

U.S.

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PUTLAND VT
VSR DI-19-NO-2306-01
-KCI1

Y

FM

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

GRACE LINE TAKES TO FM

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STEREO ADAPTER PLEA TO FCC

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SALES PUSH WITH SLIDES

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FM SUCCESS CAPSULES

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FM STATION KEY LISTING

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Quality Music Stations

Chicago	WFME	Seattle	KLSN	Birmingham	WSFM
Los Angeles	KCBH	Kansas City	KXTR	Louisville	WLVL
Philadelphia	WIFI	St. Louis	KCFM	Baltimore	WFMM
New York	WRFM	Buffalo	WEBR-FM	Oklahoma City	KYFM
San Francisco	KDFC	Cincinnati	WPFM	Lansing	WSWM
Detroit	WLDM	Nashville	WFBM	Omaha	KQAL
Cleveland	WNOB	Tampa-St. Petersburg	WTCX	Wilkes-Barre	
Pittsburgh	WKJF	Indianapolis	WFBM-FM	-Scranton	WYZZ
Houston	KFMK	Minneapolis	KWFM	Sacramento	KJML

THE NEW DIMENSION in Major Market Radio

PUT THESE QUALITY MUSIC STATIONS ON YOUR LIST! They deliver the largest single Quality market in America—the Fine Music audience, most influential and responsive!

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today . . . reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening average 3 hours per day, 5 days per week.

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

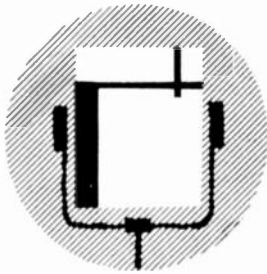
Low Cost: Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

National Representative—WALKER-RAWALT COMPANY, INC.

New York 347 Madison Ave. New York 17 Murray Hill 3-5830	Chicago 360 N. Michigan Ave. Chicago, Ill. Anderson 3-5771	Boston 100 Boylston St. Boston, Mass. Hubbard 2-4370	Los Angeles 612 S. Lafayette Park Pl. Los Angeles, Calif. Dunkirk 2-3200	San Francisco 260 Kearney St. San Francisco, Calif. Exbrook 7-4827
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WRB

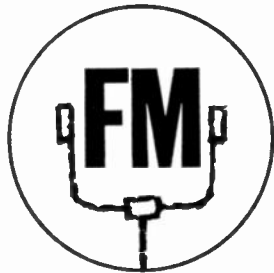




U. S. RADIO

For buyers and sellers
of radio advertising

... **AND NOW!**



U. S. FM

Devoted exclusively to FM Broadcasters
and advertisers

Two separate magazines that really cover the *whole* field of radio

One \$5 subscription will bring you both magazines each month for one year. Simply fill out subscription form below and mail to:

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

For future articles that really "dig" into the depths of radio broadcasting and advertising . . . be sure you see each monthly issue of U.S. RADIO and U.S. FM.

**Enter Your
Subscription
Today
\$5 for 1 year
Includes both
U.S. RADIO
and
U.S. FM**

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

Subscriptions

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 Title

Company

Type of Business

☐ Company or

☐ Home Address

City Zone State

Please Bill ☐

Payment Enclosed ☐

FROM THE WORLD'S MOST POWERFUL FM STATION

MORE PROOF PROGRAMATIC BUILDS LEADERSHIP

Carl E. Lee runs 500,000-watt* WJEF-FM in Grand Rapids, Michigan.

Programatic's faith in radio is matched by his faith in

Programatic's "Leadership Programming." Here's what he says:



Carl E. Lee, Executive Vice President and General Manager, Fetzer Broadcasting Company, Kalamazoo-Grand Rapids, Mich.

"In the operation of WJEF-FM we feel it is imperative to give the public the finest in programming available. Because of Programatic, *its product, its unduplicated programming, and its untouchable library*, it is an integral part of our FM programming. Our mail and telephone calls convince us that the concepts of Programatic are welcomed by the listening public in increasing numbers. Programming of this type fits well with a promising and profitable future."

Mr. Lee speaks from experience, as do scores of other successful station operators who know Programatic's concepts of *leadership programming* mean more profitable station operation.

Fine as Programatic's "Sound of Success" is today, it is not content to sit on its laurels. In the months ahead Programatic will *continue* to strengthen its leadership, adding more new instrumental and vocal selections, program services and audience-building techniques.

How does Programatic sound on WJEF-FM and other stations? Send in the coupon and find out. Programatic is available to only one station per market. Make that station yours!

PUT
Programatic®
"the Sound of Success"
TO WORK FOR YOU

Adult Music • Automated Equipment.

Programatic Broadcasting Service
229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic — exclusive for my market.
I want to *hear* how the "Sound of Success" can build my profits.
Send me the facts — fast!

Name _____

Address _____ Station _____

City _____ Zone _____ State _____

WJEF-FM will increase power from 115 KW to 500 KW Spring, 1961.

BROADCASTING, February 20, 1961

KENNEDY, MINOW SEE EYE TO EYE continued

FCC has failed to develop a specific policy. . . ."

The commission, however, soon will send a new proposal to the senator's committee. It will be hinged on a push for all-channel receiver legislation and a plan to set up a pool of uhf channels to be assigned whenever and wherever they will be used. The FCC also will encourage vhf stations to operate simultaneously on uhf to ease the way for a shift to the upper frequencies of all tv if it is ever deemed advisable.

