

U.S.

FM

A
U.S. RADIO
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS

**SEPTEMBER
1960**

35 CENTS

VOL. 1 — NO. 1

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*Memo to:
FM Broadcasters
Everywhere—*

A salesman friend of ours in the insurance business makes it a practice of presenting his friends' new babies with a paid up insurance policy for a year. Cost is pretty nominal to him on a \$1000 policy, and is no more than he'd pay for a merchandise gift of some kind. In almost all cases, the dads continue to pay premiums year after year, and quite often, the policy is increased. Pretty sneaky, huh?

So what does this have to do with FM?

Well, it's this way . . .

You're an FM broadcaster. You're interested in promoting FM and building an audience—right? When the occasion for a gift arises—a birthday—an anniversary, or maybe prizes for station promotions—why not make it a practice ALWAYS to give an FM receiver? What recipient wouldn't be tickled pink to get a Sarkes Tarzian receiver? It's a beautifully-designed set—noted for exceptional quality—and it's reasonable in cost to you. The guy or gal who gets the set is happy—you get another FM household—and we've moved another set. If, by chance, TARZIAN receivers aren't available in your area, write direct.

Let's continue to be partners.

SARKES TARZIAN, Inc.
Broadcast Equipment Division
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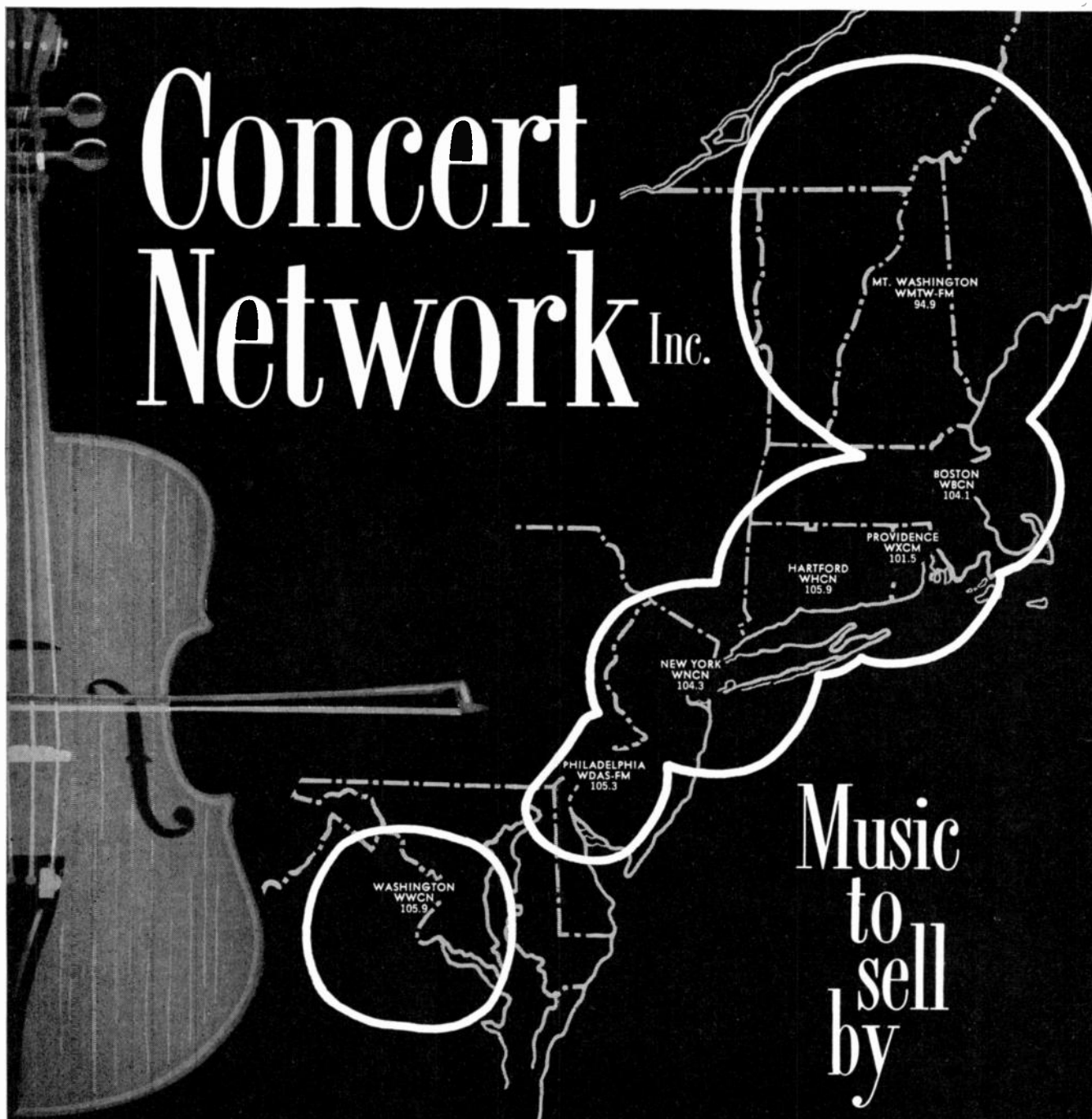
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in the nation's richest market

This is mass with class. Over 5,000,000 FM homes at the top of the top market. Prospects with the purchasing power, cultural level and influence over the taste and habits of others that cannot be duplicated elsewhere. And quality programming keeps this quality audience at an exceptional pitch of responsiveness.

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Words of Encouragement

Never has there been a greater need for a trade publication than the one that exists for covering the burgeoning medium of fm radio.

My congratulations on instituting U.S. FM. If it lives up to the performance of U.S. RADIO, it should more than adequately fill the need.

R. David Kimble
Senior Account Executive
Grey Advertising Agency, Inc.
New York

The news that U.S. RADIO is publishing a separate fm monthly magazine will be most welcome to the fm broadcaster, advertising agency and national advertiser.

The growth of fm station operation and size of audience has been so fast in one year that a separate trade publication is really essential. Advertising people need to be informed, and it's most encouraging to see that U.S. RADIO recognizes this fact and is going to do something about it.

Best wishes in the new important step in the trade publication field.

C. Otis Rewalt
Vice President
Walker-Rewalt Co., Inc.
New York

Vive la fm!

Congratulations on the launching of the new (fm) publication. I think you are scooping the field in an area that is becoming so increasingly important.

Murray Hirsch
President
Dunay, Hirsch & Lewis, Inc.
New York

An all-fm magazine is a logical development for the industry. I'm glad to see that U.S. RADIO has taken the giant step in the right direction. . . . We're behind you all the way.

Patrick Henry
Owner and General Manager
KJAZ Berkeley, Calif.

Congratulations on the new fm-only magazine. We feel that it will fill a definite need in the broadcasting field.

Herman C. Hall
Manager
WMDE (FM) Greensboro, N.C.

We think your new U.S. FM magazine idea is just great. How do we subscribe?

Abe J. Voron
General Manager
WQAL (FM) Philadelphia



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SEPTEMBER
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SUBSCRIPTION

Please see that I receive each monthly issue of U.S. RADIO and U.S. FM —both for one year for one subscription of \$5.

Name _____

Company _____

Title _____

Type of Business _____

☐ Company or

☐ Home Address _____

City _____ Zone _____ State _____

PLEASE BILL ☐

PAYMENT ENCLOSED ☐

FORE MOST

Pulse Shows Fm to Be 'Living Room' Medium

The Pulse Inc. shows in one of its latest reports that fm is very much a "living room" medium. In its latest New York quarterly fm survey, Pulse says that 46 percent of fm sets are located in the living room; the bedroom is in second place with 26.1 percent; the kitchen is next with 14.5 percent. Pulse studies in markets across the country confirm the living room dominance.

Heritage Sales Line-up Takes Shape in 25 Markets

Heritage Stations Representatives is well on its way in lining up the desired goal of fm outlets in 25 markets this fall. Already in the fold and on the air are stations in Los Angeles-San Bernardino, San Francisco, Minneapolis, Buffalo, Cincinnati, Denver, Seattle, San Diego, Boston, Baltimore and Atlanta. Stations in Washington, D.C. and Miami will be added by October.

