLASS "A"

(6:30 p.m. to 11:00 p.m. daily)

	1	11	13	25	52	100	300
1 hour....	300.00	285.00	270.00	255.00	240.00	225.00	
1/2 hour....	180.00	171.00	162.00	153.00	144.00	135.00	
1/4 hour....	120.00	114.00	108.00	102.00	96.00	90.00	
5 minutes	60.00	57.00	54.00	51.00	48.00	45.00	

CLASS "B"

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

	1	11	13	25	52	100	300
1 hour....	150.00	142.50	135.00	127.50	120.00	112.50	
1/2 hour....	90.00	85.50	81.00	76.50	72.00	67.50	
1/4 hour....	60.00	57.00	54.00	51.00	48.00	45.00	
5 minutes	30.00	28.50	27.00	25.50	24.00	22.50	

CLASS "C"

(11:00 p.m. to 9:00 a.m. daily)

	1	11	13	25	52	100	300
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	

ANNOUNCEMENTS

Announcements exceeding one minute not accepted. One minute rate applies to all announcements longer than chain breaks.

(Between 6:30 p.m. and 11:01 p.m.)

	1	11	13	25	52	100	300
One minute (live or transcribed)	40.00	38.00	33.00	34.00	32.00	30.00	
Chain break (30 words maximum)	32.00	30.40	23.80	27.20	25.60	24.00	
One minute (live or transcribed)	20.00	19.30	18.00	17.00	16.30	15.00	
Chain break (30 words maximum)	16.00	15.20	14.40	13.60	12.80	12.00	

(This listing continued on next page.)

NORTH CAROLINA
IS THE SOUTH'S No. 1
INDUSTRIAL STATE

NORTH CAROLINA



\$1420.6
(MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES



\$536.5
(MILLIONS)

WPTF { **CARRYING N.B.C. WITH 50,000 WATTS AT 680 KC**

IS NORTH CAROLINA'S No. 1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC. NATIONAL REPRESENTATIVES



NORTH CAROLINA—Cont'd

RALEIGH—Continued
WPTF—Continued

500 or more announcements within one year 5% additional discount.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates on request.

TALENT
Audition transcriptions and rates 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 out recordings, and 78 r.p.m. lateral turn-tables.

Personnel
General Manager—Richard H. Mason
Sales Manager—Ollie L. Carpenter.

Representatives
Free & Peters, Inc.

WRAL
(Established 1939)



Rates effective November 1, 1939. (Card No. 3.)
Owned and operated by Capitol Broadcasting Co. Business Office and Studio—130 S. Salisbury Street, Raleigh, North Carolina.
Transmitter—East Davis St., Raleigh, N. C.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.

Agency Commissions
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 listings of Mutual Broadcasting System and Tobacco Network.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days, 8:00 a.m. to 10:30 p.m. Sunday)

1 hr.	72.00	18.11	28.11	52.11	100.11	300.11
1/2 hr.	45.00	68.40	64.80	61.20	57.60	54.00
1/4 hr.	45.00	42.75	40.50	38.25	36.00	33.75
10 minutes	27.00	27.00	24.30	22.95	21.60	20.25
5 minutes	14.00	13.30	12.60	11.90	11.20	10.50
*1 minute	8.00	7.60	7.20	6.80	6.40	6.00

CLASS "B"
(6:00 a.m. to 8:00 p.m. week days, and 10:30 p.m. to 1:00 a.m. daily)

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
10 minutes	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50
*1 minute	5.00	4.75	4.50	4.25	4.00	3.75

FREQUENCY DISCOUNTS
These discounts do not apply to announcements.

Less than 18 weeks	18 weeks	28 weeks	52 weeks
8% Net	5% Net	3-1/2% Net	7-1/2% Net
8% Net	5% Net	10% Net	15% Net

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 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 out recordings. Instantaneous recording equipment available.

Personnel
General Manager—Fred Fletcher.
Commercial Manager—C. Durham Moore.

Representatives
Weed & Company.

ROANOKE RAPIDS

(Halifax County)
WCBT
(Established 1940)



Rates effective September 15, 1943.
Owned and operated by Radio Station WCBT, Inc. Business Office and Studio—251 Roanoke Avenue, Roanoke Rapids, North Carolina.
Transmitter—E. Tentb 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 War Time.
Actual operating schedule: Sundays 9:00 a.m. to 10:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies on station time only. Cash discount none. Bills due and payable when rendered.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network. The following rates are for national advertising. Rates include charges by owners of music copyrights.

1 hr.	65.00	37.85	20.00	16.70
11 times	64.85	34.15	17.55	13.85
25 times	60.00	32.15	17.10	11.70
50 times	58.80	28.75	15.40	10.40
100 times	53.85	27.10	15.00	9.15
150 times	49.00	25.80	13.25	8.30
300 or more times	44.20	24.20	12.50	7.50

DISCOUNTS
Announcements and programs of five minutes or more cannot be combined to earn a larger discount. Two or more programs of 15 minutes or more, broadcast on the same day for the same sponsor within the same rate bracket, may be combined to earn 1/2 hour, 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

1 hr.	65.00	37.85	20.00	16.70
1 hr.	64.85	34.15	17.55	13.85
25 times	60.00	32.15	17.10	11.70
50 times	58.80	28.75	15.40	10.40
100 times	53.85	27.10	15.00	9.15
150 times	49.00	25.80	13.25	8.30
300 or more times	44.20	24.20	12.50	7.50

SPECIAL FEATURES
News: Regular rates apply.

TALENT
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.

SERVICE FACILITIES
Merchandising service available.

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.

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 out recordings.

Personnel
General Manager—S. E. Crow.
Commercial Manager—Al Drew.

Representatives
Burn-Smith Company, Incorporated.

ROCKY MOUNT

(Nash and Edgecomb Counties)
WEED
(Established 1938)

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
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Week days and Sundays 7:00 a.m. to 12:05 a.m.

Agency Commission
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 American Broadcasting Company, Inc. (Southeastern Supplementaries).

The following rates are for national advertising.

1 hr.	45.00	27.00	16.20	12.95	7.80	8.25
18 times	43.75	25.65	15.40	12.85	7.40	8.00
26 times	40.50	24.80	14.60	11.65	7.90	8.20
52 times	38.25	22.95	18.75	10.95	6.60	2.75
100 times	36.00	21.60	12.95	10.85	6.20	2.60
150 times	33.75	20.75	12.15	5.75	5.85	2.45
300 times	31.50	18.90	11.85	9.10	5.45	2.35

ELECTRICAL TRANSCRIPTIONS
Transcribed and recorded programs accepted as 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 out recordings.

Personnel
Manager—W. Avera Wynne.

SALISBURY

(Edowan County)
WSTP
(Established 1938)



Rates effective August 1, 1939. (Card No. 2.)
Owned and operated by Piedmont Broadcasting Corp. Business Office and Studio—Yadkin Hotel, Salisbury, North Carolina, telephone 2121.
Other Studios—Kannapolis, N. C.
Transmitter—Statesville Highway at Grant Creek.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. All accounts payable 15th of month following broadcast.

General Advertising
For combination rates see listing of Mutual Broadcasting System. Quantity discounts apply to one classification only. Announcements and programs cannot be combined to secure discounts. No discounts given except as earned.

1 hour	57.50
1/2 hour	32.50
1/4 hour	17.50
5 minutes	8.00

(After 6:00 p.m.)

1 hour	50.00
1/2 hour	28.00
1/4 hour	15.00
5 minutes	7.00

(Before 6:00 p.m.)

ANNOUNCEMENTS

100 words	4.00
50 words	3.00

(After 6:00 p.m.)

100 words	8.00
50 words	2.00

(Before 6:00 p.m.)

DISCOUNTS

13 times	5%	100 times	20%
26 times	10%	300 times	35%
52 times	15%		

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.
Maximum length of contract one year.

Closing Time
One week prior to starting date.

Personnel
Manager—W. J. Murphy.

Representatives
Burn-Smith Company, Incorporated.

WASHINGTON
(Beaufort County)
W R R F
(Established 1942)



Rates effective January 1, 1945. (Card No. 2.)
Card received December 11, 1944.
Owned and operated by Tarheel Broadcasting System, Inc.
Business Office and Studio—Bank of Washington Bldg., Washington N. C.
Transmitter—Highway 17, one mile south of Washington, N. C.

Wave—Power—Time

Operating power—1,000 watts.
322.8 meters; 930 kilocycles.
Licensed to operate days.

Agency Commission

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

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
Rates earned on announcements cannot be applied to program contracts and vice versa.
Rates are for national advertising and include music copyright fees.

	1 tl.	14 tl.	27 tl.	79 tl.	157 tl.	312 tl.
1 hour.....	60.00	56.00	52.00	48.00	44.00	40.00
1/2 hour.....	35.00	32.40	29.80	27.20	24.60	22.00
1/4 hour.....	20.00	18.30	16.60	14.90	13.20	11.50
5 minutes	13.00	11.80	10.60	9.40	8.20	7.00

ANNOUNCEMENTS

One minute or 125 words..	6.00	5.20	4.40	3.60	2.80	2.50
50 words or 15 seconds	4.00	3.60	3.20	2.80	2.40	2.00

TALENT

Services of regularly scheduled announcer are included without extra charge. If advertiser specifies a particular announcer, or if unusual production services are required, an extra charge will be made. Audition transcriptions of available live talent supplied on request.

REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

Transcription library service available. Recording studios available.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Maximum length of contract one year. All programs subject to program policies and approval of 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 cut recordings.

Personnel

General Manager—W. R. Ruberson, Jr.

Representatives

Forje & Company.

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.
Studios—Forest Hills, Sixth and Market Sts., and Castle Hayne Road.
Transmitter—Castle Hayne Road, Wilmington, North Carolina.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate on local channel.
Operates on Eastern War Time.

Actual operating schedule: Sundays 7:30 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time. No cash discount. Invoices mailed 1st of month following broadcast.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries).
Rates include charges by owners of music copyrights. Quantity discounts apply on each classification only.
Announcements and programs cannot be combined to secure quantity discounts.

—On contract, to be used within 1 year—

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
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
10 minutes	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50
1 minute.	5.00	4.75	4.50	4.25	4.00	3.75

IN EASTERN NORTH CAROLINA
WRRF
BLANKETS THIS HUNDRED MILLION DOLLAR MARKET

IN THE HEART OF THE BRIGHT LEAF TOBACCO BELT

OVER 600,000 Population

67,144 RADIO HOMES

6,188 RETAIL OUTLETS

Over \$100,000,000 Annual Retail Sales

We Can Help You Cash-In In This Prosperous Market NOW

Write Today for Our New INFORMATIVE FOLDER

FORJOE & COMPANY
National Radio Representatives
New York • Chicago • Philadelphia

TAR HEEL BROADCASTING SYSTEM, Inc.

WASHINGTON, NORTH CAROLINA

SPECIAL FEATURES
News: Leased wire service available.

ELECTRICAL TRANSCRIPTIONS
Electrical transcription programs are accepted for broadcast at any hour available. Regular time charge apply to recorded programs. Not restricted to certain hours. Price quoting permitted.

TALENT
Rates on application.

REMOTE CONTROL
Rates on application on points outside of regular studios.

Contract and Other Requirements
Maximum length of contract, one year.

Closing Time
Preferably two weeks prior to starting date. Final closing date three days in advance of broadcast.

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

Personnel
Manager—R. A. Dunlea.

Representatives
Burn-Smith Company, Inc.

WILSON
(Wilson County)
W G T M
(Established 1937)



Rates received October 12, 1942.
Owned and operated by Penn Thomas Watson.
Business Offices and Studio—U. S. Highway 301, one mile north of Wilson, N. C.
Transmitter—U. S. Highway 301, one mile north of Wilson, N. C.

Wave—Power—Time

Operating power—250 watts
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Agency Commission

Agency commission 15%; no cash discount.

General Advertising

For combination rates see Listings of Mutual Broadcasting System, Tobacco Network and Keystone Network.

CLASS "A"
(12:00 noon to 2:00 p.m. and 8:00 p.m. to 10:00 p.m.)

	1 tl.	18 tl.	26 tl.	52 tl.	104 tl.
1 hour.....	60.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	32.40	30.60	28.80	27.00
1/4 hour.....	21.60	19.44	18.36	17.28	16.20
5 minutes	7.92	7.18	6.73	6.34	5.94
1 minute	4.00	3.65	3.50	3.35	3.10

CLASS "B"
(7:00 a.m. to 12:00 noon and 2:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 mid-night)

	1 hour....	45.00	40.50	39.25	36.00	33.75
1/2 hour....	27.00	24.30	22.95	21.60	20.25	
1/4 hour....	18.20	14.58	13.77	12.96	12.15	
5 minutes	5.94	5.34	5.05	4.75	4.46	
1 minute	3.50	3.25	3.10	3.00	2.75	

Rates for 10 and 25 word station breaks quoted on request.

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. Mobile unit available.

Contract and Other Requirements

Rates include station time and facilities only.

Mechanical Program Equipment

Equipped to handle program by electrical transcription with both vertical and lateral pick-ups.

Personnel

Manager—Allen E. Wannamaker.
Advertising Manager—Bob Brunson.
Production Manager—Clint Farris.

Representatives

Burn-Smith Company, Inc.

HOOPERATINGS

Show

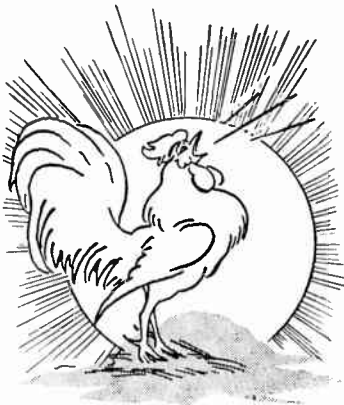
W AIR

with a

Commanding

Lead

Every Morning



A few choice spots open during these high-rating morning hours

CALL THE WALKER COMPANY

W AIR WINSTON-SALEM

North Carolina's 2nd Market

NORTH CAROLINA—Cont'd

WINSTON-SALEM

(Forsyth County)

W AIR

(Established 1937)



Rates effective November 1, 1943. (Card No. 5.) Owned and operated by W AIR Broadcasting Company. Business Office and Studio—Pepper Bldg., Winston-Salem, N. C., telephone 2-1133 and 2-1134. Transmitter—Reynolds, North Carolina.

Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to all recognized agencies. No cash discount.

General Advertising For combination rates see American Broadcasting Company, Inc. (Southeastern Group). The following rates are for national advertising. Announcements and programs cannot be combined to secure additional discounts.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, etc.) and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, etc.) and rates for CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 11:00 p.m.).

(*) One minute rates apply to 50 word chain break announcements.

ADDITIONAL DISCOUNTS 3 to 5 times weekly, 5%; 5 or more times weekly, 10%.

RECORDED PROGRAMS Transcription library services available. rates on request. Instantaneous recording equipment available.

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. Merchandising is included as part of the regular service. Where extra services are required, prices will be quoted at actual cost of printing and postage.

Contract and Other Requirements Rates are for station time only and do not include talent or remote wire facilities. Maximum length of contract, one year. All programs subject to the approval of the station.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using turntables for vertical and lateral cut recordings.

Personnel Manager—George D. Walker. Commercial Manager—C. G. Hill. Representative The Walker Company.

WSJS

(Established 1930)



Rates effective July 1, 1943. (Card No. 10.) Owned and operated by The Piedmont Publishing Co. Business Office and Studio—419-421 N. Spruce St., Winston-Salem 1, N. C., telephone 4141. Transmitter—Winston Salem, North Carolina.

Wave—Power—Time Operating power—5,000 watts. 500.0 meters; 600 kilocycles. Operates on regional channel on Eastern War Time. Operating schedule: Sundays 7:30 a.m. to 12:30 a.m.; week days 6:00 a.m. to 12:30 a.m.

Agency Commission 15% to recognized advertising agencies on net station time only. Cash discount 2% of net—10th of month following service. No cash discount or commission on talent, news service or other program material, or line charges.

General Advertising For combination rates see listing of National Broadcasting Company (Southeastern Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. Discounts and/or rates earned on announcements cannot be applied to programs or vice versa.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, etc.) and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, etc.) and rates for CLASS 'B' (6:00 a.m. to 6:00 p.m. and after 11:00 p.m.).

PROGRAM FREQUENCY DISCOUNTS 3 to 5 times, per week, 5% 6 or more times, per week, 10%

SPECIAL FEATURES Special participating programs, sports events, other special events—rates on request.

TALENT Rates and details on request.

REMOTE CONTROL Rates and details on request.

Contract and Other Requirements Maximum length of contract is one year. All contracts, programs and announcements subject to station approval.

Actual time of program periods: One hour 59-1/2 minutes; one-half hour, 29-1/2 minutes; one-quarter hour 14-1/2 minutes; five minutes 4-2/3 minutes.

Closing Time All programs close one week in advance of broadcast. Mechanical Program Equipment Equipped to handle electrical transcriptions using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel Managing Director—Harold Essex. Sales Manager—Harry B. Shaw. Representatives Headley-Reed Company

FM STATIONS

W M I T—(FM)

(Established 1942)



Rates effective December 1, 1942. (Card No. 1.) Owned and operated by Gordon Gray. Business Office and Studio—419-421 N. Spruce St., Winston-Salem 1, N. C. Transmitter—Mt. Mitchell (Clingman's Peak), N. C.; Post Office, Marion, N. C.

Wave—Power—Time Operating power—3,000 watts. (C. F. 50,000 watts.) Frequency—4100 kilocycles. Operating schedule: 5:00 p.m. to 11:15 p.m.

Agency Commission 15% to recognized agencies on net station time only. No cash discount. Invoices rendered at end of each month, due and payable by tenth of month following. No commission or discount on talent or line charges.

General Advertising (After 8:00 p.m.)

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (After 8:00 p.m.).

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (Before 8:00 p.m.).

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (Before 8:00 p.m.).

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (Before 8:00 p.m.).

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (Before 8:00 p.m.).

ANNOUNCEMENTS (After 8:00 p.m.) 125 words or one minute transcription..... 5.00 30 word announcements between programs..... 5.00 (Before 8:00 p.m.) 125 words or one minute transcription..... 2.50 30 word announcements between programs..... 2.50

DISCOUNTS Less than 13 times..... Net 13 to 25 times..... 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%

Frequency Discounts Programs and announcements: 3 to 5 times weekly..... 5% 6 or more times weekly..... 10%

Time and/or frequency discounts earned on announcements cannot be applied to programs or vice versa.

TALENT All traveling expenses, salaries, etc., to be paid by advertiser in advance—rates and details on request.

REMOTE CONTROL Wire and mechanical charges are extra; payable in advance. Details on request.

ELECTRICAL TRANSCRIPTIONS Regular rates apply.

SERVICE FACILITIES Services of production, sales and merchandising departments are available.

Closing Time For inclusion in general publicity and printed announcements, 14 days before broadcast.

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

Personnel Director—Harold Essex. Representatives Headley-Reed Company.

NORTH DAKOTA

BISMARCK

(Burleigh County)

KFYR

(Established 1925)



Rates effective July 1, 1942. (Card No. 14.)

Owned and operated by Meyer Broadcasting Co. Business Office and Studio—320 Broadway, Bismarck, North Dakota, telephone 468. Transmitter—Menoken, N. D.

Wave—Power—Time

Operating power—5,000 watts. 514.5 meters; 550 kilocycles.

Licensed to operate on regional channel, full time. Operates on Mountain War Time.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to 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 National Broadcasting Company (Northwestern Group). Affiliated with 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.

Announcements and programs cannot be combined to earn extra discounts.

CLASS "A"

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

1 hour....	20.00	19.00	18.00	17.00	16.00	15.00
1/2 hour....	12.00	11.40	10.80	10.20	9.60	9.00
1/4 hour....	8.00	7.60	7.20	6.80	6.40	6.00
5 minutes	34.00	32.30	30.60	28.90	27.20	25.50
1 minute						
or less	15.00	14.25	13.50	12.75	12.00	11.25

CLASS "B"

(12:00 noon to 2:00 p.m. week days, 12:00 noon to 8:00 p.m. Sundays, and 10:00 p.m. to 10:30 p.m. daily)

1 hour....	125.00	118.75	112.50	106.25	100.00	92.75
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	24.00	22.60	21.60	20.40	19.20	18.00
1 minute						
or less	13.00	12.95	11.70	11.25	10.40	9.75

CLASS "C"

(8:30 a.m. to 12:00 noon and 10:30 p.m. to 11:00 p.m. daily, and 2:00 p.m. to 6:00 p.m. week days)

1 hour....	106.00	95.00	90.00	85.00	80.00	75.00
1/2 hour....	66.00	57.00	54.00	51.00	48.00	45.00
1/4 hour....	40.00	36.00	36.00	34.00	32.00	30.00
5 minutes	20.00	18.00	18.00	17.00	16.00	15.00
1 minute						
or less	10.00	9.50	9.00	8.50	8.00	7.50

CLASS "D"

(6:30 a.m. to 8:30 a.m. and 11:00 p.m. to 12:00 midnight daily)

1 hour....	75.00	71.25	67.50	63.75	60.00	56.25
1/2 hour....	45.00	42.75	40.50	38.25	36.00	33.75
1/4 hour....	30.00	28.50	27.00	25.50	24.00	22.50
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25
1 minute						
or less	8.00	7.60	7.20	6.80	6.40	6.00

SPECIAL FEATURES

Weather reports, forecasts, market reports, baseball scores, time signal service, participating programs and news—rates on request.

POLITICAL TALKS

Talks and speeches take Class "A" rates from 6:00 p.m. to 12:00 midnight.

RECORDED PROGRAMS

Transcription library available—rates on request.

TALENT

Rates and information on request.

REMOTE CONTROL

Station is equipped to handle this type of broadcast. Rate and details on request.

SERVICE FACILITIES

Station, through the program department can offer expert service in arranging and providing announcements and announcers at no extra charge.

Contract and Other Requirements

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 or its departments and bureaus with regard to radio broadcasting control.

Station management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually earned.

Closing Time

Contract must be closed three weeks in advance to be included in program schedules in newspaper and publicity mediums.

Copies of talks and addresses must be filed with station 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 and General Manager—P. J. Meyer. Commercial and Station Manager—F. E. Fitzsimonds.

Representatives

John Blair & Company.

DEVILS LAKE

(Ramsay 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 Menor Block, Devils Lake, N. D. Transmitter—Fourth Street and 12th Avenue, Devils Lake, N. D.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Actual operating schedule: Sundays 7:30 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:30 p.m.

Agency Commission

Agency commission 15% allowed to recognized agencies. Accounts payable 15th of month following broadcast. No cash discount.

General Advertising

For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Dakota Group).

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

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	312 tl.	
1 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hour.....	17.50	16.82	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

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.

REMOTE CONTROL

Details on request.

SERVICE FACILITIES

Services of production department for program ideas fitted to local needs. Merchandising services available, includes display, theatre tie-ins.

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. Representatives North Central Broadcasting System.



2 Full Hours Daily -- Monday thru Saturday 6:00 to 8:00 A. M.

Dedicated to the Northwest Farmer! NEWS... MUSIC... WEATHER Cash in on This Program's Tremendous Audience For full particulars and "choice" spots on the "NORTHWEST FARM FRONT" Write Direct or Ask Any John Blair Man

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES ENBC

GRAND FORKS—Continued
K I L O—Continued

CLASS "B" (6:30 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)
Table with columns for time, hour, 1/2, 1/4, 10 min, 5 min, 1 min.

SPECIAL FEATURES
News, time signals, market and road reports, temperature and sports—rates on request.

POLITICAL
Five minutes minimum unit of time sold for political advertising, and Class "A" rates apply after 6:00 p.m.

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 transcription library service on request. Instantaneous recording equipment available.

TALENT
Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs—details on request. Extra charges not subject to agency commission.

SERVICE FACILITIES
Production, merchandising and continuity departments available to advertisers.

Closing Time
Contracts close one week in advance of first broadcast. Announcements, talks, etc., close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
Manager—Dalton LeMaunier.
Commercial Manager—E. O. Hanson
Representatives—Headley-Reed Company.

JAMESTOWN

K S J B

(Established 1937)



Rates effective July 1, 1944. (Card No. 4.)
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 days; 100 watts nights.
500 meters; 600 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission
Agency commission 15% allowed recognized agencies. No cash discount. All bills payable on 10th of month following, whether or not on contract. Only station time commissionable; no commission on talent, remote control installations, or other extraneous items.

General Advertising
For combination rates see Mutual Broadcasting System, Columbia Broadcasting System (Northwestern Group), and Northcentral Broadcasting System.

The following rates are for national advertising. For local advertising rates consult station management. Where more than one North Dakota station in Northcentral Broadcasting System is used, one transcription can be used and fed to all other stations in the group either from this station or others.

CLASS "A" (6:00 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)
Table with columns for time, 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)
Table with columns for time, 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

ANNOUNCEMENTS
Table with columns for time, 100 wds., 30 wds., 100 wds., 30 wds.

SPECIAL FEATURES
News, sports, time signals, market and road reports—rates on request.

TALKS, SPEECHES, ETC.
General advertising rates apply. Time strictly subject to arrangement. Manuscript of talks must be submitted 24 hours in advance.

SERVICE FACILITIES
Complete merchandising service available. Production, merchandising, continuity departments available to advertiser—rates on request.

Closing Time
Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close 24 hours in advance.

Personnel
Treasurer—John W. Boler.
Station Manager—Lloyd E. Amoo.
Representatives—North Central Broadcasting System.

MANDAN

(Morton County)

K G C U

(Established 1925)

Rates revised March 1, 1944.
Owned and operated by Mandan Radio Ass'n., Inc.
Business Office and Studios—200 Thirt Avenue, Northwest, Mandan, North Dakota and Patterson Hotel, Bismarck, North Dakota.

Transmitter—On Memorial Highway, midway between Mandan and Bismarck, North Dakota.

Wave—Power—Time
Operating power—250 watts
236.2 meters; 1270 kilocycles.
Operates on regional channel.
Operates unlimited time.
Operates on Mountain War Time.

Agency Commission
Agency commission 15% to recognized agencies. No cash discount. All bills payable by the 10th of the month. Only station time commissionable; no commission on talent, remote control installation or other extraneous items.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Northcentral Broadcasting System.

The following rates are for national advertising. ASCAP, AMP, BMI and SESAC licenses.

CLASS "A" (11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 8:30 p.m.)
Table with columns for time, 1 hour, 1/2 hour, 1/4 hour.

CLASS "B" (All other time)
Table with columns for time, 1 hour, 1/2 hour, 1/4 hour.

DISCOUNTS
52 times..... 15%
104 times..... 25%
156 or more times..... 35%

ANNOUNCEMENTS
Copy limited to 75 words; announcements made by studio announcer. Time of day subject to arrangements of station management.

Commercial announcements:
(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 8:30 p.m.)
1 minute..... 7.50
1 minute..... 5.00

DISCOUNTS
13 times..... 5%
26 times..... 10%
52 times..... 15%

POLITICAL
One time Class "A" rate applies; time subject to arrangement. Manuscript of talks must be submitted 24 hours in advance.

TALENT
Sponsor may furnish own talent or arrange through station. Orchestras 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.

Closing Time
Closing date for sponsored programs one week in advance. For announcements, talks, speeches, etc., one day previous.

Personnel
Manager—M. J. Reichert.
Representatives—North Central Broadcasting System.

MINOT

(Ward County)

K L P M

(Established 1929)

Rates revised January 21, 1944.
Operated by Minot Broadcasting Co.
Business Office and Studio—Fair Block, Minot, North Dakota, telephone 1287.
Transmitter—Near Minot, Highway 52, S.E.

Wave—Power—Time
Operating power—1,000 watts.
215.8 meters; 1390 kilocycles.
Operates on regional channel.
Licensed to operate unlimited time.
Operates on Central War Time.

Agency Commission
Agency commission 15% allowed agencies recognized by station. All bills payable by the 10th of the month. Only station time commissionable. No commission on talent, wire charges or other extraneous items.

General Advertising
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 12:00 midnight)
Table with columns for time, 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

CLASS "B" (6:00 a.m. to 11:59 a.m. and 1:00 p.m. to 5:59 p.m.)
Table with columns for time, 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

DISCOUNTS
26 times..... 5%
52 times..... 10%
156 times..... 15%

SPECIAL FEATURES
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.

REMOTE CONTROL
Sponsor may furnish own talent or arrange through station. Talent must be approved by program department.

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 83-1/3 and 78 r.p.m. turn-tables, vertical and lateral pick-ups.

Personnel
General Manager—John B. Cooley.
Station Manager—C. W. Baker.
Commercial Manager—E. H. Cooley.

Representatives
The Walker Company.

VALLEY CITY

(Barnes County)

K O V C

(Established 1936)

Rates effective August 1, 1944.
Owned and operated by KOVC, Inc.
Business Office and Studio—Hotel BudoM, Valley City, North Dakota, telephone 408.

Transmitter—Hotel Rudolph, Valley City, N. D.

Wave—Power—Time
Operating power—250 watts.
201.8 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see Mutual Broadcasting System, and North Central Broadcasting System. The following rates are for national advertising. For local advertising rates consult station management.

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, 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

CLASS "B" (All other time)
Table with columns for time, 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

DISCOUNTS
13 times..... 5%
26 times..... 10%
52 times..... 15%

POLITICAL
One time rates apply; no time discount. Cash in advance.

SPECIAL FEATURES
Rates and details on request.

RECORDED PROGRAMS
Transcription library service available—rates and details on request.

TALENT
Rates on application. All talent secured by station is available at net cost.

REMOTE CONTROL
Sponsor may furnish own talent or arrange through station. Talent secured by sponsor subject to station approval.

Closing Time
Closing date for sponsored programs one week in advance to insure publicity for same through newspaper and magazine mediums, and for announcement over station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using turn-tables for lateral cut recordings.

Personnel
Manager—Robert E. Ingstad.
Representatives—None.

YOUR BEST

BET IN

AKRON...

WADC
AKRON, OHIO

Akron pays off to shrewd advertisers who plug in the listener-appeal of Columbia programs on WADC.

5,000 Watts Power, Day and Night

Owned by Allen T. Simmons

Represented by Geo. P. Hollingbery Co.

**A COLUMBIA
NETWORK STATION**



OHIO

AKRON
(Summit County)
WADC
(Established 1925)



Rates effective November 1, 1940. (Card No. 8.)
Owned and operated by Allen T. Simmons.
Mail all communications to P. O. Box 850, Akron 9, Ohio.
Main Office—Tallmadge, Ohio, Meadowbrook 3211.
Studios—Tallmadge, Ohio, and Akron, Ohio.
Transmitter—Akron Cleveland Road.

Wave—Power—Time

Operating power—5,000 watts.
222.2 meters; 1350 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern Standard Time.
Operating schedule: Sundays 7:00 a.m. to 1:05 a.m.; week days 6:00 a.m. to 1:05 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. No commission on talent. No cash discount. Invoices mailed monthly.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Network).

CLASS "A"

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

	1 tl.	15 tl.	28 tl.	52 tl.	100 tl.	200 tl.
1 hour....	190.00	181.00	171.00	161.50	152.00	142.50
1/2 hour....	114.00	108.60	102.60	96.90	91.20	85.50
1/4 hour....	76.00	72.40	68.40	64.60	60.80	57.00
10 minutes	57.00	54.30	51.30	48.45	45.60	42.75
5 minutes	38.00	36.20	34.20	32.30	30.40	28.50
One minute or chain break.....	19.00	18.10	17.10	16.15	15.20	14.25

CLASS "B"

(6:00 p.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m. daily, and 12:30 p.m. to 6:30 p.m. Sundays)

1 hour....	142.50	135.40	128.25	121.15	114.00	106.85
1/2 hour....	85.50	81.25	76.95	72.70	68.40	64.10
1/4 hour....	57.00	54.15	51.30	48.45	45.60	42.75
10 minutes	42.75	40.60	38.50	36.35	34.20	32.05
5 minutes	28.50	27.10	25.65	24.25	22.80	21.40
One minute or chain break.....	14.25	13.55	12.85	12.10	11.40	10.70

CLASS "C"

(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 12:30 p.m. Sundays, and 11:00 p.m. to 12:00 midnight daily)

1 hour....	95.00	90.25	85.50	80.75	76.00	71.25
1/2 hour....	57.00	54.15	51.30	48.45	45.60	42.75
1/4 hour....	38.00	36.10	34.20	32.30	30.40	28.50
10 minutes	28.50	27.10	25.65	24.25	22.80	21.40
5 minutes	19.00	18.05	17.10	16.15	15.20	14.25
One minute or chain break.....	9.50	9.05	8.55	8.10	7.60	7.15

CLASS "D"

(12:00 midnight to 9:00 a.m. daily)

1 hour....	47.50	45.15	42.75	40.40	38.00	35.65
1/2 hour....	28.50	27.10	25.65	24.25	22.80	21.40
1/4 hour....	19.00	18.05	17.10	16.15	15.20	14.25
10 minutes	14.25	13.55	12.85	12.10	11.40	10.70
5 minutes	9.50	9.05	8.55	8.10	7.60	7.15
One minute or chain break.....	4.75	4.50	4.30	4.05	3.80	3.55

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Time signals on regular announcement periods. Advertiser allowed 75 word announcement. Regular announcement rates apply.

RECORDED PROGRAMS

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

TALENT

Rates on request.

REMOTE CONTROL

Arrangements for remote control broadcasts can be made wherever telephone facilities are available. Advertiser pays all remote control charges.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. The above rates are for studio programs only and do not include line charges for remote control work, artists' fees, etc. Outlines of entertainments and feature suggestions will be furnished by the program department, giving cost estimate on request. No direct advertising accepted. All programs and talks subject to station owner's approval and governmental regulations. No contract accepted for longer period than one year. Contract subject to cancellation unless schedule starts within 60 days.

Closing Time

Talent programs and recorded programs close two weeks in advance of broadcast. Announcements and talks close one week in advance of broadcast.

Mechanical Program Equipment

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

Personnel

Manager—Allen T. Simmons.

Representatives

George P. Hollingbery Company.

AKRON—Continued

W A K R
(Established 1940)



BLUE NETWORK STATION

Rate card dated June 15, 1943.

Owned and operated by the Summit Radio Corp.

Office and Studio—First Central Tower, Akron 8, Ohio, Hemlock 6151.

Transmitter—Four miles south of Akron, Ohio.

Wave—Power—Time

Operating power—5,000 watts.

188.7 meters: 1590 kilocycles.

Licensed to operate unlimited time.

Operates on Eastern War Time.

Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.;

week days 6:30 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. Bills net. Payable the 10th of the following month.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

CLASS "A"

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

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour.....	190.00	181.00	171.00	161.50	152.00	142.50
1/2 hour.....	114.00	108.60	102.60	96.90	91.20	85.50
1/4 hour.....	76.00	72.40	68.40	64.60	60.80	57.00
10 minutes	57.00	54.30	51.30	48.45	45.60	42.75
5 minutes	58.00	36.20	34.20	32.30	30.40	28.50
1 minute						
or less	19.00	18.10	17.10	16.15	15.20	14.25

CLASS "B"

(12:30 p.m. to 6:30 p.m. Sundays; 6:00 p.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m. daily)

1 hour.....	142.50	135.40	128.25	121.15	114.00	106.85
1/2 hour.....	85.50	81.25	76.85	72.70	68.40	64.10
1/4 hour.....	57.00	54.15	51.30	48.45	45.60	42.75
10 minutes	42.75	40.60	38.60	36.85	34.20	32.05
5 minutes	28.50	27.10	25.65	24.25	22.80	21.40
1 minute						
or less	14.25	13.65	12.85	12.10	11.40	10.70

CLASS "C"

(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:30 p.m. Sundays; 11:00 p.m. to 12:00 midnight daily)

1 hour.....	95.00	90.25	85.50	80.75	76.00	71.25
1/2 hour.....	57.00	54.15	51.30	48.45	45.60	42.75
1/4 hour.....	38.00	36.10	34.20	32.30	30.40	28.50
10 minutes	28.50	27.10	25.65	24.25	22.80	21.40
5 minutes	19.00	18.05	17.10	16.15	15.20	14.25
1 minute						
or less	9.50	9.05	8.55	8.10	7.60	7.15

CLASS "D"

(12:00 midnight to 9:00 a.m. daily)

1 hour.....	47.50	45.15	42.75	40.40	38.00	35.65
1/2 hour.....	28.50	27.10	25.65	24.25	22.80	21.40
1/4 hour.....	19.00	18.05	17.10	16.15	15.20	14.25
10 minutes	14.25	13.65	12.85	12.10	11.40	10.70
5 minutes	9.50	9.05	8.55	8.10	7.60	7.15
1 minute						
or less	4.75	4.50	4.30	4.05	3.80	3.65

SERVICE FACILITIES

A complete merchandising service is available to all advertisers using programs of 15 minutes or longer duration.

POLITICAL BROADCASTS

Rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Additional charge is made for lines and other facilities used for programs outside of regular studios.

Contract and Other Requirements

Rates are for station time and services of the program department in arranging and presenting programs using station announcers. Talent is extra. All program and announcement material must conform to the standards of the station.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. turn-tables. Transcriptions and recordings not restricted to certain hours.

Personnel

President and General Manager—S. Bernard Berk.
Commercial Manager—Kerf Keegan.

Representatives

Weed & Company.

WAKR

Sells!

THAT'S WHY

AKRON
GROCERY CHAINS
AND WHOLESALERS
SPEND OVER

95%*

OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR.

WAKR TOWERS
OVER AKRON

Basic Blue Network
5000 WATTS • DAY & NIGHT

Weed & Co.

National Representatives

*ASK TO SEE THE 6-MONTHS' HOOPER RATINGS FOR AKRON!

AKRON

and NORTHEASTERN OHIO
are in tune with

AKRON'S MUTUAL FRIEND



Reach this big rural audience through WHKK! Easy dialing and good listening on a clear signal in Ohio's 4th Market!

WHKK

640 KC CLEAR CHANNEL

UNITED BROADCASTING COMPANY

Represented by RADIO ADVERTISING CO.

OHIO—Continued

AKRON—Continued

WHKK
(Established 1944)



Rates effective October 1, 1944. (Card No. 1.)
Owned and operated by United Broadcasting Co.
Business Office and Studios—51 W. State St.,
Akron 8, Ohio, Blackstone 7101.
Transmitter—Akron-Peninsula Road, Northampton
Township, R.F.D. No. 7, Akron, Ohio.

Wave—Power—Time
Operating power—1,000 watts.
468.8 meters; 640 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sign-on 6:30 a.m.; sign-off
January 9:30 p.m., February 9:30 p.m., March 10:30 p.m.,
April 10:30 p.m., May 10:45 p.m., June 11:30 p.m.,
July 11:00 p.m., August 10:45 p.m., September 10:30
p.m., October 9:15 p.m., November 8:15 p.m., Decem-
ber 8:45 p.m.

Agency Commission
15% to recognized advertising agencies; no cash dis-
count. Talent net—not commissionable.

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

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	(1)
(6:30 p.m. to sign-off daily)						
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	31.20	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
1 minute.....	9.00	8.55	8.10	7.65	7.20	6.75
Participating.....	6.75	6.45	6.10	5.75	5.40	5.10
(9:00 a.m. to 6:30 p.m. daily)						
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
10 minutes.....	18.00	17.10	16.20	15.30	14.40	13.50
5 minutes.....	12.00	11.40	10.80	10.20	9.60	9.00
1 minute.....	6.00	5.70	5.40	5.10	4.80	4.50
Participating.....	4.50	4.30	4.05	3.85	3.60	3.40
(Sign-on to 9:00 a.m. daily)						
1 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
1/2 hour.....	18.00	17.10	16.20	15.30	14.40	13.50
1/4 hour.....	12.00	11.40	10.80	10.20	9.60	9.00
10 minutes.....	9.00	8.55	8.10	7.65	7.20	6.75
5 minutes.....	6.00	5.70	5.40	5.10	4.80	4.50
1 minute.....	3.00	2.85	2.70	2.55	2.40	2.25
Participating.....	2.25	2.15	2.05	1.95	1.80	1.70

Minute rates—100 word maximum.
Chain breaks—40 word maximum.
Broadcasts extending over a period of two hours or
more—rates on request.
(1) 260 or more times.

SPECIAL FEATURES
Time signals and weather forecasts: 3 announcements
each day, one morning, one afternoon, one evening,
run of schedule. Per month 275.00; no quantity dis-
counts.

Rates on request. **TALENT**
REMOTE CONTROL
Add cost of lines and facilities.

SERVICE FACILITIES
Station maintains a program department, merchandis-
ing department, and publicity department, whose
normal assistance in presenting programs are in-
cluded in station time charges. Special merchandising
offered at station cost.

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

Personnel General Manager—R. W. Richmond.
Sales Manager—J. A. Harrington.
Representatives—Radio Advertising Company.

ASHTABULA

WICA

(Established 1937)

Rates effective January 1, 1945.
Owned and operated by WICA, Inc.
Business Office and Studio—221 Center Street, Ash-
tabula, Ohio.
Transmitter—3-1/2 miles from Ashtabula on the Ash-
tabula-Jefferson Road.

Wave—Power—Time
Operating power—1,000 watts.
309.3 meters; 970 kilocycles.
Operates on Eastern War Time.

Actual operating schedule: Sundays 8:00 a.m. to
local sunset. Week days 7:00 a.m. to local sunset.

Agency Commission
Agency commission 15% on station time and talent to
recognized agencies. Bills for gross charges
rendered monthly and payable within 20 days.

General Advertising
B.M.I. SESAC and ASCAP licenses.

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	60.00	36.00	22.50	7.75	4.00
13 times.....	57.00	31.20	21.38	7.50	4.00
26 times.....	54.00	32.40	20.25	7.25	4.00
52 times.....	51.00	30.60	19.20	7.00	4.00
104 times.....	48.00	29.10	18.25	6.65	3.80
156 times.....	45.00	27.55	17.30	6.30	3.60
208 times.....	42.95	26.00	16.30	5.95	3.40
260 times.....	40.80	24.50	15.35	5.60	3.20
312 times.....	38.25	22.95	14.40	5.25	3.00
365 times.....	35.70	19.90	13.45	4.90	3.00

(*) Spot announcements 100 words or one minute
electrical transcriptions considered maximum. Less
words or time take the same rate; additional words
take the next higher rate.

(This listing continued on next page)

ASHTABULA—Continued
W I C A—Continued

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.

SERVICE FACILITIES

Services of station's artists' bureau available for selection of talent and building of program. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 78 and 33-1/3 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—R. B. Rowley. Representatives The Walker Company.

CANTON

(Stark County)
W H B C
(Established 1925)

Rates effective July 1, 1944. (Card No. 2.) Owned and operated by Ohio Broadcasting Company. Business Office and Studio—550 Market Ave., South, Canton 2, Ohio, telephone 7186.

Wave—Power—Time Operating power—1,000 watts. 202.7 meters; 1480 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time.

Agency Commission Agency commission 15% on time costs to recognized advertising agencies. No cash discount. Bills rendered monthly, payable 10th month prox.

General Advertising For combination rates see listing of Mutual Broadcasting System.

Announcements take the rate for one minute or less in each rate schedule classification. 45 minutes is 80% of the one hour rate in the various rate schedule classifications.

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

Announcement 12.00 11.40 10.80 10.20 9.60 9.00

CLASS "A"

Table for CLASS "A" rates, 5:00 p.m. to 7:00 p.m. week days, 10:00 p.m. to 11:00 p.m. daily.

CLASS "B"

Table for CLASS "B" rates, 9:00 a.m. to 5:00 p.m. week days, 11:00 p.m. to 12:00 midnight daily.

CLASS "C"

Table for CLASS "C" rates, 12:00 noon to 9:00 a.m. daily.

CLASS "D"

Table for CLASS "D" rates, 12:00 noon to 9:00 a.m. daily.

SPECIAL FEATURES

Musical Clock Features—7:00 a.m. to 9:00 a.m. daily except Sunday. Regular announcement rates apply. Details on request. No talent surcharge.

Table for News Programs, 15 minute Newscasts, with columns for time slots and rates.

ELECTRICAL TRANSCRIPTIONS Transcription library services available. Rates on request. REMOTE CONTROL Additional charges for wire and mechanical equipment on programs originating outside of station studios. SERVICE FACILITIES Merchandising facilities available at actual cost. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

CINCINNATI

(Hamilton County)
W C K Y

Rates effective July 15, 1944. (Card No. 13.) Owned and operated by L. B. Wilson, Inc. Business Office and Studio—Hotel Gibson, Cincinnati 1, Ohio, Cherry 6565.

Wave—Power—Time Operating power—50,000 watts. 196.1 meters; 1530 kilocycles. Operates on Eastern War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on net charges for station time only.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Stations).

Table for CLASS "A" rates, 7:00 p.m. to 10:00 p.m., 10:00 p.m. to 1:00 a.m.

CLASS "B" (10:00 a.m. to 4:00 p.m., 6:00 p.m. to 7:00 p.m., and 10:00 p.m. to 10:30 p.m.)

Table for CLASS "B" rates, 10:00 a.m. to 4:00 p.m., 6:00 p.m. to 7:00 p.m., and 10:00 p.m. to 10:30 p.m.

CLASS "C" (7:30 a.m. to 10:00 p.m., 4:00 p.m. to 6:00 p.m., and 10:30 p.m. to 11:00 p.m.)

Table for CLASS "C" rates, 7:30 a.m. to 10:00 p.m., 4:00 p.m. to 6:00 p.m., and 10:30 p.m. to 11:00 p.m.

CLASS "D" (11:00 p.m. to 7:30 a.m.)

Table for CLASS "D" rates, 11:00 p.m. to 7:30 a.m.

Continuous service discounts (not applicable to announcements): Less than 18 weeks None 18 to 51 weeks 15% 52 to 26 weeks 5% 27 to 52 weeks 20%

ANNOUNCEMENTS CLASS "A" (6:01 p.m. to 10:29 p.m.)

Table for ANNOUNCEMENTS CLASS "A" rates, 6:01 p.m. to 10:29 p.m.

CLASS "B" (8:59 a.m. to 6:01 p.m. and 10:29 p.m. to 11:01 p.m.)

Table for CLASS "B" rates, 8:59 a.m. to 6:01 p.m. and 10:29 p.m. to 11:01 p.m.

CLASS "C" (11:01 p.m. to 8:59 a.m.)

Table for CLASS "C" rates, 11:01 p.m. to 8:59 a.m.

SPECIAL FEATURES Lensed wire news specially edited and prepared for 5, 10, and 15 minute periods.

Weather reports, temperature reports, time signals and other service features available at package rates.

ELECTRICAL TRANSCRIPTIONS Transcription library services available. Rates on request.

SERVICE FACILITIES Complete merchandising service available at no additional cost to stations of 28 or more consecutive 15 minute programs.

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. Executive Vice-President—Ken Church. Representative Free & Peters, Inc.

W C P O

(Established 1922)

Rates effective May 15, 1944. (Card No. 9.) Operated by Scripps-Howard Radio, Inc. Afiliated with the Cincinnati Post. Business Office and Studio—3800 Carew Tower, Cincinnati 2, Ohio, Main 8314.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Agency Commission Agency commission 15% to recognized agencies on station time only, providing remittance is made on or before 10th day of the month.

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

CLASS "A" (5:00 p.m. to 10:00 p.m. daily) Less than 13 tl. 13 tl. 13 tl. 28 tl. 52 tl. 104 tl. 250 tl.

Table for CLASS "A" rates, 5:00 p.m. to 10:00 p.m. daily.

CLASS "B" (7:00 a.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m. daily)

Table for CLASS "B" rates, 7:00 a.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m. daily.

CLASS "C" (11:00 p.m. to 7:00 a.m. daily) Class "B" rates less 20%.

ANNOUNCEMENTS CLASS "A" (12:00 noon to 1:00 p.m. and 5:00 p.m. to 11:00 p.m. daily)

Table for ANNOUNCEMENTS CLASS "A" rates, 12:00 noon to 1:00 p.m. and 5:00 p.m. to 11:00 p.m. daily.

CLASS "B" (7:00 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. daily)

Table for CLASS "B" rates, 7:00 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. daily.

CLASS "C" (11:00 p.m. to 7:00 a.m. daily) Class "B" rates less 20%.

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 to 14 minutes.

Table for PUBLIC SERVICE PROGRAMS rates, 11:00 p.m. to 7:00 a.m. daily.

ANNOUNCEMENTS CLASS "A" (6:01 p.m. to 10:29 p.m.)

Table for ANNOUNCEMENTS CLASS "A" rates, 6:01 p.m. to 10:29 p.m.

CLASS "B" (8:59 a.m. to 6:01 p.m. and 10:29 p.m. to 11:01 p.m.)

Table for CLASS "B" rates, 8:59 a.m. to 6:01 p.m. and 10:29 p.m. to 11:01 p.m.

CLASS "C" (11:01 p.m. to 8:59 a.m.)

Table for CLASS "C" rates, 11:01 p.m. to 8:59 a.m.

SPECIAL FEATURES 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.

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.

(This listing continued on next page)

OHIO—Continued

**CINCINNATI—Continued
W C P O—Continued**

Closing 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 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
Vice-Pres. & Gen'l Mgr.—M. C. Watters.
Representatives
The Branham Company.

WKRC
(Established 1928)



Rates effective July 1, 1944. (Card No. 22.)
Owned and operated by the Cincinnati Times-Star. Business Office and Main Studio—Hotel Alms, Wm. H. Taft Rd. and Victory Parkway, Cincinnati 6, Woodburn 0550.
Transmitter—Hotel Alms, Wm. H. Taft Rd. and Victory Parkway, Cincinnati, Ohio.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights. 54.1 meters; 550 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% on net time charges to agencies recognized by station. No cash discount. Bills rendered weekly.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
Five minute programs limited to two minutes of commercial.

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

1 time	340.00	323.00	308.00	289.00	272.00	255.00
1/2 hour	204.00	194.00	183.50	173.50	163.00	153.00
1/4 hour	136.00	129.00	122.50	115.50	109.00	102.00
5 minutes	85.00	81.00	76.50	72.50	68.00	64.00

CLASS "B"
(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

1 hour	170.00	161.50	153.00	144.50	136.00	127.50
1/2 hour	102.00	97.00	92.00	86.50	81.50	76.50
1/4 hour	68.00	64.50	61.00	58.00	54.50	51.00
5 minutes	42.50	40.50	38.50	36.00	34.00	32.00

CLASS "C"
(11:00 p.m. to 9:00 a.m.)

1 hour	120.00	114.00	108.00	102.00	96.00	90.00
1/2 hour	72.00	68.50	65.00	61.00	57.50	54.00
1/4 hour	48.00	45.50	43.00	41.00	38.50	36.00
5 minutes	30.00	28.50	27.00	25.50	24.00	22.50

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

One minute or less:			
1 time	44.00	104 times	35.20
13 times	41.80	260 times	33.00
26 times	39.60	500 times	30.80
52 times	37.40		

(All other time)

1 time	22.00	104 times	17.80
13 times	20.90	260 times	16.50
26 times	19.80	500 times	15.40
52 times	18.70		

DISCOUNTS
Programs or announcements in various time brackets may be combined to earn frequency discounts. This does not apply to combining programs with announcements.

ELECTRICAL TRANSCRIPTIONS
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 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Herman E. Fast.
General Sales Manager—U. A. (Jake) Latham.
Representatives
The Katz Agency, Inc.



CBS PROGRAMS

Move to WKRC June 1



With all the Favorite
COLUMBIA STARS

WKRC

CINCINNATI, OHIO

**550
KC**



Rates effective September 15, 1943. (Card No. 18-A.)
Owned and operated by The Crosley Corporation. Studio—Crosley Square, 140 W. Ninth St., Cincinnati 2, Ohio, Cherry 1822.
Transmitter—Mason, Ohio.

Wave—Power—Time
Operating power—50,000 watts.
428.6 meters; 700 kilocycles.
Licensed to operate on nationally clear channel full time.
Actual operating time not less than 19 hours daily.

Agency Commission
Agency commission 15% on net charges for station time to recognized agencies. Cash discount none.

General Advertising
For combination rates see National Broadcasting Company (Basic Network).
Rates include charges by owners of music copyrights.

MUSICAL AND DRAMATIC PROGRAMS ON CONTRACT

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

1 hour	1,080.00
3/4 hour	945.00
1/2 hour	720.00
1/4 hour	479.00

CLASS "B"
(10:30 p.m. to 11:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

1 hour	910.00
3/4 hour	708.75
1/2 hour	540.00
1/4 hour	359.25

CLASS "C"
(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily and 8:00 a.m. to 12:00 noon Sunday)

1 hour	540.00
3/4 hour	472.50
1/2 hour	360.00
1/4 hour	239.50

CLASS "D"
(12:00 midnight to 8:00 a.m.)

1 hour	360.00
3/4 hour	315.00
1/2 hour	240.00
1/4 hour	159.67

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

DISCOUNT
Weekly frequency discounts for 13 or more consecutive weeks broadcasting (applicable only to volume at basic rates).

Contracted volume of station time at basic rate:

1/4 hour:		Percentage Discount
1 time per week		2-1/2%
2 times per week		7-1/2%
3 times per week		10%
4 times per week		12-1/2%
5 or more times per week		15%
1/2 hour:		
1 time per week		5%
2 times per week		10%
3 times per week		12-1/2%
4 or more times per week		15%

(This listing continued on next page)

CINCINNATI—Continued
W L W—Continued

	Percentage Discount
3/4 hour:	
1 time per week.....	7-1/2%
2 times per week.....	12-1/2%
3 or more times per week.....	15%
1 hour:	
1 time per week.....	7-1/2%
2 times per week.....	12-1/2%
3 or more times per week.....	15%

Discounts applicable to combinations of different length periods:

Two 1/4 hours and one 1/2 hour per week 10%
Three 1/4 hours and one 1/2 hour per wk. 12-1/2%
Discount applicable to other combinations of different length periods is the total of the discounts applicable to each period or combination of like periods except that 15% shall be the maximum discount allowable.

All contracts with the same advertiser may be combined for determining rate of discount.
Annual rebate for 52 consecutive weeks broadcasting (applicable only to quoted rates).

A rebate will be allowed to the advertiser for each 52 weeks of consecutive broadcasting, said rebate to be 10% of the largest amount of weekly net time billing which has been common to each and every week of the 52 week period.

The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the client's right to the rebate. That which constitutes a special event of importance will be determined solely by station.

SPECIAL TRANSITIONAL RATES

These rates not subject to weekly frequency discounts.

	1/2 hr.	1/4 hr.
(5:30 a.m. to 6:00 a.m.)		
6 weekly, per week.....	\$600.00	\$350.00
(6:00 a.m. to 6:30 a.m.)		
8 weekly, per week.....	\$10.00	\$10.00
6 weekly, per week.....	\$700.00	\$400.00
(6:30 a.m. to 7:00 a.m.)		
3 weekly, per week.....	\$59.00	\$59.00
6 weekly, per week.....	\$850.00	\$480.00
(7:00 a.m. to 7:30 a.m.)		
8 weekly, per week.....	407.00	
6 weekly, per week.....	765.00	
(11:30 p.m. to 12:00 midnight)		
3 weekly, per week.....	380.00	
6 weekly, per week.....	682.50	

(*) Includes cost of talent.

Rate for four or five times per week pro rata to three time rate. Rate for seven time per week pro rata to six time rate.

ANNOUNCEMENTS

Announcements available only under specific conditions. Rates on request.

RECORDED PROGRAMS

Details on request.

TALENT

Rates on application.

REMOTE CONTROL

Special charge made for facilities when programs originate at points other than the station home studios, and for programs requiring special production.

SERVICE FACILITIES

Services of station artists service, program department and staff announcers, in arranging and presenting programs, are included without extra charge. Special recording equipment providing a permanent record of an entire program; cost on application.

Contract and Other Requirements

All programs are subject to the program policies and to the approval of the station.

The first program must be presented within 80 days from date of contract.

Station reserves the right to require a client to use the facilities contracted for in subdivided periods and schedule such subdivided periods as it sees fit; but if station shall so subdivide the periods, the client shall have the optional right to cancel the contract. A client buying time from station does so with the understanding that the station in its sole discretion, without liability, may take part or all of the time allotted to any of the programs contracted for, and in such cases, station will make no charges to the client for the program or programs omitted.

A contract for time between station and client is subject to the terms and conditions of license of station and any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force.

Programs utilizing live talent produced under the supervision of the station's program department are considered preferred programs and have right of way over all other types.

No contract will be accepted without the signature of an official of WLW.

Closing Time

Closing date on musical content, 14 days before broadcast. Closing date on commercial copy, seven days before broadcast.

Mechanical Program Equipment

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

Personnel

Vice-President in Charge of Broadcasting—James D. Shouse.
Vice-Pres. & Gen'l Mgr.—R. E. Dunville.
Assistant General Manager—Eldon Park.
General Sales Manager—H. M. Smith.
Program Director—Howard Chamberlain.

Branch Office

Chicago—360 N. Michigan Ave., State 0366.
New York—430 Fifth Ave., Circle 4-1750.
Atlanta—1105 Mortgage Guarantee Bldg., Main 5750.
Hollywood—6777 Hollywood Blvd., Hollywood 2151.

Representatives

None.

● ADVERTISING MUST PACE PROGRESS

"Indirect Selling"

began like this—

"Why advertise something the consumer can't buy?" was asked in 1914 when The American Rolling Mill Co. began this famous campaign. Designed to convince consumers that products made of ARMCO Ingot Iron were of superior quality, the campaign helped to kill the even then dying principle of " caveat emptor", and placed on manufacturers the burden of supplying superior goods.

ARMCO IRON

Enameled Products

EVERYTHING that can be made of steel is made of ARMCO Ingot Iron. It is the only steel that is so strong and so pure that it can be made into anything you can think of. It is the only steel that is so strong and so pure that it can be made into anything you can think of. It is the only steel that is so strong and so pure that it can be made into anything you can think of.

ARMCO IRON Resists Rust

THE AMERICAN ROLLING MILL COMPANY Dept. 905, Middletown, Ohio

In the DISTRIBUTION DECADE advertising must again stimulate desires for better goods

To prevent economic depression, leading authorities agree that after Victory, we must consume, as a Nation, at least 40% more industrial production than in our greatest pre-war year. This means that we must establish higher living standards, and it will be Advertising's obligation to do this.

For production itself will be no problem. Manpower, money, materials and manufacturing facilities will be ample, DISTRIBUTION will be our "soft spot". That, too, presents an Advertising opportunity. Advertising must not only create desires for more and better merchandise, it must find ways to move merchandise quickly, economically, efficiently from factory to store to home.

In agencies everywhere, alert Advertising men are planning today to solve the problems of the Distribution Decade to come. Here at The Nation's Station we too are busy. When the time comes, we will have much of interest to show you about the great 4-State market that is WLW-land.



OHIO—Continued

CINCINNATI—Continued

W S A I



BLUE NETWORK STATION

Rates effective December 1, 1944. (Card No. 1.)
 Operated by Marshall Field.
 Business Office and Studios—140 W. Ninth St., Cincinnati 2, Ohio.
 Transmitter—Mt. Healthy, Ohio.

Wave—Power—Time
 Operating power—5,000 watts.
 220.6 meters; 1360 kilocycles.
 Licensed to operate full time on regional channel.
 Operates on Central War Time.

Agency Commission
 15% commission to recognized advertising agencies on station time; no cash discount. Talent rates quoted either net or commissionable.

General Advertising
 For combination rates see American Broadcasting Company, Inc. (Basic Network).
 Rates include music copyright fees.

GENERAL BROADCASTING TIME RATES

(Without talent)

CLASS "A"
 (6:00 p.m. to 10:30 p.m.)
 1 tl. 26 tl. 52 tl. 104 tl. 260 tl.
 1 hour 300.00 285.00 270.00 255.00 240.00
 1/2 hour 180.00 171.00 162.00 153.00 144.00
 1/4 hour 120.00 114.00 108.00 102.00 96.00
 10 minutes 90.00 85.50 81.00 78.50 72.00
 5 minutes 60.00 57.00 54.00 51.00 48.00

CLASS "B"
 (7:00 a.m. to 6:00 p.m.)
 1 hour 150.00 142.50 135.00 127.50 120.00
 1/2 hour 90.00 85.50 81.00 78.50 72.00
 1/4 hour 60.00 57.00 54.00 51.00 48.00
 10 minutes 45.00 42.75 40.50 38.25 36.00
 5 minutes 30.00 28.50 27.00 25.50 24.00

CLASS "C"
 (10:30 p.m. to 12:00 midnight and 6:00 a.m. to 7:00 a.m.)
 1 hour 120.00 114.00 108.00 102.00 96.00
 1/2 hour 72.00 68.40 64.80 61.20 57.60
 1/4 hour 48.00 45.60 43.20 40.80 38.40
 10 minutes 36.00 34.20 32.40 30.60 28.80
 5 minutes 24.00 22.80 21.60 20.40 19.20

CLASS "D"
 (12:00 midnight to 6:00 a.m.)
 1 hour 75.00 71.25 67.50 63.75 60.00
 1/2 hour 45.00 42.75 40.50 38.25 36.00
 1/4 hour 30.00 28.50 27.00 25.50 24.00
 10 minutes 22.50 21.38 20.25 19.13 18.00
 5 minutes 15.00 14.25 13.50 12.75 12.00

ANNOUNCEMENTS

CLASS "A"
 (5:59 p.m. to 10:31 p.m.)
 1 tl. 26 tl. 52 tl. 104 tl. 260 tl. 500 tl.
 One minute electrical transcription or 100 words live..... 30.00 28.50 27.00 25.50 24.00
 *Station break electrical transcription or 35 words live..... 25.00 23.75 22.50 21.25 20.00 18.75

CLASS "B"
 (All other time)
 1 tl. 26 tl. 52 tl. 104 tl. 200 tl. 500 tl.
 One minute electrical transcription or 100 words live..... 20.00 19.00 18.00 17.00 16.00
 *Station break electrical transcription or 35 words live..... 15.00 14.25 13.50 12.75 12.00 11.25
 (*) Limited to maximum of 17 seconds.

ELECTRICAL TRANSCRIPTIONS
 Accepted at regular rates.
REMOTE CONTROL
 Extra charges are made for portions of programs originating outside the regular studios.

SERVICE FACILITIES
 The services of the station talent bureau, program department, musical, dramatic and continuity departments, technical and announcing staffs for arranging and presenting addition programs are available without charge.
Contract and Other Requirements
 Advertising of alcoholic beverages not accepted, excepting beer and wine.
 Programs broadcast under contract only. Time discounts only as provided for in above rates.
 Above rates are for the facilities of the station only. Announcements and talks accepted only where subject matter is in the opinion of the station, of genuine public interest.
 Contracts are accepted for a maximum of one year and program must start within 60 days of contract date. All contracts subject to the station owner's approval and governmental regulations.
 Station rates and talent charges subject to change without notice.

Closing Time
 Program material must be arranged one week in advance of broadcast date and no changes can be made within four days preceding broadcast.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription using double turn-table for vertical or lateral cut recordings.

Personnel
 General Manager—Walter A. Callahan.
 Sales Manager—W. B. Christian.
 Representatives
 Paul H. Baymer Company.

CLEVELAND

(Cuyahoga County)

WGAR

(Established 1920)



Rates effective October 1, 1944. (Card No. 10) revised.
 Owned and operated by the WGAR Broadcasting Co.
 Business Office and Studio—Hotel Statler, 12th and Euclid Ave., Cleveland, Ohio, Prospect 0200.

Transmitter—Broadview and Aikens Roads, Broadview Heights, Ohio.
Wave—Power—Time
 Operating power—5,000 watts.
 245.9 meters; 1220 kilocycles.
 Licensed to operate full time on clear channel. Operates on Eastern Standard Time.
 Actual operating schedule: Daily 6:00 a.m. to 1:00 a.m.

Agency Commission
 Agency commission 15% to recognized advertising agencies on net charges for station time after all frequency discounts; no cash discount.

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. daily)
 1 hour..... 400.00
 1/2 hour..... 240.00
 1/4 hour..... 160.00
 10 minutes..... 120.00
 5 minutes..... 80.00
 *1 minute or less..... 50.00

CLASS "B"
 (6:00 p.m. to 6:30 p.m. week days; 1:00 p.m. to 6:30 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily)
 1 hour..... 300.00
 1/2 hour..... 180.00
 1/4 hour..... 120.00
 10 minutes..... 90.00
 5 minutes..... 60.00
 *1 minute or less..... 37.50

CLASS "C"
 (9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays; 11:00 p.m. to 11:15 p.m. daily)
 1 hour..... 200.00
 1/2 hour..... 120.00
 1/4 hour..... 80.00
 10 minutes..... 60.00
 5 minutes..... 40.00
 *1 minute or less..... 25.00

CLASS "D"
 (11:15 p.m. to 9:00 a.m. daily)
 1 hour..... 100.00
 1/2 hour..... 60.00
 1/4 hour..... 40.00
 10 minutes..... 30.00
 5 minutes..... 20.00
 *1 minute or less..... 12.50

(*) Sound effects or additional voice on announcements or chain breaks, each 5.00 net, extra.
 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.

DISCOUNTS
 Frequency discounts allowed retroactively on programs and announcements, but announcement contracts may not be combined with program contracts to earn higher discounts.

1 to 51 times in one year.....	Net
52 to 155 times in one year.....	5%
156 to 299 times in one year.....	10%
300 or more times in one year.....	15%

Additional frequency discounts on programs of five minutes or more: 10% allowed for 52 consecutive (This listing continued on next page)



IT'S THE STATION THAT BROUGHT MY BOY HOME

Since Pearl Harbor two thousand four hundred eighty WGAR programs have brought news or actual voices of hometown servicemen from remote sources. Done sincerely for our loyal listeners, they also help explain why get attention, belief, response so effectively over the Friendly station.



FREE SPEECH
 "MIKE"
CLEVELAND'S WGAR
 THE FRIENDLY STATION
 RADIO'S XXV ANNIVERSARY

CLEVELAND—Continued

WGAR—Continued

Weeks of broadcasting based on an amount determined by extending the lowest weekly gross time billing on a yearly basis.

SPECIAL FEATURES

Musical Clock: 11:15 p.m. to 9:00 a.m. Monday through Saturday. Rates include transcriptions and are not subject to frequency discounts.
 1 hour..... 400.00
 1/2 hour..... 240.00
 1/4 hour..... 180.00

RECORDED PROGRAMS

No service charge. **TALENT**
 Rates on request.

REMOTE CONTROL

Line costs plus monthly service charge. Rates on application. Public address equipment rates on request.

SERVICE FACILITIES

Artists bureau, sales promotion and merchandising departments available.
Contract and Other Requirements
 Maximum length of contract one year.
 Contracts and copy subject to station management's approval and government regulations. Station management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.
 Rates are for the facilities of the station only. Talent news services, transcriptions and records extra.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables

Personnel

Vice-Pres. & Mgr.—John F. Pitt.
 Sales Manager—Harry Camp.
 Representatives—Edward Petry & Company, Inc.

WHK

(Established 1921)



Rates effective September 1, 1941. (Card No. 10.)
 Owned and operated by The United Broadcasting Co. Business Office—Terminal Tower, Cleveland, O. Prospect 3800.

Studio—Higbee Building, Cleveland, Ohio.
 Transmitter—Seven Hills, Independence, Ohio.

Wave—Power—Time
 Operating power—5,000 watts.
 21.3 meters (1420 kilocycles).
 Licensed to operate on cleared regional channel.
 Operates on Eastern Standard Time.
 Actual operating schedule: 7:00 a.m. to 12:00 mid night daily.

Agency Commission
 Agency commission 15% to recognized agencies. No cash discount. Talent net—not commisionable.

General Advertising
 For combination rates see Mutual Broadcasting System.
 The following rates apply to both national and local advertising.

Rates include all charges for music copyrights.
 Minute rates apply to a maximum of 100 words; 30-second breaks 40 words.

SESAC license. (CLASS "A")
 (7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	156 tl.	(t)
1 hour.....	840.00	328.00	808.00	389.00	272.00	255.00
1/2 hour.....	204.00	158.80	188.60	178.40	188.20	158.00
1/4 hour.....	136.00	129.20	129.40	118.80	108.50	102.00
10 minutes.....	102.00	96.90	91.80	86.70	81.60	76.50
5 minutes.....	68.00	64.60	61.20	57.80	54.40	51.00
1 minute or less.....	34.00	32.30	30.60	28.90	27.20	25.50

Participation announcement, 100 word maximum 25.50
 (CLASS "B")

(6:00 p.m. to 7:00 p.m. week days and 12:00 noon to 4:00 p.m. Sunday)

1 hour.....	255.00	242.25	229.50	216.75	204.00	191.25
1/2 hour.....	153.00	145.35	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 or less.....	25.50	24.25	22.95	21.70	20.40	19.15

Participation announcement, 100 word maximum 19.15
 (CLASS "C")

(10:00 a.m. to 12:00 noon, 4:30 p.m. to 6:00 p.m., 10:30 p.m. to 11:00 p.m. week days; 10:00 a.m. to 12:00 noon, 10:30 p.m. to 11:00 p.m. Sunday)

1 hour.....	170.00	161.50	153.00	144.50	136.00	127.50
1/2 hour.....	102.00	96.90	91.80	86.70	81.60	76.50
1/4 hour.....	68.00	64.60	61.20	57.80	54.40	51.00
10 minutes.....	51.00	48.45	45.90	43.35	40.80	38.25
5 minutes.....	34.00	32.30	30.60	28.90	27.20	25.50
1 minute or less.....	17.00	16.15	15.30	14.45	13.60	12.75

Participation announcement, 100 word maximum 12.75
 (CLASS "D")

(9:00 a.m. to 10:00 a.m., 12:00 noon to 4:30 p.m. week days, and 9:00 a.m. to 10:00 a.m. Sunday)

1 hour.....	113.35	107.70	102.00	96.35	90.70	85.00
1/2 hour.....	68.00	64.60	61.20	57.80	54.40	51.00
1/4 hour.....	45.35	43.10	40.80	38.55	36.30	34.00
10 minutes.....	34.00	32.30	30.60	28.90	27.20	25.50
5 minutes.....	22.65	21.50	20.40	19.25	18.15	17.00
1 minute or less.....	11.35	10.80	10.20	9.65	9.10	8.50

Participation announcement, 100 word maximum 8.50
 (CLASS "E")

(11:00 p.m. to 9:00 a.m. week days and Sundays)

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.....	34.00	32.30	30.60	28.90	27.20	25.50
10 minutes.....	25.50	24.25	22.95	21.70	20.40	19.15
5 minutes.....	17.00	16.15	15.30	14.45	13.60	12.75
1 minute or less.....	8.50	8.10	7.65	7.25	6.80	6.40

Participation announcement, 100 word maximum 6.40
 (†) 260 or more times.

SPECIAL FEATURES
 Time signals and weather forecasts. Three announcements daily, run of schedule (one each morning, afternoon and night), seven days week, per month, flat 800.00. This rate is flat and carries no quantity discounts.

Special Events, such as sports broadcasts, symphonies, operas, etc., covering a period of about two hours—rates on request.

POLITICAL TALKS

Rates on application.
ELECTRICAL TRANSCRIPTION
 Regular time charges apply.
TALENT
 Rates on application

REMOTE CONTROL

Cost of lines additional.
SERVICE FACILITIES
 Assistance of station artists' bureau, program department, staff announcers, merchandising and public department is included in station time charge. Special merchandising at cost.

Contract and Other Requirements
 Advertising of light wine and beers accepted.
 Rates are for station time services of announcer. Talent is extra.

Contracts not accepted for a period longer than one year. First program must be presented within 80 days from date of contract.

Contracts for programs and announcements must be written individually and separately. No combination of announcements and programs will be permitted for purposes of securing a greater frequency discount than would otherwise be obtainable. Daytime and nighttime announcements may be combined to earn a frequency discount.

Claiming Time
 Continuity must be in hands of program department at least one week in advance of broadcast.

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

Personnel
 General Manager—K. K. Hackathorn.
 Sales Manager—J. B. Maurer.
 Promotion Manager—Sue Cornelius.
 Representatives—Paul H. Raymer Company

WJW



Rates effective August 10, 1945. (Card No. 1.)
 Owned and operated by WJW, Inc.
 Business Office and Studio—WJW Bldg., Playhouse Square, Cleveland 15, Ohio, Superior 0101.
 Transmitter—N Royalton, Ohio.

Wave—Power—Time
 Operating power—5,000 watts.
 352.9 meters; 850 kilocycles.
 Licensed to operate full time. Operates on Eastern Standard Time.

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

General Advertising
 For combination rates see American Broadcasting Company, Inc. (Basic Network).

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

1 hour.....	240.00
1/2 hour.....	204.00
1/4 hour.....	186.00
10 minutes.....	102.00
5 minutes.....	68.00

CLASS "B"
 (10:30 p.m. to 11:00 p.m. daily; 12:00 noon to 6:00 p.m. Sundays)

1 hour.....	255.00
1/2 hour.....	188.00
1/4 hour.....	102.00
10 minutes.....	76.50
5 minutes.....	51.00

(This listing continued on next page)

The Story of Sayid, the Scent Merchant





In Bagdad-on-the-Cuyahoga, which is also called Cleveland, there lived one Sayid ibn-abu-Aziz. His shop was an odoriferous oasis, for he trafficked in musk and frankincense, in hard and myrrh and attar of roses. Truly, the treasures of his booth could make a she-camel smell like unto the delectable Houris of Paradise.

An ingenious fellow, this Sayid: ever inventing new scents to which he gave exotic names, such as "Depravity" and "Aphrodite Uninhibited." Yet, situated in The Street of the Pensive Pup—an alley off the main bazaar—none of the fashionable ladies patronized him. So he starved on crusts and the odor of spike-nard until . . .

Cleveland merchants buy more time over WHK than over any other station.

WHK

is

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK, Cleveland—WHKC, Columbus—WHKK, Akron



there came a day when light dawned, in person of Muhammed Ali, a rich merchant. "My sad Sayid," quoth Muhammed, "thou shouldst be in sooth a perfume-pasha, yet thou starvest. Praise thy precious wares over that powerful station, WHK! Then thy shop shall be crowded with opulent ladies, or I am veritably a monkey's uncle." And thus it came to pass . . . and Sayid is in the shekels . . . but plenty!

We Point

with Pardonable Pride

Considering that we set up shop in Cleveland only 18 months ago . . . we're mighty proud to tell the world that WJW has already become:

...A strong second in the afternoon field.

...Top station in Cleveland for morning programs.



WJW

CLEVELAND

BASIC Blue Network 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

OHIO—Continued

CLEVELAND—Continued

W J W—Continued

CLASS "C"
(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to 12:00 midnight daily)

1 hour.....	170.00
1/2 hour.....	102.00
1/4 hour.....	68.00
10 minutes.....	61.00
5 minutes.....	54.00

CLASS "D"
(6:00 a.m. to 9:00 a.m. and 12:00 midnight to 1:00 a.m.)

1 hour.....	85.00
1/2 hour.....	51.00
1/4 hour.....	34.00
10 minutes.....	25.50
5 minutes.....	17.00

Dollar Volume Discounts

1,000.00 to 2,000.00.....	5%
2,000.00 to 3,500.00.....	10%
3,500.00 to 5,200.00.....	15%
5,200.00 to 10,000.00.....	20%
10,000.00 to 25,000.00.....	25%
25,000.00 or more.....	33-1/3%

ANNOUNCEMENTS

One hundred words or less:

Time	Class A	Class B	Class C	Class D
1 time.....	34.00	25.50	17.00	8.50
13 times.....	32.30	24.25	16.15	8.10
26 times.....	30.60	22.95	15.30	7.65
52 times.....	28.90	21.70	14.45	7.25
104 times.....	27.20	20.40	13.60	6.80
260 times.....	25.50	19.15	12.75	6.40
520 or more times.....	22.70	17.00	11.85	5.70

Class "A"—6:00 p.m. to 10:30 p.m.
 Class "B"—10:30 p.m. to 11:00 p.m. daily; 12:00 noon to 6:00 p.m. Sundays.
 Class "C"—9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to 12:00 midnight daily.
 Class "D"—6:00 a.m. to 9:00 a.m. and 12:00 midnight to 1:00 a.m.

SPECIAL FEATURES

News—Lessed wire service available at regular rates plus 15% for news service. Commissionable to recognized advertising agencies.

POLITICAL

Rates on request.

TALENT

Rates and details on request.

TRANSCRIPTIONS AND RECORDINGS

Transcription service available without extra charge. Recording service—rates on request.

SERVICE FACILITIES

One announcer and engineer available without extra charge.

Merchandising and publicity departments available.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. Musical program rates are for the facilities of the station only.

Programs prepared by advertiser are subject to approval, both as to artists and program content. Maximum contract one year. All contracts subject to owner's approval and government regulations. Contracts may be terminated by either party by giving 14 days prior written notice; provided that no such notice shall be effective until 14 days after start of broadcasting service. If advertiser so terminates his contract, he agrees to accompany his cancellation with a certified check for short rates to date of cancellation.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Pres. & Gen'l Mgr.—Bill O'Neill.
 National Sales Director—Hal Waddell.

Representatives

Headley-Reed Company.

W T A M

(Established 1923)



Rates effective March 1, 1944. (Card No. 12.)
 Owned and managed by National Broadcasting Co.
 Studios and Offices—NBC Bldg., Cleveland 14, Ohio.
 Cherry 0942.

Transmitter—Brecksville, Ohio.

Wave—Power—Time

Operating power—50,000 watts.
 (100% modulation—crystal control.)
 272.7 meters; 1100 kilocycles.
 Licensed to operate on clear channel full time.
 Operates on Eastern Standard Time.
 Operating schedule: Sunday 6:00 a.m. to 1:00 a.m.
 Week days 5:00 a.m. to 3:00 a.m.

Agency Commission

15% to recognized agencies on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see National Broadcasting Company (Basic Network).

(This listing continued on page 260)

AS CLEVELAND GOES...

SO GOES **Tom Manning**

IT'S a knockout... it's a touch-down... Cleveland fans thrill and chill to the exciting voice of Tom (Red) Manning, Cleveland's *first* and only winner of the coveted Sporting News Golden Trophy. Tom Manning is *first* in sports in Cleveland, just as WTAM is Cleveland's *first* station in listening audience... day and night. *First* in Program Popularity polls too. 34 of the top 50 Programs are on WTAM. Are you?



*Joe Louis and Tom Manning
at XMAS FUND Boxing Show, Cleveland Arena*

FIRST in CLEVELAND
WTAM 
50,000 watts
Represented by **NBC SPOT SALES**



TOM MANNING
and the Cleveland Boxing Commission



HENRY ARMSTRONG and TOM MANNING
at the end of a tough session



TOM MANNING with Lou Trudel and Les Cunningham
of the Cleveland Barons

OHIO—Continued

CLEVELAND—Continued
W T A M—Continued

Commitments made prior to March 1, 1944, will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after March 1, 1944, at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1944, will apply to extensions of said commitments for any period or periods up to and including February 28, 1945, for the same series continuously used. Rates effective March 1, 1944, are applicable to all new broadcast series ordered on and after March 1, 1944.

The rate of discount or the rebate 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 and the contract is cancelled.

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

GENERAL BROADCAST ADVERTISING

(Gross Rates)

CLASS "A"

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

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B"

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

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "C"

(10:30 p.m. to 11:30 p.m. and 9:00 a.m. to 9:00 p.m. except Sunday afternoon)

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "D"

(11:30 p.m. to 12:00 midnight and 7:00 a.m. to 9:00 a.m.)

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "E"

(12:00 midnight to sign-off and sign-on to 7:00 a.m.)

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, payable currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates:

Table with 2 columns: Gross rate and Discount/Rebate percentage. Rows include Less than 104.00 weekly, 104.00 or more but less than 208.00 weekly, etc.

Rebates for Consecutive Weeks

Table with 2 columns: Consecutive weeks and Rebate percentage. Rows include 26 to 39 consecutive weeks, 39 to 52 consecutive weeks, etc.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebates established by the original series. Otherwise each additional series shall establish separate rebate rates. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. Gross billing after deduction of advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed.

ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

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 only may be combined to earn lower frequency rates. Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

Announcements

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

Table with 2 columns: Time slot and Rate. Rows include 1 minute, 10:30 p.m. to 12:00 midnight and 7:00 a.m.

Table with 2 columns: Time slot and Rate. Rows include 1 minute, 12:00 midnight to sign-off and sign-on to 7:00 a.m.

Cooperative Program
Woman's Club of the Monday through Friday; available to non-competitive producers and manufac-

turers in food products, home equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client.

Per participation..... 35.00 38.25 31.50 29.75 28.00 26.25
Program and talent cost, per participation, 5.00.
(?) 300 or more times.

Maximum length—live 25 words, transcribed 12 seconds:
8:00 p.m. to 10:30 p.m., net..... 60.00
10:30 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 p.m., net..... 30.00
12:00 midnight to sign-off and sign-on to 7:00 a.m., net..... 30.00

ELECTRICAL TRANSCRIPTIONS Accepted at regular rates.
SERVICE FACILITIES
Advisory services of the station's program department and staff engineers in arranging and presenting programs are included without charge, except where client selects a particular staff announcer or except where a fee is required by any governing labor organization.

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 orders 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 lateral and vertical 33-1/8 or 78 r.d.m. turn-tables.
Personnel
General Manager—Vernon H. Pribble.
Sales Manager—H. L. Alliger.
Promotion Manager—Howard Barton.
Representatives
National Broadcasting Company, Inc. (Spot Sales).

COLUMBUS

(Franklin County)

WBNS

(Established 1921)

COLUMBIA AFFILIATE

Rates effective September 1, 1944.
Card received January 8, 1945.
Owned and operated by WBNS, Inc., Columbus, Ohio. Business Office and Studio—38 N. High Street, Columbus, Ohio.
Transmitter—1077 Barnett Road, Columbus, Ohio.
Wave—Power—Time
Operating power 5,000 watts day; 1,000 watts night. (100% modulation.)
205.5 meters; 1480 kilocycles.

Licensed to operate on cleared regional channel. Operates on Eastern War Time.
Actual operating schedule, Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.
Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Rates include charges by owners of music copyrights. The following rates are for national advertising.

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)
1 hour..... 200.00 190.00 185.00 180.00 175.00 170.00
1/2 hour..... 135.00 128.25 121.50 114.75 108.00 91.25
1/4 hour..... 90.00 85.50 81.00 76.50 72.00 67.50
5 minutes 63.50 57.00 54.00 51.00 48.00 45.00
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days)

(12:00 midnight to 7:00 a.m.)
33-1/8" discount off daytime rates.
ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)
1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.
Chain break or one min 28.60 25.20 23.80 22.40 21.00 19.60
(7:00 a.m. to 6:00 p.m.)
Chain break or one min 15.00 14.25 13.50 12.75 12.00 11.25 11.00
20% discount off daytime rates.

SPECIAL FEATURES
Early Worm and Round Robin Review—Participation programs. Talent charges on request.
RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours.
Talent
Rates on request.

Closing Time
Talent programs, talks and recorded programs close two weeks in advance of broadcast. Announcements close eight days in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables for both vertical and lateral cut recordings.
Personnel
General Manager—Edgar T. Wolfe.
Sales Director—W. I. Orr
National Sales Manager—Don S. Burrows.
Promotion Manager—Jerome R. Reaves.
Representatives
John Blair & Company.

WCOL
(Established 1924)



BLUE NETWORK STATION



Rates effective February 1, 1945.
Rates received January 17, 1945.
Owned and operated by The Pixleys.
Business Office and Studio—38 N. High St., Columbus 15, Ohio.
Transmitter—38 N. High Street, Columbus, Ohio.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—temperature control.)
243.9 meters; 1280 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Eastern War Time.
Operating schedule: 24 hours daily.
Agency Commission
Agency commission 15% to recognized agencies; no cash discount. No commission on talent.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).
Rates include charges by owners of music copyrights. The following rates are for national advertising.

CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 156 ti. 280 ti.
1/2 hour..... 75.00 71.25 67.50 60.00 52.50 45.00 37.50
1/4 hour..... 45.00 42.75 40.50 36.00 31.50 27.00 22.50
5 minutes 30.00 28.50 27.00 24.00 21.00 18.00 15.00
1 minute or chain break... 16.00 14.25 13.50 12.75 12.00 11.25 11.00

CLASS "B"
(8:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 1:00 p.m. Sundays)
1/2 hour..... 45.00 42.75 40.50 36.00 31.50 27.00 22.50
1/4 hour..... 27.00 25.65 24.30 21.60 18.90 16.20 13.50
5 minutes 18.00 17.10 16.20 14.40 12.60 10.80 9.00
1 minute or chain break... 10.00 9.50 9.00 8.50 8.00 7.50 7.00

CLASS "C"
(6:00 a.m. to 8:00 a.m. week days and 11:00 p.m. to 1:00 a.m. daily)
1/2 hour..... 38.00 34.20 32.40 28.80 25.20 21.60 18.00
1/4 hour..... 21.80 20.50 19.45 17.30 15.10 12.95 10.80
5 minutes 14.40 13.70 12.95 11.50 10.10 8.65 7.20
1 minute or chain break... 9.00 8.55 8.10 7.65 7.20 6.75 6.25

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP
Markets and domestic estate periods on application.
ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours.
TALENT
Rates on application.
REMOTE CONTROL
Any desired arrangements for remote control broadcasts can be made.

Closing Time
Closing date is two weeks in advance of program in order to secure program schedule publicity. Announcements close 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel
Owner—Executive—Lloyd A. Pixley.
Manager—Jack Kelly.
Representatives
Weed & Company.

WHKC
(Established 1921)



Rates effective January 1, 1945. (Card No. 15.)
Owned and operated by United Broadcasting Co. Business Office and Studio—22 E. Gay St., Columbus 15, Ohio, telephone Adams 1101.
Transmitter—901 Obetz Road, Columbus, Ohio.
Wave—Power—Time
Operating power—1,000 watts.
491.8 meters; 610 kilocycles.
Licensed to operate unlimited time on cleared national channel.

Agency Commission
Agency commission 15% to recognized agencies. No cash discount. No commission on talent.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
The following rates are for both local and national advertising.
Broadcasts extending over a period of two hours or more—rates on request.
Minute rates allow for a maximum of 100 words. Chain breaks—maximum forty words.

(This listing continued on next page)

COLUMBUS—Continued
W H K C—Continued

CLASS "A"
(7:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

1 hr.	13.11	26.11	52.11	156.11	260.11
1/2 hour	17.00	34.00	68.00	104.00	170.00
1/4 hour	78.00	156.00	312.00	468.00	624.00
10 minutes	52.00	104.00	156.00	208.00	260.00
5 minutes	26.00	52.00	78.00	104.00	130.00
1 minute	13.00	26.00	39.00	52.00	65.00

CLASS "B"
(6:00 p.m. to 7:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

1 hour	97.50	92.65	87.75	82.90	78.00	73.15
1/2 hour	58.50	55.80	52.85	49.75	46.80	43.90
1/4 hour	39.00	37.05	35.10	33.15	31.20	29.25
10 minutes	29.25	27.80	26.35	24.85	23.40	21.95
5 minutes	14.50	13.90	13.35	12.80	12.25	11.70
1 minute	7.25	6.95	6.70	6.40	6.10	5.80

CLASS "C"
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. week days; 9:00 a.m. to 12:00 noon and 10:30 p.m. to 11:00 p.m. Sundays)

1 hour	65.00	61.75	58.50	55.25	52.00	48.75
1/2 hour	39.00	37.05	35.10	33.15	31.20	29.25
1/4 hour	26.00	24.70	23.40	22.10	20.80	19.50
10 minutes	19.50	18.50	17.55	16.60	15.65	14.70
5 minutes	9.75	9.25	8.75	8.30	7.80	7.35
1 minute	4.88	4.63	4.38	4.15	3.90	3.68

CLASS "D"
(11:00 p.m. to 9:00 a.m. daily)

1 hour	43.35	41.20	39.00	36.85	34.70	32.55
1/2 hour	28.00	24.70	23.40	22.10	20.80	19.50
1/4 hour	17.35	16.50	15.60	14.75	13.90	13.05
10 minutes	13.00	12.35	11.70	11.05	10.40	9.75
5 minutes	6.50	6.18	5.85	5.53	5.20	4.88
1 minute	3.25	3.09	2.93	2.76	2.60	2.44

SPECIAL FEATURES
Time Signals and Weather Forecast: Three announcements daily, run of schedule (one each morning, afternoon and night), per month \$75.00.

ELECTRICAL TRANSCRIPTIONS
No extra charge.

TALENT
Rates on application.

REMOTE CONTROL
Add cost of lines and facilities.

SERVICE FACILITIES
Station maintains an Artists' Bureau, Program Department, Staff Announcers, Merchandising Department and Publicity Department, whose assistance in arranging, publicizing, merchandising and presenting the program are included in station time charges. Special merchandising offered at cost.

Contract and Other Requirements
Contracts not accepted for period longer than one year. First program must be presented within 30 days from date of contract.

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

Personnel
General Manager—C. M. Everson
Business Manager—H. H. Hoessly.

Representatives
Radio Advertising Company.

W O S U

Owned and operated by Ohio State University.
Wave—Power—Time
Operating power—5,000 watts to local sunset at Dallas, Tex.
365.9 meters; 820 kilocycles.
Operates on Central War Time.
Operating schedule: 8:30 a.m. to local sunset at Dallas, Texas.
Does not sell time.

DAYTON
(Montgomery County)
W H I O
(Established 1935)

Rates effective August 1, 1941. (Card No. 4.)
Owned and operated by Miami Valley Broadcasting Corporation.
Business Office and Studio—45 S. Ludlow Street, Dayton 1, Ohio, Adams 2261.
Transmitter—Hempstead Road, S. E. of Dayton, O.

Wave—Power—Time
Operating power—5,000 watts.
232.6 meters; 1290 kilocycles.
Operates on Class 8A cleared regional channel.
Operates on Eastern Standard Time.
Actual operating schedule: 5:45 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discount. Bills rendered 1st of month.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Rates include charges by owners of music copyrights. The following rates are for national and regional advertising.

All discounts are for consecutive broadcasts to be used within one year from start of schedule. Contracts must be renewed or extended at or before expiration to earn lower rate. Such renewals or extensions may be made for a period not to exceed one year from the date of the first broadcast.
Credit memoranda covering earned discounts are issued at the expiration of each discount period. No deductions are shown on current invoices. Class "A" and "B" may be grouped for quantity discounts.

Classes "C" and "D" are not to be grouped with any of the other classes.

CLASS "A"
(8:00 p.m. to 11:00 p.m.)

1 hr.	180.00	108.00	70.00	85.00
1 hr.	171.00	102.60	66.50	88.25
26 times	162.00	97.20	63.00	81.50
52 times	153.00	91.80	59.50	79.75
100 times	144.00	86.40	56.00	78.00
150 times	135.00	81.00	52.50	76.25
300 times	126.00	75.60	49.00	74.50

CLASS "B"
(8:00 a.m. to 6:00 p.m.)

1 time	90.00	54.00	35.00	17.50
13 times	85.50	51.30	33.25	16.60
26 times	81.00	48.60	31.50	15.75
52 times	76.50	45.90	29.75	14.90
100 times	72.00	43.20	28.00	14.00
150 times	67.50	40.50	26.25	13.15
300 times	63.00	37.80	24.50	12.25

CLASS "C"
(11:00 p.m. to 8:00 a.m.)

1 time	60.00	36.00	24.00	12.00
13 times	57.00	34.20	22.80	11.40
26 times	54.00	32.40	21.60	10.80
52 times	51.00	30.60	20.40	10.20
100 times	48.00	28.80	19.20	9.60
150 times	45.00	27.00	18.00	9.00
300 times	42.00	25.20	16.80	8.40

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

Announcements:	Max. 100 words	*Max. 30 words
1 time	20.00	16.00
13 times	19.00	15.20
26 times	18.00	14.40
52 times	17.00	13.60
100 times	16.00	12.80
150 times	15.00	12.00
300 times	14.00	11.20

(All other hours)

	Max. 100 words	*Max. 30 words
1 time	10.00	8.00
13 times	9.50	7.40
26 times	9.00	7.20
52 times	8.50	6.80
100 times	8.00	6.40
150 times	7.50	6.00
300 times	7.00	5.60

(* Chain breaks.)

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Transcription library available, rates on request.

TALENT
Musical and dramatic talent engaged for the advertiser at minimum prices.

REMOTE CONTROL
Complete facilities for remote pick-ups outside of studios. Expense for such pick-ups is charged at cost.

SERVICE FACILITIES
Station maintains a program department, staff announcers, merchandising department and publicity department whose services, to a reasonable extent are available at no additional charge. Window display space furnished to program accounts without cost.

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

Personnel
President—James M. Cox, Jr.
General Manager—Robert H. Moody.
Representatives
George P. Hollingsbery Company.
Harry E. Cummings.

MAKE FRIENDS with Dayton and Miami Valley through



Cultivate the responsive WHIO audience. It's the key to the prosperous Dayton and Miami Valley market. WHIO has more listeners for your sales message than any other local station.

NEWS: UP, INS, PA, plus CBS' Best BASIC CBS * * * 5000 WATTS

G. P. Hollingsbery Co., Representatives
Harry E. Cummings, Southeastern Representative

DAYTON—Continued WING

BLUE NETWORK STATION

(Established 1922)

Rates effective August 15, 1944. (Card No. 9.) Owned and operated by Great Trails Broadcasting Corporation.

Agency Commission 15% allowed recognized advertising agencies on national accounts only.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network).

Announcements and programs may not be combined for discounts.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.) and CLASS 'B' (7:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Table with columns for time slots and rates for CLASS 'C' (Before 7:30 a.m. and after 12:00 midnight).

Table with columns for time slots and rates for ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m.) and CLASS 'B' (Before 6:00 p.m. and after 11:00 p.m.).

Table with columns for time slots and rates for ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m.) and CLASS 'B' (Before 6:00 p.m. and after 11:00 p.m.).

SPECIAL FEATURES News Service—Available morning, afternoon and evening—rates on request.

POLITICAL Political advertising copy must be submitted and payment made 24 hours in advance.

TALENT Rates on request. REMOTE CONTROL Rates on request. SERVICE FACILITIES Merchandising and publicity department available to advertisers.

Closing Time Programs close one week in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel Executive Vice-President—J. P. Williams. Sales Manager—Harold Higgins.

FINDLAY (Hancock County)

WF IN (Established 1941)

Rates effective April 1, 1945. Owned and operated by Findlay Radio Company. Business Office—500-1/2 S. Main St., Findlay, Ohio.

Large vertical graphic with the text 'WING IS THE STATION WITH THE MOST S. A. (Sales Appeal) IN DAYTON OHIO' and an illustration of a winged figure holding a sign.

5000 WATTS • BASIC BLUE NETWORK

How do we know?

MORE LOCAL ADVERTISERS USE WING THAN ANY OTHER DAYTON STATION

WING DAYTON, OHIO

Weed and Company National Representatives

Actual operating schedule: Local sunrise to local sunset. Agency Commission 15% to recognized agencies on station time only.

General Advertising For combination rates see Keystone Network. The following rates are for national advertising.

Table with columns for advertising rates: 1 hour (90.00), 1/2 hour (50.00), 1/4 hour (30.00), 5 minutes (15.00).

Table with columns for WEEKLY DISCOUNTS: Except Sundays (2 ti. to 6 ti. with discounts of 5%, 10%, 15%, 20%, 30%).

Per month... 75.00 125.00 165.00 195.00 215.00 230.00 SPECIAL FEATURES News, religious, political, time signals, thirty-five word dashes.

ELECTRICAL TRANSCRIPTIONS Regular rates apply. Rates includes use of transcription library.

REMOTE CONTROL Facilities subject to extra charge for line and mechanical costs.

Closing Time Contracts close three days in advance of first broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcriptions.

Personnel Manager—Fred H. Hovar. Commercial Manager—Kent L. Jeffery.

HAMILTON (Butler County)

W M O H (Established 1944)

Rates effective February 1, 1945. (Card No. 2.) Owned and operated by the Fort Hamilton Broadcasting Company.

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

General Advertising Rates include music copyright fees. (5:30 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays)

Table with columns for advertising rates for CLASS 'A' (5:30 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays).

Table with columns for advertising rates for CLASS 'B' (11:00 a.m. to 1:30 p.m. and 10:30 p.m. to 11:00 p.m. week days; 7:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. Sundays).

Table with columns for advertising rates for CLASS 'C' (6:00 a.m. to 11:00 a.m. and 1:30 p.m. to 5:30 p.m. week days).

Table with columns for ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays).

(This listing continued on next page)

HAMILTON—Continued
W M O H—Continued

SPECIAL FEATURES
Time signals, weather reports, etc.—rates on request.
TALKS
Publicity talks accepted only where subject is of public interest and service in the opinion of station director.

POLITICAL
One time rate applies. Copy must be submitted 24 hours prior to time of broadcast.
TALENT AND REMOTE CONTROL
Rates on request.

SERVICE FACILITIES
Services of station production department offered to broadcasters and advertising agencies without additional cost for the purpose of securing talent at the lowest possible prices.

Closing Time
Contracts must be closed four weeks in advance for publicity announcements. Final closing two weeks. Manuscript for publicity talks must be submitted two days in advance.

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

Personnel
Executive Director—Don Loset.
Commercial Manager—Joe True.
Representatives
None.

LIMA
(Allen County)
WLOK
(Established 1926)



Rates received March 26, 1940.
Owned and operated by The Fort Industry Company.
Business Office and Studio—National Bank Building, Lima, Ohio.

Transmitter—1424 Rice Avenue, Lima, Ohio.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
241.3 meters; 1400 kilocycles.

Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies on net charges for station time. No commission on talent. No cash discount. All bills due on 10th of month following service.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).
The following rates include radio charges by owners of music copyrights.

Table with 5 columns: Time, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti., 260 ti. Rates for 6:00 p.m. to 11:00 p.m.

sign-off
1 hour..... 47.50 45.10 42.75 40.40 38.00 36.60
1/2 hour..... 29.25 27.75 26.30 24.90 23.40 21.90
1/4 hour..... 18.50 17.50 16.55 15.65 14.80 14.10
5 minutes 9.10 8.65 8.20 7.75 7.30 6.95

Table with 5 columns: Time, 1 time, 13 times, 26 times, 52 times, 156 times, 260 times. Rates for 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to sign-off.

ANNOUNCEMENTS
Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

SPECIAL FEATURES
Time signals, weather reports, etc., rates on request.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Transcription library service available.

TALENT
Rates on application.
REMOTE CONTROL
Rates on request.

SERVICE FACILITIES
Merchandising services are available to clients and agencies at no additional cost. Program ideas, continuities, etc., prepared and submitted without charge by station production department.

Closing Time
Contracts must be closed four weeks in advance for publicity announcement. Final closing two weeks. Manuscript for publicity talks must be submitted two days in advance.

Mechanical Program Equipment
Equipped to make lateral recordings at 33-1/3 and 78 r.p.m. in studios, using standard filter arrangement. Equipped with portable high quality recording

facilities at 33-1/3 and 78 r.p.m. for 15 minute continuous instantaneous recordings for remote pick-up work. Recording rates on request.
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Managing Director—Ralph Elvin.
Representatives—Headley-Reed Company.

MANSFIELD
(Richland County)
WMAH
(Established 1929)



Rates effective May 15, 1944. (Card No. 2.)
Owned and operated by Richland, Incorporated.
Business Office and Studio—Ohio Theatre Bldg., 140 Park Ave., West, Mansfield, Ohio, telephone 4235-6.

Transmitter—Longview and North Main Street, one mile north of the business district of Mansfield, Ohio.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Eastern War Time.
Licensed to operate full time on local channel.
Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent or other charges.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
Rates are for station time and services of an announcer.

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rates for 6:00 p.m. to 10:00 p.m. week days; 1:00 p.m. to 10:00 p.m. Sundays.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight week days; 9:00 a.m. to 1:00 p.m. and 10:00 p.m. to 12:00 midnight Sun.)
1 time..... 48.75 29.25 19.50 14.63 9.75 5.75
13 times..... 46.35 27.82 18.53 14.21 9.40 5.50
26 times..... 43.94 26.39 17.55 13.20 8.84 5.25
52 times..... 41.54 24.96 16.58 12.48 8.39 5.00
104 times..... 39.13 23.53 15.60 11.77 7.93 4.75
260 times..... 36.73 22.10 14.63 11.05 7.48 4.25

(†) One minute or less.
Minute rates—100 word maximum.
Chain breaks—40 word maximum.

SPECIAL FEATURES
Details on request.
TALENT
Details on request.

REMOTE CONTROL
Details on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on request.

SERVICE FACILITIES
Merchandising service available.
Contract and Other Requirements
All advertising must be used within one year from date of contract. All fees for artists and transcriptions are in addition to rates.

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

Personnel
General Manager—J. M. O'Hara.
Program Director—Robert Christopher.
Representatives
None.

MARION
(Marion County)
WMRN
(Established 1940)



Rates effective April 15, 1944. (Card No. 2.)
Owned and operated by The Marion Broadcasting Company.
Business Office and Studio—WMRN Bldg., Marion, Ohio.

Transmitter—North Main Street, Marion, Ohio.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 11:30 p.m.; week days 7:00 a.m. to 11:00 p.m.
Agency Commission
Agency commission 15% to recognized advertising agencies on station time only. No cash discount. No commission on program charges.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes. Rates for 11:30 a.m. to 1:00 p.m.; 6:00 p.m. to 11:00 p.m. week days and all day Sundays.

Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes. Rates for 7:00 a.m. to 11:30 a.m. and 1:00 p.m. to 6:00 p.m. week days.

ANNOUNCEMENTS
Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

SPECIAL FEATURES
Time signals, women's and children's programs, Hill Billy Parade, Friendly Farmer Hour—rates on request.

TALENT
Rates on request. Staff announcers available without extra charge, except where particular announcer is required by sponsor, in which case fee of local governing labor union is required.

REMOTE CONTROL
Rates on request.
ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates.

SERVICE FACILITIES
Program and merchandising departments, engineering staff available without extra charge.
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. No contracts accepted for longer than one year.

Closing Time
Closing date is one week 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 turntables.
Personnel
General Manager—Robert T. Mason.
Vice-President—Robert Morrison.
Representatives
None.

PORTSMOUTH
(Scioto County)
WPAY
(Established 1935)

Rates effective January 1, 1944. (Card No. 5-A.)
Owned and operated by The Scioto Broadcasting Co., Business Office and Studio—1009 Gallia Street, Portsmouth, Ohio, telephone 1010.
Transmitter—1009 Gallia St., Portsmouth, Ohio.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 6:30 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies. No cash discount.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
The following rates are for national advertising. For local advertising rates consult station management.

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute or less. Rates for 6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays.

Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less. Rates for 9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 12:00 noon Sundays.

Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less. Rates for 11:00 p.m. to 9:00 a.m. week days and Sundays.

Additional rates: 500 times, one time rate less 30%; 1,000 times, one time rate less 35%.
(This listing continued on next page)

OHIO—Continued

PORTSMOUTH—Continued
W P A Y—Continued

Multiple announcements, to be scheduled at the discretion of the station, will be charged for at the Class "B" rate. Frequency discount given on one minute or half minute announcements as each classification reaches discount brackets, as contracted.

Participating programs: 50 word announcements available in participating periods in all time classifications to be scheduled at discretion of the station. Regular rates less 50%.

Special services—rates on request. Service available only if regularly scheduled program precedes or follows. News: Leased wire service available. Rates on request.

RECORDED PROGRAMS
Transcription library services available—rates on application.

TALENT
Rates on request.

REMOTE CONTROL
Remote line quotations on request. Time rates do not include traveling expenses, toll charges or installation expenses.

SERVICE FACILITIES
Continuity department, staff announcers, publicity and merchandising department are maintained to service, arrange, produce and present programs at no additional cost.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine. Contract subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. No contract accepted for longer period than one year. Announcement copy will be broadcast as submitted. If approved, and charges will be made at next higher rate if number of words exceed limit in any class. Contracts are not assignable; are subject to musicians' local, state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of station.

All broadcasts subject to approval of station management. Quantity discounts retroactive on entire schedule as earned. Station reserves the last thirty seconds of all programs for its use and station identification. Contract renewals subject to rates in effect at time of renewal. Contracts subject to cancellation unless program starts within 30 days. Short rate billed where frequency rate is not earned.

Station reserves the right to discontinue any advertising announcements, talks or programs for reasons sufficient to the management.

Closing Time
Contracts, announcement copy, transcriptions, talks close one week in advance.

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

Personnel
Vice-President—J. P. Williams.
Manager—Ad Karns.
National Sales Manager—Harold Higgins.

Representatives
Weed & Company.

POLITICAL

Copy must be submitted and payment made 24 hours in advance.

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. Extra charges not subject to commission.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine. Contract subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. No contract accepted for longer period than one year. Announcement copy will be broadcast as submitted. If approved, and charges will be made at next higher rate if number of words exceed limit in any class. Contracts are not assignable; are subject to musicians' local, state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of station.

All broadcasts subject to approval of station management. Quantity discounts retroactive on entire schedule as earned. Station reserves the last thirty seconds of all programs for its use and station identification. Contract renewals subject to rates in effect at time of renewal. Contracts subject to cancellation unless program starts within 30 days. Short rate billed where frequency rate is not earned.

Station reserves the right to discontinue any advertising announcements, talks or programs for reasons sufficient to the management.

Closing Time
Contracts, announcement copy, transcriptions, talks close one week in advance.

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

Personnel
Vice-President—J. P. Williams.
Manager—Ad Karns.
National Sales Manager—Harold Higgins.

Representatives
Weed & Company.

CLASS "A"

(8:00 p.m. to 10:30 p.m. week days and after 12:00 noon Sunday)

Per word
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 min.
3 times..... 180.00 108.00 72.00 54.00 36.00 18.00
5 times..... 280.00 168.00 112.00 84.00 56.00 28.00
6 times..... 324.00 194.40 129.60 97.20 64.80 32.40

CLASS "B"
(6:00 p.m. to 8:00 p.m. week days)
3 times..... 150.00 90.00 60.00 45.00 30.00 15.00
5 times..... 233.35 140.00 98.35 70.00 46.65 23.35
6 times..... 270.00 162.00 108.00 81.00 54.00 27.00

CLASS "C"
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days and sign-on to 12:00 noon Sundays)
3 times..... 120.00 72.00 48.00 36.00 24.00 12.00
5 times..... 186.85 112.00 74.55 56.00 37.35 18.70
6 times..... 216.00 129.60 86.40 64.80 43.20 21.60

CLASS "D"
(7:00 a.m. to 9:00 a.m. week days)
3 times..... 90.00 54.00 36.00 27.00 18.00 9.00
5 times..... 140.00 84.00 56.00 42.00 28.00 14.00
6 times..... 162.00 97.20 64.80 48.60 32.40 16.20

ANNOUNCEMENTS
CLASS "A"
Maximum announcement 75 words.
(8:00 p.m. to 11:00 p.m. week days and after 12:00 noon Sundays) 101 or more
1 tl. 14 tl. 27 tl. 53 tl. 85 tl.
75 words..... 6.65 6.35 6.00 5.65 5.35

CLASS "B"
(9:00 a.m. to 6:00 p.m., 11:00 p.m. to 12:00 midnight week days and sign-on to 12:00 noon Sundays)
75 words..... 4.65 4.45 4.25 4.05 3.85

CLASS "C"
(7:00 a.m. to 9:00 a.m. week days)
75 words..... 3.35 3.15 3.00 2.80

SPECIAL WEEKLY RATES
Day and night rates may be combined to earn weekly quantity discount. Night rates apply after 12:00 noon Sunday.
(Night Rates)
Per week for—
Weekly: 18 wks. 26 wks. 39 wks. 52 wks.
3 announcements..... 18.00 15.35 14.65 14.00
6 announcements..... 29.35 27.75 26.15 24.55
12 announcements..... 50.85 48.25 45.05 42.85
18 announcements..... 66.65 63.05 58.25 54.65

(Day Rates)
3 announcements..... 12.00 11.35 10.65 10.00
6 announcements..... 21.35 20.15 19.35 18.65
12 announcements..... 40.00 37.60 36.00 34.65
18 announcements..... 53.35 49.75 48.00 45.35

SPECIAL FEATURES
Time signals charged at regular announcement rates with maximum commercial tie-in, 60 words.
POLITICAL TALKS
Payable in advance. No quantity discount.
REMOTE CONTROL
Rates on request.
Contract and Other Requirements
All contracts are subject to station approval and to governmental regulations. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself.

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

Personnel
General Manager—John J. Lutz.
Representatives
The Friendly Group.

STEUENVILLE

WSTV

(Established 1940)



Rates effective October 1, 1940. (Card No. 1.)

Owned and operated by The Valley Broadcasting Co. Business Offices and Studios—Exchange Realty Bldg., Steubenville, Ohio, telephone Steubenville 2-2825. Other Studios—East Liverpool, Ohio, and Weirton, West Virginia. 6.45 8.12

Transmitter—Alhambra Heights, Steubenville, Ohio.
Wave—Power—Time
Operating power—250 watts.
228.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% to recognized agencies on time only. No cash discount. Invoices payable weekly following broadcast.

General Advertising
For combination rates see listing of Mutual Broadcasting System.
Also sold in combination with WJPA Washington, Pa., WPPG Atlantic, N. J., and WKNY Kingston, N. Y.—rates on request.

CLASS "A"
(8:00 p.m. to 10:30 p.m. week days and after 12:00 noon Sunday)

1 hr. 11. 52 tl. 104 tl.
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 min..... 24.00 22.80 21.60 20.40 19.20
5 min..... 16.00 15.20 14.40 13.60 12.80
1 min..... 8.00 7.60 7.20 6.80 6.40

CLASS "B"
(6:00 p.m. to 8:00 p.m. week days)
1 hour..... 68.00 64.60 61.20 57.80 54.40
1/2 hour..... 40.80 38.76 36.72 34.68 32.64
1/4 hour..... 27.20 25.84 24.48 23.12 21.76
10 min..... 20.40 19.38 18.36 17.34 16.32
5 min..... 13.60 12.92 12.24 11.56 10.88
1 min..... 6.80 6.46 6.12 5.78 5.44

CLASS "C"
(9:00 a.m. to 6:00 p.m., 10:30 p.m. to 12:00 midnight week days and sign-on to 12:00 noon Sunday)

1 hour..... 55.00 52.25 49.50 46.75 44.00
1/2 hour..... 33.00 31.35 29.70 28.05 26.40
1/4 hour..... 22.00 20.90 19.80 18.70 17.60
10 min..... 16.50 15.65 14.85 14.05 13.20
5 min..... 11.00 10.45 9.90 9.35 8.80
1 min..... 5.50 5.23 4.95 4.68 4.40

CLASS "D"
(7:00 a.m. to 9:00 a.m. week days)
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
10 min..... 16.00 15.20 14.40 13.60 12.80
5 min..... 10.00 9.60 9.20 8.80 8.40
1 min..... 5.00 4.80 4.60 4.40 4.20

SPECIAL WEEKLY RATES
Special weekly rates apply only on contracts of 26 weeks duration or over and programs must be broadcast consecutively, each week, without a break in broadcast schedules.

SPRINGFIELD

(Clark County)

W I Z E



BLUE NETWORK STATION

(Established 1940)

Rates effective May 15, 1944. (Card No. 5.)
Owned and operated by Radio Voice of Springfield, Inc.
Business Office and Studio—115 W. High Street, Springfield, Ohio.
Transmitter—115 W. High Street, Springfield, Ohio.

Wave—Power—Time
Operating power—250 watts.
228.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.

Operating schedule: Sundays 7:45 a.m. to 12:00 midnight; week days 8:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies on station time only provided payment is made before the 15th of the month following broadcast. Cash discount none. Bills rendered and payable weekly.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
The following rates are for national advertising

CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 1:00 p.m. Sundays)

1 hr. 11. 104 tl. 845 tl.
1 hour..... 100.00 90.00 85.00 75.00 70.00
1/2 hour..... 60.00 55.00 47.50 45.00 42.50
1/4 hour..... 35.00 33.00 31.00 29.00 27.00 25.00
10 minutes 25.00 24.00 23.00 22.00 20.00 18.00
5 minutes 15.00 14.00 13.00 12.00 11.00 10.00

CLASS "B"
(6:00 a.m. to 6:00 p.m. week days; 6:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 12:00 midnight daily)

1 hour..... 70.00 66.00 62.00 58.00 54.00 50.00
1/2 hour..... 40.00 38.00 36.00 34.00 32.00 30.00
1/4 hour..... 25.00 24.00 23.00 22.00 20.00 18.00
10 minutes 17.00 16.00 15.00 14.00 13.00 12.00
5 minutes 11.00 10.00 9.00 8.00 7.50

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

100 words..... 7.50 7.00 6.75 6.50 6.25 5.75
Chain break 6.50 6.00 5.75 5.50 5.25 4.75

CLASS "B"
(6:00 a.m. to 6:00 p.m. week days; 6:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 12:00 midnight daily)

100 words..... 5.75 5.50 5.40 5.25 5.00 4.85
Chain break 4.75 4.50 4.40 4.25 4.00 3.85

SPECIAL FEATURES
News: Rates on request.
Time signals—25 announcements per week (8 daytime, 2 evening, daily) 80 words to include time signal and commercial: 18 wks. 26 wks. 39 wks. 52 wks.
Per week..... 45.00 60.00 55.00 50.00
Alice Bahman's "For Women Only"—Food, cooking and home economics program week days; 30 minute morning participation for non-competitive products at announcement rates.

TOLEDO

(Lucas County)

WSPD

(Established 1931)



Rate card issued October 1, 1942. (Card No. 23.)

Owned and operated by The Fort Industry Company. Business Office and Studio—The Broadcast 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 Central War Time.

Actual operating schedule: Sunday 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net charges for station time. No commission on talent. No cash discount. All bills due on 10th of month following service.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Network).
The following rates are for national and 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.
(This listing continued on next page)

TOLEDO—Continued

W S P D—Continued

(6:30 p.m. to 11:00 p.m. daily)

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour	220.00	209.00	198.00	187.00	176.00
1/2 hour	132.00	125.40	118.80	112.20	105.60
1/4 hour	88.00	83.60	79.20	74.80	70.40
5 minutes	45.00	42.75	40.50	38.25	36.00

(8:00 a.m. to 5:00 p.m. week days; 8:00 a.m. to 12:00 noon, Sundays)

1 hour	110.00	104.50	99.00	93.50	88.00
1/2 hour	66.00	62.70	59.40	56.10	52.80
1/4 hour	44.00	41.80	39.60	37.40	35.20
5 minutes	25.00	23.75	22.50	21.25	20.00

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

1 hour	165.00	158.75	148.50	140.25	132.00
1/2 hour	99.00	94.05	89.10	84.15	79.20
1/4 hour	66.00	62.70	59.40	56.10	52.80
5 minutes	38.00	36.10	34.20	32.30	30.40

(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
1/2 hour	42.90	40.75	38.61	36.47	34.32
1/4 hour	28.60	27.17	25.74	24.31	22.88
5 minutes	20.00	19.00	18.00	17.00	16.00

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. 100 tl. 300 tl.
Chain breaks 30.00 28.50 27.00 25.50 24.00 22.50
(8:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
One minute 15.00 14.25 13.50 12.75 12.00 11.25
(6:00 a.m. to 8:00 a.m.)
One minute 10.00 9.50 9.00 8.50 8.00 7.50
Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification.

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, continuities, etc., prepared and submitted without charge by station production department.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Program rates as outlined are for the facilities of the station only and 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 representative or announcer. No deviation from manuscript permitted. Staff announcers serve all advertisers without additional charge. No contract accepted for longer period than one year. All contracts 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 prepares his own program it must be submitted at a reasonable time in advance for director's approval. Direct selling or lotteries are not consistent with policies of station. All proposals subject to prior bookings of time.

Closing Time

Contracts must be closed four weeks in advance 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 Arthrocoatic 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 transcription, using 33-1/3 and 78 r.p.m. triple turn-tables.

Personnel

Managing Director—E. Y. Flanagan.
Representatives—The Katz Agency, Inc.

WTOL
(Established 1938)



BASIC BLUE NETWORK



Rates effective March 1, 1944. (Card No. 4.)
Owned and operated by The Community Broadcasting Company.
Business Office and Studio—Bell Bldg., Toledo 2, Ohio, Adams 8291.
Transmitter—709 Madison Avenue, Toledo, Ohio.
Wave—Power—Time
Operating power—250 watts.
243 9 meters; 1280 kilocycles.
Licensed to operate unlimited time
Operates on Eastern W. V. Time.
Operating schedule: 6:00 a.m. to 1:00 a.m.
Agency Commission
15% commission allowed to recognized agencies on station time only. No cash discount. Bills payable weekly following broadcast.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).
The following rates are for word 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.	260 tl.
1 hour	120.00	114.00	108.00	102.00	96.00
1/2 hour	72.00	68.40	64.80	61.20	57.60
1/4 hour	48.00	45.60	43.20	40.80	38.40
5 minutes	24.00	22.80	21.60	20.40	19.20

CLASS "B"
(12:00 noon to 6:00 p.m. Sunday)

1 hour	90.00	86.50	81.00	76.50	72.00
1/2 hour	54.00	51.30	48.60	45.90	43.20
1/4 hour	36.00	34.20	32.40	30.60	28.80
5 minutes	18.00	17.10	16.20	15.30	14.40

CLASS "C"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days; 7:00 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
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

CLASS "D"
(*12:00 midnight to 7:00 a.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	16.00	15.20	14.40	13.60	12.80

(* Service available only if a regularly scheduled program precedes or follows.

ANNOUNCEMENTS

One minute electrical transcriptions, 30 second electrical transcriptions; 100 words or less and chain breaks (35 words maximum);
(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

1 time	12.00	104 times	10.20
26 times	11.48	156 times	9.60
52 times	10.80	260 times	9.00

(All other hours)

1 time	6.00	104 times	5.16
26 times	5.76	156 times	4.80
52 times	5.40	260 times	4.50

SPECIAL FEATURES

"For Women Only": 100 words participating, each 5.00.

Rates for any special events quoted on request.
ADDRESSES TALKS, POLITICAL
Regular one time commercial rates apply. All political rates are net. No frequency discounts. Political reservations made upon receipt of 50% cash advance. Full payment before broadcast.

ELECTRICAL TRANSCRIPTIONS

Will accept electrical transcriptions at any hour.

TALENT

Rates on request.

REMOTE CONTROL

Remote control charges extra—rates on request.

