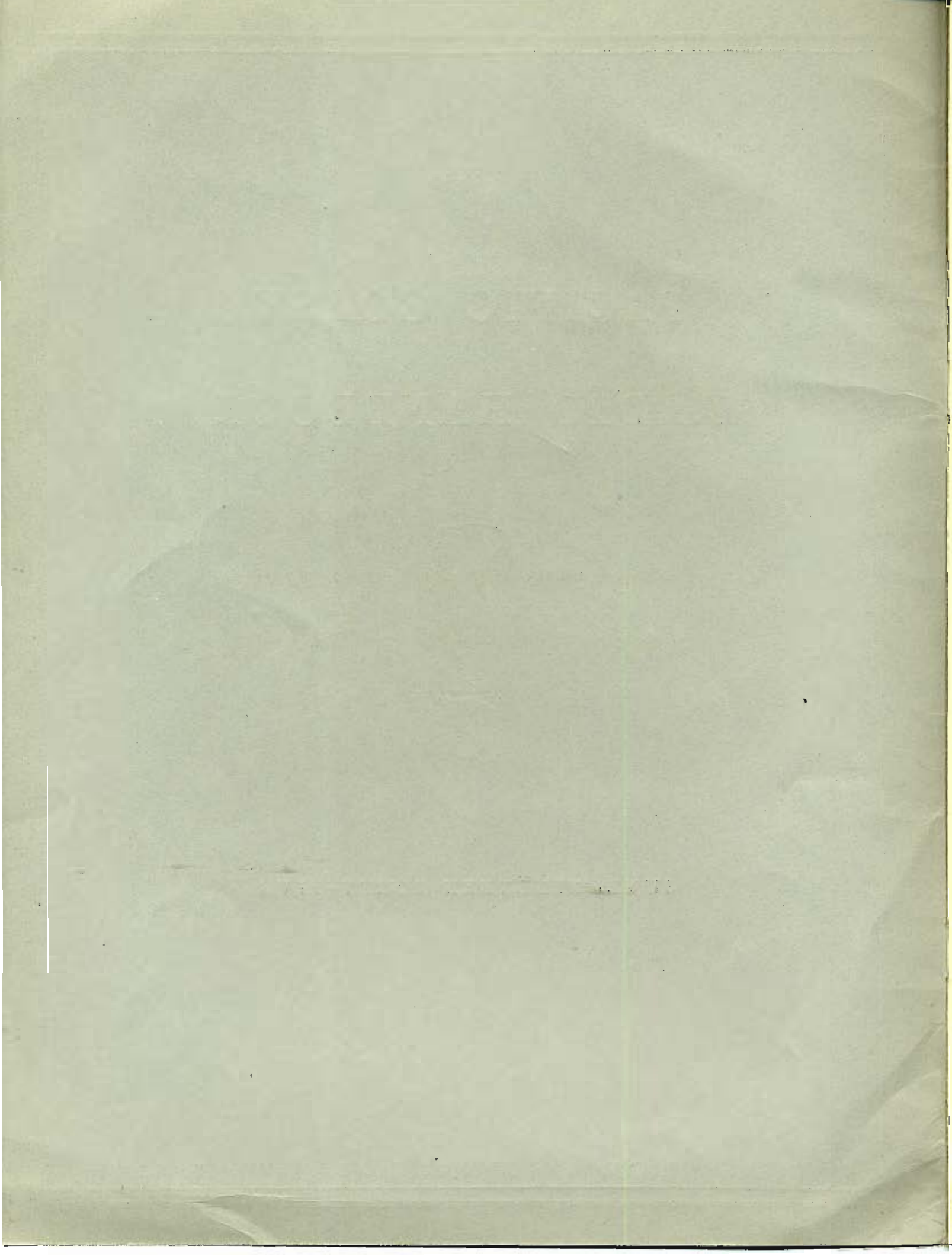


*Wm. Z. Mueller
Personal*

PACIFIC COAST
RADIO HANDBOOK



JUNE, NINETEEN FORTY-FIVE



P R E F A C E

This booklet was designed for agencies and advertisers who have need of a quick reference source on pertinent Pacific Coast radio and market facts. Network data and statistics were obtained from the most authoritative publications and assembled in convenient handbook form.

RECEIVED

JUN 1 5 1945

KIEM - Eureka

FOR ADDITIONAL COPIES WRITE:

Sydney Gaynor, General Sales Manager * Don Lee Broadcasting System

5515 Melrose Avenue, Hollywood 38, California

This is the Pacific Coast Market

THE Pacific Coast Market is an area containing 323,866 square miles—extending 1,352 miles from Mexico to Canada—comprised of 133 counties in the states of Washington, Oregon and California. It has a 1944 population of 10,960,000, and in 1944 its retail sales totaled EIGHT BILLION TWO HUNDRED FORTY MILLION EIGHT HUNDRED EIGHTY TWO THOUSAND DOLLARS.

Here's How it was Divided in 1944

*According to Sales Management—May 15, 1945**

55% OF POPULATION
and
59% OF RETAIL SALES

*were accounted for by these
METROPOLITAN COUNTIES*

Los Angeles, California
San Francisco, California
Alameda, California
San Diego, California
Multnomah, Oregon
King, Washington
Spokane, Washington

45% OF POPULATION
and
41% OF RETAIL SALES

*were accounted for by areas
outside the metropolitan counties*

Nearly half of the Pacific Coast Market (with its tremendous buying power) is divided into small markets and distributed throughout the area.

For modern merchandising purposes, Network Radio Broadcasting welds the Pacific Coast into ONE huge market. Network Radio reaches consumers in the shortest possible time and at the lowest possible cost.

**All Sales Management figures in this book copyrighted. Further reproductions not authorized.*

The Pacific Coast Market

Representing more than 8.6% of U. S. population, and having a per capita effective buying income 39% greater than the U. S. average, the three Coast states become a veritable gold mine for enterprising merchandising exploitation. The following tables and charts are presented for your quick appraisal of the market. County breakdowns start on Page 5.

IMPORTANT

Since this book was prepared, the latest figures for radio homes have been made available. Please use the following figures in making coverage computations:

	EFFECTIVE RADIO HOMES*
California	2,585,768
Oregon	347,610
Washington	571,809
TOTAL	3,505,187
U.S. Total	31,271,178
% of Pacific Coast to U.S.	11.2%

*Source: 1945 Radio Daily Annual

OREGON	
Population (1940 Census, 1,089,684)	
Census Release	1,173,200
Radio Homes	299,226
Retail Sales	\$ 879,753,000
Buying Income	\$1,746,808,000
Per Capita Buying Income	\$1,404

RADIO HOMES	1,701,204
*Retail Sales	\$ 5,860,485,000
*Buying Income	\$13,100,857,000
*Per Capita Buying Income	\$1,662

*1944 Census Release, Retail Sales and Buying Income from May 15, 1945 Sales-Management Survey of Buying Power. "Buying Income" is the "Effective Buying Income." As explained by S-M, Retail Sales measures what the market HAS absorbed; Effective Buying Income tells what it MIGHT absorb.

**Radio Homes—NAB Projection from 1940 Housing Census.



MARKET

(1940 Census, 9,733,262)

*Census Release	10,960,600
**Radio Homes	2,773,114
*Retail Sales	\$ 8,240,882,000
*Buying Income	\$17,808,335,000
*Per Capita Buying Income	\$1,625

Size of the Market

How much of your advertising budget have you earmarked for the Pacific Coast? Is it a "fair share" considering what you may expect in return? This chart should help you decide.

