

Frequency Modulation (FM) and Television Stations

INDEX

FM STATIONS

Table listing FM stations by city: Los Angeles, Calif.; Mt. Washington, N. H.; Mt. Mitchell, N. C.; Boston, Mass.; Detroit, Mich.; Evansville, Ind.; Schenectady, N. Y.; Detroit, Mich.; Philadelphia, Pa.; Rochester, N. Y.; Philadelphia, Pa.; Milwaukee, Wis.; Chicago, Ill.; Hartford, Conn.; New York, N. Y.; Philadelphia, Pa.; New York, N. Y.; Schenectady, N. Y.

TELEVISION

Table listing television stations: New York, N. Y.

CALIFORNIA

LOS ANGELES

K 45 LA

Effective August 11, 1941. (Card No. 1.) Owned and operated by Don Lee Broadcasting System. Business Office and Studio—5515 Melrose Ave., Hollywood, Calif. Transmitter—On top of Mount Lee, Hollywood Hills, Calif.

Wave—Power—Time: Operating power—1,000 watts. (P. 50,000 watts.) Frequency—4500 kilocycles. Actual operating schedule: 3:00 p.m. to 9:00 p.m. Advertising: Licensed with Don Lee Broadcasting System and Don Lee Broadcasting System. (6:00 p.m. to 9:00 p.m.)

Table with rates for Los Angeles: 1 hr. 100.00, 2 hr. 60.00, 4 hr. 40.00, 10 hrs. or less 10.00 (3:00 p.m. to 6:00 p.m.); 1 hr. 50.00, 2 hr. 30.00, 4 hr. 20.00, 10 hrs. or less 5.00.

Discounts on program time or announcements. SPECIAL FEATURES: Signals—three per day and three night, per \$200.00.

Personnel: Pres. & Gen'l Mgr.—Lewis Allen Weiss. Asst. Sales Manager—Sidney Gaynor. Representatives: Blair & Company.

CONNECTICUT

HARTFORD

W 65 H

(Established 1940)

Effective October 1, 1941. (Card No. 1A.) License received February 13, 1942. Owned and operated by WDRB, Incorporated. Business Office and Studio—750 Main St., Hartford, Conn., telephone 7-1188. Transmitter—Meriden, Conn.

Wave—Power—Time: Operating power—1,000 watts. Frequency—4500 kilocycles. Daytime Saving Time observed. Licensed to operate full time. Actual operating schedule: 6:00 p.m. to 12:00 mid-

Agency Commission: Agency commission 15% to recognized agencies on net time only. No cash discount. Bills due and payable when rendered.

Advertising: Discounts apply to total broadcasts in each classification for the same sponsor within the current year. No frequency discount on talent or line charges. (6:00 p.m. to 11:00 p.m.)

Table with rates for Hartford: 1 hr. 14. 26 tl. 52 tl. 100 tl. 250 tl. 300 tl. 25.00 33.75 22.50 21.25 20.00 18.75; 2 hr. 15.00 14.25 13.50 12.75 12.00 11.25; 4 hr. 10.00 9.50 9.00 8.50 8.00 7.50; 5 minutes 6.00 4.75 4.50 4.25 4.00 3.75 (8:00 a.m. to 6:00 p.m.); 1 hr. 12.50 11.88 11.25 10.63 10.00 9.38; 2 hr. 7.50 7.13 6.75 6.38 6.00 5.63; 4 hr. 5.00 4.75 4.50 4.25 4.00 3.75; 5 minutes 2.50 2.38 2.25 2.13 2.00 1.88.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.): 1 hr. 3.50 3.33 3.15 2.98 2.80 2.63; 2 hr. 2.50 2.38 2.25 2.13 2.00 1.88 (8:00 p.m. to 6:00 p.m.): 1 hr. 1.75 1.67 1.58 1.49 1.40 1.32; 2 hr. 1.25 1.19 1.13 1.07 1.00 .91

Electrical Transcriptions: While station does not guarantee announcements, it will cooperate to maintain precise schedules when possible.

Remote Control: Complete facilities for remote pick-ups. Line installation and line charges extra.

SERVICE FACILITIES

Complete program and production department available to plan, prepare and present program. Merchandising service, data on request, for contracts of size to warrant. Details and costs on request.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Rates include services of one announcer in studio. Maximum contract term is one year. Contracts subject to cancellation if programs do not start within 30 days. Renewals of contracts are subject to rates then in effect and earn established time discounts on retroactive basis up to a total contract period of one year on continuous broadcasting schedules. All talks, speeches, etc., are to be submitted for approval not less than 48 hours before broadcast. All proposals subject to prior sale.

Closing Time: Contracts close two weeks in advance of first broadcast. Announcement copy closes six hours in advance. Transcriptions and talks close 24 hours in advance.

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

Personnel: Station Manager—Franklin M. Doolittle. Commercial Manager—William F. Malo. Representatives: None.

ILLINOIS

CHICAGO

W 59 C

(Established 1941)

Rates effective January 15, 1942. (Card No. 2.) Owned and operated by WGN, Inc. Business Office and Studio—411 N. Michigan Ave., Chicago, Ill. Transmitter—Atop Tribune Tower, Chicago, Ill.

Wave—Power—Time: Operating power—50,000 watts. Frequency—4500 kilocycles. Licensed to operate full time.

Table with rates for Chicago: 1 hr. 75.00, 1/2 hr. 45.00, 1/4 hr. 25.00 (3:00 p.m. to 6:30 p.m.); 1 hr. 45.00, 1/2 hr. 27.00, 1/4 hr. 20.00.

DISCOUNTS: Discounts do not apply to announcements or five minute news periods. 13 consecutive weeks 5%, 26 consecutive weeks 10%, 52 consecutive weeks 15%.

Additional Discounts: 3 alternate days per week (not Sunday) 10%, 6 days per week, Monday through Saturday 25%, 7 days per week 35%.

ANNOUNCEMENTS: 30 word station breaks: (Before 6:00 p.m.) Less than 6 days per week 2.50, 6 or 7 days per week 1.50 (After 6:00 p.m.) Less than 6 days per week 5.00, 6 or 7 days per week 3.00. No discounts apply.

SPECIAL FEATURES: Five minute news periods, every hour on the hour, seven days, same schedule: 13 wks. 26 wks. 52 wks. Before 6:00 p.m. 77.00 75.00 74.00. After 6:00 p.m. 119.00 116.35 113.75. No further discounts.

Personnel: Manager—Frank P. Schreiber. Sales Manager—W. A. McGuinness.

INDIANA

EVANSVILLE

W 45 V

(Established 1941)

Rates effective January 1, 1941. Owned and operated by the Evansville On The Air, Inc. Business Office and Studio—519 Vine Street, Evansville, Indiana. Other Studios—Memorial Coliseum and Evansville College, Evansville, Indiana.

Wave—Power—Time: Operating power—10,000 watts. Frequency—4450 kilocycles. Licensed to operate full time.

Agency Commission: 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. 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 rates for general advertising: 1 hour 37.50, 1/2 hour 22.50, 1/4 hour 15.00, 10 minutes 11.25, 5 minutes 7.50, 1 minute 3.75, 30 word station break 8.00 (Before 6:00 p.m. week days and before 12:00 noon Sunday); 1 hour 30.00, 1/2 hour 18.00, 1/4 hour 12.00, 10 minutes 9.00, 5 minutes 6.00, 1 minute 3.00, 30 word station break 2.50.

DISCOUNTS: Less than 13 times Net, 13 to 25 times 5%, 26 to 35 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.

MASSACHUSETTS

BOSTON

W 43 B

(Established 1940)

Rates effective March 1, 1942. (Card No. 2.) Owned and operated by The Yankee Network, Inc. Business Office—21 Brookline Ave., Boston, Mass. Commonwealth 0800. Transmitter—Paxton, Mass.

Wave—Power—Time: Operating power—50,000 watts. Frequency—44300 kilocycles. Actual operating schedule: 24 hours daily.

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

General Advertising: Time sold only in conjunction with W30R, Mount Washington, N. H.

MUSICAL OR DRAMATIC PROGRAMS (6:00 p.m. to 11:00 p.m.): 1 hour 60.00, 3/4 hour 48.00, 1/2 hour 36.00, 1/4 hour 24.00, 5 minutes 12.00.

(8:00 a.m. to 6:00 p.m.): 1 hour 30.00, 3/4 hour 24.00, 1/2 hour 18.00, 1/4 hour 12.00, 5 minutes 6.00.

ANNOUNCEMENTS: 125 words or one minute transcription: After 6:00 p.m. 6.00, Before 6:00 p.m. 3.00. 30 word announcements between programs: After 6:00 p.m. 6.00, Before 6:00 p.m. 3.00.

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 20 times Net, 20 to 31 times 5%, 32 to 103 times 7-1/2%, 104 to 155 times 10%, 156 or more times 12-1/2%. Programs and announcements running continuously for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week.

TALENT: The Grand Organ is available to advertisers for use in connection with other talent.

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

SERVICE FACILITIES: Production department, sales and merchandising department, publicity and public relations departments. Contract and Other Requirements: The musical program rates are for the facilities of the station only; talent is extra. No contract accepted longer than one year. Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. All production must conform to station standard of ethics in broadcasting.

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

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Representatives: None.

MICHIGAN

DETROIT

W 45 D

Rates effective June 1, 1941. (Card No. 2) Owned and operated by The Detroit News. Business Office and Studio—4500 Penobscot Bldg., Detroit, Mich., Cherry 1411-12. Transmitter—4500 Penobscot Bldg., Detroit, Mich. Wave—Power—Time Operating power— Frequency 44500 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 3:00 p.m. to 10:00 p.m. Agency Commission Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered last day of month; due 10th of following month. General Advertising The following rates are for local and national advertising. Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute transcription) and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 3:00 p.m. to 10:30 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 3:00 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'B' (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 3:00 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Programs and announcements running continuously for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week. Sound effects or additional voices on announcements 25% extra.

Table with columns for time slots and rates for SPECIAL FEATURES (Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or One per day for seven days: more weeks).

ELECTRICAL TRANSCRIPTIONS Regular rates apply. Rates do not include use of transcription library service. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available.

TALENT Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting.

Closing Time Program material closes 72 hours in advance. Announcement copy closes 24 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Station Manager—E. K. Wheeler. Representatives None.

W 49 D

Rates effective November 1, 1941. Owned and operated by John L. Booth Broadcasting, Inc. Business Office 3100 Eaton Tower, Detroit, Mich., Cadillac 7800. Transmitter 3100 Eaton Tower, Detroit, Mich. Wave—Power—Time Operating power 1,000 watts. (C.P. 10,000 watts.) Frequency 43900 kilocycles. Licensed to operate full time.