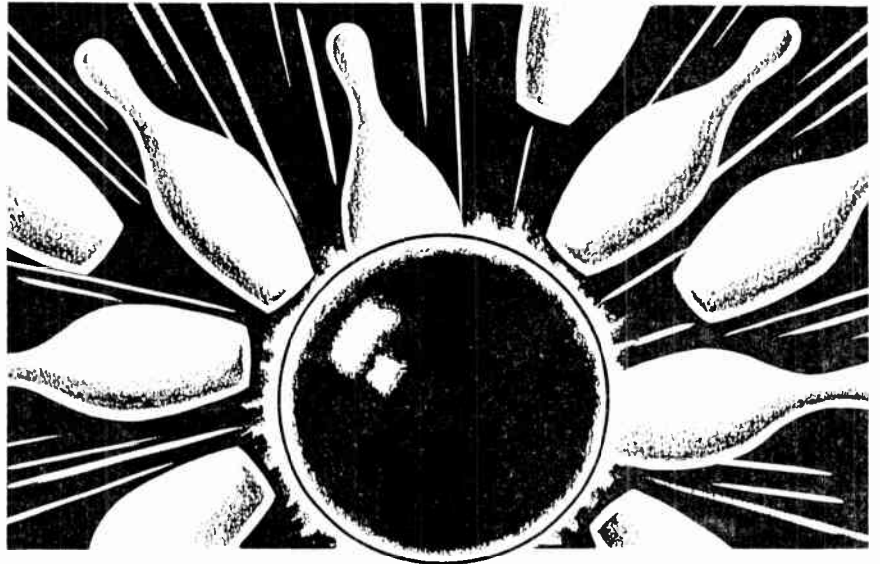
SERVICE FACILITIES

Service of program advertising and continuity department, as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs, are included without extra cost. Standard sound effects available free of charge.

Closing Time

(Closing dates one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least 48 hours in advance for review)

(This listing continued on next page)



**WELL
PLACED**

An advertising message is "Well Placed," too, when it's on WSPD.

**5,000 Watts
NBC**

Reaching over 1,500,000 prosperous prospects in the rich Northwest Ohio-Southern Michigan area.

WSPD

TOLEDO, OHIO

**IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT**



Just Ask Katz

OHIO—Continued

TOLEDO—Continued
WTOL—Continued

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 Manager—Arch Shawd.
Representatives
Radio Advertising Company.

WARREN
(Trumbull County)
WRRN
(Established 1941)



Rates effective November 1, 1943. (Card No. 1.)
Owned and operated by Neld & Stevens.
Business Office and Studio—108 Main Ave., S.W., Warren, Ohio, telephone 4490.
Transmitter—710 Main Ave., S.W., Warren, Ohio.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern Standard Time.
Operating schedule: 6:35 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies. Cash discount 2%—10 days from invoice date on monthly billing. Talent and other charges not commissionable.
General Advertising
For combination rates see Mutual Broadcasting System. Minute rates allow for a maximum of 100 words. Chain breaks—maximum 40 words.

Table with columns for time slots (e.g., 6:00 p.m. to 10:00 p.m.) and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.). Includes sections for Class 'A' and Class 'B' rates.

TRANSCRIPTIONS
Regular rates apply.
POLITICAL AND TALENT
Rates on request.
REMOTE CONTROL
Add cost of lines and facilities.
Closing Time
Continuity must be in the hands of program department at least one week in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
Station Manager—E. J. Pryor.
Representatives
Burn-Smith Company, Incorporated.

YOUNGSTOWN

(Mahoning County)
WFMJ
(Established 1939)



Rates effective May 1, 1943. (Card No. 5.)
Owned and operated by WFMJ Broadcasting Co.
Business Office and Studios—101 W. Boardman St., Youngstown, Ohio.
Transmitter—101 W. Boardman St., Youngstown 3, Ohio.
Wave—Power—Time
Operating power—250 watts.
208.9 meters; 1450 kilocycles.
Licensed to operate full time.
Licensed to operate on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
Class "A" and Class "B" program time can be combined to earn lower rates.
ASCAP and BMI licenses.

Table for Class 'A' rates: (6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays). Columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and corresponding rates.

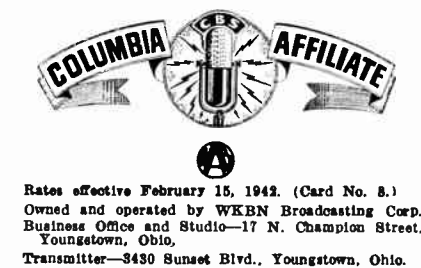
Table for Class 'B' rates: (6:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days; before 12:00 noon and after 11:00 p.m. Sundays). Columns for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times and corresponding rates.

ANNOUNCEMENTS table with columns for Class 'A' (30 wds.) and Class 'B' (30 wds.) rates for 1, 13, 26, 39, 52, 100, 200, 300, 500, 1,000 times.

SPECIAL FEATURES
Participating programs—Rise 'n Shine, Console Capers, Requestfully Yours, and Home Economist. Details on request.
News: Leased wire service available—rates and details on request.
POLITICAL TALKS
Political programs take the one time rate, prepaid. Copy must be submitted 24 hours prior to time of broadcast.
REMOTE CONTROL
Programs originating from points outside of studios are subject to additional expense charges. Rates on request.
Closing Time
Spots, 24 hours in advance; script and material for musical and dramatic productions, one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. turn-tables for vertical or lateral cut recordings.
Personnel
General Manager—Wm. F. Masag, Jr.
Sales Manager—Phil Wood.
Representatives
Headley-Beed Company.

WKBN
(Established 1926)



Rates effective February 15, 1943. (Card No. 8.)
Owned and operated by WKBN Broadcasting Corp.
Business Office and Studio—17 N. Champion Street, Youngstown, Ohio.
Transmitter—3430 Sunset Blvd., Youngstown, Ohio.
Wave—Power—Time
Operating power—5,000 watts.
528.3 meters; 570 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern Standard Time.
Agency Commission
Agency commission of 15% allowed on net station time cost only to recognized agencies. No commission on talent, program or production charges unless specifically arranged. Terms: Net 10th of month following service. Bills rendered 1st of each month.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
Discounts on gross rates for programs are allowed for periods used within one year from start of schedule.

Table for Class 'A' rates: (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sunday). Columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 minutes and corresponding rates.

CLASS "B"
(7:00 a.m. to 6:00 p.m. week days, 7:00 a.m. to 12:00 noon Sundays and 11:00 p.m. to 12:00 midnight daily)
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.
1/2 hour... 40.00 76.00 72.00 68.00 64.00 60.00
1/4 hour... 50.00 47.50 45.00 42.50 40.00 37.50
1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50
10 minutes 25.00 23.75 22.50 21.25 20.00 18.75
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

Table for Class 'C' rates: (12:00 midnight to 7:00 a.m.). Columns for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes and corresponding rates.

ANNOUNCEMENTS
Dialogue announcements take the one minute rate plus talent charge. Network advertisers may arrange for tie-in announcements on their network time for a service charge. Rates on application.
Discounts are allowed for announcements used within one year from start of schedule.
CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)
1 tl. 18 tl. 26 tl. 52 tl. 104 tl. 260 tl.
1 minute (125 words or less)..... 16.00 15.20 14.40 13.60 12.80 12.00
Chain breaks (30 words) net, no frequency discount, 16.00.

Table for Class 'B' rates: (7:00 a.m. to 6:00 p.m. week days, 7:00 a.m. to 12:00 noon Sundays and 11:00 p.m. to 12:00 midnight daily). Columns for 1 minute (125 words or less) and corresponding rates.

CLASS "C"
(12:00 midnight to 7:00 a.m.)
1 minute (125 words or less)..... 8.00 7.60 7.20 6.80 6.40 6.00
(*) Service available only if regularly scheduled program precedes or follows.
CHAIN BREAKS
In so far as the station's programming will permit, chain break announcements will be accommodated at chain breaks preceding, between or following, network programs. On two weeks' notice the station reserves the right to occupy the spots so sold, for reasons satisfactory to itself. Frequency discounts do not apply, but chain breaks may be grouped with regular announcements to earn further regular announcement discounts.

RELIGIOUS OR POLITICAL BROADCASTS
Rates on application.
SPECIAL FEATURES
News, sports, time signals, weather reports, farm reports. Rates on request.
TALENT
Rates and data on request.
REMOTE CONTROL
Arrangements can be made for any reasonable remote control broadcasting for which line charges, equipment rental and traveling expense are to be paid by client.
Closing Time
Programs and advertising matter must be submitted and filed with the station at least 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 lateral or vertical cut recordings.
Facilities available for continuous recording, 78 or 33-1/3 r.p.m., lateral cut only.
Personnel
President and General Mgr.—W. F. Williamson, Jr.
Sales Director—J. L. Bowden.
Representatives
Paul H. Raymer Company.

ZANESVILLE

(Muskingum County)
WHIZ
(Established 1924)

Rates received September 18, 1940.
Owned and operated by Southeastern Ohio Broadcasters, Inc.
Business Office and Studio—Lind Arcade Building, Zanesville, Ohio, telephone 6000.
Transmitter—Zanesville, Ohio.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight daily.
Agency Commission
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs or production charges. Bills rendered monthly, due and payable 10th of month following service. No cash discount.
General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries).
Rates include charges for copyrighted music. The following rates are for national advertising.

Table for Class 'A' rates: (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sunday). Columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 minutes and corresponding rates.

(This listing continued on next page)

ZANESVILLE—Continued

W H I Z—Continued

MUSICAL PROGRAMS (6:00 p.m. to 10:00 p.m.)					
	1	1/2	1/4	5	(Station) breaks
	hr.	hr.	hr.	min.	min. wds.
1 time.....	69.50	39.75	24.75	12.90	8.00 6.00
13 times.....	66.00	37.75	23.50	12.25	7.60 5.70
26 times.....	62.50	35.75	22.30	11.60	7.20 5.40
39 times.....	61.00	34.60	21.75	11.30	7.00 5.25
52 times.....	59.10	33.80	21.10	10.90	6.80 5.10
104 times.....	55.60	31.80	19.80	10.30	6.40 4.80
155 times.....	53.90	30.75	19.25	10.00	6.25 4.75
260 times.....	52.10	29.80	18.55	9.80	6.10 4.50

(7:00 a.m. to 8:00 p.m. and 10:00 p.m. to sign-off)

1 time.....	47.50	29.25	18.50	9.10	5.00 4.00
13 times.....	45.10	27.75	17.50	8.65	4.75 3.80
26 times.....	42.75	26.80	16.65	8.20	4.50 3.60
39 times.....	41.60	25.70	16.20	8.00	4.40 3.50
52 times.....	40.40	24.90	15.75	7.75	4.25 3.40
104 times.....	38.00	23.40	14.80	7.30	4.00 3.20
155 times.....	37.25	22.75	14.40	7.10	3.90 3.10
260 times.....	36.60	21.90	14.10	6.95	3.80 3.00

PARTICIPATION PERIODS

100 words:	(*)	(†)
1 time.....	5.50	4.00
13 times.....	5.25	3.80
26 times.....	5.00	3.60
39 times.....	4.90	3.50
52 times.....	4.75	3.40
104 times.....	4.50	3.25
155 times.....	4.40	3.15
260 times.....	4.25	3.10

(*) Home Economics Participating periods.
(†) Irregular participating periods.
ELECTRICAL TRANSCRIPTIONS
No extra charge for electrical transcriptions.

TALENT
Rates on application.

REMOTE CONTROL
Rates apply only to programs presented from regular studios at Lind Arcade Building. Remote service charges based on service rendered.

SERVICE FACILITIES
Service of program advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs are included without extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer not over 6% in alcoholic content. Rates are for the facilities of the station only; talent extra.

All programs are subject to approval of the station management.
Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract, through one 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 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut transcriptions and recordings.
Equipped with standard facilities for both 33-1/8 and 78 r.p.m. lateral instantaneous equipment for continuous recording. Recording rates on request.

Personnel
Managing Director—Allen L. Haid.
Representatives
John Blair & Company.

OKLAHOMA

OKLAHOMA NETWORK, THE

Business Office—2004 Apco Tower, Oklahoma City 2, Okla., telephone 3-8352.

Comprised of:

KTOK, Oklahoma City
(Key station)
K (H. C.) Enid
KGGF, Shawnee

KVSO, Ardmore
KBIX, Muskogee
KADA, Ada
KOME, Tulsa

Rates effective February 1, 1945. (Card No. 10G.)

Wave—Power—Time
See Individual Listings.
Agency Commission
15% to recognized agencies on station time and talent charges; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southwestern Group).

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

	1	1/2	1/4	5	(*)	wds.	wds.
	hr.	hr.	hr.	min.			
KTOK	80.00	48.00	32.00	20.00	12.50	10.00	7.50
KOME	120.00	72.00	48.00	24.00	12.50	10.00	7.50
KCRC	60.00	36.00	24.00	15.00	9.00	7.50	6.00
KVSO	45.00	27.00	18.00	11.25	6.75	5.75	4.50
KBIX	60.00	36.00	24.00	15.00	9.00	7.50	6.00
KGGF	40.00	24.00	16.00	10.00	6.00	5.00	4.00
KADA	40.00	24.00	16.00	10.00	6.00	5.00	4.00

Totals 445.00 267.00 178.00 105.25 61.75 50.75 39.50

(6:00 a.m. to 8:00 p.m. and 10:30 p.m. to sign-off)

	1	1/2	1/4	5	(*)	wds.	wds.
	hr.	hr.	hr.	min.			
KTOK	60.00	36.00	24.00	15.00	9.00	7.50	6.00
KOME	60.00	36.00	24.00	15.00	9.00	7.50	6.00
KCBIX	40.00	24.00	16.00	10.00	6.00	5.00	4.50
KVSO	30.00	18.00	12.00	7.50	4.50	3.75	3.00
KBIX	40.00	24.00	16.00	10.00	6.00	5.00	4.00
KGGF	27.50	16.50	11.00	7.00	4.15	3.45	2.75
KADA	27.50	16.50	11.00	6.90	4.15	3.45	2.75

Totals 285.00 171.00 114.00 71.40 42.80 35.65 29.00

(*) One minute electrical transcription.

Frequency Discount

1 to 12 times.....	Net	104 to 155 times.....	20%
13 to 25 times.....	5%	156 to 259 times.....	25%
26 to 51 times.....	10%	260 to 311 times.....	30%
52 to 103 times.....	15%	312 or more times.....	35%

Group Discount
(Deductible after Frequency Discount)

1 station.....	Net	5 stations.....	7-1/2%
2 stations.....	Net	6 stations.....	10%
3 stations.....	2-1/2%	7 stations.....	12-1/2%
4 stations.....	5%		

SPECIAL FEATURES
News: Regular time charges plus 20% of base rate. Time signals, weather, temperature and market reports available—rates on request.

Political broadcasts not subject to frequency discount.
TALENT
Rates on request. Program and production departments available to assist advertisers and agencies in building and producing programs.

REMOTE CONTROL
Rates on request.
TRANSCRIPTIONS
Transcribed library services available.

SERVICE FACILITIES
Merchandising and publicity departments maintained. When unusual merchandising services required, advertiser will be billed at net cost previously agreed upon.

Contract and Other Requirements
Advertising of alcoholic beverages other than beer not accepted.
Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum length of contract one year. Contracts subject to conditions of Standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

Personnel
Managing Director—Robert D. Enoch.
Representatives
Taylor-Howe-Snowder Radio Sales.

ADA

(Pontotoc County)

KADA

(Established 1934)



Rates received February 8, 1945.
Owned by Dr. C. C. Morris.
Business Office and Studio—North Broadway, Ada, Oklahoma.

Transmitter—North Broadway, Ada, Okla.
Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 6:30 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. No commission on other charges. Bills due and payable by the 10th of following month.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma Network.
Absolute program broadcasting time, regular period less 30 seconds.
Rates are for station time only.
(This listing continued on next page)

TWO OHIO PRODUCERS



Here's to the
75%
of present WHIZ
advertisers who have
continually used this
station for—
**3 YEARS
or More**

TOP NBC SHOWS
Ask a Blair Man



Get a Real
Prevue

Many important eyes are
on Lima, destined to be
one of America's truly
great post-war markets.
Now is the time to intro-
duce your product in this
great market through
WLOK.

TOP NBC SHOWS
Ask Headley-Reed Co.

If it's a Fort Industry Station — — — You can Bank on it!

WHIZ

ZANESVILLE



WLOK

LIMA

OKLAHOMA—Continued

ADA—Continued
K A D A—Continued

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times) and rates for different classes (CLASS 'A', CLASS 'B').

News: Leased wire service available. Baseball and football games in season, rates on request. POLITICAL TALKS Regular rates apply. Cash in advance. MANUSCRIPT must be submitted 24 hours in advance. ELECTRICAL TRANSCRIPTIONS Regular time charges apply. SERVICE FACILITIES Full promotion and merchandising guaranteed. Contract and Other Requirements Advertising of all alcoholic beverages not accepted. Rates are for consecutively scheduled broadcasts without notice. Contracts may be cancelled on two weeks' notice from either party and subject to any short rate accruing to date of expiration. All program content and advertising copy are subject to approval of station management before broadcast. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut transcriptions and recordings. Personnel General Manager—Weldon Stamps. Representatives Taylor-Howe-Snowden Radio Sales.

ARDMORE

(Carter County)

K V S O

(Established 1934)

Rates received February 15, 1945. Owned and operated by Ardmore Publishing Co. Business Office and Studio—Hotel Ardmore, Ardmore, Okla. Transmitter—Corner Chickasaw and Northwest Blvd., Ardmore, Oklahoma. Wave—Power—Time Operating power—250 watts day; 100 watts night. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Operates on Central War Time. Agency Commission Agency commission 15% on broadcasting rates only to advertising agencies recognized by station management, providing payment is made by 10th of month following service. Otherwise no commission paid. No commission paid on talent. Cash discount 2% on net—10 days from invoice date. General Advertising For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma Network. Rates include charges by owners of music copyrights.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B'.

News flashes, police bulletins, time signals, home-maker periods, org. meetings, sportscast, market reports, weather reports—rates on application. ELECTRICAL TRANSCRIPTIONS Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription library service available. rates and details on request. TALENT Rates on application. SERVICE FACILITIES Staff announcers, continuity department and publicity department available for advertiser's use. Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and light wine. All rates are for station time facilities only, talent extra.

All contracts subject to station's approval and governmental regulations. Talks, political speeches, etc., accepted only when the subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval before broadcast. All contracts subject to cancellation unless program starts within 90 days. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station. All programs must conform to standards of station; where advertiser prepares own program, same must be submitted to station for approval and not departed from without consent. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Personnel Manager—Albert Biesen. Representatives Taylor-Howe-Snowden Radio Sales.

BARTLESVILLE

(Washington County)

K W O N

(Established 1942)

MUTUAL NETWORK logo with a central 'M' and 'N' in a circle. Text: Rates received November 8, 1943. Owned and operated by Bartlesville Broadcasting Co. Business Office and Studio—100 Union National Bank Bldg., Bartlesville, Okla. Transmitter—Nine-tenths of a mile north of business district, Bartlesville, Okla. Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 6:30 a.m. to 11:00 p.m. Agency Commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month; due 10th of following month. General Advertising For combination rates see listing of Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for both national and local advertising. 1 hr. 13 ct. 26 ct. 52 ct. 104 ct. 156 ct. 1/2 hour..... 36.00 33.00 30.00 28.00 25.00 22.50 1/4 hour..... 20.00 18.00 16.00 15.00 14.00 12.00 5 minutes 9.00 8.50 8.00 7.50 7.00 6.50 100 words.... 4.00 3.75 3.50 3.25 3.00 2.75 SPECIAL FEATURES News—rates on request. Special events—rates on request. POLITICAL TALKS Rates on request. Copy of all political speeches or interviews involving controversial subjects must be submitted to station 24 hours in advance of broadcast and left as a permanent record of the broadcast. TRANSCRIPTIONS Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Extra charges are not subject to agency commission. Contract and Other Requirements Advertising of alcoholic beverages accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. All programs and advertisers' copy must conform to station standards. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. Closing Time Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Personnel Pres. & Gen'l Mgr.—J. Fred Case. Representatives None.

ELK CITY

(Beckham County)

K A S A

(Established 1932)

Rates effective November 1, 1937. Owned and operated by E. M. Woody. Business Office and Studio—Casa Grande Hotel, Elk City, Oklahoma, telephone 780. Transmitter—Elk City, Oklahoma. Wave—Power—Time Operating power—100 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on cleared local channel. Operates on Central War Time. Agency Commission Agency discount 15% on broadcasting rates only to recognized advertising agencies. Providing payment is made by 10th of month following service. No commission on talent. No cash discount except where payment is made in advance. No cash discount on talent. Invoices mailed 1st of month.

General Advertising For combination rates see Keystone Network. Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. 1 hour..... 45.00 13 ct. 26 ct. 52 ct. 104 ct. 156 ct. 1/2 hour..... 25.00 22.50 20.00 17.50 1/4 hour..... 14.00 13.00 12.00 11.00 5 minutes..... 7.00 6.00 5.00 4.00 ANNOUNCEMENTS 100 words or less.... 4.00 3.50 3.00 2.50 SPECIAL FEATURES Time signals and news reports—rates on request. POLITICAL TALKS Rates on request. RECORDED PROGRAMS Regular time charges apply to recorded programs. Not restricted to certain hours. TALENT Rates on request. REMOTE CONTROL Any necessary arrangements for remote control programs can be made. SERVICE FACILITIES The services of the station production departments are at the disposal of broadcasters without charge, except as otherwise specified. Musical and dramatic talent engaged for advertiser by station. Additional charge for dramatic productions. Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting 3.2 beer. Entertainment program rates are for use of facilities of station only; talent is extra. These rates apply only to programs produced in studios of station in Elk City, Oklahoma. Regular announcers serve all broadcasters without charge. Special or character announcers at regular talent rates. Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval before broadcast. All contracts subject to the station owner's approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station. Closing Time Contracts must be closed two weeks in advance to make newspaper announcements. Final closing, one week. All proposals subject to prior booking of time. Mechanical Program Equipment Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables. Personnel Supervisor—F. E. Mayhew. Representatives None.

ENID

(Gardfield County)

K C R C

(Established 1928)

Logo for BLUE NETWORK STATION featuring a stylized 'B' and 'N' in a circle. Text: Rates received February 15, 1945. Owned and operated by Enid Radiophone Company. Business Office and Studio—9th floor, Broadway Tower, Enid, Oklahoma, telephone 447. Transmitter—318 E. Willow; Enid, Oklahoma. Wave—Power—Time Operating power—1,000 watts. 215.8 meters; 1890 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:30 a.m. to 11:00 p.m. Agency Commission Agency commission 15% to recognized advertising agencies. General Advertising For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma Network.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B'.

News, baseball, football, cooking school, grain and livestock markets. Rates on request. POLITICAL ADVERTISING Political broadcasts not subject to frequency discount or agency commission. TALENT Rates on request. REMOTE CONTROL Rates and details furnished on request. (This listing continued on next page)

ENID—Continued
K C R C—Continued

SERVICE FACILITIES

The services of the program advertising as well as announcing and operating staff are included without extra charge in arranging, building and presenting programs.

Programs and artists of all types available. Station offers its national advertisers a complete merchandising service.

Contract and Other Requirements

Beer advertising accepted; no liquor advertising. All rates are for station time only. Talent or remote charges are additional. Rates are for consecutively scheduled broadcasts within 52 weeks of first broadcast.

All programs subject to change of time or cancellation on two weeks' written notice by either party. All contracts cancelled before date of expiration, subject to any short rate accruing to the date of cancellation.

All program content and advertising copy are subject to approval of station management before broadcast.

Station reserves the right to refuse or discontinue any advertising at any time for reasons satisfactory to station management.

Closing Time. Programs close one week in advance. Political manuscripts must be submitted 24 hours in advance.

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

Personnel. Manager—Lucien D. Lindsey.

Representatives. Taylor-Howe-Snowden Radio Sales.

LAWTON

(Comanche County)

KSWO

(Established 1941)



Rates received April 21, 1945. Owned and operated by Dr. Willard Carver and Byrne Ross.

Business Office and Studio—17th Street and 'E' Avenue, Lawton, Oklahoma. Transmitter—17th Street and 'E' Avenue, Lawton, Oklahoma.

Wave—Power—Time. Operating power—250 watts (days). 260.9 meters; 1150 kilocycles.

Licensed to operate days on regional channel. Operates on Central War Time.

Actual operating schedule: Sunrise to sunset.

Agency Commission. Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered and due first of month following broadcast.

General Advertising. For combination rates see Mutual Broadcasting System and Keystone Network.

The following rates are for national advertising. Fees charged by owners of music copyrights not included in rates. 1 hr. 60.00 55.00 50.00 45.00 1/2 hr. 35.00 32.50 30.00 27.50 1/4 hr. 20.00 18.50 17.50 16.50

ANNOUNCEMENTS

5 minutes..... 8.00 7.50 7.00 6.50 1 minute..... 4.00 3.75 3.50 3.25

SPECIAL FEATURES

Special announcements, weather reports, time signals, etc., rates on request.

POLITICAL TALKS

Rates on request.

ELECTRICAL TRANSCRIPTIONS

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

REMOTE CONTROL

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

Closing Time. Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks close 48 hours in advance.

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

Personnel. Station Manager—Byrne Ross.

Representatives. None.

MUSKOGEE

(Muskogee County)

K B I X

(Established 1936)



Rates effective January 1, 1945. Rates received March 14, 1945.

Owned by Oklahoma Press Publishing Company. Business Office and Studio—Barnes Building, Muskogee, Okla., telephone 803.

Transmitter—Barnes Building, Muskogee, Oklahoma.

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

Licensed to operate full time. Operates on Central War Time.

Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission. Agency commission 15% to recognized advertising agencies.

General Advertising. For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma Network.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m.), rate classes (1, 1/2, 1/4, 5), and rates for 100, 1000, and 10000 spots.

CLASS "B"

Table with columns for time slots (Before 6:00 p.m. and after 10:30 p.m.), rate classes (1, 1/2, 1/4, 5), and rates for 100, 1000, and 10000 spots.

(*) Station break.

DISCOUNTS

Table showing discounts for various numbers of spots: Less than 13 times (5%), 13 to 26 times (10%), 26 to 39 times (15%), 39 to 51 times (20%), 51 to 99 times (25%), 100 to 149 times (30%), 150 to 299 times (35%), 300 or more times (35%).

ANNOUNCEMENTS

Table with columns for time slots (6:30 p.m. to sign-off), rate classes (1, 1/2, 1/4, 5), and rates for 100, 200, 300, 60 words, and 120 words.

TALKS AND ADDRESSES

(Except political)

Accepted at card rates and are subject to station approval. Copy of speech must be submitted to station for approval at least 24 hours in advance.

SERVICE FEATURES

News: Leased wire service; eight newcasts daily, 8:00 a.m. and every two hours thereafter to 10:00 p.m.

Farm News: 12:30 p.m. to 12:45 p.m.

Sports: 5:30 p.m. daily except Sunday. Remote facilities available for all sports events.

Morning Birth: Monday through Saturday, early morning amusement program.

Mythic Melodies: Evening show.

"The Eleventh Hour" and "Listen Ladies": Women's programs.

Rates for the above features on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Regular rates apply.

TALENT

All types of talent available for all kinds of program. Talent rates quoted on request.

Contract and Other Requirements. Rates are based on the number of programs to be used in one year and are for station time only.

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

Personnel. President—Tams Bixby, Jr. Manager—Jimmie Barry.

Representatives. Taylor-Howe-Snowden Radio Sales.

NORMAN

(Cleveland County)

W N A D

(Established 1920)

Owned and operated by University of Oklahoma

Wave—Power—Time. Operating power—1,000 watts. 468.8 meters; 640 kilocycles.

Licensed to operate days.

Does not sell time.

OKLAHOMA CITY

(Oklahoma County)

K O C Y

(Established 1928)



Rates effective January 1, 1940. Owned and operated by Plaza Court Broadcasting Co.

Business Office and Studio—Plaza Court, Oklahoma City, Oklahoma, telephone 8-4646.

Transmitter—

Wave—Power—Time. Operating power—250 watts. 228.9 meters; 1340 kilocycles.

Licensed to operate full time. Operates on Central War Time.

Agency Commission. Agency commission 15% on net charges for station time to recognized agencies. No commission is allowed on talent or remote charges.

General Advertising. For combination rates see listing of Mutual Broadcasting System.

Rates include charges by owners of music copyrights. Rates include only station announcer. Add talent cost if additional announcer or sound effects are required.

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

Table with columns for time slots (1, 13, 26, 52, 104, 208, 312), rate classes (1, 1/2, 1/4, 5), and rates for 100, 1/2 hr, 1/4 hr, and 5 min.

(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to

Table with columns for time slots (1, 13, 26, 52, 104, 208, 312), rate classes (1, 1/2, 1/4, 5), and rates for 100, 1 hr, 1/2 hr, 1/4 hr, and 5 min.

ANNOUNCEMENTS

Not to exceed 100 words: (6:00 p.m. to 11:00 p.m.)

Per announcement..... 8.50 8.00 7.50 7.10 6.75 6.50 6.25

Per announcement..... 3.50 3.25 3.00 2.75 2.50 2.25 2.00

POLITICAL TALKS

Rates on request.

SPECIAL FEATURES. News, time signals, weather reports, sponsorship of athletic events, etc., rates on request.

REMOTE CONTROL. Equipped with complete facilities for handling programs originating outside of the studios.

SERVICE FACILITIES. A complete merchandising service available to advertisers.

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—M. H. Bonebrake. Commercial Manager—George Tartar.

Representatives. The Walker Company.

K O M A

(Established 1932)



Rate card issued May 1, 1943. (Card No. 8.) Owned and operated by KAMA, Incorporated.

Business Office and Studio—Hilmore Hotel, P. O. Box 983, Oklahoma City, Okla.

Transmitter—7-1/2 miles N. E. of City on Tulsa Highway Number 66.

Wave—Power—Time. Operating power—5,000 watts.

197.4 meters; 1520 kilocycles.

Licensed to operate (full time) on cleared regional channel. Operates on Central War Time.

Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission. Agency commission 15% allowed recognized advertising agencies only on station time charges; no cash discount. Bills due and payable when rendered.

General Advertising. For combination rates see listing of Columbia Broadcasting System (Southwestern Group).

In order to earn net rates quoted, contracts must be completed within twelve months.

The following rates are for national advertising.

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

Table with columns for time slots (Less than 13, 13 to 26, 26 to 39, 39 to 51, 51 to 99, 100 to 149, 150 to 299, 300 or more), rate classes (1, 1/2, 1/4, 5), and rates for 100, 1 hr, 1/2 hr, 1/4 hr, 1 min, and Chain.

break 17.50 16.22 15.75 14.87 14.00 13.12 12.35

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

Table with columns for time slots (1, 1/2, 1/4, 5 min, 1 min, Chain), rate classes (1, 1/2, 1/4, 5), and rates.

break 10.00 9.50 9.00 8.50 8.00 7.50 7.00

(6:00 a.m. to 9:00 a.m. and 10:30 p.m. to sign-off)

Table with columns for time slots (1, 1/2, 1/4, 5 min, 1 min, Chain), rate classes (1, 1/2, 1/4, 5), and rates.

break 8.00 7.60 7.20 6.80 6.40 6.00 5.60

DISCOUNTS

Allowed retroactively on the number of broadcasts given within one year. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

SPECIAL FEATURES. News: 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.

Per wk. 125.00 118.75 112.50 106.25 100.00

ELECTRICAL TRANSCRIPTIONS. Accepted at regular rates.

POLITICAL RATES. On application.

TALENT. Rates on request.

REMOTE CONTROL. Equipment available; traveling expenses, tolls, mechanical expenses extra—rates and details on request.

SERVICE FACILITIES. Services of production, program and merchandising departments available without extra charge.

Contract and Other Requirements. Beer advertising accepted. Broadcasting material subject to approval. Maximum contract one year. All rates guaranteed for one year from date of first broadcast, with or without interruption. All contracts subject to conditions of standard N.A.B. and A.A.A.A. 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 turntables.

Personnel. General Manager—Kenyon Brown.

Sales Promotions Manager—Webster L. Benham, Jr.

Director of Sales—J. Barnard.

Representatives—Free & Peters, Inc.

OKLAHOMA—Continued

OKLAHOMA CITY—Continued

K T O K (Established 1927)



BLUE NETWORK STATION

Rates effective September 1, 1944. (Card No. 2G.) Owned by O. L. Ted Taylor. Operated by K T O K Broadcasting Company.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies on station time and talent charges; no cash discount. No commission on political broadcasts.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma Network.

Announcements and programs cannot be combined to earn larger discounts.

ASCAP, BMI, and SESAC licenses.

CLASS "A"

Table with columns for time slots (8:00 p.m. to 10:30 p.m.), duration (1 hr, 1/2 hr, 15 min), and rates for 100 and 50 words.

CLASS "B"

Table with columns for time slots (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.), duration (1 hr, 1/2 hr, 15 min), and rates for 100 and 50 words.

SPECIAL FEATURES

News: Regular time charges plus 20% of base rate. Time signals, weather, temperature, and market reports available—rates on request.

TALENT

Rates on request. Political broadcasts not subject to frequency discount or agency commission.

REMOTE CONTROL

Rates on request.

TRANSCRIPTIONS

Regular rates apply to transcriptions of five minutes or longer. Sound effects take transcription rate. Transcription library service available.

SERVICE FACILITIES

Merchandising and publicity departments maintained. When unusual merchandising services are required, advertiser will be billed at net cost previously agreed upon.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Maximum length of contract one year.

All rates guaranteed for one year from date of first broadcast, with or without interruption. Contracts subject to conditions of standard NAB and AAAA contracts.

Mechanical Program Equipment

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

Personnel

General Manager—Robert D. Enoch. Commercial Manager—Frank J. Lynch.

Representatives

Taylor-Howe-Snowden Radio Sales.

W K Y (Established 1920)



Rates effective November 1, 1945. (Card No. 19.)

Owned and operated by The Oklahoma Publishing Co. Business Office and Studio—Skirvin Tower Hotel, Oklahoma City, Okla., telephone 3-4806.

Transmitter—East of Britton, Oklahoma County, Okla.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. 322.6 meters; 930 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central War Time.

Agency Commission

Agency commission 15% to advertising agencies recognized by WKY. No commission on talent. No cash discount. Bills due and payable 10th of following month.

General Advertising

For combination rates see listing of National Broadcasting Company (Southwestern Group). Rates include charges by owners of music copyrights.

Table with columns for time slots (6:00 p.m. to 10:30 p.m. daily and Sunday), duration (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 minutes), and rates for 100 and 50 words.

Table with columns for time slots (9:00 a.m. to 6:00 p.m. week days), duration (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 minutes), and rates for 100 and 50 words.

Table with columns for time slots (12:00 noon to 6:00 p.m. Sundays), duration (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), and rates for 100 and 50 words.

Table with columns for time slots (10:30 p.m. to 11:30 p.m., 7:00 a.m. to 9:00 a.m. daily and Sunday), duration (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 minutes), and rates for 100 and 50 words.

ANNOUNCEMENTS

Station breaks limited to 15 seconds for transcriptions and 30 words for live copy. 100 words or less, or one minute transcriptions (in restricted periods), or 30 words or less, spot announcements.

Table with columns for duration (1 time, 18 times, 28 times, 52 times, 104 times, 201 times, 301 times, 500 times) and rates for 100 and 50 words.

SPECIAL FEATURES

Sunrise Roundup—1/4 hour week days (including talent), 6:00 a.m. to 7:00 a.m., per week 150.00.

POLITICAL TALKS

No talk over one half hour accepted. Time charges payable before broadcast begins. Copy of political speeches or interviews involving controversial subjects must be submitted to station 24 hours in advance of broadcast.

RECORDED PROGRAMS

Information on request.

REMOTE CONTROL

Complete facilities for handling programs originating outside of the studios, including portable pack transmitter and mobile unit.

MERCHANDISING SERVICE

Station offers its national advertisers a complete merchandising service.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Rates for musical programs are from studio and do not include talent or any remote control costs.

All proposals subject to prior booking of time. All programs subject to change of time on 28 days' notice.

Contracts are not subject to cancellation on less than two weeks written notice with acknowledgement of adjusted rate to the date of cancellation.

Program sponsors may purchase additional announcements during life of contract at frequency discounts earned by programs. No contract accepted for more than one year.

Closing Time

Talent programs close two weeks in advance of broadcast. Announcements, talks and recorded programs close one week in advance of broadcast.

Mechanical Program Equipment

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

Personnel

Station Manager—Gayle V. Grubb. Commercial Manager—Ralph Miller.

Representatives

The Kats Agency, Inc.

OKMULGEE (Okmulgee County)

K H B G (Established 1937)



Rates effective January 1, 1945. (Card No. 6.) Card received March 9, 1945.

Owned and operated by the Okmulgee Broadcasting Corporation.

Business Office and Studio—McCulloch Building, Fifth and Grand Sts., Okmulgee, Okla., telephone 3646.

Transmitter—20th and Seminole Streets, Okmulgee, Oklahoma.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

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

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

CLASS "A"

Table with columns for time slots (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:30 p.m.), duration (1 hr, 1/2 hr, 15 min, 1 minute, 50 words), and rates for 100 and 50 words.

CLASS "B"

Table with columns for time slots (6:00 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight), duration (1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute, 50 words), and rates for 100 and 50 words.

FREQUENCY DISCOUNTS

Does not apply to announcements or five minute periods. Three times weekly, additional discount 10%; five or six times weekly, additional discount 15%.

SPECIAL FEATURES

News: 24 hour leased wire service available. Weather reports, time signals, baseball, and other special features—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Facilities available without charge except for telephone lines.

Contract and Other Requirements

Beer advertising accepted. The station reserves the right to approve all material for copy and talent. Contracts may be cancelled upon two weeks written notice and payment of short rate.

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—Pat Buford. Commercial Manager—Lucille Buford.

Representatives

Sears & Ayer, Inc.

POCA CITY (Now County) WBBZ (Established 1928)

Rates effective January 15, 1945. Main Studio—615 W. Grand Ave., Ponca City, Okla., telephone 433. Transmitter—615 West Grand Avenue, Ponca City, Oklahoma.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission 15% to recognized agencies on station time and talent. No commission or discount on political broadcasts. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising For combination rates see Keystone Network. The following rates are for national advertisers. For local advertising rates consult station management.

Table with columns for time slots (1, 1/2, 1/4 hour, 5 minutes) and rates for different periods (6:00 p.m. to 11:00 p.m., 6:00 a.m. to 6:00 p.m., and after 11:00 p.m.).

ANNOUNCEMENTS

Table showing rates for announcements in 100 words, 50 words, and 100 words per minute for various time slots.

TALENT

Station artists' service is available for selection of talent and building of program.

TRANSCRIPTIONS

Electrical transcriptions of 5 minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

REMOTE CONTROL

Additional charges made for programs originating outside the studios of WBBZ.

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 and light wines.

All programs must conform to the standards of the station. No contracts accepted for longer than one year. All contracts subject to station's approval and governmental regulations.

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 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—Boyd Kelley. Managing Director—A. L. Carrell.

Representatives

Name.

SHAWNEE

(Pottawatomie County)

KGFF

(Established 1930)

Rates effective January 15, 1945. (Card No. 7.)

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time charge allowed to advertising agencies recognized by KGFF. No commission is allowed on talent, service or line charges. No cash discount. Bills due and payable 10th of following month.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma Network.

Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast. ASCAP, BMI and SESAC licenses.

CLASS "A"

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

CLASS "B"

Table showing advertising rates for Class B (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) with columns for time slots and rates.

(*) One minute electrical transcription. (†) Station break—40 words live to 20 second electrical transcription.

SPECIAL FEATURES

News: 24 hour leased wire service available for sponsorship at regular rates, plus 25% news service charge. Weather reports, temperature and market reports available at regular rates, plus 25%.

POLITICAL

Political broadcasts not subject to frequency discounts. No commission allowed on political broadcasts. Cash in advance. Manuscripts must be submitted 24 hours in advance.

TALENT

Rates on application.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

The services of the program advertising as well as announcing and operating staff are included without extra charge in arranging, building and presenting programs.

Contract and Other Requirements Beer advertising accepted; no liquor advertising. All rates are for station time only. Talent or remote charges are additional.

Closing Time

Programs close one week in advance. Political manuscripts must be submitted 24 hours in advance.

Mechanical Program Equipment

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

Personnel

General Manager—Maxine Eddy.

Representatives

Taylor-Howe-Snowden Radio Sales.

TULSA

(Tulsa County)

KOME

(Established 1938)

Rates effective January 1, 1945. (Card No. 3.)

Operating power—250 watts. (100% modulation—crystal control.) 225.9 meters; 1840 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies on station time; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group), Mutual Broadcasting System and Oklahoma Network. SESAC, ASCAP, AMP and BMI licenses. Discounts allowed retroactively on total number of broadcasts given within one year.

CLASS "A"

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

CLASS "B"

Table showing advertising rates for Class B (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) with columns for time slots and rates.

(*) One minute electrical transcription. SPECIAL FEATURES News: Leased wire service available for sponsorship. Regular rates apply. Time signals, weather, temperature, and market reports available—rates on request.

POLITICAL TALKS

Political broadcasts not subject to frequency discount.

TRANSCRIPTIONS

Transcribed library services available. Electrical transcription of 5 minutes or longer—regular rates apply.

TALENT

Rates on request. All talent and special charges to be paid by client through the station and are net. No commission or discount.

REMOTE CONTROL

Remote control charges granted on request.

SERVICE FACILITIES

Merchandise and promotion services are available. When unusual merchandising services required, advertiser will be billed at net cost previously agreed upon. Contract and Other Requirements Beer advertising accepted. Rates are based on number of programs to be used in one year and are for station time only.

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—Harry Schwartz. Gen'l & Com'l Mgr.—E. E. Grimes. Promotion Manager—Mary Corkill.

Representatives

Joseph Hershey McGillivra, Inc. Taylor-Howe-Snowden Radio Sales.

KTUL

(Established 1934)



Rates effective May 1, 1945. (Card No. 4.)

Card received March 19, 1945. Owned and operated by Tulsa Broadcasting Co. Business Office and Studio—National Bank of Tulsa Bldg., Tulsa, Okla., telephone 2-3191. Transmitter—Five miles north of Tulsa on Lewis Road.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 209.8 meters; 1430 kilocycles. Licensed to operate full time on regional channel. Operates on Central War Time. Operating schedule: 8:09 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see Columbia Broadcasting System (Southwestern Group). The following rates are for national advertising and include music copyright fees. ASCAP, SESAC and BMI licenses.

CLASS "A"

Table showing advertising rates for Class A (5:59 p.m. to 10:31 p.m.) with columns for time slots and rates.

(This listing continued on next page)

OKLAHOMA—Continued

TULSA—Continued
K T U L—Continued

Table with columns for time slots (7:59 a.m. to 2:29 p.m., 4:59 p.m. to 5:59 p.m., 2:29 p.m. to 4:49 p.m., 10:31 p.m. to 7:59 a.m.) and rows for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, Chain break).

Allowed retroactively on the number of broadcasts given within one year. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

SPECIAL FEATURES table with columns for weeks (1 wk., 13 wks., 26 wks., 39 wks., 52 wks.) and rows for News (1 wk., 125.00) and Political (118.75, 112.50, 106.25, 100.00).

Electrical Transcriptions: No extra charge, regular station rates apply.

Remote Control: Equipment available; traveling expenses, tolls, mechanical expenses extra; rates and details on request.

Service Facilities: Departments available without extra charge. Contract and Other Requirements: Beer advertising accepted.

Personnel: General Manager—John Essau. Representatives: Free & Peters, Inc.

K V O O
(Established 1925)

Rates effective September 15, 1944. (Card No. 5.) Owned and operated by the Southwestern Sales Corp.

Wave—Power—Time: Operating power—50,000 watts. 259.4 meters; 1170 kilocycles. Operates on a nationally cleared channel.

Agency Commission: 15% to recognized advertising agencies on station time. Cash discount none. Bills due and payable when rendered.

General Advertising: For combination rates see National Broadcasting Company (Southwestern Group).

Table with columns for time slots (6:00 p.m. to 10:15 p.m., 10:30 p.m. to 6:00 a.m.) and rows for duration (18 times, 15 times, 12 times, 9 times, 6 times, 5 times, 4 times, 3 times, 2 times, 1 time).

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

Table with columns for time slots (6:00 p.m. to 11:00 p.m., 6:00 a.m. to 6:00 p.m., 6:00 a.m. to 11:00 p.m.) and rows for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes).

Wave—Power—Time: Operating power—250 watts. 261.3 meters; 1490 kilocycles. Licensed to operate unlimited time.

Table with columns for time slots (6:00 p.m. to 11:00 p.m., 6:00 a.m. to 6:00 p.m., 6:00 a.m. to 11:00 p.m.) and rows for duration (18 times, 15 times, 12 times, 9 times, 6 times, 5 times, 4 times, 3 times, 2 times, 1 time).

(*) One minute electrical transcription, or 100 words. (†) Fifty words or less.

SPECIAL PROGRAM RATES: 15 minute programs, 6 times weekly except Sundays, between 8:00 a.m. and 6:30 a.m. (including talent), per week 200.00.

DISCOUNTS: Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

SPECIAL FEATURES: Time Signals, Temperature Reports, Sports Programs and News—rates and details on request.

RECORDED PROGRAMS: No extra charge for running of recorded programs supplied to the station.

TALENT: Talent will be engaged by station if desired—rates on request.

REMOTE CONTROL: Facilities are available for remote control broadcasts. Rates do not include traveling expenses, tolls and mechanical expenses for remote control.

SERVICE FACILITIES: Promotion and merchandising service available.

Contract and Other Requirements: All contracts subject to the conditions of station contract forms. No contracts written for longer than one year.

Closing Time: Deadline 1:00 p.m. daily for day following and 1:00 p.m. Saturday for Monday.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using double 83-1/3 r.p.m. turn-tables.

Personnel: General Manager—Wm. B. Way. Commercial Manager—Quincy E. Brandborg. Promotion Manager—William T. McClarin.

Representatives: Edward Petry & Company, Inc.

OREGON

ALBANY

(Linn County)

K W I L

(Established 1941)

Don Lee MBS Broadcasting System logo and station information for Albany, Oregon.

Rates effective July 1, 1944. (Card No. 2.) Owned and operated by Central Willamette Broadcasting Company.

Other Studios—Benton Hotel, Corvallis, Ore. Transmitter—Albany, Oregon.

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

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

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

General Advertising: For combination rates see listings of Mutual Broadcasting System, Don Lee Broadcasting System (Northwest Group) and Pacific Broadcasting Company.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 4:00 p.m. to 11:00 p.m. Sundays)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rows for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes).

CLASS "B" (6:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rows for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes).

ANNOUNCEMENTS: 100 words or less: CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 4:00 p.m. to 11:00 p.m. Sundays)

CLASS "B" (6:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

Contract and Other Requirements: Advertising of beer and wine acceptable after 10:00 p.m. All discounts are predicated upon the fulfillment of contracts within a 12 month period.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel: President—W. L. Jackson. General Manager—Chet Wheeler. Commercial Manager—Hal Byer.

Representatives: None.

ASTORIA

(Clatsop County)

K A S T

(Established 1935)

Don Lee MBS Broadcasting System logo and station information for Astoria, Oregon.

Rates received December 15, 1944. Owned and operated by Astoria Broadcasting Co.

Business Office and Studio—Ninth and Commercial Sts., Astoria, Ore., telephone 95. Transmitter—1006 Taylor Ave., Astoria, Ore., telephone 127.

Wave—Power—Time: Operating power—250 watts. (100% modulation.) 243.9 meters; 1230 kilocycles.

Licensed to operate full time. Operates on Pacific War Time. Operating schedule: Daily 7:00 a.m. to 12:00 midnight.

Agency Commission: 15% on net charges for station facilities to recognized advertising agencies where bill is paid on or before 20th of following month.

General Advertising: For combination rates see listings of Pacific Broadcasting Company (Northwest [Oregon] Group) and Mutual Broadcasting System.

The following rates are for national advertising. CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rows for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes).

CLASS "B" (7:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rows for duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes).

ANNOUNCEMENTS: CLASS "A" (Night Rate) 100 words or less: 5.50

CLASS "B" (Day Rate) 100 words or less: 4.12

DISCOUNTS: Quantity discounts on request.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for lateral cut records.

Personnel: Manager—L. E. Parsons. Representatives: None.

BAKER

(Baker County)

K B K R

(Established 1939)

Rates effective October 1, 1944. (Card No. 3.) Owned and operated by Inland Radio, Inc.

Business Office and Studio—First and Court Sts., Baker, Ore. Transmitter—2 miles N. E. of Baker on "H" St.

Wave—Power—Time: Operating power—250 watts. 261.3 meters; 1490 kilocycles. Licensed to operate unlimited time.

Agency Commission: 15% to recognized advertising agencies on net station time; no cash discount. Accounts payable 20th of month following service.

General Advertising: For combination rates see Keystone Network. The following rates apply to national advertising. Rates include music copyright fees.

(This listing continued on next page)

BAKER—Continued
K B K R—Continued

1 hour.....	25.00
1/2 hour.....	15.00
1/4 hour.....	8.50
5 minutes.....	5.00
1 minute or 100 word electrical transcriptions or live announcements, each.....	2.50

DISCOUNTS
All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Applicable to both programs and spot announcements.

13 times.....	5%	156 times.....	20%
26 times.....	10%	260 times.....	22-1/2%
52 times.....	15%	312 times.....	25%
104 times.....	17-1/2%		

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 for lateral cut recordings.

Personnel

General Manager—Lee W. Jacobs.
Representatives
W. S. Grant Company.

BEND

(Deschutes County,
K B N D
(Established 1938)



Broadcasting System

Rates effective March 1, 1944. (Card No. 3.)

Owned and operated by The Bend Bulletin, Business Office and Studios—Pilot Butte Inn, Bend, Oregon.

Transmitter—Pilot Butte Inn, Bend, Oregon

Wave—Power—Time

Operating power—250 watts.
223.9 meters; 1340 kilocycles.

Licensed to operate full time.

Operates on Pacific War Time.

Operating schedule: Sundays 8:00 a.m. to 9:30 p.m.; week days 7:00 a.m. to 10:30 p.m.

Agency Commission

15% on net station time and talent to recognized advertising agencies on bills paid by 10th of month following service; no cash discount.

General Advertising

For combination rates see Mutual Broadcasting System, Don Lee Broadcasting System (Northwest [Oregon] Group), Pacific Broadcasting Company (Northwest [Oregon] Group) and Keystone Network. Rates include music copyright fees.

1 hour.....	25.00
1/2 hour.....	15.00
1/4 hour.....	10.00
10 minutes.....	8.00
5 minutes.....	6.00

ANNOUNCEMENTS

Chain breaks 35 words maximum or 100 word announcements.

Base rate.....	3.50
26 announcements, each.....	3.80
78 announcements, each.....	2.60
156 announcements, each.....	2.40
234 announcements, each.....	2.20
312 announcements, each.....	2.00

DISCOUNTS

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

POLITICAL

Payable in advance. Rates on request.

REMOTE CONTROL

Remote control equipment available—rates on request.

Contract and Copy Requirements

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Rates are for station time only; talent is extra. 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 lateral cut records.

Personnel

Station Manager—Frank H. Loggan.
Representatives
None.

COOS BAY

(Coos County)
K O O S
(Established 1928)



Broadcasting System

Rates effective March 1, 1944. (Card No. 10.)

Owned and operated by KOOS, Inc. Business Office and Main Studio—505 Hall Bldg., Marshfield, Oregon. Marshfield 432.
Transmitter—Hall Building, Marshfield, Oregon.

Wave—Power—Time

Operating power—250 watts.

(100% modulation.)

243.9 meters; 1230 kilocycles.

Licensed to operate full time.

Operates on Pacific War Time.

Operating schedule: Sundays 8:00 a.m. to 11:30 p.m.; week days 7:00 a.m. to 10:30 p.m.

Agency Commission

Recognized advertising agencies on net station time only, providing payment is made by 10th of month following service. Cash discount of 2% allowed if paid on or before 10 days from date of invoice. No commissions or discounts allowed on remote charges or program costs.

General Advertising

For combination rates see listings of Don Lee Broadcasting System (Northwest [Oregon] Group), Mutual Broadcasting System, and Pacific Broadcasting Company (Oregon Network).

Rates include music copyright fees.

(After 8:00 p.m. week days and after 1:00 p.m. Sundays)

1 hour.....	87.50
1/2 hour.....	22.50
1/4 hour.....	15.00
10 minutes.....	12.00
5 minutes.....	9.00
1 minute.....	6.25

1 hour.....	30.00
1/2 hour.....	18.00
1/4 hour.....	10.00
10 minutes.....	8.00
5 minutes.....	6.50
1 minute.....	5.75

SPOT ANNOUNCEMENTS

50 words or less.....	
After 6:00 p.m.....	8.50
Before 6:00 p.m.....	2.50

DISCOUNTS

Applicable to both programs and spot announcements.	
Less than 13 times.....	None
13 times (minimum 1 per week).....	5%
26 times (minimum 1 per week).....	10%
52 times (minimum 1 per week).....	15%
104 times (minimum 2 per week).....	20%
208 times (minimum 4 per week).....	25%
312 times (minimum 6 per week).....	30%

SPECIAL FEATURES

News, Time Signals, Women's Hour, and others—rates on request.

POLITICAL TALKS

Rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Station has complete facilities for remote control broadcasts.

SERVICE FACILITIES

Complete production department available. Artists are available and are booked through the station.

Contract and Other Requirements

Liquor advertising not accepted. Beer and wine accepted after 10:00 p.m.

No contract accepted for a longer period than one year. No blanket contracts accepted. All broadcasting material subject to acceptance of station management and to regulation of the Federal Trade and Federal Communications Commission.

Closing Time

All programs close one day in advance.

Mechanical Program Equipment

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

Personnel

President—Sheldon F. Seeger.
General Manager—Fred F. Chitty.
Resident Manager—Hal Shade.

Representatives

W. S. Grant Company.

CORVALLIS

(Benton County)

K O A C

(Established 1922)

Owned and operated by Oregon State System of Higher Education.

Office and Studio—Physics Bldg., Oregon State College, Corvallis, Ore.

Transmitter—Granger, Ore.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights (100% modulation—crystal control.)

545.5 meters; 550 kilocycles.

Licensed to operate unlimited time.

Does not sell time.

Wave—Power—Time

Operating power—250 watts.

206.9 meters; 1450 kilocycles.

Licensed to operate on local channel.

Operates on Pacific War Time.

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

Agency Commission

Agency commission 15% to recognized advertising agencies. Commission also applies on talent. No cash discount. On approved credit, accounts payable 10th of month following service.

General Advertising

For combination rates see listing of Don Lee Broadcasting System (Northwest [Oregon] Group), Mutual Broadcasting System, and Pacific Broadcasting Company (Oregon Network).

Rates include charges by owners of music copyrights. (8:00 p.m. to 10:30 p.m.)

1 hour.....	87.50
1/2 hour.....	22.50
1/4 hour.....	15.00
10 minutes.....	12.00
5 minutes.....	9.00
(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 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. Extra voice or sound effects 25% extra: (8:00 p.m. to 10:30 p.m.)

Base rate.....	6.50
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

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

Base rate.....	3.67
30 announcements, each.....	2.75
90 announcements, each.....	2.57
180 announcements, each.....	2.39
270 announcements, each.....	2.20
365 announcements, each.....	2.03

POLITICAL TALKS

Payable in advance. Rates on request.

TALENT

Station has complete facilities for remote control broadcasts.

SERVICE FACILITIES

Station maintains a complete production department and can supply all types of programs, remote or studio—rates on request.

Contract and Other Requirements

Advertising of beer and wine acceptable. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Rates are for station time only; talent is extra.

All contracts and advertising copy subject to station approval and government rules and regulations.

Closing Time

Talent programs close five days in advance of broadcast. Announcements, talks and recorded programs close 12:00 noon day preceding broadcast.

Mechanical 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

Owner—Violet G. Motter.
General Manager—L. W. Trommlitz.
Representatives
None.

GRANTS PASS

(Josephine County)

K U I N

(Established 1939)



Broadcasting System

Rates effective August 1, 1943. (Card No. 8.)

Owned and operated by the Southern Oregon Broadcasting Company.

Affiliated with Redwood Broadcasting System. Business Office and Studio—Redwood Highway, P.O. Box 148, Grants Pass, Ore.

Transmitter—Redwood Highway, P. O. Box 148, Grants Pass, Ore.
(This listing continued on next page)



Broadcasting System

Rates effective January 1, 1938. (Card No. 6.)

Owned and operated by Eugene Broadcasting Station. Business Office and Studio—Route 3, Eugene, Oregon.
Transmitter—Eugene, Oregon.

OREGON—Continued

GRANTS PASS—Continued
K U I N—Continued

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.
Operates on Pacific War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 10:30 p.m.
Agency Commission
Agency commission 15% on net station time and
talent to accredited advertising agencies. On ap-
proved credit accounts payable 10th of month fol-
lowing service. No cash discount. Bills rendered on
the first of each month.

General Advertising
For combination rates see Don Lee Broad-
casting System (Northwest [Oregon] Group), Mutual
Broadcasting System and Pacific Broadcasting Company
(Oregon Network).
Rates include music copyright fees.
Discounts predicated upon fulfillment of contract
within 12 month period dating from first broadcast.

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

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

News: Leased wire service available, extra..... 30%
Bulletins: 35 words or 15 seconds commercial copy;
may be purchased in combination of day and night.
Run of schedule only.
(8:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1 daily, 2 daily, 3 daily) and rates for various durations (1 month, 6 months, 12 months).

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

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Regular rates
at 75%. Instantaneous recording equipment available.

REMOTE CONTROL
Station regularly maintains remote control facilities
to 86 fixed points providing instantaneous access to
main public meeting places. Minimum service charge
to any of these points \$5.00.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, ex-
cepting beer and wine after 10:00 p.m.
Rates are for station time only; talent is extra.
Contracts and copy subject to approval by station
manager.

Cancellation, unless otherwise agreed, subject to can-
cellation by written notice two weeks in advance
accompanied by certified check at short rate to date
of last program.

Closing Time
Contracts close one week in advance of first broad-
cast; announcements, transcriptions and talks close
24 hours in advance.

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

Personnel
Manager—Ralph Hanson.
Director—William B. Smullin.
Representatives
John Blair & Company.

KLAMATH FALLS

(Klamath County)

K F J I

(Established 1928)

DON LEE



Broadcasting System

Rates effective June 15, 1940. (Card No. 5.)
Owned and operated by KFJI Broadcasters, Inc.
Business Office and Studio—Willard Hotel Building,
Klamath Falls, Oregon.
Transmitter—Willard Hotel Building, Klamath Falls,
Oregon.

Wave—Power—Time
Operating power—100 watts.
(Crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Pacific War Time.
Actual operating schedule: Week days and Sunday
7:00 a.m. to 10:00 p.m.

Agency Commission
Agency commission 15% on net station time and
talent to accredited advertising agencies. On ap-
proved credit, accounts payable 20th of month fol-
lowing service. No cash discount.

General Advertising
For combination rates see listings of Don Lee Broad-
casting System (Northwest [Oregon] Group), Mutual
Broadcasting System and Pacific Broadcasting Co.
The following rates are for national advertising. For
local advertising rates consult station management.
Rates apply to all hours.
Rates include charges by owners of music copyrights.
1 hour..... \$5.00
1/2 hour..... 21.00
1/4 hour..... 15.00
5 minutes..... 9.00
1 minute or 100 words live or transcribed an-
nouncements, each..... 4.00

Discounts
All discounts are predicated upon the fulfillment of
contracts within a 12 month period dating from the
first broadcast.
13 times..... 5% 104 times..... 20%
26 times..... 10% 260 times..... 25%
53 times..... 15%
Additional discounts for program time only—3 or
more times per week 10%.

SPECIAL FEATURES
Bulk Time Signal Service—35 words, all hours:
1 month..... 60.00 110.00 150.00
6 months..... 57.00 105.00 142.00
12 months..... 54.00 99.00 134.00

ELECTRICAL TRANSCRIPTIONS
Electrical transcription programs are accepted for
any hour of the broadcasting period at regular rates.
Whenever possible, time will be cleared to accom-
modate this class of program.
Contract and Other Requirements
Above rates are for station time only, including the
use of phonograph records.
Contracts and copy subject to approval by station
manager.

Closing Time
All programs close one day in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 r.p.m. single turn-table and 78
r.p.m. double turn-table.

Personnel
Manager—W. D. Miller.
Commercial Manager—Jack Keating.
Representatives
W. S. Grant Company.

LA GRANDE

(Union County)

K L B M

(Established 1938)

Rates effective October 1, 1944. (Card No. 3.)
Owned and operated by Inland Radio, Inc.
Business Office and Studio—Old Oregon Trail, La
Grande, Ore.
Transmitter—On Old Oregon Trail, one mile east
of La Grande, Oregon.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Pacific War Time.

Agency Commission
15% to recognized advertising agencies on net sta-
tion time; no cash discount. Accounts payable 20th
of month following service.

General Advertising
For combination rates see Keystone Network.
Rates are for national advertising and include music
copyright fees.
1 hour..... 25.00
1/2 hour..... 15.00
1/4 hour..... 8.50
5 minutes..... 5.00
1 minute or 100 word electrical transcrip-
tions or live announcements, each..... 2.50

DISCOUNTS
All discounts are predicated upon the fulfillment of
contracts within a 12 month period dating from the
first broadcast. Applicable to both programs and spot
announcements.
13 times..... 5% 156 times..... 20-1/2%
26 times..... 10% 260 times..... 25%
52 times..... 15% 312 times..... 25%
104 times..... 17-1/2%

Closing Time
All programs close one day in advance.

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

Personnel
Station Manager—Gordon L. Capps.
General Manager—Lee W. Jacobs.
Representatives
W. S. Grant Company.

MEDFORD

(Jackson County)

K M E D

(Established 1922)



Rates effective November 1, 1944.
Card received December 8, 1944.
Owned and operated by Mrs. W. J. Virgin.
Business Office and Studio—Ross Lane, Medford,
Ore., telephone 4000.
Transmitter—Ross Lane, Medford, Ore.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
208.3 meters; 1440 kilocycles.
Licensed to operate unlimited time.
Operates on Pacific War Time.

Agency Commission
Agency commission 15% to recognized advertising
agencies. Cash discount none. Accounts payable
immediately following broadcasts. Bills rendered
monthly following broadcasts.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Supplementaries) and National
Broadcasting Company (Pacific Coast Network).

CLASS "A"
(After 6:00 p.m.)
Double daytime rates.

Table with columns for time slots (1, 1/2, 1/4 hour, 5 min.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 min.).

CLASS "C"
(Sundays)
Day or night rates plus 50%.

ANNOUNCEMENTS
1 minute.... 4.00 3.80 3.60 3.40 3.20 3.00 2.80

SPECIAL FEATURES
Rates on request.

TALENT
Extra—rates on application.

REMOTE CONTROL
Remote control facilities extra.

SERVICE FACILITIES
Rates include charges for station facilities, including
records.

Contract and Other Requirements
Rates are for time periods only. Talent is extra.

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

Personnel
Commercial Manager—Art Adler.

Representatives
None.

PENDLETON

(Umatilla County)

K W R C

Rate card dated August, 1942. (Card No. 2.)
Owned and operated by Western Radio Corp.
Business Office—P. O. Box 178, Pendleton, Ore.
Studio—S. W. Sixth St., Pendleton, Ore.
Transmitter—at end of S. W. Sixth St., Pendleton,
Ore.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel.
Operates on Pacific War Time.
Operating schedule: Sundays 9:00 a.m. to 9:00 p.m.;
week days 7:00 a.m. to 10:00 p.m.

Agency Commission
15% on time only; no cash discount. Bills rendered
first of each month, due on the 10th.

General Advertising
The following rates are for national and local adver-
tising and include music copyright fee.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (Daily—six days weekly, Per mo., 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

ANNOUNCEMENTS
General Broadcasting
100 words..... 2.25
50 words..... 1.50

Monthly Service
Daily—six days weekly: Per mo.
100 words..... 57.75
50 words..... 40.50
(This listing continued on next page)

PENDLETON—Continued
K W R C—Continued

DISCOUNTS
Package Discounts
Apply to general broadcasting and announcement rates:
13 times..... 5% 104 times..... 20%
26 times..... 10% 300 times..... 25%
52 times..... 15%
Monthly Service Discounts
Apply to monthly program service and announcement rates:
2 months..... 10% 6 months..... 20%
3 months..... 15% 12 months..... 25%
SPECIAL FEATURES
News—Leased wire service available. Market reports and sports broadcasts—rates on request.
POLITICAL
Cash in advance—rates and details on request.
REMOTE CONTROL
Facilities for line and mechanical work available at extra charge. Rural extension service available—rates and details on request.
TALENT
Professional talent quoted at cost.
TRANSCRIPTIONS
Library service available at no extra charge. Regular time rates apply.
SERVICE FACILITIES
Merchandising, script and program departments available at no extra charge.
Contract and Other Requirements
Advertising of alcoholic beverages accepted after 10:00 p.m. Broadcasting matter subject to F.C.C., P.T.C. and station rules.
Contracts, unless otherwise agreed, subject to cancellation on 30 days' written notice accompanied by certified check at short rate to date of last program. Wholesale or blanket sales of time not acceptable.
Closing Time
Contracts close one week in advance of first broadcast. Copy must be 24 hours prior to broadcast. Announcements and transcriptions close 24 hours in advance, talks 48 hours in advance of first broadcast.
Mechanical Requirements
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings. Instantaneous recording equipment available.
Personnel
President—V. B. Kenworthy.
Station & Com'l Mgr.—Paul E. Walden.
Representatives
None.

PORTLAND
(Multnomah County)
KALE



Rates effective September 15, 1944. (Card No. 8.)
Owned and operated by KALE, Inc. Studio—P. O. Box 31, Portland, Ore., Broadway 3484.
Transmitter—At Sylvan, Portland, Oregon.
Wave—Power—Time
Operating power—5,000 watts.
225.6 meters; 1330 kilocycles.
Licensed to operate unlimited time. Operates on Pacific War Time.
Agency Commission
Agency commission 15% on station time only to recognized advertising agencies on accounts paid on or before the 20th of the month following service. No cash discount.
General Advertising
For combination rates see listing of Don Lee Broadcasting System (Northwest Oregon) Group, Mutual Broadcasting System and Pacific Broadcasting Company (Oregon Network).
Rates include charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)
1 hour..... 150.00
1/2 hour..... 75.00
1/4 hour..... 40.00
5 minutes..... 30.00
(Before 6:00 p.m. and after 10:30 p.m.)
1 hour..... 75.00
1/2 hour..... 37.50
1/4 hour..... 20.00
5 minutes..... 15.00
Sponsored sports and special events equivalent to three half hours or six quarter hours in one week 25% discount from regular published station rates on time only plus line and pickup charge as per quotation on request.
ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS
(6:00 p.m. to 10:30 p.m.)
Best available spots between programs.
50 words or 1/2 minute transcription..... 15.00
100 words or 1 minute transcription..... 30.00
(Before 6:00 p.m. and after 10:30 p.m.)
50 words or 1/2 minute transcription..... 7.50
100 words or 1 minute transcription..... 15.00
SPECIAL FEATURES
Rooster Reveille: 6:00 a.m. to 6:30 a.m., daily except Sunday. Farm News, time service, fun and music:
100 words, 6 day participation..... 35.00
50 words, 6 day participation..... 20.00
Every other day 3/5 of weekly rate.

Pay Dirt with Burton Hutton: 6:30 a.m. to 7:00 a.m. and 12:15 p.m. to 12:30 p.m. week days. Farm Service News transcribed in the Field Broadcasts, interviews. Participation, 6 days, 100 words, on a rotating basis, four morning and two afternoon, 75.00 per week. Participation, three days, 100 words, two morning and one afternoon, 45.00 per week. Agricultural products of general distribution accepted, subject to copy approval.
Memory Time Keeper: Approximately 7:15 a.m. to 7:45 a.m., daily except Sundays:
100 word announcements, or one minute transcriptions, per week..... 50.00
50 word announcements or one-half minute transcriptions, per week..... 35.00
Every other day 3/5 of weekly rate.
Pages from Life: Approximately 9:30 a.m. to 10:00 a.m., except Sunday. Live talent musical participating program.
100 word participation, six days per week or one minute transcription. Time 42.00, talent 18.00, total 60.00; 50 word participation, six days per week or one-half minute transcription. Time 31.50, talent 13.50, total 45.00.
Every other day 3/5 of weekly rate.
Mary Cullen on the Air: 10:30 a.m. to 11:00 a.m., Monday through Saturday; Home Economics feature in collaboration with Oregon Journal's Mary Cullen's Cottage. Available only to household products of general distribution; limit of six sponsors—six days weekly; 100 words or one minute electrical transcription, minimum 13 weeks, per week 75.00.
Buyer's Parade—Approximately 11:15 a.m. to 11:30 a.m., daily except Sundays:
100 word announcement, or one minute transcriptions, per week..... 50.00
50 word announcement or one-half minute transcription, per week..... 35.00
Every other day 3/5 of weekly rate.
Luncheon Concert—Approximately 12:15 p.m. to 12:45 p.m., except Sundays:
100 word announcement or one minute transcription, per week..... 50.00
50 word announcement or one-half minute transcription, per week..... 35.00
Every other day 3/5 of weekly rate.
Hello Again—Approximately 1:30 p.m. to 2:00 p.m. except Saturday; 9:00 a.m. to 9:30 a.m. Saturday; live talent musical participating program with Margaret Allyn:
100 word participation daily, six days per week, or one minute transcription. Time 42.00, talent 18.00, total 60.00; 50 word participation daily, six days per week, or one-half minute transcription. Time 31.50, talent 13.50, total 45.00.
Every other day 3/5 of weekly rate.
Old Dusty: 10:15 p.m. to 10:30 p.m., Tuesdays through Sundays. Stan Pentrich in person and his collection of old-time recordings:
100 words or one minute electrical transcription:
5 days..... 100.00
3 days..... 65.00
50 words or one-half minute electrical transcription:
5 days..... 60.00
3 days..... 40.00
Single announcement at spot rate.
News: 24 hour leased wire service available.
TALENT
Rates on application.
REMOTE CONTROL SERVICE
Remote control and other mechanical services quoted on request.
TRANSCRIPTIONS
Transcription library services available.
SERVICE FACILITIES
Writing, musical and production facilities available for all types of programs. All commercial programs are publicized at option of station in program promotion and merchandising publication.
Contract and Other Requirements
All program matter subject to approval of station management. No contracts accepted for longer than one year. No blanket contracts accepted.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables with mixing panel fader.
Personnel
General Manager—Charles E. Couche.
Commercial Manager—Norman A. Davis.
Representatives
John Blair & Company.

KBPS

Owned and operated by Benson Polytechnic School.
Business Office and Studios—East 12th and Hoyt, Portland 14, Oregon.
Transmitter—East 12th and Hoyt, Portland, Oregon.
Wave—Power—Time
Operating power—100 watts.
206.9 meters; 1450 kilocycles.
Does not sell time.

KEX



Rates effective January 1, 1945. (Card No. 3A.)
Card received March 8, 1945.
Owned and operated by the Westinghouse Radio Stations, Inc.
Business Office—815 S. W. Yamhill Ave., Portland 5, Ore.
Studios—1011 S. W. Sixth Ave., Portland 5, Ore.
Transmitter—North Denver Ave. near Swift Road, Portland, Ore.
Wave—Power—Time
Operating power—5,000 watts.
232.1 meters; 1190 kilocycles.
Operates on Pacific War Time.
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 1:00 a.m.
Agency Commission
15% to recognized advertising agencies on station time only. No commission on talent. No cash discount. Bills due and payable when rendered.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group).
Associated with stations K3A, Spokane, Washington, KJR, Seattle, Washington, for Northwest Triangle Chain programs.

CLASS "A"

Table with columns for time slots (1, 1/2, 1/4, 5), rates, and additional charges.

CLASS "B"

Table with columns for time slots (9:00 a.m. to 6:00 p.m., 6:00 p.m. to 10:30 p.m., 11:00 p.m.), rates, and additional charges.

CLASS "C"

Table with columns for time slots (11:00 p.m. to 9:00 a.m.), rates, and additional charges.

DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contingently at the station's option on 28 days' notice.
SPECIAL FEATURES
News: Regular rates apply plus 15.00 per 1/4 hour period and 7.50 per five minute period for news service and editing. News editing rate is commissionable but not subject to frequency discounts.
Time Signals: Two 30 word announcements per evening, per month 750.00.
Weather and temperature reports—regular rates apply.
Rates on application.
TALENT

REMOTE CONTROL

On remote control broadcasts, station makes additional charges for engineering service, based upon amount of such service involved. All telephone tolls, mechanical charges, all traveling expenses of technicians or announcers charged additional.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer (after 10:00 p.m., with the omission of Sundays).
All time commitments subject to network requirements. All copy and program material subject to approval of station management. All contracts are for exclusive use of contracting party. Rates quoted do not include artists' service.

Closing Time
Closing date is one week in advance of initial program. Manuscripts of all talks must be submitted 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—J. B. Conley.
Sales Manager—Robert E. Rudolph.
Representatives
Paul H. Raymer Company.

Helpful in getting
client's ok

Use the facts in the advertisements as well as the listing data as supporting evidence when submitting schedules for approval.

OREGON—Continued

PORTLAND—Continued

KGW
(Established 1922)



Rates effective December 1, 1944. (Card No. 16.)
Owned and operated by the Oregonian Publishing Co.
Business Office and Studio—1011 S. W. Sixth Ave.,
Portland 5, Ore., Atwater 2121.
Transmitter—Falmouth, Oregon.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
483.9 meters; 620 kilocycles.
Operates on Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 2:00 a.m.;
week days 6:00 a.m. to 2:00 a.m.

Agency Commission
Agency commission 15% to recognized advertising
agencies on station time only. No commission on
talent. No cash discount. Bills due and payable when
rendered.

General Advertising
For combination rates see listing of National Broad-
casting Company (Pacific Coast Network),
Associated with KFI, Spokane, Washington, KOMO,
Seattle, Washington, for Northwest Triangle Chain
programs

	CLASS "A"		CLASS "B"		CLASS "C"	
	(6:00 p.m. to 10:29 p.m.)	(9:00 a.m. to 5:59 p.m. and 10:30 p.m. to 10:59 p.m.)	(11:00 p.m. to 12:14 a.m. and 6:00 a.m. to 8:59 a.m.)	(12:15 a.m. to 5:59 a.m.)	(11:00 p.m. to 12:14 a.m. and 6:00 a.m. to 8:59 a.m.)	(12:15 a.m. to 5:59 a.m.)
	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.
1 time....	220.00	132.00	80.00	65.00	55.00	40.00
13 times....	214.50	128.70	78.00	63.38	53.63	39.00
26 times....	209.00	124.40	76.00	61.75	52.25	38.00
52 times....	203.50	122.10	74.00	60.13	50.88	37.00
65 times....	198.00	118.80	72.00	58.50	49.50	36.00
130 times....	192.50	115.50	70.00	56.88	48.13	35.00
156 times....	187.00	112.20	68.00	55.25	46.75	34.00
260 times....	181.50	108.90	66.00	53.63	45.38	33.00
312 times....	176.00	105.60	64.00	52.00	44.00	32.00
468 times....	170.50	102.30	62.00	50.38	42.63	31.00
624 or more times....	165.00	99.00	60.00	48.75	41.25	30.00
	CLASS "B"		CLASS "C"		CLASS "A"	
	(9:00 a.m. to 5:59 p.m. and 10:30 p.m. to 10:59 p.m.)		(11:00 p.m. to 12:14 a.m. and 6:00 a.m. to 8:59 a.m.)		(12:15 a.m. to 5:59 a.m.)	
1 time....	110.00	66.00	40.00	32.50	27.50	20.00
13 times....	107.25	64.35	39.00	31.69	26.81	19.00
26 times....	104.50	62.70	38.00	30.88	26.13	18.00
52 times....	101.75	61.05	37.00	30.06	25.44	18.50
65 times....	99.00	59.40	36.00	29.25	24.75	18.00
130 times....	96.25	57.75	35.00	28.44	24.06	17.50
156 times....	93.50	56.10	34.00	27.63	23.38	17.00
260 times....	90.75	54.45	33.00	26.81	22.69	16.50
312 times....	88.00	52.80	32.00	26.00	22.00	16.00
468 times....	85.25	51.15	31.00	25.19	21.31	15.50
624 or more times....	82.50	49.50	30.00	24.38	20.63	15.00
	CLASS "C"		CLASS "A"		CLASS "B"	
	(11:00 p.m. to 12:14 a.m. and 6:00 a.m. to 8:59 a.m.)		(12:15 a.m. to 5:59 a.m.)		(11:00 p.m. to 12:14 a.m. and 6:00 a.m. to 8:59 a.m.)	
1 time....	55.00	33.00	20.00	16.25	13.75	10.00
13 times....	53.63	32.18	19.50	15.84	13.41	9.75
26 times....	52.25	31.35	19.00	15.44	13.06	9.50
52 times....	50.88	30.53	18.50	15.03	12.72	9.25
65 times....	49.50	29.70	18.00	14.63	12.38	9.00
130 times....	48.13	28.88	17.50	14.22	12.03	8.75
156 times....	46.75	28.05	17.00	13.81	11.69	8.50
260 times....	45.38	27.23	16.50	13.41	11.34	8.25
312 times....	44.00	26.40	16.00	13.00	11.00	8.00
468 times....	42.63	25.58	15.50	12.59	10.68	7.75
624 or more times....	41.25	24.75	15.00	12.19	10.31	7.50
	(*) One minute transcription or 100 words		(†) 15 seconds electrical transcriptions or 30 words.		(‡) 12:15 a.m. to 5:59 a.m.)	
1/4 hour.....	7.50		2.50		7.50	
100 words.....	2.50		7.50		2.50	

DISCOUNTS
Discounts allowed retroactively on the number of
broadcasts given within a year. Announcements and
programs cannot be combined to earn larger dis-
counts. All rates guaranteed for one year from date
of first broadcast, with or without interruption. No
contract to exceed one year's duration. Two or more
program units of 15 minutes or more broadcast the
same day for the same sponsor within the same time
bracket may be combined to earn the 1/2 hour or
one hour rate, whichever applies. All programs so
combined to earn a lower rate may be scheduled
contiguously at the station's option on 28 days' notice.

SPECIAL FEATURES
News: Regular rates apply plus 15.00 per 1/4 hour
period and 7.50 per five minute period for news
service and editing. News editing rate is commis-
sionable but not subject to frequency discounts.
Time Signals: Two 30 word announcements per even-
ing, per month 1,000.00. Sold only on 12 months
basis; non-refundable.
Weather services or reports, and temperature reports—
regular rates apply.

TALENT
Rates on application.
REMOTE CONTROL
On remote control broadcasts, station makes addi-
tional charges for engineering service, based upon
amount of such service involved. All telephone tolls,
mechanical charges, all traveling expenses, technicians
or announcers charged additional.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, ex-
cepting beer (after 10:00 p.m., with the omission of
Sunday).
All time commitments subject to network require-
ments. All copy and program material subject to ap-
proval of station management. All contracts are for
exclusive use of contracting party.
Rates quoted do not include artists' service.

Closing Time
Closing date three weeks in advance of service if
program is to be included in publicity releases.
Final closing one week. Manuscripts of all talks
must be submitted 24 hours in advance.

first
in War!
war News
first
in Peace!



in
Audience Influence!

KGW is the FIRST station to broadcast news from a display window of Meier & Frank, Portland's largest retail store and one of the largest in the nation. In 1935 KGW was the FIRST radio station in Portland to install a teletype machine, bringing direct world-wide news coverage to its Pacific Northwest audience. Presenting news in a crowd-compelling way today, and establishing Portland's first radio news service was and is typical KGW foresight. For news the people of Portland stay tuned to KGW.

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

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 transcriptions.
Personnel
Managing Director—Arden X. Pangborn.
Commercial Manager—J. N. Wassan.
Representatives
Edward Petry & Company, Inc.

KOIN
(Established 1924)



Rates effective December 1, 1941. (Card No. 8.)
Owned and operated by KOIN, Inc., Portland, Ore.
Studio—P. O. Box 1081, Portland 7, Oregon, Atwater
3333
Transmitter—Barnes Road Hill, outside city limits.

Wave—Power—Time
Operating power—5,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.

Agency Commission
Agency commission 15% on station time only to
advertising agencies recognized by station manager.
provided payment is made by the 20th of month
following service, otherwise no commissions paid. No
cash discount allowed.

General Advertising
For combination rates see listings of Columbia Broad-
casting System (Pacific Coast Group) and Columbia
Pacific Network (Pacific Coast Group).
Rates include charges by owners of music copyrights.
The following rates are for general advertising.

PROGRAMS		
CLASS "A"		(6:00 p.m. to 10:30 p.m.)
1/2 hour.....		120.00
1/4 hour.....		70.00
5 minutes (flexible), when available.....		55.00
CLASS "B"		(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)
1/2 hour.....		70.00
1/4 hour.....		35.00
5 minutes (flexible), when available.....		27.50
CLASS "C"		(12:00 midnight to 6:00 a.m.)
Class "B" rates less 50%.		
ANNOUNCEMENTS		
CLASS "A"		(6:00 p.m. to 10:30 p.m.)
50 words or 1/2 minute transcription (flexible).....		25.00
100 words or 1 minute transcription (flexible).....		50.00
CLASS "B"		(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)
50 words or 1/2 minute transcription (flexible).....		12.50
100 words or 1 minute transcription (flexible).....		25.00
CLASS "C"		(12:00 midnight to 6:00 a.m.)
Class "B" rates less 50%.		

PARTICIPATING PROGRAMS
Participating programs are commissionable to adver-
tising agencies in the gross amount, including talent.
No photograph records or amateur talent used. Three
days a week, every other day—three-fifths of weekly
rate.
The Newspaper of the Air—2:00 p.m. to 2:30 p.m.,
daily except Sunday. Fifty word participation, in-
cluding time and talent (talent 22.50; time 52.50),
per week 75.00. 100 word participation, including
time and talent (talent 30.00; time 70.00, per week
100.00. No political accepted.
The KOIN Klock—6:30 a.m. to 7:15 a.m., daily ex-
cept Sunday. Fifty word participation, including
time and talent (talent 15.00; time 35.00), per week
50.00. 100 word participation, including time and
talent (talent 22.50; time 52.50), per week 75.00.

TRANSCRIPTION SERVICE
Regular time charges apply to transcriptions. No
phonograph records accepted.

TALENT
Talent quotations on request. Any attraction from
pipe organ to symphonic orchestra available. Rates on
request.

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

Contract and Other Requirements
Advertising of alcoholic beverages of any kind not
accepted.
No medical advertising accepted.
All program matter subject to approval of station
management.
All rates are flat and no time discounts are allowed.
Best available periods may be reserved only by non-
cancellable contract. No contracts accepted for longer
than one year.
All contracts subject to approval of station manage-
ment and governmental regulations.
No blanket contracts accepted.
No extra charge will be made when announcements
are given by station announcer on duty.

Closing Time
If program is to be included in publicity releases,
closing date is two weeks in advance of service.
Final closing date one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-
tion, using 78 and 33-1/3 r.p.m. equipment. (Lateral
or vertical cut recordings on 33-1/3 r.p.m. turn-
tables.) No phonograph records broadcast.

Personnel
President—C. W. Myers.
Vice-President in charge of General Advertising—
Harry H. Buckendahl.

Representatives
Free & Peters, Inc.

PORTLAND—Continued

KWJJ



Rates effective November 1, 1944. (Card No. 5.) Owned and operated by KWJJ Broadcast Co., Inc. Studio—Radio Center, 1011 S. W. Sixth Ave., Portland 4 Ore., Atwater 4393.

Wave—Power—Time Operating power—1,000 wats. 277.8 meters; 1080 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission 15% on station time only to recognized advertising agencies on accounts paid on or before the 15th of the month following service. General Advertising Rates include charges by owners of music copyrights. BMI, ASCAP and SESAC licenses.

Table with columns for time slots (11, 13, 26, 52) and rates for various durations (1 hour, 1/2 hour, etc.)

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Table with columns for time slots (11, 13, 26, 52) and rates for various durations (1 hour, 1/2 hour, etc.)

Station furnished at cost. REMOTE CONTROL Station makes additional charges for engineering service, based on amount of such service involved.

SERVICE FACILITIES Services of program department and announcer in arranging and presenting program available at no extra cost. Special continuities charged extra.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer after 10:00 p.m. with the omission of Sunday. No contract written for more than one year.

Closing Time Closing date is one week in advance of initial program. Manuscripts of all talks must be submitted 24 hours in advance.

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

Personnel President—Wilbur J. Jerman. Sec'y-Treas. & Prom. Mgr.—John C. Egan. Representatives Burn-Smith Company, Incorporated. California—Homer Griffith Company.

KXL

(Established 1926)

Rates effective November 1, 1944. (Card No. 6.) Owned and operated by KXL Broadcasters. Business Office and Studio—Orpheum Bldg., Portland 7, Ore., Br. 6451.

Wave—Power—Time Operating power—10,000 wats. (100% modulation.) 400 meters; 750 kilocycles. Licensed to operate on clear channel. Operates on Pacific War Time.

Actual operating schedule: 6:00 a.m. to local sunset. Local sunsets: January 5:45 p.m.; February 6:30 p.m.; March 7:15 p.m.; April 8:00 p.m.; May 8:30 p.m.; June 9:00 p.m.; July 9:00 p.m.; August 8:15 p.m.; September 7:30 p.m.; October 6:30 p.m.; November 5:45 p.m.; December 5:30 p.m.

Agency Commission Agency commission 15% to recognized agencies on net station time. No cash discount. Charges for facilities are payable after each broadcast.

General Advertising Advertisers using the Z Net or KFPY, Spokane, Wash., in conjunction with this station are allowed a 5% discount from the following rates; when both Z Net and KFPY are used a 10% discount applies.

Table with columns for time slots (1 hr, 1/2 hr, 5 min) and rates for various durations (1 time, 13 times, etc.)

ANNOUNCEMENTS

Table with columns for time slots (1 time, 26 times, 52 times) and rates for various durations (8.50, 5.00, 7.50)

SPECIAL FEATURES

Regular rates apply except when personally other than staff members conduct program; in such cases—rates on request.

Farm Forum: 12:45 p.m. to 1:00 p.m., conducted by Ben Buisman, 50% plus cost of spots. News: 20% plus earned rate.

Rates on request. TRANSCRIPTIONS 20% plus earned rate for use of records and transcriptions from station library.

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 interest, and only after approval of copy.

REMOTE CONTROL Complete facilities for remote control broadcasts at additional cost.

SERVICE FACILITIES Service of continuity and production departments at no additional cost. Talent programs—rates on request.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Contracts subject to cancellation on two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time One week in advance. Copy for talks must be submitted 48 hours in advance.

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

Personnel General Manager—H. S. Jacobson. Representatives Eastern—The Walker Company. Pacific Coast—Pacific Northwest Broadcasters.

ROSEBURG

(Douglas County)

KRNR

(Established 1935)

Don Lee MBS Broadcasting System logo and text.

Rates received June 22, 1944. Owned and operated by Roseburg News-Review. Business Office and Studio—Hotel Umpqua, Roseburg, Oregon, telephone 4.

Wave—Power—Time Operating power—250 wats. (100% modulation.) 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Operates on Pacific War Time.

Agency Commission Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising For combination rates see listing of Don Lee Broadcasting System (Northwest Group), Mutual Broadcasting System, Pacific Broadcasting Company (Oregon) Network, and Keystone Network. Rates include radio charges by owners of musical copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 5 min) and rates for various durations (35.00, 21.00, 14.00)

Table with columns for time slots (1 hr, 1/2 hr, 5 min) and rates for various durations (25.00, 15.00, 10.00)

ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays)

CLASS 'B' (7:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

CLASS 'C' (7:00 a.m. to 6:00 p.m. week days and 7:00 a.m. to 4:00 p.m. Sundays)

POLITICAL Regular rates apply. SPECIAL FEATURES Local news available for sponsorship.

WOMEN'S PROGRAM: Broadcast from 11:00 a.m. to 11:45 a.m. Monday, Wednesday and Friday—regular spot rates apply.

TALENT Artists are available and may be booked through the station at actual cost. REMOTE CONTROL Remote line facilities available. Charges by telephone company for installation and rental to be paid for by advertiser.

SERVICE FACILITIES

Station maintains its own merchandising service department which is available to national advertisers on request.

Contract and Other Requirements Advertising of beer and wine acceptable after 10:00 p.m. All discounts are predicated on the fulfillment of contracts within a 12 month period, dating from the first broadcast.

Closing Time Talent programs must be arranged one week in advance. Talks must be submitted in manuscript form at least three hours prior to time of broadcast.

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

Personnel General Manager—Marshall H. Pengra. Promotion Director—Gilbert Walters. Representatives Howard H. Wilson Company. Portland, Ore.—John Keating.

SALEM

(Marion County)

KSLM

(Established 1934)

Don Lee MBS Broadcasting System logo and text.

Rates effective April 1, 1944. Owned and operated by Oregon Radio, Inc. Business Office and Studio—Senator Hotel Bldg., Salem, Ore.

Wave—Power—Time Operating power—1,000 wats. (100% modulation—crystal control.) 216.8 meters; 1390 kilocycles. Operates on Pacific War Time.

Agency Commission Agency commission 15% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising For combination rates see Mutual Broadcasting System, Don Lee Broadcasting System (Northwest [Oregon] Group), Pacific Broadcasting Company (Northwest [Oregon] Group), and Keystone Network.

Table with columns for time slots (1 hour, 1/2 hour, 10 minutes, 5 minutes) and rates for various durations (85.00, 21.00, 14.00)

Table with columns for weekly discounts and rates for various durations (Less than 10.00 weekly, 10.00 but less than 20.00 weekly, etc.)

Additional Discounts At the conclusion of 26 consecutive weeks of broadcasting, 5% additional discount is allowed. At the conclusion of 52 weeks of broadcasting, 10% additional discount is allowed.

ANNOUNCEMENTS Daily monthly advertisers are allowed 5% discount for each additional announcement over one and not exceeding five per day. Extra voice or sound effects 25% extra.

Table with columns for base rate and rates for various durations (30 announcements, each, 90 announcements, each, etc.)

POLITICAL Rates on request. ELECTRICAL TRANSCRIPTIONS Electrical transcriptions and programs carry the same rate as general broadcasting, provided the commercial part is not more than 15%.

TALENT Artists are available and are booked through the station at cost.

REMOTE CONTROL Complete facilities for remote control work.

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. double turn-tables.

Personnel Pres. & Gen'l Mgr.—Glenn McCormick. Sales Mgr. & Public Relations—Robert Fischer, Jr. Representatives Homer Griffith Company. Howard H. Wilson Company. Oregon and Washington—John Keating.

OREGON—Continued

THE DALLES

(Wasco County)

KODL

(Established 1940)

Rates effective November 1, 1940. (Card No. 1.) Owned and operated by the Western Radio Corp. Business Office and Studio—Scenio Drive, The Dalles, Oregon. Transmitter—Scenio Drive, The Dalles, Oregon. Wave—Power—Time Operating power—250 watts days; 100 watts nights. 243.9 meters; 1280 kilocycles. Licensed to operate full time on local channel. Operates on Pacific War Time. Actual operating schedule: Sundays 9:00 a.m. to 9:00 a.m. Week days 6:00 a.m. to sign-off.

Agency Commission Agency commission 15% to recognized advertising agencies on station time only. Cash discount none. Bills rendered last day of month; due tenth of month following service. General Advertising For combination rates see Keystone Network. The following rates are for national advertising. Rates include charges by owners of music copyrights. 1 hour..... 30.00 1/2 hour..... 15.00 1/4 hour..... 7.50 10 minutes..... 5.25 5 minutes..... 3.38 100 words..... 1.95 50 words..... 1.85

DISCOUNTS

Table with 2 columns: Time periods (18 times, 26 times, 52 times, 104 times, 300 times) and Discount percentages (5%, 10%, 15%, 20%, 25%).

MONTHLY PROGRAM SERVICE

Table with 2 columns: Six days per week (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words, 50 words) and Per month rates.

DISCOUNTS

Table with 2 columns: Applicable to Monthly Program Service (2 months, 3 months) and Discount percentages (10%, 15%, 20%).

SPECIAL FEATURES

News: Leased wire service available 24 hours—rates on request. Sports and other special features—rates on request. POLITICAL PROGRAMS Rates on request. Cash in advance. TALENT Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Charges are not subject to agency commission.

SERVICE FACILITIES

Merchandising, script, and program departments available to accounts at no additional charge. Contract and Other Requirements Advertising of alcoholic beverages not accepted, except beer and light wine after 10:00 p.m. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. All broadcasts subject to regulations of Federal Communication Commission and Federal Trade Commission. Wholesale or blanket sales of time not accepted.

Closing Time All copy must be in possession of program department 24 hours prior to 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 Pres. & Gen'l Mgr.—V. Barney Kenworthy. Station Manager—Glenn Howell. Representatives None.

PENNSYLVANIA

QUAKER NETWORK

Widener Bldg., Philadelphia 7, Pa., Bittenhouse 6900. Rates received June 10, 1938. Wave—Power—Time See individual listings. Agency Commission Agency commission 15%; cash discount none. General Advertising The following rates which include all charges apply to non-political advertisers only. There are no extra charges for lines. WEEK DAYS (After 6:00 p.m.)

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour) and Rates (1,980.00, 1,220.00, 880.00).

(Before 6:00 p.m.)

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour) and Rates (1,220.00, 880.00, 590.00).

SUNDAYS

(After 12:00 noon)

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour) and Rates (1,980.00, 1,220.00, 880.00).

(Before 12:00 noon)

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour) and Rates (1,500.00, 1,000.00, 700.00).

DISCOUNTS 18 times..... 5% 26 times..... 10% 52 times..... 15% WFIL key station in Philadelphia when available. WWSW key station in Pittsburgh when available. Choice of other available stations in Philadelphia and Pittsburgh can be made.

Line Charges Rates shown include line charges. Permanent lines are maintained for portion of network; lines also retained on temporary multiple hour basis. For complete information consult management. Personnel Manager—R. W. Clipp.

ALLEN TOWN

(Lehigh County)

WSAN

(Established 1928)

Rates effective September 15, 1943. (Card No. 11.) Owned and operated by Lehigh Valley Broadcasting Co. Business Office and Studio—39-41 N. Tenth Street, Allentown, Pennsylvania. Transmitter—Allentown, Pennsylvania.

Wave—Power—Time Operating power—500 watts. 204.1 meters; 1470 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission 15% to recognized agencies; no cash discount. General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementaries). Rates include charges by owners of music copyrights. Frequency discounts of announcements and programs cannot be combined.

CLASS "A"

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class A.

CLASS "B"

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rates for Class B.

ANNOUNCEMENTS

CLASS "A"

Table with 2 columns: Time periods (1 minute transcription or 125 words, 20 second transcription or 80 words) and Rates for Class A.

CLASS "B"

Table with 2 columns: Time periods (1 minute transcription or 125 words, 20 second transcription or 80 words) and Rates for Class B.

SPECIAL FEATURES

Sports, special events or special participating programs—rates on request. POLITICAL BROADCASTS Rates on request.

TALENT

Talent can be furnished when desired by client. When furnished by station a fee of 10% of the talent cost is charged, which includes engaging talent, arranging program, use of studios for rehearsals and broadcasting, services of announcer, operators and production men.

REMOTE CONTROL

Facilities are available for picking up broadcasts from anywhere.

SERVICE FACILITIES

Merchandising and advertising services available. Supporting advertising will be arranged—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 or lateral cut records.

Personnel General & Promotion Mgr.—B. Bryan Musselman. Representatives Headley-Reed Company.

ALTOONA

(Blair County)

WFBG

(Established 1924)

Rates effective September 15, 1940. Owned and operated by Gable Broadcasting Company. Business Office—1320 Eleventh Avenue, Altoona, Pa. Studio—Gable Arcade Bldg., Twelfth Avenue and 14th Street, Altoona, Pa., telephone 6487. Transmitter—Gable Arcade Building, Twelfth Avenue and 14th Street, Altoona, Pennsylvania.



Wave—Power—Time Operating power—250 watts. 239 meters; 1340 kilocycles. Operates on Eastern War Time. Operating schedule: 7:30 a.m. to 11:30 p.m. Agency Commission Agency commission 15%. Commission does not apply on talent. No cash discount. Invoices mailed last of month following broadcast. General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementaries). (After 6:00 p.m.)

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates for General Advertising.

(Before 6:00 p.m.)

Table with 2 columns: Time periods (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates for General Advertising.

SPECIAL WEEKLY RATES

(After 6:00 p.m.)

Table with 2 columns: Time periods (1 hour, 3 times weekly, 5 times weekly, 6 times weekly, 1/2 hour, 3 times weekly, 5 times weekly, 6 times weekly, 1/4 hour, 3 times weekly, 5 times weekly, 6 times weekly, 5 minutes, 3 times weekly, 5 times weekly, 6 times weekly, 1 minute, 3 times weekly, 5 times weekly, 6 times weekly) and Rates for Special Weekly Rates.

(Before 6:00 p.m.)

Table with 2 columns: Time periods (1 hour, 3 times weekly, 5 times weekly, 6 times weekly, 1/2 hour, 3 times weekly, 5 times weekly, 6 times weekly, 1/4 hour, 3 times weekly, 5 times weekly, 6 times weekly, 5 minutes, 3 times weekly, 5 times weekly, 6 times weekly, 1 minute, 3 times weekly, 5 times weekly, 6 times weekly) and Rates for Special Weekly Rates.

When WJAC, Johnstown, and WFBG, Altoona, are purchased jointly, a 5% discount is allowed. POLITICAL RECORDED PROGRAMS Transcription library service available. Rates on request. Regular time charges apply to transcribed programs. Equipped with complete recording system for recording either inside or outside the studios. Rates on request.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double turn-tables 33-1/3 and 78 r.p.m. Personnel Managing Director—Roy Thompson. Representatives Headley-Reed Company.

BUTLER

(Butler County)

WISR

(Established 1941)

Rates received November 6, 1944. Owned and operated by The Butler Broadcasting Co. Business Office and Studio—357 N. Main St., Butler, Pennsylvania. Transmitter—North Hill, Butler, Pennsylvania. Wave—Power—Time Operating power—250 watts days. 441.2 meters; 680 kilocycles. Licensed to operate part time on clear channel. Operates on Eastern War Time. Actual operating schedule: Sunrise to sunset. Agency Commission Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Invoices mailed first of month; due 10th of month. General Advertising The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 2 columns: Time periods (1 wk, 1/2 hour, 1/4 hour) and Rates for General Advertising.

Table with 2 columns: Time periods (1 time per week, 3 times per week, 6 times per week) and Rates for General Advertising.

Table with 2 columns: Time periods (One minute rates: 1 time per week, 3 times per week, 6 times per week, 13 times per week) and Rates for General Advertising.

SPECIAL FEATURES

News: Rates and details on request. Time signals, market summaries, political broadcasting. Rates on request. Rates for time signals and market summaries based on frequency of times used. Schedule subject to time availability. (This listing continued on next page)

BUTLER—Continued
W I S R—Continued

TALENT

Rates on request.

REMOTE CONTROL

Remote control programs available any time within operating hours of station. Additional charges made for lines and all special equipment necessarily involved in such broadcasts. These additional charges will be billed at actual cost. Mobile unit available.

SERVICE FACILITIES

Rates include cost of station facilities, station time, continuity services, program and publicity services provided there is no extra cost for special equipment, facilities or material. Station's program and production department will assume entire responsibility for the presentation of any program whenever so desired by sponsor. Merchandising and market research department will supply full data on coverage relating to any advertising campaign. Merchandising and market surveys will be billed to sponsor at actual cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wines. No contract accepted for a period in excess of one year. All time reserved by contract must be used within period of one year from starting date of contract. Station reserves the right to make such changes and talks as may appear necessary to avoid violation of liable and slander laws. All contracts are subject to station manager's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the same. All contracts are made subject to interferences beyond the station's control. No responsibility will be assumed beyond cancellation of charges for time involved. Contracts subject to cancellation by two weeks written notice accompanied by certified check at short rate.

Closing Time

Copy closed one week in advance of broadcast. Talks, transcriptions and announcement copy 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 Rosenblum.
Business Manager—Leon Bernard.

Representatives

Forjoe & Company.

DU BOIS

(Clearfield County)

W C E D

(Established 1939)



Rates effective September 15, 1943. (Card No. 4-A.) Owned and operated by Tri-County Broadcasting Co. Business Office and Studio—80 North Park Place, DuBois, Pennsylvania.

Wave—Power—Time

Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 7:00 a.m. to 13:05 a.m.

Agency Commission

15% allowed to recognized agencies on station time only, however, if account is paid by the 10th of month following broadcast. No cash discount.

General Advertising

For combination rates see Columbia Broadcasting System and Keystone Network. The following rates are for national advertising. Rates include charges by owners of music copyrights. Frequency discounts to advertisers as earned; in event of cancellation advertiser will be short rated according to actual broadcast used.

(7:00 a.m. to 12:05 a.m. week days and 8:00 a.m. to 13:05 a.m. Sundays) **\$18 or more**

1 hour.....	56.00	53.20	50.40	47.60	44.80	42.00
1/2 hour.....	36.40	34.60	32.75	30.95	29.10	27.30
1/4 hour.....	22.40	21.50	20.15	19.05	17.90	16.80
10 minutes.....	16.00	15.20	14.40	13.60	12.80	11.25
5 minutes.....	12.90	12.25	11.60	10.95	10.30	9.70

ANNOUNCEMENTS
(7:00 a.m. to 12:05 a.m. week days and 8:00 a.m. to 12:05 a.m. Sundays) **\$13 or more**

1 ti.	27 ti.	53 ti.	105 ti.	209 ti.	ti.
One minute trans- cription	6.25	5.95	5.60	5.30	5.00
100 words.....	6.00	5.70	5.40	5.10	4.80
75 words.....	4.75	4.50	4.25	4.00	3.75
50 words.....	4.00	3.80	3.60	3.40	3.20
Station breaks.....	5.00	4.75	4.50	4.25	4.00

SPECIAL FEATURES
News—Leased wire service available. Rates on request. Time signals—rates on request.

POLITICAL TALKS

Cash in advance; not subject to discounts or earned rate.

RELIGIOUS BROADCASTS

Consult station management.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available.

TALENT

Talent is extra.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

SERVICE FACILITIES

Complete merchandising estimates submitted on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting light wines and beer.

In order to earn net rates quoted contracts must be completed in twelve months.

Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Maximum length of contract one year. Contracts not started in 30 days from date signed will be cancelled. Station reserves the right to discontinue or refuse any advertising it deems unsuitable for broadcast. All contracts subject to station manager's approval and must conform to government regulations. Commercial foreign language broadcasts accepted.

Closing Time

Talks, programs, commercial or sustaining, and continuities must be submitted one week in advance.

Mechanical Program Equipment

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

Personnel

Manager—Jason S. Gray.
Commercial Manager—Los Ryder.

Representatives

Spot Sales, Inc.

EASTON

(Northampton County)

WEST

(Established 1936)



Rates effective January 1, 1944. (Card No. 8.)

Owned and operated by Associated Broadcasters, Inc., Easton, Pa.
Business Office—518 Northampton St., Easton, Pa., telephone 8001.
Transmitter—Williams Township, Easton, Pa.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising

For combination rates see National Broadcasting Company (Basic Supplementaries) and Mutual Broadcasting System.

CLASS "A"

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

1 hour.....	90.00	85.50	81.00	77.00	73.00	69.25	65.00
1/2 hour.....	55.00	52.50	50.00	47.50	45.00	42.50	37.00
1/4 hour.....	35.00	33.00	31.00	29.00	27.50	25.50	22.50
5 minutes.....	18.00	17.50	17.00	16.50	16.00	15.25	14.25

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

1 hour.....	60.00	57.50	55.00	52.50	50.00	47.50	40.00
1/2 hour.....	40.00	38.00	36.00	34.00	32.00	30.00	25.00
1/4 hour.....	27.50	26.25	25.00	23.75	22.50	21.00	17.50
5 minutes.....	12.25	11.75	11.25	10.75	10.25	9.75	9.00

CLASS "B"

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

1 hour.....	40.00	38.00	36.00	34.00	32.00	30.00	25.00
1/2 hour.....	27.50	26.25	25.00	23.75	22.50	21.00	17.50
1/4 hour.....	18.00	17.25	16.50	15.75	15.00	14.25	12.00
5 minutes.....	9.00	8.62	8.25	7.87	7.50	7.12	6.00

To earn discounts, programs must be used within twelve month period.

ANNOUNCEMENTS

(After 6:00 p.m.)

1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.	260 ti.
125 words or one minute trans- cription	6.50	6.25	6.00	5.75	5.50	5.25
50 words or 1/2 minute trans- cription	4.85	4.65	4.45	4.25	4.05	3.85
30 word station break.....	5.85	5.15	4.95	4.75	4.55	4.35

50 words or 1/2 minute trans-
cription 3.75 3.60 3.45 3.30 3.15 3.00 2.75

125 words or one minute trans-
cription 5.00 4.80 4.60 4.40 4.20 4.00 3.60

30 word station
break..... 4.15 4.00 3.85 3.70 3.55 3.40 3.00

To earn discounts, announcements must be used within twelve month period.

POLITICAL ADVERTISING

One time rate applies; cash in advance.

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.

Contract and Other Requirements

Alcoholic beverages not accepted excepting beer and wine.

Price quoting allowed. Station reserves the right to censor copy. Maximum contract term, one year. All contracts subject to station management's approval, government regulations and network priority. Program contracts and announcement contracts may not be combined to earn higher discounts.

Closing Time

Five days in advance.

Mechanical Program Equipment

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

Personnel

Station Executive—Clair B. McCollough.
Station Manager—Edward C. Anderson.
National Sales Manager—J. Robert Gullick.

Representatives

Radio Advertising Company.

ERIE

(Erie County)

W E R C

(Established 1941)

Rates received June 11, 1942.
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.

Wave—Power—Time

Operating power—250 watts.
261.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:30 a.m.; week days 6:50 a.m. to 12:30 a.m.

Agency Commission

15% to recognized agencies on station time only; cash discounts none. Bill rendered and due weekly unless otherwise specified.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). The following rates are for national advertising. Fees charged by owners of music copyrights are not included in rates.

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

1 hour.....	125.00	118.75	112.50	106.25
1/2 hour.....	75.00	71.25	67.50	63.75
1/4 hour.....	50.00	47.50	45.00	42.50
5 minutes.....	22.00	20.90	19.80	18.70
35 words.....	12.00	11.40	10.80	10.20
85 words.....	7.50	7.13	6.75	6.38

(5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

1 hour.....	80.00	76.00	72.00	68.00
1/2 hour.....	48.00	45.80	43.20	40.80
1/4 hour.....	28.00	26.60	25.20	23.80
5 minutes.....	15.00	14.25	13.50	12.75
1 minute.....	9.00	8.55	8.10	7.65
35 words.....	6.00	5.70	5.40	5.10

(Before 5:00 p.m. week days, before 12:00 noon Sundays, and after 11:00 p.m. daily)

1 hour.....	68.00	69.85	66.70	63.55
1/2 hour.....	38.00	38.10	34.20	32.30
1/4 hour.....	25.00	25.75	22.50	21.25
5 minutes.....	11.00	10.45	9.90	9.35
1 minute.....	6.00	5.70	5.40	5.10
35 words.....	4.00	3.80	3.60	3.40

Contracts under "Special Features" (news, time signals) may be combined for quantity discounts, but these contracts may not be combined with contracts for "General Advertising" for discount purposes. All discounts must be earned within total contract period of one year, and are retroactive.

SPECIAL FEATURES

Women's Shopper Program—Monday through Friday—rates on request.
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:

Evening.....	6 daily	3 daily
Daytime.....	100.00	60.00
Daytime.....	50.00	30.00

POLITICAL

Rates on request. Cash in advance.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Transcription library service available.

REMOTE CONTROL

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

TALENT

Contract and Other Requirements
All programs subject to approval. First program must be presented within 30 days from date of contract. Right reserved to require client to use facilities contracted for in subdivided periods; in such case client shall have optional right to cancel contract. Client buying time does so with understanding that station in its sole discretion, without liability, may take part or all of time allotted for programs contracted for; in such case there will be no charge for program omitted. Time contract between station and client subject to terms and conditions of licenses of station and any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force. Maximum contract year.

Closing Time

Talent programs, talks and recorded programs close two weeks in advance; announcements close eight 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.

Personnel

General Manager—Charles E. Denny.

Representatives

Weed & Company.

W L E U

(Established 1935)

Rates effective December 1, 1942.
Owned and operated by WLEU Broadcasting Corp. Studio—Commerce Bldg., 21st and State Streets, Erie, Pa., telephone 23-327 or 23-129.
Transmitter—Erie, Pennsylvania.

Wave—Power—Time

Operating power—250 watts.
206.9 meters; 1460 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount allowed. No commission on talent. Invoices rendered first of each month.

(This listing continued on next page)

PENNSYLVANIA—Cont'd

ERIE—Continued
W L E U—Continued

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Mutual Broadcasting System.
Charges by owners of music copyrights not included in rates, except on network programs.
The following discounts are for national advertising. Frequency discounts on programs and announcements will be given only when earned from consecutive broadcasting. Frequency discounts will not be allowed on a retroactive basis.
Station reserves right to either reduce the number of words in an announcement or to move it to another spot when it conflicts, due to length of announcement, with network programs.
(After 6:00 p.m.)
1 hr. 150.00 142.50 135.00 127.50
1/2 hr. 80.00 76.00 72.00 68.00
1/4 hr. 50.00 47.50 45.00 42.50
5 minutes 25.00 23.75 22.50 21.25
1 minute or chain break 13.00 12.35 11.70 11.05
50 words 8.50 8.06 7.65 7.23
(Before 6:00 p.m.)
1 hr. 82.00 77.90 73.80 69.70
1/2 hr. 52.00 49.40 46.80 44.20
1/4 hr. 30.00 28.50 27.00 25.70
5 minutes 15.00 14.25 13.50 12.75
1 minute or chain break 10.00 9.50 9.00 8.50
50 words 7.00 6.75 6.50 6.25

SPECIAL FEATURES

The Woman Listens with Joan Clark—rates on request. Cooperative Mutual Broadcasting and Blue Network shows are available for sponsorship. Kiddies Program—Musical Program, News or Sports in either 5 or 15 minute periods—Rates on request. Time signals—rates on request

FOREIGN LANGUAGE PROGRAMS

Polish or Italian programs or announcements—rate and details on request.

POLITICAL RATES

On application. ELECTRICAL TRANSCRIPTIONS Regular rates apply. No extra charge for use of transcription library service.

TALENT

Rates on request.

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.

Contract and Other Requirements

All programs, continuities and announcements are subject to approval by station management and government regulations. Management also reserves the right to reject any material without giving reason therefor. While management cannot guarantee that a program or announcement will be broadcast at time specified, it makes every effort to give them at such time. All broadcasts and talks subject to standard station contract.

Closing Time

All programs, talks, announcements and recorded programs 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

President—Leo J. Omelian. Vice-Pres. & Gen'l Mgr.—V. Hamilton Weir. Representatives None.

GREENSBURG

(Westmoreland County)

W H J B

(Established 1934)

Rates effective February 1, 1937. Owned and operated by Pittsburgh Radio Supply House.

Business Office and Studio—Penn Albert Hotel, Greensburg, Pa., Greensburg 3740.

Transmitter—Atop Penn Albert Hotel, Greensburg, Pennsylvania.

Wave—Power—Time

Operating power—250 watts. 483.9 meters; 620 kilocycles. Licensed to operate on regional channel. Operates on Eastern War Time.

Actual operating schedule: Sunday 8:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset.

Agency Commission

Agency commission 15% to recognized advertising agencies on time charges only. Cash discount none. Bills payable weekly following broadcast.

General Advertising

The following rates are for national advertising. Contracts must be completed within 12 months to earn quantity discount. (9:00 a.m. to local sunset week days and Sundays)

Table with 5 columns: Time slot, 11 ti., 13 ti., 26 ti., 52 ti., 104 ti., 800 ti. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or chain break.

ANNOUNCEMENTS

Contracts must be completed within 12 months to earn quantity discount.

Table with 5 columns: Time slot, 1 ti., 18 ti., 52 ti., 100 ti., 800 ti. Rows include 1 minute transcription, 100 words, 50 words.

SPECIAL FEATURES

Weather forecasts, temperature reports and time signals take the regular announcement rates.

POLITICAL RATES

One time rates apply. No quantity discounts. Payable in advance.

TALENT

Rates on application.

REMOTE CONTROL

Advertiser pays all expenses involved on programs originating outside of regular studios.

SERVICE FACILITIES

Service of program department available for arranging and presenting programs.

Contract and Other Requirements

contracts are subject to station owner's approval and to governmental regulations. All material must conform to the standards of the station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. Rates are for facilities of the station only; talent is 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 or lateral cut recordings.

Personnel

Manager—Geo. J. Podczyn. Representatives Spot Sales, Inc.

GROVE CITY

(Mercer County)

W S A J

Owned and operated by Grove City College Grove City, Pennsylvania.

Wave—Power—Time

Operating power—100 watts. 223.9 meters; 1340 kilocycles. Does not sell time.

HARRISBURG

(Dauphin County)

W H P

Established 1924.



Rates effective October 1, 1944. (Card No. 8.) Owned and operated by WHP, Incorporated.

Business Office and Studio—Telegraph Bldg., Harrisburg, Pa., telephone 4-8211. Transmitter—Paxtang, Pennsylvania.

Wave—Power—Time

Operating power—5000 watts days; 1000 watts nights. 265.5 meters; 1460 kilocycles. Operates on Eastern War Time. Licensed to operate full time.

Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized agencies. No discounts on talent or remote line service. All bills payable 30 days net. No cash discount.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Optional Basic Group). The following rates are for national advertising: (6:00 p.m. to 11:00 p.m.)

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 10 min., 5 min. Rows include 1 time, 26 times, 52 times, 156 times, 280 times, 520 times.

(6:00 a.m. to 8:00 p.m. and after 11:00 p.m.)

Table with 5 columns: Time slot, 1 time, 26 times, 52 times, 156 times, 280 times, 520 times.

RECORDED PROGRAMS

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

TALENT

Rates on application. All talent will be engaged and paid by the station unless otherwise agreed in writing, and the cost billed to the advertiser.

REMOTE CONTROL

Station is completely equipped to handle remote control broadcasts.

Contract and Other Requirements

Station manager's decision in all censorship is final. No contract accepted for more than one year.

Closing Time

Final closing one week in advance. Closing dates three weeks in advance if program is to be included in publicity releases. Talent and recorded programs close three weeks in advance.

Mechanical Program Equipment

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

Personnel

Station & Com'l Mgr.—A. K. Redmond. Representatives John Blair & Company.

W K B O (Established 1921)



Rates effective May 1, 1942. (Card No. 7.) Owned and operated by the Keystone Broadcasting Corporation.

Business Office and Studio—31 N. Second Street, Harrisburg, Pennsylvania, telephone 40191.

Transmitter—Penn Harris Hotel, Third and Walnut Streets, Harrisburg, Pennsylvania.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Operating schedule: 6:55 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising

NOTE: Just as this issue was going to press we received a new rate card (No. 8), effective May 1, 1945. Complete changes will be announced on the first rate bulletin in this issue.

For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Mutual Broadcasting System.

CLASS "A"

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 1 hr., 1/2 hr., 1/4 hr., 5 min.

CLASS "B"

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 1 hr., 1/2 hr., 1/4 hr., 5 min.

ANNOUNCEMENTS

(After 6:00 p.m.) 125 words or one minute transcription... 50 words or 1/2 minute transcription... 30 word chain break...

(Before 6:00 p.m.) 125 words or one minute transcription... 50 words or 1/2 minute transcription... 30 word chain break...

To earn discounts, announcements must be used within twelve month period.

POLITICAL ADVERTISING

One time rates apply; cash in advance.

TALENT

Routine talent available. Special lists available to advertisers upon request.

REMOTE CONTROL

Remote work can be handled at any time, cost depending on line cost and installation fees.

SERVICE FACILITIES

Personal calls on trade, newspaper publicity, letters to trade.

Contract and Other Requirements

Alcoholic beverages not accepted excepting beer and wine.

Price quoting allowed. Station reserves the right to censor copy. Maximum contract term, one year. Contracts subject to station management's approval, government regulations and network priority. Program contracts and announcement contracts may not be combined to earn higher discounts.

Closing Time

Five days in advance.

Mechanical Program Equipment

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

Personnel

Station Executive—Clair E. McCollough. Station Manager—C. G. Moss. National Sales Manager—J. Robert Gulick.

Representatives

Paul H. Raymer Company.

HAZLETON

(Luzerne County)

W A Z L

(Established 1923)



Rates effective January 1, 1944. (Card No. 8.) Owned and operated by Hazleton Broadcasting Service, Inc.

Studio—Hazleton National Bank Building, Hazleton, Pennsylvania, telephone 1488.

Other Studios—3 N. West Street, Shenandoah, Pa. Transmitter—Broad and Laurel Streets, Hazleton, Pa.

(This listing continued on next page)

HAZLETON—Continued

WAZL—Continued

Wave—Power—Time
Operating power—250 watts.
208.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: 6:55 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries) and Mutual Broadcasting System.

Table with columns for CLASS 'A' (6:00 p.m. to 11:00 p.m.) and rows for 1, 1/2, 1/4 hour and 5 minutes durations.

CLASS 'B' (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table with columns for CLASS 'B' and rows for 1, 1/2, 1/4 hour and 5 minutes durations.

ANNOUNCEMENTS (After 6:00 p.m.)

Table for ANNOUNCEMENTS (After 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 30 word chain durations.

ANNOUNCEMENTS (Before 6:00 p.m.)

Table for ANNOUNCEMENTS (Before 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 30 word chain durations.

POLITICAL ADVERTISING

One time rate applies; cash in advance.
TALENT
Routine talent available. Special lists available to advertisers upon request.

REMOTE CONTROL

Remote work can be handled at any time, cost depending on line cost and installation fees.

SERVICE FACILITIES

Personal calls on trade, newspaper publicity, letters to trade.

