

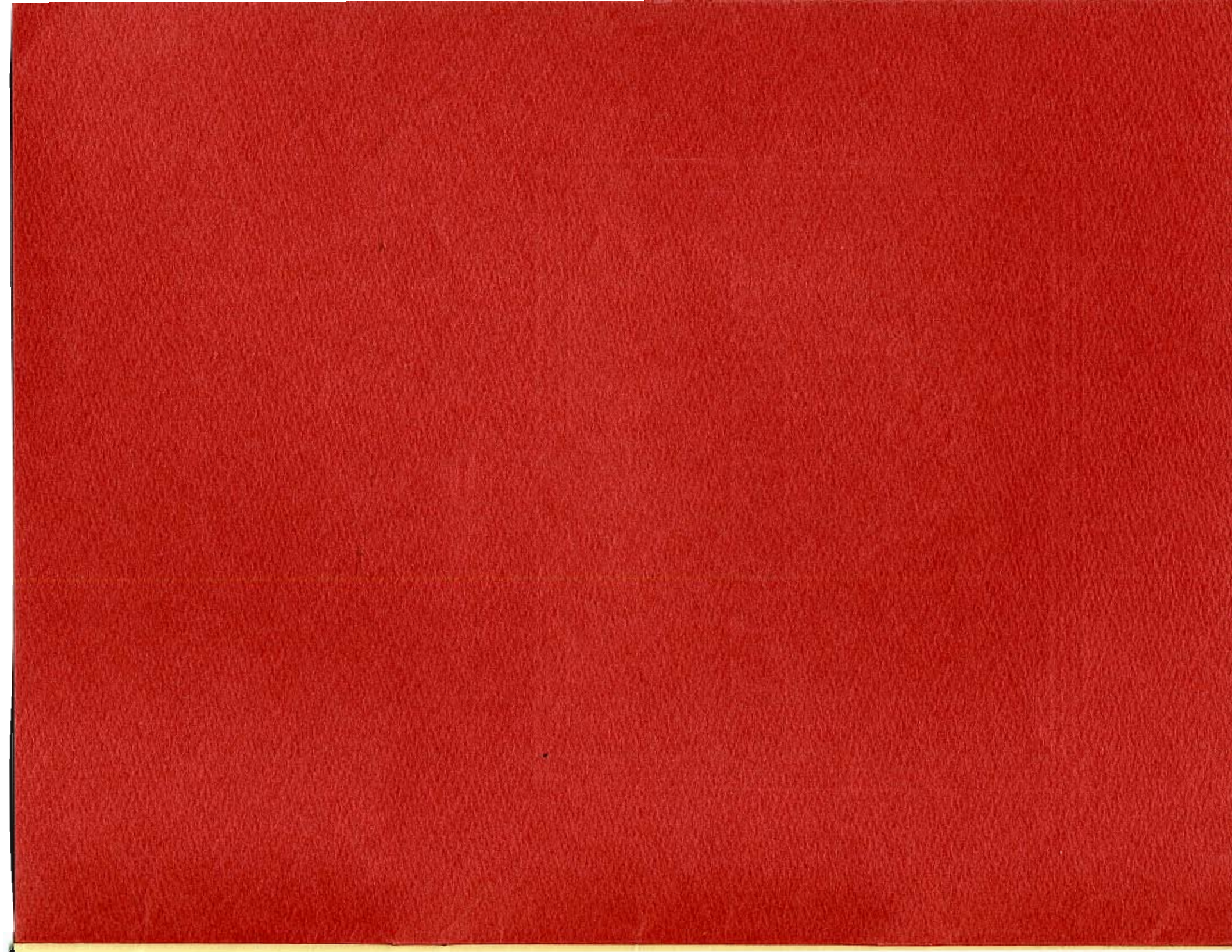
Pacific Coast

RADIO HANDBOOK



3RD ANNUAL EDITION

SEPTEMBER, NINETEEN FORTY SEVEN



Don Lee

RECEIVED
DEC 15 1947
KIEM - Eureka

P R E F A C E

This Third Annual Edition of the Pacific Coast Radio Handbook is published as a service to you by the Don Lee Broadcasting System. It is designed as a ready reference for advertisers and agencies who frequently refer to market and radio facts concerning the Pacific Coast. Its contents are essentially the same as the Second Edition, with all facts and figures revised and brought up to date. All material has been carefully assembled from the most authentic and widely used sources and is the latest available at time of publication.

FOR ADDITIONAL COPIES WRITE:

Sydney Gaynor, General Sales Manager ★ Don Lee Broadcasting System

5515 Melrose Avenue, Hollywood 38, California

THE PACIFIC COAST MARKET *at a glance*

POPULATION—1947



		% OF U.S.
California	9,191,800	6.583
Oregon	1,257,500	.901
Washington	2,183,900	1.564
Pacific Coast Total	12,633,200	9.048
United States Total	139,621,800	100%

FAMILIES—1946



		% OF U.S.
California	2,784,000	7.404
Oregon	412,000	1.096
Washington	667,000	1.774
Pacific Coast Total	3,863,000	10.276
United States Total	37,600,000	100%

RADIO FAMILIES—1946



		% OF U.S.
California	2,673,000	7.862
Oregon	386,000	1.135
Washington	630,000	1.853
Pacific Coast Total	3,689,000	10.851
United States Total	33,998,000	100%

RETAIL SALES—1946



		% OF U.S.
California	\$ 8,785,805,000	9.102
Oregon	1,066,485,000	1.105
Washington	1,750,690,000	1.814
Pacific Coast Total	11,602,980,000	12.021
United States Total	96,529,760,000	100%

WHOLESALE SALES—1946



		% OF U.S.
California	\$ 10,738,611,000	8.073
Oregon	1,338,845,000	1.006
Washington	2,593,344,000	1.949
Pacific Coast Total	14,670,800,000	11.029
United States Total	133,020,533,000	100%

GROSS FARM DOLLARS—1946



		% OF U.S.
California	\$ 1,992,074,000	8.406
Oregon	325,876,000	1.385
Washington	527,802,000	2.243
Pacific Coast Total	2,845,752,000	12.096
United States Total	23,525,041,000	100%

EFFECTIVE BUYING INCOME



Effective Buying Income is consumer income adjusted in appropriate areas for the non-money income of farmers and rural residents.

		% OF U.S.	PER FAMILY
California	\$ 13,515,795,000	8.187	\$3771
Oregon	1,711,991,000	1.076	3691
Washington	3,203,744,000	2.034	3928
Pac. Coast Tot.	18,431,530,000	11.297	3791
U. S. Total	160,193,130,000	100%	3652

There are 18 Pacific Coast Cities in America's Top 201—Population

Los Angeles—5th . . . San Francisco—10th

CITY	POPULATION 1947	NATIONAL RANK	CITY	POPULATION 1947	NATIONAL RANK
Alameda, California	89,900	126	Richmond, California	93,700	119
Berkeley, California	100,000	109	Sacramento, California	120,000	88
Fresno, California	63,700	194	San Diego, California	362,700	29
Glendale, California	96,500	114	San Francisco, California	827,400	10
Long Beach, California	241,100	46	San Jose, California	84,000	136
Los Angeles, California	1,805,700	5	Santa Monica, California	67,400	182
Oakland, California	400,900	25	Seattle, Washington	550,000	16
Pasadena, California	98,300	112	Spokane, Washington	151,000	65
Portland, Oregon	405,000	24	Tacoma, Washington	139,000	71

There are 18 Pacific Coast Cities in America's Top 201—Effective Buying Income

Los Angeles—3rd . . . San Francisco—7th

CITY	EFFECTIVE BUYING INCOME 1946	NATIONAL RANK	CITY	EFFECTIVE BUYING INCOME 1946	NATIONAL RANK
Alameda, California	\$ 103,015,000	143	Richmond, California	\$ 88,713,000	168
Berkeley, California	166,907,000	82	Sacramento, California	200,901,000	69
Fresno, California	90,108,000	165	San Diego, California	596,403,000	25
Glendale, California	158,455,000	87	San Francisco, California	1,366,528,000	7
Long Beach, California	393,742,000	40	San Jose, California	131,142,000	107
Los Angeles, California	2,839,651,000	3	Santa Monica, California	92,906,000	156
Oakland, California	688,285,000	23	Seattle, Washington	1,010,762,000	14
Pasadena, California	174,450,000	77	Spokane, Washington	282,227,000	56
Portland, Oregon	802,787,000	17	Tacoma, Washington	255,378,000	61

There are 18 Pacific Coast Cities in America's
Top 201—Retail Sales
Los Angeles—3rd . . . San Francisco—7th

CITY	RETAIL SALES 1946	NATIONAL RANK	CITY	RETAIL SALES 1946	NATIONAL RANK
Alameda, California	\$ 26,316,000	201	Richmond, California	\$ 46,518,000	194
Berkeley, California	103,226,000	100	Sacramento, California	161,334,000	69
Fresno, California	142,515,000	74	San Diego, California	405,533,000	26
Glendale, California	125,321,000	84	San Francisco, California	1,000,250,000	7
Long Beach, California	315,622,000	32	San Jose, California	150,653,000	71
Los Angeles, California	2,165,446,000	3	Santa Monica, California	85,843,000	120
Oakland, California	568,108,000	16	Seattle, Washington	552,507,000	17
Pasadena, California	145,063,000	72	Spokane, Washington	162,550,000	68
Portland, Oregon	490,437,000	19	Tacoma, Washington	163,546,000	67

There are 18 Pacific Coast Cities in America's
Top 201—Effective Buying Income Per Family

CITY	PER FAMILY INCOME 1946	NATIONAL RANK	CITY	PER FAMILY INCOME 1946	NATIONAL RANK
Alameda, California	\$3,528	189	Richmond, California	\$3,017	199
Berkeley, California	4,953	60	Sacramento, California	4,973	57
Fresno, California	4,669	99	San Diego, California	4,518	118
Glendale, California	5,046	53	San Francisco, California	4,537	116
Long Beach, California	4,490	121	San Jose, California	4,634	105
Los Angeles, California	4,320	137	Santa Monica, California	3,777	176
Oakland, California	4,763	90	Seattle, Washington	5,049	50
Pasadena, California	4,873	68	Spokane, Washington	5,545	20
Portland, Oregon	5,446	27	Tacoma, Washington	5,244	39

There are 22 Pacific Coast Counties in America's Top 200—Population

Los Angeles—3rd . . . San Francisco—13th

COUNTY	POPULATION 1947	NATIONAL RANK	COUNTY	POPULATION 1947	NATIONAL RANK
Alameda, California	744,600	16	Sacramento, California	229,500	85
Clark, Washington	109,200	188	San Bernardino, California	208,200	94
Contra Costa, California	235,600	82	San Diego, California	560,600	25
Fresno, California	219,500	90	San Francisco, California	827,400	13
Kern, California	162,300	129	San Joaquin, California	160,900	130
King, Washington	732,400	17	San Mateo, California	156,600	138
Los Angeles, California	3,595,700	3	Santa Clara, California	218,700	91
Multnomah, Oregon	462,300	37	Solano, California	117,700	176
Orange, California	164,100	128	Spokane, Washington	195,900	101
Pierce, Washington	226,900	86	Tulare, California	126,200	161
Riverside, California	132,800	156	Yakima, Washington	106,700	195

There are 22 Pacific Coast Counties in America's Top 200—Effective Buying Income

Los Angeles—3rd . . . San Francisco—11th

COUNTY	EFFECTIVE BUYING INCOME 1946	NATIONAL RANK	COUNTY	EFFECTIVE BUYING INCOME 1946	NATIONAL RANK
Alameda, California	\$1,071,898,000	16	Sacramento, California	\$ 303,277,000	75
Clark, Washington	82,889,000	196	San Bernardino, California	226,585,000	96
Contra Costa, California	135,523,000	151	San Diego, California	770,656,000	26
Fresno, California	243,685,000	88	San Francisco, California	1,366,528,000	11
Kern, California	154,876,000	137	San Joaquin, California	201,003,000	111
King, Washington	1,150,411,000	14	San Mateo, California	130,928,000	157
Los Angeles, California	4,876,639,000	3	Santa Clara, California	310,372,000	74
Multnomah, Oregon	841,903,000	20	Solano, California	79,112,000	197
Orange, California	179,479,000	122	Spokane, Washington	319,907,000	71
Pierce, Washington	358,345,000	62	Tulare, California	93,930,000	189
Riverside, California	107,595,000	176	Yakima, Washington	94,277,000	188

