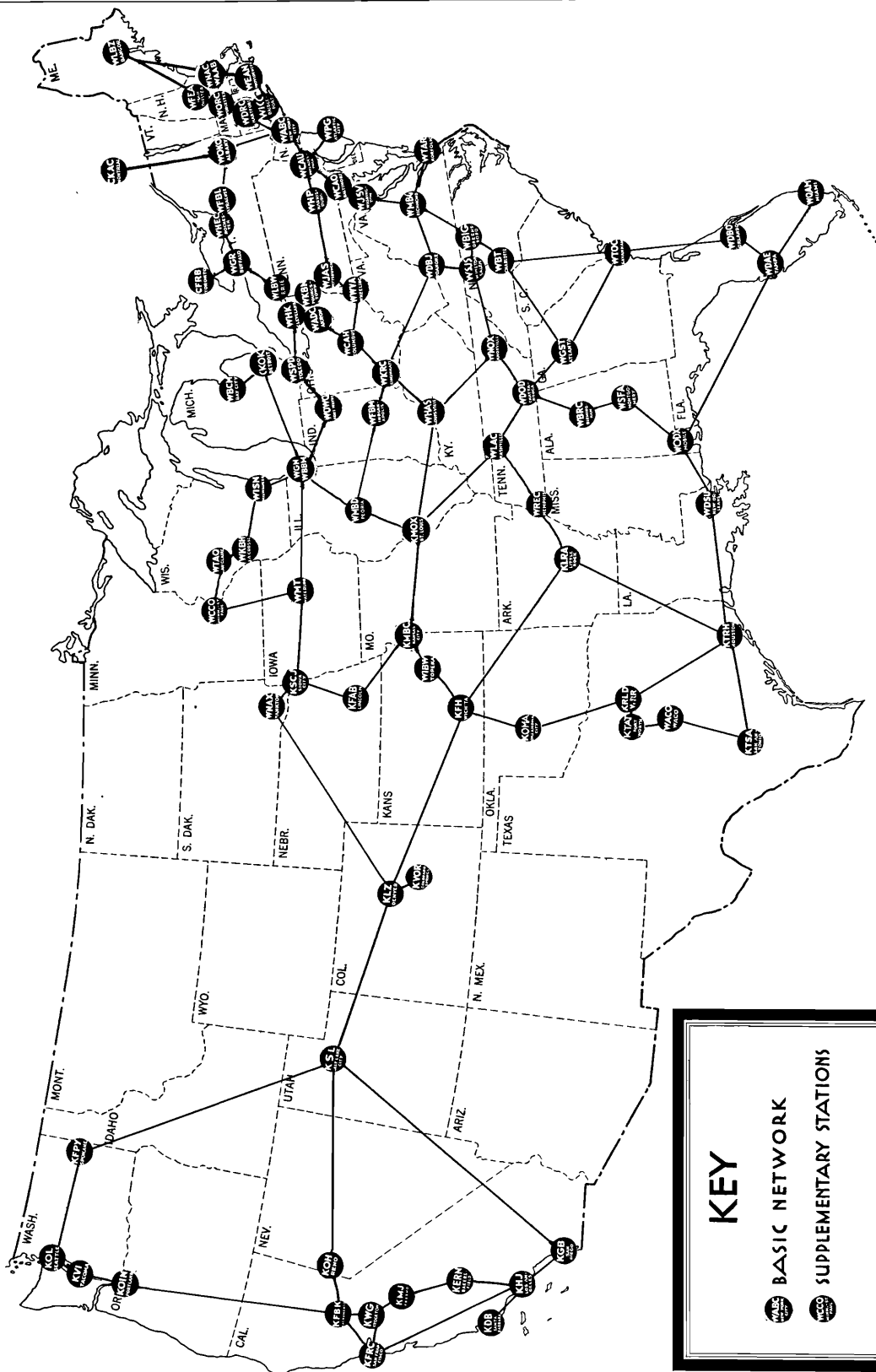




"THIS IS THE COLUMBIA BROADCASTING SYSTEM"



KEY

-  BASIC NETWORK
-  SUPPLEMENTARY STATIONS

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U. S. Station Information--continued

NETWORK DATA

COLUMBIA BROADCASTING SYSTEM

Owner and operator

Columbia Broadcasting System, Inc., 485 Madison Ave., New York City.

Offices

NEW YORK: 485 Madison Ave.; CHICAGO: Wrigley Bldg., 410 N. Michigan Ave.; LOS ANGELES: Don Lee Bldg.; PHILADELPHIA: 1321 Arch St.; DETROIT: 902 Fisher Bldg.; WASHINGTON, D. C.: 1218 Shoreham Bldg.; LONDON, ENG.: 17 Waterloo Place, S. W. 1.

Executive personnel

President, William S. Paley; executive vice-president, Edward Klauber; vice-president, Sam Pickard; vice-president in charge of sales, Hugh Kendall Boice; vice-president on operations and secretary, Lawrence W. Lowman; treasurer, M. R. Runyon; sales manager, Karl Knipe; assistant sales manager, William H. Ensign; director of program operations, Julius S. Seebach; director of publicity, Paul W. White; technical director, Edwin K. Cohan; director of sales promotion, Paul W. Kesten; market research, John J. Karol; production manager, John S. Carlisle; educational director, Frederic P. Willis; music librarian, Jules Mattfeld; commercial engineer, Hugh A. Cowham; continuity editor, Ferrin Fraser; dramatic director, Marion R. Parsonnett; director news broadcasting, Herbert B. Glover; manager Artists' Bureau, Ralph J. Wonders.

Network system

Consisting of 86 stations in 81 cities. Key station: WABC, New York City. For group arrangements, see listings under General Advertising below.

General advertising

Rates effective September 1, 1932, in accordance with Rate Card No. 14. Day and Night Rates are figured on the basis of current Local Time in each city at the time of the broadcast. Network operations prior to 9 a.m. Current New York Time (when broadcasting over Columbia Network begins) may be scheduled by special arrangement. All rates apply to network broadcasts only. All data subject to change without notice. Rates listed apply to all classes of accounts and all classes of advertising.

Commissions and Discounts

- (a) A discount of 15% is allowed to recognized agencies on net station time charges and on any line charges.
- (b) No cash discount.
- (c) Charges for facilities are payable immediately after each broadcast.
- (d) Time discounts on card rates apply to total number of broadcasts, for the same sponsor, in one year under the same (and/or renewed) contracts. Contracts involving rates for different periods of the day (Night Rates and Day Rates) cannot be grouped for these time discounts.

Less than 26 times	Net
26 to 51 times	5%
52 to 99 times	15%
100 to 299 times	20%
300 and more times	25%

NOTE: Night Rates (6 p.m. to 1 a.m.) are given. Day Rates (all other hours) are approximately one-half these rates.

BASIC NETWORK

City	Station	Hour	Half-hour	Quarter-hour
Akron	WADC	\$140.00	\$ 88.00	\$ 55.00
Albany	WOKO	125.00	78.00	49.00
Baltimore	WCAO	200.00	125.00	78.00
Boston	WNAC-WAAB	300.00	188.00	117.00
Buffalo	WGR-WKBW	225.00	141.00	88.00
Chicago	WBBM-WGN	425.00	266.00	166.00
Cincinnati	WKRC	200.00	125.00	78.00
Cleveland	WHK	225.00	141.00	88.00
Detroit-Windsor	CKOK	250.00	156.00	98.00
Fort Wayne	WOWO	125.00	78.00	49.00
Hartford	WDRG	125.00	78.00	49.00
Indianapolis	WFBM	185.00	116.00	72.00
Kansas City	KMBC	185.00	116.00	72.00
Louisville	WHAS	275.00	172.00	108.00
New York City	WABC	800.00	500.00	312.00
Short wave	W2XE			
Television	W2XAB			
Philadelphia	WCAU-WIP	400.00	250.00	156.00
Pittsburgh	WJAS	200.00	125.00	78.00
Providence	WEAN	125.00	78.00	49.00
St. Louis	KMOX	400.00	250.00	156.00
Syracuse	WFBL	125.00	78.00	49.00
Toledo	WSPD	165.00	103.00	64.00
Washington	WJSV	175.00	109.00	68.00
BASIC NETWORK TOTAL		\$5,375.00	\$3,361.00	\$2,099.00