Agency Commission Agency commission 15% to recognized agencies on station time only. No cash discounts. General Advertising The following rates are for national advertising. Minimum time sold five minutes, or 35 word time signal announcements. Rates include charges by owners of musical copyrights.

Table with columns for time slots and rates for 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 'B' (1:00 p.m. to 6:00 p.m. week days).

SPECIAL FEATURES Temperature reports, time signals, etc., sold only on weekly basis. Rates on request. News service available in five or 15 minute periods. Commercial copy limited to 2-1/2 minutes for each 15 minute period. Sponsored newscasts must be factual only. Rates on request.

REMOTE CONTROL All wire and mechanical charges for remote control. Including traveling expenses and salary of artists, paid for by advertiser. Charges not subject to agency commission. Mobile unit available.

Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting light wines and beer. No contract accepted for more than one year. Preferred position governed by priority and availability on contract basis. All productions must conform to station's standard of ethics in broadcasting.

Closing Time Program material closes 72 hours in advance; announcement copy 24 hours.

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

Personnel Station Manager—John L. Booth. Sales Manager—Eric V. Hay. Representatives Burn-Smith Company, Incorporated.

NEW HAMPSHIRE

MT. WASHINGTON

W 39 B

(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, Mass., Commonwealth 0800. Transmitter—atop Mt. Washington, New Hampshire.

Wave—Power—Time Operating power—1,000 watts. (C.P. 5,000 watts.) Frequency—43900 kilocycles. Actual operating schedule: 24 hours daily.

Agency Commission Agency commission 15% to recognized agencies on net station time only. No cash discount. Charges for facilities are payable immediately after each broadcast.

Table with columns for time slots and rates for General Advertising (Time sold in conjunction with W43B, Boston, Mass. The following rates are for national advertising. (6:00 p.m. to 11:00 p.m.))

Table with columns for time slots and rates for General Advertising (8:00 a.m. to 6:00 p.m.)

ANNOUNCEMENTS 125 words or one minute transcription: After 6:00 p.m. 3.00 Before 6:00 p.m. 1.50 30 word announcement between programs: After 6:00 p.m. 3.00 Before 6:00 p.m. 1.50

DISCOUNTS Time discounts apply to total broadcast in each classification for the same applicant within the current year. Less than 24 times... Not 104 to 155 times 10% 24 to 51 times 5% 156 or more 12-1/2% 52 to 103 times 7-1/2% Programs including special features running continuously for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week.

TALENT Rates on request. No time discounts. Staff organist 10.00 per broadcast of one-half hour or less.

REMOTE CONTROL Rates on request. SERVICE FACILITIES Production department plans and produces programs or produces programs planned by client agencies. Contract and Other Requirements No contract accepted for longer than one year. blank contracts accepted. Preferred position earned by priority and availability on contract by Closing Time Closing date for inclusion in general publicity 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 vertical and lateral cut recordings. Representatives None.

NEW YORK

NEW YORK CITY

W 67 NY

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, N. Y., Wickersham 2-2000. Transmitter—

Wave—Power—Time Operating power—3,000 watts. Frequency—46700. Operates on Eastern War Time. Actual operating schedule: Week days 3:00 p.m. to 6:00 p.m. and 7:00 p.m. to 10:00 p.m.

Agency Commission Agency commission 15% to recognized agencies. cash discount. Bills rendered weekly. General Advertising (After 6:00 p.m.)

Table with columns for time slots and rates for General Advertising (After 6:00 p.m.)

DISCOUNTS Discounts for consecutive weeks of broadcasting to be due and payable retroactively at the end of 30 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts as follows: Less than 26 weeks... None 26 to 38 weeks... 5% 39 to 51 weeks... 7-1/2% 52 weeks... 10%

Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to a contract.

SPECIAL FEATURES Time signals: Consists of correct time and 25 word commercial; 50 word rate applies. Contract and Other Requirements Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, year. All advertising copy subject to approval of station.

Representatives Radio Sales.

W 71 NY

(Established 1941)

Rates received April 29, 1941. Owned and operated by Bamberger Broadcasting, Inc. Business Office and Studio—1440 Broadway, New York City, Pennsylvania 6-8600. Sales Offices—Tribune Tower, Chicago, Illinois; Federal Street, Boston, Massachusetts, and Building, San Francisco, California.

Wave—Power—Time Operating power—10,000 watts. Frequency 47100 kilocycles.

Agency Commission Agency commission 15% to recognized agencies on time only. No cash discount. Bills payable immediately following each broadcast.

General Advertising The following rates are for national advertising. Minimum time sold five minutes, or 35 word time signal announcements. Program must conclude 30 seconds before end of program contracted for to allow for switching and identification. (6:00 p.m. to 9:00 p.m.)

Table with columns for time slots and rates for General Advertising (6:00 p.m. to 9:00 p.m.)

REBATES The following rebates will be granted the advertiser based on the smallest amount of weekly gross bill that has run consecutively for 26, 30 or 52 weeks: 26 weeks... 5% 30 weeks... 7-1/2% 52 weeks... 10%

The rebate will be due and payable only at the end of each 26, 30 or 52 weeks of consecutive service after payment therefor.

FREQUENCY DISCOUNTS Weekly discount for eight or more consecutive weeks: 3 programs per week... 6 programs per week... 7 programs per week... Minimum length of contract eight weeks (subject to FCC regulations).

(This listing continued on next page)

NEW YORK CITY—Continued

W 71 NY—Continued

ANNOUNCEMENTS
word announcements between 6:00 p.m. and 9:00 p.m. in guaranteed positions following sustaining programs:
2 or 2 per week, each..... 5.00
4 or 5 per week, each..... 4.00
or more per week, each..... 3.00
word announcements in guaranteed positions, except next to news, before 6:00 p.m.:
2 or 2 per week, each..... 3.00
4 or 5 per week, each..... 2.00
or more per week, each..... 1.50
1/4 minute announcements before 6:00 p.m. in 1/4 minute programs, when available:
10 to 15 per week, each..... 6.00
10 to 15 per week, each..... 5.00
10 minute announcements after 6:00 p.m., when available, each 10.00; minimum five weekly.
Special announcements cannot be sponsored by drug manufacturers except for advertisement of cough drops when they mention contests or offers. Announcements on Sundays by arrangement. Transcribed station book announcements not accepted.
Announcements are not subject to annual rebates nor air discounts than listed immediately above.

SPECIAL FEATURES
Service: Available in regular 15 minute periods; commercial copy limited to 2-1/2 minutes for 15 minute period. Rates on request.
Signals: Limited to sponsor identification; available only to clock and watch advertisers; six days per day and one 50 word commercial the fifth time, per week \$0.00.

ELECTRICAL TRANSCRIPTIONS
Regular time charges only.
Description 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.
1/4 minute bridge or theme, per program..... 1.00
Equipment available for instantaneous recording of programs in studios, on-the-line or from "air" broadcast at the following rates for each recording: 15 minutes 3.00; 15 minutes 5.00; 1/2 hour 10.00; 1/4 hour 15.00; 1 hour 20.00.

TALENT
Rates on request.
Special 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.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
Station reserves the right to eliminate all or parts of programs which it may consider contrary to its policy or interest without notice or consent.

Closing Time
Programs 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
Agency commission 15% to recognized agencies on net station time only. No cash discount. Bills rendered after broadcast; due when rendered.

General Advertising
The following rates are for both local and national advertising. Rates include charges by owners of music copyrights.
(6:00 p.m. to 11:00 p.m.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 minutes..... 10.00
(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 20 times..... Net 104 to 155 times..... 10%
20 to 51 times..... 5% 156 to 207 times..... 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%
Programs including announcements running continuously for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week.

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.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine. No contract accepted for longer than one year. No blanket contracts accepted. Program must be in full accordance with the Broadcast Code. Preferred position governed by priority and availability on contract basis.

Personnel
Director—Harold Essex.
Business Manager—Norris O'Neill.
Production Manager—Robert Estes.
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

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.
Commercial Manager—E. James.

Table with 3 columns: Time (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes), Rate (30.00, 24.00, 18.00, 12.00, 6.00)

ANNOUNCEMENTS
125 words or 1 minute transcription:
After 6:00 p.m..... 6.00
Before 6:00 p.m..... 3.00
30 word announcements between programs:
After 6:00 p.m..... 6.00
Before 6:00 p.m..... 3.00

DISCOUNTS
Less than 20 times..... Net 104 to 155 times..... 10%
20 to 51 times..... 5% 156 to 207 times..... 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%
Programs including announcements, running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

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

TALENT
Rates on request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy closes 48 hours in advance. Transcriptions and talks close 24 hours in advance.

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

Personnel
Vice-Pres. in charge of broadcasting & Gen'l Mgr.—William A. Fay.
Representatives
The American Network, Inc.

SCHENECTADY (Schenectady County) W 47 A (Established 1941)

Rates effective September 10, 1941. (Card No. 1.) Card received October 17, 1941.

Owned and operated by Capitol Broadcasting Co., Inc. Business Office and Studio—408 State St., Schenectady, N. Y., Schenectady 3-1423. Transmitter—A-top Mount Pinnacle, New Scotland, N. Y., 21 miles south of Schenectady, N. Y.

Wave-Power-Time
Operating power—1,000 watts. Frequency—44700 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 discount. Bills rendered after broadcast; due when rendered.

General Advertising
The following rates are for both local and national advertising. Rates include charges by owners of music copyrights.
(6:00 p.m. to 11:00 p.m.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 minutes..... 10.00

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 20 times..... Net 104 to 155 times..... 10%
20 to 51 times..... 5% 156 to 207 times..... 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission or time discounts.

TALENT
Rates on request. No time discount.

SERVICE FACILITIES
Sales, merchandising and production department available.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine. No contract accepted for longer than one year. No blanket contracts accepted. Program must be in full accordance with the Broadcast Code. Preferred position governed by priority and availability on contract basis.

Personnel
Director—Harold Essex.
Business Manager—Norris O'Neill.
Production Manager—Robert Estes.
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

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.
Commercial Manager—E. James.

W 85 A (Established 1940)
Owned and operated by General Electric Company. Business Office and Studio—1 River Road, Schenectady, N. Y. Transmitter—New Scotland, N. Y. Wave-Power-Time
Operating power—1,000 watts. Frequency—44700 kilocycles. Licensed to operate full time. Operating schedule: 3:00 p.m. to 10:00 p.m. Does not sell time.

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.
Commercial Manager—E. James.

W 85 A (Established 1940)

Owned and operated by General Electric Company. Business Office and Studio—1 River Road, Schenectady, N. Y. Transmitter—New Scotland, N. Y.

