

U.S.

FM

**OCTOBER
1960
35 CENTS**

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

VOL. 1 — NO. 2

**CHEESEMAKERS
LIKE FM RADIO**

page 3

**ASSOCIATIONS
DISCUSS FM**

page 5

**FM STEREO
PUT TO TEST**

page 6

**FM SUCCESS
CAPSULES**

page 8

**FM STATION
KEY LISTING**

page 9



the nation's
FINEST
commercial
atmosphere

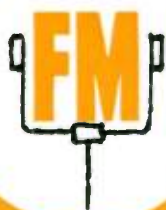
WPBC

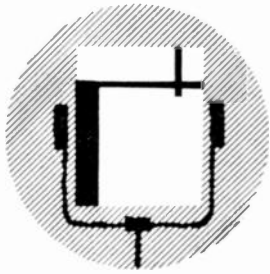
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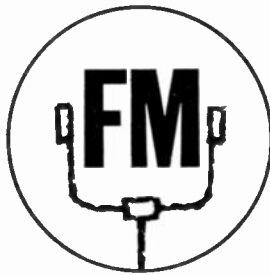




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FORE MOST

Kansas City Fmer's Get Agency Presentations Underway

The Kansas City Fm Broadcasters Association, in kicking off its first full-scale presentation for advertising and agency executives late last month, unveiled a fast-moving sound and slide offering on the growth of fm radio in the market and its importance as an advertising medium. More than 100 key agency executives attended the presentation, which featured factual material. Chris Stolla, commercial manager, KCMO-FM, is chairman of the association. Member stations also include KCMK-FM, KCJC-FM, KXTR-FM and educational outlets KANU-FM and KCUR-FM; in addition, WDAF-FM and KBKC-FM are members and expect to be on the air before the end of the year.

Sheraton Hotels Take Steps To Place Fm Sets in Rooms

A major boost for fm is seen in the decision by the Sheraton Corp., nationwide hotel chain, to install am-fm radios in luxury suites and in all rooms of its newer hotels. Further evidence of the value Sheraton is placing in fm is a 52-week contract it just signed with the Concert Network. The buy calls for a nightly classical music show on the four owned stations of the network from 7:15 to 8 p.m.

FCC Decision on Fm Stereo System Due Within 90 Days

Latest word is that the Federal Communications Commission will announce its decision on the fm stereophonic broadcasting system that will act as the standard for the industry within the next 90 days. The FCC is currently evaluating the results of the field tests of six compatible stereo systems conducted by Panel 5 of the National Stereophonic Radio Committee. Included among the six systems in the running are Crosby Teletronics, Calbest, Multiplex Services Inc., Electric & Musical Industries Ltd., Zenith and General Electric (See *Fm Stereo Put to Test*, p. 6.)

Triangle Launches New Fm Musical Programming Service

After surveying fm audience programming preferences in the top 50 markets, Triangle stations have launched a new fm programming service. It is currently being aired by three stations and two more will be added before the end of the month. Service will feature the top performers and groups in a wide variety of musical idioms, including symphony, opera, light opera, musical comedies and popular music. Triangle stations now carrying the service include WFIL-FM Philadelphia; WNBC-FM Binghamton, N.Y., and WNHG-FM New Haven. WFBG-FM Altoona, Pa., is scheduled to start October 17, and KRFM Fresno, Calif., will begin October 31.

Fm Festival of Music Takes Spotlight in Hartford

In joining together this month to stage an Fm Festival of Music, the Hartford (Conn.) fm broadcasters, civic groups, educators and newspapers are hoping to stimulate a greater awareness of the community's fine music programs. During October, fm stations are broadcasting as many community concerts and programs as is possible. Among the goals of the month-long festival are to bring more fine music into school programs and other public places.

LETTERS

They Like It

How does one say "great" in 50 different ways all at once? Your U.S. FM is with an enthusiastic station in Tucson.

I would like to subscribe not only for KFMM, but for all the advertising agencies on the enclosed list.

Thank you again for this fine effort. May it meet with as much success as has fm.

