NATIONAL ASSOCIATION OF BROADCASTERS

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THE SALES POTENTIAL OUTLOOK FOR FM

With statistics, including a map showing FM station coverage in leading markets . . . Prepared by the NAB's FM Department

NOTE: This supplement, prepared by Edward L. Sellers, Director of the NAB's FM Department, with the assistance of the Research Department, presents a new picture of FM coverage in the leading markets, with $63 billion in total retail trade.

The need for stepped-up production of television and radio units equipped for FM reception, production geared to effective sales techniques by the set manufacturers, is just as evident today as it was four years ago when FM had its postwar start.

During the four-year period of 1946-1949, inclusive, set manufacturers have produced only a total of 5,000,000 receivers providing FM reception facilities.

Yet, FM's potentials today are still as great as they ever were, despite the recent decline in the number of FM stations on the air since the first of the year.

There are still more than 700 commercial FM stations broadcasting, having a population in their service areas greater than 100-million persons.

These areas include more than 160 leading markets whose annual retail sales average $63,000,000,000.

And still this vast multi-billion dollar market as a potential source of revenue from the sale of FM receivers remains practically untouched by the manufacturers.

So what is to be done?

It is evident that the FM broadcasters themselves are the ones who are going to have to sell the manufacturers on the idea of tapping this overlooked source of revenue.

The NAB has already started its campaign. The first recent step was a questionnaire and covering letter to some 75 manufacturers, which asked for information on production of FM receivers and their specifications. Returns thus far are too incomplete to form an accurate picture of future production schedules and whether or not there will be any improvement in the design of FM receivers.

This, the second step, is one in which you as an FM broadcaster can participate effectively and add impetus to the over-all campaign.

The attached material is a general picture of FM's status as of January 1, 1950, with an addenda bringing it up to date as of March 1, 1950.

One suggested use of the material is in your contacts with representatives of receiver manufacturers and equipment manufacturers who also make receivers.

Ask them when they are going to start manufacturing FM receivers for a potential market embracing 100 million people and $63,000,000,000 annually in retail sales.

Then show them this evidence.

In the following pages are statistics to prove this point, including a map showing FM stations in the leading markets of the nation.

GROWTH OF FM COMMERCIAL STATIONS

Year	**Operating AM–FM Stations*	*Operating FM only Stations*	*Total Operating FM Stations*
1946	46	0	46
1947	120	16	136
1948	323	51	374
1949	597	103	700
1950	616	117	733

* Operating stations includes all licensed stations and Construction Permits operating on a Special Temporary Authority from the F.C.C.

COMMERCIAL FM (FM ONLY, NOT ASSOCIATED WITH AM STATIONS) ON THE AIR AS OF JAN. 1, 1950

Call Letters	*Location*
KBEE	Modesto, California
KBMT	San Bernardino, California
KDFC	San Francisco, California