Programatic Shoots for 100 Stations by December

Programatic automated taped middle-ground music service of Muzak, has more than 80 stations as subscribers. Most of them, 62, are fm operations. John Esau, general manager, states that the company hopes to have 100 stations by the end of the year. The use to which stations make of Programatic ranges for a maximum of 24 hours a day to a minimum of eight hours. Mr. Esau believes that in selling fm, stations should resort to the way am radio was sold in the early days. "Sell the advertiser or agency on the market and medium first and then sell the station."

Zenith Fm Radio Sales Show 70 Percent Rise

Fm is playing an important role in plans of most radio-phonograph manufacturers. Strong sales during the first half of the year are sparking the enthusiasm. One case in point is Zenith, which reports that during the first half of 1960, unit sales to dealers of Zenith fm-equipped table and portable sets topped those in the corresponding period in 1959 by over 70 percent. The firm includes in its fm radio line an am-fm transistor portable and a just introduced am-fm clock radio (see *Audience Builders*, p. 8).

National Advertisers In Fm's Fall Line-up

Detroit is showing enthusiasm for fm in this fall's national buys. D. P. Brother & Co., Detroit, the agency for Oldsmobile, is buying at least one fm station in each of a number of top markets for the introduction of the new model. It is also reported that Cadillac and Chrysler are active in national spot buys on fm. Another national advertiser trying out the medium this fall is Harvey's Sherry, through Victor A. Bennett & Co., New York. The agency is now considering a test on a large market, New England fm station which may lead to more extensive fm advertising next year. Hamilton Watch Co., advertising its electric wristwatch as well as its regular line, is buying fm stations in at least 25 markets and possibly more in its total lineup of 80 radio markets. Although Hamilton used fm in last fall's campaign, its agency, N. W. Ayer & Son, Philadelphia, reports that fm schedules are more frequent this season. Commercials are recorded half and half—with and without music—so as to satisfy some fm broadcasters' requirements of no music in the commercials that would interrupt the continuity of their program music.

C.R.C. ANTICIPATES RADIO'S NEEDS!



The Holiday Series: saluting America's Best!

The Singing Clock: 720 custom time jingles — electronically cued!

Jingles of the Month: customized TOP-40 parodies!

The Trademark Series: unexcelled variety of thematic I. D.'s!

AND NOW

RADIO U★S★A

THE WONDERFUL WORLD OF MUSIC AND FUN!

INCLUDING

20

Brilliant New C.R.C. Jingles — Compatible for AM or FM. Highlighting entertainment, service and fun!

20

Hilarious vignettes — Featuring Mel Blanc, Hal Peary, Sterling Holloway, and more! Custom-Designed for zestful breaks.

20

Exciting musical bridges by Don Elliot, composer of the fun-filled "Thurber Carnival" score. Complete, varied — refreshingly modern.

60

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RADIO AIDS**



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**COMMERCIAL RECORDING
CORPORATION**

P.O. BOX 6726 ★ DALLAS 19, TEXAS
Riverside 8-8004

The nation's leading creators of quality musical productions



What Lies Ahead For Fm?

Amid burgeoning enthusiasm over the medium's future, fm management takes a realistic look at what has to be done to increase national spot volume

Volume 1, Number 1

The forward motion of fm is turning out to be one of the big advertising stories of the year.

This is a medium that has slowly chalked up steady gains over the past few years, more so than in the decade following World War II.

Widespread profits on the part of most fm broadcasters is still practically non-existent (although there are exceptions). But what is evident for all to see and hear is the success that more and more advertisers have had with this selective medium.

Research up to this point has verified the image of the fm listener as higher educated, higher salaried. This appears to be true regardless of the programming involved, whether it be classical or Condon or even Clooney.

The future of fm will largely depend on the solving of some old problems—the need for stronger selling nationally, additional research and promotion.

With its first issue, U. S. FM dedicates its future pages to the telling of the fm story, both from the broadcasters' and advertisers' points of view. It will guide agencies and clients in their use of fm as well as explore fm's problems. It will analyze and highlight important consumer and station fm equipment developments. It will further serve as an idea exchange on the hi-fi medium.



The mounting agency interest in fm has not blurred the vision—nor muffled the hearing—of the fm operator.

It was a realistic approach to broadcasting and advertising that finally brought the hi-fi medium out of the shadows. And it will take continuing realism and self-appraisal to clear the road for future progress.

In the first questionnaire survey of fm stations by U. S. FM, stations were asked to comment on the problems fm faces in gaining a greater share of national ad expenditures.

The fm broadcasters pointed the finger at themselves as well as at agencies in charting the course ahead to channel more national ad budgets into fm as well as to pin down the interest of agencies.

Fm criticized itself for weak promotion, lack of continuing quantitative and qualitative research, need for stronger sales effort locally and nationally, among other items.

Agencies were looked upon with some disapproval for trying to buy fm with research yardsticks that are best applied to other media and for disregarding to some extent research that has already been conducted.

Here are some sample comments from the questionnaire returns:

Karl S. Kritz, general manager, WPFM Providence, R. I.: "Fm station owners and managers must develop a greater confidence in their product and not be afraid to promote it. Phil Harris once said, 'Doing business without advertising is like kissing your girl in the dark:'

what lies ahead

you know what you're doing but nobody else does.' FM operators must get together and start shouting their wares from the roof tops of Madison Avenue."

Lynn Christian, station manager, KHGM Houston: "This is what the national timebuyers and account executives have repeatedly told us on our sales trips to New York, Chicago, St. Louis, Atlanta and Philadelphia: '(1) Need greater market information (income, education, audience composition, etc.); (2) need higher penetration figures—in other words, more fm sets must be sold; (3) must spend more money for national promotion of the medium (big agency presentations, national trade ads, personal calls in New York and Chicago by station management and better printed material).'"

Arthur Crawford, commercial manager, KCBH Beverly Hills, Calif.: "Accurate survey information, both quantitative and qualitative. Agency and advertiser recognition of the concept of low commercialism being an aid to selling and their acceptance of higher per spot rates to make up for the fewer commercials carried in any given period."

John Jaeger, general manager, KFMM Tucson, Ariz.: "All fm is not good fm as it is thought to be. Better organization of fm facts are needed. The national compilation of figures is impressive, but New York figures on fm success will definitely not sell Tucson advertisers."

George Thorpe, president, WVCC-FM Coral Gables, Fla.: "Fm stations need to show media buyers and advertisers the depth, composition, interest and financial position of the average fm listener. Media buyers need to know what products fm can best sell. Industry needs to be shown the advantages of fm for image building. Buyers need to forget about ratings and be willing to do some personal research in cooperation with the fm station operators. They need, for once, to forget about the necessity of resorting to numbers as the sole reason for a buy."

Will Collier Baird Jr., vice president, WFMB Nashville: "Poor preparation by fm stations in presenting local sales stories and value of soft sell advertising in a given market. It is known that national advertisers in fm are well pleased due to extended schedules and renewals. Also, the lack of realization by agencies that they, too, must gamble as did fm operators who are now beginning to realize their true worth."

George Volger, general manager, KWPC-FM Muscatine, Ia.: "Unfortunately, most advertisers and their agencies judge their buying primarily on mass audiences shown through various types of surveys. Fm, in most markets, is aiming at select types of audiences, not showing well on the surveys relied upon by the advertiser and its agency. It will still be some time before the qualitative element takes precedence over the quantitative."

Harold Tanner, general manager, WLDN Detroit: "While the amount of national expenditures is continually increasing, it is not coming as rapidly as warranted, based on the wide acceptance today of fm, particularly in major markets by listeners. Research proving this is readily available, but too often it remains in agency files. Some way should be devised to get this material directly into the advertisers' own research departments."

Melvin Gollub, manager, WIFL Philadelphia: "We have found that the one-time 'I must get results now' type of advertiser cannot get the full advantages from the above-mentioned, strong-willed fm listener . . . any advertiser that will present effective commercials and wait for the commercial to age and sink in must get results."