John W. Jaeger
General Manager
KFMM Tucson, Ariz.

Congratulations to you on your new fm-only magazine. Fm, as you know, is a progressive, new medium, and the progressive step you have taken can result in nothing but greater support for your magazine.

Gary M. Gielow
Co-General Manager
KPEN San Francisco

I have enjoyed your first issue and was pleasantly surprised at the wide-ness and scope of the coverage of our medium.

Congratulations!

M. C. Patterson, Jr.
Station Manager
WYCA(FM)
Hammond, Ind.

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% come 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 1 FM STATION
NO. . . . 1 by rating

KITT

Suite 525, U.S. Grant Hotel Building
San Diego, California
Telephone BElmont 2-0144



VOL. 1 — NO. 2

OCTOBER
1960

. . . IN THIS ISSUE . . .

Fore Most	1
Fm Radio's Business Barometer Status At the Moment and Vital Statistics	
Cheesemakers Like Fm	3
Switzerland Cheese Association Finds That Fm is Compatible with Ad Strategy	
Associations on Fm	5
RAB's Sweeney on Fm's 'One Real Problem'; Activity Report from the NAFMB	
Fm Stereo Put to Test	6
Detailed Report on Field Tests of Six Compatible Stereo Broadcasting Systems	
Favorable Mentions	8
Capsules of Local Fm Success Stories, Station Activity and News	
Fm Station Key	9
Up-to-Date Listing of Fm Stations, Including Programming, Set Count, Market Penetration	

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☐ Home Address _____

City _____ Zone _____ State _____

PLEASE BILL ☐

PAYMENT ENCLOSED ☐

Swiss Cheesemakers Taste Fm and Like It

**Switzerland Cheese Association looks
ahead to growing use of fm; finds
it compatible with total ad strategy**



Like many national advertisers, the Switzerland Cheese Association is a newcomer to fm. It tried it, found it appealing to the taste buds and is now ready to take a bigger bite.

It all started last April. At that time, it tried fm in New York on one station for a four-week trial. This was extended to a 13-week schedule; then it grew into a new contract for a year involving two shows.

And now the association, through its advertising agency, Williams & London, Newark, N. J., is contemplating buying fm time in five additional markets sometime in January.

The markets that are tentatively set for the added fm promotion early next year are Washington, Baltimore, Philadelphia, San Francisco and Los Angeles.

It is estimated that when the ex-

panded fm schedule gets underway, the association will budget at the start about \$25,000 for fm out of a yearly advertising budget that ranges between \$150,000 and \$250,000.

The story of how the association came to use fm goes back to last spring. A salesman for WRFM New York, John Keeshan, approached Heinz Hofer, manager of the Switzerland Cheese Association in New York, on the idea of using fm.

Mr. Hofer candidly asserts, "We weren't really interested in fm, but we were interested in reaching people whom we felt had an appreciation for the kind of story we wanted to tell. We don't like hard sell. We want to talk to people about Switzerland, its history and geography and its many fine industries, especially the cheese business.

"Following the initial trial, we

considered the program to be successful. People were interested in what we had to say; they liked it and were talking about it."

The first program sponsored by the Swiss group was an hourly show of semi-classical music, film scores and show tunes. Called the *Hi-Fi Showcase*, it was heard on Sundays, from 1 to 2 p.m.

During the hour, there were four one-minute commercials and two 30-second messages.

The initial results, however, seemed to warrant additional thought and consideration.

Because the commercial messages dealt with the many aspects of Switzerland, an attempt was made to incorporate Swiss flavor in the content of the program.

It was decided to use Swiss classical music as well as other classical music

cheesemakers

performed by Swiss artists.

The Swiss Consulate in New York cooperated by making available whatever records they possessed.

There then evolved two programs that started in August and are contracted to run for a year. The original Sunday program remains the same, except that it plays Swiss classical music exclusively.

A second program has been added. It is a Monday-through-Friday show that is aired from 7 to 7:15 p.m. The 15-minute program plays light music, using Swiss and other classical music performed by Swiss orchestras.