More of Congress ■ The 87th Congress will have to move fast to equal the record of its immediate predecessor, the 86th, in approving broadcast legislation. The old Congress was the most productive of any in recent years in passing new laws covering radio-tv, the FCC and the Communications Act. In spite of this record, however, many perennial industry proposals already are back again for consideration.

Moving quickly into the new session, the Senate Commerce Committee al-

ready has held hearings on Sec. 315 and more are promised in March—as soon as the FCC reports finally on coverage of the 1960 election. Even before the 87th convened, however, the House Campaign Expenditures Committee aired the controversial equal time provisions of the Communications Act (BROADCASTING, Dec. 5, 1960). After hearing testimony from industry and government leaders, this body said the proposals to repeal Sec. 315 in its entirety should be "fully explored."

Sen. John O. Pastore (D-R. I.), chairman of the Senate Commerce Committee Communications Subcommittee who chaired the recent hearings, has given little encouragement to the advocates of outright repeal but has promised broadcasters a further liberalization. There has been little criticism of industry coverage of the presidential election with the cramping provision of equal time suspended; a permanent injunction (S 204) against Sec. 315 was the vehicle for Sen. Pastore's hearings (BROADCASTING, Feb. 6).

This bill, introduced by Sen. Magnuson, will reach the Senate floor soon after the additional March hearings and Sen. Pastore has given broadcaster hope that congressional action will go beyond a permanent exemption of presidential campaigns. He has warned, however, that there is "no chance" for outright repeal but thought that some "compromise idea" will be forthcoming.

A second subcommittee of the Senate Commerce Committee, headed by Sen. Ralph Yarborough (D-Tex.), also is planning hearings in the immediate future on Sec. 315. Unlike the legislative sessions already held, the Yarborough hearings will deal with specific complaints lodged by candidates or their supporters against stations and networks during the 1960 campaigns.

That Other Body ■ The Sec. 315 picture is not so favorable in the House. "How can broadcasters expect to get Sec. 315 repealed," a prominent Democrat congressman asked last week. "I'm not so sure permanent suspension for the President is such a good thing, either," he continued. It was in the House that the temporary relief faced its stiffest opposition last summer, winning only a House floor only after lengthy debate and a standing vote.

Rep. Harris' committee will take up Sec. 315 after the Senate acts. He, too, probably will schedule hearing. Adding impetus to the move for a permanent injunction was the statement by the President that he would be willing to debate his Republican opponent in 1964 (BROADCASTING, Feb. 6).

The House Commerce chairman has committed his committee to hearing, during this Congress on *ex parte* legislation; longer hours for daytime stations; trafficking in licenses; allocation



INSTRUMENTS FOR PRECISION CIRCUIT ANALYSIS

Proved in every type of service, these quality instruments are used by experts for FCC "proof-of-performance" tests and supplied as original equipment with many broadcast station installations.

Matchmaster. This versatile test equipment combines three instruments in one self-contained unit: Built in dummy antenna, standing wave ratio indicator, direct reading RF watt meter. Model 650 (for 52 ohm line) and Model 651 (for 73 ohm line) indicate transmitter output power up to 125 watts directly. Model 52-500 gives direct readings up to 600 watts and is designed for permanent connection into 50 ohm coaxial lines such as RG-8/U.

Model 404 Linear Detector. Combined RF detection and audio bridging circuits for use with any distortion meter. 400 kc to 30 mc range with 20-30 volt RF carrier. Essentially flat frequency response from 20 to 50,000 cps.

Model 300 Frequency Meter. Measures audio frequencies to 30,000 cps in 6 ranges. Integral power supply and input level control.



MODEL 200 AUDIO OSCILLATOR

- Frequency Range: 30 to 30,000 cycles
- Frequency Response: Better than ± 1 db. 30 to 15,000 cycles with 500 ohm load.
- Stability: Better than 1%.
- Calibration: $\pm 3.0\%$ of scale reading.
- Voltage Output: 10 volts into 500 ohm load.
- Distortion: Less than .2% at 5 volts output.



MODEL 400 DISTORTION METER

- Frequency Range: Fundamentals from 30 to 15,000 cycles. Measures Harmonics to 45,000 cycles.
- Sensitivity: 3 volts minimum input required for noise and distortion measurements.
- Calibration: Distortion measurements $\pm .5$ db. Voltage measurements $\pm 5\%$ of full scale at 1,000 cycles.
- Residual Distortion: .05%—30—15,000 cycles.
- Residual Noise: .025% or less.



MODEL 600 DIP METER

- Covers 1.75 to 260 mc in 5 bands.
- Monitoring jack & B+ OFF switch.
- Shaped for use in hard-to-get-at places.
- Sturdy, color coded, plug-in coils.
- Adjustable, 500 microamp meter.



Barker & Williamson, Inc.

Beaver Road at Canal, Bristol, Penna.

Specialists in Designing and building equipment to operating specifications

B&W also design and manufacture filters for: ANTENNAS • RADIO INTERFERENCE • RADIO RANGE • UHF and VHF as well as many special types designed to performance specifications. Available to commercial or military standards.

**A SIGNIFICANT INVESTMENT
IN RADIO'S FUTURE**

A DRAMATIC ANNOUNCEMENT FROM Programatic

In the past nine months alone PROGRAMATIC has dramatically underscored its faith in the broadcasting industry by adding nearly 1,000 new selections to its vast library of adult radio music. This bold investment is only the beginning. PROGRAMATIC will continue to build its service not only with more music and improved program techniques but in other ways you will be reading about soon.

PROGRAMATIC is available only to one station per market.
Don't be left out! Move forward with PROGRAMATIC!



