

10/18/37

DEPARTMENT HEADS - RADIO STATION KNX

*Get new  
Personnel  
List of  
Dept. Heads*

D. W. Thornburgh	Vice President - CBS
John M. Dolph	Assistant to Vice President
Charles Vanda	Program Director
Ben Paley	Assistant Program Director
Edith Todesca	Production Manager
Alfred Span	Manager Sound Effects. Dept.
Lud Gluskin	Musical Director
Ann Brenton	Music Clearance Dept.
Fox Case	Director Public Events
Hal Rorke	Manager Publicity Department
Foster Goss	News Editor
C. A. Carlson	Office Mgr.-Personnel Director
C. D. Ryder, Jr.	Manager Accounting Department
Harry Witt	Manager Sales Department
George Moskovics	Radio Sales Representative
Edwin Buckalew	Promotion Manager
L. H. Bowman	Chief Engineer

\* \*

\*

KNX

THE LOS ANGELES STATION of COLUMBIA BROADCASTING SYSTEM, INC.  
COLUMBIA SQUARE • LOS ANGELES, CALIFORNIA • HOLLYWOOD 1212

HARRY W. WITT  
Sales Manager

June 14th  
1939

*File*

Mr. Loren B. Stone  
KIRO  
Seattle, Washington

Dear Loren:

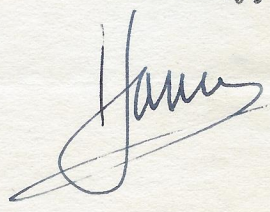
Thank you for your letter of June 5th regarding  
the Al Hostak vs Solly Krieger fight on June 27th.

I have discussed this through the organization and  
the concensus is that from a selling viewpoint the  
fight is too obscure to offer - especially at three  
grand!

Best regards to you, my friend.

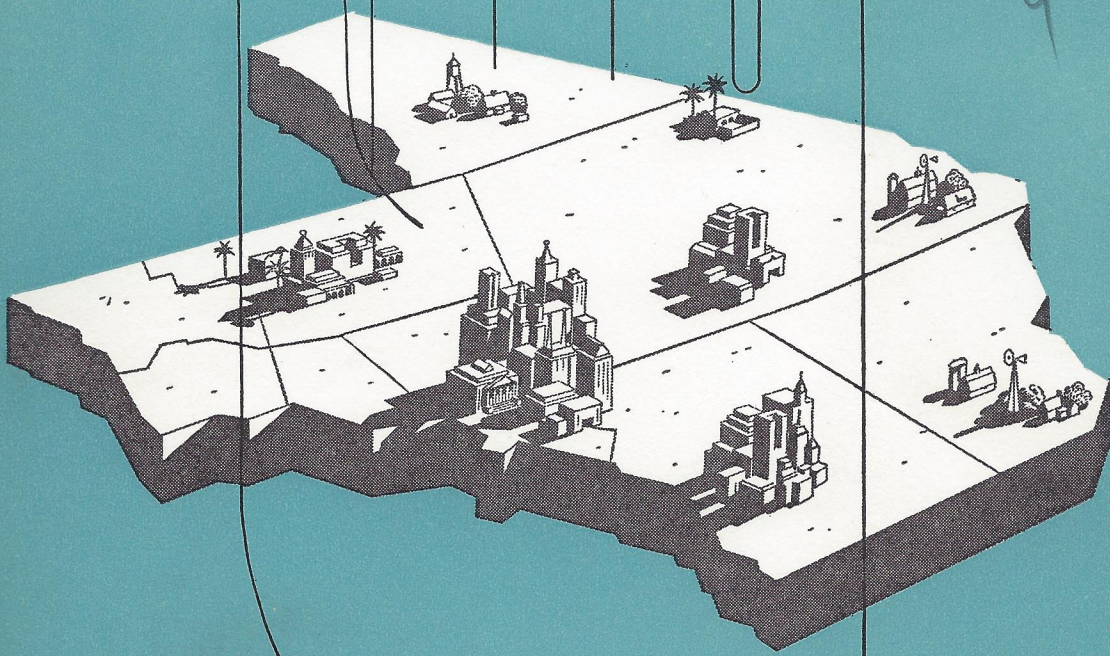
Cordially,

hww/eh



And - ✓  
Henry on to  
the Rate  
Card!

Q



*Single Handed...*



**KNX** DELIVERS ALL *three*  
IN SOUTHERN CALIFORNIA  
...the hub...the spokes...the rim:  
*urban, suburban and rural radio homes at  
the lowest cost per thousand listeners.\**

This one great 50,000 watt station gives you "local station" coverage in the *billionaire* hub market, Los Angeles—in important sub-centers like San Diego and Santa Barbara.\*\* And in each of 112 flourishing Southern California communities of 2500 and over. *Also*—at no extra cost—balanced coverage throughout the rural areas. You reach **98.3%** of all radio homes in this prosperous region—intensively, day and night.

And—as a *bonus* in the evening—KNX offers you the greatest primary coverage of any station in the West. Brilliant and powerful—its clear channel signal soars, nightly, beyond Southern California's borders into the vast "in-between" regions of the West. Into 3½ million additional homes in 258 counties of the 11 Western States.

\* See every competent Los Angeles and Southern California survey ever made.

\*\* The new KNX Transmitter gives direct, over-salt-water reception to both Santa Barbara and San Diego.

And

ING SYSTEM

212

... and this new KNX rate card  
delivers the greatest single  
station buy on the Pacific  
Coast...