Contract and Other Requirements

Alcoholic beverages not accepted excepting beer and wine.
Price quoting allowed. Station reserves the right to censor copy. Maximum contract term, one year.

Closing Time

Five days in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double turn-tables, both 38-1/8 and 78 r.p.m.

Personnel

Station Executive—Clair B. McCollough.
Station Manager—Victor C. Diehm.
National Sales Manager—J. Robert Gulick.

Representative

Radio Advertising Company.

JOHNSTOWN

(Cambria County)

WJAC

(Established 1925)



Rates effective October 1, 1940.

Owned and operated by WJAC, Inc.
Business Office and Studio—Tribune Annex Building, Loust St., Johnstown, Pa., telephone 24-361.
Transmitter—Tribune Bldg., Johnstown, Pa.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:45 a.m. to 12:05 a.m., week days 7:00 a.m. to 12:05 a.m.

Agency Commission

Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs or production charges. No cash discounts.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).
The following rates are for national advertising:

Table for General Advertising rates (After 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

Table for General Advertising rates (Before 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

SPECIAL WEEKLY RATES (After 6:00 p.m.)

Table for SPECIAL WEEKLY RATES (After 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

Table for SPECIAL WEEKLY RATES (Before 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

Table for SPECIAL WEEKLY RATES (Before 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

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Table for SPECIAL WEEKLY RATES (Before 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—automatic crystal control.)
201.3 meters; 1490 kilocycles.

Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: 6:55 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementary) and Mutual Broadcasting System.

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

Table for CLASS 'A' (6:00 p.m. to 11:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

CLASS 'B' (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table for CLASS 'B' (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

ANNOUNCEMENTS (After 6:00 p.m.)

Table for ANNOUNCEMENTS (After 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 30 word chain durations.

ANNOUNCEMENTS (Before 6:00 p.m.)

Table for ANNOUNCEMENTS (Before 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 30 word chain durations.

POLITICAL ADVERTISING

One time rate applies; cash in advance.
TALENT
Routine talent available. List of talent and price on request.

REMOTE CONTROL

Remote work can be handled at any time. The cost depending on line cost and installation fee.

SERVICE FACILITIES

Personal calls on trade, newspaper publicity, letters to trade.

Contract and Other Requirements

Alcoholic beverages not accepted excepting beer and wine.
Price quoting allowed. Station reserves the right to censor copy. Maximum contract term, one year.

Closing Time

Five 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

Station Executive—Clair B. McCollough.
Station Manager—Walter O. Miller.
National Sales Manager—J. Robert Gulick.

Representative

Paul H. Raymer Company.

LEWISTOWN

(Mifflin County)

WMRF

(Established 1941)



Rates effective June 1, 1941. (Card No. 1.)

Owned and operated by Lewistown Broadcasting Co.
Business Office and Studio—5 W. Market St., Lewistown, Pa.
Transmitter—Lewistown Heights, one mile east of Lewistown, Pa.

Wave—Power—Time

Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: 7:30 a.m. to 11:30 p.m. daily.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month and are due 10th of month.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries).
The following rates are for national advertising.

Table for General Advertising rates (After 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

Table for General Advertising rates (Before 6:00 p.m.) with columns for 1, 1/2, 1/4 hour and 5 minutes durations.

(This listing continued on next page)

LANCASTER

(Lancaster County)

WGAL

(Established 1923)



Rates effective May 1, 1942. (Card No. 7.)

Owned and operated by WGAL, Inc.

Business Office and Studio—Eight West King St., Lancaster, Pa., telephone 5359.

Transmitter—8 West King St., Lancaster, Pa.

PENNSYLVANIA—Cont'd

LEWISTOWN—Continued

W M R F—Continued

ELECTRICAL TRANSCRIPTIONS

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

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

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.

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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

Personnel

General Manager—Thomas W. Metzger.

Representatives

Burn-Smith Company, Incorporated.

NEW CASTLE

(Lawrence County)

WKST

(Established 1938)

Rates effective April 1, 1945. (Card No. 4.)

Card received April 11, 1945.

Owned and operated by WKST, Inc.

Business Office and Studio—Scottish Rite Cathedral Bldg., New Castle, Pa., telephone 5050. Transmitter—3-1/2 miles southeast of New Castle, Pennsylvania.

Wave—Power—Time

Operating power—1,000 watts.

334.4 meters; 1250 kilocycles.

Licensed to operate unlimited time.

Operates on Eastern War Time.

Operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. Cash discount 2% net—10 days from invoice date. Invoices mailed 1st of month.

General Advertising

For combination rates see Mutual Broadcasting System.

CLASS "A"

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes), Rate (6:00 p.m. to 10:30 p.m.), Rate (10:30 p.m. to 11:00 p.m.), Rate (11:00 p.m. to 1:00 a.m.).

CLASS "B"

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes), Rate (9:00 a.m. to 10:30 p.m.), Rate (10:30 p.m. to 11:00 p.m.), Rate (11:00 p.m. to 1:00 a.m.).

CLASS "C"

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes), Rate (9:00 a.m. to 11:00 p.m. to sign-off), Rate (11:00 p.m. to 1:00 a.m.), Rate (1:00 a.m. to 3:00 a.m.).

Station Break Announcements: Limited to 40 words or 20 second transcriptions. One minute electrical transcription rate applies.

Six or more times per week:

Table with 2 columns: Rate (Class "A" net), Rate (Class "B" net), Rate (Class "C" net).

SPECIAL FEATURES

News: Leased wire service available every hour—regular rate plus 10%.

Network co-operative programs available. Rates on request. Weather forecasts, temperature reports and time signals. Package rates on request.

POLITICAL

Talks and programs and announcements payable in advance. No quantity discounts.

ELECTRICAL TRANSCRIPTIONS

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

TALENT

All talent is contracted and paid for by the advertiser.

REMOTE CONTROL

Programs originating from points outside of station's studios are subject to line installation and rental. Estimates on request.

SERVICE FACILITIES

Merchandising department provides complete service including Air Plugs, Newspaper, Bus and Car advertising, and Distributor Contacts.

Contract and Other Requirements

Beer and wine advertising accepted.

Musical program rates are for the facilities of the station only; talent is extra. Preferred position governed by priority and availability on contract basis. Maximum length of contract one year. No blanket contracts accepted. All contracts subject to cancellation unless the program starts within 60 days. Station reserves the right to eliminate all parts of programs or announcements which do not comply with the governmental regulations, NAB code of ethics and standards of the station. It is understood in event of cancellation advertiser will be short rated according to actual broadcasts used.

Closing Time

Closing time one week in advance of service if program is to be included in publicity releases. Continuity must be submitted at least 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 lateral out recordings.

Personnel

General Manager—S. W. Townsend.

Station Manager—A. W. Graham.

Representatives—Spot Sales, Inc.

NEW KENSINGTON

(West Moreland County)

WKPA

(Established 1940)

Rates effective February 1, 1942. Owned and operated by the Allegheny-Kiski Broadcasting Company.

Business Office and Studio—810 5th Avenue, New Kensington, Pennsylvania.

Transmitter—Glassmers, Pennsylvania.

Wave—Power—Time

Operating power—250 watts daytime.

260.9 meters; 1150 kilocycles.

Licensed to operate daytime on a regional channel. Operates on Eastern War Time.

Actual operating schedule: Sundays 10:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset.

Agency Commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered first time of broadcast and due 20 days after broadcast.

General Advertising

Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes), Rate (National advertising).

ANNOUNCEMENTS

Table with 2 columns: Time (1 minute, 100 words, 50 words), Rate (Announcements).

DISCOUNTS

Frequency discounts are based on number used during a 12 month period and become effective from beginning of service. Announcements and programs of five minutes or longer cannot be combined for frequency discount. Discounts are to be computed as follows:

Table with 2 columns: Frequency (18 times, 26 times, 52 times), Discount (5%, 10%, 15%).

SPECIAL FEATURES

News, baseball and football scores sold at 5 minute rate plus cost of obtaining scores or news.

POLITICAL RATES

Regular rates apply.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available.

TALENT

Rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. All rates are guaranteed one year from the starting date of contract, but no contract can extend beyond one year from the starting date. Interruption in continuous service necessitated by broadcasting events of public importance will not affect advertisers' rights to rebates.

Closing Time

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

Personnel

General Manager—Edward J. Krom.

Representatives—Cox and Tana.

PHILADELPHIA

(Philadelphia County)

KYW

(Established 1931)

Rates effective March 15, 1944. (Card No. 3-A.) Owned and operated by Westinghouse Radio Stations, Inc.

Business Office and Studio—1619 Walnut St., Philadelphia, Pa. LOcAR 8760.

Transmitter—Whittemar Township, Pennsylvania.

Wave—Power—Time

Operating power—50,000 watts.

283.0 meters; 1080 kilocycles.

Licensed to operate full time.

Operates on Eastern War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discounts. Bills due and payable when rendered.

General Advertising

Commitments made prior to the effective date of card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after March 15, 1944, at card 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 the effective date of rate card will apply to extension of said commitments for any period or periods up to and including March 14, 1945, for the same series continuously used. Rates on the card are applicable to all new broadcast series ordered on and after the effective date of the rate card.

The rate of discount or the rebate 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 and the contract is cancelled for this reason. For combination rates see listing of National Broadcasting Company (Basic Network). The following rates include charges by owners of music copyrights.

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

CLASS "A"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate (6:00 p.m. to 10:30 p.m.).

CLASS "B"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate (12:00 noon to 8:00 p.m. Sunday only).

CLASS "C"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate (10:30 p.m. to 12:00 midnight and 9:00 a.m. to 8:00 p.m. exclusive of Sunday afternoon).

CLASS "D"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate (12:00 midnight to 9:00 a.m.).

CLASS "E"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes), Rate (Services).

Musical Clock—Broadcast prior to 9:00 a.m., Monday through Saturday.

Radio Night Club—Broadcast after 11:00 p.m.

Program costs include transcriptions and/or records. Talent is extra.

The following rates apply to either Musical Clock or Radio Night Club:

Table with 4 columns: Time (1 hour unit, 1/2 hour unit, 1/4 hour unit), Rate (gross, net, per week).

If any part of the above services is unavailable, the advertiser will be billed pro rate for the remainder of the service.

DISCOUNTS AND REBATES

Applicable to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

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 (Less than 80.00 weekly, 80.00 or more but less than 175.00 weekly, 175.00 or more but less than 234.00 weekly, 234.00 or more but less than 332.00 weekly, 332.00 or more but less than 440.00 weekly, 440.00 or more but less than 528.00 weekly, 528.00 or more weekly), Rebate (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%).

Rebates for Consecutive Weeks

Table with 2 columns: Weeks (26 to 38 consecutive weeks, 39 to 52 consecutive weeks), Rebate (5%, 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. An expansion of the same series or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebates established by the original series, provided there is no lapse. Otherwise each additional series shall establish separate rebate years.

Interruption of a series contracted for 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 consecutive local services 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 PROGRAMS

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 may be combined with cooperative program participations to earn lower frequency rates. Announcements which have been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues. Station break announcements excluded from foregoing.

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

Table with 2 columns: Time (1 minute, 1 minute), Rate (12:00 midnight to 7:00 a.m.).

(*) 300 or more times.

Cooperative Programs

Home Forum—Ruth Welles: 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. Transcriptions not accepted.

Table with 2 columns: Time (1 h., 10 h., 25 h., 50 h., 100 h.), Rate (Per participation).

(*) 300 or more times. (This listing continued on next page)

PHILADELPHIA—Continued

K Y W—Continued

Station Breaks: Live announcements—limited to 25 words or less; transcriptions limited to 15 seconds or less:
6:00 p.m. to 10:30 p.m., net..... 50.00
7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight, net..... 25.00
12:00 midnight to 7:00 a.m., net..... 20.00

SPECIAL FEATURES

Morning Salute: 6:00 a.m. to 7:00 a.m., Monday through Saturday, Transcriptions accepted.
1 tl. 10 tl. 25 tl. 50 tl. 100 tl. (*)
1 minute..... 20.00 19.00 18.00 17.00 16.00 15.00
(*) 300 or more times.

TRANSCRIPTIONS

Regular rates apply.
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 the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer or except where a fee is required by any governing labor organization.

Contract and Copy Requirements
All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Time of broadcast subject to change to other periods on 23 days' notice to accommodate network broadcasts, only in the event that said broadcast periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods if available and as arranged by station manager on 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. No changes within two days preceding broadcast.

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

Personnel
Manager—Leslie Joy.
Sales Manager—J. S. de Rusay.
Representatives
National Broadcasting Company, Inc.

WCAU

(Established 1922)

Rates effective July 1, 1944.
Owned and operated by WCAU Broadcasting Co. Business Office and Studio—WCAU Building, 1622 Chestnut St., Philadelphia, Pa., Locust 7700. New York Office—Suite 1501, 485 Madison Ave., Wickersham 2-2000. Transmitter—Moorestown Township, N. J.

Wave—Power—Time
Operating power—50,000 watts.
247.9 meters; 1210 kilocycles.
Licensed to operate full time on national cleared channel. Operates on Eastern War Time.

Agency Commission
Agency commission 15% to recognized advertising agencies. Cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Radio Network).

(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 11:00 p.m. Sundays)
1 hour..... 500.00
1/2 hour..... 300.00
1/4 hour..... 200.00
10 minutes..... 150.00
5 minutes..... 100.00
(8:00 p.m. to 6:30 p.m., 10:30 p.m. to 11:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays)

1 hour..... 385.00
1/2 hour..... 200.00
1/4 hour..... 185.00
10 minutes..... 100.00
5 minutes..... 70.00
(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 11:15 p.m. daily)
1 hour..... 250.00
1/2 hour..... 150.00
1/4 hour..... 100.00
10 minutes..... 75.00
5 minutes..... 50.00
(11:15 p.m. to 1:00 a.m. and 6:00 a.m. to 8:00 a.m. daily)

1 hour..... 185.00
1/2 hour..... 100.00
1/4 hour..... 85.00
10 minutes..... 50.00
5 minutes..... 35.00
(1:00 a.m. to 6:00 a.m. daily)
1 hour..... 75.00
1/2 hour..... 45.00
1/4 hour..... 30.00
10 minutes..... 22.50
5 minutes..... 15.00
(*) Five minute periods must be miniature programs with musical or educational content. Subject to clearance for programs of greater length.

ANNOUNCEMENTS

Accepted only in service periods. Number of announcements accepted in these periods are limited.

(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 11:00 p.m. Sundays)
1 minute transcription or 125 words..... 60.00
(6:00 p.m. to 6:30 p.m., 10:30 p.m. to 11:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays)
1 minute transcription or 125 words..... 45.00
(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 11:30 p.m. daily)
1 minute transcription or 125 words..... 80.00
(6:00 a.m. to 8:00 a.m. week days, 7:00 a.m. to 8:00 a.m. Sundays and 11:30 p.m. to 1:00 a.m. daily)
1 minute transcription or 125 words..... 20.00
(1:00 a.m. to 6:00 a.m. week days and 1:00 a.m. to 7:00 a.m. Sundays)

1 minute transcription or 125 words..... 10.00
Featured announcements are 125 word live announcements or one minute electrical transcriptions broadcast at the beginning or close of sustaining programs. Announcement rate plus 50% applies.

Cut-in announcements made locally in place of network announcement; limited to length of announcement on network program. First cut-in, 50% of above announcement rates, each additional cut-in on same program 25% of above announcement rates. Tie-in announcements made after the program on station time takes the same rate as station break announcements, limited to 80 words.

Station break announcements limited to 80 words live or 15 second transcriptions.

Individual announcements take same rate as one minute transcription or 125 words. Announcements made where the rate changes take the higher rate. For example, a station break announcement made at 5:59 p.m. takes the 6:00 p.m. rate.

WEEKLY STRIP UNITS
Six times per week (Monday through Saturday): (6:00 a.m. to 8:00 a.m. and 11:30 p.m. to 1:00 a.m.)
1 hour..... 700.00
1/2 hour..... 400.00
1/4 hour..... 250.00
10 minutes..... 200.00
5 minutes..... 150.00

Six times per week (Monday through Saturday): (1:00 a.m. to 6:00 a.m.)
1 hour..... 280.00
1/2 hour..... 160.00
1/4 hour..... 100.00

Five times per week (Monday through Friday): (6:30 p.m. to 10:30 p.m.)
1 hour..... 2,000.00
1/2 hour..... 1,200.00
1/4 hour..... 800.00
10 minutes..... 600.00
5 minutes..... 400.00

Five times per week (Monday through Friday): (6:00 p.m. to 6:30 a.m. and 10:30 p.m. to 11:00 p.m.)
1 hour..... 1,340.00
1/2 hour..... 800.00
1/4 hour..... 540.00
10 minutes..... 400.00
5 minutes..... 280.00

Five times per week (Monday through Friday): (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 11:30 p.m.)
1 hour..... 1,000.00
1/2 hour..... 600.00
1/4 hour..... 400.00
10 minutes..... 300.00
5 minutes..... 200.00

Station break announcements limited to 80 words live or 15 second transcriptions (Monday through Saturday); six times per week (6:30 p.m. to 10:30 p.m.)
30 words..... 800.00
(8:00 p.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m.)
30 words..... 225.00
(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 11:30 p.m.)
30 words..... 150.00
(11:30 p.m. to 1:00 a.m. and 6:00 a.m. to 8:00 a.m.)
30 words..... 100.00

Station break announcements made where the rate changes take the higher rate.

SPECIAL FEATURES
For Women Only—Woman's participating program broadcast mornings and afternoons, Monday through Friday. Copy limited to approximately 1-1/2 minutes. To obtain frequency rate broadcasts must be made within one year.
Per participation..... 75.00 1 tl. 26 tl. 52 tl. 104 tl. 208 tl.

News Service: Complete service especially prepared for broadcasting is available from station sign-on to sign-off. General time rates apply. Service charge is 10% of gross time rate, net, and not subject to agency commission.

REBATES
A rebate will be allowed the advertiser for total number of units of broadcasting within 52 weeks. This rebate will be given when earned, as shown on the following rebate schedule. If a contract is continued without interruption, at the end of 52 weeks the advertiser will earn a rebate not less than the one already established during the preceding year.

Announcements, participations in the For Women Only program and programs of five minutes or more cannot be combined to earn larger rebates. Weekly strip units in different classifications cannot be combined for rebate purposes.

Weekly strip basis:
28 weeks..... 5% 208 weeks..... 30%
52 weeks..... 10% 312 weeks..... 25%
104 weeks..... 15%
More than one unit a week may accumulate to earn the above.

Per time basis:
28 times..... 5% 208 times..... 20%
52 times..... 10% 312 times..... 25%
104 times..... 15%

SERVICE FACILITIES
Program department plans and produces complete radio features and program ideas, serves in an advisory capacity when desired.
Publicity department maintains a news service. General and special publicity and printed program announcements are supplied to the press regularly.

An auditorium studio seating 250 is available for visual broadcasts at an additional charge of 15.00.

TALENT
Rates on request. A fee of 10% of the gross time cost is charged on recordings and transcriptions. Talent, recording and transcription quotations are net.

Contract and Other Requirements
Program rates are for the facilities of the station only; talent is extra.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables. Lateral or vertical cut recordings can be used.

Personnel
Commercial Manager—Alex Rosenman.
Branch Office
New York—485 Madison Avenue.

Representatives
Chicago—Virgil Reiter & Company.
Boston—Bertha Bannan.
Pacific Coast—Paul H. Baymer Company.

WDAS

(Established 1923)

Rates effective September 1, 1940. (Card No. 8.)
Owned and operated by WDAS Broadcasting Co., Inc. Business Office and Studio—1311 Chestnut Street, Philadelphia, Pa., Locust 7400.

Transmitter—Woodside Park, Philadelphia, Pa.
Wave—Power—Time
Operating power—250 watts.
(100% modulation, automatic frequency control.)
211.3 meters; 1400 kilocycles.

Licensed to operate full time.
Operates on Eastern War Time.
Agency Commission
Agency commission 15% on station time charges to recognized agencies. Cash discount none. Bills payable weekly.

General Advertising
The following rates are for national advertising and do not include talent charges.
Announcements cannot be grouped with period programs for frequency discount on group rates or special features.

CLASS "A"
(After 6:00 p.m. week days and all day Sunday)
1 hour..... 141. 13 tl. 26 tl. 52 tl. 100 tl. 800 tl.
1 minute..... 90.00 83.20 32.40 30.80 28.80 27.00
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 15.80 14.40 18.50

CLASS "B"
(Before 6:00 p.m. week days)
1 hour..... 80.00 81.00 54.00 51.00 48.00 45.00
1/2 hour..... 40.00 34.20 32.40 30.60 28.80 27.00
1/4 hour..... 24.00 22.80 21.60 20.40 19.20 18.00
10 minutes..... 18.00 17.10 16.20 15.30 14.40 18.50
5 minutes..... 12.00 11.40 10.80 10.20 9.60 9.00

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

ANNOUNCEMENTS
CLASS "A"
(After 6:00 p.m. week days and all day Sunday)
1..... 26..... 52..... 100..... 300
1 minute..... 9.00 8.55 8.10 7.65 7.20
100 words..... 7.50 7.13 6.75 6.38 6.00

CLASS "B"
(Before 6:00 p.m. week days)
1 minute..... 6.00 5.70 5.40 5.10 4.80
100 words..... 5.00 4.75 4.50 4.25 4.00
Frequency discounts are permitted on announcements only on firm contracts of 25 or more. Firm contracts in any classification are not cumulative to earn greater discounts unless such contracts are without interruption.

SPECIAL FEATURES
News and weather reports—rates on request.
Time Signals: Three announcements per day (25 words) including Sunday before 8:00 p.m. 45.00.
Five announcements per day (25 words) excepting Sunday, before 8:00 p.m. 70.00.
Merry-Go-Round, Jr.: 100 word announcements, each 5.00; 1 minute, each 6.00. Merry-Go-Round, Sr.: 100 word announcements, each 7.50; 1 minute, each 9.00. Combination rate, 190 words 10.00; 1 minute 13.00.

Hits of the Day: 1:00 words 7.50; 1 minute 9.00.
POLITICAL PROGRAMS
Rates on request.
RELIGIOUS PROGRAMS
Rates on request.

FOREIGN LANGUAGE PROGRAMS
Limited to Jewish, Italian, Slovak and Polish. Class "A" rates apply regardless of time of broadcast.

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. The advertiser's contract shall indicate the maximum amount to be expended. Station reserves the right to eliminate without notice or consent all parts of the programs which it may consider contrary to its policy or interests. All program material is subject to federal, state or municipal decisions, laws and regulations, now and hereafter made and in force.

(This listing continued on next page)

PENNSYLVANIA—Cont'd

PHILADELPHIA—Continued
W D A S—Continued

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 turntables for vertical or lateral cut records.
Personnel
President—Alexander W. Dannenbaum
Vice-Pres. & Gen'l Mgr.—P. J. Stanton.
Commercial Manager—Charles Stahl.
Representatives
Chicago and West—Forjoe & Company.

WFIL
(Established 1923)



Rates effective September 15, 1944. (Card No. 16.)
Operated by WFIL Broadcasting Company,
Studio—18th floor Widener Bldg., Philadelphia 7, Pa., Rittenhouse 6900.
Transmitter—63rd Street and Schuylkill River, Philadelphia, Pennsylvania.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation.)
535.4 meters; 560 kilocycles.
Operates on Eastern War Time.
Agency Commission
Agency commission 15% to recognized agencies on net charges for station time only. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network) and Quaker Network.
Rates include charges by owners of music copyrights.

CLASS "A"		CLASS "B"		CLASS "C"	
(8:00 p.m. to 10:30 p.m.)		(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)		(11:00 p.m. to sign-off and before 9:00 a.m.)	
1 hr.	330.00	130.00	260.00	100.00	300.00
1/2 hr.	200.00	190.00	180.00	170.00	150.00
1/4 hr.	120.00	114.00	108.00	102.00	90.00
5 minutes	60.00	57.00	54.00	51.00	45.00
One minute electrical transcription or 100 words	44.00	41.50	39.50	37.40	33.00

CLASS "B"		CLASS "C"	
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)		(11:00 p.m. to sign-off and before 9:00 a.m.)	
1 hr.	200.00	190.00	180.00
1/2 hr.	120.00	114.00	108.00
1/4 hr.	72.00	68.40	64.80
5 minutes	36.00	34.20	32.40
One minute electrical transcription or 100 words	24.00	22.80	21.60

CLASS "C"	
(11:00 p.m. to sign-off and before 9:00 a.m.)	
1 hr.	132.00
1/2 hr.	80.00
1/4 hr.	48.00
5 minutes	24.00
One minute electrical transcription or 100 words	16.00

ANNOUNCEMENTS
Announcements are limited to 100 words of live copy or a one minute transcription.
Announcements at station breaks adjacent to higher time classifications are charged at rate of higher classification.
Station break announcements: Limited to 30 words live or 16 second transcription:
Class "A," net..... 38.00
Class "B," net..... 22.00
Class "C," net..... 16.00

DISCOUNTS
Frequency discounts are allowed retroactively on the total number of broadcasts within a year. If contract is renewed for identical service, without interruption, beyond a 52 week period, the same earned rate will be allowed for the duration of such extended, continuous service, as the rate earned for the original 52 week term. This provision shall not apply, however, for more than 52 weeks from the effective date of any revision of rates or discounts. Announcements, five minute programs, and participating programs may not be combined to earn increased discounts. All rates are guaranteed for one year only from date of first broadcast with or without interruption.

SPECIAL FEATURES
"Everywoman's Club of the Air"—Participation program, Monday through Friday. Copy limit two minutes. Per participation 40.00 (5.00 for talent included). Entire charge commissionable.
News: Regular rates apply plus 5% of earned time rate. Entire charge commissionable.

ELECTRICAL TRANSCRIPTIONS
When the station provides the advertiser with transcribed and recorded program material, charges are made as follows:

5 minutes.....	1.50	3/4 hour.....	5.50
1/4 hour.....	3.50	1 hour.....	6.00
1/2 hour.....	4.00		

TALENT
Available announcers may be selected by the advertiser from the station's announcing staff at established fees. When an announcer is required to broadcast the advertiser's entire show he is considered talent. Talent rates on request. No charge for run of schedule announcers.

REMOTE CONTROL
Rates and details on request.
Contract and Other Requirements
Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification.
Station reserves the right to eliminate, without notice or consent, all or parts of programs and announcements which it may consider contrary to its policy or interest.

Length of copy may not exceed copy limits specified by the code of the National Association of Broadcasters.
Neither program periods nor announcement periods may be combined with corresponding services used by the same advertiser on the station's FM transmitter to earn larger discounts or for any other reason.
Time availabilities are quoted subject to station's approval of program, talent and commercial copy.
Closing Time
Closing date is one week in advance of broadcast. No changes in broadcast material or facilities will be accepted later than 48 hours preceding program time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral recordings.
Personnel
Pres. & Gen'l Mgr.—Roger W. Clipp.
Sales Director—John E. Surrick.
Representatives
The Katz Agency, Inc.

WHAT
(Established 1925)



Rates effective March 1, 1944. (Card No. 14.)
Owned and operated by the Independence Broadcasting Company.
Business Office and Studio—539 Ledger Bldg., Seventh and Chestnut Sts., Philadelphia 6, Pa.
Transmitter—Hotel Philadelphia, Philadelphia, Pa.
Wave—Power—Time
Operating power—100 watts.
235.9 meters; 1340 kilocycles.
Divides time with station WFIL.
Operates on Eastern War Time.
Agency Commission
Agency commission 15% to recognized agencies on time rates only; no cash discount. Bills payable weekly.

General Advertising

	28	52	104	208	312
1 hr.	75.00	71.25	67.50	63.75	60.00
1/2 hr.	42.50	40.37	38.25	36.12	34.00
1/4 hr.	25.00	23.75	22.50	21.25	20.00
5 minutes	10.00	9.50	9.00	8.50	8.00

ANNOUNCEMENTS

	28	52	104	208	312
125 words or 1 minute transcription	4.50	4.27	4.05	3.82	3.60

Package Rates

Six 15 minute periods per week.....	75.00
Six 5 minute periods per week.....	42.50

Discounts for Package Rates

13 weeks.....	5%	39 weeks.....	10%
26 weeks.....	7-1/2%	52 weeks.....	15%

Foreign language programs: Lithuanian, Polish, Jewish, Italian. Frequency discount does not apply to foreign language broadcasts.

SPECIAL FEATURES
Rates and details on request.
CHURCHES, CIVIC EVENTS, ATHLETIC CONTESTS, ETC.
Broadcasts of a nature other than definite commercial are charged at special net rates, available upon application to station management.
POLITICAL TALKS
Rates on request.

TALENT
Rates on request. No discounts.
REMOTE CONTROL
Equipped to handle remote broadcasts. Subject to extra charges for line and mechanical costs.
SERVICE FACILITIES
Service of program department available in arranging and presenting programs.
(This listing continued on next page)

A Penny A Person Per Year!

STATION REPORT

Station: **WOAS** Location: **PHILA.**
Power: **250 W** Frequency: **1400 kc.**

STATE	COUNTY	RADIO FAMILIES
Penna.	Chester	29,880
	Montgomery	68,541
	Bucks	26,447
	Delaware	77,844
	Philadelphia	487,715
N. J.	Burlington	22,998
	Camden	64,075
	Gloucester	17,920
	Salem	10,198
RADIO FAMILIES IN WDAS PRIMARY AREA		805,618

RECOMMENDED PROGRAMS

2 One-minute spot announcements, Mondays through Saturdays, in each of the following programs:
Merry-Go-Round, Jr.—7 to 10 A.M.
Merry-Go-Round, Sr.—2 to 4:30 P.M.
WDAS Total Audience Rating Per Day
For Above Programs: 3.6

Weekly Audience: 174,012 Radio Homes
Cost Per Day (4 announcements): \$24.00
Cost Per Week (24 announcements): \$144.00
Cost per Home per Week: 1/12 of 1c
Cost per Year: \$1,728.00
Cost per Home per Year: 4 1/3c

Any way you figure it—Hooper—Crossley—Pulse of New York—Robinson's Radio Reckoner—you can reach your radio families in America's third largest market—over WDAS—on the basis of 4 pennies per family—a penny a person per year! Other low-cost, sales-producing availabilities include "Band Hotel" (12 Noon to 2 P.M.), "Hits of the Day" (6 to 7 P.M.), "Musical Hour" (11 A.M. to 12 Noon, and 11 P.M. to 12 Midnight), News On The Hour Every Hour.

PENNSYLVANIA—Cont'd

PHILADELPHIA—Continued

W T E L—Continued

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate on local channel. Divides time with station WHEAT.
Operates on Eastern War Time.
Agency Commission
Agency commission 15% to recognized advertising agencies. Commission also applies on talent. 52 or General Advertising 1 tl. 13 tl. 28 tl. more tl.

FOREIGN LANGUAGE PROGRAMS
Polish: Monday 8:30 a.m. to 9:00 a.m. and 7:30 p.m. to 8:00 p.m.; Tuesday 8:30 a.m. to 9:00 a.m. and 7:30 p.m. to 8:00 p.m.; Wednesday 8:30 a.m. to 9:00 a.m. and 7:30 p.m. to 8:30 p.m.; Thursday 8:30 a.m. to 9:00 a.m. and 7:00 p.m. to 8:00 p.m.; Friday 8:30 a.m. to 9:00 a.m. and 7:30 p.m. to 9:00 p.m.; Saturday 8:30 a.m. to 9:00 a.m.; Sunday 1:00 p.m. to 2:00 p.m. and 5:00 p.m. to 8:30 p.m.
Lithuanian: Wednesday 7:00 p.m. to 7:30 p.m.; Saturday 8:00 p.m. to 9:00 p.m.
Italian: Monday through Saturday, 11:30 a.m. to 1:00 p.m.; Sunday 12:30 p.m. to 1:00 p.m.
Ukrainian: Saturday, 5:00 p.m. to 5:30 p.m.
Greek: Sunday 7:30 p.m. to 8:00 p.m.
Jewish: Monday through Saturday, 6:30 p.m. to 7:00 p.m.
Albanian: Saturday, 7:00 p.m. to 7:30 p.m.

ANNOUNCEMENTS
Price quoting permitted to a limited degree. Copy subject to approval. 100 word announcements.
ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to transcribed programs.
REMOVAL CONTROL
Facilities are available for remote broadcasts. Station rates plus line charges.
Contract and Other Requirements
Rates are for station time only. Talent or program costs extra.
Closing Time
Arrangements for broadcast must be made at least two days in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel
President—E. Douglas Hibbs.
General Manager—Henry N. Cocker.

FM STATIONS

W C A U—(FM)

Rate card issued August 1, 1942. (Card No. 3.)
Owned and operated by WCAU Broadcasting Co. Business Office and Studio—1622 Chestnut St., Philadelphia, Pa.
Transmitter—1516 Walnut St., Philadelphia, Pa.
Wave—Power—Time
Operating power—10,000 watts.
Frequency—46900 kilocycles.
Operates on Eastern War Time.
Operating schedule: 8:00 p.m. to 11:00 p.m.
Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.
General Advertising
Number of times and weeks are computed retroactively within a fiscal year to earn minimum rates. If a contract runs without interruption, after a term of 52 weeks, the advertiser's earned rate will continue.
Programs of five minutes or more may be combined to earn lowest quantity rate.
Announcements, strip units and programs of five minutes or more are considered in different classifications and cannot be combined for lower rate purposes.

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 15 min, 5 min) and rates for Class A and Class B.

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 15 min, 5 min) and rates for Class A and Class B.

ANNOUNCEMENTS
CLASS "A"
(After 5:59 p.m.)
1 tl. 26 tl. 52 tl. 104 tl. 208 tl. 312 tl.
30 words..... 5.00 4.75 4.50 4.25 4.00 3.75

CLASS "B"
(Before 5:59 p.m.)
30 words..... 2.50 2.38 2.25 2.13 2.00 1.88
125 word announcements or one minute transcriptions accepted in participating programs only. Rates are same as 30 word announcements.

TRANSCRIPTIONS AND NEWS
Musical transcriptions and news service are available at the following rates:
5 minutes, per program..... 1.00
15 minutes, per program..... 2.00
30 minutes, per program..... 3.00
45 minutes, per program..... 4.00
60 minutes, per program..... 5.00
SERVICE FACILITIES
Program department plans and produces complete radio features and program ideas; serves in an advisory capacity when desired.
TALENT
May be furnished by station. Rates on request.

Contract and Other Requirements
Announcements are accepted only during station breaks, copy not to exceed 30 words. Commercial copy on all programs is limited as follows: 5 minute programs, 1 minute; 15 minute programs, 2 minutes; 30 minute programs, 3 minutes; 45 minute program, 4 minutes; 60 minute programs, 5 minutes. Total copy can be divided into as many parts as desired but no one part can exceed one minute in length. Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification.

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

W F I L—(FM)

(Established 1941)



Rates received March 30, 1942.
Owned and operated by WFIL Broadcasting Company. Business Office and Studio—Widener Bldg., Philadelphia 7, Pa., Biltmorehouse 5900.
Transmitter—Widener Bldg., Philadelphia, Pa.
Wave—Power—Time
Operating power—10,000 watts.
Frequency 45300 kilocycles.
Licensed to operate full time.
Actual operating schedule: 8:00 p.m. to 9:00 p.m.
Agency Commission
Agency commission 15% to recognized agencies. No cash discount. Bills are due and payable when rendered.

General Advertising CLASS "A"
(After 6:00 p.m.)
1 1/4 1/2 1/4 5 80
hour hour hour min. (*) words

Table with columns for time slots (1 time, 26 times, 52 times, 104 times, 208 times, 312 times) and rates for Class A and Class B.

CLASS "B"
(Before 6:00 p.m.)
1 time..... 25.00 20.00 15.00 10.00 5.00 2.50 2.50
26 times..... 23.75 19.00 14.25 9.50 4.75 2.38 2.38
52 times..... 22.50 18.00 13.50 9.00 4.50 2.25 2.25
104 times..... 21.25 17.00 12.75 8.50 4.25 2.13 2.13
208 times..... 20.00 16.00 12.00 8.00 4.00 2.00 2.00
312 times..... 18.75 15.00 11.25 7.50 3.75 1.88 1.88
(*) 125 words or one minute transcription in participating periods only.

DISCOUNTS
Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. Programs of five minutes and longer may be combined to earn discounts. Rates guaranteed for one year from date of first broadcast with or without interruption. No contract to exceed one year's duration.

SPECIAL FEATURES
Musical transcriptions and news service available at the following rates:
5 minutes, per program..... 1.00
15 minutes, per program..... 2.00
30 minutes, per program..... 3.00
15 minutes, per program..... 4.00
60 minutes, per program..... 5.00

TALENT
Talent can be furnished by station or client. Special announcers and sound effects men available through the station. Rates on request.
Contract and Other Requirements
Availability rates are quoted subject to station's approval of program and talent. Neither program periods nor announcement periods may be combined with corresponding services used by the same advertiser on the station's AM transmitter to earn larger discounts or for any other reason.
Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification. Station reserves the right to eliminate all or parts of programs and announcements which it may consider contrary to its policy or interest, without notice or consent.
Program content must be approved in its entirety and must meet requirements of station. Commercial copy limited as follows: 5 minute programs, 1 minute; 15 minutes, 2 minutes; 30 minutes, 3 minutes; 60 minutes, 5 minutes.
Representatives None.

W I P—(FM)

(Established 1942)

Rates issued April 20, 1944. (Card No. 2.)
Owned and operated by Pennsylvania Broadcasting Company, Inc. Business Offices and Studios—35 S. Ninth St., Philadelphia 7, Pa.
Transmitter—35 S. Ninth St., Philadelphia, Pa.
Wave—Power—Time
Operating power—1,000 watts.
Frequency—44900 kilocycles.
Licensed to operate full time.
Operating schedule: 8:00 p.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies. No cash discount.

General Advertising
Following rates include time charge and regular announcer.
CLASS "A"
(After 8:00 p.m.)
1 tl. 26 tl. 52 tl. 104 tl. 208 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..... 20.00 19.00 18.00 17.00 16.00 15.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"
(Before 8:00 p.m.)
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..... 10.00 9.50 9.00 8.50 8.00 7.50
5 minutes 5.00 4.75 4.50 4.25 4.00 3.75

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts made within a year. Programs of five minutes or longer may be combined to earn discounts.

ANNOUNCEMENTS

CLASS "A"
(After 6:00 p.m.)
1 tl. 26 tl. 52 tl. 104 tl. 208 tl. 312 tl.
30 words..... 5.00 4.75 4.50 4.25 4.00 3.75

CLASS "B"
(Before 6:00 p.m.)
30 words..... 2.50 2.38 2.25 2.13 2.00 1.88

SPECIAL FEATURES

Musical transcriptions and news service are available at the following rates:
5 minutes, each..... 1.00 30 minutes, each..... 3.00
15 minutes, each..... 2.00 60 minutes, each..... 5.00

TALENT

Details on request. Sound effect equipment and operators available. Rates on request.

REMOTE CONTROL

Complete facilities available. Mobile unit available for on-the-spot broadcasts. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcribed programs accepted at all hours at regular rates. Recording equipment available. Rates on request.

SERVICE FACILITIES

Program department available for arranging, preparing and presenting programs, also serve in an advisory capacity when desired.

Contract and Other Requirements

Availability rates quoted subject to station approval of program and talent. Neither program periods nor announcement periods may be combined with corresponding services used by same advertiser on station's AM transmitter (WIP) to earn larger discounts, or for any other reason. Station reserves right to eliminate all parts of programs or announcements which it may consider contrary to its policy or interests, without notice or consent. All program material is subject to federal, state and municipal decisions, laws and regulations now and hereafter made in and force. Total copy may be divided into as many parts as desired, but no one part may exceed one minute in length. Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification. Commercial copy is limited as follows: 5 minute program, 1 minute; 15 minute, 2 minutes; 30 minute, 3 minutes; and 60 minute, 5 minutes.

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

W P E N—(FM)

(Established 1942)

Owned and operated by Wm. Penn Broadcasting Co. Business Office and Studio—1528 Walnut St., Philadelphia 2, Pa., Pennypacker 9490, Race 4008. Transmitter—1528 Walnut St., Philadelphia, Pa.

Wave—Power—Time
Operating power—3,000 watts.
Frequency—47300 kilocycles.
Licensed to operate full time.
Operating schedule: 2:00 p.m. to 11:00 p.m.

Agency Commission
15% commission to recognized advertising agencies on station time only; no cash discount. No commission on talent or production charges. Bills due and payable when rendered.

General Advertising

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 15 min, 5 min) and rates for Class A and Class B.

CLASS "A"
(After 8:00 p.m.)
1 tl. 26 tl. 52 tl. 104 tl. 208 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..... 20.00 19.00 18.00 17.00 16.00 15.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"
(Before 8:00 p.m.)
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..... 10.00 9.50 9.00 8.50 8.00 7.50
5 minutes 5.00 4.75 4.50 4.25 4.00 3.75

TALENT
Rates and details on request. Sound effect equipment and operators available—rates on request.

TRANSCRIPTIONS

Accepted at all hours at regular rates. Recording equipment available—rates on request.

SERVICE FACILITIES

Program department available for arranging, preparing and presenting programs.

Contract and Other Requirements

Availability rates quoted subject to station's approval of program and talent. Neither program periods nor announcement periods may be combined with corresponding services used by same advertiser on station's AM transmitter to earn larger discounts or for any other reason. Right reserved to eliminate all or parts of programs and announcements station considers contrary to station's policy or interest, without notice or consent. Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification. Commercial copy limited as follows: 5 minute programs, 1 minute; 15 minutes, 2 minutes; 30 minutes, 3 minutes; 60 minutes, 5 minutes.

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

PITTSBURGH

(Allegheny County)

KDKA

(Established 1920)

Rates effective March 15, 1944. (Card No. 3-A.)
Owned and operated by Westinghouse Radio Stations Inc.
Studio and Office—Grant Building, Pittsburgh, Pa., Grant 4200.
Transmitter—Allison Park, Hampton Township, Pa.
Wave—Power—Time
Operating power—50,000 watts.
294.1 meters; 1020 kilocycles.
Licensed to operate full time on cleared national channel. Operates on Eastern War Time.
Actual operating schedule: Week days 8:30 a.m. to 1:00 a.m. Sunday 8:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies, on net charges for station time. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising

Commitments made prior to the effective date of card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after March 15, 1944, at card 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 the effective date of rate card will apply to extensions of said commitments for any period or periods up to and including March 14, 1945, for the same series continuously used. Rates on the card are applicable to all new broadcast series ordered on and after the effective date of the card.
The rate of discount or the rebate 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 and the contract is cancelled for this reason.
For combination rates see listing of National Broadcasting Company (Basic Network).
The following rates include charges by owners of music copyrights.
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

CLASS "A"
(8:00 p.m. to 10:30 p.m.)

1 hour.....	560.00
1/2 hour.....	336.00
1/4 hour.....	234.00
10 minutes.....	187.00
5 minutes.....	112.00

CLASS "B"
(12:00 noon to 8:00 p.m. Sunday only)

1 hour.....	420.00
1/2 hour.....	252.00
1/4 hour.....	168.00
10 minutes.....	140.00
5 minutes.....	84.00

CLASS "C"
(10:30 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m. exclusive of Sunday afternoon)

1 hour.....	280.00
1/2 hour.....	168.00
1/4 hour.....	112.00
10 minutes.....	94.00
5 minutes.....	56.00

CLASS "D"
(12:00 midnight to 9:00 a.m.)

1 hour.....	187.00
1/2 hour.....	112.00
1/4 hour.....	75.00
10 minutes.....	63.00
5 minutes.....	38.00

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. Contracted value of local time at gross rates:
Less than 112.00 weekly..... None
112.00 or more but less than 234.00 weekly 2-1/2%
224.00 or more but less than 336.00 weekly 5%

336.00 or more but less than 448.00 weekly 7-1/2%
448.00 or more but less than 560.00 weekly 10%
560.00 or more but less than 672.00 weekly 12-1/2%
672.00 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. An expansion of the same series or the substitution of a new series representing an increased weekly expenditure shall be entitled to the rebates established by the original series provided there is no lapse, otherwise each additional series shall establish separate rebate years.
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," and "D" 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 PROGRAMS

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 may be combined with cooperative program participations to earn lower frequency rates. Announcement service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rates or the frequency rate applicable to that portion of the service which continues. Station break announcements excluded from foregoing.

Announcements

(6:00 p.m. to 10:30 p.m.)	
1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (*)	
1 minute.....	60.00 57.00 54.00 51.00 48.00 45.00
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)	
1 minute.....	30.00 28.50 27.00 25.50 24.00 22.50
(12:00 midnight to 7:00 a.m.)	
1 minute.....	20.00 19.00 18.00 17.00 16.00 15.00

Station Breaks: Live announcements—limited to 25 words or less; transcriptions limited to 15 seconds or less:

6:00 p.m. to 10:30 p.m., net.....	60.00
7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight, net.....	30.00
12:00 midnight to 7:00 a.m., net.....	20.00

Cooperative Features
Home Forum—Evelyn Gardiner—Monday through Friday; available to non-competitive producers and manufacturers of food products and home equipment. Commercial continuity prepared by program director from material supplied by client. Transcriptions not acceptable:

Announcements

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (*)	
Per participation.....	85.00 61.75 58.50 55.25 52.00 48.75

(* 300 or more times.
Shopping Circle—Janet Ross—Monday through Saturday; available to non-competitive manufacturers of toilet goods, wearing apparel, etc. Commercial continuity prepared by program director from material furnished by client. Transcriptions not acceptable:

Announcements

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (*)	
Per participation.....	50.00 47.50 45.00 42.50 40.00 37.50

SPECIAL FEATURES

KDKA Farm Hour—8:00 a.m. to 7:00 a.m., Monday through Saturday. Transcriptions accepted:
1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (*)
1 minute announcements..... 20.00 19.00 18.00 17.00 16.00 15.00
(* 300 or more times.

TRANSCRIPTIONS
Regular rates apply.

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 the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event client specifies a particular announcer or except where a fee is required by any governing labor organization.

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.
Time of broadcasts 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 on 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 without two weeks preceding broadcast.

Mechanical Program Equipment

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

Personnel

Manager—Joseph E. Baudino
Sales Manager—Frank V. Webb
Representatives
National Broadcasting Company, Inc

KQV

(Established 1919)

Rates received April 11, 1945.
Owned and operated by Allegheny Broadcasting Corp. Business Office—Union Trust Bldg., Pittsburgh, Pa. Studio—Chamber of Commerce Bldg., Pittsburgh, Pa., Atlantic 6802.
Transmitter—1459 Crane Road, 20th Ward, Pittsburgh, Pennsylvania.
Wave—Power—Time
Operating power—1,000 watts.
212.8 meters; 1410 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Actual operating schedule: Week days 7:00 a.m. to 12:30 a.m. Sundays 9:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on station time only to agencies recognized. No cash discount. Bills payable weekly following broadcast.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).

CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and after 4:00 p.m. Sundays)

1 ti. 13 ti. 28 ti. 52 ti. 104 ti. 300 ti.	
1 hour.....	300.00 285.00 270.00 255.00 240.00 225.00
1/2 hour.....	180.00 171.00 162.00 153.00 144.00 135.00
1/4 hour.....	120.00 114.00 108.00 102.00 96.00 90.00
5 minutes 60.00 57.00 54.00 51.00 48.00 45.00	

CLASS "B"
(12:00 noon to 4:00 p.m. Sundays)

1 hour.....	225.00 213.75 202.50 191.25 180.00 168.75
1/2 hour.....	135.00 128.25 121.50 114.75 108.00 101.25
1/4 hour.....	90.00 85.50 81.00 76.50 72.00 67.50
5 minutes 45.00 42.75 40.50 38.25 36.00 33.75	

CLASS "C"
(10:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

1 hour.....	150.00 142.50 135.00 127.50 120.00 112.50
1/2 hour.....	90.00 85.50 81.00 76.50 72.00 67.50
1/4 hour.....	60.00 57.00 54.00 51.00 48.00 45.00
5 minutes 30.00 28.50 27.00 25.50 24.00 22.50	

(This listing continued on next page)



PITTSBURGH—
all wrapped up for you—
WE DELIVER!

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

PENNSYLVANIA—Cont'd

PITTSBURGH—Continued
K Q V—Continued

CLASS "D"
(*12:00 midnight to 10:00 a.m.)
1 hour... 75.00 71.25 67.50 63.75 60.00 56.25
1/2 hour... 45.00 42.75 40.50 38.25 36.00 33.75
1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. week days and all day Sunday)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 300 ti.
1 minute transcription or 100 words... 30.00 28.50 27.00 25.50 24.00 22.50
30 word, maximum station break... 22.50 21.38 20.25 19.12 18.00 16.88

SPECIAL FEATURES
Women's Exchange (Jane Gibson): 1:30 p.m. to 1:45 p.m., Monday through Friday commissionable; base rate 25.00.

Discounts
10 to 24 announcements... 2-1/2%
25 to 49 announcements... 5%
50 to 99 announcements... 7-1/2%
100 to 299 announcements... 12-1/2%

Weather forecasts, temperature reports and time signals charged at regular announcement rates.
POLITICAL TALKS OR POLITICAL PROGRAMS
No quantity discounts. Payable in advance.

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. All material must conform to the standards of the station.

Closing Time
All programs close one week in advance of broadcast

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-table for vertical and lateral cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.—G. S. (Pete) Wasser.
Sales Manager—James Murray.
Promotion Manager—Ben Edson.

Representatives
Spot Sales, Inc.

WCAE
(Established 1923)



Rates effective June 15, 1945. (Card No. 13.)
Card received April 12, 1945.

Owned and operated by WCAE, Inc.
Affiliated with the Pittsburgh Sun-Telegraph.
Business Office and Studio—Hntel William Penn.
Pittsburgh 80, Pa., Atlantic 6900.
Transmitter—Baldwin Township, Allegheny County, Pennsylvania.

Wave—Power—Time
Operating power—5,000 watts.
240.0 meters; 1250 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 2:00 a.m.; week days 6:45 a.m. to 2:00 a.m.

Agency Commission
15% to recognized advertising agencies only on net time charges; no cash discount. Bills due and payable on the 10th of the month following broadcast.

General Advertising
For combination rates see listing of Mutual Broadcasting System.
In order to earn rates quoted, contracts must be completed within 12 months.
3/4 hour rate is 82% of the hourly rate in each classification.

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

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 300 ti.
1 hour... 475.00 451.25 427.50 403.75 380.00 356.25
1/2 hour... 300.00 285.00 270.00 255.00 240.00 225.00
1/4 hour... 190.00 180.50 171.00 161.50 152.00 142.50
10 minutes 150.00 142.50 135.00 127.50 120.00 112.50
5 minutes 95.00 90.25 85.50 80.75 76.00 71.25

(*12:00 midnight to 9:00 a.m.)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 300 ti.
1 hour... 158.34 150.42 142.50 134.58 126.67 118.76
1/2 hour... 100.00 95.00 90.00 85.00 80.00 75.00
1/4 hour... 63.34 60.17 57.00 53.84 50.67 47.51
10 minutes 50.00 47.50 45.00 42.50 40.00 37.50
5 minutes 31.66 30.08 28.49 26.91 25.33 23.75

(* Service available only if regularly scheduled program precedes or follows.
Announcements and programs cannot be combined to earn frequency discounts.

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.
(6:00 p.m. to 11:00 p.m. and Sunday until 11:00 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 300 ti.
100 words or 1 minute electrical transcription 48.00 45.60 43.20 40.80 38.40 36.00 33.60
50 words or less (live or electrical transcription) 30.00 28.50 27.00 25.50 24.00 22.50 21.00

SPECIAL FEATURES
Programs in either Morning Express, Tune Factory or Midnight Express cannot be combined with programs in other time classifications to secure greater frequency discount.

Frequency discounts listed for "Morning Express," "Tune Factory" and "Midnight Express" apply only to uninterrupted schedules.
Morning Express: Broadcast prior to 9:00 a.m. daily except Sunday. Announcement participation—not subject to any discount or earned rate. However, Morning Express announcements can be combined with other announcements for computing frequency discounts on the other announcements.

*75 words, 14 or more times, each... 7.50
*125 words, or one minute transcription, 14 or more times, each... 15.00
(* Rates do not apply to station break announcements.

Unit sponsorship: each unit exclusive to one advertiser; six days weekly.
Six days per week:

1 hour 500.00 475.00 450.00 425.00 400.00
1/2 hour 300.00 285.00 270.00 255.00 240.00
1/4 hour 200.00 190.00 180.00 170.00 160.00

Five times weekly (Monday through Friday):
1 strip 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.
weekly... 160.00 152.00 144.00 136.00 128.00
2 strips weekly... 310.00 294.50 279.00 263.50 248.00

Six times weekly (if Saturday is available):
1 strip weekly... 180.00 171.00 162.00 153.00 144.00
2 strips weekly... 345.00 327.75 310.50 293.25 276.00

Other news strip—rates on request.
News: Leased wire service—rates on request.
Temperature, time signals, and weather announcements—rates on request.

POLITICAL
Cash in advance.
A 10% handling charge will be made on all AFRA fees for talent used when the client or agency desires station to pay the talent. In the event that talent is paid direct, the 10% charge will not be made.

SERVICE FACILITIES
Full time merchandising staff.
Program charges (artists, orchestra, continuity, etc.) are in addition to station charges.

Contract and Other Requirements
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. All contracts subject to cancellation unless programs start within 30 days.

Closing Time
Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.
Programs close one week in advance of broadcast

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—Leonard Kapper.
Station Manager—R. Clifton Daniel.
Promotion Manager—Mitchell B. DeGroot, Jr.

Representatives
The Kats Agency, Inc.

WJAS
(Established 1921)

Owned and operated by Pittsburgh Radio Supply House.
Studio and Offices—Chamber of Commerce Building, Pittsburgh 19, Pa.
Transmitter—1459 Crane Road, 20th Ward, Pittsburgh, Pennsylvania.

Wave—Power—Time
Operating power—5,000 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Actual operating schedule: Week days and Sundays 7:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies on time charges only. Bills payable weekly following broadcast. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

(6:00 p.m. to 11:00 p.m. week days and after 12:00 noon Sunday)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 300 ti.
1 hour... 384.00 364.80 345.60 326.40 307.20 288.00
1/4 hour... 240.00 228.00 216.00 204.00 192.00 180.00
5 min... 150.00 142.50 135.00 127.50 120.00 105.00

(9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)
1 hour... 192.00 182.40 172.80 163.20 153.60 144.00
1/2 hour... 120.00 114.00 108.00 102.00 96.00 84.00
1/4 hour... 75.00 71.25 67.50 63.75 60.00 52.50
5 min... 45.00 42.75 40.50 38.25 36.00 31.50

(* Service available only if regularly scheduled program precedes or follows)

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

1 ti. 26 ti. 100 ti. 300 ti. 800 ti.
1 minute transcription... 45.00 42.75 40.50 38.24 36.00
Station break (maximum 40 words) 28.00 26.50 25.00 23.50 22.00

Local announcements tied to network broadcasts will be charged for at station break rates.
POLITICAL TALKS OR POLITICAL PROGRAMS
Payable in advance. No quantity discounts.

SPECIAL FEATURES
Weather forecasts, temperature reports and time signals take regular announcement or station break rates.

TALENT
Rates on application.

REMOTE CONTROL
Advertiser pays installation and line charges on remote control.

SERVICE FACILITIES
Service of program department available for arranging and presenting programs.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical or lateral recordings.

Personnel
President—H. J. Brennen.
Vice-Pres. & Mgr.—H. Kenneth Brennen.
Representatives
William G. Rambeau Company.

WWSW



Rates effective November 1, 1945.
Owned and operated by WWSW, Inc.
Studio—Atop Hotel Keystone, Pittsburgh, Pennsylvania, Grant 5200.
Transmitter—Pittsburgh, Pennsylvania.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 24 hours daily.

Agency Commission
Agency commission 15% to recognized agencies on net charges for station time. No cash discount. Bills due and 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 ti. 13 ti. 26 ti. 52 ti. 104 ti.
1 hour 125.00 118.75 112.50 106.25 100.00 93.75
1/2 hour 75.00 71.25 67.50 63.75 60.00 56.25
1/4 hour 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

(6:00 p.m. to 8:00 p.m. and before 1:00 p.m. Sundays)
1 hour 80.00 76.00 72.00 68.00 64.00 60.00
1/2 hour 50.00 47.50 45.00 42.50 40.00 37.50
1/4 hour 30.00 28.50 27.00 25.50 24.00 22.50
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

(9:00 a.m. to 6:00 p.m.)
1 hour 70.00 66.50 63.00 59.50 56.00 52.50
1/2 hour 40.00 38.00 36.00 34.00 32.00 30.00
1/4 hour 25.00 23.75 22.50 21.25 20.00 18.75
5 minutes 12.50 11.87 11.25 10.62 10.00 9.38

(*) Service available only if a regularly scheduled program precedes or follows.

(This listing continued on next page)

Carry the answers with you
SRDS fits your brief case . . . helps answer your client's questions on markets and media.

PITTSBURGH—Continued

WWSW—Continued

ANNOUNCEMENTS

(8:00 p.m. to 10:30 p.m. week days and after 1:00 p.m. Sundays)

Table with 4 columns: Time slots (1 ti., 13 ti., 26 ti., 52 ti., 100 ti.), and corresponding rates for 150, 100, 75, and 50 words.

(6:00 p.m. to 8:00 p.m. week days and before 1:00 p.m. Sundays)

Table with 4 columns: Time slots (1 ti., 13 ti., 26 ti., 52 ti., 100 ti.), and corresponding rates for 150, 100, 75, and 50 words.

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

Table with 4 columns: Time slots (1 ti., 13 ti., 26 ti., 52 ti., 100 ti.), and corresponding rates for 150, 100, 75, and 50 words.

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

Table with 4 columns: Time slots (1 ti., 13 ti., 26 ti., 52 ti., 100 ti.), and corresponding rates for 150, 100, 75, and 50 words.

(*) Service available only if a regularly scheduled program precedes or follows.

Table showing announcement service rates for 1, 2, and 3 times daily, per week.

SPECIAL FEATURES

Baseball, football, hockey, basketball and all special sporting events, rates on request. Alarm Clock: Daily except Sunday, 7:30 a.m. to 8:30 a.m., participating program for non-competitive products; regular rates apply. Blessed Eviester: Daily, 10:30 a.m. to 11:00 a.m., daily announcement service, per week 45.00. 1500 Club—12:00 midnight to 6:00 a.m., non-competitive participating, per week 75.00.

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.

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—Fred Joyner. Representatives Forjoe & Company.

FM STATIONS

WTNT—(FM)

(Established 1944)



Rates effective January 1, 1944. Owned and operated by WWSW, Inc. Business Office and Studio—Hotel Keystone, Pittsburgh, Pa.

Wave—Power—Time Operating power—3,000 watts. 44700 kilocycles. Licensed to operate full time. Operating schedule: 12:30 p.m. to 12:00 midnight.

Table showing general advertising rates for 1, 1/2, and 5 minutes, and station break announcements.

DISCOUNTS

Table showing discounts for different number of times (13 to 25 times, 26 to 39 times, etc.)

SPECIAL FEATURES

Rates on request. TRANSCRIPTIONS Transcription library services available.

Personnel Manager—Frank R. Smith. Sales Manager—Tom Price. Representatives Forjoe & Company.

READING

(Berks County)

WEEU

(Established 1931)



Rates effective January 1, 1941.

Owned and operated by Berks Broadcasting Company. Business Office and Studio—533 Penn Street, Reading, Pa., telephone 7385.

Transmitter—Spring Township, Berks County, Pa. Wave—Power—Time Operating power—1,000 watts. (100% modulation—automatic crystal control.) 352.9 meters; 850 kilocycles.

Licensed to operate on cleared national channel Operates on Eastern War Time. Actual operating schedule: Week days and Sundays local sunrise to sunset.

Agency Commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount. Invoices mailed monthly.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementaries). The following rates are for national advertising.

Large table showing advertising rates for various time slots (1 hr., 1/2 hr., 10 min., 5 min.) and days.

Charged for at night rates. ANNOUNCEMENTS (6:00 p.m. to 6:00 a.m. week days)

Table showing announcement rates for 3 min., 1 min., and 1/2 min. spots.

Charged for at night rates. POLITICAL SPEECHES General advertising rates apply. Payment of all charges must be made in advance.

Class "A" rates apply all day Sunday. SPECIAL FEATURES Friendly Club: Daily at 9:00 a.m. Sponsor participation, one or three minute announcement at regular announcement rate. 850 Club: 7:15 a.m. to 8:00 a.m. daily. Sponsor participation—one minute announcement; six days per week 25.00.

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.

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—Joseph M. Nassau. National Sales Manager—Robert G. Magee. Representatives George P. Hollingbery Company.

WRAW

(Established 1921)



Rates effective January 1, 1941.

Owned and operated by Reading Broadcasting Company, Inc. Studio—533 Penn Street, Reading, Pa., telephone 7386.

Transmitter—Sixth and Penn Streets, Reading, Pa. Wave—Power—Time Operating power—250 watts. (100% modulation.) 283.9 meters; 1840 kilocycles.

Licensed to operate on local channel. Operates on Eastern War Time. Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies. Commission does not apply on talent. No cash discount. Invoices made weekly.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Supplementaries). The following rates apply to national advertising.

Table showing advertising rates for various time slots (1 hour, 1/2 hour, 10 min., 5 min.) and days.

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

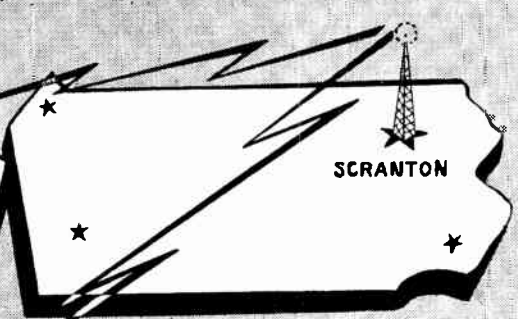
Table showing announcement rates for 3 minutes, 1 minute, and chain break.

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

MUSICAL CLOCK: Musical Clock: 8:00 a.m. to 9:00 a.m.; Thru the Arcade: 1:00 p.m. to 2:00 p.m.; Dine and Dance: 6:00 p.m. to 7:00 p.m. It's in the Bag: 10:00 a.m. to 11:00 a.m., Monday through Friday; participation for food marketers—rates on request. Time signals—rates on request. (This listing continued on next page)

Choose the BLUE NETWORK Station Covering Scranton— Pennsylvania's Largest PAYROLL-INCREASE Area

Large stylized 'WARM' logo.



The Scranton Area is Pennsylvania's 3rd Market. To reach the buyers of this vital region choose the BLUE Network Station for Scranton... WARM.

For further information consult— GEORGE P. HOLLINGBERY CO., National Representatives

PENNSYLVANIA—Cont'd

READING—Continued

W R A W—Continued

TALENT

Rates on request. Mechanical Program Equipment. Equipped to handle programs by electrical transcription...

SCRANTON

(Lackawanna County)

W A R M

(Established 1940)



BLUE NETWORK STATION

Rates effective January 1, 1941. Owned and operated by Union Broadcasting Co. Business Office and Studios—Select Building, Washington Avenue, Scranton, Pa.

Wave—Power—Time. Operating power—250 watts. (100% modulation.) 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time.

Agency Commission. Agency commission 15% on station time only to recognized advertising agencies. Payments must be made on or before the 10th of each month to earn commissions.

General Advertising. For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). In order to earn net rates quoted, contracts must be completed within 12 months.

Table with 4 columns: Time slot, Class A rates, Class B rates, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min.

Table with 4 columns: Time slot, Class B rates, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 min.

Table with 4 columns: Time slot, SPOT ANNOUNCEMENTS rates. Rows include 1 minute or chain break.

Table with 4 columns: Time slot, PARTICIPATION PROGRAMS rates. Rows include 1 minute or chain break.

SPECIAL FEATURES. Time signals, weather reports, etc. Rates on request.

POLITICAL TALKS. Rates on request. All programs subject to prior booking of time.

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.

Closing Time. For inclusion of programs in publicity, 15 days are required.

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

Personnel. President—Martin F. Memolo. Commercial Manager—William M. Dawson.

Representatives. George P. Hollingbery Company.

WGBI (Established 1935)



Rates effective January 1, 1941. (Card No. 7.) Owned and operated by Scranton Broadcasters, Inc. Business Office and Studios—1000 Wroming Avenue, Scranton 9, Pa., telephone 6296.

Wave—Power—Time. Operating power—1,000 watts days; 500 watts nights. 329.7 meters; 910 kilocycles. Licensed to operate on cleared regional channel.

Agency Commission. 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). Rates include charges by owners of music copyrights.

GENERAL BROADCASTING RATES

Table with 4 columns: Time slot, Without Talent, Class A rates, Class B rates, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Class B rates, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Class A rates, Class B rates, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Class B rates, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Class C rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes.

SPECIAL FEATURES. Various special features and participation programs are broadcast throughout the day.

POLITICAL. Rates on request. Payable in advance.

ELECTRICAL TRANSCRIPTIONS. Accepted at regular rates.

TALENT. 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.

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. President—Frank Megargee. General Manager—George D. Coleman.

Station & Prom. Mgr.—B. E. McDowell.

Representatives. John Blair & Company.

WQAN

Owned and operated by the Scranton Times. Wave—Power—Time. Operating power—1,000 watts days; 500 watts nights. 329.7 meters; 910 kilocycles. Divides time with station WGRI. Does not sell time.

SHARON

(Mercer County)

WPIC

(Established 1938)

Rates received November 19, 1941. Owned and operated by Sharon Herald Broadcasting Company.

Business Office and Studio—Pine Hollow Boulevard, Sharon, Pa.

Transmitter—Pine Hollow Boulevard, Sharon, Pa. Wave—Power—Time. Operating power—1,000 watts.

379.7 meters; 790 kilocycles. Operates on Eastern War Time. Actual operating schedule: 6:00 a.m. to local sunset.

Agency Commission. 15% on station time and talent to recognized agencies; cash discount 2%—20 days. Bills for gross charges rendered monthly and payable within 20 days.

Table with 4 columns: Time slot, General Advertising rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes, 1 minute or less.

Table with 4 columns: Time slot, DISCOUNTS rates. Rows include 1 time, 13 times, 26 times.

ELECTRICAL TRANSCRIPTIONS. Regular time charges apply to recorded programs. Sound effect records take transcription rates; other sound effects extra.

Table with 4 columns: Time slot, POLITICAL rates. Rows include 1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute.

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. Service of program, advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs.

Closing Time. (Closing time one week in advance of service if program is to be included in publicity releases.)

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

Personnel. President and Manager—John Fahnlite, Jr. Commercial Manager—J. T. Van Sweringen.

Representatives. Howard H. Wilson Company.

SUNBURY

(Northumberland County)

WKOK

(Established 1938)

Rates effective May 1, 1938. Owned and operated by Sunbury Broadcasting Corp. Business Office and Studio—1150 N. Front Street, Sunbury, Pennsylvania, telephone 1326.

Transmitter—Sunbury, Pennsylvania. Wave—Power—Time. Operating power—250 watts.

241.9 meters; 1240 kilocycles. Licensed to operate on local channel. Operates on Eastern War Time.

Actual operating schedule: Sunday 7:00 a.m. to 5:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission. Agency commission 15% to recognized advertising agencies on net charges for talent and station time.

Bills payable upon receipt of invoice, issued on the first of each month. No cash discount.

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

Table with 4 columns: Time slot, General Advertising rates. Rows include 1 hr, 1/2 hr, 1/4 hr.

Table with 4 columns: Time slot, FEATURE SPOTS rates. Rows include 1 minute, 5 minutes.

Table with 4 columns: Time slot, POLITICAL rates. Rows include 1 minute, 5 minutes.

Remotely equipped to handle all remote programs. (This listing continued on next page)

SUNBURY—Continued

W K O K—Continued

Contract and Other Requirements
All copy and programs subject to approval of station management.

Closing Time
Two days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using lateral or vertical 38-1/3 or 78 r.p.m. turn-tables.

Personnel
President—H. H. Haddon
General Manager—B. A. Beck

Representatives
Cox & Tan.

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, Uniontown, Pennsylvania.

Transmitter—Burgess Field, Uniontown, Pennsylvania
Wave—Power—Time
Operating power—1,000 watts. 508.5 meters; 590 kilocycles.

Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% for station advertising agencies on net charges for station time only. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). Rates include charges by owners of music copyrights.

CLASS "A"

Table with columns for time slots (6:30 a.m. to 1:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays) and rates for 1, 1/2, 1/4, and 5 minutes.

CLASS "B"

Table with columns for time slots (9:00 a.m. to 8:30 p.m. week days, 9:00 a.m. to 1:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily) and rates for 1, 1/2, 1/4, and 5 minutes.

CLASS "C"

Table with columns for time slots (11:00 p.m. to 9:00 a.m. daily) and rates for 1, 1/2, 1/4, and 5 minutes.

CLASS "D"

(*) 60 words to 1 minute, live or transcription.
(†) Station breaks, maximum copy 50 words, live or transcription.

ADDITIONAL DISCOUNTS

Additional quantity announcement discounts (100 words or station break): 520 announcements or more within a 52 consecutive week period.

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.

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
Rates are for station time only. All programs and copy subject to approval of station management.

Closing Time
Scripts, musical numbers with authors and composers, publishers and copyright owners names must be in one week prior to broadcast for copyright check.

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

Personnel
President and General Manager—Joseph C. Burwell
Commercial Manager—Harry C. Burwell.

Representatives
Radio Advertising Company.

WASHINGTON

(Washington County)

W J P A

(Established 1942)



Rates effective April 1, 1945. Card received March 13, 1945.

Owned and operated by Washington Broadcasting Co. Business Office and Studio—George Washington Hotel, Washington Pa., telephone Washington 4870. Transmitter—Boyd Hill, 1/2 mile from city limits, Washington, Pa.

Wave—Power—Time
Operating power—250 watts. 266.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net charges for station time; no cash discount. All bills due on 15th of month following service.

General Advertising
For combination rates see listing of Mutual Broadcasting System. Affiliated with WSTV, Steubenville, Ohio, WFPG, Atlantic City, N. J., and WKNY, Kingston, N. Y.; combination rates on request.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 1:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays) and rates for 1, 1/2, 1/4, and 5 minutes.

CLASS "B"

Table with columns for time slots (9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:00 noon Sundays) and rates for 1, 1/2, 1/4, and 5 minutes.

CLASS "C"

Table with columns for time slots (11:00 p.m. to 9:00 a.m. daily) and rates for 1, 1/2, 1/4, and 5 minutes.

(*) One minute or 125 words, live or transcription.
(†) Half minute or 75 words, live or transcription, or station break.

SPECIAL FEATURES
News broadcasts: Five, ten, or fifteen minute periods. Add 10% to time rate. Household features. Fifteen minute periods. Rates on request.

Sports programs: Five, ten, or fifteen minute periods. Rates on request. Time signals take regular announcement rates. Maximum commercial tie-in 50 words.

POLITICAL TALKS

Payable in advance. No quantity discount.

REMOTE CONTROL

Rates on request.

Contract and Other Requirements
All contracts are subject to station approval and to government regulations. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself.

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

Personnel
Managing Director—John J. Laux. Station Manager—John M. Croft.

Representatives
The Friendly Group.

WILKES-BARRE

(Luzerne County)

WBAX

(Established 1922)

Rates effective October 15, 1937. Owned and operated by John H. Stenger, Jr. Studio—Orpheum Building, Wilkes-Barre, Pa., telephone 30196.

Transmitter—East End Boulevard, Plains Pennsylvania, one mile from Wilkes-Barre, Pa.

Wave—Power—Time
Operating power—100 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 6:30 a.m. to 2:00 a.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. No commission on talent. Cash discount —. General Advertising
For combination rates see listing of Mutual Broadcasting System.

Table with columns for time slots (Week day evenings and all day Sundays) and rates for 1, 1/2, 1/4, and 5 minutes.

(Before 6:00 p.m. week days)
1 hour..... 48.50 48.08 48.65 41.23
1/2 hour..... 38.25 31.59 29.93 28.26
1/4 hour..... 22.25 21.14 20.03 18.81
5 minutes..... 12.00 11.40 10.80 10.20

ANNOUNCEMENTS
(Week day evenings and all day Sunday)
:00 words..... 7.50 7.12 6.75 6.37
(Before 6:00 p.m. week days)
100 words..... 5.00 4.75 4.50 4.35

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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—John H. Stenger, Jr. Sales Manager—James Evans.

Representatives
Burn-Smith Company, Incorporated.

WBRE

(Established 1925)



Rates received August 28, 1937. Owned and operated by Louis G. Baltimore. Business Office and Studio—62 S. Franklin Street, Wilkes-Barre, Pennsylvania, telephone 8-8101. Transmitter—Kingston, Pennsylvania.

Wave—Power—Time
Operating power—250 watts. 228.9 meters; 1840 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 1:00 a.m. daily.

Agency Commission
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 commission allowed.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementary). Price quoting permitted.

(After 5:00 p.m. week days and after 12:00 noon Sundays)
1 tl. 18 tl. 26 tl. 52 tl.
1 hour..... 95.00 80.00 85.50 78.50
1/2 hour..... 57.00 54.00 51.50 48.90
1/4 hour..... 39.00 36.00 34.20 30.90
5 minutes..... 18.00 17.10 16.20 15.30

(Before 5:00 p.m. week days and before 12:00 noon Sundays)
1 hour..... 68.00 60.00 57.00 51.00
1/2 hour..... 39.00 36.00 34.20 30.60
1/4 hour..... 27.50 24.00 22.80 20.40
5 minutes..... 13.50 12.00 11.40 10.20

ANNOUNCEMENTS
(12:00 noon to 1:00 p.m. and after 5:00 p.m. week days and after 12:00 noon Sundays)
1 tl. 18 tl. 26 tl. 52 tl.
100 words or less..... 9.75 9.00 8.55 7.65

(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 certain 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.

Closing Time
Talent programs close two weeks in advance. Announcements, talks and recorded programs close one week in advance.

(This listing continued on next page)

PENNSYLVANIA—Cont'd

**WILKES-BARRE—Continued
W B R E—Continued**

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables

Personnel
General Manager—Louis G. Baltimore

Representatives
None.

WILLIAMSPORT

(Lycoming County)
W R A K
(Established 1939)



Rates effective January 1, 1939.
Owned and operated by WRAK, 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 War Time.
Actual operating schedule: 7:30 a.m. to 12:00 mid-
night.

Agency Commission
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
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).
Rates include charges by owners of music copyrights.
The following rates are for national advertising.

(After 6:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	75.00	71.25	67.50	64.75	60.00	56.25
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
1/4 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25

(Before 6:00 p.m.)

	1 hour.....	30.00	47.50	45.00	42.50	40.00	37.50
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	22.50	
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	15.00	
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50	

ANNOUNCEMENTS

(After 6:00 p.m.)

120 words.....	7.00	6.85	6.50	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	2.25

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 transcription, using 38-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—George E. Joy
Commercial Manager—J. Wright Mackey.

Representatives

J. P. McKinney & Son.

YORK

(York County)

W O R K

(Established 1922)



Rates effective May 1, 1942. (Card No. 7.)

Owned and operated by York Broadcasting Co., Inc.
Business Office and Studio—13 South Beaver Street,
York, Pennsylvania, telephone 6628.

Transmitter—Lincoln Highway, 4-1/2 miles west of York.

Wave—Power—Time

Operating power—1,000 watts.
222.2 meters; 1350 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: 6:55 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising

NOTE: Just as this issue was going to press we received a new rate card (No. 8), effective May 1, 1945. Complete changes will be announced on the first rate bulletin to this issue.

For combination rates see National Broadcasting Company (Basic Supplementary) and Mutual Broadcasting System.

CLASS "A"

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

	1	13	26	52	104	156	260
tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr.	125.00	120.00	115.00	110.00	105.00	100.00	90.00
1/2 hr.	75.00	72.50	70.00	67.50	65.00	62.50	57.50
1/4 hr.	47.50	46.00	44.50	43.00	41.50	40.00	35.00
5 min.	27.50	26.50	25.50	24.50	23.50	22.50	20.00

CLASS "B"

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

	1	13	26	52	104	156	260
tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr.	85.00	81.00	77.00	73.00	69.00	65.00	57.00
1/2 hr.	55.00	53.00	51.00	49.00	47.00	45.00	40.00
1/4 hr.	35.00	33.75	32.50	31.25	30.00	27.50	25.00
5 min.	17.50	17.00	16.50	16.00	15.50	15.00	14.00

To earn discounts, programs must be used within twelve month period.

ANNOUNCEMENTS

(After 6:00 p.m.)

	1	13	26	52	104	156	260
tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
125 words or one minute transcription..	9.50	9.25	9.00	8.75	8.50	8.00	7.00
50 words or 1/2 minute transcription..	7.25	7.00	6.75	6.50	6.25	5.75	5.00
80 word chain	8.00	7.75	7.50	7.25	7.00	6.50	6.00

(Before 6:00 p.m.)

	1	13	26	52	104	156	260
tl.	tl.	tl.	tl.	tl.	tl.	tl.	tl.
125 words or one transcription..	7.50	7.25	7.00	6.75	6.50	6.00	5.50
50 words or 1/2 minute transcription..	6.00	5.75	5.50	5.25	5.00	4.50	4.00
80 word chain	6.50	6.25	6.00	5.75	5.50	5.00	4.50

To earn discounts, announcements must be used within twelve month period.

POLITICAL ADVERTISING

One time rate applies; cash in advance.

TALENT

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.

Closing Time

Five 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

Station Executive—Clair R. McCollough.
Station Director—J. Robert Gulick.
Station Manager—Harold E. Miller.

Representatives

Paul H. Raymer Company

In the Heart of Pennsylvania



WGAL
LANCASTER

WKBO
HARRISBURG

WORK
YORK



Produces Sales for You!

The Tri-Penn primary area in the heart of Pennsylvania—a prosperous region not covered by any other station.

For rates—write main office—8 West King Street, Lancaster, Penna. or

Sales Representative:
RAYMER

NBC-MUTUAL

YORK—Continued

WSBA (Established 1942)



BLUE NETWORK STATION

Rates effective August 15, 1943. (Card No. 2.) Owned and operated by The Susquehanna Broadcasting Co.

Wave—Power—Time Operating power—1,000 watts (days). 333.3 meters; 900 kilocycles.

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

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).

GENERAL BROADCASTING

Table with columns for Class 'A' and Class 'B' rates, listing time slots and costs.

WEEKLY STRIP RATES

Table with columns for Class 'A' and Class 'B' weekly rates, listing time slots and costs.

ANNOUNCEMENTS

Table with columns for announcement rates, listing time slots and costs.

POLITICAL PROGRAMS

one time Class 'A' rates apply, irrespective of time; payable in advance.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Service charges given on request. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

Closing Time

Contracts close five days in advance of first broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for either vertical or lateral out recordings.

Personnel

Executive Director—Louis Vyner. Manager—Sydney Robbins. Program Manager—Otis Morse.

Representatives

Spot Sales, Inc.

RHODE ISLAND

PAWTUCKET

(Providence County)

WFCI

(Established 1941)



BLUE NETWORK STATION

Rates effective March 1, 1945. (Card No. 4.) Owned and operated by The Pawtucket Broadcasting Company, Perry 9540.

Wave—Power—Time Operating power—1,000 watts. 211.3 meters; 1420 kilocycles.

Agency Commission 15% to recognized advertising agencies on station time only.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).

Table with columns for Class 'A' and Class 'B' rates, listing time slots and costs.

Table with columns for Class 'A', 'B', and 'C' rates, listing time slots and costs.

Table with columns for Class 'A', 'B', and 'C' rates, listing time slots and costs.

Table with columns for Class 'A', 'B', and 'C' rates, listing time slots and costs.

(*) Announcements—1 minute or less.

One time 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.

Closing Time Contracts close two weeks in advance of first broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel General Manager—Wallace A. Walker. Program Director—Harry A. Moreland.

Representatives The Katz Agency, Inc.

PROVIDENCE

(Providence County)

WEAN

(Established 1923)

Rates effective July 1, 1944. (Card No. 12.) Owned and operated by The Yankee Network.

Wave—Power—Time Operating power—5,000 watts. 378.7 meters; 790 kilocycles.

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

General Advertising For combination rates see listings of Yankee Network and Mutual Broadcasting System.

Table with columns for Musical or Dramatic Programs rates, listing time slots and costs.

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DISCOUNTS

Time discounts apply to total broadcasts in each classification for the same sponsor within the current year.

ANNOUNCEMENTS

Announcements before or after news—limited to two announcements before news and two announcements after news.

Participating announcements—125 words or one minute transcription.

ELECTRICAL TRANSCRIPTIONS Regular time charges apply to transcription programs.

REMOTE CONTROL All wire and mechanical charges for remote control.

SERVICE FACILITIES Production Department, Sales and Merchandising Department, and Publicity and Public Relations Department available to advertisers.

Contract and Other Requirements Musical program rates are for the facilities of the station only.

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.

Personnel Chairman of the Board—John Shepard, Sr. Station Supervisor—Joseph Lopez.

Exclusive National Representatives Edward Petry & Company, Inc.

RHODE ISLAND—Cont'd

PROVIDENCE—Continued

W F C I

Considered by the Blue Network Company as their Providence-Pawtucket outlet. See listing under Pawtucket.

W J A R

(Established 1922)

Rates effective October 10, 1945.

Owned and operated by The Outlet Company Department Store.
 Business Office and Studio—The Outlet Company Store, Weybossett St., Providence 2, E. I.
 Transmitter—Wampanoag Trail, East Providence, R. I.
 Wave—Power—Time
 Operating power—5,000 watts.
 (100% modulation—crystal control.)
 326.1 meters; 920 kilocycles.
 Licensed to operate full time.
 Operates on Eastern War Time.
 Actual operating schedule: Sundays 9:00 a.m. to 1:00 a.m.; Week days 6:30 a.m. to 1:00 a.m.

Agency Commission
 Agency commission 15% on net charges for station time. No cash discount.
 General Advertising
 For combination rates see listings of National Broadcasting Company (Basic Network) and New England Regional Network (Basic Stations).
 Discounts apply to total number of consecutive periods used by the same sponsor in one year.

CLASS "A"
 (7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. Sundays)

1 hr.	200.00	190.00	170.00	160.00	150.00
1/2 hr.	120.00	114.00	102.00	92.00	87.50
1/4 hr.	80.00	78.00	68.00	64.00	60.00
5 minutes	40.00	38.00	34.00	32.00	30.00

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)

1 hr.	120.00	112.50	120.00	112.50	112.50
1/2 hr.	90.00	85.50	76.50	72.00	67.50
1/4 hr.	60.00	57.00	51.00	48.00	45.00
5 minutes	30.00	28.50	25.50	24.00	22.50

CLASS "C"
 (8:00 a.m. to 6:00 p.m. week days and prior to 1:00 p.m. Sundays)

1 hr.	100.00	95.00	85.00	80.00	75.00
1/2 hr.	60.00	57.00	48.00	45.00	42.00
1/4 hr.	40.00	38.00	34.00	32.00	30.00
5 minutes	20.00	19.00	17.00	16.00	15.00

CLASS "D"
 (11:00 p.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight Sundays)

1 hr.	87.00	83.50	56.85	53.50	50.25
1/2 hr.	40.00	38.00	34.00	32.00	30.00
1/4 hr.	29.00	27.55	24.45	23.20	21.75
5 minutes	14.00	13.80	11.90	11.20	10.50

ANNOUNCEMENTS
 If and where available.
 (After 6:00 p.m.)
 80 word cut-in announcements between programs 15.00
 Tie-in announcements following chain program (only if approved by network client) 20.00
 (Before 6:00 p.m.)
 80 word cut-in announcements between programs 7.50
 Tie-in announcements following chain programs (only if approved by network client) 10.00
 (8:00 p.m. to 7:00 p.m.)
 1 hr. 28 tl. 52 tl. 100 tl. 800 tl.
 1 minute announcement 20.00 19.00 17.00 16.00 15.00
 (8:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
 1 minute announcement 10.00 9.50 8.50 8.00 7.50
 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.

125 word (maximum announcements in connection with weather report, correct time or temperature report, if available):
 After 8:00 p.m., per week (six days) 120.00
 Before 8:00 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
 Advertising of alcoholic beverages not accepted, excepting beer and wine.
 All charges quoted are for station time only. Program cost is extra, and is not commissionable. Extra charges are made for programs originating outside of the station studio.
 All contracts subject to cancellation unless schedule starts within 14 days and unless the client complies with station regulations. Station management reserves the right to change time of broadcast.

Closing Time
 Talent programs, announcements and recorded programs close 14 days in advance.
 Talks must be submitted 48 hours prior to broadcast.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Personnel
 Station Manager—John J. Boyle.
 Representatives
 Weed & Company

W P R O



Rates effective July 1, 1944. (Card No. 12.)
 Owned and operated by Cherry & Webb Broadcasting Company.
 Business Office and Studio—Metropolitan Theatre Bldg., Providence 2, R. I.
 Transmitter—Wampanoag Trail, East Providence, Rhode Island.
 Wave—Power—Time
 Operating power—5,000 watts.
 376.2 meters; 630 kilocycles.
 Licensed to operate on full time. Operates on Eastern War Time.
 Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight; Week days 6:00 a.m. to 1:05 a.m.

Agency Commission
 15% to recognized advertising agencies on time charge only; no cash discount. Bills payable weekly following broadcast. No agency commission allowed on invoices not paid by the 15th of the month following broadcast. Accounts which have not established credit with the station, payable in advance.

General Advertising
 For combination rates see listing of Columbia Broadcasting System (Basic Network).

CLASS "A"
 (5:59 p.m. to 10:31 p.m.)

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	200.00	120.00	80.00 40.00
13 times	190.00	114.00	76.00 38.00
26 times	180.00	108.00	72.00 36.00
52 times	170.00	102.00	68.00 34.00
104 times	160.00	96.00	64.00 32.00
260 times	150.00	90.00	60.00 30.00

CLASS "B"
 (6:59 a.m. to 5:59 p.m. and 10:31 p.m. to 11:31 p.m.)

1 time	100.00	60.00	40.00 20.00
13 times	95.00	57.00	38.00 19.00
26 times	90.00	54.00	36.00 18.00
52 times	85.00	51.00	34.00 17.00
104 times	80.00	48.00	32.00 16.00
260 times	75.00	45.00	30.00 15.00

CLASS "C"
 (11:31 p.m. to 6:59 a.m.)
 60% of Class "B" rates apply.

ANNOUNCEMENTS
 No contests in spot announcements.
 CLASS "A"
 (5:59 p.m. to 10:31 p.m.)
 1 tl. 52 tl. 104 tl. 260 tl.
 30 words (1 minute if available) 20.00 19.00 18.00 16.00
 CLASS "B"
 (6:59 a.m. to 5:59 p.m. and 10:31 p.m. to 11:31 p.m.)
 30 words (1 minute if available) 10.00 9.50 9.00 8.00
 CLASS "C"
 (11:30 p.m. to 6:59 a.m.)
 60% of Class "B" rates apply.

Participation Programs
 Announcements at rates charged for prevailing time bracket.

POLITICAL TALKS
 Payable in advance; no quantity discounts.

SPECIAL FEATURES
 News: Leased wire services available.
 ELECTRICAL TRANSCRIPTIONS
 Transcription library service available—rates and details on request.

TALENT
 Rates on application.

REMOTE CONTROL
 Complete facilities for remote pick-ups.

SERVICE FACILITIES
 Program and production department available to plan, prepare and present programs.
 Merchandising service for contracts of size to warrant. Details and rates on request.
 Contract and Other Requirements
 Advertising of hard liquor not accepted.
 All contracts subject to station owner's approval and government regulations.
 Charges quoted are for station time only with services of one announcer in studio. Contracts subject to cancellation if programs do not start within 80 days.
 All material must conform to the standards of the station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. All proposals subject to prior sale. Maximum contract term, one year.
 All political speakers must sign waiver form.

Closing Time
 All talks, speeches, etc., are to be submitted to station management for approval a minimum of 48 hours before broadcast.

Mechanical Program Equipment
 Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables for either lateral or vertical cut recordings.

Personnel
 General Manager—Fred R. Ripley.
 Representatives
 Paul H. Raymer Company.

SOUTH CAROLINA

ANDERSON

(Anderson County)

W A I M

(Established 1935)

Rates effective January 1, 1944. (Card No. 8.)
 Owned and operated by Wilton E. Hall.
 Business Office and Main Studio—Anderson College, Anderson, S. C., telephone 800.
 Other Studio—Clemson College, Anderson, S. C.
 Transmitter—Anderson College, Anderson, S. C.

Wave—Power—Time
 Operating power—250 watts.
 243.9 meters; 1230 kilocycles.
 Licensed to operate unlimited time.
 Operates on Eastern War Time.
 Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:05 a.m.

Agency Commission
 Agency commission 15% to recognized agencies on station time. No commission on talent or other charges additional to station time. No cash discount. Payment due on 10th of month following broadcast.
 (This listing continued on next page)

"THE HECK WITH THAT 'Poor Little Rhode Island' STUFF!"



The Voice of the Blue in Southern New England

STUDIOS and OFFICES:
 PROVIDENCE, Biltmore Hotel PAWTUCKET, 450 Main St.
 Representatives: THE KATZ AGENCY

Says Wally Walker
 Gen. Manager, WFCI

- POPULATION UP 67,000 IN FACE OF NORTHERN DROP
 —Say Government Figures
- FAMILY BUYING POWER 41% ABOVE NATIONAL AVERAGE
 —Providence County
- IDEAL PROVING GROUND!

ANDERSON—Continued
W A I M—Continued

General Advertising

For combination rates see listing of Columbia Broad-
casting System (Southeastern Group).

Rates are for station time only.

Announcement copy will be broadcast as submitted,
if approved, and charges will be made at next higher
rate if number of words exceeds limit in any class.

Table with columns for time slots (6:00 p.m. to 11:30 p.m. daily) and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min. (†).

Table for CLASS 'B' (All other time) with rates for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, and 624 times.

(†) One minute or less, transcriptions, oral an-
nouncements or chain breaks.

POLITICAL TALKS
Cash in advance; no discount.

TALENT
Rates on application.

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

SERVICE FACILITIES
The services of the station staff and announcers in
arranging and presenting programs are available
without extra charge.

Contract and Other Requirements
Contract renewals subject to rates in effect at time
of renewal.

Contracts subject to cancellation unless program starts
within 30 days. Right reserved to use last 30 seconds
of all programs for station's due use and station
identification.

Closing Time
Programs close one week in advance of broadcast.
Talks, programs, continuities, etc., must be sub-
mitted at least one week in advance for review by
program director.

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

Personnel
Commercial Manager—G. Paul Browne
Representatives
Burn-Smith Company, Incorporated

CHARLESTON
(Charleston County)
W C S C
(Established 1930)

Rates effective November 1, 1942. (Card No. 8.)
Owned and operated by John M. Rivers.
Business Office and Studios—12th floor, Francis
Marion Hotel, Charleston 8, S. C., telephone 7811.
Transmitter—One mile west of Windermere, S. C.

Wave—Power—Time
Operating power—1,000 watts to local sunset; 500
watts thereafter.
215.3 meters; 1380 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 mid-
night; week days 6:00 a.m. to 12:05 a.m.

Agency Commission
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 Broad-
casting System (Southeastern Group).
The following rates are for national advertising.
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 columns for CLASS 'A' (6:30 p.m. to 11:00 p.m.), CLASS 'B' (9:00 a.m. to 6:30 p.m.), and CLASS 'C' (Before 9:00 a.m. and after 11:00 p.m.) with rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

ANNOUNCEMENTS

CLASS 'A'
(6:30 p.m. to 11:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl.
1 minute live or electrical transcription or
100 words 8.00 7.60 7.20 6.80 6.40 6.00

CLASS 'B'
(9:00 a.m. to 6:30 p.m.)
1 minute live or electrical transcription or
100 words 5.00 4.75 4.50 4.25 4.00 3.75

CLASS 'C'
(Before 9:00 a.m. and after 11:00 p.m.)
1 minute live or electrical transcription or
100 words 4.00 3.80 3.60 3.40 3.20 3.00
Chain break announcements, when available, accepted
at regular rates.

TRANSCRIPTIONS
Portable equipment available—details on request.

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
without extra charge.
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 transcrip-
tion, using 33-1/3 and 78 r.p.m. double turn-ables
for vertical and lateral cut recordings.

Personnel
Owner—John M. Rivers.
Commercial Manager—Roland Weeks.
Representatives
Free & Peters, Inc.

W T M A
(Established 1939)



Rates effective July 1, 1944. (Card No. 5.)

Owned and operated by The Atlantic Coast Broad-
casting Company; affiliated with the News &
Courier and Evening Post.
Business Office and Studio—133 Church St., Charle-
ston, S. C.
Transmitter—St. Andrew's Parish, Charleston, S. C.

Wave—Power—Time
Operating power—1,000 watts.
239.9 meters; 1250 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 mid-
night.

Agency Commission
15% on net station time charges to recognized agen-
cies; no cash discount. No commission on talent.

General Advertising
For combination rates see listing of National Broad-
casting Company (Southeastern Group).
The following rates are for national advertising.

Table with columns for CLASS 'A' (6:30 p.m. to 11:00 p.m.), CLASS 'B' (9:00 a.m. to 6:30 p.m.), and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

(This listing continued on next page)

Charleston Is South Carolina's
First Market Today

—has been first for centuries
—and will be first tomorrow!



WTMA is as much a part of this com-
munity as its school system. The
housewife, the man of the family, the
children, all depend upon WTMA for
the proper presentation of the best
in radio entertainment, news cover-
age and public service. This listener
confidence is reflected in the sale
of products advertised over WTMA.



WTMA
1000 Watts—Day and Night
NBC Network..... AP News

For Full Information, Consult

Geo. P. Hollingbery Co., National Representatives
New York • Chicago • Atlanta • Los Angeles

SOUTH CAROLINA—Cont'd

CHARLESTON—Continued

W T M A—Continued

CLASS "C"
(11:00 p.m. to 8:00 a.m.)

1 ti.	13 ti.	26 ti.	52 ti.	100 ti.	260 ti.
1 hour....	40.00	38.00	36.00	34.00	32.00 30.00
1/2 hour....	24.00	22.80	21.60	20.40	19.20 18.00
1/4 hour....	16.00	15.20	14.40	13.60	12.80 12.00
3 minutes	8.00	7.60	7.20	6.80	6.40 6.00

STRIP RATES

Five or six days weekly, on contract for 52 weeks in Class "C" time:

1/2 hour, per program.....	18.50
1/4 hour, per program.....	9.00

ANNOUNCEMENTS

CLASS "A"
(6:30 p.m. to 11:00 p.m.)

1 ti.	13 ti.	26 ti.	52 ti.	100 ti.	260 ti.
100 words or less.....	10.00	9.50	9.00	8.50	8.00 7.50

CLASS "B"
(8:00 a.m. to 6:30 p.m.)

100 words or less.....	5.00	4.75	4.50	4.25	4.00 3.75
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CLASS "C"
(11:00 p.m. to 8:00 a.m.)

100 words or less.....	4.00	3.80	3.60	3.40	3.20 3.00
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Chain break announcements. Limited to 35 words, when available, accepted at regular rates.

SPECIAL FEATURES

Special features, newscasts, time signals, etc. Rates on request.

POLITICAL PROGRAMS

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

ELECTRICAL TRANSCRIPTIONS

One minute electrical transcriptions accepted at the 100 word announcement rate.

TALENT

Rates on request.

REMOTE CONTROL

Remote control rates and details on request.

SERVICE FACILITIES

Services of station staff in furnishing program ideas, rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements

Maximum length of contract one year. Rates are for station only; talent charges are extra. All programs and copy subject to station approval. All contracts cancellable unless programs starts within 30 days. All contracts are for exclusive use of contracting parties. Errors in commercial continuity will be corrected as quickly as possible.

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—Robert E. Bradham.
Commercial Manager—C. Wylie Calder.
Program Director—A. Frans Witte.

Representatives

George P. Hollingsbery Company.

COLUMBIA

(Richland County)

WCOS

(Established 1939)



Rate card dated October 1, 1943. (Card No. 4.)

Owned and operated by The Carolina Broadcasting Corporation.
Business Office and Studio—1202 Main Street, P.O. Box 748, Columbia E, S. C., telephone 25601.
Transmitter—200 Senate Street, Columbia, S. C.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies on net station charges. Cash discount —

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group).

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

1	13	26	52	100	200	800
ti.	ti.	ti.	ti.	ti.	ti.	ti.

1 hour....	30.00	28.00	26.00	24.00	22.00	20.00
1/2 hour....	18.00	17.00	16.00	15.00	14.00	13.00
1/4 hour....	12.00	11.50	11.00	10.50	10.00	9.50
5 min.....	6.00	5.75	5.50	5.25	5.00	4.75

Announcements..... 7.00 6.65 6.30 5.95 5.60 5.25 4.90

CLASS "B"
(9:00 a.m. to 6:00 p.m.)

1	13	26	52	100	200	800
ti.	ti.	ti.	ti.	ti.	ti.	ti.

1 hour....	20.00	19.00	18.00	17.00	16.00	15.00
1/2 hour....	12.00	11.50	11.00	10.50	10.00	9.50
1/4 hour....	8.00	7.75	7.50	7.25	7.00	6.75
5 min.....	4.00	3.85	3.70	3.55	3.40	3.25

Announcements..... 5.00 4.75 4.50 4.25 4.00 3.75 3.50

CLASS "C"
(11:00 p.m. to 9:00 a.m.)

1	13	26	52	100	200	800
ti.	ti.	ti.	ti.	ti.	ti.	ti.

1 hour....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour....	24.00	22.80	21.60	20.40	19.20	18.00
1/4 hour....	16.00	15.20	14.40	13.60	12.80	12.00
5 min.....	8.00	7.60	7.20	6.80	6.40	6.00

Announcements..... 3.75 3.56 3.37 3.18 3.00 2.82 2.62

ELECTRICAL TRANSCRIPTIONS
One minute transcribed announcements accepted on the basis of 100 words.

SPECIAL FEATURES
News: Leased wire service and time signals—rates on request.

TALENT
Rates on request.

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.

Contract and Other Requirements
Rates are for station time only. Talent is extra. No contract accepted for longer than one year. All contracts subject to station approval and F.C.C. requirements.

Closing Time
Talent programs close three days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel
Mgr. & Sales Mgr.—W. C. Boehman.

Representatives
Howard H. Wilson Company.

WIS

(Established 1939)



Rates effective September 1, 1944. (Card No. 7.)
Owned and operated by Surety Life Insurance Co.
Business Office and Studio—1811 Main Street, Jefferson Hotel, Columbia E, S. C., telephone 2-2135.
Transmitter—Bluff Rd., 4 miles south of Columbia.

Wave—Power—Time
Operating power—5,000 watts.
535.7 meters; 560 kilocycles.

Directional antenna (nights).
Licensed to operate full time on regional channel.
Operates on Eastern War Time.

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

Agency Commission
15% to recognized advertising agencies on net station time charges; no cash discount. Bills rendered monthly and are due 15th day of month following broadcast. Weekly billing available upon request.

General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group).

The rate to which an advertiser is entitled is determined by the number of broadcasts made within the calendar year, or within one year from the date of his initial broadcast. 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.

(This listing continued on next page)

SO YOU'RE THINKING OF

SOUTH CAROLINA?

If you want complete coverage of South Carolina, you'll have to use three South Carolina stations.

But if you want the greatest coverage obtainable with one station, it's WIS at Columbia.

The latest (1943) NBC Daytime Circulation Map credits WIS with Primary Circulation in 33 of South Carolina's 46 counties—plus Secondary Circulation in 8 more South Carolina counties, 18 Georgia counties and 3 North Carolina counties. In all, 41 of South Carolina's 46 counties exceed 25% regular listening to WIS, "The State's Most Powerful Voice."

This WIS daytime service area contains more radio homes than any Southern City—74% more than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

The Columbia trading area covers 20 counties, the next largest being Greenville with 7 and Charleston with 6. (B.B.D. & O.)

WIS is 5000 watts, at 560 KC, and NBC. There is no station of more than 250 watts within approximately 80 miles.

WIS is South Carolina's FIRST STATION—individually or on any list.

WIS COLUMBIA, S. C.

5000 WATTS • 560 KC

FREE & PETERS, INC. NATIONAL REPRESENTATIVES



COLUMBIA—Continued
WIS—Continued

CLASS "A"
(6:29 p.m. to 11:00 p.m. daily)

1 hr.	1/2 hr.	1/4 hr.	5 min.	(†)
1 time..... 140.00	84.00	56.00	28.00	14.00
13 times..... 153.00	79.80	53.20	26.60	13.30
26 times..... 126.00	75.60	50.40	25.20	12.60
52 times..... 119.00	71.40	47.60	23.80	11.90
100 times..... 112.00	67.20	44.80	22.40	11.20
260 times..... 105.00	63.00	42.00	21.00	10.50
500 times..... 98.00	58.80	39.20	19.60	9.80

CLASS "B"
(8:59 a.m. to 6:29 p.m. daily)

1 time..... 80.00	48.00	32.00	16.00	8.00
13 times..... 78.00	45.60	30.40	15.20	7.80
26 times..... 72.00	43.20	28.80	14.40	7.20
52 times..... 68.00	40.80	27.20	13.60	6.80
100 times..... 64.00	38.40	25.60	12.80	6.40
260 times..... 60.00	36.00	24.00	12.00	6.00
500 times..... 56.00	33.60	22.40	11.20	5.60

CLASS "C"
(11:31 p.m. to 8:59 a.m. daily)

1 time..... 60.00	36.00	24.00	12.00	6.00
13 times..... 57.00	34.20	22.80	11.40	5.70
26 times..... 54.00	32.40	21.60	10.80	5.40
52 times..... 51.00	30.60	20.40	10.20	5.10
100 times..... 48.00	28.80	19.20	9.60	4.80
260 times..... 45.00	27.00	18.00	9.00	4.50
500 times..... 42.00	25.20	16.80	8.40	4.20

(†) Announcements.
Advertisers using six or more programs weekly will earn an additional discount of 5% of the one time rate.

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS
The one announcement rate applies to all announcements up to one minute in length, but scheduled position is determined by their length as follows:
1. 30 words, or 15 seconds transcribed, is the maximum length for chain break position.
2. 100 words live, or 1 minute transcribed, announcements may be scheduled adjoining a network program providing the other adjacency is of local sustaining origin.
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. All programs and advertising copy subject to station approval.
Advertising of alcoholic beverages, other than beer and light wines, not accepted.

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-tahles for vertical and lateral out recordings.

Personnel
General Manager—G. Richard Shafte.
Sales Manager—J. Dudley Saumonis.
Representatives—Free & Peters, Inc.

FLORENCE
(Florence County)
WOLS
(Established 1937)

Rates effective November 1, 1939. (Card No. 4.)
Owned and operated by Florence Broadcasting Co., Inc.
Business Office and Studios—129 S. Dargan St., Florence, S. C., telephone 354.
Transmitter—1/2 mile south of Florence.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1280 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 11:15 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. Cash discount 2% if payment is received by 15th of month following broadcast. Bills rendered monthly. Weekly or duplicate billing should be specially requested where desired.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.
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.
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.

CLASS "A"
(6:30 p.m. to 11:00 p.m.)

1 hr.	1 1/2 hr.	2 hr.	3 hr.	4 hr.	5 hr.	6 hr.	7 hr.	8 hr.	9 hr.	10 hr.	11 hr.
1 hour..... 60.00	84.00	108.00	132.00	156.00	180.00	204.00	228.00	252.00	276.00	300.00	324.00

CLASS "B"
(7:00 a.m. to 6:30 p.m.)

1 hr.	1 1/2 hr.	2 hr.	3 hr.	4 hr.	5 hr.	6 hr.	7 hr.	8 hr.	9 hr.	10 hr.	11 hr.
1 hour..... 40.00	56.00	72.00	88.00	104.00	120.00	136.00	152.00	168.00	184.00	200.00	216.00

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-tahles for vertical and lateral out recordings.

Personnel
Manager—N. L. Royster.
Representatives—Cox & Tans.

GREENVILLE
(Greenville County)

WFBC
(Established 1938)



Rates effective November 1, 1943. (Card No. 6.)
Owned and operated by the Greenville News-Piedmont Company.
Business Office and Studios—Poinsett Hotel, Greenville, South Carolina, telephone 862.
Transmitter—Gantt, South Carolina, three miles south of Greenville.

Wave—Power—Time
Operating power—5,000 watts.
225.8 meters; 1330 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern Standard Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on net charges to recognized agencies. No cash discount. No commission on talent.

General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group).
(This listing continued on next page)

BUY
WAR
BONDS!
7th War Loan

WFBC GREENVILLE SOUTH CAROLINA
"Textile Center of the South"
NBC ★ 5000 WATTS ★ WEED & CO.

SOUTH CAROLINA—Cont'd

GREENVILLE—Continued

W F B C—Continued

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.

Table with columns for time slots (1, 1/2, 1/4, 5) and rates for various durations (1 time, 18 times, etc.) under CLASS 'A'.

Table with columns for time slots (7:30 a.m. to 11:00 p.m.) and rates for various durations (1 time, 13 times, etc.) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 7:30 a.m.) and rates for various durations (1 time, 13 times, etc.) under CLASS 'C'.

Table with columns for time slots (11:30 p.m. to 7:00 a.m.) and rates for various durations (1 time, 13 times, etc.) under CLASS 'D'.

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS

Announcements are quoted under regular rates as 100 words or less. One minute electrical transcriptions...

SPECIAL FEATURES

Broadcasts of special events charged at Class 'A' rates.

POLITICAL

Political advertising positively cash in advance; copy must be submitted 24 hours in advance...

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...

Mechanical Program Equipment

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

Personnel

President—B. H. Peace, Jr. Manager—Beverly T. Whitmore. Sales Manager—R. Q. Glass, Jr.

Representatives Weed & Company Atlanta—B. Frank Cook

W M R C

(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. Operates on Eastern War Time.

Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies on time only bills rendered last of month, due 15th of following month.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Mutual Broadcasting System.

Rates include charges by owners of music copyrights. The following rates are for national advertising. Announcements and programs cannot be combined to obtain a lower rate.

Table with columns for time slots (1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 200 tl.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'A'.

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.

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.

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 transcriptions, 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—Emnis Bray. Representatives Burn-Smith Company, Inc.

GREENWOOD

(Greenwood County)

W C R S

(Established 1941)



Rates effective September 1, 1941.

Owned and operated by Grecco, Inc. Business Office—P. O. Box 888, Greenwood, S. C. Studio—Wilson St., 1/4 mile from business district, Greenwood, S. C.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time.

Actual operating schedule: Sundays 8:00 a.m. to 11:15 p.m. Week days 8:25 a.m. to 11:15 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered last of month, due 15th of following month.

General Advertising

For combination rates see National Broadcasting Company (Southeastern Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. Announcements and programs cannot be combined to obtain a lower rate.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'A'.

CLASS 'B'

Table with columns for time slots (6:25 a.m. to 6:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

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.

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 Crossland. Representatives None.

SPARTANBURG

(Spartanburg County)

WORD

(Established 1940)



BLUE NETWORK STATION

Rates effective March 1, 1941. (Card No. 2.)

Owned and operated by the Spartanburg Broadcasting Company, Inc. Business Office and Studios—Radio Center, 224 E. Main St., Spartanburg, S. C., telephone 809. Transmitter—2-1/2 miles Northeast of Spartanburg, South Carolina.

Wave—Power—Time

Operating power—250 watts. (100% modulation). 214.3 meters; 1400 kilocycles. Operates on Eastern War Time.

Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

Agency Commission

Agency commission 15% on charges to recognized agencies. No cash discount. No commission on talent.

General Advertising

For combination rates see American Broadcasting Company, Inc. (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.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'A'.

Table with columns for time slots (12:00 noon to 1:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'A'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 2:00 p.m.) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) under CLASS 'B'.

(This listing continued on next page)

SPARTANBURG—Continued
W O R D—Continued

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. Commercial continuity is limited to ten per cent of program length. Maximum length of contract one year. All contracts cancellable unless started within thirty days of date of contract. All copy subject to approval of station, and programs must conform to station standards. Regularly scheduled accounts earning maximum discount must conform to schedule, or be re-billed on actual discount earned by number of units used on schedule. In computing discounts on current broadcasting, advertisers may combine announcements or may combine programs (but not both) in same twelve months to earn maximum discount.

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

Co-owners—J. M. Bryan, Sulth Davis.
Station Manager—Frank R. Knutti.
Program Director—John Carrington.

Representatives

William G. Rambeau Company.

WSPA
(Established 1939)



Rates effective March 29, 1941. (Card No. B.)

Owned and operated by Spartanburg Advertising Co., Incorporated.

Business Office and Studio—Radio Center, Spartanburg, S. C., 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 War Time.

Actual operating schedule: 5:30 a.m. to 12:00 midnight.

Agency Commission

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). Rates 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.

CLASS "A"

	(6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays)	1 tl.	13 tl.	28 tl.	52 tl.	100 tl.	300 tl.
1 hour....	100.00	94.00	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....	32.00	30.40	28.80	27.20	25.60	24.00	
5 minutes	20.00	19.00	18.00	17.00	16.00	15.00	
*100 words..	10.00	9.50	9.00	8.50	8.00	7.50	

CLASS "B"

	(7:00 a.m. to 6:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays)	1 hour....	80.00	76.00	72.00	68.00	64.00	60.00
1/2 hour....	50.00	47.50	45.00	42.50	40.00	37.50		
1/4 hour....	26.00	24.70	23.40	22.10	20.80	19.50		
5 minutes	16.00	15.20	14.40	13.60	12.80	12.00		
*100 words..	8.00	7.60	7.20	6.80	6.40	6.00		

CLASS "C"

	(11:00 p.m. to 7:00 a.m. daily)	1 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....	20.00	19.00	18.00	17.00	16.00	15.00		
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00		
*100 words..	6.00	5.70	5.40	5.10	4.80	4.50		

(* One minute announcements and transcriptions on same basis as 100 words.

Weekly Frequency Discount

An additional discount of 5% for five or more announcements per week or programs running on regular schedule for length of contract.

ANNOUNCEMENTS AND 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 1 minute transcribed, announcements may be scheduled adjoining a network program, providing the other agency is of local sustaining origin. Any announcement in excess of one minute is charged for at the five minute rate.

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

Newscasts available, extra..... 10%
Time signals, weather reports, other special events—rates on request.

(This listing continued on next page)



These Spartans Wear Pants



Way, way back in August, 480 B.C., a band of tough, hardy

soldiers from Sparta gave Xerxes and his Persians the battle of their lives at a pass around Mt. Oeta known as Thermopylae. The Spartans wore chitons under their armor.

22 centuries later, in January, 1781, a group of tough, hardy South Carolinians from the rich, rolling Piedmont tableland, beat the British at the battle of Cowpens. The Spartan Regiment, as they were called, wore a mixture of multi and 18th century G.I.

Today, citizens of Spartanburg County are still called Spartans. *These Spartans wear pants . . .* with pockets that bulge with the fruitful rewards of affluent agriculture, cotton textiles, plastics, and wood industries. Spartans and their neighbors in the 16 county WSPA Primary Area have an effective buying income of over half a billion dollars*!

But then, as we've been telling you, the 16 county WSPA Primary Area is "one of the best-balanced sections in the entire country"!

And WSPA swings the balance your way.

* Sales Management



SPARTANBURG, SOUTH CAROLINA

Home of Comp Croft

5000 watts Day, 1000 watts Night, 950 kilocycles • Represented by Hollingbery

SOUTH CAROLINA—Cont'd

SPARTANBURG—Continued

W S P A—Continued

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 stated within 30 days from date of acceptance by station.

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 out recordings.

Personnel

Vice-Pres. and General Manager—Walter J. Brown. Asst. Gen'l Mgr.—J. W. Kirkpatrick. Program Director—Harold B. Shaw. Representative George P. Hollingsworth

SUMTER

(Sumter County)

W F I C

(Established 1940)

Rates effective February 1, 1940.

Owned and operated by WFIG, Inc. Business Office and Studio—39 N. Main St., Sumter, South Carolina.

Transmitter—East of business district on Highway 76.

Wave—Power—Time

Operating power—250 watts. 23.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered and due end of month.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and Sundays)			
1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	50.00	47.50	45.00
1/2 hour.....	30.00	28.50	27.00
1/4 hour.....	15.00	14.25	13.50
5 minutes.....	10.00	9.50	9.00

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)			
1 hour.....	40.00	38.00	36.00
1/2 hour.....	25.00	23.75	22.50
1/4 hour.....	13.00	12.25	11.50
5 minutes.....	7.00	6.50	6.00

ANNOUNCEMENTS

(Day or Night)			
100 words....	4.00	3.80	3.60
50 words....	2.00	1.90	1.80
25 words....	1.00	0.95	0.90

SPECIAL FEATURES

Per week			
Newscasts—5 minutes.....	24.00	22.00	20.00
Alarm Clock—5 minutes			
daily participation.....	20.00	18.00	16.00
Time signals—ten 10 word announcements daily.....	40.00	38.00	36.00
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 services.

REMOTE CONTROL

Rates and details on request. Line and mechanical costs extra; not subject to agency commission.

SERVICE FACILITIES

Station's production and engineering department arranges and presents programs at no extra cost.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Personnel

President—Julius S. Brody. Vice-Pres. & Gen'l Mgr.—T. Douglas Youngblood. Representative Or & Tans.

SOUTH DAKOTA

ABERDEEN

(Brown County)

K A B R

(Established 1935)



Rates effective November 15, 1938.

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. Operates on Central War Time. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to advertising agencies recognized by station management, providing payment is made by the 10th of the month following service, otherwise no commission paid. No commission paid on talent. No cash discount. All statements for service due when presented.

General Advertising

For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Dakota Group). The following rates are for national advertising; 100 words of spoken copy constitute one minute's time.

CLASS "A"

(6:30 p.m. to 10:00 p.m.)			
1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	100.00	80.00	70.00
1/2 hour.....	60.00	50.00	42.00
1/4 hour.....	40.00	36.00	32.00
10 minutes.....	30.00	27.00	24.00
5 minutes.....	20.00	18.00	16.00

CLASS "B"

(11:00 a.m. to 1:00 p.m., 6:00 p.m. to 8:00 p.m. week days, and 9:00 p.m. to 8:00 p.m. Sundays)			
1 hour.....	85.00	76.50	68.00
1/2 hour.....	51.00	45.90	40.80
1/4 hour.....	34.00	30.60	27.20
10 minutes.....	25.00	22.95	20.40
5 minutes.....	17.00	15.80	14.60

CLASS "C"

(9:00 a.m. to 11:00 a.m., 5:00 p.m. to 6:00 p.m., 10:00 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 1:00 p.m. Sundays)			
1 hour.....	70.00	63.00	56.00
1/2 hour.....	42.00	37.80	33.60
1/4 hour.....	28.00	25.20	22.40
10 minutes.....	21.00	18.90	17.00
5 minutes.....	14.00	12.60	11.20

CLASS "D"

(Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m. week days, and before 9:00 a.m. and after 10:00 p.m. Sundays)			
1 hour.....	55.00	49.50	44.00
1/2 hour.....	33.00	29.70	26.40
1/4 hour.....	22.00	19.80	17.60
10 minutes.....	16.50	14.85	13.20
5 minutes.....	11.00	9.90	8.80

ANNOUNCEMENTS

(Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m. week days, and before 9:00 a.m. and after 10:00 p.m. Sundays)			
100 words....	10.00	9.75	9.50
50 words....	5.00	4.88	4.75
25 words....	2.50	2.44	2.38

POLITICAL TALKS

Rates and information on request.

ADDRESSES AND COMMERCIAL TALKS

Accepted at program rates. Time subject to arrangement. Payment due at time of contract. Copy must be filed in advance.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside station's studios and for programs requiring special production.

SERVICE FACILITIES

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

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods sold in bulk for resale.

Rates quoted apply only to programs broadcast in the studios of station at Aberdeen. All contracts are subject to all authorities' requirements, regulations and acts passed by the various states or by the United States Government for its departments and bureau with regard to radio broadcasting control.

Station management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

No accounts accepted per inquiry or commission basis of payment. Advertising of hard liquor not accepted. Rates do not include cost of talent.

All programs are subject to approval of station. No contract accepted for more than one year's service.

Closing Time

Contract must be closed three weeks in advance to be included in programs, schedules in newspaper and publicity mediums. Copies of talks and addresses must be filed with station 24 hours in advance of broadcast. Final closing one week. Publicity talks manuscripts must be submitted for approval 10 days in advance.

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 out recordings.

Personnel

Manager—A. A. Fahy. Representative The Walker Company.

PIERRE

(Hughes County)

K G F X

(Established 1922)

Rates effective October 1, 1944.

Owned by estate of Dana McNeil. Operated by Mrs. Ida A. McNeil. Business Office and Studio—203 W. Summit Ave., Pierre, S. D. Transmitter—Pierre, South Dakota.

Wave—Power—Time

Operating power—200 watts. 476.2 meters; 630 kilocycles. Licensed to operate 9:30 a.m. to sunset.

Agency Commission

15% to recognized advertising agencies; cash discount—Bills due 10th of following month.

General Advertising

For combination rates see Keystone Network.

CLASS "A"

(9:30 a.m. to 2:30 p.m. and 4:30 p.m. to 6:00 p.m.)			
1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	60.00	57.00	54.00
1/2 hour.....	36.00	34.20	32.40
1/4 hour.....	24.00	22.75	21.50
10 minutes.....	18.00	17.25	16.50
5 minutes.....	12.00	11.50	11.00

ANNOUNCEMENTS

1 minute.....	2.00	1.90	1.80	1.70
60 words.....	1.75	1.66	1.57	1.48
30 words.....	1.50	1.42	1.35	1.27

SPECIAL FEATURES

Time signals, hospital list, road conditions, leased wire news services, market special announcements, home front news—rates on request.

POLITICAL

Class "A" rates apply. Representatives Or & Tans.

RAPID CITY

(Pennington County)

K O T A

(Established 1936)



COLUMBIA AFFILIATE

Rates received October 27, 1944.

Owned and operated by the Black Hills Broadcast Company of Rapid City.

Business Office and Studio—Alex Johnson Hotel, Rapid City, South Dakota, telephone 2000.

Transmitter—3 miles south of Rapid City on highway 79.