Put
Programatic

*"the Sound of Success"
to Work for You*

Practical Automation Comes to Radio

- Adult Music Programs
- Commercial Injection
- Fully Automated Equipment

PROGRAMATIC - REG. U. S. PAT. OFF.

PROGRAMATIC BROADCASTING SERVICE, Dept. C
229 Park Avenue South, New York 3, N. Y.

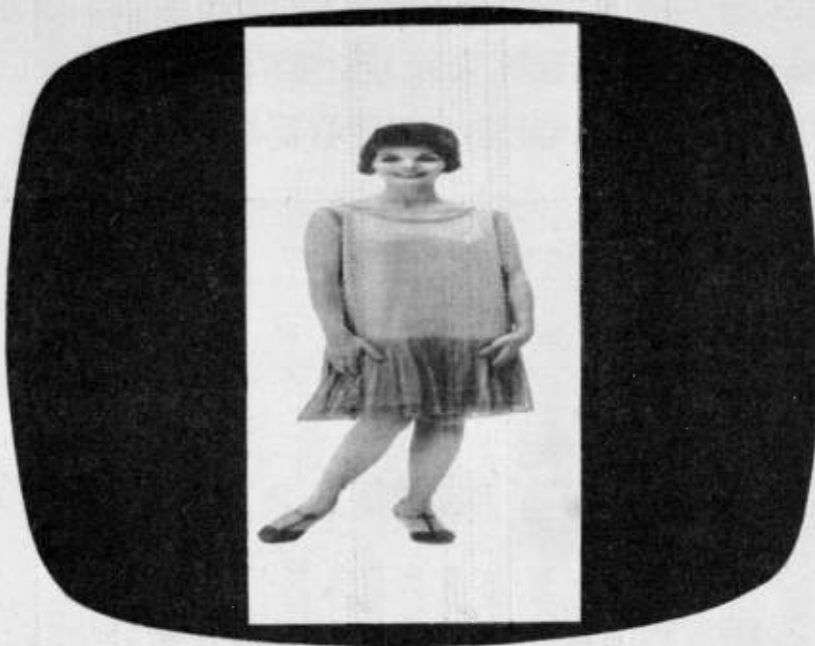
I am interested in PROGRAMATIC, exclusive for my market.
Give me the facts—fast!

Name _____

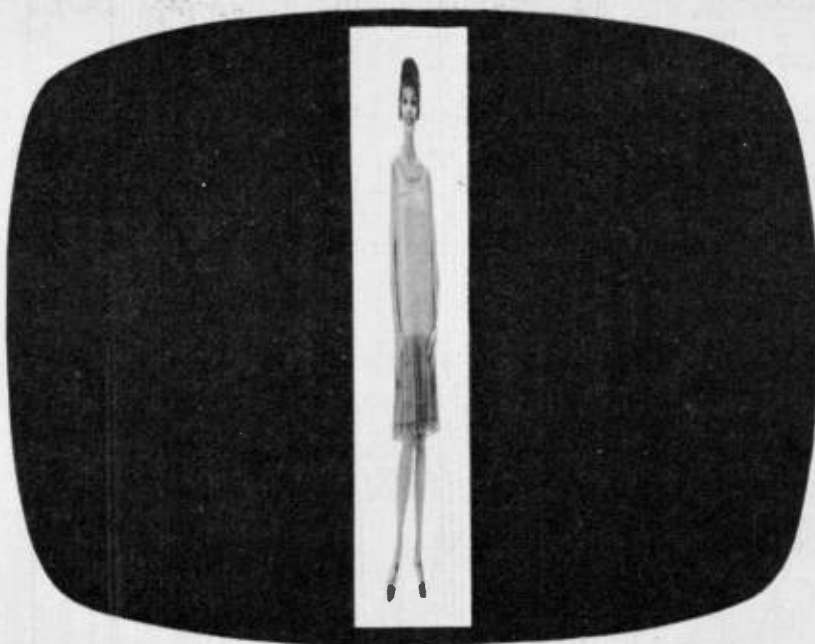
Station _____

Address _____

City _____ Zone _____ State _____



WON'T SHRINK



WON'T STRETCH



ALWAYS STAYS THE SAME

Stations Show Interest In New Pulse Survey

The new Pulse fm survey begun this month has apparently met with enthusiastic response from fm stations throughout the country. The survey (see U.S. FM December 1960), which plans to measure fm on a regular basis, is of prime interest to agencies and advertisers. The survey will generally cover a two-month period. At press closing, the schedule for January-February will include reports for three stations in the San Diego market, one in Houston and one in Fort Worth. The March-April survey will cover reports for two Los Angeles stations and one in San Francisco. Slated for a March-only report is one station in the Memphis market.

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Industry-wide Expansion Results In Increased Equipment Sales

The recent 300 percent sales increase at Industrial Transmitter and Antennas, Inc., of Lansdowne, Pa., is another sign of the expansion within the fm industry. Bernard Wise, president of ITA, recently stated, "The company is only in its third year and the momentum of each quarter's sales increases indicate graphically the growth of fm broadcasting from which we realize the majority of our sales volume. . . It is because of this continuous growth of the industry that we have recently doubled our production facilities and are in the process of expanding our line. . ."

Additional Stations Turn To I.G.M.'s Automated Fm


The automated fm programming concept of International Good Music Inc., Bellingham, Wash., has been broadened by the company's inclusion of five additional stations. The I.G.M. firm supplies 18 hours of taped classical music a day to its stations (called the Heritage Music Stations); in addition, it makes automation equipment and provides representative services. Stations joining the Heritage group are WPLO-FM Atlanta, WCAO-FM Baltimore, WJJD-FM Chicago, WMPs-FM Memphis and WGBS-FM Miami. The addition of these stations increases the Heritage list to 18.