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Call Letters	*Location*
KFMV	Los Angeles, California
KIMV	Hutchinson, Kansas
KMAR	Bakersfield, California
KMAU	Los Angeles, California
KMGM	Los Angeles, California
KMHB	Belton, Texas
KNOB	Long Beach, California
KOWN	Conway, Arkansas
KOZY	Kansas City, Missouri
KPFA	Berkeley, California
KPFM	Portland, Oregon
KRON	San Francisco, California
KSFH	San Francisco, California
KRPO	San Jose, California
KSBR	San Bruno, California
KTNT	Tacoma, Washington
WABF	New York, New York
WABX	Harrisburg, Pennsylvania
WAJL	Flint, Michigan
WASH	Washington, D. C.
WATG	Ashland, Ohio
WBCA	Schenectady, New York
WBIB	New Haven, Connecticut
WBMY	Worcester, Massachusetts
WBNB	Beloit, Wisconsin
WBEZ	Chicago, Illinois
WBIK	Chicago, Illinois
WBNU	Aurora, Illinois
WBUZ	Bradbury Heights, Maryland
WCFC	Beckley, West Virginia
WCFM	Washington, D. C.
WCSI	Columbus, Indiana
WCTW	New Castle, Indiana
WCUO	Cleveland, Ohio
WDET–FM	Detroit, Michigan
WDHN	New Brunswick, New Jersey
WEAW	Evanston, Illinois
WEEL	Erie, Pennsylvania
WEEX	Forks Township, Pennsylvania
WEFM	Chicago, Illinois
WEXI	St. Charles, Illinois
WEWS–FM	Cleveland, Ohio
WFAH	Alliance, Ohio
WFDR–FM	New York, New York
WFJL	Chicago, Illinois
WFJS	Freeport, Illinois
WFLN	Philadelphia, Pennsylvania
WFLY	Troy, New York
WFMB–FM	Mayodan, North Carolina
WFMH–FM	Cullman, Alabama
WFML	Washington, Indiana
WFMN	Alpine, New Jersey
WFMY	Greensboro, North Carolina
WFMU	Crawfordsville, Indiana
WFMW	Madisonville, Kentucky
WFMZ	Allentown, Pennsylvania
WFNF	Wethersfield, New York
WFOB	Fostoria, Ohio
WFOW	Madison, Wisconsin
WFRO–FM	Fremont, Ohio
WFRS	Grand Rapids, Michigan
WGBG–FM	Greensboro, North Carolina
WGCH	Greenwich, Connecticut
WGHF	New York, New York
WGNR	New Rochelle, New York
WGTR	Worcester, Massachusetts
WGYN	New York, New York
WIFM	Elkin, North Carolina
WILA	Woodstock, Illinois
WIMA–FM	Lima, Ohio
WIST	Charlotte, North Carolina
WIZZ	Wilkes-Barre, Pennsylvania
WJLK	Asbury Park, New Jersey
WJJW	Wyandotte, Michigan
WKJF	Pittsburgh, Pennsylvania
WKNP	Corning, New York
WLAB	Lebanon, Pennsylvania
WLAL	Lakewood, Ohio
WLDM	Detroit, Michigan
WLEY	Elmwood Park, Illinois
WLIV	Providence, Rhode Island
WLRD	Miami Beach, Florida
WLWB	Dayton, Ohio
WLWF	Columbus, Ohio
WLYC	Williamsport, Pennsylvania
WMAR–FM	Baltimore, Maryland
WMCP	Baltimore, Maryland
WMFM	North Adams, Massachusetts
WMIT	Charlotte, North Carolina
WMLN	Mt. Clemens, Michigan
WMOR	Chicago, Illinois
WMRI	Marion, Indiana
WNIQ	Uniontown, Pennsylvania
WOAK	Oak Park, Illinois
WOPT–FM	Scriba, New York
WQDI	Quincy, Illinois
WPJB	Providence, Rhode Island
WPOE	Elizabeth, New Jersey
WREV	Reidsville, North Carolina
WRGK	La Grange, Illinois
WRSW	Warsaw, Indiana
WRVC	Norfolk, Virginia
WRZE	York, Pennsylvania
WSRK	Shelbyville, Indiana
WTFM	Tiffin, Ohio
WTOA	Trenton, New Jersey
WVBN	Turin Village, New York
WVBT	South Bristol, New York
WVCN	DeRuyter, New York
WVCV	Cherry Valley, New York
WVKO	Columbus, Ohio
WVUN	Chattanooga, Tennessee
WWCF	Greenfield, Wisconsin
WXNJ	Green Brook, Township, New Jersey

FM NON-COMMERCIAL EDUCATIONAL STATIONS
(Including authorizations as of Feb. 1, 1950)

Call Letters	*Location*
KALW	San Francisco, California
KAMC–FM	Stillwater, Oklahoma
KANW	Albuquerque, New Mexico
KCRW	Santa Monica, California
KCVN	Stockton, California
KFCA	Phoenix, Arizona
KGIA	Thatcher, Arizona
KLON	Long Beach, California
KMUW	Wichita, Kansas
KOEN	Oceanside, California
KRVM	Eugene, Oregon
KSCS	Los Angeles, California
KSDS	San Diego, California
KSLH	St. Louis, Missouri
KSUI	Iowa City, Iowa
KTEC	Oretech, Oregon
KTOY	Tacoma, Washington
KUHF	Houston, Texas
KUOM–FM	St. Paul, Minnesota
KUSC	Los Angeles, California
KVTT	Dallas, Texas
KWGS	Tulsa, Oklahoma
KWWC	Columbia, Missouri
WABE	Atlanta, Georgia

Call Letters	*Location*
WAER	Syracuse, New York
WBEH	New Orleans, Louisiana
WBEZ	Chicago, Illinois
WBGO	Newark, New Jersey
WBKY	Beattyville, Kentucky
WBOE	Cleveland, Ohio
WBUR	Boston, Massachusetts
WDLJ	Evanston, Illinois
WDTR	Detroit, Michigan
WDUQ	Pittsburgh, Pennsylvania
WEPS	Elgin, Illinois
WERS	Boston, Massachusetts
WEVR	Troy, New York
WFIU	Bloomington, Indiana
WFPL	Louisville, Kentucky
WFSI	Lakeland, Florida
WFUV	New York, New York
WGPS	Greensboro, N. Carolina
WGRE	Greencastle, Indiana
WHA–FM	Madison, Wisconsin
WHAD	Delafield, Wisconsin
WHHS	Havertown, Pennsylvania
WHKW	Chilton, Wisconsin
WHPS	High Point, N. Carolina
WHRM	Wausaw, Wisconsin
WHWC	Colfax, Washington
WITJ	Ithaca, New York
WIUC	Urbana, Illinois
WKAR–FM	East Lansing, Michigan
WLSU	Baton Rouge, Louisiana
WMUB	Oxford, Ohio
WNAD–FM	Norman, Oklahoma
WNAS	New Albany, Indiana
WNOV	St. Paul, Minnesota
WNUR	Evanston, Illinois
WNYE	Brooklyn, New York
WOI–FM	Ames, Iowa
WOSU–FM	Columbus, Ohio
WOUI	Athens, Ohio
WPTL	Providence, Rhode Island
WPWT	Philadelphia, Pennsylvania
WSDX	Louisville, Kentucky
WSHS	Floral Park, New York
WSOU	South Orange, New Jersey
WTDS	Toledo, Ohio
WTHS	Miami, Florida
WUOA	Tuscaloosa, Alabama
WUOM	Ann Arbor, Michigan
WUOT	Knoxville, Tennessee
WVSH	Huntington, Indiana