And

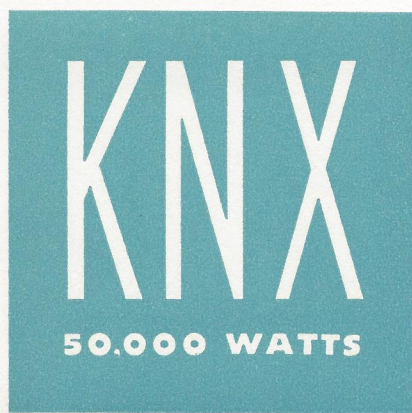
THE SOUTHERN CALIFORNIA STATION  
COLUMBIA SQUARE • LOS ANGELES

D. W. THORNBURGH  
General Manager

April

Dear Mr. Quilliam:

**THE CBS STATION FOR SOUTHERN CALIFORNIA**



**COLUMBIA SQUARE, LOS ANGELES • REPRESENTED BY RADIO SALES:**

**New York • Chicago • Detroit • St. Louis • Cincinnati • Charlotte, N. C. • San Francisco**

# KNX

THE SOUTHERN CALIFORNIA STATION of COLUMBIA BROADCASTING SYSTEM  
COLUMBIA SQUARE • LOS ANGELES, CALIFORNIA • HOLLYWOOD 1212

D. W. THORNBURGH  
General Manager

April 18, 1939

Dear Mr. Quilliam:

Enclosed, for your convenience, is the new KNX  
Rate Card, No. 2A.

Completely up-to-date, it embodies several time  
advantages and many new services which have been  
added since the original card was issued.

When you buy KNX - you buy profitable as well as  
proved coverage. Profitable - because KNX's  
responsive audiences not only listen - they buy.

Proof is found in the habitual sponsor preference  
for KNX. Only a station which consistently  
"delivers", can continue to lead all competitors  
in volume of local and national spot advertising  
- as KNX has done - for 27 consecutive months.

The KNX Sales and Market Research departments are  
prepared to furnish further market and station  
studies, and to assist you in shaping your radio  
campaign for Southern California.

And your nearest Radio Sales office will be glad  
to discuss time availabilities with you.

Sincerely,

*D. W. Thornburgh*

Mr. H. J. Quilliam,  
Radio Station KIRO,  
66 Cobb Building,  
Seattle, Washington.



THE 50,000 WATT KEY STATION OF THE COLUMBIA PACIFIC NETWORK

50,000 watts  
1050 kilocycles  
285.5 meters

RATE CARD No. 2A  
EFFECTIVE  
JANUARY 1, 1939

THE LOS ANGELES STATION of COLUMBIA BROADCASTING SYSTEM, INC.  
COLUMBIA SQUARE, LOS ANGELES, CALIFORNIA

I. GENERAL BROADCASTING  
TIME RATES

—(WITHOUT TALENT)—GROSS

CLASS "A" (6:00 P.M. to 10:30 P.M. Daily)

	1 time per wk.	2 times per wk.	3 times per wk.	4 times per wk.	5 times per wk.	6 times per wk.
One hour .....	\$500.00	\$1000.00	\$1350.00	\$1800.00	\$2250.00	\$2400.00
One-half hour .....	300.00	600.00	810.00	1080.00	1350.00	1440.00
One-quarter hour .....	190.00	380.00	513.00	684.00	855.00	912.00

CLASS "B" (10:30 P.M. to 11:00 P.M. Daily; 1:00 P.M. to 6:00 P.M. Sundays)

One hour .....	\$350.00	\$700.00	\$945.00	\$1260.00	\$1575.00	\$1680.00
One-half hour .....	210.00	420.00	567.00	756.00	945.00	1008.00
One-quarter hour .....	133.00	266.00	359.00	479.00	599.00	638.00

CLASS "C" (9:00 A.M. to 1:00 P.M. Daily; 4:00 P.M. to 6:00 P.M. Weekdays; 11:00 P.M. to 12:00 Midnight Daily)

One hour .....	\$250.00	\$500.00	\$675.00	\$900.00	\$1125.00	\$1200.00
One-half hour .....	150.00	300.00	405.00	540.00	675.00	720.00
One-quarter hour .....	95.00	190.00	257.00	342.00	428.00	456.00
*Ten minutes .....	76.00	152.00	205.00	274.00	342.00	365.00
*Five minutes .....	47.50	95.00	128.00	171.00	214.00	228.00

CLASS "D" (8:00 A.M. to 9:00 A.M. Daily; 1:00 P.M. to 4:00 P.M. Weekdays)

One hour .....	\$213.00	\$426.00	\$575.00	\$767.00	\$959.00	\$1022.00
One-half hour .....	128.00	256.00	346.00	461.00	576.00	614.00
One-quarter hour .....	81.00	162.00	219.00	292.00	365.00	389.00
*Ten minutes .....	64.80	129.60	175.00	233.00	292.00	311.00
*Five minutes .....	40.50	81.00	109.00	146.00	182.00	194.00

CLASS "E" (12:00 Midnight to 8:00 A.M. Daily)

One hour .....	\$167.00	\$334.00	\$451.00	\$601.00	\$752.00	\$802.00
One-half hour .....	100.00	200.00	270.00	360.00	450.00	480.00
One-quarter hour .....	63.00	126.00	170.00	227.00	284.00	302.00
*Ten minutes .....	50.40	100.80	136.00	181.00	227.00	242.00
*Five minutes .....	31.50	63.00	85.00	113.00	142.00	151.00

\* When available.

Seven or more times per week pro-rata to six-time rate. Three-Quarter hour—80% of hour rate.

DISCOUNTS

WEEKLY DOLLAR VOLUME DISCOUNT

Weekly Dollar Volume discounts not applicable on schedules of less than 8 consecutive weeks of broadcasting under Section I. Advertisers using a schedule of 8 or more consecutive weeks under Section I are entitled to Dollar Volume discounts on all broadcasting running concurrently under Sections 1, 2, 3, and 4. Advertisers using announcements only are not entitled to Dollar Volume discount except as noted in Sections 2 and 3.

DISCOUNTS FOR CONSECUTIVE WEEKS

Discounts for consecutive weeks of broadcasting applicable only to rates listed under Section I (General Broadcasting Time Rates) after deducting applicable Dollar Volume discount, if any. The discount will be due and payable at the end of 13, 26 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts.

