

U.S.

FM

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

RICHARD L. ANTOS-STP ENG
WSYB-P. BEISS MUSIC-ANN
38 WOODSTOCK AVE - CO
RUTLAND VT
VER-DI-10-NO-0976-01

BER

0.3

The nation's 10th market — Minneapolis-St. Paul — 1960 census

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COST PER 1,000**

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AIR VIEWS**

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**FM SUCCESS
CAPSULES**

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**FM STATION
KEY LISTING**

page 10

in
MINNEAPOLIS
ST. PAUL

2nd
*

**DIAL
10 OR 100**

WPBC

**ADULT
RADIO**

AM-FM

**Adventures
in
Better
Listening**

*Average 1/4 hour share six a.m. to six p.m.—
Monday through Friday—July-August 1960 Nielsen,
And September 1960 Conlan, Metro Area.

William V. Stewart,
WPBC President

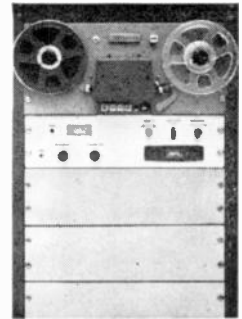
Broadcast Time Sales
National Representatives



ALL NEW FROM AMPEX

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 stereophonic, 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 7½ ips or 7½ and 3¾ 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.

AMPEX PROFESSIONAL PRODUCTS COMPANY • AUDIO PRODUCTS DIVISION • 934 Charter St. • Redwood City, Calif.

FORE MOST

Sheraton Hotels Pursue Interest in Fm Medium

William Morton, vice president and director of advertising, Sheraton Corp., Boston, advises U.S. FM that the company's interest in fm is growing. As reported last month, the nationwide chain of hotels is installing am-fm radios in *all* Sheraton establishments. There is a two-fold interest in fm by Sheraton. It is installing the sets because it wants to render the best possible service to guests; secondly, the hotel plans to buy additional fm time on about 14 stations because it believes, says Mr. Morton, that fm listeners represent a "discerning and select audience." The chain has recently bought a 52-week package on the Concert Network.

San Diego Fm Association Marks Trend in Concerted Action

The demands of a steadily widening horizon for fm has prompted the move toward concerted action by fm stations in single markets or areas. The most recent example is the formation of the San Diego Fm Broadcasters, headed by Larry Shushan of KPRI-FM, chairman, and Ray Baker, KFSD-FM, vice chairman. Purpose of the association is "to further develop and keep pace with the growing fm stations, audience and market."

Receiver Manufacturer Broadens Line; Plans Special Promotion

The Broadcast Equipment division of Sarkes Tarzian Inc., Bloomington, Ind., will be taking its next step into the receiver market by introducing its first am-fm model at the end of the month, according to Biagio Presti, general sales manager of the division. Mr. Presti reports that the set will carry a suggested list price of only \$29.95. He also indicated that broadcasters will be included in a special promotion effort that is being prepared at this time.

Further Limits Placed On Number of Commercials

One of fm's strongest selling points is the limitation placed on the number of commercials in a given time period. WRFM New York, in a new commercial policy, has further accentuated this fm "plus." The station will only sell 2 one-minute spots at each quarter-hour station break; the half-hour will carry only one commercial break so that the five-minute newscast may be sponsored. Between 8 p.m. and midnight, WRFM will accept only one commercial spot on the hour at 8, 9, 10 and 11 p.m.

How Do You Like Stereo? Am-Fm, Fm-Fm Choice Given

WNCN (FM) and WOR-AM-FM, both New York, have teamed up to offer listeners in the New York area five different choices in receiving a 13-week cycle of symphony concerts performed by the Philadelphia Orchestra, according to a joint announcement from H. Stillwell Brown, WNCN's general manager, and Robert Lieder, vice president and general manager of WOR. The concerts, which will be presented on Sunday from 2 p.m. to 4 p.m., will be heard monaurally on WOR-AM, WOR-FM and WNCN. The stereocasts will be presented on WOR-FM and WNCN, and WOR-AM and WNCN. The two stations claim that this is the first simultaneous am-fm and fm-fm stereo presentation in the New York area.

LETTERS

Commendations

I have just finished reading U.S. FM and want to offer my sincerest congratulations on a job well done.

It is evident that your new book will quickly become required reading for every person in our industry who must keep alert and well-informed on any subject that relates to today's merchandising and selling developments.

Joe Gans
President
Joe Gans & Co.
New York

The first issue of U.S. FM is proving extremely useful. You are to be commended on your foresight in providing this specialized service to those who are interested in this growing medium.

E. L. Jones
Consumer Advertising Manager
Hamilton Watch Co.
Lancaster, Pa.

My heartiest congratulations on your new endeavor. You are indeed taking a position in publishing an fm-only publication, which I feel will prove to be one of the major factors in the medium's growth. U.S. FM is another indication that fm broadcasting is here to stay.

Alfred Dresner
WWHG
Hornell, New York

We are most interested in your new fm-only magazine. It's just another indication that we have hit the field of fm at the right time.

Dave Mintz
Exec. Vice President
International Good Music Inc.
Bellingham, Wash.

Congratulations and best wishes on the fine initiative you have taken with your new magazine, U.S. FM. I think it is a tremendous idea.

Richard Eaton
President
United Broadcasting Co.
Washington, D. C.