Wave-Power-Time
Operating power—1,000 watts. Frequency—44700 kilocycles. Licensed to operate full time. Operating schedule: 3:00 p.m. to 10:00 p.m. Does not sell time.

NORTH CAROLINA

MT. MITCHELL W 41 MM (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, N. C. Transmitter—Mt. Mitchell (Clingman's Peak), N. C.

Wave-Power-Time
Operating power—3,000 watts. (C. P. 50,000 watts.) Frequency—44100 kilocycles. Operating schedule: 3:00 p.m. to 9:00 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 6:00 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
(Before 6:00 p.m.)
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 announcements between programs..... 5.00
(Before 6:00 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..... 10%
6 or more times weekly..... 15%
Time and/or frequency discount 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.

Contract and Other Requirements
No blanket contracts accepted. Program material must be in full accordance with broadcast code as adopted by the NAB on July 11, 1939. No contracts accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

Actual time of program periods: One hour, 50-1/2 minutes; three-quarter hour, 44-1/2 minutes; one-half hour, 29-1/2 minutes; one-quarter hour, 14-1/2 minutes; five minute period, 4 minutes and 40 seconds.

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.
Business Manager—Norris O'Neill.
Production Manager—Robert Estes.
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

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.
Business Manager—Norris O'Neill.
Production Manager—Robert Estes.
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

Closing Time
For inclusion in general publicity and printed announcements, 14 days before broadcast.

PENNSYLVANIA

PHILADELPHIA

W 49 PH

(Established 1942)

Rates issued October 1, 1942. (Card No. 1.) Owned and operated by Pennsylvania Broadcasting Company, Inc. Business Offices and Studios—35 S. Ninth St., Philadelphia, 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: Week days 3:00 p.m. to 6:00 p.m. and 9:00 p.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies. No cash discount. General Advertising Following rates include time charge and regular announcer.

Table with columns for time slots (1 tl., 26 tl., 52 tl., 104 tl., 208 tl., 312 tl.) and rates for CLASS 'A' (9:00 p.m. to 12:00 midnight), CLASS 'B' (3:00 p.m. to 6:00 p.m.), and DISCOUNTS.

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

Table for ANNOUNCEMENTS CLASS 'A' (9:00 p.m. to 12:00 midnight) with rates for 1 tl., 26 tl., 52 tl., 104 tl., 208 tl., 312 tl.

Table for ANNOUNCEMENTS CLASS 'B' (3:00 p.m. to 6:00 p.m.) with rates for 1 tl., 26 tl., 52 tl., 104 tl., 208 tl., 312 tl.

Weekly rate, six times per week, at the same time Monday through Saturday, inclusive:

Table for ANNOUNCEMENTS CLASS 'A' (9:00 p.m. to 12:00 midnight) with weekly rates for 26 wks. and 52 wks.

Table for ANNOUNCEMENTS CLASS 'B' (3:00 p.m. to 6:00 p.m.) with weekly rates for 15.00 and 11.25.

SPECIAL FEATURES

News—Leased wire service and transcribed music 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 serves in an advisory capacity when desired.

Contract and Other Requirements

Availability of programs 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 or municipal decisions, laws and regulations now and hereafter made and in 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 turn-tables for vertical and lateral cut recordings.

W 53 PH

(Established 1941)

Rates received March 30, 1942. Owned and operated by WPHI Broadcasting Company. Business Office and Studio—Widener Bldg., Philadelphia, Pa., 11th and Locust 0900. Transmitter—Widener Bldg., Philadelphia, Pa.

Wave—Power—Time Operating power—10,000 watts. Frequency 45300 kilocycles. Licensed to operate full time. Actual operating schedule: 2:00 p.m. to 9:00 p.m.

Table with columns for time slots and rates for CLASS 'A' (After 6:00 p.m.), CLASS 'B' (Before 6:00 p.m.), and CLASS 'Y' (Before 6:00 p.m.).

Agency Commission Agency commission 15% to recognized agencies. No cash discount. Bills are due and payable when rendered.

Table for General Advertising CLASS 'A' (After 6:00 p.m.) with rates for 1/2, 1/4, 1/8, 5, 30 words.

Table for General Advertising CLASS 'B' (Before 6:00 p.m.) with rates for 1/2, 1/4, 1/8, 5, 30 words.

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 45 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 of programs 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

The American Network, Inc.

W 69 PH

Rate card issued August 1, 1942. (Card No. 2.) Owned and operated by WCAU Broadcasting Co. Business Office and Studio—1622 Chestnut St., Philadelphia, Pa. Transmitter—1616 Walnut St., Philadelphia, Pa.

Wave—Power—Time Operating power—10,000 watts. Frequency—40000. Operates on Eastern War Time. Actual operating schedule

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.

CLASS 'A'

Table for CLASS 'A' (After 6:00 p.m.) with rates for 1 tl., 26 tl., 52 tl., 104 tl., 208 tl., 312 tl.

CLASS 'B'

Table for CLASS 'B' (Before 6:00 p.m.) with rates for 1/2, 1/4, 1/8, 5, 30 words.

ANNOUNCEMENTS

Table for CLASS 'A' (After 5:59 p.m.) with rates for 1 tl., 26 tl., 52 tl., 104 tl., 208 tl., 312 words.

Table for CLASS 'B' (Before 5:59 p.m.) with rates for 26 tl., 52 tl., 104 tl., 208 tl., 312 words.

TRANSCRIPTIONS AND NEWS

Musical transcriptions and news service are available at the following rates:

Table for TRANSCRIPTIONS AND NEWS with rates for 5 minutes, 15 minutes, 30 minutes, 45 minutes, 60 minutes per program.

SERVICE FACILITIES

Program department plans and produces complete radio features and program ideas; serves in an advisory capacity when desired. May be furnished by station. Rates on request.

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 programs, 4 minutes; 60 minute programs, 5 minutes. 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 turn-tables for vertical and lateral cut recordings.

WISCONSIN

MILWAUKEE

W 55 M

(Established 1941)

Rates effective April 23, 1942. (Card No. 2.) Owned and operated by The Journal Company. Business Office and Studio—Radio City, 720 Capitol Drive, Milwaukee, Wis. Transmitter—Richfield, Wis.

Wave—Power—Time Operating power—50,000 watts. Frequency—45500 kilocycles.

Agency Commission

Agency commission 15% to recognized agencies. Net charges for station time only. No cash discount. Bills payable by the first of the month following service.

General Advertising

Table for General Advertising (6:00 p.m. to 11:00 p.m.) with rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes.

(8:00 a.m. to 6:00 p.m.)

Table for General Advertising (8:00 a.m. to 6:00 p.m.) with rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes.

DISCOUNTS

General program service cannot be combined with other type of service to earn discounts and versa. Broadcasts used during a period not to exceed one year from date of first broadcast are accumulated to earn maximum discounts as follows: Less than 26 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..... 15-1/2% At the end of 52 consecutive weeks of broadcasting there will be due and payable to the advertiser bonus discount computed as follows: 52 times 13-1/2% of the largest amount of weekly billing that has been consecutively for 52 weeks. Excess agency commission previously allowed will be deducted from such amounts. The bonus discount year and the frequency discount year must be concurrent.

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.) 125 words, 1 minute transcription or 30 word station break.

(8:00 a.m. to 6:00 p.m. daily) 125 words, 1 minute transcription or 30 word station break.

Announcement contracts follow the same schedule as general program service contracts. Such announcements cannot be combined with other type of service to earn discounts.

Contract and Other Requirements

Basic rates are guaranteed for the period of year from date of first broadcast. Contracts cannot run more than one year from date of first broadcast. Program material subject to approval of station management. Advertisers will be expected to utilize benefits to be derived from frequency modulation to the utmost. Rates quoted for general program service include charge for station time only. All other fees are additional. Rates for these on request.

RADIO STATION REPRESENTATIVES

*Indicates station has other representatives. See listing of station for complete information.

American Network Inc., The
New York-60 East 42nd Street
F M
W31R-Rochester, N. Y.
W31AM-Mt. Mitchell, N. C.
W53PH-Philadelphia, Pa.

Jack, Frank R.
Chicago-540 N. Michigan Avenue
Telephone Delaware 1055
KWNO-Winona, Minn.

Annann, Miss Bertha
Boston-538 Little Building
Telephone Hubbard 4370
*WOSH-Portland, Me.
*WOCB-Cape Cod, Mass.
*WBAI-Greenfield, Mass.
*WBYN-Holyoke, Mass.
*WSPR-Springfield, Mass.
*WVNE-Keene, N. H.
*WFEA-Manchester, N. H.
*WVNH-Portsmouth, N. H.
*WVNH-New York, N. Y.
*WVBN-Utica, N. Y.
*WCAU-Philadelphia, Pa.

Haddock, Walter Co.
Los Angeles-568 Chamber of Commerce Bldg. Telephone Richmond 6184
San Francisco-Rm. 673, 681 Market Street, Telephone Garfield 0917
Seattle-1038 Exchange Bldg. Telephone Main 6440
*KEUB-Watsonville, Calif.
*WJJD-Chicago, Ill.
*WVWB-Topeka, Kans.
*WVRC-Louisville, Ky.
*WVBN-Utica, N. Y.
*WVBN-Utica, N. Y.
*WVBN-Utica, N. Y.
*WVBN-Utica, N. Y.

Hair, John & Company
Member-National Association of Broadcasters.
Chicago-520 N. Michigan Avenue Telephone Superior 8659
New York-341 Madison Avenue Telephone Murray Hill 9-8083
Los Angeles-438 Cham. of Com. Bldg. Telephone Prospect 3584
San Francisco-608 Russ Building Telephone Douglas 3188
St. Louis-350 Paul Brown Building Telephone Chestnut 5688
Don Lee Broadcasting System
Pacific Broadcasting Company
The Arizona Radio Network, Ariz.
KSUN-Phoenix, Ariz.
KXON-Bisbee, Ariz.
KXUC-Tucson, Ariz.
KFRE-Fresno, Calif.
KPMC-Bakersfield, Calif.
KIEM-Eureka, Calif.
KHL-Los Angeles, Calif.
KXNY-San Bernardino, Calif.
KGB-San Diego, Calif.
KFRS-San Francisco, Calif.
KYEC-San Luis Obispo, Calif.
KVOE-Santa Ana, Calif.
KDB-Santa Barbara, Calif.
KGM-Stockton, Calif.
KREL-Denver, Colo.
KXAX-Jacksonville, Fla.
WQAM-Miami, Fla.
WFLA-Tampa, Fla.
WAGA-Atlanta, Ga.
KGM-BKBC-Honolulu, Hawaii
KIDO-Idaho, Idaho
WVBC-Idaho, Idaho
WLS-Chicago, Ill.
KNEL-Waterloo, Iowa
Maryland Coverage Network
WFBH-Baltimore, Md.
WOW-Omaha, Nebr.
WVNB-Birmingham, N. Y.
WVNB-New York, N. Y.
KFYR-Bismarck, N. D.
WBNS-Columbus, O.
WHYZ-Zanesville, O.
KORE-Eugene, Ore.
KUN-Grants Pass, Ore.
WHP-Harrisburg, Pa.
WGBI-Scranton, Pa.
WROL-Knoxville, Tenn.
KTRH-Houston, Tex.
KTSB-San Antonio, Tex.
KDYI-Salt Lake City, Utah
KPA-C-Fairfax, Va.
Puket Sound Network
KOL-Seattle, Wash.
KMO-Tacoma, Wash.
KTY-Yakima, Wash.
WMMN-Fairmont, W. Va.
WVVA-Wheeling, W. Va.