BASIC SUPPLEMENTARY GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Atlantic City	WPG	\$170.00	\$107.00	\$ 66.00
Bangor	WLBZ	125.00	78.00	49.00
Bridgeport-New Haven	WICC	125.00	78.00	49.00
Columbus	WCAH	165.00	103.00	64.00
Harrisburg	WHP	125.00	78.00	49.00
Manchester	WFEA	125.00	78.00	49.00
Oil City, Pa.	WLBW	125.00	78.00	49.00
Since removed to Erie, Pa.				
Peoria	WMBD	140.00	88.00	55.00
Rochester	WHEC	170.00	107.00	66.00
Wheeling	WWVA	140.00	88.00	55.00
Worcester	WORC	125.00	78.00	49.00
Youngstown	WKBN	140.00	88.00	55.00
GROUP TOTAL		\$1,675.00	\$1,049.00	\$665.00

SOUTHCENTRAL GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Atlanta	WGST	\$200.00	\$125.00	\$ 78.00
Birmingham	WBRC	200.00	125.00	78.00
Chattanooga	WDOD	175.00	109.00	68.00
Knoxville	WNOX	175.00	109.00	68.00
Memphis	WREC	185.00	116.00	72.00
Mobile	WODX	150.00	94.00	59.00
Montgomery	WSFA	150.00	94.00	59.00
Nashville	WLAC	190.00	119.00	74.00
New Orleans	WDSU	250.00	156.00	98.00
GROUP TOTAL		\$1,675.00	\$1,047.00	\$654.00

Bard-Holcomb Associates

R

BUILDERS OF PROGRAMS

A complete organization equipped to serve agencies and advertisers in building and producing radio programs for the network as well as electrically transcribed programs for spot broadcasting. Many new and novel ideas—with merchandise tie-up.

A**D**

CONTINUITIES

A staff of experts in writing and producing scripts for all program types. The service is available for outside production and independent agencies.

I**O**

DIRECTION

Our production department will direct programs originating outside of New York for advertiser or advertising agency on fee basis.

145 EAST 21ST STREET, NEW YORK CITY

GRAMERCY 5-8759

SOUTHEASTERN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Charlotte	WBT	\$200.00	\$125.00	\$ 78.00
Greensboro	WBIG	125.00	78.00	49.00
Norfolk	WTAR	170.00	107.00	66.00
Roanoke	WDBJ	170.00	107.00	66.00
Richmond	WMBG	125.00	78.00	49.00
Savannah	WTOC	165.00	103.00	64.00
GROUP TOTAL		\$955.00	\$598.00	\$372.00

FLORIDA GROUP

Available *only as a group* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Miami	WQAM	\$200.00	\$125.00	\$ 78.00
Orlando	WDBO	160.00	100.00	63.00
Tampa	WDAE	200.00	125.00	78.00
GROUP TOTAL		\$560.00	\$350.00	\$219.00

SOUTHWESTERN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Dallas	KRLD-WRR	\$200.00	\$125.00	\$ 78.00
Houston	KTRH	200.00	125.00	78.00
Little Rock	KLRA	170.00	107.00	66.00
Oklahoma City	KOMA	185.00	116.00	72.00
San Antonio	KTSA	190.00	119.00	74.00
Topeka	WIBW	180.00	113.00	70.00
Waco	WACO	125.00	78.00	49.00
Wichita	KFH	180.00	113.00	70.00
GROUP TOTAL		\$1,430.00	\$896.00	\$557.00

NORTHWESTERN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Eau Claire	WTAQ	\$125.00	\$ 78.00	\$ 49.00
La Crosse	WKBH	150.00	94.00	59.00
Lincoln	KFAB	175.00	109.00	68.00
Milwaukee	WISN	185.00	116.00	72.00
Minneapolis-St. Paul	WCCO	300.00	188.00	117.00
Sioux City	KSCJ	185.00	116.00	72.00
Waterloo	WMT	150.00	94.00	59.00
Yankton	WNAX	165.00	103.00	64.00
GROUP TOTAL		\$1,435.00	\$898.00	\$560.00

MOUNTAIN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Colorado Springs ¹	KVOR	\$125.00	\$ 78.00	\$ 49.00
Denver	KLZ	190.00	119.00	74.00
Reno ²	KOH	125.00	78.00	49.00
Salt Lake City	KSL	190.00	119.00	74.00
GROUP TOTAL		\$630.00	\$394.00	\$246.00

(1) Colorado Springs is available only when Denver is used.

(2) Reno may be added without additional line charge only when Salt Lake City and the Don Lee Unit are used.

PACIFIC COAST GROUP

Available *only as a group*.

On eastward broadcasts from the coast, tying in other supplementary stations and/or the Basic Network, a charge for circuit is made necessary. Whenever the Pacific Coast and the Basic Network are joined, Denver and Salt Lake City must be used.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Los Angeles	KHJ	\$235.00	\$203.00	\$127.00
Portland	KOIN	175.00	109.00	68.00
San Diego	KGB	150.00	94.00	59.00
San Francisco	KFRC	325.00	203.00	127.00
Seattle-	KOL	200.00	125.00	78.00
Tacoma	KVI			
Spokane	KFPY	175.00	109.00	68.00
GROUP TOTAL		\$1,350.00	\$843.00	\$527.00

PACIFIC COAST SUPPLEMENTARY GROUP

"Bonus" stations included with the Pacific Coast Group *without extra charge* whenever available.

Bakersfield	Fresno	Sacramento	Santa Barbara	Stockton
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Station KGMB, Honolulu, available upon request

CANADIAN GROUP

Stations available *individually* with the Basic Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Montreal	CKAC	\$250.00	\$156.00	\$ 98.00
Toronto	CFRB	250.00	156.00	98.00
GROUP TOTAL		\$500.00	\$312.00	\$196.00
GRAND TOTAL for Basic Network and Supplementary Groups		<i>Hour</i> \$15,585.00	<i>Half-Hour</i> \$9,755.00	<i>Quarter-Hour</i> \$6,085.00

NATIONAL BROADCASTING COMPANY NETWORKS

Owner and operator

National Broadcasting Co., Inc., 711 Fifth Ave., New York City.

Offices

NEW YORK: 711 Fifth Ave.; CHICAGO: Merchandise Mart; BOSTON: Hotel Bradford; CLEVELAND: 1367 E. Sixth St.; WASHINGTON: National Press Bldg.; SAN FRANCISCO: 111 Sutter St.; SCHENECTADY: 1 River Road; DENVER: 1370 Krameria St.

Executive personnel

President, M. H. Aylesworth; executive vice-president, R. C. Patterson, Jr.; treasurer, Mark J. Woods; secretary, Louis McConnach; vice-president and general attorney, A. L. Ashby; vice-president in charge of NBC Artists Service, George Engles; vice-president in charge of press relations, Frank Mason; vice-president in charge of sales, Eastern division, Roy C. Witmer; vice-president in charge of education, John W. Elwood; vice-president, San Francisco, Don E. Gilman; vice-president, Chicago, Niles Trammell; vice-president, Washington, Frank M. Russell; auditor, Harry F. McKeon.

Department heads and general staff—Commercial engineer, G. W. Payne; general engineer, C. W. Horn; technical operating and engineering, O. B. Hanson; office management, Mark J. Woods; station relations, Donald Withycomb; electrical transcriptions, Quinton Adams; evening operations, J. de Jara Almonte; press department, W. L. Randall.

Station managers—Washington, K. H. Berkeley; Boston, W. E. Myers; Schenectady, K. Hager; Pittsburgh, Oliver Morton; Cleveland, W. W. Smith; Denver, F. H. Talbot.

Network system

Consisting of 2 basic networks and supplementary groups—Red Network and supplements: 60 outlets; Blue Network and supplements: 57 outlets. For group arrangements, see listings under General Advertising below.