POPULATION	RADIO HOMES	RETAIL SALES	BUYING INCOME
8.61%	9.72%	11.97%	11.99%
OF U. S. TOTAL	OF U. S. TOTAL	OF U. S. TOTAL	OF U. S. TOTAL
*	**	*	*

Quality of the Market

Here is an important yardstick to apply to ANY market. How MUCH of your product are consumers ABLE to buy? Figures herewith (from S-M 1945 Survey of Buying Power) indicate a potential much greater than average. Thorough marketing and consistent advertising should produce gratifying results!

PER CAPITA BUYING INCOME

	U. S. AVERAGE \$1,166		PACIFIC COAST \$1,625 39% GREATER!
--	---------------------------------	---	---

The Pacific Coast Market

Representing more than 8.6% of U. S. population, and having a per capita effective buying income 39% greater than the U. S. average, the three Coast states become a veritable gold mine for enterprising merchandising exploitation. The following tables and charts are presented for your quick appraisal of the market. County breakdowns start on Page 5.

WASHINGTON	
<i>Population (1940 Census, 1,736,191)</i>	
*1944 Census Release	1,905,500
**Radio Homes	486,684
*Retail Sales	\$1,500,644,000
*Buying Income	\$2,960,670,000
*Per Capita Buying Income	\$1,554

OREGON	
<i>Population (1940 Census, 1,089,684)</i>	
*1944 Census Release	1,173,200
**Radio Homes	299,226
*Retail Sales	\$ 879,753,000
*Buying Income	\$1,746,808,000
*Per Capita Buying Income	\$1,404

CALIFORNIA	
<i>Population (1940 Census, 6,907,387)</i>	
*1944 Census Release	7,881,900
**Radio Homes	1,987,204
*Retail Sales	\$ 5,860,485,000
*Buying Income	\$13,100,857,000
*Per Capita Buying Income	\$1,662

TOTAL MARKET	
<i>Population (1940 Census, 9,733,262)</i>	
*Census Release	10,960,600
**Radio Homes	2,773,114
*Retail Sales	\$ 8,240,882,000
*Buying Income	\$17,808,335,000
*Per Capita Buying Income	\$1,625

*1944 Census Release, Retail Sales and Buying Income from May 15, 1945 Sales-Management Survey of Buying Power. "Buying Income" is the "Effective Buying Income." As explained by S-M, Retail Sales measures what the market HAS absorbed; Effective Buying Income tells what it MIGHT absorb.

**Radio Homes—NAB Projection from 1940 Housing Census.

Size of the Market

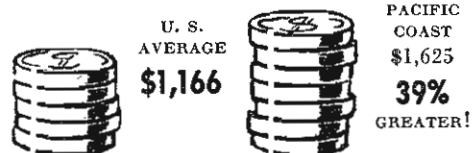
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8.61%	9.72%	11.97%	11.99%
OF U. S. TOTAL	OF U. S. TOTAL	OF U. S. TOTAL	OF U. S. TOTAL
*	**	*	*

Quality of the Market

Here is an important yardstick to apply to ANY market. How MUCH of your product are consumers ABLE to buy? Figures herewith (from S-M 1945 Survey of Buying Power) indicate a potential much greater than average. Thorough marketing and consistent advertising should produce gratifying results!

PER CAPITA BUYING INCOME



The Pacific Coast Market

Comprises 10.7% of TOTAL U.S. AREA

In this area are 12 of America's 100 largest cities, Los Angeles ranking 5th and San Francisco, 11th.

Of total retail sales for 1944, the Pacific Coast placed 13 cities in the nation's top 100, with Los Angeles 3rd and San Francisco 11th.

In effective buying power per capita (for cities over 100,000), the Pacific Coast has 7 out of America's 10 top-ranking cities—and leads this choice list with First, Second, Third and Fourth Places. Here are the Top 10:

- | | |
|--------------------------|------------------------|
| 1. Long Beach, Calif. | 6. Pasadena, Calif. |
| 2. San Francisco, Calif. | 7. Spokane, Wash. |
| 3. Seattle, Wash. | 8. Oakland, Calif. |
| 4. Sacramento, Calif. | 9. Newark, N. J. |
| 5. Hartford, Conn. | 10. Indianapolis, Ind. |

(Above facts and figures from Sales Management—May 15, 1945)

The Farm Market

(From Sales Management—May 15, 1945)

GROSS FARM INCOME, EST. 1944	
California	\$1,776,556,000
Oregon	289,343,000
Washington	472,979,000
MARKET TOTAL	\$2,538,878,000

The Pacific Coast in 1944 produced 11.9% of America's total Farm Income, leading the country with the top nine counties—taking 18 out of the top 25 in gross cash farm income.

The Pacific Coast Data Tabulated Urban Vs. Rural

(From Sales Management—May 15, 1944)

The Pacific Coast Market includes many of America's richest cities and much of its most productive farm land. Here is your guide to how the market is divided. "Urban" includes all cities having retail sales of \$4,000,000 and over in 1939. "Rural" is the balance of the market.

STATE	OPA POPULATION '43 (THOUSANDS)		RETAIL SALES, EST. '43 (THOUSANDS OF \$)		RETAIL SALES PER CAPITA \$		EFFECTIVE BUYING INCOME EST. '43 (THOUSANDS OF \$)		EFFECTIVE BUYING INCOME PER CAPITA \$	
	URBAN	RURAL	URBAN	RURAL	URBAN	RURAL	URBAN	RURAL	URBAN	RURAL
California	5,506.2	2,422.0	4,328,251	994,753	786	411	9,902,957	2,264,048	1,798	935
Oregon	602.6	578.8	636,946	204,004	1,057	352	1,143,236	476,806	1,897	823
Washington	1,096.3	822.3	1,063,965	369,035	971	461	2,093,889	845,101	1,910	1,027
MARKET TOTAL	7,205.1	3,823.6	6,029,162	1,567,792	836	410	13,140,082	3,585,955	1,824	938

Pacific Coast Market Data—by Counties

Cities in parentheses are those which have retail sales volumes in excess of \$4,000,000.00 according to U. S. Government Retail Sales Census, 1939.

COUNTY	POPULATION		RADIO FAMILIES NAB—1940	RETAIL SALES 1944*
	1940 CENSUS	1944*		
<i>California</i>				
ALAMEDA (Oakland, Berkeley, Alameda, San Leandro, Hayward)	513,011	621,500	159,213	\$ 539,790,000
ALPINE	323	200	64	61,000
AMADOR	8,973	6,300	2,205	6,733,000
BUTTE (Chico, Oroville)	42,840	42,100	11,373	34,200,000
CALAVERAS	8,221	6,400	2,197	5,514,000
COLUSA	9,788	8,900	2,495	8,105,000
CONTRA COSTA (Richmond, Pittsburg, Martinez)	100,450	218,700	28,315	67,762,000
DEL NORTE	4,745	3,500	1,130	3,723,000
EL DORADO	13,229	10,000	3,434	8,989,000
FRESNO (Fresno)	178,565	194,700	43,924	130,218,000
GLENN	12,195	11,000	3,063	9,779,000
HUMBOLDT (Eureka)	45,812	44,100	12,192	38,649,000
IMPERIAL (Brawley, El Centro)	59,740	43,100	10,650	43,500,000
INYO	7,625	17,000	1,750	8,061,000
KERN (Bakersfield, Taft)	135,124	141,500	32,283	112,175,000
KINGS (Hanford)	35,168	34,400	8,131	26,881,000
LAKE	8,069	7,400	2,416	5,579,000
LASSEN	14,479	16,500	3,659	11,193,000
LOS ANGELES (Los Angeles, Long Beach, Glendale, Pasadena, Santa Monica, Burbank, Alhambra, South Gate, Inglewood, Belvedere, Beverly Hills, Huntington Park, Pomona, Compton, Whittier, Monrovia, Culver City, San Fernando, El Monte)	2,785,643	3,138,800	855,799	2,290,441,000
MADERA (Madera)	23,314	25,000	4,810	14,758,000
MARIN (San Rafael)	52,907	64,700	13,095	37,343,000
MARIPOSA	5,605	3,100	1,437	3,274,000
MENDOCINO	27,864	24,500	6,347	16,939,000
MERCED (Merced)	46,988	46,600	10,676	33,218,000
MODOC	8,713	14,300	2,175	4,860,000
MONO	2,299	900	570	1,604,000
MONTEREY (Salinas, Monterey)	73,032	84,800	17,803	68,194,000
NAPA (Napa)	28,503	39,300	7,075	22,509,000
NEVADA (Grass Valley)	19,283	13,700	5,165	17,373,000