President Kennedy's Press Conferences To Be Carried on Washington Station

Future White House press conferences will be covered fully by a Washington fm station. Ben Strouse, president of WWDC Washington, has made arrangements to carry all the conferences in their entirety, whether they are scheduled during the day or at night, over WWDC-FM. Transmission of the conferences over the fm station will be supervised by Bob Robinson, news director of WWDC.

U. S. FM • January 1961

1

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U. S. FM • January 1961

3

Oasis in the Desert

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Peter M. Herford
Station Manager
KTVA-FM
Anchorage, Alaska

Sales Boost

I would like to commend you and



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JANUARY
1961

... IN THIS ISSUE ...

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Reports on Fm Advertisers and Stations

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Grace Line Plunges Into Fm

3

grace line

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One factor behind Grace's enthusiasm for fm is related in Mr. Sands' recall of an early promotional

offer on WQXR. "We offered a kit of literature on Caribbean cruises. A booklet called 'Caribbean Vacationlands,' giving travel tips on what to wear, what to see and do, was offered if the listener would write in for it. Over 1,000 requests were received in two weeks. Response was so high that we had to withdraw the offer before we ran out of booklets," he recalls.

Seasonal Campaign

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Although basically a newspaper advertiser, Mr. Sands explains that Grace is not satisfied with newspaper advertising alone, because of the limited coverage based on cost.

Fm, therefore, is an important medium for Grace in several ways, Mr. Sands explains. "It has greater selectivity than other media, and enables us to reach a prestige audience that we feel is likely to be more interested in cruises than a broader audience.

"The medium gives us greater flexibility in our advertising, because the travel business depends on fluctuations in the weather," he continues. "We can start special campaigns for unseasonably good weather as it becomes apparent."

Prestige Medium

"Fm has the additional value of being a prestige medium. So do the class magazines and some general magazines, but with fm radio we are able to concentrate our advertising toward a single audience in our primary market area."

As time goes on, Mr. Sands points out, the fm advertising may very well be expanded to cities other than Chicago in the secondary area. Detroit is a possibility. More immediate, however, is the prospect of buying either spots or programs on stations in Florida. • • •



SELECTIVITY, flexibility and prestige are qualities Frederic P. Sands, Grace director of advertising, likes about fm. Kelly Nason Inc., New York, is firm's agency.



PRIMARY MARKET area, where fm is used, accounts for 65 percent of cruise business. Above is Godfrey Macdonald, vice-president of the passenger division.

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Sales Boost

I would like to commend you and your magazine on supplying a long felt need in the fm industry. We have found the articles, and most particularly the sales stories, to be a very great help in what is probably the most pressing problem in fm radio today—sales.

We look forward to each month's issue with a great deal of interest.

Will Collier Baird, Jr.
Vice President
WFMB
Nashville, Tenn.

I have appreciated reading the first few issues of U.S. FM. In my estimation it fills one of the greatest needs in the promotion of fm today. Congratulations!

Robert W. Ball
General Manager
KGFM
Seattle, Wash.

We are enthusiastic about U.S. FM, and are of the opinion that it is one of the many boosts that fm radio needs. We will keep you posted on KDUO successes and developments.

J. Terry Bates
Sales Manager
KDUO
Riverside, Calif.

BOAC and Fm

Would appreciate receiving extra copies of the current fm issue that contained an article on BOAC (U.S. FM, December).

Harold L. Tanner
Lincoln Broadcasting Co.
Detroit, Michigan

Breakthrough

This is to request reprints of the article "Breakthrough in Audience Research" from the December issue of U.S. FM.

Allen Klein
Sales Director
The Pulse Inc.
New York



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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 ☐



LUXURY cruises attract passengers through seasonal fm campaigns.

Grace Line Finds Plunge Into Fm Perfect

**Campaign cruises toward second
year with 25 markets; seasonal
effort uses programs and spots**

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Although basically a newspaper advertiser, Mr. Sands explains that Grace is not satisfied with newspaper advertising alone, because of the limited coverage based on cost.

Fm, therefore, is an important medium for Grace in several ways, Mr. Sands explains. "It has greater selectivity than other media, and enables us to reach a prestige audience that we feel is likely to be more interested in cruises than a broader audience.

"The medium gives us greater flexibility in our advertising, because the travel business depends on fluctuations in the weather," he continues. "We can start special campaigns for unseasonably good weather as it becomes apparent."

Prestige Medium

"Fm has the additional value of being a prestige medium. So do the class magazines and some general magazines, but with fm radio we are able to concentrate our advertising toward a single audience in our primary market area."

As time goes on, Mr. Sands points out, the fm advertising may very well be expanded to cities other than Chicago in the secondary area. Detroit is a possibility. More immediate, however, is the prospect of buying either spots or programs on stations in Florida. • • •



SELECTIVITY, flexibility and prestige are qualities Frederic P. Sands, Grace director of advertising, likes about fm. Kelly Nason Inc., New York, is firm's agency.




PRIMARY MARKET area, where fm is used, accounts for 65 percent of cruise business. Above is Godfrey Macdonald, vice-president of the passenger division.

The Crosby Fm Stereo System

Developer of one of six stereo broadcast systems being considered by the FCC, presents his views



Murray G. Crosby

 Broadcasters and equipment manufacturers are still awaiting the decision of the Federal Communications Commission on which compatible stereo broadcasting system will be accepted as the standard for the fm industry. As previously reported in U.S. FM (see *Fm Stereo Put to Test*, October 1960), six systems have been field tested and the results turned over to the FCC. The systems being considered are those proposed by Crosby Teletronics, Calbest, Multiplex Services Inc., Electric and Musical Industries Ltd. (Percival), Zenith and General Electric.