General advertising

Rates effective May 1, 1933, in accordance with Rate Card No. 12. Day and Night Rates are figured on the basis of current Local Time in each city at the time of the broadcast. All acceptable accounts are subject to the same rates. Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers co-operating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations. All programs are subject to the approval of the National Broadcasting Company.

Commissions and Discounts

- (a) Commissions to recognized advertising agencies, on net charges for station time—15%.
- (b) No commission on program charges.
- (c) No cash discounts—bills due and payable when rendered.
- (d) Discounts on Gross Rates for number of periods under contract not to exceed one year duration:

Less than 25 times	Net
25 to 49 times	5%
50 to 99 times	15%
100 to 299 times	20%
300 and over	25%

No grouping of contracts for the purpose of obtaining these discounts is allowed. Separate contracts must be written when different networks (or different groups) or different periods of the day are involved.

NOTE: Night Rates (6 p.m. to 12 midnight Local Time) are given. All other hours (12 midnight to 6 p.m. Local Time—except Honolulu) are one-half these rates. Rates given for Honolulu apply for all periods of the day and night.

EASTERN NETWORKS

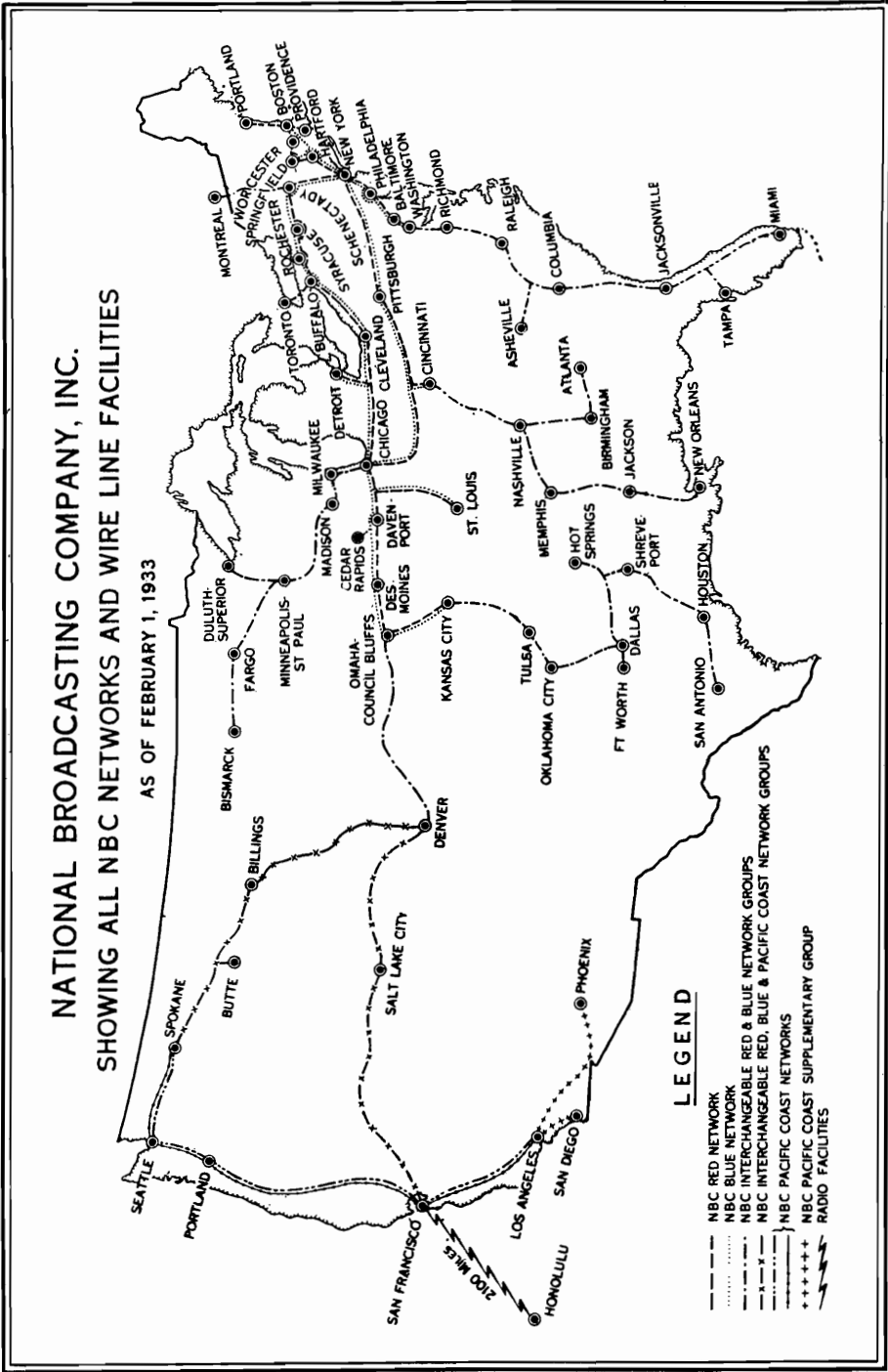
BASIC RED NETWORK

Available only as a group.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
New York	WEAF	\$900.00	\$562.50	\$351.57

NATIONAL BROADCASTING COMPANY, INC.
SHOWING ALL NBC NETWORKS AND WIRE LINE FACILITIES

AS OF FEBRUARY 1, 1933



<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Boston	WEEI	\$250.00	\$156.25	\$97.66
Hartford	WTIC	120.00	75.00	46.88
Providence	WJAR	120.00	75.00	46.88
Worcester	WTAG	120.00	75.00	46.88
Portland	WCSH	120.00	75.00	46.88
Philadelphia	WFI-WLIT	310.00	193.75	121.10
Baltimore	WFBR	190.00	118.75	74.22
Washington	WRC	190.00	118.75	74.22
Schenectady	WGY	220.00	137.50	85.94
Buffalo	WBEN	200.00	125.00	78.13
Pittsburgh	WCAE	250.00	156.25	97.66
Cleveland	WTAM	300.00	187.50	117.19
Detroit	WWJ	340.00	212.50	132.81
Cincinnati*	WSAI	250.00	156.25	97.66
Chicago	WMAQ-WCFL	460.00	287.50	179.69
St. Louis	KSD	210.00	131.25	82.03
Des Moines	WOC-WHO	300.00	187.50	117.19
Omaha	WOW	190.00	118.75	74.22
Kansas City	WDAF	190.00	118.75	74.22
GROUP TOTAL**		\$5,230.00	\$3,268.75	\$2,043.03

BASIC BLUE NETWORK

Available only as a group.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
New York	WJZ	\$900.00	\$562.50	\$351.57
Boston	WBZ	250.00	156.25	97.66
Springfield	WBZA	210.00	131.25	82.03
Baltimore	WBAL	190.00	118.75	74.22
Washington	WMAL	190.00	118.75	74.22
Syracuse	WSYR	190.00	118.75	74.22
Rochester	WHAM	200.00	125.00	78.13
Pittsburgh	KDKA	300.00	187.50	117.19
Cleveland	WGAR	250.00	156.25	97.66
Detroit	WJR	340.00	212.50	132.81
Cincinnati*	WCKY	250.00	156.25	97.66
Chicago	{KWKY-KFKX }WENR-WLS	460.00	287.50	179.69
St. Louis	KWK	210.00	131.25	82.03
Cedar Rapids	KWCR	150.00	93.75	58.60
Des Moines	KSO	150.00	93.75	58.60
Omaha-Council Bluffs	KOIL	190.00	118.75	74.22
Kansas City	WREN	190.00	118.75	74.22
GROUP TOTAL**		\$4,620.00	\$2,887.50	\$1,804.73

* Special optional facilities (Station WLW) additional charge: \$740.00, hour; \$503.75, half-hour; \$342.34, quarter-hour.