There are 22 Pacific Coast Counties in America's Top 200—Retail Sales

Los Angeles—3rd . . . San Francisco—10th

COUNTY	RETAIL SALES 1946	NATIONAL RANK	COUNTY	RETAIL SALES 1946	NATIONAL RANK
Alameda, California	\$ 925,307,000	12	Sacramento, California	\$ 190,153,000	85
Clark, Washington	47,004,000	198	San Bernardino, California	168,562,000	92
Contra Costa, California	81,419,000	167	San Diego, California	528,254,000	20
Fresno, California	205,477,000	75	San Francisco, California	1,000,250,000	10
Kern, California	134,794,000	112	San Joaquin, California	163,471,000	96
King, Washington	635,237,000	16	San Mateo, California	102,854,000	142
Los Angeles, California	3,576,360,000	3	Santa Clara, California	212,531,000	71
Multnomah, Oregon	510,618,000	22	Solano, California	49,991,000	194
Orange, California	158,064,000	97	Spokane, Washington	180,353,000	87
Pierce, Washington	192,448,000	83	Tulare, California	86,907,000	162
Riverside, California	99,624,000	146	Yakima, Washington	91,653,000	160

There are 22 Pacific Coast Counties in America's Top 200—Effective Buying Income Per Family

COUNTY	PER FAMILY INCOME 1946	NATIONAL RANK	COUNTY	PER FAMILY INCOME 1946	NATIONAL RANK
Alameda, California	\$4,271	70	Sacramento, California	\$4,065	90
Clark, Washington	2,417	198	San Bernardino, California	3,347	157
Contra Costa, California	1,898	200	San Diego, California	3,928	102
Fresno, California	3,784	117	San Francisco, California	4,537	46
Kern, California	3,247	166	San Joaquin, California	3,709	121
King, Washington	4,315	66	San Mateo, California	2,661	192
Los Angeles, California	4,024	94	Santa Clara, California	4,365	61
Multnomah, Oregon	5,203	17	Solano, California	2,071	199
Orange, California	3,367	155	Spokane, Washington	4,840	27
Pierce, Washington	4,690	38	Tulare, California	2,616	194
Riverside, California	2,496	197	Yakima, Washington	3,012	182

Pacific Coast Market Data—by Counties

CALIFORNIA

COUNTY	POPULATION 1947	FAMILIES 1946	RADIO FAM- ILIES 1946	RETAIL SALES 1946			EFFECTIVE BUYING INCOME 1946	
				TOTAL	FOOD	GENERAL MDSE.		DRUG
Alameda	744,600	232,580	227,860	\$ 925,307,000	\$217,486,000	\$182,515,000	\$ 30,156,000	\$1,255,150,000
Alpine	200	Combined with El Dorado County		71,000	183,000
Amador	7,200	1,500	1,330	8,089,000	2,284,000	153,000	329,000	10,903,000
Butte	49,700	14,030	12,740	41,094,000	12,393,000	5,522,000	1,144,000	58,197,000
Calaveras	7,300	1,920	1,670	6,620,000	1,983,000	56,000	256,000	8,955,000
Colusa	10,100	2,700	2,460	9,747,000	2,296,000	920,000	414,000	13,402,000
Contra Costa	235,600	91,810	88,910	81,419,000	25,220,000	8,101,000	2,885,000	158,692,000
Del Norte	4,000	940	780	4,465,000	1,262,000	195,000	122,000	5,889,000
El Dorado	11,400	2,900	2,510	10,801,000	4,315,000	195,000	14,265,000
Fresno	219,500	61,730	57,260	205,477,000	48,533,000	24,355,000	6,626,000	285,346,000
Glenn	12,500	3,230	2,960	11,748,000	2,921,000	669,000	292,000	15,595,000
Humboldt	52,900	14,430	13,130	46,435,000	11,961,000	6,874,000	1,169,000	60,675,000
Imperial	50,200	9,030	7,410	50,274,000	13,776,000	5,787,000	1,789,000	63,903,000
Inyo	19,300	7,590	6,350	9,687,000	2,957,000	627,000	329,000	12,590,000
Kern	162,300	43,720	39,800	134,794,000	34,524,000	19,075,000	3,713,000	181,354,000
Kings	41,400	10,040	9,090	30,295,000	8,186,000	3,123,000	962,000	37,445,000
Lake	8,400	2,590	2,400	6,703,000	2,212,000	139,000	280,000	9,138,000
Lassen	18,800	5,680	5,160	13,442,000	3,835,000	878,000	475,000	17,149,000
Los Angeles	3,595,700	1,130,680	1,103,050	3,576,360,000	780,617,000	570,558,000	122,429,000	5,710,350,000
Madera	31,100	7,620	6,600	17,740,000	5,037,000	1,338,000	475,000	26,936,000
Marin	72,800	20,940	20,480	44,872,000	14,918,000	4,504,000	1,266,000	64,238,000
Mariposa	3,500	600	500	3,932,000	793,000	5,523,000
Mendocino	27,900	6,800	6,050	20,358,000	5,602,000	2,803,000	487,000	28,002,000
Merced	61,000	13,930	12,420	39,922,000	10,362,000	4,308,000	1,315,000	56,360,000
Modoc	16,300	5,960	5,240	5,838,000	2,068,000	251,000	195,000	9,757,000
Mono	1,000	320	270	1,019,000	1,381,000
Monterey	100,400	27,370	25,510	81,940,000	19,726,000	9,705,000	2,958,000	108,303,000
Napa	34,500	13,400	12,750	27,049,000	6,768,000	3,528,000	901,000	37,130,000
Nevada	16,100	3,410	3,120	14,867,000	6,671,000	1,199,000	706,000	19,646,000
Orange	164,100	55,760	53,870	158,064,000	40,673,000	18,751,000	6,584,000	210,163,000
Placer	27,900	7,380	6,780	26,611,000	8,222,000	2,775,000	962,000	38,693,000
Plumas	11,300	2,860	2,520	9,391,000	3,366,000	474,000	609,000	12,377,000
Riverside	132,800	42,380	38,880	99,624,000	24,907,000	8,464,000	3,518,000	125,989,000
Sacramento	229,500	61,010	57,840	190,153,000	40,351,000	30,453,000	8,255,000	355,125,000
San Benito	13,300	3,710	3,460	9,273,000	2,609,000	697,000	292,000	14,113,000
San Bernardino	208,200	62,850	58,950	168,562,000	36,308,000	13,253,000	5,351,000	265,322,000

Pacific Coast Market Data—by Counties

CALIFORNIA (Continued)

COUNTY	POPULATION 1947	FAMILIES 1946	RADIO FAM- ILIES 1946	RETAIL SALES 1946				EFFECTIVE BUYING INCOME 1946
				TOTAL	FOOD	GENERAL MDSE.	DRUG	
San Diego	560,600	154,150	148,410	\$ 528,254,000	\$142,556,000	\$ 95,254,000	\$ 23,250,000	\$ 902,407,000
San Francisco	827,400	244,940	237,110	1,000,250,000	210,352,000	175,536,000	34,752,000	1,600,150,000
San Joaquin	160,900	47,480	44,290	163,471,000	31,752,000	15,544,000	3,935,000	235,367,000
San Luis Obispo	45,300	14,470	13,230	35,066,000	8,667,000	4,448,000	1,023,000	46,897,000
San Mateo	156,600	48,010	46,980	102,854,000	35,245,000	8,283,000	3,323,000	153,311,000
Santa Barbara	84,900	24,670	23,450	90,137,000	22,854,000	6,243,000	3,025,000	143,463,000
Santa Clara	218,700	64,390	62,100	212,531,000	52,643,000	27,153,000	7,515,000	363,433,000
Santa Cruz	49,300	15,160	14,330	51,279,000	13,007,000	6,107,000	1,753,000	65,640,000
Shasta	31,100	8,430	7,360	32,165,000	7,609,000	3,514,000	974,000	42,379,000
Sierra	2,000	370	320	2,144,000	709,000	3,158,000
Siskiyou	39,800	12,870	11,610	27,013,000	6,131,000	2,998,000	657,000	33,932,000
Solano	117,700	39,890	38,090	49,991,000	13,319,000	5,759,000	1,449,000	92,637,000
Sonoma	85,700	25,680	24,410	84,664,000	18,957,000	8,008,000	2,398,000	110,709,000
Stanislaus	89,000	27,030	25,290	81,999,000	17,695,000	9,356,000	2,276,000	107,074,000
Sutter	20,400	5,660	5,100	8,977,000	2,981,000	307,000	146,000	18,671,000
Tehama	14,400	3,970	3,600	13,963,000	3,366,000	1,269,000	475,000	18,885,000
Trinity	2,600	510	420	1,978,000	1,142,000	2,894,000
Tulare	126,200	32,620	29,480	86,907,000	21,637,000	9,426,000	2,350,000	109,988,000
Tuolumne	9,600	2,410	2,140	11,127,000	3,642,000	655,000	450,000	14,925,000
Ventura	93,800	23,310	22,070	61,807,000	17,214,000	5,717,000	1,948,000	84,301,000
Yolo	32,400	8,680	7,920	23,686,000	6,672,000	2,036,000	1,059,000	37,099,000
Yuba	20,600	5,900	5,180	23,499,000	6,936,000	901,000	30,236,000
STATE TOTAL	9,191,800	2,784,000	2,673,000	\$8,785,805,000	\$2,050,228,000	\$1,320,500,000	\$301,098,000	\$13,515,795,000

METROPOLITAN COUNTY AREAS

Fresno	219,500	61,730	57,260	\$ 205,477,000	\$ 48,533,000	\$ 24,355,000	\$ 6,626,000	\$ 285,346,000
Los Angeles	3,759,800	1,186,440	1,156,920	3,734,424,000	821,290,000	589,309,000	129,013,000	5,920,513,000
Sacramento	229,500	61,010	57,840	190,153,000	40,351,000	30,453,000	8,255,000	355,125,000
San Diego	560,600	154,150	148,410	528,254,000	142,556,000	95,254,000	23,250,000	902,407,000
San Francisco- Oakland	2,154,700	678,170	659,430	2,204,693,000	516,540,000	384,698,000	73,831,000	3,324,178,000
San Jose	218,700	64,390	62,100	212,531,000	52,643,000	27,153,000	7,515,000	363,433,000
Stockton	160,900	47,480	44,290	163,471,000	31,752,000	15,544,000	3,935,000	235,367,000