Wave—Power—Time

Operating power—5,000 watts. 217.4 meters; 1380 kilocycles. Operates on Mountain War Time. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount.

General Advertising

For combination rates see Columbia Broadcasting System, Inc.

The following rates are for national advertising.

CLASS "A"

(11:45 a.m. to 1:30 p.m. and 5:30 p.m. to 10:00 p.m.)			
1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	100.00	85.00	70.00
1/2 hour.....	60.00	54.00	48.00
1/4 hour.....	38.00	36.00	34.00
10 minutes.....	30.00	28.50	27.00
5 minutes.....	20.00	19.00	18.00
100 words.....	7.00	6.65	6.30
50 words.....	5.00	4.75	4.50

CLASS "B"

(7:30 a.m. to 11:45 a.m. and 1:30 p.m. to 5:30 p.m.)			
1 hour.....	75.00	71.25	67.50
1/2 hour.....	50.00	47.50	45.00
1/4 hour.....	35.00	33.25	31.50
10 minutes.....	25.00	23.75	22.50
5 minutes.....	15.00	14.25	13.50
100 words.....	5.00	4.75	4.50
50 words.....	4.00	3.80	3.60

CLASS "C"

(6:00 a.m. to 7:30 a.m. and 10:00 p.m. to 12:00 midnight)			
1 hour.....	50.00	47.50	45.00
1/2 hour.....	30.00	28.50	27.00
1/4 hour.....	20.00	19.00	18.00
10 minutes.....	15.00	14.25	13.50
5 minutes.....	10.00	9.50	9.00
100 words.....	4.50	4.00	3.80
50 words.....	3.50	3.25	3.00

SPECIAL FEATURES

Newscasts:			
Minutes	6	13	26
7:00 a.m.....	15	55.00	52.50
8:00 a.m.....	15	85.00	82.50
10:00 a.m.....	5	35.00	32.50
11:00 a.m.....	15	70.00	67.50
12:15 p.m.....	15	100.00	90.00
2:00 p.m.....	5	80.00	75.00
3:00 p.m.....	5	25.00	22.50
4:00 p.m.....	15	65.00	62.50
5:00 p.m.....	5	40.00	37.50
4:15 p.m.....	15	100.00	90.00
8:00 p.m.....	5	50.00	47.50
10:00 p.m.....	15	70.00	67.50
11:00 p.m.....	15	55.00	52.50

RAPID CITY—Continued

K O T A—Continued

TALENT

Rates on application. REMOTE CONTROL. Additional charges made for programs originating outside station's studios and for programs requiring special production.

TRANSCRIPTIONS

Transcription library services available. SERVICE FACILITIES. Services of station's program department staff announcers and staff engineers in arranging and presenting programs are included without extra charge. Additional charges made for programs requiring special production.

Contract and Other Requirements. No periods are sold in bulk for re-sale. Advertisers co-operating in group broadcasts are required to make separate contracts, subject to card rates and regulation. All programs are subject to approval of the station management. No contract accepted for more than one year's service. Station reserves the right to refuse or discontinue any programs or announcements for reasons satisfactory to itself.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using 88-1/3 and 78 r.p.m. turn-tables. Personnel. President—Robert J. Dean. Business Manager—Leo Peterson. Representatives. The Walker Company.

W C A T

Owned and operated by South Dakota State School of Mines, Rapid City, South Dakota. Wave—Power—Time. Operating power—100 watts. 243.9 meters; 1230 kilocycles. Does not sell time.

SIoux FALLS

(Minnehaha County)

K E L O

Rates effective September 1, 1944. Owned and operated by Sioux Falls Broadcast Association, Inc. Business Office and Studio—317 South Phillips Ave., Sioux Falls, South Dakota, telephone 757. Transmitter—West of city limits. Wave—Power—Time. Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 10:00 a.m. to 12:00 mid-night.

Agency Commission. 15% to recognized advertising agencies; no cash discount. Invoices mailed first of each month unless otherwise specified. General Advertising. For combination rates see National Broadcasting Company (Basic Supplementary). Fees charged by owners of music copyrights are not included in rates. Quantity discounts retroactive on entire schedule as earned. A quantity discount earned on either KSOO, Sioux Falls, or KELO, Sioux Falls, entitles the advertiser to the same quantity discount on the other station. All advertising scheduled to run during periods which may become reserved for network programs must be re-scheduled on notice by the station.

Table with 5 columns: 10:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; and 8:00 p.m. to 12:00 mid-night. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

Table with 5 columns: 10:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; and 8:00 p.m. to 12:00 mid-night. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

THREE, FIVE AND SIX PER WEEK RATES

Table with 5 columns: 10:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; and 8:00 p.m. to 12:00 mid-night. Rows include One hour, Three-quarter hour, One-half hour, One-quarter hour, Ten minutes, and Five minutes.

(10:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:15 p.m. to 12:00 mid-night)

Table with 5 columns: 1 wk., 13 wks., 26 wks., 52 wks. Rows include One hour, 3 per week, 5 per week, 6 per week, Three-quarter hour, One-half hour, One-quarter hour, Ten minutes.

ANNOUNCEMENTS

Chain break 30 words; local break 60 words; one minute, 125 words.

(6:00 p.m. to 10:15 p.m. and 12:00 noon to 1:00 p.m.)

Table with 5 columns: 10:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; and 8:00 p.m. to 12:00 mid-night. Rows include 1 tt., 2 minutes, 1 minute, 60 words, 30 words.

POLITICAL ADVERTISING

Rates on request. RECORDED PROGRAMS. Transcription library services available. Regular time charges apply.

TALENT

Rates on request. Contract and Other Requirements. Advertising of alcoholic beverages except beer and wine not accepted.

No contract accepted for longer period than one year. Station reserves the right to refuse or discontinue any program or announcement for reasons sufficient to the management. All contracts subject to federal, state and local regulations. Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually earned.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut discs. Personnel. President and Manager—Joseph Henkin. Vice-Pres. & Prom. Mgr.—S. Fautle, Jr. Commercial Manager—George R. Hahn.

Agency Commission

Howard H. Wilson Company.

K S O O

(Minnehaha County)

K S O O

Rates effective September 1, 1944. Owned and operated by Sioux Falls Broadcast Association, Inc. Studio—317 S. Phillips Ave., Sioux Falls, S. D., telephone 757. Transmitter—West of city limits. Wave—Power—Time. Operating power—5,000 watts. 263.2 meters; 1140 kilocycles. Licensed to operate on nationally cleared chan. Limits time 10:00 a.m. to 1:00 p.m. Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to local sunset; week days 6:00 a.m. to local sunset.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discount. Invoices mailed first of each month.

General Advertising

For combination rates see National Broadcasting Company (Basic Supplementary). Fees charged by owners of music copyrights are not included in rates. Quantity discounts retroactive on entire schedule as earned.

A quantity discount earned on either KSOO, Sioux Falls, or KELO, Sioux Falls, entitles the advertiser to the same quantity discount on the other station. All advertising scheduled to run during periods which may become reserved for network programs must be re-scheduled on notice by the station.

(11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:30 p.m.)

Table with 5 columns: 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:30 p.m. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

THREE, FIVE AND SIX TIME PER WEEK CONTRACTS

Table with 5 columns: 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:30 p.m. Rows include One hour, 3 per week, 5 per week, 6 per week, Three-quarter hour, One-half hour, One-quarter hour, Ten minutes.

(8:30 a.m. to 11:30 a.m. and 1:30 p.m. to 5:00 p.m.)

Table with 5 columns: 8:30 a.m. to 11:30 a.m. and 1:30 p.m. to 5:00 p.m. Rows include One hour, 3 per week, 5 per week, 6 per week, Three-quarter hour, One-half hour, One-quarter hour, Ten minutes.

ANNOUNCEMENTS

Chain break, 30 words; local break, 60 words; one minute, 125 words.

(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 8:30 p.m.)

Table with 5 columns: 11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 8:30 p.m. Rows include 2 minutes, 1 minute, 60 words, 30 words.

(5:30 a.m. to 8:30 a.m.)

Table with 5 columns: 5:30 a.m. to 8:30 a.m. Rows include 2 minutes, 60 words, 30 words.

POLITICAL ADVERTISING

Rates on request. RECORDED PROGRAMS. Transcription library services available—rates and details on request. Regular time charges apply to recorded programs.

TALENT

Arrangements for all types of talent made at cost. Station maintains a merchandising staff for dealer calls and surveys; reports confidential. Bulletins to grocers and druggists will be sent at advertiser's expense.

Contract and Other Requirements

Advertising of alcoholic beverages except beer and wine not accepted. No contract accepted for longer period than one year. Station reserves the right to discontinue any advertising announcements, talks, or programs for reasons sufficient to the management.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 88-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut discs.

Personnel

President and Manager—Joseph Henkin. Vice-Pres. & Prom. Mgr.—S. Fautle, Jr. Commercial Manager—George R. Hahn. Representatives—Howard H. Wilson Company.

SOUTH DAKOTA—Cont'd

VERMILLION

(Clay County)
KUSD

Owned and operated by University of South Dakota
Vermillion, South Dakota.

Wave—Power—Time
Operating power—500 watts.
226.1 meters; 920 kilocycles.
Does not sell time.

WATERTOWN

(Coddington County)
KWAT
(Established 1940)

Rates effective February 1, 1940.

Owned and operated by The Midland National Life
Insurance Company of Watertown, South Dakota.
Business Office and Studio—Midland National Life
Insurance Company Building, Watertown, South
Dakota.

Transmitter—

Wave—Power—Time

Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Operates on Central War Time.
Actual operating schedule: Sundays 9:00 a.m. to 6:00
p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising
agencies on net charges for station time. No com-
mission on program charges. No cash discount. Bill-
ing weekly; 2% cash discount if cash accompanies
purchase order.

General Advertising

For combination rates see Keystone Network.

Table with rates for various time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) for different periods (12:00 noon to 2:00 p.m., 6:00 p.m. to 10:00 p.m., all other periods).

Table with rates for 100 words and 50 words for evening and noon, and daytime.

DISCOUNTS

Discounts on gross rates for time used. Discounts
allowed on the number of periods used within one
year, as follows:
18 periods..... 5% 100 periods..... 20%
28 periods..... 10% 800 periods and over 25%
52 periods..... 15%

SPECIAL FEATURES

Weather Reports: Daytime, 10:45 a.m., 12:30 p.m.,
3:35 p.m., three periods daily; commercial copy 50
words, per week 25.00. Evening, 6:30 p.m. and 9:00
p.m., two periods daily; commercial copy 50 words,
per week 40.00.
Time Signals—Daytime and evening, every half hour.
Copy limited to 25 words:
7:00 a.m. to 10:00 a.m., per week..... 15.00
10:00 a.m. to 1:00 p.m., per week..... 17.50
4:00 p.m. to 7:00 p.m., per week..... 20.00
7:00 p.m. to sign-off, per week..... 22.50
Temperature Reports: Four periods daily, 8:00 a.m.,
10:45 a.m., 12:30 p.m. and 3:45 p.m. Not exceeding
50 words of copy, per week 25.00.
Sports Review: Daytime, 5:45 p.m. to 6:00 p.m.
daily, per week 40.00. Evenings, 8:45 p.m. to after
times, per week 55.00.
Sunday Baseball Games: Remote control direct from
parks. All league games, 2 hours per week, 75.00.
Complete copy continuous throughout game.
Hospital News: Complete reports of patients in
Luther Hospital. Daily spot not to exceed 100 words,
per week 50.00. Spots allowed before or after times
11:00 a.m., 4:15 p.m. daily.
Market Reports: Daily, open and close, per month
100.00. Copy limited to 60 words.
Children's Hour and Woman's Hour: Rates and de-
tails on request.

DISCOUNTS

Discounts for Special Features for service within one
year:
18 weeks..... 5%
28 weeks..... 10%
52 weeks..... 15%

REMOTE CONTROL

Additional charges are made for programs originating
outside station's studios and for programs requiring
special production.

SERVICE FACILITIES

Services of station's program department staff, an-
nouncers and staff engineers in arranging and pre-
senting programs are included without extra charge.
Contract and Other Requirements
All acceptable accounts are subject to the same rates.
No periods are sold in bulk for re-sale. Advertisers
cooperating in group broadcasts are required to make
separate contracts, subject to card rates and regula-
tions. All programs are subject to the approval of
the station.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel

Manager—F. L. Bramble.

Representative—None.

YANKTON

(Yankton County)
WNAX
(Established 1926)

Rates effective October 1, 1944. (Card No. 18.)

Owned and operated by WNAX Broadcasting Co.
Studio—Second and Capitol Sts., Yankton, S. D.,
telephone 442. Other studios—Orpheum Theater
Building, Sioux City, Iowa.

Merchandising Department—Orpheum Theatre Bldg.,
Sioux City, Iowa and, WNAX Building, Yankton,
South Dakota.
Transmitter—four miles east of Yankton

Wave—Power—Time

Operating power—5,000 watts.
526.3 meters; 570 kilocycles.
Licensed to operate full time or regional channel.
Operates on Central War Time.
Actual operating schedule: Week days 6:00 a.m. to
midnight; Sundays 7:00 a.m. to midnight.

Agency Commission

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

General Advertising

For combination rates see listing of Columbia Broad-
casting System (Northwestern Group) and Mid-States
Group.
Discounts are retroactive as earned.
The following rates are for national and local ad-
vertising.

Table with rates for CLASS 'A', CLASS 'B', and CLASS 'C' for various time slots and periods.

An additional discount of 5% off the net billing is
allowed on that portion of the schedule running 52
consecutive weeks

ANNOUNCEMENTS

Table with rates for CLASS 'A' and CLASS 'B' for various time slots and periods.

SPECIAL FEATURES

Your Neighbor Lady—Homemaking and economics—
participating program, 100 word announcements, one
daily, six days per week, Monday through Saturday:
500 times, 1 wk., 13 wks., 26 wks., 52 wks.
Per week..... 75.00 72.50 70.00 65.00
Three per week rate is 60% of six per week rate.
Also sold in combination with WMT and KRNT
women's programs—details on request.
Strip rates—Six 15 minute periods per week, daily
except Sunday after 10:30 p.m.:
1 wk., 13 wks., 26 wks., 52 wks.
Per week 112.50 107.50 102.50 97.50 92.50
Three per week rate is 60% of six per week rate.
Dinner Bell Programs (live talent noon day feature)
participation: Six 100 word announcements per week,
one daily, Monday through Saturday.
Per week..... 90.00 87.50 85.00 80.00
Three per week rate is 60% of six per week rate.
News, sports, markets, special events and other
special features—rates on request.

POLITICAL

Rates on application.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply on transcriptions and recorded
programs.

TALENT

Rates on request.
REMOTE CONTROL
Complete remote pickup equipment available.

SERVICE FACILITIES

Services of the production department, announcing
staff and technical staff are included without charge.

Closing Time

All copy, continuity for programs or talks must be
submitted for approval 24 hours in advance.

Mechanical Program Equipment

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

Personnel

General Manager—Don E. Inman.
National Sales Manager—H. T. Enns, Jr., 29 W.
57th St., New York 19, N. Y.

Representative—The Katz Agency, Inc.

TENNESSEE

BRISTOL

(Sullivan County, Tennessee)
WOP1
(Washington County, Virginia)

(Established 1929)

Rates effective June 1, 1943. (Card No. 13.)

Owned and operated by Radiophone Broadcasting
Station WOP1, Inc.

Business Office and Studio—3rd floor, Union Trust
Bldg., 310 State St., Tennessee-Virginia, tele-
phone WOP1.

Transmitter—Old Abingdon Pike, Washington Coun-
ty, Virginia.

Wave—Power—Time

Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on net charges for station
facilities to recognized agencies. No commission on
talent.

General Advertising

For combination rates see listings of National Broad-
casting Company (Southeastern Group), Daniel Boone
Regional Network and Keystone Network.
ASCAP, SESAC, BMI and AMP licenses.
Rates are for station facilities and time only.

CLASS 'A'

Table with rates for CLASS 'A' for various time slots and periods.

CLASS 'B'

Table with rates for CLASS 'B' for various time slots and periods.

SPECIAL FEATURES

News casts: Regular rate plus 10% service charge.
Participation programs and other special features—
rates on request.

POLITICAL

Rates on request.
Cash in advance; copy must be submitted 24 hours
in advance. No political time accepted within 24
hours of election.

ELECTRICAL TRANSCRIPTIONS

No charge for use of transcriptions except music
royalties. Transcription laboratory services available.

TALENT

Rates on request.

REMOTE CONTROL

Details on request. Portable equipment available.

SERVICE FACILITIES

The services of station staff and announcers in re-
hearing and presenting programs are available with-
out charge.

Contract and Other Requirements

No contracts accepted for longer than one year. All
contracts subject to cancellation unless started within
30 days. All programs subject to management's ap-
proval.
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.

Closing Time

Closing time, if program is to be included in pub-
licity release is two weeks in advance of service.
Final closing date one week previous.

Mechanical Program Equipment

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

Personnel

President and General Manager—W. A. Wilson.

Representatives

Burn-Smith Company, Inc.
Southeast—Harry E. Cummings.

CHATTANOOGA

(Hamilton County)

W A P O

(Established 1936)



Rates effective August 1, 1941. (Card No. A-8.) Owned and operated by Mrs. W. A. Patterson. Business Office and Studio—Read House, Chattanooga 2, Tenn., telephone 6-6141. Transmitter—One mile from center of business section of Chattanooga.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. (100% modulation.) 260.9 meters; 1150 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 5:30 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% on station time only. No cash discount. Bills rendered list of each month, payable within ten days.

General Advertising For combination rates see listing of National Broadcasting Company (Southeastern 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 min) and rates for various days and times.

ANNOUNCEMENTS

Table with columns for time slots (1 min, 30 sec, 15 sec) and rates for announcements.

SPECIAL FEATURES

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 as 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 General Manager—R. G. Patterson. Advertising Director—Helen H. Patterson. Representatives Headley-Reed Company.

W D 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 6-5864. Transmitter—Volunteer Life Building, Chattanooga, Tennessee.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission Agency commission 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 American Broadcasting Company, Inc. (Southeastern Group) and Mutual Broadcasting System. The following rates are for national advertising. For local advertising consult station management.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 15 min, 10 min, 5 min) and rates for various days and times.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 15 min, 10 min, 5 min) and rates for various days and times.

SPECIAL FEATURES

News, weather reports and time signals. Rates on request.

ELECTRICAL TRANSCRIPTIONS

One minute transcription accepted at 100 word spot rate. Transcription library service available at no 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—Frank S. Lane. Commercial Manager—Ken Flenniken. Representatives Weed & Company.

W D O D

(Established 1920)



Rates effective June 1, 1941. (Card No. 5N.) Owned and operated by W D O D Broadcasting Corp. Business Office and Studio—Hamilton National Bank Building, Chattanooga, Tennessee. Transmitter—Hamilton County, Tennessee.

Wave—Power—Time Operating power—5,000 watts. (100% modulation.) 229.0 meters; 1310 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central War Time. Actual operating schedule: Sundays 6:30 a.m. to 12:05 a.m.; week days 5:30 a.m. to 12:05 a.m.

Agency Commission Agency commission 15% on broadcasting rates only 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 copyrighted music.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days and times.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days and times.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days and times.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days and times.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days and times.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days and times.

RECORDED PROGRAMS Regular time charges apply to recorded programs. 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 staff in securing talent, arranging and presenting advertising programs are included without extra charge. Merchandising department available to advertisers.

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 certified check; advance written notice accompanied by a certified check for short rates to the date of cancellation. All contracts subject to cancellation unless program starts within 60 days. No blanket contracts accepted. No contract accepted for longer period than one year. Preferred position governed by priority and availability on contract basis.

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.

Personnel President—N. A. Thomas. Vice-Pres. & Gen'l Mgr.—Earl Winger. Commercial Manager—Carter M. Parham.

Representatives Paul H. Raymer Company.

CLARKSVILLE

(Montgomery County)

W J Z M

(Established 1941)

Rates effective February 1, 1943. (Card No. 2.) Owned and operated by William S. Kleeman. Business Office and Studio—Masonic Temple Bldg., Third and Commerce Sts., Clarksville, Tenn., telephone 499. Transmitter—Martin St., 1-1/4 miles south of city, Clarksville, Tenn.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: Sundays 9:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency Commission Agency commission 15% to recognized agencies on station time only. No cash discount. Bills due 10th of month following service.

General Advertising For combination rates see Mutual Broadcasting System and Keystone Network. The following rates are for national advertising. Charges by owners of music copyrights not included in rates. BMI, ASCAP, SESAC and AMP licenses.

CLASS "A" 6:00 a.m. to 9:00 a.m., 11:00 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. week days; 9:00 a.m. to 11:00 p.m. Sundays

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days and times.

CLASS "B" 6:00 a.m. to 11:00 a.m., 1:00 p.m. to 5:00 p.m. and after 10:00 p.m. week days

CLASS "A" rates less 10% discount. (*) One minute or 100 words.

Table with columns for time slots (13 weeks, 26 weeks) and rates for various days and times.

Table with columns for time slots (10 for, 25 for, 50 for, 100 for) and rates for various days and times.

Time signals of 25 words or less: 3 daily 200.00 10 daily 800.00

SPECIAL FEATURES

Time signals, market and news broadcasts, athletic and other special events—rates on request.

POLITICAL

Rates on request; cash with order. ELECTRICAL TRANSCRIPTIONS Regular rates apply. Rates include use of transcription library service.

Rates on request. REMOTE CONTROL Services FACILITIES Program, continuity, advertising and announcing staff are at disposal of clients.

Contract and Other Requirements Advertising of alcoholic beverages, other than beer, not accepted. Contracts and copy subject to approval and government regulations. Right reserved to refuse or discontinue any advertising. No time sold for resale. Maximum contract one year. Specified time governed by priority and availability. Programs shall have priority over announcements. Right reserved to change time of broadcasts to handle special events and to meet emergencies.

Closing Time Contracts close one week in advance of first broadcast. Announcement copy closes three days 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—W. E. (Bill) Williams. Representatives Cox & Tann.

COOKEVILLE

(Putnam County)

W H U B

(Established 1940)

Rates effective December 1, 1942. (Card No. 3.) 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. 214.3 meters; 1400 kilocycles. Licensed to operate full time on a local channel. Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to 10:00 p.m. Week days 6:00 a.m. to 10:00 p.m.

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

General Advertising For combination rates see Columbia Broadcasting System (Southeastern Group), and Keystone Network Rates include music copyright fees.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min) and rates for various days and times.

Table with columns for time slots (13 times, 26 times, 52 times, 78 times, 104 times, 158 times, 260 times, 312 times) and rates for various days and times.

(This listing continued on next page)

TENNESSEE—Continued

COOKEVILLE—Continued
W H U B—Continued

SPECIAL FEATURES
Time signals, weather forecasts. Rates on request.
News: Leased wire service available—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. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. All contracts subject to station manager's approval and government regulations. Management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. No time will be sold for resale. Contracts are not transferable. Specified time is governed by availability and priority. Programs shall hold priority over announcements. Management reserves the right to change time of any broadcast or any announcement to handle special events or to meet emergencies. Rates quoted are for the facilities of the station only, but include services of announcers, program and merchandising departments.

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—M. L. Medley.
Station Director—Bill Reeves.
Representatives
Philadelphia—Cox & Tanz.

JACKSON

(Madison County)

WTJS

(Established 1931)



Rates effective March 1, 1942. (Card No. 7.)
Owned and operated by the Sun Publishing Company.
Business Office and Studio—Jackson Sun Building.
Jackson, Tennessee, telephone 1108.
Transmitter—2 miles south of Jackson Highway 45.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
215.8 meters; 1390 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.

Agency Commission
Agency commission 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 American Broadcasting Company, Inc. (Southcentral Supplementaries).

Rates include charges by owners of music copyrights. The following rates are for national advertising. Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for periods later sold for programs, may be re-scheduled by the station at equally advantageous times.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days and all day Sundays)

	1	13	26	52	100	200	300
1 hour.....	90.00	78.00	72.00	68.00	64.00	60.00	56.00
1/2 hour.....	48.00	45.60	43.20	40.80	38.40	36.00	33.60
1/4 hour.....	32.00	30.40	28.80	27.20	25.60	24.00	22.40
5 minutes.....	16.00	15.20	14.40	13.60	12.80	12.00	11.20
1 minute.....	7.00	6.65	6.30	5.95	5.60	5.25	4.90
60 words or less.....	6.00	5.70	5.40	5.10	4.80	4.50	4.20

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

	1	13	26	52	100	200	300
1 hour.....	40.00	38.00	36.00	34.00	32.00	30.00	28.00
1/2 hour.....	24.00	22.80	21.60	20.40	19.20	18.00	16.80
1/4 hour.....	16.00	15.20	14.40	13.60	12.80	12.00	11.20
5 minutes.....	8.00	7.60	7.20	6.80	6.40	6.00	5.60
1 minute.....	5.00	4.75	4.50	4.25	4.00	3.75	3.50
60 words or less.....	4.00	3.80	3.60	3.40	3.20	3.00	2.80

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, and are subject to announcement rates listed above. Rates for participation of Group Sponsors Features are 75% of rates listed above.

POLITICAL BROADCASTS
Rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available at no extra charge.

TALENT
Rates on application.

REMOTE CONTROL
Additional charges for programs originating outside the studios will be paid for by the advertiser.

SERVICE FACILITIES
Station maintains a complete program production department and artists bureau which is available to all advertisers. Station extends a complete merchandising service to all advertisers—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 both vertical and lateral cut discs.

Personnel
Vice-President—A. A. Stone.
Manager—Aaron 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 Studios—412 S. Roan Street,
Johnson City, Tennessee.
Other Studios—Bonnie Kate Theater Building, Elizabethton, Tenn.
Transmitter—Kingsport-Bristol Highway, 3 miles out of Johnson City.

Wave—Power—Time
Operating power—1,000 watts
329.7 meters; 910 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies. Production and talent net to the station. No cash discount.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
The following rates are for national advertising. For local advertising rates apply to station management.

(7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	90.00	54.00	36.00	18.00
13 times.....	85.50	51.30	34.20	17.10
26 times.....	81.00	48.60	32.40	16.20
52 times.....	76.50	45.90	30.60	15.30
104 times.....	72.00	43.20	28.80	14.40
208 times.....	67.50	40.50	27.00	13.50
312 times.....	63.00	37.80	25.20	12.60

(10:00 p.m. to 7:00 a.m. and 2:00 p.m. to 5:00 p.m.)

	1 time.....	67.50	40.50	27.00	13.50
13 times.....	64.12	38.47	25.65	12.82	
26 times.....	60.75	36.45	24.30	12.15	
52 times.....	57.37	34.43	22.85	11.48	
104 times.....	54.00	32.40	21.60	10.84	
208 times.....	50.63	30.38	20.25	10.12	
312 times.....	47.25	28.35	18.90	9.45	

ANNOUNCEMENTS
(7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 10:00 p.m.)

	100 wds.	50 wds.
1 time.....	7.50	5.00
13 times.....	7.12	4.75
26 times.....	6.75	4.50
52 times.....	6.37	4.25
100 times.....	6.00	4.00
300 times.....	5.63	3.75
600 times.....	5.15	3.50
1000 times.....	4.88	3.25

Station break announcements, each 5.00.
(This listing continued on next page)

WHAT A HOOPER!

BLUE NETWORK

PERIOD	% OF LISTENERS
MORNING	91.3%
AFTERNOON	91.3%
NIGHT	80.4%

What a market! . . . The Appalachian area is one of the richest in the South. No competition from other stations. . . . Six thriving cities with over a million people—all potential BLUE listeners who believe in spending money. You buy this when you buy WJHL

1000 WATTS **WJHL** **910 KCS.**
JOHNSON CITY, TENNESSEE

CALL HOWARD WILSON CO.

JOHNSON CITY—Continued
W J H L—Continued

(10:00 p.m. to 7:00 a.m. and 2:00 p.m. to 5:00 p.m.)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 time, 13 times, 26 times, 52 times, 100 times, 300 times, 600 times, 1000 times, and Station break announcements.

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 services 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.

SERVICE FACILITIES

Auditions and rehearsals free of charge to advertiser. Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel

President—W. H. Lancaster. Station Manager—Ken Marsh.

Representatives

Howard H. Wilson Company

KINGSPORT

(Sullivan County)

WKPT

(Established 1940)

Rates effective January 1, 1945.

Owned and operated by the Kingsport Broadcasting Company, Inc. Studio—Radio Center, Kingsport, Tennessee.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time.

Agency Commission

Agency commission 15%; cash discount none.

General Advertising

For combination rates see listings of National Broadcasting Company (Southeastern Group) and Daniel Boone Network.

CLASS "A"

(8:00 p.m. to 11:00 p.m.)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 min, 13 times, 26 times, 52 times, 100 times, 300 times, 600 times, 1000 times.

CLASS "B"

(8:00 a.m. to 6:00 p.m.)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 time, 13 times, 26 times, 52 times, 100 times, 300 times, 600 times, 1000 times.

ANNOUNCEMENTS

One minute or less:

Table with 3 columns: Time slot, CLASS "A" rate, CLASS "B" rate. Includes 1 time, 13 times, 26 times, 52 times, 100 times, 300 times, 600 times, 1000 times.

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.

Personnel

General Manager—Jess Swicegood.

Representatives

Burn-Smith Company, Incorporated. Southeast—Harry E. Cummings.

KNOXVILLE

(Knox County)

WBIR

(Established 1941)



Rates effective October 1, 1944. (Card No. 4.)

Owned and operated by American Broadcasting Corp. Business Office and Studio—Chamber of Commerce Bldg., 618 S. Gay St., Knoxville 8, Tenn., telephone 4-3321.

Transmitter—Wilder Place and Brooks Road, one mile east of business district, Knoxville, Tenn.

Wave—Power—Time. Operating power—250 watts. 211.9 meters; 1240 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time.

Operating schedule: Sundays 6:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

Agency Commission. Agency commission 15% to recognized agencies on station time only.

General Advertising. For combination rates see American Broadcasting Company, Inc. (Southcentral Group).

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

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

CLASS "B" (All other time)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

POLITICAL. Speeches, talks, sermons, etc., are acceptable provided the time is paid for in advance.

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

General Advertising. For combination rates see listing of National Broadcasting Company (Southcentral Group).

CLASS "A" (6:00 p.m. to 10:00 p.m. week days and 10:00 p.m. to 10:00 p.m. Sundays)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

CLASS "B" (All other time)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

WNOK

(Established 1921)

Rates effective March 1, 1944. (Card No. 8.) Owned and operated by Scripps-Howard Radio, Inc.

Business Office and Studio—110 South Gay Street, Knoxville 24, Tenn., telephone 8-8171.

Wave—Power—Time. Operating power—10,000 watts. 303.0 meters; 980 kilocycles.

Licensed to operate full time on a clear channel. Operates on Central War Time.

Operating schedule: Sundays 5:00 a.m. to 1:00 a.m.; week days 5:00 a.m. to 1:00 a.m.

Agency Commission. Agency commission 15% to recognized agencies on station time only.

General Advertising. For combination rates see listing of Columbia Broadcasting System (Southcentral Group).

CLASS "A" (5:59 p.m. to 11:00 p.m. week days and 12:59 p.m. to 11:00 p.m. Sundays)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute or less.

CLASS "B" (5:59 a.m. to 5:59 p.m. week days, 5:30 a.m. to 12:59 p.m. and 11:00 p.m. to 12:00 midnight daily)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute or less.

CLASS "C" (5:59 p.m. to 11:00 p.m. week days and 12:59 p.m. to 11:00 p.m. Sundays)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute or less.

DISCOUNTS

Special discount—on announcements only from one time rate; 750 times 30%; 1,500 times 35%.

SPECIAL FEATURES

Mid-day Merry-Go-Round: Monday through Saturday, 12:00 noon to 1:45 p.m., six 100 word announcements, per week 75.00.

Participation in special features does not entitle advertisers to any discount on regular programs or announcements.

SPEECHES AND TALKS

Speeches, talks, sermons, etc., acceptable for sponsorship, provided station time is paid for in advance.

TRANSCRIBED PROGRAMS

Regular time charges apply.

TALENT

Rates on application.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Vice-Pres. & Gen'l Mgr.—R. B. Westergaard (on leave).

Representatives. The Branham Company.

WROL

(Established 1927)



Rates effective May 1, 1944. (Card No. 11.) Owned and operated by Stuart Broadcasting Company.

Business Office and Studio—531 S. Gay St., Knoxville 02, Tenn., telephone 2-7111.

Wave—Power—Time. Operating power—1,000 watts days; 500 watts nights.

Licensed to operate full time on regional channel. Operates on Central War Time.

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

General Advertising. For combination rates see listing of National Broadcasting Company (Southcentral Group).

CLASS "A" (6:00 p.m. to 10:00 p.m. week days and 10:00 p.m. to 10:00 p.m. Sundays)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

CLASS "B" (All other time)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

ANNOUNCEMENTS

120 words (1 minute) or less: (5:59 p.m. to 10:01 p.m. week days and 12:59 p.m. to 10:01 p.m. Sundays)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 time, 13 times, 26 times, 52 times, 104 times.

CLASS "B" (All other time)

Table with 3 columns: Time slot, Rate, and another rate. Includes 1 time, 13 times, 26 times, 52 times, 104 times.

SPECIAL FEATURES

News broadcasts, when available, sold at regular rates plus 10%.

POLITICAL AND RELIGIOUS BROADCASTS. Rates on request.

ELECTRICAL TRANSCRIPTIONS. Transcription library services available—rates and details on request.

TALENT. Rates on application. Production costs are billed at net to station.

REMOTE CONTROL. Necessary equipment for remote control broadcasts supplied by station for temporary installations.

SERVICE FACILITIES. Audition programs and rehearsals available at no extra cost.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Owner—S. E. Adcock. Business Manager—C. H. Frazier.

Representatives. John Blair & Company.

MEMPHIS

(Shelby County)
WHBQ
(Established 1925)

Rates effective March 1, 1944. (Card No. 8.)
Owned and operated by Broadcasting Station WHBQ, Incorporated.
Business Office and Studio—Hotel Gayoso, Memphis 5 Tennessee, telephone 8-6868.
Transmitter—Corner Court and Neely Street, Memphis, Tennessee.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operating schedule: 24 hours daily.
Agency Commission
15% to recognized agencies; no cash discount.
Commission does not apply on talent or production charges. All program, talent, announcement or other charges in connection with broadcast service are billed in accordance with credit arrangements approved by the station management, and are due and payable upon receipt of statement.
General Advertising
For combination rates see Mutual Broadcasting System, ASCAP, BMI, SESAC and AMP licenses.
The following rates are for national advertising. For local advertising rates consult station management.
Discounts are based on broadcasts given under contract and are not to exceed one year's duration. Announcements are accepted with the understanding that programs take precedence, and that announcements scheduled for periods later sold for programs may be re-scheduled by the station at equally advantageous times. All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as national advertising and must carry the national rate. Announcements may not be combined with any other programs to gain frequency discounts.
CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 hr 120.00 114.00 108.00 102.00 96.00 90.00 84.00
1/2 hr 72.00 68.40 64.80 61.20 57.60 54.00 50.40
1/4 hr 48.00 45.80 43.60 41.40 39.20 37.00 34.80
5 min 25.00 23.75 22.50 21.25 20.00 18.75 17.50
1 min 12.50 11.88 11.25 10.63 10.00 9.38 8.76
30 wds 6.50 6.18 5.85 5.52 5.20 4.88 4.55
CLASS "B"
(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)
1 hr 60.00 57.00 54.00 51.00 48.00 45.00 42.00
1/2 hr 36.00 34.20 32.40 30.60 28.80 27.00 25.20
1/4 hr 24.00 22.80 21.60 20.40 19.20 18.00 16.80
5 min 12.50 11.88 11.25 10.63 10.00 9.38 8.76
1 min 7.50 7.13 6.75 6.38 6.00 5.63 5.25
30 wds 6.50 6.18 5.85 5.52 5.20 4.88 4.55
SPECIAL FEATURES
News: Leased wire service available; broadcast every hour on the hour. Regular rates apply.
Time Signals: Consist of two 30 word announcements each morning, two each afternoon and two each night, six days weekly, Sunday excepted. Available on contract for:
Less than 3 months, per month 320.00
3 months continuous, per month 300.00
6 months continuous, per month 280.00
12 months continuous, per month 260.00
Rates for sponsorship of special reports such as weather, markets, and/or similar services are based on actual number of words in commercial copy and is subject to individual announcement rates.
Sporting events, baseball, football, etc.—rates on request.
TRANSCRIPTIONS
Transcription facilities are available at a slight service charge—rates on request.
REMOTE CONTROL
Facilities for handling programs originating outside regular studios are available—rates on request.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
All broadcasting facilities are furnished in accordance with the terms of station's standard form of contract. Rates quoted are for station facilities only. Talent is extra. Rates include services of station announcers while on regular duty, assistance of station management in securing, rehearsing and auditioning talent.
Closing Time
Manuscript must be submitted 48 hours in advance.
Personnel
Gen'l & Com'l Mgr.—H. W. Slavick.
Local Sales & Prom. Mgr.—Cliff Goodman.
Representatives
The Branham Company.

or production charges. All program, talent and announcement charges are billed in accordance with credit arrangements approved by credit manager of the station.
General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group).
The following rates are for national advertising. Discounts allowed retroactively on the number of broadcasts given within one year under contract not to exceed one year's duration. Announcements are accepted with the understanding that programs take precedence, and that announcements scheduled for periods later sold for programs may be re-scheduled by the station at equally advantageous times.
All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rate.
CLASS "A"
(5:55 p.m. to 10:01 p.m.)
1 hr 200.00 190.00 180.00 170.00 160.00 150.00 140.00
1/2 hr 130.00 128.50 117.00 110.50 104.00 97.50 91.00
1/4 hr 85.00 80.75 76.50 72.25 68.00 63.75 59.50
5 min. 45.00 42.75 40.50 38.25 36.00 33.75 31.50
*100 words (1 min) 17.50 16.62 15.75 14.87 14.00 13.12 12.25
*Chain breaks (30 words) 17.50 16.62 15.75 14.87 14.00 13.12 12.25
CLASS "B"
(9:00 a.m. to 5:59 p.m.; 10:01 p.m. to 10:30 p.m.)
1 hr 125.00 118.75 112.50 106.25 100.00 93.75 87.50
1/2 hr 80.00 85.50 81.00 76.50 72.00 67.50 63.00
1/4 hr 50.00 47.50 45.00 42.50 40.00 37.50 35.00
5 min. 35.00 33.25 31.50 29.75 28.00 26.25 24.50
*100 words (1 min) 17.50 16.62 15.75 14.87 14.00 13.12 12.25
*Chain breaks (30 words) 17.50 16.62 15.75 14.87 14.00 13.12 12.25
CLASS "C"
(6:00 a.m. to 9:00 a.m., and 10:30 p.m. to 1:00 a.m.)
1 hr 87.50 88.12 78.75 74.37 70.00 65.62 61.25
1/2 hr 68.00 59.85 56.70 53.55 50.40 47.25 44.10
1/4 hr 35.00 33.25 31.50 29.75 28.00 26.25 24.50
5 min. 24.50 23.27 22.05 20.82 19.60 18.37 17.15
*100 words (1 min) 17.50 16.62 15.75 14.87 14.00 13.12 12.25
(*) Chain breaks and one minute announcements cannot be combined with any other programs to earn frequency discounts.
SPECIAL FEATURES
News: Quarter hour news sponsorship available at 8:00 a.m., 12:00 noon, 5:45 p.m. and 10:00 p.m. Monday through Saturday. Rates and details on request.
RECORDED PROGRAMS
Transcription programs may be broadcast at any hour, with the restriction, however, that contents of such programs are subject to the approval of the station management. Transcription library services available.
TALENT
Station maintains a booking department for the securing and rehearsing of all talent requirements.
REMOTE CONTROL
Service and facilities for handling programs by remote control are available and prices for such service will be quoted upon request.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Rates are for station facilities. Talent is extra. Rate quotations include services of regular station announcer, assistance of the station management in securing, rehearsing and auditioning talent.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for both vertical and lateral reproductions.
Closing Time
Manuscript must be submitted 48 hours in advance.
Personnel
Gen'l & Com'l Mgr.—H. W. Slavick.
Local Sales & Prom. Mgr.—Cliff Goodman.
Representatives
The Branham Company.

to earn a greater frequency discount. Discounts are allowed retroactively on broadcasts within a contract year.
CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 hr 180.00 152.00 144.00 138.00 128.00 120.00
1/2 hr 96.00 91.20 88.40 81.60 76.80 72.00
1/4 hr 64.00 60.80 57.80 54.40 51.20 48.00
5 minutes 33.00 30.40 28.80 27.20 25.60 24.00
1 minute or less 16.00 15.20 14.40 13.60 12.80 12.00
CLASS "B"
(8:00 a.m. to 6:00 p.m., 10:00 p.m. to 10:30 p.m.)
*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 48.00 38.00 36.00 34.00 32.00
5 minutes 20.00 19.00 18.00 17.00 16.00 15.00
1 minute or less 10.00 9.50 9.00 8.50 8.00 7.50
CLASS "C"
(10:30 p.m. to 8:00 a.m.)
1 hr 100.00 78.00 72.00 68.00 64.00 60.00
1/2 hr 60.00 48.00 42.00 40.00 38.00 36.00
1/4 hour 40.00 30.00 28.00 27.00 25.00 24.00
5 minutes 18.00 15.20 14.40 13.60 12.80 12.00
1 minute or less 8.00 7.60 7.20 6.80 6.40 6.00
(*) Special discounts as shown below (applicable only to Class "B" time) are available to advertisers who present transcribed programs which the station believes will attract wide listener interest. Discounts based on five or more periods per week—deductible from the one time rate:
18 wks. 26 wks. 39 wks. 52 wks.
1 hour programs... 40% 43% 45% 50%
1/2 hour programs... 25% 31% 35% 50%
1/4 hour programs... 25-1/2% 28% 30% 45%
POLITICAL BROADCASTS
Political speeches, talks, sermons, addresses, etc., acceptable for sponsorship only provided station time is paid for in advance of such presentation.
TALENT
Rates on application.
Contract and Other Requirements
Station will not permit the use of more than 12 announcements or programs by any one advertiser within a single broadcast day.
Station specifically reserves the right to change time of broadcast on account of special events and priority of network programs.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.
Personnel
Vice-Pres. & Gen'l Mgr.—Harold R. Kreisstein.
Representatives
Spot Sales, Inc.

WREC
(Established 1923)
Rates effective February 1, 1938. (Card No. 20.)
Owned and operated by Hoyt B. Wooten, d/b WREC Broadcasting Service.
Business Office and Studio—Hotel Peabody, Memphis, Tennessee.
Transmitter—Radio Center, 4 miles from Memphis.
Wave—Power—Time
Operating power—5,000 watts.
500 meters; 600 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: 5:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% on net charges for station time to recognized agencies. No cash discount. Program, talent and announcement charges are billed in accordance with credit arrangements approved by the credit manager of the station.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).
The following rates are for national advertising. For local rates consult station management.
All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rate.
Discounts allowed retroactively on the number of broadcasts given within a year, under contract, not to exceed one year's duration.
CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 hr 200.00 190.00 180.00 170.00 160.00 150.00 140.00
1/2 hr 130.00 128.50 117.00 110.50 104.00 97.50 91.00
1/4 hr 85.00 80.75 76.50 72.25 68.00 63.75 59.50
5 min. 45.00 42.75 40.50 38.25 36.00 33.75 31.50
*Chain breaks—30 words 17.50 16.62 15.75 14.87 14.00 13.12 12.25
CLASS "B"
(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)
1 hr 125.00 118.75 112.50 106.25 100.00 93.75 87.50
1/2 hr 80.00 85.50 81.00 76.50 72.00 67.50 63.00
1/4 hr 50.00 47.50 45.00 42.50 40.00 37.50 35.00
5 min. 35.00 33.25 31.50 29.75 28.00 26.25 24.50
1 min. 17.50 16.62 15.75 14.87 14.00 13.12 12.25
*Chain breaks—30 words 17.50 16.62 15.75 14.87 14.00 13.12 12.25
CLASS "C"
(6:00 a.m. to 9:00 a.m., and 10:30 p.m. to 1:00 a.m.)
1 hr 87.50 88.12 78.75 74.37 70.00 65.62 61.25
1/2 hr 68.00 59.85 56.70 53.55 50.40 47.25 44.10
1/4 hr 35.00 33.25 31.50 29.75 28.00 26.25 24.50
5 min. 24.50 23.27 22.05 20.82 19.60 18.37 17.15
*1 min. 17.50 16.62 15.75 14.87 14.00 13.12 12.25
(*) Chain breaks and one minute announcements cannot be combined with any other programs to earn frequency discount.
(This listing continued on next page)

WMPB
(Established 1935)
Rates effective December 1, 1943. (Card No. 15.)
Owned and operated by Memphis Broadcasting Co. Business Office and Studio—Columbian Tower, Memphis, Tennessee, telephone 5-3721.
Transmitter—1690 S. Lauderdale, Memphis, Tenn.
Wave—Power—Time
Operating power—1,000 watts day; 500 watts night. (100% modulation—crystal control.)
295.5 meters; 1460 kilocycles.
Licensed to operate unlimited time on regional channel.
Operates on Central War Time.
Actual operating schedule: Daily 6:30 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to recognized agencies. No cash discount. Bills rendered monthly and payable within ten days.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
Rates include charges by owners of music copyrights.
The following rates are for national advertising. All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rate, except in cases wherein the product advertised does not have multiple distribution in the primary coverage area of this station, and advertising wherein the advertising is placed by and for a retailer.
Announcements and programs may not be combined

WMC
(Established 1928)
Rates effective February 1, 1938. (Card No. 14.)
Owned and operated by the Memphis Publishing Co. Business Office and Studio—3rd and Madison, Memphis, Tennessee, telephones 8-7464.
Transmitter—Outside of Memphis.
Wave—Power—Time
Operating power—5,000 watts.
379.7 meters; 790 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 1:00 a.m.
Agency Commission
Agency commission 15% on net charges for station time to recognized advertising agencies. Cash discount none. Commission does not apply on talent

MEMPHIS—Continued
W R E C—Continued

SPECIAL FEATURES

Time Signal Service: Includes two 80 word run-of-schedule announcements each morning, afternoon and evening, daily except Sunday.

Complete Service: Less than 8 months, per month... 800.00; 3 months, per month... 750.00; 6 months, per month... 700.00; 9 months, per month... 650.00; 12 months, per month... 600.00

Rate for sponsorship of special reports such as cotton, weather, crops, baseball and football scores is based on actual number of words used in advertising copy...

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. Mechanical Program Equipment Equipped to handle programs by electrical transcription...

NASHVILLE

(Davidson County)
WLAC
(Established 1936)

Rates effective September 1, 1944. (Card No. 4.) Owned and operated by WLAC Broadcasting Service, Business Office and Studio—Third National Bldg., Nashville 8, Tenn.

Wave—Power—Time Operating power—50,000 watts. (100% modulation—crystal control.) 198.7 meters; 1510 kilocycles.

Agency Commission Agency commission 15% allowed to recognized advertising agencies; no cash discount. All bills rendered and payable on 1st of every month.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southcentral Group). The following rates are for national advertising.

CLASS "A" (6:00 p.m. to 10:30 p.m.) 1 hr. 300.00 225.00 270.00 255.00 240.00 225.00; CLASS "B" (9:00 a.m. to 1:30 p.m., 4:00 p.m. to 6:00 p.m. and after 10:30 p.m.) 1 hr. 150.00 142.50 185.00 127.50 120.00 112.50; CLASS "C" (6:00 a.m. to 9:00 a.m. and 1:30 p.m. to 4:00 p.m.) 1 hr. 115.00 109.25 108.50 97.75 92.90 86.25

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m.) 100 words... 30.00 28.50 27.00 25.50 24.00 22.50; CLASS "B" (All other time) 100 words... 15.00 14.25 13.50 12.75 12.00 11.25

SPECIAL FEATURES "Early Morning Varieties"—5:00 a.m. to 8:00 a.m., daily except Sunday, 15 or 30 minute units—20% of Class "A" rates.

TALENT

Extra, and charges are added to the billing for cost of time.

REMOTE CONTROL

Complete remote control equipment for handling programs originating outside of regular studios. Charges based on actual cost to station.

TRANSCRIPTIONS

Facilities for making transcriptions continuously on or off the air.

SERVICE FACILITIES

Services of the program department in arranging programs, announcements, and announcers are included without extra charge. Services of artists and musicians for each sponsored program are secured by the program service department.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. All proposals subject to prior booking of time. All programs must conform to the standards of the station.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

Owner—J. T. Ward. General Manager—F. C. Rowell. Program Director—Paul Oliphant.

Representatives

Paul H. Baymer & Company

WSIX

(Established 1927)



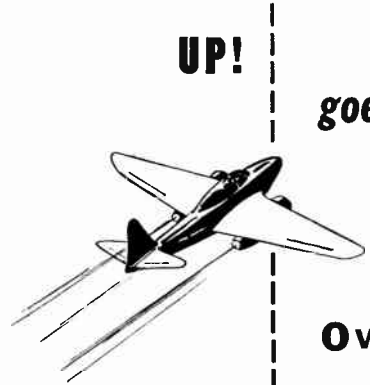
Rates effective August 1, 1943. (Card No. 4.) Owned and operated by WSIX Broadcasting System, Business Office and Studio—Nashville Trust Bldg., Nashville 8, Tenn.

Transmitter—McGavock Pike, Nashville, Tenn. Wave—Power—Time Operating power—5,000 watts. 306.1 meters; 980 kilocycles. Licensed to operate full time.

Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight. Agency Commission Agency commission 15% to recognized agencies. Bills rendered 1st of each month and due within ten days.

General Advertising For combination rates see American Broadcasting Company, Inc. (Southcentral Group) and Mutual Broadcasting System.

Table with columns: Time (1-6:30 p.m.), Rate (hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min., 30 sec.), and Audience (wsd). Includes rates for 1, 1.5, 2, 2.5, 3, 3.5, 4, 4.5, 5, 5.5, 6, 6.5, 7, 7.5, 8, 8.5, 9, 9.5, 10, 10.5, 11, 11.5, 12 hours.



UP!

goes WSIX!

OVER A 2 YEAR PERIOD

(January 1943 to January 1945)

HOOPER FIGURES SHOW AN

81.5%

AUDIENCE INCREASE

UP!

UP!

UP!

Worthy indeed is this constant climb; for WSIX, by the constant presentation of the best from two popular networks, gets and holds its listeners in the rich Nashville and Middle Tennessee market area, plus a good slice of the Southern Kentucky radio audience.

For further details write or wire the Katz Agency, Inc., or direct to

BLUE 5000 W.



MUTUAL 980 Kc.

The KATZ Agency, Inc. National Representatives

TENNESSEE—Continued

NASHVILLE—Continued

W S I X—Continued

(Before 6:00 p.m. and after 10:30 p.m. week days: before 1:00 p.m. Sundays)

Table with columns for time (1-6:00 p.m.), hr., min., and rates for W S I X.

Special Features: Time signals, weather reports, market reports, athletic events—rates on request.

Talent: Rates on request. Remote Control: Facilities available—rates on request.

Service Facilities: Service of program, advertising and continuity departments as well as announcing and operating staff.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel: President—Jack M. Draughon. Commercial Director—E. S. Tanner.

W S M (Established 1935): Rates effective March 1, 1945. (Card No. 7.)

Owned and operated by the National Life and Accident Insurance Company, Inc.

Business Office and Studio—National Bldg., Seventh Avenue and Union Street, Nashville 3, Tennessee.

Transmitter—located 12 miles in the country. wave—Power—Time

Operating power—60,000 watts. 461.5 meters; 850 kilocycles. Licensed to operate on clear channel full time.

Agency Commission: Agency commission 15% on net charges for station time and talent to recognized advertising agencies.

General Advertising: For combination rates see National Broadcasting Company (MidSouth Group).

The following rates apply to both national and local advertising. Discounts allowed retroactively on the number of broadcasts given within a year.

Table with columns for time (6:00 p.m. to 10:30 p.m.), hr., min., and rates for W S M.

CLASS "A": (6:00 p.m. to 10:30 p.m. week days and after 12:30 p.m. Sundays)

Table with columns for time (9:00 a.m. to 1:30 p.m.), hr., min., and rates for W S M.

CLASS "B": (5:00 a.m. to 9:00 a.m., 1:30 p.m. to 4:00 p.m. and after 11:00 p.m., except Sunday)

Table with columns for time (5:00 a.m. to 9:00 a.m.), hr., min., and rates for W S M.

SPECIAL FEATURES

Musical Clock: 5:00 a.m. to 7:30 a.m., 15 or 30 minute periods, five days per week 25% of the evening rate.

Grand Ole Opry—rates on request. News—rates on request.

Talent: Station maintains a complete staff of talent for any type program. Rates on request.

Electrical Transcriptions: Rates on request. Remote Control: Additional charges are made for programs originating outside station studios.

Service Facilities: Services of station's continuity and production departments, technical and announcing staffs, in arranging and presenting programs are included without extra charge.

Closing Time: Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel: General Manager—Harry Stone. Program Director—Ottis Devine.

Representatives: Edward Petry & Company, Inc.

TEXAS

LONE STAR CHAIN

806 Tower Petroleum Bldg., Dallas 1, Tex. Comprised of: Basic Stations: KGKO—Dallas-Ft. Worth, KTSA—San Antonio, KXYZ—Houston.

Supplementaries: KGNC—Amarillo, KFYO—Lubbock, KRIS—Corpus Christi, KRQV—Weslaco.

Wave—Power—Time: See individual station listings. Agency Commission: 15% to recognized advertising agencies on station time and lines.

General Advertising: Any two basic stations may be used with supplementaries available as desired; combination rates on request.

Political: One time rate applies. No agency commission allowed. Remote Control: Programs may originate from any basic station at no additional cost.

Service Facilities: Continuity, production, merchandising, and publicity departments available without extra charge.

Contract and Other Requirements: Advertising of alcoholic beverages other than light wines and beer will not be accepted.

Personnel: Managing Director—Clyde B. Melville. Operating Committee Chairman—O. L. Taylor.

TEXAS QUALITY NETWORK, THE

Orders or correspondence may be addressed to any of the stations listed below. Comprised of: WFAA—Dallas (2), WBAF—Fort Worth (2), WFOA—San Antonio (6).

KPRC—Houston (2), WOAI—San Antonio (6). Rates effective July 1, 1944. (Card No. 10.)

Agency Commission: Agency commission 15% to recognized agencies on station time and talent; no cash discount.

General Advertising: Rates apply for complete network facilities. Any two-station combination rates quoted on request.

Table with columns for time (6:00 p.m. to 10:30 p.m.), hr., min., and rates for Texas Quality Network.

Table with columns for time (10:30 p.m. to 11:00 p.m.), hr., min., and rates for Texas Quality Network.

(11:00 p.m. to 6:30 a.m.)

Table with columns for time (11:00 p.m. to 6:30 a.m.), hr., min., and rates.

Remote Control: Additional charges are made for programs originating outside station studios.

Service Facilities: Services of station's continuity and production departments, technical and announcing staffs, in arranging and presenting programs are included without extra charge.

Closing Time: Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel: General Manager—Harry Stone. Program Director—Ottis Devine.

Representatives: Edward Petry & Company, Inc.

TEXAS STATE NETWORK

2201 Lancaster St., Fort Worth 1, Tex., telephone 3-9363. Comprised of: Basic Stations: KRBC—Abilene, KNOW—Austin, KNSB—Big Spring, KBWD—Brownwood, WRR—Dallas, KFJZ—Fort Worth, KFTT—Houston, KFHO—Longview, KLLH—Midland, WACO—Waco.

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

General Advertising: Rates apply on contracts of 30 days or more. Any contract for less than 30 days takes one time per week rate.

Political: One time rate applies. No agency commission allowed. Remote Control: Programs may originate from any basic station at no additional cost.

Service Facilities: Continuity, production, merchandising, and publicity departments available without extra charge.

Contract and Other Requirements: Advertising of alcoholic beverages other than light wines and beer will not be accepted.

Personnel: Managing Director—Clyde B. Melville. Operating Committee Chairman—O. L. Taylor.

General Advertising: Rates apply for complete network facilities. Any two-station combination rates quoted on request.

Table with columns for time (6:00 p.m. to 10:30 p.m.), hr., min., and rates for Texas State Network.

Table with columns for time (10:30 p.m. to 11:00 p.m.), hr., min., and rates for Texas State Network.

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, Hotel Windsor, Abilene, Texas, telephone 628.

Transmitter—Ambler & Cottonwood Streets, Abilene, Texas. (This listing continued on next page)

ABILENE—Continued

K R B C—Continued

Wave—Power—Time

Operating power—250 watts. 208.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

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 American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System and Texas State Network.

Rates include charges by owners of music copyrights. Also sold in combination with KBST, Big Spring and KGKL, San Angelo—for rates see listing of KGKL.

Table with 2 columns: Time, Rate. 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.

Table with 2 columns: Time, Discount. 13 to 25 times: 5%, 26 to 51 times: 10%, 52 to 99 times: 15%, 100 to 149 times: 20%, 150 to 289 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:

Table with 2 columns: Description, Rate. 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.

Representatives

John E. Pearson Company.

AMARILLO

(Potter County)

K F D A

(Established 1939)



Rates effective October 1, 1944. (Card No. 12.)

Owned and operated by Amarillo Broadcasting Corp. Business Offices and Studios—Nunn Bldg., Amarillo, Tex., telephone 5343. Transmitter—Nunn Building, Amarillo, Texas.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on net station time. Invoices mailed and due first of each month following broadcasting; no cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group). The following rates are for national advertising and include music copyright fees.

Rates are for time only; talent is extra.

CLASS "A" week days and

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rates range from 100.00 to 70.00.

CLASS "B" (All other time)

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rates range from 75.00 to 52.50.

(* One minute or less.)

DISCOUNTS

No retroactive discounts given. Announcements and programs cannot be combined to earn larger discounts. When contracts are renewed without interruption, previous contracts will be credited toward discounts on future contracts.

SPECIAL FEATURES

Sports programs: regular station rates plus line charges, announcers, technicians, and school fees.

POLITICAL AND RELIGIOUS

Rates on request.

TALENT

Talent extra. Rates on request. All talent must be approved by station management.

SERVICE FACILITIES

Production and merchandising departments available.

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. All contracts subject to circumstances beyond station control, and all programs must conform to standards of station and government regulations.

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 lateral cut recordings only.

Personnel

President—Gilmore N. Nunn. Manager—H. P. Roberson.

Representatives

John E. Pearson Company.

KGNC

(Established 1923)



Rates effective September 15, 1944. (Card No. 5-G.)

Owned and operated by Plains Radio Broadcasting Company. 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 nights. 208.3 meters; 1440 kilocycles. Licensed to operate on cleared regional channel. Operates on Central War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies on station and talent charges; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

General Advertising

For combination rates see listings of National Broadcasting Company (Southwestern Group) and Lone Star Chain ASCAP, BMI and SESAC licenses.

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

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 100. Rates range from 140.00 to 312.00.

(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 100. Rates range from 70.00 to 312.00.

(This listing continued on next page)

THE FAMILY STATION IN THE GREAT PANHANDLE!



KGNC AMARILLO TEXAS 1440 ON THE DIAL

AFFILIATED WITH NATIONAL BROADCASTING CO. LONE STAR CHAIN

COVERAGE DATA

Table with 2 columns: Category, Value. Includes Counties served (43), Population (440,600), Radios (90,347), Effective Income (\$397,897,000), Retail Sales (\$206,255,000).

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.



AFFILIATED WITH

Taylor-Howe-Snowden Radio Sales

TEXAS—Continued

AMARILLO—Continued

K G N C—Continued

(10:00 p.m. to 11:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

	1/2	1/4	5	1	100
hr.	hr.	hr.	min.	min.	wd. (*)
1 time	110.00	66.00	44.00	27.50	18.75 16.50 15.00
13 times	104.50	62.70	41.80	26.13	17.32 15.63 14.25
26 times	99.00	59.40	39.60	24.75	16.88 14.85 13.50
52 times	93.50	56.10	37.40	23.38	15.94 14.03 12.75
104 times	88.00	52.80	35.20	22.00	15.00 13.20 12.00
156 times	82.50	49.50	33.00	20.63	14.06 12.38 11.25
260 times	77.00	46.20	30.80	19.25	13.12 11.55 10.50
312 times	71.50	42.90	28.60	17.88	12.18 10.73 9.75

(*) 50 words or less.

SPECIAL FEATURES

News: Regular time charges plus 20% of base rate. Time signals, weather, temperature, and market reports available—rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcriptions of five minutes or longer at regular rates. Sound effects take transcription rates.

TALENT

Rates on request.

POLITICAL

Not subject to frequency discounts.

TALENT

Rates on request. Program and production departments available without charge to assist advertisers and agencies in building and producing local programs.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Merchandising and publicity departments maintained. When unusual merchandising services required, advertiser will be billed at net cost previously agreed upon.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts, but two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor and within the same time bracket, may be combined to earn the one-half hour or one hour rate. All programs so combined may be scheduled contiguously at the station's option on 28 days' notice to agency or advertiser. All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum length of contract one year. Contracts subject to conditions of standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel

Executive General Manager—O. L. (Ted) Taylor. Station Manager—Raymond Hollingsworth. Commercial Manager—Aubrey Jackson.

Representatives

Taylor-Howe-Snowden Radio Sales.

AUSTIN

(Travis County)

KNOW



Rates received May 23, 1944.

Owned and operated by Frontier Broadcasting Co. Business Office and Studio—Norwood Bldg., Austin, Texas, telephone 2-8218. Transmitter—Fifth and Tilley Sts., Austin, Texas.

Wave—Power—Time

Operating power—250 watts. 261.8 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

Agency commission 15% allowed to recognized advertising agencies only on station time provided payment is made before the 15th of the month following broadcast. No cash discount. Invoices rendered weekly, payable at face when rendered. Short rate billed where frequency rate is not earned.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group), Mutual Broadcasting System and Texas State Network. In order to earn net rates quoted, contracts must be completed within 12 months.

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

CLASS "A"

1	1/2	1/4	5	1	100
hr.	hr.	hr.	min.	min.	wd. (*)
49.00	32.00	16.00	10.00	9.00	
4.80	30.40	15.20	10.00	8.55	
5.20	28.80	14.40	9.45	8.10	
0.80	27.20	13.60	8.95	7.65	
0.40	25.60	12.80	8.40	7.20	
0.80	24.00	12.00	7.88	6.75	
0.80	22.40	11.20	7.35	6.30	
0.80	20.80	10.20	6.85	5.85	

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

1	1/2	1/4	5	100
hr.	hr.	hr.	min.	min.
1 time	40.00	24.00	16.00	8.00 6.00 5.25
13 times	38.00	22.80	15.20	7.80 5.70 5.00
26 times	36.00	21.60	14.40	7.60 5.40 4.73
52 times	34.00	20.40	13.60	6.80 5.10 4.26
100 times	32.00	19.20	12.80	6.40 4.80 4.20
150 times	30.00	18.00	12.00	6.00 4.50 3.94
260 times	28.00	16.80	11.20	5.60 4.20 3.68
400 times	26.00	15.60	10.40	5.20 3.90 3.41

(*) One minute or 100 words.

Sunday rate same as week days except for broadcasts between 12:00 noon to 4:00 p.m. which are charged two-thirds of Class "A" rate, and 4:00 p.m. to 6:00 p.m. which are charged three-fourths of Class "A" rate in announcements in connection with network programs: Nights 8:00; days 4:00.

Station Breaks: Sold at guaranteed fixed position only six or seven days weekly. Individual station breaks may be bought subject to move in event an advertiser buying six or seven days weekly, fixed position, requires any spot sold individually. Copy limited to 30 words; 50 word announcement rate applies.

SPECIAL FEATURES

Sporting Events: Rates on request. News Service: Rates on request.

POLITICAL BROADCASTS

Rates on request. Cash and copy in advance.

TALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote broadcasts. Rates on request.

SERVICE FACILITIES

Merchandising: Rates on request. Contract and Other Requirements

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 thirty days. Announcement copy will be broadcast as submitted, if approved and charges will be made at next higher rate if number of words exceeds limit in any class.

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 33-1/8 and 78 r.p.m. double turntables, vertical and lateral.

Personnel

General Manager—Hardy O. Harvey.

Representatives

Weed & Company.

KTBC



Rates effective October 1, 1944.

Owned and operated by Radio Station KTBC. Business Office and Studio—Brown Bldg., Austin 4, Tex., telephone 2-2434.

Note: Address correspondence to Station KTBC, P. O. Box 717, Austin 4, Tex. Transmitter—5-1/2 miles north of Austin on Highway 81.

Wave—Power—Time

Operating power—1,000 watts days; 250 watts nights. 508.4 meters; 590 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% on station time is allowed to recognized advertising agencies. No commission on political broadcasts. No cash discount.

General Advertising

For combination rates see Columbia Broadcasting System (Southwestern Group).

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

1 hour	125.00
1/2 hour	75.00
1/4 hour	50.00
5 minutes	25.00
1 minute	14.00
50 words or less	10.00

(6:00 a.m. to 6:00 p.m. and after 10:00 p.m.)

1 hour	68.00
1/2 hour	38.00
1/4 hour	25.00
5 minutes	12.50
1 minute	8.00
50 words or less	6.00

DISCOUNTS

12 times	5% 100 times	20%
25 times	10% 150 times	25%
52 times	15% 300 times	30%

SPECIAL FEATURES
Time signals, sports, political and remote broadcasts, rates on request.

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions, both announcements and programs, at regular rates. Transcription library services available.

TALENT

Talent billed net.

REMOTE CONTROL

Equipment and facilities available for all type of remote control broadcasts at actual cost.

SERVICE FACILITIES

Complete merchandising service available. Details on request

Contract and Other Requirements

Liquor advertising not accepted. Beer and light wines advertising accepted at regular rates. All contracts subject to conditions of standard A.A.A.A. contract form, as modified. All programs are subject to station approval, government regulations and the NAB Code of Ethics. Rates cover all station facilities, such as time, announcement, continuity, program planning, auditions, etc. Contracts must be completed within 52 weeks of starting date for discounts to be applicable. In event of cancellation by advertiser short rate will apply. All rate quotations made subject to immediate acceptance and subject to change without notice.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for lateral cut recordings. Instantaneous recording equipment available.

Personnel

Owner—Mrs. Claudia T. Johnson. General Manager—Pat Adelman.

Representatives

The Branham Company.

BEAUMONT

(Jefferson County)

K F D M

(Established 1924)



BLUE NETWORK STATION

Rates effective October 1, 1944.

Operated by Beaumont Broadcasting Corporation. Business Office and Studio—Edson Hotel, Beaumont, Texas, telephone 8882. Transmitter—Beaumont, Texas.

Wave—Power—Time

Operating power—1,000 watts. 385.7 meters; 560 kilocycles. Licensed to operate full time on regional channel. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 12:00 mid-night.

Agency Commission

Agency commission 15% on station time to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 30 days.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group). Rates include charges by owners of music copyrights.

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

1	1/2	1/4	5	100
hr.	hr.	hr.	min.	wd. (*)
1 time	108.00	66.00	40.00	25.00 16.50 15.00 13.50
13 times	90.00	57.00	35.00	22.75 15.87 14.25 13.87
26 times	80.00	54.00	38.00	22.50 14.85 13.50 11.25
52 times	65.00	51.00	34.00	21.25 14.03 12.75 10.62
104 times	60.00	48.00	32.00	20.00 13.20 12.00 10.00
156 times	55.00	45.00	30.00	18.75 13.37 11.25 9.87
260 times	50.00	42.00	28.00	17.50 12.55 10.50 9.75
312 times	45.00	39.00	26.00	16.25 11.73 9.75 9.62

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

1 time	50.00	30.00	20.00	12.50 8.25 7.50 6.25
13 times	47.50	28.50	19.00	11.87 7.84 7.13 5.94
26 times	45.00	27.00	18.00	11.25 7.43 6.75 5.63
52 times	42.50	25.50	17.00	10.63 7.01 6.37 5.32
104 times	40.00	24.00	16.00	10.00 6.60 6.00 5.00
156 times	37.50	22.50	15.00	9.37 6.18 5.62 4.69
260 times	35.00	21.00	14.00	8.75 5.77 5.23 4.37
312 times	32.50	19.50	13.00	8.12 5.36 4.87 4.06

(*) One minute electrical transcription.

Time signals, news broadcasts, etc. Rates on request.

RECORDED PROGRAMS

No phonograph records used. No additional charge for transcribed programs. Transcribed library service available.

TALENT

Rates on request.

REMOTE CONTROL

Programs broadcast from points outside of studio are subject to regular broadcasting rates plus actual cost involved for remote facilities.

SERVICE FACILITIES

Merchandising and publicity departments' services available without extra charge. Contract and Other Requirements

Advertising of alcoholic beverages other than beer and wine not accepted. No contracts to exceed one year's duration. All rates guaranteed for one year from date of first broadcast with or without interruption.

All contracts subject to conditions of the standard AAAA contract form. All programs are subject to the approval of the station management. Station reserves the right to refuse any order or any material submitted for broadcasting.

Closing Time

Depends on type of programs. Ten days required to make printed program schedules.

(This listing continued on next page)

BEAUMONT—Continued

K F D M—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-table equipment.

Personnel
General Manager—C. B. Locke.

Representatives
Taylor-Howe-Snowden Radio Sales.

KRIC

(Established 1938)



Rates received December 6, 1944.

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.
208.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight daily.

Agency Commission

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

General Advertising

For combination rates see Keystone Network.

1 hour.....	60.00
1/2 hour.....	40.00
1/4 hour.....	22.50
10 minutes.....	17.50
5 minutes.....	11.00
1 minute.....	5.00
100 words.....	4.00
50 words.....	3.00

FREQUENCY DISCOUNTS

Less than 18 times.....	Net 53 to 99 times.....	20%
18 to 25 times.....	5% 100 to 149 times.....	25%
26 to 35 times.....	10% 150 to 299 times.....	30%
36 to 52 times.....	15% 300 or more times.....	35%

An additional discount of 10% on programs of 15 minutes or more, five times weekly.

SPECIAL FEATURES

News: Every hour on the hour, 6:00 a.m. to 12:00 midnight.
Sports: Broadcast 6:30 p.m., daily except Sunday—rates and details on request.
Morning Paper and Coffee: 7:00 a.m. to 3:00 a.m. Short spot announcements interspersed with correct time every three to five minutes. Rates on request.
Woman's Hour: Regular station feature, news of interest to women. Rates on request.
Remote control broadcasts of all important sports events such as baseball, basketball, football, golf, wrestling and other sports. Rates and details on request.
All features available for sponsorship.

TALKS AND ADDRESSES

Talks and addresses, including political, accepted at card rates and are subject to station approval. Copy of speech must be submitted to station at least 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available.
Recording equipment available.
Regular rates apply to transcriptions and recorded programs.

TALENT

All types of talent available. Talent charges not included in program rates. Rates on request.

REMOTE CONTROL

Remote control facilities available.
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.
All programs subject to approval of station management, which reserves the right to make any changes necessary to meet the station's policies or governmental regulations.
Station reserves the right to refuse or to discontinue any advertising for reasons sufficient to itself.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for lateral and vertical cut transcriptions.

Personnel

General Manager—Jack Neil.
Commercial Manager—G. L. Kirk.

Representatives

The Branham Company.

BIG SPRING

KBST

(Established 1936)

Rates effective March 1, 1945.
Card received April 12, 1945.

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.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System and Texas State Network.
Also sold in combination with KBBC, Abilene and KGKL, San Angelo—rate rates see listing of KGKL. Rates apply to any advertiser whose distribution is not limited to Big Spring trade territory.

	1	13	26	52	104	260	300
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hr.	45.00	42.75	40.50	38.25	36.00	33.75	31.50
1/2 hr.	25.00	23.75	22.50	21.25	20.00	18.75	17.50
1/4 hr.	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 min.	7.00	6.65	6.30	5.95	5.60	5.25	4.90

ANNOUNCEMENTS

100 words or one min.	4.25	4.05	3.85	3.65	3.40	3.20	3.00
50 words or 1/2 min.	3.00	2.85	2.70	2.55	2.40	2.25	2.10

SPECIAL FEATURES

Time Signals—Given on hour or half hour, choice being left to sponsor but subject to previous existing contracts. Open rate 3.00 flat. Time signal contract accepted for minimum of thirteen weeks. Sponsorship copy limited to 30 words.

		13 wks	26 wks	52 wks
1 per day, each.....	2.75	2.50	2.25	2.00
2 per day, each.....	2.50	2.25	2.00	1.75
3 per day, each.....	2.25	2.00	1.75	1.50
4 per day, each.....	2.00	1.75	1.50	1.25

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects, extra.

Rates on request. TALENT

REMOTE CONTROL

Additional charges are made for programs originating outside of studios.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

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. All quotations made subject to immediate acceptance and rates subject to change without notice.

All programs are subject to station approval and must meet requirements of the Federal Communications Commission and any other agencies beyond the control of the station.

All contracts subject to the conditions of the Standard AAAA contract form.

All contracts must be completed within 52 weeks, and in the event the contract is cancelled before its expiration, a short rate billing will be effective.

Closing Time

Depends on type of program. Generally, one week is required for dramatic or musical productions.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel

Station Manager—Boyd Kelley.

Representatives

John E. Pearson Company.

BRADY

(McCulloch County)

KNEL

Rates effective June 1, 1937.
Owned and operated by G. L. Burns.
Business Office and Studio—Gibbons Bldg., Brady, Texas, telephone 77.
Transmitter—East Brady, Texas.

Wave—Power—Time

Operating power—250 watts days; 100 watts nights.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m. to 1:00 p.m. and 3:00 p.m. to 5:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% on net charges for station time to recognized advertising agencies. Cash discount 2% of net, 10th of month for previous month's broadcast. Bills are rendered and payable the 15th of each month.

General Advertising

For combination rates see Keystone Network. Rates include charges by owners of music copyrights.

	1	13	26	52
	ti.	ti.	ti.	ti.
1 hour.....	50.00	47.50	45.00	42.50
1/2 hour.....	25.00	23.75	22.50	21.25
1/4 hour.....	15.00	14.25	13.50	12.75
5 minutes.....	6.00	5.70	5.40	5.10

ANNOUNCEMENTS

Announcements are not to exceed 100 words in length. The same rate applies to 25, 50, 75, and 100 word announcements.

	1 ti.	13 ti.	26 ti.	52 ti.	101 ti.	501 ti.
Per announcement.....	3.00	2.70	2.55	2.40	2.25	2.10

POLITICAL TALKS

Rates on request.

RECORDED PROGRAMS

Transcription library services available at no extra cost.

Contract and Other Requirements

In order to earn rates quoted contracts must be completed within 12 months.
All programs, announcements and contents of transcription programs are subject to the station's approval. Rates are for the facilities of the station only; talent is extra. The facilities of the station are not available for stock or royalty promotions of any kind.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

General Manager—G. L. Burns.
Commercial Director—J. S. Sloane.

Representatives

Cox and Tann.

BROWNSVILLE

(Cameron County)

KEEW



Rates effective November 27, 1944.

Owned and operated by Radio Station KEEW, Ltd. Business Office—5th floor Gulf Bldg., Houston, Tex. Studio and Transmitter—Brownsville, Texas.

Wave—Power—Time

Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies on net station time; no cash discount. No commission on political broadcasts. Bills for gross charges rendered monthly and payable within 10 days.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries).

When identical service (same programs and same time classification) is used on KEEW and either KXYZ, Houston, Texas, or KRIS, Corpus Christi, Texas, or both, a 10% combination discount will be allowed.

(This listing continued on next page)

SOMEONE ALWAYS
WAITING TO
BORROW YOUR SRDS?



Get an extra copy of this Section

Only \$20 a year!

TEXAS—Continued

BROWNSVILLE—Continued

KEEW—Continued

MUSICAL OR DRAMATIC PROGRAMS

CLASS "A"

Table with columns for time slots (5:59 p.m. to 10:31 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

CLASS "B"

Table with columns for time slots (5:59 a.m. to 10:31 p.m. to 12:00 midnight) and rates for 1, 13, 28, 52, 100, 150, 300 or more times.

POLITICAL AND RELIGIOUS

Rates on request.

TRANSCRIPTIONS

Transcriptions of five minutes or longer take regular rates. Sound effect records take transcription rates; other sound effects extra.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of studios.

SERVICE FACILITIES

Station artists' service available for selection of talent and building of program. Merchandising and publicity departments are part of regular service.

Closing Time

Generally one week desired for musical or dramatic productions.

Contract and Other Requirements

Maximum length of contract one year. Each renewal or extension of a contract earns a rate based on the total number of times covered in both the original and the renewal.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel

Manager—T. Frank Smith. Commercial Manager—Bill Bennett.

Representatives

Free & Peters, Inc.

BROWNWOOD

(Brown County)

KBWD

(Established 1941)

Rates effective January 22, 1945.

Owned and operated by Brown County Broadcasting Co.

Business Office and Studio—800 Hawkins, Brownwood, Texas.

Transmitter—Approximately one mile northeast of Brownwood, Texas.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. 217.4 meters; 1380 kilocycles.

Licensed to operate full time on regional channel. Operates on Central War Time.

Actual operating schedule: Sundays 7:30 a.m. to 10:30 p.m. Week days 6:30 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered and due on first of month.

General Advertising

For combination rates see Mutual Broadcasting System, Texas State Network and Keystone Network.

Table with columns for time slots (6:00 p.m. to 10:00 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

DISCOUNTS

Table with columns for time slots (6:00 a.m. to 6:00 p.m.) and rates for 1 to 12, 13 to 25, 26 to 51, 52 to 100 times.

POLITICAL AND RELIGIOUS PROGRAMS

Rates on request.

SPECIAL FEATURES

Sports—Regular rate plus line, announcer, technicians' costs and fees to schools. Time signals and weather reports—rates on request. News—Regular rates plus news costs.

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.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and light wines. 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 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—Wendell Mayes. Commercial Manager—Ingham S. Roberts.

Representatives

The Walker Company.

COLLEGE STATION

(Brazos County)

WTAW

Rate card issued November 26, 1943.

Owned and operated by Agricultural and Mechanical College of Texas.

Business Office and Studio—Administration Bldg., College Campus, College Station, Tex.

Wave—Power—Time

Operating power—1,000 watts. 260.9 meters; 1150 kilocycles. Licensed to operate to local sunset. Operates on Central War Time.

Agency Commission

15% on net station time to recognized agencies; no cash discount. Bills rendered monthly and payable within 20 days.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group). The following rates are for national advertising.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:00 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

CLASS "B"

Table with columns for time slots (6:00 a.m. to 6:00 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

ANNOUNCEMENTS

Time Signals: Nights (6:00 p.m. to 10:00 p.m.), six 18 word announcements daily. 150.00 per month; days (6:00 a.m. to 6:00 p.m.), twelve 18 word announcements daily, 185.00 per month.

SPECIAL FEATURES

News—Leased wire service available. No charge for news used as a program.

REMOTE CONTROL

Equipped to handle programs by remote control.

TRANSCRIPTIONS

No extra charge.

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.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. No contract shall exceed one year's duration. All programs subject to the approval of station and the management reserves the right to refuse any material with or without reason therefor.

Mechanical Program Equipment

Equipped to handle programs by electrical transcriptions, using 33-1/8 and 78 r.p.m. turntables for lateral or vertical recordings. Instantaneous recording equipment available.

Personnel

Manager—Ted Hills.

Representatives

William G. Rambeau Company.

CORPUS CHRISTI

(Nueces County)

KEYS

(Established 1941)

Rates effective January 1, 1944. Owned and operated by Nueces Broadcasting Co. Business Office and Studio—Centre Theatre Bldg., Corpus Christi, Tex.

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month and are due 10th of month.

General Advertising

For combination rates see Columbia Broadcasting System (Southwestern Group) and Keystone Network. The following rates are for national advertising.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

CLASS "B"

Table with columns for time slots (6:00 a.m. to 6:00 p.m.) and rates for 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

SUNDAY

Table with columns for time slots (12:00 noon to 6:00 p.m.) and rates for 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

DISCOUNTS

Table with columns for time slots and rates for 1 to 12, 13 to 25, 26 to 51, 52 to 99 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. Extra charges not subject to agency commission.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and wine. Contracts subject to cancellation by four week written notice accompanied by certified check at short rate to date of last program.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 12 hours in advance.

Mechanical Program Equipment

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

Personnel

General Manager—Bill Hughes. Station & Com'l Mgr.—Fred Burr. Program Director—Jack Sharpe.

Representatives

Forje & Company.

KRIS

(Established 1937)

Rates effective May 1, 1942.

Owned and operated by Gulf Coast Broadcasting Co. Business Office and Studio—Robert Driscoll Hotel, Corpus Christi, Texas, P. O. Box 840, telephone 6854.

Wave—Power—Time

Operating power—1,000 watts. 220.8 meters; 1380 kilocycles. Licensed to operate full time on cleared channel. Operates on Central War Time.

Agency Commission

Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. No cash discount. Bills for gross charges rendered monthly and payable within 10 days.

General Advertising

For combination rates see listings of National Broadcasting Company (additional to Southwestern Group), Mutual Broadcasting System, and Lone Star Chain. Rates include charges by owners of music copyrights.

MUSICAL OR DRAMATIC PROGRAMS

Table with columns for time slots (5:59 p.m. to 10:31 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

CLASS "B"

Table with columns for time slots (5:59 a.m. to 5:59 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 15, 30, 60, 90, 120, 150, 180, 210, 240, 300 or more times.

DISCOUNTS

Table with columns for time slots and rates for 1 to 12, 13 to 25, 26 to 51, 52 to 100 times.

(This listing continued on next page)

CORPUS CHRISTI—Continued
KRIS—Continued

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 min, 1 min, 50 words) and rates for weekdays and Sundays.

DISCOUNTS
Each renewal or extension of a contract earns a discount, based on the total number of times covered in both the original and the renewal.

POLITICAL AND RELIGIOUS
Rates on request.

TALENT
Rates on application.

REMOTE CONTROL
Additional charges are made for programs originating outside of studios.

ELECTRICAL TRANSCRIPTIONS
Transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

SERVICE FACILITIES
Station artist's service is available for selection of talent and building of program.

Closing Time
Generally one week is desired for musical or dramatic productions.

Personnel
Manager—T. Frank Smith
Commercial Manager—Bill Bennett.

Representatives
Free & Peters, Inc.

KWBW
(Established 1943)



BLUE NETWORK STATION

Rates effective October 1, 1944.
Owned and operated by Century Broadcasting Co.
Business Office—912 Commerce St., Dallas 2, Tex.

Wave—Power—Time
Operating power—50,000 watts, 291.3 meters; 1030 kilocycles.

Operating schedule: January 8:30 a.m. to 7:00 p.m.; February 8:15 a.m. to 7:15 p.m.; March 7:45 a.m. to 7:45 p.m.; April 7:00 a.m. to 8:00 p.m.; May 6:45 a.m. to 8:15 p.m.; June 6:30 a.m. to 8:30 p.m.; July 6:45 a.m. to 8:30 p.m.; August 7:00 a.m. to 8:15 p.m.; September 7:15 a.m. to 7:30 p.m.; October 7:30 a.m. to 7:00 p.m.; November 7:45 a.m. to 8:45 p.m.; December 8:15 a.m. to 6:30 p.m.

Agency Commission
15% on net station time to recognized agencies; no cash discount. Bills rendered monthly and payable within 20 days.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries). In order to earn the discounts quoted, required number of broadcasts must be within one year from date of first broadcast. Rates are for station time only, and include music copyright fees.

Table showing rates for 12:00 noon week days and before, with columns for time slots and rates.

One and one-half times day time rates.
SPECIAL FEATURES
News: Leased wire services available. Strip news rates for station time, commentator and news service.

Table showing rates for 1/4 hour programs, six times weekly, and three times weekly, with columns for weeks and rates.

POLITICAL
One time rate applies; no frequency discounts; no agency discount; payable in advance.

TALENT
Rates on request.

REMOTE CONTROL
Equipped to handle programs by remote control. Leased wire from all studios to transmitter at Gregory, Tex.

TRANSCRIPTIONS
Transcribed programs accepted at no extra charge.

Mechanical Requirements
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. turntables for lateral or vertical recordings.

Personnel
President—Carr P. Collins.
Manager—Homer Hogan.
Representatives—The Branham Company.

CORSICANA
(Navarro County)

KAND
(Established 1937)



Rates effective April 1, 1945.
Owned and operated by Navarro Broadcasting Ass'n. Business Office and Studio—Highway 75, Corsicana, Tex., telephone 141.

Wave—Power—Time
Operating power—250 watts, 223.9 meters; 1340 kilocycles.

Operating schedule: 8:00 a.m. to 12:00 midnight. Operates on Central War Time.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Line fees and talent billed at actual cost to station.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.

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

Table showing rates for CLASS 'A' with columns for time slots and rates.

CLASS 'B'
(6:30 a.m. to 6:00 p.m.)

Table showing rates for CLASS 'B' with columns for time slots and rates.

SPECIAL FEATURES
Sports events and special features—rates on request.

POLITICAL BROADCASTS
One time rate applies. Cash and copy in advance.

RECORDED PROGRAMS
Record library services available.

TALENT
Rates on request.

REMOTE CONTROL
Equipped to handle remote controlled programs from any point.

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

Personnel
Manager—Aubrey H. Eacoe.
Representatives—The Walker Company.

DALLAS
(Dallas County)

KGKO

Considered by the Blue Network Company as their Dallas-Fort Worth outlet. See listing under Fort Worth, Tex.

KRLD
(Established 1924)



Rates effective October 1, 1943.
Owned and operated by KRLD Radio Corporation. (The Times-Herald).
Business Office and Studio—Adolphus Hotel, Dallas, Texas, telephone C-8811.

Wave—Power—Time
Operating power—50,000 watts, 277.8 meters; 1080 kilocycles.

Operating on Central War Time. Operates 18 hours daily.

Agency Commission
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs or production charges. Bills 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.

Table showing rates for 1/2 hour, 1/4 hour, and 5 minutes programs, with columns for rates.

Table showing rates for (12:00 midnight to 7:30 a.m. daily) with columns for time slots and rates.

(12:00 noon to 6:00 p.m. Sunday)
1/2 hour..... 160.00
1/4 hour..... 106.70
5 minutes..... 58.80

ANNOUNCEMENTS
(6:00 p.m. to 10:30 p.m. daily)
1 minute transcription or 100 words..... 60.00
35 words or less..... 50.00

(7:30 a.m. to 6:00 p.m. week days, 10:30 p.m. to 12:00 midnight daily, and 7:30 a.m. to 12:00 noon Sundays)
1 minute transcription or 100 words..... 80.00
35 words or less..... 25.00

(12:00 midnight to 7:30 a.m. daily)
1 minute transcription or 100 words..... 20.00
35 words or less..... 16.67

(12:00 noon to 6:00 p.m. Sundays)
1 minute transcription or 100 words..... 45.00
35 words or less..... 37.50

FREQUENCY DISCOUNTS
1 to 12 times..... Net 800 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 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.
Dealer identification or other "cut-in" announcements made locally with advertiser's network time. Service charge: days 25.00; nights 50.00. No discounts.

POLITICAL
Political advertising—one time rate applies. No agency commission.

ELECTRICAL TRANSCRIPTIONS
Programs by electrical transcription accepted at regular rates without service charge or time restrictions.

TALENT
Rates on request.

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.

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 turntables.

Personnel
President—J. W. Bunyon.
Managing Director—Clyde W. Bembert.
Representatives—The Branham Company.

KSKY
(Established 1941)



Rates effective June 1, 1944.
Owned and operated by Sky Broadcasting Service. Business Office and Studios—Hotel Stoneleigh, 2927 Maple Avenue, Dallas, Texas.

Transmitter—Brunton Road, six miles southeast of business district, Dallas, Texas.

Wave—Power—Time
Operating power—1,000 watts, 454.5 meters; 660 kilocycles. Licensed to operate days on clear national channel. Operates on Central War Time. Actual operating schedule: 6:15 a.m. to local sunset.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered last of month; due 20th of following month.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights; ASCAP, BMI, SESAC licensees. Musical program (one time weekly) rate applies to contracts scheduled as advertiser desires, and to be used within one year.

Table showing rates for MUSICAL PROGRAMS with columns for time slots and rates.

ANNOUNCEMENTS
Announcements (6 times weekly) rate applies to contracts scheduled as advertiser desires, and to be used within one year.

(This listing continued on next page)

TEXAS—Continued

DALLAS—Continued

K S K Y—Continued

	1	4	13	26	52
Fifty words:	wk.	wks.	wks.	wks.	wks.
6 times weekly.....	4.50	3.37	3.15	2.92	2.70
12 times weekly.....	4.12	3.09	2.90	2.69	2.47
18 times weekly.....	3.75	2.82	2.83	2.44	2.25
36 times weekly.....	3.37	2.55	2.37	2.20	2.02

Limited to 10 announcements a day on one product.
100 words—50 word rate plus 50%.

SPECIAL FEATURES

News: Leased wire service available—Regular rates apply plus 25%; sold on strip basis, seven days a week only.

TALKS AND SPEECHES

Regular rates apply plus 50%.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

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

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.

Representatives

None.

WFAA

(Established 1923)



Rates effective July 1, 1944. (Card No. 10.)

Owned and operated by The Dallas Morning News. Studios—1122 Jackson St., Dallas 2, Tex., Riverside 9681.

Transmitter—Grapevine, Texas (between Dallas and Fort Worth).

Wave—Power—Time

Operating power—50,000 watts. 365.9 meters; 820 kilocycles. Operates on Central War Time. WFAA and WBAP, Fort Worth, licensed to operate full time on cleared national channel, using same transmitter.

Agency Commission

Agency commission 15% on station time and talent to 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 (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.

CLASS "A"

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

hr.	1/4				min.	(*)	(†)
	1	2/4	1/2	1/4			
1 t.	480.00	400.00	288.00	192.00	120.00	66.00	55.00
13 t.	456.00	380.00	273.60	182.40	114.00	62.70	52.25
26 t.	432.00	360.00	259.20	172.80	108.00	59.40	49.50
52 t.	408.00	340.00	244.80	163.20	102.00	56.10	46.75
100 t.	384.00	320.00	230.40	153.60	96.00	52.80	44.00
150 t.	360.00	300.00	216.00	144.00	90.00	49.50	41.25
300 t.	336.00	280.00	201.60	134.40	84.00	46.20	38.50
600 t.	312.00	260.00	187.20	124.80	78.00	42.90	35.75
800 t.	288.00	240.00	172.80	115.20	72.00	39.60	33.00

CLASS "B"

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

1 t.	1/4				33.00	27.50
	1	2/4	1/2	1/4		
1 t.	240.00	200.00	144.00	96.00	60.00	33.00
13 t.	228.00	190.00	136.80	91.20	57.00	31.35
26 t.	216.00	180.00	129.60	86.40	54.00	29.70
52 t.	204.00	170.00	122.40	81.60	51.00	28.05
100 t.	192.00	160.00	115.20	76.80	48.00	26.40
150 t.	180.00	150.00	108.00	72.00	45.00	24.75
300 t.	168.00	140.00	100.80	67.20	42.00	23.10
600 t.	156.00	130.00	93.60	62.40	39.00	21.45
800 t.	144.00	120.00	86.40	57.60	36.00	19.80

CLASS "C"

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

1 t.	1/4				30.00 <th rowspan="2">40.00</th>	40.00
	1	2/4	1/2	1/4		
1 t.	360.00	300.00	216.00	144.00	90.00	60.00
13 t.	342.00	285.00	205.20	136.80	85.50	47.50
26 t.	324.00	270.00	194.40	129.60	81.00	45.00
52 t.	306.00	255.00	183.60	122.40	76.50	42.50
100 t.	288.00	240.00	172.80	115.20	72.00	40.00
150 t.	270.00	225.00	162.00	108.00	67.50	37.50
300 t.	252.00	210.00	151.20	100.80	63.00	35.00
600 t.	234.00	195.00	140.40	93.60	58.50	32.50
800 t.	216.00	180.00	129.60	86.40	54.00	30.00

(*) One minute electrical transcription or 100 words.
(†) 50 words or less.

DISCOUNTS

When 52 consecutive weeks of advertising are used, a bonus discount of 5% will be allowed on the lowest weekly billing retroactively. Announcements and programs of 5 minutes or more cannot be combined to earn this bonus discount.

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.

Two or more program units of 15 minutes or more, broadcast on the same day for one sponsor within the same time bracket (Class "A," "B" or "C"), may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs so combined into larger units to earn a lower rate may



Coverage of the Southwest Second only to WFAA-WBAP, Dallas and Fort Worth.

5000 Watts—570 Kc. BLUE NETWORK Affiliate—Key Station of LONE STAR CHAIN

Programmed by the staffs of WFAA and WBAP. Owned and operated by The Fort Worth Star-Telegram and The Dallas Morning News.

NAT'L REP.: EDWARD PETRY & CO., INC.

be scheduled contiguously at the option of the station on 28 days' notice.

SPECIAL FEATURES

Time signals available on annual basis only and are exclusive to one advertiser at a time—rates and details on request.

News: Leased wire service available—rates on request.

POLITICAL

Regular rates apply; no agency commission allowed.

RECORDED PROGRAMS

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 services, when required, billed at net cost.

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 General Manager—Martin Campbell. Assistant Manager (Sales)—Ralph Nimmons. Edward Petry & Company, Inc.

WRR

(Established 1920)



Rates effective August 1, 1941. Owned and operated by City of Dallas.

Business Office and Studio—WRR Building, State Fair Grounds, Dallas 1, Tex., telephone Tanison 3-6101.

Transmitter—White Rock Lake, Dallas, Texas.

Wave—Power—Time Operating power—5,000 watts. (100% modulation.) 229.0 meters; 1319 kilocycles.

Licensed to operate full time. Operates on Central War Time. Actual operating schedule—18 hours daily.

Agency Commission Agency commission 15% allowed to recognized advertising agencies. No commission paid on remote control or talent charges. No cash discount. 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 and Texas State Network. Also sold in combination with KFJZ, 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.

SPONSORED PROGRAMS (Week days 6:00 p.m. to sign-off and all day Sunday)

1 t.	1/4				5 min.	84.00
	1	2/4	1/2	1/4		
1 t.	170.00	102.00	68.00	42.00	21.00	84.00
13 times.....	161.50	96.90	64.60	39.20	19.60	78.30
26 times.....	153.00	91.80	61.20	36.60	18.30	74.60
52 times.....	144.50	86.70	57.80	33.90	16.95	70.90
104 times.....	136.00	81.60	54.40	31.20	15.60	67.20
156 times.....	127.50	76.50	51.00	28.50	14.25	63.50
250 times.....	119.00	71.40	47.60	25.80	12.90	59.80
500 times.....	110.50	66.30	44.20	23.10	11.55	56.10
800 times.....	102.00	61.20	40.80	20.40	10.20	52.40

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

1 t.	1/4				5 min.	84.00
	1	2/4	1/2	1/4		
1 t.	110.00	66.00	44.00	22.00	11.00	84.00
13 times.....	104.50	62.70	41.80	20.90	10.45	79.65
26 times.....	99.00	59.40	39.60	19.80	9.90	75.30
52 times.....	93.50	56.10	37.40	18.70	9.35	70.95
104 times.....	88.00	52.80	35.20	17.60	8.80	66.60
156 times.....	82.50	49.50	33.00	16.50	8.25	62.25
250 times.....	77.00	46.20	30.80	15.40	7.70	57.90
500 times.....	71.50	42.90	28.60	14.30	7.15	53.55
800 times.....	66.00	39.60	26.40	13.20	6.60	49.20

ANNOUNCEMENTS (6:00 p.m. to sign-off week days and all day Sunday) 100 wds. 50 wds.

1 t.	1/4				5 min.	84.00
	1	2/4	1/2	1/4		
1 t.	15.80	9.89	6.59	3.29	1.64	84.00
13 times.....	12.92	7.93	5.28	2.64	1.32	79.68
26 times.....	12.24	7.56	5.04	2.52	1.26	75.36
52 times.....	11.56	7.18	4.80	2.40	1.20	71.04
104 times.....	10.88	6.81	4.56	2.28	1.14	66.72
156 times.....	10.20	6.43	4.32	2.16	1.08	62.40
250 times.....	9.52	6.05	4.08	2.04	1.02	58.08
500 times.....	8.84	5.67	3.84	1.92	0.96	53.76
800 times.....	8.16	5.29	3.60	1.80	0.90	49.44

One minute transcriptions take 100 word rate.

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

1 t.	1/4				5 min.	84.00
	1	2/4	1/2	1/4		
1 t.	8.80	5.28	3.52	1.76	0.88	84.00
13 times.....	8.86	5.27	3.51	1.75	0.87	79.68
26 times.....	7.92	5.84	3.96	1.98	0.99	75.36
52 times.....	7.48	5.61	3.74	1.87	0.94	71.04
104 times.....	7.04	5.38	3.52	1.76	0.88	66.72
156 times.....	6.60	5.15	3.30	1.65	0.83	62.40
250 times.....	6.18	4.92	3.08	1.54	0.77	58.08
500 times.....	5.72	4.69	2.86	1.43	0.72	53.76
800 times.....	5.28	4.46	2.64	1.32	0.66	49.44

One minute transcriptions take 100 word rate.

COMBINATION RATES The following rates apply for national spot advertisers using KFJZ, Fort Worth, and WRR, Dallas, in combination:

(6:00 p.m. to sign-off week days and all day Sunday)

1 t.	1/4				5 min.	84.00
	1	2/4	1/2	1/4		
1 t.	250.00	150.00	100.00	50.00	25.00	84.00
13 times.....	237.50	142.50	95.00	47.50	23.75	79.68
26 times.....	225.00	135.00	90.00	45.00	22.50	75.36
52 times.....	212.50	127.50	85.00	42.50	21.25	71.04
104 times.....	200.00	120.00	80.00	40.00	20.00	66.72
156 times.....	187.50	112.50	75.00	37.50	18.75	62.40
250 times.....	175.00	105.00	70.00	35.00	17.50	58.08

(This listing continued on next page)

DALLAS—Continued
W R R—Continued

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

1 hr.	150.00	90.00	60.00	30.00
13 times	142.50	85.50	57.00	28.50
28 times	135.00	81.00	54.00	27.00
52 times	127.50	78.50	51.00	25.50
104 times	120.00	72.00	48.00	24.00
156 times	112.50	67.50	45.00	22.50
250 times	105.00	63.00	42.00	21.00

ANNOUNCEMENTS
(6:00 p.m. to sign-off week days and all day Sunday)

1 time	20.00	15.00
13 times	19.00	14.25
28 times	18.00	13.50
52 times	17.00	12.75
104 times	16.00	12.00
156 times	15.00	11.25
250 times	14.00	10.50

One minute transcriptions take 100 word rate.

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

1 time	12.00	9.00
13 times	11.40	8.55
28 times	10.80	8.10
52 times	10.20	7.65
104 times	9.60	7.20
156 times	9.00	6.75
250 times	8.40	6.30

One minute transcriptions take 100 word rate.

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.

SERVICE FACILITIES

Station maintains a booking department for the securing and rehearsing of all talent requirements. Station maintains audition equipment for use at any time advertiser requests testing of talent, announcements, etc.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting 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 52 weeks, and in the event the contract is cancelled before its expiration, a short rate charge will be made to bring the rate up to conform with the card rate on the number of programs or announcements actually used. All programs, announcements, and contents of transcription programs are accepted with the understanding that they will conform to the rules and 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 presentation.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables.

Personnel

General Manager—Charles B. Jordan.
Representatives
Wood & Company.

DENTON

(Denton County)

KDNT

(Established 1938)

Rates effective March 1, 1945.

Rates received February 27, 1945.

Owned and operated by Harwell V. Shepard.
Business Office and Studio—Kimbrough Bldg., Denton, Tex., telephone 278.

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.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies; no cash discount. No commission paid on remote control or talent charges. Bills rendered 1st of each month, due 10th of each month.

General Advertising

For combination rates see Keystone Network. The following rates apply to both local and national advertising and include music copyright fees. Morning, afternoon and evening broadcast rates are the same.

	1 hr.	1 1/2 hr.	2 hr.	3 hr.	4 hr.	5 hr.	6 hr.	7 hr.	8 hr.
1 hour	60.00	57.00	54.00	51.00	48.00	45.00	42.00	39.00	36.00
1/2 hour	36.00	34.20	32.40	30.60	28.80	27.00	25.20	23.40	21.60
1/4 hour	24.00	22.80	21.60	20.40	19.20	18.00	16.80	15.60	14.40
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80	7.20
1 minute	7.20	6.84	6.48	6.12	5.76	5.40	5.04	4.68	4.32
50 words or less	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90	3.60

(*) 300 or more times.

SPECIAL FEATURES

News: Leased wire service available at no extra charge.

Sports and other special events—no additional talent or news service charge other than regular broadcast time when originating from studios.

POLITICAL

1.00 per minute. Cash and copy in advance.

TRANSCRIPTIONS

Transcription library services available at no additional charge.

REMOTE CONTROL

Service and facilities for handling programs originating outside of the studios are available—rates on request.

SERVICE FACILITIES

Merchandising and publicity services, when rendered, billed at net cost.

Closing Time

Contracts close two weeks in advance; announcement copy and transcriptions 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables for lateral cut recordings.

Personnel

General Manager—Harwell V. Shepard.
Commercial Manager—David B. Worley.
Representatives None.

EL PASO

(El Paso County)

K R O D

(Established 1940)



Rates effective June 1, 1940.

Owned and operated by Dorrance D. Roderick.

(Affiliated with the El Paso Times.)

Business Office and Studio—Radio Center, Wyoming at Walnut, El Paso, Texas.

Transmitter—Near Cordova Island, 4 miles southeast of city.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. 300.0 meters; 600 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.
Actual operating schedule: Sunday 7:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:30 p.m.

Agency Commission

Agency commission 15% on station time to recognized advertising agencies. No commission on political broadcasts. No cash discount. Bills rendered on the first 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 1/3 minute.

1 hour	125.00
1/3 hour	75.00
1/4 hour	50.00
5 minutes	28.00
125 words or 1 minute electrical transcription	12.50
50 words or 1/3 minute electrical transcription	8.00

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

1 hour	63.50
1/3 hour	37.50
1/4 hour	25.00
5 minutes	15.00
125 words or 1 minute electrical transcription	7.50
50 words or 1/3 minute electrical transcription	5.00

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

Discounts

Each renewal or extension of a contract earns applicable discounts; applicable only when an order is continued without interruption beyond the time (This listing continued on next page)

*Pardon us if we repeat—
But it's still true that
Only **K R O D**
serves ALL the rich
El Paso Southwest*



Represented
NATIONALLY

by
Howard H. Wilson Co.

It costs no more to reach ALL of this important market—**BUY KROD.**

KIROID

1000 Watts

600 KC

EL PASO, TEXAS

Dorrance D. Roderick, Owner

Val Lawrence, Manager

TEXAS—Continued

EL PASO—Continued
K R O D—Continued

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 14% 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."

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.

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—Val Lawrence.
Commercial Manager—Cecll Trigg.

Representatives Howard H. Wilson Company

K T S M

(Established 1929)

Rates received September 19, 1944. 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—1,000 watts days; 500 watts nights, 217.4 meters; 1380 kilocycles. Operates on Mountain War Time. Operating schedule: 6:30 a.m. to 11:30 p.m.

Agency Commission

15% to all recognized advertising agencies; no cash discount. No discounts on talent or transcriptions.

General Advertising

For combination rates see American Broadcasting Company, Inc. (South Mountain Service) and National Broadcasting Company (Mountain Group). The following rates are for national advertising.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute) and rates for various periods (13, 26, 52, 104, 156, 250 times).

STRIP RATES

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute) and rates for 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100 times.

POLITICAL TALKS

Regular time charges apply.

RECORDED PROGRAMS

No extra charge for handling electrical transcriptions.

TALENT

Rates on application.

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. Wyle.
Representatives George P. Hollingbery Company

FORT WORTH

(Tarrant County)

K F J Z

(Established 1922)

Rates effective August 1, 1941. (Card No. 5.) Owned and operated by Tarrant Broadcasting Company, Inc. Business Office and Studios—1201 W Lancaster.

Fort Worth 1, Tex., telephone 8-3474. Transmitter—Birdville, Texas. Wave—Power—Time

Operating power—5,000 watts. 236.2 meters; 1270 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 5:30 a.m. to 12:00 midnight.

Agency Commission

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

General Advertising

For combination rates see listings of Mutual Broadcasting System and Texas State Network. Also sold in combination with WHT, Dallas. Combination rates shown in this listing.

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

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 250 times) and rates for various periods (6:00 p.m. to 12:00 p.m. week days, 6:00 p.m. to 11:00 p.m., 6:00 p.m. to 12:00 p.m. week days and all day Sunday).

ANNOUNCEMENTS

Table with columns for time (1, 13, 26, 52, 104, 156, 250) and rates for 6:00 p.m. to 12:00 p.m. week days and all day Sunday.

Table with columns for words (100 words, 50 words) and rates for 6:00 a.m. to 8:00 p.m. week days and 50 words.

COMBINATION RATES

The following rates apply for national spot advertisers using KPJZ, Fort Worth, and WHT, Dallas, in combination:

Table with columns for time (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 250 times) and rates for 6:00 p.m. to 12:00 p.m. week days and all day Sunday, 6:00 p.m. to 8:00 p.m. week days, and 6:00 p.m. to 12:00 p.m. week days and all day Sunday.

ANNOUNCEMENTS

Table with columns for time (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 250 times) and rates for 6:00 p.m. to 12:00 p.m. week days and all day Sunday.

Table with columns for time (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 250 times) and rates for 6:00 a.m. to 8:00 p.m. week days, 6:00 p.m. to 12:00 p.m. week days, and 6:00 p.m. to 12:00 p.m. week days and all day Sunday.

SPECIAL FEATURES

Sporting events and special features, rates on request.

POLITICAL BROADCASTS

National open rate, 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

Pres. & Mgr.—Gene L. Cagle.

Representatives

Weed and Company.

K G K O

(Established 1924)

Rates effective October 1, 1944. (Card No. 5.) Owned and operated by The Fort Worth Star Telegram and The Dallas Morning News.

Business Offices—Star-Telegram Bldg., Fort Worth 2, Tex. Sales Office—Santa Fe Bldg., Dallas 2, Tex., Riverside 9631, or L. D. 794.

Studios—Medical Arts Building, Fort Worth, Texas; Santa Fe Bldg., Dallas, Tex. Transmitter—Arlington, Texas, midway between Ft. Worth and Dallas.

Wave—Power—Time. Operating power—5,000 watts. 526.3 meters; 570 kilocycles.

Licensed to operate full time on regional channel. Operates on Central War Time.

Actual operating schedule: 6:00 a.m. to 12:00 midnight daily.

Agency Commission

Agency commission 15% on station time and talent to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Lone Star Chain. The following rates are for national advertising.

Maximum words per minute 100; additional words take proportionately higher rate.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 200 times, 300 times, 400 times, 500 times, 600 times, 800 times) and rates for 6:00 p.m. to 10:30 p.m. daily, 6:00 p.m. to 12:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sundays.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 200 times, 300 times, 400 times, 500 times, 600 times, 800 times) and rates for 6:00 p.m. to 10:30 p.m. daily, 6:00 p.m. to 12:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sundays.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min, 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 200 times, 300 times, 400 times, 500 times, 600 times, 800 times) and rates for 6:00 p.m. to 10:30 p.m. daily, 6:00 p.m. to 12:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sundays.

(*) 100 words. (†) 50 words or less.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. All rates guaranteed for one year from date of first broadcast.

Two or more program units of 15 minutes or more broadcast on the same day for one sponsor within the same time bracket (Class "A," "B," or "C") may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies.

All programs so combined into larger units to earn a lower rate may be scheduled contiguously at the option of the station on 28 days' notice.

SPECIAL FEATURES

News: Leased wire service available. Rates on request.

Time signals: Available on annual basis only, exclusively to one advertiser at a time—rates and availabilities on request.

POLITICAL, FINANCIAL AND ADVERTISEMENT

Regular rates apply.

TALENT

Artists' services available.

SERVICE FACILITIES

Services of merchandising and publicity departments extra, billed at net cost.

TRANSCRIPTIONS

Transcribed program library service available.

REMOTE CONTROL

Rates on request.

Closing Time. Depends on type of program. Two weeks are 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

General Supervisor—Harold V. Hough. National Sales Director—Martin Campbell. Managers—George Cranston (Fort Worth Division), and Ralph Nimmons (Dallas Division).

Representatives

Edward Petry & Company, Inc.

WBAP

(Established 1922)

Rates effective July 1, 1944. (Card No. 10.) Owned and operated by Fort Worth Star-Telegram. Executive Offices—Star-Telegram Building, Fort Worth 2, Tex., telephone 32801.

Studio—Medical Arts Building, 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 WFAP licensed to operate full time on cleared national channel, using same transmitter. Operates on Central War Time.

Agency Commission

Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising. For combination rates see listings of National Broadcasting Company (Southwestern Group) and Texas Quality Network.

The following rates are for national advertising. For local advertising rates consult station management. Maximum words per minute 100; additional words take next higher rate.

(This listing continued on next page)

FORT WORTH—Continued
W B A P—Continued

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various programs.

Table with columns for time slots and rates for CLASS 'B' programs.

Table with columns for time slots and rates for CLASS 'C' programs.

DISCOUNTS
When 52 consecutive weeks of advertising are used, a bonus discount of 5% will be allowed on the lowest weekly billing retroactively.

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Table with columns for time slots (1/4 hour, 5 minutes, 1 minute, Chain break) and rates.

Table with columns for time slots and rates for CLASS 'B' programs.

Table with columns for time slots and rates for DISCOUNTS.

SPECIAL FEATURES
Newscasts: Regular rates apply. Dealer identification or other "cut-in" announcements made locally within advertiser's network time.

POLITICAL AND RELIGIOUS
Rates on request. Manuscripts for political talks must be supplied 24 hours in advance of broadcast.

TALENT
Rates on request.

REMOE CONTROL
Rates on request.

TRANSCRIPTIONS
Recorded and transcribed programs and announcements accepted—regular rates apply.

Closing Time
Depends upon type of program. Usually 24 hours for newscasts and announcements.

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

Personnel
President—George Roy Clough. General Manager—L. D. "Lee" Clough. Commercial Manager—Victor Bracht.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

Representatives
None.

HOUSTON
(Harris County)
K P R C
(Established 1925)

HOUSTON
(Harris County)
K P R C
(Established 1925)

HOUSTON
(Harris County)
K P R C
(Established 1925)

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GALVESTON
(Galveston County)
KLUF

GALVESTON
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HOUSTON
(Established 1944)
K T H T

HOUSTON
(Established 1944)
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HOUSTON
(Established 1944)
K T H T

HOUSTON
(Established 1944)
K T H T

HOUSTON
(Established 1944)
K T H T

TEXAS—Continued

HOUSTON—Continued

K T H T—Continued

CLASS "A"

Table with columns for time slots (1, 1 1/2, 2, 2 1/2, 3, 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12) and rows for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute electrical transcription or 100 words, 50 words or more.

CLASS "B"

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 12:00 midnight week days and 6:00 a.m. to 12:00 noon and 10:30 p.m. to 12:00 midnight Sundays) and rows for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute electrical transcription or 100 words, 50 words or more.

CLASS "C"

Table with columns for time slots (12:00 noon to 6:00 p.m. Sundays) and rows for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute electrical transcription or 100 words, 50 words or more.

SPECIAL FEATURES

Time Signals: Regular announcement rates apply. Dealer identification or other cut-in announcements made locally during advertiser's network time. Service charge: nights 18.00, days 8.00. No discounts.

POLITICAL

Rates on request. TALENT Station talent available; all talent subject to station approval.

REMOTE CONTROL

Service and equipment for handling remote pick-ups available—rates on request.

TRANSCRIPTIONS

No additional charge made for either recordings or transcriptions, including spots.

Mechanical Program Equipment

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

Personnel

President—Roy Horheinz. Station Supervisor—Ted Hills. Commercial Manager—Max Armstrong. Representatives Weed & Company.

KTRH

(Established 1930)



Rates effective June 15, 1942. (Card No. 8.) Owned and operated by the KTRH Broadcasting Co. Business Office and Studio—Rice Hotel, Houston, Texas, Preston 4361.

Transmitter—Cedar Bayou, 25 miles east of Houston. Wave—Power—Time Operating power—50,000 watts. 405.4 meters; 740 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central War Time.

Agency Commission 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.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 1, 1 1/2, 2, 2 1/2, 3, 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12) and rows for 1 time, 18 times, 26 times, 52 times, 100 times, 156 times, 300 times.

CLASS "B"

Table with columns for time slots (5:30 a.m. to 6:00 p.m.) and rows for 1 time, 18 times, 26 times, 52 times, 100 times, 156 times, 260 times.

(*) Station break. 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.

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 advertiser's network time. Service charge: nights, 50.00; days 25.00.

POLITICAL AND RELIGIOUS BROADCASTS Rates on request.

TALENT All talent is subject to station's approval. Any talent requirements can be filled through the station's talent bureau.

RECORDED PROGRAMS Recorded programs permissible only before 6:00 p.m. with the exception of transcriptions. No additional charge is made for transcriptions other than 1/2 and one minute announcements.

REMOTE CONTROL Service and facilities for handling programs originating outside of studios are available. Rates on request.

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

Personnel Station Supervisor—B. F. Orr. Commercial Manager—Ray Bright. Representatives John Blair & Company.

KXYZ

(Established 1930)



Rates effective December 1, 1943. Owned and operated by the Harris County Broadcasting Company.

Business Office and Studio—5th floor of Gulf Building, Houston, Texas. Transmitter—Deerwood, Tex. Wave—Power—Time

Operating schedule—5,000 watts. (100% modulation—crystal control.) 227.3 meters; 1,320 kilocycles. Licensed to operate full time on regional channel. Operates on Central War Time.

Actual operating schedule: 24 hours daily. Agency Commission Agency commission 15% on net station time to recognized advertising agencies. No commission on political broadcasts. Cash discount none. Bills for gross charges rendered monthly and payable within 10 days.

General Advertising For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Lone Star Chain.

When identical service (same programs and same time classification) is used on KXYZ and either KRIS, Corpus Christi, or KEWE, Lower Rio Grande Valley-Brownsville, Texas, or both, a 10% combination discount will be allowed.

MUSICAL OR DRAMATIC PROGRAMS

Table with columns for time slots (5:59 p.m. to 10:31 p.m., 1, 1 1/2, 2, 2 1/2, 3, 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12) and rows for 1-12, 13-25, 26-51, 52-99, 100-149, 150-299, 300 or more.

CLASS "B"

Table with columns for time slots (5:59 a.m. to 5:59 p.m. and 10:31 p.m. to 12:00 midnight) and rows for 1-12, 13-25, 26-51, 52-99, 100-149, 150-299, 300 or more.

CLASS "C"

Table with columns for time slots (12:00 midnight to 5:59 a.m.) and rows for 1-12, 13-25, 26-51, 52-99, 100-149, 150-299, 300 or more.

POLITICAL AND RELIGIOUS

Rates on request. ELECTRICAL TRANSCRIPTIONS Transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; 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.

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 turntables for lateral and vertical cut recordings.

Personnel Manager—T. Frank Smith. Commercial Manager—Bill Bennett. Representatives Free & Peters, Inc.

HUNTSVILLE

(Walker County)

KSAM

(Established 1933)



Rates effective April 1, 1941. 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 666.

Transmitter—South of Huntsville on Highway 75. Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule: 6:30 a.m. to local sunset.

Agency Commission Agency commission 15% to recognized agencies on station time only. Cash discount 2%.

General Advertising For combination rates see Keystone Network. Rates include charges by owners of music copyrights.

Table with columns for time slots (1, 1 1/2, 2, 2 1/2, 3, 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12) and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 word, 50 word.

POLITICAL AND RELIGIOUS

Political and religious rates on request. TALENT Station will assist in the selection of talent and the building of programs. Talent charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL Additional charges made for programs originating outside of studio.

SERVICE FACILITIES Merchandising and publicity are a part of regular service. Extra service when required billed at cost.

Closing Time Generally one week is required 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 turntables for lateral cut recordings.

Personnel Mgr. & Prog. Dir.—J. C. Bothwell. Representatives Cox & Tamm.

KILGORE

(Gregg County)

KOCA

(Established 1936)

Rates 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 616.

Transmitter—Duval and S. Martin Sts., Kilgore, Texas. Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Operates on Central War Time.

Agency Commission Agency commission 15%. Commission not paid on talent charges. Cash discount 2% on net—10th of month following broadcast. Cash discount does not apply on talent. Invoices mailed last of each month.

General Advertising For combination rates see Keystone Network. Rates include fees charged by owners of music copyrights.

Table with columns for time slots (1, 1 1/2, 2, 2 1/2, 3, 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12) and rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words, 50-75 words, 25 words.

ANNOUNCEMENTS

Talent charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL Arrangements can be made for remote control broadcasts, advertiser paying actual cost of installations.

Contract and Other Requirements Rates cover all station facilities, such as time, announcer, continuity, program planning, auditions, etc. All contracts are subject to the approval of the station management.

Closing Time Program arrangements on talent programs must be made two weeks in advance.

Announcements and talks close two days preceding. Recorded programs accepted up to time of broadcast.

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

Personnel Manager—H. A. Degner. Representatives None.

LAREDO

(Webb County)

KPAB

(Established 1938)



Rates received October 5, 1943. Owned and operated by Laredo Broadcasting Company. Studios—Hamilton Hotel, Laredo, Tex., telephone 2124.

Transmitter—No. 1 Stone Avenue, Laredo, Texas. (This listing continued on next page)

LAREDO—Continued

K P A B—Continued

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1480 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% on time charges allowed to agencies recognized by station. No cash discount. Invoices rendered monthly; payable when rendered.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network. Fees charged by owners of music copyrights are not included in rates.

CLASS "A"

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

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less.

CLASS "B"

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

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less.

CLASS "C"

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

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less.

DISCOUNTS

Discounts on gross rates for number of periods under contract not to exceed one year's duration. 1 to 12 times... 20%, 13 to 25 times... 25%, 26 to 51 times... 30%, 52 to 99 times... 35%.

SPECIAL FEATURES

Time Signals: With 30 word commercials—50 word earned rate, less 20%. News Service: Rates on request. Spanish broadcasts—8:35 p.m. to 7:00 p.m.