'Great Reluctance'

Thomas Daugherty, manager, WKJF-FM Pittsburgh: "One of the problems is the great reluctance of agencies to use the fm medium even when the station has gone to great lengths to document itself with practically everything the agencies keep asking for—such as audience data, listening habits, programming information and advertising success stories. True, these success stories are usually on a local level. But we feel that if a small, neighborhood merchant can get sufficient results then an agency representing a national account that would benefit from every bit of the coverage afforded it by the average high powered fm station should certainly see the advantages of using the fm medium."


John Reynolds Jr., station manager, WJBR Wilmington, Del.: "Fm radio is being sold on the strength of upper-income audience which it has, but it is not near as 'upper' as is thought. Most of the surveys have been to stations' program guide subscribers which give a one-sided picture. The station that programs other than serious or heavy music is not represented in these surveys. The fm picture is in reality an audience of active young adults, most of them in the middle income group or slightly above." • • •

GERALDINE PAGE and Eli Wallach (c.), both from New York's Actors Studio, discuss the theatre and its facets on "Montage," weekly hour-long discussion program on WABC-FM New York. Interviewer is Michael Fabin of the Zakin Co., New York advertising agency that produces, sponsors program on 52-week basis.



Fm Sales Promotion Zooms

Fm's image gains national strength from promotion by RAB, NAB and NAFMB

 Further indication of fm's rapidly widening horizon is the marshalling of positive sales promotion and information efforts. For years, these functions were lying dormant in an industry whose very strength is dependent on the communication of sales-building ideas.

The organization of the National Association of Fm Broadcasters as well as the establishment of the Radio Advertising Bureau's fm service are major arms of fm's aggressive new image. These groups join the fm information function performed for two years by the National Association of Broadcasters through its *Fm-Phasis* news letter.

As part of its "Build Radio With Radio" campaign, the NAB has just distributed to fm members nine spot announcements extolling the virtues of fm.

The spots range in length from 10 seconds to 60 seconds. Here's an example of a 15-second spot:

Fm radio brings you the music, voices and sounds you like to hear in full, rich fidelity...on station _____, member of the National Association of Broadcasters. Broadcasting serves America.

The association's *Fm-Phasis* is published monthly and covers digests and reports of articles appearing in broadcast and equipment trade journals as well as other magazines. It also reports information taken from NAB files.

The average newsletter is devoted to material covering fm research,

programming, promotion and equipment.

The NAFMB, formed exactly a year ago in Chicago with 26 charter members, now has 119 active participants as of last month.

"This means," the NAFMB says, "that nearly one out of every three independently programmed fm station in America is now a member of NAFMB. And if the trend continues, two new members will be enlisted every week between now and the convention next spring in Washington.

"Every major market in America (except Atlanta, Dallas, Miami and New Orleans) has one or more member stations in NAFMB. And every commercial station in Houston (five) joined as a unit in October 1959."

The NAFMB declares itself to be a sales promotion organization, rather than a trade association in the traditional sense.

It sends out a monthly newsletter to its members covering various aspects of fm, from membership news

and objectives to business news. The letter indicates which advertisers and agencies are showing interest in fm and what buys are being made.

Programming and promotion items from fm stations that are newsworthy are also included.

Tied in with NAFMB is the formation of Fm Broadcasting System Inc., Chicago, an fm representative subsidiary of Keystone Broadcasting System.

Currently, Fm Broadcasting System represents 55 stations. Most of these are members of NAFMB.

Although FBS will be representing stations independently it has a working agreement with NAFMB for the sale of spots aimed at building an NAFMB promotion fund.

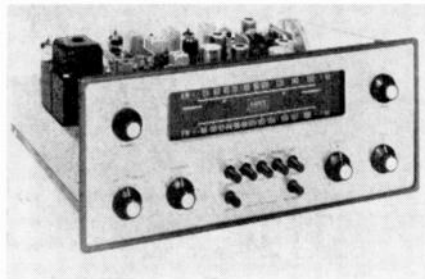
The association's members on a voluntary basis are asked to contribute three spots a day, which FBS will sell to national advertisers. The revenue from these spots will be

(Cont'd on p. 11)


HAPPY TRIO of staffers at KFSD-FM San Diego celebrate increase of station's power from 33,000 to 100,000 watts. Clif Kirk (l.), program director, Frances Box, assistant, and Ray Baker, sales manager, whooped it up until the changeover time.



Audience Builders



Producers of fm receivers expand product lines and sales activities resulting in growing fm audience

 "There is every indication that fm has actually turned the corner which has so long been predicted. Beginning in 1958, the long decline in the manufacture of fm receivers turned back up significantly. . . . Once fm begins to expand on a larger scale, with a significant increase in receiver sets (fm-only or stereo), the growth of this phase of broadcasting could snowball, with more receiving sets encouraging broadcasters and vice versa."

The above remarks are taken from a survey conducted by Industrial Marketing Studies for the Collins Radio Co., a producer of broadcasting equipment. It indicates that the manufacturers of broadcasting devices, as well as station operators, realize that the number of fm sets being injected into the market is one of the most accurate barometers of how well the medium is doing in terms of fulfilling its so often predicted rich promise.

Fm Production Rising

That more and more sets are finding their way into the hands of the public, and at a growing rate, is seen in the monthly production figures issued by the Electronic Industries Association covering the first six months of 1960.

January	40,162
February	55,216
March	96,087
April	67,197
May	78,556
June	105,317

These figures represent a total of 442,535 fm radio sets produced during the first half of this year. Dur-

ing the same period last year, according to the EIA, only 223,423 fm receivers were manufactured.

There are various indications that the manufacturers of fm receiving equipment will increase both their fm radio production and selling efforts. When the 1961 radio-phonograph lines were introduced during the annual convention of the National Association of Music Merchants in Chicago this summer, it was noted that almost every major manufacturer was showing a low-cost fm-only radio—many of them for the first time. In addition, almost every stereo phonograph console, and many high-end portables and table models, came equipped with an am-fm tuner either as a standard or optional piece of equipment.

For example, Zenith's new line of 20 stereo consoles includes four units that have a provision for an am-fm tuner; 13 others are standard equipped with an am-fm radio, and three others are am-fm-tv combinations. In addition, the firm is offering a line of eight fm table models, including a new clock radio.

L. C. Truesdell, president of the Zenith Sales Corp., states "During the first six months of 1960, unit sales to dealers of Zenith fm-equipped table and portable sets topped those in the corresponding period in 1959 by over 70 percent."

Still another development which is expected to supply even greater momentum to the sale of fm receivers is stereophonic fm radio transmission. The special EIA committee which has been studying six differ-



ent systems at the request of the Federal Communications Commission, completed its on-the-air tests last month, well ahead of schedule. If no snags appear, it is possible that an FCC decision on which system will become standard for the broadcasting industry may be handed down within the next six months.

Stereo Activity

Once the stereo fm radio transmission system is decided upon, it is almost a certainty that receiver manufacturers will join with fm broadcasters in heavily promoting stereo radio to the public. These manufacturers have two reasons to follow this course of action. One obviously, is to sell more equipment. Another important reason, however, is the fact that the record and sound industry has thrown all of its efforts, resources and energies behind stereophonic sound. Almost every record album produced today is available either in stereo only or in stereo and monaural form. Therefore, the entire record and sound industry may be expected to be extremely interested in anything which will expose the public to stereo. And fm stereocasting will provide an excellent vehicle to help achieve this aim.

The increasing number of am-fm and fm-only car radios provides still another audience building block. Fm in the form of clock radios and transistorized portable models is attracting added fm listeners. Today, fm is being offered to the public in almost every conceivable price and form. The end result is a steadily growing fm market. • • •

Movies—*Cinerama* tested KPEN (FM) San Francisco with a ticket give-away contest that drew almost 1,200 pieces of mail in five days, reports the station. As a result, the *Cinerama* schedule was renewed and has been on KPEN for 18 consecutive months.

Theatre Group—A special two-hour program by KFMM (FM) Tucson, Ariz., featured interviews and excerpts from "Carmen." This opera was to be presented by a local group and the purpose of the two-hour show was to promote the sale of tickets. During the two-hour period, the station reports it sold 63 tickets at an average cost of \$4 per ticket.