In its continuing expansion of fm use, the Switzerland Cheese Association will have these two programs taped by WRFM and place them on fm stations in the other markets.

The association generally allocates between \$150,000 and \$250,000 a year for advertising. Mr. Hofer estimates that about \$25,000 will be budgeted for fm initially. He terms the contemplated expansion into fm as a "trial."

The rest of the advertising budget is currently spent on newspapers, radio and some tv in New York, Philadelphia, Washington, Baltimore and Wilmington (Del.). In addition, the association is running a special premium offer in Los Angeles, San Francisco and Chicago.

Mr. Hofer refers to this aspect of the advertising program as the "hard sell."

The fm commercials are designed as basically institutional messages. Robert Allen of Allen Associates Inc., New York, public relations and advertising, was brought in to write the special fm commercials.

"The association was looking for a soft sell approach, one that would avoid repetition," explains Mr. Allen.

Here's an example of a typical commercial:

Imagine almost a million head of cattle—and no cow-boys! Well, that's the situation in Switzerland. Centuries before the first cow discovered our Wild West, the Swiss had explored cattle-raising and had established the beginnings of today's giant dairy industry. One very good reason—the soil of the Switzerland's mountain valleys is generally poorly suited to raising anything but grass. But the cows raised on that grass are among the finest cattle in the world, and their milk is made into cheeses whose flavor can't be duplicated. For which reason the Swiss have been exporting their famous cheeses for more than two thousand years.

There are more than 30 different kinds of Swiss cheese. What we know as Switzerland

Swiss—the kind with the large holes in it—is known in Switzerland as Emmentaler because it originated in the Emme Valley. Much of it arrives in this country in giant wheels—averaging about a hundred and fifty pounds—and each wheel is so marked that it can be easily traced back to whichever of the 2,000 dairies that produced it more than six months and several thousand miles away.

Precise records are kept on every wheel's history—the farm which supplied the milk, date and place of production, "cheese cellar" in which the cheese was aged and cured, the inspector who certified its quality.

Reason for all this careful record-keeping is, of course, to maintain the quality control for which the Swiss have been famed for centuries.

Other commercials may even put in a push for Swissair or for Swiss watches, but the quality of Swiss cheese is tied in with the "other" service or product mentioned.

How does Mr. Allen feel about fm after watching the results thus far?

"For a product of this type, which retails for twice the price of domestic cheese, fm is ideal. Response to air offers of material and recipes have been increasing steadily. We are sure fm will become a regular part of the Switzerland Cheese Association's advertising program." • • •

THE PROPOSED expansion into fm by the Switzerland Cheese Association is talked over by (l to r): Heinz Strickland, association executive; Heinz Hofer, manager; Emanuel London, president of Williams & London Inc. agency, and John Keeshan, account executive of WRFM New York.



Fm's One Real Problem

The following comments on the immediate job ahead for fm are by Kevin B. Sweeney, president of Radio Advertising Bureau.

Fm has one real problem—selling the audience it has.

True, there are vast unexplored territories of programming and promotion in fm. There is certainly growth potential for fm in the areas of penetration of the mass market; in fact, in almost every area fm has great promise.

But fm's acute, immediate need is selling to advertisers—particularly local and regional accounts—what it can now deliver, not what its potential is 10 years from now.

That selling must be realistic and unemotional, founded on research, and above all, fm's selling should be directed primarily at persuading advertisers not now in radio of fm's superior selling abilities.

By that, I do not mean that fm stations should not compete vigorously with their local am stations for every available chunk of business. But as a part of the radio industry fm stations must not zero in on am radio as their only target.

RAB's directors, many of whom have no fm interests, unanimously voted approval of a budget for the promotion of fm nine months ago. The directors gave the management this mission: To provide sales tools for fm that are as deeply researched and as effectively presented as anything we have done for radio in the past nine years.

Then, the full services of RAB were offered to the fm stations at bargain-basement prices so that these operators, however short of funds, could afford RAB membership.