K45LA-Los Angeles, Calif.
Chicago-Merchandise Mart
Cleveland-815 Superior Ave., N. E.
Denver-1025 California St.
Detroit-802 Fisher Bldg.
Hollywood-Sunset Blvd. & Vine St.
San Francisco-111 Sutter St.
Schenectady-1 River Road
Washington, D. C.-Trans-Lux Bldg.
KGO-San Francisco, Calif.
WMAJ-Washington, D. C.
WENB-Chicago, Ill.
WJZ-New York, N. Y.

Branham Company, The
Chicago-360 N. Michigan Avenue Telephone Central 5726-7-8-9
New York-230 Park Avenue Telephone Murray Hill 8-1880
Dallas-Texas Bank Building
Atlanta-Rhodes-Haverty Buildings 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
Portland-370 Pittcock Block Telephone Atwater 7473
San Francisco-5 Third Street Telephone Garfield 6740
Charlotte-612 Commercial National Bank Building Telephone 8839
Los Angeles-448 S. Hill Street Telephone Michigan 1269
Seattle-658 Empire Building Telephone Elliot 1769

ETHS-Hot Springs, Ark.
KTBS & KWKH-Shreveport, La
WCPO-Cincinnati, O.
WVJS-Jackson, Tenn.
WVNO-Knoxville, Tenn.
WMC-Memphis, Tenn.
KRIC-Beaumont, Tex.
KRIS-Corpus Christi, Tex.
KRLD-Dallas, Tex.
KXYZ-Houston, Tex.
WCHS-Charleston, W. Va.
WBLK-Clarksburg, W. Va.
WPAR-Parkersburg, W. Va.

Burn-Smith Company, Incorporated
New York-551 Fifth Avenue Telephone Murray Hill 2-3124
Chicago-307 N. Michigan Avenue Telephone Central 4200
San Francisco-Rm. 673, 681 Market Street, Telephone Garfield 0917
Los Angeles-568 Chamber of Commerce Bldg. Telephone Richmond 6184

*Daniel Boone Regional Network, The Southern Network, The
KMTR-Los Angeles, Calif.
WNLC-New London, Conn.
WVDC-Wayne Cross, Mich.
WVUR-Gainesville, Fla.
WVLO-Orlando, Fla.
WVPG-Palm Beach-Lake Worth, Fla.
WVAB-Albany, Ga.
WVWD-Augusta, Ga.
WVRC-Elkhart, Ind.
KYFD-Fort Dodge, Iowa
KTRH-Sioux City, Iowa
WVRC-Louisville, Ky.
WVMD-Frederick, Md.
WVNH-New Bedford, Mass.
WVBR-Pittsfield, Mass.
WVBC-Battle Creek, Mich.
WVFE-Pilot, Mich.
WVKB-Muskegon, Mich.
KGOV-Missoula, Mont.
WOLF-Syracuse, N. Y.
WVSE-Ashville, N. C.
WVGN-Elizabeth City, N. C.
WVBC-Fayetteville, N. C.
WVGB-Greensboro, N. C.
WVFC-Kinston, N. C.
WVRT-Roanoke Rapids, N. C.
WVST-Salisbury, N. C.
WVRE-Washington, N. C.
WVFD-Wilmington, N. C.
WVGN-Wilson, N. C.
WVRC-Canton, Ohio
WVRN-Warren, Ohio.
KOCY-Oklahoma City, Okla.
KOOS-Marshfield, Ore. (Eastern)
KWJ-Portland, Ore.
WVBE-Lewistown, Pa.
WVBC-Greenville, S. C.
WVPI-Bristol, Tenn.
WVDF-Chattanooga, Tenn.
WVPT-Kingsport, Tenn.
WVBR-Knoxville, Tenn.
KPA-C-Port Arthur, Texas
KMAC-San Antonio, Tex.
WVFA-Fredericksburg, Va.
WGH-Newport News, Va.
KGY-Olympia, Wash.
KXA-Seattle, Wash.
KFCB-Cheyenne, Wyo.

K45LA-Los Angeles, Calif.
W 49 D-Detroit, Mich.
Capper Publications, Inc.
New York-420 Lexington Avenue Telephone Mohawk 4-3280
Chicago-180 N. Michigan Avenue Telephone Central 5977
St. Louis-2206 Pine Street Telephone Central 3390
San Francisco-1207 Russ Building Telephone Douglas 6220
KCKN-Kansas City, Kan.
WVWB-Topeka, Kan.

Columbia Broadcasting System, Inc.
New York-485 Madison Avenue Telephone Wickersham 2-2000
Philadelphia-1822 Chestnut Street Telephone Rittenhouse 6447
Chicago-10 N. Michigan Avenue Telephone Whitehall 8000
Detroit-Rm. 902, Fisher Building Telephone Trinity 2-3414
Los Angeles-Columbia Square Telephone Hollywood 2484
San Francisco-Palmer 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
Columbia Broadcasting System
Columbia New England Network

Cook, B. Frank
Atlanta-Walton Building.
WLOF-Orlando, Fla.
WVAB-Albany, Ga.
WVFC-Greenville, S. C.

Cox & Tanz
Philadelphia-Drexel Building, Independence Square, Tel. Lombard 1:20
New York-339 Fifth Avenue Telephone Murray Hill 2-8281
Chicago-228 N. LaSalle Street Telephone Franklin 2095

KELD-El Dorado, Ark.
KEFA-Helena, Ark.
WMOG-Brunswick, Ga.
WGAJ-Cedarhurst, Ga.
WMAJ-Corbett, Ga.
WVH-Dallas, Ga.
WVJB-Hammond, Ind.
WVMO-Kokomo, Ind.
WVSK-Lafayette, Ind.
WVWB-New Orleans, La.
KTNM-Tucumcari, N. M.
WVGN-Gastonia, N. C.
WVPR-High Point, N. C.
WVAP-Portsmouth (East), O.
KAST-Astoria, Ore.
WVPA-New Kensington, Pa.
WVOK-Sunbury, Pa.
WVOS-Florence, S. C.
WVIG-Sutter, S. C.
KGFN-Pierre, S. D.
WVJM-Clarksville, Tenn.
WVUB-Cookeville, Tenn.
KNEL-Brady, Tex.
KRIA-Lufkin, Tex.
KELH-Midland, Tex.
KNSP-Paris, Tex.
KIUN-Pecos, Tex.
WVHV-Charlottesville, Va.
KTVI-Tacom, Wash.
WVMO-Rice Lake, Wis.

Cummins, Harry E.
Jacksonville-306 Florida Nat'l Bank Building, Telephone 3-0381
Seattle-921 Second Avenue
Daniel Boone Regional Network, The
WVAX-Jacksonville, Fla.
WVOD-Miami, Fla.
WVLA-Tampa, Fla.
WVSE-Ashville, N. C.
WVPI-Bristol, Tenn.
WVKT-Kingsport, Tenn.

DeLisser, Inc.
New York-11 W. 44th Street Telephone Circle 7-1435
Chicago-180 N. Michigan Ave. Telephone Dearborn 8108
San Francisco-831 Market Street Telephone Garfield 6740
Denver-711 Bus Terminal Bldg. Telephone Tabor 8624
Omaha-128 Grain Belt Exchange Building Telephone Webster 1412
Rochester, N. Y.-913 Lincoln Alliance Building Telephone Stone 4485
Portland, Ore.-420 South West Fourth Avenue Telephone Atwater 6347
Albany, N. Y.-Box 1005 Telephone Allentown 2-4751
Philadelphia-1421 Chestnut St. Telephone Rittenhouse 1900
Pittsburgh-Rm. 604, Chamber of Commerce Building Telephone Atlantic 8741
Seattle 921 Second Avenue Telephone Melrose 9193
WVSL-Ordensburg, N. Y.

For Joe & Company
New York-10 W. 44th Street Telephone Vanderbilt 4-6080
Chicago (Hil Holman)-333 N. Michigan Ave. Telephone Randolph 6225
*KHUB-Watsonville, Calif.
WVBS-Chicago, Ill. (East only)
WVBC-Chicago, Ill. (East only)
WVBC-Muncie, Ind.
WVOT-Lewiston, Me.
WVBR-Detroit, Mich.
WVBN-Jackson, Mich.
WVBN-Minneapolis-St. Paul, Minn.
WVAP-Asbury Park, N. J.

WVBR-Red Bank, N. J.
KVA-Clovis, N. M.
WVX-New York, N. Y.
WVBR-Goldsboro, N. C.
WVTE-Philadelphia, Pa.
WVSW-Pittsburgh, Pa.
KEEW-Brownsville, Tex.
KEYS-Corpus Christi, Tex.
KGBS-Harlingen, Tex.
KPAH-Laredo, Tex.
KVDN-Lampas, Tex.
KONO-San Antonio, Tex.
WVVA-Martinsville, Va.
WVJR-Morgantown, W. Va.

Foreman Company, The
New York-247 Park Avenue Telephone Eldorado 5-0174
Chicago-Wrigley Building Telephone Delaware 1869
Beverly Hills, Calif.-205 S. Beverly Drive, Crestview 1-2166
KLCN-Blytheville, Ark.
WVAK-Lakeland, Fla.
WVAX-Springfield, Ill.
WVND-Gary, Ind.
WVAP-Pontiac, Mich.
Southern Minnesota Network
KATE-Albert Lea, Minn.
KYSM-Mankato, Minn.
WVLD-Minneapolis-St. Paul, Minn.
WVND-Gary, Ind.
Elliot Roosevelt Operated Stations
WVHL-Sheboygan, Wis.

Foster, Robert O.
Boston-506 Statler Hotel Building Telephone Hubbard 3225
WVDR-Hartford, Conn.
WVAB-Hangor, Me.
WVNH-New Bedford, Mass.
WVUR-Manchester, N. H.
WVSB-Rutland, Vt.