*Sales Management—May 15, 1945

Pacific Coast Market Data—by Counties

(California Continued)

COUNTY	POPULATION		RADIO FAMILIES NAB—1940	RETAIL SALES 1944*
	1940 CENSUS	1944*		
ORANGE (Santa Ana, Anaheim, Fullerton)	130,760	153,300	38,731	\$ 105,804,000
PLACER (Auburn)	28,108	24,900	7,271	22,149,000
PLUMAS	11,548	9,900	2,834	7,823,000
RIVERSIDE (Riverside)	105,524	122,200	26,663	78,747,000
SACRAMENTO (Sacramento)	170,333	188,200	44,868	121,094,000
SAN BENITO	11,392	11,700	2,887	7,724,000
SAN BERNARDINO (San Bernardino, Ontario, Redlands)	161,108	185,100	42,798	95,166,000
SAN DIEGO	289,348	394,600	84,343	385,283,000
SAN FRANCISCO (San Francisco)	634,536	686,000	194,442	590,213,000
SAN JOAQUIN (Stockton, Lodi)	134,207	151,800	32,452	90,877,000
SAN LUIS OBISPO (San Luis Obispo)	33,246	39,700	8,771	29,180,000
SAN MATEO (San Mateo, Redwood City, Burlingame)	111,782	136,600	32,333	85,601,000
SANTA BARBARA (Santa Barbara, Santa Maria)	70,555	74,600	19,463	61,107,000
SANTA CLARA (San Jose, Palo Alto)	174,949	191,800	48,829	149,591,000
SANTA CRUZ (Santa Cruz, Watsonville)	45,057	43,700	13,607	42,676,000
SHASTA (Redding)	28,800	26,600	7,071	26,766,000
SIERRA	3,025	1,800	853	1,775,000
SISKIYOU	28,598	35,000	7,390	22,480,000
SOLANO (Vallejo)	49,118	95,600	13,466	37,440,000
SONOMA (Santa Rosa, Petaluma)	69,052	73,000	19,882	70,458,000
STANISLAUS (Modesto, Turlock)	74,866	81,300	19,596	68,243,000
SUTTER	18,680	17,900	4,599	7,470,000
TEHAMA	14,316	12,700	3,798	11,623,000
TRINITY	3,970	2,300	1,019	1,645,000
TULARE (Visalia, Tulare, Porterville)	107,152	108,300	24,775	63,995,000
TUOLUMNE	10,887	8,400	2,965	10,086,000
VENTURA (San Buenaventura, Oxnard)	69,685	76,000	17,425	51,443,000
YOLO (Woodland)	27,243	27,800	6,652	19,714,000
YUBA (Marysville)	17,034	18,100	3,975	22,887,000
STATE TOTAL	6,907,387	7,881,900	1,987,204	\$5,860,485,000

*Sales Management—May 15, 1945

Pacific Coast Market Data—by Counties

COUNTY	POPULATION		RADIO FAMILIES NAB—1940	RETAIL SALES 1944*
	1940 CENSUS	1944*		
<i>Oregon</i>				
BAKER (Baker)	18,297	13,200	4,525	\$ 14,572,000
BENTON (Corvallis)	18,629	21,900	4,978	15,884,000
CLACKAMAS (Oregon City)	57,130	62,900	15,704	24,944,000
CLATSOP (Astoria)	24,697	25,200	6,746	22,318,000
COLUMBIA	20,971	20,000	5,399	10,708,000
COOS (Coos Bay)	32,466	27,200	8,601	23,674,000
CROOK	5,533	5,800	1,320	2,996,000
CURRY	4,301	3,500	1,027	2,338,000
DESCHUTES (Bend)	18,631	18,500	4,770	17,336,000
DOUGLAS (Roseburg)	25,728	25,800	6,526	15,772,000
GILLIAM	2,844	2,100	677	2,678,000
GRANT	6,380	5,400	1,607	3,898,000
HARNEY	5,374	4,200	1,341	4,846,000
HOOD RIVER	11,580	10,100	3,025	7,624,000
JACKSON (Medford)	36,213	39,100	9,916	26,884,000
JEFFERSON	2,042	2,400	481	1,122,000
JOSEPHINE (Grant's Pass)	16,301	15,200	4,170	10,710,000
KLAMATH (Klamath Falls)	40,497	37,300	10,499	42,914,000
LAKE	6,293	5,500	1,563	5,106,000
LANE (Eugene)	69,096	72,300	18,295	51,028,000
LINCOLN	14,549	13,800	3,619	8,562,000
LINN (Albany)	30,485	33,700	7,494	16,894,000
MALHEUR	19,767	14,700	4,117	10,336,000
MARION (Salem)	75,246	72,700	18,866	40,025,000
MORROW	4,337	3,900	1,026	2,440,000
MULTNOMAH (Portland)	355,099	448,300	110,049	390,664,000
POLK	19,989	20,000	4,950	7,456,000
SHERMAN	2,321	1,600	653	1,250,000
TILLAMOOK	12,263	12,400	3,152	7,802,000
UMATILLA (Pendleton)	26,030	29,700	6,334	20,018,000
UNION (La Grande)	17,399	15,700	4,638	12,654,000
WALLOWA	7,623	5,900	1,814	4,540,000
WASCO (The Dalles)	13,069	10,600	3,410	13,068,000
WASHINGTON	39,194	43,900	10,331	18,630,000
WHEELER	2,974	2,600	684	1,600,000
YAMHILL	26,336	26,100	6,919	16,462,000
STATE TOTAL	1,089,684	1,173,200	299,226	\$ 879,753,000