TALENT

Station will assist in the selection of talent and the building of programs. Station rates do not include fees for live talent where same is required.

REMOTE CONTROL

Installation and maintenance charges extra on remote lines. SERVICE FACILITIES: Merchandising and publicity departments are a part of regular service. Extra services, when required, billed at cost.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables.

Closing Time

One week in advance of broadcast.

Personnel

President—Howard W. Davis. General Manager—Mrs. Doane Chapman.

Representatives

Burn-Smith Company, Incorporated.

LONGVIEW

(Greg County)

KFRO

(Established 1934)



Rates effective October 15, 1942.

Owned and operated by "Voice of Longview." Business Office and Studio—Glover Crim Building, Longview, Texas, telephone 411. Other Studio—Marshall Hotel, Marshall, Texas, telephone 856. Transmitter—1918 Longview-Marshall Highway, Longview, Texas.

Wave—Power—Time

Operating power—1,000 watts. 219.0 meters; 1870 kilocycles. Operates on Central War Time. Actual operating schedule: Sundays 6:30 a.m. to 10:30 p.m. Week days 6:00 a.m. to 11:05 p.m.

Agency Commission

Agency commission 15% on net station time to recognized agencies. Commission of 15% also given to recognized agencies on talent purchased through station facilities and paid for in addition to station rates. Invoices mailed 1st of each month, payable on or before the 10th. No cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System, Keystone Network and Texas State Network. The following rates are for national advertising. Rates include fees charged by and/or Broadcast Music Incorporated and/or Society of European Stage Authors and Composers. Rates apply to total number of broadcasts within one year under the same (and/or renewal) contracts.

For discounts to apply, contract must be completed within one year of starting date. If contract is cancelled before completion, short rate charges will be made at discount applicable for actual number of periods or announcements used. Contracts extended will earn retroactive rates only when services are continuous. Renewal contracts which are not continuous earn discounts on the face of the contract only. Programs and announcements are different types of programs and cannot be added together to earn higher discount rates.

CLASS "A"

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

Table with 6 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 1-12 tl., 13-25 tl., 26-51 tl., 52-99 tl., 100-149 tl., 150-299 tl., 300 or more times.

CLASS "B"

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

Table with 6 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 1-12 tl., 13-25 tl., 26-51 tl., 52-99 tl., 100-149 tl., 150-299 tl., 300 or more times.

CLASS "C"

(10:30 p.m. to sign-off and 6:00 a.m. to 7:00 a.m.)

Table with 6 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 1-12 tl., 13-25 tl., 26-51 tl., 52-99 tl., 100-149 tl., 150-299 tl., 300 or more times.

(*) 50 words or less.

COMMERCIAL AND POLITICAL TALKS

All manuscripts for commercial talks or political talks must conform to station management requirements in regard to contracts, presentation and other relevant matter. Commercial talks take the regular rates and discounts applicable to regular commercial advertising for time used. Political talks also take the regular rates and discounts applicable to regular commercial advertising for time used except all political talks must be paid in advance. Talks must be submitted in writing for approval 24 hours before broadcast. No deviation from manuscript permitted.

RECORDED PROGRAMS

Phonograph record programs permitted at no extra charge. No extra charge for handling transcriptions. Records or transcriptions may be used at any time.

TALENT

Rates and details on request. Station artists' service is available for selection of talent and building of programs.

REMOTE CONTROL

Service of announcer and equipment is furnished, but advertiser must pay all wire, line and installation charges, in addition to regular time rates.

Closing Time

Talent programs close one week in advance of broadcast. Announcements, talks, recorded programs and transcriptions close 48 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel

President—James E. Curtis.

Representatives

Burn-Smith Company, Incorporated.

LUBBOCK

(Lubbock County)

KFYO

(Established 1927)



Rates effective January 1, 1945.

Owned and operated by Plains Radio Broadcasting Company. Business Office and Studio—914 Avenue J, Lubbock, Texas, telephone 5587. Transmitter—2312 Fifth Street, Lubbock, Texas.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 222.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission

15% commission on station time and talent to recognized agencies; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries) and Lone Star Chain. Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts; but two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor and within the same time bracket may be combined to earn the 1/2 hour or one hour rate. All programs so combined may be scheduled contingently at the station's option on 28 days' notice to agency or advertiser. ASCAP, BMI and SESAC music licenses.

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

Table with 6 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 1 hr., 1 1/2 hr., 1 1/4 hr., 5 hr., 1 hr., 50 wds.

(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

Table with 6 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 1 hr., 1 1/2 hr., 1 1/4 hr., 5 hr., 1 hr., 50 wds.

(10:00 p.m. to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 6 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 1 hr., 1 1/2 hr., 1 1/4 hr., 5 hr., 1 hr., 50 wds.

(*) One-half minute or 100 words.

SPECIAL FEATURES

News: Regular time charges plus 20% of base rate. Time signals, weather temperature and market reports—rates on request.

POLITICAL TALKS: Name as commercial rates; payable in advance; not subject to frequency discounts.

ELECTRICAL TRANSCRIPTIONS: Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates.

Transcription libraries and program services available at the following rates, subject to agency commission but not subject to frequency discounts:

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

TALENT

Rates on request.

REMOTE CONTROL

Rates on request.

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 rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum length of contract one year. Contracts subject to conditions of standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

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 33-1/8 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—O. L. (Ted) Taylor.

Station Manager—DeWitt Landis.

Representatives

Taylor-Howe-Snowden Radio Sales.

LUFKIN

(Angelina County)

KRBA

(Established 1938)

Rate card undated—received June 13, 1938.

Owned and operated by Red Lands Broadcasting Association.

Business Office and Studio—Lufkin, Texas.

Transmitter—Lufkin, Texas.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1840 kilocycles.

Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. Cash discount 2%.

General Advertising

For combination rates see Keystone Network. Fees charged by owners of music copyrights are included in rates.

Table with 5 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute, Special one-hour programs on immediate notice.

ANNOUNCEMENTS

Table with 5 columns: Time slot, Hour, Hour, Hour, Min., Rate. Rows include 100 words, 50-75 words, 25 words.

SPECIAL FEATURES

News: Leased wire services available.

TALENT

Talent charges to be paid by the advertisers at actual cost of artists selected.

Contract and Other Requirements

Rates cover station facilities such as time, announcer, continuity program planning, auditions, etc.

Personnel

President—Ben T. Wilson.

Station & Prom. Mgr.—Darrell E. Yates.

Representatives

Cox and Tans.

TEXAS—Continued

MIDLAND

(Midland County)

KRLH

(Established 1935)



Rates effective August 1, 1944.

Owned and operated by Clarence Scharbauer Estate. Business Office and Studio—Hotel Scharbauer. Midland, Texas, telephone 1070.

Transmitter—Midland, Texas.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

Agency commission 15%.

General Advertising

For combination rates see Texas State Network, Mutual Broadcasting System.

Table with 5 columns showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute transcription.

SPOT ANNOUNCEMENTS

Table with 5 columns showing spot announcement rates for 100 words, 50 words, and less.

SPECIAL FEATURES

Football, baseball, sports reviews, newscasts, time signals, home hour—rates on request.

POLITICAL RATES

Rates on request.

TALENT

Rates on application.

SERVICE FACILITIES

Program ideas and preliminary continuities furnished advertisers without charge.

Contract and Other Requirements

Contracts must be completed within 52 weeks of starting date for discounts to be applicable. If contracts are 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 one year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of first contract.

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—J. M. McDonald.

Representatives

None.

PALESTINE

(Anderson County)

KNET

(Established 1936)



Rates received September 22, 1944.

Owned by Palestine Broadcasting Corp. Business Office and Studio—Municipal Bldg., Palestine, Texas.

Transmitter—Strickland Park, Palestine, Texas.

Wave—Power—Time

Operating power—100 watts. (100% modulation.) 208.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15%. Commission not paid on talent. Invoices mailed 1st of each month.

General Advertising

For combination rates see Keystone Network. Rates include fees charged by owners of music copyrights.

Table with 5 columns showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute transcription.

ANNOUNCEMENTS

Table with 5 columns showing announcement rates for 1 minute transcription, 100 words, and 50 words.

DISCOUNTS

Table with 5 columns showing discount rates for 13, 28, and 52 times.

SPECIAL FEATURES

Time Signals: On contract 25 word announcements, six times daily, per month 100.00. Weather Forecast: Once daily, per month 60.00.

TALENT

Talent charges to be paid by the advertiser at actual cost of artists.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts, advertiser paying actual cost of installations.

Contract and Other Requirements

Rates cover all station facilities, such as time, announcer, continuity, program planning, auditions, etc. All contracts are subject to the approval of the station management.

Closing Time

Program arrangements on talent programs must be made two weeks in advance. Announcements and talks close two days preceding. Recorded programs accepted up to time of broadcast.

Mechanical Program Equipment

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

Personnel

General Manager—Bill Laurie.

Representatives

The Walker Company.

PAMPA

(Gray County)

KPDN

(Established 1936)



Rates received January 17, 1945.

Owned and operated by C. H. Harry and Jane Hoiles. Business Office and Studio—Culbertson Swimming Building, Pampa, Texas, telephone 1100.

Transmitter—8/10 of a mile east of city limits.

Wave—Power—Time

Operating power—100 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

Agency commission 15% allowed to recognized advertising agencies only on station time charges provided payment is made before the 15th of month following broadcast. All invoices rendered weekly, payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network. In order to earn net rates quoted, contracts must be completed within 12 months.

(6:00 p.m. until sign-off daily)

Table with 5 columns showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, and 50 words.

50% of night rates. (12:00 noon to 6:00 p.m. Sundays and holidays) 66-2/3% of night rates.

POLITICAL RATES

On request.

TALENT

Program charges (artists, orchestra, continuity, etc.) rates on application.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts at cost.

SERVICE FACILITIES

Upon request, estimates submitted on complete merchandising service.

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 with vertical and lateral pick-up.

Personnel

Manager—Wayne Phelps.

Representatives

None.

PARIS

(Lamar County)

KPLT



Rates effective March 1, 1944. (Card No. 7.)

Owned and operated by the North Texas Broadcasting Company.

Business Office and Studio—Mezzanine floor of the Gibraltar Hotel, Paris, Texas, telephone 1124.

Transmitter—Located one-half mile south on Texas State Highway No. 24.

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% commission allowed recognized advertising agencies only on station time charges providing payment is made before the 15th day of the month following broadcast. No cash discount. Invoices rendered monthly; payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System and Texas State Network.

Table with 5 columns showing advertising rates for 6:00 a.m. to 12:00 midnight, 13, 28, 52, 104, 208 more, 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words, 1/2 minute, 50 words, or less.

Personnel

Manager—Ernest T. Jones.

Representatives

None.

PECOS

(Beeve County)

KIUN

(Established 1935)

Rates received April 15, 1939.

Owned and operated by Jack W. Hawkins and Barney H. Hubbs.

Business Office and Studio—KIUN Building, Pecos, Texas, telephone 21.

Transmitter—One mile north of Pecos.

Wave—Power—Time

Operating power—100 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time. Cash discount 2% on gross—10 days after invoice date. Invoices mailed 1st of month. No cash discount allowed on talent.

General Advertising

For combination rates see Keystone Network. Fees charged by owners of music copyrights are not included in rates.

Table with 5 columns showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute transcription.

ANNOUNCEMENTS

Table with 5 columns showing announcement rates for 100 words, 50 words, and less.

DISCOUNTS

Table with 5 columns showing discount rates for 13, 28, and 52 times.

SPECIAL FEATURES

Time Signal: On contract, 25 word announcements, six times daily, per month 100.00.

Weather Forecast: Once daily, per month 60.00.

POLITICAL RATES

Per minute 1.00. Minimum five minutes. Political scripts must be approved by station management.

TALENT

Rates on application. REMOTE CONTROL Additional charge for telephone lines and equipment when remote control broadcast is required.

Contract and Other Requirements

Copy subject to approval. Closing Time (Closing date one week prior to date of broadcast.

Mechanical Program Equipment

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

Personnel

Station Manager—Jack Hawkins.

Representatives

Homer Griffith Company.

PLAINVIEW

KVOP



Rates effective September 1, 1944.

Owned and operated by W. J. Harpole and J. C. Reinwell.

Business Office and Studio—111 West Sixth St., Plainview, Texas.

Transmitter—Located on Wayland College Grounds, Plainview, Texas.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time.

Agency Commission

15% to all recognized advertising agencies; 3% discount if paid by 10th of month following billing.

General Advertising

For combination rates see Keystone Network.

Table with 5 columns showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute transcription.

SPOT ANNOUNCEMENTS

Table with 5 columns showing spot announcement rates for 50 words, 100 words, and 50 words or 1 minute transcription.

SPECIAL FEATURES

News: Leased wire service available. REMOTE CONTROL Additional charges are made for programs originating outside of studio.

TRANSCRIPTIONS

Transcription library service available. SERVICE FACILITIES Merchandising and publicity aids are considered a part of the service and offered free as such.

Mechanical Program Equipment

Equipped to handle electrical transcriptions, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Manager—W. J. Harpole.

Representatives

None.

PORT ARTHUR

(Jefferson County)

KPAC

(Established 1934)



Rates effective November 1, 1944. Owned and operated by Port Arthur College. Business Office and Studio—P.O. Box 511, Port Arthur, Texas, telephone 7458. Transmitter—Port Arthur College campus. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control—directional antenna.) 240.0 meters; 1250 kilocycles. Licensed to operate full time on regional channel Operates on Central Standard Time. Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to recognized advertising agencies on time charges. No discount none. No commission on political broadcasts. Bills for gross charges rendered monthly and payable within 10 days. General Advertising For combination rates see listing of Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for national advertising (8:00 p.m. to 10:30 p.m. daily and 12:00 noon to 6:00 p.m. Sundays)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min) and rates for various days (Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday).

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min, 1 min) and rates for various days (Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday).

SPECIAL FEATURES

Time signals, sports, political or religious talks and weather reports—rates on request. "1200" Club: Monday, through Saturday; available for sponsorship in 1 hour, 1/2 hour and 1/4 hour periods, or 1 minute spot announcements; recorded music. Talent fee (not subject to agency commission) for six days weekly—one hour 32.50; 3/4 hour 25.00; 1/2 hour 18.00; 1/4 hour 10.00.

"Harlem Juke Box": Cooperative recorded musical program broadcast between 7:15 a.m. to 10:45 a.m., Tuesday, Thursday and Saturday. Minimum one minute spots available to those advertisers who wish to reach a colored audience. Cliff Bruner and the Showboys: Broadcast at noon daily. Spots available on a cooperative basis with a minimum of four in the half hour period. Regular rates plus talent fee apply.

RELIGIOUS PROGRAMS

One time rate applies in each classification. TALENT Rates on application.

REMOTE CONTROL Additional charges are made for programs originating outside of 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.

Closing Time Closing date one week in advance of service. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—Sam Leavitt. Representative Joseph Hersey McGillivra, Inc.

SAN ANGELO

(Tom Green County)

KGKL

(Established 1928)



Rates effective June 1, 1938. Owned and operated by KGKL, Inc. Business Office and Studio—St. Angelus Hotel, San Angelo, Texas, telephone 8715-5516. Transmitter—50 S. Milton St., San Angelo, Texas.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on cleared local channel. Operates on Central War Time. Actual operating schedule: 6:30 a.m. to 11:00 p.m.

Agency Commission Agency commission 15% to recognized agencies on station time only. Cash discount 2%—10 days from date of invoice. Bills for gross charges rendered monthly and payable within ten days.

General Advertising Rates include ASCAP and SERAC fees. For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System and Texas State Network.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates.

ANNOUNCEMENTS

100 words or one minute transcription..... 5.00 50 words or 1/2 minute transcription..... 4.00

DISCOUNTS

Table with columns for time slots (Less than 18 times, 18 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 289 times, 300 or more times) and rates (Net 5%, 10%, 15%, 20%, 25%, 30%).

COMBINATION RATES

KRBC, Abilene—KBST, Big Spring—KGKL, San Angelo. Rate card received April 12, 1945. Agency Commission: 15% to recognized agencies; no cash discount. Bills due and payable as billed. General Advertising:

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 words or one min, 50 words or 1/2 min) and rates for various days (1, 13, 26, 52, 104, 260, 300).

RECORDED PROGRAMS

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

TALENT

Rates on application. REMOTE CONTROL Station can broadcast from any point where there are telephone lines. Sponsor to pay all line charges and connection fees, also transportation charges of equipment.

Closing Time Talent programs and talks close two weeks in advance of broadcast. Announcements can be broadcast the day they are received.

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

Personnel General Manager—Lewis O. Selbert. Representative John E. Pearson Company.

SAN ANTONIO

(Bexar County)

KABC

(Established 1926)



Rates effective May 1, 1944. Owned and operated by Alamo Broadcasting Co., Inc. Business Office and Studio—Mam Bldg., San Antonio 5, Tex., telephone Fannin 3128. Transmitter—San Antonio, Texas.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% on net charges for station time 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 American Broadcasting Company, Inc. (Southwestern Group) and Texas State Network. Rates apply on 12 month basis only. Continuation of year's contract automatically starts on previous earned rate or less.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute or 100 wds, 50 word station, 30 word station, 15 word time) and rates for various days (1, 13, 26, 52, 100, 150, 260).

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute or 100 wds) and rates.

CLASS "B" (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 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute or 100 wds) and rates.

CLASS "C" (12:00 midnight to 3:00 a.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute or 100 wds) and rates.

DISCOUNTS Discounts on gross rates for number of periods under contract not to exceed one year's duration.

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 maintained on the station including string ensembles, Hill-Billy band, individual singers, piano soloists and special sports 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.

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.

over, or charge next highest rate. No transcriptions acceptable for time signals. Ten per cent average allowed on live word count, none on transcriptions.

TALENT Rates on request. Not commissionable. REMOTE CONTROL Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES Station artists service is available for selection of talent and building of program. Extra services, when required, billed at net cost.

Contract and Other Requirements Only one order and one set of continuity required. 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 33-1/8 and 78 r.p.m. double turn-tables.

Personnel Manager—Charles W. Balthrope. Assistant Manager—Bill Michaels. Representative Weed & Company.

KMAC



Rates received October 10, 1944. Owned and operated by Howard W. Davis, The Walmac Company.

Business Office and Studio—12th floor, National Bank of Commerce Bldg., San Antonio, Tex. Transmitter—319 Avenue A, San Antonio, Texas.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate on cleared local channel. Operates on Central War Time.

Actual operating schedule: 6:00 a.m. to 1:00 a.m. Agency Commission Agency commission of 15% allowed to advertising agents recognized by the station, on both time and talent. No cash discount. All bills rendered and payable according to the terms of the contract, unless credit is definitely established—cash in advance monthly or weekly.

General Advertising For combination rates see Mutual Broadcasting System and Texas State Network.

CLASS "A" (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 transcription, 100 words, 50 words or less) and rates.

CLASS "B" (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 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less) and rates.

CLASS "C" (12:00 midnight to 3:00 a.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words or less) and rates.

DISCOUNTS Discounts on gross rates for number of periods under contract not to exceed one year's duration.

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 maintained on the station including string ensembles, Hill-Billy band, individual singers, piano soloists and special sports 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.

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.

(This listing continued on next page)

TEXAS—Continued

SAN ANTONIO—Continued
K M A C—Continued

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—Howard W. Davis.
Commercial Manager—Patt McDonald.
Program Director—A. S. (Tony) Bessan.

Representatives
Burn-Smith Company, Incorporated.

KONO



Rates effective September 1, 1944.

Owned and operated by Mission Broadcasting Co. Studio—317 Arden Grove, San Antonio, Texas. Transmitter—317 Arden Grove, San Antonio 6, Tex.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 mid-night.

Agency Commission
Agency commission 15%. Commission does not apply on talent. Cash discount none.

General Advertising
ASCAP, BMI and SESAC licensees.

	1	1/3	1/4	5	1	1/2
	hr.	hr.	hr.	min.	min.	min.
1 time.....	54.00	37.00	18.00	9.00	6.00	4.20
13 times.....	51.00	25.50	17.00	8.50	5.80	4.10
26 times.....	48.00	24.00	16.00	8.00	5.60	4.00
52 times.....	45.00	22.50	15.00	7.50	5.40	3.90
104 times.....	42.00	21.00	14.00	7.00	5.20	3.70
156 times.....	39.00	19.50	13.00	6.50	5.00	3.50
260 times.....	36.00	18.00	12.00	6.00	4.80	3.25
312 or more times.....	33.00	16.50	11.00	5.50	4.40	3.00

SPECIAL FEATURES
News—Leased wire service available. Rates on request. Time signals, weather reports, temperature reports, station breaks, program tie-ins and other special 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 minutes or longer.

REMOTE CONTROL
All wire and mechanical charges for remote control broadcasts, and other expenses attached thereto to be paid by advertiser.

SERVICE FACILITIES
Merchandising service offered to accounts with billings of reasonable amount who are using proper weekly representation on the air to warrant outside contacts in displays, promotions, publicity and other merchandising angles.

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

Personnel
Owner—Eugene J. Roth.
Manager—James M. Brown.
Representatives Forjee & Company.

K T S A
(Established 1928)



Rates effective September 1, 1944.
Owned and operated by Sunshine Broadcasting Co. Business Office and Studio—Gunter Hotel, San Antonio 6, Tex., 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. 345.5 meters; 550 kilocycles.
Licensed to operate full time on cleared regional channel.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on time charges; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

General Advertising
For combination rates see Columbia Broadcasting System (Southwestern Group), and Lone Star Chain. In order to earn net rates quoted, contracts must be completed within 12 months.
Tie-in announcements in connection with network programs not commissionable. Service charge 18.00. Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts, but two or more programs units of 15 minutes or more, broadcast on the same day for the same sponsor and within the same time bracket, may be combined to earn the 1/2 hour or one hour rate. All programs so combined may be scheduled contiguous at the station's option on 28 days notice to agency or advertiser.

	(6:00 p.m. to 10:00 p.m.)		(10:00 p.m. to 10:30 p.m.)	
	1	1/2	1/4	5
	hr.	hr.	hr.	min.
1 ti	225.00	135.00	90.00	56.25
13 ti	213.75	128.25	85.50	53.44
26 ti	202.50	121.50	81.00	50.63
52 ti	191.25	114.75	76.50	47.82
104 ti	180.00	108.00	72.00	45.00
156 ti	168.75	101.25	67.50	42.19
260 ti	157.50	94.50	63.00	39.38
312 or more times	146.25	87.75	58.50	36.57

	(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
	1	1/2
	hr.	hr.
1 ti	112.50	67.50
13 ti	106.88	64.13
26 ti	101.25	60.75
52 ti	95.63	57.38
104 ti	90.00	54.00
156 ti	84.38	50.63
260 ti	78.75	47.25
312 or more times	73.13	43.88

Chain breaks limited to 30 words.
(*) 100 words or less.
(†) 50 words or less.

SPECIAL FEATURES
News: Premium of 20% computed on base rate to be added to the earned discount for time on air covering newscasts or commentaries.

POLITICAL
Base rate applies.
TALENT, REMOTE CONTROL
Rates on request.

SERVICE FACILITIES
Merchandising department maintained.
Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.
All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum length of contract one year.

Contracts subject to conditions of standard NAB and AAAA contract station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

All contracts subject to cancellation unless program starts within 30 days.

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

Personnel
General Manager—G. W. Johnson.
Merchandising Manager—C. D. Lutz.
Representatives
Taylor-Howe-Snowden Radio Sales.

WOAI
(Established 1923)



Rates effective February 1, 1944. (Card No. 27.)
Owned and operated by Southland Industries, Inc. Business Office and Studio—WOAI Bldg., San Antonio 6, Tex.
Transmitter—Selma, Texas.

Wave—Power—Time
Operating power—60,000 watts.
(100% modulation—crystal control.)
250.0 meters; 1200 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Central War Time.

Agency Commission
Agency commission 15% on net charge for station time to recognized advertising agencies.
No cash discount. Bills due and payable when rendered.

(This listing continued on next page)

MUSIC & NEWS

KONO'S TRIED AND TESTED FORMULA NOW PRODUCING THE FINEST RATINGS IN THE STATION'S HISTORY

Represented Nationally by
FORJEE & COMPANY
CHICAGO · NEW YORK · PHILADELPHIA

KONO
SAN ANTONIO

SAN ANTONIO—Continued
W O A I—Continued

General Advertising
For combination rates see listings of National Broad-casting Company (Southwestern Group) and Texas Quality Group.

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 5 min, 100, 30, 80 words).

Table with columns for time slots (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) and rates for various durations.

Table with columns for time slots (11:00 p.m. to 6:30 a.m.) and rates for various durations.

DISCOUNTS

Discounts allowed retroactively on number of broad-casts given within one year. Announcements and programs cannot be combined to earn larger discounts.

SPECIAL FEATURES

Newscasts—News service and special news announcer furnished:

Table showing rates for news services (1/4 hr, 5 min) and special features (1 time, 26 times, etc.).

Table with columns for time slots (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) and rates.

Table with columns for time slots (11:00 p.m. to 6:30 a.m.) and rates.

Time signals: Spot announcement rates subject to dis-coun. Number of words to include "correct time."

REMOTE CONTROL

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. No contract accepted for over one year's duration.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 38-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—Hugh A. L. Haif.
Promotion Manager—Fred A. Perry.
Commercial Manager—Cecil K. Beaver.

Representatives

Edward Petry & Company, Inc.

SHERMAN

(Grayson County)

K R R V

(Established 1938)

Rates effective September 1, 1944. (Card No. 5.)

Owned and operated by The Red River Valley Broad-casting Corporation.

Business Office and Studio—Sherman, Texas. (P. O. Box 665), telephone 201.

Other Studios—Fannin Avenue and Owing Street, Denison, Texas. Telephone 423.

Transmitter—Highway 75 between Sherman and Deni-son, Texas.

Wave—Power—Time

Operating power—1,000 watts.
(100% modulation—crystal control.)
329.7 meters; 910 kilocycles.

Licensed to operate full time.
Operates on Central War Time.

Actual operating schedule: 6:00 a.m. to 12:00 mid-night.

Agency Commission

Agency commission of 15% to recognized advertising agencies on net charges for station time only. Cash discount 3%. Bills payable on 15th of month fol-lowing service.

General Advertising

For combination rates see listing of Texas State Net-work and Mutual Broadcasting System.

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

Table with columns for time slots (All other time) and rates for various durations.

ANNOUNCEMENTS

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

Table with columns for time slots (One minute or 100 words) and rates.

Table with columns for time slots (One-half minute or 50 words) and rates.

Table with columns for time slots (All other time) and rates.

Table with columns for time slots (One minute or 100 words) and rates.

ELECTRICAL TRANSCRIPTIONS

Electrical transcription facilities are available.
TALENT
Rates on request.

REMOTE CONTROL

Remote control facilities are furnished at actual cost for services and telephone lines.

SERVICE FACILITIES

Merchandising and publicity departments are part of regular service. Extra service, when required, will be billed at actual cost.

Contract and Other Requirements

All contracts subject to the conditions of the stand-ard AAAA contract form.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 38-1/8 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

Personnel

Manager—L. L. Hendrick.

Representatives

John E. Pearson Company.

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, Sweet-water, Texas.

Transmitter

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.

Licensed to operate full time.
Operates on Central War Time.

Actual operating schedule: 7:00 a.m. to 8:00 p.m.

Agency Commission

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 Keystone Network. 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 columns for time slots (7:00 a.m. to 10:00 p.m.) and rates for various durations.

DISCOUNTS

Each renewal or extension of a contract earns applic-able discounts, provided, however, that cumulative discounts are applicable only when an order is con-tinued without interruption beyond the time specified in the original contract.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots (1 to 12 times) and rates.

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions of 5 minutes or longer at regular rates. Sound effect records take transcrip-tion rates; other sound effects extra.

TALENT

Station artists' service is available for selection of talent and building of program.

REMOTE CONTROL

Additional charges are made for programs originat-ing 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

Rates apply for all advertisers classified as national. All contracts subject to the conditions of the standard AAAA contract form. All programs are subject to station approval.

Closing Time

Closing time depends on the type of program. Gener-ally one week is desired for musical or dramatic productions.

Personnel

General Manager—J. Harley Hubbard.

Representatives

None.

TEMPLE

(Bell County)

K T E M

(Established 1936)

Rates effective July 18, 1937.

Owned and operated by the Bell Broadcasting Co., Inc., Temple, Tex.

Bus. office and studios—Kyle Hotel, Temple, Texas. Transmitter—2-1/3 miles north of Temple.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission

Agency commission 15% on station time to recog-nized agencies. Bills for gross charges rendered monthly and payable within 15 days.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group), Mutual Broad-casting System, Keystone Network and Texas State Network.

All contracts to be completed within 52 weeks. Canel-cations before expiration date take short rate ap-plicable in discount table for periods or announce-ments used. Renewals only earn discounts allowable within year.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates.

ANNOUNCEMENTS AND TRANSCRIPTIONS

100 words 3.00 2.85 2.70 2.55 2.40 2.25 2.10
50 words 2.00 1.90 1.80 1.70 1.60 1.50 1.40
1 minute transcrip-tion..... 3.00 2.85 2.70 2.55 2.40 2.25 2.10
1/2 minute transcrip-tion..... 2.00 1.90 1.80 1.70 1.60 1.50 1.40

REMOTE CONTROL

Regular rates plus line charges.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Closing Time

Closing time depends on type of program. Gener-ally one week is desired for musical or dramatic produc-tion.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 38-1/8 or 78 r.p.m. double turn-tables for lateral recordings.

Personnel

General Manager—Frank W. Mayborn.
Station Manager—Burton Bishop.

Representatives

John E. Pearson Company.

TEXAS—Continued

TEXARKANA

(Howie County, Texas)
(Affiliate County, Arkansas)

KCMC

(Established 1932)



Rate card undated; received November 2, 1943.
Owned and operated by KCMC, Inc.
Business Office and Studio—Gazette Bldg., 817 Pine Street, Texarkana, Arkansas-Texas.
Transmitter—Texarkana, Arkansas-Texas.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:30 a.m. to 11:00 p.m. daily.

Agency Commission
Agency commission 15% on net charge for station time to recognized agencies on business created and contracted for by them. No commission on program charges.
No cash discount. Bills rendered monthly and due when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System and Texas State Network.
1 hour..... 70.00
1/2 hour..... 37.50
1/4 hour..... 22.50
5 minutes..... 11.00
1 minute..... 4.00

ANNOUNCEMENTS
100 words..... 3.50
50 words or less..... 3.00

DISCOUNTS

Discounts allowed retroactively on number of broadcasts within one year. Announcements and programs of five minutes or longer cannot be combined to earn larger discounts.
Less than 13 periods..... Net 5%
13 to 25 periods..... 10%
26 to 51 periods..... 15%
52 to 99 periods..... 20%
100 to 149 periods..... 25%
150 to 299 periods..... 30%
300 or more periods..... 30%

POLITICAL

Rates on request; cash and copy in advance.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts at actual cost.

SERVICE FACILITIES

Merchandising service available.

Closing Time

After all details have been arranged, final closing time 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

Manager—Frank O. Myers.

TYLER

(Smith County)

KGKB

(Established 1929)



Rates effective January 1, 1945.
Owned by the East Texas Broadcasting Company.
Business Office and Studio—Tyler Commercial College, 115 S. College Street, Tyler, Texas.
Transmitter—North Church and Carlyle Sts., (Sand-lot Road), Tyler, Tex.

Wave—Power—Time

Operating power—250 watts.
(100% modulation.)
201.3 meters; 1480 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices mailed 1st of each month.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.
Rates include music copyright fees.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour....	70.00	67.00	64.25	61.00	57.50
3/4 hour....	54.75	52.25	49.00	45.80	44.00
1/2 hour....	36.60	34.00	33.75	31.50	31.00
1/4 hour....	22.25	20.20	17.20	15.60	13.70
5 minutes 7.65	7.00	6.35	6.00	5.40	
1 minute 3.80	3.50	3.20	2.85	2.55	
Special one hour program on immediate notice	75.00				

ANNOUNCEMENTS					
100 words....	3.80	3.50	3.20	2.85	2.55
50-75 words	3.20	2.85	2.65	2.55	2.30
25 words....	2.55	2.55	2.30	2.25	1.90

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—advertiser paying actual cost of installations.

Contract and Other Requirements

Rates cover all station facilities, such as time, announcer, continuity, program planning, auditions, etc. All contracts are subject to the approval of the station management.

Closing Time

Program arrangements on talent programs must be made two weeks in advance.
Announcements and talks close two days preceding.
Recorded programs accepted up to time of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription and for cutting transcriptions, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Pres. & Gen'l Mgr.—Jas. G. Ulmer.

Representatives

John E. Pearson Company.

VERNON

(Wilbarger County)

KVWC

(Established 1939)

Rates effective February 1, 1939. (Card No. 1.)
Owned and operated by the Northwestern Broadcasting Company.
Business Office and Studio—1813 Wilbarger Street, Vernon, Texas.
Transmitter—One mile east of the Wilbarger County Courthouse.

Wave—Power—Time

Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 7:30 a.m. to 9:35 p.m.

Agency Commission

Agency commission 15% allowed to recognized agencies only on station time charges provided payment is made before the 15th day of the month following broadcast. All invoices rendered weekly, payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising

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

	1 hr.	1/2 hr.	1/4 hr.	5 min
1- 6 times.....	45.00	26.25	15.00	7.00
7- 13 times.....	42.75	24.95	14.25	7.10
14- 26 times.....	40.50	23.62	13.50	6.70
27- 39 times.....	38.25	22.35	12.75	6.30
40- 52 times.....	36.00	21.05	12.00	5.90
53-104 times.....	33.75	19.75	11.25	5.50
105-156 times.....	31.50	18.45	10.50	5.10
157-300 times.....	29.25	17.15	9.75	4.70

SPOT ANNOUNCEMENTS

	100 words	50 words
1- 6 times.....	3.75	3.00
7-13 times.....	3.30	2.70
14-26 times.....	2.90	2.40
27-39 times.....	2.50	2.10
40-52 times.....	2.10	1.80
53 or more times.....	1.70	1.50

Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class.

Frequency Discounts on Announcements

Contract rates: 4 wks. 13 wks.
125 words, 1 daily, per month..... 90.00 81.00
100 words, 1 daily, per month..... 70.00 63.00
50 words, 1 daily, per month..... 60.00 54.00
25 words, 1 daily, per month..... 52.00 48.00
Station break announcements at fixed time are sold only six or seven days a week. Announcements limited to thirty words. Individual station break 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.

POLITICAL BROADCASTS

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts at cost.

Contract and Other Requirements

In order to earn net rates quoted, contracts must be completed within twelve months.
Program charges (artists, orchestra, continuity, etc.) are in addition to charges. Rates cover only station time and facilities for programs originating in station's 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.

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 lateral cut recording.

Representatives

None.

VICTORIA

(Victoria County)

KVIC

(Established 1939)

Rates effective July 1, 1944.
Owned and operated by Radio Enterprises, Inc.
Business Office and Studio—P. O. Box 725, Victoria, Texas, telephone 999.
Transmitter—Victoria, Texas

Wave—Power—Time

Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: Sundays 9:00 a.m. to 8:00 p.m.; week days 7:00 a.m. to 8:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. Bills rendered first of month, payable 10th of month.

General Advertising

For combination rates see Keystone Network.
The following rates are for national advertising. Rates include station time and facilities, music copyright fees, service and announcing staff, continuity and program departments. Specified time rate is 10% extra.

	1	13	26	52	100	150	300
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hour....	60.00	57.00	54.00	51.00	48.00	43.00	34.00
1/2 hour....	36.00	34.20	32.40	30.60	28.80	27.00	21.60
1/4 hour....	18.00	17.08	16.20	15.28	14.40	13.48	10.80
5 min.....	12.00	11.40	10.80	10.20	9.60	9.00	7.20
1 min.....	6.00	5.68	5.40	5.08	4.80	4.48	3.60
100 word spot.....	4.80	4.56	4.32	4.08	3.84	3.60	2.88
50 word spot.....	3.00	2.88	2.68	2.54	2.40	2.26	1.80

SPECIAL FEATURES

Rates for special features on request.
News: Leased wire service available; regular rates plus 20% apply.

TALENT

Rates do not include talent; rates and details on request.

REMOTE CONTROL

Rates do not include expenses for remote facilities; rates and details on request.

TRANSCRIPTIONS

Transcription library service available.

Contract and Other Requirements

Station reserves the right to refuse or discontinue any advertising or program for reasons satisfactory to itself. All time and service is sold subject to all terms and conditions of station's regular advertising contract form. All contracts, except those specified herein, are subject to cancellation by client by 15 days' written notice accompanied by remittance in full for all broadcasts to date of cancelled expiration at short rate.

All programs and announcements, etc., are subject to the approval of station management. All rates, contracts, programs subject to all state and federal regulations.

Closing Time

Talent programs close one week in advance of broadcast. Announcements, talks and recorded programs close 48 hours in advance.

Mechanical Program Equipment

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

Personnel

President—Morris Roberts.
General Manager—Jerry Fisher.

Representatives

None.

WACO (City)

(McLennan County)

WACO

(Established 1922)



Rates effective April 15, 1944. (Card No. 9.)
Owned and operated by Frontier Broadcasting Co., Inc.
Business Office and Studio—4th floor, Amicable Building, Waco, Texas.
Transmitter—Amicable Building, Waco, Texas.

Wave—Power—Time

Operating power—250 watts.
(100% modulation—crystal control.)
209.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 6:30 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% allowed to recognized advertising agencies only on station time charges provided payment is made before the 15th of month following broadcast. No cash discount. All invoices rendered monthly, payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group), Mutual Broadcasting System and Texas State Network.

In order to earn net rates quoted, contracts must be completed within twelve months.

(This listing continued on next page)

WACO (City)—Continued

W A C O—Continued

CLASS "A"

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

1 tl.	13 tl.	26 tl.	51 tl.	101 tl.	301 tl.
1 hour.....	75.00	72.00	69.00	66.00	63.00 54.00
1/2 hour.....	45.00	42.75	40.50	38.25	36.00 29.25
1/4 hour.....	30.00	28.50	27.00	25.50	24.00 19.50
5 minutes	15.00	14.25	13.50	12.75	12.00 9.75

CLASS "B"

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

1 hour.....	37.50	35.95	33.80	31.95	30.10 28.25
1/2 hour.....	22.50	21.20	19.90	18.60	17.30 16.00
1/4 hour.....	15.00	13.90	12.80	11.90	11.20 10.50
5 minutes	7.50	7.20	6.90	6.60	6.30 5.40

CLASS "C"

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

1 hour.....	25.00	24.00	23.00	22.00	21.00 18.00
1/2 hour.....	15.00	14.25	13.50	12.75	12.00 10.40
1/4 hour.....	10.00	9.50	9.00	8.50	8.00 7.50
5 minutes	5.00	4.75	4.50	4.25	4.00 3.75

Sunday rate same as week days except broadcasts from 12:00 noon to 4:00 p.m. are charged two-thirds of Class "A" rate and from 4:00 p.m. to 8:00 p.m. are charged three-fourths of Class "A" rate.

ANNOUNCEMENTS

Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class. Announcements in excess of 100 words will be charged pro rata of the 100 word rate.

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

1 tl.	26 tl.	51 tl.	101 tl.	201 tl.	301 tl.
*100 words.....	6.25	5.95	5.65	5.35	5.05 4.75
Chain breaks	4.00	3.80	3.60	3.40	3.20 3.00

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

*100 words.....	4.25	4.05	3.85	3.65	3.45 3.25
Chain breaks	3.00	2.85	2.70	2.55	2.40 2.25

(* One minute electrical transcriptions or 100 words. Service available only if regularly scheduled program precedes or follows. Tie-in announcements in connection with network programs, add 50%.

SPECIAL FEATURES

Temperature, time or weather reports: Minimum of six days weekly; copy limited to 30 words. Rates on request.

News Service: Available morning, afternoon or evening. Regular rates apply plus cost of service. Rates on request.

Station Breaks: At guaranteed fixed position, sold only six or seven days a week. Individual station breaks may be bought subject to move in event an advertiser buying six or seven days weekly. Fixed position, requires any spot sold individually. Copy limited to 30 words.

POLITICAL

Cash in advance. Rates on request

TALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote broadcasts at cost. Rates on request.

SERVICE FACILITIES

Merchandising service details on request. Estimate submitted on complete merchandising service. Program charges (artists, orchestra, continuity, etc.) are in addition to station charges.

Contract and Other Requirements

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. Rates cover only station time and facilities for program originating in station's studios.

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 33-1/8 and 78 r.p.m. double turn-tables vertical and lateral recording facilities available—rates on request

Personnel

General Manager—R. E. Lee Glasgow

Representatives

Weed & Company.

WESLACO

(Hidalgo County)

KRGV

(Established 1927)



Rates effective February 1, 1944. (Card No. G8.)

Owned and operated by KRGV, Inc. Business Office and Studio—201 Border, Weslaco, Texas. Transmitter—Weslaco, Texas.

Wave—Power—Time

Operating power—1,000 watts.

232.6 meters; 1290 kilocycles.

Licensed to operate full time.

Operates on cleared regional channel.

Operates on Central War Time.

Actual operating schedule: 8:00 a.m. to 12:00 midnight. (Mexican broadcasts from 8:00 a.m. to 8:30 a.m. week days and 9:30 a.m. to 11:00 a.m. Sundays.)

Agency Commission

Agency commission 15% on station time and talent to recognized agencies. No cash discount. No commission on political broadcasts. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see National Broadcasting Company (Southwestern Group), and Lone Star Chain. Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Maximum words per minute, 120; additional words take next higher rate. Minimum period, 1/2 minute. Price quoting permitted.

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

1 hour.....	120.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	30.00
1 minute transcription.....	20.00
100 words.....	18.00
50 words or less.....	12.00

(*8:00 a.m. to 8:00 p.m. week days)

1 hour.....	80.00
1/2 hour.....	56.00
1/4 hour.....	34.00
5 minutes.....	15.00
1 minute transcription.....	10.00
100 words.....	8.00
50 words or less.....	6.00

(*) Sunday rates, 12:00 noon to 8:00 p.m., are three-fourths of regular nighttime rate.

DISCOUNTS

Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption.

1 to 12 times.....	Not
13 to 25 times.....	5%
26 to 51 times.....	10%
52 to 98 times.....	15%
100 to 148 times.....	20%
150 to 259 times.....	25%
260 to 399 times.....	30%
400 or more times.....	35%

SPECIAL FEATURES

Newscasts 100 words or 1/4 hour, when available. 20% additional on base rate. Frequency discount applies to time only.

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra. Recording equipment available.

TALENT

Artist's 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. Maximum length of contract one year. Contracts subject to conditions of Standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

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 transcriptions using double turn-tables 33-1/8 and 78 r.p.m. for both vertical and lateral cut recordings.

Personnel

General Manager—Archie J. Taylor.
Executive General Manager—O. L. Taylor.

Representatives

Taylor-Howe-Snowden Radio Sales.

WICHITA FALLS

KWFT

(Established 1939)



Rates effective May 1, 1943. (Card No. 2.)
Owned and operated by the Wichita Broadcasters. Business Office and Studios—Kemp Hotel Wichita Falls, Texas. Transmitter—Wichita Falls, Texas.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights 143.9 meters; 620 kilocycles.
Licensed to operate full time on regional channel Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

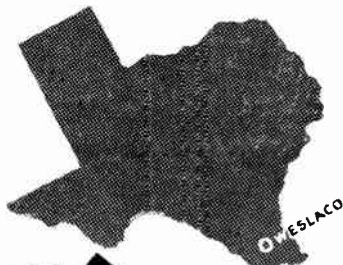
Agency commission 15% on net station time to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see listing of 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. Announcements and programs of five minutes or more may not be combined to earn larger discounts. No hitch-hike or cow-catcher announcements acceptable. The following rates do not include music copyright fees; ABCAP—regular rates plus 8%.

(This listing continued on next page)

A CITY WITH A MAIN STREET 65 MILES LONG!



KRGV
WESLACO TEXAS
1290 ON THE DIAL

AFFILIATED WITH NATIONAL BROADCASTING CO. LONE STAR CHAIN

COVERAGE DATA

POPULATION served.....	254,340
DWELLINGS served.....	68,481
TOTAL RADIOS.....	30,052
Urban Radios.....	15,266
Rural Non-Farm Radios..	6,941
Rural Farm Radios.....	7,845
INCOME.....	\$165,318,000
RETAIL SALES.....	88,712,000

Fifth largest ranking area in Texas in retail sales—1943 eighth largest ranking area in the Great Southwest.

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.



AFFILIATED WITH

TAYLOR-HOWE-SNOWDEN Radio Sales

TEXAS—Continued

WICHITA FALLS—Continued

K W F T—Continued

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

1	13	26	52	100	150	300
1 hr	150.00	142.50	135.00	127.50	120.00	112.50
1/2 hr	90.00	85.50	81.00	76.50	72.00	67.50
1/4 hr	55.00	52.25	49.50	46.75	44.00	41.25
5 min	25.00	23.75	22.50	21.25	20.00	18.75
1 minute transcrip-	15.00	14.25	13.50	12.75	12.00	11.25
25 second transcribed chain break or 100 words	12.00	11.40	10.80	10.20	9.60	9.00
50 wds.	10.00	9.50	9.00	8.50	8.00	7.50

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

1 hr	75.00	71.25	67.50	63.75	60.00	56.25	52.50
1/2 hr	45.00	42.75	40.50	38.25	36.00	33.75	31.50
1/4 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00
5 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40
1 minute transcrip-	7.50	7.13	6.75	6.38	6.00	5.63	5.25
25 second transcribed chain break or 100 words	6.00	5.70	5.40	5.10	4.80	4.50	4.20
50 words	5.00	4.75	4.50	4.25	4.00	3.75	3.50

SPECIAL FEATURES

Time Signals: Copy limit 25 words. Regular 50 word rate applies.
News: Leased wire service available.

POLITICAL BROADCASTS

One time 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 beer, is not accepted. All programs are subject to the approval of the station, and the management reserves the right to refuse any order or any material submitted for broadcasting with or without reason therefor.
Contracts subject to standard AAAA contract form.

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

Owner—Joseph B. Carrigan.
Gen'l & Com'l Mgr.—Charles E. Clough.

Representatives

Paul H. Raymer Company.

UTAH

INTERMOUNTAIN NETWORK, THE



KOVO KVRN KEUB

Provo Rock Springs Price

KVNU KLO KID

Logan Ogden-Salt Lake City Idaho Falls

Business Offices and Studios—Ben Lomond Hotel, Ogden, Utah, telephone 5721.

Other Studios—248 S. Main St., Salt Lake City, Utah, telephone 5-2831.

Key station—KLO, Salt Lake City-Ogden.

Comprised of:

KLO—Salt Lake City-Ogden, Utah

KOVO—Provo, Utah

KEUB—Price, Utah

KID—Idaho Falls, Idaho

KVNU—Logan, Utah

KVRN—Rock Springs, Wyo.

Rates effective July 1, 1944.

Wave—Power—Time

See individual listings.

Agency Commission

15% on net station time to recognized agencies; no cash discount. All bills due and payable within 10 days after date of invoice.

General Advertising

The following rates are for national advertising. ASCAP, BMI, SESAC licensees.

CLASS "A"

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

1	1/2	1/4	5	100	50
hr.	hr.	hr.	min.	wds.	wds.
1 time...	250.00	150.00	100.00	60.00	37.50
13 times..	244.00	146.25	97.50	58.00	36.50
26 times..	238.00	142.50	95.00	56.00	35.50
52 times..	232.00	138.75	92.50	54.00	34.50
104 times..	226.00	135.00	90.00	52.00	33.50
156 times..	220.00	131.25	87.50	50.00	32.50
208 times..	214.00	127.50	85.00	48.00	31.50
312 times..	208.00	123.75	82.50	46.00	30.50
400 times..	202.00	120.00	80.00	44.00	29.50

CLASS "B"

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

1	1/2	1/4	5	100	50
hr.	hr.	hr.	min.	wds.	wds.
1 time...	150.00	90.00	60.00	38.00	22.50
13 times..	147.00	88.00	58.20	35.25	22.00
26 times..	144.00	86.00	56.40	34.50	21.50
52 times..	141.00	84.00	54.60	33.75	21.00
104 times..	138.00	82.00	52.80	33.00	20.50
156 times..	135.00	80.00	51.00	32.25	20.00
208 times..	132.00	78.00	49.20	31.50	19.50
312 times..	129.00	76.00	47.40	30.75	19.00
400 times..	126.00	74.00	45.60	30.00	18.50

CLASS "C"

(10:30 p.m. to 7:00 a.m.)

Class "B" rates less 25%.

SPECIAL FEATURES

News—Leased wire service available. Five or 15 minute periods.
This is Utah. Meet the Band. Mutual Cooperative Shows. Sports Round-up (woman's interest program).

POLITICAL

Regular rates apply. Cash in advance.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available. No extra charge for use of transcriptions or records in music library.

TALENT

All types of musical or dramatic talent furnished at actual cost.

REMOTE CONTROL

Remote control facilities furnished at cost of additional labor and lines.

MERCHANDISING SERVICE

Every sponsor is entitled to the services of station merchandising department. This department operates on the unit plan. Besides services for which no unit charge is made, each sponsor is entitled to one unit of special assistance without additional cost for every

dollar spent with the station. Services not listed below are available at cost which will be quoted on request. Accompany contracts with schedule of merchandising desired calculated on the following unit rates:

1. Pre-announcements and program announcements (beyond the five courtesy pre-announcements for which no charge is made on new programs and time changes), each 65 units.
2. Studio lobby display space in Ogden and Salt Lake City for materials supplied by advertiser, no unit charge.
3. A personal or telephone call upon distributors and large dealers in the trade territory informing them of advertising campaigns, suggesting their active cooperation and generally making them aware of the support they are receiving from manufacturers, no unit charge.
4. Listing of sponsor's program in Utah's four daily newspapers, no unit charge.
5. Listing of sponsor's program in weekly newspapers in Utah and Idaho, no unit charge.
6. Newspaper display advertising in Utah's four daily newspapers, for each column inch placed, 120 units.
7. Supply advertiser with wholesale and retail dealer lists of specific classifications, such as grocers, drug stores, etc., in primary area. Per classification list, 100 units.
8. Mail out letters and/or printed matter to the trade. Advertiser to furnish printed matter, station to supply letterheads, addressing, mimeographing, mailing and postage. Per piece, 2 units.
9. Distribute counter displays, cards or window posters, advertiser to furnish material. Per piece placed, 10 units.
10. Arrange for down-town window displays. Advertiser to supply and erect display material. Per display, 250 units.

(This listing continued on next page)

ADVERTISING IN

STANDARD RATE & DATA SERVICE

SELLS ADVERTISING

INTERMOUNTAIN NETWORK, THE -Continued

Contract and Other Requirements
Contracts and discounts are based on service within one year.
All advertising and programs subject to station approval, government regulations and public policy.

CEDAR CITY

(Iron County)
KSUB
(Established 1937)



Rate card dated November 1, 1944.
Owned and operated by Southern Utah Broadcasting Company.
Business Office and Studio—Escalante Hotel, Cedar City, Utah, telephone 398.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.

Agency Commission
15% to recognized advertising agencies; no cash discount. No discounts on talent. Bills due when rendered.

General Advertising
For combination rates see Columbia Broadcasting System (Mountain Group) and Keystone Network.

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.
Resident Manager—Hirschfeld Urde.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for various word counts (100, 50, 25 words).

SPECIAL FEATURES

Time signals and weather reports—regular rates apply.
POLITICAL
Regular rates apply; cash in advance.

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.

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

Personnel
President—Ivor Sharp.
General Manager—Lennox Murdoch.
Resident Manager—Hirschfeld Urde.

LOGAN

(Cache County)
KVNU
(Established 1935)



Complex block containing logos for Intermountain Network and station call letters KVNU, KLO, KID.

Rates received September 22, 1944. (Card No. 8.)
Owned and operated by the Cache Valley Broadcasting Company.
Business Office and Studio—1393 N. Main Street, Logan, Utah, telephone 1400.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills due when rendered.

General Advertising
For combination rates see Mutual Broadcasting System, Intermountain Network and Keystone Network.

Table with 7 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min. for various word counts (100, 50, 25 words).

DISCOUNTS

13 week contract..... 15%
26 week contract..... 20%

ANNOUNCEMENTS

(12:00 noon to 1:00 p.m. and 8:00 p.m. to 9:00 p.m.)

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for various word counts (100, 50 words).

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 8:00 p.m. and 10:00 p.m. to 11:00 p.m.)

Special Features
Weather forecasts, time signals and other similar services require special rates which will be furnished on request.

POLITICAL TALKS

Regular rates apply; cash in advance.

TALENT

All kinds available—rates on request.

REMOTE CONTROL

Station is equipped to broadcast all types of remote control features at regular rates plus actual production costs. Details on request.

TRANSCRIPTIONS

Transcription library an special planned program services available at slightly additional cost.

Contract and Other Requirements
Maximum length of contract one year. No blanket contracts accepted.

Closing Time
All talks must be submitted in manuscript form prior to 12:00 noon of the day preceding the 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—Reed Bullen.
Resident Manager—Hirschfeld Urde.

OGDEN

(Weber County)
KLO
(Established 1924)

Complex block containing logos for Intermountain Network and station call letters KVNU, KLO, KID.

Rates effective October 1, 1943. (Card No. 18.)
Owned and operated by Inter-state Broadcasting Corp.

Other Offices and Studios—348 S. Main St., Salt Lake City 1, Utah, telephone 5-2821.

Wave—Power—Time
Operating power—5,000 watts.
209.3 meters; 1430 kilocycles.

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

General Advertising
For combination rates see listings of Mutual Broadcasting System and Intermountain Network.

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

Table for CLASS "A" with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 50 minutes.

Table for CLASS "B" with columns for time slots (7:00 a.m. to 8:00 p.m. and 10:30 p.m. to 11:30 p.m.) and rates for 1, 1/2, 1/4, 5, 10, 50 minutes.

Table for CLASS "C" with columns for time slots (11:30 p.m. to 7:00 a.m.) and rates for 1, 1/2, 1/4, 5, 10, 50 minutes.

SPECIAL FEATURES
News—Five or 15 minute periods.
Musical Train, mid-morning request program; Women in the War morning program; Sports Roundup, evening; KLO Variety Show, afternoon program.

POLITICAL
Regular rates apply. Cash in advance.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. No extra charge for use of transcriptions or records in station library.

TALENT
Rates on request.

REMOTE CONTROL
Remote control facilities furnished with additional engineering, telephone lines, and announcer services supplied at cost.

MERCHANDISING SERVICE
For details see listing of Intermountain Network.

Contract and Other Requirements
All contracts and discounts are based on service within 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
Vice-Pres. & Gen'l Mgr.—George C. Hatch.
General Sales Manager—Lynn L. Meyer.

Representatives
Joseph Hershey McGillvra, Inc.

PRICE

(Carbon County)
KEUB
(Established 1936)

Complex block containing logos for Intermountain Network and station call letters KVNU, KLO, KID.

Rates effective March 1, 1944.
Owned and operated by Eastern Utah Broadcasting Company.

Business Office and Studio—Price, Utah, Price 200.
Transmitter—Price, Utah.

Wave—Power—Time
Operating power—350 watts.
208.9 meters; 1450 kilocycles.

Agency Commission
Agency commission 15% to recognized advertising agencies on net station time. Bills due when rendered. Cash discount 3%.

General Advertising
For combination rates see listings of Mutual Broadcasting System, Intermountain Network and Keystone Network.

Table with 2 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 100 words, 50 words.

DISCOUNTS
Less than 13 times Net 52 times..... 12%
13 times..... 4%
26 times..... 8%
26 or more times..... 20%

SPECIAL FEATURES
Time signals at 100 word announcement rate.

POLITICAL TALKS
If acceptable, 25% above regular rates. Cash in advance.

RECORDED PROGRAMS
Rates and details on request. Rates do not include copyright fee where transcriptions are furnished by the station.

(This listing continued on next page)

UTAH—Continued

PRICE—Continued

KEUB—Continued

ELECTRICAL TRANSCRIPTIONS

Transcription library service available.

TALENT

Rates on application.

Contract and Other Requirements

Programs and commercial copy must be acceptable to station management. No contract accepted for longer than one year. Right reserved to limit the length and frequency of all broadcasts. All advertising and programs subject to rules and regulations of the Federal Communications Commission and the Federal Trade Commission.

All times subject to change for network programs.

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

Joseph Hershey McGilvra, Inc.

PROVO

(Utah County)

KOVO

(Established 1939)

KOVO KVR5 KEUB
 Provo Rich Springs Provo
KVNU KLO KID
 Logan Ogden-Salt Lake City Moab Fair



Rates effective March 1, 1944. (Card No. 5.)

Owned and operated by KOVO Broadcasting Company. Business Office and Studios—108 W. Center Street, Provo, Utah, telephone 1680.

Transmitter—17th West and 3rd South Street, Provo, Utah.

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 Mountain War Time.

Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. All bills rendered monthly. Cash discount 2%.

General Advertising

For combination rates see Mutual Broadcasting System and Intermountain Network. The following rates are for both national and local advertising.

1 hour..... (8:00 p.m. to 11:00 p.m.)	50.00
1/2 hour.....	28.00
1/4 hour.....	19.20
5 minutes.....	9.60
100 words.....	4.25
50 words.....	8.50
(All other time)	
1 hour.....	25.00
1/2 hour.....	14.40
1/4 hour.....	9.60
5 minutes.....	4.80
100 words.....	3.00
50 words.....	2.50

DISCOUNTS

Less than 13 times.....	Net
13 times..... 5%	150 times..... 25%
28 times..... 10%	250 times..... 30%
39 times..... 15%	500 times..... 35%
52 times..... 20%	

POLITICAL RATES

Regular one time rate. Copy must be submitted 24 hours prior to broadcast.

SPECIAL FEATURES

News: May be sponsored at card rates plus a charge for news service, rates on request.

Weather Forecasts, Time Signals, and other similar services—rates on request.

Sports Events—Play-by-play descriptions from field available in season, including baseball, football, basketball and track—rates on request.

Women's participating programs—rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Complete transcription library and planned program service available—details on request.

REMOTE CONTROL

Station is equipped to broadcast all types of remote control features at regular rates plus actual production costs. Details on request.

SERVICE FACILITIES

The services of the Production Department are at the disposal of broadcasters using the station, without charge. Program ideas, continuities, etc., prepared and submitted.

Contract and Other Requirements

Contract and copy subject to the station owner's approval and governmental regulations. Rates are for station time only. Maximum contract period, one year. Rates apply to all classes of accounts and all classes of advertising.

Rights reserved to limit the length and frequency of all broadcasts.

Mechanical Program Equipment

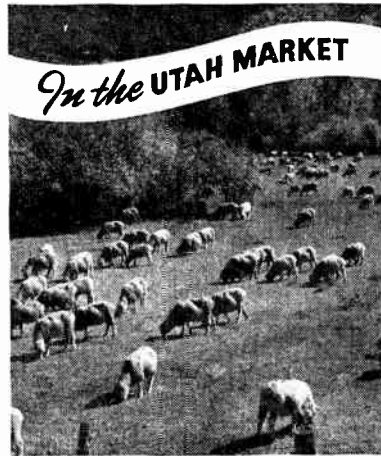
Equipped to handle programs by electrical transcriptions, using both 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Manager—Clifton A. Tolboe.

Sales Manager—S. Garn Carter.

Representatives Joseph Hershey McGilvra, Inc.



Local Advertisers Know...

Utah's sheep, cattle and hogs brought \$54,531,000 of new wealth into this state last year, according to preliminary figures. That averages more than \$1,000,000 a week—and livestock is just one of Utah's basic industries, just one of the reasons why business is good here.

To reach Utah's radio homes — and that means 970 homes in every 1,000 — local and national advertisers know they can depend on KDYL, the station that brings results. For example: Salt Lake's four largest department stores consistently use KDYL.



National Representative:
JOHN BLAIR & COMPANY

SALT LAKE CITY

(Salt Lake County)

KDYL

(Established 1922)



Rates effective February 1, 1944. (Card No. 16.)

Owned and operated by Intermountain Broadcasting Corporation.

Business Office and Studio—6th floor, Tribune-Telegram Bldg., Salt Lake City, Utah, telephone 5-2991.

Transmitter—Murray, Utah.

Wave—Power—Time

Operating power—5,000 watts. 227.3 meters; 1320 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Mountain War Time.

Actual operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized agencies. Invoices mailed 1st of month following broadcast. 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 (Mountain Group). The following rates are for national advertising. For local advertising rates consult station management.

		CLASS "A"					
		6:00 p.m. to 10:30 p.m.	10:30 p.m. to 12:00 midnight	100 or more	50 words or less	10:00 p.m. to 12:00 midnight	10:00 p.m. to 12:00 midnight
1 hour.....	200.00	190.00	180.00	170.00	160.00	85.00	80.00
1/2 hour.....	135.00	128.25	121.50	114.75	108.00	57.40	54.00
1/4 hour.....	90.00	85.50	81.00	76.50	72.00	38.25	36.00
5 minutes.....	45.00	42.75	40.50	38.25	36.00	19.15	18.00
1 minute (100 words).....	30.00	28.50	27.50	25.50	24.00	12.75	12.00
50 words or less.....	24.00	22.80	21.60	20.40	19.20	9.60	9.00

		CLASS "B"					
		7:00 a.m. to 12:00 midnight	6:00 p.m. and 10:00 p.m. to 12:00 midnight	10:00 p.m. to 12:00 midnight	10:00 p.m. to 12:00 midnight	10:00 p.m. to 12:00 midnight	10:00 p.m. to 12:00 midnight
1 hour.....	100.00	95.00	90.00	85.00	80.00	56.50	53.00
1/2 hour.....	67.50	64.15	60.75	57.40	54.00	38.25	36.00
1/4 hour.....	45.00	42.75	40.50	38.25	36.00	25.50	24.00
5 minutes.....	22.50	21.15	20.25	19.15	18.00	12.75	12.00
1 minute (100 words).....	15.00	14.25	13.50	12.75	12.00	8.50	8.00
50 words or less.....	12.00	11.40	10.80	10.20	9.60	6.40	6.00

		CLASS "C"					
		12:00 midnight to 7:00 a.m.	12:00 midnight to 7:00 a.m.	12:00 midnight to 7:00 a.m.	12:00 midnight to 7:00 a.m.	12:00 midnight to 7:00 a.m.	12:00 midnight to 7:00 a.m.
1 hour.....	87.00	63.50	60.00	56.50	53.00	38.25	36.00
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	25.50	24.00
1/4 hour.....	30.00	28.50	27.00	25.50	24.00	12.75	12.00
5 minutes.....	15.00	14.25	13.50	12.75	12.00	8.50	8.00
1 minute (100 words).....	10.00	9.50	9.00	8.50	8.00	6.40	6.00
50 words or less.....	8.00	7.60	7.20	6.80	6.40	4.80	4.50

TALKS

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 and include services of announcer.

Mechanical Program Equipment

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

Personnel

President and General Manager—B. S. Fox. Commercial Manager—G. A. Proval.

Representatives

John Blair & Company.

SALT LAKE CITY—Continued

K L O



Considered by the Mutual Broadcasting System and Intermountain Network as their Salt Lake City-Ogden outlet. See listing under Ogden.

K S L

(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.
256.6 meters; 1180 kilocycles.
Licensed to operate on cleared national channel, full time.
Operates on Mountain War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills due when rendered.

General Advertising

For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations).
The following rates are for national advertising. For local advertising rates consult station management.

		(6:00 p.m. to 10:30 p.m.)			
		1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	800.00	200.00	130.00	80.00	50.00
13 times	285.00	190.00	123.50	76.00	47.50
26 times	277.50	185.00	120.25	74.00	46.25
52 times	270.00	180.00	117.00	72.00	45.00
100 times	262.50	175.00	113.75	70.00	43.75
150 times	255.00	170.00	110.50	68.00	42.50
250 times	247.50	165.00	107.25	66.00	41.25
450 times	240.00	160.00	104.00	64.00	40.00
600 times	232.50	155.00	100.75	62.00	38.75
800 or more times	225.00	150.00	97.50	60.00	37.50
		(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)			
1 time	150.00	100.00	65.00	40.00	25.00
13 times	142.00	95.00	61.75	38.00	23.75
26 times	135.00	90.00	60.13	37.00	23.13
52 times	130.00	85.00	58.50	36.00	22.50
100 times	127.50	82.50	56.25	35.00	21.88
150 times	125.00	80.00	54.17	34.00	21.33
250 times	122.50	77.50	52.19	33.00	20.78
450 times	120.00	75.00	50.31	32.00	20.00
600 times	117.50	72.50	48.44	31.00	19.17
800 or more times	115.00	70.00	46.67	30.00	18.33
		(12:00 midnight to 8:00 a.m.)			
1 time	75.00	50.00	40.00	32.50	25.00
13 times	71.25	47.50	38.00	30.88	23.75
26 times	69.38	46.25	37.00	30.13	23.13
52 times	67.50	45.00	36.00	29.25	22.50
100 times	65.63	43.75	35.00	28.44	21.88
150 times	63.75	42.50	34.00	27.63	21.25
250 times	61.88	41.25	33.00	26.82	20.63
450 times	60.00	40.00	32.00	26.00	20.00
600 times	58.13	38.75	31.00	25.19	19.38
800 or more times	56.25	37.50	30.00	24.38	18.75

DISCOUNTS
A frequency discount will be allowed retroactively on the number of announcements or the number of programs, five minutes or more in length, broadcast within a year. A bonus discount will be allowed retroactively on the station's net charges for 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 RATES

Regular rates apply, cash in advance.

PUBLIC INTEREST EVENTS

Special sporting events, parades and other items of general public interest, of over one hour in length, 50% of regular rate, plus charges for telephone lines or other service facilities.

TALENT

Rates on application.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studios.



What's a RADIO ISLAND



Geographically, an island is a body of land entirely surrounded by water. But in Radio, it might be a body of land so completely surrounded by natural obstacles that "outside" stations don't stand a chance.

That description fits the Inter Mountain Markets. The only way to get satisfactory sales results is to reach your prospects from within . . . with local stations.

Completely cover this radio island with . . .

The INTER MOUNTAIN NETWORK

KID KVRS KVNU KOVO KLO KEUB

Lynn L. Meyer, Sales Manager

Hotel Ben Lomond, Ogden
248 S. Main St., Salt Lake City
McGILLVRA, INC., Nat'l Representatives

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 33-1/8 and 78 r.p.m. double turn-tables

Personnel

Vice-Pres. & Mgr.—Ivor Sharp.
Sales Manager—Ed Brown.
Promotion Director—Perry Briggs.

Representatives

Edward Petry & Company, Inc.

KUTA

(Established 1938)



Rates effective July 1 1944.

Owned and operated by Utah Broadcasting Company, Business Office and Studio—29 S. State St., Salt Lake City 1, Utah.
Transmitter—North Salt Lake, Utah.

Wave—Power—Time

Operating power—5,000 watts.
526.3 meters; 570 kilocycles.
Licensed to operate full time.
Operates on Mountain War Time.
Actual operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission

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

General Advertising

For combination rates see American Broadcasting Company, Inc. (Mountain Group)
The following rates are for national advertising and include music copyright fees.
ASCAP, SESAC and BMI licenses.
Programs of five minutes or more may not be combined with announcements of one minute or less to obtain frequency discount.

CLASS "A"

		(6:00 p.m. to 10:30 p.m.)			
		1/2 hr.	1/4 hr.	5 min.	100
1 time	140.00	80.00	50.00	29.00	18.50
13 times	130.00	76.00	48.00	28.00	18.00
26 times	120.00	72.00	46.00	25.00	18.50
52 times	110.00	68.00	44.00	24.00	17.00
156 times	100.00	64.00	42.00	23.00	16.50
312 times	95.00	60.00	40.00	22.00	16.00
500 times	90.00	56.00	38.00	21.00	15.50

CLASS "B"

		(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)			
		1 hr.	hr.	min.	min.
1 time	90.00	60.00	35.00	22.00	11.00
13 times	86.00	57.00	33.00	21.00	11.70
26 times	82.00	54.00	31.00	20.00	11.40
52 times	78.00	51.00	29.00	19.00	11.10
156 times	74.00	48.00	27.00	18.00	10.80
312 times	68.00	45.00	25.00	17.00	10.50
500 times	64.00	42.00	23.00	17.00	10.20

CLASS "C"

		(Before 7:00 a.m. and after 12:00 midnight)			
		1 time <th>13 times <th>26 times <th>52 times </th></th></th>	13 times <th>26 times <th>52 times </th></th>	26 times <th>52 times </th>	52 times
1 time	60.00	40.00	25.00	15.00	8.50
13 times	56.00	37.00	23.00	14.00	8.25
26 times	52.00	34.00	21.00	13.00	8.00
52 times	48.00	31.00	19.00	12.00	7.75
156 times	44.00	28.00	17.00	11.00	7.50
312 times	40.00	26.00	15.00	10.00	7.25
500 times	36.00	24.00	13.00	9.00	7.00

(†) Chain break.
Announcements sold at time adjacent to higher rate classification will be billed at rate of higher classification.

SPECIAL FEATURES

News: Leased wire service available—Rates on request.

TALKS

Regular rates plus 50%. Political time payable in advance.

SCHOOLS, CHURCHES, INSTITUTIONS

Regular rate if commercial in character.

TALENT

Any kind of talent can be supplied. Rates on request.

REMOTE CONTROL

Complete facilities for furnishing remote control broadcasts. Reasonable engineering and special announcer fees.

TRANSCRIPTIONS

Regular rates apply.

Contract and Other Requirements

No contracts for over one year accepted. Programs and commercial copy must be acceptable to station management. All advertising and programs are subject to rules and regulations of the Federal Communications Commission, the Federal Trade Commission and National Association of Broadcasters' code of ethics.

All time subject to change for network programs and programs considered of special interest to public and war effort.

Mechanical Program Equipment

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

Personnel

General Manager—Frank C. Carman.
Commercial Manager—Jack A. Burnett.

Representatives

The Kats Agency, Inc.

VERMONT

BURLINGTON

(Chittenden County)

WCAX

(Established 1981)



Rates effective March 1, 1944. (Card No. 8.)

Owned and operated by WCAX Broadcasting Corp. Business Office and Studio—137 Main Street, Burlington, Vermont, telephone 2000. Transmitter—Colchester, Vermont.

Wave—Power—Time

Operating power—1,000 watts. 483.0 meters; 620 kilocycles. Licensed to operate unlimited time on regional channel. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 11:15 p.m.; week days 6:45 a.m. to 11:15 p.m.

Agency Commission

Agency commission 15% on net station time to recognized advertising agencies. Cash discount 2% of net—10 days from invoice date. Commission and discounts apply to time charge only. Invoices mailed 1st of month.

General Advertising

For combination rates see listings of Columbia Broadcasting System (Basic Supplementary Group) and Columbia New England Network. For local advertising rates consult station management.

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

1 hour.....	100.00	95.00	90.00	85.00	75.00	70.00
1/2 hour.....	60.00	57.00	54.00	51.00	45.00	42.00
1/4 hour.....	40.00	38.00	36.00	34.00	30.00	28.00
5 minutes	15.00	14.25	13.50	12.75	11.25	10.50

1 minute	10.00	9.50	9.00	8.50	7.50	7.00
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(All other hours)

1 hour.....	60.00	57.00	54.00	51.00	45.00	42.00
1/2 hour.....	36.00	34.20	32.40	30.60	27.00	25.20
1/4 hour.....	24.00	22.80	21.60	20.40	18.00	16.80
5 minutes	9.00	8.55	8.10	7.65	6.75	6.30
1 minute	7.50	7.10	6.75	6.35	5.60	5.25
30 words	5.00	4.75	4.50	4.25	3.75	3.50

SPECIAL FEATURES

News sponsorship and broadcasts preceding or following news—regular rates plus 10%.

TALENT

Rates on application.

REMOTE CONTROL

Additional charges for remote control are made at actual cost.

Contract and Other Requirements

No contracts accepted for longer than one year. All contracts subject to standard conditions governing contracts for spot broadcasting adopted 1942 by the N.A.B.

Closing Time

All commercial copy must be filed at least 24 hours in advance of broadcast.

Mechanical Program Equipment

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

Personnel

President—C. P. Hasbrook. Manager—Robert A. Kelley.

Representatives

Weed & Company.

RUTLAND

(Rutland County)

WSYB

(Established 1980)



Rates effective July 8, 1939. (Card No. 8.)

Owned and operated by Philip Welaw Music Co. Business Office and Studio—30 West Street, Rutland, Vermont, telephone 1247. Transmitter—Creek Road, Rutland, Vermont.

Wave—Power—Time

Operating power—1,000 watts. 217.4 meters; 1380 kilocycles. Licensed to operate unlimited time on regional channel. Operates on Eastern War Time.

Agency Commission

Agency commission 15% on net station time to recognized advertising agencies. Cash discount 2%—10 days. Bills payable when invoices are rendered.

General Advertising

For combination rates see listings of Yankee Network, Mutual Broadcasting System and Keystone Network.

In order to earn net rates quoted, contract must be completed within 12 months. Discounts earned on announcements cannot be applied to program contracts or vice versa. To earn program discounts a minimum of one program per week must be used; contracts must be renewed or extended on, or before, expiration to earn a lower rate. Class "A," "B," or "C" program time can be grouped to earn maximum discounts.

(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.....	80.00
1/2 hour.....	18.00
1/4 hour.....	12.00
5 minutes.....	6.00

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sunday)

125 words.....	5.00
25 to 30 word station breaks.....	4.00

(All other time)

125 words.....	8.00
25 to 30 word station breaks.....	2.00

DISCOUNTS

13 times.....	Not 15% times.....	17-1/2%
28 times.....	5% 20% times.....	20%
52 times.....	10% 25% times.....	22-1/2%
78 times.....	12-1/2% 30% times.....	25%
104 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. 100 word announcements before or 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.

SERVICE FACILITIES

Merchandising facilities available at no extra charge.

RECORDED PROGRAMS

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

TALENT

Rates on request.

Contract and Other Requirements

Hard 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. Weles.

Representatives

Joseph Hershey McGillivray, Inc. New England—Robert C. Foster.

ST. ALBANS

(Franklin County)

WWSR

(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. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 5:30 p.m.; week days 7:00 a.m. to local sunset.

Agency Commission

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

General Advertising

For combination rates see Keystone Network. 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

1 time.....	Not 5% times.....	15%
18 times.....	5% 100 times.....	20%
28 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—W. L. Blake. Commercial Manager—Lloyd E. Squier.

Representatives

Howard H. Wilson Co.

WATERBURY

(Washington County)

WDEV

Rates effective October 1, 1937. Owned and operated by Lloyd E. Squier and Wm. G. Ricker.

Business Office and Studio—8 Stowe 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 daytime. Operates on Eastern War Time. Actual operating schedule: 6:30 a.m. to sunset.

Agency Commission

Agency commission 15% allowed to recognized agencies on net station time.

General Advertising

For combination rates see Keystone Network. The following rates are for national advertising.

1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
3/4 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
1/2 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
10 minutes.....	18.00	17.10	16.20	15.30	14.40	13.50
5 minutes.....	12.00	11.40	10.80	10.20	9.60	9.00
1 minute or station break.....	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.

Representatives

Howard H. Wilson Company.

TO LOCATE
AN ELUSIVE
STATION



QUICK AS A FLASH

Consult Contents page 3 for location of alphabetical list Stations with Locations.

VIRGINIA

**TRI-CITY STATIONS ASSOCIATION
of Virginia**



BLUE NETWORK STATION

Allied Arts Bldg., Lynchburg, Va., telephone 3032.
Note: Address all communications to executive offices,
P. O. Box 238, Lynchburg, Virginia.

Rates effective November 1, 1942.

Comprised of:
WLSL—Roanoke, Virginia
WLVA—Lynchburg, Virginia
WBTM—Danville, Virginia

Affiliated with the Mutual Broadcasting System and
the Blue Network Company.

Wave—Power—Time
See individual station listings.

Agency Commission
Agency commission 15% allowed to recognized agen-
cies 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
Book-ups may originate from any one station and
feed to other Tri-City stations, the Mutual Broad-
casting System, or American Broadcasting Company,
Inc.

CLASS "A" (6:00 p.m. to 11:00 p.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour....	200.00	190.00	180.00	170.00	160.00
1/2 hour....	120.00	114.00	108.00	102.00	96.00
1/4 hour....	80.00	76.00	72.00	68.00	64.00
5 minutes	40.00	38.00	36.00	34.00	32.00

CLASS "B" (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour....	135.00	128.25	121.50	114.75	108.00
1/2 hour....	81.00	76.95	72.90	68.85	64.80
1/4 hour....	54.00	51.30	48.60	45.90	43.20
5 minutes	27.00	25.65	24.30	22.95	21.60

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 11:00 p.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 minute or 100 words....	20.00	19.00	18.00	17.00	16.00
35 words....	16.00	15.20	14.40	13.60	12.80

CLASS "B" (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 minute or 100 words....	13.50	12.80	12.15	11.45	10.80
35 words....	10.80	10.35	9.80	9.25	8.70

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALENT
Rates on request.

SERVICE FACILITIES
Services of announcing and operating staff in obtain-
ing talent, production department in writing and pre-
senting programs, are included without extra charge.
Cooperation of publicity departments, no charge.
Special market surveys made at cost. Mailing of
merchandising promotion—postage will be charged at
cost.

Line Charges
Permanent lines are maintained between the Tri-City
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, ex-
cepting beer and wine.
Preferred position governed by priority and avail-
ability on contract basis.

Programs and announcements may not be combined to
earn an accumulative discount. Programs take prece-
dence over announcements.
Live talent programs need not necessarily be broad-
cast simultaneously on all three stations should adver-
tiser prefer a staggered schedule. In the latter in-
stance 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 neces-
sary. Should any announcement be made erroneously
or not made on account of mechanical irregularities,
it is agreed that the broadcaster will make the an-
nouncement good during an ensuing non-commercial
broadcast period. It is understood, where no payment
is made for talent, the broadcaster will use the best
station-talent available, or may use recordings at his
option.

Staff announcers used during programs, unless special
permission is granted for other announcers.
The broadcaster reserves the right to reject any ad-
vertising matter, or any part of an announcement
that may be deemed objectionable, and substitute
other copy at his discretion.
The broadcaster reserves the right to refuse, or dis-
continue any advertising for any reasons satisfactory
to himself.

Contract subject to laws, rules or regulations now
existing or made in the future by any duly consti-
tuted 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 con-
tinuity department will collaborate with advertiser in
the preparation of copy.

Contracts may be cancelled by the advertiser by giv-
ing 30 days advance notice accompanied by the pay-
ment 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 broad-
casting date to allow opportunity for program ar-
rangement.

Mechanical Program Equipment

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

Personnel

General Manager—Phillip P. Allen.

**BRISTOL
WOPI**

See listing under Bristol, Tenn.

CHARLOTTESVILLE

(Albemarle County)

WCHV

(Established 1929)

Rates effective October 15, 1941.

Owned and operated by Barham and Barham.
Business Office and Studios—Fourth and E. Market
Sts., Charlottesville, Va., telephone 2500.

Transmitter—Route 250, Richmond Road, Albemarle
County, Virginia.

Wave—Power—Time

Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Operates on Eastern War Time.
Licensed to operate unlimited time.
Actual operating schedule: 7:00 a.m. to 12:00 mid-
night.

Agency Commission

Agency commission 15% on net charge for station
time only. No commissions on program charges.
No cash discount. Bills rendered first of month; pay-
able 30 days net.

General Advertising

For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Keystone
Network.

Rates include charges by owners of music copyrights.

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	40.00	38.00	36.00	32.00
1/2 hour.....	24.00	22.80	21.60	19.20
1/4 hour.....	16.00	15.20	14.40	12.80
5 minutes.....	10.00	9.50	9.00	8.00

ANNOUNCEMENTS					
	1 tl.	11 tl.	51 tl.	101 tl.	201 tl. (*)
1 minute.....	4.50	4.25	4.00	3.80	3.60
Station break 3.50	3.25	3.00	2.85	2.70	2.40

(*) 301 or more times.

TALENT
Rates on request.
REMOTE CONTROL
Equipped to handle remote control programs anywhere
in Central Virginia. Rates on request.

SERVICE FACILITIES
Station has a complete artist bureau and program
department for constructing any type program de-
sired. Complete merchandising service. Rates on re-
quest.

(This listing continued on next page)

In ROANOKE · LYNCHBURG · DANVILLE -

Virginia's 2nd Market

YOU GET

88% Primary Coverage!

90,000 RADIO HOMES
80,000 IN
PRIMARY AREA

Yes, the Tri-City Stations' cover-
age in Virginia's great second
market is nearly all primary.
Tri-City covers this market
more intensely than any other
station or combination of sta-
tions.

REPRESENTATIVE
ON YOUR DESK

FURTHER INFORMATION
CALL LYNCHBURG, VA.
3032
(REVERSE CHARGES)

AFFILIATED
WITH THE
**BLUE
NETWORK**

TRI-CITY STATIONS of VIRGINIA
WLSL - Roanoke · WLVA - Lynchburg · WBTM - Danville

Permanently Connected with Class A Lines Operated by One Management

ADDRESS PHILIP P. ALLEN, Gen. Mgr., LYNCHBURG, VIRGINIA

VIRGINIA—Continued

CHARLOTTESVILLE—Cont'd

W C H V—Continued

Contract and Other Requirements
Advertising of alcohol beverages not accepted, excepting beer and wine. Rates are for time only.

Closing Time
One week prior to starting date.

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

Personnel
General Manager—Charles Barham, Jr.
Commercial Manager—Randolph Bean.

Representatives
Cox & Tans.

COVINGTON

(Alleghany County)

W KEY

(Established 1941)

Rates received September 15, 1943.

Owned and operated by Earl M. Key.
Business Office and Studio—214 Main St., Covington, Va., telephone 840.
Transmitter—Covington, Va.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:50 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% on net charges for station time only. No commission on program charges. No cash discount. Bills rendered monthly.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.

Table with advertising rates for W KEY, including 6:00 p.m. to 10:00 p.m. and 7:00 a.m. to 9:00 a.m. slots.

ANNOUNCEMENTS

Announcement periods are periods selected by the station and are not guaranteed time. Announcements over 100 words must be considered programs.

Table with announcement rates for W KEY, including 100 words, 50 words, and 30 words.

SPOT ANNOUNCEMENTS

Spot announcements and chain breaks are for guaranteed time and cannot exceed 50 words:
(6:00 p.m. to 10:00 p.m.)
(8:00 a.m. to 9:00 a.m.)

REMOTE CONTROL

Equipped to handle remote control programs any part of Virginia. Cost to depend on line and installation fees. Details on request.

TALENT

Rates on request.

SERVICE FACILITIES

Station has a complete artist bureau and program department for constructing any type program desired. Complete promotion service.

Contract and Other Requirements
Advertising of alcohol beverages not accepted excepting beer and wine. Rates are for time only. All programs subject to approval of station management.

Closing Time
Contracts close one week before first broadcast.

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

Personnel
Gen'l & Bus. Mgr.—Earl M. Key

Representatives
None.

DANVILLE

(Pittsylvania County)

W BTM

(Established 1930)

BLUE NETWORK STATION

Rates effective November 1, 1942.

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.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:50 a.m. to 12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

Agency Commission
Agency commission 15% to recognized agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%. Invoices mailed the first of month, payable on the 15th of month following service.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Tri-City Stations Association of Virginia.

Table with advertising rates for W BTM, including 6:00 p.m. to 11:00 p.m. and 7:00 a.m. to 9:00 a.m. slots.

Table with advertising rates for W BTM, including 7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 1:00 a.m. slots.

ANNOUNCEMENTS

Table with announcement rates for W BTM, including 1 minute or 6:00 p.m. to 11:00 p.m.

Table with announcement rates for W BTM, including 100 words, 35 words, and 1 minute or 6:00 p.m. to 11:00 p.m.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALENT

Rates on request.

SERVICE FACILITIES

Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs, are included without extra charge. Cooperation of publicity departments, no charge. Special market surveys made at cost. Mailing of merchandising promotion—postage will be charged at cost.

Line Charges
Permanent lines are maintained between the Tri-City Stations. No charge for these lines.

Contract and Other Requirements
See Tri-City Stations Association of Virginia.

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 turntables for lateral and vertical cut recordings.

Personnel
Manager—R. Sanford Guyer.
Commercial Manager—Edward G. Gardner.

Representatives
Tri-City Stations Association of Virginia.

FREDERICKSBURG

(Spotsylvania County)

W FVA

(Established 1939)

Rate card dated March 31, 1945.
Card received April 3, 1945.

Owned and operated by Fredericksburg Broadcasting Corporation.
Business Office and Studio—528 Wolfe St., Fredericksburg, Va.
Transmitter—Two miles East of Fredericksburg on Route 2.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sundays 8:30 a.m. to 11:00 p.m., week days 7:30 a.m. to 10:30 p.m.

Agency Commission
15% to recognized advertising agencies on net station time. No cash discount. Charges for facilities payable on presentation. Invoices rendered monthly.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network) and Keystone Network.

Table with advertising rates for W BTM, including 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS

Table with announcement rates for W BTM, including 100 words or 1 minute, 50 words.

SPECIAL FEATURES

Network cooperative programs available for local sponsorship—rates and details on request.
Time Signals: 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., to be paid for by advertiser, when required, in advance.

Production department equipped to plan and produce complete radio features and program ideas, or serve in as advisory unit 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. Rates quoted are for station time and announcer only.

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

Personnel
Gen'l Mgr. & Pres.—R. F. Lewis, Jr.
Station Supervisor—Phil Whitney.

Commercial Manager—Nan Winkler.

Representatives
Burn-Smith Company, Inc.

HARRISONBURG

(Rockingham County)

W SVA

(Established 1935)

Rates effective June 1, 1941. (Card No. 7.)
Owned and operated by Shenandoah Valley Broadcasting Corporation.

Business Offices and Studio—Main and East Market Sts., Harrisonburg, Va., telephone 875.
Transmitter—R.F.D. 1, Rockingham County, Va.

Wave—Power—Time
Operating power—1,000 watts.
545.5 meters; 550 kilocycles.
Licensed to operate days only.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:00 a.m. to local sunset. Week days 6:00 a.m. to local sunset.

Agency Commission
Agency commission 15% is allowed to recognized agencies on net station time. No cash discount. Bills rendered first of each month and are due and payable by the 10th of the month.

General Advertising
The following rates are for national advertising. Rates include fees charged by owners of music copyrights.

Table with advertising rates for W SVA, including 11:59 a.m. to 1:00 p.m. and 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 100 words or less.

Table with advertising rates for W SVA, including 9:00 a.m. to 11:59 a.m. and 5:00 p.m. to sign-off week days and 7:00 a.m. to 11:59 a.m. and 1:00 p.m. to sign-off Sundays.

Table with advertising rates for W SVA, including 1:00 p.m. to 4:59 p.m. and 6:00 a.m. to 8:59 a.m. week days.

SPECIAL FEATURES
Time signals, weather reports, temperature reports and newscasts—rates on request.

POLITICAL BROADCASTS
Charged for at regular one time general broadcasting rate of service purchased. No frequency discount allowed. Payment must accompany contract.

RECORDED PROGRAMS
Information on request.

TALENT

Rates on request.
(This listing continued on next page)

HARRISONBURG—Continued
W S V A—Continued

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.
Rates are for station time and include services of announcer.
Preferred position governed by priority and availability on contract basis. All contracts subject to station approval and governmental regulations.
Maximum length of contract is one year. Program and announcement contracts must be figured separately for discounts earned. Extra announcers .50 each on announcements and 1.00 each on programs. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. Publicity talks accepted only when subject is of public interest and service. In the opinion of the station director. When advertiser arranges his own program it must be submitted a reasonable time in advance for approval.

Closing Time
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
Gen'l & Sales Mgr.—R. B. Harrington.
Program Director—Dick Johnson.

Representatives
Howard H. Wilson Company.

LYNCHBURG
(Campbell County)
W L V A



BLUE NETWORK STATION



Rates effective November 1, 1942.
Owned and operated by Lynchburg Broadcasting Corp. Business Office and Studio—Allied Arts Building, Lynchburg, Virginia, telephone 3030.
Transmitter—Page Street in Lewood Addition, Lynchburg, Virginia.

Wave—Power—Time
Operating power—250 watts.
248.9 meters; 1280 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:50 a.m. to 12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

Agency Commission
Agency commission 15% paid to recognized advertising agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%. Invoices mailed the first of month, payable on the 15th of month following service.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Tri-City Stations Association of Virginia.

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

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	313 tl.
1/2 hour	75.00	71.25	67.50	63.75	60.00
1/4 hour	45.00	42.75	40.50	38.25	36.00
5 minutes	30.00	28.50	27.00	25.50	24.00
	15.00	14.25	13.50	12.75	12.00

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 hour	50.00	47.50	45.00	42.50	40.00
1/2 hour	30.00	28.50	27.00	25.50	24.00
1/4 hour	20.00	19.00	18.00	17.00	16.00
5 minutes	10.00	9.50	9.00	8.50	8.00

ANNOUNCEMENTS

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

1 minute or 100 words	7.50	7.15	6.75	6.40	6.00
35 words	6.00	5.70	5.40	5.10	4.80

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 minute or 100 words	5.00	4.75	4.50	4.25	4.00
35 words	4.00	3.80	3.60	3.40	3.20

Mutual Broadcasting System participating programs at above rates plus network talent fees. No extra charges for lines.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALENT
Rates on request.
SERVICE FACILITIES
Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs, are included without extra charge. Cooperation of publicity departments, no charge. Special market surveys made at cost. Mailing of merchandising promotion—postage will be charged at cost.

Line Charges
Permanent lines are maintained between the Tri-City Stations. No charge for these lines.

Contract and Other Requirements
See Tri-City Stations Association of Virginia.

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
President—Edward A. Allen.
General Manager—Philip P. Allen.
Sales Manager—J. P. Read, Jr.

Representatives
Tri-City Stations Association of Virginia.

MARTINSVILLE
(Henry County)
W M V A
(Established 1941)



Rates effective January 1, 1944. (Card No. 4.)
Owned and operated by Martinsville Broadcasting Co., Inc.
Business Office and Studio—Figsboro Road, Martinsville, Va., telephone 2152.
Transmitter—Figsboro Road, Martinsville, Va.

Wave—Power—Time
Operating power—250 watts.
208.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 11:30 p.m.; week days 6:30 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies on station time.

General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group) and Keystone Network.
The following rates are for national advertising. Rates include charges by owners of music copyrights.

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

1 hour	50.00
1/2 hour	30.00
1/4 hour	20.00
5 minutes	10.00
100 words or 1 minute announcements	5.00
Chain breaks	8.50

CLASS "B"
(6:00 a.m. to 6:00 p.m. daily)

1 hour	40.00
1/2 hour	24.00
1/4 hour	16.00
5 minutes	8.00
100 words or 1 minute announcements	4.00
Chain breaks	8.00

DISCOUNTS
Each renewal or extension of a contract earns applicable discounts; applicable only when an order is continued without interruption beyond the time specified in the original contract.
Discounts 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 over..... 80%
52 to 99 times..... 15%

SPECIAL FEATURES
News service, sports, markets, time signals and weather reports, electrical transcriptions and musical library services available. Rates and details on request.

REMOTE CONTROL
Lines and connections extra—rates and details on request.

SERVICE FACILITIES
Merchandising and publicity facilities available. Extra services, when required, billed at extra cost.

POLITICAL
One time rate applies.

TALENT
Rates on request.
Contract and Other Requirements
Beer and wine advertising accepted.
Station reserves the right to reject any material or talent that in its opinion is not suitable for broadcasting. Maximum contract one year.
All contracts subject to the conditions of the standard AAA contract form. All programs are subject to station approval.

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
General Manager—John W. Shultz.
Commercial Manager—C. Robert Ray.

Representatives
Howard H. Wilson Company.

NEWPORT NEWS
(Warwick County)



BLUE NETWORK STATION



W C H
(Established 1928)

Rates effective October 1, 1942.
Owned and operated by Hampton Roads Broadcasting Corporation, a subsidiary of Daily Press, Inc.
Business Office—Portlock Bldg., Norfolk 10, Va., telephone 27031.
Other Studios—Hotel Warwick, Newport News, Va.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Eastern War Time.

Agency Commission
Agency commission 15% to recognized advertising agencies on station time.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
Rates are for national advertising and include music copyright fees.

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

1 hour	120.00
1/2 hour	72.00
1/4 hour	48.00
5 minutes	24.00
1 minute transcription or 150 words	12.00
1/2 minute transcription or 100 words	10.00
50 words or less	8.00

(4:00 p.m. 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 transcription or 150 words	12.00
1/2 minute transcription or 100 words	10.00
50 words or less	8.00

(12:00 noon to 4:00 p.m. Sundays)

1 hour	80.00
1/2 hour	48.00
1/4 hour	32.00
5 minutes	16.00
1 minute transcription or 150 words	12.00
1/2 minute transcription or 100 words	10.00
50 words or less	8.00

(8:00 a.m. to 6:00 p.m. week days and 11:00 p.m. to 12:00 midnight daily)

1 hour	60.00
1/2 hour	36.00
1/4 hour	24.00
5 minutes	12.00
1 minute transcription or 150 words	8.00
1/2 minute transcription or 100 words	6.50
50 words or less	5.00

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

1 hour	40.00
1/2 hour	24.00
1/4 hour	16.00
5 minutes	8.00
1 minute transcription or 150 words	6.00
1/2 minute transcription or 100 words	5.00
50 words or less	4.00

(* Service available only if a regular scheduled program precedes or follows.

DISCOUNTS
Apply on announcements or programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12 month period.
Less than 13 times..... Net 100 times..... 20%
13 times..... 5% 150 times..... 25%
26 times..... 10% 260 times..... 80%
52 times..... 15%

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer, ale and wine, not accepted. Advertising of beer, ale and wine not permitted on Sundays. Contracts subject to standard conditions of NAB-AAAA contract. Program periods of five minutes or more are sold with the understanding that the final 30 seconds of each such program period may be used by station for prescribed announcement of station identification, or commercial announcement known as "spot" or "station break" announcement, or both.

Personnel
Vice-Pres. & Gen'l Mgr.—Edward E. Bishop.
Commercial Manager—Edward E. Edgar.

Representatives
Burn-Smith Company, Incorporated.

VIRGINIA—Continued

NORFOLK

WTAR

(Established 1928)



Rates effective December 15, 1943. (Card No. 14.)

Owned and operated by WTAR Radio Corporation, a subsidiary of Norfolk Newspapers, Inc. Business Office and Studio—National Bank of Commerce Bldg., Norfolk 10, Va. Transmitter—Glen Rock Road, near Norfolk, Virginia.

Wave—Power—Time

Operating power—5,000 watts days (non-directional); 5,000 watts nights (directional). 379.7 meters; 790 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sundays 7:30 a.m. to 1:00 a.m.; week days 5:30 a.m. to 1:00 a.m.

Agency Commission

15% to recognized agencies. Commission applies to station time only. No cash discount. Bills rendered 1st of month following service and payable within 15 days.

General Advertising

For combination rates see listing of National Broadcasting Company (Southeastern Group).

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

(6:00 p.m. to 11:00 p.m.)							
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
Less than 26	ti.	180.00	110.00	72.00	54.00	36.00	25.00 18.00
26 ti.	171.00	104.50	68.40	51.20	34.20	23.75	17.10
52 ti.	162.00	99.00	64.80	48.60	32.40	22.50	16.20
104 ti.	153.00	98.50	61.20	45.90	30.60	21.25	15.30
156 ti.	144.00	88.00	57.60	43.20	28.80	20.00	14.40
260 ti.	135.00	82.50	54.00	40.50	27.00	18.75	13.50
312 ti.	130.50	79.75	52.20	39.15	26.10	18.13	13.05
624 or more	ti.	126.00	77.00	50.40	37.80	25.20	17.50 12.60

(7:00 a.m. to 6:30 p.m. and 11:00 p.m. to 11:30 p.m.)							
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
Less than 26	ti.	90.00	55.00	36.00	27.00	18.00	12.50 8.00
26 ti.	85.50	52.25	34.20	25.60	17.10	11.83	8.60
52 ti.	81.00	49.50	32.40	24.30	16.20	11.25	8.10
104 ti.	76.50	46.75	30.60	22.95	15.30	10.63	7.65
156 ti.	72.00	44.00	28.80	21.60	14.40	10.00	7.20
260 ti.	67.50	41.25	27.00	20.25	13.50	9.83	6.75
312 ti.	65.25	39.88	26.10	19.58	13.05	9.08	6.53
624 or more	ti.	63.00	38.50	25.33	18.90	12.60	8.75 6.30

(11:30 p.m. to 7:00 a.m.**)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
Less than 26	ti.	60.00	36.55	24.00	18.00	12.00	8.35 6.00
26 ti.	57.00	34.81	23.80	17.10	11.40	7.93	5.70
52 ti.	54.00	32.98	21.60	16.20	10.80	7.52	5.40
104 ti.	51.00	31.14	20.40	15.30	10.20	7.10	5.10
156 ti.	48.00	29.29	19.20	14.40	9.60	6.68	4.80
260 ti.	45.00	27.48	18.00	13.50	9.00	6.26	4.50
312 ti.	43.50	26.54	17.60	12.85	8.70	6.05	4.35
624 or more	ti.	42.00	25.62	16.80	12.60	8.40	5.85 4.20

(*) One minute transcription, 100 words or 1/2 minute transcription.
(†) 25 words.

(**) Available only if regularly scheduled program immediately precedes or follows.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year under contract not to 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 a 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.

SPECIAL FEATURES

New sponsorship, time signals, weather forecasts, football and baseball scores, sports review, etc.—rates on request.

TALENT

Rates on application.

REMOTE CONTROL

Service and facilities for programs by remote control are available. Prices will be quoted on request.

TRANSCRIPTIONS

Transcribed library service 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.

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 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

General Manager—Campbell Arnoux.
Sales Manager—John W. New.
Program Director—Henry Cowles Whitehead.

Exclusive National Representatives

Edward Petry & Company, Inc.

PETERSBURG

(Dinwiddie County)

WBHD

(Established 1945)

Rates effective April 1, 1945.

Owned and operated by Southside Virginia Broadcasting Corp.

Business Office and Studio—112 W. Tabb Street, Petersburg, Virginia.

Transmitter—Near Appomattox River on E. Bank St.

Wave—Power—Time

Operating power—250 watts.
241.9 meters; 1,240 kilocycles.
Operates on Eastern Standard Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:45 a.m. to 12:00 midnight.

Agency Commission

15% commission on station time only; no cash discount. No commission on talent.

General Advertising

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.	75.00	45.00	30.00	22.50	15.00	100	60.00	40.00	30.00	20.00
1/2 hr.	45.00	27.50	18.00	13.50	9.00	150	36.00	22.50	16.50	11.00
1/4 hr.	30.00	18.00	12.00	9.00	6.00	200	24.00	15.00	11.00	7.50
10 min.	7.00	4.50	3.00	2.25	1.50	300	6.00	4.00	3.00	2.00
5 min.	4.00	2.50	1.75	1.30	0.90	400	4.00	2.75	2.00	1.40
50 wds	4.20	2.70	1.80	1.35	0.90	500	4.20	2.85	2.10	1.40
20 sec	600

Rates on request.

TALENT

Transcribed and recorded programs accepted at no additional charge. Transcription library services available—rates on request.

REMOTE CONTROL

Station has facilities for handling programs by remote control—details on request.

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 turntables for vertical and lateral cut recordings.

How to Make Testing Profitable

WTAR'S complete, economical coverage of the

no. 1 test market

gives you accurate answers to product, package and ad-questions

Look at NORFOLK*

Sized right for thorough coverage, on a test budget. Ample for profitable sales volume—650,000 people who buy as a metropolitan unit.

Durable Prosperity—

One of the nation's vital industrial ports, prepared for foreign and coast-wise shipping's mammoth activity; busy with a great industrial activity requiring only 10% reconversion for full peace-time production.

NORFOLK* is Accessible—

Easy to supply, easy to watch and check. Norfolk's* accessibility is another durable advantage for test-marketing.

COVER NORFOLK* Completely, Economically—

WTAR dominates the NORFOLK* market, reaching more listeners than all other stations combined, with listening to outside stations practically nil. . . . Details on Hooper reports available on request.

*NORFOLK METROPOLITAN MARKET: a market unit of 3 adjoining cities: Norfolk, Portsmouth and Newport News, Virginia.



NBC NETWORK
5000 Watts
Day and Night

National
Representatives:
Edward Petry & Co.

NORFOLK, VIRGINIA

PORTSMOUTH

(Norfolk County)

W S A P

(Established 1942)



Rates effective September 1, 1942.

Owned and operated by Portsmouth Radio Corp.
Business Office and Studio—205 Professional Bldg.,
Portsmouth, Va.

Transmitter—

Wave—Power—Time

Operating power—250 watts.
(100% modulation.)
301.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 2:00 a.m.

Agency Commission

15% to recognized advertising agencies on station time only. (Cash discount 2%—10th of month following service. Invoices mailed 1st of month following presentation.)

General Advertising

For combination rates see listing of Mutual Broadcasting System.
The following rates are for national advertising. For local advertising rates consult station management. Rates include fees charged by owners of music copyrights.

CLASS "A"

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

1 hour.....	120.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	24.00

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 2:00 a.m.)

1 hour.....	80.00
1/2 hour.....	48.00
1/4 hour.....	32.00
5 minutes.....	16.00

ANNOUNCEMENTS

CLASS "A"

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

1 minute transcription or 150 words.....	11.00
1/2 minute transcription or 100 words.....	9.00
50 words or less.....	7.00

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 2:00 a.m.)

1 minute transcription or 150 words.....	7.50
1/2 minute transcription or 100 words.....	6.00
50 words or less.....	4.50

DISCOUNTS

Apply on announcements or programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12 month period.

Less than 13 times.....	20%	
13 times.....	5% 150 times.....	25%
26 times.....	10% 260 times.....	30%
52 times.....	15%	

SPECIAL FEATURES

News-casts, weather and time reporting services available. Rates on request.

Participating — 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 18 weeks. Regular rates apply.

RECORDED PROGRAMS

Regular time charges apply to recorded programs, transcriptions and transcribed announcements. Transcription library service available. Rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Services and facilities available—rates on request.

SERVICE FACILITIES

Services of merchandising department and station staff available without extra charge.

Contract and Other Requirements

Rates quoted are for station time only. Maximum contract accepted is one year.

All programs must conform to the standards of the station and be in compliance with the laws of the United States, the laws of the State of Virginia, and the rules and regulations of the Federal Communications Commission.

Station management reserves the right to cancel, advance the time of, or postpone the program or announcement of any advertiser if it interferes with the broadcasting of public messages or announcements of national or national importance. All contracts are made subject to interference by strikes, weather conditions or other unavoidable conditions beyond the control of the station and no responsibility will be assumed beyond the cancellation of charges for time involved.

The advertiser and his agent or employee agree to indemnify and to keep station indemnified from any loss caused by reason of any action in libel, slander or copyright infringement, and, in addition, advertiser agrees to pay all costs of defending the action, including the attorney's fee.

Mechanical Program Equipment

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

Personnel

General Manager—T. W. Aydtlett.
Commercial Manager—J. L. Norfleet.

Representatives

Howard H. Wilson Company.

The perfect supplement

to personal selling,

Standard Rate & Data

Service strengthens

the salesman's effort,

prepares the way for

him, and follows

through after him.

VIRGINIA—Continued

RICHMOND

(Henrico County)

W M B C

(Established 1928)



Rates effective January 1, 1945.

Rates received December 7, 1944.

Owned and operated by Havens & Martin, Inc.

Business Office and Studio—3301 W. Broad St., P.O.

Box 5229, Richmond, Va., telephone 5-8611.

Transmitter—Staples Mill Road and Broad Street

1/2 mile west of Richmond, Virginia

Wave—Power—Time

Operating power—5,000 watts.

(100% modulation—crystal control.)

217.4 meters; 1380 kilocycles.

Licensed to operate full time on regional channel.

Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.;

week days 6:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% allowed to recognized agencies on station time only. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Supplementary).

Rates for time in excess of one hour are in exact proportion.

CLASS "A"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	200.00	140.00	100.00	50.00
13 times.....	190.00	133.00	95.00	47.50
26 times.....	180.00	126.00	90.00	45.00
52 times.....	170.00	119.00	85.00	42.50
100 times.....	160.00	112.00	80.00	40.00
200 times.....	150.00	105.00	75.00	37.50

CLASS "B"

(8:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	70.00	50.00	25.00
13 times.....	95.00	66.50	47.50	23.75
26 times.....	90.00	63.00	45.00	22.50
52 times.....	85.00	59.50	42.50	21.25
100 times.....	80.00	56.00	40.00	20.00
200 times.....	75.00	52.50	37.50	18.75

CLASS "C"

(6:00 a.m. to 8:00 a.m., 2:00 p.m. to 5:00 p.m. and 11:00 p.m. to 1:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	80.00	56.00	40.00	20.00
13 times.....	76.00	53.20	38.00	19.00
26 times.....	72.00	50.40	36.00	18.00
52 times.....	68.00	47.60	34.00	17.00
100 times.....	64.00	44.80	32.00	16.00
200 times.....	60.00	42.00	30.00	15.00

ANNOUNCEMENTS

One minute or less:

(After 6:00 p.m.)

1 time.....	36.00
13 times.....	34.20
26 times.....	32.40
52 times.....	30.60
104 times.....	28.80
208 times.....	27.00
300 or more times.....	25.20

(Before 6:00 p.m.)

1 time.....	18.00
13 times.....	17.10
26 times.....	16.20
52 times.....	15.30
104 times.....	14.40
208 times.....	13.50
300 or more times.....	12.60

SPECIAL FEATURES

News: Five and 15 minute periods. Sunday through Saturday.

Sports: Fifteen minute periods, Monday through Saturday.

Participating programs:

"Good Morning Neighbor"—7:00 a.m. to 7:45 a.m.,

Monday through Saturday.

Supper Special: 6:30 p.m. to 6:45 p.m., Monday through Saturday.

RECORDED PROGRAMS

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

TALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote broadcasts.

SERVICE FACILITIES

Merchandising service available.

Services of the station program department, scheduled staff announcers and staff engineers in arranging and presenting programs are included without extra charge. Additional charges are made for programs originating outside the station studios and for programs requiring special production. All programs must conform to the standards of the station.

Contract and Other Requirements

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

All contracts subject to the conditions of the standard AAAA form.

All programs subject to station approval, government regulations and the NAB Code of Ethics of the Radio Broadcasting Industry.

Rates quoted cover the station time and facilities only for programs originating in the station studios.

Closing Time

Announcements and recorded programs close at least two days in advance.

Mechanical Program Equipment

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

Personnel

General Manager—Wilbur M Havens.

Representatives

John Blair & Company.

5000 WATTS

WORLD'S WIDER MARKET BETTER GUARANTEE

MEMORABLE BATTLE GROUNDS

NBC IN RICHMOND, VA

W M B C - 5000 WATTS

INFORMATION PLEASE

RICHMOND

WMBG — RICHMOND

Located Midway Between the North and South. Has 453 Wholesale Establishments, with Annual Sales in 1944 of \$360,000,000.

REPRESENTED BY JOHN BLAIR CO.

RICHMOND—Continued

WRNL

(Established 1927)



Rates effective August 1, 1945.

Owned and operated by Richmond Radio Corp.
Studios—828 E. Grace Street, Richmond, Virginia.
Telephone 33436.

Transmitter—Wilkinson Road, two miles North of Richmond, Va.

Wave—Power—Time

Operating power—5,000 watts.
(100% modulation—crystal control.)
829.7 meters; 910 kilocycles.
Operates on regional channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:00 a.m. to 1:00 a.m. Week days 5:30 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% on net charge for station time only. No commission on program charges. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Mutual Broadcasting System.

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	20.00	18.00	12.00
26 times	133.00	79.80	53.20	26.60	19.00	17.10	11.40
52 times	126.00	76.50	50.40	25.20	18.00	16.20	10.80
65 times	119.00	71.40	47.60	23.80	17.00	15.80	10.20
180 times	112.00	67.20	44.80	22.40	16.00	14.40	9.60
156 times	105.00	63.00	42.00	21.00	15.00	13.50	9.00
260 times	98.00	58.80	39.20	19.60	14.00	12.60	8.40
312 times	91.00	54.60	36.40	18.20	13.00	11.70	7.80
468 times	84.00	50.40	33.60	16.80	12.00	10.80	7.20
624 or more times	77.00	46.20	30.80	15.40	11.00	9.90	6.60

CLASS "B"

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)	(‡)
1 time	84.00	50.40	33.60	16.80	12.00	10.00	7.00
26 times	79.80	47.88	31.92	15.96	11.40	9.50	6.85
52 times	76.50	45.86	30.24	15.12	10.80	9.00	6.30
65 times	71.40	42.84	28.56	14.28	10.20	8.50	5.95
180 times	67.20	40.32	26.88	13.44	9.60	8.00	5.60
156 times	63.00	37.80	25.20	12.60	9.00	7.50	5.25
260 times	58.80	35.28	23.52	11.76	8.40	7.00	4.90
312 times	54.60	32.76	21.84	10.92	7.80	6.50	4.65
468 times	50.40	30.24	20.16	10.08	7.20	6.00	4.20
624 or more times	46.20	27.72	18.48	9.24	6.60	5.50	3.85

(*) One minute electrical transcription.
(†) One hundred words.
(‡) Fifty words.

CLASS "C"

(11:00 p.m. to 12:00 midnight and 7:00 a.m. to 9:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	70.00	42.00	28.00	14.00
26 times	66.50	39.90	26.60	13.20
52 times	63.00	37.80	25.20	12.60
65 times	59.50	35.70	23.80	11.90
180 times	56.00	33.60	22.40	11.20
156 times	52.50	31.50	21.00	10.50
260 times	49.00	29.40	19.60	9.80
312 times	45.50	27.30	18.20	9.10
468 times	42.00	25.20	16.80	8.40
624 or more times	38.50	23.10	15.40	7.70

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
26 times	47.50	28.50	19.00	9.50
52 times	45.00	27.00	18.00	9.00
65 times	42.50	25.50	17.00	8.50
180 times	40.00	24.00	16.00	8.00
156 times	37.50	22.50	15.00	7.50
260 times	35.00	21.00	14.00	7.00
312 times	32.50	19.50	13.00	6.50
468 times	30.00	18.00	12.00	6.00
624 or more times	27.50	16.50	11.00	5.50

Contiguous Units

Two or more program units of 15 minutes or more, broadcast on same day for the same sponsor within the same time bracket, may be combined to earn the

one half hour, the three quarter hour, or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station option on 28 days' notice.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

SPECIAL FEATURES

News: Regular five, ten and fifteen minute news periods—rates on request.
Time signal, weather reports, news flashes and other special features—rates on application.

TALKS

Regular rates apply.

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.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer.

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. S. Whitlock.
Production Manager—G. Mallory Freeman.

Representatives

Edward Petry & Company.

WARTIME CULTIVATION for PEACETIME SALES

COVERAGE of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station W R N L are stable markets.

The facts below are proof of results.

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

IN RICHMOND, VA., IT'S STATION

**5000 WATTS
NIGHT AND DAY 910 KC**

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

VIRGINIA—Continued

RICHMOND—Continued

WRVA

(Established 1925)



Rates effective August 15, 1944. (Card No. 8.)

Owned and operated by Larus & Bro. Company.
 Business Office—Hotel Richmond, Ninth and Grace Streets, Richmond 12, Virginia, telephone 3-6633.
 Studios—Richmond—Hotel Richmond, Ninth and Grace Streets; Norfolk—1506 Colley Ave.
 Transmitter—Edgeworth, Henrico County, 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.
 Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission
 Agency commission 15% on net charge for station time only. No commission on program charges. No cash discount. Bills rendered 1st of month following service and are due on the 10th of same month.

General Advertising
 For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
 To earn discounts, stipulated number of programs must come within twelve month period.

CLASS "A"

	6:00 p.m. to 10:30 p.m.				
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl. 200 tl.
1 hour....	350.00	332.50	315.00	297.50	280.00 262.50
1/2 hour....	210.00	199.50	189.00	178.50	168.00 157.50
1/4 hour....	140.00	133.00	126.00	119.00	112.00 105.00
5 minutes	70.00	66.50	63.00	59.50	56.00 52.50

CLASS "B"

	7:00 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 tl.	13 tl.	26 tl.	52 tl.	100 tl. 200 tl.
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 7:00 a.m.				
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
5 minutes	14.00	13.30	12.60	11.90	11.20 10.50

Note: Sunday Class "B" until 6:00 p.m.

ANNOUNCEMENTS

	6:00 p.m. to 10:30 p.m.				
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl. 200 tl.
One minute electrical transcription (150 words live).....	43.00	40.85	38.70	36.55	34.40 32.25
20 second electrical transcription (35 words live).....	30.00	28.50	27.00	25.50	24.00 22.50
	(10:30 p.m. to 12:00 midnight and 7:00 a.m. to 6:00 p.m.)				
One minute electrical transcription (150 words live).....	21.50	20.42	19.35	18.27	17.20 16.12
20 second electrical transcription (35 words live).....	15.00	14.25	13.50	12.75	12.00 11.25
	(12:00 midnight to 7:00 a.m.)				
One minute electrical transcription (150 words live), no discounts.....	10.00				

TALENT

Air-check transcriptions of talent programs available at moderate extra charge. Audition transcription of talent available may be had on request.
 Special scripts, talent and production at extra charge.

REMOTE CONTROL

Additional charges are made for programs originating outside the studios of station and for programs requiring special production.
 Norfolk studio origination by special arrangement.

TRANSCRIPTIONS

Transcription library services and recording laboratory available.

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.
 All contracts subject to standard conditions for spot broadcasting adopted in 1942 by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

Closing Time

Closing date 48 hours in advance of broadcast.

Mechanical Program Equipment

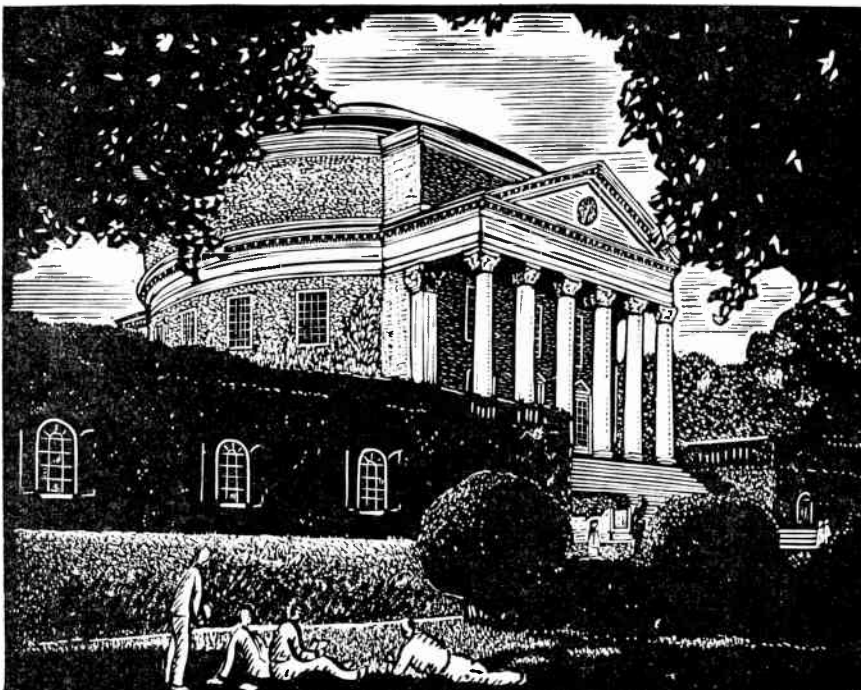
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables, both lateral and vertical pick-ups.

Personnel

General Manager—C. T. Lucy.
 Business Manager—Barron Howard
 Program Service Manager—Irvin Abeloff

Representatives

Paul H. Raymer Company.



"I AM CLOSING THE LAST SCENE OF MY LIFE....."

... by fashioning and fostering an establishment for the instruction of those who come after us." Thus spoke Thomas Jefferson, father, founder, and architect of the University of Virginia . . . the famous Rotunda of which is illustrated.

He also endowed this beautiful temple of learning with the flame of "illimitable freedom of the human mind" . . . and it is interesting to note that for thirteen years after its inception WRVA broadcast regular educational programs from this famous old institution of learning.

50,000 WATTS . . . NIGHT AND DAY
 STUDIOS IN RICHMOND AND NORFOLK
 REPRESENTED BY RAYMER



ROANOKE

(Roanoke County)

WDBJ

(Established 1924)



Rates effective July 1, 1944. (Card No. 5.)

Owned and operated by Times-World Corporation, P. O. Box 150, Roanoke 2, Va. Business Office and Studio—124 W. Kirk Avenue, Roanoke 2, Va., telephone 8181. Note: Address mail to Radio Station WDBJ, P. O. Box 150, Roanoke 2, Va. 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 War Time.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

Agency Commission
Agency commission 15% on net charges for station time only to recognized agencies. Cash discount 2% of net—15 days from invoice date. Invoices mailed 1st of each month.

General Advertising
For combination rates see Columbia Broadcasting System (Southeastern Group). The following rates are for national advertising and include music copyright fees.

GENERAL BROADCASTING RATES

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

	13	26	52	100	150	200
1 hr	125.00	118.75	112.50	106.25	100.00	93.75
1/2 hr	75.00	71.25	67.50	63.75	60.00	56.25
1/4 hr	50.00	47.50	45.00	42.50	40.00	37.50
5 min	25.00	23.75	22.50	21.25	20.00	18.75

One minute electrical transcription or live 12.50 11.88 11.25 10.62 10.00 9.38 8.75
15 seconds electrical transcription or 35 words 10.00 9.50 9.00 8.50 8.00 7.50 7.00

CLASS "B"
(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. daily)

	13	26	52	100	150	200
1 hr	75.00	71.25	67.50	63.75	60.00	56.25
1/2 hr	45.00	42.75	40.50	38.25	36.00	33.75
1/4 hr	30.00	28.50	27.00	25.50	24.00	22.50
5 min	15.00	14.25	13.50	12.75	12.00	11.25

One minute electrical transcription or live 8.50 8.08 7.65 7.23 6.80 6.38 5.95
15 seconds electrical transcription or 35 words 6.50 6.18 5.85 5.53 5.20 4.88 4.55

CLASS "C"
(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight daily)

	13	26	52	100	150	200
1 hr	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hr	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00
5 min	10.00	9.50	9.00	8.50	8.00	7.50

One minute electrical transcription or live 6.00 5.70 5.40 5.10 4.80 4.50 4.20
15 seconds electrical transcription or 35 words 5.00 4.75 4.50 4.25 4.00 3.75 3.50

Announcements exceeding one minute not accepted. One minute rate applies to all announcements longer than chain breaks.