On February 1, 1950 there was a total of 74 FM non-commercial station authorizations: 46 licensed, 7 on STA; 28 CP's including the 7 operating. Total on air 53.

PRODUCTION OF SETS CAPABLE OF RECEIVING FM 1946 THROUGH 1949

1946—181,485

RMA reported total number of FM-AM combination receivers produced by member companies as 181,485. RMA believes this the entire production and that no sets of this type were manufactured by non-member companies in 1946.

1947—1,175,104

RMA reported total number of FM-AM receivers produced as 1,175,104. RMA believes this the entire production and that no sets of this type were manufactured by non-member companies in 1947. The RMA monthly figures follow:

January	51,318	July	70,649
February	53,594	August	72,014
March	67,264	September	90,546
April	112,256	October	151,244
May	84,507	November	153,114
June	76,624	December	191,974

1948—1,669,548

RMA reported total number of FM-AM receivers produced as 1,590,046. The total industry output for 1948 of FM-AM receivers is estimated as 1,669,548. This total consists of two figures—actual recorded output by RMA members of 1,590,046 sets plus estimated (by RMA) output of non-members of 79,502 sets. The RMA monthly figures follow:

January	136,015	July	74,988
February	140,629	August	110,879
March	161,185	September	171,753
April	90,635	October	170,086
May	76,435	November	166,701
June	90,414	December	200,326

1949—1,240,396

In previous years, no effort was made by RMA to record the number of TV sets produced which were also capable of receiving FM; this was started in April, 1949. RMA production figures for 1949 noting FM-TV are as follows:

Month	*FM & FM–AM*	*FM–TV*	*Total RMA Production*
January	147,733	.....	147,733
February	98,969	.....	98,969
March	71,216	.....	71,216
April	37,563	47,264	84,827
May	28,388	38,154	66,542
June	40,512	30,072	70,584
July	23,843	17,991	41,834
August	64,179	38,790	102,969
September	70,936	43,436	114,372
October	83,013	50,545	133,558
November	122,603	60,108	182,711
December	86,550	38,531	125,081
TOTAL RMA PRODUCTION	875,505	364,891	1,240,396

Although the grand total of the four years shown here is *4,266,533* receivers equipped for FM reception, the most recent estimate given for this same period (by RMA-NAB and allowing for production of non-RMA members) is *5,013,000* receivers providing FM reception facilities.

RMA FM Set Production Figures as of March 1, 1950

Month	*FM & FM–AM*	*FM–TV*	*Total*
January	89,136	34,087	123,223
February	86,455	42,940	129,395
TOTAL	175,591	77,027	252,618

ADDENDA

Deletions of FM Commercial Stations, January 1—March 1, 1950

KCKN–FM, Kansas City, Kansas, associated with AM non-network

KMPC–FM, Los Angeles, Calif., associated with AM non-network

KVEC–FM, San Luis Obispo, Calif., associated with AM network affiliate

KFMB–FM, San Diego, Calif., associated with AM network affiliate
WAGE–FM, Syracuse, N. Y., associated with AM network affiliate
WHEC–FM, Rochester, N. Y., associated with AM network affiliate
WCIL–FM, Carbondale, Ill., associated with AM non-network
WEW–FM, St. Louis, Mo., associated with AM non-network
KIDO–FM, Boise, Idaho, associated with AM network affiliate
WLAL–FM, Lakewood, Ohio, FM only
WWNI–FM, Wabash, Ind., FM only
WSBT–FM, South Bend, Ind., associated with AM network affiliate
KGBS–FM, Harlingen, Texas, associated with AM network affiliate
WBAY–FM, Green Bay, Wisc., associated with AM network affiliate
WBNB–FM, Beloit, Wisc., FM only

TOTAL DELETIONS: 15

TOTAL FM COMMERCIAL STATIONS ON THE AIR, MARCH 1, 1950: 718

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES

(Figures Pertaining to Retail Sales, Rank, Population, Total Families Are Copyrighted by The 1949 Sales Management "Survey of Buying Power." Further Reproduction Not Licensed.)