*Sales Management—May 15, 1945

Pacific Coast Market Data—by Counties

COUNTY	POPULATION		RADIO FAMILIES NAB—1940	RETAIL SALES 1944*
	1940 CENSUS	1944*		
<i>Washington</i>				
ADAMS	6,209	5,100	1,548	\$ 5,116,000
ASOTIN	8,365	6,600	2,239	2,596,000
BENTON	12,053	24,500	2,840	6,046,000
CHELAN (Wenatchee)	34,412	33,400	9,230	34,361,000
CLALLAM (Port Angeles)	21,848	21,900	5,569	15,770,000
CLARK (Vancouver)	49,852	94,900	13,490	42,035,000
COLUMBIA	5,549	4,100	1,453	3,263,000
COWLITZ (Longview, Kelso)	40,155	39,000	10,564	31,145,000
DOUGLAS	8,651	5,900	2,268	3,075,000
FERRY	4,701	3,300	1,014	1,652,000
FRANKLIN	6,307	9,100	1,584	5,626,000
GARFIELD	3,383	2,600	896	2,710,000
GRANT	14,668	6,800	3,988	12,187,000
GRAYS HARBOR (Aberdeen)	53,166	45,900	14,372	44,553,000
ISLAND	6,098	6,100	1,737	2,355,000
JEFFERSON	8,918	7,600	2,165	4,785,000
KING (Seattle)	504,980	594,800	156,460	536,754,000
KITSAP (Bremerton)	44,387	91,700	13,048	33,323,000
KITTITAS (Ellensburg)	20,230	18,300	5,075	16,236,000
KLICKITAT	11,357	8,900	2,677	6,755,000
LEWIS (Centralia, Chehalis)	41,393	35,800	10,635	27,613,000
LINCOLN	11,361	9,200	2,975	9,896,000
MASON	11,603	12,000	3,028	7,544,000
OKANOGAN	24,546	25,300	5,509	14,334,000
PACIFIC	15,928	12,200	4,176	10,387,000
PEND OREILLE	7,156	5,500	1,615	3,795,000
PIERCE	182,081	209,000	50,924	163,875,000
SAN JUAN	3,157	2,300	875	1,378,000
SKAGIT (Mt. Vernon)	37,650	36,100	9,980	26,303,000
SKAMANIA	4,633	3,300	1,164	1,679,000
SNOHOMISH (Everett)	88,754	91,000	24,947	63,215,000
SPOKANE (Spokane)	164,652	172,400	45,791	145,623,000
STEVENS	19,275	14,700	4,318	8,043,000
THURSTON (Olympia)	37,285	36,500	10,569	30,868,000
WAHKIAKUM	4,286	3,200	1,055	1,604,000
WALLA WALLA (Walla Walla)	30,547	30,800	7,647	28,989,000
WHATCOM (Bellingham)	60,355	54,700	17,062	46,026,000
WHITMAN	27,221	24,300	7,310	22,466,000
YAKIMA (Yakima)	99,019	96,700	24,887	76,663,000
STATE TOTAL	1,736,191	1,905,500	486,684	\$1,500,644,000

Pacific Coast Networks and Their Stations

This is a complete list of all network radio stations on the Pacific Coast as of June 1, 1945. Stations with an asterisk () are not included in the basic Pacific Group, but are available at extra cost.*

CITY	DON LEE			NBC			BLUE			CBS		
	STATION	WATTS	KC.	STATION	WATTS	KC.	STATION	WATTS	KC.	STATION	WATTS	KC.
CALIFORNIA												
Bakersfield.....	KPMC	1,000	1560							KERN*	1,000	1410
Chico.....	KHSL	1,000	1290									
El Centro.....	KXO	250	1230									
Eureka.....	KIEM	1,000	1480									
Fresno.....	KFRE	250	1340	KMJ	5,000	580	KTKC	5,000	940	KARM	5,000	1430
Los Angeles.....	KHJ	5,000	930	KFI	50,000	640	KECA	5,000	790	KNX	50,000	1070
Marysville.....	KMYC	250	1450									
Merced.....	KYOS	250	1490									
Monterey.....	KDON	250	1240									
Redding.....	KVCV	250	1230									
Riverside.....												
Sacramento.....	KXOA	250	1490	KCRA*	250	1340	KPRO*	1,000	1440	KROY	250	1240
San Bernardino.....	KFXM	250	1240				KFBK	10,000	1530			
San Diego.....	KGB	1,000	1360	KFSD	1,000	600	KFMB	250	1450			
San Francisco.....	KFRC	5,000	610	KPO	50,000	680	KGO	7,500	810	KQW	5,000	740
San Luis Obispo.....	KVEC	250	1230									
Santa Ana.....	KVOE	250	1490									
Santa Barbara.....	KDB	250	1490									
Stockton.....							KTMS	1,000	1250			
Watsonville.....							KWG	250	1230	KGDM	5,000	1140
							KHUB	250	1340			
OREGON												
Albany.....	KWIL	250	1240									
Astoria.....	KAST	250	1230									
Bend.....	KBND	250	1340									
Coos Bay.....	KOOS	250	1230									
Eugene.....	KORE	250	1450									
Grants Pass.....	KUIN	250	1340									
Klamath Falls.....	KFJI	100	1240									
Medford.....				KMED*	1,000	1440						
Portland.....	KALE	5,000	1330	KGW	5,000	620	KEX	5,000	1190	KOIN	5,000	970
Roseburg.....	KRRR	250	1490									
Salem.....	KSLM	1,000	1390									
WASHINGTON												
Aberdeen.....	KXRO	250	1340									
Centralia-Chehalis.....	KELA	1,000	1470									
Everett.....	KRKO	250	1400									
Longview.....	KWLK	250	1400									
Olympia.....	KGY	250	1240									
Seattle.....	KOL	5,000	1300	KOMO	5,000	1000	KJR	5,000	950	KIRO	50,000	710
Spokane.....	KFIO	250	1230	KHQ	5,000	590	KGA	10,000	1510	KFPY	5,000	920
Tacoma.....	KMO	5,000	1360									
Walla Walla.....	KUJ	1,000	1420									
Yakima.....	KIT	1,000	1280							KTYW*	500	1460
Wenatchee.....							KPQ	1,000	560			
IDAHO												
Lewiston.....	KRLC	250	1400									
Wallace.....	KWAL	250	1450									

*Supplementary Stations

Pacific Coast Networks—Rates and Discounts

AS OF JUNE 1, 1945

	DON LEE—39 Stations	NBC—7 Stations	BLUE—12 Stations	CBS—8 Stations
<i>Night Rates</i>	6:00 .m. to 10:30 p.m. 1 Hr. \$2300.00 ½ Hr. \$1380.00 ¼ Hr. \$ 920.00	6:00 p.m. to 11:00 p.m. \$1880.00 \$1128.00 \$ 752.00	6:00 p.m. to 11:00 p.m. \$1900.00 \$1140.00 \$ 760.00	6:00 p.m. to 10:00 p.m. \$1755.00 \$1053.00 \$ 702.00
<i>Day Rates</i>	8:00 a.m. to 6:00 p.m. week-days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily 1 Hr. \$1150.00 ½ Hr. \$ 690.00 ¼ Hr. \$ 460.00	8:00 a.m. to 6:00 p.m. week-days, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily \$940.00 \$564.00 \$376.00	8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon), and 11:00 p.m. to 12:00 midnight \$950.00 \$570.00 \$380.00	7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight \$879.00 \$528.00 \$351.00
<i>Transition</i>	12:00 noon to 6:00 p.m. Sundays, and 10:30 p.m. to 11:00 p.m. daily ¾ gross night rates	12:00 noon to 6:00 p.m. Sundays only ¾ gross night rates	12:00 noon to 4:00 p.m. Sundays only ¾ gross night rates 4:00 p.m. to 6:00 p.m. Sundays only ¾ gross night rates	Sunday afternoon (12:00 noon to 6:00 p.m.) and 10:00 p.m. to 10:30 p.m. daily ¾ gross night rates
<i>12:00 midnight to 8:00 a.m.</i>	¾ gross night rates	¾ gross night rates	¾ gross night rates	12:00 midnight to 7:00 a.m. ¾ gross night rates
<i>Supplementary Stations</i> (available at extra cost)	None	KMED Medford, Oregon 1000½ Watts NIGHT 1 Hr. ½ Hr. ¼ Hr. \$80.00 \$48.00 \$32.00 DAY 1 Hr. ½ Hr. ¼ Hr. \$40.00 \$24.00 \$16.00 KCRA Sacramento, Calif. 250 Watts NIGHT 1 Hr. ½ Hr. ¼ Hr. \$80.00 \$48.00 \$32.00 DAY 1 Hr. ½ Hr. ¼ Hr. \$40.00 \$24.00 \$16.00	KPRO Riverside, Calif. 1000 Watts NIGHT 1 Hr. ½ Hr. ¼ Hr. \$60.00 \$36.00 \$24.00 DAY 1 Hr. ½ Hr. ¼ Hr. \$30.00 \$18.00 \$12.00	KERN Bakersfield, Calif. 1000 Watts NIGHT 1 Hr. ½ Hr. ¼ Hr. \$60.00 \$36.00 \$24.00 DAY 1 Hr. ½ Hr. ¼ Hr. \$30.00 \$18.00 \$12.00 KTYW Yakima, Wash. 500 Watts NIGHT 1 Hr. ½ Hr. ¼ Hr. \$60.00 \$36.00 \$24.00 DAY 1 Hr. ½ Hr. ¼ Hr. \$30.00 \$18.00 \$12.00