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NOVEMBER
1960

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U.S. FM is published monthly by Arnold Alpert Publications, Inc. Price 35¢ a copy; subscription for U.S.A., \$5 a year which includes U.S. RADIO, monthly publication also published by Arnold Alpert Publications, Inc. Editorial and Business Office: 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Printing office, 3110 Elm Avenue, Baltimore 11, Md. U. S. Possessions and Canada, \$6 a year for both magazines. Please advise if you move, and give old and new address. Copyright 1960 by Arnold Alpert Publications, Inc. Application for acceptance as controlled circulation publication pending at Baltimore, Maryland.

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FOREMOST
IN
PITTSBURGH

Arnold Alpert Publications, Inc.
50 West 57th Street
New York 19, New York

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 ☐

Coverage, Sets and Cost-Per-Thousand

Dr. Walter Duschinsky, engineering consultant for Fm Broadcasting System, devises coverage formulae to help sell fm; he believes basic rules can be applied to all stations



EXECUTIVES of Fm Broadcasting System who are examining reports of Dr. Walter Duschinsky (center), consultant, are Charles Hammarstrom (l), vice president, and Noel Rhys, executive vice president. FMBS represents 61 fm stations.

With fm looking ahead to growing acceptance along Agency Row, it is being asked to sharpen its tools of calculation.

Needed are more precise methods that will yield "measurements to buy fm by."

What are these measurements? Coverage, sets and cost-per-thousand.

Dr. Walter Duschinsky, internationally-known electronics-communications consultant, has devised formulae for Fm Broadcasting System, station representative, that he believes can be applied to all fm stations.

A single advertiser using FMBS facilities and the 61 stations it represents can make an estimated 1,000

commercial *home* impressions for 36 cents and an estimated commercial *individual* impressions of about 18 cents.

These figures are based on a formula devised by Dr. Duschinsky with the help of George Wharton, FMBS research director. At any given time, an advertiser can reach 482,876 fm homes in the FMBS coverage area that has a potential of 7.7 million fm homes.

Thus an advertiser buying the minimum available schedule on the 61 stations—one minute per day for seven days a week at a weekly cost of \$1,200—reaches seven times the base number of homes (482,876) for a total of more than 3,380,000 fm homes.

Relating the cost to the reach yields the cost per thousand home impressions per week of 36 cents. If it is assumed that there are an

average of two listeners per set—as many buyers do—the cost per thousand individual commercial impressions is 18 cents. Assuming there are one and a half listeners per set, the individual cost per thousand would be 27 cents.

Here's the formula that was worked out to determine the number of fm homes an advertiser can reach at any one time (482,876).

First, Dr. Duschinsky and Mr. Wharton determined the total number of fm homes in the coverage area of the FMBS stations. They then applied an average fm penetration figure of 32.7 percent, which

FMBS Profile

Fm Broadcasting System Inc., in a questionnaire survey of its 61 represented stations, has attempted to profile the programming formats, listener income and general station policies.

The average FMBS station programs good music, 44 percent of the time; symphony, 33 percent; popular, 15 percent; religious, six percent, and special events, two percent. News is presented on the average of about five times a day using five-minute segments.

The questionnaire returns also show that 30 percent of the listeners earned annually between \$5,000 and \$7,500; 20 percent, between \$7,500 and \$10,000; 20 percent, \$3,000 and \$5,000; 15 percent, \$2,000 and \$3,000, and 15 percent, unspecified.

Most of the FMBS stations sign on at 6 or 7 a.m., signing off at midnight. More than half of the stations maintain a 17-to-19-hour broadcast day. Three stations, all in California, are on the air fulltime.

Only 6.3 percent of the stations responding to the question said they would *not* accept transcribed commercials. However, all stations made the point that they screen all commercial copy and that every sponsor message must clear with station personnel and policy.

Sample responses to the question of commercials were: "We

will not take production spots." "No jingles, no hard sell; voice only." "Good taste is the basic criterion."

Further analysis of the questionnaire survey shows, according to Sidney J. Wolf, president of FMBS, that two of every three stations report that between 31 percent and 50 percent of the families in their markets have fm receivers. Another highlight pointed out by the stations is growth of the out-of-home fm audience. Business establishments, particularly, have been adding one or more sets, the stations state.

Mr. Wolf declares that all of the FMBS stations are members of the National Association of Fm Broadcasters and he believes that their answers are "representative of national fm patterns."

Here are some FMBS findings on penetration: 63 percent of the stations report between 31 percent and 50 percent of the homes fm equipped; 18 percent of the stations, less than 20 percent fm saturation; another 18 percent, between 21 percent and 30 percent saturation; 29 percent, from 31 percent to 40 percent penetration; 34 percent, from 41 percent to 50 percent penetration, and one percent, more than 50 percent saturation.

The average at-home tune-in, according to the questionnaire

survey, is between six and seven hours per household every day.

The growth of out-of-home tune-in was credited to receiver installations in such places as hospitals, medical and dental offices, industrial and other business concerns, motels, beauty shops and retail establishments.

Here is a sampling of some of the comments on the out-of-home fm audience:

KHOL-FM Holdrege, Neb., noted that "65 local establishments" have installed fm facilities.

KHFM Albuquerque, N. M., reported "extensive installations in some 500 establishments that we know of."

WFMQ Chicago cited fm equipment in "all IGA (International Grocers Alliance) food stores" as well as in "several hundred drug stores and offices."

WSOY-FM Decatur, Ill., mentioned "three department stores use our fm with special receivers."

