AUGUST 15, 1949 PUBLISHED IN 2 PARTS PART I PRICE 25 CENTS

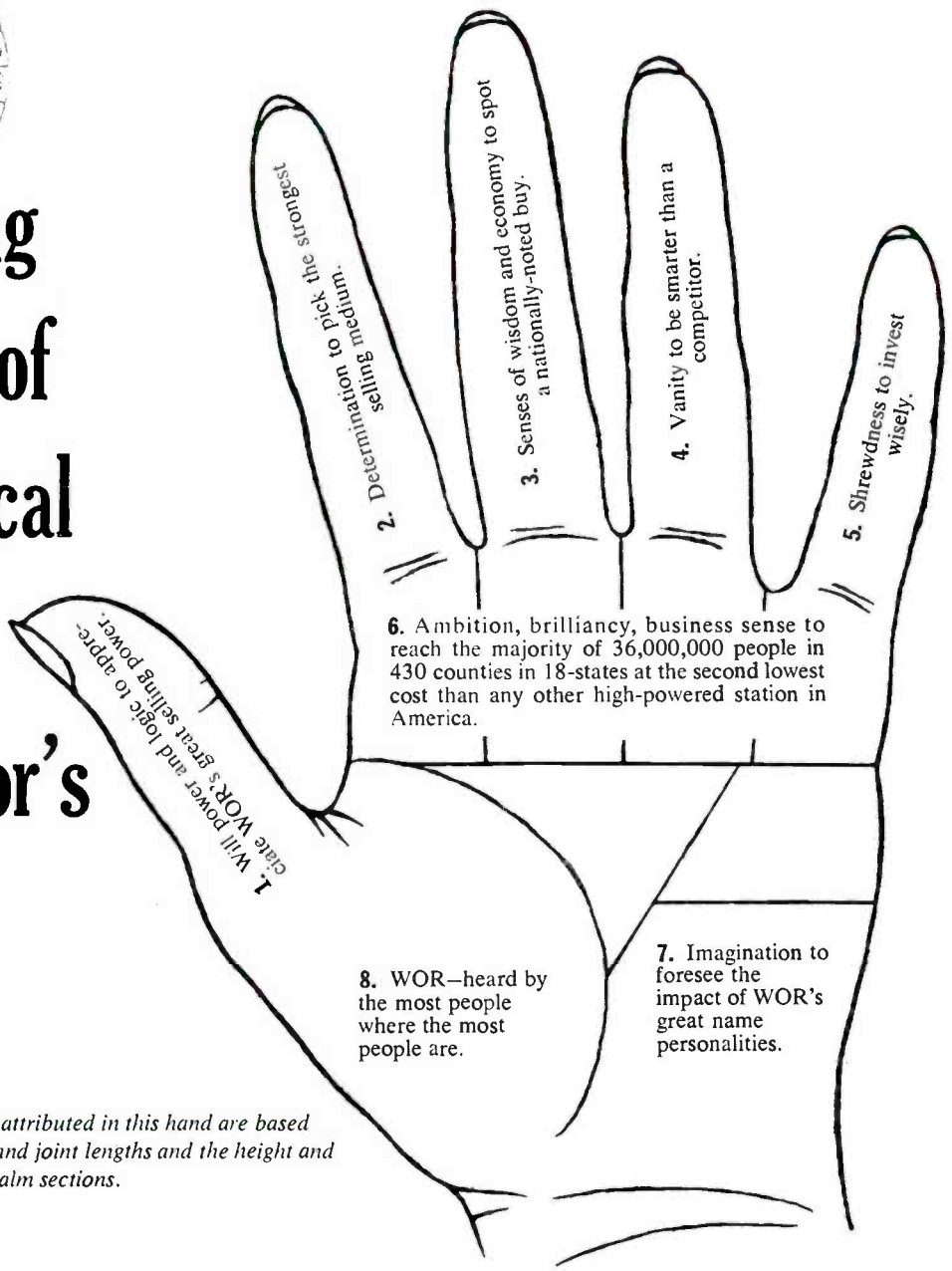
BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

6 AUG

reading chart of a typical WOR sponsor's hand*



**the qualities attributed in this hand are based on the finger and joint lengths and the height and width of the palm sections.*

OUR 25TH ANNIVERSARY YEAR

CHICAGO DAILY NEWS *For and about* WOMEN

PAGE 21

TUESDAY, JUNE 28, 1949

SECTION TWO

FASHION TELLING

Swing Your Partner in a Gay, Colorful Swirl

BY SPADEA

The square dance is out of the barn and onto some of the most polished dance floors in the country.