City and State	*Retail Sales (1948)*	*Rank (Retail Sales)*	*Population (Est. Jan. 1, 1949)*	*Rank (Population)*	*Total Families (Est. Jan. 1, 1949)*	*FM–AM Stations (Jan. 1, 1950)*	*FM–Only Stations (Jan. 1, 1950)*	*Total FM Stations (Jan. 1, 1950)*
Akron, Ohio	$ 349,671,000	43	310,000	39	88,600	WAKR–FM	0	1
Albany, New York	184,908,000	75	143,600	70	45,100	WROW–FM	0	2
						WXKW–FM		
Allentown, Pa.	141,240,000	100	104,300	108	29,900	WKAP–FM	WFMZ	3
						WSAN–FM		
Altoona, Pa.	90,879,000	183	84,500	145	24,300	WFBG–FM	0	2
						WJSW–FM		
Amarillo, Texas	103,202,000	153	75,000	166	22,700	KFDA–FM	0	2
						KGNC–FM		
Ann Arbor, Mich.	86,169,000	193	38,800	...	12,900	WPAG–FM	0	1
Asheville, N. C.	95,087,000	173	57,000	...	16,900	WLOS–FM	0	1
Atlantic City, N. J.	117,144,000	126	69,000	192	22,700	WBAB–FM	0	2
						WFPG–FM		
Atlanta, Georgia	574,177,000	26	354,400	30	104,900	WAGA–FM	0	6
						WATL–FM		
						WBGE–FM		
						WCON–FM		
						WGST–FM		
						WSB–FM		
Bakersfield, Calif.	138,750,000	105	32,800	...	10,000	KERN–FM	KMAR	2
Baltimore, Md.	1,144,095,000	9	975,000	6	286,200	WCAD–FM	WMAR–FM	6
						WCBM–FM	WMCP	
						WFBR–FM		
						WITH–FM		
Baton Rouge, La.	139,411,000	104	118,500	93	34,100	WAFB–FM	0	3
						WBRL–FM		
						WLCS–FM		
Battle Creek, Mich.	87,484,000	190	51,900	...	16,300	WELL–FM	0	1
Beaumont, Texas	115,847,000	131	108,700	104	32,000	KRIC–FM	0	1
Berkeley, Calif.	98,071,000	161	110,100	102	36,000	KRE–FM	KPFA	2
Binghamton, N. Y.	105,478,000	148	88,900	134	26,300	WINR–FM	0	2
						WNBF–FM		
Birmingham, Ala.	442,724,000	32	315,000	38	90,200	WAFM	0	3
						WJLD–FM		
						WSGN–FM		
Boston, Mass.	1,108,748,000	10	815,000	10	224,300	WBMS–FM	0	6
						WBZ–FM		
						WCOP–FM		
						WEEI–FM		
						WHDH–FM		
						WNAC–FM		
Buffalo, N. Y.	639,714,000	22	613,500	15	171,900	WBEN–FM	0	5
						WBNY–FM		
						WEBR–FM		
						WWOL–FM		
						WXRA–FM		
Cambridge, Mass.	116,018,000	129	117,200	94	33,200	WXHR	0	1
Canton, Ohio	171,369,000	81	131,300	82	37,500	WAND–FM	0	3
						WCMW–FM		
						WHBC–FM		