** Charge for use of WLW not included in this total.

CANADIAN GROUP

Available only as a group. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Toronto	CKGW	\$190.00	\$118.75	\$ 74.22
Montreal	CFCF	190.00	118.75	74.22
GROUP TOTAL		\$380.00	\$237.50	\$148.44

SOUTHEASTERN GROUP

Available only as a group. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Richmond	WRVA	\$190.00	\$118.75	\$ 74.22

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Raleigh	WPTF	\$190.00	\$118.75	\$74.22
Asheville	WWNC	190.00	118.75	74.22
Columbia	WIS	190.00	118.75	74.22
Jacksonville	WJAX	190.00	118.75	74.22
Tampa	WFLA-WSUN	190.00	118.75	74.22
Miami	WIOD	190.00	118.75	74.22
GROUP TOTAL		\$1,330.00	\$831.25	\$519.54

SOUTHCENTRAL GROUP

Available *only as a group*. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Nashville	WSM	\$190.00	\$118.75	\$ 74.22
Memphis	WMC	190.00	118.75	74.22
Atlanta	WSB	190.00	118.75	74.22
Birmingham	WAPI	190.00	118.75	74.22
Jackson	WJDX	190.00	118.75	74.22
New Orleans	WSMB	190.00	118.75	74.22
GROUP TOTAL		\$1,140.00	\$712.50	\$445.32

SOUTHWESTERN GROUP

Available *only as a group*. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Tulsa	KVOO	\$190.00	\$118.75	\$ 74.22
Oklahoma City	WKY	190.00	118.75	74.22
Dallas-Ft. Worth	WFAA-WBAP	190.00	118.75	74.22
Houston	KPRC	190.00	118.75	74.22
San Antonio	WOAI	190.00	118.75	74.22
Shreveport	KTBS	190.00	118.75	74.22
Hot Springs	KTHS	190.00	118.75	74.22
GROUP TOTAL		\$1,330.00	\$831.25	\$519.54

NORTHWESTERN GROUP

Available *only as a group*. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Milwaukee	WTMJ	\$190.00	\$118.75	\$ 74.22
Madison	WIBA	150.00	93.75	58.60
Minneapolis-St. Paul	KSTP	210.00	131.25	82.03
Duluth-Superior	WEBC	190.00	118.75	74.22
Fargo	WDAY	150.00	93.75	58.60
Bismarck	KFYR	150.00	93.75	58.60
GROUP TOTAL		\$1,040.00	\$650.00	\$406.27

MOUNTAIN GROUP

Available *only as a group*. For use with the Red or Blue Network, only in conjunction with Pacific Coast Network, or with Pacific Coast Network alone.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Denver	KOA	\$190.00	\$118.75	\$ 74.22
Salt Lake City	KDYL	190.00	118.75	74.22
Butte	KGIR	150.00	93.75	58.60
Billings	KGHL	150.00	93.75	58.60
GROUP TOTAL		\$680.00	\$425.00	\$265.64

BASIC PACIFIC COAST NETWORK AND SUPPLEMENTARY GROUP

For use with Mountain Group in conjunction with Red or Blue Network. Special program production in San Francisco studio required for use as separate network.

BASIC PACIFIC NETWORK

Available *only as a group*.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
San Francisco	KGO	\$300.00	\$187.50	\$117.19
Los Angeles	KFI	400.00	250.00	156.25
Portland	KGW	150.00	93.75	58.60
Seattle	KOMO	200.00	125.00	78.13
Spokane	KHQ	150.00	93.75	58.60
GROUP TOTAL		\$1,200.00	\$750.00	\$468.77

PACIFIC SUPPLEMENTARY GROUP

Available *only as a group*. For use in conjunction with the Basic Pacific Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
San Diego	KFSD	\$150.00	\$ 93.75	\$ 58.60
Phoenix	KTAR	150.00	93.75	58.60
GROUP TOTAL		\$300.00	\$187.50	\$117.20

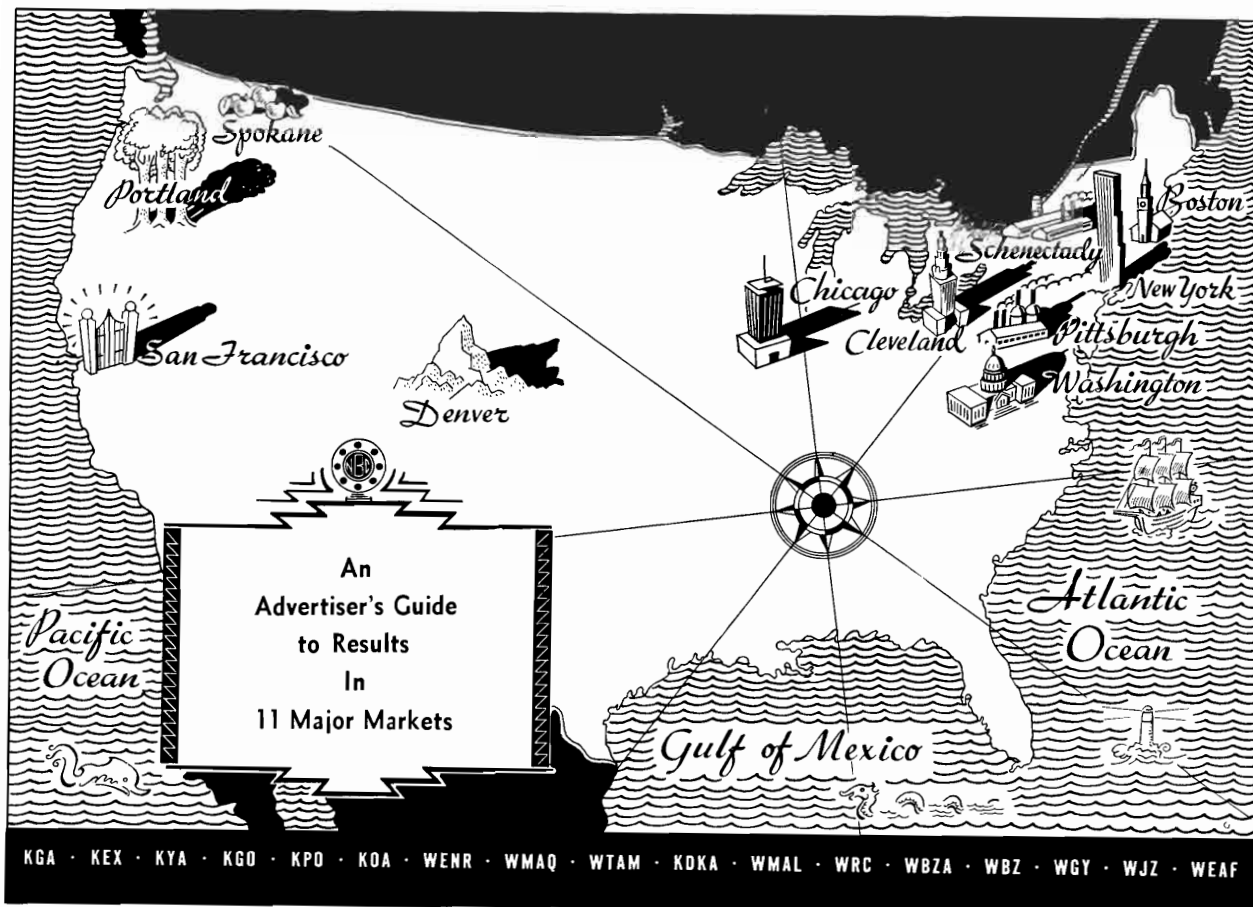
SPECIAL HAWAIIAN SERVICE

Selectivity available. For use in conjunction with the Basic Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Honolulu	KGU	\$250.00*	\$156.25*	\$97.66*

* These rates apply for all periods of the day and night.

		<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
TOTALS FOR NATIONAL SERVICE WITH	Red Network (60 outlets)	\$12,880.00	\$8,050.00	\$5,031.41
	Blue Network (57 outlets)	12,270.00	7,668.75	4,793.11



WHAT Stations, WHICH Cities?

Not a complex question, but a surprisingly simple one . . . It simmers down to two fundamentals—the importance of the market and the record of the medium.

