

THE TELEVISION CODE



THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS
1771 N STREET, N. W., WASHINGTON 6, D. C.

THE FRONT COVER

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THE
TELEVISION
CODE

of

The National Association of Radio and Television Broadcasters

EFFECTIVE MARCH 1, 1952

THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

1771 N Street, N.W., Washington 6, D. C.

Telephone DEcatur 9300

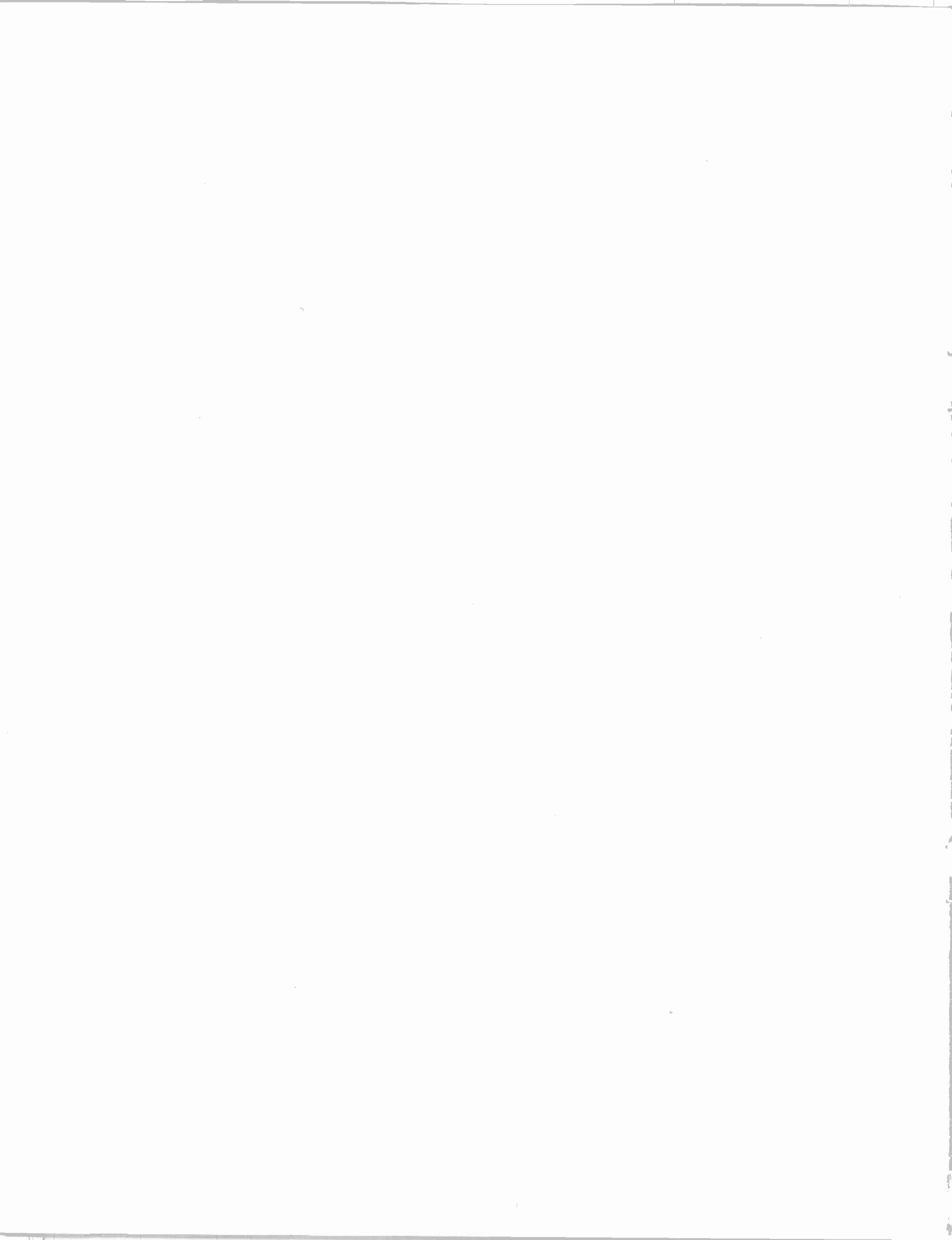
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THE TELEVISION CODE

OF THE

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

Preamble

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

Advancement of Education and Culture

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.
2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.
3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.
4. In furthering this realization, the television broadcaster:
 - a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
 - b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing oppor-

tunities for the instruction and enlightenment of the viewers.