NETWORK DISCOUNTS

DON LEE

WEEKLY DISCOUNTS

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

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

COMPLETE COAST NETWORK	None
Less than \$460	2½%
\$ 460 to \$ 920	5
920 to 1380	7½
1380 to 1840	10
1840 to 2300	12½
2300 to 2760	15
2760 or more	15

ADDITIONAL DISCOUNTS

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

NBC

Weekly discounts for 13 or more consecutive weeks network broadcasting.

All network contracts for the same advertiser may be combined for determining discount rate.

Contracted value of network time at gross rates. Rate of discount on weekly gross billing:

Less than \$1,200.00 per week	None
\$1,200.00 or more but less than \$2,500.00 per week	5%
\$2,500.00 or more per week	10%

Annual rebate for 52 consecutive weeks network broadcasting: Rebate to be 12½% of the gross billing on all facilities used during the rebate

year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52 week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to rebate.

22½% annual discount: A discount of 22½% in lieu of weekly discounts and annual rebates will be allowed currently to advertisers whose contracted gross billing equals or exceeds \$1,500,000.00 within a 12-month fiscal year period.

BLUE

Weekly discounts for 13 or more consecutive weeks of network broadcasting.

Weekly gross contracted value of network time: Group 5—Complete Pacific Blue Network:

\$ 300.00 to \$ 600.00	12½%
600.00 to 1,000.00	15
1,000.00 to 1,500.00	17½%
1,500.00 to 2,100.00	20
2,100.00 or more	22½%

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

A rebate of 5% of the gross billing will apply on all facilities used during the first 26 weeks of the rebate-fiscal year; in lieu of 5%, a rebate of 7½% of the gross billing will apply on all facilities used during the first 39 weeks of the rebate-fiscal year; and in lieu of 5% and 7½%, a rebate of 12½% of the gross billing will apply on all facilities used during the rebate-fiscal year. The 5%, 7½% or 12½% rebate shall apply only to such facilities as are not discontinued prior to the end of the 26 weeks, the 39 weeks or the full rebate year, respectively. Each rebate will be due and payable at the end of its governing period or if the period is firm, the rebate will be paid currently. Interruptions of

the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

CBS

Weekly discounts, computed on gross weekly billing for time, are allowed to each advertiser using network broadcasts for 13 or more consecutive weeks as follows (in computing discounts, combination stations are classified as one station):

Less than 10 station hours weekly	Net
10 or more but less than 15 station hours weekly	2½%
15 or more but less than 25 station hours weekly	5
25 or more station hours weekly	7½%

Station hours calculated on following basis: One hour (day or night) on one station, one station hour; one-half hour (day or night) on one station, six-tenths hour; one-quarter hour (day or night) on one station, four-tenths hour.

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

At the conclusion of 52 consecutive weeks of network broadcasting there will be due and payable to the advertiser additional discounts on network time, computed as follows: 52 times 12½% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

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

Network broadcasting and spot broadcasting over any station may not be combined for discount purposes. These discounts do not apply to broadcasts which are part of, or a rebroadcast of, coast-to-coast broadcasts.

Pacific Coast Networks—Offices and Executives

AS OF JUNE 1, 1945

<p style="text-align: center;">DON LEE BROADCASTING SYSTEM <i>Affiliated with Mutual</i></p> <p style="text-align: center;">THOMAS S. LEE <i>President</i></p> <p style="text-align: center;">LEWIS ALLEN WEISS <i>Vice-President and General Manager</i></p> <p style="text-align: center;">SYDNEY GAYNOR <i>General Sales Manager</i></p> <p>WRITE OR CALL: LOS ANGELES OFFICE Sydney Gaynor Don Lee Building, 5515 Melrose Ave., Hollywood 38, Cal. Telephone: HOLlywood 8111</p> <p>SAN FRANCISCO OFFICE William D. Pabst, Manager 1000 Van Ness Ave., San Francisco 9, Cal. Telephone: PRospect 0100</p>	<p style="text-align: center;">NATIONAL BROADCASTING COMPANY <i>Pacific Coast Network</i></p> <p style="text-align: center;">SIDNEY N. STROTZ <i>Vice-President in Charge Western Division</i></p> <p style="text-align: center;">LEWIS S. FROST <i>Asst. to Vice-President and Program Mgr.</i></p> <p style="text-align: center;">FRANK A. BEREND <i>Network Sales Manager</i></p> <p>WRITE OR CALL: LOS ANGELES OFFICE Frank A. Berend Sunset Blvd. & Vine St., Hollywood 28, Cal. Telephone: HOLlywood 6161</p> <p>SAN FRANCISCO OFFICE Ray Baker Taylor & O'Farrell Sts., San Francisco 2, Cal. Telephone: GRaystone 8700</p>
<p style="text-align: center;">BLUE NETWORK COMPANY <i>Pacific Blue Network</i></p> <p style="text-align: center;">DON SEARLE <i>Vice-President and General Manager</i></p> <p style="text-align: center;">FRANK SAMUELS <i>Sales Manager</i></p> <p>WRITE OR CALL: LOS ANGELES OFFICE Frank Samuels Sunset Blvd. & Vine St., Hollywood 28, Cal. Telephone: HILLside 8231</p> <p>SAN FRANCISCO OFFICE Kirk Torney Taylor and O'Farrell Sts., San Francisco 2, Cal. Telephone: GRaystone 6565</p>	<p style="text-align: center;">COLUMBIA BROADCASTING COMPANY <i>Columbia Pacific Network</i></p> <p style="text-align: center;">DONALD W. THORNBURGH <i>Vice-President in Charge</i></p> <p style="text-align: center;">CHARLES E. MORIN <i>Pacific Coast Sales Manager</i></p> <p style="text-align: center;">J. ARCHIE MORTON <i>Los Angeles Sales Manager</i></p> <p>WRITE OR CALL: LOS ANGELES OFFICE J. Archie Morton Columbia Square, Los Angeles 28, Cal. Telephone: HOLlywood 1212</p> <p>SAN FRANCISCO OFFICE Wayne Steffner Palace Hotel, San Francisco 5, Cal. Telephone: YUKon 1700</p>

Pacific Coast Networks—Stations and Executives

DON LEE

California

KPMC BAKERSFIELD
L. A. Schamblin, Manager
20th and I Streets
Bakersfield, California
Representatives: W. S. Grant Company

KHSL CHICO
Hugh McClung, General Manager
M. F. Woodling, Station Manager
Moorhead Building
Chico, California
Representatives: W. S. Grant Company

KXO EL CENTRO
Ken Thornton, Manager
793 Main Street
El Centro, California
Representatives: Paul H. Raymer Company

KIEM EUREKA
William R. Smullin
President, in charge of Advertising
Hotel Vance
Eureka, California
Representatives: John Blair & Company