If the market is worthwhile, it should be covered . . . If the medium has an outstanding record of advertising successes, it should be used.

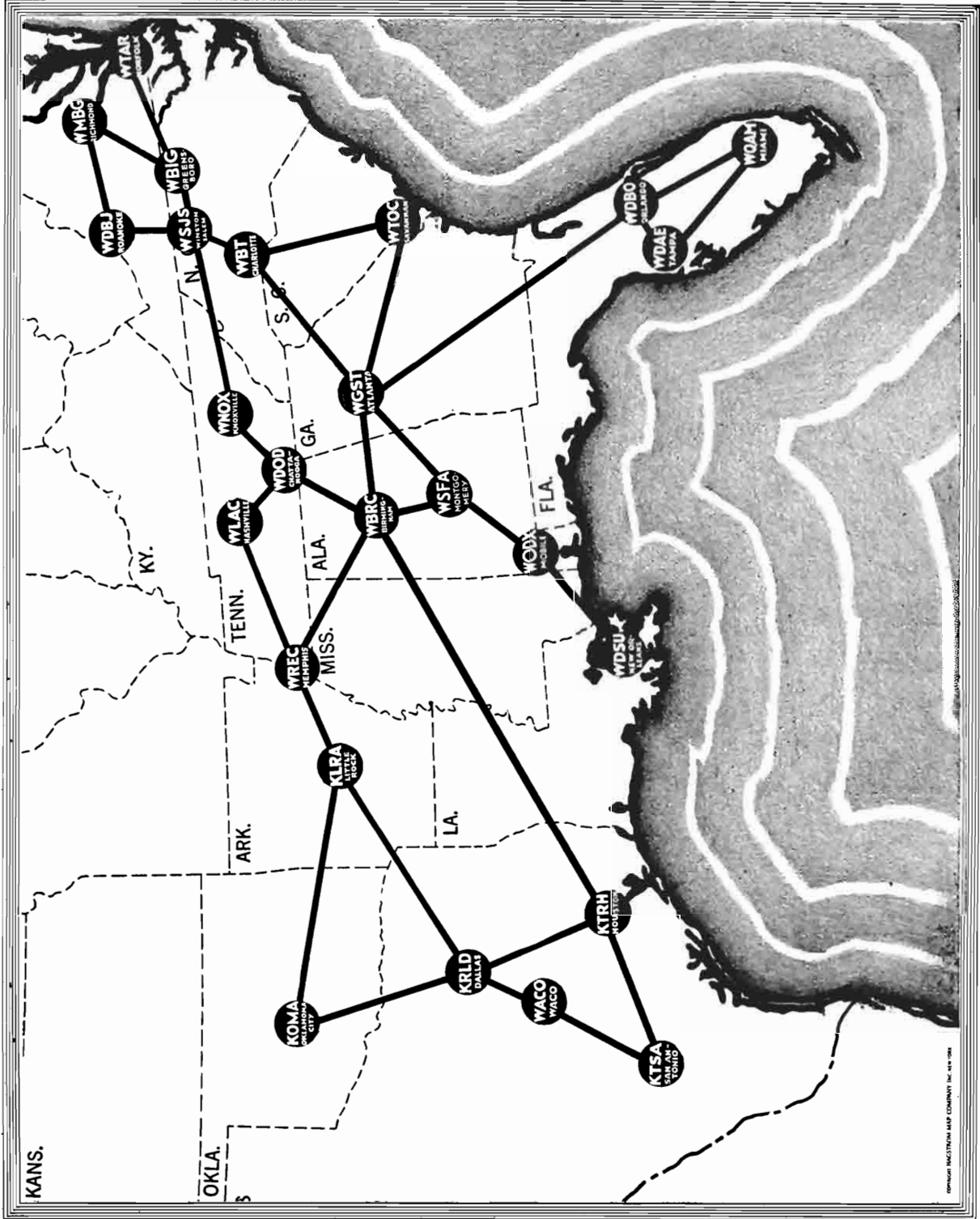
It is easily apparent that these eleven major markets are worthwhile . . . What about the stations?

In each of these markets are one or more stations, represented by the NBC Local Service Bureau, whose “turns at bat” for advertisers have resulted in high averages.

NBC LOCAL SERVICE BUREAU

NEW YORK ● CHICAGO ● SAN FRANCISCO
 WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON - WBZ SPRINGFIELD, MASS. - WBZA SCHENECTADY - WGY WASHINGTON, D. C. - WRC & WMAL
 PITTSBURGH - KDKA CLEVELAND - WTAM DENVER - KOA PORTLAND, ORE. - KEX SPOKANE - KGA



THE DIXIE NETWORK

THE DIXIE NETWORK

(A division of the Columbia Broadcasting System)

Owner and operator

The Dixie Network, The Wilder Bldg., Charlotte, N. C.

Network system

Comprised of 23 stations in 23 cities of the South and Southwest. The originating points of the Network are Charlotte, N. C., New York City, and Washington, D. C. Programs may also originate from other stations on the Network (for complete details of this service, see "Special Origination Points," below).

For group arrangements of the Network, see listings below under General Advertising.

General advertising

Rates effective September 1, 1932, in accordance with Rate Card No. 5.

Night Rates are in effect from 6 p.m. to 1 a.m.; Day Rates at all other hours. Network operations prior to 9 a.m. Current New York Time (when broadcasting over the Columbia Network begins) may be scheduled by special arrangement. All rates apply to network broadcasts only. All data subject to change without notice. Rates listed apply to all classes of accounts.

Discounts

- (a) A discount of 15% is allowed to recognized agencies on net station time charges, and on all line charges except those from "Special Origination Points" (see below).
- (b) No cash discount.
- (c) Charges for facilities are payable immediately after each broadcast.
- (d) Time discounts on card rates apply to total number of broadcasts, for the same sponsor, in one year under the same (and/or renewed) contracts. Contracts involving rates for different periods of the day (Night Rates or Day Rates) cannot be grouped for these time discounts.

Less than 26 times	Net
26 to 51 times	5%
52 to 99 times	15%
100 to 299 times	20%
300 and more times	25%

NOTE: Night Rates (6 p.m. to 1 a.m.) are given. Day Rates (all other hours) are approximately one-half these rates.

BASIC DIXIE NETWORK (12 stations)

A minimum of 7 stations must be used.

WITH PROGRAM ORIGINATING AT CHARLOTTE:

City	Station	Hour	Half-hour	Quarter-hour
Atlanta	WGST	\$200.00	\$125.00	\$ 78.00
Birmingham	WBRC	200.00	125.00	78.00
Charlotte	WBT	200.00	125.00	78.00
Chattanooga	WDOD	175.00	109.00	68.00
Knoxville	WNOX	175.00	109.00	68.00
Little Rock	KLRA	170.00	107.00	66.00
Memphis	WREC	185.00	116.00	72.00
Mobile	WODX	150.00	94.00	59.00
Montgomery	WSFA	150.00	94.00	59.00
Nashville	WLAC	190.00	119.00	74.00
New Orleans	WDSU	250.00	156.00	98.00
Savannah	WTOC	165.00	103.00	64.00
GROUP TOTAL		\$2,210.00	\$1,382.00	\$862.00

WITH PROGRAM ORIGINATING AT WASHINGTON:

Same station rates as above. The following stations may be added individually without circuit charges.

City	Station	Hour	Half-hour	Quarter-hour
Greensboro	WBIG	\$125.00	\$ 78.00	\$ 49.00
Norfolk	WTAR	170.00	107.00	66.00
Roanoke	WDBJ	170.00	107.00	66.00

WITH PROGRAM ORIGINATING AT NEW YORK:

The regular station rates are charged when 11 or more Dixie Network stations are taken. When fewer than 11 stations are used a circuit charge of \$135.00 net is added to the regular rates. Greensboro, Norfolk and/or Roanoke may be added to the basic Dixie Network without extra circuit charges.