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES—*Continued*

City and State	*Retail Sales (1948)*	*Rank (Retail Sales)*	*Population (Est. Jan. 1, 1949)*	*Rank (Population)*	*Total Families (Est. Jan. 1, 1949)*	*FM–AM Stations (Jan. 1, 1950)*	*FM–Only Stations (Jan. 1, 1950)*	*Total FM Stations (Jan. 1, 1950)*
Cedar Rapids, Iowa	117,594,000	125	73,700	171	23,000	KCRK	0	1
Charleston, S. C.	107,416,000	145	82,900	148	25,500	WCSC–FM WTMA–FM	0	2
Charleston, N. C.	137,810,000	106	78,500	159	22,400	WGKV–FM WKNA–FM	0	2
Charlotte, N. C.	187,150,000	74	140,000	74	36,800	WAYS–FM WBT–FM WSOC–FM	WIST WMIT	5
Chattanooga, Tenn.	190,246,000	73	143,400	71	40,600	WAPO–FM WDOD–FM	WVUN	3
Chicago, Illinois	4,365,228,000	2	3,715,000	2	1,099,300	WBBM–FM WENR–FM WFMF WGNB WMAQ–FM WMBI–FM WXRT	WBER WBIK WEFM WFJL WMOR	12
Cincinnati, Ohio	657,331,000	20	509,000	18	165,500	WCPO–FM WCTS WLWA WSAI–FM	0	4
Cleveland, Ohio	1,293,263,000	6	924,000	7	272,200	WERE–FM WHK–FM WJW–FM WTAM–FM	WCUO WEWS–FM	6
Columbia, S. C.	115,320,000	133	72,500	177	21,400	WIS–FM	0	1
Columbus, Ga.	95,464,000	171	77,700	160	22,300	WDAK–FM WGBA–FM WRBL–FM	0	3
Columbus, Ohio	498,826,000	29	360,000	29	109,400	WCOL–FM WELD WHKC–FM WOSU–FM	WLWF WVKO	6
Dallas, Texas	732,870,000	18	471,600	20	142,900	KIXL–FM KRLD–FM WFAA–FM WRR–FM	0	4
Davenport, Iowa	116,766,000	127	80,600	151	25,100	WOC–FM	0	1
Dayton, Ohio	345,108,000	44	257,400	44	78,300	WHIO–FM WTWO	WLWB	3
Decatur, Illinois	94,801,000	174	66,100	199	20,900	WSOY–FM	0	1
Denver, Colorado	613,611,000	24	405,000	26	131,300	KOA–FM KFEL–FM KLZ–FM	0	3
Des Moines, Iowa	294,176,000	48	185,400	54	57,900	KCBC–FM KRNT–FM KSO–FM WHO–FM	0	4
Detroit, Mich.	2,532,625,000	4	1,921,000	5	532,100	WJBK–FM WJLB–FM WJR–FM WWJ–FM WXYZ–FM	WDET–FM WLDM	7
Duluth, Minn.	142,872,000	99	110,500	99	32,800	WEBC–FM	0	1
Durham, N. C.	98,208,000	159	73,500	173	20,600	WDNC–FM	0	1
East St. Louis, Mo.	86,391,000	192	85,200	141	25,200	WTMV–FM	0	1
Elizabeth, N. J.	131,802,000	111	122,600	91	33,300		WPOE	1
Erie, Pa.	146,338,000	96	140,000	74	39,000	WERC–FM WLEV–FM	WEEL	3
Evanston, Illinois	120,332,000	123	72,600	176	21,500		WEAW	1
Evansville, Ind.	159,037,000	88	129,400	85	38,900	WIKY–FM WMLL	0	2
Flint, Mich.	242,454,000	56	167,800	64	46,600		WAJL	1
Fort Wayne, Ind.	181,690,000	78	132,900	80	39,900	WKJG–FM WOWO–FM	0	2
Fort Worth, Texas	401,260,000	35	270,000	40	84,600	WBAP–FM	0	1