Pacific Coast Market Data—by Counties

OREGON

COUNTY	POPULATION 1947	FAMILIES 1946	RADIO FAM- ILIES 1946	RETAIL SALES 1946			EFFECTIVE BUYING INCOME 1946	
				TOTAL	FOOD	GENERAL MDSE.		DRUG
Baker	17,200	3,340	3,020	\$ 14,904,000	\$ 3,772,000	\$ 1,182,000	\$ 565,000	\$ 12,464,000
Benton	20,100	7,930	7,370	16,237,000	4,296,000	1,365,000	450,000	20,589,000
Clackamas	64,300	23,710	22,190	25,508,000	7,693,000	821,000	1,181,000	42,636,000
Clatsop	31,400	8,660	8,070	22,822,000	7,195,000	1,672,000	889,000	29,433,000
Columbia	20,700	6,580	6,070	10,955,000	3,554,000	668,000	450,000	16,549,000
Coos	30,000	8,400	7,620	24,205,000	7,588,000	1,554,000	1,035,000	34,886,000
Crook	6,000	2,010	1,810	3,067,000	1,013,000	165,000	220,000	4,003,000
Curry	3,600	1,160	970	2,395,000	917,000	29,000	104,000	2,881,000
Deschutes	20,200	5,960	5,470	17,730,000	4,253,000	745,000	742,000	21,956,000
Douglas	31,400	9,020	8,130	16,127,000	4,279,000	1,099,000	554,000	22,412,000
Gilliam	2,200	560	500	2,746,000	498,000	105,000	1,331,000
Grant	5,600	1,720	1,540	3,989,000	795,000	53,000	146,000	5,836,000
Harney	4,400	1,190	1,060	4,961,000	1,161,000	199,000	5,711,000
Hood River	10,500	3,080	2,880	7,798,000	2,594,000	355,000	324,000	12,911,000
Jackson	40,000	14,060	12,970	27,492,000	7,117,000	2,677,000	1,140,000	42,846,000
Jefferson	2,500	930	800	1,143,000	271,000	1,915,000
Josephine	17,000	5,300	4,620	10,955,000	2,952,000	656,000	397,000	16,394,000
Klamath	53,700	11,560	10,700	43,880,000	9,798,000	4,420,000	1,589,000	62,039,000
Lake	5,700	1,820	1,620	5,222,000	1,179,000	479,000	7,459,000
Lane	77,800	24,840	22,990	79,327,000	17,658,000	9,850,000	2,155,000	96,258,000
Lincoln	14,300	5,070	4,370	8,750,000	2,925,000	242,000	272,000	12,784,000
Linn	40,700	12,020	10,770	17,269,000	3,737,000	1,536,000	575,000	23,771,000
Malheur	15,200	3,580	3,150	10,574,000	2,506,000	821,000	491,000	15,811,000
Marion	80,000	21,660	20,440	69,487,000	17,508,000	8,057,000	1,685,000	90,754,000
Morrow	4,000	1,230	1,110	2,496,000	559,000	84,000	4,468,000
Multnomah	462,300	169,230	163,100	510,618,000	120,592,000	141,082,000	18,882,000	950,448,000
Polk	20,700	6,700	6,100	7,627,000	2,576,000	254,000	209,000	16,401,000
Sherman	1,700	490	450	1,283,000	332,000	2,590,000
Tillamook	12,800	4,270	3,890	7,978,000	2,218,000	331,000	418,000	11,699,000
Umatilla	31,900	10,210	9,310	20,476,000	4,357,000	1,418,000	868,000	25,576,000
Union	17,000	4,940	4,570	12,939,000	3,353,000	1,217,000	638,000	17,370,000
Wallowa	6,100	1,660	1,500	4,640,000	1,240,000	272,000	178,000	6,930,000
Wasco	11,300	3,100	2,820	13,370,000	2,882,000	691,000	502,000	14,363,000
Washington	45,500	16,360	15,110	19,053,000	5,694,000	957,000	565,000	33,597,000
Wheeler	2,700	830	720	1,634,000	166,000	2,225,000
Yamhill	27,000	8,820	8,190	16,828,000	3,991,000	1,164,000	690,000	22,695,000
STATE TOTAL	1,257,500	412,000	386,000	\$1,066,485,000	\$263,219,000	\$185,927,000	\$38,427,000	\$1,711,991,000

METROPOLITAN COUNTY AREAS

Portland	635,800	192,940	185,290	\$ 583,130,000	\$140,783,000	\$146,659,000	\$ 21,408,000	\$1,085,134,000
----------	---------	---------	---------	----------------	---------------	---------------	---------------	-----------------

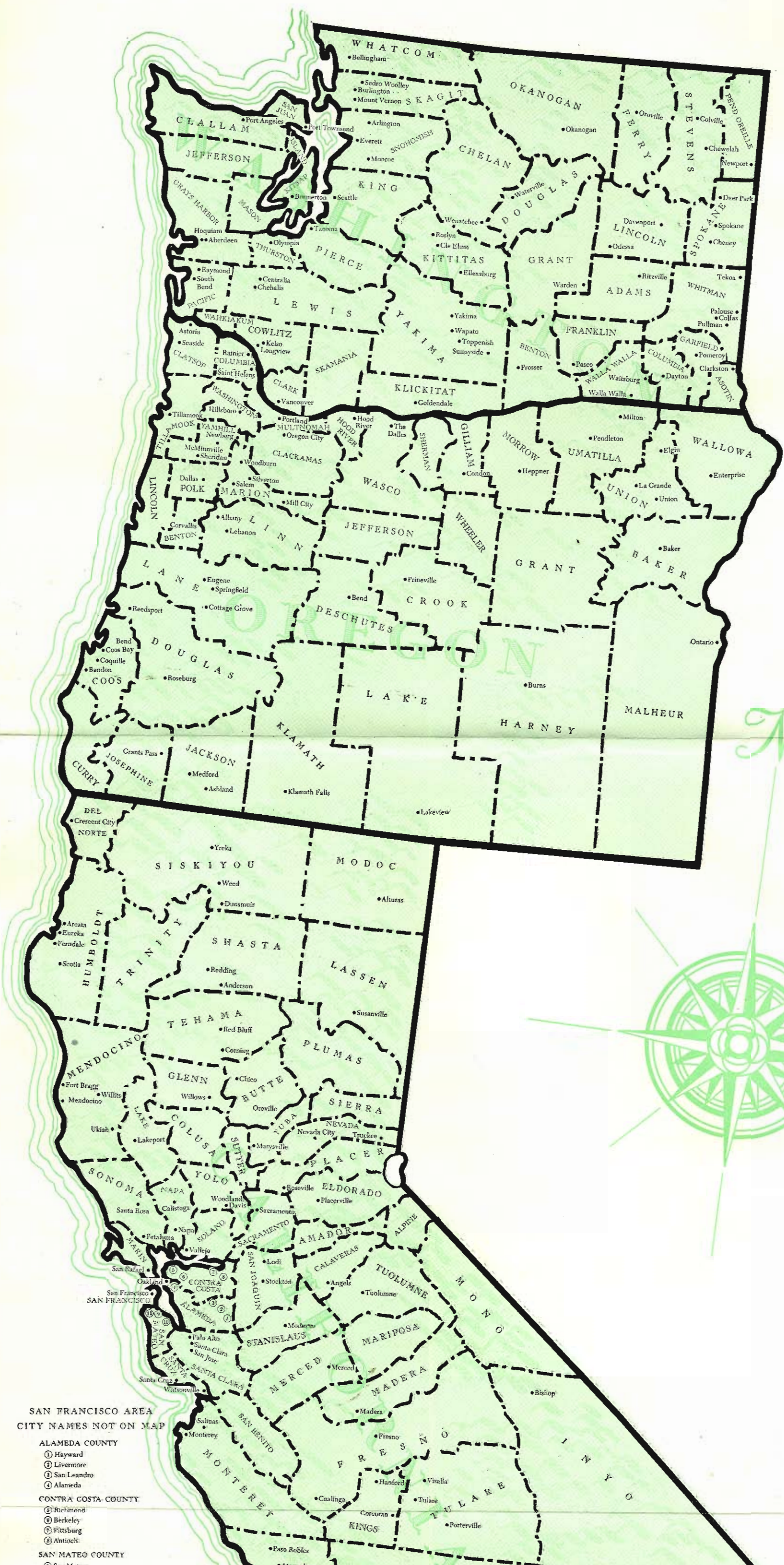
Pacific Coast Market Data—by Counties

WASHINGTON

COUNTY	POPULATION 1947	FAMILIES 1946	RADIO FAM- ILIES 1946	RETAIL SALES 1946				EFFECTIVE BUYING INCOME 1946
				TOTAL	FOOD	GENERAL MDSE.	DRUG	
Adams	5,600	1,350	1,270	\$ 5,728,000	\$ 1,030,000	\$ 942,000	\$ 173,000	\$ 8,611,000
Asotin	7,300	1,740	1,650	2,904,000	1,275,000	5,744,000
Benton	27,000	9,780	8,880	6,770,000	1,842,000	532,000	184,000	16,736,000
Chelan	36,400	10,640	9,950	38,423,000	8,388,000	6,396,000	1,196,000	56,509,000
Clallam	25,500	7,000	6,400	17,638,000	4,969,000	2,472,000	517,000	28,710,000
Clark	109,200	38,640	36,790	47,004,000	12,498,000	4,756,000	1,345,000	92,050,000
Columbia	4,500	1,000	940	3,643,000	897,000	310,000	7,225,000
Cowlitz	50,000	11,910	11,210	34,830,000	8,020,000	6,917,000	839,000	56,488,000
Douglas	6,500	1,420	1,320	3,441,000	935,000	33,000	5,183,000
Ferry	3,600	800	670	1,842,000	718,000	3,226,000
Franklin	10,000	3,330	3,040	6,294,000	1,634,000	510,000	172,000	9,986,000
Garfield	2,900	700	660	3,036,000	321,000	277,000	115,000	4,405,000
Grant	7,500	780	710	10,281,000	4,223,000	466,000	494,000	11,545,000
Grays Harbor	52,400	13,830	12,700	49,817,000	14,661,000	5,809,000	1,276,000	83,548,000
Island	6,700	2,290	2,090	2,641,000	557,000	81,000	5,650,000
Jefferson	8,400	2,270	2,060	5,353,000	2,069,000	488,000	172,000	10,187,000
King	732,400	227,800	217,150	635,237,000	143,522,000	128,657,000	19,031,000	1,285,375,000
Kitsap	83,100	41,070	39,280	40,609,000	11,147,000	3,304,000	1,379,000	64,052,000
Kittitas	21,000	5,360	4,930	18,164,000	4,808,000	1,086,000	437,000	28,413,000
Klickitat	9,800	2,470	2,160	7,559,000	2,192,000	366,000	172,000	12,377,000
Lewis	40,700	10,460	9,620	30,874,000	7,444,000	4,279,000	759,000	47,846,000
Lincoln	10,100	2,570	2,410	11,070,000	2,239,000	521,000	333,000	14,994,000
Mason	13,200	4,120	3,720	8,429,000	2,711,000	2,106,000	264,000	15,603,000
Okanogan	27,900	7,950	7,000	16,029,000	3,117,000	3,525,000	529,000	23,844,000
Pacific	13,400	3,350	3,040	11,617,000	4,024,000	976,000	241,000	20,850,000
Pend Oreille	6,100	1,460	1,260	4,250,000	1,294,000	310,000	172,000	7,162,000
Pierce	226,900	73,020	69,890	192,448,000	53,487,000	31,656,000	6,275,000	400,386,000
San Juan	2,500	640	580	1,538,000	708,000	3,734,000
Skagit	40,400	11,220	10,520	29,407,000	7,614,000	3,503,000	621,000	44,883,000
Skamania	3,600	850	750	1,882,000	623,000	46,000	3,480,000
Snohomish	100,300	30,790	29,030	75,657,000	21,711,000	11,150,000	2,063,000	108,751,000
Spokane	195,900	56,810	53,960	180,353,000	42,651,000	37,852,000	7,453,000	357,438,000
Stevens	16,200	3,850	3,340	8,956,000	2,711,000	621,000	253,000	16,534,000
Thurston	41,300	12,120	11,460	34,517,000	8,313,000	4,977,000	1,104,000	56,309,000
Wahkiakum	3,500	790	720	1,791,000	548,000	3,882,000
Walla Walla	36,700	9,080	8,550	32,412,000	6,178,000	1,138,000	52,924,000
Whatcom	61,900	16,860	16,050	51,467,000	12,224,000	8,115,000	1,655,000	81,802,000
Whitman	26,800	7,110	6,780	25,126,000	5,536,000	2,383,000	828,000	41,964,000
Yakima	106,700	29,770	27,460	91,653,000	27,353,000	14,850,000	3,963,000	105,338,000
STATE TOTAL	2,183,900	667,000	630,000	\$1,750,690,000	\$436,192,000	\$291,453,000	\$55,395,000	\$3,203,744,000

METROPOLITAN COUNTY AREAS

Seattle	732,400	227,800	217,150	\$ 635,237,000	\$143,522,000	\$128,657,000	\$19,031,000	\$1,285,375,000
Spokane	195,900	56,810	53,960	180,353,000	42,651,000	37,852,000	7,453,000	357,438,000
Tacoma	226,900	73,020	69,890	192,448,000	53,487,000	31,656,000	6,275,000	400,386,000



SAN FRANCISCO AREA
CITY NAMES NOT ON MAP

ALAMEDA COUNTY

- ① Hayward
- ② Livermore
- ③ San Leandro
- ④ Alameda

CONTRA COSTA COUNTY

- ⑤ Richmond
- ⑥ Berkeley
- ⑦ Pittsburg
- ⑧ Antioch

SAN MATEO COUNTY

- ⑨ San Mateo



The Pacific Coast

Showing all counties, cities of 10,000 population and over, and many smaller cities