- c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

- a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
- (ii) The Television Code Review Board (*see V, Section 3, page 9*) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.
- b) (i) Attacks on religion and religious faiths are not allowed.
- (ii) Reverence is to mark any mention of the name of God, His attributes and powers.
- (iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.
- c) (i) Contests may not constitute a lottery.
- (ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (*see Contests, page 6.*)
- d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.
- e) Illicit sex relations are not treated as commendable.

- f) Sex crimes and abnormalities are generally unacceptable as program material.
- g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.
- h) The administration of illegal drugs will not be displayed.
- i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.
- j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.
- k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.
- l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.
- m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. (*see News, page 4.*)
- n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.
- o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

- p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.
- q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.
- r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.
- s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.
- t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.
- u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.
- v) Suicide as an acceptable solution for human problems is prohibited.
- w) The exposition of sex crimes will be avoided.
- x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

Responsibility Toward Children

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.
2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (*Attention is called to the general items listed under Acceptability of Program Ma-*

terials, page 2.) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

- a) In affording opportunities for cultural growth as well as for wholesome entertainment.
- b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
- c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
- d) In eliminating reference to kidnapping of children or threats of kidnapping.
- e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
- f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

Decency and Decorum in Production

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.
2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.
3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.
4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.
5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

Community Responsibility

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

Treatment of News and Public Events

News

1. A television station's news schedule should be adequate and well-balanced.
2. News reporting should be factual, fair and without bias.
3. Commentary and analysis should be clearly identified as such.
4. Good taste should prevail in the selection and handling of news:
Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.
5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.
6. Pictorial material should be chosen with care and not presented in a misleading manner.
7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.
8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.
9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage con-

sonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.
2. The provision of time for this purpose should be guided by the following principles:
 - a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
 - b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

KENTUCKY

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WHAS	Louisville	Ky.				399.8	500
WLAP	Louisville	Ky.				275	20

LOUISIANA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WABZ	New Orleans	La.				275	50
WBBS	New Orleans	La.				252	50
WCBE	New Orleans	La.				263	5
WJBO	New Orleans	La.				268	100
WOWL	New Orleans	La.				270	10
WSMB	New Orleans	La.				319	500
WWL	New Orleans	La.				275	100
KFWU	Pineville	La.				238	100
KFDX	Shreveport, La.	La.				250	100
KWKH	Shreveport	La.				329	1,000

MAINE

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WABI	Bangor	Maine				240	100
WGBX	Orono	Maine				234.2	500
WCSH	Portland	Maine				256.3	500

MARYLAND

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WCBM	Baltimore	Md.				229	50
WCAO	Baltimore	Md.				275	100
WFBR	Baltimore	Md.				254	100
WBAL	Glen Morris (near)	Md.				246	5,000
WBES	Takoma Park	Md.				222	100

MASSACHUSETTS

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WBZA	Boston	Mass.				242	250
WSSH	Boston	Mass.				261	100
WATT	Boston	Mass.				243.8	100
WEEI	Boston	Mass.				348.6	500
WNAB	Boston	Mass.				250	100
WNAC	Boston	Mass.				280.2	500
WMAF	Dartmouth	Mass.				440.9	1,000
WSAR	Fall River	Mass.				254	100
WTAB	Fall River	Mass.				266	100
WARC	Medford Hillside	Mass.				261	100
WIBH	New Bedford	Mass.				209.7	30
WNBH	New Bedford	Mass.				248	250
WBZ	Springfield	Mass.				331.1	2,000
WAIT	Taunton	Mass.				229	10
WKBE	Webster	Mass.				231	100
WTAG	Worcester	Mass.				545.1	500

MICHIGAN

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WSKC	Bay City	Mich.				261	100
WEMC	Berrien Springs	Mich.				286	500
WGHP	Detroit	Mich.				270	1,500
WMBC	Detroit	Mich.				256.4	100
WWJ	Detroit	Mich.				352.7	1,000
WJR	Detroit	Mich.				216.9	5,000
WRAK	Escanaba	Mich.				256.3	100
WKAR	East Lansing	Mich.				285.5	1,000
WFDF	Flint	Mich.				234	100
WBDC	Grand Rapids	Mich.				256.4	500
WOOD	Grand Rapids	Mich.				242	1,000
WREO	Lansing	Mich.				285.5	500
WABX	Mt. Clemens	Mich.				246	500
WSMH	Owosso	Mich.				240	20