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES—*Continued*

City and State	*Retail Sales (1948)*	*Rank (Retail Sales)*	*Population (Est. Jan. 1, 1949)*	*Rank (Population)*	*Total Families (Est. Jan. 1, 1949)*	*FM–AM Stations (Jan. 1, 1950)*	*FM–Only Stations (Jan. 1, 1950)*	*Total FM Stations (Jan. 1, 1950)*
Fresno, Calif.	210,311,000	67	90,900	126	26,700	KARM–FM KMJ–FM KRFM	0	3
Galveston, Texas	89,288,000	185	80,000	153	25,200	KLUF–FM	0	1
Grand Rapids, Mich.	295,401,000	47	180,300	55	54,800	WLAV–FM	WFRS	2
Green Bay, Wisc.	91,347,000	181	59,000	...	16,500	WBAY–FM WJAG–FM	0	2
Greensboro, N. C.	110,078,000	137	79,000	157	21,400		WFMY WGBG	2
Greenville, S. C.	116,590,000	128	70,000	189	20,000	WESC–FM WFBC–FM WMRC–FM	0	3
Hammond, Ind.	103,743,000	152	84,800	143	23,200	WJIZ	0	1
Harrisburg, Pa.	149,722,000	93	92,600	121	28,300	WHP–FM	WABX	2
Hartford, Conn.	282,889,000	49	185,500	53	53,600	WDRC–FM WTHT–FM WTIC–FM	0	3
Hempstead, Twp., N. Y.	392,462,000	37	322,200	35	92,700	WHLI	0	1
Houston, Texas	814,420,000	16	624,000	14	182,500	KPRC–FM KTRH–FM KXYZ–FM	0	3
Huntington, W. Va.	93,354,000	178	86,500	137	23,900	WHTN–FM WPLH–FM	0	2
Indianapolis, Ind.	629,099,000	23	448,000	23	139,400	WXLW–FM	0	1
Jackson, Mich.	98,136,000	160	58,600	...	18,400	WIBM–FM	0	1
Jackson, Miss.	120,206,000	124	94,400	120	27,300	WJDX–FM	0	1
Jacksonville, Fla.	278,196,000	50	236,500	46	72,500	WJAX–FM WJHP–FM WMBR–FM	0	3
Johnstown, Pa.	104,606,000	150	70,200	186	17,900	WARD–FM WJAC–FM	0	2
Kansas City, Kans.	161,701,000	85	148,200	67	44,700	KCKN–FM	0	1
Kansas City, Mo.	774,073,000	17	453,000	22	152,900	KCMO–FM WHB–FM	KOZY	3
Knoxville, Tenn.	203,694,000	69	148,000	68	40,700	WBIR–FM WROL–FM	0	2
Lancaster, Pa.	99,830,000	155	69,400	191	20,600	WGAL–FM WLAN–FM	0	2
Lawrence, Mass.	83,762,000	198	90,200	128	24,800	WLAW–FM	0	1
Lincoln, Neb.	132,127,000	110	99,500	115	32,200	KFOR–FM	0	1
Little Rock, Ark.	179,313,000	79	101,500	112	31,700	KVLC–FM	0	1
Long Beach, Calif.	424,397,000	33	267,100	42	93,900		KNOB	1
Los Angeles, Cal.	2,917,726,000	3	1,958,900	4	688,300	KECA–FM KFAC–FM KFI–FM KHJ–FM KKLA KMPC–FM KNX–FM KRKO–FM	KFMV KMAU KMGM	11
Louisville, Ky.	464,405,000	31	370,400	28	110,700	WBOX WHAS–FM WRXW	0	3
Lowell, Mass.	98,621,000	158	107,500	105	28,700	WLLH–FM	0	1
Lynn, Mass.	97,101,000	166	110,000	103	33,300	WLYN–FM	0	1
Macon, Ga.	97,578,000	164	87,000	136	27,400	WBML–FM WMAZ–FM WNEX–FM	0	3
Madison, Wis.	148,636,000	94	86,000	138	26,300	WIBA–FM WISC–FM	WFOW	3
Manchester, N. H.	95,238,000	172	83,500	146	24,100	WKBR–FM WMUR–FM	0	2
Memphis, Tenn.	485,001,000	30	347,100	32	104,900	WMCF WHHM–FM	0	2
Miami, Florida	388,357,000	38	225,000	48	69,000	WGBS–FM WIOD–FM	0	4

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES—*Continued*

City and State	*Retail Sales (1948)*	*Rank (Retail Sales)*	*Population (Est. Jan. 1, 1949)*	*Rank (Population)*	*Total Families (Est. Jan. 1, 1949)*	*FM–AM Stations (Jan. 1, 1950)*	*FM–Only Stations (Jan. 1, 1950)*	*Total FM Stations (Jan. 1, 1950)*
						WQAM–FM		
						WWPB–FM		
Milwaukee, Wis.	1,004,412,000	11	650,400	13	192,800	WEMP–FM	0	3
						WISN–FM		
						WTMJ–FM		
Minneapolis, Minn.	829,188,000	15	550,400	17	174,100	KSTP–FM	0	3
						KTIS–FM		
						WTCN–FM		
Mobile, Ala.	158,093,000	89	168,300	63	48,200	WABB–FM	0	2
						WKRG–FM		
Montgomery, Ala.	129,797,000	115	110,500	99	33,600	WCOV–FM	0	1
Muskegon, Mich.	109,864,000	138	78,800	158	23,300	WKBZ–FM	0	2
						WMUS–FM		
Nashville, Tenn.	277,735,000	51	179,800	57	54,300	WSIX–FM	0	2
						WSM–FM		
New Bedford, Mass.	110,440,000	135	114,000	97	33,300	WBSM	0	2
						WFMR		
New Britain, Conn.	85,256,000	195	79,500	156	21,000	WFHA	0	1
New Haven, Conn.	221,773,000	64	174,000	60	50,400	WAVZ–FM	WBIB	4
						WELI–FM		
						WNHC		
New Orleans, La.	584,742,000	25	573,800	16	167,500	WDSU–FM	0	5
						WRCM		
						WSMB–FM		
						WTPS–FM		
						WWLH		
New Rochelle, N. Y.	84,263,000	197	61,300	...	15,900		WGNR	1
New York City	7,902,859,000	1	8,042,900	1	2,331,500	WCBS–FM	WABF	12
						WJZ–FM	WFDR–FM	
						WMCA–FM	WGHF	
						WMGM–FM	WGYN	
						WNBC–FM		
						WNYC–FM		
						WOR–FM		
						WQAR–FM		
Newark, N. J.	684,933,000	19	454,000	21	127,000	WAAT–FM	0	2
						WNJR–FM		
Niagara Falls, N. Y.	93,419,000	176	92,200	124	24,500	WHLD–FM	0	1
Norfolk, Va.	226,240,000	62	194,300	51	57,600	WTAR–FM	WRVC	2
Oakland, Calif.	537,645,000	27	421,600	24	142,400	KLX–FM	0	1
Oak Park, Ill.	104,970,000	149	72,100	181	22,000		WOAK	1
Oklahoma City, Okla.	333,814,000	46	236,500	46	74,500	KOCY–FM	0	4
						KOMA–FM		
						KTOK–FM		
						WKY–FM		
Omaha, Neb.	357,231,000	42	268,800	41	81,400	KBON–FM	0	2
						KOAD		
Orlando, Fla.	101,381,000	154	59,000	...	18,700	WDBO–FM	0	2
						WHOO–FM		
Pasadena, Calif.	197,731,000	71	105,500	107	37,200	KARS–FM	0	1
Paterson, N. J.	195,046,000	72	152,000	66	43,800	WPAT–FM	0	1
Peoria, Ill.	182,636,000	77	119,800	92	37,800	WMBD–FM	0	1
Philadelphia, Pa.	2,207,063,000	5	2,136,000	3	596,100	KYW–FM	WFLN	8
						WCAU–FM		
						WFIL–FM		
						WHAT–FM		
						WIBG–FM		
						WIP–FM		
						WPEN–FM		
Pittsburgh, Pa.	895,807,000	13	725,400	12	202,400	KDKA–FM	WKJF	7
						KQV–FM		
						WCAE–FM		
						WJAS–FM		
						WPIT–FM		
						WWSW–FM		