The FMBS stations are located in 28 states. The 10 market areas which report the largest number of fm sets are:

New York, 2.5 million fm households; Los Angeles, 1,066,753; Chicago, 900,000; Philadelphia, 800,000; Baltimore, 650,000; San Francisco, 404,000; Boston, 366,955; Houston, 163,310; San Diego, 137,557, and Kansas City, 136,000.

was considered conservative enough to stand up under any criterion.

The total unduplicated fm homes in the 61-station area came to 7,700,275.

The next problem was determining the reasonable expected penetration of this total at any one time. An added consideration was that FMBS represents more than one station in some markets.

An audience rating of 2.5 percent was applied to the total potential fm homes in the combined coverage areas (7,700,275). This yielded an *unduplicated* reach of 192,507 fm homes.

In markets where there are two stations, a rating point of 5 percent was applied (2.5 plus 2.5); in markets with three represented stations, 7.5 was applied to the fm homes in the triplicated counties (3 x 2.5); in markets with four stations, a 10 rating was applied (4 x 2.5).

These calculations produced the number of fm homes—482,876—that FMBS believes can be reached at any one time using all the stations.

Guideposts

In determining the coverage pattern of any one station, Dr. Duschinsky offers these guideposts:

- "The fm signal forms an elliptical coverage pattern rather than a circular one. There are fewer gaps in fm coverage because the fm signal tends to encircle a mountain, to reach around it and to continue without omitting any land area.
- "Use of the 0.5 or one-half millivolt contour pattern is standard among agencies as primary coverage measurement for am stations as well as fm. Although many professionals believe this minimizes the am figure and does even less justice to fm, FMBS has adopted the 0.5 millivolt measurement as the official yardstick."

Dr. Duschinsky, however, has developed a formula which individual fm stations can use to determine their own coverage patterns. He suggests the addition of 35 percent of the 0.5 figure in areas that are flat, 30 percent in hilly land and 25 percent in mountainous terrain.

The 61 stations of FMBS cover a total of 646 counties. • • •

Facts & Figures

Programming of average fm station of FMBS:

Good music	44%
Symphonic music	33%
Popular music	15%
Religious	6%
Special Events	2%

News—average of five 5-minute segments per day

Audience information: FMBS listeners according to income:

\$5,000 - \$ 7,500	30%
7,500 - 10,000	20%
2,000 - 3,000	15%
3,000 - 5,000	20%
Unspecified	15%

County Coverage

The 61 stations of FMBS cover the following number of counties in each state:

States	Total Counties
Arkansas	19
California	26
Connecticut	7
Delaware	2
Florida	11
Illinois	63
Indiana	50
Iowa	9
Kansas	18
Kentucky	22
Louisiana	13
Maine	7
Maryland	6
Massachusetts	13
Michigan	22
Minnesota	18
Mississippi	26
Missouri	21
Nebraska	29
New Hampshire	7
New Jersey	21
New Mexico	9
New York	24
North Carolina	11
Ohio	25
Oklahoma	19
Pennsylvania	15
Rhode Island	5
Tennessee	32
Texas	52
Virginia	11
Washington	4
West Virginia	14
Wisconsin	15
Total	646

Multiplexing

A positive report on commercial use of the subcarrier channels



To multiplex or not to multiplex?

That is a question which usually gets a variety of replies from any group of fm broadcasters. There are those who feel that using the subcarrier channels for commercial purposes is not in the best interests of fm broadcasting. Conversely, a number of broadcasters believe that multiplexing is another facet of their business and provides a source of additional revenue.

One of the most enthusiastic spokesmen for multiplexing is Ray B. McMartin, president of Continental Manufacturing Inc., Omaha, whose firm produces and sells multiplexing receivers. Mr. McMartin voiced his opinions on this subject in an interview with U.S. FM and at an fm clinic held in Madison, Wisc., recently.

"Commercial multiplexing," according to Mr. McMartin, "is being done in practically every state in the Union, in many South American countries, in the West Indies and Mexico. It is a small, but well-organized, aggressive industry."

At the present time, Mr. McMartin said, it is estimated that over 200 fm stations already are or are planning to go into multiplexing.

As every other businessman, fm station operators are interested in how much it costs to go into a new operation, and what the revenue potential might be. In order to shed some light on this area, Mr. McMartin sketched in the picture of an imaginary "typical customer."

"Let us take an fm station owned by Joe Doakes," he explains. "He has just built an fm station; he has some money, but not a great deal; he has some backing for credit, and he is interested in going into multiplexing. His transmitter works fine

and his chief engineer is well qualified.

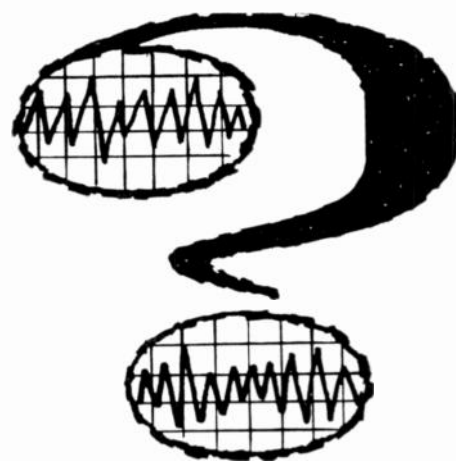
"If he was working with our particular organization, he would be able to obtain 50 receivers, an investment of about \$7,500, on a lease plan or a lease-purchase plan for cash or credit," Mr. McMartin said. After working out a plan for the equipment, this typical fm broadcaster would then have to send salesmen into the field to sell the background music service to stores, factories, offices and other prospects in his area. In addition to the selling cost, Mr. McMartin pointed out that "there is a fee for the use of a tape library, and an investment in tape equipment, multiplex exciters and the receivers.