MICHIGAN

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WBBP	Petoskey	Mich.				238	200
WCX	Pontiac	Mich.				516.9	5,000
WAFD	Port Huron	Mich.				275	500
WAGM	Royal Oak	Mich.				225.4	50
WJBK	Ypsilanti	Mich.				233	10

MINNESOTA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WFBJ	Collegeville	Minn.				236	100
KFVN	Fairmont	Minn.				227	50
KFDZ	Minneapolis	Minn.				231	10
WAMD	Minneapolis	Minn.				243.8	1,000
WDGY	Minneapolis	Minn.				263	500
WHDI	Minneapolis	Minn.				278	500
WRHM	Minneapolis	Minn.				252	50
WCCO	Minneapolis-St. Paul	Minn.				416.4	5,000
WLB	Minneapolis	Minn.				277.6	500
KFMX	Northfield	Minn.				336.9	500
WCAL	Northfield	Minn.				336.9	500
WFAM	St. Cloud	Minn.				273	10
KFOY	St. Paul	Minn.				252	50

MISSISSIPPI

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WREC	Coldwater	Miss.				254	10
WCBH	Oxford (near)	Miss.				242	50

MISSOURI

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFVS	Cape Girardeau	Mo.				224	50
KFPW	Cartersville	Mo.				258	20
KFRU	Columbia	Mo.				499.7	500
KLDS	Independence	Mo.				440.9	1,000
WOS	Jefferson City	Mo.				440.9	500
KWKC	Kansas City	Mo.				236	100
WDAF	Kansas City	Mo.				365.6	1,000
WHB	Kansas City	Mo.	60	40	00	365.6	500
WOQ	Kansas City	Mo.				278	1,000
KFKZ	Kirksville	Mo.				226	10
KFFP	Moberly	Mo.				242	50
KFUO	St. Louis	Mo.				545.1	500
KFVE	St. Louis	Mo.				240	500
KFQA	St. Louis	Mo.				280.2	5,000
KFWF	St. Louis	Mo.				214.2	250
KMOX	St. Louis	Mo.				280.2	1,500
KSD	St. Louis	Mo.				545.1	500
WEW	St. Louis	Mo.				248	1,000
WIL	St. Louis	Mo.				273	250
WSBF	St. Louis	Mo.				273	250
WMAY	St. Louis	Mo.				248	100

MONTANA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFBB	Havre	Mont.				275	50
KUOM	Missoula	Mont.				244	500

NEBRASKA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KMMJ	Clay Center	Nebr.	10	20	00	229	1,000
KFOR	David City	Nebr.				226	100
KFKX	Hastings	Nebr.				288.3	5,000

NEBRASKA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFAB	Lincoln	Nebr.				340.7	5,000
WJAG	Norfolk	Nebr.				270	250
KFEQ	Oak	Nebr.				268	500
KFOX	Omaha	Nebr.				248	100
KOCH	Omaha	Nebr.				258	250
WAAW	Omaha	Nebr.				384.4	500
WNAL	Omaha	Nebr.				258	50
WOAW	Omaha	Nebr.				526	1,000
WCAJ	University Place	Nebr.				254	500

NEW HAMPSHIRE

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WKAU	Laconia	N. H.				224	50

NEW JERSEY

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WHAR	Atlantic City	N. J.				275	500
WPG	Atlantic City	N. J.				299.8	500
WCAM	Camden	N. J.				236	250
WIBS	Elizabeth	N. J.				202.6	10
WRAX	Gloucester City	N. J.				268	500
WTAZ	Lambertville	N. J.				261	15
WAAM	Newark	N. J.				263	500
WGCP	Newark	N. J.				252	500
WNJ	Newark	N. J.				348.6	150
WOR	Newark	N. J.				405	500
WODA	Paterson	N. J.				224	250
WEAM	North Plainfield	N. J.				261	250
WJBI	Red Bank	N. J.				218.8	250
WOAX	Trenton	N. J.				240	500

NEW MEXICO

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFLR	Albuquerque	N. M.				254	100
KFVY	Albuquerque	N. M.				250	10
KOB	State College	N. M.				348.6	1,000