KFRE FRESNO
Paul R. Bartlett, Manager
T. W. Patterson Building
Fresno, California
Representatives: John Blair & Company

KHJ LOS ANGELES
Lewis Allen Weiss, Vice President and Gen. Mgr.
Sydney Gaynor, General Sales Manager
Henry Gerstenkorn, Asst. General Sales Manager
5515 Melrose Avenue
Hollywood 38, California
Representatives: John Blair & Company

KMYC MARYSVILLE
Joe D. Carroll, Manager
515 E Street
Marysville, California
Representatives: W. S. Grant Company

KYOS MERCED
Hugh McClung, General Manager
Mel Marshall, Station Manager
"G" Street Grade
Merced, California
Representatives: W. S. Grant Company

KDON MONTEREY
Reed Pollock, General Manager
Ken Randolph, Commercial Manager
275 Pearl Street
Monterey, California
Representatives: None

KVCV REDDING
Ralph R. Bryan, General Manager
P. O. Box 559
Redding, California
Representatives: W. S. Grant Company

KXOA SACRAMENTO
Lincoln Dellar, Manager
Sacramento, California
Representatives: None

KFXM SAN BERNARDINO
Maury A. Vroman, Manager
Fifth and E Streets
San Bernardino, California
Representatives: John Blair & Company

KGB SAN DIEGO
F. D. Ide, Manager
William A. Evans, Sales Manager
1017 First Avenue
San Diego 1, California
Representatives: John Blair & Company

KFRC SAN FRANCISCO
William D. Pabst, Manager
Dan J. Donnelly, Assistant Manager
1000 Van Ness Avenue
San Francisco 9, California
Representatives: John Blair & Company

KVEC SAN LUIS OBISPO
Les Hacker, Station Manager
Joe Shuttleworth, Commercial Manager
Mountain View and Hill Streets
San Luis Obispo, California
Representatives: W. S. Grant Company

KVOE SANTA ANA
Ernest L. Spencer, Manager
206 North Main Street
Santa Ana, California
Representatives: W. S. Grant Company

KDB SANTA BARBARA
Fin Hollinger, General and Commercial Manager
James Blomfield, Assistant Sales Manager
1309 State Street
Santa Barbara, California
Representatives: John Blair & Company

Oregon

KWIL ALBANY
W. L. Jackson, President
Chet Wheeler, General Manager
Hal Byer, Commercial Manager
KWIL Building
Albany Oregon
Representatives: None

KAST ASTORIA
L. E. Parsons, Manager
Ninth and Commercial Streets
Astoria, Oregon
Representatives: None

KBND BEND
Frank H. Loggan, Station Manager
Pilot Butte Inn
Bend, Oregon
Representatives: None

Pacific Coast Networks—Stations and Executives

(Continued)

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| <p>KOOS COOS BAY
Sheldon F. Sackett, President
Fred F. Chitty, General Manager
505 Hall Building
Coos Bay, Oregon
<i>Representatives: W. S. Grant Company</i></p> | <p>KRKO EVERETT
William R. Taft, President and General Manager
Highway 99, North City Limits
Everett, Washington
<i>Representatives: None</i></p> |
| <p>KORE EUGENE
Violet G. Motter, Owner
L. W. Trommlitz, General Manager
Route 3
Eugene, Oregon
<i>Representatives: None</i></p> | <p>KWLK LONGVIEW
C. O. Chatterton, General Manager
National Bank of Commerce Building
Longview, Washington
<i>Representatives: Howard H. Wilson Company</i></p> |
| <p>KUIN GRANTS PASS
Ralph Hanson, Commercial Manager
William B. Smullin, Director
P. O. Box 148
Grants Pass, Oregon
<i>Representatives: John Blair & Company</i></p> | <p>KGY OLYMPIA
Tom Olsen, General Manager
J. Harris Dorr, Commercial Manager
State and Washington Streets
Olympia, Washington
<i>Representatives: Howard H. Wilson Company</i></p> |
| <p>KFJI KLAMATH FALLS
W. D. Miller, Manager
Jack Keating, Commercial Manager
Willard Hotel Building
Klamath Falls, Oregon
<i>Representatives: W. S. Grant Company</i></p> | <p>KOL SEATTLE
Archie Taft, Sr., General Manager
Oliver A. Runchey, Business Manager
Northern Life Tower
Seattle 1, Washington
<i>Representatives: John Blair & Company</i></p> |
| <p>KALE PORTLAND
Charles E. Couche, General Manager
Norman A. Davis, Commercial Manager
P. O. Box 31
Portland, Oregon
<i>Representatives: John Blair & Company</i></p> | <p>KFIO SPOKANE
Arthur L. Smith, President
R. G. McBroom, Manager
526 Riverside Avenue
Spokane, Washington
<i>Representatives: Joseph Hershey McGillvra, Inc.</i></p> |
| <p>KRNR ROSEBURG
Marshall H. Pengra, General Manager
Gilbert Walters, Promotion Director
Hotel Umpqua
Roseburg, Oregon
<i>Representatives: Howard H. Wilson Company
Portland, Oregon, John Keating</i></p> | <p>KMO TACOMA
Carl E. Haymond, General Manager
J. A. Murphy, Station Manager
914 Broadway
Tacoma 1, Washington
<i>Representatives: Joseph Hershey McGillvra, Inc.</i></p> |
| <p>KSLM SALEM
Glenn McCormick, President and General Manager
Robert Fischer, Jr., Sales Manager
Senator Hotel Building
Salem, Oregon
<i>Representatives: Homer Griffith Company
Howard H. Wilson Company
Oregon and Washington, John Keating</i></p> | <p>KUJ WALLA WALLA
H. E. Studebaker, General Manager
Norval Armes, Commercial Manager
Second and Rose Streets
Walla Walla, Washington
<i>Representatives: Howard H. Wilson Company
Portland and Seattle, John Keating</i></p> |
| | <p>KIT YAKIMA
Carl E. Haymond, Owner
J. A. Murphy, Director
414 East Yakima Avenue
Yakima, Washington
<i>Representatives: Joseph Hershey McGillvra, Inc.</i></p> |

Washington

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| <p>KXRO ABERDEEN
Harry R. Spence, President
Fred G. Goddard, Manager
Ruth Poindexter, Promotion Manager
P. O. Box 1120
Aberdeen, Washington
<i>Representatives: Howard H. Wilson Company</i></p> | |
| <p>KELA CENTRALIA-CHEHALIS
Joe Chytil, General Manager
KELA Building
Centralia, Washington
<i>Representatives: Howard H. Wilson Company</i></p> | |

Idaho

- | | |
|---|--|
| <p>KRLC LEWISTON
Donald A. Thomas, Resident Director
Lewis-Clark Hotel Building
Lewiston, Idaho
<i>Representatives: Howard H. Wilson Company
Portland and Seattle, John Keating</i></p> | |
| <p>KWAL WALLACE
R. G. Binyon, General Manager
W. Mondell Spencer, Assistant Manager
Wallace, Idaho
<i>Representatives: None</i></p> | |

Pacific Coast Networks—Stations and Executives

(Continued)

NBC

California

- KMJ** FRESNO
Keith Collins, Manager
Fresno Bee Building
Van Ness Avenue and Calaveras Street
Fresno, California
Representatives: Paul H. Raymer Company
- KFI** LOS ANGELES
William B. Ryan, General Manager
George Whitney, Sales Manager
141 North Vermont Avenue
Los Angeles 4, California
Representatives: Edward Petry & Company, Inc.
- KFSD** SAN DIEGO
Thomas E. Sharp, Manager
M. R. Harris, Assistant Manager
Larry Scaff, Commercial Manager
326 Broadway
San Diego 12, California
Representatives: Paul H. Raymer Company
- KPO** SAN FRANCISCO
John W. Elwood, Manager
Taylor & O'Farrell Streets
San Francisco 2, California
Representatives: National Broadcasting Co., Inc.