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES—*Continued*

City and State	*Retail Sales (1948)*	*Rank (Retail Sales)*	*Population (Est. Jan. 1, 1949)*	*Rank (Population)*	*Total Families (Est. Jan. 1, 1949)*	*FM–AM Stations (Jan. 1, 1950)*	*FM–Only Stations (Jan. 1, 1950)*	*Total FM Stations (Jan. 1, 1950)*
Pontiac, Mich.	134,584,000	107	80,200	152	22,900	WCAR–FM	0	1
Portland, Oregon	652,620,000	21	420,200	25	150,300	KEX–FM KGW–FM KOIN–FM KPOJ–FM KWJJ	KPFM	6
Providence, R. I.	344,056,000	45	262,600	43	74,400	WJAR–FM WPRO–FM	WLIV WPJB	4
Racine, Wis.	89,937,000	184	75,200	165	21,600	WRJN–FM	0	1
Raleigh, N. C.	99,416,000	156	66,300	198	15,300	WNAO–FM WPTF–FM WRAL–FM	0	3
Reading, Pa.	151,290,000	91	116,600	95	34,500	WEEV–FM	0	1
Richmond, Va.	380,232,000	40	238,400	45	70,700	WCOD–FM WRNL–FM WRVB	0	3
Roanoke, Va.	127,959,000	116	92,500	122	25,900	WDBJ–FM WROV–FM WSLS–FM	0	3
Rochester, N. Y.	415,060,000	34	341,000	34	101,000	WHEC–FM WHFM WRNY–FM	0	3
Rockford, Ill.	150,279,000	92	105,000	116	30,100	WROK–FM	0	1
Sacramento, Calif.	261,823,000	55	128,000	87	41,600	KCRA–FM KFBK–FM KXOA–FM	0	3
Saginaw, Mich.	93,032,000	179	99,600	114	28,400	WSAM–FM	0	1
St. Joseph, Mo.	106,746,000	147	84,600	144	27,600	KFEQ–FM	0	1
St. Louis, Mo.	1,165,144,000	8	920,400	8	292,500	KWK–FM KXOK–FM WEW–FM	0	3
St. Paul, Minn.	520,069,000	28	347,000	33	102,800	WMIN–FM	0	1
St. Petersburg, Fla.	134,167,000	108	100,500	113	38,500	WTSP–FM	0	1
Salt Lake City, Utah	266,901,000	52	180,000	56	54,000	KDYL–FM KSL–FM	0	2
San Antonio, Texas	376,168,000	41	387,600	27	113,800	KISS KONO–FM KTSA–FM	0	3
San Bernardino, Cal.	108,462,000	141	72,500	177	22,800		KBMT	1
San Diego, Calif.	396,026,000	36	350,000	31	123,000	KFMB–FM KFSD–FM KSDO–FM KWFM	0	4
San Francisco, Calif.	1,277,860,000	7	794,000	11	279,200	KGO–FM KJBS–FM KNBC–FM KWBR–FM	KDFC KRON KSFH	7
San Jose, Calif.	208,337,000	68	90,000	131	29,300	KCBS–FM KSJO–FM	KRPO	3
Savannah, Ga.	130,928,000	112	131,300	82	38,800	WDAR–FM WSAV–FM WTOC–FM	0	3
Schenectady, N. Y.	115,981,000	130	98,400	117	30,000	WGFM	WBCA	2
Scranton, Pa.	139,627,000	102	142,300	72	38,400	WARM–FM WGBI–FM WQAN	0	3
Seattle, Wash.	832,384,000	14	477,500	19	165,500	KIRO–FM KOMO–FM KING–FM	0	3
Shreveport, La.	167,372,000	83	128,600	86	37,900	KRMD–FM KWKH–FM	0	2
Sioux City, Iowa	129,890,000	114	92,400	123	27,900	KSCJ	0	1
South Bend, Ind.	165,204,000	84	123,500	90	36,000	WSBT–FM	0	1
Springfield, Ill.	121,883,000	119	89,500	133	28,300	WCVS–FM WTAX–FM	0	2