NEW YORK

Call Letter	City	State	1st Dia.	2nd Dial	3rd Dial	Wave Length	Watts
WRST	Bay Shore	N. Y.				215.7	250
WFRL	Brooklyn	N. Y.				205.4	100
WEBR	Buffalo	N. Y.				244	100
WGR	Buffalo	N. Y.				319	750
WPDQ	Buffalo	N. Y.				205.4	50
WSVS	Buffalo	N. Y.				219	50
WCAD	Canton	N. Y.				263	250
WMAC	Cazenovia	N. Y.				275	100
WIBI	Flushing	N. Y.				218.8	50
WGBB	Freeport	N. Y.				244	100
WEAI	Ithaca	N. Y.				254	500
WOCL	Jamestown	N. Y.				275.2	15
WDBZ	Kingston	N. Y.				233	10
WMAK	Lockport	N. Y.				266	500
WBNY	New York	N. Y.				322	500
WEAF	New York	N. Y.				491.5	5,000
WEBJ	New York	N. Y.				272.6	500
WFBH	New York	N. Y.				272.6	500
WGBS	New York	N. Y.				315.6	500
WHAP	New York	N. Y.				431	500
WHN	New York	N. Y.				360.1	500
WJY	New York	N. Y.				405.2	1,000
WJX	New York	N. Y.				455	50,000
WLWL	New York	N. Y.				288	3,500
WMCA	New York	N. Y.				341	500
WMSG	New York	N. Y.				302.8	500
WNYC	New York	N. Y.				526	1,000

NEW YORK

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WQAO	New York	N. Y.				360	100
WRNY	New York	N. Y.				374.8	500
WOKO	New York	N. Y.				233	50
WSDA	New York	N. Y.				263	250
WAHG	Richmond Hill	N. Y.				315.6	500
WBOQ	Richmond Hill	N. Y.				236	100
WGMU	Richmond Hill	N. Y.				236	100
WRMU	Richmond Hill	N. Y.				236	100
WABO	Rochester	N. Y.				258	100
WHAM	Rochester	N. Y.				278	100
WHEC	Rochester	N. Y.				258	100
WBRR	Rossville	N. Y.				416.4	500
WGY	Schenectady	N. Y.				379.5	10,000
WFBL	Syracuse	N. Y.				252	1,000
WRW	Tarrytown	N. Y.				273	500
WHAZ	Troy	N. Y.				379.5	500
WIBX	Utica	N. Y.				205.4	150

NORTH CAROLINA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WABC	Asheville	N. C.				254	20
WBT	Charlotte	N. C.				275	250
WNRC	Greensboro	N. C.				224	10
WRCO	Raleigh	N. C.				252	100

NORTH DAKOTA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WPAK	Fargo	N. D.				275	100
DAY	Fargo	N. D.				261	50
KFYR	Bismarck	N. D.				243	10
KDLR	Devils Lake	N. D.				231	5
KFJM	Grand Forks	N. D.				273	100

OHIO

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WADC	Akron	Ohio				258	500
WHBD	Bellefontaine	Ohio				222	20
WHBC	Canton	Ohio				254	10
WAAD	Cincinnati	Ohio				258	25
WKRC	Cincinnati	Ohio				422.3	1,000
WLW	Cincinnati	Ohio				422.3	5,000
WSAI	Cincinnati	Ohio				325.9	5,000
WDBK	Cleveland	Ohio				327	50
WEAR	Cleveland	Ohio				389.4	1,000
WHK	Cleveland	Ohio				272.6	1,000
WTAM	Cleveland	Ohio				389.4	1,000
WAIU	Columbus	Ohio				293.9	500
WEAO	Columbus	Ohio				293.9	500
WMAN	Columbus	Ohio				286	50
WSMK	Dayton	Ohio				275	500
WRK	Hamilton	Ohio				270	100
WSRO	Hamilton	Ohio				252	100
WSAZ	Pomeroy	Ohio				244	50
WCSO	Springfield	Ohio				248	100
WABR	Toledo	Ohio				263	50
WTAL	Toledo	Ohio				252	10
WABW	Wooster	Ohio				206.8	50
WRAV	Yellow Springs	Ohio				263	100

OKLAHOMA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KVOO	Bristow	Okla.				375	1,000
KOCW	Chickasha	Okla.				252	200
WNAD	Norman	Okla.				254	500
KFJF	Oklahoma City	Okla.				261	500
KFXR	Oklahoma City	Okla.				214.2	15
WKY	Oklahoma City	Okla.				275	100
WLAL	Tulsa	Okla.				250	100

OREGON

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFJI	Astoria	Oreg				246	10
KOAC	Corvallis	Oreg.				280.2	500
KFEC	Portland	Oreg.				248	50
KFIF	Portland	Oreg				248	100
KFJR	Portland	Oreg				263	50
KFWV	Portland	Oreg.				212.6	50
KGW	Portland	Oreg.				492.5	1,000
KOIN	Portland	Oreg.				319	1,000
KTBR	Portland	Oreg.				263	50