The chief differences between the systems are found in these areas: Composition of the main channel (monophonic) and sub carrier signals, which differ in sub carrier frequency, bandwidth, deviation and type of modulation. The sponsors of the various systems each feel that there are inherent advantages to be found in their approach to fm stereo broadcasting. One of the more vocal members of this group is Murray G. Crosby, president of Crosby-Teletronics Corp.

The Crosby compatible fm multiplex system, Mr. Crosby says, would allow the owner of an fm radio to either convert to stereo reception through the addition of an inexpensive adapter, or, if he chose not to add the adapter, he would continue to receive a complete, full-range monophonic fm program.

Addressing his remarks to the

FCC, Mr. Crosby offered what he describes as "three essentials" to be considered by the government agency:

1. "Will the approved system provide a range of stereophonic reception which is as close as possible to the present range of monophonic transmission?"
2. "Will the owners of the more than 15 million existing fm receivers be able to convert to stereophonic reception with the least amount of difficulty, and with the most satisfactory, highest quality results?"
3. "Finally, will the resultant stereophonic reception be equal to or better than the best stereophonic source material now available or likely to be available in the foreseeable future?"

Mr. Crosby believes that these conditions are "imperatives for the type of quality stereophonic transmission which will put fm on its feet and revitalize the broadcasting industry to a degree undreamed of a few years ago." He asks for the adoption of a system that "allows the conversion of the approximately 15 million fm receivers now in the hands of the public to the use of stereo operation with an inexpensive adapter." He points out that most fm receivers now being sold are provided with a multiplex jack ready for the use of an adapter.

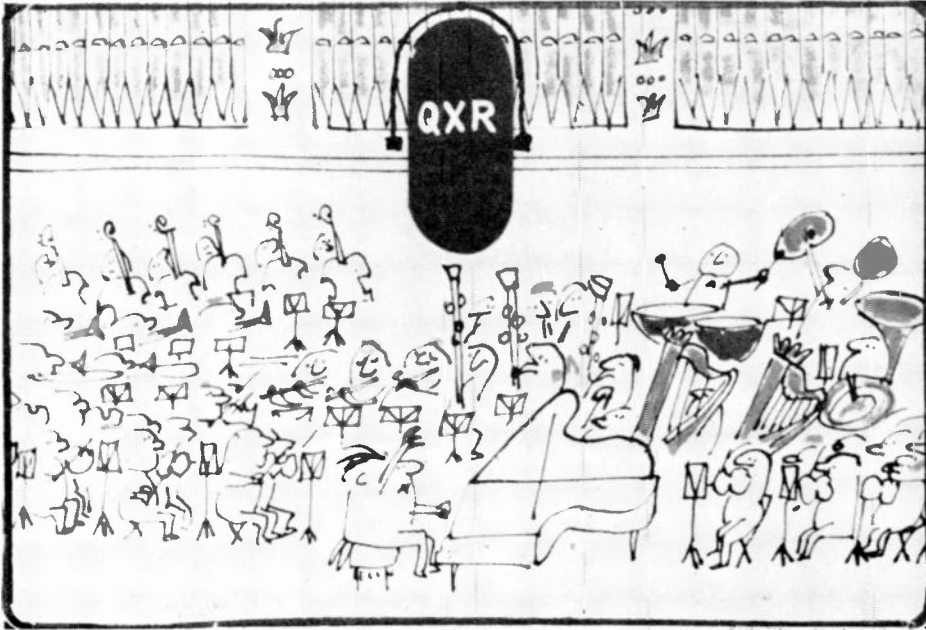
The head of the electronics firm states that there is a definite economic relationship between the sys-

tem adopted and the likelihood of early benefit accruing to the fm broadcaster. "The ability to use an adapter has an important effect on the stimulation of fm broadcasting," he says. "Since the listener can convert to stereo by the mere addition of an adapter, there will be a large ready group of listeners—considerably larger than if the listener were required to buy a complete receiver with built-in adapter."

Getting to one of his major points, Mr. Crosby states that the increase in the sale of fm receivers and the growing number of fm stations on the air (according to the FCC, there were 821 fm stations in operation at the end of December), "represents a further upturn in the economic situation of the fm station. . . In view of this, we feel that the Commission should carefully choose the fm stereo system with a view toward providing the best broadcasting service without impairment due to the existence of a storecast or background music channel." He feels that the FCC should allow the broadcaster to "choose between an all-stereo operation of his station, or an all background music operation."

"With such a choice being available," he continues, "the broadcaster can select the service which he feels will give him the best economic position. Natural laws will take effect such that if the public acceptance of stereo by fm is not great, the broadcaster may decide to go to background music or storecasts." • • •

Client Sales




SPECIAL FEATURES of QXR network programming, such as the Boston Symphony and other musical 'spectaculars' are highlighted in the slide presentation (above). The purchasing power and leisure-time activities of fm listeners are also emphasized graphically in the network offering.



Push on Slides

New slide presentation of QXR network is aimed at top level ad executives; objective is to stimulate flow of money into fm

 This month QXR network starts the New Year with a fresh approach to an old sales problem—how to interest more national advertisers in the use of fm.

Major objective of the network for 1961 is to increase the flow of advertising money into the fm medium as well as the QXR group. The network and its flagship station, WQXR New York, are under the supervision of Norman S. McGee, vice president for sales and acting head during the absence of Elliott Sanger, who is on special assignment for the *New York Times* in Paris.