Oregon

- KGW** PORTLAND
Arden X. Pangborn, Managing Director
J. N. Wassan, Commercial Manager
Oregonian Building
Portland 5, Oregon
Representatives: Edward Petry & Company, Inc.

Washington

- KOMO** SEATTLE
Birt F. Fisher, Manager
W. B. Stuht, Commercial Manager
Skinner Building
Seattle, Washington
Representatives: Edward Petry & Company, Inc.
- KHQ** SPOKANE
Louis Wasmer, President
Harvey Wixson, Manager
Radio Central Building
Spokane 8, Washington
Representatives: Edward Petry & Company, Inc.

BLUE

California

- KTKC** FRESNO
Charles P. Scott, Station Manager
P. O. Box 511
Visalia, California
Representatives:
Chicago, New York, William G. Rambeau Co.
Los Angeles, San Francisco, W. S. Grant Company
- KECA** LOS ANGELES
Clyde Scott, General Manager
Amos Baron, Sales Manager
1440 North Highland Avenue
Hollywood 28, California
Representatives: Blue Network Spot Sales
- KFBK** SACRAMENTO
Leo O. Ricketts, Manager
708 I Street
Sacramento, California
Representatives: Paul H. Raymer Company
- KFMB** SAN DIEGO
Jack O. Gross, President and General Manager
Hal Moon, Program Director
1375 Pacific Boulevard
San Diego 1, California
Representatives: William G. Rambeau Co.
- KGO** SAN FRANCISCO
T. B. Palmer, Manager
Byron Nelson, Sales Manager
155 Montgomery Street
San Francisco 4, California
Representatives: Blue Network Spot Sales

- KTMS** SANTA BARBARA
Louis F. Kroeck, Manager
Frank B. Weltmer, Program Director and Asst. Mgr.
News-Press Building
Santa Barbara, California
Representatives: Paul H. Raymer Company
- KWG** STOCKTON
Howard L. Bailey, Manager
Roof Garden, Hotel Wolf
Stockton 7, California
Representatives: Paul H. Raymer Company

- KHUB** WATSONVILLE
Roger R. Hunt, General Manager
Watsonville, California
Representatives: W. S. Grant Company

Oregon

- KEX** PORTLAND
J. B. Conley, General Manager
Robert E. Rudolph, Sales Manager
815 S. W. Yamhill Avenue
Portland 5, Oregon
Representatives: Paul H. Raymer Company

Pacific Coast Networks—Stations and Executives

(Continued)

Washington

- KJR** SEATTLE
Birt F. Fisher, Manager
Arthur Gerbel, Jr., Commercial Manager
808 Skinner Building
Seattle, Washington
Representatives: Paul H. Raymer Company
- KGA** SPOKANE
Louis Wasmer, Station Manager
Radio Central Building
Spokane 8, Washington
Representatives: Edward Petry & Company, Inc.
- KPQ** WENATCHEE
Cole E. Wylie, Manager
KPQ Building
Wenatchee, Washington
Representatives: Joseph Hershey McGillvra, Inc.

CBS

California

- KARM** FRESNO
Clyde F. Coombs, Manager
1333 Van Ness Avenue
Fresno, California
Representatives: Edward Petry & Company, Inc.
- KNX** LOS ANGELES
D. W. Thornburgh, Vice-Pres. and Gen. Mgr.
J. Archie Morton, Sales Manager
Ralph Taylor, Promotion Manager
Columbia Square
Los Angeles 28, California
Representatives: Radio Sales
- KROY** SACRAMENTO
Mrs. Royal Miller, Manager-Owner
Sacramento Hotel
Sacramento, California
Representatives: Joseph Hershey McGillvra, Inc.
- KQW** SAN FRANCISCO
Ralph R. Brunton, President
C. L. McCarthy, Manager
140 Jessie St.
San Francisco 5, California
Representatives: Edward Petry & Company, Inc.
- KGDM** STOCKTON
E. F. Peffer, Manager
Peffer Bldg.
Stockton, California
Representatives: John Blair & Company

Oregon

- KOIN** PORTLAND
C. W. Myers, President
Harry H. Buckendahl,
Vice-Pres. in charge of Advertising
P. O. Box 1031
Portland 7, Oregon
Representatives: Free & Peters, Inc.

Washington

- KIRO** SEATTLE
H. J. Quilliam, Manager
Loren B. Stone, General Manager
W. F. Tucker, National Sales Manager
66 Cobb Building
Seattle 1, Washington
Representatives: Free & Peters, Inc.
- KFPY** SPOKANE
Mrs. Frances R. Symons, President
Symons Building
Spokane 8, Washington
Representatives: Eastern, The Walker Company
Pacific Coast, Pacific Northwest Broadcasters

Supplementary Stations

- NBC**
- KCRA** Sacramento, California
Ewing Kelly, Manager
California State Life Building
Sacramento, California
Representatives: None
- KMED** Medford, Oregon
Art Adler, Commercial Manager
Ross Lane
Medford, Oregon
Representatives: None
- BLUE**
- KPRO** Riverside, California
W. L. Gleeson, President and General Manager
Gene Williams, Commercial Manager
3401 Russell Street
Riverside, California
Representatives: Duncan A. Scott & Company
- CBS**
- KERN** Bakersfield, California
Vyvian Rinker, Office Manager
Elks Building
17th and I Streets
Bakersfield, California
Representatives: Paul H. Raymer Company
- KTYW** Yakima, Washington
Bartley Sims, General Manager
Art Moore, Resident Manager
Terrace Heights Road
Yakima, Washington
Representatives: Howard H. Wilson Company

Station Representatives

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Ave., Mgr. John Blair
New York—341 Madison Ave., Mgr. Geo. W. Bolling
St. Louis—Paul Brown Bldg., Mgr. J. Chris Hetherington
Los Angeles—Cham. of Com. Bldg., Mgr. Carleton Coveny
San Francisco—Russ Bldg., Mgr. Lindsey H. Spight

BLUE NETWORK SPOT SALES

New York—30 Rockefeller Plaza, Mgr. Ralph E. Dennis
Chicago—Merchandise Mart, Mgr. Roy McLaughlin
Hollywood—Sunset & Vine., Mgr. Amos Barron
Detroit—802 Fisher Bldg., Mgr. John Donohue
San Francisco—111 Sutter St., Mgr. Byron Nelson
Pittsburgh—171 Shaler Dr., Mgr. Robert Post

FREE & PETERS, INC.

Chicago—180 N. Michigan Ave., Mgr. James L. Free
New York—444 Madison Ave., Mgr. H. Preston Peters
San Francisco—111 Sutter St., Mgr. A. Leo Bowman
Hollywood—6331 Hollywood Blvd., Mgr. Hal W. Hoag
Atlanta—Palmer Bldg., Mgr. James M. Wade

W. S. GRANT COMPANY

San Francisco—582 Market St., Mgr. W. S. Grant
Los Angeles—412 W. 6th St., Mgr. C. J. Evanson
New York—366 Madison Ave., Mgr. Phil Broderick
Chicago—540 N. Michigan Ave., Mgr. Frank Black

HOMER GRIFFITH COMPANY

Hollywood—6362 Hollywood Blvd., Mgr. Homer Griffith
San Francisco—681 Market St., Mgr. R. J. Bidwell
Portland—Studio Bldg.

JOSEPH HERSHEY MCGILLVRA, INC.