PENNSYLVANIA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WCBA	Allentown	Pa.				254	200
WSAN	Allentown	Pa.				229	100
WFBG	Altoona	Pa.				277.8	100
WIBG	Elkins Park	Pa.				222	50
WSAJ	Grove City	Pa.				229	250
WABB	Harrisburg	Pa.				204	10
WBAK	Harrisburg	Pa.				275	500
WHBG	Harrisburg	Pa.				231	20
WPRC	Harrisburg	Pa.				215.6	100
WABQ	Haverford	Pa.				261	100
WHBP	Johnstown	Pa.				256	100
WGAL	Lancaster	Pa.				248	10
WJBU	Lewisburg	Pa.				211.1	100
WHBA	Oil City	Pa.				250	10
WQAA	Parkersburg	Pa.				220	500
WABY	Philadelphia	Pa.				242	50
WCAU	Philadelphia	Pa.				276.6	500
WFI	Philadelphia	Pa.				394.5	500
WHBW	Philadelphia	Pa.				216	100
WIAD	Philadelphia	Pa.				250	100
WIP	Philadelphia	Pa.				508.2	500

PENNSYLVANIA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WLIT	Philadelphia	Pa.				394.5	500
WNAT	Philadelphia	Pa.				250	100
WOO	Philadelphia	Pa.				508.2	500
KDKA	Pittsburgh	Pa.				309.1	Var.
KQV	Pittsburgh	Pa.				275	500
WCAE	Pittsburgh	Pa.				461.3	500
WJAS	Pittsburgh	Pa.				336.9	500
WRAW	Reading	Pa.				238	10
WGBI	Scranton	Pa.				240	10
WQAN	Scranton	Pa.				250	100
WPSC	State College	Pa.				261	500
WBAX	Wilkes-Barre	Pa.				256	100
WBRE	Wilkes-Barre	Pa.				231	100

PHILIPPINES

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KZKZ	Manila	P. I.				270	500
KZRQ	Manila	P. I.				222	500

PORTO RICO

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WKAQ	San Juan	P. R.				340	500

RHODE ISLAND

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WDWF	Cranston	R. I.				440.9	500
WEAN	Providence	R. I.				270	500
WCBR	Providence	R. I.				209.7	100
WJAR	Providence	R. I.				305.9	500
WCWS	Providence	R. I.				209.7	100

SOUTH CAROLINA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WBBY	Charleston	S. C.				267.9	10

SOUTH DAKOTA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFDY	Brookings	S. D.				273	100
WCAT	Rapid City	S. D.				240	50
KUSD	Vermillion	S. D.				278	100
WNAX	Yankton	S. D.				244	100

TENNESSEE

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WDOD	Chattanooga	Tenn.				256	500
WFBC	Knoxville	Tenn.				250	50
WNOX	Knoxville	Tenn.				268	100
WOAN	Lawrenceburg	Tenn.				282.8	500
WGBC	Memphis	Tenn.				278	10
WHBQ	Memphis	Tenn.				233	50
WMC	Memphis	Tenn.				499.7	500
WDAD	Nashville	Tenn.				226	150
WSM	Nashville	Tenn.				282.8	1,000
WBAW	Nashville	Tenn.				242	100

TEXAS

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WDAG	Amarillo	Texas				263	100
WOAC	Amarillo	Texas				234	100
KUT	Austin	Texas				231	500
KFDM	Beaumont	Texas				315.6	500
KFRB	Beeville	Texas				248	250
KWWG	Brownsville	Texas				278	500
WTAW	College Station	Texas				270	500
WFAA	Dallas	Texas				475.9	500
WRR	Dallas	Texas				246	500
KFPL	Dublin	Texas				252	15
KFXH	El Paso	Texas				242	50
WDAH	El Paso	Texas				267.7	50

TEXAS

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFJZ	Ft. Worth	Texas				254	50
KFQB	Ft. Worth	Texas				508.2	1,000
WBAP	Fort Worth	Texas				476	1,500
KFLX	Galveston	Texas				240	10
KFUL	Galveston	Texas				258	50
KFPM	Greenville	Texas				242	10
KFVI	Houston	Texas				240	10
KFYJ	Houston	Texas				238	10
KPRC	Houston	Texas				296.9	500
WCAR	San Antonio	Texas				263	2,000
WOAI	San Antonio	Texas				394.5	2,000
KFLU	San Benito	Texas				236	20
KFYO	Texarkana	Texas				209.7	10
WJAD	Waco	Texas				352.7	500