Cameras—Allan's Camera Shop, Bryn Mawr, Pa., is a regular user of radio and tv. It also purchased a schedule on WIFI (FM) Philadelphia. A. Allan Welch, proprietor, commented to the station on the buy: "You will be interested in knowing that on a cost per dollar basis, WIFI leads. . . . Because WIFI has proven itself to us, we are instructing our advertising agency to sign a one-year contract with you."

Clothes—The Providence, R. I., store of Ripley Clothes has advertised on WPFM (FM) for about two years. The results have met with increasing satisfaction by the store. It believes that "advertising on WPFM has made it possible . . . to merchandise better quality and higher priced men's clothing and accessories than were previously carried in the Providence store." The account has recently tripled its schedule to 17 spots daily, reports the station.

Appliance Dealer—In sponsoring a half-hour show over KBOY-FM Medford, Ore., Trowbridge & Flynn, Westinghouse dealers, offered a free set of etching prints of jazz personalities. The program, called *The Jazz Scene*, featured mostly modern and progressive jazz. After four evening shows on alternate nights, 48 persons had responded to the free offer. Sponsor renewed for 13 weeks.

Records—Almost two and a half years ago, a small record dealer, Sam's Record Shop, started to advertise on KNOB (FM) Los Angeles with two spots per day. The account has been with the station continuously, currently spending about \$26,000 yearly on KNOB. It has moved to a new store with 10 times the former space and recently it opened a

second store devoted to hi-fi and tv sales.

Restaurant—The Shadows Restaurant bought \$25 worth of spot announcements on KAAR (FM) Oxnard, Calif., to promote the fact that on Mother's Day it was going to open at 11 a.m. The restaurant previously opened at 5 p.m. everyday,

JAMPRO ANTENNA COMPANY

7500 14TH AVENUE • BUILDING 9
SACRAMENTO • CALIFORNIA

4-, 6-, 8-BAY

FM ANTENNAS

IMMEDIATE DELIVERY

JAMPRO ANTENNAS . . . *Designed and Built
to Do a Perfect Job!
For FM and Multiplexing*

Mr. Agencyman:

Mr. Advertiser:

"YOUR HAT PLEASE"

FM broadcasters the country over—individually and collectively—warmly welcome "U.S. FM" as their *very own* FM magazine.

A young medium (but one which is ascending with astonishing speed), FM bids fair to become a dominant air medium within a few years.

But right now, advertisers, *particularly national advertisers*, and their agencies really need an impartial source of reliable FM facts—a *hook to hang their hats on!*

In *U.S. FM* they'll find this unbiased, authoritative information. Through *U.S. FM* can the voices of all segments of the FM industry be heard . . . and heard in an *FM-only* atmosphere, undiluted with AM or TV material.

Come gentlemen, let's have those hats!

N.A.F.M.B. National Association
of FM Broadcasters



93.7 Megacycles — 40,000 Watts

Taped music by

MAGNE-TRONICS

SINCE 1954

"BETTER MUSIC and BETTER PROGRAMMING"

Background Music

Perfected to serve...

FM MULTIPLEXING
CATV OPERATIONS

WIRED LINE SYSTEMS
ON PREMISES SERVICES

Radio Music

Expertly programmed for...

AUTOMATED AM/FM MAIN CHANNEL BROADCASTING

Musical Productions from both sides of the Atlantic

"IT COSTS SO LITTLE

GET
TO GAIN SO MUCH"
GIVE

WRITE FOR DETAILS OF THE SERVICE DESIRED

MAGNE-TRONICS, INC.

49-R WEST 45TH ST.
NEW YORK 36, N. Y.

WRN

including Saturday and Sunday. This was the first time The Shadows used radio, and in this campaign no newspaper or other radio was used. The results, according to KAAR, was that the restaurant sold 278 meals on Mother's Day compared with about 138 meals served on the usual weekend day. The owner of The Shadows attributed the increase to the spot announcements. The restaurant is now a daily advertiser on KAAR.

Records—Patti's record shop decided to try fm by allocating a small, one-month budget on KPSR (FM) Palm Springs, Calif. Before the first week had ended, Patti's had taken in revenue that more than exceeded the entire cost of the month's campaign. This was accomplished through the sale to one customer, traceable to KPSR, of a foreign-language record course and a group of albums. There were other direct results throughout the month and Patti's has expanded its budget on KPSR on a long-term contract basis.

Book Store—A local book store has been spending almost 10 percent of its promotional funds on KFMH (FM) Colorado Springs, Colo. In the sale of books, the store finds that the KFMH response is superior by 18 percent over newspapers and tv.

Florist—A local florist used a spot campaign preceding Christmas over WTTC (FM) Towanda, Pa., to promote the sale of Christmas trees. The station reports that the florist was able to trace 90 percent of the sales to direct phone calls after the spots were aired.

Department Store—Fowler, Dick & Walker (The Boston Store) of Wilkes-Barre, Pa., sponsors the daily hour of *Symphony Music* on WYZZ (FM) from 9 to 10 p.m., seven nights a week. The department store, says the station, has had consistent sales results from as far away as 100 miles. As an example, WYZZ states that in one afternoon, in a 20-minute period, the store sold one record player, one phonograph and one fm table model set, with all three customers mentioning their appreciation for the *Boston Store Symphony Hour*. . . .

turned over to the NAFMB fund.

FBS estimates that the 55 stations as a group cover approximately 550 counties and that most of these are either A or B counties.

RAB's fm service, devoted to the supplying of sales promotion material, is keyed to the monthly edition of the *Local Radio Salesman*. It also supplies special reports and sales material.

The most recent edition of the fm publication covers the successful use of fm by A&P food stores in Louisville, Ky., and by four other firms.

In addition, a section is devoted to "national news of local money-making interest." This portion includes facts, figures and trends with an eye towards developing intelligent fm sales approaches.

The following story on A&P is taken from the RAB fm letter:

"Fm strategy: institutional support for leader and price advertising on radio and in newspapers. Here are the nuts and bolts:

- "A half-hour show, seven days a week, at 10:30 a.m. on WLVI. Louisville is aimed at creating a friendly feeling among housewives prior to shopping, as well as among other members of the family on weekends.
- "Copy never mentions price, rarely refers to items—and then only in general terms. Chief copy aim: To draw connection between company's 'first hundred years' and America's growth in the same period.
- "Commercials are delivered by a woman to stress friendliness, believability.

"The fm campaign takes its cue from the 'dignity and maturity of the fm medium itself,' according to A&P admen." • • •

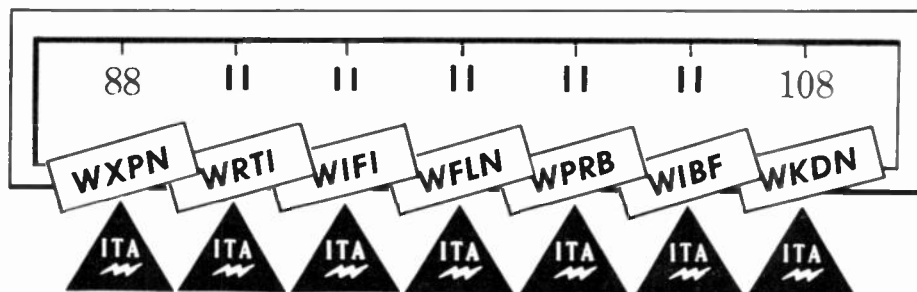
Phoenix's first Pioneer FM Station Fifth Year of Service KELE

95.5 megacycles
Phoenix, Arizona

In Philadelphia and Camden . . .

ALL ACROSS THE FM DIAL

IT'S  ALL THE WAY



TODAY ITA PRODUCES AND SELLS MORE FM TRANSMITTERS THAN ANY OTHER COMPANY

A few of the reasons for this leadership are

ENGINEERING FEATURES—Modern, ceramic, long life tubes; self-neutralization; independent driver; multiplexing; expandable power; and remote control.


QUALITY—All FM units are constructed with High Quality Standard Components, designed for easy accessibility. All units are constructed to give maximum efficiency and long life.