Contracted value of time at gross rates

Less than \$220.00 per week .....	None
\$220.00 or more but less than \$360.00 per week .....	2½%
360.00 or more but less than 520.00 per week .....	5%
520.00 or more but less than 680.00 per week .....	7½%
680.00 or more but less than 840.00 per week .....	10%
840.00 or more but less than 1000.00 per week .....	12½%
1000.00 or more per week .....	15%

Less than 13 weeks .....	None
13 to 25 weeks .....	5%
26 to 51 weeks .....	7½%
52 weeks .....	10%

APPLICATION OF DISCOUNTS

- When an advertiser contracts for one or more broadcasts in a rate classification in Section I other than that in which the advertiser is already earning a weekly frequency rate, the gross time charge per period (i.e., one time per week rate, shown in Section I) for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a 3, 4 or 5 time per week frequency rate, and will be reduced by 20% if the advertiser is already earning a 6 or more time per week frequency rate, provided the gross time charge per period (one time per week rate shown in Section I) for the additional broadcast does not exceed the comparable gross time charge per period already being charged.
- Special Discount for Run of Station Time, Class "A" only. Programs scheduled at Station's discretion on available periods during Class "A" hours only are

subject to 15% Extra Discount from Class "A" rates shown in Section I before application of dollar volume discount.

- Bulk Time Discounts for Periods of More than One Hour.  
1½ Hours—135% of the Hourly Rate.  
2 Hours—160% of the Hourly Rate.
- Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled would not be prejudiced.
- All Discounts apply to time charges only.

2. SERVICE ANNOUNCEMENTS—(Station Breaks)

- Time Signals  
(a) When available. Prices upon application.

- Weather Reports and Temperature Reports

Before 6:00 P.M. One Per Day except Sunday—\$117.00 per week. No time discounts. Copy limited to 50 words including weather or temperature report.

- News Flashes

When available before 6:00 P.M.—One Per Day including Sunday—\$139.00 per week. One per day except Sunday—\$117.00 per week. No time discounts. Total service is limited to 50 words of which commercial copy is limited to 25 words.

Note: For 21 or more announcements per week on 52-week non-cancellable contract—25% annual discount plus applicable dollar volume discount on the balance.

### 3. ANNOUNCEMENTS—(Accepted on Announcement Periods Only)

#### A. Nighttime

Los Angeles Hour (One-quarter Hour Floating Class A Time)  
100 words—Each Gross—\$90.00. No Frequency Discounts.  
1 Min. (Live or ET)—Each Gross—\$108.00. No Frequency Discounts.

#### B. Daytime

(a) Run of Station Daytime Only

	1 Time	13 Times	26 Times	39 Times	52 or More Times
100 words—Each Gross.....	\$44.00	\$39.00	\$33.00	\$28.00	\$22.00
1 Min. (Live or ET)—Each Gross.....	52.80	46.80	39.60	33.60	26.40

C. No other announcements available except service announcements. (See Section 2)

D. No contests in announcement form.

Note: For 21 or more announcements per week on 52-week non-cancellable contract—25% annual discount plus applicable dollar volume discount on the balance.

### 4. SPECIAL FEATURES

#### A. Housewives' Protective League (Mid-afternoon—Monday through Friday)

Participation Each Day (Approximately 150 words)—\$192.00 per week—No Discounts.

#### B. Sunrise Salute (6:00 A.M. to 7:30 A.M.—Daily except Sunday)

	1 Per Week	3 Per Week	6 Per Week	
Participation (Approximately 150 words).....	\$30.00	\$75.00	\$125.00	No Discounts

#### C. Fletcher Wiley Combination (Alternating weekdays on Housewives' Protective League and Sunrise Salute, and each Saturday on Sunrise Salute)

Participation (Approximately 150 words)—\$160.00 per week—No discounts.

#### D. Woman's Forum (Afternoons—Monday through Friday)

	1 Per Week	3 Per Week	5 Per Week	
Participation (Approximately 150 words).....	\$45.00	\$120.00	\$175.00	No Discounts

### 5. ELECTRICALLY TRANSCRIBED PROGRAMS—Accepted at card rates

### 6. SERVICE FACILITIES

a. Programs not furnished by but presented in the Studios of KNX are subject to a 20% service charge on the time charge unless the advertiser purchases talent from the station in an amount equal to or exceeding the 20% service charge.

b. The station will endeavor to prepare any type of program desired by the Advertiser and will furnish program ideas, lists of talent and prices on request.

c. Programs originating outside of the studios are subject to special charges. Quotations on request.

### 7. COMMISSIONS AND CASH DISCOUNT

a. 15% commission allowed on net time charges to Agencies recognized by KNX.

b. No Cash Discount.

c. Bills rendered Weekly.

### 8. REGULATIONS AND RESTRICTIONS

a. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year.

b. Lectures and Talks (except political talks) are not accepted between the hours of 6:00 P.M. and 12:00 Midnight. No commercial broadcasts consisting of straight talks (except political talks) are acceptable

for periods of more than five minutes and then only before 6:00 P.M.

c. All programs and advertising copy, subject to approval of station.

d. This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities.

### 9. MISCELLANEOUS

a. KNX established 1924. Owned and operated by the Columbia Broadcasting System, Inc.

b. Clear national channel. 50,000 watts power. 1050 kilocycles. 285.5 meters.

c. Main studios—Columbia Square, Los Angeles, Calif.

d. Transmitter—Columbia Park, Torrance, California.

e. Address all communications to the nearest Radio Sales Office, or to station KNX, Telephone: Hollywood 1212.

f. All time—Pacific Standard Time.