RAB is still supported at present 99.5 percent by am stations. These am stations, recognizing the parallel needs of fm in the sales development field, are, in effect, financing fm's most vital need—weapons with which to sell advertisers the audience it has—until fm stations are able to pay their own way.

RAB is in fm because fm is a form of radio and that's our assignment—to sell all types of radio.

Lower Code Fee Sought

The following activity report is from the National Association of Fm Broadcasters.

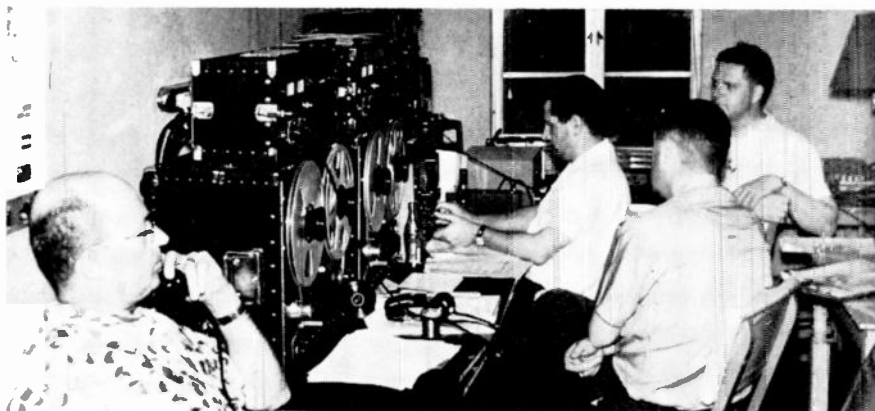
Fred Rabell, president of NAFMB, has accepted membership for another year on the National Association of Broadcasters Fm Committee. Mr. Rabell also has requested the Radio Code Board of NAB to consider lowering the radio code subscription fee for independent fm stations in order that more stations may subscribe.

Increased business by many of America's independent fm stations has been reported to the NAFMB during the past 30 days. Several of the automobile manufacturers including Cadillac, Oldsmobile and Imperial have purchased schedules; plus airlines such as Japan, United, Northeast, Delta and Air France are reported to be increasing their schedules on good music fm stations.


The Texas Association of Broadcasters' annual fall meeting will have for the first time a scheduled three-hour meeting exclusively to discuss fm broadcasting. During this program, scheduled October 17 from 2 to 5 p.m. in the Sheraton-Dallas Hotel, there will be a thorough report on multiplex and all sub-carrier activities by Ray Unrath, Continental Manufacturing, and a national fm report by Lynn Christian of KHGM Houston titled "Is the Fm Image Changing?" A lengthy open discussion period is also scheduled.

The week of November 20-26 has been designated "Fm Week in Houston" by the Houston Association of Fm Broadcasters and its eight member stations. Thirty outdoor 24-sheet posters, in-store displays and a special newspaper section are part of the planned activities for the special promotion which is designed to increase fm set sales during the Christmas buying season.

A fall meeting of the NAFMB's board of directors will be called for November in Chicago to coincide with NAB's Fm Committee scheduled same month in same city.



ENGINEERS at KDKA-FM Pittsburgh (top) measure performance of stereo fm systems at the transmitter site. Overall performance of the various systems was measured at Uniontown motel (below). Prose Walker (l.), NAB manager of engineering, coordinated measurements by telephone with team at the transmitter.

 Broadcasters and advertisers have expressed a keen interest in stereophonic fm broadcasting. Stereo provides the advertiser with an added dimension with which to tell his sales story, and it provides the broadcaster with another means of providing a more interesting and faithful reproduction of sound.

A number of industry organizations have been involved in providing the Federal Communications Commission with an expert evaluation of the six compatible stereo broadcasting systems being considered. The following article provides a detailed report of how these tests were conducted. When the FCC hands down its decision as to which system will be accepted as the standard for the industry U.S. FM will report this important development in detail.

Fm Stereo Field Tests

Field tests of six systems for compatible stereophonic and monophonic fm broadcasting were completed by Panel 5 of the National Stereophonic Radio Committee during July at Uniontown, Pa. The results of the tests presently are being correlated and put into presentable form for submission to the Federal Communications Commission whose responsibility it is to adopt standards for a single system for fm compatible

stereophonic broadcasting.