SERVICE—Factory trained representatives supervise installation and tune-up of ITA transmitters on the site—at no additional charge. When needed for follow-up these representatives are as close as your telephone.

COST—Another reason why ITA leads the way in FM transmitter sales is low cost. Due to simplicity of design and in plant efficiencies, ITA transmitters are the best value available.

DELIVERY—10/15 KW and all other FM Broadcast Transmitters can be delivered 30 days from receipt of order.

Engineering, Quality, Service, Economy, and Delivery are some of the important reasons why "Across the FM dial—Across the Nation—it's ITA all the Way."

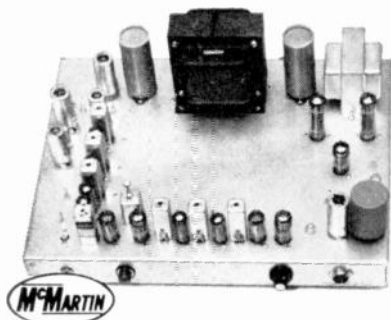


INDUSTRIAL TRANSMITTERS AND ANTENNAS

LANSDOWNE, PA. • PHONE CL 9-8200

Beautiful Signals

HANDLED with CARE



MULTIPLEX RECEIVERS

Better sound sells FM on main carrier and subs. Better sales result with carefully engineered and reliable receiving equipment. At Continental rigid quality control and extreme manufacturing care guarantees you and your listeners the finest reception . . . whatever your requirements.

Lease (without down payment) and Lease Purchase Plans available.

Write or call

CONTINENTAL MANUFACTURING, INC. 
1812 California Street - Omaha, Neb.

NO SOUTHERN CALIFORNIA RADIO BUY IS COMPLETE WITHOUT FM

When you fail to include an FM budget in your Southern California radio buys, you are missing a market larger than Boston, Pittsburgh or St. Louis. These loyal FM listeners are reached best and most frequently on FM, and in many cases *only* on FM. Many of the top advertisers in every product category have recognized this fact and invested in Southern California FM for several years, but some choice availabilities still remain on these top FM stations.

**KBBI, KBCA, KCBH, KGLA, KHOF,
KMLA, KRHM, Los Angeles;
KQKR, Bakersfield; KUTE, Glendale
KCHV, Indio; KNOB, Long Beach;
KACE-FM, KDUO, KPLI, Riverside;
KVFM, San Fernando; KFIL, Santa Ana;
KRCW, Santa Barbara**

Member Stations of the FM Broadcasters of
Southern California

"Dedicated to the Highest Principles of Better
Broadcasting"

Fm Station Key

The following information is taken in its entirety from questionnaires returned by stations. This first issue of U.S. FM includes returns from 252 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. Where a station set count or market penetration figure is indicated, it is an estimate or result of a survey by the station as reported by that station to U.S. FM. In the case of market penetration figures, either a local research or station or a national research firm has been reported. The number of counties covered by a station has been similarly reported by that station to U.S. FM. See box below for abbreviations.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *sta. rpt.*—station report; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Birmingham

WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur

WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Market Pen.: 40% (Sta. Rpt.)
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ARIZONA

Phoenix

KITH
Counties: 7; ERP: 5,000 w
Sets: 87,200
Market Pen.: 31% (Sta. Rpt.)
Prog.: St, s-cl, shw, nws, rel

Tucson

KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Sets: 10,000
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Pine Bluff

KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Sets: 36,880
Market Pen.: 20% (Sta. Rpt.)
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Sets: 459,000
Market Pen.: 39.9% (Sta. Rpt.)
Prog.: Jz

Beverly Hills

KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Sets: 1,250,000
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
Sets: 132,000
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Los Angeles

KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Sets: 850,000
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Sets: 777,000
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Sets: 1,045,900
Prog.: Shw, con, s-cl, pop, nws

KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Sets: 4,000,000
Market Pen. 49.1% (Pulse)
Prog.: jz
KRHM
National Rep.: Adam Young Fm
Counties: 8; ERP: 58,000 w
Sets: 1,335,400
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Market Pen.: 43% (Sta. Rpt.)
Prog. (Sep.): Nws, cl, shw, s-cl, st
KDUO
Counties: 5; ERP: 72,000 w
Sets: 1,154,665
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

Sacramento

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Market Pen.: 34.9% (Sta. Rpt.)
Prog.: S-cl, cl, nws, wthr, rel
KJML
National Rep.: Walker-Rewalt
Counties: 5; ERP: 2,700 w
Market Pen.: 34.9% (Sta. Rpt.)
Prog.: Cl, con, shw, s-cl, comtry
KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Diego

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Sets: 150,000
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op
KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Sets: 122,000
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw
KITT
National Rep.: Adam Young Fm
Counties: 1; ERP: 56,000 w
Sets: 141,277
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Sets: 131,490
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Sets: 1,500,000
Market Pen.: 30% (Sta. Rep.)
Prog.: Cl, op, s-cl, shw, nws
KEAR
Counties: 24; ERP: 82,000 w
Sets: 500,000
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr
KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward

Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws
KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Sets: 550,000
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw
KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)
Prog.: Cl, op

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Market Pen.: 28% (Sta. Rpt.)
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs
KFMH
Counties: 26; ERP: 24,400 w
Market Pen.: 24.2% (Pulse)
Prog.: Cl, con, s-cl, pop, nws

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Sets: 100,000
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Sets: 60,000
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Sets: 304,752
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Hartford

WCCC-FM (Am: WCCC)
National Rep.: Gill-Perna
Counties: 7; ERP: 20,000 w
Sets: 164,000
Prog. (Sep.): S-cl, cl, con, shw, jz
WHCN
National Rep.: Adam Young Fm
ERP: 7,000 w
Sets: 486,225
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP.: 20,000 w
Sets: 400,000
Prog.: St, s-cl, shw, con

(For abbreviations, see box, p. 12)

An Important Message to

AGENCIES Looking For FM FACTS

- 1 You cannot cover San Diego's 132,360 FM homes, nor the 10,721 offices and stores with FM by buying a Los Angeles FM station.
- 2 Only 2 Los Angeles FM stations showed any circulation in Pulse and the best was only 2.9% came in a week.
- 3 Now 2 more FM stations are on the air in San Diego on adjacent frequencies to Los Angeles stations, thus blocking reception of two Los Angeles stations.
- 4 KITT is the only FM station that shows up in the two leading AM surveys.
- 5 See Adam Young for a quality buy in FM that has the rating numbers.

SAN DIEGO'S NO. 1 FM STATION by rating



"For Familiar Music"

SUITE 525 U.S. GRANT
HOTEL BUILDING
SAN DIEGO, CALIFORNIA
Telephone BElmont 2-0144

... Serving Southern New England

Hartford—New Haven—Springfield

WBMI

95.7 on your FM dial

Southern New England's
oldest
Independently
Programmed
Good Music Station

Studios and Offices
in the heart of Connecticut

MERIDEN

Call Carl Schultz General Manager
Hartford—Jackson 2-4380

... From Chicago

WCLM

60,000 Watts

101.9 Megacycles

Chicago's most powerful
FM Station

... looks to the new U. S. FM for
its welcome editorial coverage of the
entire field of FM broadcasting.

"A tip of the hat" from ...