### 10. REPRESENTATIVES—RADIO SALES—Division of Columbia Broadcasting System, Inc.

NEW YORK  
485 Madison Avenue  
Wickersham 2-2000

CHICAGO  
410 N. Michigan Avenue  
Whitehall 6000

DETROIT  
902 Fisher Building  
Trinity 2-5500

ST. LOUIS  
Mart Building  
Central 8240

LOS ANGELES  
Columbia Square  
Hollywood 1212

SAN FRANCISCO  
Palace Hotel  
Yukon 1700

CINCINNATI  
Hotel Alms  
Woodburn 0550

CHARLOTTE  
Wilder Building  
Charlotte 3-7107



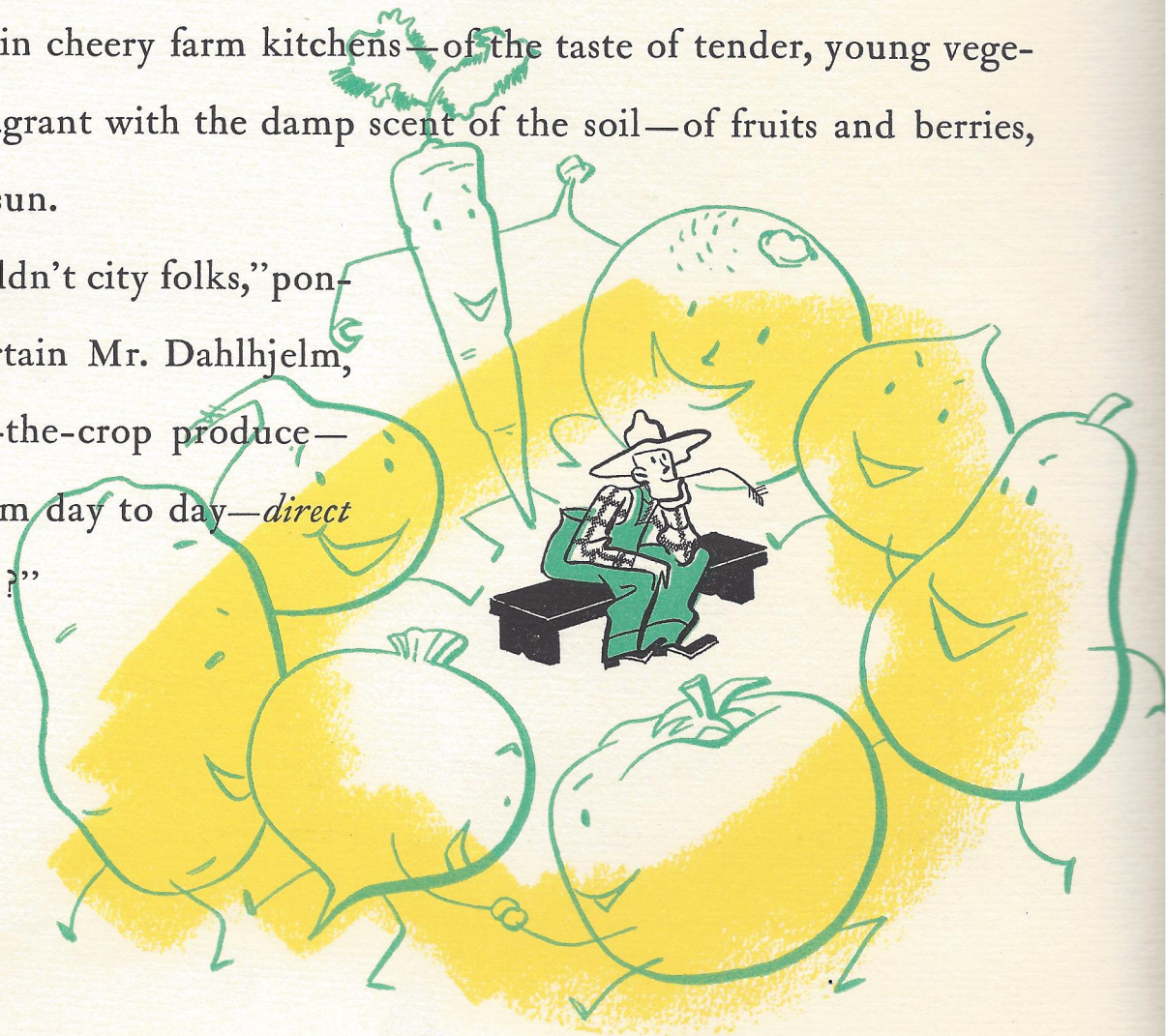
This EX-Farmer was

haunted!



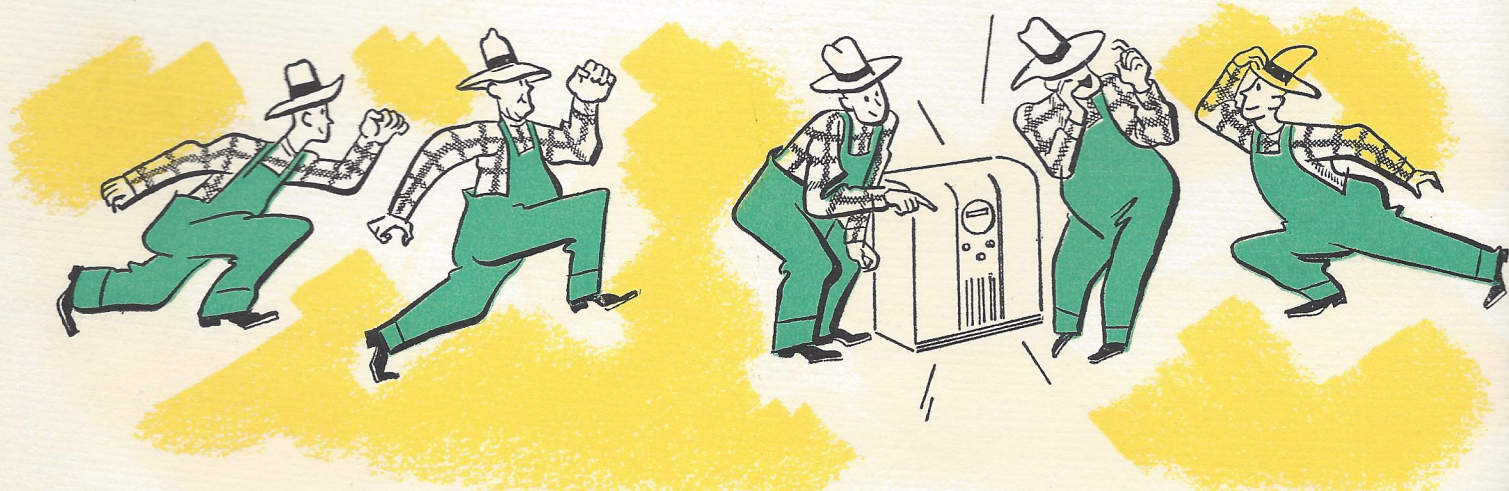
T all came about because an ex-country gentleman—who had made good in the big town\*—was *haunted*. Haunted by a memory of flavory meals in cheery farm kitchens—of the taste of tender, young vegetables, still fragrant with the damp scent of the soil—of fruits and berries, flushed with sun.