The network's efforts are being focused on the showing of a newly-developed 28-slide sales presentation.

The sales offering is as much a push for the concept of fm listening and advertising as it is for the values of the QXR line-up. Statistics on the characteristics of the fm audience and the extent of fm listening are sprinkled throughout the presentation.

Pointed to are such facts as the estimated number of fm sets in use (16 million) and the estimated number of fm sets sold in 1960 (two million).

But basically the QXR slide promotion is a narrative on the values of fm and the network as an advertising medium. The special features of QXR programming, present advertisers and major city line-up are

stressed in the presentation.

To whom is the presentation directed?

"Top level agency and client executives," states Jim Sondheim, manager of the network. "You have to sell the company and/or the account executive. It is necessary to go beyond the media level."

Although decrying the inability of fm salesmen to penetrate the media and timebuyer stations, Mr. Sondheim observes very encouraging signs in this regard. He points to the fact that Don Heller of N. W. Ayer & Sons Inc., Philadelphia, and Calvin Nixon of Young & Rubicam Inc., Detroit, were instrumental in major fm buys of last year.

Mr. Heller has played a major role in the use of fm by Hamilton Watch Co. and Mr. Nixon has been a key figure in the fm campaign of Imperial cars which has culminated in the *Imperial Press Club*.

The latter fm purchase is on 27 stations of the QXR line-up (17 of the stations are on the live network and 10 are on the non-interconnected, tape network). Station in New York is WRFM because the news policy of the *Times*-owned WQXR dictates that there will be no commentary on the station.

The *Imperial Press Club* (Monday through Friday, 8 to 8:05 p.m. on the live line-up; the tape network plays it sometime between 7 and 9

p.m.) is taped at the Overseas Press Club. Each night a different news specialist comments on a current happening. Among the regular newsmen featured are H. V. Kaltenborn and Henry Cassidy.

Imperial's investment in fm is considerable. The 52-week contract runs in 13-week cycles. The program started last October and is currently in its second cycle. It is estimated that the annual cost of the show is about \$125,000. It breaks down to this: Production, talent and tape, \$15,000; time costs, \$75,000 to \$80,000.

What lies ahead for this year?

QXR network has signed such new advertising campaigns as those of Sabena Airlines and Marine Midland bank. In addition, among the important national advertisers who are regular network clients are: Cadillac, Oldsmobile, Hamilton, Citroen, Air France, Stromberg-Carlson, Grace Lines and Harvey's Wines.

The network presently has a total of 34 fm stations—20 on the live line-up and 14 non-interconnected.

It is the network's belief that future use of its air time by clients will revolve around the traditional network concept of ownership of a time segment. Specifically, QXR anticipates further sponsorship of musical programming, its main area of specialization. • • •

FAVORABLE MENTIONS

Jeweler & Recording Tape—One of the world's best known jewelers and silversmiths, Cartier Inc., has made its first buy in either radio or tv. It has bought time on fm. Through its agency, Albert Frank-Guenther Law Inc., the Fifth Avenue jeweler has started a campaign on WRFM New York with participating sponsorship of the Casper Citron interview show. The show emanates from the Hotel Pierre, Monday through Friday, 11 p.m. to midnight. In commenting on the "till forbid" fm purchase, Jane Mercier, advertising director, referred to the "caliber audience of fm" as "the extra plus." Other sponsors of the Citron program are Book of the Month, Nettie Rosenstein, Pan American and Hotel Pierre.

WRFM also found out the hard way something that it knew all the time—that fm pays. Through an error in not cancelling an over-subscribed mail offer, the station ended up paying for the additional requests. Here's how it happened: Florman & Babb, distributors of recording tape, purchased a 13-week schedule to sponsor *Music of the Masters*, Wednesday, from 8 to 9 p.m. The commercial offered a free

sample tape to listeners who wrote in. After the first three hourly sponsorships, the company requested that the announcement be taken off the air because its supply of over 1,000 sample tapes had already been requested by listeners. Through human error, WRFM ran the announcements on an additional hourly program. This contributed to an additional 600 mail requests. Since it felt at fault, WRFM paid for the additional reels of tape to fill the requests. But the story ends happily. Convinced of the results that fm can produce, Arthur Florman, president, decided "to continue the sponsorship of *Music of the Masters* on WRFM beyond the current expiration date."

Office Furniture—The Roberts Office Supply Co. of Portland, Me., now in its second year of fm advertising, reports constantly improving sales response to its sponsorship of classical music programming over WMTW (FM) Poland Springs, Me.-Mt. Washington, N.H. The company features quality lines of office furniture, papers, stationery, forms and supplies. In addition, a service of design and the complete installa-

tion of offices is provided. The firm's owners, Lawrence Hatch and Richard Walker, refer to their supply company as a "businessman's department store."

The logical reasoning behind the fm scheduling, according to the owners, is that since the majority of the firm's customers are business executives, the media chosen for the job of advertising the product should be the one with the greatest appeal for this specialized group. Various audience studies were examined and the results indicated that professional executives and office managers could be reached, most effectively, through good music programming. The proof of the pudding is seen in the improved sales figures and the warm welcome that Roberts' salesmen receive when calling on a client. As Mr. Hatch says, "We and our salesmen receive daily thanks for our participation from some of our best customers who are regular listeners to the station. We know this has greatly increased our prestige with our customers and this has become a highly important factor in our overall business increase."

The copy platform for the Roberts Co. is straightforward and direct.