WCLM

Chicago

Member NAFMB & NAB

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Sets: 300,000
Market Pen.: 55% (Sta. Rpt.)
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, withr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 16; ERP: 20,000 w
Sets: 600,000
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, withr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Sets: 462,700
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn
WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Sets: 248,200
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Sets: 110,000
Market Pen.: 40% (Sta. Rpt.)
Prog. (Dup.): Con, s-cl, nws, cl, withr

Fort Lauderdale

WFLM
National Rep.: Fm Unlimited
Counties: 3; ERP: 3,500 w
Sets: 37,000
Market Pen.: 33% (Sta. Rpt.)
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Sets: 110,000
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Tampa

WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Market pen.: 42% (Sta. Rpt.)
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Augusta

WBBQ-FM (Am: WBBQ)
Counties: 31; ERP: 19.3 kw
Prog. (dup.): St, pop, nws, sprts, intvw

Columbus

WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Sets: 72,500
Market Pen.: 24% (Sta. Rpt.)
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Sets: 50,000
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Sets: 22,500
Prog. (Sep.): St, nws, sprts, shw, withr

Marietta

WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Sets: 15,000
Market Pen.: 25% (Sta. Rpt.)
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan

WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, withr, st, pop, cl

ILLINOIS

Anna

WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Sets: 5,000
Prog. (Sep.): St, pop, nws, withr, sprts

Bloomington

WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, withr

Champaign

WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Sets: 25,000
Market Pen.: 20% (Sta. Rpt.)
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago

WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9 ERP: 52,000 w
Sets: 600,000
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFME
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Sets: 1,000,000
Market Pen.: 50% (Sta. Rpt.)
Prog.: St, s-cl, shw, jz, nws

TWELVE YEARS OF
BETTER MUSIC IN
THE NATION'S
CAPITAL!



WASH-FM

Affiliated with QXR Network

WFMT
 Counties: 38; ERP: 29,500 w
 Market Pen.: 42.4% (Pulse 10/59)
 Prog.: Cl, op, dr, nws, intvw
WKFM
 National Rep.: Modern Media Fm Sales
 Counties: 9; ERP: 50,000 w
 Sets: 1,000,000
 Market Pen.: 42.4% (Pulse)
 Prog.: St, s-cl, shw, nws, wthr
WNIB
 Counties: 10; ERP: 11 kw
 Sets: 1,000,000
 Market Pen.: 42.4% (Pulse)
 Prog.: Cl, con, iz, op, shw
WXFM
 ERP: 32,000 w
 Sets: 1,000,000
 Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
 National Rep.: Weed
 Counties: 19; ERP: 30,000 w
 Sets: 100,230
 Market Pen.: 35% (Sta. Rpt.)
 Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham
WSEI
 ERP: 20 kw
 Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
 National Rep.: Devney-McConnell
 Counties: 5; ERP: 1,000 w
 Sets: 100,500
 Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
 National Rep.: Good Music Broadcasters
 Counties: 6; ERP: 180,000 w
 Sets: 1,300,000
 Market Pen.: 42% (Sta. Rpt.)
 Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
 Counties: 11; ERP: 4,200 w
 Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
 National Rep.: Holman
 Counties: 5; ERP: 9 kw
 Sets: 13,135
 Market Pen.: 42% (Sta. Rpt.)
 Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Litchfield
WSMI-FM (Am: WSMI)
 Counties: 6; ERP: 6,100 w
 Sets: 25,000
 Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
 National Rep.: Hal Holman
 Counties: 12; ERP: 23,000 w
 Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
 Counties: 12; ERP: 37.4 kw
 Prog.: S-cl, cl, con, st, shw

Paris
WPRS-FM (Am: WPRS)
 Counties: 7; ERP: 1,000 w
 Sets: 20,000
 Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WTAD-FM (Am: WTAD)
 National Rep.: Branham

Counties: 23; ERP: 27 kw
 Sets: 60,000
 Market Pen.: 32% (Sta. Rpt.)
 Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
 National Rep.: Avery-Knodel
 Counties: 14; ERP: 39 kw
 Prog. (Dup.): Con, s-cl, st, shw

INDIANA
Columbus
WCSI-FM (Am: WCSI)
 National Rep.: Thomas Clark
 Counties: 12; ERP: 760 w
 Market Pen.: 43% (Sta. Rpt.)
 Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
 National Rep.: Branham
 Counties: 13; ERP: 9.7 kw
 Sets: 10,000
 Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
 National Rep.: John Pearson
 Counties: 34; ERP: 36 kw
 Sets: 104,000
 Market Pen.: 42% (Sta. Rpt.)
 Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne
WPTH-FM
 Counties: 20; ERP: 44.4 kw
 Prog.: St, shw, pop, iz, s-cl

Hammond
WYCA
 Counties: 5; ERP: 31,000 w
 Sets: 900,000
 Market Pen.: 41.9% (Sta. Rpt.)
 Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WFBM-FM (Am: WFBM)
 Counties: 50; ERP: 51,875 w
 National Rep.: Walker-Rewalt
 Sets: 197,400
 Market Pen.: 25.1% (Sta. Rpt.)
 Prog. (Sep.): St, s-cl, cl, iz, cmtry
WFMS
 ERP: 4.5 kw
 Market Pen.: 25% (Sta. Rpt.)
 Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
 Counties: 40; ERP: 24,000 w
 Prog. (Sep.): Cl, s-cl, con, iz, op

Madison
WORX-FM (Am: WORX)
 National Rep.: Hil Best
 Counties: 6; ERP: 350 w
 Sets: 7,800
 Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
 National Rep.: Burn-Smith
 Counties: 10; ERP: 31,000 w
 Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie
WMUN (Am: WLBC)
 National Rep.: Hal Holman
 Counties: 17; ERP: 14.4 kw
 Prog. (Sep.): Programatic

Washington
WFML (Am: WAMW)
 National Rep.: Hil Best
 Counties: 14; ERP: 14,000 w
 Prog. (Dup.): Sprts, nws, st, pop, shw

(For abbreviations, see box, p. 12)

**10,412 more
 FM HOMES
 in 4 months!**



We don't claim every one of the 10,412 *new* homes all the time, but we do point with pride to this upsurge in FM circulation (now totalling 197,557 homes in our area) coincident with WFBM-FM's operation since Thanksgiving Day, 1959.

WFBM-FM, Mid-America's most powerful commercial FM station, dominates this golden circle of sales potential, operating 19 hours daily with separate, quality programming. Let the Golden Sound of the Middle West carry your sales message to the choice customers that constitute WFBM-FM's audience.

Walker-Rawalt has the details.

INDIANAPOLIS **fm** INDIANA
WI B M 94.7 mc
 "GOLDEN SOUND OF THE MIDDLE WEST"
 0 0 0 0

IOWA

Des Moines

KDMI
ERP: 115,000 w
Sets: 179,910
Market Pen.: 30% (Sta. Rpt.)
Prog.: Rel, sacred, nws, wthr, cl

WHO-FM (Am: WHO)

National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Sets: 171,000
Market Pen.: 38% (Sta. Rpt.)
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine

KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Sets: 12,000
Prog. (Sep.): Sprts, con, s-cl, nws, st

KANSAS

Wichita

KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.):

KENTUCKY

Hopkinsville

WKOF (Am: WKOA) (Under construction)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville

WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Sets: 40,000
Market Pen.: 22% (Sta. Rpt.)
Prog.: Cl, pop, s-cl, shw, flk

Owensboro

WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Sets: 20,952
Prog. (Dup.): Cl, con, op, nws, sprts

LOUISIANA

New Orleans

WWMT
National Rep.: Good Music Broadcasters
Counties: 1; ERP: 48,000 w
Market Pen.: 24.1% (Sta. Rpt.)
Prog.: St, s-cl, shw, cl, con

MAINE

Poland Spring

WMTW-FM
Counties: 36; ERP: 49.1 kw
Sets: 93,667
Market Pen.: 19.9% (Sta. Rpt.)
Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Sets: 13,000
Market Pen.: 15% (Sta. Rpt.)
Prog. (Sep.): Programatic

MARYLAND

Baltimore

WBAL-FM (Am: WBAL)
ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Market Pen.: 27.9% (Sta. Rpt.)
Prog.: S-cl, st, flk, cl, op

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Sets: 25,000
Market Pen.: 40% (Sta. Rpt.)
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN
National Rep.: Adam Young Fm
Counties: 3; ERP: 25,900 w
Sets: 738,399
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Sets: 40,000
Market Pen.: 40% (Sta. Rpt.)
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Market Pen.: 41% (Sta. Rpt.)
Prog.: Cl, con, s-cl, op
WDTM
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw
WLDM
National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Sets: 846,032
Market Pen.: 41% (Sta. Rpt.)
Prog.: St, shw, s-cl, cl, con
WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Sets: 800,000
Market Pen.: 45% (Sta. Rpt.)
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM

National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Sets: 140,068
Market Pen.: 26% (Sta. Rpt.)
Prog.: S-cl, cl, nws, shw, jz

Kalamazoo

WMCR

Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Sets: 4,000
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Prog.: Cl, s-cl, jz, flk, nws

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 39 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Sets: 110,636
Market Pen.: 34% (Sta. Rpt.)
Prog.: St, wthr, jz, shw, pop
WCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Sets: 142,058
Market Pen.: 34% (Sta. Rpt.)
Prog. (Sep.): St, s-cl, cl, shw, nws
KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Sets: 135,000
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

(For abbreviations, see box, p. 12)

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WLDM

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146,000 watts

-DETROIT-

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Sets: 105,000
Prog. (Sep.): St, s-cl, shw, cl, nws
KWIX
National Rep.: Adam Young Fm
Counties: 14; ERP: 25.5 kw
Sets: 350,000
Prog.: St, pop, nws, sprts, s-cl
WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw
Sets: 175,000
Market Pen.: 30% (Sta. Rpt.)