New York—366 Madison Ave., Mgr. Joseph H. McGillvra
Chicago—35 E. Wacker Dr., Mgr. Jack Kamsler
Los Angeles—448 S. Hill St., Mgr. Forrest Pearson
San Francisco—Mills Bldg., Mgr. Duncan A. Scott

NATIONAL BROADCASTING CO. (NBC SPOT)

New York—30 Rockefeller Plaza, Mgr. J. V. McConnell
Chicago—Merchandise Mart, Mgr. O. Morton
Cleveland—815 Superior Ave., Mgr. D. G. Stratton
Boston—Hotel Bradford., Mgr. Elmer Kettell
Denver—1625 California St., Mgr. James R. McPherson
Hollywood—Sunset & Vine., Mgr. Don Norman
San Francisco—Taylor & O'Farrell Sts., Mgr. Carl Nielson
Washington—Trans-Lux Bldg., Mgr. Mahlon Glascock

PACIFIC NORTHWEST BROADCASTERS

Portland—Orpheum Bldg., Mgr. H. S. Jacobson
New York—551 Fifth Ave., Mgr. Wythe Walker
Chicago—360 N. Michigan Ave., Mgr. Wythe Walker
Kansas City—15 W. 10th St., Mgr. Wythe Walker
Hollywood—6777 Hollywood Blvd., Mgr. Tracy Moore
San Francisco—79 Post St., Mgr. Tracy Moore
Spokane—Symons Bldg., Mgr. Richard Green

EDWARD PETRY & COMPANY, INC.

New York—17 E. 42nd St., Mgr. Henry I. Christal
Chicago—400 N. Michigan Ave., Mgr. Edward E. Voynow
Detroit—General Motors Bldg., Mgr. William Cartwright
San Francisco—Russ Bldg., Mgr. Earle H. Smith
Los Angeles—601 W. Fifth St., Mgr. Chester G. Matson
St. Louis—Shell Bldg., Mgr. George Kercher

RADIO SALES

Chicago—410 N. Michigan Ave., Mgr. J. Kelly Smith
New York—485 Madison Ave., Mgr. Howard S. Meighan
Los Angeles—Columbia Square., Mgr. Meridith R. Pratt
San Francisco—Palace Hotel, Mgr. O. G. Morby
Charlotte—Wilder Bldg., Mgr. Royal Penny
St. Louis—Mart Bldg., Mgr. Carter Ringlep

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave., Mgr. William G. Rambeau
New York—Chanin Bldg., Mgr. Paul S. Wilson
Hollywood—5833 Fernwood Ave., Mgr. Fred L. Allen

PAUL H. RAYMER COMPANY

Chicago—435 N. Michigan Ave., Mgr. Walter I. Tenney
New York—366 Madison Ave., Mgr. Fred C. Brokaw
San Francisco—Russ Bldg., Mgr. David H. Sandeberg
Los Angeles—707 S. Hill St., Mgr. J. Leslie Fox
Detroit—28 W. Adams Ave., Mgr. Robert B. Rains

THE WALKER COMPANY

New York—551 Fifth Ave., Mgr. Wythe Walker
Chicago—360 N. Michigan Ave., Mgr. Hal Holman
Kansas City—15 W. 10th St., Mgr. William Temple
Los Angeles—Cham. of Com. Bldg., Mgr. Walter Biddick

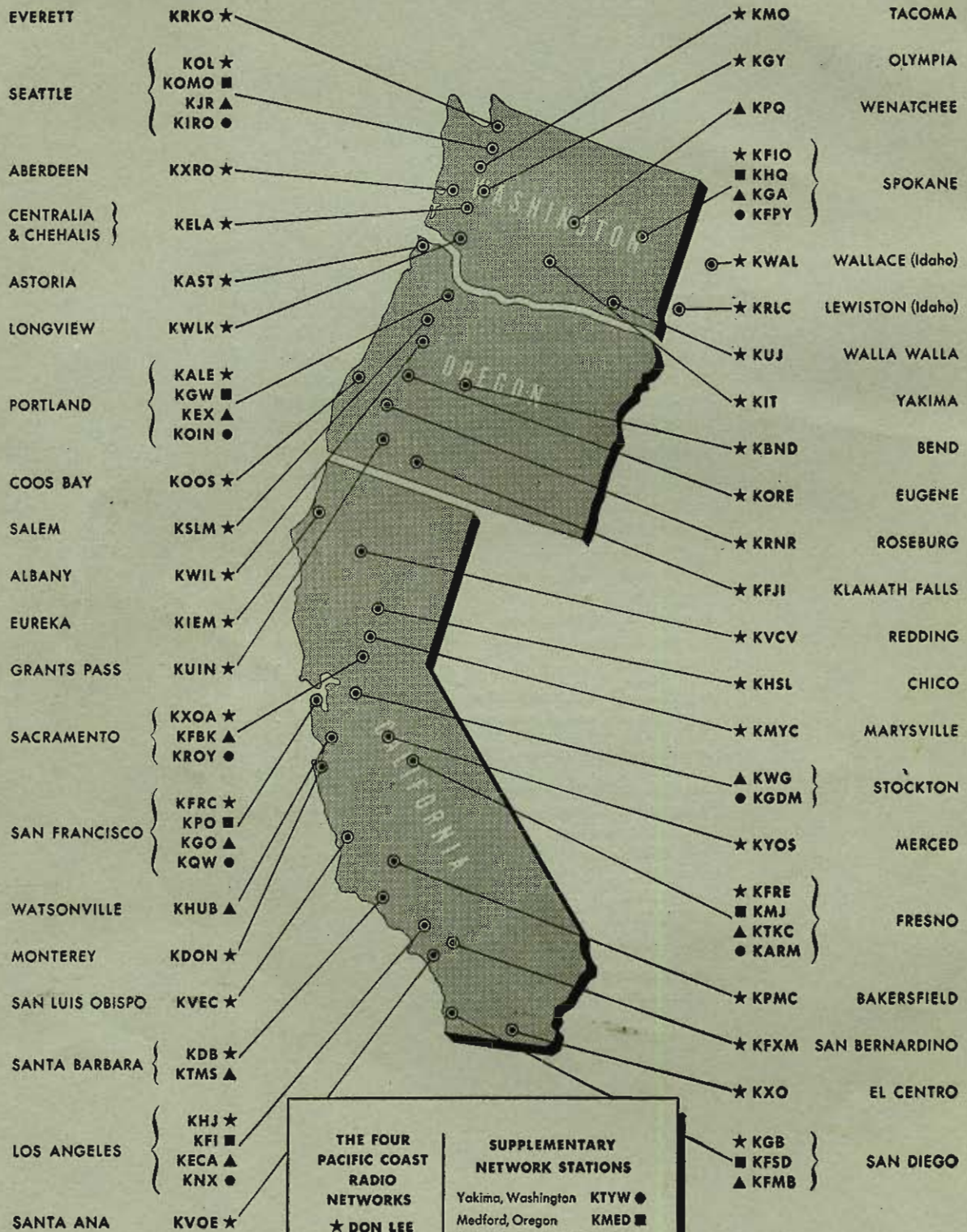
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New York—551 Fifth Ave., Mgr. David F. Crosier
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SEE PACIFIC COAST NETWORK MAP ON BACK COVER



THE FOUR PACIFIC COAST RADIO NETWORKS	SUPPLEMENTARY NETWORK STATIONS
★ DON LEE	Yakima, Washington KTYW ●
■ NBC	Medford, Oregon KMED ■
▲ BLUE	Bakersfield, California KERN ●
● CBS	Riverside, California KPRO ▲
	Sacramento, California KCRA ■