After compatible monophonic and stereophonic broadcasting becomes a reality, present day fm receivers will receive a monophonic rendition of stereophonic programs, while new fm receivers, or old fm receivers fitted with inexpensive adapters, will receive the complete stereophonic broadcast.

During recent years, a great deal of interest in stereophonic broadcasting has developed among fm broadcasters and their audiences. Stereophonic broadcasting has been presented in many cities by utilizing two radio stations to transmit the left and right channels of stereophonic tape and disc recordings. For example, two fm stations, an am and an fm station, or an fm and a tv station can pool their facilities to broadcast stereophonic programs. These non-compatible methods are wasteful of spectrum space and deprive listeners who do not have two receivers from enjoying the complete program.

The FCC recognized the great interest in stereophonic sound, as evidenced by the growing popularity of stereo tapes and records, and issued a Notice of Inquiry in 1958, asking for opinions and recommendations for new uses for multiplexing in the fm band. As a result of this Notice of Inquiry 14 systems for stereophonic fm broadcasting were proposed.

Committee Formed

The National Stereophonic Radio Committee was organized by the Electronic Industries Association to evaluate these systems, in cooperation with the National Association of Broadcasters and the FCC.

The NSRC consists of six panels dealing with: 1. System Specifications, 2. Interconnecting Facilities, 3. Transmitters, 4. Receivers, 5. Field Testing and 6. Subjective Aspects.

Many prominent engineers from the electronics industry participated in the work of the various panels and subcommittees. For example, Panel 5, which is responsible for the field tests, was directed by chairman A. Prose Walker, manager of engineering for the NAB, and vice chairman Ross H. Beville, of WWDC. Panel 5 was staffed by more than 50 engineers who were organized into six subcommittees.

As a result of the committee's studies, the number of systems proposed was eventually reduced to six having individual characteristics. These remaining systems were proposed by Crosby Teletronics, Calbest, Multiplex Services Inc., (Halstead), Electric and Musical Industries, Ltd. (Percival), Zenith and General Electric, and were tested through the facilities of KDKA-FM Pittsburgh.

The chief differences between the systems can be categorized by the composition of the main channel

Stereo Put To Test

Detailed description of procedures and techniques utilized by NSRC to field test fm stereo systems

(monophonic) and sub carrier signals, which differ in the sub carrier frequency, bandwidth, deviation and type of modulation, i.e., am vs fm.

The results of the field tests are now being correlated and a report is being prepared by Panel 5 for submission to the FCC. The following parameters were measured: 1) Frequency response, 2) Total harmonic distortion, 3) Signal-to-noise ratio with respect to 400 cycles per second (cps) and 100% modulation, 4) Stereo separation and crosstalk, 5) Spectrum requirements of system, and 6) Subjective listening tests of tape recorded program material. Other receiver qualifications such as ease of tuning, selectivity, capture ratio and the performance of adaptors also are being considered.

The Uniontown Motel test site was selected since it afforded a good receiving location for the three field strength conditions, (1,000, 200 and 50 microvolts per meter) and living accommodations. For 1,000 microvolts field strength levels a Channel Master 5 element fm Yagi antenna (furnished by General Electric), was used at a height of approximately 20 feet above the ground. The low field strength levels were obtained by lowering the antenna height to 10 feet and 40 inches above ground level respectively. It was originally intended to utilize a dipole antenna at the receiving site. However, initial

tests resulted in such great multipath effects by reason of the terrain surrounding Uniontown, that a more directional antenna was necessary in order to accurately measure such parameters of the system as distortion, cross-talk etc.

In addition to the measurements already mentioned, recordings of each system were made at both the transmitting and receiving site for subjective evaluation of the monophonic main channel, the simultaneous stereophonic transmission, and an unrelated program on the 67 KC SCA multiplex channel.