"The broadcaster can try to sign up each account on a three-to-five year contract, and amortize the investment over that period of time. The average charge for background music in a small installation runs in the neighborhood of \$20-to-\$25 a month. This covers all the factors I have mentioned, plus a modest amount for overhead, plus ASCAP and other fees, plus an occasional service call on receiving equipment.

Potential Income

"Just suppose," Mr. McMartin continued, "that our broadcaster is able to set up and install background music in 50 locations within a three-month period, and he charges them \$25 a month for this service. This means that he is going to receive a gross income of \$1,250 a month. If he can get up to 100 units installed, he can bring this gross income up to \$2,500, and most of this will be profit."

Another area explored by Mr. McMartin was that of "selective muting," a refinement which has not as yet been widely used in commer-



cial multiplexing. Selective muting makes it possible for a multiplex operator to offer his customers special sales messages which would only be heard in certain, specific locations. This is made possible, Mr. McMartin pointed out, by the fact that one subcarrier channel can be used for the continuous background music, and a second channel can be set up for a supplementary commercial service. The multiplex receivers can be switched from one channel to the other and back again by a beeper tone.

"Setting up for selective muting," Mr. McMartin said, "requires no further equipment at the transmitter. The receiver would require another oscillator which would enable it to electronically switch from one subcarrier to the other. For illustration purposes, let us assume that you are broadcasting your background music on 67 kc, and the commercial service on 42 kc. This is how selective muting would operate.


"Your customer has three or four locations in the area being serviced. You have worked out an arrangement calling for a special commercial to be broadcast in those locations every 15 minutes. When it is time for the commercial your transmitter sends out a 24 kc beep tone. Since the receiver in each location has been modified, it will automatically switch to the second subcarrier to receive the sales message. All the other receivers on your network are still listening to the background music program on 67 kc. After you have completed the commercial you send out a restore tone of 20 kc, and the receiver goes back to 67 kc and joins the background music program. You then go on to the next customer and send out a tone to switch those receivers to the second subcarrier channel, and so on." ●●●

Timebuyer Looks at Fm

Margot Teleki, timebuyer at Reach, McClinton & Co., New York, was recently with J. Walter Thompson Co. where she bought fm time for Ford Motor Co.



Margot Teleki

 Fm is not the easiest concept in the world to sell to a client because its resurgence is still relatively new.

However, the mere fact that it is as yet unexploited is an important point in selling the use of fm to a national advertiser either as an excellent supplementary buy or even as a prime buy.

First of all, one must define the term of fm for advertisers. Usually, one associates fm with strictly "good" or "long hair" music. This is not true. There are simulcasts, too, in which the same programming is broadcast on am and fm. There are also many stations that simulcast during the daytime and break into separate fm programming at night, considered to be the prime hours for fm.

There are also fm stations—both those separately programmed and those that are simulcast—that play a broad range of popular music and jazz.

The prime argument for buying fm is reaching a different segment of the audience that could not be reached through any other broadcast medium at a comparable low cost.

As yet, since it is hard for an fm station to sell anything but concept—and fm really must be sold by concept since the numbers are not yet a factor to justify the buy—the cost remains low.

Thus far, the only major research organization to attempt any kind of regular survey on fm has been Pulse.

Quality of presentation is another argument for commercial fm—in addition to the purer sound and superior reception. Although fm is fast becoming more commercial due to greater acceptance by advertisers, there is appreciable separation on fm stations between commercials and, especially, between competitive products.

As yet, since the number of national advertisers in fm is still a relative handful, one can buy fm and be a pioneer in using it. This can be turned to good advantage by establishing an exclusive franchise in the time periods and programming desired.

Most agencies like to believe that fm is aiming its programming at the adult audience. In fact, both the audience research done to date as well as the research on the purchase of fm sets or fm home equipment indicate that the fm radio enthusiast is a consumer of above-average purchasing potential.

It is this argument that has stirred the interest of national agencies and advertisers.

Most fm stations will not accept anything but live commercial copy or more conservative transcriptions. For the kind of audience fm reaches, this seems to be more of an asset than a liability. Live messages de-

livered in a dignified manner can have enormous impact, especially if they are given adequate surrounding protection.

The loyalty of the fm listener—and the desire to support the station of his or her choice—is an advertising value that should not be overlooked by national clients.

In the immediate future, those advertisers best suited to derive the most benefit from fm advertising are fm set and equipment manufacturers and distributors, automobiles, airlines, luxury type foods, better beverages, records and books.

A long-range prospect list for fm would be much more extensive.

There is every reason to believe that within the next few years fm—like am—will reach new heights. Fm will not cause am to become obsolete. The two will complement each other.

On its own, fm will become increasingly important because of its intrinsic values. Important national advertising campaigns on fm are just beginning to happen. More will follow.

In anticipation of more widespread fm acceptance, the Federal Communications Commission has been processing applications for fm stations at a quickening pace.