FM SERVES 164 OF THE NATION'S 200 LEADING MARKETS IN RETAIL SALES—*Continued*

City and State	*Retail Sales (1948)*	*Rank (Retail Sales)*	*Population (Est. Jan. 1, 1949)*	*Rank (Population)*	*Total Families (Est. Jan. 1, 1949)*	*FM–AM Stations (Jan. 1, 1950)*	*FM–Only Stations (Jan. 1, 1950)*	*Total FM Stations (Jan. 1, 1950)*
Springfield, Mass.	239,399,000	57	168,500	62	47,800	WBZA–FM WMAS–FM WSFL WSPR	0	4
Springfield, Mo.	96,805,000	168	70,800	184	23,800	KTTS–FM	0	1
Springfield, Ohio	96,038,000	170	96,600	119	29,400	WJEM	0	1
Stamford, Conn.	89,067,000	186	70,000	189	19,000	WSTC–FM	0	1
Stockton, Calif.	139,676,000	101	73,500	173	22,300	KGDM–FM	0	1
Syracuse, N. Y.	264,760,000	54	225,000	48	66,600	WAGE–FM WFBL–FM WNDR WSYR–FM	0	4
Tacoma, Wash.	210,882,000	66	141,700	73	47,200		KTNT	1
Tampa, Fla.	160,506,000	87	132,100	81	39,200	WDAE–FM WFLA–FM	0	2
Terre Haute, Ind.	97,137,000	165	74,400	169	24,800	WBOW–FM WTHI–FM	0	2
Toledo, Ohio	388,347,000	39	317,500	37	96,500	WSPD–FM WTOL–FM WTRT	0	3
Topeka, Kans.	144,617,000	97	87,500	135	28,200	WIBW–FM	0	1
Trenton, N. J.	183,503,000	76	130,000	84	33,400		WTOA	1
Tulsa, Okla.	235,213,000	59	194,300	51	61,400	KAKC–FM KTUL–FM	0	2
Utica, N. Y.	110,284,000	136	106,000	106	31,300	WRUN–FM WIBX–FM	0	2
Washington, D. C.	976,790,000	12	873,900	9	238,800	WMAL–FM WOL–FM WQQW–FM WRC–FM WTOP–FM WWDC–FM	WASH WCFM	8
Waterloo, Iowa	108,279,000	143	76,700	162	23,300	KXEL–FM	0	1
Wheeling, W. Va.	96,071,000	169	65,000	...	19,000	WKWK WWVA–FM	0	2
White Plains, N. Y.	97,744,000	163	45,800	...	12,800	WFAS–FM	0	1
Wichita, Kans.	266,169,000	53	171,200	61	55,200	KFH–FM	0	1
Wichita Falls, Tex.	82,560,000	200	68,400	196	20,600	KWFT–FM	0	1
Wilkes-Barre, Pa.	113,782,000	134	90,200	128	22,600	WBRE–FM WILK–FM	WIZZ	3
Wilmington, Del.	161,072,000	86	127,500	88	36,900	WAMS–FM	0	1
Winston-Salem, N. C.	107,981,000	144	102,000	111	28,500	WAIR–FM WSJS–FM	0	2
Worcester, Mass.	217,837,000	65	209,400	50	57,600	WTAC–FM	WGTR WBMY	3
York, Pa.	85,231,000	196	61,200	...	18,700	WNOW–FM WSBA–FM	WRZE	3
Youngstown, Ohio	231,901,000	61	178,700	58	45,600	WFMJ–FM WKBN–FM	0	2
Totals	$62,972,009,000		49,612,100		14,838,600			410

(Among the first 50 cities shown here, there is a total of 206 FM stations—61 of which are FM-only stations. The sum of these cities in retail sales is more than $47,000,000,000 annually, and they have a combined population of 37,805,000 people or a total of 11,267,500 families.)

Scanned from the National Association of Educational Broadcasters Records
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