Free & Peters, Inc.
Member-National Association of Broadcasters.
Chicago-180 N. Michigan Avenue Telephone Franklin 6373
New York-247 Park Avenue Telephone Plaza 5-4131
San Francisco-111 Sutter Street Telephone Sutter 4353
Los Angeles-1512 N. Gordon Street Telephone Van Nuys 0509
Atlanta-322 Palmer Building Telephone Main 5687

KARM-Fresno, Calif.
KECA-Los Angeles, Calif.
KROW-Oakland, Calif.
WVHD-Peoria, Ill.
WVVO-Hammond, Ind.
WVSI-Indianapolis, Ind.
WVOC-Davenport, Iowa
WVOC-Dubuque, Iowa
KMA-Shenandoah, Iowa
WVVE-Louisville, Ky.
WVZO-Kalamazoo, Mich.
KDAL-Duluth, Minn.
WVTC-Minneapolis-St. Paul, Minn.
KMBK-Kansas City, Mo.
KSD-St. Louis, Mo.
KOB-Abuquerque, N. M.
WGH & WKHW-Buffalo, N. Y.
WVNS-New York, N. Y.
WVHL-Syracuse, N. Y.
WVTF-Hatfield, N. C.
WVDA-Fargo, N. D.
WVNY-Cincinnati, O.
KOMA-Oklahoma City, Okla.
KTVL-Tulsa, Okla.
KALE & KOIN-Portland, Ore.
WVSC-Charleston, S. C.
WVSC-Columbia, S. C.
WVHL-Roanoke, Va.
WVIO-Seattle, Wash.

Fuller, Romo C., & Associates
Seattle-141 Fourth Avenue Bldg. Telephone Main 1277
*KGY-Olympia, Wash.

Grant, W. S., Company
San Francisco-530 Market Street Telephone Excubo 9685
KJST-Chico, Calif.
KVMC-Marysville, Calif.
KVCB-Merced, Calif.
KVCY-Redding, Calif.
*KTCK-Ysilla, Calif.
KFTJ-Klamath, Ore.

Griffith, Homer, Company
Los Angeles-6362 Hollywood Blvd. Telephone Granite 1726
San Francisco-881 Market Street Telephone Garfield 0917
Seattle-1491 White Building Telephone Main 6926
*KJBS-San Francisco, Calif.
KTOH-Haiku, Hawaii
*KREI-Pocatello, Idaho
*KVFF-Twin Falls, Idaho
*WVLS-Port Huron, Mich.
KENO-Las Vegas, Nev.
KHLA-Centralia-Hebals, Wash.
*KVBN-Casper, Wyo.
*KVPO-Power, Wyo.
*KVYO-Sheridan, Wyo.

Hagg, Arthur H. & Associates, Inc.
Chicago—380 N. Michigan Avenue
Telephone Central 7553
New York—386 Madison Avenue
Telephone York 11 9-295
Denver—1833 Wazee Street
Telephone Keystone 2371
Kansas City—410 Dwight Bldg.
Telephone Jackson 8308
Omaha—City National Bank Building
Telephone Atlantic 9431
KGNO—Dodge City, Kan.

Headley-Reed Company
New York—Graybar Building
Telephone Murray Hill 3-5470
Chicago—130 N. Michigan Avenue
Telephone Franklin 4687
Detroit—715 New Center Building
Telephone Madison 9444
Atlanta—Glenn Building
Telephone Walnut 1636
San Francisco—300 Montgomery St.
Telephone Yukon 1265

Connecticut Broadcasting System,
WSGN—Birmingham, Ala.
WALA—Mobile, Ala.
WMSL—Decatur, Ala.
WAGB—Dothan, Ala.
WSPR—Montgomery, Ala.

WNBQ—Hartford, Conn.
WRRJ—Stamford, Conn.
WGAC—Augusta, Ga.
WROK—Rockford, Ill.
KANS—Wichita, Kans.
WTRH—Baltimore, Md.
WCOF—Boston, Mass.
KFEB—St. Joseph, Mo.
KMMJ—Grand Island, Nebr.
WBAB—Atlantic City, N. J.
WHLN—Niagara Falls, N. Y.
WKIP—Poughkeepsie, N. Y.
WFAS—White Plains, N. Y.
WFOC—Charlotte, N. C.
WFOG—Winston Salem, N. C.
WJWV—Akron, O.
WFMJ—Youngstown, O.
WFBQ—Altoona, Pa.
WJAC—Johnstown, Pa.
WFCL—Pahutucket, R. I.
WAFQ—Chattanooga, Tenn.

Hollingsber, George P. Company
Chicago—307 N. Michigan Avenue
Telephone State 2898
New York—40 Lexington Avenue
Telephone Murray Hill 3-9447
Detroit—(Fred F. Hague) Park and
Adams Streets

Telephone Cherry 5200
Atlanta—Healey Building
Telephone Walnut 3856
Los Angeles—Consolidated Bldg., 111
North Hill Street
Telephone Van Dyke 7388
San Francisco—155 Sansome Street
Telephone Douglas 4393

WPDQ—Jacksonville, Fla.
*WIOD—Miami, Fla.
WSAY—Savannah, Ga.
WYAF—Chicago, Ill.
KSCJ—Sioux City, Iowa
WREN—Lawrence, Kans.
WJBO—Baton Rouge, La.
WBHD—Boston, Mass.
WSPR—Springfield, Mass.
WECM—Day City, Mich.
WVJ—Detroit, Mich.
Arrowhead Network
WEOC—Duluth, Minn.
WDXJ—Jackson, Miss.
KOWB—Omaha, Neb.
WMEF—Plattsburgh, N. Y.
WHEM—Rochester, N. Y.
WBIG—Greensboro, N. C.
WADC—Akron, O.
WBIO—Dayton, O.
WEED—Reading, Pa.
WARM—Scranton, Pa.
WTMA—Charleston, S. C.
WSPA—Spartanburg, S. C.
KTSM—El Paso, Tex.
KEUB—Price, Utah
KVI—Tacoma, Wash.
WEAU—Eau Claire, Wis.

Hal Holman Company
Chicago—333 N. Michigan Ave.
Telephone Randolph 6225
New York—(Joe Bloom), 19 W. 44th St.
Telephone Vanderbilt 6-5080.
WGOV—Yakosta, Ga.
WAYX—Waycross, Ga.
WHBU—Anderson, Ind.
KICD—Spencer, Iowa
*WJBC—Detroit, Mich.
*WHLN—Fort Huron, Mich.
WTCM—Traverse City, Mich.
*WMIN—Minneapolis-St. Paul, Minn.
KAND—Corsicana, Tex.
Wisconsin Network, Inc.
WMAF—Marinette, Wis.
WIBU—Poynette, Wis.

Katz Agency, Inc., The
New York—500 Fifth Avenue
Telephone Wisconsin 7-8220
Chicago—307 N. Michigan Avenue
Telephone Central 4238
Atlanta—22 Marietta Street Building
Telephone Walnut 4795
Dallas—Republic Bank Building
Telephone 2-7393
Detroit—7-257 General Motors Bldg.
Telephone Trinity 2-7685
Kansas City—Bryant Building
Telephone Victor 7085
San Francisco—Monadnock Building
Telephone Rutter 7498
Cowell Stations, The
KTRA—Little Rock, Ark.
KYOR—Colorado Springs, Colo.
KLZ—Denver, Colo.
WDAE—Tampa, Fla.
WGST—Atlanta, Ga.
WMAZ—Macon, Ga.

WTOC—Savannah, Ga.
KGU—Honolulu, Hawaii
WCFB—Chicago, Ill.
WYAD—Quincy, Ill.
WFBM—Indianapolis, Ind.
WMT—Cedar Rapids, Iowa
KRNT & KSO—Des Moines, Ia.
WWL—New Orleans, La.
*WLAV—Lawrence, Mass.
KGHL—Billings, Mont.
WKRC—Cincinnati, O.
WSPD—Toledo, O.
WFO—Oklahoma City, Okla.
WFIL—Philadelphia, Pa.
WCAE—Pittsburgh, Pa.
WNAX—Yankton, S. D.
WREC—Memphis, Tenn.
KFPY—Spokane, Wash.
WUIS—Bluefield, W. Va.
WTSN—Milwaukee, Wis.

Mack Radio Sales Company
Cauden, N. J.
WCAM—Camden, N. J.

McGillivra, Joseph Hershey, Inc.
New York—386 Madison Avenue
Telephone Murray Hill 2-8755
Chicago—919 N. Michigan Avenue
Telephone Superior 8444
San Francisco—627 Mills Building
Telephone Sutter 1393
Los Angeles—415 Western Pacific Bldg.
Telephone Prospect 5319

*KINY—Juneau, Alaska
KTKN—Ketchikan, Alaska
KPAS—Los Angeles, Calif.
KLX—Oakland, Calif.
KPRO—Riverside, Calif.
KROY—Sacramento, Calif.
KYOD—Denver, Colo.
WBYV—Waterbury, Conn.
WTSJ—St. Petersburg, Fla.
WNOE—New Orleans, La.
WMEX—Boston, Mass.
WLA—Grand Rapids, Mich.
WGOO—Sault Ste. Marie, Mich.
KCMO—Kansas City, Mo.
*WMUR—Manchester, N. H.
WQV—New York, N. Y.
WHDY—Hudson, N. Y.
WSAY—Rochester, N. Y.
KNL—Portland, Ore.
Intermountain Network, The
KLU—Ogden, Utah
KOVO—Provo, Utah
KJBY—Butand, Vt.
KPO—Wenatchee, Wash.
WGKV—Charleston, W. Va.
WEMF—Milwaukee, Wis.

CANADA

CJCB—Calgary, Alberta
CJON—Vancouver, B. C.
CKA—Brandon, Man.
CFAR—Fin Flon, Man.
CKY—Winnipeg, Man.
CJWJ—Moncton, N. B.
CJSS—Saint John, N. B.
CFLO—Brockville, Ont.
CHAM—Hamilton, Ont.
CFPL—London, Ont.
CHOV—Pembroke, Ont.
CKCO—Ottawa, Ont.
CJCS—Owen Sound, Ont.
CKCB—St. Catharines, Ont.
CKRB—Toronto, Ont.
CKCL—Toronto, Ont.
CKLW—Windsor, Ont.
CHLP—Montreal, Que.
CHNC—Montreal, Que.
CHNC—New Carlisle, Que.
CHQC—Quebec, Que.
CHGQ—Ste Anne de la Pocatiere, Que.
CJRM—Regina, Sask.