Fm has never been in a better position to command the attention of national clients. Many advertisers should be giving serious consideration to fm use today. • • •

FAVORABLE MENTIONS

Savings Bank—The Drake Agency of Houston, Tex., is currently slated to buy time on KHGM for every major holiday for almost the next year for its client, Southwestern Savings Association. It all started last July 4, when the savings association purchased fm for the first time using an eight-hour program (9 a.m. until 5 p.m.) on KHGM called *Holiday Americana*. The cost of the program was \$300. Here is the report on the campaign from Robert Flagg, account executive at the agency: "This was the first fm buy ever made for my client . . . so we deliberately keyed our copy to judge the response to our messages. We ran just 3 one-minute announcements per hour during the eight hours and were amazed to pull 192 phone inquiries for a small political convention booklet, which we were giving away, plus dozens of mailed inquiries during the following week. The telephone answering service was jammed with calls immediately following almost every announcement."

Department Store—A Montgomery-Ward store in Fort Atkinson, Wisc., bought a 15-spot package to promote lawn mowers at a special price on WFAW. The station reports that during one noon hour, the store sold seven mowers at this special price not advertised elsewhere.

Tv Sets—Alexander Sykes, Sacramento, Calif., tv dealer, tested KHIQ by placing run-of-schedule spots featuring DuMont tv receivers. The campaign had two objectives: To acquaint the public with the fact that A & S carried DuMont and to emphasize the quality of the DuMont set. The schedule, the station reports, resulted not only in the sale of DuMont receivers, but also in the placing of a continuing schedule on KHIQ. Cost of the one-month test was \$120.

Airline—Pan American Airways sponsored a one-hour program, seven days a week for three months on WGHF Brookfield, Conn. At the end of the period, the airline decided to try mail pull. It received over 70 letters in one week for a SI World Travel Guide.

Motion Picture Theatres—A varying schedule of spot announcements was used on WFMT Chicago to promote the films at the Surf, World Playhouse and Hyde Park theatres. Patrons filled out 4,000 questionnaires at these theatres. One question asked to check the source from which they learned about the film. Sources included four daily newspapers, other publications, trailers, displays, passing by, friend, regular patron, etc. Between 25 and 33 percent of all respondents checked WFMT as their source of information.

Cars—Jerry Smith Buick has been a continuous advertiser on KCMO-FM Kansas City since 1956. The client felt an audience that appreciated good music and quality programs would be good prospects for Buick automobiles. Both the client and agency indicate they are well pleased with the results. In fact, KCMO-FM is the only advertising medium used regularly. Fourteen one-minute spots a week are scheduled in class A time on alternating weeks.

Department Store—John Wanamaker of Philadelphia has just renewed for the second year a daily one-hour luncheon program of music and interviews on WIF1 Philadelphia. The program is broadcast live from the Baderwood restaurant of John Wanamaker - Jenkintown, suburban Philadelphia. The show is aired from 12:15 to 1:15 p.m., Monday through Friday. Guests from the Philadelphia area are interviewed by Ordney Robb.

Bank—The Johnson County National Bank in suburban Kansas City renewed its initial fm 13-week trial based on results. Last summer the bank, through Galvin-Farris-Allvine agency, bought five-minute newscasts on week nights at 10 p.m. The station made every effort to present top quality news of national and international happenings with a special two-minute editorial feature from the Associated Press. Results prompted the agency to renew for another 13 weeks. Milton Barlow, bank president, wrote the station: "(We) have been happily surprised with the results of our trial advertising."

'Names' on FM

The warm glow that is generated by "names" in the entertainment world has always been able to attract and build audience interest and audience size. A current example of this phenomenon is *Johnny Green's World of Music*, a 60-minute show heard five times a week over KRHM-FM Los Angeles.

On the air since early last month, the program originates from the living room of Mr. Green, a well-known composer-conductor. The informal format, the station reports, brings to Mr. Green's home leading personalities from the world of music and other facets of the entertainment field. Some of the early participants on the program include Sammy Cahn, Jane Powell, Edward G. Robinson, Jerome Robbins, David Susskind, Shirley Jones and Andre Previn.