“Why shouldn’t city folks,” pondered this certain Mr. Dahlhjelm, “buy pick-of-the-crop produce—farm-fresh from day to day—*direct* from ranchers?”



\* Los Angeles

S SHORTLY thereafter, up and down the Pacific Coast — and in remoter regions, too\* — Dahlhjelm's *call to farms* was aired on KNX. It caused such a stir that, within six months, there remained not



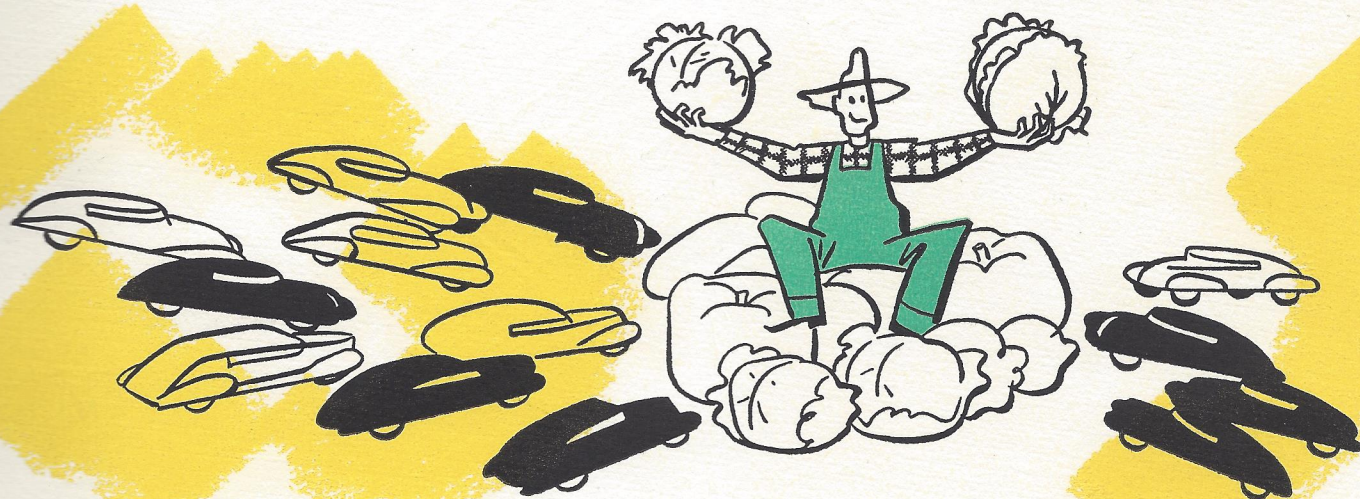
six inches of concession space to rent. And at least six dozen dejected, *rejected* applicants went home to mope.

Now, to consumers, the news of the Farmers' Public Market spread. But not far enough — or fast enough — for its proprietor. Once again he was haunted. This time, by a vision of customers driving in from distant neighborhoods to buy chickens and cheeses, turnips and toffee.

★ Two out-of-state apple growers, one from Washington, one from Montana—who are now selling apples at the Farmers' Public Market—first heard of it through KNX. Which gives you an idea of the territorial extent of KNX's penetration.

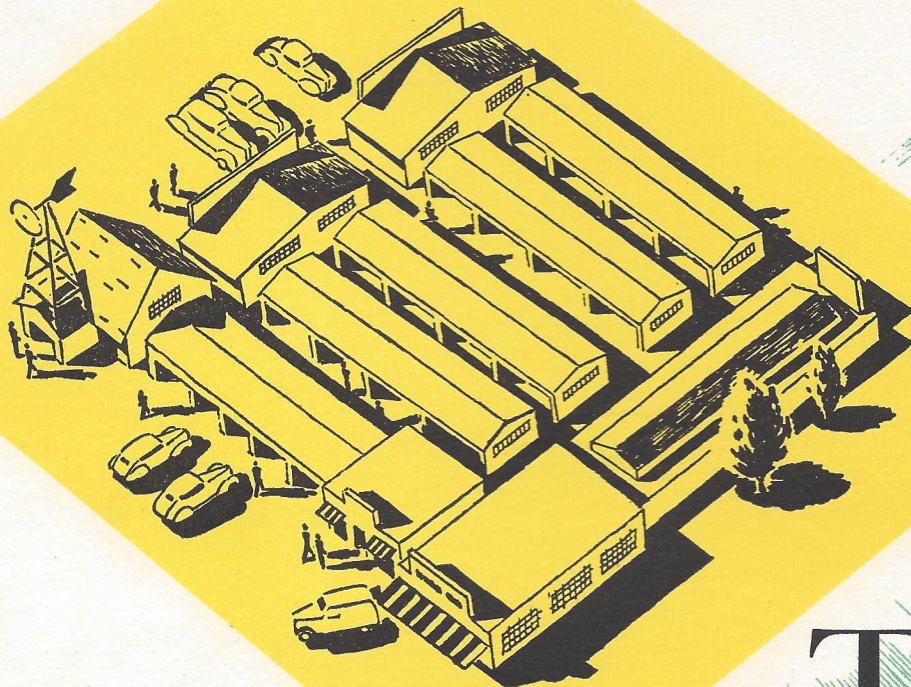
**R**EASONED he: "If KNX can rouse ranchers — why can't it rally customers?"

And KNX did! In 1937, with an intermittent series of commercial



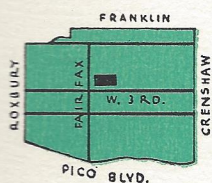
broadcast announcements. In 1938, through a KNX-built quarter hour program. When Dahlhjelm suddenly switched this program to *evening*, in among big-time, national coast-to-coast broadcasts—his *confreres* blanched a bit. Wasn't he over-ambitious? Wasn't he much too daring? To which responded Dahlhjelm: "What about the first man who ate an oyster?" If you flip over the page—you'll see at a glance how good was his judgment.