McKinney, J. P. & Son
N. Y.—Rm. 1229, 30 Rockefeller Plaza
Telephone Circle 7-1178
Chicago—400 N. Michigan Avenue
Telephone Superior 9868
San Francisco—631 Market Street
Telephone Garfield 0947
WHTT—Hartford, Conn.
WDAN—Danville, Ill.
WABY—Albany, N. Y.
WOKO—Albany, N. Y.
WENT—Elmira, N. Y.
WHDL—Olean, N. Y.
WHCC—Rochester, N. Y.
WRAE—Williamsport, Pa.

Muniz, Felix
WPAB—Ponce, Puerto Rico.
WIAC—San Juan, Puerto Rico

National Broadcasting Company, Inc.
New York—R.C.A. Bldg., 30 Rockefel-
ler Plaza, Telephone Circle 7-8300
Chicago—Merchandise Mart
Telephone Superior 8300
Detroit—Fisher Building
Telephone Trinity 2-7900
Boston—Hotel Bradford
Telephone Hancock 4239-4261.
Denver—1625 California Street
Telephone Main 8211
Wash. D. C.—Trans-Lux Building
Telephone Republic 4000
San Francisco—111 Sutter Street
Telephone Sutter 1920
Hollywood—Sunset and Vine Streets
Telephone Hollywood 6161
Cleveland—315 Superior Avenue, N. E.
Telephone Cherry 0842
KPO—San Francisco, Calif.
KOA—Denver, Colo.
WRC—Washington, D. C.

WMAQ—Chicago, Ill.
WGL & WOWO—Fort Wayne, Ind.
WBZ-WHZA—Boston, Mass.
WEAF—New York, N. Y.
WVA—Sciencetown, N. Y.
WTAM—Cleveland, O.
KYW—Philadelphia, Pa.
KDKA—Pittsburgh, Pa.

TELEVISION

WNBT—New York, N. Y.

New England Radio Advertising Co.
Boston—507 Statler Building
Telephone Hubbard 3225
*WHA1—Greenfield, Mass.
*WLA—Lawrence, Mass.
*WESX—Salem, Mass.

Northwest Radio Advertising Co., Inc.
Seattle—American Bank Building
Telephone Main 9282
*KINY—Juneau, Alaska

Pearson, John E. Company
Chicago—380 N. Michigan Ave.
Telephone Franklin 2359
New York—332 Madison Avenue
Telephone Murray Hill 2-0578
*WLD—Chicago, Ill.
WIRE—Indianapolis, Ind.
WAOV—Vincennes, Ind.
KDTM—Dubuque, Iowa
KGGF—Coffeyville, Kans.
KRAL—Salina, Kans.
WEW—St. Louis, Mo.
KLAB—Springfield, Mo.
KWTO—Springfield, Mo.

Perry, John M. Associates
New York—310 East 45th Street
Telephone Murray Hill 4-1647
Chicago—122 S. Michigan Avenue
Telephone Harrison 3088
Detroit—7338 Woodward Avenue
Telephone Madison 0790
Philadelphia—1524 Chestnut Street
Telephone Rittenhouse 0886
Atlanta—201-101 Marietta St. Bldg.
Telephone Walnut 3448
WJLP—Jacksonville, Fla.
WMLC—Columbus, Fla.
WDLI—Panama City, Fla.
WCOA—Pensacola, Fla.
WCMH—Ashland, Ky.
WLAP—Lexington, Ky.

Petry, Edward & Company, Inc.
Member—National Association of
Broadcasters.

New York—17 E. 42nd Street
Telephone Murray Hill 2-4401
Chicago—Wrigley Building, 400 N.
Michigan Ave., Tel. Delaware 8600
Detroit—2-183 General Motors Bldg.
Telephone Madison 1130
St. Louis—Shell Building
Telephone Chestnut 7191
San Francisco—111 Sutter Street
Telephone Garfield 4010
Los Angeles—601 W. Fifth Street
Telephone Michigan 8729

Northwest Network
The Yankee Network
KARK—Little Rock, Ark.
KFI—Los Angeles, Calif.
KQW—San Jose, Calif.
WICO—Bridgeport, Conn.
WSP—Atlanta, Ga.
KCHB—Wichita, Kans.
WHA8—Louisville, Ky.
WSMB—New Orleans, La.
WBAL—Baltimore, Md.
WNAC—Boston, Mass.
WLLH—Lowell, Mass.
WMA8—Springfield, Mass.
WJAB—Worcester, Mass.
WAB—Detroit, Mich.
Minnesota Radio Network
KSTP—Minneapolis-St. Paul, Minn.
WDAF—Kansas City, Mo.
KFAB & KFOS—Lincoln, Nebr.
KOIL—Omaha, Nebr.
WAB—Buffalo, N. Y.
WAGE—Syracuse, N. Y.
WGA—Cleveland, O.
KVOO—Tulsa, Okla.
KGV—Portland, Ore.
WEAN—Providence, B. I.
WSM—Nashville, Tenn.
Texas Quality Network
WFAA—Dallas, Tex.
WBP—Fort Worth, Tex.
WGKO—Fort Worth, Tex.
KPRC—Houston, Tex.
WQAI—San Antonio, Tex.
KSL—Salt Lake City, Utah
WPAR—Norfolk, Va.
WRNI—Richmond, Va.
KOMO—Seattle, Wash.
KHQ—Spokane, Wash.
WTMJ—Milwaukee, Wis.

Radio Advertising Corporation
New York—521 Fifth Avenue
Telephone Murray Hill 2-2170
Chicago—333 N. Michigan Avenue
Telephone Central 1743
Cleveland—Terminal Tower Building
Telephone Prospect 5800
San Francisco—2223 Russ Bldg.
Telephone Exbrook 2093
Los Angeles—530 W. Sixth St.
Telephone Van Dyke 1901
KROC—Rochester, Minn.
KWBW—Richmond, Kans.
*WTKN—Keene, N. H.
*WJTN—Jamestown, N. Y.
*WVNY—Watertown, N. Y.
KSIJH—Jamestown, N. D.
WREK—Columbus, O.
WTOG—Toledo, Ohio
Oklahoma Network, The
WMBR—Uniontown, Pa.

Radio Sales
New York—Howard Meifhan
485 Madison Avenue
Telephone Wickersham 2-2000
Chicago—Wendell H. Campbell
415 Michigan Avenue
Telephone Michigan 6000
St. Louis—Carter Hinkle, Mart Bldg.
Telephone Central 8210
Los Angeles—Hozer K. Huston
Columbia Square
Telephone Hollywood 1212
WFLC—Chicago, Ill.
Palace Hotel, Telephone Yukon 1700
Charlotte—R. E. Penny
Wilder Building
Telephone Charlotte 3-7107
*Columbia New England Network
Columbia Pacific Network
WYFI—Birmingham, Ala.
KXN—Los Angeles, Cal.
WNSV—Washington, D. C.
WBHM—Chicago, Ill.
WEEI—Boston, Mass.
WCCO—Minneapolis-St. Paul, Minn.
KMOX—St. Louis, Mo.
WABC—New York, N. Y.
WBT—Charlotte, N. C.

Rambeau, William G. Company
Chicago—Room 901, 360 N. Michigan
Avenue, Telephone Anderson 5566
New York—437 Chanin Building
Telephone Lexington 2-1820
Hollywood—5833 Fernwood Ave.
Telephone Granite 3638

KFWB—Los Angeles, Calif.
*KJBS—San Francisco, Calif.
KTRK—Visalia, Calif.
KXII—St. Louis, Mo.
WNA8—Bridgeport, Conn.
WELI—New Haven, Conn.
WATR—Waterbury, Conn.
KBUR—Burlington, Iowa
*WESX—Salem, Mass.
WDGY—Minneapolis-St. Paul, Minn.
WYLB—Lynchburg, Va.
KRON—Omaha, Nebr.
WAAT—Jersey City, N. J.
WBNY—Buffalo, N. Y.
WKNY—Kingston, N. Y.
WJAR—Pittsburgh, Pa.
WJAR—Reading, Pa.
WYLB—Reading, Pa.
KABC—San Antonio, Tex.
WDSM—Superior, Wis.

Raymer, Paul H. Company
New York—Fred C. Brokaw, 368 Mad-
ison Ave., Tel. Murray Hill 2-8690
Chicago—Walter J. Tenney, 435 N.
Michigan Ave., Tel. Superior 4478
Detroit—2-128 General Motors Bldg.
Telephone Trinity 2-8060
San Francisco—David H. Sandeberg
2223 Russ Bldg., Tel. Exbrook 2093
Los Angeles—J. Leslie Fox, 530 W.
Sixth St., Telephone Van Dyke 1901

Mason-Dixon Radio Group
WBRC—Birmingham, Ala.
Arizona Broadcasting Co., Inc.
ETAR—Phoenix, Ariz.
KJBC—Prescott, Ariz.
KGLU—Safford, Ariz.
KYOA—Tucson, Ariz.
KVOA—Yuma, Ariz.
Golden West Network
KERN—Bakersfield, Calif.
WABC—El Centro, Calif.
KJPC—Fresno, Calif.
KMPC—Los Angeles, Calif.
KFCB—Sacramento, Calif.
KFSD—San Diego, Calif.
KMTS—Santa Barbara, Calif.
KWG—Stockton, Calif.
WDRG—Hartford, Conn.
WDEL—Wilmington, Del.
WJRR—Jacksonville, Fla.
WKAT—Miami Beach, Fla.
WDBO—Orlando, Fla.
WFOY—St. Augustine, Fla.
WGN—Chicago, Ill.
WIBC—Indianapolis, Ind.
WSPT—South Bend, Ind.
WTAG—Worcester, Mass.
WGAN—Portland, Me.
WCAO—Baltimore, Md.
Michigan Radio Network
WXYZ—Detroit, Mich.
WOOD—WASH.—Gd. Rapids, Mich.
EWE—St. Louis, Mo.
KOH—Reno, Nev.
WYSB—Syracuse, N. Y.
WTRY—Troy, N. Y.
WPK—Cleveland, O.
WKBN—Youngstown, Ohio
KEX—Portland, Ore.
WEST—Easton, Pa.
WKBO—Harrisburg, Pa.
WAZL—Hazleton, Pa.
WQAL—Lancaster, Pa.
*WQAL—Philadelphia, Pa.
WOKR—York, Pa.
WPRO—Providence, B. I.
WDDO—Chattanooga, Tenn.
WLAJ—Nashville, Tenn.
KNPT—Wichita Falls, Tex.
KFTA—Salt Lake City, Utah
WRVA—Richmond, Va.
KJR—Seattle, Wash.
KGA—Spokane, Wash.

*Indicates station has other rep-
resentatives. See listing of station if
complete information.