DISCOUNTS
500 or more announcements within one year, 5% additional discount. Higher rate applies within one minute of time class change.

Discounts are retroactive and earned discount is to be determined by the total number of broadcasts used within one year. Announcements and program periods of five minute or more cannot be combined to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12 month period.

POLITICAL TALKS AND PROGRAMS
Accepted at regular station rates. Payable in advance. Copy for talks must be submitted 24 hours in advance of delivery time.

SPECIAL FEATURES
News programs—rates on request.
Time signals and weather reports, when available, take 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.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and wine; announcements accepted on run of program basis only.

Maximum contract accepted, one year. Rates are for station time only, talent is extra. All contracts subject to the approval of the station management and governmental regulations. Station reserves the right to cancel or move to other periods of equal card rate value any program or announcement in order to handle events of unusual program interest. Cancellations or moves to periods of lesser card rate value credited on account.

The station reserves the right to refuse or discontinue any programs or to revise all advertising copy not conforming to station rules and regulations and NAB code.

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 turntables.

Personnel
General Manager—Ray P. Jordan.
Commercial Manager—Frank D. Kosler.
Program Director—Jack Weldon.
Representatives
Free & Peters, Inc.

WSLS
(Established 1940)



BLUE NETWORK STATION

Rates effective November 1, 1942.
Owned and operated by Roanoke Broadcasting Corp. Business Office and Studio—Shenandoah Life Building, Roanoke 7, Va.
Transmitter—Shenandoah Life Building, Roanoke, Virginia.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
242 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:30 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

Agency Commission
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 American Broadcasting Company, Inc. (Southeastern Group) and Tri-City Stations Association of Virginia.

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

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	313 tl.
1 hour	75.00	71.25	67.50	63.75	60.00	56.25
1/2 hour	45.00	42.75	40.50	38.25	36.00	33.75
1/4 hour	30.00	28.50	27.00	25.50	24.00	22.50
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

	1 hr	1/2 hr	1/4 hr	5 minutes
50.00	47.50	45.00	42.50	40.00
30.00	28.50	27.00	25.50	24.00
20.00	19.00	18.00	17.00	16.00
10.00	9.50	9.00	8.50	8.00

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

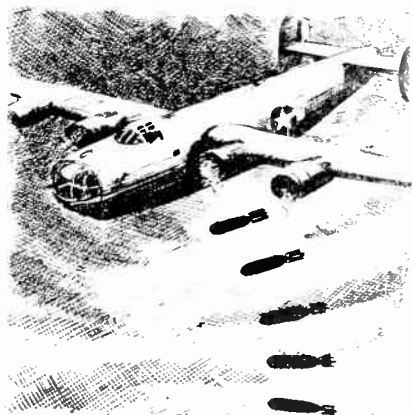
1 minute or 100 words	7.50	7.15	6.75	6.40	6.00	5.65
35 words	6.00	5.70	5.40	5.10	4.80	4.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 minute or 100 words	5.00	4.75	4.50	4.25	4.00	3.75
35 words	4.00	3.80	3.60	3.40	3.20	3.00

Blue Network participating programs at above rates plus network talent fees. No extra charge for lines.
ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALENT
Rates on request.
SERVICE FACILITIES
Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs, are included without extra charge.
(This listing continued on next page)



THEN FOR ANOTHER BIG JOB!

When the last bomb has fallen on Germany or Japan . . . when the last gun has been fired . . . what a problem of re-tooling and job-changing will face many a "boom" town! Not for Roanoke! On V-Day Plus 1 our three big industries—railroading, rayon milling, steel production—will be functioning as smoothly for civilian goods as they now are for the war effort.

You should be known by these people of Southwest Virginia whose present prosperity will continue. Only one station, WDBJ, satisfactorily covers all their 118,921 daytime listening homes. A Class B quarter-hour, once, only \$30. Let us—or Free & Peters—tell you more!

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION



Free & Peters, Inc.
National Representatives

BELLINGHAM

(Whatcom County)

KVOS

(Established 1927)

Rate card received May 12, 1944. (Card No. 11.)

Owned and operated by KVOS, Inc. Business Office and Studio—1321 Commercial, Bellingham, Wash., telephone 4200. Transmitter—Roeder & E Sts., Bellingham, Wash.

Wave—Power—Time Operating power—250 watts. (C.P. 1,000 watts.) 379.9 meters; 790 kilocycles.

Licensed to operate full time on cleared local channel. Operates on Pacific War Time. Actual operating schedule: Sundays 9:00 a.m. to 11:00 p.m.; week days 8:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on net station time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising

Except for Run of Schedule Announcements, discounts in any one classification may be computed on total items.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various time periods (1, 13, 26, 52, 78, 156, 312 times).

ANNOUNCEMENTS

Table for Announcements with columns for specified time (1, 26, 78, 156 times) and rates, and time not specified (1, 26, 78, 156 times).

Table for Run of Schedule Announcements with columns for number of announcements per day (3, 5, 10) and rates.

SPECIAL FEATURES

News: Leased wire service available. News Announcements—Specified Time: 1 hr. 13 tl. 26 tl. 78 tl. 156 tl. 312 tl. 75 words..... 5.00 4.50 3.75 3.50 3.25 3.00

POLITICAL

Rates on request. TALENT Rates on request. REMOTE CONTROL Facilities available—rates on request.

Contract and Other Requirements

Contracts and copy subject to station approval and government regulations. Advertising of beer and wine acceptable. Maximum length of contract one year. Service for use only as outlined in contract.

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 33-1/2 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Representatives

None

CENTRALIA-CHEHALIS

(Lewis County)

KELA

(Established 1937)

Don Lee Broadcasting System logo and name.

Information received September 13, 1944.

Owned and operated by Central Broadcasting Corp. Business Office and Studio—KELA Bldg., Midway between Centralia and Chehalis, Washington. Transmitter—KELA Bldg., Midway between Centralia and Chehalis, Washington.

Wave—Power—Time

Operating power—1,000 watts. 204.1 meters; 1470 kilocycles. Licensed to operate unlimited time. Operates on Pacific War Time. Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time charges only. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising

For combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Network). Also see listing of North Pacific Package.

CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays) rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS 'B' (6:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays) rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays) rates for 40 word chain break or 75 word announcement.

CLASS 'B' (6:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays) rates for 40 word chain break or 75 word announcement.

SPECIAL FEATURES News: Three 15 minute periods daily. Sold on a participating basis—rates on request.

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

Mechanical Program Equipment Equipped to handle both 78 and 88-1/8 r.p.m. transcriptions, lateral-cut.

Personnel

General Manager—Joe Chytil.

Representatives Howard H. Wilson Company.

EVERETT

(Snohomish County)

KRKO

(Established 1922)

Don Lee Broadcasting System logo and name.

Rates effective December 1, 1943. (Card No. 2) Owned and operated by Everett Broadcasting Company, Inc. Business Office and Studio—Highway 99—North City Limits, Everett, Washington.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission 15% on net station time and talent to accredited advertising agencies; payable 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 Broadcasting Company [Washington Network]), and Keystone Network.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various time periods (1, 13, 26, 52, 78, 156 times).

Table for Weekly Discounts with columns for percentage of gross time rates and corresponding rates.

At the conclusion of 28 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 Extra voice or sound affects 25% extra. Chain breaks, 50 words maximum; or 100 word announcements or one minute transcriptions: (6:00 p.m. to 10:30 p.m. week days, 12:00 noon to 10:30 p.m. Sundays)

Table for Announcements with columns for number of announcements (30, 90, 180, 270, 385) and rates.

Table for Announcements with columns for number of announcements (30, 90, 180, 270, 385) and rates.

Regular rates apply; payable in advance. 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 Advertising of beer and wine accepted. No contract accepted for longer than one year. All contracts and copy and programs subject to station management's approval and government regulations.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel Pres. & Gen'l Mgr.—William R. Taft. Representatives None.

LONGVIEW

(Cowlitz County)

KW L K

Don Lee Broadcasting System logo and name.

Rates received May 15, 1944. Owned and operated by Twin City Broadcasting Corporation. Business Office and Studio—National Bank of Commerce Building, Longview, Washington.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Pacific War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on net station time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group), Pacific Broadcasting System and Mutual Broadcasting System.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various time periods (1, 13, 26, 52, 78, 156 times).

Table for Weekly Discounts with columns for percentage of gross time rates and corresponding rates.

At the conclusion of 28 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 Extra voice or sound affects 25% extra. Chain breaks, 50 words maximum; or 100 word announcements or one minute transcriptions: (6:00 p.m. to 10:30 p.m. week days, 12:00 noon to 10:30 p.m. Sundays)

Table for Announcements with columns for number of announcements (30, 90, 180, 270, 385) and rates.

(This listing continued on next page)

WASHINGTON—Cont'd

LONGVIEW—Continued

K W L K—Continued

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—C. O. Chatterton. Representative—Howard H. Wilson Company.

OLYMPIA

(Thurston County)

KGY

(Established 1923)

DON LEE



Broadcasting System

Rates effective January 1, 1944. (Card No. 3.) Owned and operated by Tom Olsen, Olympia, Wash. Business Office and Studio—Radio Center, State and Washington Sts., Olympia, Wash., telephone 6636. Transmitter—

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate on local channel. Operates on Pacific War Time. Operating schedule: 6:30 a.m. to 11:00 p.m.

Agency Commission Agency commission 15% on station charges to all recognized agencies. No cash discount. Agency commission paid only when bills are paid on or before 10th of month following service.

General Advertising For combination rates see listing of Don Lee Broadcasting System (Northwest (Washington) Group) Mutual Broadcasting System (Pacific Northwest Stations), Pacific Broadcasting Company (Washington Network) and Keystone Network. Also see listing of North Pacific Package. Rates include charges by owners of music copyrights. ASCAP, SESAC and BMI licenses.

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays)

100 words or less..... 5.50 5.25 4.12 3.85 3.58 3.30

CLASS "B"

(7:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

100 words or less..... 4.12 3.92 3.09 2.88 2.68 2.47

SPECIAL FEATURES

News: Two 15 minute periods daily, sold on a participating basis—rates on request.

Other news availabilities—rates and details on request.

POLITICAL

Class "A" one time rates apply. Copy must be submitted 48 hours in advance of broadcast.

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.

Contract and Other Requirements All discounts are predicated upon the fulfillment of contracts within a 12 month period. 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 publicity releases, closing dates are three weeks in advance of service. Final closing date 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel General Manager—Tom Olsen.

Commercial Manager—J. Harris Dorr. Representatives Howard H. Wilson Company.

PORT ANGELES

KONP



Rates effective December 1, 1944. (Card No. 1.) Owned and operated by Evening News Press, Inc. Business Office and Studio—313-315 W. First St., Port Angeles, Wash. Transmitter—313-315 W. First St., Port Angeles, Wash.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time.

Agency Commission 15% to recognized advertising agencies on net station time only; no cash discount. On approved credit, accounts payable 10th of month following service.

General Advertising Rates are for national advertising and include music copyright fees.

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 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B"

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

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 4 columns: Time slot, Rate, Rate, Rate. Rows for 100 words, 50 words.

CLASS "B"

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 100 words, 50 words.

News or specified time announcements: 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 4 columns: Time slot, Rate, Rate, Rate. Rows for 100 words, 50 words.

CLASS "B"

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 100 words, 50 words.

Political ANNOUNCEMENTS: one time rate applies.

TALENT

Rates on request.

REMOTE CONTROL

Remote and production facilities available—rates on request.

Contract and Other Requirements All discounts are predicated upon fulfillment of contracts within one year from date of first broadcast. Discounts computed only on number of announcements or programs contracted for. No contracts longer than one year. All contracts, programs, copy, etc., subject to approval of station management.

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

Personnel Manager—H. J. McAllister.

Representatives Sears & Ayer, Inc.

PULLMAN

(Whitman County)

KWSC

Owned and operated by State College of Washington.

Wave—Power—Time Operating power—5,000 watts. 240.0 meters; 1250 kilocycles.

Divides time with station KTW.

Does not sell time.

SEATTLE

(King County)

KEVR

(Established 1940)



Rates effective September 7, 1941.

Owned and operated by the Evergreen Broadcasting Corporation. Business Office and Studio—2102 Smith Tower, Seattle, Wash., 2055.

Transmitter—Smith Tower, Seattle, Washington.

Wave—Power—Time Operating power—250 watts. 275.2 meters; 1090 kilocycles.

Licensed to operate full time. Operates on Pacific War Time.

Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% on net charges for station time to recognized advertising agencies. No cash discount. Bills rendered and payable on 10th of month following service.

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

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

Table with 2 columns: Time slot, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 word announcement.

Table with 2 columns: Time slot, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 word announcement.

DISCOUNTS

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 299 times.

Discounts allowed retroactively on the number of broadcasts given within one year, with or without interruption. Discounts apply to combinations of announcements and programs.

Contract and Other Requirements Advertising of spirituous liquors not accepted. All programs and announcements are subject to approval by station management. Rates are for station time only.

Closing Time Programs to be included in publicity release close three weeks in advance of service. Final closing time 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 General Manager—Bartley Sims.

Representatives William G. Rambeau Company.

KIRO

(Established 1935)

Rates effective December 1, 1943. Owned and operated by Queen City Broadcasting Co. Business Office and Studio—86 Cobb Building, Seattle 1, Washington, Seneca 1500. Transmitter—Vashon-Maury Island, Washington.

Wave—Power—Time Operating power—50,000 watts. 422.5 meters; 710 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission Agency commission 15% on net charges for station time to recognized advertising agencies. No cash discounts. Bills rendered and payable monthly following broadcast.

General Advertising For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group).

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

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 time, 18 times, 26 times, 100 times, 300 times.

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 time, 18 times, 26 times, 100 times, 300 times.

CLASS "C" (11:00 p.m. to 7:00 a.m.)

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 time, 18 times, 26 times, 100 times, 300 times.

DISCOUNTS

Table with 4 columns: Time slot, Rate, Rate, Rate. Rows for 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 299 times.

Special Features News: 24 hour leased wire service—rates on request. Housewives: 8:30 p.m., Monday through Friday; participating program limited to non-competitive advertisers. Wordage limit on commercials subject to discretion of program directors.

Participation costs per week:

Table with 2 columns: Time slot, Rate. Rows for 2 days weekly, 3 days weekly, 5 days weekly.

Subject to following discounts:

Table with 2 columns: Time slot, Rate. Rows for 18 weeks, 26 weeks, 52 weeks.

Rates on request. TALENT

REMOTE CONTROL Complete arrangements can be made for remote control broadcasts. Rates and details on request.

Contract and Other Requirements Advertising of spirituous liquors not accepted. All programs and announcements subject to approval by station management.

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

(This listing continued on next page)

SEATTLE—Continued
KIRO—Continued

Personnel
General Manager—Loren B. Stone,
National Sales Manager—W. F. Tucker.
Representatives
Free & Peters, Inc.

KJR
(Established 1928)



Rates revised April 1, 1945.
Owned and operated by Fisher's Blend Station, Inc.
Business Office and Studio—808 Skinner Building,
Seattle, Washington.
Transmitter—2600 Twenty-Sixth Ave., 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 War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;
week days 5:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time only. No
cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Coast Group).
Associated with KGA and KHQ, Spokane, Washing-
ton; KEX, Portland, Oregon, for Northwest Triangle
Chain programs.
Rates include charges by owners of music copyrights.

Table with columns for time slots (1, 3/4, 1/2, 1/4, 5 min) and rates for various durations (1 time to 750 or more times).

Table with columns for time slots (1, 3/4, 1/2, 1/4, 5 min) and rates for various durations (1 time to 750 or more times).

ANNOUNCEMENTS
(8:00 p.m. to 10:30 p.m.)
Table with columns for time slots and rates for various durations.

ANNOUNCEMENTS
(11:00 p.m. to 9:00 a.m.)
Table with columns for time slots and rates for various durations.

ANNOUNCEMENTS
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)
Table with columns for time slots and rates for various durations.

Announcements between commercials 25 words.
(*) One minute transcription.
(†) One-half minute transcription or less.

(‡) Fifty words or less.

Time Signal Service: not subject to further discount.
Complete service includes one 100 word announce-
ment and two 25 word announcements each morning
and afternoon and three 25-word evening announce-
ments (mornings before 12:30 p.m., afternoons 1:00
p.m. to 6:00 p.m., evenings 6:00 p.m. to 11:00 p.m.).
Service is for seven days weekly and is offered sub-
ject to prior sale. All service must be used in
consecutive months. Word limit includes giving
"correct time."
1 mo. 3 mos. 6 mos. 9 mos. 12 mos.
Complete service (9
daily) 1,500.00 1,280.00 1,200.00 1,040.00 900.00
Morning and afternoon (6
daily) 900.00 760.00 720.00 660.00 650.00
Evening (3
daily) 900.00 760.00 720.00 660.00 650.00
Temperature and Weather reports—see rates for

"Time Signal Service."
News Announcement Service—50 word commercial an-
nouncements in the news broadcast; limit three an-
nouncements per 15 minute news program.

(After 6:00 p.m.)
Each announcement..... 30.00
(Before 6:00 p.m.)

Each announcement..... 30.00
Subject to regular discounts and commissionable to
agencies. Announcement service must be released when
requested for exclusive news sponsorship.

News Sponsorship—Includes three 50 word com-
mercial announcements per 15 minute news broadcast:

Table with columns for time slots and rates for various durations (Seven programs per week, same hour to Twelve months service).

Complete news sponsorship, includes three 15 minute
news programs daily:
Seven days weekly..... 1,000.00
Three months service..... 11,000.00
Six months service..... 20,000.00
Twelve months service..... 80,000.00
All news service commissionable to agencies.

ELECTRICAL TRANSCRIPTIONS
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
quoted on request.

Contract and Other Requirements
Advertising of alcoholic liquors not accepted.
All rates quoted are for station time and facilities
and do not include talent.
All programs and announcements subject to accept-
ance 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 re-
leases. Final closing—one week.

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 out discs.

Personnel
Manager—Birt F. Fisher.
Commercial Manager—Arthur Gerbel, Jr.
Representatives
Paul H. Raymer Company.

KOL
(Established 1922)

DON LEE Broadcasting System logo and name.

Rates effective July 1, 1944. (Card No. 25.)
Owned and operated by Seattle Broadcasting Com-
pany, Inc.
Studio—Northern Life Tower, Seattle 1, Washington,
Main 2312.
Transmitter—Seattle, Washington.

Wave—Power—Time
Operating power—5,000 watts.
230.8 meters; 1300 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.

Agency Commission
Agency commission 15% on net station time and
talent to accredited advertising agencies, providing
payment is made by 15th of month following service.
No cash discount.

General Advertising
For combination rates see listings of Don Lee Broad-
casting System (Northwest [Washington] Group),
Mutual Broadcasting System and Pacific Broad-
casting Company (Washington Network).
The following rates are for national advertising.
Rates include station 40% talent 60%.

CLASS "A"
(8:00 p.m. to 10:30 p.m.)
Table with columns for time slots and rates for various durations.

Table with columns for time slots and rates for various durations (1 time to 624 times).

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots and rates for various durations (1 time to 624 times).

CLASS "C"
(12:00 midnight to 7:00 a.m.)

Table with columns for time slots and rates for various durations (1 time to 624 times).

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

Table with columns for time slots and rates for various durations (1 time to 624 times).

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

Table with columns for time slots and rates for various durations.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots and rates for various durations.

CLASS "C"
(12:00 midnight to 7:00 a.m.)

Table with columns for time slots and rates for various durations.

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

Table with columns for time slots and rates for various durations.

REMOTE CONTROL
Complete facilities for remote control service.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, ex-
cepting 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 in-
clude artists' services.
Short rates on cancellation of contracts.

Closing Time
If program is to be included in publicity releases,
closing dates are three weeks in advance of service.
Final closing dates one week in advance of ser-
vice. Talks must be submitted one week before broadcast
date.

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

Personnel
General Manager—Archie Taft, Sr.
Business Manager—Oliver A. Rumsch.
Representatives
John Blair Company.

KOMO
(Established 1926)

Rates revised April 1, 1945.
Owned and operated by Fisher's Blend Station, Inc.
Business Office and Studio—Skinner Bldg., Seattle,
Wash.
Transmitter—2600 Twenty-sixth Avenue, S. W., West
Waterway.

Wave—Power—Time
Operating power—5,000 watts.
300 meters; 1,000 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Pacific War Time.
Operating schedule: 24 hours daily.

Agency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time only. No
cash discount allowed. Bills due and payable when
rendered.

General Advertising
For combination rates see listing of National Broad-
casting Company (Pacific Coast Network).
Rates include charges by owners of music copyrights.
Associated with stations KHQ, Spokane, Washington
KGW, Portland, Oregon, for Northwest Triangle
Chain programs.

The following rates apply to national advertising.
Discount allowed retroactively on the number of
broadcasts given within a year, with or without in-
terruption.
Announcements less than five minutes in length can-
not be combined with programs to earn maximum
discounts.

Table with columns for time slots and rates for various durations (1 time to 624 times).

(This listing continued on next page)

WASHINGTON—Cont'd

SEATTLE—Continued

K O M O—Continued

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

Table with 6 columns: Time, 1 hr, 1/2 hr, 1/4 hr, 5 min, and (†) 30 min. Rows show rates for 1, 18, 26, 52, 100, 300, 450, 600, and 750+ times.

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 6 columns: Time, 1 hr, 1/2 hr, 1/4 hr, 5 min, and (†) 30 min. Rows show rates for 1, 18, 26, 52, 100, 300, 450, 600, and 750+ times.

(11:00 p.m. to 9:00 a.m.)

Table with 6 columns: Time, 1 hr, 1/2 hr, 1/4 hr, 5 min, and (†) 30 min. Rows show rates for 1, 18, 26, 52, 100, 300, 450, 600, and 750+ times.

ANNOUNCEMENTS

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

Table with 6 columns: Time, 100 wds, (†) 30 min, and (‡) 15 sec. Rows show rates for 1, 18, 26, 52, 100, 300, 450, 600, and 750+ times.

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 6 columns: Time, 100 wds, (†) 30 min, and (‡) 15 sec. Rows show rates for 1, 18, 26, 52, 100, 300, 450, 600, and 750+ times.

(11:00 p.m. to 9:00 a.m.)

Table with 6 columns: Time, 100 wds, (†) 30 min, and (‡) 15 sec. Rows show rates for 1, 18, 26, 52, 100, 300, 450, 600, and 750+ times.

Announcements between commercials 25 words. (*) One minute transcription. (†) One-half minute transcription or less. (‡) Fifty words or less.

SPECIAL FEATURES

Time Signal Service: Complete service includes one 100 word announcement and two 25 word announcements each morning and afternoon (mornings before 12:30 p.m., afternoon 1:00 p.m. to 6:00 p.m.).

Complete service: Morning and afternoon (6 daily) 1,500.00, 3 mos. 1,800.00, 6 mos. 1,900.00, 12 mos. 2,000.00. Evening and nighttime service three announcements; regular announcement rates apply for evening service.

ELECTRICAL TRANSCRIPTIONS

Details on request.

TALENT

Charges for programs originating outside the studios will be quoted on request.

REMOTE CONTROL

Contract and Other Requirements: Advertising of spirituous liquors not accepted.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time.

Closing Time: Closing date three weeks in advance of service if program is to be included in general publicity release.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel: Manager—Birt F. Fisher. Commercial Manager—W. B. Stubb.

Representatives: Edward Peary & Company, Inc.

KRSC



Rates effective April 1, 1940.

Owned and operated by Radio Sales Corporation. Business Office and Studio—2939 4th Avenue South, Seattle 4, Washington, Elliott 7900.

Transmitter—2939 4th Avenue South, Seattle, Wash.

Wave—Power—Time: Operating power—1,000 watts. 260.9 meters; 1150 kilocycles.

Agency Commission: 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.)

Table with 2 columns: Time and Rate. Rows show rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute electrical transcription, and 100 words.

(All other time)

Table with 2 columns: Time and Rate. Rows show rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute electrical transcription, and 100 words.

DISCOUNTS

Table with 2 columns: Time and Discount. Rows show rates for 1-12 times, 13-25 times, 26-51 times, and 52-99 times.

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.

REMOTE CONTROL: Complete facilities for all pick-ups. All installations, line charges, and equipment rental payable in advance.

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

Agency Commission: Agency commission 15% on station time only to recognized advertising agencies.

Closing Time: One week in advance of program.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel: Station Manager—Robert F. Priebe. Commercial Manager—Romig C. Fuller.

Representatives: News

K T W

Owned and operated by First Presbyterian Church of Seattle, Washington.

Wave—Power—Time: Operating power—1,000 watts. 240.00 meters; 1250 kilocycles.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time.

General Advertising: The following rates are for national advertising.

(6:00 a.m. to 12:00 midnight daily)

Table with 6 columns: Time, 1 hr, 1/2 hr, 1/4 hr, 5 min, and (†) 30 min. Rows show rates for 1, 18, 26, 52, 100, 300, 450, 600, and 750+ times.

K X A



Owned and operated by The American Radio Telephone Company. Studio—Fourth and Pike, Seattle, Washington.

Transmitter—Second and Union, Seattle, Wash.

Wave—Power—Time: Operating power—1,000 watts. 389.6 meters; 770 kilocycles.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time.

Closing Time: Closing date three weeks in advance of service if program is to be included in general publicity release.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel: Manager—Birt F. Fisher. Commercial Manager—W. B. Stubb.

Representatives: Edward Peary & Company, Inc.

Table with 6 columns: Time, 1 hr, 1/2 hr, 1/4 hr, 5 min, and (†) 30 min. Rows show rates for 104, 156, 260, 312, 468, and 624 times.

(12:00 midnight to 3:00 a.m.) Two-thirds of above rates.

SPECIAL FEATURES: Newscaats—rates on request.

POLITICAL TALKS: Per minute..... 6.00

ELECTRICAL TRANSCRIPTIONS: Recordings furnished with station time without charge.

REMOTE CONTROL: Complete facilities available for remote control broadcasts.

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 transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel: General Manager—R. F. Mogge. Station Manager—Florence Wallace.

SPOKANE

(Spokane County)

KFIO

(Established 1923)



Advertisement for Don Lee Broadcasting System, featuring a logo and the text 'DON LEE Broadcasting System'.

Rates effective January 1, 1942. Owned and operated by Spokane Broadcasting Corp.

Transmitter—528 Riverside Ave., Spokane, Wash.

Wave—Power—Time: Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Agency Commission: Agency commission 15% on station time only to recognized advertising agencies.

Closing Time: For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group).

General Advertising: The following rates are for national advertising.

CLASS "A" (6:00 p.m. to 10:00 p.m. week days and 2:00 p.m. to 10:00 p.m. Sundays)

Table with 6 columns: Time, 1/2 hr, 1/4 hr, 5 min, 100 wds, 50 wds. Rows show rates for 1, 13, 26, 52, 104, 156, 260, 312, 468, and 624 times.

CLASS "B" (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 6 columns: Time, 1 hr, 1/2 hr, 1/4 hr, 5 min, 100 wds, 50 wds. Rows show rates for 1, 13, 26, 52, 104, 156, 260, 312, 468, and 624 times.

CLASS "C" (11:00 p.m. to 9:00 a.m. daily)

Table with 6 columns: Time, 1 hr, 1/2 hr, 1/4 hr, 5 min, 100 wds, 50 wds. Rows show rates for 1, 13, 26, 52, 104, 156, 260, 312, 468, and 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.

(This listing continued on next page)

SPOKANE—Continued

K F I O—Continued

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. Manager—R. G. McBroom.

Representatives

Joseph Hershey McGillivra, Inc.

K F P Y

(Established 1922)



Rates effective September 1, 1943. (Card No. 7.)

Owned and operated by The Symons Broadcasting Co. Business Office and Studio—Symons Bldg., Spokane 8, Wash., Main 1218. Transmitter—R.F.D. 3, Spokane, Washington.

Waves—Power—Time

Operating power—5,000 watts. 328.1 meters; 920 kilocycles. Licensed to operate on regional channel. Operates on Pacific War Time. Licensed to operate full time. Operating schedule: 6:00 a.m. to 12:05 a.m.

Agency Commission

Agency commission 15% allowed recognized advertising agencies on net station time and talent bought through station program department. No cash discount. Charges for facilities payable immediately after each broadcast. Invoices mailed last day of month.

General Advertising

For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group). Advertisers using the Z Net or KXL, Portland, Ore., in conjunction with this station are allowed a 5% discount from the following rates; when both Z Net and KXL are used a 10% discount applies.

Five minute programs and one minute and fifty word announcements are sold only for scheduling at station option, and the station reserves the right to change the time thereof without notice or liability. Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification. Program periods and announcements may not be combined in calculating discounts.

Table with columns for CLASS 'A', (6:00 p.m. to 10:30 p.m.), 1/2 hr., 1/4 hr., 5 min., 1 min., 50 wds. and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 200 times, 312 times, 468 times, 624 times.

Table with columns for CLASS 'B', (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.), 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 200 times, 312 times, 468 times, 624 times.

Table with columns for CLASS 'C', (11:00 p.m. to 9:30 a.m.), 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 200 times, 312 times, 468 times, 624 times.

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts given within a year. Announcements and programs may not be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate—whichever applies.

When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively. Announcements and programs of five minutes or more may not be combined to earn a frequency or bonus discount. The bonus discount year and the frequency discount year must be concurrent.

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 any broadcast, courtesy announcements will be made at each station affected concerning the change. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval of the station directors without objection or liability. Forwarding of an order is construed as acceptance of all rates and conditions, under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

Closing Time

Arrangements for broadcast must be made two weeks in advance. If possible, talent programs should be closed three weeks in advance. Announcements, talks and recorded programs ten days in advance.

Mechanical 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.

Representatives

Eastern—The Walker Company. Pacific Coast—Pacific Northwest Broadcasters.

K C A

(Established 1938)



Rates effective September 1, 1942. (Card No. 12.)

Owned and operated by the Radio Wasmer, Inc. Business Office and Studio—Lodis Central Building, Spokane 8, Washington, telephone M5583. Transmitter—4102 S. Regal, Spokane, Wash.

Waves—Power—Time

Operating power—10,000 watts. 198.7 meters; 1510 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission

Agency commission 15% on station time to recognized agencies. Cash discount none. All bills due and payable when rendered.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group), Mutual Broadcasting System and Pacific Broadcasting Company (Northwest [Washington] Group).

Associated with stations KHQ, Spokane, Washington; KOMO and KJR, Seattle, Washington; KEX and KGW, Portland, Oregon, for Northwest Triangle Chain programs.

Five minute programs and announcement services are sold only for rescheduling at station option and the station reserves the right to change time thereof without notice or liability.

Table with columns for (6:00 p.m. to 10:30 p.m.), 1/2 hr., 1/4 hr., 5 min., (*) and (†) and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 200 times, 312 times, 468 times, 624 or more times.

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with columns for 1/2 hr., 1/4 hr., 5 min., (*) and (†) and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 200 times, 312 times, 468 times, 624 or more times.

Table with columns for (11:00 p.m. to 9:00 a.m.) and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 200 times, 312 times, 468 times, 624 or more times.

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate—whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice. When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively. Announcements and programs of five minutes or more cannot be combined to earn this bonus discount. The bonus discount year and the frequency discount year must be concurrent. Discounts apply to the combination of announcements or programs on both KGA and KHQ.

SPECIAL FEATURES

Time Signals

Complete service, one 100 word announcement and two 25 word announcements each morning, afternoon and evening (morning between 8:00 a.m. and 12:30 p.m., afternoon between 1:00 p.m. and 5:00 p.m., and evening between 6:00 p.m. and 11:00 p.m.). The service is for seven days weekly. Word limit includes giving the correct time.

Table with columns for Less than 3 months, 3 months, 6 months, 9 months, 12 months, Daytime service, one 100 word announcement and two 25 word announcements each morning and afternoon (morning between 8:00 a.m. and 12:30 p.m., afternoon between 1:00 p.m. and 5:00 p.m.), Less than 3 months, 3 months, 6 months, 9 months, 12 months, Evening service, one 100 word announcement and two 25 word announcements (evening between 6:00 p.m. and 11:00 p.m.), Less than 3 months, 3 months, 6 months, 9 months, 12 months.

POLITICAL SPEECHES, EDUCATIONAL TALKS AND LECTURES

Rates on request. Talks accepted only where subject matter is of general public interest. Material must be submitted in writing one week before broadcasting date and no deviation from manuscript permitted.

TALENT

Artists' services and program costs on application.

REMOTE CONTROL

Rates and details on application.

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

Services of program department and staff announced in arranging and presenting programs at no extra cost. No contract accepted for longer than one year. All contracts subject to station owner's or operator's approval and governmental regulations. Rates quoted do not include artists' services. Forwarding of an order is construed as an acceptance of all rates and conditions under which service is sold by station. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force, without further notification.

All programs, program material and commercial copy subject to the approval of station program department.

In the event that the time contracted for is demanded by any chain or group of stations with which station may be associated, equitably desirable time will be substituted, or the total time contracted for reduced. Due to the inflexibility of radio station time, all contracts at the station's option are not subject to cancellation until two weeks after starting date as contracted for.

Closing Time

Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week. Talks must be submitted in writing one week before broadcast date.

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—Louis Wasmer. Representatives Edward Petry & Company, Inc.

WASHINGTON—Continued

SPOKANE—Continued

KHQ
(Established 1920)



Rates effective January 1, 1941. (Card No. 11.)
Owned and operated by Louis Wesmer, Inc.
Business Office and Studio—Radio Central Building
Spokane 8, Washington, telephone M5983.
Transmitter—4105 South Regal, Spokane, Wash.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation, crystal control.)
504.5 meters; 590 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Pacific War Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on station time to recognized agencies. Cash discount none. All bills due and payable when rendered.

General Advertising
For combination rates see listing of National Broadcasting Company (Pacific Coast Network).
Associated with stations KGA, Spokane, Washington; KOMO and KJR, Seattle, Washington; KXK and KGW, Portland, Oregon, for Northwest Triangle Chain programs.
Rates include charges by owners of music copyrights. Five minute programs and fifty word announcements are sold only for scheduling at station option and the station reserves the right to change the time thereof without notices or liability.

(6:00 p.m. to 10:30 p.m.)		(11:00 p.m. to 1:30 p.m.)	
1/2 hr.	5 min.	1/2 hr.	5 min.
1 time 115.00	75.00	40.00	35.00
13 times 108.25	71.25	38.00	33.25
15 times 103.50	67.50	36.00	31.50
39 times 97.75	63.75	34.00	29.75
52 times 92.00	60.00	32.00	28.00
104 times 86.25	56.25	30.00	26.25
156 times 80.50	52.50	28.00	24.50
280 times 74.75	48.75	26.00	22.75
312 times 69.00	45.00	24.00	21.00
468 times 63.25	41.25	22.00	19.25
624 times			
or more 57.50	37.50	20.00	17.50

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)		(11:00 p.m. to 1:30 p.m.)	
1/2 hr.	5 min.	1/2 hr.	5 min.
1 time 57.50	37.50	20.00	17.50
13 times 54.63	35.63	19.00	16.63
15 times 51.75	33.75	18.00	15.75
39 times 48.88	31.88	17.00	14.88
52 times 46.00	30.00	16.00	14.00
104 times 43.13	28.13	15.00	13.13
156 times 40.25	26.25	14.00	12.25
280 times 37.38	24.38	13.00	11.38
312 times 34.50	22.50	12.00	10.50
468 times 31.63	20.63	11.00	9.63
624 times			
or more 28.75	18.75	10.00	8.75

(11:00 p.m. to 9:00 a.m.)		(11:00 p.m. to 1:30 p.m.)	
1/2 hr.	5 min.	1/2 hr.	5 min.
1 time 28.75	18.75	10.00	8.75
13 times 27.81	17.81	9.50	8.81
15 times 26.88	16.88	9.00	7.88
39 times 24.44	15.94	8.50	7.44
52 times 23.00	15.00	8.00	7.00
104 times 21.56	14.06	7.50	6.56
156 times 20.13	13.13	7.00	6.13
280 times 18.69	12.19	6.50	5.69
312 times 17.25	11.25	6.00	5.25
468 times 15.81	10.31	5.50	4.81
624 times			
or more 14.88	9.38	5.00	4.88

(*) One minute transcription or 100 words.
(†) 50 words or less.

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate—whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice. When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively. Announcements and programs of five minutes or more cannot be combined to earn this bonus discount. The bonus discount year and the frequency discount year must be concurrent. Discounts apply to the combination of announcements or programs on both KHQ and KGA.

SPECIAL FEATURES

News Service: Rates and information on request.
Time Signals
Complete service, one 100 word announcement and two 25 word announcements each morning, afternoon and evening (morning between 8:00 a.m. and 12:30 p.m., afternoon between 1:00 p.m. and 5:00 p.m. and evening between 6:00 p.m. and 11:00 p.m.). The service is for seven days weekly. Word limit includes giving of the correct time.
Less than 3 months, per month..... 1,400.00
3 months, per month..... 1,330.00
6 months, per month..... 1,260.00
9 months, per month..... 1,190.00
12 months, per month..... 1,120.00

Daytime service, one 100 word announcement and two 25 word announcements each morning and afternoon (morning between 8:00 a.m. and 12:30 p.m., afternoon between 1:00 p.m. and 5:00 p.m.)
Less than 3 months, per month..... 950.00
3 months, per month..... 902.50
6 months, per month..... 855.00
9 months, per month..... 807.50
12 months, per month..... 760.00

Evening service, one 100 word announcement and two 25 word announcements each evening (between 6:00 p.m. and 11:00 p.m.)
Less than 3 months, per month..... 950.00
3 months, per month..... 902.50
6 months, per month..... 855.00
9 months, per month..... 807.50
12 months, per month..... 760.00

POLITICAL SPEECHES, EDUCATIONAL TALKS AND LECTURES
Rates on request.
Talks accepted only where subject matter is of general public interest. Talks must be submitted in writing one week before broadcasting date and no deviation from manuscript permitted.

TALENT
Artists' services and program costs on application.
REMOTE CONTROL
Rates and details on application.
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
No contract accepted for longer period than one year. All contracts subject to station owner's approval and governmental regulations. Rates quoted do not include artists' services. Forwarding of an order is construed as an acceptance of all rates and conditions under which service is sold by station. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force, without further notification.
All programs, program material and commercial copy subject to the approval of station program department.

Closing Time
Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week. Talks must be submitted in writing one week before broadcast date.
Announcements close two days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables with both vertical and lateral pick-ups.

Personnel
President—Louis Wesmer.
Manager—Harvey Wilson.
Representatives—Edward Peery & Company, Inc.

TACOMA

(Pierce County)
KMO
(Established 1922)

DON LEE MBS Broadcasting System

Rates effective June 1, 1943. (Card No. 3.)
Owned and operated by Carl E. Raymond.
Studio—814 Broadway, Tacoma 1, Wash., Main 4144.
Transmitter—1-1/2 miles east of Tacoma city limits.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation, crystal control.)
510 meters; 1860 kilocycles.
Licensed to operate unlimited time.
Operates on Pacific War Time.
Actual operating schedule: Daily 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time and talent, provided payment is made by 10th of month following service. No cash discount.

General Advertising
For combination rates see listings of Mutual Broadcasting System, 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.

CLASS "A"		CLASS "B"	
(6:00 p.m. to 10:30 p.m. daily)		(12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)	
1 hour.....	100.00	1 hour.....	75.00
1/2 hour.....	60.00	1/2 hour.....	45.00
1/4 hour.....	40.00	1/4 hour.....	30.00
10 minutes.....	32.00	10 minutes.....	24.00
5 minutes.....	24.00	5 minutes.....	18.00

CLASS "C"		CLASS "D"	
(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)		(12:00 midnight to 8:00 a.m.)	
1 hour.....	50.00	1 hour.....	25.00
1/2 hour.....	30.00	1/2 hour.....	15.00
1/4 hour.....	20.00	1/4 hour.....	10.00
10 minutes.....	16.00	10 minutes.....	8.00
5 minutes.....	12.00	5 minutes.....	6.00

DISCOUNTS (Weekly Discounts)
Gross time rates are subject to the following weekly discounts when advertisers broadcast for 18 or more weeks consecutively:
Less than 20.00 per week..... None
20.00 but less than 40.00 per week..... 2-1/2%
40.00 but less than 60.00 per week..... 5%
60.00 but less than 80.00 per week..... 7-1/2%
80.00 but less than 100.00 per week..... 10%
100.00 but less than 120.00 per week..... 12-1/2%
120.00 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
CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)
1 hr. 80 ct. 90 ct. 1.00 1.10 1.20 1.30 1.40 1.50 1.60 1.70 1.80 1.90 2.00
100 words, or 35 word or less chain break 20.00 15.00 14.00 13.00 12.00 11.00

CLASS "B"
(All other time)
100 words, or 35 word or less chain break 10.00 7.50 7.00 6.50 6.00 5.50

Monthly Rates
Monthly chain break service daily, including Sundays, 35 words or less, position not guaranteed:
CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)
Per month.....
1 mo. 12 mos.
1 daily..... 250.00 237.50 235.00
2 daily..... 450.00 427.50 405.00
3 daily..... 600.00 570.00 540.00

CLASS "B"
(All other time)
2 daily..... 250.00 237.50 235.00
4 daily..... 450.00 427.50 405.00
6 daily..... 600.00 570.00 540.00

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 Other Requirements
Advertising of beer and wine acceptable.
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.
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 83-1/8 and 78 r.p.m. double turn-tables for lateral or vertical cut recording.

Personnel
General Manager—Carl E. Raymond.
Station Manager—J. A. Murphy.
Representatives—Joseph Hershey McGilivra, Inc.

KTBI

(Established 1941)

Rates effective October 1, 1944.
Owned and operated by Tacoma Broadcasters, Inc.
Business Office and Studio—212 Puget Sound Bank Bldg., Tacoma 2, Wash., Broadway 2241.
Transmitter—11th and Pacific Sts., Tacoma, Wash.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Operates on Pacific War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising. Rates include charges by owners of music copyrights.
(6:00 p.m. to 10:00 p.m.)

1 hour.....	75.00
1/2 hour.....	45.00
1/4 hour.....	30.00
10 minutes.....	25.00
5 minutes.....	18.25
1 announcement.....	7.50

(All other time)
1 hour..... 60.00
1/2 hour..... 30.00
1/4 hour..... 24.00
10 minutes..... 20.00
5 minutes..... 15.00
1 announcement..... 6.00

ANNOUNCEMENTS
News announcements and Melody Cruise:
Nighttime, each..... 10.00
Daytime, each..... 7.50

Discounts
13 times 10% 104 times..... 25%
26 times 15% 312 times..... 35%
52 times 20%
(This listing continued on next page)

TACOMA—Continued
K T B I—Continued

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. Mobile unit available.
SERVICE FACILITIES
Staff, equipment, flexibility and personnel available to present any type of program.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine.
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—King Mitchell.
President—J. Quilliam.
Manager—B. W. Ormsby.
Representatives
None.

K V J

(Established 1929)

Rates effective July 1, 1941. (Card No. 2.)
Owned and operated by Puget Sound Broadcastin. Company, Inc.
Business Office & Studio—Bust Bldg., Tacoma, Wash.
Transmitter—Pt. Heyer, Vashon Island, Washington, midway between Seattle and Tacoma.
Wave—Power—Time
Operating power—5,000 watts.
526.3 meters; 570 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount. 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.

CLASS "A"

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

Table with columns: 1 time, 1 1/2 time, 2 time, 3 time, 4 time, 5 time, 6 time, 7 time, 8 time, 9 time, 10 time. Rows for 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100 minutes.

CLASS "B"

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

Table with columns: 1 time, 1 1/2 time, 2 time, 3 time, 4 time, 5 time, 6 time, 7 time, 8 time, 9 time, 10 time. Rows for 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100 minutes.

CLASS "C"

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

Table with columns: 1 time, 1 1/2 time, 2 time, 3 time, 4 time, 5 time, 6 time, 7 time, 8 time, 9 time, 10 time. Rows for 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100 minutes.

SPECIAL FEATURES

News: Leased 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 7:15 a.m., Monday through Saturday. Limited to non-competing products:
100 words, 6 days weekly, per week..... 25.00
100 words, 3 days weekly, per week..... 15.00
Woman's Forum: Homemaker's program, 9:45 a.m. to 10:00 a.m., Monday through Friday. Limited to non-competing products:
100 words, 5 days weekly, per week..... 40.00
100 words, 3 days weekly, per week..... 25.00
The following discounts apply to Sunrise Club and Woman's Forum: Continuous weeks only, 13 weeks 5%; 26 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.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables, both lateral and vertical equipment.
Personnel
President and General Mgr.—Mrs. Vernice Doernbecher Irwin.
Sales Manager—Earl T. Irwin.
Representatives
George P. Hollingsbery Company
California—Homer Griffith Company.

VANCOUVER

(Clark County)

K V A N

(Established 1939)

Rates effective December 1, 1943. (Card No. 2.)
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.
Licensed to operate on regional channel. Operates on Pacific War Time.

Agency Commission
Agency commission 15% allowed to recognized advertising agencies on net station time only, providing payment is made by 10th of month following service. Cash discount of 2% allowed if bills are paid on or before 10 days from date of invoice. No commissions or discounts allowed on remote charges or program costs.

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. Sundays)

Table with columns: 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute. Rows for 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100 words.

ANNOUNCEMENTS

75 words or less: After 6:00 p.m.—4.00; Before 6:00 p.m.—3.00. One minute electrical transcriptions same as program service.

DISCOUNTS

18 times, minimum 1 weekly..... 5%
26 times, minimum 1 weekly..... 10%
52 times, minimum 1 weekly..... 15%
104 times, minimum 2 weekly..... 20%
208 times, minimum 6 weekly..... 25%

SPECIAL FEATURES

News, time signals, Women's Hour, and others—rates on request.
POLITICAL RATES
Rates on request.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Instantaneous recording equipment available.
TALENT
Rates on request. Artists are available and are booked through the station.

REMOTE CONTROL

Complete facilities for remote control in Vancouver or Portland, Oregon.
SERVICE FACILITIES
Complete production department available.
Contract and Other Requirements
Liquor advertising not accepted. Rates are for time and facilities only. All broadcasting material is subject to the approval of station management and to the regulations of the Federal Trade and Federal Communications Commission. 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—Fred F. Chitty.
Resident Manager—S. W. McCready.
Representatives—W. S. Grant Company.

WALLA WALLA

(Walla Walla County)

K U J

(Established 1928)

Rates effective December 1, 1944. (Card No. 9.)
Owned and operated by KUJ, Incorporated. Business Office and Studio—Second & Rose Sts., Walla Walla, Washington, telephone 1230. Transmitter—U. S. Highway 410 and Sudbury Road, two miles west of Walla Walla, Wash., city limits.
Wave—Power—Time
Operating power—1,000 watts.
211.3 meters; 1420 kilocycles.
Affiliated with radio station KRLC, Lewiston, Idaho. Licensed to operate unlimited time. Operates on Pacific War Time.
Agency Commission
Agency commission 15%. No cash discount. Accounts payable 10th of month following production.

General Advertising
For combination rates see Mutual Broadcasting System and Pacific Coast Company. Affiliated with Don Lee Broadcasting System. Rates include music copyright fees. Maximum direct commercial allowable is 15% of the program time.
Actual time is: 1/2 hour, 29-1/2 minutes; 1/4 hour, 14-1/2 minutes; 5 minutes, 4-1/2 minutes.
CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 1/2 hr. 1/4 hr. 5 min. (*) (†)
1 time..... 30.00 20.00 12.00 10.00 9.00
13 times 28.50 19.00 11.40 9.50 8.55
26 times 27.00 18.00 10.80 9.00 8.10
52 times 25.50 17.00 10.20 8.50 7.65
104 times 24.00 16.00 9.60 8.00 7.20
156 times 22.50 15.00 9.00 7.50 6.75
260 times 21.00 14.00 8.40 7.00 6.30
312 times 19.50 13.00 7.80 6.50 5.85
624 times 18.00 12.00 7.20 6.00 5.40
CLASS "B"
(All other time)
1 time..... 23.50 15.00 9.00 7.50 6.75
13 times 21.37 12.25 8.55 7.12 6.41
26 times 20.25 13.50 8.10 6.75 6.07
52 times 19.12 12.75 7.65 6.37 5.74
104 times 18.00 12.00 7.20 6.00 5.40
156 times 16.87 11.25 6.75 5.62 5.08
260 times 15.75 10.50 6.30 5.25 4.72
312 times 14.62 9.75 5.85 4.87 4.39
624 times 13.50 9.00 5.40 4.50 4.05
(*) 1 minute or 100 words.
(†) 1/2 minute or 50 words or 35 word station break.
Announcements next to news, 25% extra.
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 beer and wine 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
General Manager—H. E. Studabaker.
Commercial Manager—Norval Armes.
Representatives
Howard H. Wilson Company.
Portland and Seattle—John Keating.

WENATCHEE

(Chelan County)

K P O

(Established 1929)

Rates effective July 15, 1942. (Card No. 10.)
Owned and operated by Westcoast Broadcasting Co. Business Office—KPQ Building, Wenatchee, Wash. Studio—20 Second St., Wenatchee, Wash. Transmitter—Chelan County, Washington.
Wave—Power—Time
Operating power—1,000 watts.
555.7 meters; 560 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.
Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to recognized 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 American Broadcasting Company, Inc. (Pacific Coast Group).
SESAC license.
(6:00 p.m. to 10:30 p.m.)
1 1/2 hr. 1 hr. 1/2 hr. 10 min. 5 min.
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
(All other time)
1 hour..... 30.00 28.50 27.00 25.50 24.00 22.50
1/2 hour..... 16.00 15.20 14.40 13.60 12.80 12.00
1/4 hour..... 10.50 9.98 9.45 8.93 8.40 7.88
5 minutes 5.50 5.23 4.95 4.68 4.40 4.18
ANNOUNCEMENTS
Chain breaks, 35 words maximum; or 100 word announcements:
(6:00 p.m. to 10:30 p.m.)
Each..... 6.00 5.70 5.40 5.10 4.80 4.50
(All other time)
Each..... 4.50 4.28 4.05 3.83 3.60 3.38
SPECIAL FEATURES
News Service—Rates on request.
SERVICE FACILITIES
Station maintains a staff of talent, producers and writers.
REMOTE CONTROL
Remote control facilities and equipment available.
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 manager.
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.
Personnel
Manager—Cole E. Wylie.
Representatives Joseph Hervey McGilvra, Inc.



General Advertising
For combination rates see Mutual Broadcasting System and Pacific Coast Company. Affiliated with Don Lee Broadcasting System. Rates include music copyright fees. Maximum direct commercial allowable is 15% of the program time.
Actual time is: 1/2 hour, 29-1/2 minutes; 1/4 hour, 14-1/2 minutes; 5 minutes, 4-1/2 minutes.
CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 1/2 hr. 1/4 hr. 5 min. (*) (†)
1 time..... 30.00 20.00 12.00 10.00 9.00
13 times 28.50 19.00 11.40 9.50 8.55
26 times 27.00 18.00 10.80 9.00 8.10
52 times 25.50 17.00 10.20 8.50 7.65
104 times 24.00 16.00 9.60 8.00 7.20
156 times 22.50 15.00 9.00 7.50 6.75
260 times 21.00 14.00 8.40 7.00 6.30
312 times 19.50 13.00 7.80 6.50 5.85
624 times 18.00 12.00 7.20 6.00 5.40
CLASS "B"
(All other time)
1 time..... 23.50 15.00 9.00 7.50 6.75
13 times 21.37 12.25 8.55 7.12 6.41
26 times 20.25 13.50 8.10 6.75 6.07
52 times 19.12 12.75 7.65 6.37 5.74
104 times 18.00 12.00 7.20 6.00 5.40
156 times 16.87 11.25 6.75 5.62 5.08
260 times 15.75 10.50 6.30 5.25 4.72
312 times 14.62 9.75 5.85 4.87 4.39
624 times 13.50 9.00 5.40 4.50 4.05
(*) 1 minute or 100 words.
(†) 1/2 minute or 50 words or 35 word station break.
Announcements next to news, 25% extra.
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 beer and wine 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
General Manager—H. E. Studabaker.
Commercial Manager—Norval Armes.
Representatives
Howard H. Wilson Company.
Portland and Seattle—John Keating.

WASHINGTON—Cont'd

YAKIMA
(Yakima County)
KIT
(Established 1929)



Don Lee
Broadcasting System

Rates effective March 1, 1945. (Card No. 6.)
Owned and operated by Carl E. Raymond.
Business Office and Studio—414 E. Yakima Avenue,
Yakima, Washington.
Transmitter—Union Gap, Washington.

Wave—Power—Time
Operating power—1,000 watts.
234.4 meters; 1280 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: Daily 6:00 a.m. to 12:00
midnight.

Agency Commission
Agency commission 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 Broad-
casting System (Northwest [Washington] Group),
Mutual Broadcasting System and Pacific Broad-
casting Company (Washington Network).
The following rates are for national advertising.

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

1 hour.....	70.00
1/2 hour.....	42.00
1/4 hour.....	28.00
10 minutes.....	22.40
5 minutes.....	16.80

CLASS "B"
(10:30 p.m. to 11:00 p.m. daily and 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

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days; 11:00
p.m. to 12:00 midnight daily and 8:00 a.m.
to 12:00 noon Sundays)

1 hour.....	35.00
1/2 hour.....	21.00
1/4 hour.....	14.00
10 minutes.....	11.20
5 minutes.....	8.40

CLASS "D"
(12:00 midnight to 3:00 a.m. daily)

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 contract for 13 or more
weeks.

Less than 14.00 per week.....	None
14.00 but less than 28.00 per week.....	2-1/2%
28.00 but less than 56.00 per week.....	5%
56.00 but less than 84.00 per week.....	7-1/2%
84.00 but less than 112.00 per week.....	10%
112.00 but less than 140.00 per week.....	12-1/2%
140.00 or more per week.....	15%

Additional Discounts
At the conclusion of 26 consecutive weeks broadcast-
ing 5% additional discount is allowed; at the con-
clusion 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
Extra voice or sound effects 25% extra.
Chain breaks—35 words limit, or 100 word announce-
ments when available:
(6:00 p.m. to 10:30 p.m. and Sunday
afternoon)

Base rate.....	10.00
30 announcements, each.....	7.50
90 announcements, each.....	7.00
180 announcements, each.....	6.50
270 announcements, each.....	6.00
365 announcements, each.....	5.50
(All other time)	

Base rate.....	7.00
30 announcements, each.....	5.25
90 announcements, each.....	4.90
180 announcements, each.....	4.55
270 announcements, each.....	4.20
365 announcements, each.....	3.85

SPECIAL FEATURES
News: Limited to 50 words; single announcement
10:00; monthly 175.00.
Weather, frost and spraying reports—rates on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

TALENT
Artiste services and programming costs on applica-
tion.

REMOTE CONTROL
Complete facilities for all remote control services.

Contract and Other Requirements
Advertising of beer and not 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.

Closing Time
Closing date two weeks in advance of service if pro-
gram is to be included in general publicity releases.
Final closing one week.

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

Personnel
Owner—Carl E. Raymond.
Director—J. A. Murphy.
Representatives
Joseph Hersey McGilvra, Inc.

KTYW
(Established 1944)

Rates effective January 8, 1945.
Owned and operated by Cascade Broadcasting Co.,
Inc.
Business Office and Studio—Terrace Heights Road,
Yakima, Wash., Yakima 6104.
Transmitter—Terrace Heights Road, Yakima, Wash.

Wave—Power—Time
Operating power—500 watts.
206.5 meters; 1460 kilocycles.
Licensed to operate unlimited time. Operates on
Pacific War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on station
time only; no cash discount. Net charges for station
time, provided payment is made 10th of month fol-
lowing service.

General Advertising
For combination rates see Columbia Broadcasting
System, Inc.

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

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.
13 times.....	60.00	40.00	25.00	15.00
26 times.....	37.00	38.00	23.75	14.25
52 times.....	54.00	36.00	22.50	13.50
78 times.....	51.00	34.00	21.25	12.75
104 times.....	48.00	32.00	20.00	12.00
156 times.....	45.00	30.00	18.75	11.25
312 times.....	42.00	28.00	17.50	10.50
	39.00	26.00	16.25	9.75

CLASS "B"
(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to
12:00 midnight)

1 time.....	50.00	30.00	20.00	12.50
13 times.....	47.50	28.50	19.00	11.90
26 times.....	45.00	27.00	18.00	11.30
52 times.....	42.50	25.50	17.00	10.70
78 times.....	40.00	24.00	16.00	10.10
104 times.....	37.50	22.50	15.00	9.50
156 times.....	35.00	21.00	14.00	8.90
312 times.....	32.50	19.50	13.00	8.30

SPOT ANNOUNCEMENTS
Announcements accepted with the understanding that
programs take precedence and that if time is sold
for programs, announcements may be re-scheduled at
an equally advantageous period.
Independent announcements may be moved to other
periods if available and as arranged by station on
24 hours' notice.

CLASS "A"

One minute electrical transcription or live:			
1 time.....	11.00	104 times.....	8.25
13 times.....	10.45	356 times.....	7.70
26 times.....	9.90	624 times.....	7.15
52 times.....	9.35	624 times.....	6.60
78 times.....	8.80		
50 word announcements electrical transcription or live:			
1 time.....	9.00	104 times.....	6.75
13 times.....	8.55	156 times.....	6.50
26 times.....	8.10	312 times.....	6.25
52 times.....	7.65	624 times.....	6.00
78 times.....	7.20		

CLASS "B"

One minute electrical transcription or live:			
1 time.....	10.00	104 times.....	7.50
13 times.....	9.50	156 times.....	7.00
26 times.....	9.00	312 times.....	6.50
52 times.....	8.50	624 times.....	6.00
78 times.....	8.00		
50 word announcements electrical transcription or live:			
1 time.....	8.00	104 times.....	6.00
13 times.....	7.60	156 times.....	5.80
26 times.....	7.20	312 times.....	5.50
52 times.....	6.80	624 times.....	5.30
78 times.....	6.40		

SERVICE FACILITIES
Services of the station's program department, staff
announcers and engineers in arranging and present-
ing programs are included without extra charge.

Contract and Other Requirements
No periods sold in bulk for resale. Advertisers par-
ticipating in group programs are required to make
individual group contracts subject to card rates and
regulations. Programs are subject to cancellation by
either party on 15 days' written notice. Rates ad-
justed on basis of actual time used. All facilities
furnished in accordance with the terms of station's
standard contract form.

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

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 and 78 r.p.m. turntables for lat-
eral recordings.

Personnel
General Manager—Barley Sims.
Resident Manager—Art Moore.
Representatives
Howard H. Wilson Company.

WEST VIRGINIA

WEST VIRGINIA NETWORK

West Virginia Network Building, Lee St., Charles-
ton, West Virginia.

Comprised of:
WCBS—Charleston, West Virginia.
WYAB—Parkersburg, West Virginia.
WYLB—Clarksburg, W. Va.
WSAZ—Huntington, W. Va.
For rates and other data see individual listings.
Personnel
President—John A. Kennedy.
Managing Director—Howard L. Chernoff.

BECKLEY

(Raleigh County)
WJLS
(Established 1939)



Rates effective December 1, 1944. (Card No. 4N.)
Owned and operated by Joe L. Smith, Jr.
Business Office and Studio—WJLS Bldg., Beckley,
W. Va.
Transmitter—Teel Road, Beckley, West Virginia.

Wave—Power—Time
Operating power—250 watts.
535.7 meters; 560 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 mid-
night; week days 8:00 a.m. to 12:00 midnight.

Agency Commission
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
For combination rates see Columbia Broadcasting
System (Basic Supplementary Group) and Keystone
Network.
Fees charged by owners of music copyrights are in-
cluded in rates.
The following rates are for national advertising. For
local advertising rates consult station management.

GROSS WITHOUT TALENT

CLASS "A"
(6:00 p.m. to 12:00 midnight week days; 7:30
a.m. to 12:00 midnight Sundays)

1 hour.....	50.00
1/2 hour.....	30.00
1/4 hour.....	21.00
10 minutes.....	18.00
5 minutes.....	12.00
1 minute.....	8.00
100 words.....	6.00
50 words.....	4.00
50 words (participating programs).....	3.00

CLASS "B"
(8:00 a.m. to 6:00 p.m. week days)

1 hour.....	36.00
1/2 hour.....	21.00
1/4 hour.....	14.00
10 minutes.....	9.00
5 minutes.....	6.00
1 minute.....	4.00
100 words.....	2.65
50 words.....	2.00
50 words (participating programs).....	1.50

CLASS "C"
(6:00 a.m. to 8:00 a.m. week days)

1 hour.....	18.00
1/2 hour.....	10.00
1/4 hour.....	7.00
10 minutes.....	6.00
5 minutes.....	4.00
100 words.....	3.00
50 words.....	2.50
50 words (participating programs).....	2.00
	1.50

DISCOUNTS
Discounts will be allowed from the beginning of
service in accordance with contract specifications,
except where contracts contain a cancellation privi-
lege, 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 predi-
cated upon the fulfillment of contracts within a 12
month period dating from the first broadcast.

Weekly Discounts

Less than 24.00.....	None
More than 24.00—less than 48.00.....	5%
More than 48.00—less than 72.00.....	8%
More than 72.00—less than 96.00.....	15%
More than 96.00—less than 120.00.....	20%
More than 120.00—less than 144.00.....	25%
More than 144.00—less than 178.00.....	30%
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 dur-
ing 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.
(This listing continued on next page)

BECKLEY—Continued
WJLS—Continued

SPECIAL FEATURES

News—Regular time rates plus 1.00 per newscast for talent and news service costs.
Time Signals—50 word rate applies; subject to discounts.

POLITICAL

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 and arrange 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

Station Manager—Virginia N. Cooper.

Representatives

Burn-Smith Company, Incorporated.

serves the right to refuse or discontinue any advertising contrary to the general policies of the station or the NAB Code. Contracts not subject to cancellation on less than two weeks' written notice. Cancelled contracts subject to short rate.

Closing Time

Closing time for programs and announcements 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—H. I. Shott, Jr.

Representatives

The Kats Agency

Agency Commission

Agency commission 15% on net station time only to recognized advertising agencies, provided payment is made on or before the 15th of the month following broadcast. No cash discount. Invoices mailed monthly unless otherwise specified. No discount or commission on talent or cost involved for remote control broadcasts unless otherwise specified.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Time is also sold for network broadcasts (West Virginia Network) over this station and WPAB, Parkersburg, WBLK, Clarksburg, and WSAZ, Huntington.

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

SPONSORED PROGRAMS

CLASS "A"

Table with columns for time slots (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 1:00 p.m. Sundays), rates per hour, and various time increments (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 30 sec, 15 sec).

CLASS "B"

Table with columns for time slots (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays and 11:00 a.m. to 12:00 midnight daily), rates per hour, and various time increments.

(This listing continued on next page)

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.

Wave—Power—Time

Operating power—5,000 watts. 517.2 meters; 580 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Actual operating schedule: 5:30 a.m. to 1:00 a.m.

BLUEFIELD

(Mercer County)

WHIS

(Established 1929)

Rates effective December 1, 1944. (Card No. 5.)

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. 208.3 meters; 1440 kilocycles. Operates on regional channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 5:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies on station time charges; no cash discount. All invoices due and payable when rendered.

General Advertising

For combination rates see National Broadcasting Company (Basic Supplementaries). Rates are for national advertising and include music copyright fees.

Announcements run adjacent to higher time classifications are charged at the rate of the higher classification. Announcements and programs cannot be combined to earn lower rate.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 1:00 p.m. Sundays), rates per hour, and various time increments.

CLASS "B"

Table with columns for time slots (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 12:00 noon Sundays), rates per hour, and various time increments.

CLASS "C"

Table with columns for time slots (5:00 a.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight daily), rates per hour, and various time increments.

(*) One minute or less.

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 remote broadcasts where line facilities are available.

SERVICE FACILITIES

Merchandising service available.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Accepting beer and wine.

Maximum length of contract one year. Station re-

Large advertisement for WJLS Beckley, West Virginia. Features the station call letters 'WJLS' in large font, followed by 'BECKLEY, WEST VIRGINIA'. Below that, the slogan 'Expands its market*..'. A large graphic shows 'now at 560' with a CBS microphone logo. Text includes 'on the dial', 'CBS NETWORK', and 'Represented by Burn-Smith'. A starburst graphic contains the text: '*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey)'.

WEST VIRGINIA—Cont'd

CHARLESTON—Continued

W C H S—Continued

Table with columns for time (1, 13, 26, 52, 104, 156, 208, 260, 312, 364) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, wds).

CLASS "C"

(6:00 a.m. to 8:00 a.m.) Announcements same as Class "B". 33% discount on programs of 1/4 hour or more.

SPECIAL FEATURES

Time Signals and Weather Reports: Rates on request (based on number of signals or reports used). Schedules subject to time available.

TALENT

Any type desired by advertiser is available. Program ideas and talent rates will be furnished on request.

REMOTE CONTROL

Remote control programs available. Charges for lines and additional special equipment will be billed at actual cost.

SERVICE FACILITIES

Rates include cost of station facilities, station time, services of continuity, program and publicity department, 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.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year.

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.

Contracts are made subject to interference by strikes, weather conditions or other unavoidable casualties beyond station's control.

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.

Contracts are made subject to interference by strikes, weather conditions or other unavoidable casualties beyond station's control.

W G K V

(Established 1939)



Rates effective May 1, 1942. (Card No. 8.) Owned and operated by the Kanawha Valley Broadcasting Company.

Business Office and Studio—208-1/2 Dickinson St., Charleston 1, W. Va., telephone 87-641.

Transmitter—Coal Branch Heights, Charleston, West Virginia.

Wave—Power—Time: Operating power—100 watts. 261.3 meters; 1490 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission: Agency commission 15% to authorized agencies. No cash discount.

General Advertising: For combination rates see listing of National Broadcasting Company (Basic Supplementaries).

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

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 8:00 a.m. to 10:30 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "C" (11:30 p.m. to 8:00 a.m.)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 6:00 a.m. to 8:00 a.m., 11:00 p.m. to 12:00 midnight daily)

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 6:00 a.m. to 8:00 a.m., 11:00 p.m. to 12:00 midnight daily)

Table with columns for time (1, 13, 26, 52, 104, 156, 208, 260, 312, 364) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, wds).

SPECIAL FEATURES

Time Signals and Weather Reports: Rates on request (based on number of signals or reports used).

Any type of talent desired by advertiser is available. Program ideas and talent rates will be furnished on request.

Facilities available. Charges billed at actual cost. Contract and Other Requirements.

Advertising of beer accepted. All acceptable accounts are subject to the same rates.

Spot commercial continuity must be submitted not less than one week in advance of broadcast date.

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

Personnel: Station Manager—John S. Phillips. Representatives: Joseph Hersey McGillivra, Inc.

CLARKSBURG

(Harrison County)

W B L K

(Established 1937)



Rates effective March 15, 1944. Owned and operated by Charleston Broadcasting Co.

Business Offices and Studios—Robinson-Grand Theatre Building, Clarksburg, West Virginia.

Transmitter—Clarksburg, West Virginia. Wave—Power—Time: Operating power—250 watts.

Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% on net station time only to recognized advertising agencies.

General Advertising: Time is also sold for network broadcasts (West Virginia Network) over this station.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

Table with columns for time (1, 13, 26, 52, 104, 156, 208, 260, 312, 364) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, wds).

SPECIAL FEATURES

Time Signals and Weather Reports: Rates on request (based on number of signals or reports used).

Any type of talent desired by advertiser is available. Program ideas and talent rates will be furnished on request.

Facilities available. Charges billed at actual cost. Contract and Other Requirements.

Advertising of beer accepted. All acceptable accounts are subject to the same rates.

Spot commercial continuity must be submitted not less than one week in advance of broadcast date.

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

Personnel: Station Manager—John S. Phillips. Representatives: Joseph Hersey McGillivra, Inc.

CLARKSBURG

(Harrison County)

W B L K

(Established 1937)



Rates effective August 1, 1939. (Card No. 10.) Owned and operated by Monongahela Valley Broadcasting Company.

Business Offices and Studios—208 Main Street, Fairmont, West Virginia, telephone 8100.

Transmitter—Monongahela, West Virginia. Wave—Power—Time: Operating power—5,000 watts.

Licensed to operate full time on clear regional channel. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% on station time only to recognized advertising agencies.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Rates include charges by owners of music copyrights. (18:00 p.m. to 10:30 p.m.)

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

CLASS "C" (11:30 p.m. to 8:00 a.m.)

ANNOUNCEMENTS AND TALKS: Five, ten and fifteen minute periods available by special arrangement only.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

FAIRMONT—Continued
W M M N—Continued

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 6:00 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, 8 days weekly, per week	43.20
3 times daily, 8 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 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 either 33-1/3 or 78 r.p.m. using Arthroscopic 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—Stanton P. Kettler.

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.

W S A Z

(Established 1926)



Rates effective November 1, 1941.

Owned by WSAZ, Incorporated.
Business Office and Studio—229-1/2 Fourth Avenue, P. O. Box 2115, Huntington 18, W. Va., telephone 4106.
Transmitter—28th St., W., Huntington, W. Va.

Wave—Power—Time

Operating power—1,000 watts.
322.6 meters; 930 kilocycles.
Licensed to operate unlimited time on clear regional channel.
Operates on Eastern War Time.

Agency Commission

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 American Broadcasting Company, Inc. (Basic Supplementaries).
Time is also sold for network broadcasts (West Virginia Network) over this station and WCHS, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg. Rates include charges by owners of music copyrights. Price quoting permitted.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

	1	1/2	1/4	10	5	1	35
	hour	hour	hour	min.	min.	min.	words
1 tt.	125.00	75.00	50.00	35.00	27.50	12.50	10.00
13 tt.	118.75	71.25	47.50	33.25	26.12	11.87	9.50
26 tt.	112.50	67.50	45.00	31.50	24.74	11.24	9.00
39 tt.	106.25	63.75	42.50	29.75	23.36	10.61	8.50
52 tt.	100.00	60.00	40.00	28.00	21.98	9.98	8.00
104 tt.	93.75	56.25	37.50	26.25	20.60	9.35	7.50
156 tt.	87.50	52.50	35.00	24.50	19.22	8.72	7.00
208 tt.	81.25	48.75	32.50	22.75	17.84	8.09	6.50
260 tt.	75.00	45.00	30.00	21.00	16.46	7.46	6.00
312 tt.	68.75	41.25	27.50	19.25	15.08	6.83	5.50
364 tt.	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, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily)

	1	1/2	1/4	10	5	1	35
	hour	hour	hour	min.	min.	min.	words
1 tt.	75.00	45.00	30.00	21.00	16.50	7.50	6.00
13 tt.	71.25	42.75	28.50	19.95	15.68	7.13	5.70
26 tt.	67.50	40.50	27.00	18.90	14.85	6.75	5.40
39 tt.	63.75	38.25	25.50	17.85	14.03	6.38	5.10
52 tt.	60.00	36.00	24.00	16.80	13.20	6.00	4.80
104 tt.	56.25	33.75	22.50	15.75	12.38	5.62	4.50
156 tt.	52.50	31.50	21.00	14.70	11.55	5.25	4.20
208 tt.	48.75	29.25	19.50	13.65	10.73	4.88	3.90
260 tt.	45.00	27.00	18.00	12.60	9.90	4.50	3.60
312 tt.	41.25	24.75	16.50	11.55	9.08	4.13	3.30
364 tt.	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 1/4 hour or more—33-1/3% discount from Class "B" rates.

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—Marshall Roseno.
Representatives
The Branham Company.

LOGAN

(Logan County)

W L O G

(Established 1940)



Rates effective December 1, 1944. (Card No. 3.)
Owned and operated by Clarence H. Frey and Robert O. Greener.

Business Office—438 Stratton St., Logan, W. Va., telephone 540.

Studio—WLOG Bldg., Kanada and Chestnut Sts., Logan, W. Va., telephone 761.

Transmitter—Logan, West Virginia.

(This listing continued on next page)

Plus Force That Counts

It's not enough for us to really produce one of America's Greatest Direct Response Audiences. We want to do *more* for WMMN advertisers, so we offer a practical dealer merchandising *plus* service that really counts.

Write or ask a John Blair Man about this WMMN Plus Service.

—Columbia Network—

WMMN

FAIRMONT, W. VA.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

5,000 WATTS

WEST VIRGINIA—Cont'd

LOGAN—Continued

WLOG—Continued

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.

Agency Commission
Agency commission 15% on time to recognized advertising agencies.

General Advertising
For combination rates see Keystone Network.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, Spot announcements) and Rate (39.75, 20.25, 13.50, 6.75, 4.05)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, Spot announcements) and Rate (27.00, 17.55, 10.80, 4.73, 2.03)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, Spot announcements) and Rate (24.30, 13.50, 8.10, 4.05, 1.35)

Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times) and Rate (15%, 18%, 20%, 25%, 12%)

SPECIAL FEATURES
Time announcements, Weather Forecasts, Temperature Reports, News Flash, Sports Reviews, rates and details on request.

TALENT
Billed at cost.
All wire and mechanical charges will be billed at cost to the client.

TRANSCRIPTIONS
Electrical transcriptions available—rates on request.

SERVICE FACILITIES
Announcers and script men at no additional cost.

Contract and Other Requirements
Rates include station time only.

Closing Time
Scripts, musical numbers with authors and composers, publishers and copyright owners' name must be in one week prior to broadcast for copyright check.

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

Personnel
Managing Director—James McGowan
Representatives None.

MORGANTOWN

(Monongalia County)

W AJR

(Established 1941)

Rates received January 10, 1945.
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.

Agency Commission
Agency commission 15% to recognized agencies on station time only. Cash discount none. Bills rendered weekly and are due on presentation.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (50.00, 30.00, 20.00, 10.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (30.00, 20.00, 10.00, 5.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (30.00, 20.00, 10.00, 5.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (30.00, 20.00, 10.00, 5.00)

Table with 2 columns: Time (100 words, 30 seconds, 50 words) and Rate (4.00, 3.00, 3.00)

Table with 2 columns: Time (1, 13, 26, 39, 52) and Rate (3.00, 2.85, 2.70, 2.55, 2.40, 2.25, 2.10)

SPECIAL FEATURES
Time Signals and Weather Reports—rates and details on request.

TRANSCRIPTIONS
Transcription library services available. Not restricted. Recording facilities available.

REMOTE CONTROL
Facilities available; incurred expenses at cost.

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

Closing Time
Commercial copy must be submitted 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 for vertical and lateral cut recordings.

Personnel
General Manager—Norman Knight.
Representatives None.

PARKERSBURG

(Wood County)

W PAR



Rates effective January 15, 1938. (Card No. 12.)
Owned and operated by Ohio Valley Broadcasting Corporation.

Business Office and Main Studio—Granter Building, Parkersburg, West Virginia.
Transmitter—State Route No. 2, Parkersburg, W. Va.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.

Agency Commission
Agency commission 15% on net station time only to recognized advertising agencies, provided payment is made on or before the 15th of the month following broadcast.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Closing Time
Scripts, musical numbers with authors and composers, publishers and copyright owners' name must be in one week prior to broadcast for copyright check.

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

Personnel
Managing Director—James McGowan
Representatives None.

Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times) and Rate (75.00, 50.00, 45.00, 30.00, 22.50, 15.00)

Table with 2 columns: Time (13 times, 26 times, 39 times, 52 times) and Rate (71.25, 57.00, 42.75, 28.50, 21.37, 14.25)

Table with 2 columns: Time (26 times, 39 times, 52 times) and Rate (67.50, 54.00, 40.50, 27.00, 20.25, 13.50)

Table with 2 columns: Time (39 times, 52 times) and Rate (63.75, 51.00, 38.25, 25.50, 19.12, 12.75)

Table with 2 columns: Time (52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times) and Rate (58.25, 48.00, 38.00, 28.00, 18.00, 12.00, 8.00)

Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times) and Rate (45.00, 37.50, 30.00, 22.50, 15.00, 10.00)

Table with 2 columns: Time (13 times, 26 times, 39 times, 52 times) and Rate (42.75, 35.62, 28.50, 21.37, 14.25, 9.50)

Table with 2 columns: Time (26 times, 39 times, 52 times) and Rate (40.50, 33.75, 27.00, 20.25, 13.50, 9.00)

Table with 2 columns: Time (39 times, 52 times) and Rate (38.25, 31.87, 25.50, 19.12, 12.75, 8.50)

Table with 2 columns: Time (52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times) and Rate (36.00, 30.00, 24.00, 18.00, 12.00, 8.00, 5.00)

Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times) and Rate (33.75, 28.12, 22.50, 15.00, 11.25, 7.50)

Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times) and Rate (6.00, 4.00, 3.00, 2.50, 2.00, 1.50, 1.00, 0.75, 0.50, 0.375, 0.25)

Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times) and Rate (6.00, 4.75, 3.50, 2.25, 1.50)

Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times) and Rate (6.00, 4.75, 3.50, 2.25, 1.50)

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Table with 2 columns: Time (1 time, 13 times, 26 times, 39 times, 52 times) and Rate (6.00, 4.75, 3.50, 2.25, 1.50)

WELCH

(McDowell County)

W BRW

(Established 1940)

Rates effective April 1, 1943. (Card No. 3.)
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.

Agency Commission
Agency commission 15% to recognized agencies on station time only; no cash discount. Bills due 10th of month following service.

General Advertising
For combination rates see Keystone Network.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 50 words) and Rate (67.50, 42.75, 28.50, 13.50, 6.00, 3.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 50 words) and Rate (67.50, 42.75, 28.50, 13.50, 6.00, 3.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 50 words) and Rate (67.50, 42.75, 28.50, 13.50, 6.00, 3.00)

Table with 2 columns: Time (13 times, 26 times, 39 times, 52 times) and Rate (15%, 18%, 20%, 25%)

SPECIAL FEATURES
News: Leased wire service available.
(This listing continued on next page)

WELCH—Continued
WBRW—Continued

POLITICAL
Accepted at one time rate.

TRANSCRIPTIONS
Regular rates apply. Library service available.

REMOTE CONTROL
Facilities subject to extra charges for line and travel expenses.

SERVICE FACILITIES
Merchandising assistance given.
Contract and other requirements
Beer and wine advertising accepted. Right reserved to censor copy. Maximum contract one year.

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 vertical and lateral out recording.

Personnel
General Manager—J. H. Metz.

Representatives
Forjes & Company.

WHEELING
(Ohio County)
WKWK
(Established 1941)

Rates effective June 7, 1941. (Card No. 1.)
Owned and operated by Community Broadcasting, Inc. Business Office and Studio—Pythian Bldg., Wheeling, W. Va.

Transmitter—

Wave—Power—Time
Operating power—250 watts
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:30 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission
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"
(6:00 p.m. to 11:00 p.m.)

	15	25	35	52	101	more
1 hour...	100.00	95.00	90.00	85.00	80.00	75.00 70.00
1/2 hour....	60.00	57.00	54.00	51.00	48.00	45.00 42.00
1/4 hour....	40.00	38.00	36.00	34.00	32.00	30.00 28.00
10 min....	32.00	30.40	28.80	27.20	25.60	24.00 22.40
5 min....	24.00	22.80	21.60	20.40	19.20	18.00 16.80

CLASS "B"
(8:00 a.m. to 8:00 p.m.)

1 hour....	50.00	47.50	45.00	42.50	40.00	37.50 35.00
1/2 hour....	30.00	28.50	27.00	25.50	24.00	22.50 21.00
1/4 hour....	20.00	19.00	18.00	17.00	16.00	15.00 14.00
10 min....	15.00	14.25	13.50	12.75	12.00	11.25 10.50
5 min....	10.00	9.50	9.00	8.50	8.00	7.50 7.00

CLASS "C"
(11:00 p.m. to 8:00 a.m.)

1 hour....	36.00	34.50	33.00	31.50	30.00	28.50 27.00
1/2 hour....	18.00	17.10	16.20	15.30	14.40	13.50 12.60
1/4 hour....	12.00	11.40	10.80	10.20	9.60	9.00 8.40
10 min....	9.00	8.55	8.10	7.65	7.20	6.75 6.30
5 min....	6.00	5.70	5.40	5.10	4.80	4.50 4.20

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

1 minute trans- cription.....	10.00	9.50	9.00	8.50	8.00	7.50
1 minute.....	9.00	8.55	8.10	7.65	7.20	6.75
100 words.....	8.00	7.60	7.20	6.80	6.40	6.00
50 words.....	6.00	5.70	5.40	5.10	4.80	4.50
35 word station breaks.....	7.50	7.15	6.75	6.40	6.00	5.65

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

1 minute trans- cription.....	7.00	6.65	6.30	5.95	5.60	5.25
1 minute.....	6.00	5.70	5.40	5.10	4.80	4.50
100 words.....	5.00	4.75	4.50	4.25	4.00	3.75
50 words.....	3.50	3.35	3.15	3.00	2.80	2.65
35 word station breaks.....	5.00	4.75	4.50	4.25	4.00	3.75

SPECIAL FEATURES
Temperature, time and weather reports, copy limited to 25 words; sold at station break rates.
Lessed wire news—Available morning, afternoon or evening at regular time charge, plus cost of service.

POLITICAL
Rate on request.

TALENT
Rate on request.

REMOTE CONTROL
Arrangement can be made for remote control broadcast.

Closing Time
Programs close one week in advance of broadcast.

Personnel
Manager—John B. Reynolds.

Representatives
Weed & Company.

WWVA
(Established 1926)

Rates effective November 1, 1942. (Card No. 9.)
Owned and operated by West Virginia Broadcasting Corporation.
Business Office and Studio—Hawley Building, Wheeling, West Virginia, Wheeling 5388.
Transmitter—Belmont County, Ohio, 10 miles west of Wheeling, W. Va.

Wave—Power—Time
Operating power—50,000 watts.
256.4 meters; 1170 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
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 1:30 a.m.

Agency Commission
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 American Broadcasting Company, Inc. (Basic Network).
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.

CLASS "A"
(6:00 p.m. to 10:15 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	300.00	180.00	120.00	60.00
13 times.....	285.00	171.00	114.00	57.00
26 times.....	270.00	162.00	108.00	54.00
39 times.....	262.50	157.50	105.00	52.50
52 times.....	255.00	153.00	102.00	51.00
104 times.....	240.00	144.00	96.00	48.00
195 times.....	232.50	139.50	93.00	46.50
280 times.....	225.00	135.00	90.00	45.00

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:15 p.m. to 11:30 p.m.)

1 time.....	160.00	90.00	60.00	35.00
13 times.....	152.00	85.50	57.00	33.25
26 times.....	144.00	81.00	54.00	31.50
39 times.....	140.00	78.75	52.50	30.62
52 times.....	136.00	76.50	51.00	29.75
104 times.....	128.00	72.00	48.00	28.00
195 times.....	124.00	69.75	46.50	27.12
280 times.....	120.00	67.50	45.00	26.25

CLASS "C"
(11:30 p.m. to 7:00 a.m.)

1 time.....	100.00	60.00	40.00	20.00
13 times.....	95.00	57.00	38.00	19.00
26 times.....	90.00	54.00	36.00	18.00
39 times.....	87.50	52.50	35.00	17.50
52 times.....	85.00	51.00	34.00	17.00
104 times.....	80.00	48.00	32.00	16.00
195 times.....	77.50	46.50	31.00	15.50
280 times.....	75.00	45.00	30.00	15.00

(This listing continued on next page)

WHAT

others have to say about us counts most!

"We have just completed a CHIMNEY SWEEP sales analysis of the territory covered by your Station WWVA and we are pleased at the substantial increase in sales that were effected since we went on the air over your station.

"This is very encouraging to us and we hope that next season we will be able to continue over Station WWVA either at the same time or with an improved position."

We Will Do as Much for You!

— ASK A JOHN BLAIR MAN —

ONE OF THE WORLD'S BETTER RADIO STATIONS

50,000 WATTS

WWVA

WHEELING, WEST VA.

WEST VIRGINIA—Cont'd

WHEELING—Continued

W W V A—Continued

ANNOUNCEMENTS

CLASS "A"

(6:00 p.m. to 10:15 p.m.)		1 min.	35 wds.
1 time.....	25.00	20.00	
13 times.....	28.75	19.00	
26 times.....	32.50	18.00	
39 times.....	36.25	17.50	
52 times.....	40.00	17.00	
104 times.....	43.75	16.00	
156 times.....	47.50	15.50	
260 times.....	51.25	15.00	

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:15 p.m. to 11:30 p.m.)

		1 min.	35 words	(*)
1 time.....	17.00	14.00	11.00	
13 times.....	16.15	13.30	10.45	
26 times.....	15.30	12.60	9.90	
39 times.....	14.47	12.25	9.62	
52 times.....	14.45	11.90	9.35	
104 times.....	13.60	11.40	8.80	
156 times.....	13.17	10.85	8.52	
260 times.....	12.75	10.50	8.25	

(*) 100 words, participation periods.

CLASS "C"

(11:30 p.m. to 7:00 a.m.)

		1 min.	35 wds.
1 time.....	12.00	10.00	
13 times.....	10.80	9.50	
26 times.....	10.80	9.00	
39 times.....	10.50	8.75	
52 times.....	10.20	8.50	
104 times.....	9.60	8.00	
156 times.....	9.30	7.75	
260 times.....	9.00	7.50	

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 unless furnished by station. Equipped with duplicate high quality transcription tables suitable for FM for 33-1/3 or 78 r.p.m. recordings, either vertical or lateral. Equipped with high quality lateral recording equipment in duplicate capable of making continuous recordings either 33-1/3 or 78 r.p.m., suitable for 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.

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 88-1/8 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)

WBTH

(Established 1939)

Rates effective September 1, 1944.

Owned and operated by Williamson Broadcasting Corporation.

Business Office and Studio—Mountaineer Hotel Block, P. O. Box 261, Williamson, W. Va., telephone 1241.

Transmitter—Williamson, West Virginia.

Wave—Power—Time

Operating power—250 watts.

214.3 meters; 1400 kilocycles.

Licensed to operate full time.

Operates on Eastern War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies on net time. No cash discount. Accounts due and payable upon presentation.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

(6:00 a.m. to sign-off)		1	13	26	52	104	208	312
		ti.	ti.	ti.	ti.	ti.	ti.	ti.
1 hour....	60.00	55.00	50.00	45.00	40.00	35.00	30.00	30.00
1/2 hour....	36.00	33.00	30.00	27.00	24.00	21.00	18.00	
1/4 hour....	24.00	22.00	20.00	18.00	16.00	14.00	12.00	
10 minutes	18.00	16.50	15.00	13.50	12.00	10.50	9.00	
5 minutes	12.00	11.00	10.00	9.00	8.00	7.00	6.00	

ANNOUNCEMENTS

One minute or less..... 5.00 4.75 4.50 4.00 3.50 3.00 2.50

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.

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, theatre lobby displays, directional station announcements, letters to local dealers, etc.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Manager—Alice Shein.

Representatives

Pacific Coast—Gene Grant.

WISCONSIN

WISCONSIN NETWORK, INC.

Executive Offices—Wisconsin Rapids, Wis.

Comprised of:

- WRJN—Racine, Wis.
- WCLO—Janesville, Wis.
- WIBU—Madison-Fornette, Wis.
- WBBL—Sheboygan, Wis.
- WBWY—Appleton, Wis.
- WFHR—Wisconsin Rapids, Wis.
- WSAU—Wausau, Wis.
- KFIZ—Fond du Lac, Wis.

General Advertising

(After 6:00 p.m. and 12:00 noon to 1:00 p.m. week days; 7:30 a.m. to 12:00 mid-night Sundays)

1 hour.....	337.50
1/2 hour.....	302.50
1/4 hour.....	128.25
5 minutes.....	64.87
1 minute spot.....	44.85

(6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. except Sundays)

1 hour.....	270.00
1/2 hour.....	162.00
1/4 hour.....	102.60
5 minutes.....	51.90
1 minute spot.....	35.88

FREQUENCY DISCOUNTS

13 times.....	5%
26 times.....	10%
52 times.....	15%
78 times.....	20%
156 times.....	22-1/2%
260 times.....	25%
312 or more times.....	27-1/2%

POLITICAL

Rates on request.

Personnel

President—William F. Huffman.

Man. Dir. & Vice-Pres.—Don C. Wirth.

Secretary—George T. Frechette.

Representatives—Burn-Smith Company, Incorporated.

APPLETON

(Outagamie County)

WBWY

(Established 1925)



Rates effective September 1, 1937. (Card No. 6.)

Owned and operated by WBWY, Inc.

Business Office and Studio—Appleton, Wisconsin.

Transmitter—Appleton, Wisconsin.

Wave—Power—Time Operating power—250 watts.

243.9 meters; 1230 kilocycles.

Licensed to operate full time on local channel.

Operates on Central War Time.

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

(This listing continued on next page)

50,000 Watts in Wisconsin?

There are no 50,000 watt stations in Wisconsin, the 12th largest market in the nation, but you can have "Better than 50,000 Watt Coverage" for less than half of what you would expect to pay for a 50,000 watt station. Rates on the Wisconsin Network are reasonable and service is "tops." Place your business in Wisconsin with the Wisconsin Network and get the bulk of the audience *night and day*. Let's get together to do that job in Wisconsin. A wire or phone call will bring you immediate availabilities at desirable times. If you want program ideas, we have them, too.

1 — CLEARANCE — ORDER — AFFIDAVIT — PAYMENT

WHBY
Appleton

KFIZ
Fond du Lac

WCLO
Janesville

WIBU
Fornette-Madison

WRJN
Racine

WBBL
Sheboygan

WSAU
Wausau

WFHR
Wisconsin Rapids

For Complete Information Phone, Wire or Write

BURN-SMITH COMPANY

551 Fifth Ave. 307 N. Michigan Ave. Chamber of Commerce Bldg.
NEW YORK 17 CHICAGO 1 LOS ANGELES 15
Murray-Hill 2-3124 Central 4437 Richmond 6184

NATIONAL REPRESENTATIVES

WISCONSIN NETWORK, Inc.

MAIN OFFICE—WISCONSIN RAPIDS, WISCONSIN

APPLETON—Continued
W H B Y—Continued

Agency Commission
Agency commission 15%—10th of month. Commissions apply on time only. No cash discount. Contracts for less than 25.00. cash in advance.

General Advertising
For combination rates see listing of Mutual Broadcasting System and Keystone Network. Affiliated with the Wisconsin Network.

States include charges by owners of music copyrights. The following rates are for national advertising

CLASS "A"					
(8:00 p.m. to 9:00 p.m. daily)					
	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	9.98
26 times..	63.00	37.25	22.50	15.75	9.45
52 times or once weekly..	58.50	36.17	21.25	14.88	8.98
100 times or twice weekly..	56.00	34.00	20.00	14.00	8.40
200 times or four times weekly..	52.50	31.88	18.75	13.15	7.88
800 times or five times weekly..	49.00	29.75	17.50	12.25	7.85
CLASS "B"					
(11:30 a.m. 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...	50.00	30.00	18.00	12.50	7.50
13 times..	47.50	28.50	17.10	11.88	7.13
26 times..	45.00	27.00	16.20	11.25	6.75
52 times or once weekly..	42.50	25.50	15.80	10.88	6.8h
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	9.88	5.88
800 times or five times weekly..	35.00	21.00	12.80	8.75	5.3h
CLASS "C"					
(All other week day time)					
1 time...	35.00	21.00	12.50	8.75	5.00
13 times..	33.25	19.95	11.88	8.32	4.75
26 times..	31.50	18.90	11.25	7.88	4.50
52 times or once weekly..	29.75	17.85	10.88	7.45	4.25
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	9.88	6.56	3.7h
800 times or five times weekly..	24.50	14.30	8.75	6.13	3.50
ANNOUNCEMENTS					
25 word station break same as 100 word rate.					
CLASS "A"					
(8:00 p.m. to 9:00 p.m. daily)					
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.....	8.75	3.55	3.37	3.17	3.00
25 words.....	2.50	2.87	2.25	2.13	2.00
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 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	3.75
100 words.....	3.00	2.85	2.70	2.55	2.40
50 words.....	2.00	1.90	1.80	1.70	1.60
25 words.....	1.50	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.

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—Haydn R. Evans.
Station Manager—J. L. Gallagher.

Representatives
None.

ASHLAND

(Ashland County)

W A T W

(Established 1940)

Rates effective March 15, 1944. (Card No. 2)
Owned and operated by Upper Michigan-Wisconsin Broadcasting Co., Inc.
Business Office and Studio—Northern State Bank Building, Ashland, Wisconsin.
Transmitter—Highway 13 and 24th St., Ashland, Wis.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Central War Time
Actual operating schedule: Sundays 7:30 a.m. to 11:00 p.m.; week days 6:30 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. Cash discount none.

General Advertising
For combination rates see listings of Mutual Broadcasting System, North Central Broadcasting System and Keystone Network.
Rates include charges by owners of music copyrights.
(This listing continued on next page)



THE
ELEMENTS
OF A
SUCCESSFUL
TEST AREA

are offered by the

ARROWHEAD NETWORK

- ☞ Here is a market with a wholesome, healthy combination of rural and urban activity.
- ☞ Here is a stable, substantial market, well balanced industrially between mining (iron ore), shipping (iron and grain outgoing with coal incoming), and rich dairying territory (Minnesota and Wisconsin lead in the nation in butter, cheese and milk production).
- ☞ Here are 360,000 Radio Homes in a \$433,000,-000 Farm Market, and a \$459,000,000 Retail Market with a population total well over a million and a half.
- ☞ Here is a group of five dominant home stations, each with a loyal local following continually fostered by personalized programs promoting every town in each territory.
- ☞ And one advertising order blankets the area. Ask for the complete story with full and accurate data.



Address

The
ARROWHEAD
NETWORK

WEBC Building, Duluth 2, Minn.

NATIONAL REPRESENTATIVES: GEORGE P. HOLLINGBERRY COMPANY

WISCONSIN—Continued

ASHLAND—Continued

W A T W—Continued

Table with columns for time slots (1 time, 13 times, 28 times, etc.) and rates for various programs and services. Includes sections for CLASS 'A', CLASS 'B', CLASS 'C', and CLASS 'D'.

Leased wire services, sports, local sports events, time signals; road, weather and temperature reports; lodge, club and lake fishing bulletins; remote broadcasts; participating programs.

Talent costs are in addition to time rates. REMOTE CONTROL. Equipped for handling of temporary or permanent talent. Line charges are not.

Announcers, operating staff, program and continuity service at no extra charge. Programs planned and produced. Complete promotion and merchandising service.

Contract and Other Requirements. Advertising of alcoholic beverages accepted. All continuity subject to rules and regulations of the Federal Communications Commission and other competent authorities.

No maximum length on programs or restriction of frequency of broadcasting where time permits. Rates are for facilities of station only. Right is reserved to refuse or discontinue any advertising for any reasons sufficient to the station.

EAU CLAIRE

WEAU

Table with columns for time slots and rates for EAU CLAIRE and WEAU stations. Includes sections for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'B' station. Includes sections for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'C' station. Includes sections for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots and rates for CLASS 'D' station. Includes sections for CLASS 'A', CLASS 'B', and CLASS 'C'.

Announcements not restricted to any certain hours. SPECIAL FEATURES. News: Leased wire service available.

Charges for studio programs and talent are governed by type of presentation and will be quoted on request. Accepted at regular rates, payable in advance. No agency commission allowed.

General Advertising. For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate on local channel, unlimited time.

General Advertising. For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Table with columns for time slots and rates for CLASS 'A', CLASS 'B', and CLASS 'C' stations.

ANNOUNCEMENTS. All 100 word announcements to be scheduled at least one announcement each day. SPECIAL FEATURES. Football, baseball, sports reviews, newscasts, time signals. Rates on request.

ELECTRICAL TRANSCRIPTIONS. Electrical transcription library services available. Details on request. TALENT. Rates on application.

REMOTE CONTROL. Rates on request. Closing Time. Closing date for sponsored programs is one week in advance.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel. General Manager—A. H. Lange. Station Manager—C. E. Fairbanks. Representatives. None.

GREEN BAY

W T A Q

(Brown County) (Established 1922) Rates effective October 1, 1939. (Card No. 2.) Owned and operated by WHBY, Inc. Business Office—Bellin Bldg., Green Bay, Wisconsin.

Studio (Main)—Bellin Bldg., Green Bay, Wisconsin. Transmitter—West De Pere, Wisconsin. Wave—Power—Time. Operating power—5,000 watts.

Table with columns for time slots and rates for GREEN BAY station. Includes sections for CLASS 'A', CLASS 'B', and CLASS 'C'.

Agency Commission. Agency commission 15%. Commissions apply on time only. Bill payable 10th. Contracts for less than 25.00—cash in advance. No cash discount.

General Advertising. For combination rates see listing of Columbia Broadcasting System (Northwestern Group). Commercial copy limited on musical and dramatic programs.

ANNOUNCEMENTS. Thirty word station break same as 100 word rate. (All other time except Sunday) 1 minute 9.00, 5.00, 3.75, 2.50, 1.25, 0.75, 0.50, 0.25.

FOND DU LAC

KFIZ

(Established 1922) Rates effective February 1, 1942. (Card No. 18.) Owned and operated by Reporter Printing Company. Business Office—18 West First St., Fond du Lac, Wisconsin, telephone 358.

Studios—Lange Bldg., Fond du Lac, Wisconsin. Transmitter—Lange Bldg., Fond du Lac, Wisconsin. Wave—Power—Time. Operating power—250 watts.

Table with columns for time slots and rates for FOND DU LAC station. Includes sections for CLASS 'A', CLASS 'B', and CLASS 'C'.

ANNOUNCEMENTS. Thirty word station break same as 100 word rate. (All other time except Sunday) 1 minute 9.00, 5.00, 3.75, 2.50, 1.25, 0.75, 0.50, 0.25.

General Advertising. For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate on local channel, unlimited time. Operates on Central War Time.

JANESVILLE

(Rock County)

WCLO

(Established 1930)

Rates received October 11, 1944. Owned and operated by Gazette Printing Company. 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.
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission
15% allowed to recognized advertising agencies on station time only; 2% cash discount—10 days from date of invoice.

General Advertising
For combination rates see listing of Mutual Broadcasting System and Keystone Network. Affiliated with the Wisconsin Network.

CLASS "A"

(6:00 p.m. to 10:00 p.m. and 11:30 a.m. to 1:00 p.m.)

	1	1/2	1/4	10	5	
	hour	hour	hour	min.	min.	(*)
1 time.....	70.00	42.00	28.00	21.00	14.00	7.00
13 times.....	66.50	39.90	26.60	19.95	13.80	8.85
26 times.....	63.00	37.80	25.20	18.90	12.60	6.30
52 times.....	59.50	35.70	23.80	17.85	11.90	5.95
104 times.....	56.00	33.60	22.40	16.80	11.20	5.65
156 times.....	52.50	31.50	21.00	15.80	10.50	5.25
260 times.....	49.00	29.40	19.60	14.70	9.80	4.90

CLASS "B"

(7:00 a.m. to 11:30 a.m.)

	1	1/2	1/4	10	5	
	hour	hour	hour	min.	min.	(*)
1 time.....	42.00	25.00	17.00	12.00	9.00	6.00
13 times.....	39.90	23.75	16.15	11.40	8.55	5.70
26 times.....	37.80	22.50	15.30	10.80	8.10	5.40
52 times.....	35.70	21.25	14.45	10.20	7.65	5.10
104 times.....	33.60	20.00	13.60	9.60	7.20	4.80
156 times.....	31.50	18.75	12.75	9.00	6.75	4.50
260 times.....	29.40	17.50	11.90	8.40	6.30	4.20

CLASS "C"

(All other time)

	1	1/2	1/4	10	5	
	hour	hour	hour	min.	min.	(*)
1 time.....	28.00	16.00	12.00	8.00	6.00	4.50
13 times.....	26.60	15.20	11.40	7.60	5.70	4.38
26 times.....	25.20	14.40	10.80	7.20	5.40	4.05
52 times.....	23.80	13.60	10.20	6.80	5.10	3.83
104 times.....	22.40	12.80	9.60	6.40	4.80	3.60
156 times.....	21.00	12.00	9.00	6.00	4.50	3.38
260 times.....	19.60	11.20	8.40	5.60	4.20	3.15

(*) One minute or less

SPECIAL FEATURES
Participation Features: Rural Roundup, News, Homemakers Clinic—rates and details on request.

POLITICAL RATES

One time Class "A" rates apply.

TRANSCRIPTIONS

Regular rates apply.

TALENT

Program suggestions, lists of talent, large studio organ—rates on request.

SERVICE FACILITIES

Station will assume entire responsibility for program production or preparation. Newspaper publicity, direct mail promotion and personal contacts.

Closing Time
Contracts should be closed two weeks in advance to enable proper merchandising. Transcriptions and recordings must be delivered to studios one week in advance.

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—Sidney H. Bliss.
Program Director—Dorothy Alan.
Production Manager—Bob Page.
Representative—William G. Rambeau Company.

LA CROSSE

(LaCrosse County)

WKBH

(Established 1928)

Rates effective July 1, 1944. (Card No. 7.) Owned and operated by WKBH, incorporated. Business Offices and Main Studio—Radio Building LaCrosse, Wisconsin, telephone 450. Transmitter—Three miles from LaCrosse on Mormon Coulee Road.

Wave—Power—Time
Operating power—1,000 watts.
212.8 meters; 1410 kilocycles.
Licensed to operate full time on cleared regional channel.

Operates on Central War Time.
Agency Commission
15% to recognized agencies on net charges for station time only; no cash discount.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries).

CLASS "A"

(6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.)

	1	1/2	1/4	10	5	
	hour	hour	hour	min.	min.	(*)
1 hour.....	100.00	95.00	80.00	85.00	80.00	75.00
1/2 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
1/4 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
10 minutes.....	30.30	28.50	27.00	25.50	24.00	22.50
5 minutes.....	20.00	19.00	18.00	17.00	16.00	15.00
1 minute.....	10.00	9.50	9.00	8.50	8.00	7.50
1/2 minute.....	7.00	6.65	6.30	5.95	5.60	5.25

CLASS "B"

(Before 6:00 p.m. except 12:00 noon to 1:00 p.m. and after 1:00 p.m.)

	1	1/2	1/4	10	5	
	hour	hour	hour	min.	min.	(*)
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

	1	13	26	52	100	260
	tl.	tl.	tl.	tl.	tl.	tl.
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50
1 minute	6.00	5.70	5.40	5.10	4.80	4.50
1/2 minute	4.50	4.30	4.10	3.90	3.70	3.50

ELECTRICAL TRANSCRIPTIONS

Regular rates apply.
TALENT
Station is equipped with facilities and personnel to prepare and produce type of program desired by advertiser.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts.

Contract and Other Requirements
Rates quoted are for the number of broadcasts used within one year.

All programs and advertising copy subject to approval of station. Maximum length of 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 lateral and vertical cut recordings.

Personnel
Pres. & Mgr.—Howard Dahl.
Representative—Edward H. Wilson Company

MADISON

(Dane County)

WHA

(Established 1917)

Owned by the State of Wisconsin and operated by the State University.

Wave—Power—Time
Operating power—5,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate during day time.
Actual operating schedule: 7:30 a.m. to local sunset.

Dues not sell time

WIBA

(Established 1925)



Rates effective October 1, 1942. (Card No. 5.) Owned and operated by the Badger Broadcasting Company. Business Office and Studio—Tenney Building, Madison, Wisconsin, Fairchild 8800. Transmitter—Four miles south of Madison, Wisconsin.

Wave—Power—Time
Operating power—5,000 watts.
229.0 meters; 1310 kilocycles.
Licensed to operate full time on cleared regional channel on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies; no cash discount. Invoices mailed 1st of month, due and payable tenth of month.

General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries).

CLASS "A"

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

	1	1/2	1/4	10	5	
	hour	hour	hour	min.	min.	(*)
1 time.....	150.00	80.00	45.00	35.00	20.00	11.00
13 times.....	142.50	76.00	42.75	33.25	19.00	10.45
26 times.....	138.75	74.00	41.63	32.38	18.50	10.17
39 times.....	135.00	72.00	40.50	31.50	18.00	9.90
52 times.....	131.25	70.00	39.38	30.63	17.50	9.63
100 times.....	127.50	68.00	38.25	29.75	17.00	9.35
156 times.....	120.00	64.00	36.00	28.00	16.00	8.80
260 times.....	105.00	56.00	31.50	24.50	14.00	7.70

(This listing continued on next page)

WTAQ

BEAM-LINED

FOR GRADE A

WISCONSIN

FARMERS

Over a Quarter Million of 'em . . .

Plus a Quarter Million City Folks

CBS

5000

WTAQ

5000

GREEN BAY

REPRESENTED BY WEED & CO.

WISCONSIN—Continued

MADISON—Continued
W I B A—Continued

Table with columns for CLASS 'B' (12:00 noon to 1:00 p.m. week days), CLASS 'C' (6:30 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days), and CLASS 'A' (11:30 a.m. to 1:00 p.m., 6:00 p.m. to 10:00 p.m.). Rows show rates for 1, 1/2, 1/4, 10, and 5 minutes.

One time Class "A" rates apply. Can arrange for remote controls covering any purpose. Advertiser pays actual cost of remote controls plus time and talent.

W I B U

Considered by the Mutual Broadcasting System as their Poynette-Madison outlet. See listing under Poynette.

MANITOWOC

(Manitowoc County)

W O M T

(Established 1926)

Rates effective December 15, 1948. (Card No. 10.) Owned and operated by Francis M. Kadov. Business Offices and Studios—Radio Building, Manitowoc, Wisconsin.

Table for CLASS 'C' (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m. week days; 7:00 a.m. to 12:00 noon Sundays). Rows show rates for 1, 1/2, 1/4 hour and 5 minutes.

FREQUENCY DISCOUNTS Rates for three or more programs per week subject to the following additional discounts for consecutive weekly service:

Table for CLASS 'A' (11:30 a.m. to 1:00 p.m., 6:00 p.m. to 10:00 p.m.). Rows show rates for 100 words, 80 words, and 30 words.

Table for CLASS 'B' (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days; 12:00 noon to 6:00 p.m. Sundays). Rows show rates for 100 words, 80 words, and 30 words.

Table for CLASS 'C' (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m. week days; 7:00 a.m. to 12:00 noon Sundays). Rows show rates for 100 words, 80 words, and 30 words.

Announcements of 100 words or less may not be combined with programs of five minutes or more to earn frequency discounts.

SPECIAL FEATURES News: Leased wire services available. Regular rates apply plus talent and news charges.

ELECTRICAL TRANSCRIPTIONS Transcription library services available—rates and details on request.

POLITICAL Rates for political and controversial programs 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.

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 88-1/8 and 78 r.p.m. double turn-tables.

Personnel General Manager—F. M. Kadov. Production & Prom. Mgr.—L. J. Kadov.

MARINETTE

(Marinette County)

W M A M

(Established 1989)



Rates effective September 15, 1944. (Card No. 8.) Owned and operated by M. & M. Broadcasting Co. Business Office and Main Studio—400 Wells St., Marinette, Wis.

Wave—Power—Time Operating power—250 watts days; 100 watts nights. 528.3 meters; 570 kilocycles.

Agency Commission 15% to recognized advertising agencies; no cash discount. Commission applied on talent unless otherwise specified.

General Advertising For combination rates see National Broadcasting Company (Basic Supplementaries).

Table for CLASS 'A' (11:30 a.m. to 1:00 p.m., 6:00 p.m. to 10:00 p.m.). Rows show rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'B' (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days; 12:00 noon to 6:00 p.m. Sundays). Rows show rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'C' (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m. week days; 7:00 a.m. to 12:00 noon Sundays). Rows show rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'C' (All other time except 12:00 noon to 6:00 p.m. Sundays). Rows show rates for 1, 1/2, 1/4 hour and 5 minutes.

Strip Rates Rates do not include transcription service. Strip rates may not be grouped with general advertising rates to earn frequency discounts.

Table for STRIP RATES. Rows show rates for 13, 26, 52 weeks.

SPECIAL FEATURES News: 75 word participation announcements; cost of news service 25% of the following rates:

Table for SPECIAL FEATURES. Rows show rates for 3, 7, 13, 26, 52 weeks.

RELIGIOUS Rates on request.

POLITICAL Rates on request.

TALENT Rates on request.

REMOTE CONTROL Station is equipped to handle remote control broadcasts covering any purpose.

TRANSCRIPTIONS Not restricted to certain hours. Regular time rates apply. All carrying charges must be prepaid.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Personnel General Manager—Joseph D. Mackin. Commercial Manager—Howard L. Emich.

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.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles.

Agency Commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month; due 15th of month.

General Advertising For combination rates see Keystone Network. Rates include charges by owners of music copyrights.

Table for CLASS 'A' (11:30 a.m. to 1:00 p.m., 6:00 p.m. to 10:00 p.m.). Rows show rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'B' (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days; 12:00 noon to 6:00 p.m. Sundays). Rows show rates for 1, 1/2, 1/4 hour and 5 minutes.

SPECIAL FEATURES Farm Roundup, Leased wire service, Woman's Hour, Sport's Camera and Solovax Serenade. Rates on request.

ELECTRICAL TRANSCRIPTIONS Regular rates apply. One minute transcription or less accepted at the 100 word announcement rate.

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 of political talks must be submitted prior to broadcast.

SERVICE FACILITIES Station will assume entire responsibility for program preparation. Merchandising division available to advertisers.

Closing Time Announcement copy, transcriptions and talks close 24 hours in advance.

Personnel Station Manager—Ira Meyer. Representatives Philadelphia—Cox & Tamm.

MILWAUKEE
(Milwaukee County)
WEMP
(Established 1935)



BASIC BLUE NETWORK

Rates effective February 1, 1944. (Card No. 7.)

Owned and operated by Milwaukee Broadcasting Co. 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 War Time.

Agency Commission
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).
Rates include charges by owners of music copyrights. ASCAP, BMI and SESAC licenses.

CLASS "A"

(5:00 p.m. to 10:00 p.m. and all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(†) min.	1 wds.	80 wds.
1 time....	150.00	90.00	60.00	30.00	25.00	15.00	12.50
18 times..	142.50	85.50	57.00	28.50	23.75	14.25	11.75
26 times..	135.00	81.00	54.00	27.00	22.50	13.50	11.00
52 times..	127.50	76.50	51.00	25.50	21.25	12.75	10.25
52-156 tl.	120.00	72.00	48.00	24.00	20.00	12.00	9.50
157-200 tl.	112.50	67.50	45.00	22.50	18.75	11.25	8.75
201-300 tl.	105.00	63.00	42.00	21.00	17.50	10.50	8.00
301 times or more.....	97.50	59.00	39.00	20.00	16.75	9.75	7.25

CLASS "B"

(8:00 a.m. to 5:00 p.m. week days)

	1 time....	18 times..	26 times..	52 times..	52-156 tl.	157-200 tl.	201-300 tl.	301 times or more.....
	100.00	60.00	40.00	20.00	15.00	10.00	7.50	7.50
	95.00	57.00	38.00	19.00	14.25	9.50	7.00	7.00
	90.00	54.00	36.00	18.00	13.50	9.00	6.50	6.50
	85.00	51.00	34.00	17.00	12.75	8.50	6.00	6.00
	80.00	48.00	32.00	16.00	12.00	8.00	5.50	5.50
	75.00	45.00	30.00	15.00	11.25	7.50	5.00	5.00
	70.00	42.00	28.00	14.00	10.50	7.00	4.50	4.50
	65.00	39.00	26.00	13.00	9.75	6.50	4.25	4.25

CLASS "C"

(10:00 p.m. to 8:00 a.m. week days)

	1 time....	18 times..	26 times..	52 times..	52-156 tl.	157-200 tl.	201-300 tl.	301 times or more.....
	75.00	45.00	30.00	15.00	10.00	7.50	5.00	5.00
	71.00	42.75	28.50	14.25	9.50	7.25	4.75	4.75
	67.00	40.50	27.00	13.50	9.00	7.00	4.50	4.50
	63.00	38.25	25.50	12.75	8.50	6.75	4.25	4.25
	59.00	36.00	24.00	12.00	8.00	6.50	4.00	4.00
	55.00	33.75	22.50	11.25	7.50	6.25	3.75	3.75
	51.00	31.50	21.00	10.50	7.00	6.00	3.50	3.50
	47.00	29.25	19.50	9.75	6.50	5.75	3.25	3.25

(†) Network break.

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.

Contract and Other Requirements

All programs must conform to the standards of station. All proposals subject to prior booking of time.

Closing Time

Contracts should be closed one week in advance to make printed program schedules. Records must be delivered to studios at least two days in advance.

Mechanical Requirements

Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

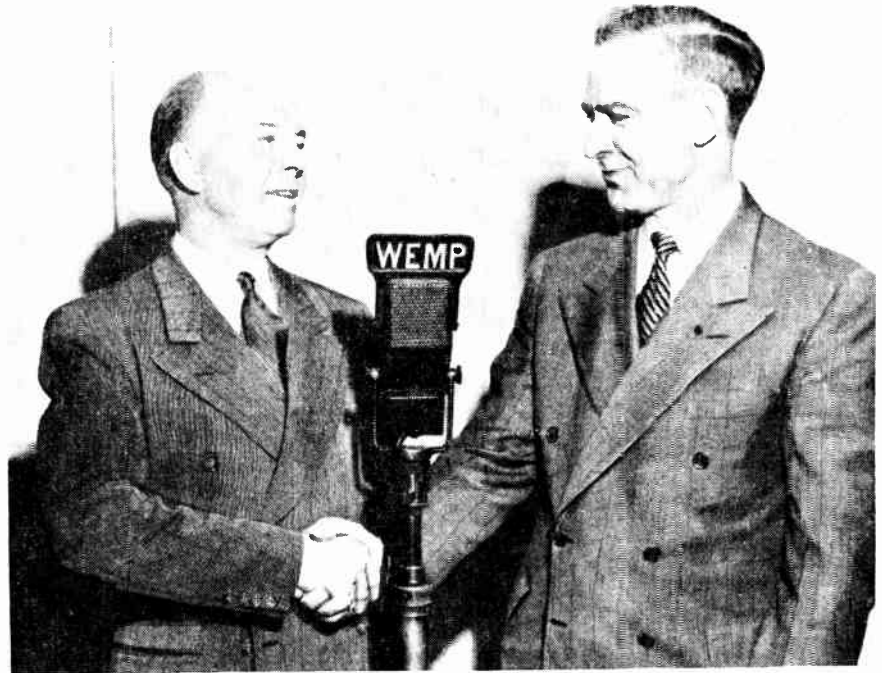
Personnel

General Manager—Charles Lanphier.

Representatives

Howard H. Wilson Company.

A SMASH HIT!



Ray Kieft, Advertising Manager
Gimbel Brothers Department Store

Mickey Heath, Vice-President
Milwaukee Brewers Baseball Club

Gimbel Brothers Department Store signs again for a reconstructed play-by-play broadcast of all Milwaukee Brewer baseball games on WEMP. Mickey Heath, formerly baseball player and manager, now vice-president of the Milwaukee Brewers, will again handle the broadcasts.

**It's Another Winning Combination—
Another Smash Hit For Wemp!**

WEMP *Milwaukee*

BASIC BLUE NETWORK

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

MILWAUKEE—Continued

WISN (Established 1923)

Rates effective July 1, 1944. (Card No. 21.) Owned and operated by Hearst Radio, Inc. Business Office and Studio—123 W. Michigan St., Milwaukee, Wis., Daily 9:00. Transmitter—Town of Greenfield, Milwaukee County.

Wave—Power—Time Operating power—5,000 watts. 260.8 meters; 1150 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 6:00 a.m. to 12:00 midnight daily.

Agency Commission 15% to recognized agencies on net charges for station time only. Short bills where frequency rate is not earned. Bills payable on 15th day of month following broadcast. No cash discount.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

In order to earn net rates quoted, contracts must be completed within 12 months. Programs of five minutes or more may not be combined with announcements of one minute or less to obtain frequency discounts.

Programs of less than 15 minutes cannot be combined with other programs to earn additional frequency discounts.

Table with columns for time slots (e.g., 1 time, 13 times, 26 times) and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for CLASS 'C' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'D' (12:00 midnight to 7:00 a.m.).

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.

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for CLASS 'C' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'D' (12:00 midnight to 7:00 a.m.).

The in Announcements in connection with network programs: 12:00 midnight to 7:00 a.m. 6.75 7:00 a.m. to 7:45 a.m. and 11:15 p.m. to 12:00 midnight 6.00 8:00 a.m. to 5:45 p.m. and 10:45 p.m. to 11:15 p.m. 11.25

Table with columns for time slots and rates for 6 days and 7 days per week.

Subject to discounts of: 26 weeks 5% 39 weeks 10% 52 weeks 15%

SPECIAL FEATURES 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.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical recordings.

Personnel General Manager—G. W. Grignon. Representatives The Katz Agency, Inc.

WTMJ (Established 1927)

Rates effective January 1, 1945. (Card No. 36.) Owned and operated by The Journal Company. Business Office and Studio—Radio City, 720 E. Capitol Drive, Milwaukee 1, Wis.

Wave—Power—Time Operating power—5,000 watts. 433.6 meters; 620 kilocycles. Licensed to operate on regional channel full time. Operates on Central War Time.

Agency Commission 15% to recognized agencies on net charges for station time only. No cash discount. Bills payable by the 15th of the month following service.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Network).

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.

Table with columns for time slots and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for CLASS 'C' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'D' (12:00 midnight to 7:00 a.m.).

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.

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 6:00 p.m. daily and 10:00 p.m. to 12:00 midnight).

Table with columns for time slots and rates for CLASS 'C' (7:00 a.m. to 8:00 a.m. daily).

Table with columns for time slots and rates for CLASS 'D' (6:00 a.m. to 7:00 a.m. daily and 12:00 midnight to 6:00 a.m.).

Table with columns for time slots and rates for CLASS 'E' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'F' (12:00 midnight to 7:00 a.m.).