To fall in with the spirit of the accompanying [illegible] tapping [illegible] you dance, it must be light-hearted and gay and colorful. But there are certain tips that experienced dancers tell us about which should be remembered by novices. Wear your skirts full--the fuller the whirlier. And under them wear pretty starched petticoats (two are better than one) to flutter about your ankles and maybe even pantaloons--a modesty note.

You'll discover that bracelets and earrings will be in your way so confine your jewelry to a brooch--worn choker style on a velvet ribbon will give you an air of old-fashioned enchantment.

Now about your poor old feet. They take a beating on any dance floor but with the exuberant patterns and sashayings that make the fun, they can put you on the sidelines for the evening if you fail to give them some protection. Wear shoes with toes (a good stomp on an open toe may send you home limping). Straps are good to keep them from flying off.

Joset Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern ties it with a narrow navy sash (sketch A). Tiny checks in brown and black (truly pioneer in spirit) are Dorothy Cox's choice. She puts bias bands on the skirt, plants a pert pique bow just below one shoulder strap (sketch B).

Flirtatious steppers might try hiking up the dress to show off ruffled petticoats (sketch C). Keep it there with a flower.

Polka dotted is this Nelly Don Dillie with puffed sleeves and elasticized neckline. It comes with its own apron to wear stole-wise if you like (sketch D). Rose Barrack covers the pockets of a circular chintz skirt, in this instance, coral and teams it with a top of turquoise silk shantung (sketch E). Garlands of roses decorate Claire McCardell's white picolay (sketch F). And finally the off-shoulder peasant blouse in many variations that you can buy anywhere (sketch G).





Reproduction courtesy Spadea, Inc., and Chicago Daily News

Magazines, newspapers, department stores, news reels—everywhere you see SQUARE DANCING! Today's favorite! WLS takes special interest because we have been known for 25 years as the home of square dancing and folk music—the originator of the WLS National Barn Dance. For more facts about the quarter-century-old Barn Dance or any of the friendly programs on "the square dance station," see your John Blair man or Sales Manager, WLS, Chicago 7.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

St. Louis . . .

KWK announces

the appointment of

The KATZ AGENCY

as its National Representative

effective August 15th

KATZ OFFICES

New York	Atlanta
Chicago	Kansas City
San Francisco	Detroit
Los Angeles	Dallas

ST. LOUIS

KWK

MUTUAL

Globe-Democrat Tower Building, St. Louis 6, Mo.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

FCC'S VIEWS on its own role in liquor-advertising question (story page 25) are due to be revealed early this week. Asked by Sen. Ed C. Johnson (D-Col.) to join fight against hard liquor commercials, Commission has prepared reply which reportedly points out that it has no federal law under which to operate specifically in this field, though in many cases there are state prohibitions against such radio advertising. FCC ruled three years ago that alcoholic beverage advertising can be "controversial" and warrant reply time for drys.

NBC TOP level realignment, launched with recent appointment of Sylvester (Pat) Weaver as vice president in charge of television, will include not only AM opposite number for Mr. Weaver, but also executive head for owned-and-operated stations (AM and TV). It's understood this post some months ago had been offered Hugh L. Terry, general manager of KLZ Denver, who declined in order to participate in ownership of that outlet.

ALTHOUGH FCC Chairman Wayne Coy and entourage will return to United States from prolonged European conference mission this week, Mr. Coy is not expected to pick up FCC gavel for another several weeks to enable him to take vacation. Talk of his likely retirement from FCC has all but evaporated now that prospect for increase in FCC pay from $10,000 to $15,000 or $16,000 appears almost certain.

N. W. AYER & SON, New York, recommending radio spot announcement campaign to its client, Charms Co., Asbury Park, N. J.

IT'S FOREGONE conclusion that U. S. delegation to NARBA conference which gets under way in Montreal Sept. 13 will insist upon observance of U. S. engineering standards by NARBA signatories to bring about uniform results and minimize interference.

DON'T LOOK for comments on color TV from either of principal antagonists, RCA-NBC and CBS, before Aug. 26 deadline for submission of data to FCC in preparation for VHF-UHF-color hearing which starts Sept. 26. They're both working hard, saying nothing.

CONVERSATIONS under way looking toward retention by Daytime Petitioners Assn. of Royal V. Howard, former engineering director of NAB, to represent it at NARBA sessions in Montreal next month. Daytime group seeks fulltime on Mexican clear channels and topic falls within purview of NARBA sessions.