# his is the Market the Farmers Built



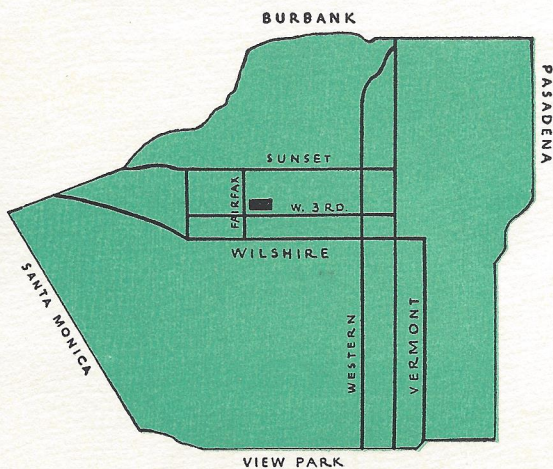
# This

THIS WAS THE NORMAL  
TRADING AREA



16 Square Miles

NOW *this* IS THE NORMAL  
TRADING AREA



125 Square Miles



is the Market **KNX** Built

# WHAT KNX PRODUCED FOR THE FARMERS' PUBLIC MARKET

... with a conservative appropriation (\$232 weekly) ... with an inexpensive program (a *nighttime* quarter hour of *old favorite songs*, with brief opening, closing and mid-program commercials) ... with a small talent budget (\$50 per week).

## IN CAR COUNT INCREASE

Since the market keeps a daily car count, it was possible again to "map" the home location of customers as a further check on KNX. This recent survey showed that two-thirds of the new customers were coming from outside the original trading area. (See maps on preceding page.)

### AVERAGE SATURDAY CAR COUNT

1936.....	2500 cars
1937.....	3300 cars
1938.....	4500 cars
1939 (to date) .....	6000 cars

### AVERAGE WEEK-DAY CAR COUNT

1936.....	1900 cars
1937.....	2200 cars
1938.....	3000 cars
1939 (to date) .....	3500 cars

(Reaching a peak of 9000 cars the week before Christmas.)

Gratified with results of six months' *telling-selling* in 1937, our client *tripled* his KNX advertising appropriation in 1938 for the same period of contract. The results were doubly gratifying. *June-December, 1938, showed a median increase over the corresponding 1937 period of 42%.*

## IN DOLLAR VOLUME INCREASE

At the end of six weeks of *nighttime* broadcast, *average week-day sales* showed an increase of..... **35%**

In 1938, the regular *carriage-trade* customers increased their *average expenditures* over 1937 by..... **16%**

We know that the average family in the *upper income* group—which comprises the constant *carriage-trade* patronage of the Farmers' Public Market—makes an *average monthly food expenditure* of \$65 or more.\* We also know—from our client—that these customers make an average of *three car trips per week* to the market. By simple arithmetic, then—born out, by the way, by the experience of the market—these customers are spending an average of \$5 *per car trip* to this market. Now translate these known car count figures into dollar volume:

### AVERAGE SATURDAY INTAKE

1936.....	\$12,500
1937.....	16,500
1938.....	22,500
<b>1939 to date.....</b>	<b>30,000</b>

### AVERAGE WEEK-DAY INTAKE

1936.....	\$ 9,500
1937.....	11,000
1938.....	15,000
<b>1939 to date.....</b>	<b>17,500</b>

*The market further reports that, for every 100 new regular customers delivered by KNX, there is the same 6% of chauffeur-driven cars, as indicated by all earlier surveys.*

\*National Industrial Conference Board Bulletins, 1938.



## NOT A PEACH LEFT IN A CARLOAD:

Farmer Thompson never picked his peaches green. He left them ripen on the tree. . . . By the time Farmer Thompson had harvested his crop and trucked it to the Farmers' Public Market, it was *prime* ready to eat—and *had* to be sold in 48 hours. . . . So KNX took over—with *one announcement* to housewives of a spanking good bargain in peaches. . . . Within *two hours*, KNX had disposed of every peach! . . . Within three hours, Farmer Thompson had pocketed his entire revenue for the year! . . . *What other medium can match this record for instantaneous response?*

# This is the Station that Made the Farmers RENEW..

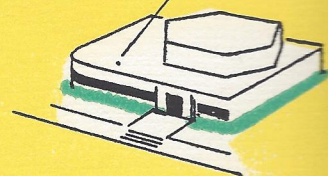
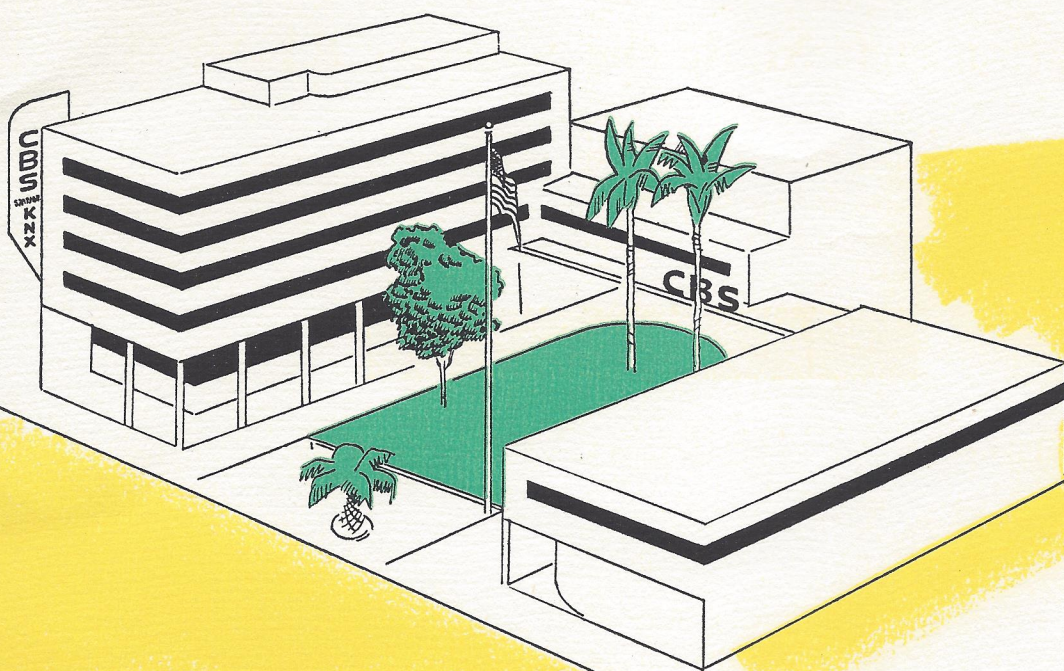
"We have satisfied ourselves, with constant checks, that the recent increase in our tenants' business is due in great part to our efforts over KNX—which has consistently outpulled every other advertising medium we have ever used. We, therefore, intend very soon to *renew our contract*—with an *increase both in time and talent*."