Pacific Coast Networks—Executives and Offices

As of September, 1947

DON LEE
BROADCASTING SYSTEM
Affiliated with Mutual

THOMAS S. LEE
President

LEWIS ALLEN WEISS
Vice-President and General Manager

SYDNEY GAYNOR
General Sales Manager

LOS ANGELES OFFICE
SYDNEY GAYNOR, *General Sales Manager*
HENRY GERSTENKORN
Assistant General Sales Manager
Don Lee Building
5515 Melrose Ave., Hollywood 38, Calif.
Telephone: HOLlywood 8111

SAN FRANCISCO OFFICE
WILLIAM D. PABST, *Manager*
MERWYN L. McCABE, *Sales Manager*
1000 Van Ness Ave., San Francisco 9, Calif.
Telephone: PRospect 0100

NATIONAL
BROADCASTING COMPANY
Western Network

SIDNEY N. STROTZ
Vice-President in Charge
Western Network

LEWIS S. FROST
Assistant to Vice-President

FRANK A. BEREND
Network Sales Manager

LOS ANGELES OFFICE
FRANK A. BEREND
Sunset Blvd. & Vine St., Hollywood 28, Calif.
Telephone: HOLlywood 6161

SAN FRANCISCO OFFICE
WALTER TOLLESON
Taylor & O'Farrell Sts., San Francisco 2, Calif.
Telephone: GRaystone 4-8700

AMERICAN
BROADCASTING COMPANY
Pacific Network

DON SEARLE
Vice-President in Charge

FRANK SAMUELS
Western Division Sales Manager

LOS ANGELES OFFICE
FRANK SAMUELS
6285 Sunset Blvd., Hollywood 28, Calif.
Telephone: HILLside 8231

NETWORK SALES
SAN FRANCISCO OFFICE
155 Montgomery St., San Francisco 4, Calif.
Telephone: EXbrook 6544

COLUMBIA
BROADCASTING SYSTEM
Columbia Pacific Network

DONALD W. THORNBURGH
Vice-President in Charge

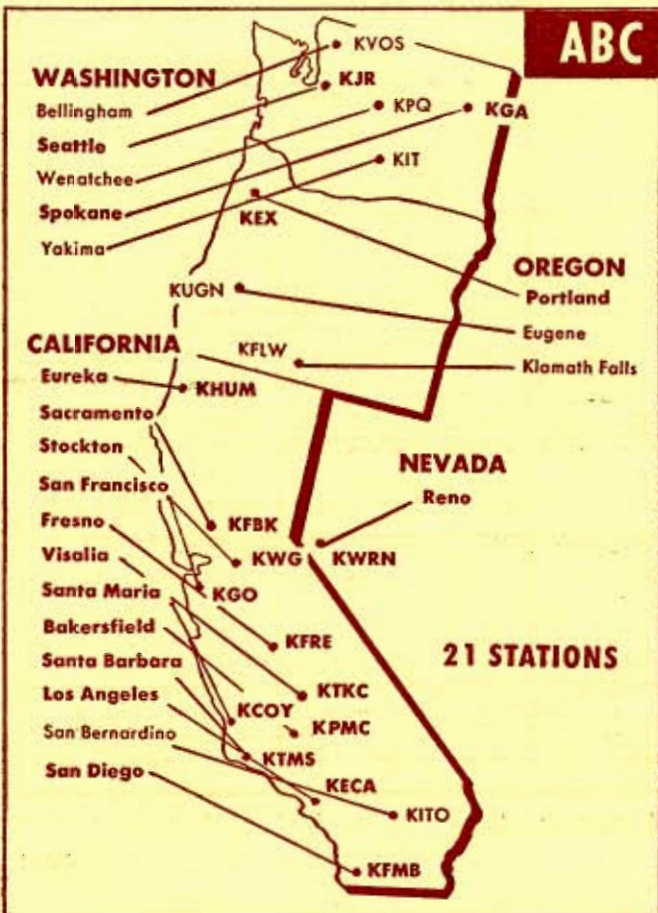
HARRY W. WITT
Assistant General Manager

LOS ANGELES OFFICE
WAYNE R. STEFFNER
Columbia Square, Los Angeles 28, Calif.
Telephone: HOLlywood 1212

SAN FRANCISCO OFFICE
OLE G. MORBY
Palace Hotel, San Francisco 5, Calif.
Telephone: YUkon 1700

THE FOUR PACIFIC COAST RADIO NETWORKS

Bold Face: Basic Stations — Light Face: Supplementary Stations



Pacific Coast Networks and Their Stations

CITY	DON LEE			NBC			ABC			CBS		
	STATION	WATTS	KC	STATION	WATTS	KC	STATION	WATTS	KC	STATION	WATTS	KC
CALIFORNIA												
Bakersfield.....	KAFY	250	1490	KERO*	250	1230	KPMC	1,000	1560	KERN*	1,000	1410
Chico.....	KHSL	1,000	1290									
El Centro.....	KXO	250	1230									
Eureka.....	KIEM	1,000	1480				KHUM	250	1240			
Fresno.....	KYNO	1,000	1300	KMJ	5,000	580	KFRE	250	1340	KARM	5,000	1430
Los Angeles.....	KELJ	5,000	930	KPI	50,000	640	KECA	5,000	790	KNX	50,000	1070
Marysville.....	KMYC	250	1450									
Merced.....	KYOS	250	1490									
Palm Springs.....										KCMJ	250	1340
Paso Robles.....	KPRL	250	1230									
Redding.....	KVCV	1,000	600									
Sacramento.....	KXOA	250	1490	KCRA*	250	1340	KFBK	10,000	1530	KROY	250	1240
Salinas-Monterey.....	KSBW	1,000	1380									
San Bernardino.....	KFXM	1,000	590				KITO*	1,000 D	1300			
								500 N				
San Diego.....	KGB	1,000	1360	KPSD	1,000	600	KFMB	250	1450	KSDJ	5,000	1170
San Francisco.....	KFRC	5,000	610	KPO	50,000	680	KG9	50,000	810	KQW	5,000	740
San Luis Obispo.....	KVEC	500 N	920									
		1,000 D										
Santa Ana.....	KVOE	1,000	1480									
Santa Barbara.....	KDB	250	1490	KIST*	250	1340	KTMS	1,000	1250			
Santa Maria.....							KCOY	250	1400			
Stockton.....	KXOB	1,000	1280				KWG	250	1230	KGDM	5,000	1140
Tulare-Visalia.....	KCOK	250	1240				KTKC	5,000	940			
OREGON												
Albany.....	KWIL	250	1240									
Astoria.....	KAST	250	1230									
Bend.....	KBND	250	1340									
Coos Bay.....	KOOS	250	1230									
Eugene.....	KORE	250	1450				KUGN*	250	1400			
Grants Pass.....	KUIN	250	1340									
Klamath Falls.....	KFJI	100	1240				KFLW*	250	1450			
Medford.....				KMED*	1,000	1440						
Portland.....	KALE	5,000	1330	KGW	5,000	620	KEX	5,000	1190	KOIN	5,000	970
Roseburg.....	KRNR	250	1490									
Salem.....	KSLM	1,000	1390									
WASHINGTON												
Aberdeen.....	KXBO	250	1340									
Bellingham.....							KVOS*	250	790			
Centralia-Chehalis.....	KELA	1,000	1470									
Everett.....	KRKO	250	1400									
Longview.....	KWLK	250	1400									
Olympia.....	KGY	250	1240									
Seattle-Tacoma.....	KVI	5,000	570	KOMO	5,000	1000	KJR	5,000	950	KIRO	50,000	710
Spokane.....	KNEW	5,000	1430	KHQ	5,000	590	KGA	10,000	1510	KXLY	5,000	920
Walla Walla.....	KUJ	5,000	1420									
Wenatchee.....							KPQ*	1,000	560			
Yakima.....	KYAK	250	1400				KIT*	1,000	1280	KIMA*	500	1460
IDAHO												
Coeur d'Alene.....	KVNI	250	1240									
Lewiston.....	KRLC	1,000	1350									
Wallace.....	KWAL	1,000	620									
NEVADA												
Reno.....	KATO	250	1340	KOH*	1,000	630	KWRN	250	1490	KOLO*	1,000	920

*Supplementary Stations: Not included in basic Pacific Group but available at extra cost.

Pacific Coast Networks—Rates and Discounts

AS OF SEPTEMBER, 1947

DON LEE—43 Stations

		6:00 p.m. to 10:30 p.m.
<i>Night</i>	1 Hr.	\$2750.00
<i>Rates</i>	½ Hr.	1650.00
	¼ Hr.	1100.00
		8:00 a.m. to 6:00 p.m. weekdays, 8:00 a.m. to 12:00 noon Sundays, and 10:30 p.m. to 12:00 midnight daily
<i>Day</i>	1 Hr.	\$1375.00
<i>Rates</i>	½ Hr.	825.00
	¼ Hr.	550.00
<i>Transition</i>		12:00 noon to 6:00 p.m. Sundays, ¾ gross night rates
<i>Early Morning</i>		7:00 a.m. to 8:00 a.m. ⅓ gross night rates

SUPPLEMENTARY PACIFIC COAST STATIONS—AVAILABLE AT EXTRA COST

No supplementaries. Rates listed above cover complete 43-station network. Rates for less than full network on request.

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

Less than \$550	None
\$550 to \$1100	2½%
1100 to 1650	5%
1650 to 2200	7½%
2200 to 2750	10%
2750 to 3300	12½%
3300 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.

Net time rates subject to 2% cash discount if paid on or before 15th day of month following broadcast service.

NBC—7 Stations

		6:00 p.m. to 11:00 p.m.
<i>Night</i>	1 Hr.	\$2080.00
<i>Rates</i>	½ Hr.	1248.00
	¼ Hr.	832.00
		8:00 a.m. to 6:00 p.m. weekdays, 8:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 12:00 midnight daily
<i>Day</i>	1 Hr.	\$1040.00
<i>Rates</i>	½ Hr.	624.00
	¼ Hr.	416.00
<i>Transition</i>		12:00 noon to 6:00 p.m. Sundays ¾ gross night rates
<i>Early Morning</i>		12:00 midnight to 8:00 a.m. ⅓ gross night rates

SUPPLEMENTARY PACIFIC COAST STATIONS—AVAILABLE AT EXTRA COST

		1 Hr.	½ Hr.	¼ Hr.
KERO	Night	\$60	\$36	\$24
Bakersfield, California	Day	30	18	12
KCRA	Night	\$80	\$48	\$32
Sacramento, California	Day	40	24	16
KIST	Night	\$70	\$42	\$28
Santa Barbara, California	Day	35	21	14
KMED	Night	\$80	\$48	\$32
Medford, Oregon	Day	40	24	16
KOH	Night	\$80	\$48	\$32
Reno, Nevada	Day	40	24	16

DISCOUNTS

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 within a 12-month fiscal year period.

ABC—15 Stations

		6:00 p.m. to 11:00 p.m.
<i>Night</i>	1 Hr.	\$2190.00
<i>Rates</i>	½ Hr.	1314.00
	¼ Hr.	876.00
		8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon), and 11:00 p.m. to 12:00 midnight
<i>Day</i>	1 Hr.	\$1095.00
<i>Rates</i>	½ Hr.	657.00
	¼ Hr.	438.00
<i>Transition</i>		12:00 noon to 4:00 p.m. Sundays ¾ gross night rates 4:00 p.m. to 6:00 p.m. Sundays ¾ gross night rates
<i>Early Morning</i>		12:00 midnight to 8:00 a.m. ⅓ gross night rates

SUPPLEMENTARY PACIFIC COAST STATIONS—AVAILABLE AT EXTRA COST

		1 Hr.	½ Hr.	¼ Hr.
KITO	Night	\$80	\$48	\$32
San Bernardino, California	Day	40	24	16
KUGN	Night	\$40	\$24	\$16
Eugene, Oregon	Day	20	12	8
KFLW	Night	\$30	\$18	\$12
Klamath Falls, Oregon	Day	15	9	6

Pacific Coast Networks—Rates and Discounts

AS OF SEPTEMBER, 1947

ABC (Continued)

		1 Hr.	½ Hr.	¼ Hr.
KVOS	Night	\$40	\$24	\$16
Bellingham, Washington	Day	20	12	8
KPQ	Night	\$40	\$24	\$16
Wenatchee, Washington	Day	20	12	8
KIT	Night	\$60	\$36	\$24
Yakima, Washington	Day	30	18	12

DISCOUNTS

WEEKLY DISCOUNTS

Either Standard Discount (A) or Special Daytime Discount (B) will be allowed on weekly gross billings for 13 or more consecutive weeks of network broadcasting as follows:

A. STANDARD DISCOUNTS

The Standard Discount for each contract is determined by

- (1) WEEKLY GROSS CONTRACTED VALUE which is the total weekly gross value of all of an Advertiser's Pacific Network contracts (including the Mt. & Pacific gross value of contracts earning National discounts), and
- (2) NUMBER OF STATIONS covered by that contract.