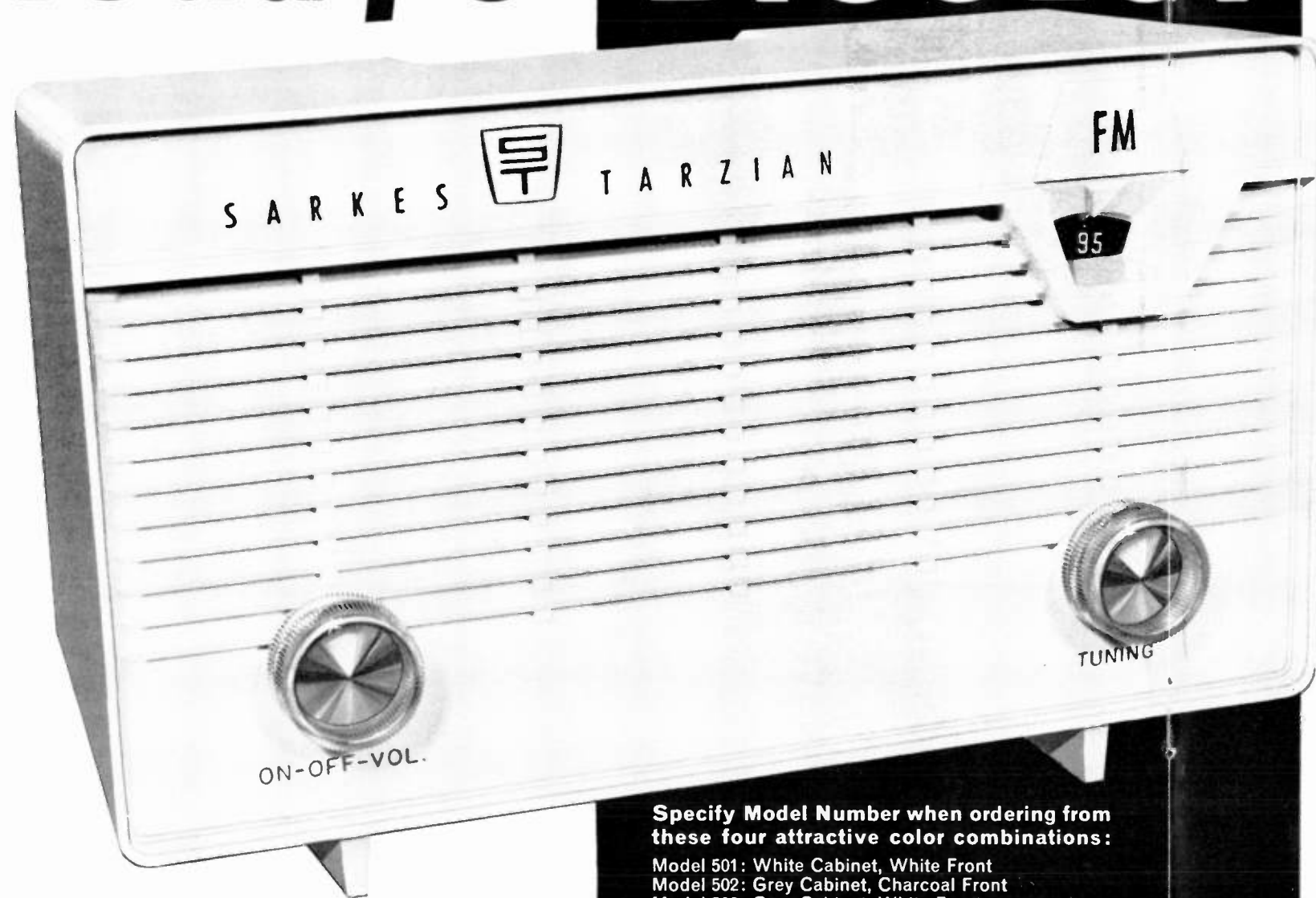
In addition to conversations with his guests, Mr. Green also injects selections from his large personal collection of recordings. The program from time-to-time will leave the confines of the living room and accompany the busy Mr. Green as he goes about his various assignments, reports the station. Current plans include taking the listener to a motion picture sound stage where Mr. Green is conducting a musical score for a new film, and to a rehearsal at the Hollywood Bowl.

On the air since early October—and sponsored by the Ford Dealers of Southern California—the program has received an enthusiastic response from the public, according to the station. On the basis of this response, Harry Maizlish, owner of KRHM-FM, says that the Green show may soon be made available for syndication. He also says that two other nationally known names will host hourly evening shows.

Important Barometer

One extremely important barometer used to chart the course of fm's development and growth is the number of receivers that are produced and sent into the consumer marketplace. According to the Electronic Industries Association, there were

Today's **BIGGEST** FM VALUE!



Specify Model Number when ordering from these four attractive color combinations:

Model 501: White Cabinet, White Front
 Model 502: Grey Cabinet, Charcoal Front
 Model 503: Grey Cabinet, White Front
 Model 504: White Cabinet, Charcoal Front

YOUR COST

50 or more sets.	\$16.95
25-49 sets	17.25
10-24 sets	18.00
1-9 sets	19.95

(FOB Bloomington) We must have credit information, or shipments will be made C.O.D. To expedite shipment, send check or money order.

Order on your station letterhead from:



As low as
\$16.95
 in quantity orders

FM broadcasters: high receiver cost—the big drawback to expansion of potential FM audiences—has been licked. NOW you can boost your FM audience with this dynamic . . . DRIFT-FREE . . . quality FM receiver from Sarkes Tarzian, Inc. If you have AM too, and go on reduced power at night, why not take advantage of this special offer and really promote FM to maintain, or increase, your night time audience. It's a natural.

Exceptionally low priced—as low as \$16.95 in quantity orders! Direct factory distribution makes it possible to offer this set at a fraction of the cost you'd expect to pay for such quality and performance.

Ideal for premiums, prizes, program give-aways—and the perfect Christmas gift. Here's an inexpensive way of providing a service for your listeners—where else could they buy a set like this for less than \$20—and, at the same time, you're building your local audience.

Put this high quality—low cost receiver to work for YOU—today—building more FM listeners.

SARKES TARZIAN, INC.

east hillside drive • bloomington, indiana
 edison 2-7251

BROADCAST EQUIPMENT DIVISION
 CONSUMER PRODUCTS DIVISION

Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 297 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. 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; *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
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
Prog.: St, s-cl, shw, nws, rel

Tucson

KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
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
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance

Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

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

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
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
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMM
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Poltz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Prog.: Shw, con, s-cl, pop, nws
KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen.: 49.1% (Pulse)
Prog.: jz
KRHM
National Rep.: Adam Young Fm
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)

National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO

Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel
KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KHIQ

National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel
KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
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

KFMX

National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz
KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
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
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
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

San Fernando

KVFM

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

San Francisco

KAFE

National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws
KBAY
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz
KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr
KOBV-FM (Am: KOBV)
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
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

71,125 fm sets produced during the month of September. This compares with 49,707 receivers produced the month before. A comparison of the production figures for 1959 and 1960 reveals a very interesting and important fact—fm set production so far this year, is almost 100 percent higher than it was in 1959. With production figures almost certain to show their usual jump in September and October, fm production in 1960 is sure to set new all-time records.