The Federal Communications Commission was represented at the tests by Harold L. Kassens, chief of aural existing facilities branch of the broadcast facilities division; John T. Robinson, office of chief engineer, and Commissioner Robert T. Bartley.

A 42-minute test tape, prepared by F. K. Harvey under the direction of Dr. M. R. Schroeder of Bell Telephone Labs for NSRC Panel 6, was used for the subjective program quality evaluation of the systems. This tape included signals for adjusting the azimuth of the reproduce head, reference level tones, white noise, and stereophonic recordings of representative types of music at widely separated dynamic levels.

The reproduction of the test tape and all related recording was per-

formed by Ampex Model 354 two channel recorder/reproducers, featuring electronic circuitry specifically designed for recording and reproducing stereophonic programs.

At the KDKA-FM transmitter, three Ampex Model 354s were used; one for reproducing the test tape, one for recording the stereophonic transmission, and one for recording the monophonic and SCA transmissions. At the Uniontown receiving site, one Ampex Model 354 was used to record the stereophonic program, and one to record the monophonic main channel as well as the SCA reception.

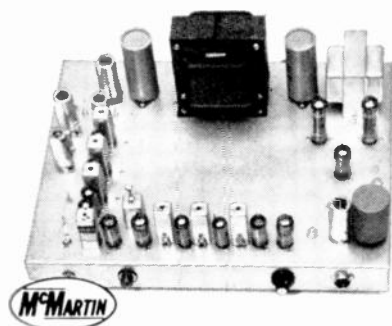
One wing of the motel served as the receiver laboratory and living quarters for some of the field test personnel. The Yagi receiving antenna required to reduce multipath effects, (previously mentioned) was mounted on an adjustable mast situated on a small hill behind the building. This antenna fed an impedance matching transformer and a 200-foot length of 75 ohm coaxial line, which terminated in a distribution-attenuation box in the receiver laboratory. This box in turn, fed the RCA field strength meter directly whereas baluns were again used to feed the respective 300 ohm receiver inputs.

A Fisher and a Granco fm tuner were used for receiving all compati-

(Cont'd on p. 8)

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.
1612 California Street - Omaha, Nebr.

FM stations . . .

Watch the mail for your invitation to audition our new expertly programmed radio music on tape for main channel broadcasting . . . designed also for automation

MAGNE-TRONICS INC.

49 W. 45th Street
New York 36, New York

Canadian Agent—
Instantaneous Recording Service
E. J. Piggott, Pres.
42 Lombard Street
Toronto 1, Ontario

FAVORABLE MENTIONS

Records and Hi-fi Equipment—

This past April and May, Robert E. Lee, record and hi-fi dealer, Berkeley, Calif., advertised a removal sale on KRE-FM Berkeley. The store cleared 45 percent of the record stock in three weeks and sold approximately \$3,000 worth of various hi-fi gear, according to the station.

Records—Van Horne Record Nook began sponsoring a weekly one-hour program of classical music on KHMS (FM) El Paso. After the initial 13-week period, the station reports that Van Horne increased sponsorship to three hours weekly plus a spot schedule. The store, according to KHMS, states that its classical music business has doubled.

Furniture—The Garrett Furniture Co., Bethany, Okla., celebrated its move to a new location with two weeks of advertising on KYFM Oklahoma City. The company spent \$460 for remote cut-ins from the store. Here's what Robert F. Garrett, company president, had to say about the fm campaign: ". . . the recent advertising campaign we conducted through the facilities of KYFM was the most successful ever in the history of my firm. The first week of our association my company grossed sixteen hundred dollars that we definitely know came as a result of the advertising over your station. During the second week, we grossed more in a single day than we did during the entire previous month. My hunch is that the person who listens to your type of programming is from a social class that can afford to spend a considerable amount of money with a firm such as mine."