WEEKLY GROSS CONTRACTED VALUE						
\$350	\$750	\$1250	\$1850	\$2550		
to	to	to	to	or	more	
\$750	\$1250	\$1850	\$2550			

NUMBER OF STATIONS . . .	%	%	%	%	%
Group I (8 stations) (Min. Pacific group) . . .	7½	10	12½	15	17½
Group II (15 stations) (Complete Pac. group) . . .	10	12½	15	17½	20
Group III (17 stations) (Pacific & Mt. group) . . .	12½	15	17½	20	22½

EXAMPLE: An Advertiser with two contracts, one for GROUP I and the other for GROUP III totaling \$1,800 earns a discount of 12½% on the first contract and 17½% on the second.

IN GROUP I bonus stations are not included in determining number of stations. If the Mountain Group is used with GROUP I an additional discount of 2½% shall be added to the discounts indicated above (under GROUP I) for such split Pacific Network.

Example for determining above discounts:

B. SPECIAL DAYTIME DISCOUNTS

A 25% Discount in lieu of Standard Discounts will be allowed to American Pacific Network Advertisers using the Complete Pacific group for daytime (8:00 a.m. to 6:00 p.m. PST) broadcasting of a series of programs of 15 minutes or longer on 5 or more days per week.

REBATES

For 26, 39 or 52 consecutive weeks of broadcasting. In addition to the Weekly Discounts the applicable following rebate will be allowed on the gross billing for each station used during the rebate period, except on such stations as are discontinued prior to the end of the rebate period:

26 to 38 consecutive weeks	5%
39 to 51 consecutive weeks	7½%
52 consecutive weeks	10%

Each of the above rebates will be due and payable at the end of its governing rebate period in lieu of rebate (if any) previously allowed or will be paid currently if the rebate period is firm. Interruptions of the series due to broadcasts of special events will not affect the Advertiser's right to the rebate.

ANNUAL DISCOUNTS

For annual gross billing of \$165,000 or more.

To Advertisers whose contracted Pacific Network gross billing totals \$165,000 or more within a twelve-month period, the following Annual Discounts will be allowed currently on gross billings in lieu of Weekly Discounts and Rebates:

- A. Annual Discount in lieu of Standard Discounts and Rebates for each of the Contracts of an Advertiser will be determined by the number of stations contained in that contract as follows:

NUMBER OF STATIONS		
Group I (8 stations)	30	%
Group II (15 stations)	32½	%
Group III (17 stations)	35	%

B. Annual Discount in lieu of Special Daytime Discounts and Rebates, will be 37½% for a series of programs of 15 minutes or longer, 5 or more days per week.

PROMPT PAYMENT CREDIT

Two (2) points of each discount listed under WEEKLY DISCOUNTS and ANNUAL DISCOUNTS are contingent upon full payment of bills on or before 15th day of month following month in which broadcast occurred. This provision applies only to charges for broadcast time.

CBS—10 Stations

Night Rates	1 Hr.	6:00 p.m. to 10:00 p.m.	\$1990.00
	½ Hr.		1194.00
	¼ Hr.		796.00
Day Rates	1 Hr.	7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight	\$997.00
	½ Hr.		599.00
	¼ Hr.		398.00
Transition		12:00 noon to 6:00 p.m. Sundays, and 10:00 p.m. to 10:30 p.m. daily	⅔ gross night rates
Early Morning		12:00 midnight to 7:00 a.m.	⅓ gross night rates

SUPPLEMENTARY PACIFIC COAST STATIONS — AVAILABLE AT EXTRA COST

		1 Hr.	½ Hr.	¼ Hr.
KERN	Night	\$75	\$45	\$30
Bakersfield, California	Day	38	23	15
KIMA	Night	\$60	\$36	\$24
Yakima, Washington	Day	30	18	12
KOLO	Night	\$75	\$45	\$30
Reno, Nevada	Day	38	23	15

DISCOUNTS

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—Stations and Managers

DON LEE BROADCASTING SYSTEM

CITY	STATION	ADDRESS	TELEPHONE	MANAGER	REPRESENTATIVE
CALIFORNIA					
Bakersfield	KAFY	P. O. Box 1432	8-8700	Frank Wilbur	Adam J. Young, Jr., Inc.
Chico	KHSL	Moorhead Bldg.	237	M. F. Woodling	W. S. Grant Co., Inc.
El Centro	KXO	So. 4th St. (P. O. Box 140)	1100	Doyle J. Osman	Paul H. Raymer Co., Inc.
Eureka	KIEM	Radio Center "E" Ave. at Sixth	4000	William B. Smullin	John Blair & Company
Fresno	KYNO	Fresno Hotel	2-6141	Gene Chenault	Adam J. Young, Jr., Inc.
Los Angeles	KHJ	5515 Melrose Ave., Hollywood 38	Hollywood 8111	Lewis Allen Weiss	John Blair & Company
Marysville	KMYC	515 E St.	2080	Joe D. Carroll	W. S. Grant Co., Inc.
Merced	KYOS	"G" St. Grade	1430	C. H. Kinsley, Jr.	W. S. Grant Co., Inc.
Paso Robles	KPRL	32nd & Oak Sts.		Les Hacker	W. S. Grant Co., Inc.
Redding	KVCV	P. O. Box 559	1646	Fred M. Stuelpnagle	W. S. Grant Co., Inc.
Sacramento 14	KXOA	1617 - 30th St.	6-4728	Lincoln Dellar	Adam J. Young, Jr., Inc.
Salinas	KSBW	P. O. Box 667	2-1635	Milt Hall	None
San Bernardino	KFXM	Fifth & "E" Sts.	4761	Gene Lee	John Blair & Company
San Diego 1	KGB	1017 First Ave.	Franklin 6151	F. D. Ide	John Blair & Company
San Francisco 9	KFRC	1000 Van Ness Ave.	Prospect 0107	William D. Pabst	John Blair & Company
San Luis Obispo	KVEC	Mountain View & Hill Sts.	1100-01	Les Hacker	W. S. Grant Co., Inc.
Santa Ana	KVOE	206 N. Main St.	4901-R	Ernest L. Spencer	W. S. Grant Co., Inc.
Santa Barbara	KDB	1309 State St.	4131	Edward K. Kemble	John Blair & Company
Stockton	KXOB	2013 Pacific Ave.	5-5896	Herb Ferguson	Adam J. Young, Jr., Inc.
Tulare	KCOK	P. O. Box 119	800	Sheldon Anderson	Adam J. Young, Jr., Inc.
OREGON					
Albany	KWIL	KWIL Bldg.	870	Chet Wheeler	Homer Griffith Co.
Astoria	KAST	9th & Commercial Sts.	95	L. E. Parsons	None
Bend	KBND	Pilot Butte Inn	848	Frank H. Loggan	Homer Griffith Co.
Coos Bay	KOOS	505 Hall Bldg.	432	Hal Shade	Homer Griffith Co.
Eugene	KORE	South Willamette	3	L. W. Trommlitz	Homer Griffith Co.
Grants Pass	KUIN	P. O. Box 148	1100	Edward A. Malone	W. S. Grant Co., Inc.
Klamath Falls	KFJI	Willard Hotel Bldg.	5155	W. D. Miller	W. S. Grant Co., Inc.
Portland	KALE	P. O. Box 31	Broadway 3484	C. S. Jackson	John Blair & Company
Roseburg	KRRR	Kohlhagen Bldg.	4	Iris Helliwell	Homer Griffith Co.
Salem	KSLM	Senator Hotel Bldg.	4831	Glenn E. McCormick	W. S. Grant Co., Inc.
WASHINGTON					
Aberdeen	KXRO	P. O. Box 1120	4098	Fred G. Goddard	Homer Griffith Co.
Centralia	KELA	KELA Bldg.	721	Joe Chytil	John Keating
Everett	KRKO	Highway 99, North City Limits	Main 526	William R. Taft	Homer Griffith Co.
Longview	KWLK	Natl. Bank of Com- merce Bldg.	1500	C. O. Chatterton	Homer Griffith Co.
Olympia	KGY	State & Washington Sts.	6636	Tom Olsen	Homer Griffith Co.
Seattle	KVI	Camlin Hotel	Main 0883	Mrs. Vernice Doernbecher Irwin	George P. Hollingbery Co.
Spokane 8	KNEW	Sprague & Wall Sts.	Riverside 8035	Harry Lantry	Gilman, Nicoll & Ruthman
Walla Walla	KUJ	2nd & Rose Sts.	1230	H. E. Studebaker	Homer Griffith Co.
Yakima	KYAK	503 Miller Bldg.	2-7143	Robert McCaw	Paul H. Raymer Co., Inc.
IDAHO					
Coeur d'Alene	KVNI	Desert Hotel Bldg.	900	C. E. Rodell	Gilman, Nicoll & Ruthman
Lewiston	KRLC	Lewis-Clark Hotel Bldg.	1950	Donald A. Thomas	Homer Griffith Co.
Wallace	KWAL	Wallace, Idaho	330	R. G. Binyon	None
NEVADA					
Reno	KATO	Elks Bldg., P. O. Box 2231	2-4501	Robert L. Stoddard	W. S. Grant Co., Inc.

Pacific Coast Networks—Stations and Managers

NATIONAL BROADCASTING COMPANY

CITY	STATION	ADDRESS	TELEPHONE	MANAGER	REPRESENTATIVE
CALIFORNIA					
Bakersfield	KERO	1420 Truxton Ave.	4-4549	Gene De Young	Avery Knodel, Inc.
Fresno 22	KMJ	Van Ness Ave. & Calaveras St.	36277	Keith Collins	Paul H. Raymer Co., Inc.
Los Angeles 4	KFI	141 N. Vermont Ave.	Fairfax 2121	William B. Ryan	Edward Petry & Co., Inc.
Sacramento	KCRA	California State Life Bldg.	2-0758	Ewing Kelly	Weed & Co.
San Diego 12	KFSD	326 Broadway	Franklin 6353	M. R. Harris	Paul H. Raymer Co., Inc.
San Francisco 2	KPO	Taylor & O'Farrel Sts.	Graystone 4-8700	John W. Elwood	National Broadcasting Co., Inc.
Santa Barbara	KIST	Benjamin Franklin Bldg.	3981	Harry C. Butcher	Universal Radio Sales
OREGON					
Medford	KMED	Ross Lane	4000	Mrs. W. J. Virgin	None
Portland 4	KGW	1011 S.W. 6th Ave.	Beacon 6364	H. Quenton Cox	Edward Petry & Co., Inc.
WASHINGTON					
Seattle 1	KOMO	1331 3rd Ave. Bldg.	Main 1401	O. W. Fisher	Edward Petry & Co., Inc.
Spokane 8	KHQ	Radio Central Bldg.	Main 5131	Richard O. Dunning	The Katz Agency, Inc.
NEVADA					
Reno	KOH	143 Stevenson St.	5106	Hewitt Kees	Paul H. Raymer Co., Inc.