Walter, Virgil & Company
 Chicago—400 N. Michigan Ave.
 Telephone Superior 5072
 *WIBX—Utica, N. Y.
 *WCAU—Philadelphia, Pa.

Wynolds-Fitzgerald, Inc.
 New York—515 Madison Avenue
 Telephone Eldorado 5-7020
 Chicago—360 N. Michigan Avenue
 Telephone State 4294

Detroit—5-250 General Motors Bldg.
 Telephone Madison 4250

Philadelphia—1734 Land Title Bldg.
 Telephone Rittenhouse 3839

San Francisco—58 Sutter Street
 Telephone Garfield 6144

Los Angeles—117 W. Ninth Street
 Telephone Vandike 7776

Seattle—1423 Joseph Vance Bldg.
 Telephone Elliott 6452

WBBY—Appleton, Wis.
WSAU—Wausau, Wis.

Revelt, Elliot, Operated Stations

New York—247 Park Ave.
 Telephone Eldorado 5-0174

Chicago—Wrigley Building
 Telephone Delaware 1869

Beverly Hills, Calif.—205 S. Beverly
 Ave. Telephone Crestview 1-2166

Fort Worth—2010 Fort Worth National
 Bank Building

KRBC—Arlene, Tex.
KBSB—Big Spring, Tex.
KPLA—Paris, Tex.
KGKL—San Angelo, Tex.
KCMC—Texarkana, Tex.

Webb & Ayer, Inc.

Chicago—612 N. Michigan Avenue
 Telephone Superior 8177

New York—295 Madison Avenue
 Telephone Ashland 4-6698

WVMA—Armiston, Ala.
WBY—Gadsden, Ala.
WMOB—Mobile, Ala.
WLAJ—Muscle Shoals City, Ala.
WBBB—Selma, Ala.
WKEU—Griffin, Ga.
WSOY—Decatur, Ill.
WDMV—East St. Louis, Ill.
WGIL—Galesburg, Ill.
WCBS—Springfield, Ill.
KVAK—Atchison, Kans.
KTSW—Emporia, Kans.
WSON—Henderson, Ky.
WHOP—Hopkinsville, Ky.
WPAJ—Paducah, Ky.
WHDF—Calumet, Mich.
WJMS—Ironwood, Mich.
WGCM—Biloxi-Gulfport, Miss.
WCBJ—Columbus, Miss.
WVNB—Hattiesburg, Miss.
WMLT—Jackson, Miss.
WVAM—Laurel, Miss.
WVUN—Jefferson City, Mo.
WMBH—Joplin, Mo.
WOBH—Fremont, Nebr.
WGPW—Kearney, Nebr.
WETA—Batavia, N. Y.
WLPK—Suffolk, Va.
WATW—Ashland Wis.
WDFN—Casper, Wyo.
WPOW—Powell, Wyo.
WVYO—Sheridan, Wyo.

Spot Sales, Inc.
 New York—400 Madison Ave.
 Telephone Eldorado 5-5040
 Chicago—360 N. Michigan Ave.
 Telephone Franklin 8520
 San Francisco—Third & Market Sts.
 Telephone Douglas 2536

KGEL—Little Rock, Ark.
KYA—San Francisco, Cal.
WOL—Washington, D. C.
 Georgia Broadcasting System
WGPC—Albany, Ga.
WATL—Atlanta, Ga.
WRBL—Columbus, Ga.
WJBC—Bloomington, Ill.
KROS—Clinton, Iowa
WBBB—Dubuque, Iowa
WJNN—Louisville, Ky.
WCBM—Baltimore, Md.
WTBO—Cumberland, Md.
WJEB—Hagerstown, Md.
WAKR—Akron, O.
WLV—Cincinnati, O. (West Coast)
WSAI—Cincinnati, O.
WCED—Du Bois, Pa.
WERC—Erie, Pa.
WEJB—Greensburg, Pa.
WKST—New Castle, Pa.
KQV—Pittsburgh, Pa.
WJPA—Washington, Pa.
WCOS—Columbia, S. C.
WJHL—Johnson City, Tenn.
WMPB—Memphis, Tenn.
WSXK—Nashville, Tenn.
KNOW—Austin, Tex.
WACO—Waco, Tex.
WJLS—Beckley, W. Va.
WKWK—Wheeling, W. Va.

Texas Daily Press League, Inc.
 Chicago—360 N. Michigan Ave.
 Telephone Franklin 5241-5242
 New York—60 E. 42nd St.
 Telephone Murray Hill 6-1788
 Dallas—507 Texas Bank Bldg.
 Telephone Central 9026
 Los Angeles—541 Consolidated Bldg.
 Telephone Vandike 7386
 San Francisco—155 Sansome St.
 Telephone Douglas 4393
 St. Louis—915 Olive St.
 Telephone Chestnut 1965
 Denver—711 Bus Terminal Bldg.
WDWS—Champaign, Ill.

Townsend, Edward S.
 San Francisco—Russ Building
 Telephone Douglas 2373
 *WIOD—Miami, Fla.

Tri-City Stations Association of Virginia
 Lynchburg, Va.—Allied Arts Bldg.
WBTM—Danville, Va.
WLVA—Lynchburg, Va.
WLSL—Roanoke, Va.

United Broadcasting Company
 Chicago—201 N. Wells Street
WJLB—Detroit, Mich.

Walker Company, The
 Chicago—J. Wythe Walker, 360 N.
 Michigan Avenue, State 5262
 New York—Jack Carson, 551 Fifth
 Ave., Murray Hill 2-0374
 Kansas City—A. H. Petrus, 1004 Bal-
 timore Ave., Harrison 8136
 Los Angeles—Walter Biddick, 568

Chamber of Commerce Bldg., Rich-
 mond 6184

KTOA—Siloam Springs, Ark.
KFKJ—Grand Junction, Colo.
KPKA—Greeley, Col.
WINX—Washington, D. C.
***KSEI—Pocatello, Idaho**
***KTFI—Twin Falls, Idaho**
WATL—Chicago, Ill.
KFJH—Marshalltown Ia
KOAM—Pittsburg, Kans.
***WABI—Bangor, Me.**
WSAR—Fall River, Mass.
Z Net
KRBM—Bozeman, Mont.
KGIB—Butte, Mont.
KIFA—Helena, Mont.
WIAG—Norfolk, Neb.
KGNF—North Platte, Nebr.
***WHEB—Portsmouth, N. H.**
WLJB—New York, N. Y.
KLPM—Minot, N. D.
KASB—Ashtabula, Ohio
KCRC—Enid, Okla.
WSBA—York, Pa.
KABR—Aberdeen, S. D.
KOBH—Rapid City, S. D.
KRBC—Austin, Tex.
WJRN—Racine, Wis.

Weed & Company
 Member—National Association of
 Broadcasters.

New York—350 Madison Avenue
 Telephone Vanderbilt 8-4542
Chicago—203 N. Wabash Avenue
 Telephone Randolph 7730
Detroit—General Motors Building
 Telephone Madison 8366

San Francisco—Hotel Mark Hopkins
 Telephone Yukon 1399
Hollywood—6253 Hollywood Blvd.
 Telephone Hillside 8611
Boston—Statler Building
 Telephone Hubbard 5677

New England Regional Network, The
 New York—350 Madison Avenue, Calif.
WVIC—Hartford, Conn.
WSUN—St. Petersburg, Fla.
WJNO—West Palm Beach, Fla.
WBOA—WGBF—Evansville, Ind.
WBOW—Terre Haute, Ind.
KGLO—Bison City, Ia.
WDSU—New Orleans, La.
WRDO—Augusta, Me.
WLBZ—Bangor, Me.
***WCSH—Portland, Me.**
WORC—Worcester, Mass.
KFRU—Columbia, Mo.
KKOK—St. Louis, Mo.
KFBB—Great Falls, Mont.
***WFEA—Manchester, N. H.**
KGGM—Albuquerque, N. M.
KVSP—Santa Fe, N. M.
WEBR—Buffalo, N. Y.
WICA—New York, N. Y.
WAYS—Charlotte, N. C.
WIAL—Raleigh, N. C.
WING—Dayton, Ohio
WJAR—Providence, R. I.
***WPEC—Greenville, S. C.**
 Texas State Network
WRR—Dallas, Tex.
KEJZ—Fort Worth, Tex.
WFAX—Burlington, Vt.
WTAQ—Green Bay, Wis.

F M

W45V—Evansville, Ind.

CANADA

Northern Quebec Broadcasting
 System
CFAC—Calgary, Alberta
CJCA—Edmonton, Alberta
CFGP—Grande Prairie, Alberta

CJOC—Leinbridge, Alberta
CHWK—Chilliwack, B. C.
CFJC—Kamloops, B. C.
CKOV—Kelowna, B. C.
CIAT—Trail, B. C.
CKWX—Vancouver, B. C.
CJVI—Victoria, B. C.
CIJC—Winnipeg, Man.
CFNB—Fredericton, N. B.
CHNS—Halifax, N. S.
CJCB—Sydney, N. S.
CKOC—Hamilton, Ont.
CKWS—Kingston, Ont.
CKL—Kirland Lake, Ont.
CFCH—North Bay, Ont.
CHEX—Peterborough, Ont.
CJUS—Stratford, Ont.
CKSO—Sudbury, Ont.
CKGP—Timmins, Ont.
CFY—Charlottetown, P. E. I.
CFCC—Montreal, Que.
CKVD—Val d'Or, Que.
CHAB—Moose Jaw, Sask.
CKBI—Prince Albert, Sask.
CKCK—Regina, Sask.

Wilson, Howard H. Company
 New York—551 Fifth Avenue
 Telephone Murray Hill 6-1230
 Chicago—75 E. Wacker Drive
 Telephone Central 8744
 Kansas City, Mo.—1001 Baltimore
 Telephone Grand 1478
 San Francisco—621 Market Street
 Telephone Grand 0947
 Hollywood—6822 Hollywood Blvd.
 Telephone Granite 1726
 Seattle—4404 White Building
 Telephone Main 6626

WCOV—Montgomery, Ala.
KGEB—Long Beach, Calif.
KTMD—San Diego, Calif.
KGHE—Pueblo, Colo.
WLDS—Jacksonville, Ill.
WBBF—Rock Island, Ill.
WDZ—Tuscola, Ill.
KFNF—Shenandoah, Iowa
KFBI—Wichita, Kansas
KTSS—Springfield, Mo.
WSNY—Schenectady, N. Y.
WDNC—Durham, N. C.
WHKY—Hickory, N. C.
KILO—Grand Forks, N. D.
WHIC—Sioux Falls, S. D.
KELC & KSOU—Sioux Falls, S. D.