DIXIE NETWORK SOUTHWEST GROUP

May be added as a group, or individually, to Basic Dixie Network with \$190.00 net circuit charge per program.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Dallas	KRLD-WRR	\$200.00	\$125.00	\$ 78.00
Houston	KTRH	200.00	125.00	78.00
Oklahoma City	KOMA	185.00	116.00	72.00
San Antonio	KTSA	190.00	119.00	74.00
Waco	WACO	125.00	78.00	49.00
Circuit Charge		190.00	190.00	190.00
GROUP TOTAL		\$1,090.00	\$753.00	\$541.00

DIXIE NETWORK FLORIDA GROUP

Must be added *as a group* to Basic Dixie Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Miami	WQAM	\$200.00	\$125.00	\$ 78.00
Orlando	WDBO	160.00	100.00	63.00
Tampa	WDAE	200.00	125.00	78.00
GROUP TOTAL		\$560.00	\$350.00	\$219.00
GRAND TOTAL		\$4,325.00	\$2,777.00	\$1,803.00

SPECIAL ORIGINATION POINTS

Dixie Network programs also may originate in the cities below (for 13 or more consecutive weeks) at the following net additional rates. Special line rates for less than 13 weeks' service are available on request.

Atlanta	\$120.00	per program additional to card rates.
Birmingham	205.00	per program additional to card rates.
Chattanooga	180.00	per program additional to card rates.
Dallas	575.00	per program additional to card rates.
Houston	610.00	per program additional to card rates.
Memphis	340.00	per program additional to card rates.
Nashville	210.00	per program additional to card rates.
New Orleans	410.00	per program additional to card rates.

DON LEE BROADCASTING SYSTEM

Owner and operator

Don Lee, Inc., 7th and Bixel Sts., Los Angeles, Calif.

Offices

LOS ANGELES: 7th and Bixel Sts.; SAN FRANCISCO; 1000 Van Ness Ave.

Executive personnel

President, Don Lee; general manager, Leo B. Tyson; general sales manager, C. Ellsworth Wylie; musical and program director, Raymond Paige.

Network system

Comprised of 8 California stations and 4 stations of the Pacific Northwest. For group arrangements, see listings below under General Advertising.

General advertising

Rates effective January 1, 1932.

All programs and copy subject to the approval of the station management.

Discounts

- (a) Agency commission of 15% to recognized advertising agencies on net charges for time and talent when payments are received on or before the 16th of month following service rendered.
- (b) No cash discount.
- (c) Retroactive frequency discounts on station time charges:

Less than 26 times	Net
26 to 51 times	5%
52 to 99 times	15%
100 to 299 times	20%
300 times and more	25%

DON LEE CALIFORNIA SYSTEM

Comprised of:

Los Angeles	KHJ	Fresno	KMJ
San Francisco	KFRC	Stockton	KWG
San Diego	KGB	Sacramento	KFBK
Santa Barbara	KDB	Bakersfield	KERN

Night Rates (6 p.m. to 11 p.m.)

Hour	\$800.00
Half-hour	500.00
Quarter-hour	313.00

Day Rates (8 a.m. to 6 p.m.)

Hour	\$401.00
Half-hour	251.00
Quarter-hour	158.00

Whenever the Don Lee Unit is used without including the Northwest stations, a \$35.00 bridging charge (not subject to agency commission) is added in order that the Pacific Northwest stations may receive Columbia sustainings.

COLUMBIA—DON LEE BROADCASTING SYSTEM

Comprised of the 8 stations in the Don Lee California Chain, with the addition of the following four stations of the Pacific Northwest:

Portland	KOIN	Seattle	KOL
Tacoma	KVI	Spokane	KFPY

Night Rates (6 p.m. to 11 p.m.)

Hour	\$1,350.00
Half-hour	843.00
Quarter-hour	527.00

Day Rates (8 a.m. to 6 p.m.)

Hour	\$675.00
Half-hour	424.00
Quarter-hour	265.00

MOUNTAIN GROUP

To either the Don Lee California System or the Columbia-Don Lee System may be added, at the option of the advertiser, any station comprising the Mountain Group which includes:

Reno	KOH	Denver	KOA	Salt Lake City	KSL
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IOWA BROADCASTING COMPANY

Network system

Tri-station hookup, organized November 5, 1932, consisting of: KSO, Des Moines; KWCR, Cedar Rapids; WIAS, Ottumwa.

Office

Register and Tribune Bldg., Des Moines, Iowa.

General advertising

Rates effective April 1, 1933.

No contract accepted for longer period than one year. Stations reserve the right to discontinue any advertising announcements, talks or programs for reasons sufficient to them. Station also reserves the right to reschedule, if necessary, any commercial period.

Contracts subject to cancellation by advertiser by thirty days advance written notice by registered mail, accompanied by certified check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all amounts due to that date.

Contracts are not assignable; are subject to State and Federal regulations and are made subject to interference by strike, fire, weather conditions, or other unavoidable conditions beyond control of station. Stations will not be responsible in any way as a result of statements made over them.

Commission and Cash Discount

- (a) 15% to recognized advertising agencies on net charges for time and talent cost.
- (b) All bills rendered 1st and 15th. Payable 10th and 25th of each month.
- (c) All charges will be billed at 10% above stated rates, which 10% will be allowed as a discount if account is paid in full by due date and there are no arrearages.

THREE STATION NETWORK

Programs originating at any one of the three stations and transmitted over the Iowa Broadcasting Company's own network to the other stations:

		<i>Half-hour</i>	<i>Quarter-hour</i>
<i>After 6 p.m.</i>	{	1 time	\$174.80
	{	13 times	\$133.20
	{	26 times	122.80
	{	52 times	120.00
		135.50	115.00

Electrical Transcriptions

No extra charge. Regular rate. Western Electric and RCA Equipment to handle both 33⅓ and 78 r.p.m.

<i>Before 6 p.m.</i>	{	1 time	\$144.50	\$113.00
	{	13 times	132.50	105.00
	{	26 times	125.00	100.00
	{	52 times	114.50	98.00

INDIVIDUAL STATIONS

Programs not transmitted over the Iowa Broadcasting Company's network. (Transcription or talent programs where talent is provided at individual stations separately. In these cases advertiser may use different hours at different stations.)

<i>After 6 p.m.</i>	{	1 time	<i>Half-hour</i>	<i>Quarter-hour</i>
	{	13 times	\$124.80	\$ 83.20
	{	26 times	109.20	72.80
	{	52 times	100.50	70.00
		85.50	65.00	
<i>After 6 p.m.</i>	{	1 week	<i>Six Quarter-</i>	<i>Three Quarter-</i>
	{	13 weeks	<i>hours per week</i>	<i>hours per week</i>
	{	26 weeks	\$480.00	\$246.00
	{	52 weeks	378.00	204.00
		345.00	189.00	
		315.00	180.00	

		<i>Half-hour</i>	<i>Quarter-hour</i>
	{ 1 time	\$ 94.50	\$ 63.00
<i>Before 6 p.m.</i>	{ 13 times	82.50	55.00
	{ 26 times	75.00	50.00
	{ 52 times	64.50	48.00
		<i>Six Quarter-</i>	<i>Three Quarter-</i>
		<i>hours per week</i>	<i>hours per week</i>
	{ 1 week	\$360.00	\$186.00
<i>Before 6 p.m.</i>	{ 13 weeks	270.00	147.00
	{ 26 weeks	250.00	135.00
	{ 52 weeks	225.00	129.00

ANNOUNCEMENTS. (Given by separate stations' announcers and not transmitted by wire.) Rates on application.

LEAGUE OF WISCONSIN RADIO STATIONS, INC.

Operated by

A co-operative group for the wholesaling of time over 11 stations.

Office

504 Beaver Bldg., Madison, Wis.

Executive Personnel

President, H. S. Mann, WRJN, Racine; vice-president, W. T. Evjue, WIBA, Madison; secretary, W. C. Forrest, WIBU, Poynette; treasurer, F. M. Kadow, WOMT, Manitowoc.

Network System

For stations comprising League of Wisconsin group, see listings under General Advertising below.