Pacific Coast Networks—Stations and Managers

AMERICAN BROADCASTING COMPANY

CITY	STATION	ADDRESS	TELEPHONE	MANAGER	REPRESENTATIVE
CALIFORNIA					
Bakersfield	KPMC	307½ E. 21st St.	3-1839, 8-8581	L. A. Schamblin	W. S. Grant Co., Inc.
Eureka	KHUM	Gross Bldg., 5th & F Sts.	3831	Carroll R. Hauser	W. S. Grant Co., Inc.
Fresno	KFRE	T. W. Patterson Bldg.	4-5001	Paul H. Bartlett	Avery-Knodel, Inc.
Los Angeles	KECA	1440 N. Highland Ave., Hollywood 28	Hillside 8231	Clyde Scott	ABC Spot Sales
Sacramento	KFBK	708 Eye St.	25011	Leo O. Ricketts	Paul H. Raymer Co., Inc.
San Bernardino	KITO	San Bernardino, Calif.
San Diego 1	KFMB	1375 Pacific Blvd.	Main 2114	Jack O. Gross	The Branham Company
San Francisco 4	KGO	155 Montgomery St.	Exbrook 6544	Gayle V. Grubb	ABC Spot Sales
Santa Barbara	KTMS	News-Press Bldg.	6111	Charles A. Storke	Paul H. Raymer Co., Inc.
Santa Maria	KCOY	114 W. Cook St.	104	Frank Weltmer	Paul H. Raymer Co., Inc.
Stockton 7	KWG	Hotel Wolf	5-5728	Howard L. Bailey	Paul H. Raymer Co., Inc.
Visalia	KTKC	P. O. Box 511	575	Charles P. Scott	William G. Rambeau Co.
OREGON					
Eugene	KUGN	Eugene, Ore.	2800	S. W. McReady	W. S. Grant Co., Inc.
Klamath Falls	KFLW	1301 Esplanade St.	Bud Chandler	Homer Griffith Co.
Portland 5	KEX	1230 S.W. Main St.	C. S. Young	Free & Peters, Inc.
WASHINGTON					
Bellingham	KVOS	1321 Commercial	4200	Rogan Jones	Homer Griffith Co.
Seattle 1	KJR	Skinner Bldg.	Elliott 5890	J. Archie Morton	Avery-Knodel, Inc.
Spokane 8	KGA	Radio Central Bldg.	M-5383	Louis Wasmer	Edward Petry & Co., Inc.
Wenatchee	KPQ	KPQ Bldg.	James W. Wallace	Joseph Hershey McGillvra
Yakima	KIT	414 E. Yakima Ave.	John K. Clarke	Joseph Hershey McGillvra
NEVADA					
Reno	KWRN	Reno, Nevada

Pacific Coast Networks—Stations and Managers

COLUMBIA BROADCASTING SYSTEM

CITY	STATION	ADDRESS	TELEPHONE	MANAGER	REPRESENTATIVE
CALIFORNIA					
Bakersfield	KERN	Elks Bldg., 17th & I Sts.	884-31	Hal Brown	Paul H. Raymer Co., Inc.
Fresno	KARM	1333 Van Ness Ave.	429-66	Clyde F. Coombs	Edward Petry & Co., Inc.
Los Angeles 28	KNX	Columbia Square	Hollywood 1212	D. W. Thornburgh	Radio Sales
Palm Springs	KCMJ	Palm Springs, Calif.	2253	Dick Joy	W. S. Grant Co., Inc.
Sacramento	KROY	Sacramento Hotel	325-25	Clyde F. Coombs	Avery-Knodel, Inc.
San Diego	KSDJ	1405 Fifth Ave.	Franklin 8282	Clinton D. McKinnon	Free & Peters, Inc.
San Francisco 5	KQW	140 Jessie St.	Exbrook 3233	C. L. McCarthy	Edward Petry & Co., Inc.
Stockton	KGDM	Peffer Bldg.	445-51	E. F. Peffer	John Blair & Company
OREGON					
Portland 7	KOIN	New Heathman Hotel	Atwater 3333	Harry H. Buckendahl	Avery-Knodel, Inc.
WASHINGTON					
Seattle 1	KIRO	66 Cobb Bldg.	Seneca 1500	Loren B. Stone	Free & Peters, Inc.
Spokane 8	KXLY	Symons Bldg.	Main 1218	Ed Craney	The Walker Company
Yakima	KIMA	Terrace Heights Road	6104	R. Lee Black	Weed & Co.
NEVADA					
Reno	KOLO	33 Sierra St.	2-4516	David McKay	Western Radio Adv. Inc.

Independent Pacific Coast Radio Stations

CITY	STATION		ADDRESS	TELEPHONE	MANAGER	REPRESENTATIVE
	WATTS	KC				
CALIFORNIA						
Barstow	250	KWTC 1230	P. O. Box 1230, Radio Center	4496	Mojave Valley Broadcasting Co.	None
Berkeley	250	KRE 1400	601 Ashby Ave.	Ashberry 7715	Arthur Westlund	None
Blythe	250	KUCB 1400	3401 Russell St., Riverside, Calif.	6290	R. A. Wareham	John E. Pearson Co.
Brawley	1000	KROP 1300	3401 Russell St., Riverside, Calif.	6290	Wm. L. Simpson	John E. Pearson Co.
Calexico	250	KICO 1490	P. O. Box 786	918	Charles Love	Homer Griffith Co.
Dinuba	250	KRDU 1130	Janzen Bldg.		Troy L. Banks	None
Glendale 6	250	KIEV 870	102 N. Glendale Blvd.	Citrus 1-1133	Cal Cannon	None
Grass Valley	250	KGFN 1400	P. O. Box 924	1100	Howard J. Smiley	W. S. Grant Co.
Indio	250	KREO 1400	Calhoun Drive	7403	Riley Gibson	John E. Pearson Company
Lodi	250	KCVR 1570	P. O. Box 600	1700	Herbert W. Brown	Homer Griffith Co.
Long Beach 2	1000	KFOX 1280	220 E. Anaheim St.	672-81	Hal Nichols	Burn-Smith Co., Inc.
Long Beach	5000	KGER 1390	435 Pine Ave.	660-41	Lee Wynne	Joseph Hershey Mc- Gillvra, Inc.
Los Angeles 5	5000	KFAC 1330	Penthouse, 645 S. Mariposa Ave.	Fitzroy 1231	Calvin J. Smith	None
Los Angeles 5	5000	KFVD 1020	338 S. Western Ave.	Drexel 2391	Frank Burke, Jr.	Gene Grant & Company

Independent Pacific Coast Radio Stations

CITY	STATION		ADDRESS	TELEPHONE	MANAGER	REPRESENTATIVE
	WATTS	KC				
CALIFORNIA (Continued)						
Los Angeles	KFWB		5833 Fernwood Ave., Hollywood 28, Calif.	Hempstead 5151	Harry Maizlish	William G. Rambeau Co.
Los Angeles 28	5000	980	6314 Sunset Blvd.	Hillside 0201	Thelma Kirchner	None
Los Angeles	100	1230	1000 Cahuenga Blvd. Hollywood 38, Calif.	Hillside 1161	Don Fedderson	Adam J. Young, Jr., Inc.
Los Angeles 28	1000	570	5939 Sunset Blvd.	Hollywood 5341	Robert O. Reynolds	Paul H. Raymer Co., Inc.
Los Angeles	10,000	710	Santa Monica Ambassador Hotel, Santa Monica, Cal.	5-1580	Clay Osborne	The Walker Company
Los Angeles 13	5000 days	1580	541 S. Spring St.	Tucker 7111	Ned Connor	None
	1000 nights	1150				
Modesto	KTRB		Norwegian Ave.	774	William H. Bates, Jr.	W. S. Grant Co., Inc.
	1000	860				
Monterey	KDON		468 Calle Principal	8501	Reed Pollock	Homer Griffith Co.
	250	1240				
Mount Shasta	KWSD		Mount Shasta, Calif.		Arthur Adler	Homer Griffith Co.
	250	1340				
Oakland	KLX		Tribune Tower, 13th & Franklin Sts.	Glencourt 0660	Glenn Shaw	Homer Griffith Co.
	1000	910				
Oakland 12	KROW		Radio Center Bldg., 19th & Broadway	Twinoaks 9600	Wilton Gunzendorfer	None
	1000	960				
Oakland 12	KWBR		327 Twenty-first St.	Higate 1212	F. Wellington Morse	William G. Rambeau Co.
	1000	1310				
Ontario	KOCS		222 East B St.	627-54	Kenneth H. Thornton	Tracy Moore and Associates
	250	1510				
Pasadena 1	KWKW		425 E. Green St.	Sycamore 2-6155	William J. Beaton	Forjoe & Company
	1000	1430				
Pasadena 15	KXLA		1401 S. Oak Knoll	Ryan 1-6991	Loyal K. King	Universal Radio Sales
	10,000	1110				
Porterville	KTIP		207 E. Mill St.	1265	Robert B. McGinnis	Gene Grant & Company
	250	1450				
Red Bluff	KBLF		346 Oak St.		Robert L. Weeks	Homer Griffith Co.
	250	1490				
Riverside	KPRO		3401 Russell St.	6290	Gene Williams	John E. Pearson Co.
	1000	1440				
San Diego	KSON		Maryland Hotel	Franklin 5175	C. Frederic Rabell	Homer Griffith Co.
	250	1240				
San Diego	KUSN		202 Broadway			
	5000 days	1510				
	1000 nights	1130				
San Diego 1	KYOR		Hotel San Diego, 339 W. Broadway	Franklin 9-5121	Albert E. Furlow	W. S. Grant Co., Inc.
	250	1130				
San Francisco 9	KJBS		1470 Pine St.	Ordway 4148	E. P. Franklin	Headley-Read Co.
	1000	1100				
San Francisco 2	KSAN		1355 Market St.	Market 8171	Lee Mikesell	William G. Rambeau Co.
	250	1450				
San Francisco 6	KSFO		Hotel Mark Hopkins	Exbrook 4567	Philip G. Lasky	Universal Radio Sales
	5000 days	560				
	1000 nights	1260				
San Francisco	KYA		3rd & Market Sts.	Douglas 2536	Don Fedderson	Adam J. Young, Jr., Inc.
	5000 days	1260				
	1000 nights	1370				
San Jose	KEEN		Hotel De Anza	Columbia 1370	B. Floyd Farr	Forjoe & Company
	1000	1370				
San Jose 17	KLOK		40 W. San Antonio St.		E. L. Barker	Gene Grant & Company
	5000	1170				
San Jose	KSJO		Box 995, Story & Lucretia Ave.		Donald H. Telford	W. S. Grant Co., Inc.
	1000	1590				
San Mateo	KSMO		811 B St.	4-4112	John H. Schacht	W. S. Grant Co., Inc.
	1000	1550				
San Mateo	KVSM		279 Baldwin Ave.	3-6633	Gordon France	Gene Grant & Company
	250	1050				
Santa Cruz	KSCO		21 Locust St.		Chas. V. Berlin	
	1000	1080				