UTAH

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFXD	Logan	Utah				205.4	10
KFUR	Ogden	Utah				224	50
KFWA	Ogden	Utah				261	500
KDYL	Salt Lake City	Utah				246	50
KFOO	Salt Lake City	Utah				236	250
KFUT	Salt Lake City	Utah				261	100
KSL	Salt Lake City	Utah				299.8	1,000
WEBL	Portable	Utah				226	100

VERMONT

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WCAX	Burlington	Vt.				252	100
WQAE	Springfield	Vt.				246	50

VIRGINIA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
NAA	Arlington	Va.				434.5	1,000
WBBW	Norfolk	Va.				222	50
WTAR	Norfolk	Va.				261	100
WRVA	Richmond	Va.				256	1,000
WBBL	Richmond	Va.				229	50
WDBJ	Roanoke	Va.				229	100

WASHINGTON

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFBL	Everett	Wash				224	100
KGY	Lacey	Wash.				246	50
KFQW	North Bend	Wash.				215.7	50
KFRW	Olympia	Wash.				218.8	50
KWSC	Pullman	Wash.				348.6	500
KFOA	Seattle	Wash.				454.3	1,000
KJR	Seattle	Wash.				384.4	1,000
KTCL	Seattle	Wash.				305.9	1,000
KTW	Seattle	Wash.				454.3	1,500
KFPY	Spokane	Wash.				266	100
KHQ	Spokane	Wash.				394.5	1,000
KFIO	Spokane	Wash.				265.3	100
KMO	Tacoma	Wash.				250	250
KOWW	Walla Walla	Wash.				256	500
KFIQ	Yakima	Wash.				256	100

WEST VIRGINIA

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WIBR	Weirton	W. Va.				246	50

WISCONSIN

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WEBW	Beloit	Wis.				268	500
WCLO	Camp Lake	Wis.				230.6	50
WTAQ	Eau Claire	Wis.				254	100
KFIZ	Fond du Lac	Wis.				273	100
WGBR	Omro	Wis.				227.1	50
WHA	Madison	Wis.				535.4	750
WIBA	Madison	Wis.				236.1	100
WLBL	Madison	Wis.				278	500
WGBR	Marshfield	Wis.				229	10
WHAD	Milwaukee	Wis.				275	500
WKAF	Milwaukee	Wis.				261	500
WSOE	Milwaukee	Wis.				246	500
WIBU	Poynette	Wis.				222	20
WEBC	Superior	Wis.				242	100
WHBY	West De Pere	Wis.				250	50

WYOMING

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
KFBU	Laramie	Wyo.				270	500

FOREIGN BROADCASTING STATIONS

Canadian Broadcasting Stations

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
WJAK	Greentown	Alberta				435	500
CFCN	Calgary	Alberta				435	1,800
CNRC	Calgary	Alberta				435	500
CFCK	Edmonton	Alberta				517	100
CJCA	Edmonton	Alberta				517	500
CNRE	Edmonton	Alberta				517	500
CHCY	Edmonton	Alberta				517	250
CJOC	Lethbridge	Alberta				268	50
CFYC	Burnaby	B. C.				411	500
CJKC	Burnaby	B. C.				411	500

FOREIGN BROADCASTING STATIONS

Canadian Broadcasting Stations

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
CFJC	Kamloops	B. C.				268	15
CFXC	New Westminster	B. C.				291	20
CFCQ	Vancouver	B. C.				411	5
CFDC	Vancouver	B. C.				411	10
CKCD	Vancouver	B. C.				411	1,000
CKFC	Vancouver	B. C.				411	50
CNRV	Vancouver	B. C.				291	500
CFCT	Victoria	B. C.				330	500
CKY	Winnipeg	Man.				384	500
CNRW	Winnipeg	Man.				384	500
CNRA	Moncton	N. B.				322	500
CHNS	Halifax	N. S.				322	100
CFGC	Brantford	Ont.				297	50
CKCW	Burketon Junction	Ont.				330	5,000
CHCS	Hamilton	Ont.				341	10
CKOC	Hamilton	Ont.				341	50
CHCO	Huntsville	Ont.				248	5
CFMC	Kingston	Ont.				268	20
CFRC	Kingston	Ont.				268	500
CJCF	Kitchener	Ont.				248	25
CJGC	London,	Ont.				330	500
CHXC	Ottawa	Ont.				435	250
CKCO	Ottawa	Ont.				435	100
CNRO	Ottawa	Ont.				435	500
CFLC	Prescott	Ont.				297	50
CKPC	Preston	Ont.				248	7½
CJYC	Scarboro Station	Ont.				291	500
CFCA	Toronto	Ont.				357	500
CHIC	Toronto	Ont.				357	500
CHNC	Toronto	Ont.				357	500
CJSC	Toronto	Ont.				357	500
CKCL	Toronto	Ont.				357	500