Table with columns for time slots and rates for CLASS 'G' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'H' (12:00 midnight to 7:00 a.m.).

Table with columns for time slots and rates for CLASS 'I' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'J' (12:00 midnight to 7:00 a.m.).

Table with columns for time slots and rates for CLASS 'K' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'L' (12:00 midnight to 7:00 a.m.).

Table with columns for time slots and rates for CLASS 'M' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

Table with columns for time slots and rates for CLASS 'N' (12:00 midnight to 7:00 a.m.).

Table with columns for time slots and rates for CLASS 'O' (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.).

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.

MILWAUKEE—Continued

FM STATIONS

W M F M—(FM)

(Established 1941)



Rates effective April 23, 1942. (Card No. 2.)

Owned and operated by The Journal Company, Business Office and Studio—Radio City, 720 E. Capitol Drive, Milwaukee 1, Wis. Transmitter—Richfield, Wis.

Wave—Power—Time Operating power—50,000 watts. Frequency—45500 kilocycles.

Agency Commission Agency commission 15% to recognized agencies on net charges for station time only. No cash discount. Bills payable by the first of the month following service.

General Advertising

Table with advertising rates for various time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes) during different times of the day.

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:

Table showing discount percentages for different numbers of times a program is broadcast (e.g., 26 to 51 times, 52 to 103 times).

ANNOUNCEMENTS

125 words, 1 minute transcription or 80 word station break (6:00 p.m. to 10:00 p.m.) 7.50

Contract and Other Requirements

Basic rates are guaranteed for the period of one year from date of first broadcast. Contracts cannot run more than one year from date of first broadcast.

OSHKOSH

(Winnebago County)

W O S H

(Established 1941)



BLUE NETWORK STATION

Rates effective December 1, 1941. (Card No. 1.) Owned and operated by Oshkosh Broadcasting Co. Business Office and Studio—151-1/2 N. Main Street, Oshkosh, Wis.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Agency Commission Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month; payable when rendered.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). The following rates are for national advertising.

Table with advertising rates for various time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) during different times of the day.

Table with advertising rates for CLASS 'B' (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m.)

Table with advertising rates for CLASS 'C' (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m.)

FREQUENCY RATES

Rates for three or more programs broadcast in any one week:

Table with advertising rates for CLASS 'A' (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with advertising rates for CLASS 'B' (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m.)

Table with advertising rates for CLASS 'C' (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m.)

DISCOUNTS

Frequency rates subject to the following additional discounts for consecutive weekly service.

Table showing discount percentages for different durations of consecutive weekly service (13 weeks, 26 weeks, 52 weeks).

Table with advertising rates for CLASS 'A' (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with advertising rates for CLASS 'B' (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m.)

Table with advertising rates for CLASS 'C' (6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00 a.m.)

SPECIAL FEATURES

News: Regular rates plus talent and news charges. Sports: Regular rates apply plus talent and news charges.

Time signals: 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 \$6.25.

Participating programs (125 words maximum): Class 'B' per month \$5.00. Class 'C' per month \$7.00.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charge. 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 Manager—Ben Laird. Representatives New York—Sears & Ayer, Inc. Chicago—Regional Radio Sales.

POYNETTE

(Columbia County)

W I B U

Rates effective November 1, 1944. Owned and operated by Wm. C. Forrest, Business Office and Studio—Union Trust Bldg., Madison S. Wis., and Poynette, Wis.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission Agency commission 15% to recognized advertising agencies. Agency commissions on time charges only.

General Advertising For combination rates see Mutual Broadcasting System. Affiliated with the Wisconsin Network. The following rates apply to national advertising.

Table with advertising rates for CLASS 'A' (After 6:00 p.m. and 12:00 noon to 1:00 p.m.)

Table with advertising rates for CLASS 'B' (All other time)

On request. Payment in advance. 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.

Rates on application. REMOTE CONTROL 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.

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—Ralph O'Connor. Representatives Burn-Smith Company, Incorporated.

RACINE

(Racine County)

W R J N

(Established 1926)



Rates effective September 1, 1943. Owned and operated by Racine Broadcasting Corp. Business Office and (Main) Studios—American Bank Building, Racine, Wisconsin, Jackson 290.

Other Studios—Milwaukee and Burlington, Wis. Transmitter—Mt. Pleasant, Wisconsin.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time.

Actual operating schedule: 6:30 a.m. to 10:00 p.m. Agency Commission Agency commission 15% to recognized agencies on net charges for station time only. No cash discount.

General Advertising For combination rates see Mutual Broadcasting System, Wisconsin Network, and Keystone Network.

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.

Table with advertising rates for various time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) during different times of the day.

DISCOUNTS An original contract is subject to the following discounts. Additional broadcasts up to one year from date of first broadcast will continue to earn the same discount until the next higher discount shall have been earned and then this higher discount shall apply to all preceding broadcasts.

Table showing discount percentages for different durations of broadcasts (Less than 13 times, 13 to 25 times, etc.).

ANNOUNCEMENTS (8:00 a.m. to 12:00 midnight) 100 words 8.00, 75 words 7.00, 40 word station break 6.00

(12:00 midnight to 8:00 a.m.) 100 words 7.00, 75 words 6.15, 40 word station break 5.25

DISCOUNTS See discounts under period rates. 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 Station Manager—Harold J. Newcomb. Representatives Regional Radio Sales, East Coast—Sears & Ayer, Inc.

WISCONSIN—Continued

RICE LAKE

(Barron County)

W J M C

(Established 1939)

Rates effective May 1, 1944.

Owned and operated by Indianhead Broadcasting Co. Business Office and Studio—1615 S. Main St., Rice Lake, Wis., telephones 550.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Operating schedule: Sundays 8:00 a.m. to 6:00 p.m.; week days 7:00 a.m. to 8:00 p.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. All bills due and payable by 10th of month following broadcast.

General Advertising

For combination rates see Mutual Broadcasting System and Arrowhead Network. Rates include music copyright fees.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'B' and CLASS 'C'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'C' and CLASS 'D'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'D'.

SPECIAL FEATURES: News; Leased wire service available. POLITICAL: Accepted at regular rates; payable in advance. No commission allowed.

TALENT: Charges for studio programs and talent are governed by type of presentation and will be quoted on request. REMOTE CONTROL: Facilities available; additional charge to station rates.

TRANSCRIPTIONS: Rates on request. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel: President—Walter C. Bredes. Director of Operations—H. W. Westmoreland. Sales Manager—Leonard Anderson. Representatives: None.

SHEBOYGAN

(Sheboygan County)

W B L

(Established 1934)



Rates received April 5, 1945. 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 day; 250 watts night. (100% modulation—crystal control.) 225.6 meters; 1330 kilocycles.

Licensed to operate full time. Operates on Central War Time. Operating schedule: Sundays 7:30 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission: Agency commission 15% to recognized advertising agencies. No cash discount. Bills due 1st of each month, payable 10th of each month following service.

General Advertising: For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries), Mutual Broadcasting System and North Central Broadcasting System (Key Markets Group).

Agency Commission: 15% of net station time to creditable advertising agencies. No cash discount. Bills rendered 1st of the month.

General Advertising: For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'A'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'B'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'A'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'B'.

SPECIAL FEATURES: News, time, weather, temperature reports, etc.—rates on request.

POLITICAL RATES: One time Class 'A' rate applies regardless of broadcast time or number of broadcasts. All copy must be presented for approval 24 hours in advance of broadcast. Payable in advance.

TRANSCRIPTION PROGRAMS: Transcriptions are permitted at all hours. Transcription library service available. Rates on request.

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 are included without extra cost. All orders for advertising subject to station's approval as to continuity, music, program arrangement, etc.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. single or double turntables for both vertical and lateral cut recordings.

Personnel: Executive Director—A. Matt Werner. Manager—G. P. Richards. Representatives: Radio Advertising Company.

STEVENS POINT

(Portage County)

W B L

Owned and operated by State of Wisconsin Department of Agriculture.

Wave—Power—Time: Operating power—5,000 watts day. 322.6 meters; 980 kilocycles. Licensed to operate days. Does not sell time.

SUPERIOR

(Douglas County)

W D S M

(Established 1939)

Rates effective June 1, 1944. (Card No. 2.) Owned and operated by WDSM, Inc. Business Office and Studio—Androy Hotel, Superior, Wis.; Spalding Hotel, Duluth, Minn.

Transmitter—Connor's Point, Superior, Wisconsin. Wave—Power—Time: Operating power—250 watts. 243.9 meters; 1240 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: Sunday 7:30 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission: 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 American Broadcasting Company, Inc. (Basic Supplementaries), Mutual Broadcasting System and North Central Broadcasting System (Key Markets Group).

Rates include charges by owners of music copyrights.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'A'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'B'.

Table with columns for time slots (1, 2, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 times) and rates for CLASS 'C'.

SPECIAL FEATURES: News; 24 hour leased wire service available; sports, local news, time signals, participating programs—rates on request.

POLITICAL: One time single rate. Cash in advance. No agency commission allowed.

TALENT: Talent charges are in addition to the time rates; not subject to commission.

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: Production, merchandising, continuity departments available at no cost. Concentrated program promotion given.

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—Arthur C. Robinson. Representatives: William G. Rambeau Company.

W B C

Considered by the National Broadcasting Company as their Duluth-Superior outlet. See listing under Duluth, Minn.

WAUSAU

(Marathon County)

W S A U

(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. Transmitter—113-115 Third Street, Wausau, Wis.

Wave—Power—Time: Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time on local channel.

Operates on Central War Time. Operating schedule: Sundays 8:00 a.m. to 10:30 p.m.; week days 6:30 a.m. to 10:30 p.m.

Agency Commission: Agency commission 15% to recognized advertising agencies. No cash discount. All commissions are for station time only; cost of talent is net under all circumstances. Invoices mailed 1st of month following month in which service is rendered.

General Advertising: For combination rates see Columbia Broadcasting System (Northwestern Group). Affiliated with the Wisconsin Network. Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

(This listing continued on next page)

WAUSAU—Continued
W S A U—Continued

Table with columns for time slots (7:00 p.m. to 10:00 p.m., 11:30 a.m. to 1:00 p.m., 6:00 a.m. to 11:30 a.m.) and rows for program durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute). Includes CLASS 'A', 'B', and 'C' rates.

Strip Rates: Rates do not include transcription service. Strip rate programs may not be grouped with General Advertising rates to earn frequency discounts.

Table for CLASS 'B' rates (11:30 a.m. to 1:00 p.m. and 5:30 p.m. to 7:00 p.m.) for 1/4 hour, 3 weekly, and 5 weekly programs.

Table for CLASS 'C' rates (6:00 a.m. to 11:30 a.m. and 1:00 p.m. to 5:30 p.m.) for 8 weekly, 5 weekly, and 7 daily programs.

Table for SPECIAL FEATURES (News service—75 word participation announcements) for 75 word, 150 word, and 225 word participation announcements.

RELIGIOUS ORGANIZATIONS

Religious Broadcasts: One time Class 'A' rates apply. No discounts. Payable in advance.

Electrical Transcriptions: Not restricted to certain hours. Regular time rates apply. All carrying charges must be prepaid.

Talent: Rates on application.

Remote Control: Station is equipped to handle remote control broadcasts covering any purpose. Wire and mechanical charges for remote control installations must be paid in advance.

Closing Time: Twenty-four hours before broadcast. 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 83-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel: General Manager—B. F. Hovel, Commercial Manager—J. W. Killen.

WISCONSIN RAPIDS

(Wood County)

WFHR

(Established 1940)



Rate card received October 9, 1940. (Card No. 1.) Owned and operated by William F. Huffman. Business Office and Studio—143-1/2 West Grand Avenue, Wisconsin Rapids, Wisconsin.

Wave—Power—Time: Operating power—250 watts. 233.9 meters; 1240 kilocycles. Licensed to operate full time on local channel.

Agency Commission: Agency commission 15% to recognized advertising agencies on time only. No cash discount. Bills rendered first of month following service; due 20th of month.

General Advertising: For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network. Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table for CLASS 'A' and 'B' rates (6:30 a.m. to 8:30 a.m., 11:30 a.m. to 1:00 p.m., 8:30 a.m. to 11:30 a.m.) for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes programs.

Table for CLASS 'C' rates (All other time) for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes programs.

Strip Rates: Do not include transcription service. Strip rate programs may not be grouped with general rates to earn frequency discounts.

Table for CLASS 'B' rates (8:30 a.m. to 11:30 a.m.) for 1/4 hour, 3 weekly, and 5 weekly programs.

Table for CLASS 'C' rates (1:00 p.m. to 5:00 p.m. and 9:00 p.m. to 10:30 p.m.) for 1/4 hour, 3 weekly, and 5 weekly programs.

SPECIAL FEATURES

Table for SPECIAL FEATURES (News—25% of following rates represents cost of new service) for 75 word, 150 word, and 225 word participation announcements.

Political Talks: Rates and details on request.

Electrical Transcriptions: General advertising rates apply. Rates include use of transcription laboratory service. Instantaneous recording equipment available.

Remote Control: Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission.

Service Facilities: The services of radio production department are available at no extra charge. Merchandising services furnished for spot broadcasting schedules without additional charge except for cash expenditures which are to be paid by the advertiser.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted excepting beer and light wine. All rates are for station time only.

Closing Time: When advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

Personnel: Commercial Manager—Bruce G. Belchi, Station Manager—George T. Frechette.

Representatives: None.

WYOMING

INTERMOUNTAIN NETWORK

Logos for KVOV, KQRS, KEUB, KVNU, KLO, KID. Includes text: 'For rates and data see listing under Utah.'

CASPER

(Natrona County)

K D F N

(Established 1930)



Rate card received October 19, 1937. Owned and operated by Donald L. Hathaway. Business Office and Studio—First and Lennox, Casper, Wyoming, telephone 407.

Wave—Power—Time: Operating power—1,000 watts. 204.1 meters; 1470 kilocycles. Licensed to operate full time on regional channel.

Agency Commission: Agency commission 15% on net charges for station time only to recognized advertising agencies.

General Advertising: For combination rates see Keystone Network. The following rates apply to national advertising.

Discounts: Discounts apply only on consecutive broadcasts at regular intervals and not more than one week apart.

Table for CLASS 'A' rates (6:30 a.m. to 8:30 a.m., 11:30 a.m. to 1:00 p.m.) for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes programs.

Table for CLASS 'B' rates (8:30 a.m. to 11:30 a.m.) for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes programs.

ADDITIONAL DISCOUNTS

To be deducted from program rates given when ten or more periods are contracted for, and several programs are used each week as follows: 3 programs weekly—10%, 5 programs weekly—20%, 4 programs weekly—15%, 6 programs weekly—25%.

Announcements and Talks: Price mention permitted. Approximately 100 words per minute.

Political Talks: Political rates on application.

Special Features for Complete Sponsorship: News—Leased wire service available. Rates and details on request.

Special Features for Participating Sponsorship: Women in News Program: Short announcements, 10:30 a.m. to 10:45 a.m. daily except Sunday.

Electrical Transcriptions: No additional charge for transcribed programs or announcements.

Talent: Rates on application.

Contract and Other Requirements: No periods sold in bulk for resale. Rates apply to all advertising other than strictly bona fide retailers.

Closing Time: When advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

Personnel: Commercial Manager—Donald L. Hathaway.

Representatives: Chicago—Sears and Ayer, Inc. Pacific Coast—Homer Griffith Company.

WYOMING—Continued

CHEYENNE (Laramie County) KFBC (Established 1940)

Rates effective September 15, 1940. (Card No. 1.) Owned and operated by Frontier Broadcasting Co. Business Office and Studio—Plains Hotel, Cheyenne, Wyoming. Transmitter— Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. Operates on Mountain War Time. Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

Agency Commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly; due the tenth of the following month. General Advertising For combination rates see American Broadcasting Company, Inc. (Mountain Group) and Keystone Network. The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS 'A' and CLASS 'B'.

ANNOUNCEMENTS For transcription, 100 words, independent announcements, chain breaks or announcements next to news: CLASS 'A' Each 10.00 CLASS 'B' Each 6.88 Announcements during participative periods: CLASS 'A' Each 6.88 CLASS 'B' Each 4.20 Word Limit—When preceded and followed by commercial network programs, 30 words; when preceded and followed by local or sustaining programs, 50 words; when preceded and followed by participating programs, 100 words; when in newscasts or participating programs, 100 words.

DISCOUNTS Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast. No contract to exceed one year's duration. 1 to 12 times... Net 52 to 108 times... 7-1/2% 13 to 25 times... 2-1/2% 104 to 250 times... 10% 26 to 51 times... 5%

SPECIAL FEATURES Newscasts, football, baseball, time signals and special events. Rates 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. Charges not subject to agency commission.

Closing Time Contracts close one week in advance of first broadcast. Announcement copy closes 24 hours in advance. Transcriptions and talks close 48 hours in advance. 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—W. C. Rowe Representatives William G. Rambeau Company.

POWELL (Park County) KPOW (Established 1941)

Rate card undated; received September 21, 1942. (Card No. 3.) Owned and operated by Albert J. Meyer. Business Office—557 N. Clark St., Powell, Wyo., telephone 222. Studio—Seventh and Hamilton Streets, Powell, Wyo. Transmitter—Seventh and Hamilton Streets, four blocks north and one-half mile east of business district, Powell, Wyoming.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Mountain War Time. Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission 15% to recognized agencies. Cash discount —. Bills rendered 1st of each month and are due 15th of month. General Advertising For combination rates see Keystone Network. The following rates are for national advertising. Rates include charges by owners of music copyrights. 1 hour... 35.00 1/2 hour... 21.00 1/4 hour... 12.50 5 minutes... 6.00

Table with columns for DISCOUNTS (26 or more times, 52 or more times) and ANNOUNCEMENTS (100 words, 50 words, One minute transcriptions).

SPECIAL FEATURES Time signals, weather and temperature reports, stock and market reports, farm flashes, news. Rates and details on request.

POLITICAL PROGRAMS Rates on request. 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 alcoholic beverages not accepted. Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time Contracts close two weeks in advance of first program. Announcement copy, transcriptions and talks close 36 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel Manager—Del Brandt. Representatives Sears & Ayer, Inc. Pacific Coast—Homer Griffith Company.

ROCK SPRINGS (Sweetwater County) KVR5 (Established 1938)

Logo for KVR5 featuring 'MOUNTAIN NETWORK' and 'WYOMING' with callouts for KOVO, KVR5, KEUB, KVNUN, KLO, and KID.

Rates effective December 1, 1942. Owned and operated by the Wyoming Broadcasting Company. Business Office and Studio—Rock Springs, Wyoming, telephone 93-94. Transmitter—1307 Wyoming St., Rock Springs, Wyo.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Mountain War Time.

Agency Commission 15% commission allowed to all recognized agencies. Bills on accepted accounts are payable on the 10th of the month after billing. No cash discount. Interim accounts of 10.00 or less required to pay in advance.

General Advertising For combination rates see Mutual Broadcasting System, Keystone Network, and Intermountain Network. Advertising time on programs to be limited to three minutes per quarter hour unless special arrangements are made. The following rates are for national advertising.

Table with columns for CLASS 'A' (5:00 p.m. to 10:00 p.m.) and CLASS 'B' (6:00 a.m. to 5:00 p.m. and after 10:00 p.m.) with rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

Table with columns for ANNOUNCEMENTS (CLASS 'A' and CLASS 'B') with rates for 1 time, 13 times, and 26 times.

SPECIAL FEATURES Newscasts: Rates on request. Audience tested programs available for sponsorship.

TALENT Talent bureau maintained by station. All talent used on program, except announcer, payable by sponsor.

REMOTE CONTROL Remote broadcasts take night rate plus talent and line charges.

SERVICE FACILITIES Merchandising department available to advertisers.

Contract and Other Requirements All rates quoted are contract prices. Contract concessions are not transferable. Rates apply to all acceptable accounts of a general advertising status. All programs must comply with the rules and regulations of the Federal Communications Commission and the Federal Trade Commission. Material not in public interest may be refused. Station will not be liable for failure to broadcast hours scheduled where failure is due to causes beyond control. In cases of emergency, unusual events, the broadcaster may command and occupy all time granted under contract, but in so doing will reimburse the advertiser in equivalent time or a pro rata sum.

Personnel Manager—H. L. McCracken. Representatives None.

SHERIDAN (Sheridan County) KWYO (Established 1934)

Rates effective January 20, 1940. Owned and operated by Big Horn Broadcasting Co. Business Office and Studio—19 N. Main Street, Sheridan, Wyoming, telephone 401. Transmitter—two miles northwest of Sheridan.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time. Actual operating schedule: 7:00 a.m. to 8:00 p.m.

Agency Commission 15% to recognized agencies. No commission on talent or production charges. No cash discount.

Table with columns for CLASS 'A' (10:00 a.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.) and CLASS 'B' (7:00 a.m. to 10:00 a.m. and 2:00 p.m. to 6:00 p.m.) with rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

ANNOUNCEMENTS CLASS 'A' (10:00 a.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.) 100 words... 3.00 50 words... 2.00 CLASS 'B' (7:00 a.m. to 10:00 a.m. and 2:00 p.m. to 6:00 p.m.) 100 words... 2.50 50 words... 1.75

SPECIAL FEATURES Time signals, stock and market reports, farm flashes, news—rates and details on request.

POLITICAL BROADCASTS Rates on application. TALENT Rates on application. REMOTE CONTROL Service and facilities for handling programs originating outside of studio are available and prices for such remote control broadcasts will be quoted upon request.

Contract and Other Requirements The station reserves the right to refuse or discontinue any advertising or program for reasons satisfactory to the station. All time and service sold subject to all terms and conditions of station's regular contract forms, subject to cancellation on 30 days' written notice. Unless otherwise specified announcements may be varied from scheduled time by 30 minutes at station's option.

Closing Time Talent programs close one week in advance. Announcements 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 lateral recordings.

Personnel President—R. E. Carroll. Station & Adv. Mgr.—Jim Carroll. Representatives New York, Chicago—Sears & Ayer, Inc. Pacific Coast—Homer Griffith Company.

U. S. TERRITORIES AND POSSESSIONS

ALASKA

ANCHORAGE

K F Q D

(Established 1924)

Rates effective December 1, 1943.

Owned and operated by Alaska Broadcasting Co. Business Office and Studio—KFQD Bldg., Anchorage, Alaska.

Transmitter—412 Fourth Avenue, Anchorage, Alaska

Wave—Power—Time

Operating power—1,000 watts. 379.7 meters; 790 kilocycles. Licensed to operate unlimited time. Operates on regional channel. Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time only to recognized agencies supplying copy. No cash discount.

General Advertising

For combination rates see Keystone Network.

CLASS "A"

Table with columns for time (1, 1/2, 1/4, 5 min), power (1, 50), and rates for various durations (1 time to 260 times).

CLASS "B"

Table with columns for time (1, 1/2, 1/4, 5 min), power (1, 50), and rates for various durations (1 time to 260 times).

SPECIAL FEATURES

News: Leased wire service available at regular rates plus 3.00 per 15 minutes; local news—regular rates plus 8.00 per newscast.

ELECTRICAL TRANSCRIPTIONS

Library services available at cost.

REMOTE CONTROL

Seward, Ft. Richardson and Matanuska Valley, Alaska, and all public buildings in Anchorage—rates on request.

REBROADCASTING

Facilities available—details on request.

SERVICE FACILITIES

Local merchandising service available. No service charge.

Contract and Other Requirements

Advertising 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.

Representatives

Pan-American Broadcasting Co.

FAIRBANKS

K F A R

(Established 1939)

Rates effective January 1, 1945.

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—10,000 watts. 454.5 meters; 660 kilocycles.

Licensed to operate full time.

Actual operating schedule: Sundays 12:00 noon to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies on net station time charges. No cash discount.

General Advertising

The following rates are for national advertising.

CLASS "A"

Table with columns for time (1, 1/2, 1/4, 5 min), power (1, 50), and rates for various durations (1 time to 100 words).

CLASS "B"

Table with columns for time (1, 1/2, 1/4, 5 min), power (1, 50), and rates for various durations (1 time to 50 words).

SPECIAL FEATURES

Time Signal Package: Two Class "A" signals per day, 240.00 per month; two signals per day, one Class "A" and one Class "B", 200.00 per month; two Class "B" signals per day, 160.00 per month. National baseball, national football, and other major sporting events as well as local sports broadcast regularly. Six news broadcasts per day available to sponsors—rates on request.

ELECTRICAL TRANSCRIPTIONS

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. Contracts schedules must be completed within one year.

Closing Time

Two weeks in advance of service.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel—President—A. E. Lathrop. Manager—Alvin O. Bramstedt. Representatives—Gilbert A. Wellington.

JUNEAU

K I N Y

(Established 1935)

Rates effective November 1, 1943. (Card No. 9.)

Owned and operated by Edwin A. Kraft.

Studio—Juneau, Alaska (Orders, reservations, etc., should be addressed to 708 American Bldg., Seattle, Washington).

Transmitter—Juneau, Alaska.

Wave—Power—Time

Operating power—5,000 watts. 205.5 meters; 1460 kilocycles.

Licensed to operate unlimited time. Actual operating schedule: Sundays 10:00 a.m. to 8:30 p.m. Week days 7:30 a.m. to 11:00 p.m.

Agency Commission

15% to recognized agencies; cash discount 2% when check accompanies order.

General Advertising

The following rates are for national advertising.

CLASS "A"

Table with columns for time (1, 1/2, 1/4, 5 min), power (1, 50), and rates for various durations (1 time to 100 words).

DISCOUNTS

Table with columns for number of periods (Less than 13, 13 to 25, 26 to 38, 39 to 51, 52 to 99, 100 to 149, 150 to 299, 300 or more) and rates.

MONTHLY RATES

Table with columns for duration (15 minutes, 5 minutes, 100 words, 100 words) and rates.

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—Henry M. Hogue.

Representatives

Spot Sales, Inc. Seattle—Northwest Radio Advertising Company.

KETCHIKAN

K T K N

(Established 1943)

Rates effective November 1, 1943. (Card No. 2.)

Owned and operated by Edwin A. Kraft. Studio—Ketchikan, Ala. (Orders, reservations, etc., should be addressed to 708 American Bldg., Seattle, Wash.)

Transmitter—Ketchikan, Ala.

Wave—Power—Time

Operating power—1,000 watts. 322.6 meters; 930 kilocycles.

Licensed to operate unlimited time.

Operates on 135th Meridian War Time. Operating schedule: Sundays 10:30 a.m. to 9:00 p.m. Week days 7:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; cash discount 2% when check accompanies order.

General Advertising

The following rates are for national advertising.

Table with columns for time (1, 1/2, 1/4, 5 min), power (1, 50), and rates for various durations (1 time to 100 words).

DISCOUNTS

Table with columns for number of periods (Less than 13, 13 to 25, 26 to 38, 39 to 51, 52 to 99, 100 or more) and rates.

MONTHLY RATES

Table with columns for duration (15 minutes, 5 minutes, 100 words, 100 words) and rates.

Equipment available. Details on request.

REMOTE CONTROL

Facilities and service available—rates on request.

SERVICE FACILITIES

Merchandising services available without extra charge. Where extra services are requested, prices will be quoted at net cost.

Contract and Other Requirements

All commercial business accepted during the war is subject to supervision of the War Department and Office of War Information.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Manager—Henry M. Hogue.

Representatives

Spot Sales, Inc. Seattle—Northwest Radio Advertising Company.

HAWAII

HILO

K H B C

Sold in combination with KGMB. For rates and other information see listing of KGMB-KHBC.

HONOLULU

K G M B — K H B C

(Established 1939)

Rates effective September 1, 1943.

Owned and operated by Hawaiian Broadcasting System, Ltd.

Business Office and Studio: KGMB—Kapoliāni Blvd., P. O. Box 581, Honolulu 9, Hawaii.

KHBC—Kalanianōle Highway, Hilo, Hawaii. Transmitter: KGMB—Kapoliāni Blvd., Honolulu, Hawaii. KHBC—Kalanianōle 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—248.9 meters; 1280 kilocycles.

Licensed to operate unlimited time.

Agency Commission

Agency commission 15% to accredited advertising agencies. No cash discount. Invoices mailed monthly or after broadcast if contract for less than one month.

General Advertising

For combination rates (KGMB) see listings of Columbia Broadcasting System (Hawaiian Group), Mutual Broadcasting System and Columbia Pacific Network (Supplementary Stations).

(This listing continued on next page)

HAWAII—Continued

HONOLULU—Continued
K G M B—K H B C—Continued

Rates shown are for KGMB (Honolulu) and KHBC (Hilo) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various programs and services.

SPOT ANNOUNCEMENTS

Table showing rates for 50 word chain breaks at specified times.

One hundred words or 1 minute transcription.

Table showing rates for 100 word or 1 minute transcription.

Fifty words or 25 word time signal.

Table showing rates for 50 word or 25 word time signal.

SPECIAL FEATURES

Rates and details on request. ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions procured at actual cost plus transportation charges.

TALENT

Orchestras, singers, actors, speakers, etc., supplied clients at actual cost.

REMOTE CONTROL

Remote control broadcasts arranged on 24 hours' notice at regular time charges plus cost of installation, line rental and operation.

Contract and Other Requirements

Advertising of hard liquors not accepted. All copy must meet the standards of the National Association of Broadcasters Code of Ethics, 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 is 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 (KHBC)—Al Green.

Representatives

John Blair & Company.

KGU

(Established 1922)

Rates effective February 1, 1945. (Card No. 8.)

Owned and operated by Advertiser Publishing Company, Ltd. 52 floor, Advertiser Bldg., Honolulu, Hawaii.

Transmitter—3rd floor, Advertiser Bldg., Honolulu, Hawaii.

Wave—Power—Time

Operating power—2,500 watts. 394.7 meters; 760 kilocycles.

Licensed to operate limited time on cleared channel. Operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% allowed to recognized agencies. No cash discount. Commission and discount does not apply on talent or transcription costs.

General Advertising

For combination rates see National Broadcasting Company (Pacific Coast Network). Programs and announcements may not be combined to earn frequency discounts.

CLASS "A"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class A.

CLASS "B"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class B.

ANNOUNCEMENTS

Announcements at time adjacent to higher rate classifications are charged at rate of higher classification.

CLASS "A"

(5:00 p.m. to 11:00 p.m.)

Table with columns for time slots (1 min. E. T. or 100 words) and rates for Class A.

CLASS "B"

(6:00 a.m. to 5:00 p.m.)

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for Class B.

SPECIAL FEATURES

Time, Weather Reports, News Bulletins, etc.—rates on request.

REMOTE CONTROL

Facilities available for handling programs originating outside of studios. Rates on request.

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.

Closing Time

For information concerning shipping of transcriptions consult representatives. If transcriptions are not on hand on time, station will fill time with music and suitable commercial credit.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Vertical and lateral cut.

Personnel

General Manager—M. A. Mulrony. Director of National Advertising—R. S. Thurston.

Representatives The Katz Agency.

LIHUE

K T O H

(Established 1940)

Rates effective July 1, 1944.

Owned and operated by the Garden Island Publishing Company.

Business Office and Studio—Lihue, Hawaii.

Transmitter—One mile northeast of Lihue, Hawaii.

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time on local channel.

Operating schedule: Sundays 7:30 a.m. to 10:35 p.m.; week days 7:00 a.m. to 10:35 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. Cash discount none.

Bills rendered monthly and are due in 30 days.

General Advertising

Sundays not included unless especially desired, in which case it may be included or added to contract on pro rata basis.

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 Class A.

(6:30 a.m. to 4:30 p.m. and 10:00 p.m. to 10:45 p.m.)

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for Class A.

SPOT ANNOUNCEMENTS

(4:30 p.m. to 10:00 p.m.)

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for Spot Announcements.

(6:30 a.m. to 4:30 p.m. and 10:00 p.m. to 10:45 p.m.)

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for Class A.

CLASS "B"

(6:30 a.m. to 4:30 p.m. and 10:00 p.m. to 10:45 p.m.)

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for Class B.

SPECIAL FEATURES

Time Signals: 50 words of commercial copy with time signal identification take the 100 word rate; 25 words take the 50 word rate.

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.

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. Representatives John Blair & Company.

PHILIPPINE ISLANDS

CEBU CITY

K Z R C

(Established 1940)

Service TEMPORARILY suspended.

Rates effective January 1, 1941.

Owned and operated by H. E. Heacock Company. Business Office—c/o KZRH, Manila, Philippines. Studio—3rd floor, Heacock Bldg., Cebu, Philippines.

Transmitter—Basak, Cebu, Philippines.

Wave—Power—Time

Operating power—1,000 watts. 250 meters; 1200 kilocycles. Short wave 49.1 meters; 6110 kilocycles; operating power 1,000 watts.

Licensed to operate full time on clear 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.

Agency Commission

15% to recognized agencies on station time only. No cash discount. Bills rendered fifth of month following broadcast and due 20th of month.

General Advertising

For combination rates see listing of National Broadcasting Company. Time also sold in combination with KZRH. All national advertising rates are one third of KZRH 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. Silan. Representatives International Radio Sales.

MANILA

K Z I B

(Established 1928)

Service TEMPORARILY suspended.

Rates effective January 1, 1941.

Owned and operated by I. Beck, Inc. Business Office—89-91 Escolta, Manila, P. I.

Studio—Maritima Bldg., Manila, P. I.

Transmitter—Novaliches (8 miles from Manila).

Wave—Power—Time

Operating power—460 watts (licensed power 1,500 watts). (100% modulation—crystal control.) 333.3 meters; 900 kilocycles.

Simultaneous broadcast over short wave transmitters: 49.55 meters; 6055 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.

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.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class A.

(5:00 p.m. to 6:30 p.m. and 9:30 p.m. to 11:00 p.m.)

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 minutes) and rates for Class B.

CLASS "C"

(8:00 a.m. to 12:00 noon and 2:00 p.m. to 5:00 p.m.)

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr) and rates for Class C.

ANNOUNCEMENTS

One minute transcriptions or up to 100 words: 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 on request.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. (This listing continued on next page)

Philippine Islands—Cont'd

MANILA—Continued

K Z I B—Continued

Personnel
President—I. Beck.
Branch Office
I. Beck, Inc., 381 Fourth Ave., New York City.

K Z R F

Service TEMPORARILY suspended.
Rates effective August 1, 1939.
Owned and operated by Far Eastern Broadcasting Company.
Business Office and Studios—Insular Life Bldg., Manila, P. I.
Transmitter—Manila, P. I.
Wave—Power—Time
Operating power—1,000 watts.
354.8 meters; 730 kilocycles.

Agency Commission
15% to authorized agencies. Commission applies only on time. No cash discount. Bills payable by the 5th of following month.

General Advertising
For both programs and announcements, deduct 30% from rates of station KZRM, Manila, P. I. See that listing.

K Z R H

(Established 1939)

Service TEMPORARILY suspended.
Rates effective July 15, 1940.
Owned and operated by H. E. Heacock Company.
Business Office and Studios—7th floor, Heacock Bldg., Manila, P. I.
Transmitter—Los Pinas, Rizal, P. I., 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.

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.
Simultaneous broadcast over short wave transmitter: 81.12 meters, 9640 kilocycles; operating power 1,000 watts.

CLASS "A"

(6:30 p.m. to 10:00 p.m.)

Table with 4 columns: Time, 1 ti., 18 ti., 26 ti., 52 ti. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour.

CLASS "B"

(7:00 a.m. to 7:30 a.m., 8:00 p.m. to 8:30 p.m. and 12:30 p.m. to 1:00 p.m.)

Table with 4 columns: Time, 1 ti., 18 ti., 26 ti., 52 ti. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour.

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.)

Table with 4 columns: Time, 1 ti., 18 ti., 26 ti., 52 ti. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour.

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.)

Table with 4 columns: Time, 1 ti., 18 ti., 26 ti., 52 ti. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour.

CLASS "E"

(8:00 a.m. to 11:00 a.m. and 1:30 p.m. to 4:00 p.m.)

Table with 4 columns: Time, 1 ti., 18 ti., 26 ti., 52 ti. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour.

Studio announcements and programs on Sundays are charged for at Class "D" rates.

SPECIAL GROUP RATES

Five programs weekly, Monday to Friday, inclusive. Minimum contract three months.

Table with 4 columns: Class, 1/4 hr., 1/2 hr. Rows for Class "A", "B", "C", "D", "E".

(*) Class "A" and Class "E" time available by special arrangement.

ANNOUNCEMENTS

Table with 4 columns: Per minute, 1 ti., 7 ti., 30 ti., 60 or more. Rows for Class "A", "B", "C", "D", "E".

SPECIAL FEATURES

Sportscasts, civic non-commercial and other special or unusual programs by arrangement.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. Rates on request.

TALENT

Complete list of talent available. Rates on request.

REMOTE CONTROL

Rates for remote control on request. Portable equipment available.

SERVICE FACILITIES

Complete continuity, program planning and direction included on all programs except those under club rates. Studio announcer furnished at no extra charge unless special services are required.

Closing Time

Contracts close one week in advance of first broadcast. Announcements, transcriptions and talks close 12 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. vertical and lateral cut recordings.

Personnel
General Manager—B. H. Silen.

Branch Office
New York—271 Madison Ave.

Representatives
International Radio Sales.

K Z R M

(Established 1924)

Service TEMPORARILY suspended.
Rates effective August 1, 1939.
Owned and operated by Far Eastern Broadcasting Company.
Business Office and Studio—Insular Life Bldg., Manila, P. I.
Transmitter—Manila, P. I.

Wave—Power—Time
Operating power—10,000 watts (licensed power 50,000 watts).
(100% modulation—crystal control.)
485 meters; 618.5 kilocycles.

Agency Commission
15% to authorized agencies. Commission applies only on time. No cash discount. Bills payable by the 5th of following month.

General Advertising
For combination rates see listing of Columbia Broadcasting System.

(6:30 p.m. to 10:00 p.m.)

Table with 4 columns: Time, 1 ti., 18 ti., 26 ti., 52 ti. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

(5:30 a.m. to 6:30 p.m. and 10:00 p.m. to 11:30 p.m.)

Table with 4 columns: Time, 1 ti., 18 ti., 26 ti., 52 ti. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Fifteen minute programs, if purchased four days per week for 26 or more weeks, charged for on the hourly basis for time used.
Half hour programs, if purchased two days or more per week for 26 or more weeks, charged for on the hourly basis for time used.

SPOT ANNOUNCEMENTS

(6:30 p.m. to 10:00 p.m.)

Table with 4 columns: 50 words, 1 ti., 7 ti., 14 ti., 30 ti., 100 ti. Rows for 50 words, 5 minutes.

Table with 4 columns: 50 words, 4.24, 4.02, 3.81, 3.39, 2.97. Rows for 50 words, 5 minutes.

Preferred spot ads extra according to position.

RECORDED PROGRAMS

(5:30 a.m. to 6:30 p.m. and 10:00 p.m. to 11:30 p.m. week days)

Table with 4 columns: Time, 1 hour, 3/4 hour, 1/2 hour, 1/4 hour. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour.

Professional musicians are available at 2.50 per half hour. Soloists in voice or instrumental 5.00 per 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.

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 83-1/3 and 78 r.p.m. double turn-tables.

PUERTO RICO

MAYAGUEZ

W P R A

Rates 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 Sabanetas, Kilometer 179, Insular Road No. 2, four miles from city.

Wave—Power—Time
Operating power—5,000 watts.
303 meters; 990 kilocycles.
Licensed to operate unlimited time.

Agency Commission
Commission to recognized advertising agencies on net time charges only, following receipt of payment in 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)

Table with 4 columns: Time, 1 ti., 26 ti., 52 ti., 104 ti., 212 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

CLASS "B"

(7:00 a.m. to 6:00 p.m.)

Table with 4 columns: Time, 1 ti., 26 ti., 52 ti., 104 ti., 212 ti. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

CONTRACT RATES

(Monday through Saturday 10:00 p.m. to 12:00 p.m.)

On contract for 13 or more periods, less than six programs weekly—Class "B" rates apply.

SPECIAL WEEKLY RATES

Exclusive programs only.
(Monday through Saturday 10:00 p.m. to 12:00 p.m. and 7:00 a.m. to 11:00 a.m.)

Table with 4 columns: 1 wk., 13 wks., 26 wks., 39 wks., 53 wks. Rows for 1/4 hour daily, six times weekly.

ANNOUNCEMENTS

Spot Announcements:
Spot announcements for transmission when time is available.
(6:00 p.m. to 12:00 midnight)

Table with 4 columns: 100 words or less, 5.00, 4.75, 4.50, 4.25, 4.00, 3.75. Rows for 100 words or less, 7:00 a.m. to 6:00 p.m.)

CONTRACT RATES

(Monday through Saturday 10:00 p.m. to 12:00 p.m.)

On 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 83-1/3 and 78 r.p.m. double turn-tables, vertical and lateral cut recordings.

Personnel
Station Manager—Andres Camara.

Representatives
Cox & Tan.

PUERTO RICO—Continued

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.

Agency Commission
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 on two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
Station Manager—Miguel Soltero.

Representatives
None.

SAN JUAN

WIAC

(Established 1941)

Rates revised January, 1943.

Owned and operated by radio station WIAC, Inc. Business Office and Studio—Ordóñez St., stop 29-1/2, Hato Rey, San Juan, Puerto Rico.

Post Office Address—P. O. Box 4504, San Juan, Puerto Rico.

Other Office—Ochoa Bldg., San Juan, Puerto Rico. Transmitter—Km. 3.8 Isla Verde Road, Santurce, Puerto Rico.

Wave—Power—Time
Operating power—5,000 watts.

Licensed to operate full time on regional channel. Operating schedule: 8:00 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly; due when rendered.

General Advertising
(6:00 p.m. to 10:00 p.m. and after 12:00 midnight)

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

DISCOUNTS

Table with 2 columns: Time slot and Rate. Rows include 1 to 12 times, 13 to 25 times, 26 to 51 times.

SPECIAL WEEKLY RATES

Table with 2 columns: Time slot and Rate. Rows include 1/2 hour, 1/4 hour.

DISCOUNTS

Table with 2 columns: Time slot and Rate. Rows include 18 weeks, 26 weeks, 52 weeks.

SPOT ANNOUNCEMENTS
100 words or one minute transcription:
Class "A" 8.00
Class "B" 5.00
Class "C" 8.00

DISCOUNTS

Table with 2 columns: Time slot and Rate. Rows include 1 to 10 times, 11 to 30 times, 31 to 90 times.

SPECIAL FEATURES

News: Leased wire and local, English and Spanish—rates and details on request.

POLITICAL

Special charges of 50% above all rates.

TALENT

Time charge includes one announcer. Other talent—rates on request.

TRANSCRIPTIONS AND RECORDINGS

Library service available. Recordings made at advertiser's expense.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Production department available to make adaptations and translations when necessary.

Contract and Other Requirements

Contracts subject to cancellation by six weeks' written notice accompanied by check at short rate to date of last program.

Closing Time

Announcement copy, transcriptions and talks 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

Manager—Thomas Bluniz. Assistant Manager—Enrique Abarca, Jr. Production—Rafael H. Benitez. Representatives—None.

WKAQ

(Established 1922)

Rates effective July 1, 1941. (Card No. 3.)

Owned and operated by Radio Corporation of Porto Rico, subsidiary of International Telephone and Telegraph Corporation.

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.

Agency Commission

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"

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

CLASS "B"

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

CLASS "C"

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

WEEKLY RATES

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour.

DISCOUNTS ON WEEKLY RATES

Table with 2 columns: Time slot and Rate. Rows include 13 to 25 weeks, 26 to 38 weeks.

SPOT ANNOUNCEMENTS

Table with 2 columns: Time slot and Rate. Rows include 25 words, 50 to 99 times, 100 to 199 times.

One minute spot announcements in sustaining programs at discretion of station:
Class "A" 1.11, 13 tl. 26 tl. 52 tl. 104 tl. times
Class "B" 7.00, 6.85, 6.30, 5.95, 5.60, 5.25
Class "C" 3.50, 3.33, 3.15, 2.98, 2.80, 2.63
Class "C" 2.75, 2.60, 2.45, 2.30, 2.15, 2.00

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-Pres. & Gen'l Mgr.—E. J. Powell. Branch Office—New York—67 Broad Street.

WNEL



Rates received August 1, 1941.

Owned and operated by Juan Piza.

Business Office and Studio—Salvador Brau No. 59, Box 1252, San Juan, Puerto Rico, telephone 100 and 107.

New York Office: 470 Park Avenue, Eldorado 5-6788. Transmitter—Green Island (Km. 3-H-7).

Wave—Power—Time

Operating power—5,000 watts. 227.3 meters; 1320 kilocycles.

Licensed to operate unlimited time.

Agency Commission

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)

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

(6:00 a.m. to 6:00 p.m.)

Table with 2 columns: Time slot and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

DISCOUNTS

Table with 2 columns: Time slot and Rate. Rows include 1 to 12 times, 13 to 25 times, 26 to 51 times.

SPECIAL RATES

1/4 hour, six times weekly 45.00
Special frequency rate subject to discount of: 18 weeks 5%; 26 weeks 10%; 89 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. Emergency power plant available.

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. Commercial Manager—Augustin R. Camunas. Production Manager—Camilo Fraticelli.

Representatives

None.

CANADIAN RADIO SECTION

Learn the Latest Facts about Canadian Radio



Call
Mc. Gillvra

Ontario

CFBR	Brockville	Dominion
CHML	Hamilton	Dominion
CJRL	Kenora	Dominion
CFPL	London	Dominion
CKCO	Ottawa	Dominion
CFOS	Owen Sound	Independent
CHOV	Pembroke	Dominion
CKTB	St. Catharines	Dominion

Quebec (French)

CKAC	Montreal	Columbia
CHLP	Montreal	Independent
CHNC	New Carlisle	C.B.C.French
CHRC	Quebec	Independent
CJBR	Rimouski	C.B.C.French

Maritimes

CJCH	Halifax	Dominion
CKCW	Moncton	Trans-Canada
CHSJ	St. John	Trans-Canada

Prairies

CJCJ	Calgary	Independent
CFAR	Flin Flon	Independent
CKRM	Regina	Dominion
CJGX	Yorkton	Dominion

IN the fast-moving Dominion of Canada, new sales opportunities loom large for national advertisers who understand the *How, When and Where* of Canadian Radio. McGillvra represents 20 outstanding radio stations in Canada—the Cream of the Ether—and naturally has a vast amount of up-to-the-minute information you need to make Canadian spot radio pay out. So whenever you have radio problems in Canada—play safe! Call McGillvra—state your problem and, without obligation, learn the latest facts that will guide your sales planning throughout the length and breadth of Canada.

JOSEPH HERSHEY MCGILLVRA, Inc.

ASSOCIATE MEMBER—CANADIAN ASSOCIATION OF BROADCASTERS

NEW YORK, 17
366 Madison Avenue
Murray Hill 2-8755

CHICAGO, 1
35 East Wacker Drive
State 5282

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 13
448 South Hill Street
Michigan 0921

**IT'S UP TO YOU
TO HELP MAKE
2=3 WITH...**

A job for seasoned executives—this 7th War Loan! Especially when we've got to make 2 war loans total just about as much as all 3 in 1944! Putting this over demands the combined and *continued* efforts of the "No. 1" men of American industry.

This means marshaling your plant drive to make every payday—from now 'til June 30th—do its share toward the success of the 7th. Directing the drive is not enough. It's equally important to check to see that your directions are being carried out—intelligently!

For example, has every employee had:

- 1 an opportunity to see the new Treasury film, "Mr. and Mrs. America"?
- 2 a copy of "How To Get There," the new Finance Division booklet?
- 3 a new bond-holding envelope with explanation of its convenience?
- 4 7th War Loan posters prominently displayed in his or her department?
- 5 information on the department quota—and an urgent personal solicitation to do his or her share?



If you haven't a copy of this important booklet, "7th War Loan Company Quotas," get in touch immediately with your local War Finance Chairman.



Remember, meeting—and beating—your highest-yet 7th War Loan quota is a task calling for "No. 1" executive ability. Your full cooperation is needed to make a fine showing in the 7th! Do not hesitate to ask your local War Finance Chairman for any desired aid. It will be gladly and promptly given.

The Treasury Department acknowledges with appreciation the publication of this message by

STANDARD RATE & DATA SERVICE

CANADIAN SECTION

Radio stations in the Dominion of Canada. See listings for location of transmitter.

Table listing various Canadian radio stations with call letters, locations, and frequencies. Includes stations like CBA, CBF, CBJ, etc., across different provinces.

STATIONS ARRANGED ACCORDING TO FREQUENCY

Large table listing radio stations grouped by frequency bands (e.g., 790 Kilocycles, 800 Kilocycles, etc.) with columns for station name, location, and frequency.

Network and Group Listings

CANADIAN BROADCASTING CORPORATION DOMINION NETWORK

354 Jarvis St., Toronto, Ont. 1440 St. Catherine St., West, Montreal, Que.

Wave—Power—Time See individual listings. Agency Commission 15% on net station time and line charges; no cash discount. General Advertising Gross station rates apply to periods from 6:00 p.m. to 11:00 p.m. Periods from 12:00 noon to 6:00 p.m. Sundays take 75% of gross station rates. Periods after 11:00 p.m. and before 6:00 p.m. week days, after 11:00 p.m. and before 12:00 noon Sundays take 60% of gross station rates. All stations quoted on basis of local time. 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..... Net 13 to 25 times..... 5% 26 to 51 times..... 10% 52 or more times..... 15% 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..... 25% (*) CBC French network may be added. NOTE: Dominion and Trans-Canada English Networks cannot be combined for discount purposes.

STATION RATES ONLY MARITIME REGION

Table listing station rates for the Maritime Region (1 hr, 1/2 hr, 1/4 hr) for stations like CJFX, CHNS, CFYC, etc.

Table listing station rates for various regions: ONTARIO REGION, PRAIRIE REGION, BRITISH COLUMBIA REGION, and WIRE LINE RATES. Includes rates for stations like CKCO, CHOV, CJCB, etc.

U. S. ORIGINATIONS NBC, CBS and Blue Network rates apply to Montreal and Toronto outlets. The line rates apply when programs are supplied to the Regional Network provided 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.

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 resale. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation. Personnel Com'l Mgr.—E. A. Weir (Toronto). Com'l Mgr. (Que. Div.)—J. A. Dupont (Montreal).

CANADIAN BROADCASTING CORPORATION TRANS-CANADA NETWORK

354 Jarvis St., Toronto, Ont. 1440 St. Catherine St., West, Montreal, Que. Rates effective January 1, 1944. Wave—Power—Time See individual listings. Agency Commission 15% on net station time and line charges; no cash discount. General Advertising Gross station rates apply to periods from 6:00 p.m. to 11:00 p.m. Periods from 12:00 noon to 6:00 p.m. Sundays take 75% of gross station rates. Periods after 11:00 p.m. and before 6:00 p.m. week days, after 11:00 p.m. and before 12:00 noon Sundays take 60% of gross station rates. All stations quoted on basis of local time. 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..... Net 13 to 25 times..... 5% 26 to 51 times..... 10% 52 or more times..... 15% 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..... 25% (*) CBC French network may be added. NOTE: Trans-Canada and Dominion English Networks cannot be combined for discount purposes. (This listing continued on next page)

CANADIAN BROADCASTING CORPORATION—Continued
TRANS-CANADA NETWORK—Cont'd

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Maritime Region, Ontario Region, Prairie Region, and British Columbia.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Ontario Region, Prairie Region, and British Columbia.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Prairie Region, British Columbia, and Wire Line Rates.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Wire Line Rates, U.S. Originations, and Quebec Network.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for U.S. Originations, Quebec Network, and Basic Stations.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Basic Stations, and Supplementary Stations.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Supplementary Stations, Contract and Other Requirements, and Personnel.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Personnel, Agency Commission, and General Advertising.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for General Advertising, Discounts, and Basic Stations.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Basic Stations, and Supplementary Stations.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Supplementary Stations, Contract and Other Requirements, and Personnel.

Table with columns for Station, Rates (1 hr, 1/2 hr, 1/4 hr) for Supplementary Stations, Contract and Other Requirements, and Personnel.

Contract and Other Requirements
No contract accepted for less than one occasion per week for 13 consecutive weeks, except in cases of special events.

Personnel
Com'l Mgr.—E. A. Weir (Toronto).
Com'l Mgr. (Que. Div.)—J. A. Dupont (Montreal).

RADIO ROUYN-ABITIBI LIMITEE
(Northern Quebec Broadcasting System)
Main Office—320 Notre Dame St., E., Montreal, Que.

Wave—Power—Time
Operating on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:00 a.m. to 11:30 p.m.;

Agency Commission
15% to recognized agencies on time only; no cash discount. Invoices rendered monthly. No commission on talent.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"
(8:00 p.m. to 10:30 p.m. week days and all day Sundays)

CLASS "B"
(12:00 noon to 1:00 p.m. week days)

CLASS "C"
(7:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off week days)

SPECIAL FEATURES
Nineteen hour leased wire news service available.
POLITICAL
Class "A" one time rates apply.

ALBERTA
CALGARY
C F A C
(Established 1922)

Rates effective July 1, 1944. (Card No. 8.)
Owned by Southam Company, Ltd.
Operated by Taylor, Pearson & Carson Broadcasting Company, Ltd.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—compressor amplifier, crystal control)

Agency Commission
Agency commission 15% to recognized advertising agencies. Commission does not apply to talent or line fees.

General Advertising
For combination rates see Trans-Canada Network.
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.)

CLASS "B"
(12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

CLASS "C"
(6:30 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off)

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
Participating Programs
Five minute rate applies.

POLITICAL
One time Class "A" rates apply.
TRANSCRIPTIONS AND RECORDINGS
Alphabets recorded, per 1/2 hour 10.00, per 1/4 hour 6.50.

COMBINATION RATES
(For C.F.A.C., Calgary, and C.J.O.C., Lethbridge.)
Effective January 1, 1943.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)

CLASS "B"
(12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

CLASS "C"
(6:30 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off)

CALGARY—Continued

CFCN

(Established 1927)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by The Voice of the Prairies, Limited. Business Office and Studio—Toronto General Trusts Building, Calgary, Alberta.

Wave—Power—Time

Operating power—10,000 watts. 297.4 meters; 1010 kilocycles. Operates on Mountain Daylight Saving Time. Licensed to operate full time on clear channel.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Dominion Network. All programs broadcast over CFCN (6030 kilocycles) at no additional charge.

CLASS "A"

Table with 6 columns: Time (1h, 1/2h, 1/4h, 10min, 5min, 1min, 50 words, 20 seconds) and 6 columns of rates for different time slots.

CLASS "B"

Table with 6 columns: Time (1h, 1/2h, 1/4h, 10min, 5min, 1min, 50 words, 20 seconds) and 6 columns of rates for different time slots.

CLASS "C"

Table with 6 columns: Time (1h, 1/2h, 1/4h, 10min, 5min, 1min, 50 words, 20 seconds) and 6 columns of rates for different time slots.

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium. Participating Programs: Five minute rate applies.

REMOTE CONTROL

Where telephone lines are available, remote control broadcasts can be arranged.

TRANSCRIPTIONS

Contract and Other Requirements: All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

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 Managing Director—H. G. Love. Commercial Manager—E. H. McGuire. Program Director—Ed. Maloney.

Representatives

Canada—Radio Representatives Ltd. Winnipeg—Horace N. Stovin & Company. United States—Howard H. Wilson Company.

CJCA

(Established 1927)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Albertan Publishing Co., Ltd. Studio—Victory Bldg., 210 Ninth Ave. West, Calgary, Alberta, telephone MAINE 9966. Transmitter—Grand View Heights, East Calgary, Alberta.

Wave—Power—Time

Operating power—100 watts. (100% modulation.) 243.9 meters; 1230 kilocycles. Licensed to operate full time on assigned channel. Operates on Mountain Daylight Saving Time.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

CLASS "B"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

CLASS "C"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

Participating Programs

News: Leased wire services available. Details on request. Political: One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS

Contract and Other Requirements: All continuities and announcements must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

REMOTE CONTROL

Wherever telephone lines are available, remote control broadcasts can be arranged.

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—G. M. Bell. Manager—Donald H. Mackay. Representatives: Canada—Radio Representatives Ltd. United States—Joseph Hershey McGillivra, Inc.

EDMONTON

CFRN

(Established 1934)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Sunwapa Broadcasting Co., Ltd. Business Office and Studio—109A C.P.R. Bldg., Edmonton, Alta., telephone 221-01. Transmitter—Jaeger Highway, Edmonton West, Alta.

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 Daylight Saving Time.

Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract must not exceed one year's duration.

CLASS "A"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

CLASS "B"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

CLASS "C"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

Participating Programs

News: Announcements preceding or following news pay 25% premium. Political: One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS

Contract and Other Requirements: All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point served by telephone or telegraph line.

REMOTE CONTROL

Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

TRANSCRIPTIONS AND RECORDINGS: Transcription library service facilities available at the following rates.

Table with 6 columns: Time (1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 6 columns of rates for different time slots.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation.

Closing Time

Copy covering addresses must be submitted 48 hours prior to release time.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel

Station Manager—G. R. A. Rice. Commercial Manager—A. J. Hopp. Production Manager—G. M. Reid. Representatives: Montreal & Toronto—Radio Representatives Ltd. Winnipeg—Horace N. Stovin & Company. United States—Howard H. Wilson Company.

CJCA

(Established 1932)

Rates effective July 1, 1944. (Card No. 8.)

Owned by The Edmonton Journal, Ltd. Operated by the Taylor and Pearson Broadcasting Company Ltd. Business Office and Studio—Birka Building, Edmonton, Alberta, telephone 26131. Transmitter—Belmont, Alberta.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 322 meters; 930 kilocycles. Operates on Mountain Daylight Saving Time. Licensed to operate full time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:15 a.m. to 12:00 midnight. Short wave station VE2AI, 100 watts on 9540 kilocycles (days), 6005 kilocycles (nights)—operating schedule same as above.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights. Discounts on gross rates are based on consecutive broadcasting periods, and must not exceed one year's duration.

CLASS "A"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

CLASS "B"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

CLASS "C"

Table with 6 columns: Time (1h, 3/4h, 1/2h, 1/4h, 10min, 5min, 1min, 20 seconds) and 6 columns of rates for different time slots.

Available only on a minimum basis of six days per week and a minimum contract of one month.

FLASH ANNOUNCEMENTS

Per month for: Class "A" 150.03, Class "B" 125.00, Class "C" 100.00.

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium. Participating Programs: Five minute rates apply.

POLITICAL

One time Class "A" rates apply. ELECTRICAL TRANSCRIPTIONS: Transcription library services available.

Contract and Other Requirements: All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point served by telephone or telegraph line.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation.

Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

(This listing continued on next page)

ALBERTA—Continued

EDMONTON—Continued

C J C A—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel
Manager—G. S. Henry.
Assistant Manager—Walker Blake.
Commercial Manager—Rolf L. Barnes.
Production Manager—Dalton Elton.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

CKUA

(Established 1927)

Owned by Alberta Government Telephones and operated by University of Alberta.
Studio—Dept. of 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 Daylight Saving Time.
Operating schedule: Saturday and Sunday 11:00 a.m. to 3:00 p.m.; week days 11:00 a.m. to 10:00 p.m.
Does not sell time.

GRANDE PRAIRIE

CFGP

(Established 1937)

Rates effective July 1, 1944. (Card No. 6.)
Owned and operated by Northern Broadcasting Corporation, Ltd.
Studios—Northern Broadcasting Bldg., Grand Prairie, Alberta.
Transmitter—Clairmont Highway.

Wave—Power—Time
Operating power—1,000 watts.
222.2 meters; 1350 kilocycles.
Operates on Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 10:15 p.m.; week days 7:00 a.m. to 12:00 midnight.

Agency Commissions
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.
Announcements limited to one minute.
Fees charged by owners of music copyrights are not included in rates.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and rows for different time periods (6:00 p.m. to 10:30 p.m., 12:00 noon to 1:00 p.m., 1:00 p.m. to 6:00 p.m.).

Table with columns for time slots and rows for different time periods (12:00 noon to 1:00 p.m., 1:00 p.m. to 6:00 p.m.).

Table with columns for time slots and rows for different time periods (Sign-on to 12:00 noon and 1:00 p.m. to 6:00 p.m.).

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available at the following rates: 1 tl. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl. 1/2 hour..... 4.00 8.00 8.00 8.40 8.40 3.00 1/4 hour..... 2.50 2.87 2.25 2.12 2.00 1.87

Phonograph records charged for at 1.00 per 15 minutes.

TALENT
Rates on request.

REMOTE CONTROL
Equipped for all types of pick-ups at any point served by telephone or telegraph lines.

Contract and Other Requirements
All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

Announcements subject to approval. Networks take preference over spot broadcasts and programs take preference over announcements. Right reserved to give programs and/or announcements respectively next best time available, announcements 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
Manager—C. L. Berry.
Program & Prod. Mgr.—Gordon H. Cummings.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

LETHBRIDGE

C J O C

(Established 1928)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Lethbridge Broadcasting, Ltd.
Studio—Roof of Marquis Hotel, Lethbridge, Alberta, telephone 3181.
Transmitter—Broxburn, Alberta.

Wave—Power—Time
Operating power—1,000 watts.
283 meters; 1000 kilocycles.
Licensed to operate full time on regional channel. Operates on Mountain Daylight Saving Time.
Actual operating schedule: Munday 8:00 a.m. to 11:30 p.m.; week days 6:30 a.m. to 11:30 p.m.

Agency Commissions
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots and rows for different time periods (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rows for different time periods (12:00 noon to 1:00 p.m., 1:00 p.m. to 6:00 p.m.).

Table with columns for time slots and rows for different time periods (1:00 p.m. to 6:00 p.m., 6:00 p.m. to 12:00 noon and 10:30 p.m. to sign-off daily).

COMBINATION RATES
CFAC, Calgary, and CJOC, Lethbridge: Effective January 1, 1943.

Table with columns for time slots and rows for different time periods (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rows for different time periods (6:30 a.m. to 6:00 p.m., 12:00 noon to 10:30 p.m.).

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS
Transcription library service available.

REMOTE CONTROL
Wherever telephone lines are available, remote control broadcasts can be arranged.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and 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. Instantaneous equipment available.

Personnel
Station Manager—Norman Botterill.
Program Manager—Cameron Perry.
Commercial Manager—J. L. Savers.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

BRITISH COLUMBIA

CHILLIWACK

CHWK

(Established 1927)

Rates effective July 1, 1944. (Card No. 18.)
Owned and operated by Chilliwack Broadcasting Co., Ltd.
Business Office and Studio—16 Wallington Avenue, Chilliwack, British Columbia, Chilliwack 6106.
Transmitter—Chilliwack, B. C.

Wave—Power—Time
Operating power—100 watts.
(C. P. 250 watts.)
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operating schedule: Sundays 9:00 a.m. to 10:30 p.m.; week days 7:00 a.m. to 10:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year.

Table with columns for time slots and rows for different time periods (12:00 noon to 1:00 p.m., 1:00 p.m. to 6:00 p.m., 6:00 p.m. to 10:30 p.m., Sundays).

Table with columns for time slots and rows for different time periods (7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m., and 5:00 p.m. to 6:00 p.m., week days).

Table with columns for time slots and rows for different time periods (1:30 p.m. to 5:00 p.m., week days; 9:00 a.m. to 12:00 noon, Sundays).

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS
Transcription library service available.

REMOTE CONTROL
Facilities available for pick-ups from any points served by wire facilities.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Pres. & Bus. Dir.—C. Casey Wells.
Managing Director—Jack Pilling.
Commercial Manager—W. G. Teetsel.
Production Manager—Murdock MacLachlan.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

KAMLOOPS

CFJC

(Established 1926)

Rates effective July 1, 1944.
Operated by Kamloops Sentinel, Limited.
Business Office and Studio—310 St. Paul St., Kamloops, British Columbia, telephone 1021.
Transmitter—Kamloops, British Columbia.

Wave—Power—Time
Operating power—1,000 watts.
329.7 meters; 910 kilocycles.
Operates on Pacific Daylight Saving Time.
Licensed to operate full time on regional channel.
Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% on station rates to all recognized agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

(This listing continued on next page)

KAMLOOPS—Continued
C F J C—Continued

General Advertising
For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or 100 words, 20 seconds or 25 words) and rates for CLASS 'A' and CLASS 'B'.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B' during 12:00 noon to 1:00 p.m. week days and 12:30 p.m. to 6:00 p.m. Sundays.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B' during 7:00 a.m. to 12:00 noon, 1:00 p.m. to 8:00 p.m., and 10:30 p.m. to sign-off.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class 'A' rates apply.

TRANSCRIPTIONS
Library service available.

REMOTE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
President—Ralph E. White.
Manager—Jan Stark.
Program Director—Walter Harwood.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
U. S.—Weed and Company.

KELOWNA
CKOV
(Established 1931)

Rates effective July 1, 1944. (Card No. 4.)
Owned and operated by Okanagan Broadcasters, Ltd. Business Office and Studio—208 Mill Ave., Kelowna, British Columbia.

Wave—Power—Time
Transmitter—Okanagan Mission, British Columbia.
Operating power—1,000 watts.
476.2 meters; 630 kilocycles.

Licensed to operate full time on regional channel. Operates on Pacific War Time.
Operating schedule: Sundays 8:30 a.m. to 11:00 p.m.; week days 6:55 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B' during 6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m. week days.

Table with columns for time slots and rates for CLASS 'C' during 6:30 a.m. to 12:00 noon, 1:00 p.m. to 8:00 p.m., and 10:30 p.m. to sign-off.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class 'A' rates apply.

TRANSCRIPTIONS AND RECORDINGS
Library service available at the following rental rates:

REMOTE CONTROL
Standard equipment available; service from any point served by telegraph or telephone lines.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Managing Director—J. W. B. Browne.
Assistant Manager—Hume A. Lethbridge.

Representatives
Canada—All-Canada Radio Facilities Limited.
United States—Weed & Company.

NELSON
CKLN
(Established 1939)

Rates effective July 1, 1944. (Card No. 4.)
Owned and operated by News Publishing Co., Ltd. Business Office and Studio—P. O. Box 250, Nelson, B. C.

Wave—Power—Time
Transmitter—711 Radio Ave., Nelson, B. C.
Operating power—250 watts.
241.9 meters; 1240 kilocycles.

Operates on Pacific Daylight Saving Time.
Operating schedule: Sundays 10:45 a.m. to 10:15 p.m.; Saturdays 7:30 a.m. to 11:30 p.m.; week days (except Saturday) 7:30 a.m. to 10:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS 'A' and CLASS 'B'
(6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 1:00 p.m. week days)

Table with columns for time slots and rates for CLASS 'A' and CLASS 'B' during 6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m. week days.

CLASS 'C'
(7:30 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

Table with columns for time slots and rates for CLASS 'C' during 7:30 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., and 10:30 p.m. to sign-off.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class 'A' rates apply.

TRANSCRIPTIONS
Library service available.

REMOTE CONTROL
Facilities for all types of pick-ups where lines are available. Line charges and operators' expenses extra.

SERVICE FACILITIES
Merchandising services furnished at cost.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Representatives
Canada—Horace N. Stovin & Company.

NEW WESTMINSTER
CKNW
(Established 1944)

Rates effective February 1, 1945. (Card No. 2.)
Owned and operated by International Broadcasting Company.

Business Office and Studio—Windsor Hotel, New Westminister, B. C.
Transmitter—Queensborough, Lulu Island.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.

Operates on Pacific Daylight Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices mailed 1st of 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.

Table with columns for time slots and rates for CLASS 'A' during 6:00 p.m. to 10:30 p.m. week days and all day Sunday.

Table with columns for time slots and rates for CLASS 'B' during 6:00 a.m. to 6:00 p.m., 12:00 midnight to 6:00 p.m., and 10:30 p.m. to 12:00 p.m.

Table with columns for time slots and rates for CLASS 'B' during 6:00 a.m. to 6:00 p.m., 12:00 midnight to 6:00 p.m., and 10:30 p.m. to 12:00 p.m.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Sponsored News periods 25% extra. Time signals and flashes—Minimum three per day; 20 second rate applies.

POLITICAL
All talks, 1/4 hour, 20.00

REMOTE CONTROL
Equipment available for use at any point served by physical lines.

TRANSCRIPTIONS
Transcription library service available at 3.00 per 1/4 hour; subject to agency commission. Equipment available for recording programs—rates on request.

Contract and Other Requirements
Rates are based on total number of broadcasts within one year, but in no case does a series of discounts apply to less than one broadcast per week. All programs and announcements must conform to rules and regulations of the CBC, the Code of Ethics of the Canadian Association of Broadcasters and the requirements of the station management. Sponsored programs and networks take preference over spot announcements. Station reserves right to give next best time available to announcements without notification.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
Owner & Mgr.—William Bea, Jr.
Commercial Manager—David M. Armstrong.
Program Director—Bill Fox.

Representatives
Canada—Radio Representatives, Ltd.
United States—Howard H. Wilson Company.

PRINCE RUPERT
CFPR
(Established 1938)

Rates effective January 1, 1938.
Owned by Northwest Broadcast & Service Company, Limited.

Operated by Canadian Broadcasting Corp.
Office Address—P. O. Box 348, 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.
241.9 meters; 1240 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific War Time.
Operating schedule: Week days 7:30 a.m. to 2:00 p.m. and 4:00 p.m. to 11:00 p.m.; Sundays 10:00 a.m. to 10:30 p.m.

Agency Commission
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.)

Table with columns for time slots and rates for general advertising during 6:00 p.m. to 10:30 p.m.

Table with columns for time slots and rates for general advertising during 6:00 p.m. to 10:30 p.m.

(This listing continued on next page)

British Columbia—Cont'd

PRINCE RUPERT—Continued

C F P R—Continued

ANNOUNCEMENTS

(After 6:00 p.m.)

100 words.....	2.00	1.90	1.80	1.70
Daily, per month 35.00.				

(Before 6:00 p.m.)

100 words.....	1.50	1.44	1.35	1.27
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

Canada—Horace N. Stovin & Company.

TRAIL C J A T

Rates effective July 1, 1944.

Owned by Kootenay Broadcasting Co., Ltd. Supervised by Taylor, Pearson and Carson, Ltd. Business Office—815 Victoria Street, Trail, B. C. Studio—815 Victoria Street, Trail, B. C. Transmitter—Warfield, British Columbia.

Wave—Power—Time

Operating power—1,000 watts.
461.8 meters; 610 kilocycles.
Licensed to operate full time on regional channel. Operates on Pacific Daylight Saving Time. Operating schedule: Sundays 8:00 a.m. to 11:30 p.m.; week days 6:30 a.m. to 11:30 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(5:00 p.m. to 10:30 p.m.)	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	55.00	52.25	49.50	46.75	44.00	41.25
1/2 hour.....	38.00	31.25	29.70	28.05	26.40	24.75
1/4 hour.....	22.00	20.90	19.80	18.70	17.60	16.50
10 minutes.....	16.50	15.67	14.83	14.02	13.20	12.37
5 minutes.....	11.00	10.45	9.90	9.35	8.80	8.25
*1 minute.....	7.50	7.12	6.75	6.37	6.00	5.62
*50 words.....	5.00	4.75	4.50	4.25	4.00	3.75
*15 seconds.....	3.00	2.85	2.70	2.55	2.40	2.25

CLASS "B" and "C"

(6:00 a.m. to 5:00 p.m. and 10:30 p.m. to sign-off)	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	38.00	31.25	29.70	28.05	26.40	24.75
1/2 hour.....	19.80	18.81	17.82	16.83	15.84	14.85
1/4 hour.....	13.20	12.54	11.88	11.22	10.56	9.90
10 minutes.....	9.90	9.40	8.91	8.41	7.92	7.42
5 minutes.....	6.60	6.27	5.94	5.61	5.28	4.95
*1 minute.....	4.50	4.27	4.05	3.82	3.60	3.37
*50 words.....	3.00	2.85	2.70	2.55	2.40	2.25
*15 seconds or 25 words.....	2.00	1.90	1.80	1.70	1.60	1.50

POLITICAL

One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS

Libraries available—details on request.

REMOTE CONTROL

Wherever telephone lines are available remote control broadcasts can be arranged. Short wave equipment available.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings. Instantaneous equipment available.

Personnel

Manager—Eric C. Ayles.
Sales Manager—Norman Harrod.
Production Manager—Frank Meade.

Representatives

1. Canada—All-Canada Radio Facilities, Ltd.
U. S.—Weed & Company.

VANCOUVER

C B R

(Established 1926)

Rates effective January 1, 1944. (Card No. 2.)

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; 1180 kilocycles.
Licensed to operate full time on regional channel. Operates on Pacific Daylight Saving Time. Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

CLASS "A"

(6:00 p.m. to 11:00 p.m.)	1 tl.	18 tl.	26 tl.	52 tl.	102 tl.	160 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

CLASS "B"

(All other time)	1 hour.....	72.00	68.40	64.80	61.20	57.60
1/2 hour.....	43.20	41.04	38.88	36.72	34.56	32.40
1/4 hour.....	28.80	27.36	25.92	24.48	23.04	21.60

SPECIAL FEATURES

Time Signals—Day or evening service (Sunday excepted) 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.

(After 6:00 p.m.)	4 daily for 3 months, per month.....	400.00
4 daily for 6 months, per month.....	360.00	
4 daily for 12 months, per month.....	320.00	
(Before 6:00 p.m.)	4 daily for 3 months, per month.....	300.00
4 daily for 6 months, per month.....	275.00	
4 daily for 12 months, per month.....	250.00	

ELECTRICAL TRANSCRIPTIONS

Accepted before 7:30 p.m.
Transcription library services available—rates on request.

TALENT

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

Commercial Manager—H. W. Paulson

Representatives

Canada—Canadian Broadcasting Corporation.

C J O R

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by CJOR, Ltd., 846 Howe St., Vancouver, British Columbia.
Studio—846 Howe St., Vancouver, B. C.
Transmitter—R. B. No. 2, Eburne, Richmond Municipality, B. C.

Wave—Power—Time

Operating power—1,000 watts.
(C. P. 5,000 watts.)
500 meters; 600 kilocycles.
Operates full time on regional channel. Operates on Pacific Daylight Saving Time. Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.; week days 6:30 a.m. to 11:30 p.m.

Agency Commission

15% on station rates to all recognized advertising agencies. No commission on talent. No cash discount. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Dominion Network.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	90.00	85.50	81.00	76.50	72.00	67.50
3/4 hour.....	72.00	68.40	64.80	61.20	57.60	54.00
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
1 minute.....	12.00	11.40	10.80	10.20	9.60	9.00
20 seconds.....	6.00	5.70	5.40	5.10	4.80	4.50

CLASS "B"

(12:00 noon to 6:00 p.m. Sundays)	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	40.50
1/2 hour.....	40.50	38.48	36.45	34.43	32.40	30.38
1/4 hour.....	27.00	25.85	24.70	23.55	22.40	21.25
10 minutes.....	20.25	19.24	18.23	17.21	16.20	15.19
5 minutes.....	13.50	12.83	12.15	11.48	10.80	10.13

CLASS "C"

(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off)	1 hour.....	50.00	47.00	44.00	42.50	40.00
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
10 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes.....	10.00	9.50	9.00	8.50	8.00	7.50
1 minute.....	7.50	7.13	6.75	6.38	6.00	5.63
20 seconds.....	3.75	3.57	3.38	3.19	3.00	2.82

SPECIAL FEATURES
News: Sponsored 15 minute newscasts 5 or 6 times per week take regular rates plus 35.00 per week news service charge; news service cost is net.

PARTICIPATING PROGRAMS

Regular rates for spots plus 1.00 surcharge which is subject to frequency discounts.

POLITICAL

Regular rates apply.

REMOTE CONTROL

Continuous recording equipment available.

TRANSCRIPTIONS

Transcription library rental service available:

1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.	
1/2 hour.....	6.00	5.70	5.40	5.10	4.80	4.50
1/4 hour.....	4.00	3.80	3.60	3.40	3.20	3.00

Contract and Other Requirements

Programs and announcements must conform to CBC rules and regulations. Networks take priority over spot programs and announcements. Sponsored programs and networks take preference over spot announcements. Discounts on gross rates for number of periods under contract not to exceed one year's duration. Station reserves the right to alter rates without notice.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings. Continuous recording equipment available.

Personnel

General Manager—G. C. Chandler.
Commercial Manager—D. E. Laws.
Program Director—Ross Mortimer.
Production—Dorwin Baird and Dick Diespecker.

Representatives

Canada—Horace N. Stovin & Company.
United States—Adam J. Young Jr., Incorporated.

CKMO

(Established 1928)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by British Columbia Broadcasting System, Ltd.
Business Office and Studios—812 Robson Street, Vancouver, British Columbia, Marine 1271-2.

Wave—Power—Time

Operating power—100 watts.
212.8 meters; 1410 kilocycles.
Operates on Pacific Daylight Saving Time. Operating schedule: Sundays 8:00 a.m. to 11:30 p.m.; week days 6:30 a.m. to 11:30 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
3/4 hour.....	28.80	27.36	25.92	24.48	23.04	21.60
1/2 hour.....	21.60	20.52	19.44	18.36	17.28	16.20
1/4 hour.....	14.40	13.68	12.96	12.24	11.52	10.80
10 minutes.....	10.80	10.26	9.72	9.18	8.64	8.10
5 minutes.....	7.20	6.84	6.48	6.12	5.76	5.40
1 minute.....	4.80	4.56	4.32	4.08	3.84	3.60
50 words.....	3.00	2.85	2.70	2.55	2.40	2.25

CLASS "B"

(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)	1 hour.....	22.00	20.90	19.80	18.70	17.60
3/4 hour.....	17.60	16.72	15.84	14.96	14.08	13.20
1/2 hour.....	13.20	12.54	11.88	11.22	10.56	9.90
1/4 hour.....	8.80	8.38	7.92	7.48	7.04	6.60
10 minutes.....	6.60	6.27	5.94	5.61	5.28	4.95
5 minutes.....	4.40	4.18	3.96	3.74	3.50	3.28
1 minute.....	2.90	2.75	2.61	2.47	2.32	2.18
50 words.....	2.80	2.18	2.07	1.97	1.84	1.74

SPECIAL FEATURES

Participating programs, time signals and flashes—rates on request.

POLITICAL TALKS

Rates on request.

TALKS AND RELIGIOUS PROGRAMS

Rates on request.

RECORDED PROGRAMS

Equipment available for all types of pick-ups at any point covered by telephone or telegraph lines.

REMOTE CONTROL

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Representatives

Canada—Radio Representatives, Ltd.
U. S.—Howard H. Wilson Company.

VANCOUVER—Continued
C K W X—Continued

Agency Commission
15% on station rates to recognized advertising agencies; no cash discount. Invoices rendered monthly; bills due and payable when rendered.
General Advertising
For combination rates see Mutual Broadcasting System and Don Lee Broadcasting System.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 4 columns of rates for different classes (A, B, C).

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 4 columns of rates for Class 'A'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 4 columns of rates for Class 'B'.

SPECIAL FEATURES
Participating Programs
On the Home Front, Red, White and Blue—exact times furnished on request.

POLITICAL
Regular rates apply.
REMOTE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

Table with 2 columns: Time slots (1 1/2 hour, 1 hour, 3/4 hour, 1/2 hour, 1/4 hour) and 4 columns of rates for TRANSCRIPTIONS.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management and the regulations of the Canadian Broadcasting Corporation.

Closing Time
24 hours in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut records.

Personnel
Manager—Frank H. (Tiny) Elphicke.
Program Manager—Stuart MacKay.
National Sales Manager—R. I. Crotty.
Regional Sales Manager—John N. Hunt.
Representatives
United States—Weed & Company.
Canada—All-Canada Radio Facilities, Ltd.

VICTORIA

CJVI

(Established 1941)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Island Broadcasting Company, Ltd.
Business Office and Studio—Central Bldg., 628 View St., Victoria, B. C., Garden 2014.
Transmitter—Portage Inlet, B. C.

Wave—Power—Time
Operating power—1,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate full time on Pacific Standard Time.
Operating schedule: Sundays 9:00 a.m. to 11:00 p.m.; Week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 4 columns of rates for Class 'A'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 4 columns of rates for Class 'B'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 4 columns of rates for Class 'C'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 4 columns of rates for Class 'D'.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.
RECORDED PROGRAMS
Regular time rates apply. Rental service rates:

Table with 2 columns: Time slots (1 1/2 hour, 1 hour, 3/4 hour, 1/2 hour, 1/4 hour) and 4 columns of rates for RECORDED PROGRAMS.

Facilities available to cut any length continuous program desired in units of 15 minutes—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 programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation.

Closing Time
Talent programs close two days to a week in advance. Announcements, talks and recorded programs close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turn-tables. Cue system available by arrangement for special effects.

Personnel
Manager—M. V. Chestnut.
Production Manager—R. T. Batey.
Representatives
United States—Weed & Company.
Canada—All-Canada Radio Facilities, Ltd.

MANITOBA

BRANDON

C K X

(Established 1928)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Manitoba Telephone System. Business Office and Studio—City Hall Square, Eighth and Princess Avenue, Brandon, Manitoba, telephone 4532.
Transmitter—First Street North, Brandon, Manitoba.

Wave—Power—Time
Operating power—1,000 watts.
260.9 meters; 1150 kilocycles.
Operates on Central Daylight Saving Time. Operates on clear channel.

Operating schedule: Sundays 9:30 a.m. to 11:30 p.m.; week days 7:30 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 4 columns of rates for Class 'A'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 4 columns of rates for Class 'B'.

Table with 2 columns: Time slots (1 minute transcription or 100 words, 20 seconds transcription or 25 words) and 4 columns of rates for ANNOUNCEMENTS.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS
Transcription library service available.
1 1/2 hour..... 5.00 4.75 4.50 4.25 4.00 3.75
1/4 hour..... 3.00 2.85 2.70 2.55 2.40 2.25

REMOTE CONTROL
Facilities available.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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 for vertical and lateral cut recordings.

Personnel
Manager—W. F. Soller.
Commercial Manager—W. T. Grigg.
Production Manager—Eric Davies.
Representatives
United States—Horace N. Stovin & Company.
United States—Adam J. Young, Jr., Incorporated.

FLIN FLON

C F A R

(Established 1927)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Arctic Radio Corporation, Limited.
Studio—75 Hill St., Flin Flon, Man.
Transmitter—Flin Flon, Man.

Wave—Power—Time
Operating power—250 watts.
248.9 meters; 1230 kilocycles.
Operates on Central Daylight Saving Time. Operating schedule: Sundays 11:30 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
The following rates are for national advertising. 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.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less) and 4 columns of rates for Class 'A'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less) and 4 columns of rates for Class 'B'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less) and 4 columns of rates for Class 'C'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less) and 4 columns of rates for Class 'D'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less) and 4 columns of rates for Class 'E'.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less) and 4 columns of rates for Class 'F'.

SPECIAL FEATURES
Time signals: Monday through Saturday, per month 25.00.
POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS
Transcription library service available.
1 1/2 hour..... 2.50 2.37 2.25 2.12 2.00 1.88
1/4 hour..... 1.50 1.42 1.35 1.27 1.20 1.12

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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 for both vertical and lateral cut recordings.

Personnel
Manager—G. B. Quinney.
Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McGillivra, Inc.

WINNIPEG

C K R C

(Established 1924)

Rates effective July 1, 1944. (Card No. 8.)
Owned and operated by Transcanada Communications, Ltd.
Studio—Free Press Bldg., 300 Carlton St., Winnipeg, Man.
Transmitter—Middlechurch, Man.

Wave—Power—Time
Operating power—1,000 watts.
476.2 meters; 630 kilocycles.
Licensed to operate on regional channel. Operates on Central Daylight Saving Time.

Operating schedule: Sundays 8:00 a.m. to 11:15 p.m.; Monday through Friday 6:30 a.m. to 12:00 midnight; Saturdays 8:30 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Basic Dominion 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.

Table with 2 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 4 columns of rates for Class 'A'.

(This listing continued on next page)

MANITOBA—Continued

WINNIPEG—Continued

CKRC—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 20 sec) and rates for CLASS 'B' and 'C' (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off week days).

Participating features—5 minute rates apply. News: Announcements preceding or following news pay regular rates.

POLITICAL

Regular card rates apply. TRANSCRIPTIONS AND RECORDINGS Regular time rates apply. Library rental service rates:

Table with columns for time slots and rates for transcription and recording services.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point served by telegraph or telephone lines. Fifty watt mobile short wave unit available.

Contract and Other Requirements: All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables...

Personnel: Manager—Gerry Gaetz. Commercial Manager—Waldo J. Holden. Program Director—J. D. Kemp.

Representatives: Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

CKY

(Established 1923)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by Manitoba Telephone System Business Office and Studio—Telephone Bldg., Winnipeg, Manitoba, telephone 94-191.

Wave—Power—Time: Operating power 15,000 watts. 303.0 meters; 990 kilocycles. Licensed to operate on cleared channel affiliated with station CKX.

Operating on Central Light Saving Time. Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission: 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (After 8:00 p.m.).

CLASS 'B'

Table with columns for time slots and rates for CLASS 'B' (Before 8:00 p.m.).

ANNOUNCEMENTS

Table with columns for time slots and rates for announcements.

POLITICAL

One time Class 'A' rates apply. Participating Programs Five minute rates apply.

REMOTE CONTROL

Facilities available. TRANSCRIPTIONS Transcription library service available.

Table with columns for time slots and rates for transcription services.

Contract and Other Requirements: All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables...

Personnel: Manager—W. H. Backhouse. Commercial Manager—A. J. Mesner. Production Manager—R. H. Roberts.

Representatives: Canada—Horace N. Stovin & Company. United States—Adam J. Young, Jr., Incorporated.

NEW BRUNSWICK

CAMPBELLTON

CKNB

(Established 1939)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by Beoitigoube Broadcasting Co., Ltd. Business Office and Studio—Bank of Nova Scotia Bldg., P. O. Drawer 840, Campbellton, New Brunswick; telephone 8.

Transmitter—Maple Green, New Brunswick. Wave—Power—Time: Operating power—1,000 watts. 315.8 meters; 950 kilocycles.

Licensed to operate on clear channel. Operates on Atlantic Daylight Time. Operating schedule: Sundays 9:00 a.m. to 12:15 a.m.; week days 8:00 a.m. to 12:15 a.m.

Agency Commission: 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (8:00 p.m. to 11:00 p.m. week days; all day Sundays).

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 6:00 p.m. week days).

CLASS 'B'

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 6:00 p.m. week days).

Operating power—1,000 watts. 303.0 meters; 990 kilocycles. Licensed to operate full time on Atlantic Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission: 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (8:00 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for CLASS 'B' (7:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Operating power—1,000 watts. 303.0 meters; 990 kilocycles. Licensed to operate full time on Atlantic Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission: 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (After 8:00 p.m.).

Table with columns for time slots and rates for CLASS 'B' (Before 8:00 p.m.).

Operating power—250 watts. 241.9 meters; 1210 kilocycles.

Agency Commission: 15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 11:30 a.m.).

Rates received April 5, 1945. Owned and operated by Edmundston Radio, Ltd. Business Office and Studio—Edmundston, N. B. Transmitter—Iroquois, N. B.

Operating power—250 watts. 241.9 meters; 1210 kilocycles. Licensed to operate on cleared channel affiliated with station CKX.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

CLASS 'C'

Table with columns for time slots and rates for CLASS 'C' (1:30 p.m. to 5:30 p.m. and 10:30 p.m. to sign-off).

One time Class 'A' rates apply. REMOTE CONTROL: Wherever lines are available—rates on request.

Contract and Other Requirements: All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment: Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel: Manager—J. D. Boudreau. Representatives: Canada—Horace N. Stovin & Company.

FREDERICTON

CFNB

(Established 1923)

Rates effective July 1, 1944. Owned and operated by James S. Neill & Sons, Ltd. Business Office and Studio—Queen Street, Fredericton, New Brunswick, telephone 209. Transmitter—Lincoln, New Brunswick.

Operating power—1,000 watts. 303.0 meters; 990 kilocycles. Licensed to operate full time on Atlantic Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission: 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (8:00 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for CLASS 'B' (7:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Operating power—1,000 watts. 303.0 meters; 990 kilocycles. Licensed to operate full time on Atlantic Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission: 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (After 8:00 p.m.).

Table with columns for time slots and rates for CLASS 'B' (Before 8:00 p.m.).

Operating power—250 watts. 241.9 meters; 1210 kilocycles.

Agency Commission: 15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS 'A'

Table with columns for time slots and rates for CLASS 'A' (11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 11:30 a.m.).

Rates received April 5, 1945. Owned and operated by Edmundston Radio, Ltd. Business Office and Studio—Edmundston, N. B. Transmitter—Iroquois, N. B.

Operating power—250 watts. 241.9 meters; 1210 kilocycles. Licensed to operate on cleared channel affiliated with station CKX.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

MONCTON C K C W

(Established 1934)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Moncton Broadcasting Company, Ltd. Business Office and Studio—K. of P. Building Moncton, New Brunswick. Transmitter—Harrisville, New Brunswick.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Operating schedule: Sundays 9:55 a.m. to 12:15 p.m.; week days 7:00 a.m. to 12:15 p.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots (6:00 p.m. to 11:00 p.m. daily) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

CLASS "B"

Table with columns for time slots (12:00 noon to 1:00 p.m. week days; 12:00 noon to 6:00 p.m. Sundays) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

CLASS "C"

Table with columns for time slots (7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. week days; 11:00 p.m. to sign-off daily) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

SPECIAL FEATURES

News: Announcements preceding or following news pay 100% premium; 5% discount every 13 weeks.

Participating Programs

Five minute rates apply. POLITICAL One time Class "A" rates apply.

REMOTE CONTROL

Lines to all public halls in city. TRANSCRIPTIONS Transcription library service available.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

Closing Time Closing date is two weeks in advance if program is to be included in publicity releases.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—F. A. Lynda. Program Director—Earl McCarron.

Representatives Canada—Horace N. Stovin & Company. United States—Joseph Hershey McGillivra, Inc.

SACKVILLE C B A

(Established 1939)

Rates effective October 1, 1939.

Owned and operated by Canadian Broadcasting Corp. Business Office and Studio—100 Sackville St., Halifax, Nova Scotia. Transmitter—Sackville, New Brunswick.

Wave—Power—Time Operating power—50,000 watts. (100% modulation—crystal control.) 280.4 meters; 1070 kilocycles. Licensed to operate on clear channel. Operates on Atlantic Daylight Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:30 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with the Canadian Broadcasting Corporation.

Table with columns for time slots (8:00 p.m. to 11:00 p.m. daily) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

CLASS "A"

Table with columns for time slots (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

CLASS "B"

Table with columns for time slots (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

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.

Table with columns for time slots (4:00 p.m. to 12:00 midnight) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

ELECTRICAL TRANSCRIPTIONS

Accepted during Class "B" time and up to 7:15 p.m. on Class "A" time only, at regular rates.

TALENT

Rates on request. Contract and Other Requirements Alcoholic beverage advertising not accepted. All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Representatives None.

SAINT JOHN C H S J

(Established 1934)

Rates effective July 1, 1944. (Card No. 4.)

Owned and operated by New Brunswick Broadcasting Company, Ltd. Business Office and Studio—14-16 Church Street, Saint John, New Brunswick, telephone 3-2307. Transmitter—Coldbrook, Saint John, New Brunswick.

Wave—Power—Time Operating power—1,000 watts. 260.8 meters; 1150 kilocycles. Operates on regional channel on Atlantic Standard Saving Time. Operating schedule: Sundays 7:55 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission 15% on station rates to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights. Discounts apply on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

CLASS "B"

Table with columns for time slots (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

Announcements immediately preceding or following newscasts, extra 50%. POLITICAL One time Class "A" rates apply.

REMOTE CONTROL Remote telegraph or telephone lines are available wherever remote control broadcasts can be arranged.

TRANSCRIPTIONS Transcription library service available.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

Closing Time One week in advance if program is to be included in publicity releases.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—L. C. Rudolf. Com'l & Prod. Mgr.—G. A. Cromwell.

Representatives Canada—Horace N. Stovin & Company. United States—Joseph Hershey McGillivra, Inc.

NOVA SCOTIA

ANTIGONISH C J F X

(Established 1943)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Atlantic Broadcasters, Ltd. Business Office and Studio—Broadcasting Bldg., Antigonish, Nova Scotia. Transmitter—New Glasgow Road, Nova Scotia.

Wave—Power—Time

Operating power—1,000 watts. 517.2 meters; 580 kilocycles. Operates on Atlantic Daylight Time on cleared regional channel. Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:15 a.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots (11:30 a.m. to 2:00 p.m. and 5:00 p.m. to 12:00 midnight week days and all day Sundays) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

(7:45 a.m. to 11:30 a.m. and 2:00 p.m. to 5:00 p.m.)

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds) and rates.

News: One minute adjacent to news at any time.

Participating Programs Five minute rates apply.

POLITICAL One time Class "A" rates apply.

REMOTE CONTROL Facilities available.

TRANSCRIPTIONS Transcription library service available.

Contract and Other Requirements All programs and announcements subject to station management approval and 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-tables for vertical and lateral cut recordings.

Personnel Managing Director—J. Clyde Nunn. Production Manager—T. C. Robertson.

Representatives Canada—J. L. Alexander.

HALIFAX C H S

(Established 1926)

Rates effective July 1, 1944. Operated by Maritime Broadcasting Company, Ltd. Business Office and Studio—Broadcasting House, Tobin Street, Halifax, Nova Scotia. Transmitter—Bedford, Nova Scotia.

Wave—Power—Time Operating power—1,000 watts. 312.5 meters; 960 kilocycles. Operates on Atlantic Daylight Time. Operating schedule: Sundays 9:00 a.m. to 12:15 a.m.; week days 7:45 a.m. to 12:15 a.m.

Agency Commission Agency commission 15% to recognized advertising agencies. (Commission does not apply to talent. Invoices are mailed monthly. Bills due and payable when rendered. No cash discount.)

General Advertising For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A" (7:45 a.m. to 12:15 a.m. daily)

Table with columns for time slots (11:30 a.m. to 2:00 p.m. and 5:00 p.m. to 12:00 midnight week days and all day Sundays) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds.

(7:45 a.m. to 11:30 a.m. and 2:00 p.m. to 5:00 p.m.)

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, and 15 seconds) and rates.

SPOT ANNOUNCEMENTS 1 minute, each 7.50 20 seconds, each 5.00

RUN OF SCHEDULE SPOTS 1 minute, each 6.00 20 seconds, each 4.00

SPOTS ALONGSIDE OF NEWSCASTS Each 10.00

SPECIAL FEATURES News: Regular rates plus service charges apply.

POLITICAL One time Class "A" rates apply.

REMOTE CONTROL Standard commercial equipment and microphones available for all types of pick-ups at any point served by telephone lines. Mobile transmitter and recording equipment available.

TRANSCRIPTIONS Transcription library service available.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

Closing Time One week in advance if program is to be included in publicity releases.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—L. C. Rudolf. Com'l & Prod. Mgr.—G. A. Cromwell.

Representatives Canada—Horace N. Stovin & Company. United States—Joseph Hershey McGillivra, Inc.

(This listing continued on next page)

NOVA SCOTIA—Continued

HALIFAX—Continued
CHNS—Continued

Closing Time

For inclusion in publicity releases, programs must be booked at least 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 for vertical and lateral cut recordings

Personnel

Managing Director—William C. Borrett.
Station Manager—Gerald J. Redmond.
Commercial Manager—Harry Stephen.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

CJCH

(Established 1944)

Rates effective October 15, 1944. (Card No. 1.)

Owned and operated by the Chronicle Company, Ltd. Business Office and Studio—Lord Nelson Hotel, Halifax, N. S.

Transmitter—Halifax, N. S.

Wave—Power—Time

Operating power—100 watts.
227.3 meters; 1320 kilocycles.
Operates on Atlantic Daylight Time.
Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

(8:00 p.m. to sign-off week days and all day Sunday)

Table with 11 columns (1h, 1/2h, 1/4h, 10min, 5min, 1min, 20sec) and 11 rows (1t, 26t, 52t, 104t, 156t, 260t) for CLASS 'A'.

CLASS 'B'

Table with 11 columns and 11 rows for CLASS 'B' rates.

CLASS 'C'

Table with 11 columns and 11 rows for CLASS 'C' rates.

SPECIAL FEATURES

News: Announcements preceding or following newscasts pay 25% premium.
Sponsorship of News: 25% premium of rate for period selected.

POLITICAL

One time Class 'A' rates apply.
Facilities available.

TRANSCRIPTIONS

Transcription library service available:
1 1/2 hour..... 7.50 7.10 6.75 6.35 6.00 5.65
1/4 hour..... 5.00 4.75 4.50 4.25 4.00 3.75

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager—M. J. Humphreys.
Representatives
Canada—National Broadcast Sales, Ltd.
United States—Joseph Hershey McGillivra, Inc.

SYDNEY

CJCB

(Established 1939)

Rates effective July 1, 1943. (Card No. 5.)

Owned and operated by Eastern Broadcasters, Ltd., 318 Charlotte Street, Sydney, N. S.

Business Offices and Studios—Radio Bldg., Sydney, Nova Scotia, telephone 209.

Transmitter—South Bar, Sydney, N. S.

Wave—Power—Time

Operating power—1,000 watts.
236.2 meters; 1270 kilocycles.
Licensed to operate on cleared regional channel. Operates on Atlantic Daylight Saving Time.
Operating schedule: 8:00 a.m. to 12:00 midnight daily.

Agency Commission

15% to recognized advertising agencies; no cash discount. Invoices rendered monthly.

General Advertising

For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights.

CLASS 'A'
(12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m.)

Table with 11 columns and 11 rows for CLASS 'A' rates.

(9:30 a.m. to 12:00 noon daily; 5:00 p.m. to 6:00 p.m. week days and 1:30 p.m. to 6:00 p.m. Sundays)

Table with 11 columns and 11 rows for CLASS 'B' rates.

CLASS 'C'

(8:00 a.m. to 9:30 a.m., 1:30 p.m. to 5:00 p.m., 11:00 p.m. to 12:00 midnight week days)

Table with 11 columns and 11 rows for CLASS 'C' rates.

SPECIAL FEATURES

One minute announcements adjacent to newscasts:
1 1/2 hour..... 9.00 8.55 8.10 7.65 7.20 6.75

POLITICAL

One time Class 'A' rates apply.

TRANSCRIPTIONS

Transcription library service available.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager—N. Nathanson.
Program Director—C. J. McDougall.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

YARMOUTH

CJLS

Rates effective July 1, 1944.

Owned and operated by Laurie L. Smith. Business Office and Studio—Radio Building, Main St., Yarmouth, Nova Scotia, telephone 500.

Transmitter—Radio Bldg., Main St., Yarmouth, Nova Scotia.

Wave—Power—Time

Operating power—100 watts.
223.9 meters; 1340 kilocycles.
Operates on Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 8:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS 'A'
(8:00 a.m. to 10:00 a.m., 12:00 noon to 1:00 p.m., 6:00 p.m. to 12:00 midnight)

Table with 11 columns and 11 rows for CLASS 'A' rates.

(10:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.)

Table with 11 columns and 11 rows for CLASS 'B' rates.

POLITICAL

One time Class 'A' rates apply.

TRANSCRIPTIONS

Libraries available—details on request.

REMOTE CONTROL

Full remote control facilities available.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Owner & Com'l Mgr.—Laurie L. Smith.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

ONTARIO

BRANTFORD

CKPC

(Established 1928)

Rates effective July 1, 1944. (Card No. 3.)
Operated by Telephone City Broadcasters, Ltd. Studio—49-51 Colborne Street, Brantford, Ontario. Transmitter—Glebe Property, Brantford, Ontario.

Wave—Power—Time

Operating power—100 watts.
217.4 meters; 1380 kilocycles.

Licensed to operate on cleared local channel, on Eastern Daylight Saving Time.

Operating schedule: Sundays 8:45 a.m. to 12:00 midnight; week days 7:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

Discounts on gross rates apply to number of periods under contract not to exceed one year's duration.

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 Sundays)

Table with 11 columns and 11 rows for CLASS 'A' rates.

(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

Table with 11 columns and 11 rows for CLASS 'B' rates.

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium.

Participating Programs

Five minute rates apply.

POLITICAL

One time Class 'A' rates apply.

REMOTE CONTROL

Standard commercial equipment and microphones available for all types of pick-ups to any points served by telephone and telegraph lines.

TRANSCRIPTIONS

Transcription library service available.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager—Mrs. J. D. Buchanan.
Production Manager—J. Jaffray.

Representatives
Canada—J. L. Alexander.

BROCKVILLE

CFBR

Rates effective July 1, 1944. (Card No. 8.)

Owned and operated by J. C. Whitty. Business Office and Studio—Revere Hotel, Brockville, Ont., telephone 4628.

Transmitter—No 2 Highway, Leeds County, Ont.

Wave—Power—Time

Operating power—250 watts.
206.9 meters; 1450 kilocycles.

Licensed to operate unlicensed time on local channel. Operates on Eastern Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 11:15 p.m.; week days 7:00 a.m. to 11:15 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract, not to exceed one year's duration.

CLASS 'A'
(6:00 p.m. to 11:15 p.m. week days and all day Sunday)

Table with 11 columns and 11 rows for CLASS 'A' rates.

(7:00 a.m. to 6:00 p.m.)

Table with 11 columns and 11 rows for CLASS 'B' rates.

(This listing continued on next page)

BROCKVILLE—Continued
C F B R—Continued

POLITICAL
One time Class "A" rates apply.
REMOTE CONTROL
Facilities available—details on request.
TRANSCRIPTIONS
Transcription library services available.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel
Manager—J. C. Whitty.
Commercial Manager—L. B. Cohan.
Production Manager—G. W. Andrews.

Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hersey McGillivra, Inc.

CHATHAM
C F C O

(Established 1926)
Rates effective July 1, 1944. (Card No. 10.)
Owned and operated by John Beardall, P. O. Box 275, Chatham, Ontario, telephone 2626.
Business Office and Studio—P. O. Box 275, William Pitt Hotel, Chatham, Ont., telephone 2626.
Transmitter—William Pitt Hotel, Chatham, Ontario.

Wave—Power—Time
Operating power—100 watts.
476.2 meters; 830 kilocycles.
Licensed to operate full time on cleared Ontario channel. Operates on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 11:30 p.m.; week days 7:15 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
CLASS "A"
(12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m.; all day Sundays)
1 hr. 30.00 38.50 27.00 25.50 24.00 22.50
1/2 hr. 18.00 17.10 16.20 15.30 14.40 13.50
1/4 hr. 12.00 11.40 10.80 10.20 9.60 9.00
10 minutes 9.00 8.55 8.10 7.65 7.20 6.75
5 minutes 6.00 5.70 5.40 5.10 4.80 4.50
1 minute 3.50 3.50 3.50 3.50 3.50 3.50
20 seconds 2.00 2.00 2.00 2.00 2.00 2.00

CLASS "B"
(7:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and after 11:00 p.m.)
1 hr. 22.00 20.90 19.80 18.70 17.60 16.50
1/2 hr. 13.20 12.84 11.88 11.22 10.56 9.90
1/4 hr. 8.80 8.36 7.92 7.48 7.04 6.60
10 minutes 6.80 6.27 5.84 5.41 5.28 4.95
5 minutes 4.40 4.18 3.96 3.74 3.52 3.30
1 minute 3.00 3.00 3.00 3.00 3.00 3.00
20 seconds 1.50 1.50 1.50 1.50 1.50 1.50
(One minute announcements not to exceed 75 words; flash announcements not to exceed 25 words. No frequency discounts on spots or flashes.)

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

POLITICAL
One time Class "A" rates apply.
REMOTE CONTROL
Facilities available—rates on request. Mobile and fixed position short wave equipment available.

TRANSCRIPTIONS
Library service available.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over all other types of broadcasting. Discounts on gross rates for number of periods under contract not to exceed one year's duration. English programs only accepted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables. Portable recording equipment available.

Personnel
Manager—John Beardall.
Commercial Director—P. A. Kirkey.

Representatives
None.

CORNWALL
CKSF

Rates effective February 15, 1945. (Card No. 1.)
Card received April 2, 1945.
Owned and operated by Standard-Freeholder, Ltd. Business Office and Studios—36 Pitt Street, Cornwall, Ontario.
Transmitter—Toll Gate Road, Township of Cornwall, Cornwall, Ontario.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate on regional channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:30 a.m. to 10:00 p.m.; week days 7:30 a.m. to 10:00 p.m.

Agency Commission
15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year duration.

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to sign-off)
1 hr. 111. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl.
3/4 hr. 40.00 38.00 36.00 34.00 32.00 30.00
1/2 hr. 24.00 22.80 21.60 20.40 19.20 18.00
1/4 hr. 16.00 15.20 14.40 13.60 12.80 12.00
10 minutes 12.00 11.40 10.80 10.20 9.60 9.00
5 minutes 8.00 7.60 7.20 6.80 6.40 6.00
1 minute 4.50 4.50 4.50 4.50 4.50 4.50
20 seconds 3.00 3.00 3.00 3.00 3.00 3.00

CLASS "B"
(Sign-on to 12:00 noon and 1:00 p.m. to 6:00 p.m.)
1 hr. 24.00 22.80 21.60 20.40 19.20 18.00
3/4 hr. 19.20 18.24 17.28 16.32 15.36 14.40
1/2 hr. 14.40 13.68 12.96 12.24 11.52 10.80
1/4 hr. 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
1 minute 3.00 3.00 3.00 3.00 3.00 3.00
20 seconds 2.00 2.00 2.00 2.00 2.00 2.00

SPECIAL FEATURES
News: Announcements immediately preceding or following news pay 25% premium.

Participating Programs
POLITICAL
One time Class "A" rates apply.
TRANSCRIPTIONS
Library rental service:
1/2 hour, each 4.00
1/4 hour, each 2.50
Transcription library services available.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Chief Executive—H. D. Wightman.
Station Manager—H. Harrison Flint.

Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hersey McGillivra, Inc.

FORT FRANCES
CKFI

Rates effective November 1, 1944. (Card No. 1.)
Card received December 14, 1944.
Business Office and Studio—140 Scott St., Fort Frances, Ont.
Transmitter—Piters Point Park—2 miles east of Fort Frances.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1346 kilocycles.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies on station rates; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"
(8:00 p.m. to 10:00 p.m.)
1 hr. 40.00 38.00 36.00 34.00 32.00 30.00
3/4 hr. 32.00 30.40 28.80 27.20 25.60 24.00
1/2 hr. 24.00 22.80 21.60 20.40 19.20 18.00
1/4 hr. 16.00 15.20 14.40 13.60 12.80 12.00
10 minutes 12.00 11.40 10.80 10.20 9.60 9.00
5 minutes 8.00 7.60 7.20 6.80 6.40 6.00
1 minute 4.00 3.80 3.60 3.40 3.20 3.00
20 seconds 2.00 1.90 1.80 1.70 1.60 1.50

CLASS "B"
(12:00 noon to 1:00 p.m. week days and 12:30 noon to 6:00 p.m. Sundays)
1 hr. 32.00 30.40 28.80 27.20 25.60 24.00
3/4 hr. 25.00 24.35 23.70 23.05 22.40 21.75
1/2 hr. 19.20 18.24 17.28 16.32 15.36 14.40
1/4 hr. 12.80 12.16 11.52 10.88 10.24 9.60
10 minutes 9.60 9.12 8.64 8.16 7.68 7.20
5 minutes 6.40 6.08 5.76 5.44 5.12 4.80
1 minute 3.50 3.33 3.15 2.98 2.80 2.63
20 seconds 1.75 1.66 1.55 1.47 1.47 1.47

CLASS "C"
(7:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off)
1 hr. 24.00 22.80 21.60 20.40 19.20 18.00
3/4 hr. 19.20 18.24 17.28 16.32 15.36 14.40
1/2 hr. 14.40 13.68 12.96 12.24 11.52 10.80
1/4 hr. 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
1 minute 3.00 2.85 2.70 2.55 2.40 2.25
20 seconds 1.75 1.66 1.55 1.47 1.47 1.47

SPECIAL FEATURES
News: Announcements preceding or following news take regular rates.

Participating Programs
Announcements in participating programs: regular rates apply.

POLITICAL
One time Class "A" rates apply.
REMOTE CONTROL
Remote control facilities to all points served by lines.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. vertical and lateral cut recordings.

Personnel
Manager—J. M. Reid.
Production Manager—J. C. McLaren.
Commercial Manager—R. S. Mitchner.

Representatives
Canada—All-Canada Radio Facilities, Ltd.

FORT WILLIAM
CKPR

(Established 1981)
Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by H. F. Dougal.
Business Office and Studio—Radio Hall, May St., Fort William, Ont., South 315.
Transmitter—Memorial Avenue, Port Arthur, Ont.

Wave—Power—Time
Operating power—1,000 watts.
517.2 meters; 580 kilocycles.
Operates on Eastern Daylight Saving Time from June through August.
Operating schedule: 11:00 a.m. to 11:00 p.m. Sundays and 7:30 a.m. to 11:00 p.m. week days.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network.

CLASS "A"
(5:00 p.m. to 10:30 p.m.)
1 hr. 111. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl.
3/4 hr. 40.00 38.00 36.00 34.00 32.00 30.00
1/2 hr. 24.00 22.80 21.60 20.40 19.20 18.00
1/4 hr. 16.00 15.20 14.40 13.60 12.80 12.00
10 minutes 12.00 11.40 10.80 10.20 9.60 9.00
5 minutes 8.00 7.60 7.20 6.80 6.40 6.00
1 minute 4.50 4.50 4.50 4.50 4.50 4.50
20 seconds 3.00 3.00 3.00 3.00 3.00 3.00

CLASS "B"
(7:30 a.m. to 12:00 noon, 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off)
1 hr. 48.00 45.60 43.20 40.80 38.40 36.00
3/4 hr. 38.40 36.48 34.56 32.64 30.72 28.80
1/2 hr. 28.80 27.36 25.92 24.48 23.04 21.60
1/4 hr. 19.20 18.24 17.28 16.32 15.36 14.40
10 minutes 14.40 13.68 12.96 12.24 11.52 10.80
5 minutes 9.60 9.12 8.64 8.16 7.68 7.20
1 minute 7.00 7.00 7.00 6.30 5.95 5.60
20 seconds 2.50 2.50 2.50 2.25 2.15 2.00

CLASS "C"
Class "A" rates apply.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

PARTICIPATING PROGRAMS
Five minute rates apply.
POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Equipment available for use where physical lines are available.
TRANSCRIPTIONS
Transcriptions library services available.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel
Owner & Pres.—H. F. Dougal.
Station Manager—J. Basil Scully.

Representatives
Toronto & Montreal—Radio Representatives, Inc.
Winnipeg—Horace N. Stovin & Company.
United States—Edward H. Wilson Company.

HAMILTON
CHML

(Established 1937)
Rates effective July 1, 1944. (Card No. 2.)
Owned and operated by Maple Leaf Broadcasting Co., Ltd., Hamilton, Ont.
Business Office and Studio—Pigott Bldg., 36 James St., South, Hamilton, Ontario, telephone 7-1595.
Transmitter—Aldershot Ontario.
(This listing continued on next page)

ONTARIO—Continued

HAMILTON—Continued

CHML—Continued

Wave—Power—Time
Operating power—1,000 watts.
833.3 meters; 900 kilocycles.
Operates on Eastern Daylight Saving Time.

Agency Commission
15% on station rates to recognized advertising agencies; no cash discount. No commission on talent.

General Advertising

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.

Table with 6 columns: Rate type (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and 6 columns of rates for different time slots.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

TRANSCRIPTIONS
Library service available at the following rental rates: 1 hr., 26 ct.; 1/2 hr., 10.00; 1/4 hr., 6.00.

MECHANICAL PROGRAM EQUIPMENT
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

PERSONNEL
Manager—W. T. Cranston.
Commercial Manager—W. M. Guild.

REPRESENTATIVES
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed and Company

ANNOUNCEMENTS
Announcements preceding or following news pay 25% premium.

CKOC (Established 1922)

Rates effective July 1, 1944. (Card No. 8.)
Owned and operated by Wentworth Radio Broadcasting Company, Ltd.

Wave—Power—Time
Operating power—1,000 watts.
260.9 meters; 1150 kilocycles.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

CLASS "B"
(12:00 noon to 1:00 p.m. daily and 12:00 noon to 6:00 p.m. Sundays)
Class "C" rates apply.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

SPECIAL FEATURES
Participating Programs—Five minute rate applies.
One time Class "A" rates apply.

TALENT
Rates on request.
REMOTE CONTROL
Wherever telegraph lines or telephone lines are available remote control broadcasts can be arranged.

TRANSCRIPTIONS
Library service available at the following rental rates: 1 hr., 26 ct.; 1/2 hr., 10.00; 1/4 hr., 6.00.

CONTRACT AND OTHER REQUIREMENTS
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

MECHANICAL PROGRAM EQUIPMENT
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

PERSONNEL
Manager—W. T. Cranston.
Commercial Manager—W. M. Guild.

REPRESENTATIVES
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed and Company

ANNOUNCEMENTS
Announcements preceding or following news pay 25% premium.

KENORA CJRL (Established 1938)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Kenora Broadcasting Company, Ltd.

Business Office and Studio—Kenrich Hotel, Kenora, Ontario.
Transmitter—Jeffrey County, Ontario.

Wave—Power—Time
Operating power—1,000 watts.
245.9 meters; 1220 kilocycles.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent.

General Advertising
For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

CLASS "C"
(7:30 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off)

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

SPECIAL FEATURES
News; Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Equipment available.

CONTRACT AND OTHER REQUIREMENTS
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical or lateral cut recordings.

PERSONNEL
Manager—Howard G. Clark.
Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McGillivra, Inc.

KINGSTON CFRC

Owned by Queens University.
Operated by Queens University and Kingston Whig Standard.

Does not sell time.

CKWS (Established 1942)

Rates effective July 1, 1945. (Card No. 3.)
Owned and operated by Allied Broadcasting Corporation Limited.

Business Office and Studio—Whig-Standard Bldg., Kingston, Ont.
Other Offices—Bank of Commerce Bldg., 25 King St., W., Toronto, Ont., telephone Elgin 1165; 1010 University Tower, 660 St. Catharines St., W., Montreal, Que., telephone Harbour 3051.

Wave—Power—Time
Operating power—1,000 watts.
312.5 meters; 960 kilocycles.

Agency Commission
15% on station time to recognized advertising agencies; no cash discount. No commission on talent.

General Advertising
For combination rates see Trans-Canada Network. Also sold in combination with CHEX, Peterborough, Ont., and CKWS, Kingston, Ont., in combination.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days and all day Sundays)

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

CLASS "B"
(12:00 noon to 1:00 p.m. week days)

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

CLASS "C"
(Sign-on to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off)

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

COMBINATION RATES
The following rates are for CHEX, Peterborough, Ont., and CKWS, Kingston, Ont., in combination.

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days and all day Sundays)

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

CLASS "B"
(12:00 noon to 1:00 p.m. week days)

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

CLASS "C"
(Sign-on to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off)

Table with 6 columns: Rate type and 6 columns of rates for different time slots.

(This listing continued on next page)

KINGSTON—Continued
C K W S—Continued

SPECIAL FEATURES
News: Leased wire service available 19 hours daily.
POLITICAL
Class "A" one time rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available at the following rates:
1 1/2 hour..... 1 tl. 13 tl. 28 tl. 52 tl. 100 tl. 260 tl.
1/2 hour..... 5.00 4.75 4.50 4.25 4.00 3.75
1/4 hour..... 3.00 2.85 2.70 2.55 2.40 2.25
Subject to 15% agency commission.
Recording equipment available.

REMOTE CONTROL
Facilities available—rates and details on request.

SERVICE FACILITIES
Merchandising services available: Dealer letters, pre-campaign spot announcements, and newspaper listings.

Contract and Other Requirements
Programs and announcements must conform to CBC rules and regulations. Networks take priority over spot programs and announcements. Sponsored programs and networks take preference over spot announcements.

Personnel
President—Senator W. Rupert Davies.
Station Manager—Roy Hoff.

Representatives
Canada—National Broadcast Sales.
United States—Weed & Company.

KIRKLAND LAKE
C J K L

(Established 1934)
Rates effective July 1, 1945. (Card No. 3.)
Owned and operated by Northern Broadcasting & Publishing, Ltd.

Business Office and Studio—Government Road W., Kirkland Lake, Ontario.
Other Offices—Bank of Commerce Bldg., 25 King St. W., Toronto, Ont., telephone Elgin 1185; 1010 University Tower, 660 St. Catharines St., W., Montreal, Que., telephone Harbour 3051.
Transmitter—Dane, Ontario.

Wave—Power—Time
Operating power—1,000 watts.
535.7 meters; 560 kilocycles.
Licensed to operate full time on cleared channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:00 a.m. to 11:30 p.m.; week days 7:15 a.m. to 12:00 midnight.

Agency Commission
15% on station rates, library service and talent to all recognized advertising agencies; no cash discount. Bills due and payable when rendered. Invoices rendered monthly.

General Advertising
For combination rates see Trans-Canada Network. 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. week days and all day Sundays)

1 hour.....	1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
3/4 hour.....	48.00	45.80	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	6.00	6.00	5.70	5.40	5.40	5.40
20 seconds	3.60	3.60	3.42	3.24	3.24	3.24

CLASS "B"
(12:00 noon to 1:00 p.m. week days)

1 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
3/4 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
1/2 hour.....	27.00	25.65	24.30	22.95	21.60	20.25
1/4 hour.....	18.00	17.10	16.20	15.30	14.40	13.50
10 minutes	13.50	12.83	12.15	11.48	10.80	10.13
5 minutes	9.00	8.55	8.10	7.65	7.20	6.75
1 minute	5.50	5.50	5.23	4.95	4.95	4.95
20 seconds	3.30	3.30	3.14	2.97	2.97	2.97

CLASS "C"
(7:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off week days)

1 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
3/4 hour.....	28.80	27.36	25.92	24.48	23.04	21.60
1/2 hour.....	21.60	20.52	19.44	18.36	17.28	16.20
1/4 hour.....	14.40	13.68	12.96	12.24	11.52	10.80
10 minutes	10.80	10.26	9.72	9.18	8.64	8.10
5 minutes	7.20	6.84	6.48	6.12	5.76	5.40
1 minute	5.00	5.00	4.75	4.50	4.50	4.50
20 seconds	3.00	3.00	2.85	2.70	2.70	2.70

SPECIAL FEATURES
News: 19 hour leased wire service available. Newscasts and announcements preceding or following news pay 25% premium.