Lone Star Chain
KGNC—Amarillo, Tex.
KFDM—Beaumont, Tex.
KBWD—Brownwood, Tex.
KROD—El Paso, Tex.
KPRO—Longview, Tex.
KFYO—Lubbock, Tex.
KTEM—Temple, Tex.
KRGV—Weslaco, Tex.
WVSR—St. Albans, Vt.
WDEV—Waterbury, Vt.
WSVA—Harrisonburg, Va.
WSAZ—Huntington, W. Va.
WIBA—Madison, Wis.
WOSH—Oshkosh, Wis.
WBBH—La Crosse, Wis.

CANADA

CFPN—Calgary, Alberta
CFRN—Edmonton, Alberta
CKMO—Vancouver, B. C.
CKPR—Ft. William, Ont.
CKCH—Hull, Que.
CFQC—Saskatoon, Sask.
CJGX—Yorkton, Sask.

*Indicates station has other repre-
 sentatives. See listing of station for
 complete information.

INDEX TO DISPLAY ADVERTISERS

JANUARY, 1943

NETWORKS AND REPRESENTATIVES

Don Lee Broadcasting System.....	49
Edward Petry & Company, Inc.....	Front Cover
Oklahoma Network	237
Puget Sound Network.....	307
Yankee Network.....	Fourth Cover

RADIO STATIONS

CKAC—Montreal, Canada.....	348
KCMO—Kansas City, Mo.....	166
KEX—Portland, Ore.	245
KFH—Wichita, Kan.	117
KFJZ—Fort Worth, Tex.....	279
KFYO—Lubbock, Tex.	284
KFYR—Bismarck, N. D.....	219
KGNC—Amarillo, Tex.	284
KGW—Portland, Ore.	245
KMBC—Kansas City, Mo.....	167
KMPC—Los Angeles, Calif.....	41
KOA—Denver, Colo.	57
KONO—San Antonio, Tex.....	287
KRGV—Weslaco, Tex.	284
KRNT—Des Moines, Iowa.....	107
KSO—Des Moines, Iowa.....	107
KSTP—Minneapolis-St. Paul, Minn.....	155
KTSA—San Antonio, Tex.....	284
KXOK—St. Louis, Mo.....	173
WAGA—Atlanta, Ga.	77
WAPI—Birmingham, Ala.	23
WAVE—Louisville, Ky.	120
WBAL—Baltimore, Md.	129
WBRC—Birmingham, Ala.	24
WCAO—Baltimore, Md.	130
WCBM—Baltimore, Md.	131
WCKY—Cincinnati, Ohio	224
WDAF—Kansas City, Mo.....	169
WDAY—Fargo, N. D.....	220
WDBJ—Roanoke, Va.	303
WDEL—Wilmington, Dela.	64
WDGY—Minneapolis-St. Paul, Minn.....	157
WEAF—New York, N. Y.....	195
WEMP—Milwaukee, Wis.	320

WEVD—New York, N. Y.....	196
WFBR—Baltimore, Md.	132
WGAR—Cleveland, Ohio	227
WGH—Newport News, Va.....	297
WGR—Buffalo, N. Y.....	191
WHAM—Rochester, N. Y.....	203
WHEC—Rochester, N. Y.....	204
WHIO—Dayton, Ohio	230
WHKY—Hickory, N. C.....	215
WHN—New York, N. Y.....	197
WHO—Des Moines, Iowa.....	108
WIBW—Topeka, Kan.	116
WIND—Gary, Ind.	90
WING—Dayton, Ohio	231
WIOD—Miami, Fla.	70
WISN—Milwaukee, Wis.	321
WITH—Baltimore, Md.	128
WJR—Detroit, Mich.	146
WKBW—Buffalo, N. Y.....	191
WLAW—Lawrence, Mass.	137
WLIB—New York, N. Y.....	198
WLS—Chicago, Ill.	91
WLW—Cincinnati, Ohio	225
WMAQ—Chicago, Ill.	92
WMBD—Peoria, Ill.	96
WMBG—Richmond, Va.	300
WMCA—New York, N. Y.....	199
WMT—Cedar Rapids, Iowa.....	105
WNAC—Boston, Mass.	138
WORL—Boston, Mass.	Backbone
WPTF—Raleigh, N. C.....	216
WRNL—Richmond, Va.	301
WRR—Dallas, Tex.	279
WRVA—Richmond, Va.	302
WSAI—Cincinnati, Ohio	226
WSJS—Winston-Salem, N. C.....	218
WSPD—Toledo, Ohio	234
WSYR—Syracuse, N. Y.....	207
WTAQ—Green Bay, Wis.....	318
WTAR—Norfolk, Va.	298
WTMA—Charleston, S. C.....	262
WWJ—Detroit, Mich.	147
WWL—New Orleans, La.	124

(Standard Rate & Data Service, Inc., does not assume responsibility for any omission)

Check these advertisements for new data on the radio markets of the nation

1942	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	1943	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	1944	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	
JAN.	4	5	6	7	8	9	10	JAN.	3	4	5	6	7	8	9	JAN.	2	3	4	5	6	7	8	
	11	12	13	14	15	16	17		10	11	12	13	14	15	16		9	10	11	12	13	14	15	
	18	19	20	21	22	23	24		17	18	19	20	21	22	23		16	17	18	19	20	21	22	
	25	26	27	28	29	30	31		24	25	26	27	28	29	30		23	24	25	26	27	28	29	
FEB.	1	2	3	4	5	6	7	FEB.	31	1	2	3	4	5	6	FEB.	30	31	1	2	3	4	5	
	8	9	10	11	12	13	14		7	8	9	10	11	12	13		6	7	8	9	10	11	12	
	15	16	17	18	19	20	21		14	15	16	17	18	19	20		13	14	15	16	17	18	19	
	22	23	24	25	26	27	28		21	22	23	24	25	26	27		20	21	22	23	24	25	26	
MAR.	1	2	3	4	5	6	7	MAR.	28	1	2	3	4	5	6	MAR.	27	28	29	1	2	3	4	
	8	9	10	11	12	13	14		7	8	9	10	11	12	13		5	6	7	8	9	10	11	
	15	16	17	18	19	20	21		14	15	16	17	18	19	20		12	13	14	15	16	17	18	
	22	23	24	25	26	27	28		21	22	23	24	25	26	27		19	20	21	22	23	24	25	
	29	30	31		28	29	30	31		26	27	28	29	30	31	
APR.	5	6	7	8	9	10	11	APR.	4	5	6	7	8	9	10	APR.	2	3	4	5	6	7	8	
	12	13	14	15	16	17	18		11	12	13	14	15	16	17		9	10	11	12	13	14	15	
	19	20	21	22	23	24	25		18	19	20	21	22	23	24		16	17	18	19	20	21	22	
	26	27	28	29	30		25	26	27	28	29	30	..		23	24	25	26	27	28	29	
MAY	3	4	5	6	7	8	9	MAY	2	3	4	5	6	7	8	MAY	30
	10	11	12	13	14	15	16		9	10	11	12	13	14	15		7	8	9	10	11	12	13	
	17	18	19	20	21	22	23		16	17	18	19	20	21	22		14	15	16	17	18	19	20	
	24	25	26	27	28	29	30		23	24	25	26	27	28	29		21	22	23	24	25	26	27	
	31		30	31		28	29	30	31	
JUNE	7	8	9	10	11	12	13	JUNE	6	7	8	9	10	11	12	JUNE	4	5	6	7	8	9	10	
	14	15	16	17	18	19	20		13	14	15	16	17	18	19		11	12	13	14	15	16	17	
	21	22	23	24	25	26	27		20	21	22	23	24	25	26		18	19	20	21	22	23	24	
	28	29	30		27	28	29	30		25	26	27	28	29	30	
JULY	5	6	7	8	9	10	11	JULY	4	5	6	7	8	9	10	JULY	2	3	4	5	6	7	8	
	12	13	14	15	16	17	18		11	12	13	14	15	16	17		9	10	11	12	13	14	15	
	19	20	21	22	23	24	25		18	19	20	21	22	23	24		16	17	18	19	20	21	22	
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AUG.	2	3	4	5	6	7	8	AUG.	1	2	3	4	5	6	7	AUG.	30	31
	9	10	11	12	13	14	15		8	9	10	11	12	13	14		6	7	8	9	10	11	12	
	16	17	18	19	20	21	22		15	16	17	18	19	20	21		13	14	15	16	17	18	19	
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	30	31		29	30	31		27	28	29	30	31	
SEPT.	6	7	8	9	10	11	12	SEPT.	5	6	7	8	9	10	11	SEPT.	3	4	5	6	7	8	9	
	13	14	15	16	17	18	19		12	13	14	15	16	17	18		10	11	12	13	14	15	16	
	20	21	22	23	24	25	26		19	20	21	22	23	24	25		17	18	19	20	21	22	23	
	27	28	29	30		26	27	28	29	30		24	25	26	27	28	29	30	
OCT.	4	5	6	7	8	9	10	OCT.	3	4	5	6	7	8	9	OCT.	1	2	3	4	5	6	7	
	11	12	13	14	15	16	17		10	11	12	13	14	15	16		8	9	10	11	12	13	14	
	18	19	20	21	22	23	24		17	18	19	20	21	22	23		15	16	17	18	19	20	21	
	25	26	27	28	29	30	31		24	25	26	27	28	29	30		22	23	24	25	26	27	28	
	31		31		29	30	31	
NOV.	1	2	3	4	5	6	7	NOV.	..	1	2	3	4	5	6	NOV.	1	2	3	4	
	8	9	10	11	12	13	14		7	8	9	10	11	12	13		5	6	7	8	9	10	11	
	15	16	17	18	19	20	21		14	15	16	17	18	19	20		12	13	14	15	16	17	18	
	22	23	24	25	26	27	28		21	22	23	24	25	26	27		19	20	21	22	23	24	25	
	29	30		28	29	30		26	27	28	29	30	
DEC.	6	7	8	9	10	11	12	DEC.	5	6	7	8	9	10	11	DEC.	3	4	5	6	7	8	9	
	13	14	15	16	17	18	19		12	13	14	15	16	17	18		10	11	12	13	14	15	16	
	20	21	22	23	24	25	26		19	20	21	22	23	24	25		17	18	19	20	21	22	23	
	27	28	29	30	31		26	27	28	29	30	31	..		24	25	26	27	28	29	30	

THERE'S

A



IN EVERY COMMUNITY

HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 21 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the life of the community.

Its part is essentially a selling job. And whether participating in a patriotic or local business promotion it has earned the goodwill and respect of the community. It has the loyal listenership of that community and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 21 stations, that give you a sales group of all New England.

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representative