REPRESENTATIVES have been asked for availabilities for 26-week campaign of 15-minute and half-hour hillbilly shows in 35 markets for Consolidated Royal Chemical products Peruna and Kolor-Bak. Agency is Harry O'Neil Inc.

MUTUAL reportedly was approached by high-

(Continued on page 70)

Upcoming

Aug. 16: RMA Television Committee meeting, Hotel Roosevelt, New York.
Aug. 25-27: Georgia Assn. of Local Stations, St. Simon Island, Ga.
Aug. 29: Government-industry NARBA preparatory committee, Departmental Auditorium, Washington.
Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.

(Other Upcomings on page 69)

Bulletins

HOUSE of Representatives Friday voted unanimously to authorize Select Committee to probe lobbying activities of government agencies and private industries. Chairman Adolph Sabath (D-Ill.) termed investigation "very necessary," citing $2 million expenditure by 158 lobbyists during first three months of 1949. Speaker Sam Rayburn (D-Tex.) will appoint group. House previously adopted joint Senate-House resolution last May, but measure was bottled up in Senate Rules Committee until last week.

SHOTWELL MFG. Co., St. Louis, will expand one-minute participations there to more markets in early fall on behalf of Puritan marshmallows. Areas being chosen now by agency, Wade Adv., Chicago.

O-CEDAR Corp., Chicago, introduces new mop line on Chicago TV stations with test spots early next month. Expansion planned to national markets if response meets expectations. Agency, Young & Rubicam, Chicago.

PROSPECTS BRIGHTEN FOR ASCAP-TV ACCORD

PROSPECTS for early settlement of ASCAP fee scales for television believed brighter as result of meetings last week at which officials of several stations joined Robert P. Myers, NBC assistant general attorney and key negotiator for broadcasters, in arguing their case with ASCAP executives.

Agreement reported to be nearly reached on some points in dispute, but one participant cautioned against too optimistic conclusions although he said progress had been made. Present at meetings were G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL-TV Lancaster, Pa., and G. Emerson Markham, WRGB (TV) Schenectady and newly appointed television chief of NAB. For ASCAP negotiators were Fred E. Ahlert, president, and Herman Finkelstein, counsel.

TWO NAMED VICE PRESIDENTS

KASTOR, FARRELL, CHESLEY & CLIFFORD has appointed two vice presidents. They are Jack Peters, New York media director, and David D. Brown, manager of Chicago office and account executive on Blatz Brewing Co. account.

Business Briefly

MYSTERY SERIES ● Petri Wine Co., San Francisco, Sept. 21 to sponsor *Adventures of Sherlock Holmes* on approximately 60 ABC stations, Wednesday, 8:30-9 p.m. Contract, 52 weeks. Agency, Young & Rubicam, San Francisco.

SPOT TEST ● New Products Co., South Bend, Ind., starting spot test campaign this week on WPTR Albany for Jack's cheese-flavored corn twists. One-minute commercials will be used through east if sales results are favorable. Agency, MacDonald-Cook, Chicago.

REDDI-WIP PLANS ● Reddi-Wip, St. Louis (canned whipping cream), readying AM regional spot campaign. TV commercials have been submitted by agency, Ruthrauff & Ryan, Chicago, but no decision made.

SEALY NEWS ● Sealy Mattress Co., Los Angeles, starts Chet Huntley news Tues., Thurs., on 8 CBS Pacific California stations and renews Sat., 5:30-5:45 p.m. (PST), 52 weeks. Agency, Alvin Wilder, Los Angeles.

SEALTEST SIGNS ● National Dairy Products (Sealtest) Sept. 27 starts sponsorship of *Kukla, Fran & Ollie* on NBC-TV, Tues., Thurs., 7-7:30 p.m. [CLOSED CIRCUIT, Aug. 8]. RCA continues Mon., Wed., Fri. sponsorship. Sealtest also buys 10:45-11 a.m. strip on NBC. Sealtest agency, N. W. Ayer & Son, New York.

NEWS RENEWAL ● *Christian Science Monitor* renews news commentaries by Erwin D. Canham on ABC Tuesday, 9:30-9:45 p.m., 52 weeks, effective Aug. 30 on 75 ABC stations. Agency, H. B. Humphrey Co., New York.

OIL SERIES RETURNS ● American Oil Co., Baltimore, renews *Carnegie Hall* on 107 ABC stations. Program, now heard Sun., 7:30-8 p.m., will move to Tues., 8-8:30 p.m., effective Sept. 27. Agency, Joseph Katz Co., Baltimore.