FOREIGN BROADCASTING STATIONS

Canadian Broadcasting Stations

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
CKNC	Toronto	Ont.				357	500
CNRT	Toronto	Ont.				357	500
CFCY	Charlottetown	P. E. I.				312	50
CHLC	Summerside	P. E. I.				268	25
CFCF	Montreal	Que.				411	1,650
CHYC	Montreal	Que.				411	850
CKAC	Montreal	Que.				411	1,200
CNRM	Montreal	Que.				411	1,000
CHRC	Quebec	Que.				341	5
CHWC	Regina	Sask.				297	15
CKCK	Regina	Sask.				297	500
CNRR	Regina	Sask.				297	500
CFQC	Saskatoon	Sask.				330	500
CHUC	Saskatoon	Sask.				330	500
CJWC	Saskatoon	Sask.				330	250
CNRS	Saskatoon	Sask.				330	500

CUBAN BROADCASTING STATIONS

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
79R	Canquey					350	500
6JK	Central Tuincu					275	100
6KW	Central Tuincu					340	100
6BY	Cienfuegos					300	100
PWX	Habana					400	500
2FP..	Habana					355	400
2HP	Habana					295	100
2OK	Habana					360	100
2OL	Habana					300	100
8BY	Santiago					250	100

MEXICAN BROADCASTING STATIONS

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
CYA	Mexico City					300	500
CYB	Mexico City					275	500
CYH	Mexico City					375	100
CYL	Mexico City					400	500
CYX	Mexico City					325	500
CYO	Mexico City					425	100
CZE	Mexico City					350	500
CYZ	Mexico City					400	100
CYF	Oaxaca					265	100

GREAT BRITAIN

Call Letter	City	State	1st Dial	2nd Dial	3rd Dial	Wave Length	Watts
2BE	Belfast	Ireland				438.7	1,500
2BD	Aberdeen	Scotland				497.1	1,500
2DE	Dundee	Scotland				331	200
2EH	Edinburgh	Scotland				328	200
2LO	London	England				362	3,000
2ZY	Manchester	England				377	1,500
5IT	Birmingham	England				477	1,500
5NG	Nottingham	England				326	1,500
5NO	Newcastle	England				404	1,500
5SC	Glasgow	Scotland				422	1,500
5WA	Cardiff	Wales				352	1,500
5XX	Daventry	England				1600	16,000
6BM	Bournemouth	England				385	1,500
6FL	Sheffield	England				304	200
6KH	Hull	England				335	200
6LV	Liverpool	England				313	200
6ST	Stoke-on-Trent	England				306	200

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WCAD—Canton, N. Y.....		14	WFBE—Seymour, Ind.		7	WIBZ—Montgomery, Ala. 2		
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WCBE—New Orleans, La. 9			WGBG—Memphis, Tenn.....		19	WJBB—St. Petersburg, Fla.		5
WCBH—Oxford, Miss.....		11	WGBF—Evansville, Ind. 7			WJBC—La Salle, Ill.....		7
WCBM—Baltimore, Md.....		9	WGBI—Scranton, Pa.....		18	WJBI—Red Bank, N. J.....		13
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WCOA—Pensacola, Fla.		5	WGHP—Detroit, Mich.....		10	WJY—New York, N. Y.....		14
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We will furnish these books for your mailing list at the following prices—

\$15.00 Per 100

\$12.50 Per 100 in 500 Lots

\$10.00 Per 100 in 1000 Lots or over

(NO ORDER ACCEPTED FOR LESS THAN ONE HUNDRED)

The back outside cover page only will carry your own advertising and the front cover page carrying "COMPLIMENTS OF THE NAME OF YOUR STORE AND LOCATION."

This you will find to be the best piece of advertising you have ever put out as it will be kept in The Home as long as The Book and Radio lasts!

SEND ALL ORDERS WITH CHECK AND COPY ATTACHED TO THE HOSBURGH-CANNON SALES CO., Second Floor Munger Bldg., Lincoln, Nebraska, and same will be filled promptly and shipped in the order received. Owing to the fact that the Live, Progressive Merchants are keen to avail themselves of THIS WONDERFUL ADVERTISING MEDIUM it will take us from a week to ten days from the time we receive your order before same can be shipped.