*And they did—May 2, 1939!*

# This is the Station to Build a Market for YOU.. *because KNX*

- 1 offers dominant daytime coverage throughout Southern California; and the greatest evening coverage of any station on the West Coast. Important coverage when you consider that radio set ownership on the Pacific Coast—urban *and* rural—is the highest in the United States. RFD radio ownership—96%; urban ownership—94.7%.\*
- 2 provides lowest cost-per-thousand listeners.
- 3 stands first in over-all popularity (established by 18 coincidental telephone surveys and confirmed by Crossley, Inc.)
- 4 can build low-cost programs with best-in-the-West production facilities and Hollywood-tested talent.
- 5 has topped all competitors in local and national spot advertising for the past 27 consecutive months . . . and therefore
- 6 *has proved a profitable medium for both national and local advertisers.*

\*Joint Committee on Radio Research.



Whether you sell cabbages or Cabriolets—whether your advertising budget is modest or otherwise—let KNX or your nearest Radio Sales office show you the quickest, surest, cheapest sales road to market *your* product in Southern California. Remember—this third market in the nation is the first market in the West.

**THE CBS STATION FOR SOUTHERN CALIFORNIA**

**COLUMBIA SQUARE • LOS ANGELES**

**REPRESENTED BY RADIO SALES: NEW YORK, CHICAGO, DETROIT,  
ST. LOUIS, CINCINNATI, CHARLOTTE, N. C., SAN FRANCISCO**

**KNX**

**50,000 WATTS**

COLUMBIA PACIFIC NETWORK SPONSORED PROGRAMS

ORIGINATING IN HOLLYWOOD

EDDIE ALBRIGHT, heard Mondays, Wednesdays and Fridays from 5:45 to 6:00 P.M., PST over KNX, KSFO, and KARM.  
SPONSOR -- Chamberlain Laboratories, Inc.  
AGENCY - John H. Dunham Co., Chicago  
TYPE OF SHOW - Commentaries and music  
PERSONNEL - Eddie Albright and Erwin Yeo  
PRODUCER - Eddie Albright  
PUBLICITY CONTACT - Finch

CALLING ALL CARS, heard Thursdays 8:00 to 8:30 P.M., PST, over KNX, KSFO, and KARM.  
SPONSOR - Rio Grande Oil, Inc.  
AGENCY - Hixson, O'Donnell Advertising, Inc., L.A.  
TYPE OF SHOW - Dramatic  
PERSONNEL - Variable  
ANNOUNCER - Frederick Lindsley  
PRODUCER - Mel Williamson  
PUBLICITY CONTACT - Finch

THE GROUCH CLUB, heard on Tuesdays, 9:30 to 10:00 P.M., PST, over KNX, KSFO, KARM, KOIN, KVI, KIRO, KFPY.  
SPONSOR - General Mills, makers of Corn Kix  
AGENCY - Blackett-Sample-Hummert, Inc., Chicago  
TYPE OF SHOW - Variety  
PERSONNEL - Jim Barry, Jack Lescoulie, Arthur Bryan, Harriet Harris, Leon Leonardi's Orchestra  
PRODUCER - Owen Crump  
PUBLICITY CONTACT - Noble

SAM HAYES - "THE PEOPLE'S VOTE," heard on Mondays, 8:00 to 8:15 P.M., PST., over KNX, KARM, KOIN, KSFO, KIRO, KFPY, KVI.  
SPONSOR - Mennen Company  
AGENCY - H.M. Keisewetter Advertising, New York  
TYPE OF SHOW - News and Commentaries with public participation by mail  
PERSONNEL - Sam Hayes  
PUBLICITY CONTACT - Moritz

HEADLINES ON PARADE, heard on Mondays, 5:30 to 5:45 P.M., PST., over KNX, KSFO, KOIN, KIRO, KFPY, KVI, KSL, KOY, KTUC.  
SPONSOR - Euclid Candy Company of Calif., Inc.  
AGENCY - Sidney Garfinkel Advertising Agency, San Francisco  
TYPE OF SHOW - Interviews and commentaries  
PERSONNEL - Knox Manning and guests  
PUBLICITY CONTACT - Finch

MUSICAL ROMANCE, heard Mondays, Wednesdays, and Fridays 8:00 to 8:15 A.M., PST, over KNX, KSFO, KARM, KIRO, KOIN, KROY, KFPY, KVI, KSL, beginning April 3, 1939.  
SPONSOR - Geo. A. Hormel & Co.  
AGENCY - Batten, Barton, Durstine & Osborn, Inc. Minneapolis  
TYPE OF SHOW - Musical  
PERSONNEL - Eddie Dunstedter, Harvey Harding, Mary Rosetti  
PUBLICITY CONTACT - Moritz

(More)

PAGE 2...COLUMBIA PACIFIC NETWORK.