General Advertising

Programs and copy subject to the approval of station directors and league officers.

Commission and Discounts

(a) Agency commission 15% to recognized agencies on charges for time and talent when payments are received on or before the 10th of month following service rendered.

(b) Contract discounts based on the total number of broadcasts are as follows:

13 times	5%
26 times	10%
39 times	15%
52 times	20%

NOTE: Night Rates (after 6 p.m.) are given in the first column under each time unit; Day Rates (before 6 p.m.) in the second column under each time unit.

City	Station	Hour		Half-hour		Quarter-hour	
Eau Claire	WTAQ	\$100.00	\$ 65.00	\$ 60.00	\$ 40.00	\$ 36.00	\$ 27.00
Fond du Lac	KFIZ	60.00	30.00	37.50	18.75	23.50	11.75
Green Bay	WHBY	75.00	50.00	40.00	20.00	25.00	12.50
Janesville	WCLO	50.00	50.00	40.00	27.50	25.00	15.00
La Crosse	WKBH	95.00	65.00	65.00	45.00	45.00	30.00
Madison	WIBA	150.00	80.00	80.00	45.00	45.00	25.00
Manitowoc	WOMT	50.00	35.00	30.00	21.00	21.00	14.75
Poynette	WIBU	30.00	30.00	15.00	15.00	7.50	7.50
Racine	WRJN	60.00	35.00	35.00	22.00	20.00	17.00
Sheboygan	WHBL	75.00	50.00	45.00	30.00	25.00	17.50
Superior	WEBC	150.00	100.00	90.00	60.00	50.00	35.00
Individual stations equal to		\$895.00	\$590.00	\$533.50	\$358.75	\$319.25	\$222.95
GROUP TOTAL When Using All Stations		\$805.50	\$531.00	\$480.15	\$278.84	\$287.32	\$200.65

Electrical Transcriptions

Equipped for program using 33-1/3 and 78 r.p.m. turn tables.

MASON-DIXON RADIO GROUP
Office

8 West King St., Lancaster, Pa.

Network System

Comprised of : WORK, York, Pa. ; WDEL, Wilmington, Del. ; WALZ, Hazleton, Pa. ; WGAL, Lancaster, Pa. ; WLM, Wilmington, Del.

General Advertising

The rates given herewith apply only if entire group is used.

Minimum length of periods 75 word announcements. Maximum length of periods one hour.

Commission and Discounts

(a) Agency commission 15%.

(b) Cash discount 2% of net—10 days from invoice date.

Agency commission and cash discount allowed on cost of program supplied by station.

		<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>	<i>5 Minutes</i>
	1 time	\$193.78	\$121.13	\$ 75.64	\$ 40.33
<i>Before or</i>	13 times	184.09	115.06	71.86	38.31
<i>after 6 p.m.</i>	26 times	174.40	109.02	68.08	36.29
	52 times	155.02	96.89	60.56	32.29

Electrical Transcriptions

Equipped for programs using 33-1/3 and 78 r.p.m. turn-tables.

MICHIGAN RADIO NETWORK

Office

300 Madison Theatre Bldg., Detroit, Mich.

Executive personnel

President and general manager, George W. Trendle; vice-president and treasurer, John H. Kunsy; secretary, Howard O. Pierce; director of sales, H. Allen Campbell.

Network system

Comprised of: WXYZ, Detroit; WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids. WBCM, Bay City, while not a member, may be included in the network, if it is not being used for Columbia Broadcasting System network commercials.

General advertising

Stations available only as a group.

All programs subject to the approval of the Michigan Radio Network program department.

Commission and Discounts

- (a) Agency commission 15% to recognized agencies on net station time.
- (b) No cash discount.
- (c) Charges are payable immediately after each broadcast.
- (d) Time discounts on card rates apply to total number of broadcasts, for the same sponsor, in one year under the same (and/or renewed) contracts. Contracts involving rates for different periods of the day (Night Rates and Day Rates) cannot be grouped for these time discounts:

Less than 52 broadcasts Net
 52 or more broadcasts 15%

	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
<i>Night Rates</i>	\$600.00	\$350.00	\$200.00
<i>Day Rates</i>	350.00	200.00	110.00

Electrical transcriptions

Regular time charges apply. Not restricted to certain hours. No service charge. Equipped for programs using Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. single or double turn-tables.

NEW ENGLAND NETWORK

Offices

HARTFORD: The Travelers Broadcasting Service Corp.; BOSTON: The Edison Electric Illuminating Co.

Network system

A group of 5 New England stations (for list, see General Advertising below) interconnected by special wire lines for the simultaneous transmission of a program.

General advertising

Rates effective September 15, 1932.

Stations in this network available as a group or in part.

No contract will be accepted for period longer than one year. All contracts subject to cancellation unless program starts within 60 days.

All contracts subject to approval of the management and governmental regulations. The management reserves the right to reject any material without giving reason therefor or discontinue any advertising for reasons satisfactory to the management.

Commission and Discounts

- (a) Agency commission 15% to recognized agencies on net charges for station time.
- (b) No cash discount.
- (c) Time discounts on total number of broadcasts for the same sponsor, as follows:

First 13 periods	Net
Second 13 periods	5%
Third 13 periods	10%
Fourth 13 periods	15%

NOTE: Night Rates (6 p.m. to 11 p.m.) are given in the first column under each time unit; Day Rates (before 6 p.m.) in the second column of each time unit.

City	Station	Half-hour		Quarter-hour	
Hartford	WTIC	\$200.00	100.00	\$120.00	60.00
Boston	WEEI	175.00	87.50	125.00	62.50
Worcester	WTAG	100.00	50.00	60.00	30.00
Portland	WCSH	80.50	40.25	46.00	23.00
Providence	WJAR	85.00	45.00	55.00	30.00
GROUP TOTAL		\$640.50	\$322.75	\$406.00	\$205.50

ALFRED WALLENSTEIN



■ Solo Cellist of the New York Philharmonic - Symphony Society

■ Conductor of "Symphonies Under the Stars" at Hollywood Bowl, Season 1932

■ Director of the National Dairy Orchestra broadcasts and other Radio Hours

CONCERT MANAGEMENT ARTHUR JUDSON, INC.

Division Columbia Concerts Corporation of Columbia Broadcasting System, Inc.

113 West 57th Street, New York City

Victor Records

Steinway Piano

SOUTHWEST BROADCASTING COMPANY

Office

Aviation Bldg., Fort Worth, Tex.

Executive personnel

President, A. P. Barrett; general manager, L. H. Armer; commercial manager, Howard W. Davis.

Network system

Comprised of the following stations inter-connected by permanently installed wire facilities: KTAT, Fort Worth, Tex.; KTSA, San Antonio, Tex.; WACO, Waco, Tex.; KOMA, Oklahoma City, Okla.; KNOW, Austin, Tex. Also the following associated stations; KTRH, Houston, Tex.; WRR, Dallas, Tex.; KGKO, Wichita Falls, Tex.

General advertising

Rates effective January 15, 1933.

If all eight stations listed below are not used, special rates will be made for as many stations as desired.

If stations in addition to the eight listed below in Oklahoma, Texas, or Shreveport, La., are desired, rates will be made accordingly.

Southwest Broadcasting Company reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Commission and Discounts

(a) Agency commission 15% to recognized advertising agencies; no commissions apply unless account is paid within 15 days from date of invoice.

(b) 2% cash discount 10 days.

(c) No commission on program charges.

(d) Time discounts on total number of broadcasts for the same sponsor are shown in figures given herewith.

NOTE: Night Rates (after 6 p.m.) are given. Day Rates (before 6 p.m.) are in every case approximately one-half the Night Rates.