CARTIER JEWELERS has found fm to be a 'diamond in the rough.' For its first broadcasting schedule, the famed New York Jeweler has taken a participation on the Casper Citron show over WRFM New York. Seen discussing the Cartier commercials are (l. to r.) Jane Mercier, ad director at Cartier, Casper Citron and Henry Millett, v.p. of Albert Frank-Guenther Law, the jeweler's agency. Show originates from Hotel Pierre.



STATION AND CLIENT get together to outline a copy program. The station man is John McGorrill (c.), general manager of WMTW Poland Springs, Me. The clients are Richard Walker (l.) and Laurence Hatch (r.) of the Roberts Office Supply Co., Portland. The firm has been sponsoring classical music programs for two years. Association with the fm station has resulted in increased sales and heightened prestige.

The minute commercials feature office furniture, an office planning service, executive chairs, partitions and an office furniture leasing plan.

Drive-in Restaurant—One of Cincinnati's largest drive-in restaurant chains recently signed a 13-week contract for six spots a day on WAEF-FM. The client, Carter's Restaurants, decided to take the contract after a 13-week trial campaign for one of the restaurants in the chain. The original campaign used two spots a day, but the station reports the campaign was such a success that the new contract increased the schedule to six spots a day for all the restaurants in the chain.

Symphony Support

Since classical music is one of the mainstays of FM programming, it is only natural that stations would take every opportunity to support symphony orchestras and to promote local music groups through the facilities of "live" broadcasts.

In support of the Omaha Symphony Orchestra's fund raising drive, station KQAL programmed a 16 hour special music program with commentary and interviews designed to stimulate public interest in the Omaha Symphony. The program drew over \$500 in local contributions. As an additional gesture of good will, Station Manager Jack Katz donated one day's entire advertising revenue to the worthy cause.

With Benny Goodman as clarinet soloist for the evening, the Tucson Symphony Orchestra presented its first radio broadcast over station KFMM. This was the first of a series of five "live" broadcasts given at the University of Arizona auditorium in Tucson. To provide the best fidelity possible, Station Manager John Jaeger acquired a new Telefunken microphone and arranged for a special high-frequency telephone line from the auditorium to the station's control room. To finance the pro-

gram, Jaeger went to the directors of the Tucson Federal Savings and Loan Assoc. He convinced the bank that sponsoring the broadcasts would be fine institutional advertising that would create a prestige image of the highest order. The bank accepted the opportunity, and the Goodman program went off without a hitch. Goodman even provided a short "jam session" at the end of the regularly scheduled concert.

In Portland, Ore., station KPFM utilizes its facilities for the promotion of the Portland Junior Symphony, made up of Portland young-

sters who must "retire" upon reaching their 21st birthday, the Symphony performs weekly at the city's public auditorium. In addition to transmitting these programs "live," the station provides a pre-broadcast program in which Dr. Donald Thulean, director of the Symphony discusses the next concert, covering its musical interpretation. Frequently, Dr. Thulean brings a Junior Symphony guest to the studios to discuss program notes. Because of the enthusiastic response to the programs, KPFM plans to continue these broadcasts indefinitely. • • •

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.



Carl Schultz and McMARTIN Receiver

Says Carl Schultz, of Business Music, Inc., Meridian, Conn., "We have found that the McMARTIN receiver surpasses any overall reliability and fringe area reception."

CONTINENTAL MANUFACTURING, INC.

1612 California Street • Omaha, Nebr.





WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually

forced into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



*Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education*



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 369 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

KELE
ERP: 18,000 w
Prog.: Country & Western
KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel
KYEW
Prog.: Cl, shw

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

Osceola

KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

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

Glendale

KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, 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% (Poltiz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

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

National Rep.: Good Music Broadcasters
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, cmtry

KSFM

National Rep.: Meeker Co.
ERP: 60,000 w

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 Bernardino

KFMW

National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Poltiz 1960)
Prog.: Cl, con, op, nws, jz

KPRI

Counties: 1; ERP: 25,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, pop, cl, intvw
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18,400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws
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
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
 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)

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

WGHF
 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

Fairfield

WJZZ
 National Rep.: Adam Young
 Counties: 20; ERP: 9,000 w
 Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
 National Rep.: QXR Network
 Counties: 7; ERP: 6.8 kw
 Prog.: Cl, s-cl, con, shw, jz
WDRG-FM (Am: WDRG)
 National Rep.: Peters, Griffin, Woodward
 Counties: 12; ERP: 20,000 w
 Prog.: Pop, nws

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: 22; 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

Jacksonville

WMBR-FM (Am: WMBR)
 National Rep.: John Blair
 Counties: 9; ERP: 40,000 w
 Prog. (Sep. after 4 pm): Pop, st

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

(For abbreviations, see box, p. 11)

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-
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KDEN-FM

30,000 Watts

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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

FM STATION KEY (Cont'd)

Orlando

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

Pensacola

WPEX
National Rep.: Good Music Broadcasters,
Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarasota

WYAK
National Rep.: Rejko & Mahaffey
Counties: 9; ERP: 2,730 w
Prog.: Cl, s-cl, pop, st, jz

Tampa

WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34; ERP: 46,000 w
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

Atlanta

WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

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.: Hollingsbery
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

IDAHO

Boise

KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Lewiston

KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna

WRAJ-FM (Am: WRAJ)
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: 38; 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

Mt. Vernon

WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris

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

Quincy

WGEM-FM (Am: WGEM)
National Rep.: Adam Young
ERP: 8.9 kw
Prog. (Dup.)
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

Springfield

WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog. (Sep. early evenings)

INDIANA

Bloomington

WTTV (Am: WTTT)
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

(For abbreviations, see box, p. 11)

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, cmtr

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**Muncie**

WMUN (Am: WLBC)

National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic**Richmond**

WKBV-FM (Am: WKBV)

National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl**Warsaw**

WRSW-FM (Am: WRSW)

Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws**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**Muscotone**

KWPC-FM (Am: KWPC)

National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st**75 Sponsors Use
Kentucky's Largest Fm!**

35,000 Watts

S. A. Cisler, Manager

Walker-Rawalt

Nat'l. Rep.