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Sets: 59,310
Market Pen.: 46.6% (Sta. Rpt.)
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Sets: 8,000
Market Pen.: 5% (Sta. Rpt.)
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rewalt
Counties: 7; ERP: 363 w
Sets: 14,000
Market Pen.: 23% (Sta. Rpt.)
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Sets: 25,000
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Long Branch

WRLB
Counties: 10
Prog.: S-cl, nws, cl, shw, con

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Sets: 15,000
Prog.: Cl, con, s-cl, st, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Sets: 2,500,000
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

Binghamton

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Sets: 106,230
Prog. (Sep.): Cl, con, op, s-cl, shw

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Sets: 250,000
Market Pen.: 50% (Sta. Rpt.)
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Sets: 750,000
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Sets: 68,700
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 58.9% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, flk
WNCN
National Rep.: Adam Young Fm
Sets: 2,778,789
Market Pen.: 56.7% (Pulse 6/60)
Prog.: Cl, con, s-cl, op, shw
WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Sets: 2,473,084
Market Pen.: 56.7% (Pulse)
Prog. (Dup.): Cl, nws, con, op, s-cl
WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Sets: 2,391,000
Market Pen.: 53.9% (Pulse)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Plattsburgh

WEAV-FM (Am: WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR
(For abbreviations, see box, p. 12)



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Syracuse**WONO**

National Rep.: Adam Young Fm
 Counties: 8; ERP: 1 kw
 Prog.: S-cl cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
 National Rep.: QXR Network
 Counties: 12; ERP: 4,300 w
 Sets: 30,000
 Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
 Counties: 3 ERP: 1,000 w
 Sets: 142,000
 Market Pen.: 61.4% (Pulse)
 Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA**Burlington**

WBAG-FM (Am: WBAG)
 National Rep.: Walker-Rawalt
 Counties: 9; ERP: 2,800 w
 Prog. (Dup.): Pop, st, nws, sprts, wthr
 WBBB-FM (Am: WBBB)
 National Rep.: Thomas Clark
 Counties: 10; ERP: 3.8 kw
 Sets: 171,232
 Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
 National Rep.: Peters, Griffin, Woodward
 ERP: 36,000 w
 Prog. (Dup.): St, nws, pop, wthr, sprts

Forest City

WAGY-FM (Am: WAGY)
 Counties: 7; ERP: 3,333 w
 Prog. (Sep.): St, s-cl, nws, sprts, pop

Greensboro**WMDE**

Counties: 9; ERP: 5.8 kw
 Sets: 150,000
 Market Pen.: 47.1% (Sta. Rpt.)
 Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
 Counties: 12; ERP: 13,500 w
 Sets: 15,000
 Prog. (Dup.): S-cl pop, st, nws, wthr,
 Programatic

Lexington

WBUY-FM (Am: WBUY)
 National Rep.: George Hopewell
 Counties: 4; ERP: 300 w
 Prog. (Dup.): Sprts, st, pop, nws, wthr

Raleigh

WPTF-FM (Am: WPTF)
 National Rep.: Peters, Griffin, Woodward
 Counties: 32; ERP: 50 kw
 Sets: 101,500
 Market Pen.: 27.2% (Pulse)
 Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
 National Rep.: John Pearson
 Counties: 29; ERP: 33,000 w
 Sets: 61,489
 Market Pen.: 30% (Sta. Rpt.)
 Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
 National Rep.: Walker-Rawalt
 ERP: 15 kw
 Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford

WWGP-FM (Am: WWGP)
 ERP: 490 w
 Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSIC)
 National Rep.: Good Music Broadcasters
 ERP: 3,000 w
 Sets: 247,360
 Market Pen.: 32% (Sta. Rpt.)
 Prog. (Sep.): Con, s-cl, st, shw, disn

OHIO**Alliance**

WFAH-FM (Am: WFAH)
 National Rep.: Grant Webb
 Counties: 6; ERP: 1,000 w
 Prog. (Dup.): Sprts, st, s-cl, con, jz

Cincinnati

WAEF
 National Rep.: Walker-Rawalt
 Counties: 13; ERP: 4.8 kw
 Sets: 222,000
 Market Pen.: 29.1% (Pulse)
 Prog.: St, s-cl, jz, cl, nws
 WKRC-FM (Am: WKRC)
 National Rep.: Good Music Broadcasters
 Counties: 8; ERP: 15,500 w
 Sets: 100,000
 Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland

KYW-FM (Am: KYW)
 Counties: 27; ERP: 21,500 w
 Market Pen.: 33% (Pulse)
 Prog. (Sep.): Cl, con, s-cl, shw, op
 WDOK-FM (Am: WDOK)
 National Rep.: H-R
 Counties: 7; ERP: 34,000 w
 Sets: 200,000
 Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)

National Rep.: Christal
 Counties: 12; ERP: 31,000 w
 Sets: 1,200,000
 Prog. (Dup.): St, shw, cl, con, s-cl
 WJW-FM (Am: WJW)
 National Rep.: Katz
 Counties: 5; ERP: 2.8 kw
 Sets: 300,000
 Prog. (Dup.): St, shw, nws, educ, con

Columbus

WTVN-FM (Am: WTVN)
 National Rep.: Good Music Broadcasters
 Counties: 10; ERP: 26 kw
 Sets: 71,300
 Market Pen.: 37.4% (Pulse 2/60)
 Prog. (Sep.): Cl, con, s-cl, pop, st

Dayton

WHIO-FM (Am: WHIO)
 ERP: 20,000 w
 Prog. (Sep.): Con, st, cl, nws, wthr

Lancaster

WHOK-FM (Am: WHOK)
 Counties: 6; ERP: 16,000 w
 Market Pen.: 40% (Sta. Rpt.)
 Prog. (Sep.): S-cl, pop, st, nws, sprts

Portsmouth

WPAY-FM (Am: WPAY)
 National Rep.: Devney-O'Connell
 ERP: 7 kw
 Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
 National Rep.: Venard, Rintoul & McConnell
 Counties: 6; ERP: 6,000 w
 Sets: 5,000
 Prog. (Dup.): Pop, nws, sprts, wthr, st

OKLAHOMA**Oklahoma City**

KEFM
 National Rep.: Good Music Broadcasters
 ERP: 3.7 kw
 Sets: 157,000
 Prog.: Pop, cl, shw, jz, wthr
 KYFM
 National Rep.: Walker-Rawalt
 Counties: 10; ERP: 1,500 w
 Prog.: St, nws, shw, sprts, cl

Tulsa

KOGM
 Counties: 8; ERP: 4.1 kw
 Market Pen.: 29% (Sta. Rpt.)
 Prog.: Pop, st, cl, shw, s-cl

OREGON**Eugene**

KFMY
 Counties: 3; ERP: 3,600 w
 Market Pen.: 37.6% (Sta. Rpt.)
 Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am: KEX)
 Prog. (Sep.): Cl, con, op, s-cl, st
 KPOJ-FM (Am: KPOJ)
 National Rep.: Petry
 Counties: 11; ERP: 4.4 kw
 Market Pen.: 46% (Pulse)
 Prog. (Dup.): Nws, st, pop, sprts
 KQFM
 Counties: 11; ERP: 17.7 kw
 Prog.: S-cl, st, pop, shw, educ

(For abbreviations, see box, p. 12)

PHILADELPHIA LISTENERS SELECT ...