One Hour

City	Station	1 time	13 times	26 times	52 times
Oklahoma City	KOMA	\$120.00	\$114.00	\$108.00	\$ 96.00
Fort Worth	KTAT*	90.00	85.50	81.00	72.00
San Antonio	KTSA	90.00	85.50	81.00	72.00
Waco	WACO*	60.00	57.00	54.00	48.00
Wichita Falls	KGKO				
Austin	KNOW	60.00	57.00	54.00	48.00
Dallas	WRR	100.00	95.00	90.00	80.00
Houston	KTRH	100.00	95.00	90.00	80.00
Beaumont	KFDM	60.00	57.00	54.00	48.00
TOTALS for One Hour		\$680.00	\$636.00	\$612.00	\$544.00

Half-Hour

Oklahoma City	KOMA	72.00	68.50	65.00	57.50
Fort Worth	KTAT*	54.00	51.50	48.50	43.00
San Antonio	KTSA	54.00	51.50	48.50	43.00
Waco	WACO*	36.00	34.00	32.50	29.00
Wichita Falls	KGKO				
Austin	KNOW	36.00	34.00	32.50	29.00
Dallas	WRR	60.00	57.00	54.00	48.00
Houston	KTRH	60.00	57.00	54.00	48.00
Beaumont	KFDM	36.00	34.00	32.50	29.00
TOTALS for Half-hour		\$408.00	\$387.50	\$367.50	\$326.50

		<i>Quarter-Hour</i>			
Oklahoma City	KOMA	43.00	41.00	39.00	34.50
Fort Worth	[KTAT*	32.50	31.00	29.00	26.00
San Antonio	KTSA	32.50	31.00	29.00	26.00
Waco	WACO*	21.50	20.50	19.50	17.50
Wichita Falls	KGKO				
Austin	KNOW	21.50	20.50	19.50	17.50
Dallas	WRR	36.00	34.00	32.50	29.00
Houston	KTRH	36.00	34.00	32.50	29.00
Beaumont	KFDM	21.50	20.50	19.50	17.50
TOTALS for Quarter-hour		\$244.50	\$232.50	\$220.50	\$197.00
Six consecutive quarter-hour programs per week, after 6 p.m.					\$1,100.00
Six consecutive quarter-hour programs per week, before 6 p.m.					600.00

Two, three or four times per week rates on application.

* WACO and KTAT divide time and KGKO is furnished in place of either KTAT or WACO, delivering eight stations out of the nine at the quoted price.

THE YANKEE NETWORK, INC.
Owner and operator

Shepard Broadcasting Service, Inc., 21 Brookline Ave., Boston, Mass.

Executive personnel

President, John Shepard, 3rd; assistant to the president, R. L. Harlow; commercial director, C. W. Phelan; production manager, Linus Travers; program director, C. G. Jones; musical director, Charles R. Hector.

Network system

Owned stations: WNAC, Boston; WEAN, Providence. Affiliated stations: WAAB, Boston; WICC, Bridgeport-New Haven. Associated stations: WORC, Worcester; WDRC, Hartford; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WPRO, Providence. Key stations: WNAC and WAAB, Boston.

General advertising

Rates effective September 1, 1932.

Minimum period sold is 15 minutes except before 6 p.m.

Discounts

15% time discount rebated to the purchaser after 52 consecutive weekly broadcasts.

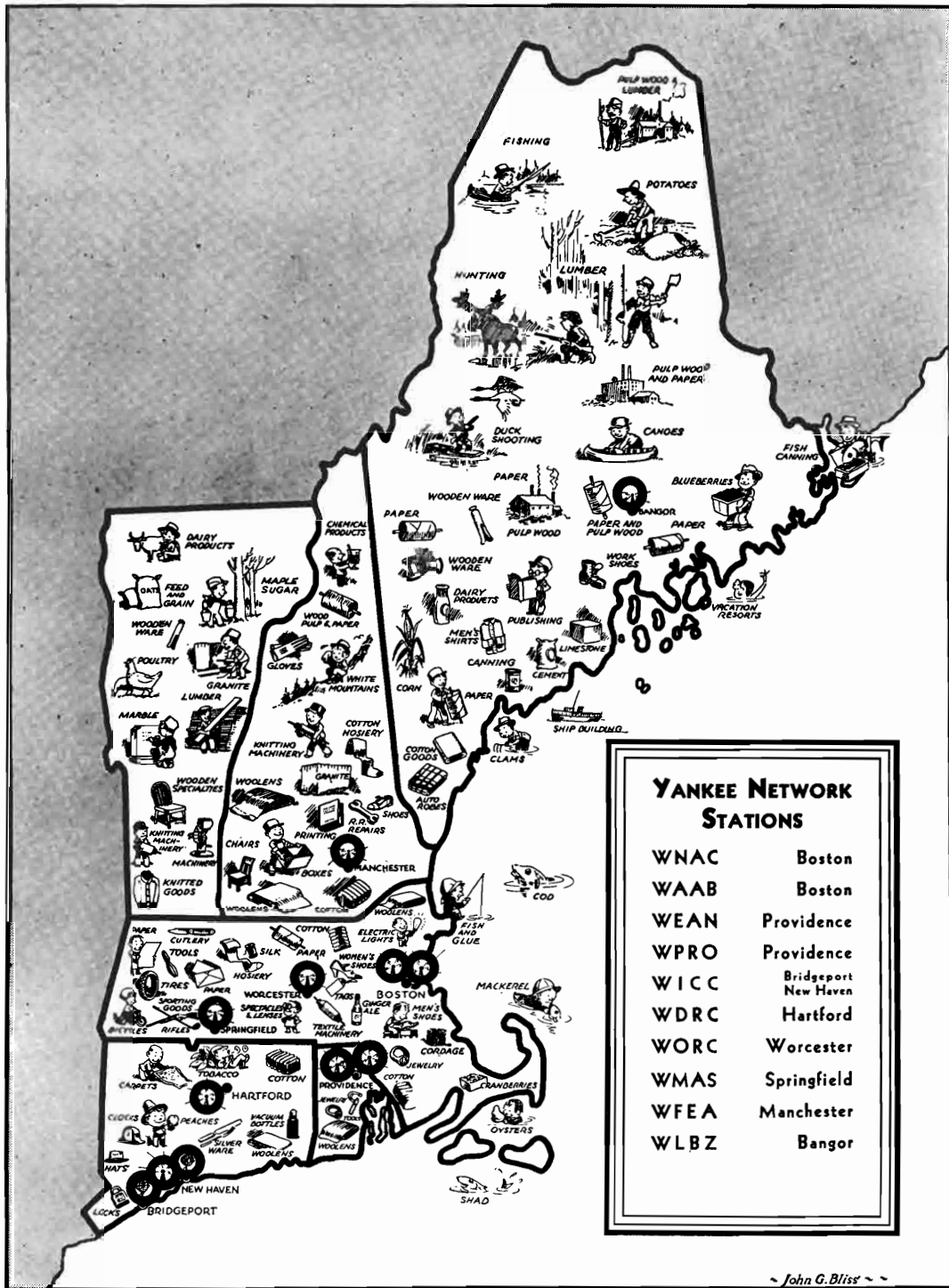
NOTE: Rates given are for the hours 6 p.m. to 11 p.m. daily and after 1 p.m. Sunday. All other hours* are one-half these rates.

* Between 5 p.m. and 6 p.m. five minutes may be used at one-half the quarter-hour rates.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Boston	WNAC	\$300.00	\$150.00	\$100.00
Boston	WAAB	150.00	75.00	50.00
Providence	WEAN	150.00	75.00	50.00
Providence	WPRO	100.00	50.00	35.00
Worcester	WORC	150.00	75.00	50.00
Springfield	WMAS	150.00	75.00	50.00
Hartford	WDRC	150.00	75.00	50.00
Bridgeport	WICC	150.00	75.00	50.00
Bangor	WLBZ	120.00	60.00	40.00
Manchester	WFEA	150.00	75.00	50.00
TOTAL 8 STATIONS using WNAC and WEAN		\$1,320.00	\$660.00	\$440.00
TOTAL 8 STATIONS using WAAB and WPRO		\$1,120.00	\$560.00	\$375.00

Electrical Transcriptions.

Prices on application. Western Electric 78 and 33 $\frac{1}{3}$ r.p.m. double turn-tables.



THE YANKEE NETWORK