KANSAS**Salinas**

KAFFM

Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st**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
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws**WWMT**

National Rep.: Good Music Broadcasters

Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con**Shreveport**

KWKH-FM (Am: KWKH)

National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr**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

WITH-FM (Am: WITH)

National Rep.: QXR Network

Counties: 31; ERP: 20,000 w

Market Pen.: 33.7% (Pulse)

Prog. (Sep.): C, con, nws, op, s-cl

WRBS

National Rep.: Fine Music Hi-Fi Broadcasters

Counties: 30; ERP: 20,000 w

Prog.: Cl, s-cl, st, nws, wthr

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

(For abbreviations, see box, p. 11)

WLDM

Soon to
Increase Power

146,000 watts

-DETROIT-

FM STATION KEY (Cont'd)

WDTM

National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WLDM

National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con

WMUZ

Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)

National Rep.: Larry Gentile
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

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

Grand Rapids

WJEF-FM (Am: WJEF)

National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)

National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

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

Counties: 8; ERP: 3.5
Prog.: St, shw, jz, flk, spoken word

WLLOL-FM (Am: WLLOL)

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

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

KSTL-FM (Am: KSTL)

Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

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

KOIL-FM (Am: KOIL)

National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

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

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb

Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

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

WNBF-FM (Am: WNBF)

ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)

National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

Corning

WCLI-FM (Am: WCLI)

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

(For abbreviations, see box, p. 11)

WSWM

Quality Music Station
Serving Central Michigan

- LANSING -

Call Walker-Rawalt
For Success Story

Garden City

WLIR

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

Hempstead

WHLI-FM (Am: WHLI)

National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

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)

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

Peekskill

WLNA-FM (Am: WLNA)

National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

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
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

WYFM

Counties: 12; ERP: 3,800 w
Prog.: Cl, con s-cl, shw, wthr

Forest City

WAGY-FM (Am: WAGY)

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

Gastonia

WGNC-FM (Am: WGNC)

National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

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

Mt. Mitchell

WMIT

National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

(For abbreviations, see box, p. 11)

Number 1
in the pulse
rating*

pulsating

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the selective sound of music
is the select station for
New York's discriminating
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1 AM on weekends

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Pioneer 1-4700

FM STATION KEY (Cont'd)

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

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup.): Cl, s-cl, st, shw, nws

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

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

Canton

WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,700 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

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: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

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

WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

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

WIFE (Am: WONE)
National Rep.: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

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

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, 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

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)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws
KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
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

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

Harrisburg

WHP-FM (Am: WHP)

(For abbreviations, see box, p. 11)

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

WDAS-FM (Am: WDAS)
 National Rep.: QXR Sales
 Prog. (Sep.): Cl, QXR Network
 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: 20 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
 WCAE-FM (Am: WCAE)
 National Rep.: Daren McGavren
 Counties: 30; ERP: 30,000 w
 Prog. (Dup.): Pop, nws, wthr, con, sprts
 WKJF-FM
 National Rep.: Walker-Rawalt
 Counties: 19; ERP: 40,000 w
 Prog.: Pop, nws, wthr, con
 WLOA-FM (Am: WLOA)
 National Rep.: Good Music Broadcasters
 Counties: 52; ERP: 68,000 w
 Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws
 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

Sunbury

WKOK-FM (Am: WKOK)
 Counties: 10; ERP: 4,400 w
 Prog. (Dup.)

Warren

WRRN (Am: WNAE)
 Counties: 15; ERP: 3200 w
 Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WYZZ
 National Rep.: Walker-Rawalt
 Counties: 30; ERP: 3.1 kw
 Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
 National Rep.: Radio-TV Representatives
 Counties: 12; ERP: 1.2 kw
 Prog. (Sep. after 8 pm): St, nws, shw

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

Columbia

WCOS-FM (Am: WCOS)
 National Rep.: Meeker
 Counties: 24; ERP: 5,300 w
 Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
 National Rep.: Headley-Reed
 Counties: 11; ERP: 12,500 w
 Prog. (Sep.): St, shw, con, s-cl, pop
 WMUU-FM (Am: WMUU)
 National Rep.: Beattie
 ERP: 840 w
 Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
 ERP: 12.6 kw
 Prog. (Dup.): Pop, nws, cl
 WLOM
 Counties: 53; ERP: 33,000 w
 Prog.: Cl, con, s-cl, jz, shw

Gallatin

WFMG
 Counties: 10; ERP: 8,200 w
 Prog.: Pop, st, con, shw, s-cl

Jackson

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

(For abbreviations, see box, p. 11)

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FM STATION KEY (Cont'd)

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

KTBC-FM (Am: KTBC)
National Rep.: Rayburn
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, wthr

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

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.: Good Music Broadcasters
Counties: 5; ERP: 17,300 w
Market Pen.: 22.2% (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

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.):

Martinsville

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

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

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

(For abbreviations, see box, p. 11)

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FM STATION KEY (Cont'd)

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

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Poltiz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Poltiz 1960)
Prog.: Cl, con, op, nws, 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

Spokane

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

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

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2 600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

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

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.):

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

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

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

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

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. 11)



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