Independent Pacific Coast Radio Stations

CITY	STATION		ADDRESS	TELEPHONE	MANAGER	REPRESENTATIVE
	WATTS	KC				
CALIFORNIA (Continued)						
Santa Maria	250	KSMA 1450	P. O. Box 407	24	Ken Randolph	Homer Griffith Co.
Santa Rosa	1000	KSRO 1350	Press Democrat Bldg.	110	Eddie Handley	W. S. Grant Co., Inc.
Visalia	250	KKIN 1400	119 E. Acequia St.	456	Stanley S. Simpson	Forjoe & Company
Watsonville	250	KHUB 1340	Watsonville, Calif.	1700	Roger B. Hunt	W. S. Grant Co., Inc.
Yreka	250	KSYC 1490	Lawrence Lane		Jack R. Wagner	None
OREGON						
Ashland	250	KWIN 1400	1160 Hellman St.	2-1351	Bob Reinholdt	Homer Griffith Co.
Baker	250	KBKR 1490	First & Court Sts.	140	Lee W. Jacobs	W. S. Grant Co., Inc.
Corvallis	250	KRUL 1340	1121 S. 15th St.	1612-M	J. C. Haley, Jr.	W. S. Grant Co., Inc.
La Grande	250	KLBM 1450	Old Oregon Trail	220	John G. Jones	W. S. Grant Co., Inc.
Ontario	250	KSRV 1450	P. O. Box 404		Gordon L. Capps	W. S. Grant Co., Inc.
Pendleton	250	KWRC 1240	P. O. Box 178	1425	Paul E. Walden	None
Portland 4	1000	KWJJ 1080	1011 S.W. Sixth Ave.	Atwater 4393	Wilbur J. Jerman	Burn-Smith Co., Inc.
Portland 7	10,000	KXL 750	Orpheum Bldg.	Broadway 6451	Howard S. Jacobson	The Walker Company
Salem	250	KOCO 1490	Kingwood Theatre Bldg.		Loring Schmidt	
The Dalles	250 days 100 nights	KODL 1230	Scenic Drive	2300	Glenn Howell	Homer Griffith Co.
WASHINGTON						
Ellensburg	250	KXLE 1240	Washington Natl. Bk. Bldg.		Joe Kendall	The Walker Company
Mount Vernon	500	KBRC 1430	Mount Vernon, Wash.		Leo Beckley	John Keating
Pasco	250	KPKW 1340	Pasco, Wash.		Don E. Seeley	Homer Griffith Co.
Port Angeles	250	KONP 1450	313 W. First St.	1700	C. N. Webster	John Keating
Seattle 4	10,000	KING 1090	2101 Smith Tower	Main 1090	Henry B. Owen	Weed & Co.
Seattle 1	5000	KOL 1300	Northern Life Tower	Main 2312	Archie Taft, Sr.	John Blair & Company
Seattle 4	1000	KRSC 1150	2939 - 4th Ave. South	Elloit 7900	Robert E. Priebe	Walter E. Barber
Seattle	1000	KXA 770	Fourth & Pike St.	Seneca 1000	R. G. McArdle	Universal Radio Sales
Spokane	250	KFIO 1230	526 Riverside Drive		R. G. McBroom	Joseph Hershey Mc-Gillvra, Inc.
Spokane 8	250	KREM 1340	Realty Bldg.		Cole E. Wylie	Homer Griffith Co.
Tacoma 1	5000	KMO 1360	914 Broadway	Main 4144	Jerry Geehan	Joseph Hershey Mc-Gillvra, Inc.
Tacoma	1000	KTBI 810	2715 Center St.	Broadway 2241	B. W. Ormsby	Thomas F. Clark Co., Inc.
Vancouver	500	KVAN 910	707½ Main St.	150	Fred F. Chitty	Homer Griffith Co.
Walla Walla	250	KWWB 1490	Book Nook Bldg.		A. W. Lindsay	W. S. Grant Co., Inc.

Station Representatives

ABC SPOT SALES

NEW YORK 18-33 W. 42nd Street
Telephone: Wisconsin 7-1737
John W. Brooke, Manager
CHICAGO 6-20 N. Wacker Drive
Telephone: Delaware 1900
Roy McLaughlin, Manager
HOLLYWOOD 28-1440 N. Highland Avenue
Telephone: Hillside 8231
Amos Baron, Manager
DETROIT 2-Stroh Building
Telephone: Cherry 8321
John Donohue, Manager
SAN FRANCISCO 4-155 Montgomery St.
Telephone: Exbrook 6544
Kirk Lorney, Manager
PITTSBURGH 22-1820 Oliver Building
Telephone: Atlantic 8129
Kent Patterson, Manager

EVERY-KNODEL, INC.

NEW YORK 17-565 Fifth Avenue
Telephone: Plaza 3-2622
Lewis H. Avery, Manager
CHICAGO 1-333 N. Michigan Avenue
Telephone: Andover 4710
J. W. Knodel, Manager
SAN FRANCISCO 4-544 Market Street
Telephone: Douglas 5873
David H. Sandeberg, Manager
LOS ANGELES 15-315 W. 9th Street
Telephone: Tucker 2095
Norman E. Noyes, Manager

JOHN BLAIR & COMPANY

CHICAGO 11-520 N. Michigan Avenue
Telephone: Superior 8659
John Blair, Manager
NEW YORK 17-341 Madison Avenue
Telephone: Murray Hill 9-6084
Richard D. Buckley, Manager
ST. LOUIS 1-350 Paul Brown Building
Telephone: Chestnut 5688
J. Chris Hetherington, Manager
HOLLYWOOD 28-6331 Hollywood Boulevard
Telephone: Granite 6103
Carleton Coveny, Manager
SAN FRANCISCO 4-608 Russ Building
Telephone: Douglas 3188
Lindsey H. Spight, Manager
DETROIT 26-1114 Book Building
Telephone: Randolph 5257
Charles M. Adell, Manager

BURN-SMITH CO., INC.

NEW YORK 18-19 W. 44th Street
Telephone: Murray Hill 2-3124
C. Stanley Bailey, Manager
CHICAGO 1-307 N. Michigan Avenue
Telephone: Central 4437
John A. Toothill, Manager
LOS ANGELES 15-Chamber of Com. Bldg.
Telephone: Richmond 6184
Walter Biddick, Manager

THOMAS F. CLARK CO., INC.

NEW YORK 17-205 E. 42nd Street
Telephone: Murray Hill 4-6317
Thomas F. Clark, Manager
CHICAGO 8-35 E. Wacker Drive
Telephone: Central 1112
C. J. Anderson, Manager

FORJOE & COMPANY

NEW YORK 17-19 W. 44th Street
Telephone: 6-5080
Joseph Bloom, Jack Koste, Managers
CHICAGO 1-300 N. Michigan Avenue
Telephone: State 5587
Zangwill Golobe, Manager
LOS ANGELES 14-403 W. 8th Street
Telephone: Vandike 9885
Lawrence Krasner, Manager

SAN FRANCISCO 4-Russ Building
Telephone: Douglas 8587
Lawrence Krasner, Manager

PHILADELPHIA-Widener Building
Telephone: Rittenhouse 9698
Charles Stahl, Manager

PITTSBURGH-Hotel Keystone
Telephone: Grant 5200
Thomas B. Price, Manager

FREE & PETERS, INC.

CHICAGO 1-180 N. Michigan Avenue
Telephone: Franklin 6373
Russel Woodward, Manager

SAN FRANCISCO 4-58 Sutter Street
Telephone: Sutter 4353
A. Leo Bowman, Manager

HOLLYWOOD 28-6331 Hollywood Blvd.
Telephone: Hollywood 2151
Hal W. Hoag, Manager

NEW YORK 22-444 Madison Avenue
Telephone: Plaza 5-4130
H. Preston Peters, Manager

ATLANTA 3-Palmer Building
Telephone: Main 5667
James M. Wade, Manager

DETROIT 26-Penobscot Building
Telephone: Cadillac 4255
W. W. Bryan, Manager

GILMAN, NICOLL & RUTHMAN

CHICAGO 1-400 N. Michigan Avenue
Telephone: Superior 2198

NEW YORK 17-19 W. 44th Street
Telephone: Murray Hill 2-9049

BOSTON-18 Tremont Street
Telephone: Capitol 4454

PHILADELPHIA-Old Newtown Road
Telephone: Bustleton 8345

SAN FRANCISCO 4-525 Market Street
Telephone: Douglas 6275

GENE GRANT & CO.

HOLLYWOOD 28-1630 N. Vine Street
Telephone: Granite 9596
Gene Grant, Manager

SAN FRANCISCO 5-681 Market Street
Telephone: Garfield 5512
Ralph Bidwell, Manager

W. S. GRANT CO., INC.

SAN FRANCISCO 4-703 Market Street
Telephone: Exbrook 6685
W. S. Grant, Manager

LOS ANGELES 14-412 W. 6th Street
Telephone: Vandike 6341
David S. Ballou, Manager

NEW YORK 17-33 W. 42nd Street
Telephone: Bryant 9-1374
Bernard Howard, Manager

CHICAGO 1-180 N. Michigan Avenue
Telephone: Dearborn 7869
Frank R. Back, Manager

HOMER GRIFFITH CO.

HOLLYWOOD 28-6123 Selma Avenue
Telephone: Hollywood 6281
Homer Griffith, David A. Williamson, Mgrs.

SAN FRANCISCO 5-681 Market Street
Telephone: Douglas 4475
H. G. Wells, Manager

CHICAGO 11-612 N. Michigan Avenue
Telephone: Superior 8177
Al Halus, Manager

NEW YORK 17-475 Fifth Avenue
Telephone: Murray Hill 6-4080
John Livingston, Manager

DALLAS-Construction Building
Telephone: Riverside 2675
Walter Kline, Manager

HEADLEY-REED CO.

NEW YORK 17-405 Lexington Avenue
Telephone: Murray Hill 3-5469
Frank M. Headley, Manager

CHICAGO 1-180 N. Michigan Avenue
Telephone: Franklin 4686
Dwight S. Reed, Manager

ATLANTA-Palmer Building
Telephone: Cypress 4311
E. W. Sweatman, Jr., Manager

DETROIT-Penobscot Building
Telephone: Randolph 9615
Harold V. Barrett, Manager

SAN FRANCISCO 4-300 Montgomery Street
Telephone: Yukon 6-1265
Ralph Mitchell, Manager

LOS ANGELES 14-210 W. 7th Street
Telephone: Vandike 1725
Harold Lindley, Manager

GEORGE P. HOLLINGBERRY CO.

CHICAGO 1-307 N. Michigan Avenue
Telephone: Andover 2636
George P. Hollingbery, Manager

NEW YORK 17-420 Lexington Avenue
Telephone: Murray Hill 3-9447
F. E. Spencer, Jr., Manager

ATLANTA-223 Peachtree Street
Telephone: Cypress 1489
Frederick F. Hsgue, Manager

LOS ANGELES-411 W. Fifth Street
Telephone: Madison 6-3633
Harry H. Wise, Jr., Manager

SAN FRANCISCO 4-300 Montgomery Street
Telephone: Douglas 4393
R. J. Birch, Manager

JOHN KEATING

PORTLAND 5-Studio Building
Telephone: Beacon 4107
Lee F. Bishop, Manager

SEATTLE 1-2nd & Pine Boulevard
Telephone: Elliott 3300
James A. McLoughlin, Manager

JOSEPH HERSHEY MCGILLVRA, INC.

NEW YORK 17-366 Madison Avenue
Telephone: Murray Hill 2-8755
Joseph Hershey McGillvra, Manager

LOS ANGELES 5-684 S. Lafayette Park Pl.
Telephone: Drexel 4388
Robert W. Walker, Manager

CHICAGO 1-35 E. Wacker Drive
Telephone: State 5282
Walter Beadell, Manager

SAN FRANCISCO 4-68 Post Street
Telephone: Sutter 5568
Rogers P. Parrett, Manager

TRACY MOORE AND ASSOCIATES

SAN FRANCISCO 4-79 Post Street
Telephone: Exbrook 8033
Tracy Moore, Manager

NATIONAL BROADCASTING CO. (NBC SPOT)

NEW YORK 20-30 Rockefeller Plaza
Telephone: Circle 7-8300
W. C. Roux, Manager

CHICAGO 54-Merchandise Mart
Telephone: Superior 8300
O. Morton, Manager

CLEVELAND 13-815 Superior Ave., N.E.
Telephone: Cherry 0942
D. G. Stratton, Manager

BOSTON-Hotel Bradford
Telephone: Hancock 4261
John Dodge, Manager

DENVER 2-1625 California Street
Telephone: Main 6211
James R. MacPherson, Manager

HOLLYWOOD 28-Sunset and Vine Streets
Telephone: Hollywood 6161
Lathrop Mack, Manager

Station Representatives (Continued)

SAN FRANCISCO 2—Taylor & O'Farrell Sts.
Telephone: Sutter 1920
Carl Nielsen, Manager

WASHINGTON 5—Trans-Lux Building
Telephone: Republic 4000
Mahon Glascock, Manager

PACIFIC NORTHWEST BROADCASTERS

PORTLAND 8—Orpheum Building
Telephone: Broadway 6451
H. S. Jacobson, Manager

NEW YORK 17—551 Fifth Avenue
Telephone: Murray Hill 2-7986
Wythe Walker, Manager

CHICAGO 1—360 N. Michigan Avenue
Telephone: State 5262
Wythe Walker, Manager

KANSAS CITY 6—15 W. 10th Street
Telephone: Victory 0021
Wythe Walker, Manager

HOLLYWOOD 28—8781 Hollywood Blvd.
Telephone: Hollywood 5408
Tracy Moore, Manager

SAN FRANCISCO 4—79 Post Street
Telephone: Exbrook 8033
Tracy Moore, Manager

SPOKANE 8—Symons Building
Telephone: Main 1218
Margaret Smith, Manager

JOHN E. PEARSON CO.