Specialized Fm

Fm continues to demonstrate that it is developing rapidly in many areas. This growth pattern can be seen by the movement of some fm stations into specialized areas. For example, WCHD-FM Detroit, is a Negro-owned and operated fm outlet, and directs itself to the Negro market. The programming covers a wide musical gamut, including a classical hour, dance music and show tunes.

In another area, KMLA-FM Los Angeles has started programming to the Yiddish, French, Mexican, German, Italian and Hungarian audiences in a segment of programs broadcast from 6:00 a.m. to noon. Each program is hosted by a leading figure in each of the languages broadcast, explains Jack Kiefer, the station's general manager. "For too long," says Mr. Kiefer, "we've disregarded these so-called minority groups, which number in the millions in areas such as Southern California. We believe that advertisers will now have an opportunity to reach this vast, loyal and brand-conscious audience on a daily basis.

The fm station sees an opportunity for greater integration into the public service and community activities of the various foreign language groups. "Research has shown," Mr. Kiefer states, "that most minority groups have only a semi-monthly or weekly newspaper. KMLA has sent literature to community leaders, civic, social and religious organizations, calling attention to the program, and inviting their participation in the form of comments and public service announcements. The

station reports that it also intends to make special tape recordings of cultural and social activities of the various groups to be broadcast on the programs in their native language.

Fm Joins Opera 'Network'

Six fm stations are playing a part in the "Texaco-Metropolitan Oper Radio Network" formed for the oil company to carry live broadcasts of the Saturday afternoon Metropolitan Opera performances, according to Gerard Johnston, G. H. Johnston Inc., network packagers. The six fm outlets will join 102 am and am-fm stations in carrying the 20-week series of opera broadcasts when the series begins December 3.

Included in the group are WMTW-FM Poland Spring, Me.; KQAL-FM Omaha, Neb.; WPJB-FM Providence, R. I. Also in lineup are three college fm stations. They are WFIU-FM Bloomington, Ind.; WDFM State College, and WUOT-FM Knoxville, Tenn. The fm audi-

dence for these operacasts will be enhanced by the 46 stations that will simulcast on am and fm.

Set Promotion Set

The New Orleans area is set for an extensive fall and winter fm sales and listener promotion being sponsored by fm radio distributors and WWMT-FM. As explained by station general manager, Macy O. Teetor, a daily newspaper advertising schedule has been purchased featuring the station's nightly *Concert Hall* program and two dealer sales aids (a counter card for weekly listings and a monthly program guide).

"With more than 30 new, volume-priced fm models coming on the market this fall," Mr. Teetor says, "the time is right for an all-out fm sales drive. . . . A 1961 sales target of 75,000 fm sets—including component tuners and radio phono combinations—is not all unrealistic," he asserts. It is reported that a dozen fm manufacturers cooperated. • • •

Mc Martin FOR MULTIPLEXING!

If you are looking for the multiplex receiver that provides the greatest sensitivity . . . is the most dependable . . . look to McMartin, the standard of the industry.

Continental's advanced engineering . . . rigid quality control . . . special manufacturing techniques assure receiving equipment that will deliver the finest in sound over the greatest distances. What's more, McMartin guarantees your satisfaction. Send back any unit that does not function properly (at McMartin's expense) and it will be repaired or replaced free of charge.



Paul Taft and Multiplex Unit

Says Paul Taft, Houston's No. 1 FM broadcaster and background music operator, "We are well pleased with our McMartin Multiplex Receivers . . . our results have been excellent."

CONTINENTAL MANUFACTURING, INC.

1612 California Street • Omaha, Nebr.



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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
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
Prog.: St, s-cl, shw, nws, rel

Tucson

KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
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
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance

Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

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

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
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
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Prog.: Shw, con, s-cl, pop, nws
KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen.: 49.1% (Pulse)
Prog.: jz
KRHM
National Rep.: Adam Young Fm
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)

National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO

Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel
KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KHIQ

National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel
KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
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

KFMX

National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz
KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
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
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
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

San Fernando

KVFM

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

San Francisco

KAFE

National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws
KBAY
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz
KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr
KOBV-FM (Am: KOBV)
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
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

FM STATION KEY (Cont'd)

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
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH

Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)

National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
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
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
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Hartford

WCCC-FM (Am: WCCC)

National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WHCN
National Rep.: Adam Young Fm
ERP: 7,000 w
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
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)

National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
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
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
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music
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
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
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM

National Rep.: Fm Unlimited
Counties: 3; ERP: 3,500 w
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
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Orlando

WHOO-FM (Am: WHOO)

National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Tampa

WPKM

National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
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

Augusta

WAUG-FM (Am: WAUG)

ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
Counties: 31; ERP: 19.3 kw
Prog. (Dup.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)

National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)

National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)

National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)

Counties: 21; ERP: 3.5 kw
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)

(For abbreviations, see box, p. 12)

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

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International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

TWELVE YEARS OF
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CAPITAL!