Quinine Water—WONO-FM Syracuse, N. Y., reports this letter sent to it by Henry Bersani, president, Canada Dry Bottling Co. of Syracuse: "Under separate cover I am sending you 192 mail requests we received for bottles of quinine water as offered on your station. We were surprised and pleased at the size of the return. Quinine water is a limited use product, has no kid appeal and is most often used by people who would be least interested in

free samples. When these factors are all analyzed, it makes the station's performance outstanding. In the period of time you aired these commercials, our quinine business increased 80 percent. In the one size your station promoted, the rate of increase was double the other two sizes. We can furnish you with a list of over 50 stores that never carried large quinine until after your station advertised the product. We are amazed, we are impressed, we are convinced your station covers an adult upper middle class market effectively and inexpensively." • • •

STEREO TESTS (Cont'd from p. 7)

ble monophonic main channel transmissions, and the 67 KC multiplex program was received by a Bogen SCA receiver. The outputs of the stereophonic receivers were measured through isolation amplifiers supplied by H. H. Scott Inc.

All of the receivers had been previously calibrated in the H. H. Scott laboratory as an NSRC subcommittee 5.1 assignment. This reduced the work of the field test group, but even so more than 3,200 measurements were made at Uniontown to evaluate the respective systems.

While the results of the field tests will not be known until the Panel 5 report is submitted to the FCC, it is known that several of the systems under test performed remarkably well at extremely low field strengths. This aspect is only one of those which the FCC must consider in their deliberations leading to establishing standards for a system. • • •

WSWM

Quality Music Station
Serving Central Michigan

-LANSING-

Call Walker-Rawalt
For Success Story

Fm Station Key

The following information is taken in its entirety from questionnaires returned by stations. This issue of U.S. FM includes returns from some 265 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. Stations not listed are advised to send in the necessary information.

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% (Poltiz 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

Riverside

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

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

95.5 megacycles
Phoenix, Arizona

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

WGHP
 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

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, wthr, 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, wthr

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, wthr

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

Athens

WGAU-FM (Am: WGAU)
 National Rep.: John E. Pearson
 Counties: 25; ERP: 4,400 w
 Prog.: (Dup.) Std, jz, nws, shw, wthr
 (For abbreviations, see box, p. 9)

Denver's Most Powerful FM Station **KDEN**

99.5 Megacycles

Serving 63,117* homes in the
 Denver Metropolitan area.

KDEN-FM is a Heritage Good
 Music Station, programming 18
 hours of music daily—music de-
 signed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
 Denver 23, Colorado

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International Good Music
 New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

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



WASH-FM
 Affiliated with QXR Network

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, wthr

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, wthr, 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, wthr, sprts

Bloomington

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

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: 500,000
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFMF
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
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, jz, 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

(For abbreviations, see box, p. 9)

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 94.7mc
"GOLDEN SOUND OF THE MIDDLE WEST"

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, jz, 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, jz, 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, jz, 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

**75 Sponsors Use
Kentucky's Largest Fm!**



35,000 Watts
S. A. Cisler, Manager

Walker-Rawalt
Nat'l. Rep.

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

Topeka

KTOP-FM (Am: KTOP)
National Rep.: Davren McGavren
Counties: 1; ERP: 3,200
Sets: 70,000
Prog. (Sep.): Jz, cl, st, shw, s-cl

Wichita

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

KENTUCKY

Hopkinsville

WKOF (Am: WKO) (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
WMTW-FM
Sets: 93,667
Market Pen.: 19.9% (Sta. Rept.)
Prog.: Cl

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. Rep.)
Prog.: Cl, con, s-cl, op
WDTM
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

(For abbreviations, see box, p. 9)

WLDM

Soon to
Increase Power

146,000 watts

-DETROIT-

WLDL

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

KWFM
 National Rep.: Walker Rawalt, QXR Network
 ERP: 22.5 kw
 Prog.: Cl, s-cl, jz, nws, st
 WAYL (On air Oct.)
 ERP: 3.5 kw
 Prog.: St, jz, nws, shw
 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
 KCMO-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

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-Rawalt
 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

Paterson

WPAT-FM (Am: WPAT)
 Counties: 31; ERP: 4,400 w
 Sets: 3,000,000
 Prog.: (Dup.) St, s-cl, shw, cl, jz

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

Binghamton

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

(For abbreviations, see box, p. 9)