HI-FI

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WI-FI

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PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws, cp, shw, flk

Altoona

WFBG-FM (Am: WFBG) {Due on air 10/60}
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.):

Bloomsburg

WHLN-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Dup.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Sets: 13,000
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Johnstown

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Sets: 300,000
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl
WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Sets: 100,000
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Sets: 500,000
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr
WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Sets: 471,288
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz
WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info
WIFI
National Rep.: Walker-Rawalt
Counties: 7; ERP: 20,000 w
Prog.: Pop, st, shw, nws, wthr
WQAL
Counties: 24; ERP: 7.8 kw
Sets: 820,000
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Sets: 125,393
Prog.: Pop, nws, wthr, con
WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Wilkes-Barre

WYZZ
National Rep.: Walker-Rewalt
Counties: 30; ERP: 3.1 kw
Sets: 216,300
Market Pen.: 31% (Sta. Rpt.)
Prog.: Cl, con, s-cl, st, op

RHODE ISLAND

Providence

WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl
WPFM
National Rep.: QXR Network
ERP: 20,000 w
Sets: 72,900
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk
WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws
WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Sets: 324,911
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Sets: 20,000
Prog.: Cl, s-cl, st, pop, nws

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Sets: 35,700
Market Pen.: 25% (Sta. Rpt.)
Prog. (Sep.): St, shw, con, s-cl, pop

TENNESSEE

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Nashville

WFMB
National Rep.: Good Music Broadcasters,
Fm Unlimited
Counties: 10; ERP: 3.4 kw
Sets: 45,000
Market Pen.: 35% (Sta. Rpt.)
Prog.: Cl, con, s-cl, jz, st

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w

Sets: 15,000
Market Pen.: 21% (Sta. Rpt.)
Prog.: Cl, s-cl, op, st, shw

Dallas

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr
WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Sets: 55,700
Market Pen.: 20.7% (Sta. Rpt.)
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern
Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Sets: 18,000
Prog. (Sep.): Pop, st, nws, wthr, shw

(For abbreviations, see box, p. 12)

WPFM

The Pioneer
Good Music
Station in
Rhode Island
Serving Southeastern
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National Sales Rep.

QXR network sales
229 W. 43rd Street, N. Y. 30, N. Y.

Harlingen

KELT-FM (Am: KGBT)
Counties: 4; ERP: 3 kw
Sets: 6,500
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Sets: 157,665
Prog.: S-cl, shw, con, st, nws
KHUL
National Rep.: Adam Young Fm
Counties: 9; ERP: 15,500 w
Sets: 118,295
Market Pen.: 30.9% (Pulse 1/60)
Prog.: Pop, st, nws, wthr, shw
KRBE
Counties: 88; ERP: 79,100 w
Sets: 332,530
Prog.: Cl, con, s-cl, op, rel
KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Sets: 300,000
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Sets: 12,000
Market Pen.: 33% (Sta. Rpt.)
Prog.: St, shw, s-cl, jz, cl

San Antonio

KEEZ
National Rep.: Modern Media Fm Sales
Counties: 5; ERP: 17,300 w
Sets: 60,000

Market Pen.: 17.1% (Pulse)
Prog.: St, shw, s-cl, pop, cl
KITY (Am: KONO)
National Rep.: Adam Young Fm
Counties: 13; ERP: 4,400 w
Sets: 50,000
Prog. (Sep.): St, pop, cl, shw, s-cl

UTAH

Salt Lake City
KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

VIRGINIA

Charlottesville
WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Sets: 18,435
Prog. (Dup.): Pop, st, nws, s-cl, sprts
Fredericksburg
WFVA-FM (Am: WFVA)
Counties: 19; ERP: 5.1 kw
Prog. (Dup.): St, pop, nws, sprts, con

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP: 2,900 w
Sets: 30,000
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Sets: 125,000
Prog. (Dup.): Sprts, nws, wthr, st, shw
WRVA-FM (Am: WRVA)
National Rep.: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Sets: 120,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WSLS-FM (Am: WSLS)
National Rep.: Blair
Counties: 66; ERP: 21,100 w
Sets: 157,162
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Seattle
KETO
Counties: 10; ERP: 17,700 w
Sets: 153,735
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz
KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Market Pen.: 31% (Sta. Rpt.)
Prog. (Dup.): Cl, op, jz, flk, shw

KISW

National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Sets: 206,000
Prog.: Cl, con, op, cmtry, dr
KMCS
ERP: 10.5 kw
Prog.: St, wthr, flk

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr
KTWR
National Rep.: Fm Unlimited
Counties: 3; ERP: 10 kw
Sets: 300,000
Prog.: Disn, rel, cmtry, dr, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP: 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry
WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn
WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, Fm Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws

Milwaukee

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Sets: 125,000
Prog.: Con, cl, s-cl, op, dr

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Sets: 77,000
Prog. (Dup.): S-cl, st, shw, pop, nws

Watertown

WTTN-FM (Am: WTTN)
(Due on air late September)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws


PUERTO RICO

San Juan

WPRM
Counties: 5; ERP: 17,500 w
Sets: 32,000
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 12)

San Antonio's
Beautifully Programmed
FM



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Call your KITY-FM Representative
Adam Young - FM Sales

KHFM
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WPEX
KELE
KEEZ
KLRO
KA FE
KGFM
WTRT



Albuquerque
Austin
Chicago
Colorado Springs
Denver
Detroit
El Paso
Houston
Kansas City
Los Angeles
Palm Springs
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Phoenix
San Antonio
San Diego
San Francisco
Seattle
Toledo

Quality FM stations devoted to programming good music, dedicated to producing good sound, and providing receptive listeners for quality advertisers.

Represented by:

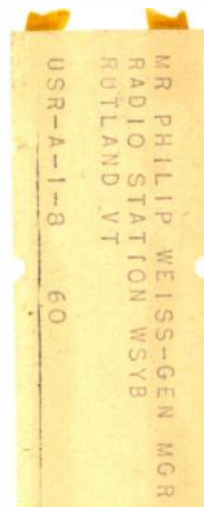
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Park Avenue Building
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FM Quality Music Stations



The New Dimension In Radio In Major Markets

These are your Quality Music FM Stations

- ... Delivering the largest single Quality market in America
- ... The Fine Music audience, most influential, most efficient and most responsive.

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today . . . reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening averages 3 hours per day, 4 days per week.

Responsive: Quality Music audiences are pace setters at the age of acquisition and are able to buy. Quality Music advertisers have found this audience to be most responsive to well-directed appeals.

Low Cost: Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

KDFC

SAN FRANCISCO

San Francisco's pioneer Quality Music Station serving the Bay Area continuously with Quality Music programs since 1947. KDFC transmits from a higher elevation than any other FM station, 1260 feet, resulting in the highest fidelity signal in Northern California. Advertiser acceptance is proved by more than 50% of all advertisers who have been using KDFC two or more years.

WLDM

DETROIT

Detroit's pioneer Quality Music Station since 1949, WLDM originated Quality Music programs for Detroit's radio audience. Now more than 807,048 homes within a sixty mile radius listen to WLDM almost exclusively on an average of 3.1 hours per day.

WKJF

PITTSBURGH

For 12 years Pittsburgh's pioneer Quality Music Station. WKJF-FM is the leading FM station in the Pittsburgh district. It covers 12% more families than any other FM station. 42% of the 192,047 FM homes in the Pittsburgh metropolitan area listen regularly to WKJF.

National Representative — WALKER-RAWALT COMPANY, INC.

New York
347 Madison Ave.
New York 17
Murray Hill 3-5830

Chicago
360 N. Michigan Ave.
Chicago, Ill.
Andover 3-5771

Boston
100 Boylston St.
Boston, Mass.
Hubbard 2-4370

Los Angeles
672 S. Lafayette Park Pl.
Los Angeles, Calif.
Dunkirk 2-3200

San Francisco
260 Kearney St.
San Francisco, Calif.
Exbrook 7-4827