I WANT A DIVORCE, heard on Thursdays, 9:30 to 9:45 P.M., PST, over  
KNX, KSFO, KARM, KIRO, KOIN, KFPY, KVI, and on Thursdays,  
8:15 to 8:30 P.M., PST, over KSL.  
SPONSOR - S & W Fine Foods, Inc.  
AGENCY - Emil Brisacher & Staff, San Francisco  
TYPE OF SHOW - Dramatic  
PERSONNEL - Various  
PRODUCER - Bill Lawrence  
WRITER - Van Fleming  
PUBLICITY CONTACT - Moritz

ORIGINATING IN SAN FRANCISCO

PROBLEM CLINIC, heard on Sundays, 2:30 to 3:00 P.M., PST., over  
KNX, KARM, KOIN, KSFO, KIRO, KFPY, KVI.  
SPONSOR - Duart Mfg. Co., Ltd.  
AGENCY - Erwin-Wasey & Co., San Francisco  
TYPE OF SHOW - Round table discussions  
PERSONNEL - Tom Breneman and Marcia Miller with guests  
PUBLICITY CONTACT - Houlahan

KNX COMMERCIALS

BACK HOME SERIES heard on Sundays, 4:00 to 4:30 P.M., PST,  
SPONSOR -- Forest Lawn Memorial Park Assn., Inc.  
AGENCY -- Dan B. Miner Co., L. A.  
TYPE OF SHOW -- Salute to states  
PERSONNEL -- Art Shank, variable dramatic cast and  
Paul Taylor Chorus  
PRODUCER -- John Guedel  
PUBLICITY CONTACT -- Finch

HOUSEWIVES' PROTECTIVE LEAGUE heard on Mondays through Fridays,  
Noon to 12:30 P.M., and 4:00 to 4:30 P.M., PST.  
SPONSOR -- Participating  
TYPE OF SHOW -- Commentaries  
PERSONNEL -- Fletcher Wiley  
PRODUCER -- Fletcher Wiley  
PUBLICITY CONTACT -- Finch

NEWS ODDITIES heard Tuesdays, Wednesdays, and Fridays, 5:40 to 5:45  
P.M., PST.  
SPONSOR -- Peter Paul, Inc., Makers of "Mounds"  
AGENCY -- Emil Brisacher and Staff, San Francisco  
TYPE OF SHOW -- News  
PUBLICITY CONTACT -- Van

THE SONGFELLOW heard Mondays through Fridays, 12:45 to 1:00 P.M., PST.  
SPONSOR -- Olson Rug Co.  
AGENCY -- Presba, Fellors & Presba, Inc., Chicago  
TYPE OF SHOW -- Musical  
PERSONNEL -- Jay Burnett  
PUBLICITY CONTACT -- Van

NANCY DIXON -- "What's news in the Stores Today," heard Mondays  
through Saturdays, 8:30 to 8:45 A.M., PST.  
SPONSOR -- Cluett, Peabody & Co., Inc. Sanforizing Division  
AGENCY -- Young & Rubicam, Inc., New York City  
TYPE OF SHOW -- Shopping guide  
PERSONNEL -- Agnes Lorraine McKay  
PRODUCER -- Ralph Scott  
PUBLICITY CONTACT -- Moritz

MUSICAL ROMANCE heard Mondays, Wednesdays, and Fridays 8:00 to 8:15  
A.M., PST.  
SPONSOR -- Geo. A. Hormel & Co.  
AGENCY -- Batten, Barton, Durstine, & Osborn, Inc.,  
Minneapolis  
TYPE OF SHOW -- Musical  
PERSONNEL -- Eddie Dunstedter, Harvey Harding, Mary Rosetti  
PRODUCER -- Maurie Webster  
PUBLICITY CONTACT -- Moritz

(More)

PAGE 2.....KNX COMMERCIALS

SUNRISE SALUTE heard Mondays through Saturdays, 6:00 to 7:30 A.M., PST.

SPONSOR -- Participating

TYPE OF SHOW -- Musical

PERSONNEL -- Fletcher Wiley, Harvey Harding, Mary Rosetti  
Carol Knight

PRODUCER -- Fletcher Wiley

PUBLICITY CONTACT -- Finch

TONIGHT'S BEST BUYS heard on Saturdays, 7:45 to 8:00 P.M., PST

TODAY'S BEST BUYS heard Mondays through Fridays, 2:55 to 3:00 P.M.,  
PST.

SPONSOR -- J. A. Folger Coffee Company

AGENCY -- Raymond R. Morgan Company, Hollywood

TYPE OF SHOW -- Offers of sale mailed in by listeners

PUBLICITY CONTACT -- Van

WOMAN'S FORUM heard Mondays through Fridays, 2:30 to 3:45 P.M., PST.

SPONSOR -- Participating

TYPE OF SHOW -- Commentaries and interviews

PERSONNEL -- Martha Moore and guests

PRODUCER -- Martha Moore

PUBLICITY CONTACT -- Finch

SPORTS HILITES heard on Mondays, Wednesdays and Saturdays, 10:10 to  
10:15 P.M., PST.

SPONSOR -- Los Angeles Brewing Co.

AGENCY -- Lockwood -- Schackelford Co., L. A.

TYPE OF SHOW -- Sports Flashes and interviews

PERSONNEL -- Tom Hanlon and guests

PUBLICITY CONTACT -- Van

NEWS heard Tuesdays, Wednesdays, Fridays and Saturdays, 5:30 to  
5:45 P.M., PST.

SPONSOR -- Mitchell Finance Corporation, L. A.

TYPE OF SHOW -- News

NEWS heard Mondays through Saturdays, 7:30 to 7:45 A.M., PST.

SPONSOR -- Goodyear Tire and Rubber Co.

AGENCY -- Arthur Kudner, Inc., New York City.

TYPE OF SHOW -- News

PUBLICITY CONTACT -- Van.

MARTHA MOORE heard Wednesdays, Thursdays, and Fridays, 8:45 to 8:50  
A.M., and 2:30 to 2:35 P.M., PST.

SPONSOR -- John Morrell & Co.

AGENCY -- Henri, Hurst and McDonald, Inc., Chicago

TYPE OF SHOW -- Home economics

PUBLICITY CONTACT -- Finch