THE HOSBURGH-CANNON SALES CO.

2nd Floor, Munger Bldg.

LINCOLN, NEBRASKA

The Sales of All Sales !!

Read the following letters,
THEY tell the Story:

WIESNER'S DEPARTMENT STORE

A. A. WIESNER
SOUTH CHESTNUT STREET
HAYS, KANSAS

"The Hosburgh-Cannon Sales Co." of Lincoln, Nebr., completed a Nineteen Day Campaign for us in September. In this section crop conditions are very poor, therefore we think we cannot speak too highly for the service we received as our sales were \$38,615.18; collections were \$10,317.28, making a grand total of \$48,932.46 in only 19 Days.

We heartily recommend the Hosburgh-Cannon Sales Co. to any merchant needing real Sales Service.

WIESNER'S DEPT. STORE,
Hays, Kansas.

Wm. E. Glass, Pres.
Mrs. J. S. Abbey, First Vice Pres.

Mrs. Anna L. Glass, Sec.-Vice Pres.
Charles Ullery, Sec. and Treas.

THE GLASS & BRYANT MERCANTILE COMPANY

Sterling's Leading Department Store
STERLING, COLORADO

The Hosburgh-Cannon Sales Co.
Lincoln, Nebraska.
Gentlemen:

Our "Overland Car Contest Sale" closes tonight, and it has been a huge success. After the selling was over at nine o'clock a five piece orchestra played for the crowd that waited for the final count.

Your manager handled the sale in a very able manner and we are well pleased with his services. We sold a great deal of old merchandise that we wanted to move and we also sold a great deal of merchandise at our regular profit, which made it a very profitable sale.

We consider the contest sale as the best and we highly recommend The Hosburgh-Cannon Sales Company.

Very truly yours,
WM. E. GLASS, President.

P. S.—\$30,000.00 Sales
\$20,000.00 Collected on Accounts

\$50,000.00 Cash Total for Sale Period.

It will Pay you to get Our New Sales Plan First before you arrange for your FALL and WINTER SALES CAMPAIGN. Remember that we conduct Money-Making Sales for Merchants. We also conduct GUARANTEED CLOSING-OUT SALES.

HOSBURGH-CANNON SALES COMPANY

"America's Greatest Sales Organization"

Long Distance Phone B-3796

2nd Floor, Munger Bldg

LINCOLN, NEBRASKA

OUR REFERENCES IN LINCOLN—Any Bank or the Chamber of Commerce

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(INQUIRY)

DRY GOODS
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NOTIONS

READY TO WEAR
MEN'S AND WOMEN'S
FURNISHINGS

WELLWORTH STORE, Inc.
"IT'S SENSIBLE TO SAVE"
BURLEY, IDAHO

October 1st, 1926.

Chamber of Commerce,
Lincoln, Nebraska.
Dear Sirs:

I am desirous of getting in touch with a firm of "Special Sale Promoters" to have them put on a sale for me in my store here, and thought you might help me in this matter.

Would you please send me a list of names and addresses of the concerns or individuals in your city who specialize in this work.

Thanking you for this service, I am very truly

J. W. STRINGER, President.

Self addressed envelope enclosed.

(ANSWER)

LINCOLN CHAMBER OF COMMERCE
LINCOLN, NEBRASKA

EXECUTIVE OFFICE

October 6, 1926.

J. W. Stringer, Pres.
Wellworth Store, Inc.
Burley, Idaho.
Gentlemen:

Hosburgh-Cannon Sales Company, 138 North 12th Street, is the company we wish to recommend for your best consideration, in reply to your letter of the 1st, inquiring as to sale promotion concerns.

The Hosburgh-Cannon Sales Company is one of the oldest sale promoters operating in the Central West and they have met with a marked degree of success.

We are taking the liberty of sending your letter to these people with request that they correspond with you at once.

Very truly yours,

LINCOLN CHAMBER OF COMMERCE,

By W. S. Whitten, Secretary.

WSW:L

WRITE, WIRE OR PHONE AT OUR EXPENSE, IF YOU ARE INTERESTED IN "A SALE OF MAGNITUDE."

HOSBURGH-CANNON SALES CO.

(GUARANTEED CLOSE-OUT SALES)

Long Distance Phone B-3796

2nd Floor, Munger Bldg.

LINCOLN, NEBRASKA

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