WLIR

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 THE GREATER
 LONG ISLAND MARKET**

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 Garden City, L. I.**

*Number 1
in the pulse
rating**

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WRFM
105.1 MC New York
*FM beamed stations only

FM STATION KEY (Cont'd)

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

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

(For abbreviations, see box, p. 9)

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

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Sets: 140,000
Market Pen.: 43% (Sta. Rpt.)
Prog.: St, pop, shw, flk, rel

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

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

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

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

KDKA-FM (Am: KDKA)
Counties: 40; ERP: 47,000 w
Sets: 225,000
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con
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-Rawalt
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

(For abbreviations, see box, p. 9)

WKJF

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IN
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QXR network sales

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FM STATION KEY (Cont'd)

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

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

Port Arthur

KFMP

Counties: 5; ERP: 3.2 kw
Market Pen.: 25% (Sta. Rpt.)
Prog.: Pop, cl, wthr, nws, rel

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

KISS-FM (Am: KMAC)

ERP: 3,000 w

Prog. (Sep.): Cl, jz, shw

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

WDBJ-FM (Am: WDBJ)

National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w

Prog.: (Dup.) S-cl, pop, st, shw, flk

WLSL-FM (Am: WLSL)

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

(For abbreviations, see box, p. 9)

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

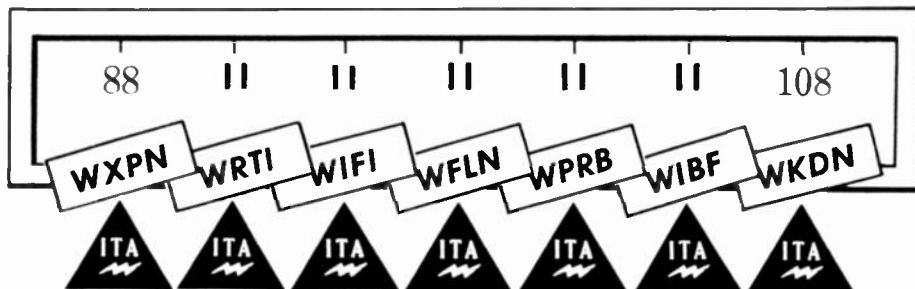
San Juan

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

In Philadelphia and Camden...

ALL ACROSS THE FM DIAL

IT'S 
ALL THE WAY



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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.

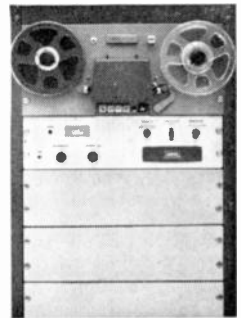
Engineering, Quality, Service, Economy, and Delivery are some of the important reasons why "Across the FM dial—Across the Nation—it's ITA all the Way."

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In sound quality, in operating principle and in features, this is the compact professional recorder that will set the standards for all others. New in every detail and Ampex throughout, the PR-10 is all you expect of the name. It is a worthy companion of the big Ampex recorders that make the master tapes of nearly all the recorded performances sold in the world today. To a heritage of excellence, the PR-10 adds the completely new electrodynamic frictionless tape handling system that makes possible studio-quality performance in a compact machine. Your dealer has it. See it operate soon.

FEATURES AND ESSENTIAL DATA PR-10-2 stereo/monophonic model records and plays back stereo-
phonic, monophonic, sound-on-sound, cue-track, selective track and mixed or unmixed two-microphone sound • PR-10-1
monophonic available full track or half track • Pushbutton controls of professional relay/solenoid type • Full remote control
provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact
electronics • Professional monitoring includes A-B switches, VU meters, phone jacks and output circuits • Separate erase,
record and play heads • 4-track stereo playback optional on open fourth head position • Two speeds with options: 15 and
7 1/2 ips or 7 1/2 and 3 3/4 ips • Hysteresis synchronous motor • Electrodynamic tape handling for lowest flutter ever in a
portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack
mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders.



PR-10



Complete descriptive literature available from Ampex. Write Dept. FM-1.

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