POLITICAL
Class "A" one time rates apply.
REMOTE CONTROL
Facilities available—rates and details on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available at the following rental rates:
1/2 hour..... 5.00 4.75 4.50 4.25 4.00 3.75
1/4 hour..... 3.00 2.85 2.70 2.55 2.40 2.25

SERVICE FACILITIES
Merchandising services available: Dealer letters, pre-campaign spot announcements and newspaper listings.

Contract and Other Requirements
Programs and announcements must conform to CBC regulations, the Code of Ethics of the Canadian Association of Broadcasters, and the requirements of the station management. Networks take priority over spot programs. Programs take preference over announcements.

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.
Station Manager—Clair Chambers.
Representatives
Canada—National Broadcast Sales.
United States—Weed & Company.

KITCHENER
C K C R

(Established 1929)
Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by W. C. Mitchell and G. Liddle.
Business Office and Studio—Waterloo Trust Bldg., Kitchener, Ont., Kitchener 2-1246.
Transmitter—Kitchener, Ontario.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on regional channel on Eastern Daylight Saving Time.
Actual operating schedule: Sundays 8:45 a.m. to 11:00 p.m. Week days 7:30 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)

1 hour.....	1 tl.	28 tl.	52 tl.	104 tl.	156 tl.	260 tl.
3/4 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hour.....	32.00	30.40	28.80	27.20	25.60	24.00
1/4 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
10 minutes	18.00	17.20	16.40	15.60	14.80	14.00
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00
1 minute or 100 words.....	3.00	3.00	3.00	3.00	3.00	3.00
20 seconds or 25 words.....	2.00	2.00	2.00	2.00	2.00	2.00

CLASS "B"
(7:30 a.m. to 6:00 p.m. week days; 12:30 to 6:00 p.m. Sundays)

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
10 minutes	9.00	8.55	8.10	7.65	7.20	6.75
5 minutes	6.00	5.70	5.40	5.10	4.80	4.50
1 minute or 100 words.....	2.50	2.50	2.50	2.50	2.50	2.50
20 seconds or 25 words.....	1.50	1.50	1.50	1.50	1.50	1.50

CLASS "C"
(1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off)

1 hour.....	24.00	22.80	21.60	20.40	19.20	18.00
3/4 hour.....	19.20	18.24	17.28	16.32	15.36	14.40
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
1 minute or 100 words.....	2.50	2.50	2.50	2.50	2.50	2.50
20 seconds or 25 words.....	1.50	1.50	1.50	1.50	1.50	1.50

SPECIAL FEATURES
News: Announcements preceding or following news take regular rates.
Participating Programs
Regular rates apply.

POLITICAL
One time Class "A" rates apply.
RECORDED PROGRAMS
Transcription library services available—rates on application.

REMOTE CONTROL
Full facilities available—rates and details on request.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel
Managers—W. C. Mitchell & G. Liddle.

Representatives
Canada—William Wright.

LONDON
C F P L

(Established 1933)
Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by the London Free Press Printing Company.
Business Office and Studio—442 Richmond St., London, Ont.
Transmitter—6th Concession, Westminster Township, London, Ont.

Wave—Power—Time
Operating power—1,000 watts.
191.1 meters; 1570 kilocycles.
Licensed to operate on regional channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:30 a.m. to 11:30 p.m.; week days 7:00 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year duration.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)

1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	80.00	78.00	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	8.00	8.00	8.00	8.00	8.00
20 seconds	4.80	4.80	4.80	4.80	4.80

CLASS "B"
(12:00 noon to 1:00 p.m. week days; 9:30 a.m. to 6:00 p.m. Sundays)

1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00
3/4 hour.....	48.00	45.80	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	6.00	6.00	6.00	6.00	6.00	6.00
20 seconds	3.60	3.60	3.60	3.60	3.60	3.60

CLASS "C"
(1:00 p.m. to 6:00 p.m. week days; 7:00 a.m. to 12:00 noon and 10:30 p.m. to sign-off daily)

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
10 minutes	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50
1 minute	5.00	5.00	5.00	5.00	5.00	5.00
20 seconds	3.00	3.00	3.00	3.00	3.00	3.00

POLITICAL SPEECHES
One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library service, per 15 minute period, 2.00.

REMOTE CONTROL
Pick-ups available from any point served by telegraph or telephone lines.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Time of announcements is not guaranteed. Station reserves the right to give announcements next best time available without notice.

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
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
President—W. J. Blackburn.
Com'l Mgr. & Prog. Dir.—Philip H. Morris.

Representatives
Montreal & Winnipeg—Horace N. Stovin & Company.
United States—Joseph Hershey McGillivra, Inc.

NORTH BAY
C F C H

(Established 1931)
Rates effective July 1, 1945. (Card No. 4.)
Owned and operated by Northern Broadcasting & Publishing, Ltd.
Business Office and Studio—Main Street, North Bay, Ontario, telephone 2400.
Other Offices—Bank of Commerce Bldg., 25 King St. W., Toronto, Ont., telephone Elgin 1185; 1010 University Tower, 660 St. Catharines St., W., Montreal, Que., telephone Harbour 3051.
Transmitter—North Bay, Ontario.

Wave—Power—Time
Operating power—100 watts.
500 meters; 600 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 8:55 a.m. to 11:30 p.m.; week days 8:00 a.m. to 11:30 p.m.

Agency Commission
15% on station rates, library service, and talent to all recognized advertising agencies; no cash discount. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network. 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. week days and all day Sundays)

1 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hour.....	40.00	38.00	36.00	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	12.00	11.40	10.80	10.20	9.60
5 minutes	8.00	7.60	7.20	6.80	6.40
1 minute	4.00	4.00	3.80	3.60	3.60
20 seconds	2.40	2.40	2.28	2.16	2.16

CLASS "B"
(12:00 noon to 1:00 p.m. week days)

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
10 minutes	9.00	8.55	8.10	7.65	7.20	6.75
5 minutes	6.00	5.70	5.40	5.10	4.80	4.50
1 minute	3.50	3.50	3.33	3.15	3.15	3.15
20 seconds	2.10	2.10	1.99	1.89	1.8	

ONTARIO—Continued

NORTH BAY—Continued
C F C H—Continued

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds) and rates for Class 'C'.

SPECIAL FEATURES
News: 19 hour leased wire service available.
Newscasts and announcements preceding or following news pay 25% premium.

POLITICAL
Class 'A' one time rates apply.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available at the following rental rates (commissionable):

Table with columns for time slots and rates for Electrical Transcriptions.

SERVICE FACILITIES
Merchandising services available: Dealer letters, pre-campaign spot announcements and newspaper listings.

REMOTE CONTROL
Facilities for picking up broadcasts from any point.

Contract and Other Requirements
Programs and announcements must conform to rules and regulations of CBC, the Code of Ethics of the Canadian Association of Broadcasters and the requirements 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
President—Roy H. Thomson.
Station Manager—C. O. Pickrem.
Representatives
Canada—National Broadcast Sales.
United States—Weed & Company.

OTTAWA
CBO

(Established 1924)
Rates effective October 15, 1937. (Card No. 2.)
Owned and operated by the Canadian Broadcasting Corporation.
Studio—Chateau Laurier Hotel, Ottawa, Ontario.
Transmitter—Hawthorns, Ontario.

Wave—Power—Time
Operating power—1,000 watts.
329.7 meters; 910 kilocycles.
Licensed to operate full time on cleared Canadian channel.
Operates on Eastern Standard Time. Daylight Saving Time observed.
Operating schedule: Sundays 7:45 a.m. to 11:30 p.m.; week days 7:25 a.m. to 11:30 p.m.

Agency Commission
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 Trans-Canada Network. Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

Table with columns for time slots and rates for Class 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for time slots and rates for Class 'B' (7:30 a.m. to 6:00 p.m. and 11:00 p.m. to sign-off).

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.
(After 6:00 p.m.)
4 daily for 3 months, per month..... 300.00
4 daily for 6 months, per month..... 275.00
4 daily for 12 months, per month..... 250.00
(Before 6:00 p.m.)
4 daily for 3 months, per month..... 225.00
4 daily for 6 months, per month..... 200.00
4 daily for 12 months, per month..... 175.00

ELECTRICAL TRANSCRIPTIONS
Accepted during Class 'B' periods only, at regular rates.
Transcription library services available—rates on request.
TALENT
Rates on request.
Contract and Copy 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—C. P. Wright.
Representatives
None.

CKCO

(Established 1924)
Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Controller G. M. Geldert, M.D.
Studios—272 Somerset Street West, Ottawa, Ontario.
Transmitter—Aylmer Road, Quebec.

Wave—Power—Time
Operating power—1,000 watts.
229 meters; 1310 kilocycles.
Licensed to operate full time on cleared regional channel.
Operates on Eastern Standard Time. Daylight Saving Time observed.
Actual operating schedule: Week days 8:00 a.m. to 11:00 p.m. Sundays 12:00 noon to 11:00 p.m.

Agency Commission
15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots and rates for Class 'A' (6:00 p.m. to 11:00 p.m. week days and all day Sunday).

Table with columns for time slots and rates for Class 'B' (8:00 a.m. to 6:00 p.m. week days).

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
Participating Programs
Rates on request.
One time Class 'A' rates apply.

REMOTE CONTROL
Broadcasts arranged where lines are available.
TRANSCRIPTIONS
Transcription library services available. Rental service—rates on request.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over spot programs and announcements. Time of spot announcements not guaranteed, but station will endeavor to place announcements as close as possible to time requested by the advertiser, retaining, however, the right to move spots a half hour either way without notice, or to cancel in the event of their interference with programs or special feature broadcasts.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 78 and 33-1/3 r.p.m. double turn-tables.

Personnel
Manager—Dr. G. M. Geldert.
Representatives
Canada—William Wright.
United States—Joseph Hershey McGillivra, Inc.

OWEN SOUND
CFOS

(Grey County)
Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Grey & Bruce Broadcasting Company, Ltd. Affiliated with the Owen Sound Daily Sun-Times.
Business Office and Studio—904 Second Avenue, East, Owen Sound, Ontario.
Transmitter—Highway 6 and 10, Sydenham Township, Ontario.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 8:45 a.m. to 9:15 p.m.; week days 7:45 a.m. to 9:15 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

Table with columns for time slots and rates for Class 'A' (12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:15 p.m.).

Table with columns for time slots and rates for Class 'B' (7:30 a.m. to 12:00 noon; 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off).

CLASS 'B'

Table with columns for time slots and rates for Class 'B' (7:45 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.).

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
Participating Programs
Five minute rates apply.

POLITICAL
One time Class 'A' rates apply.
TRANSCRIPTIONS
Transcription library service available.

REMOTE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and 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 and vertical cut recordings.

Personnel
Manager—Wm. Hawkins.
Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McGillivra, Inc.

PARRY SOUND
CHPS

(Established 1942)
Rates effective July 1, 1944. (Card No. 2.)
Owned and operated by Gordon E. Smith.
Business Office and Studio—Oddfellows Block, Parry Sound, Ont., telephone 700.
Transmitter—MacDougall Township, Ont.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local clear channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:15 a.m. to 10:00 p.m.; week days 7:30 a.m. to 10:00 p.m.

Agency Commission
15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
The following rates are for national advertising.

Table with columns for time slots and rates for Class 'A' (12:00 noon to 1:30 p.m. and 6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. Sundays).

Table with columns for time slots and rates for Class 'B' (7:30 a.m. to 12:00 noon; 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off).

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
Participating Programs
One minute announcement rate applies.

POLITICAL
One time Class 'A' rates apply.
REMOTE CONTROL
Remote broadcasts are available by a telephone or telegraph line, or via CH 5Q, the mobile pick up transmitter operated by station.

TRANSCRIPTIONS
Transcription library rental service:
1 t. 26 t. 52 t. 104 t. 156 t. 260 t.
1/4 hour..... 3.00 2.85 2.70 2.55 2.00 1.75
Recording equipment available.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Manager—Gordon E. Smith.
Representatives
Canada—Horace N. Stovin & Company.

PEMBROKE

CHOV

(Established 1942)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by Ottawa Valley Broadcasting Co., Ltd. Business Office and Studios—197 Albert St., Pembroke, Ont. Transmitter—Highway 17, 2-1/2 miles east of Pembroke, Ont.

Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time. Operating schedule: Sundays 10:45 a.m. to 11:15 p.m.; week days 7:30 a.m. to 11:15 p.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m.; all day Sunday)

Table with 11 columns (1 hour to 15 seconds) and 11 rows (11:00 a.m. to 10:30 p.m.) showing advertising rates.

CLASS "B"

(7:00 a.m. to 9:00 a.m., 11:00 a.m. to 12:00 noon, 1:00 p.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)

Table with 11 columns (1 hour to 15 seconds) and 11 rows (11:00 a.m. to 5:00 p.m.) showing advertising rates.

CLASS "C"

(9:00 a.m. to 11:00 a.m., 2:00 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off)

Table with 11 columns (1 hour to 15 seconds) and 11 rows (11:00 a.m. to 5:00 p.m.) showing advertising rates.

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium.

Government War Service and War Service Campaigns: Class "B" rates, 260 time serial discounts apply.

Participating Programs Five minute rates apply.

POLITICAL

Class "A" rates apply; no serial discount.

TRANSCRIPTIONS

Transcription library rental service available; no discounts. 1/2 hour..... 5.00 1/4 hour..... 3.00

REMOTE CONTROL

Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Personnel

President—D. A. Jones. Managing Director—Gordon Archibald. Program Director—I. Graham.

Representatives

Canada—Horace N. Stovin & Company. United States—Joseph Hershey McGilvra, Inc.

PETERBOROUGH

CHEX

(Established 1942)

Rates effective July 1, 1945. (Card No. 2.) Owned and operated by Peterborough Broadcasting Company Ltd. Business Office and Studio—The Examiner Bldg., Peterborough, Ont. Other Offices—Bank of Commerce Bldg., 25 King St. W., Toronto, Ont., telephone Elgin 1185; 310 Keefer Bldg., 1440 St. Catharines St. W., Montreal, Que., telephone Harbour 8051. Transmitter—Peterborough County, Otanabee Township, two miles east of Peterborough, Ont.

Wave—Power—Time

Operating power—1,000 watts. 209.8 meters; 1430 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern Daylight Saving Time. Operating schedule: Sundays 10:00 a.m. to 11:15 p.m.; week days 5:55 a.m. to 11:15 p.m.

Agency Commission

15% on station time to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly.

General Advertising

For combination rates see Dominion Network. Sold in combination with CKWS, Kingston, Ont. For combination rates see listing of CKWS, Kingston, Ont. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

(6:00 p.m. to 10:30 p.m. week days and all day Sundays)

Table with 11 columns (1 hour to 20 seconds) and 11 rows (11:00 a.m. to 5:40 p.m.) showing advertising rates.

CLASS "B"

Table with 11 columns (1 hour to 20 seconds) and 11 rows (12:00 noon to 5:40 p.m.) showing advertising rates.

CLASS "C"

Table with 11 columns (1 hour to 20 seconds) and 11 rows (7:00 a.m. to 6:00 p.m.) showing advertising rates.

News: 19 hour leased time service available.

Class "A" one time rates apply.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available at the following rental rates:

Table with 11 columns (1/2 hour to 20 seconds) and 11 rows (11:00 a.m. to 2:40 p.m.) showing transcription rates.

Subject to 15% agency commission.

REMOTE CONTROL

Facilities available for picking up broadcasts from any point.

SERVICE FACILITIES

Merchandising services available: Dealer letters, pre-campaign spot announcements, and newspaper listings.

Contract and Other Requirements Programs and announcements must conform to CBC rules and regulations. Networks take priority over spot programs and announcements. Sponsored programs and networks take preference over spot announcements.

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 President—W. Rupert Davies. Station Manager—Iral Cooke.

Representatives Canada—National Broadcast Sales. United States—Weed & Company.

PORT ARTHUR

CFPA

(Established 1944)

Rates effective July 1, 1944. (Card No. 1.) Owned and operated by Ralph H. Parker. Business Office and Studio—Public Utilities Bldg., Port Arthur, Ont. Transmitter—14th Ave., Port Arthur, Ont.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Operates on Eastern Daylight Time June, July and August; Eastern Standard Time other months.

Agency Commission 15% to recognized agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising For combination rates see Dominion Network.

CLASS "A" (12:00 noon to 1:30 p.m. and 5:00 p.m. to 10:30 p.m.)

Table with 11 columns (1 hour to 20 seconds) and 11 rows (11:00 a.m. to 5:40 p.m.) showing advertising rates.

CLASS "B"

Table with 11 columns (1 hour to 20 seconds) and 11 rows (7:30 a.m. to 5:00 p.m.) showing advertising rates.

One time Class "A" rate applies.

REMOTE CONTROL

Pickups wherever lines are available.

TRANSCRIPTIONS

Transcription library service available.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and 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.

Representatives Canada—National Broadcast Sales Ltd. United States—Joseph Hershey McGilvra, Inc.

announcements. Networks take priority over spot programs and announcements. Discounts on gross rates on number of periods under contract not to exceed one year's duration.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnel Owner & Mgr.—Ralph H. Parker.

Representatives Central and Eastern Canada—National Broadcast Sales.

Western Canada—All Canada Radio Facilities. United States—Weed & Company.

ST. CATHARINES

CKTB

(Established 1930)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by Niagara District Broadcasting Company, Ltd. Business Office and Studio—12 Yates St., St. Catharines, Ontario. Transmitter—Lakeshore Road.

Wave—Power—Time Operating power—1,000 watts. 193.5 meters; 1550 kilocycles. Licensed to operate on clear channel. Operates on Eastern Daylight Saving Time. Operating schedule: Sundays 8:45 a.m. to 11:15 p.m.; week days 7:30 a.m. to 11:15 p.m.

Agency Commission 15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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. 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 10:30 p.m. week days and all day Sunday)

Table with 11 columns (1 hour to 20 seconds) and 11 rows (11:00 a.m. to 5:40 p.m.) showing advertising rates.

CLASS "B" (9:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.)

Table with 11 columns (1 hour to 20 seconds) and 11 rows (11:00 a.m. to 5:40 p.m.) showing advertising rates.

CLASS "C" (7:30 a.m. to 9:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off)

Table with 11 columns (1 hour to 20 seconds) and 11 rows (11:00 a.m. to 5:40 p.m.) showing advertising rates.

SPECIAL FEATURES News: Announcements preceding or following news pay 25% premium.

Participating Programs Regular rates apply.

POLITICAL One time Class "A" rates apply.

REMOTE CONTROL Remote control facilities available; subject to pick-up charges.

TRANSCRIPTIONS Transcription library service available.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and 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.

Representatives Canada—National Broadcast Sales Ltd. United States—Joseph Hershey McGilvra, Inc.

SAULT STE. MARIE

CJIC

(Established 1934)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by Hyland Broadcasting Co. Business Office and Studio—Windsor Hotel, P. O. Box 504, Sault Ste. Marie, Ont., telephone 3500. Other Offices—Gage Block, Sault Ste. Marie, Mich., telephone 1212W. Transmitter—Township of Korah, Ontario.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Operates on local channel on Eastern Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 11:30 p.m.; week days 7:00 a.m. to 11:30 p.m.

(This listing continued on next page.)

ONTARIO—Continued

SAULT STE. MARIE—Cont'd
C J I C—Continued

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

Table with columns for time slots (12:00 noon to 1:30 p.m., 8:00 p.m. to 10:30 p.m.) and rates for 1, 1/2, 1/4, 10 minutes, 5 minutes, 1 minute, 10 words, 20 seconds, 25 words.

Table for CLASS "B" (9:00 a.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.) with similar time slots and rates.

Table for CLASS "C" (7:00 a.m. to 9:00 a.m., 1:30 p.m. to 5:00 p.m.) with similar time slots and rates.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS
Transcription library services available—information on request.

REMOTE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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 turntables for vertical and lateral cut recordings.

Personnel
Manager—J. G. Hyland.
Production Manager—V. Haft.

Representatives
Canada—J. L. Alexander.
United States—Joseph Hershey McGillivra, Inc.

STRATFORD
C J C S

Rates effective July 1, 1944.
Owned and operated by F. M. Squires.
Business Office and Studio—Windsor Hotel, Stratford Ontario, telephone 1675.
Transmitter—Windsor Hotel, Stratford, Ontario.

Wave—Power—Time
Operating power—100 watts.
241.9 meters; 1240 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern Daylight Saving Time. Operating schedule: 7:00 a.m. to 10:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m. week days and all day Sundays) with similar time slots and rates.

Table for CLASS "B" (12:00 noon to 1:30 p.m.) with similar time slots and rates.

Table for CLASS "C" (7:00 a.m. to 12:00 noon and 1:30 p.m. to 8:00 p.m.) with similar time slots and rates.

SPECIAL FEATURES
News: Leased wire service available.

POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS
Transcription library services available—rates and details on request.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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 turntables.

Personnel
Manager—S. E. Tapley.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

SUDBURY
C K S O

Rates effective July 1, 1943.
Owned and operated by The Sudbury Daily Star.
Business Office and Studio—21 Elgin Street, Sudbury Ontario, telephone 77505.
Transmitter—3-1/2 miles from Sudbury on Trans-Canada Highway.

Wave—Power—Time
Operating power—1,000 watts.
379.7 meters; 790 kilocycles.

Licensed to operate full time. Daylight Savings Time observed on permanent schedule.

Operating schedule: Sundays 8:30 a.m. to 11:30 p.m.; week days 7:30 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m.) with similar time slots and rates.

Table for CLASS "B" (12:00 noon to 1:00 p.m.) with similar time slots and rates.

Table for CLASS "C" (7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m.) with similar time slots and rates.

Announcements to be run immediately preceding or following newscast charged premium of 25%.

SPECIAL FEATURES
Time Signals or Temperature Reports—Rates on request.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Remote and mobile facilities available—details on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply, which include pre-audition.

TALENT
Rates on application.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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 turntables, for lateral and vertical cut recordings.

Personnel
President—W. E. Mason.
Station Manager—Don McGill.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

TIMMINS

C K G B

(Established 1938)
Rates effective July 1, 1943. (Card No. 8.)
Owned and operated by Northern Broadcasting and Publishing, Ltd.

Business Office and Studio—Thomson Building, Timmins, Ontario.

Other Offices—Bank of Commerce Bldg., 25 King St. W., Toronto, Ont., telephone Elgin 1165; University Tower Bldg., 660 St. Catherine St., W., (Room 1010), Montreal, Que.

Transmitter—2-1/2 miles west of Timmins.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
204.1 meters; 1470 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern Daylight Saving Time. Operating schedule: Sundays 8:30 a.m. to 11:30 p.m.; week days 7:30 a.m. to 12:00 midnight.

Agency Commission
15% to station time, library service and talent to all recognized advertising agencies; no cash discount. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m. week days and all day Sundays) with similar time slots and rates.

Table for CLASS "B" (12:00 noon to 1:00 p.m. week days) with similar time slots and rates.

Table for CLASS "C" (7:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off week days) with similar time slots and rates.

SPECIAL FEATURES
News: 19 hour leased wire service available. Newscasts and announcements preceding or following news pay 25% premium.

POLITICAL
Class "A" one time rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available at the following rates (commissionable):

Table for Electrical Transcriptions with similar time slots and rates.

REMOTE CONTROL
Facilities for picking up broadcasts from any point.

SERVICE FACILITIES
Merchandising services available: Dealer letters, pre-campaign spot announcements, and newspaper listings.

Contract and Other Requirements
Programs and announcements must conform to CBC regulations, the Code of Ethics of the Canadian Association of Broadcasters and the requirements of the station management. Networks take priority over spot programs. Sponsored programs and networks take precedence over spot announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Pres. & Gen'l Mgr.—Roy H. Thomson.
Station Manager—H. C. Freeman.

Representatives
Canada—National Broadcast Sales.
United States—Weed & Company.

TORONTO

C B L

(Established 1937)
Rates effective December 1, 1937.
Owned and operated by the Canadian Broadcasting Corporation.

Business Office—55 York St., Toronto 4, Ont.
Studio—805 Davenport Road, Toronto, Ontario.
Transmitter—Hornby, 22 miles west of Toronto.

Wave—Power—Time
Operating power—50,000 watts.
405.4 meters; 740 kilocycles.
Licensed to operate full time.

Agency Commission
Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listings of National Broadcasting Company (Service to Allied Nations) and Trans-Canada Network.

Rates include charges by owners of music copyrights, except on music not covered by license or agreements with station.

(This listing continued on next page)

TORONTO—Continued

C B L—Continued

Table with columns for time slots (7:30 p.m. to 11:00 p.m., 12:00 noon to 1:30 p.m., 5:30 p.m. to 7:30 p.m.) and rates for various 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, the latter not applicable between 7:30 p.m. and 11:00 p.m.; day or evening service (Sunday excepted) exclusive to one advertiser.

ELECTRICAL TRANSCRIPTIONS

Accepted during Class "B" and "C" periods only, at regular 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.

CFRB

Rates effective July 1, 1944. (Card No. 8.) Operated by Rogers Radio Broadcasting Company Limited. Business Office and Studio—87 Bloor St. West Toronto (5), Ont., Midway 8515-4643.

Wave-Power—Time: Operating power—10,000 watts. 348.8 meters; 860 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time. Daylight Saving Time observed.

Agency Commission: 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Canadian Group). Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

Table with columns for time slots (7:00 p.m. to 10:30 p.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

CLASS "B"

Table with columns for time slots (6:00 p.m. to 7:00 p.m. week days; sign-on to 7:00 p.m. Sundays) and rates for various durations.

CLASS "C"

Table with columns for time slots (7:00 a.m. to 6:00 p.m. week days; 10:30 p.m. to sign-off) and rates for various durations.

SPECIAL FEATURES

News: Leased wire service available. Rates on request. Regular rates apply.

TRANSCRIPTIONS AND RECORDINGS

Transcription library service, per 1/4 hour, 5.00. Recording facilities available—rates on request. REMOTE CONTROL: Programs which are broadcast from points outside of main studios will be subject to special charges.

SERVICE FACILITIES

Wurlitzer, Hammond organs, Nova Chord available.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel: President—Harry Sedgewick. Station Manager—Lloyd Moore. Representatives: Canada—All-Canada Radio Facilities, Ltd. United States—Adam J. Young, Jr., Inc.

CJBC

(Established 1943)

Rates effective January 1, 1945. (Card No. 3.) Card received December 11, 1944. Owned and operated by the Canadian Broadcasting Corporation. Business Office—354 Jarvis St., Toronto 5, Ontario. Studios—805 Davenport Road, Toronto 4, Ont., Kenwood 9411.

Wave-Power—Time: Operating power—5,000 watts. 297.0 meters; 1010 kilocycles. Licensed to operate full time. Operates on Eastern Daylight Time. Operating schedule: 7:00 a.m. to 12:03 a.m. week days and 9:00 a.m. to 12:03 a.m. Sundays.

Agency Commission: 15% to all recognized advertising agencies on station rates; no cash discount. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising: For combination rates see Dominion Network and American Broadcasting Company, Inc. (Canadian Stations). Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

Table with columns for time slots (7:00 p.m. to 11:00 p.m.) and rates for various durations.

CLASS "B"

Table with columns for time slots (6:00 p.m. to 7:00 p.m. weekdays; 12:00 noon to 7:00 p.m. Sundays) and rates for various durations.

CLASS "C"

Table with columns for time slots (7:00 a.m. to 6:00 p.m. weekdays; 9:00 a.m. to 12:00 noon Sundays) and rates for various durations.

SPECIAL FEATURES: Time signals—rates and details on request. REMOTE CONTROL: Remote pick-up facilities and complete mobile unit available.

ELECTRICAL TRANSCRIPTIONS: Accepted from 7:00 a.m. to 7:30 p.m. only. Transcription library services available. Facilities available for continuous recording—rates on request.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. All programs subject to regulations of the Canadian Broadcasting Corporation and approval of station management. No spot or flash announcements accepted. Networks take priority over spot programs. Station reserves the right to re-allot programs to next best time available.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel: Commercial Manager—E. A. Weir. Station Manager—S. W. (Spence) Caldwell. Representatives: None.

CHUM

(Established 1945)

Rates effective January 1, 1945. (Card No. 1.) Card received December 8, 1944. Owned and operated by York Broadcasters Limited. Business Office and Studios—The Hermit Bldg., 21 Dundas Square, Toronto, Ont. Transmitter—North York, Ont.

Wave-Power—Time: Operating power—1,000 watts. 285.7 meters; 1050 kilocycles. Operates on Eastern Standard Time or (E.D.S.T.) on regional channel.

Agency Commission: 15% to all recognized advertising agencies on station rates; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"

Table with columns for time slots (12:00 noon to 1:00 p.m.; 5:00 p.m. to sign-off; and all day Sunday) and rates for various durations.

CLASS "B"

Table with columns for time slots (Sign-on to 12:00 noon and 1:00 p.m. to 5:00 p.m.) and rates for various durations.

News: announcements adjacent to newscasts, participating programs, and other special features—rates and details on request.

POLITICAL: Rates and details on request. TRANSCRIPTIONS: Transcribed library services available.

REMOTE CONTROL: Equipment available for all types of time pickups at any point.

Contract and Other Requirements: All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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.

Personnel: President—R. T. Fulford. Managing Director—A. E. Leary. Representatives: Canada—Radio Representatives Ltd. United States—Adam J. Young, Jr., Inc.

CKEY

Rates effective August 28, 1944. (Card No. 1.) Owned and operated by Toronto Broadcasting Co., Ltd. Studios—414 University Ave., Toronto, Ont., Waverly 3881. Transmitter—Scarborough, Ontario, telephone Zone 7-101.

Wave-Power—Time: Operating power—5,000 watts days; 1,000 watts nights. 311 meters; 880 kilocycles. Operates on cleared regional channel on Eastern Daylight Time.

Agency Commission: 15% to all recognized advertising agencies on station rates; no cash discount. No commission on talent. Invoices rendered monthly. 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. NOTE: 25% premium for spots adjacent to news broadcasts.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m. daily; 12:00 noon to 10:30 p.m. Sundays) and rates for various durations.

SPECIAL FEATURES: Time signals—rates and details on request. REMOTE CONTROL: Remote pick-up facilities and complete mobile unit available.

ELECTRICAL TRANSCRIPTIONS: Accepted from 7:00 a.m. to 7:30 p.m. only. Transcription library services available. Facilities available for continuous recording—rates on request.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. All programs subject to regulations of the Canadian Broadcasting Corporation and approval of station management. No spot or flash announcements accepted. Networks take priority over spot programs. Station reserves the right to re-allot programs to next best time available.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel: Commercial Manager—E. A. Weir. Station Manager—S. W. (Spence) Caldwell. Representatives: None.

CLASS "B"

Table with columns for time slots (7:00 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. daily; 11:00 p.m. to 12:00 midnight daily and Sundays; 7:00 a.m. to 12:00 noon Sundays) and rates for various durations.

CLASS "C"

Table with columns for time slots (7:00 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. daily; 11:00 p.m. to 12:00 midnight daily and Sundays; 7:00 a.m. to 12:00 noon Sundays) and rates for various durations.

SPECIAL CONSECUTIVE-WEEKS DISCOUNT: The following additional discounts apply to all of the above rates:

Table showing discounts for consecutive weeks: 26 wks. 52 wks., 3 weekly, 5 weekly, 10 weekly, 15 weekly, 20 weekly, 26 weekly, 52 weekly.

Subject to the following conditions: The three-a-week discount for programs is applicable only when the same time is firmly contracted for, or used, on three alternate week days, or any four or five week days each week, for 26 or 52 consecutive weeks.

The six-a-week discount for programs and announcements is applicable only when the same time is firmly contracted for, or used, on six consecutive week days, or seven consecutive days each week for 26 or 52 consecutive weeks.

(This listing continued on next page)

ONTARIO—Continued

TORONTO—Continued
C K E Y—Continued

The announcement discounts apply to both one minute and 20 second announcements. Interruptions of a series or change of time necessitated by the broadcasting of special events will not affect the advertiser's right to the discount.

SPECIAL FEATURES

(1:00 p.m. to 5:00 a.m. daily) One minute participations sold only for consecutive weeks as follows:

Table with 4 columns: Rate, 13-25 wks., 26-51 wks., 52 wks. Rows include 1 nightly, 3 nightly, 5 nightly, 10 nightly.

Not subject to further discounts. Newscasts, time signals, weather forecasts and temperature reports at 25% premium on 20 second announcement rate. Participating programs and other special features—rates and details on request.

POLITICAL

Rates and details on request. ELECTRICAL TRANSCRIPTIONS Transcription library service available:

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 55 minutes pro rata to 1 hour.

REMOTE CONTROL

Programs which are broadcast from points outside of main studios will be subject to special charges.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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.

Personnel

President—J. K. Cooke.

Representatives Montreal—National Broadcast Sales, Ltd.

United States—Weed & Company.

WINDSOR
C K L W

Owned and operated by Western Ontario Broadcasting Co., Ltd., Guaranty Trust Bldg., Windsor, Ont., telephone 4-1155.

United States Subsidiary, Essex Broadcasters, Inc. Union Guardian Bldg., Detroit, Mich., Cadillac 7200.

Transmitter—Sandwich South Township, Ontario.

wave—Power—Time

Operating power—5,000 watts.

975.0 meters; 800 kilocycles.

Licensed to operate full time on international cleared channel.

Operates on Eastern Standard Time.

Operating schedule: 24 hours daily.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see listings of Mutual Broadcasting System.

U. S. ADVERTISING RATES

CLASS "A"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 min., 15 sec.

CLASS "B"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 min., 15 sec.

CLASS "C"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 min., 15 sec.

SPECIAL FEATURES

Early Morning Frolic (Happy Joe): Participating program, 6:30 a.m. to 9:30 a.m. week days. One time 20.00—no frequency discounts. Myrtle Labitt's Home Chats: Women's participating program, 9:30 a.m. to 9:45 a.m. week days. One time 20.00—no frequency discounts. Mary Morgan Beauty and Fashions: Women's participating program, 10:30 a.m. to 11:00 a.m. week days. One time 20.00—no frequency discounts.

CANADIAN ADVERTISING RATES

The following rates apply for Canadian advertisers only:

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "C"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

ANNOUNCEMENTS

All announcements subject to approval of station management. Day Night 1 minute announcements (100 words) 8.00 12.00

20 seconds announcements (25 words) 6.00 10.00

Quantity discounts do not apply on spot announcements.

SPECIAL FEATURES

Dawn Patrol: 12:30 a.m. to 4:00 a.m.—rates on request.

News: Leased wire service available—rates on request.

POLITICAL

One time Class "A" rates apply.

TRANSCRIPTIONS

Transcription library service available:

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

REMOTE CONTROL

Additional charges are made for programs originating outside of station studios.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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.

Personnel

President—Valcolm Campbell

Managing Director—J. E. Campeau.

Representatives Canada—Horace N. Stovin & Company.

United States—Adam J. Young, Jr., Inc.

WINGHAM
C K N X

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by W. T. Cruckshank 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.

326.1 meters; 820 kilocycles.

Operates on Eastern War Time.

Operating schedule: Sundays 9:30 a.m. to 11:15 p.m.; week days 7:00 a.m. to 11:15 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "B"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "C"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "A"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "B"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "C"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

SPECIAL FEATURES

News: 25% premium preceding or following news pay 25% premium.

Participating Programs

Regular rates apply.

POLITICAL

One time Class "A" rates apply.

REMOTE CONTROL

Available on advance notice to any point served by telephone or telegraph wires.

TRANSCRIPTIONS

Transcription library service available:

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 1/2 hour, 1/4 hour.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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.

Personnel

Gen'l Mgr.—W. T. Cruckshank.

Commercial Director—F. Nowell Johnson.

Production Manager—Jack Brent.

Representatives Canada—J. L. Alexander.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

C F C Y

(Established 1924)

Rates effective July 1, 1944.

Owned and operated by Island Radio Broadcasting Company, Ltd.

Business Office and Studio—Broadcasting Centre, 85 Kent St., Charlottetown, P. E. I., telephone 741-742-724.

Transmitter—West Royalty, P. E. I.

wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.

476.2 meters; 630 kilocycles.

Licensed to operate full time on clear regional channel.

Operates on Atlantic Daylight Saving Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Dominion Network.

Discounts on gross rates for number of periods not to exceed one year's duration.

NOTE: A new rate card effective July 1, 1945, has been received and indicates that the present rates listed for Class "A" periods will apply to broadcasts during all time classifications.

CLASS "A"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "B"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "C"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "A"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "B"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

CLASS "C"

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 min., 5 min., 1 minute, 20 seconds.

POLITICAL

One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—regular rates apply.

REMOTE CONTROL

Facilities available to points served by line communications.

Portable and mobile units available.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation.

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. & Man. Dir.—L. Col. Keith S. Rogers.

Prog. & Com'l Mgr.—L. A. McDonald.

Representatives Canada—All-Canada Radio Facilities, Ltd.

United States—Weed & Company.

SUMMERSIDE

CHCS

(Established 1928)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by H. T. Holman, Ltd. Business Office and Studio—Holman Bldg., 180 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 Licensed to operate full time on regional channel Operates on Atlantic Standard Time. Daylight Savings Time observed.

Operating schedule: Sundays 11:00 a.m. to 1:00 p.m. and 4:00 p.m. to 8:15 p.m.; week days 7:30 a.m. to 8:30 a.m., 10:00 a.m. to 3:00 p.m. and 4:30 p.m. to 9:00 p.m.

Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 20 sec), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "B"

(12:00 noon to 1:30 p.m.; 12:30 p.m. to 6:00 p.m. Sundays)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 20 sec), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "C"

(7:30 a.m. to 12:00 noon and 1:30 p.m. to 6:00 p.m.; 10:30 p.m. to sign-off)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 20 sec), 1st rate, 2nd rate, 3rd rate, 4th rate.

SPECIAL FEATURES

News—rates on request. Participating Programs Rates on request.

POLITICAL

One time Class "A" rates apply. REMOTE CONTROL

Equipment for use wherever physical lines available. are available.

TRANSCRIPTIONS

Transcription library service available, at no additional charge.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

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

President—H. T. Holman, Sr. Manager—R. L. Morrison Program Director—A. A. Nicholson. Representatives Radio Representatives, Inc.

QUEBEC

AMOS

CHAD

(Established 1942)

Owned and operated by Radio Rouyn-Abitibi, Ltée. Business Office—320 Notre Dame St. E., Montreal, Quebec.

Transmitter—One mile west of Amos, Que.

Wave—Power—Time

Operating power—100 watts 223.9 meters; 1840 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Operating schedule: 8:00 a.m. to 11:30 p.m.

General Advertising

For combination rates see Quebec Regional Network. Time sold only in combination with Radio Rouyn-Abitibi Limited. Representatives National Broadcast Sales, Ltd.

CHICOUTIMI

CBJ

(Established 1938)

Rates effective July 1, 1944. (Card No. 6.) Operated by The Canadian Broadcasting Corporation. Business Office and Studio—Chicoutimi, Quebec, telephone 155. Transmitter—Chicoutimi, Quebec.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 189.9 meters; 1580 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time observed.

Operating schedule: 8:00 a.m. to 11:30 p.m.

Agency Commission

Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Quebec Regional Network. Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

CLASS "A"

(8:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "B"

(12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "C"

(8:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

(*) 260 or more times. Spot announcements not accepted.

RECORDED PROGRAMS

Accepted until 7:30 p.m.

ELECTRICAL TRANSCRIPTIONS Accepted during Classes "B" and "C."

REMOTE CONTROL Programs broadcast through remote control are subject 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.

Representatives None.

HULL

CKCH

(Established 1933)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Le Droit. Business Office and Studio—85 Georges St., Ottawa Ontario Other Studio—85 Champlain Avenue, Hull, Quebec. Transmitter—Queens Road, Hull, Quebec.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate on regional channel. Operates on Eastern Daylight Saving Time. Operating schedule: Sundays 8:55 a.m. to 11:00 p.m.; week days 7:45 a.m. to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Quebec Regional Network. 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.)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 15 sec), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "B"

(12:00 noon to 1:00 p.m. week days; 12:30 p.m. to 6:00 p.m. Sundays)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 15 sec), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "C"

(7:45 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 15 sec), 1st rate, 2nd rate, 3rd rate, 4th rate.

(*) 260 or more times. Spot announcements not accepted.

ELECTRICAL TRANSCRIPTIONS Accepted during Classes "B" and "C."

TALENT Rates on request.

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.

Personnel Commercial Manager—J. Art Dupont.

Representatives None.

MONTREAL

CBF

(Established 1937)

Rates effective September 1, 1944. (Card No. 6.)

Operated by The Canadian Broadcasting Corporation as an outlet for French programs. Business Office and Studio—1440 St. Catherine St., West, Montreal, Que. Transmitter—Verchères, Quebec.

Wave—Power—Time

Operating power—50,000 watts. (100% modulation—crystal control.) 435 meters; 690 kilocycles. Licensed to operate full time on cleared Canadian channel.

Operates on Eastern Standard Time. Daylight Savings Time observed. Operating schedule: 7:30 a.m. to 11:30 p.m.

Agency Commission

Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see listings of National Broadcasting Company (Service to Allied Nations) and Quebec Regional Network. Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

Programs broadcast in French.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "B"

(12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "C"

(8:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

(*) 260 or more times. Spot announcements not accepted.

COMBINATION RATES

When CBF, Montreal (French), and CBM, Montreal (English), are used in combination the following rates apply:

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "B"

(12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

CLASS "C"

(8:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

Table with 4 columns: Time (1 hr, 1/2 hr, 1/4 hr), 1st rate, 2nd rate, 3rd rate, 4th rate.

(*) 260 or more times. Spot announcements not accepted.

ELECTRICAL TRANSCRIPTIONS Accepted during Classes "B" and "C."

TALENT Rates on request.

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.

Personnel Commercial Manager—J. Art Dupont.

Representatives None.

CBM

(Established 1940)

Rates effective September 1, 1944. (Card No. 6.)

Operated by The Canadian Radio Broadcasting Corporation as an outlet for English programs. Business Office and Studio—1440 St. Catherine St., West, Montreal, Que. Transmitter—Marieville, Quebec.

Wave—Power—Time

Operating power—5,000 watts. 319 meters; 940 kilocycles. Licensed to operate full time on cleared Canadian channel. Operates on Eastern Standard Time. Daylight Savings Time observed. Operating schedule: 7:30 a.m. to 11:30 p.m.

(This listing continued on next page.)

QUEBEC—Continued

MONTREAL—Continued
CBM—Continued

Agency Commission
Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network. For combination rates see listings of National Broadcasting Company (Service to Allied Nations).

Table with columns for time slots (e.g., 12:00 noon to 1:00 p.m.) and rates for various programs and classes (A, B, C).

COMBINATION RATES

When CBF, Montreal (French), and CBM, Montreal (English), are used in combination the following rates apply.

ELECTRICAL TRANSCRIPTIONS

Accepted during Classes "B" and "C."
Rates on request.
Contract and Other Requirements
Alcoholic beverage advertising not accepted.

CFCF

(Established 1919)



BLUE NETWORK STATION

Rates effective March 1, 1945.
Owned and operated by Canadian Marconi Company Business Office and Studio—King's Hall Building.

Operating power—500 watts.
500 meters; 600 kilocycles.
Licensed to operate on cleared channel. Operates on Eastern Daylight Saving Time throughout the year.

General Advertising
For combination rates see Dominion Network and American Broadcasting Company, Inc. (Canadian Stations). Fees charged by owners of music copyrights are not included in rates.

Table with columns for time slots (e.g., 7:00 p.m. to 11:30 p.m.) and rates for various programs and classes (A, B, C, D).

ANNOUNCEMENTS

Table with columns for time slots (1 tl., 2 tl., 5 tl., 10 tl., 15 tl., 20 tl.) and rates for announcements.

POLITICAL

One time Class "A" rates apply.
TRANSCRIPTIONS
Transcription library service available.

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.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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 for vertical and lateral cut recordings.

Personnel
Station Manager—James A. Shaw.
Promotion Director—E. H. Smith.
Commercial Director—P. E. Hills.

CHLP

(Established 1938)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by La Compagnie De Publication De La Patrie, Ltd., Montreal, Quebec.

Operating power—250 watts.
203.3 meters; 1490 kilocycles.
Licensed to operate full time on cleared channel. Operates on Eastern Daylight Saving Time for the duration.

Actual operating schedule: Sundays 5:00 p.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

General Advertising
Discounts on excess rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots (1 tl., 2 tl., 5 tl., 10 tl., 15 tl., 20 tl.) and rates for announcements and transcription services.

Spot announcements not accepted on Sundays and between 7:30 p.m. and 11:00 p.m. week days.

Each announcement...
Transcribed announcement of one minute or less...
SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Regular rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates on request.

POLITICAL TALKS
One time Class "A" rates apply.

REMOTE CONTROL
Facilities available—rates and details on request.

SERVICE FACILITIES
Services of announcers (French and English), program, continuity, translation, recording and engineering departments available without extra charge.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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.

Personnel
Director—Marcel Lafabvre.
Representatives
Canada—James L. Alexander.
United States—Joseph Hershey McGillivra, Inc.

CKAC

(Established 1932)



Rates received January 12, 1945.
Owned and operated by La Compagnie De Publication De La Presse, Ltd.

Operating power—5,000 watts.
411 meters; 730 kilocycles.
Operates on Eastern Daylight Saving Time.

Operating schedule: Sundays 8:00 a.m. to 1:05 a.m.; week days 7:00 a.m. to 1:05 a.m.

General Advertising
For combination rates see Columbia Broadcasting System (Canadian Group). Rates are for the facilities of station only; talent is extra.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for various programs and classes (A, B, C).

(12:00 noon to 1:00 p.m. week days and 12:00 noon to 1:00 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for various programs and classes (A, B, C).

(8:30 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m. to 11:30 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for various programs and classes (A, B, C).

(Sign-on to 8:30 a.m. and 11:30 p.m. to sign off)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for various programs and classes (A, B, C).

DOLLAR VOLUME DISCOUNT
Applicable after quantity discounts have been deducted—applies only on contracts for 26 weeks or more.

Less than 250.00 weekly... None
250.00 to 499.00 weekly... 2-1/2%
500.00 to 749.00 weekly... 5%
750.00 to 999.00 weekly... 7-1/2%
1,000.00 or more weekly (maximum allowed)... 10%

SPECIAL FEATURES
News: Leased wire service available.
POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS
Net rental charge for stock records: 1/4 hour 1.00; 1/2 hour 2.00.

Table with columns for time slots (1 time, 26 times, 52 times, 104 times, 156 times, 260 times) and rates for transcription services.

Rates on request.
Talent may be furnished by client or agency if desired. When furnished by station, a fee of 15% of the talent cost is charged, which includes production, engaging talent, arranging program, use of studios for rehearsing and broadcasting, services of staff announcers for straight commercial announcements and operators.

Union rates apply on a regular basis when a particular announcer or M.C. is required.

REMOTE CONTROL
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, statistical and research department, relations department, continuity department, translation department, recording department, engineering department—all available to clients.

(This listing continued on next page)

French Canadians are sentimental about their own Child Stars



José Forgues

She's sweet as Judy Garland,
gifted as Deanna Durbin

A child and a song! Magical combination for the sentimental *Québécois*. And José Forgues is one of "les nôtres"—"our own" . . .

No wonder this brilliant *ingénue* has tugged the French-Canadian heart-strings since her *début* over CKAC as the 5-year-old star—fifteen years ago!

French radio, like French Canada, is a world of its own. Because CKAC so faithfully interprets Quebec habits and tastes, it has been unusually successful in selling this vast \$600,000,000 market.

Over CKAC your message commands the tremendous *family audience* of French Quebec. Get the facts. Latest market facts, ratings, etc., gladly supplied.

CKAC MONTREAL

affiliated with CBS

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario.

United States: Adam J. Young Jr., Inc.

MONTREAL—Continued C K A C—Continued

Contract and Other Requirements
Advertising of beer and wine accepted
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation.

Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

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. Separate programs advertising different products of the same company may be combined for greater frequency discounts, whether or not they are in the same time class. Time periods and spot announcements may not be combined to secure greater frequency discounts. Each must be treated as a separate contract, even though both may be for the same sponsor, through the same agency. Retroactive frequency discounts not allowed on extended announcement contracts.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables 33-1/8 and 78 r.p.m. for lateral and vertical cut recordings.

Personnel
Manager—Phil Lalonde.
Commercial Manager—Louis Leprohon.
Program Manager—Paul-Emile Corbeil.

Representatives
Canada—William Wright.
United States—Adam J. Young, Jr., Inc.

NEW CARLISLE

CHNC

(Established 1938)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by the Gaspesia Radio Broadcasting Company, Ltd.

Business Office and Main Studio—Main Street, New Carlisle, Quebec, telephone 38.

Transmitter—New Carlisle, Quebec.

Wave—Power—Time

Operating power—1,000 watts.

491.8 meters; 610 kilocycles.

Licensed to operate on clear channel. Operates on Eastern Daylight Saving Time.

Operating schedule: Sunday 12:00 noon to 11:00 p.m.; week days 7:30 a.m. to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Quebec 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 hr.	50.00	47.50	45.00	42.50	40.00	37.50
3/4 hr.	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hr.	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hr.	20.00	19.00	18.00	17.00	16.00	15.00
10 minutes	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes	10.00	9.50	9.00	8.50	8.00	7.50
1 minute	5.00	4.75	4.50	4.25	4.25	4.25
20 seconds	2.00	1.90	1.80	1.70	1.70	1.70

CLASS "B"

(7:30 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

1 hr.	30.00	28.50	27.00	25.50	24.00	22.50
3/4 hr.	24.00	22.80	21.60	20.40	19.20	18.00
1/2 hr.	18.00	17.10	16.20	15.30	14.40	13.50
1/4 hr.	12.00	11.40	10.80	10.20	9.60	9.00
10 minutes	9.00	8.55	8.10	7.65	7.20	6.75
5 minutes	6.00	5.70	5.40	5.10	4.80	4.50
1 minute	4.00	3.80	3.60	3.40	3.40	3.40
20 seconds	1.50	1.43	1.35	1.28	1.28	1.28

CLASS "C"

(7:30 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

1 hr.	30.00	28.50	27.00	25.50	24.00	22.50
3/4 hr.	24.00	22.80	21.60	20.40	19.20	18.00
1/2 hr.	18.00	17.10	16.20	15.30	14.40	13.50
1/4 hr.	12.00	11.40	10.80	10.20	9.60	9.00
10 minutes	9.00	8.55	8.10	7.65	7.20	6.75
5 minutes	6.00	5.70	5.40	5.10	4.80	4.50
1 minute	4.00	3.80	3.60	3.40	3.40	3.40
20 seconds	1.50	1.43	1.35	1.28	1.28	1.28

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium.

POLITICAL

One time Class "A" rates apply.

REMOTE CONTROL

Full facilities wherever telephone lines are available.

TRANSCRIPTIONS

Transcription library service available. Instantaneous recording equipment available.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. No charge attached to preparation or translation into French of continuities.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

Managing Director—Dr. Charles Houde.

Representatives

Canada—All-Canada Radio Facilities, Ltd.

United States—Joseph Hershey McGilivray, Inc.

QUEBEC—Continued

QUEBEC

CBV

(Established 1934)

Rates effective July 1, 1944. (Card No. 6.) Operated by the Canadian Broadcasting Corporation Business Office and Studios—Palais Montcalm, St. John Street, Quebec, Quebec, telephone 8155.

Transmitter—Charlesbourg, Quebec. Wave—Power—Time Operating power—1,000 watts. 306.1 meters; 980 kilocycles. Operates full time on cleared local channel on Eastern Standard Time. Daylight Savings Time observed. Licensed to operate full time.

Operating schedule: 8:00 a.m. to 11:30 p.m. Agency Commission Agency commission 15% to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount bills due and payable when rendered.

General Advertising For combination rates see Quebec Regional Network. Rates include charges by owners of music copyrights, except on music not covered by license or agreements with station. Rates for periods longer than one hour are in exact proportion to corresponding one hour rate.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (6:00 p.m. to 10:30 p.m.)

CLASS "B"

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (12:00 noon to 1:00 p.m. week days and 12:00 noon to 1:00 p.m. Sundays)

CLASS "C"

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (8:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., and 10:30 p.m. to sign-off)

Spot announcements not accepted. SPECIAL FEATURES Time Signals—Day or evening service exclusive to one advertiser. Each service consists of three Time Signals limited to 30 words and one of 50 words; the latter not applicable between 6:30 p.m. and 11:00 p.m. Time announcements on Sundays restricted to the mention of sponsor's name.

Table with 2 columns: Rate and Duration (Four daily for 3 months, per month; Four daily for 6 months, per month; Four daily for 12 months, per month)

(Before 6:00 p.m.) Four daily for 3 months, per month... 225.00 Four daily for 6 months, per month... 200.00 Four daily for 12 months, per month... 175.00 Weather Reports—Three daily at selected periods (not between 6:00 p.m. and 11:00 p.m.) at same monthly rates as Time Signals during daytime hours.

ELECTRICAL TRANSCRIPTIONS

Accepted during Class "B" and "C" periods only.

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—Maurice Valliquets. Representatives None.

CHRC

(Established 1926)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by CHRC, Limited. Studio—11 Buede St., Quebec, Que., telephone 2-8177. Other Studios—Chateau Frontenac, Capitol Theatre, Knights of Columbus Hall and St. Peter's Hall, Quebec, Que. Transmitter—St. Louis Road, St. Foy, Quebec.

Wave—Power—Time Operating power—1,000 watts. 375 meters; 800 kilocycles. Licensed to operate full time. Operates on Eastern Standard Time; Daylight Saving Time observed. Operating schedule: Sundays 10:00 a.m. to 11:30 p.m.; week days 7:30 a.m. to 11:30 p.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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. Discounts on announcements are not retroactive and may not be combined with time periods to earn larger discounts.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (6:00 p.m. to 10:30 p.m.)

CLASS "B"

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (10:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m. week days; 10:00 a.m. to 6:00 p.m. Sundays)

CLASS "C"

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (7:00 a.m. to 10:00 a.m., 2:00 p.m. to 5:00 p.m., and 10:30 p.m. to sign-off)

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium. POLITICAL BROADCASTS Class "A" one time rates apply. No quantity discounts.

RECORDED PROGRAMS

Transcription library service available—rates and details on request.

TALENT

Rates on request.

SERVICE FACILITIES

Program department equipped to produce programs in French with live talent.

REMOTE CONTROL

Rates on request. Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical cut recordings. Personnel Managing Director—J. N. Thivierge. Production Manager—A. Pelletier.

Representatives

United States—Adam J. Young, Jr., Incorporated.

CKCV

(Established 1926)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by CKCV, Ltd. Business Office and Studio—Capitol Theatre Building, 142 St. John, Quebec, Quebec, telephone 2-1585. Transmitter—254 Marguerite Bourgeoys Ave., Que.

Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern Standard Time. Daylight Savings Time observed. Operating schedule: Sundays 11:30 a.m. to 11:30 p.m.; week days 7:30 a.m. to 11:30 p.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising Rates are for total number of broadcasts within one year, but in no case does a series of discounts apply to less than one broadcast per week. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (6:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 12:00 midnight Sundays)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (10:00 a.m. to 1:00 p.m.; 5:00 p.m. to 6:00 p.m. week days; 12:00 noon to 6:00 p.m. Sundays)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (7:30 a.m. to 10:00 a.m., 1:00 p.m. to 5:00 p.m., and 10:30 p.m. to 12:00 midnight week days and 10:30 a.m. to 12:00 noon Sundays)

Participating Programs

Rates on request. POLITICAL One time Class "A" rates apply. TRANSCRIPTIONS Transcription library service available. 1/2 hour..... 8.00 7.60 7.20 6.80 6.40 6.00 1/4 hour..... 5.00 4.75 4.50 4.25 4.00 3.75 Programs can be broadcast without charge from station's library.

REMOTE CONTROL Wherever telephone lines are available. Rates on application.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

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 LaPage. Sales Manager—Lucien A. Bernier. Representatives Canada—Radio Representatives, Ltd. United States—Weed & Company.

RIMOUSKI

CJBR

(Established 1937)

Rates effective July 1, 1944. (Card No. 5.) Owned and operated by The Central Public Service Corporation, Ltd. Business Office and Studio—Power Bldg., Cathedrale Ave., Rimouski, Que., telephone 396. Transmitter—Notre-Dame du Sacre-Coeur, Quebec.

Wave—Power—Time Operating power—1,000 watts. 333.3 meters; 900 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern Standard Time. Daylight Savings Time observed. Operating schedule: Sunday 9:00 a.m. to 11:30 p.m.; week days 8:00 a.m. to 11:30 p.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising For combination rates see 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; gross rate discounts for number of periods under contract not to exceed one year. The following rates apply daily except Sunday. For Sunday rates consult station management.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 10:30 p.m.)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (8:00 a.m. to 11:30 a.m.)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr) and Rate (1:30 p.m. to 5:30 p.m. and 10:30 p.m. to sign-off)

Spot announcements immediately preceding or following news programs—regular rates plus 25%. PARTICIPATING PROGRAMS Five minute rate applies. POLITICAL One time Class "A" rates apply. REMOTE CONTROL Facilities available.

ELECTRICAL TRANSCRIPTIONS Library service available—details on request.

Contract and Other Requirements All continues subject to the approval of station management and must comply with the rules and regulations of the Canadian Broadcasting Corporation. Networks take priority over spot programs and announcements; sponsored programs and networks over announcements.

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 Vice-Pres. & Mgr.—G. A. Laviole. Representatives Toronto & Montreal—Horace N. Stovin & Company. United States—Joseph Hershney McGillivray, Inc.

ROUYN

CKRN

(Established 1939)

Owned and operated by Radio Rouyn-Abitibi, Ltee. Business Office—320 Notre Dame St., E., Montreal, Que.

Transmitter—Rouyn, Quebec.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1240 kilocycles. Operates on Eastern War Time. Operating schedule: 7:30 a.m. to 11:30 p.m.

General Advertising

Time sold only in combination with Radio Rouyn-Abitibi Limitee and Quebec Regional Network.

Personnel

Manager—Jean Legault.

Representatives

National Broadcast Sales, Ltd.

STE ANNE de la POCATIERE

CHCB

(Established 1938)

Rates effective July 1, 1944.

Owned and operated by CHGB, Engrs. Studio—Ste Anne de la Pocatiere, Quebec. Transmitter—Ste Anne de la Pocatiere, Quebec.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Actual operating schedule: Week days 7:30 a.m. to 11:30 p.m. Sundays 12:00 noon to 12:00 midnight.

Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

For combination rates see Quebec Regional Network.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:00 p.m. week days and all day Sunday) and rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min.

CLASS "B"

Table with columns for time slots (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight) and rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min.

SPOT ANNOUNCEMENTS

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:00 p.m. and all day Sunday) and rates for 100 words or 1 min, 1 minute, 50 words or 1/2 min, and 1 minute.

CLASS "B"

Table with columns for time slots (8:00 a.m. to 6:00 p.m.; 10:00 p.m. to 12:00 midnight) and rates for 100 words or 1 min, 1 minute, 50 words or 1/2 min, and 1 minute.

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium. Participating Programs: Five minute rate applies.

POLITICAL

One time Class "A" rates apply. ELECTRICAL TRANSCRIPTIONS AND RECORDINGS: Rates and details on request.

REMOTE CONTROL

Remote studios—Agricultural High School and Classical College, Relay station C25F, 50 watts, at Murray Bay, P. Q.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel

Station Manager—G. Thomas Desjardine. Sales Department—Antoine Frete. Representatives: Canada—National Broadcast Sales, Ltd. United States—Joseph Hershey McGillivra, Inc.

SHERBROOKE

CHLT

(Established 1937)

Rates effective July 1, 1944. (Card No. 8.)

Owned and operated by La Tribune, Limitee. Business Office and Studio—La Tribune Building, 1-3 Marquette St., Sherbrooke, Que., telephone 2071. Transmitter—King St., West, Sherbrooke, Que.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate on regional channel. Operates on Eastern Daylight Saving Time. Actual operating schedule: Sundays 8:00 a.m. to 11:30 p.m. Week days 7:30 a.m. to 11:30 p.m.

Agency Commission

15% to recognized agencies. Invoices rendered monthly. Commission does not apply on talent. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Dominion Network. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, and 20 seconds.

CLASS "B"

Table with columns for time slots (10:00 a.m. to 2:30 p.m. and 5:00 p.m. to 6:00 p.m. week days; 12:00 noon to 6:00 p.m. Sundays) and rates for 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, and 20 seconds.

CLASS "C"

Table with columns for time slots (7:30 a.m. to 10:00 a.m.; 2:00 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off) and rates for 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, and 20 seconds.

One time Class "A" rates apply. PARTICIPATING PROGRAMS: Rates on request.

TALENT

Rates and details on request. REMOTE CONTROL: Facilities available—rates on request.

TRANSCRIPTIONS

Library services available—rates on request. SERVICE FACILITIES: Service of program department and French and English continuity, translation, recording, engineering departments available.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel

Manager—A. Gauthier. Production Manager—Roland Bayeur.

Representatives

Canada—Radio Representatives, Ltd. United States—Howard H. Wilson Company.

THREE RIVERS

CHLN

(Established 1937)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by LeNouvellette. Studio—Chateau de Blois Hotel, 225 Laviolette Blvd., Three Rivers, Que. Other Studio—Capitol Theatre, Imperial Theatre, City Hall, Salle Notre Dame and De La Salle Auditorium. Transmitter—3 miles from studio, on Montreal highway.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on cleared channel. Operates on Eastern Daylight Saving Time. Actual operating schedule: Week days 8:00 a.m. to 11:00 p.m. Sundays 12:00 noon to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. 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.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, and 20 seconds.

CLASS "B"

Table with columns for time slots (12:00 noon to 1:30 p.m. and 5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays) and rates for 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min.

CLASS "C"

Table with columns for time slots (8:00 a.m. to 12:00 noon; 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off) and rates for 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, and 5 minutes.

SPOT ANNOUNCEMENTS

Table with columns for time slots (1 minute, 15 seconds) and rates for Class "A", Class "B", and Class "C".

No frequency discount on flash and spot announcements. Participating Programs: Rates on request. POLITICAL: One time Class "A" rates apply.

TRANSCRIPTIONS: Transcription library service available—rates and details on request. REMOTE CONTROL: Standard commercial equipment and microphones available for all types of pick-ups to any point served by telegraph or telephone lines. Rates on request.

SERVICE FACILITIES: Service of program department available. Translations or re-adaptations of scripts from French into English or vice versa at no extra charge.

Contract and Other Requirements: All programs are subject to the approval of the manager and to the terms and conditions on contract form. All continuities and announcements subject to rules and regulations of Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel: Station Manager—Leon Trepanier. Representatives: Canada—Radio Representatives, Ltd.

VAL d'OR

CKVD

(Established 1939)

Owned and operated by Radio Rouyn-Abitibi, Ltee. Business Office—320 Notre Dame St., E., Montreal, Que.

Toronto Office—Bank of Commerce Bldg., Elgin 1165. Montreal Office—310 Keefer Bldg., 1440 St. Catharine St. W., Harbour 8051. Transmitter—Val d'Or, Quebec.

Wave—Power—Time: Operating power—130 watts. 243.9 meters; 1230 kilocycles. Operates on Eastern Daylight Saving Time. Operating schedule: 8:00 a.m. to 11:30 p.m.

General Advertising: For combination rates see Quebec Regional Network. Time sold only in combination with Radio Rouyn-Abitibi Limitee and Canadian Broadcasting Corporation (Quebec Regional Network).

Personnel: Manager—Luclen Godin. Representatives: National Broadcast Sales, Ltd.

SASKATCHEWAN

MOOSE JAW

CHAB

(Established 1922)

Rates effective July 1, 1944. Owned and operated by CHAB, Ltd. Studio—Grant Hall Hotel, Moose Jaw, Saskatchewan, telephone 2334-35-36. Transmitter—7-1/2 miles west of Moose Jaw on No. 1 Highway, Boharm, Sask.

Wave—Power—Time: Operating power—1,000 watts. 375 meters; 800 kilocycles. Licensed to operate full time on Mountain War Time. Operating schedule: Sundays 7:00 a.m. to 11:30 p.m.; week days 6:00 a.m. to 11:30 p.m.

Agency Commission: 15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising: For combination rates see Dominion Network. Rates include charges by owners of music copyrights.

CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m. daily) and rates for 1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, and 20 seconds.

(This listing continued on next page)

SASKATCHEWAN—Cont'd

MOOSE JAW—Continued

CHAB—Continued

Table with columns for time slots (12:00 noon to 6:00 p.m. week days; 12:30 p.m. to 6:00 p.m. Sundays) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

News; Announcements preceding or following news pay 25% premium.

Participating Programs Five minute rates apply. POLITICAL One time Class "A" rates apply.

Rates on application. REMOTE CONTROL Facilities available for remote control pick-ups. Rates on application.

TRANSCRIPTIONS Transcription Library service facilities available throughout Southern Saskatchewan.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using either 33-1/3 or 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel Manager—H. C. Buchanan. Program Director—S. Boyling. Exclusive Representative—R. Y. Hess.

PRINCE ALBERT

CKBI

Rates effective July 1, 1944. (Card No. 4.) Owned and operated by Central Broadcasting System, Ltd. Business Offices and Studios—Sanderson Bldg., Central Ave., Prince Albert, Saskatchewan.

Wave—Power—Time Operating power—1,000 watts. 353.3 meters; 900 kilocycles. Licensed to operate full time on regional channel.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising For combination rates see Dominion 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.

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

Table with columns for time slots (12:00 noon to 1:00 p.m. week days; 12:30 p.m. to 6:00 p.m. Sundays) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

Table with columns for time slots (6:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

Spot announcements immediately preceding or following news broadcasts, premium charge 25%.

Participating Programs Five minute rates apply.

POLITICAL One time Class "A" rates apply. TRANSCRIPTIONS Transcription Library service available. Sound effects library available.

REMOTE CONTROL Facilities available for all types of pick-ups.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel Managing Director—Lloyd Moffat. Sales Manager—G. M. (Gerry) Prest. Production Manager—J. Cusiston.

Representatives Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

REGINA

CKRM

Rates effective July 1, 1944. Owned and operated by Transcanada Communications, Ltd.

Business Office and Studio—Fidelity Life Bldg., 1819 Cornwall St., Regina, Sask. Transmitter—Victoria Plains, Sask.

Wave—Power—Time Operating power—1,000 watts. 306.1 meters; 980 kilocycles. Licensed to operate full time. Operates on Mountain Daylight Saving Time.

Agency Commission 15% to recognized advertising agencies; no cash discount. Invoices mailed monthly. Accounts due and payable when rendered. No commission on talent.

General Advertising For combination rates see Dominion 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.

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

Table with columns for time slots (12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

Table with columns for time slots (6:00 a.m. to 10:30 p.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

SPECIAL FEATURES News; Leased wire service available. Announcements preceding or following unsponsored news pay 25% premium.

PARTICIPATING PROGRAMS Five minute rate applies.

POLITICAL One time rate applies. REMOTE CONTROL Equipment available for all types of pick-up served by telephone or telegraph lines.

TRANSCRIPTIONS Library services available: 1/2 hour..... 10.00 9.50 9.00 8.50 8.00 7.50 1/4 hour..... 6.00 5.70 5.40 5.10 4.80 4.50

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel Manager—W. A. Speers. Sales Manager—R. Pirie. Production Manager—F. L. Laight. Representatives Canada—All-Canada Radio Facilities, Ltd. United States—Joseph Hershey McGillivray, Inc.

CKCK

Rates effective July 1, 1944. (Card No. 8.) Owned and operated by the Leader-Post, Ltd. Business Office and Studios—Leader Bldg., Regina. Transmitter—Victoria Plains. Wave—Power—Time Operating power—1,000 watts. 483.9 meters; 620 kilocycles. Licensed to operate on cleared regional channel. Operates on Mountain Daylight Saving Time. Operating schedule: Sunday 8:00 a.m. to 11:30 p.m.; week days 6:30 a.m. to 11:30 p.m.

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

Table with columns for time slots (12:00 noon to 1:00 p.m. Monday through Saturday; 12:00 noon to 6:00 p.m. Sundays) and rates for various durations (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 20 seconds).

General Advertising Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

RECORDED PROGRAMS Transcription Library services charged as follows: 1/2 hour..... 10.00 9.50 9.00 8.50 8.00 7.50 1/4 hour..... 6.00 5.70 5.40 5.10 4.80 4.50

SPECIAL FEATURES News; Announcements preceding or following news pay 25% premium.

Participating Programs Five minute rates apply. POLITICAL One time Class "A" rates apply.

REMOTE CONTROL Wherever telegraph or telephone lines are available remote control broadcasts can be arranged. Short wave equipment available.

Contract and Other Requirements All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters...

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 78 or 33-1/3 r.p.m. double turntables and 16 inch discs.

Personnel Manager—Harold A. Crittenden. Commercial Manager—R. Y. Hess. Production Manager—W. E. Collier. Representatives Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

SASKATCHEON

CFQC

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by A. A. Murphy and Sons, Ltd. Business Office and Studio—216 First Avenue North, Saskatchewan. Transmitter—Saskatchewan, Saskatchewan.

Wave—Power—Time Operating power—1,000 watts. 500.0 meters; 600 kilocycles. Licensed to operate on regional channel. Operates on Mountain Daylight Saving Time. Operating schedule: Sunday 8:00 a.m. to 11:30 p.m.; week days 6:45 a.m. to 11:30 p.m.

Agency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered. (This listing continued on next page)

SASKATOON—Continued
C F Q C—Continued

General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'A' and Class 'B'.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'B'.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'C'.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.
TRANSCRIPTIONS
Transcription library service available.

REMOTE CONTROL
Standard commercial equipment available for all types of pick-ups to any point served by telegraph or telephone lines. Rates on request.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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.

Personnel
Managing Director—A. A. Murphy.
Manager—Vernon Dallin.
Production Manager—Wilfr. Gilbey.

Representatives
Toronto & Montreal—Radio Representatives, Inc.
Winnipeg—Horace N. Stovin & Company.
United States—Howard H. Wilson Company.

WATROUS
CBK
(Established 1939)

Rates effective October 1, 1939.
Owned and operated by Canadian Broadcasting Corp.
Business Office and Studio—Manitoba Telephone Building, Portage Avenue East, Winnipeg.
Transmitter—Watrous, Saskatchewan.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
555.6 meters; 540 kilocycles.
Licensed to operate on clear channel full time.
Operates on Mountain Standard Time.
Actual operating schedule: Sundays 7:30 a.m. to 11:30 p.m. Week days 7:00 a.m. to 11:30 p.m.

Agency Commission
Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with the Canadian Broadcasting Corporation.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'A'.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'B'.

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.

Table with 2 columns: Rate, 4 daily for 3 months, per month.

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. All programs accepted subject to the regulations of the Canadian Broadcasting Corporation, and the approval of the commercial department.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Representatives
None.

YORKTON
CJGX
(Established 1927)

Rates effective July 1, 1944. (Card No. 5.)
Owned and operated by Yorkton Broadcasting Company Limited.
Business Office and Studio—Smith Bldg., Yorkton, Saskatchewan.
Executive Office and Remote Studio—Dawson Richardson Bldg., Winnipeg, Man.
Transmitter—East of Yorkton, Sask., on Highway 14.
Wave—Power—Time
Operating power—1,000 watts.
205.5 meters; 1460 kilocycles.
Licensed to operate full time on regional channel. Operates on Mountain Daylight Saving Time.
Operating schedule: Sundays 8:00 a.m. to 10:15 p.m.; week days 6:30 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'A'.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'B'.

Table with 4 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'C'.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

POLITICAL
One time Class "A" rates apply.
TRANSCRIPTIONS
Transcription library service available.

REMOTE CONTROL
Details on request.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and 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 for lateral and vertical recordings.

Personnel
Managing Director—A. L. Garside.
Manager—B. J. Priestly.

Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McMillan, Inc.

NEWFOUNDLAND
ST. JOHN'S
VOCM
(Established 1936)

Rates effective July 1, 1943.
Owned and operated by Colonial Broadcasting System, Ltd.
Business Office and Studio—P. O. Box 809, St. John's, Newfoundland.
Transmitter—St. John's, Newfoundland.
Wave—Power—Time
Operating power—100 watts.
298.5 meters; 1,005 kilocycles.

Actual operating schedule: Sunday 4:45 p.m. to 6:00 p.m. Week days 9:30 a.m. to 10:30 a.m., 12:45 p.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.

Agency Commission
15% on station rates to recognized advertising agencies. No commission on talent. No cash discount. Bills rendered monthly; due and payable when rendered.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 2 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'A'.

Table with 2 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. for Class 'B'.

DISCOUNTS
On gross rates for number of periods under contract not to exceed one year.

PARTICIPATING PROGRAMS
Details on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available—details on request.

REMOTE CONTROL
Remote control facilities available. Rates and details on request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Sponsored programs and special features take precedence over spot announcements. All programs and announcements must conform to station requirements.

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
Director—J. L. Butler.
Representatives
None.

VONF
(Established 1939)

Rates received June 27, 1941.
Owned and operated by Broadcasting Corporation of Newfoundland.
Business Office and Studio—Newfoundland Hotel, P. O. Box E5372, St. John's, Newfoundland, telephone 1047.
F. O. Box 1575, Five 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 8:00 p.m. and 6:00 p.m. to 11:30 p.m.

Agency Commission
Agency commission not included in rates shown. No cash discount. Bills rendered and are due monthly.

General Advertising
Affiliated with short wave stations:
VONQ—9475 kilocycles; 800 watts.
VONH—5970 kilocycles; 800 watts.
Rates shown are net. When preparing estimates add agency commission to rates. Minimum term of contract is 13 weeks. (Night rates)

Table with 2 columns: Rate, 1 time monthly, 1 time, per two weeks, 2 times, per week, 3 times, per week, Daily.

ANNOUNCEMENTS
Limited to ten sponsors. Nighttime, daily, 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 rates 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 for vertical and lateral cut recordings.

Personnel
Station Manager—William F. Gahey.
Commercial Manager—Gordon D. Hailley.

Representatives
Canada—All-Canada Radio Facilities, Ltd.

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, organized by state/territory. Each entry includes the station call letters, the city, and the state. The list covers all 48 states and territories, including Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

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 table is organized in columns and includes stations such as WEIM (Fitchburg, Mass.), WLLI (New Haven, Conn.), WELI (Battle Creek, Mich.), and WYZZ (Detroit, Mich.).

FREQUENCY MODULATION (FM) & TELEVISION FM STATIONS

Table listing FM and television stations, including call letters and city names. Stations listed include KHJ-FM (Los Angeles, Calif.), KMBC-FM (Kansas City, Mo.), KOZY (Kansas City, Mo.), WABC-FM (New York, N. Y.), WBAM (New York, N. Y.), WBCA (Schenectady, N. Y.), WCAU-FM (Philadelphia, Pa.), WENA (Detroit, Mich.), WFIL-FM (Philadelphia, Pa.), WGFN (Schenectady, N. Y.), WGNB (Chicago, Ill.), WGR (Boston, Mass.), WHPM (Rochester, N. Y.), WHP-FM (Philadelphia, Pa.), WLOU (Detroit, Mich.), WFMF (Milwaukee, Wis.), WMIT (Winston-Salem, N. C.), WMLL (Evansville, Ind.), WMTW (Mt. Washington, N. H.), WPTN-FM (Philadelphia, Pa.), and WTNT (Pittsburgh, Pa.).

Radio Stations—arranged according to frequency

Table of radio stations arranged by frequency, categorized into 500, 600, 700, 800, and 900 kilocycles. Each entry includes the station name, location, and broadcast days/nights.

1150 KILOCYCLES

Table listing radio stations for 1150 Kilocycles, including California—Los Angeles (KFSG), California—Los Angeles (KRRD), Delaware—Wilmington (WDEL), etc.

1160 KILOCYCLES

Table listing radio stations for 1160 Kilocycles, including Illinois—Chicago (WJJD), Utah—Salt Lake City (KSL).

1170 KILOCYCLES

Table listing radio stations for 1170 Kilocycles, including Oklahoma—Tulsa (KYOO), West Virginia—Wheeling (WVVA).

1180 KILOCYCLES

Table listing radio stations for 1180 Kilocycles, including Illinois—Jacksonville (WLDS), New York—Rochester (WHAM).

1190 KILOCYCLES

Table listing radio stations for 1190 Kilocycles, including Indiana—Fort Wayne (WOWO), New York—New York (WLAB).

1200 KILOCYCLES

Table listing radio stations for 1200 Kilocycles, including Texas—San Antonio (WOAI).

1210 KILOCYCLES

Table listing radio stations for 1210 Kilocycles, including Pennsylvania—Philadelphia (WCAU).

1220 KILOCYCLES

Table listing radio stations for 1220 Kilocycles, including New York—Newburgh (WGNV), Ohio—Cleveland (WGAR).

1230 KILOCYCLES

Table listing radio stations for 1230 Kilocycles, including Alabama—Huntsville (WBHP), Alabama—Mobile (WMOB), Alabama—Tuscaloosa (WJRD), etc.

Table listing radio stations for 1230 Kilocycles (continued), including Florida—Fort Myers (WINK), Florida—St. Augustine (WFOY), Georgia—Augusta (WAC), etc.

Table listing radio stations for 1230 Kilocycles (continued), including Illinois—Chicago (WEDC), Illinois—Chicago (WBEQ), Illinois—Springfield (WTAX), etc.

Table listing radio stations for 1230 Kilocycles (continued), including Nebraska—Lincoln (KFOR), Nebraska—North Platte (KODY), New Jersey—Edgewater (WATN), etc.

Table listing radio stations for 1230 Kilocycles (continued), including North Carolina—Charlotte (WSOC), North Carolina—Raleigh (WRAL), North Dakota—Devils Lake (KDLR), etc.

Table listing radio stations for 1230 Kilocycles (continued), including Ohio—Lima (WLOK), Ohio—Zanesville (WHIZ), Oklahoma—Ardmore (KVSO), etc.

1250 KILOCYCLES

Table listing radio stations for 1250 Kilocycles, including California—Santa Barbara (KTMS), Florida—Tampa (WDAE), Kansas—Lawrence (KFKU), etc.

1260 KILOCYCLES

Table listing radio stations for 1260 Kilocycles, including California—San Francisco (KYA), Dist. of Columbia—Washington (WOL), Indiana—Indianapolis (WFBI), etc.

1270 KILOCYCLES

Table listing radio stations for 1270 Kilocycles, including Florida—Jacksonville (WPDQ), Idaho—Twin Falls (KTFI), Illinois—Rock Island (WRFB), etc.

1280 KILOCYCLES

Table listing radio stations for 1280 Kilocycles, including California—Long Beach (KFOX), Illinois—Aurora (WMRO), Indiana—Evansville (WGBF), etc.

1290 KILOCYCLES

Table listing radio stations for 1290 Kilocycles, including Arizona—Tucson (KVOA), Arkansas—Siloam Springs (KVOA), California—Chico (KHSR), etc.

1300 KILOCYCLES

Table listing radio stations for 1300 Kilocycles, including Colorado—Colorado Springs (KVOR), Iowa—Mason City (KGLO), Maryland—Baltimore (WFBF), etc.

1310 KILOCYCLES

Table listing radio stations for 1310 Kilocycles, including California—Oakland (KLS), California—Indianapolis (WISH), Massachusetts—Worcester (WORC), etc.

1320 KILOCYCLES

Table listing radio stations for 1320 Kilocycles, including Connecticut—Waterbury (WATR), Florida—Jacksonville (WJBP), Minnesota—Duluth (WELB), etc.

1330 KILOCYCLES

Table listing radio stations for 1330 Kilocycles, including California—Los Angeles (KFAC), Kansas—Wichita (KFH), Minnesota—Minneapolis (WOL), etc.

1340 KILOCYCLES

Table listing radio stations for 1340 Kilocycles, including Arkansas—Hot Springs (KWFC), California—Fresno (KPBE), California—Watsonville (WHUB), etc.

Table listing radio stations for 1340 Kilocycles (continued), including Florida—Lakeland (WLAK), Florida—Palmetto Beach (WWPG), Florida—Tallahassee (WTL), etc.

Table listing radio stations for 1340 Kilocycles (continued), including Georgia—Atlanta (WGAU), Georgia—Cedartown (WGAA), Georgia—Columbus (WDAE), etc.

Table listing radio stations for 1340 Kilocycles (continued), including Illinois—Decatur (WSOY), Illinois—Herrin (WJHF), Illinois—Joliet (WJLS), etc.

Table listing radio stations for 1340 Kilocycles (continued), including Indiana—Elkhart (WTRC), Indiana—Munroe (WLBC), Iowa—Hinton (KROS), etc.

Table listing radio stations for 1340 Kilocycles (continued), including Kansas—Kansas City (KCKN), Kentucky—Ashland (WCMI), Kentucky—Bowling Green (WLBG), etc.

Table listing radio stations for 1340 Kilocycles (continued), including Louisiana—Shreveport (KRMD), Louisiana—Shreveport (WRM), Massachusetts—Fitchburg (WEMM), etc.

1350 KILOCYCLES

Table listing radio stations for 1350 Kilocycles, including California—Santa Rosa (KSSRO), California—Fresno (KFB), Georgia—Dublin (WMLT), etc.

1360 KILOCYCLES

Table listing radio stations for 1360 Kilocycles, including California—San Diego (KGB), Connecticut—Hartford (WDRG), etc.

1370 KILOCYCLES

Table listing radio stations for 1370 Kilocycles, including Florida-Pensacola (WCOA), Iowa-Dubuque (KDTH), Kansas-Dodge City (KGNO), Minnesota-Virginia (WHLB), Montana-Butte (KGIH), New Hampshire-Manchester (WFEA), Ohio-Toledo (WSTD), and Texas-Longview (KFHO).

1380 KILOCYCLES

Table listing radio stations for 1380 Kilocycles, including Florida-St. Petersburg (WTSP), Idaho-Boise (KIDO), Missouri-St. Louis (KWE), New Jersey-Zarephat (WANZ), New York-New York (WBXN), South Dakota-Rapid City (KOTA), Texas-Brownwood (KBWD), Texas-El Paso (KTSM), Vermont-Rutland (WSYB), and Virginia-Richmond (WMBG).

1390 KILOCYCLES

Table listing radio stations for 1390 Kilocycles, including California-Long Beach (KGER), Illinois-Chicago (WGES), New York-Syracuse (WFBL), North Dakota-Minot (KJLPM), Oklahoma-Edmond (KSLM), Oregon-Salem (KSLM), South Carolina-Charleston (WCSC), and Tennessee-Jackson (WJTS).

1400 KILOCYCLES

Table listing radio stations for 1400 Kilocycles, including Alabama-Bessemer (WJLD), Alabama-Decatur (WMSL), Alabama-Dothan (WAGF), Alabama-Opekika (WJHO), Arizona-Tucson (KTUC), Arkansas-El Dorado (KELD), Arkansas-Port Smith (KFPW), California-Berkeley (KXBE), California-Dunsmuir (KJLD), Colorado-La Junta (KOKO), Connecticut-Stamford (WSRR), Florida-Jacksonville (WMBR), Georgia-Atlanta (WATL), Georgia-Moultrie (WVGA), Georgia-Lewiston (KHLG), Illinois-Champaign (WLDW), Illinois-Galesburg (WGLL), Indiana-Evanston (WEOA), Indiana-Kokomo (WKMO), Iowa-Fort Dodge (KFVD), Kansas-Emporia (KFSW), Kansas-Great Bend (KQVB), Kentucky-Louisville (WGLC), Maine-Augusta (WRDO), Maryland-Baltimore (WCBM), Massachusetts-Holyoke (WHYN), Massachusetts-Lowell (WLLH), Michigan-Battle Creek (WELL), Michigan-Flint (WDFP), Michigan-Detroit (WJLB), Michigan-Saginaw (WSAM), Michigan-Traverse City (WTCM), Minn.-Minneapolis-St. Paul (WMIN), Mississippi-Hattiesburg (WFOR), Missouri-Cape Girardeau (KFVS), Missouri-Columbia (KFBR), Missouri-Springfield (WSPR), Nebraska-Fremont (KORN), Nevada-Las Vegas (KENO), New Mexico-Roswell (KGFL), New Mexico-Tucuman (KTNM), New York-Albany (WABY), New York-Buffalo (WBNT), New York-Oswego (WISL), North Carolina-Elizabeth City (WCNC), North Carolina-Goldsboro (WGBR), North Carolina-Wilmington (WMPD), Ohio-Mansfield (WMAN), Ohio-Portsmouth (WPAY), Ohio-Warren (WWRN), Oklahoma-Bartlesville (KWON), Oklahoma-Oklahoma City (KTOK), Pennsylvania-Easton (WEST), Pennsylvania-Johnstown (WJAC), Pennsylvania-Philadelphia (WDAJ), Pennsylvania-Scranton (WARM), Pennsylvania-Williamsport (WRAK), South Carolina-Charleston (WCSC), South Carolina-Spartanburg (WORD), Tennessee-Chattanooga (WDEF), Tennessee-Clarksville (WJZM), Tennessee-Cookeville (WHUB), Tennessee-Kingston (WKPT), Tennessee-Memphis (WHBQ), Texas-Galveston (KLUF), Texas-Pecos (KHIN), Texas-Plainview (KVOP), Texas-San Angelo (KGGI), Texas-San Antonio (KONO), Texas-Temple (KTEM), Virginia-Danville (WBTV), Virginia-Winchester (WVNO), Washington-Everett (KRKO), Washington-Longview (EKWL), West Virginia-Clarksburg (WBLK), West Virginia-Wheeling (WKWK), West Virginia-Williamson (WBTH), Wisconsin-Ashlund (WATW), Wisconsin-De Pere (WCOB), Wisconsin-Wausau (WSAU), Wyoming-Rock Springs (KVRB), Wyoming-Sheridan (KWYO).

1410 KILOCYCLES

Table listing radio stations for 1410 Kilocycles, including Alabama-Mobile (WALA), California-Bakersfield (KERN), Connecticut-Hartford (WHTD), Mississippi-Vicksburg (WQBC), North Carolina-Concord (WEGO), Ohio-Dayton (WING), Pennsylvania-Pittsburgh (KQV), and Wisconsin-La Crosse (WKBB).

1420 KILOCYCLES

Table listing radio stations for 1420 Kilocycles, including Iowa-Davenport (WOC), Ohio-Cleveland (WEH), Rhode Island-Pawtucket (WFPI), South Dakota-Aberdeen (KABR), Vermont-St. Albans (WVSR), and Washington-Walla Walla (KUJ).

1430 KILOCYCLES

Table listing radio stations for 1430 Kilocycles, including California-Fresno (KARM), California-Lodi (KWKW), Indiana-Indianapolis (WIRE), New York-Brooklyn (WBYN), Oklahoma-Tulsa (KTUL), and Utah-Ogden (KLO).

1440 KILOCYCLES

Table listing radio stations for 1440 Kilocycles, including Alabama-Montgomery (WSPA), California-Riverside (KPRO), Illinois-Rockford (WROK), Massachusetts-Worcester (WLAB), Michigan-Bay City (WBCM), North Dakota-Grand Forks (KFJM), North Dakota-Grand Forks (KILO), Oregon-Medford (KJED), Texas-Amarillo (KAGC), and West Virginia-Bluefield (WHIS).

1450 KILOCYCLES

Table listing radio stations for 1450 Kilocycles, including Alabama-Anniston (WHMA), Alabama-Muscle Shoals City (WLAY), Arizona-Safford (KAZA), California-Marysville (KMVC), California-San Diego (KFMB), California-San Francisco (KSAN), Colorado-Alamosa (KGIV), Connecticut-Bridgeport (WNAB), Delaware-Wilmington (WJLM), D. C.-Washington (WVDC), Florida-Daytona Beach (WMPF), Florida-Sarasota (WSPB), Georgia-Albany (WGPC), Georgia-Griffin (WKEU), Georgia-Toccoa (WRLC), Georgia-Valdosta (WGOV), Idaho-Idaho Falls (WJAL), Illinois-Chicago (WHLG), Illinois-Springfield (WCBS), Indiana-Fort Wayne (WGL), Indiana-Lafayette (WASK), Indiana-Vincennes (WAOV), Iowa-Sioux City (KTHI), Kansas-Atchison (KFAK), Kansas-Clintonia (KLEW), Kentucky-Lexington (WLAP), Kentucky-Paducah (WPAD), Louisiana-Monroe (KNOE), Louisiana-New Orleans (WNOE), Maine-Presque Isle (WAGM), Maryland-Cumberland (WTBO), Massachusetts-Springfield (WMAS), Michigan-Ironwood (WJMS), Michigan-Jackson (WJMB), Michigan-Ludington (WJLA), Michigan-Port Huron (WJHS), Minnesota-Albert Lea (KATE), Minnesota-St. Cloud (KRLI), Mississippi-Clarksdale (KFRK), Mississippi-Jackson (WSLI), Missouri-Joplin (WMBH), Montana-Bozeman (KRBM), New Jersey-Atlantic City (WFFG), New York-Olean (WHDL), New York-Poughkeepsie (WPKP), North Carolina-Fayetteville (WFNC), North Carolina-Gastonia (WUNC), North Carolina-New Bern (WHIT), No. Carolina-Rocky Mountain (WEED), Ohio-Hamilton (WMOH), Ohio-Youngstown (WFMJ), Oklahoma-Shawnee (KGFJ), Oregon-Eugene (KORL), Oregon-La Grande (KLBH), Oregon-Portland (KBPS), Pennsylvania-Erie (WLEU), Pennsylvania-Hazleton (WAZL), Pennsylvania-Washington (WJPA), South Carolina-Greenville (WCRS), Texas-Ablene (KRIC), Texas-Beaumont (KRIC), Texas-Denton (KDNT), Texas-Palestine (KNET), Texas-San Antonio (KABC), Texas-Waco (WACO), Utah-Price (KEUB), Virginia-Albany (WVYA), Virginia-Suffolk (WJLPM), Washington-Port Angeles (KONP), West Virginia-Parkersburg (WPAP), and Wisconsin-Fond du Lac (KFZL).

1460 KILOCYCLES

Table listing radio stations for 1460 Kilocycles, including Iowa-Des Moines (KSO), New York-Albany (WOKO), New York-Rochester (WHEC), Ohio-Columbus (WBNS), Pennsylvania-Harrisburg (WHP), Tennessee-Memphis (KMPY), Washington-Yakima (KTYW), and Alaska-Juneau (KINY).

1470 KILOCYCLES

Table listing radio stations for 1470 Kilocycles, including Illinois-Peoria (WMBD), North Carolina-Greensboro (WISB), Pennsylvania-Allentown (WCEA), Pennsylvania-Allentown (WSAN), Washington-Centralia-Chehalis (KELA), and Wyoming-Casper (KDFN).

1480 KILOCYCLES

Table listing radio stations for 1480 Kilocycles, including California-Eureka (KIEB), Georgia-Augusta (WRDQ), Louisiana-Shreveport (KTBS), Massachusetts-Fall River (WSAR), Missouri-Kansas City (KCMO), Montana-Sidney (KQCX), Ohio-Canton (WHBC), and New Jersey-Jersey City (WHOM).

1490 KILOCYCLES

Table listing radio stations for 1490 Kilocycles, including Alabama-Selma (WHBB), Arizona-Flagstaff (KYYA), Arkansas-Helena (KFFA), Arkansas-Pine Bluff (KOTN), California-Merced (KYOR), California-Santa Ana (KVOE), California-Santa Barbara (KDB), Connecticut-New London (WNLC), and Florida-Ocala (WTMC).

Table listing radio stations for 1500 Kilocycles, including Georgia-Brunswick (WMOG), Georgia-Cordoba (WJJM), Georgia-Rome (WRGA), Georgia-West Point (WRLD), Hawaii-Honolulu (KHNL), Illinois-Cairo (WKRO), Illinois-Danville (WDAN), Illinois-East St. Louis (WTMV), Indiana-Richmond (WKBV), Indiana-South Bend (WHOT), Iowa-Burlington (KBUR), Iowa-Dubuque (WKBB), Kentucky-Owensboro (WOMI), Louisiana-Lake Charles (KPLC), Michigan-Detroit (WJWB), Michigan-Escanaba (WDBC), Michigan-Muskegon (WKRZ), Mississippi-Jackson (WJKN), Mississippi-Natchez (WMBN), Mississippi-Tupelo (WZLO), Missouri-Sedalia (KDRO), Nebraska-Omaha (KBON), Nebraska-Scottsbluff (KGGY), New Jersey-Atlantic City (WBAJ), New Mexico-Hobbs (KWEX), New York-Kingston (WKNY), New York-Syracuse (WOLF), North Carolina-Durham (WDNC), North Carolina-Greenville (WGTC), North Carolina-Salisbury (WSTP), North Dakota-Valley City (KOVC), Ohio-Marlton (WMRN), Oklahoma-Muskogee (KBIX), Oregon-Baker (KBRK), Oregon-Roseburg (KRNR), Pennsylvania-Erie (WERC), Pennsylvania-Lancaster (WVAL), Pennsylvania-Lewistown (WMPR), Pennsylvania-Pittsburgh (WWSW), South Carolina-Greenville (WMRC), Tennessee-Bristol (WOPJ), Texas-Austin (KNOW), Texas-Big Springs (KBST), Texas-Brady (KNEL), Texas-Brownsville (KEEW), Texas-Corpus Christi (KEYS), Texas-Huntsville (KSAM), Texas-Laredo (KPAB), Texas-Paris (KPLT), Texas-Tyler (KQKB), Texas-Vernon (KRVK), Virginia-Portsmouth (WVAP), Washington-Tacoma (KTBI), West Virginia-Charleston (WGVV), Wisconsin-Medford (WIGM), and Wisconsin-Oshkosh (WOSH).

1500 KILOCYCLES

Table listing radio stations for 1500 Kilocycles, including D. C.-Washington (WTOP) and Minnesota-St. Paul (KSTP).

1510 KILOCYCLES

Table listing radio stations for 1510 Kilocycles, including Massachusetts-Boston (WMEX), Tennessee-Nashville (WLAN), and Washington-Spokane (KGA).

1520 KILOCYCLES

Table listing radio stations for 1520 Kilocycles, including New York-Buffalo (WKBW) and Oklahoma-Oklahoma City (KOMA).

1530 KILOCYCLES

Table listing radio stations for 1530 Kilocycles, including California-Sacramento (KFBK) and Ohio-Cincinnati (WCKY).

1540 KILOCYCLES

Table listing radio stations for 1540 Kilocycles, including Iowa-Waterloo (KXEL).

1550 KILOCYCLES

Table listing radio stations for 1550 Kilocycles, including California-Bakersfield (KPMK) and New York-New York (WQXR).

1590 KILOCYCLES

Table listing radio stations for 1590 Kilocycles, including Connecticut-Waterbury (WBRV), Georgia-Albany (WALB), and Ohio-Akron (WAKR).

1600 KILOCYCLES

Table listing radio stations for 1600 Kilocycles, including New York-New York (WVRL).

FM STATIONS

43900 KILOCYCLES

Table listing radio stations for 43900 Kilocycles, including New Hampshire-Mt. Washington (WMTW) and North Carolina-Winston-Salem (WMTT).

44100 KILOCYCLES

Table listing radio stations for 44100 Kilocycles, including Massachusetts-Boston (WGTR).

44500 KILOCYCLES

Table listing radio stations for 44500 Kilocycles, including California-Los Angeles (KHJ-FM), Indiana-Evanston (WMLL), and Michigan-Detroit (WENA).

44700 KILOCYCLES

Table listing radio stations for 44700 Kilocycles, including New York-Schenectady (WBCA) and Pennsylvania-Pittsburgh (WTNT).

44900 KILOCYCLES

Table listing radio stations for 44900 Kilocycles, including Michigan-Detroit (WLOU), Missouri-Kansas City (KOZY), and Pennsylvania-Philadelphia (WIP-FM).

45100 KILOCYCLES

Table listing radio stations for 45100 Kilocycles, including New York-Rochester (WHFM).

45300 KILOCYCLES

Table listing radio stations for 45300 Kilocycles, including Pennsylvania-Philadelphia (WFL-FM).

45500 KILOCYCLES

Table listing radio stations for 45500 Kilocycles, including Wisconsin-Milwaukee (WVFM).

45900 KILOCYCLES

Table listing radio stations for 45900 Kilocycles, including Illinois-Chicago (WGNB), Missouri-Kansas City (KMBC-FM), New York-New York (WABC-FM), Pennsylvania-Philadelphia (WCAU-FM), New York-New York (WBAM), and Pennsylvania-Philadelphia (WFEN-FM).

45000 KILOCYCLES

Table listing radio stations for 45000 Kilocycles, including New York-Schenectady (WGF-M).

Radio Station Representatives

See listing of station for complete information.

American Network Inc., The
New York—40 East 42nd Street
Telephone Murray Hill 2-7947

Sanan, Miss Bertha
Boston—538 Little Building
Telephone Hubbard 4370

Biddick, Walter Co.
Los Angeles—568 Chamber of Commerce Bldg. Telephone Richmond 6183
Seattle—1038 Exchange Bldg. Telephone Main 6440

Blair, John & Company
Member—National Association of Broadcasters
Chicago 11—520 N. Michigan Avenue
Telephone Superior 8059
New York 17—341 Madison Avenue
Telephone Murray Hill 9-6084
Los Angeles 15—438 Cham. of Com. Bldg. Telephone Prospect 3584
San Francisco 4—608 Russ Building Telephone Douglas 3188
St. Louis 1—350 Paul Brown Bldg. Telephone Chestnut 5688

Blue Spot Sales
New York—123 W. 42nd Street
Telephone Wisconsin 7-1737
Chicago—Merchandise Mart
Telephone Delaware 1900
Hollywood—6285 Sunset Blvd. Telephone Hillside 8231
Detroit—Fisher Bldg.
Telephone Trinity 2-7900
Pittsburgh—17 Shaler Drive, Glen-shaw, Telephone Grant 4860

Branham Company, The
Member—National Association of Broadcasters
Chicago—360 N. Michigan Avenue
Telephone Central 5726-7-8-9
New York—230 Park Avenue
Telephone Murray Hill 6-1860
Dallas—First National Bank Bldg. Telephone Central 8569
Atlanta—Rhodes-Haverty Building Telephone Walnut 4851
Detroit—7-236 General Motors Bldg. Telephone Trinity 1-0440
St. Louis—Arcade Building
Telephone Chestnut 6192
Kansas City—Board of Trade Bldg. Telephone Harrison 1023
Memphis—1018 Sterick Bldg. Telephone 8-2344
San Francisco—5 Third Street
Telephone Garfield 6740
Charlotte—617 Commercial National Bank Building Telephone 8839
Los Angeles—448 S. Hill Street Telephone Michigan 1269

Broadcast Sales Co.
New York—304 E. 41st St.
Telephone Murray Hill 6-1499
Chicago—360 N. Michigan Ave. Telephone Randolph 9034

Burn-Smith Company, Incorporated
New York—551 Fifth Avenue
Telephone Murray Hill 2-3124
Chicago 1—307 N. Michigan Avenue
Telephone Central 4437
Los Angeles—568 Chamber of Commerce Bldg. Telephone Richmond 6184

Capper Publications, Inc.
New York 17—W. L. (Bill) McKee, 420 Lexington Avenue
Telephone Mohawk 4-3280
Chicago 1—E. W. (Kris) Carlson, 180 N. Michigan Avenue
Telephone Central 5977
San Francisco 4—W. B. (Pansy) Flowers, 1207 Russ Bldg.
Telephone Douglas 5220
Kansas City—Joseph H. Story, Jr., 300 Walthow Bldg.
Telephone Victor 3864
Topeka—Ben Ludy, Topeka Blvd. at 11th St.
Telephone Topeka 3-2377

Clark Company, Inc., Thomas F.
New York—205 E. 42nd St.
Telephone Murray Hill 4-6317
Chicago—35 Wabash Drive
Telephone Central 1112

Columbia Broadcasting System, Inc.
New York 22—485 Madison Avenue
Telephone Wickersham 2-2000
Philadelphia—1622 Chestnut Street
Telephone Rittenhouse 6447
Chicago—410 N. Michigan Avenue
Telephone Whitehall 6000
Detroit—Bn. 902, Fisher Building
Telephone Trinity 2-8414
Los Angeles—Columbia Square
Telephone Hollywood 2484
San Francisco—Palace Hotel
Telephone Yukon 1700
Washington, D. C.—Earle Building
Boston—182 Tremont Street
St. Louis—Mart Building
Charlotte, N. C.—Wilder Building
Minneapolis—625 Second Avenue

Cook, B. Frank
Atlanta—Walton Building.

Cox & Tanz
Philadelphia—Drexel Building, Independence Square, Tel. Lombard 1720
New York—285 Madison Avenue
Telephone Lexington 2-2450
Chicago—228 N. LaSalle Street
Telephone Franklin 2095

Cummings, Harry E.
Jacksonville—1306 Barnett Nat'l Bank Bldg., Telephone 8-0381.

DeLisser, Inc.
New York—11 E. 44th St.
Telephone Murray Hill 2-1753
Chicago—225 N. Michigan Ave.
Telephone Dearborn 3108
Philadelphia—1421 Chestnut St.
Telephone Rittenhouse 1390
Atlanta—613 Rhodes-Haverty Bldg. Telephone Main 6134

Ferjoe & Company
New York—19 W. 44th Street
Telephone Vanderbilt 6-5080
Chicago—360 N. Michigan Ave.
Telephone State 5587
Philadelphia—1301 Widener Bldg.
Telephones Rittenhouse 9698 and Race 2050
Hollywood—1651 Cosmo St.
Telephone Hillside 7874.

Foster, Robert G.
Boston—500 Statler Hotel Building
Telephone Hubbard 3225

Fres & Peters, Inc.
Member—National Association of Broadcasters.
Chicago—180 N. Michigan Ave.
Telephone Franklin 6373
Hollywood—6331 Hollywood Blvd.
Telephone Hollywood 2151
New York 22—141 Madison Avenue
Telephone Plaza 5-4130
San Francisco 4—1111 Sutter Street
Telephone Sutter 4353
Atlanta 3—322 Palmer Bldg., Telephone Main 5847

Friendly Group, The
New York—George Hard, Graybar Bldg., 420 Lexington Ave.
Telephone Mohawk 4-2010.
Phila.—B. P. Griffith, Steel Pier
Telephone 5-2188.

Futter, Mumig C., & Associates
Seattle—141 Fourth Avenue Bldg.
Telephone Main 1277

Grant, Gene
Hollywood—1651 Cosmo St.
Telephone Hillside 7874.

Grant, W. S., Company
Chicago—Frank Back, 540 N. Michigan Ave., Telephone Delaware 1055
Los Angeles—C. J. Evanson, 412 W. Sixth St., Vandike 6341
San Francisco—582 Market Street
Telephone Exbrook 6885
New York—Phil Broderick, 366 Madison Ave., Telephone Murray Hill 2-8865

Griffin, Homer, Company
Hollywood 25—6362 Hollywood Blvd.
Telephone Granite 6113
San Francisco—681 Market Street
Telephone Douglas 4475
Portland—Studio Building
Telephone Beacon 1009

Hagg, Arthur H. & Associates, Inc.
Chicago—360 N. Michigan Avenue
Telephone Central 7553
New York—368 Madison Avenue
Telephone Murray Hill 2-8865
Denver—1863 Wazee Street
Telephone Keystone 2871
Kansas City—410 Dwight Bldg.
Telephone Jackson 8308
Omaha—City National Bank Building
Telephone Atlantic 9431

Headley-Reed Company
New York 17—405 Lexington Avenue
Telephone Murray Hill 3-5470
Chicago—180 N. Michigan Avenue
Telephone Franklin 4636
Detroit—713 New Center Bldg.
Telephone Madison 4675
Atlanta—Glenn Building
Telephone Walnut 1636
San Francisco—300 Montgomery St.
Telephone Yukon 1265

Hollingsbery, George P., Company
Chicago—307 N. Michigan Avenue
Telephone State 2898
New York—420 Lexington Avenue
Telephone Murray Hill 3-9447
Atlanta—Healey Building
Telephone Walnut 3856
Los Angeles—Consolidated Bldg., 400 South Hill Street
Telephone Van Dyke 7386
San Francisco—155 Sansome Street
Telephone Douglas 4898

Holman, Hal, Company
Chicago—360 N. Michigan Ave.
Telephone Franklin 6016
New York—551 Fifth Ave.
Telephone Murray Hill 2-1983

Katz Agency, Inc., The
Member—National Association of Broadcasters
New York—500 Fifth Avenue
Telephone Wisconsin 7-8620
Chicago—307 N. Michigan Avenue
Telephone Central 4008
Atlanta—22 Marietta Street Building
Telephone Walnut 4795
Dallas—Republic Bank Building
Telephone 2-7936
Detroit—7-257 General Motors Bldg.
Telephone Trinity 2-7685
Kansas City—Bryant Building
Telephone Victor 7095
San Francisco—Monadnock Building
Telephone Sutter 7498
Los Angeles—650 W. Sixth St.
Telephone Tucker 3219

Keating, John
Portland, Ore.—Studio Building
Telephone Beacon 1009
Seattle—318 Douglas Bldg.
Telephone Elliot 3300

Mack Radio Sales Company
Camden, N. J.

McGillivra, Joseph Hershey, Inc.
New York 17—366 Madison Avenue
Telephone Murray Hill 2-8755
Chicago 1—35 E. Wacker Drive
Telephone State 5282
San Francisco 4—627 Mills Building
Telephone Sutter 1393
Los Angeles 13—448 South Hill Street
Telephone Michigan 0921

McKinney, J. P. & Son
N. Y.—Rm. 1226, 30 Rockefeller Plaza
Telephone Circle 7-1178
Chicago—400 N. Michigan Avenue
Telephone Superior 9866
San Francisco—681 Market Street
Telephone Garfield 5311
Hollywood—26—1651 Cosmo St.
Telephone Granite 9596

National Broadcasting Company, Inc.
New York—R.C.A. Bldg., 30 Rockef-
ler Plaza, Telephone Circle 7-8300
Chicago—Merchandise Mart
Telephone Superior 8300
Boston—Hotel Bradford
Telephone Hancock 4261.
Denver—1625 California Street
Telephone Main 6211
Wash., D. C.—Trans-Lux Building
Telephone Republic 4000

San Francisco—NBC Building
Telephone Graystone 8700.
Hollywood—Sunset and Vine Streets
Telephone Hollywood 6161
Cleveland—NBC Building
Telephone Cherry 0943

New England Radio Advertising Co.
Boston—507 Statler Building
Telephone Hubbard 3225

North Central Broadcasting System
New York—8 E. 41st Street
Telephone Lexington 2-6892
Chicago—360 N. Michigan Avenue
Telephone State 0361.
St. Paul 1—E620 First National Bank
Bldg. Telephone Cedar 8579

Northwest Radio Advertising Co., Inc.
Seattle—American Bank Building
Telephone Main 9282

Pacific Northwest Broadcasters
Portland 7—Orpheum Bldg.
Telephone Broadway 6451
New York 17—551 Fifth Avenue
Telephone Murray Hill 2-7986
Chicago 1—360 N. Michigan Avenue
Telephone State 5262
Kansas City—15 West 10th Street
Telephone Victory 0021
Hollywood 29—6777 Hollywood Blvd.
Telephone Hollywood 5408
San Francisco 4—79 Post Street
Telephone Exbrook 8033
Spokane 8—Symons Block
Telephone Main 1218



TIP...

To Radio Stations

from Radio Representatives

"Adequate Buyer Coverage" is, of course, the ABC of good advertising requirements, but the successful advertising of radio time embodies much more.

In addition to reaching the market, the most productive promotion pushes the customer closer to the order at every possible influence-point . . . creates, automatically and repeatedly, favorable impressions on large numbers of excellent time-buying prospects . . . brings in orders itself, and makes it easier for representatives to get more business.

Experience has convinced radio representatives that advertising in Standard Rate and Data Service performs this way, and much of the advertising you see in this section is placed on their recommendations. These representatives say that selling messages on these pages are the most effective, opportunity-grasping ways to persuade prime time prospects of the bigger values their stations offer . . . and that, next to personal calls, this advertising is the closest thing to orders that stations can use to promote time sales.

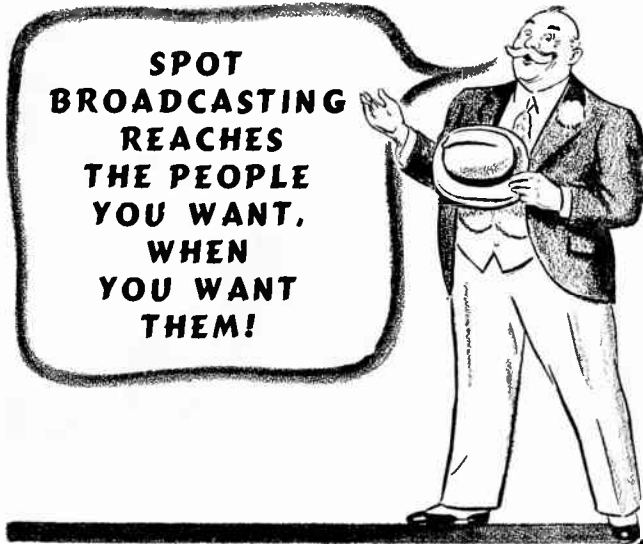
For complete advertising information write to . . .

STANDARD RATE & DATA SERVICE

333 N. MICHIGAN AVENUE
CHICAGO 1, ILL.

Eastern Office—420 Lexington Avenue
New York 17, N. Y.

Western Office—816 W. Fifth Street
Los Angeles 13, Calif.



Radio Station Representatives—continued

See listing of station for complete information.

**SPOT
BROADCASTING
REACHES
THE PEOPLE
YOU WANT,
WHEN
YOU WANT
THEM!**

- Pan-American Broadcasting Co.
New York—330 Madison Avenue
Chicago—(Fred Jones) 228 N. LaSalle Street
Hollywood (Homer Griffith), 6362 Hollywood Blvd.
- Pearson, John E., Company
Chicago—(John E. Pearson and Kay Fisher), Room 618, 360 N. Michigan Ave., Telephone Franklin 2359
New York—(Hines Hatchett and John McSweeney), 250 Park Ave., Plaza 4-2255
Kansas City—(Owen Balch and Christine Mitchell), 1112 Dierks Bldg., telephone Grand 2144.
- Perry, John H., Associates
New York—310 East 45th Street
Telephone Murray Hill 4-1647
Chicago—122 S. Michigan Avenue
Telephone Harrison 8085
Detroit—7338 Woodward Avenue
Telephone Madison 0790
Philadelphia—1524 Chestnut Street
Telephone Bittenhouse 0886
Atlanta—3-1220 Rhoads-Haverty Bldg., Telephone Walnut 1834
- Petry, Edward & Company, Inc.
Member—National Association of Broadcasters.
New York—17 E. 42nd Street
Telephone Murray Hill 2-4401
Chicago—Wrightley Building, 400 N. Michigan Ave., Tel. Delaware 8600
Detroit—2-163 General Motors Bldg
Telephone Madison 1035
St. Louis—Shell Building
Telephone Chestnut 7191
San Francisco—4—Russ Bldg.
Telephone Garfield 4010
Los Angeles—601 W. Fifth Street
Telephone Michigan 8729
- Radio Advertising Company
Chicago 1—Martin J. McGeehan, 333 N. Michigan Ave. (Rm. 2114)
Telephone Central 1742
New York 17—Louis J. F. Moore, 521 Fifth Ave.
Telephone Murray Hill 2-2170
Detroit 26—Robert B. Raines, 28 W. Adams Ave., telephone Cherry 8321
San Francisco 4—David H. Sandeberg, Russ Bldg., telephone Exbrook 2093
Los Angeles 14—J. Leslie Fox, 707 S. Hill Street, Telephone Van Dyke 1901
Telephone Vandike 1901
- Radio Sales
New York 22—Howard Meighan
485 Madison Avenue
Telephone Wickersham 2-2000
Chicago 11—Roger K. Huston
410 N. Michigan Avenue
Telephone Wabash 6000
St. Louis 2—Carter Ringler, Mart Bldg., Telephone Central 8240
Los Angeles 28—Meredith Pratt
Columbia Square
Telephone Hollywood 1212
San Francisco 5—Ole Morby
Hotel, Telephone Yukon 1700
Charlotte 2—R. E. Penny
Telephone Charlotte 8-8883
- Rambeau, William G. Company
Chicago—Room 901, 360 N. Michigan Avenue, Telephone Andover 5560
New York—437 Chin Building
Telephone Lexington 2-1820
Hollywood—5833 Fernwood Ave.
Telephone Granite 3636
- Raymer, Paul H. Company
New York—Fred C. Brokaw, 366 Madison Ave., Tel. Murray Hill 2-8690
Chicago—Walter I. Tenney, 435 N. Michigan Ave. Tel. Superior 4473
Detroit 26—Robert B. Raines, 28 W. Adams Avenue
Telephone Cherry 8321
San Francisco—David H. Sandeberg, 2223 Rusa Bldg., Tel. Exbrook 2093
Los Angeles 14—J. Leslie Fox, 707 S. Hill Street, Telephone Van Dyke 1901
- Regional Radio Sales
Chicago—360 N. Michigan Ave.
Telephone Central 6595
Milwaukee—231 W. Wisconsin Ave.
Telephone Broadway 1590
- Reiter, Virgil & Company
Chicago—400 N. Michigan Ave.
Telephone Superior 5079
- Scott, Duncan A. & Company
Los Angeles—408 Pershing Square Bldg., Telephone Michigan 6921
San Francisco—827 Mills Bldg.
Telephone Sutter 1393
- Sears & Ayer, Inc.
Chicago—612 N. Michigan Avenue
Telephone Superior 8177
New York—295 Madison Avenue
Telephone Lexington 2-0772
Portland 5—Rudio Bldg.
Telephone Beacon 1009
Seattle—318 Douglas Bldg.
Telephone Elliot 3300
Kansas City, Mo.—15 W. Tenth St.
Telephone Victory 0021
Hollywood 28—6362 Hollywood Blvd.
Telephone Granite 6113
San Francisco—681 Market Street
Telephone Douglas 4475
- Spot Sales, Inc.
New York—400 Madison Ave.
Telephone Eldorado 5-5040
Chicago—360 N. Michigan Ave.
Telephone Franklin 8520
- San Francisco 3—5 Third Street
Telephone Exbrook 8558
Hollywood—Hollywood Blvd. at Cosmo
Telephone Hollywood 8318
Kansas City—1121 Scarritt Bldg.
Telephone Harrison 1163
- Taylor-Howe-Snowden Radio Sales
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Seattle—C. C. Cassin, 318 Douglas Bldg., Telephone Elliot 3300
- Temple, William M.
Kansas City, Mo.—15 W. Tenth St.
Telephone Victory 0021
- Texas Daily Press League, Inc.
Chicago—360 N. Michigan Ave.
Telephone Franklin 5241-5242
New York—60 E. 42nd St.
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Telephone Central 9026
Los Angeles—541 Consolidated Bldg.
Telephone Vandike 7386
San Francisco—155 Sansome St.
Telephone Loma 4388
St. Louis—915 Olive St.
Telephone Chestnut 1965
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- Lowmnd, Edward S.
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Telephone Exbrook 2164
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- Tri-City Stations Association of Virginia
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- Waiker Company, The
Chicago—360 N. Michigan Ave.
Telephone State 5262
New York—551 Fifth Ave.
Telephone Murray Hill 2-7986
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Los Angeles—568 Chamber of Commerce Bldg., telephone Richmond 6184
- Weed & Company
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Telephone Madison 6386
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Hollywood—6253 Hollywood Blvd.
Telephone Hillside 8611
Boston—Statler Building
Telephone Hubbard 8677
Wellington, Gilbert A.
Seattle 4—1011 American Bank Bldg.
Telephone Elliott 3933
- Wison, Howard H. Company
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Telephone Murray Hill 6-1280
Chicago—75 E. Wacker Drive
Telephone Central 8744
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Telephone Douglas 4475
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Telephone Granite 6113
Seattle—Smith Tower
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- WAVE Louisville
- WTCN Minneapolis-St. Paul
- WMBD Peoria
- KSD St. Louis
- WFBL Syracuse

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- WHIO Des Moines
- WOC Davenport
- KMA Shenandoah

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- WCBM Baltimore
- WCSC Charleston
- WIS Columbia
- WPTF Raleigh
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- Alexander, James L.
Toronto—100 Adelaide St., West
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Montreal—1117 St. Catharine St., W.
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WLAV does a job in Metropolitan Grand Rapids at lowest cost while western rural Michigan is best covered by Chicago stations. Please check Hooper Survey just completed.

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Our 10,000 watts directional north and south gives the third largest coverage of all stations in Southern California, and our low rates give the lowest cost per 1000 potential radio homes.

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If you have a sales problem, please check WBML's popularity from current Hooper Surveys in comparison to cost.

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Covers 25% Louisiana's population—50% Louisiana's drug sales! Best dollar value for Metropolitan New Orleans.

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Has best availabilities at low cost for this large three-station market. Now breaking ground for 1,000 watts power.

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Covers Vermont's second largest market both retail and wholesale trading areas and has no competition.

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Sacramento's most popular station as evidenced by the fact that we carry over twice as many hours of network commercials per week as does our competition.

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Offers best coverage of Utah's two largest markets. Also key station of Intermountain Network.

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Effectively reaches the Spokane market at the lowest cost per listener.

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Best dollar value in Tulsa on basis of cost and popularity. Please check our recent Hooper.

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Very popular in this busy, prosperous, thickly-settled area.

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Fills the wide gap between Seattle and Spokane. Check the returns per 1,000 radio homes of Blue Network advertisers in the northwest as KPQ is usually lowest cost per 1,000 radio homes on the Blue Northwest Group.

KIT—Yakima—Mutual

Blankets trading area of 153,000 in central Washington. Wire available from Tacoma and Seattle at no cost.

UTAH—Intermountain Network Coverage

Keyed by KLO, Ogden-Salt Lake, Network includes: KID, Idaho Falls, Idaho, KVNU, Logan, Utah, KEUB, Price, Utah, KOVO, Provo, Utah, and KQRS, Rock Springs, Wyoming. Six Mutual stations delivering an audience a half again as great as that of Salt Lake City, plus bonus coverage in the city itself. Covers major portion of Utah, Idaho and southwestern Wyoming.

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Clarence L. Maish

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as an appreciation of the

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program over Yankee Network stations, a
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February 15, 1945

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