CHICAGO—360 No. Michigan Avenue
Telephone: Franklin 2359
John E. Pearson, Manager

NEW YORK 17—250 Park Avenue
Telephone: Plaza 8-2255
Hines H. Hatchett, Manager

KANSAS CITY—Dierks Building
Telephone: Grand 2144
Owen H. Balch, Manager

EDWARD PETRY & CO., INC.

NEW YORK 17—17 E. 42nd Street
Telephone: Murray Hill 2-4400
Henry I. Christal, Manager

DETROIT 2—General Motors Building
Telephone: Madison 1035
William Cartwright, Manager

LOS ANGELES 19—601 W. Fifth Street
Telephone: Michigan 8729
Chester G. Matson, Manager

CHICAGO 11—400 N. Michigan Avenue
Telephone: Delaware 8600
Edward E. Voynow, Manager

SAN FRANCISCO 4—Russ Building
Telephone: Garfield 4082
Earle H. Smith, Manager

ST. LOUIS 3—Shell Building
Telephone: Chestnut 7191
George Kercher, Manager

BOSTON 16—Statler Building
Telephone: Hubbard 6342
James C. Sandison, Manager

ATLANTA 3—New Palmer Building
Telephone: Jackson 7983
Charles F. Grisham, Manager

RADIO ADVERTISING CO.

NEW YORK 17—521 Fifth Avenue
Telephone: Murray Hill 2-2170
Louis J. F. Moore, Manager

CHICAGO 1—333 N. Michigan Avenue
Telephone: Central 1745
R. L. Swats, Jr., Manager

DALLAS—Construction Building
Telephone: Riverside 2873
Walter Kline, Manager

HOLLYWOOD 28—6123 Selma Avenue
Telephone: Hollywood 6251
David A. Williamson, Manager

SAN FRANCISCO 5—681 Market Street
Telephone: Douglas 4475
H. G. Wells, Manager

RADIO SALES (CBS SPOT)

CHICAGO 11—410 N. Michigan Avenue
Telephone: Whitehall 6000
Wilbur Edwards, Manager

NEW YORK 22—485 Madison Avenue
Telephone: Wickersham 2-2000
J. L. Van Volkenburg, Manager

LOS ANGELES 28—Columbia Square
Telephone: Hollywood 1212
L. D. Larimer, Manager

ATLANTA 3—101 Marietta Street Building
Telephone: Jackson 5960
H. H. Holtsouser, Manager

SAN FRANCISCO 5—Palace Hotel
Telephone: Yukon 1700
J. L. Brumback, Manager

DETROIT—Fisher Building
Telephone: Trinity 2-5500
William Ogden, Manager

WILLIAM G. RAMBEAU CO.

CHICAGO 1—360 N. Michigan Avenue
Telephone: Andover 5566
William G. Rambeau, Manager

NEW YORK 17—Chanin Building
Telephone: Lexington 2-1820
William M. Wilson, Manager

LOS ANGELES 5—672 S. Lafayette Park Pl.
Telephone: Mutual 2317
Jack V. Porter, Manager

PAUL H. RAYMER CO., INC.

CHICAGO 11—435 N. Michigan Avenue
Telephone: Superior 4473
Richard F. Kopf, Manager

SAN FRANCISCO 4—Russ Building
Telephone: Douglas 8909
L. Ray Rhodes, Manager

DETROIT 26—Penobscot Building
Telephone: Cherry 0764
Robert B. Rains, Manager

NEW YORK 17—368 Madison Avenue
Telephone: Murray Hill 7-6540
Fred C. Brokaw, Manager

LOS ANGELES 14—707 S. Hill Street
Telephone: Vandike 1901
J. Leslie Fox, Manager

BOSTON 16—Statler Office Building
Telephone: Hubbard 3225
Robert C. Foster, Manager

ATLANTA 3—Candler Office Building
Telephone: Jackson 5026
Royal E. Penny, Manager

DUNCAN A. SCOTT & COMPANY

LOS ANGELES 18—448 S. Hill Street
Telephone: Michigan 6203
A. O. Dillenbeck, Jr., Manager

SAN FRANCISCO 4—Mills Building
Telephone: Sutter 1393
Duncan A. Scott, Manager

(Eastern Offices: Adam J. Young, Jr., Inc.)
NEW YORK 18—11 W. 42nd Street
Telephone: Longacre 3-1926
Adam J. Young, Jr., Manager

CHICAGO 2—55 E. Washington Street
Telephone: Andover 5448
Robert S. Russell, Manager

SEARS & AYER, INC.

CHICAGO 11—612 N. Michigan Avenue
Telephone: Superior 8177
B. H. Sears, Manager

NEW YORK 17—295 Madison Avenue
Telephone: Lexington 2-0722
P. Joseph Bogner, Manager

KANSAS CITY 6—15 W. 10th Street
Telephone: Victory 0021
William M. Temple, Manager

LOS ANGELES—412 W. 6th Street
Telephone: Vandike 6341
David S. Ballou, Manager

SAN FRANCISCO—703 Market Street
Telephone: Exbrook 6685
Jack Hall, Manager

UNIVERSAL RADIO SALES

CHICAGO 1—360 N. Michigan Avenue
Telephone: Central 6815
John D. Stebbins, Manager

HOLLYWOOD 28—6757 Hollywood Blvd.
Telephone: Hollywood 8282
John Gordon, Manager

SAN FRANCISCO 6—1 Nob Hill Circle
Telephone: Exbrook 4567
Barry Kelt, Manager

NEW YORK 19—730 Fifth Avenue
Telephone: Circle 6-7447
George Hughes, Manager

SEATTLE 1—4th & Pike Streets
Telephone: Seneca 1000
Rod McArdle, Manager

THE WALKER COMPANY

NEW YORK 17—551 Fifth Avenue
Telephone: Murray Hill 2-7986
Fred Lake, Manager

CHICAGO 1—360 N. Michigan Avenue
Telephone: State 5262
J. Wythe Walker, Manager

KANSAS CITY 6—15 W. 10th Street
Telephone: Victory 0021
William Temple, Manager

LOS ANGELES 5—672 S. Lafayette Pk. Pl., S.
Telephone: Fairfax 3200
Harlan G. Oakes, Manager

SAN FRANCISCO 4—1085 Monadnock Bldg.
Telephone: Douglas 4475
J. Leslie Meek, Manager

MINNEAPOLIS—330 Hennepin Avenue
Telephone: Geneva 9631
Orvell Lawson, Manager

ATLANTA—The William Oliver Building
Telephone: Walnut 4932
Hugh R. Wood, Manager

WEED & CO.

NEW YORK 17—350 Madison Avenue
Telephone: Murray Hill 7-7772
Joseph J. Weed, Manager

CHICAGO 1—203 N. Wabash Avenue
Telephone: Randolph 7730
C. C. Weed, Manager

DETROIT 26—Book Building
Telephone: Randolph 5382
William Reilly, Manager

ATLANTA—Haas Building
Telephone: Cypress 4081
Charles C. Coleman, Manager

SAN FRANCISCO 4—68 Post Street
Telephone: Yukon 6-1899
Burton L. Beggs, Manager

BOSTON 16—Statler Building
Telephone: Hubbard 5677
Dana Baird, Manager

HOLLYWOOD 28—6253 Hollywood Blvd.
Telephone: Hillside 8611
Lincoln P. Simonds, Manager

HOWARD H. WILSON CO.

CHICAGO 1—75 E. Wacker Drive
Telephone: Central 8744
S. M. Aston, Manager

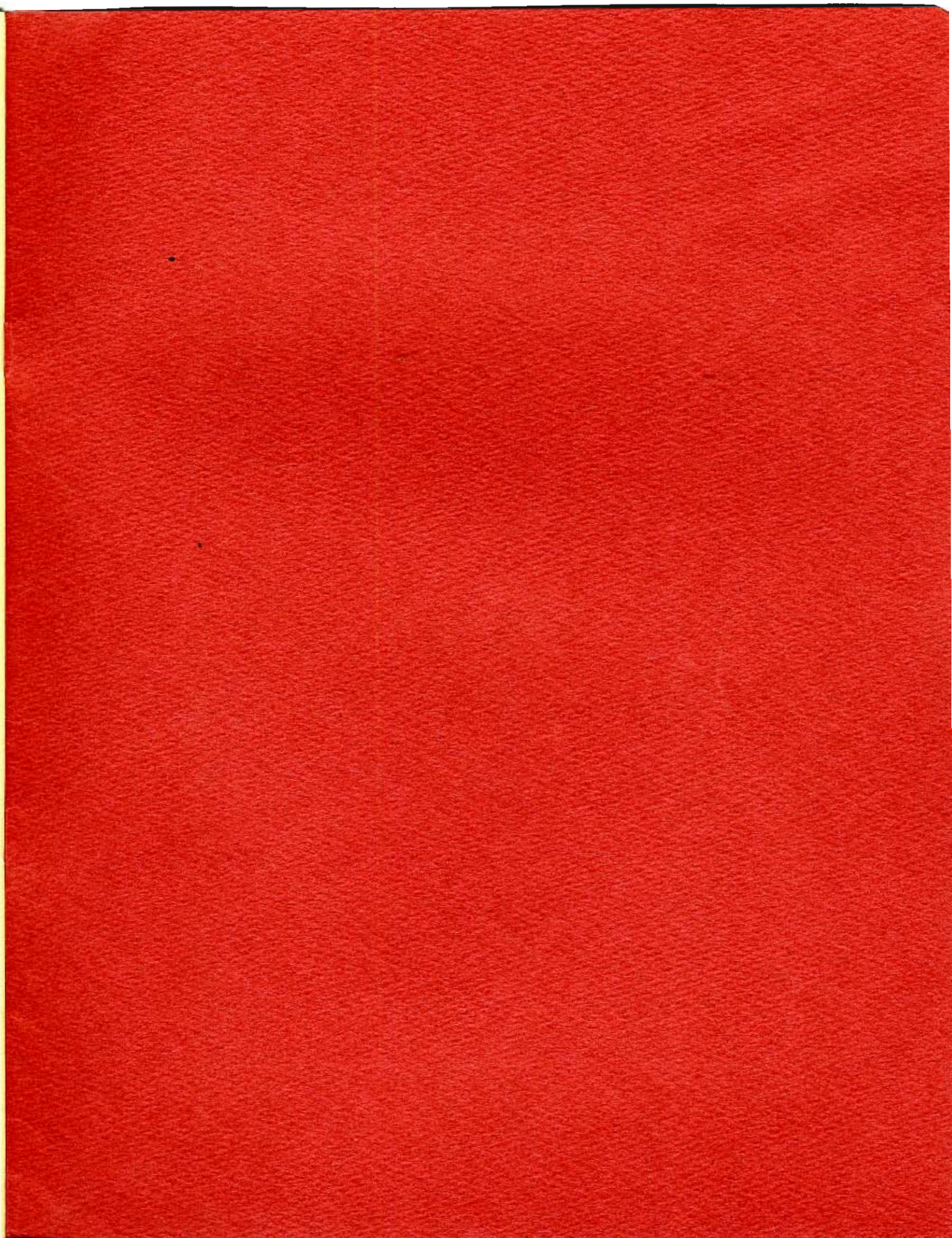
NEW YORK 17—551 Fifth Avenue
Telephone: Murray Hill 6-1230
Edward Devney, Manager

SAN FRANCISCO 5—1085 Monadnock Bldg.
Telephone: Douglas 4475
J. L. Meek, Manager

HOLLYWOOD—672 S. Lafayette Pk. Pl., S.
Telephone: Fairfax 3200
Harlan G. Oakes, Manager

ADAM J. YOUNG, JR., INC.

(See Duncan A. Scott and Company)



PUBLISHED BY THE DON LEE BROADCASTING SYSTEM