WASH-FM

Affiliated with QXR Network

FM Market Potential?

**205,307 Quality Conscious
—Quality Buying FM Homes**

**is the offer
THE GOLDEN SOUND
of WFBM-FM
makes to you!**

Penetration of mid-Indiana's most powerful FM musical sound is 26%!



15.5 Million FM sets now in use across the nation . . .

. . . And FM set sales continue to soar in the Indianapolis area!

17,770 FM receivers sold in *The Golden Sound* area since August, 1959!

Walker-Rawalt has the answers!



A Broadcast Service of TIME, Inc.

FM STATION KEY (Cont'd)

National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
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
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
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFME

National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
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
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr
WNIB

Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM
Unlimited

Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
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
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston

WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
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
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Litchfield

WSMI-FM (Am: WSMI)

Counties: 6; ERP: 6,100 w
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
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy

WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
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

Bloomington

WTTV (Am: WTTV)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus

WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart

WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville

WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
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
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis

WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry
WFMS
ERP: 4.5 kw
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
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

(For abbreviations, see box, p. 12)

FM STATION KEY (Cont'd)

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

IOWA

Des Moines

KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl

WHO-FM (Am: WHO)

National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine

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

KANSAS

Topeka

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

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
Prog.: Cl, pop, s-cl, shw, flk

Owensboro

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

LOUISIANA

Baton Rouge

WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans

WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w

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Kentucky's Largest Fm!**



35,000 Watts

S. A. Cisler, Manager

Walker-Rawalt

Natl. Rep.

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

MAINE

Poland Spring

WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic
WMTW-FM
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
Prog.: S-cl, st, flk, cl, op

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN
National Rep.: Adam Young Fm
Counties: 3; ERP: 25,900 w
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
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

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
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op
WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WLDM

Soon to
Increase Power

146,000 watts

-DETROIT-

WLDM

National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con
WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
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
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

(For abbreviations, see box, p. 12)

WDTM

entertaining,
informative
programming

DETROIT

FIRST FM GUIDE
IN DETROIT

FM STATION KEY (Cont'd)

WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz
WPBC-FM (Am: WPBC)
National Rep.: Broadcast Time Sales
ERP: 5.4 kw
Prog. (Sep.): Cl, con, s-cl, st, shw, nws, wthr, cmtry

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
Prog.: St, wthr, jz, shw, pop
KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws
KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
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
Prog. (Sep.): St, s-cl, shw, cl, nws
KWIX
National Rep.: Adam Young Fm
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl
WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
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
KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
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
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

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

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
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-F)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
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
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.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk
WNCN
National Rep.: Adam Young Fm
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw
WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl
WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
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

Rochester

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

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
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3; ERP: 1,000 w
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
(For abbreviations, see box, p. 12)

WSWM

Quality Music Station
Serving Central Michigan

- LANSING -

Call Walker-Rawalt
For Success Story

FM STATION KEY (Cont'd)

Counties: 10; ERP: 3.8 kw
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
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
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
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
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
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
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
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
WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz
WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw
WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl
WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con
WNOB
National Rep.: Walker-Rawalt
Counties: 32; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: Cl, s-cl, st, shw, nws, wthr

Columbus

WBNS-FM (Am: WBNS)
National Rep.: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st,
shw, jz
WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
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

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
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
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
Prog. (Dup.): Pop, nws, sprts, wthr, st

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

(For abbreviations, see box, p. 12)



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FM STATION KEY (Cont'd)

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

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz
KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am: KEX)
Prog. (Sep.): Cl, con, op, s-cl, st
KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl
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
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
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
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
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
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
WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry
WQAL
Counties: 24; ERP: 7.8 kw
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
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con
WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
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
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
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
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Charleston

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

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
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

Memphis

WMCF (Am: WMC)
National Rep.: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

Nashville

WFMB
National Rep.: Good Music Broadcasters,
Fm Unlimited
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st
WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

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
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
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
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

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

(For abbreviations, see box, p. 12)

FM STATION KEY (Cont'd)

Houston

KFMK
Counties: 25; ERP: 10.5 kw
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk, intvw, rel

KHGM

National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL

National Rep.: Adam Young Fm
Counties: 9; ERP: 15,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog.: Pop, st, nws, wthr, shw

KRBE

Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel
KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Modern Media Fm Sales
Counties: 5; ERP: 17,300 w
Market Pen.: 17.1% (Pulse)
Prog.: St, shw, s-cl, pop, cl
KISS (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
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

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
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
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
Prog. (Dup.): Sprts, nws, wthr, st, shw
WRVA-FM (Am: WRVA)
National Rep.: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
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
WSLS-FM (Am: WSLS)
National Rep.: Blair
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (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
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
Prog. (Dup.): Cl, op, jz, flk, shw
KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr
KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz
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
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

Milwaukee

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr
WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

Racine

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

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Watertown

WTTN-FM (Am: WTTN)
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
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 12)

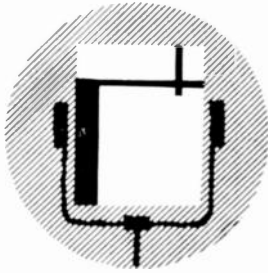
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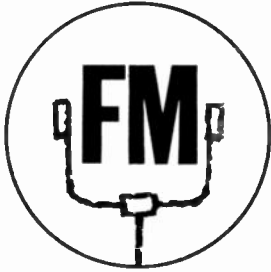
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