QUAKER CONTINUES ● Quaker Oats Co., Chicago, renews *Talk Your Way Out of It* on ABC Mon., Wed., Fri., 3-3:30 p.m. effective Sept. 12. Agency, C. J. LaRoche & Co., New York.

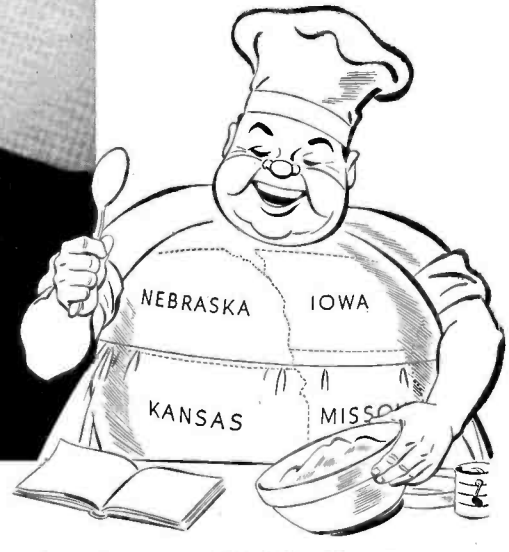
THREE RENEW ON MBS

R. B. SEMLER Co., through Erwin Wasey & Co., Friday renewed Gabriel Heater newscasts over MBS for two years, effective Jan. 5. Network spokesman said fact renewal signed six months before expiration of present contract indicates sponsor satisfaction with Heater program. Also renewed at MBS: Williamson Candy Co. (O'Henry Candy Bars) through Aubrey, Moore & Wallace, *True Detective Mysteries*, Sun., 5:30 to 6 p.m., effective Sept. 4, and Wander Co. (Ovaltine) through Hill Blackett & Co., *Captain Midnite*, 5:30 to 6 p.m., Tuesday and Thursday, effective Sept. 20.



ANNE HAYES—mother, homemaker, and popular Mid-America radio personality.

"Today's Woman" Recommends Springerle . . .



at a Very Low Cost per 1000 Coverage!

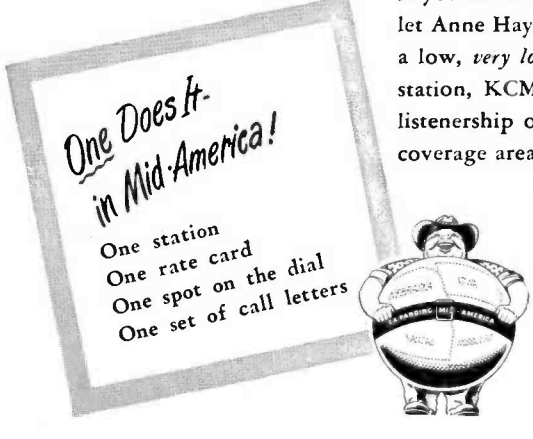
50,000 WATTS DAY

10,000 WATTS NIGHT—
810 Kc.

Ever tried Springerle? It's a little white cookie. You beat the mixture by hand for an hour . . . and the cookies *are* delicious! (They *should* be!)

Out Mid-America way, you might have picked up this recipe from "Today's Woman" (Anne Hayes, director of KCMO's women's activities). For on her Monday-thru-Friday "Today's Woman" show, she gives many a recipe, homemaking tip, and (ah, yes) plug for sponsored products.

If you have a story to tell to "better-halves" of Mid-America families, let Anne Hayes give them the word. It will be well-told . . . and told at a low, *very low,* cost per 1000 coverage. Kansas City's most powerful station, KCMO, serves 213 Mid-America counties with a potential listenership of over 5,435,000 inside its 50,000 watt measured ½ mv. coverage area.



KCMO

and KCMO-FM . . . 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America
National Representative: John E. Pearson Company

Patroon of the week



FRANK SILVERNAIL

Chief Time Buyer, BBDO

Frank, with only the supervision of all of BBDO's tremendous spot and network radio buying to occupy his days, has been given the additional responsibility of master-minding all BBDO TV buying as well.

When things get too rough, Frank, make use of the Patroon membership you received today from the Rambeau rep . . . come to Patroonland for rest and relaxation.

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

- **Sales, not tales**
- **Orders, not oratory**
- **Customers, not claims**



PATROON
Aristocratic Landholder of the Hudson Valley

50,000 Watts Night and Day

Represented by RAMBEAU

WPTR

ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

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CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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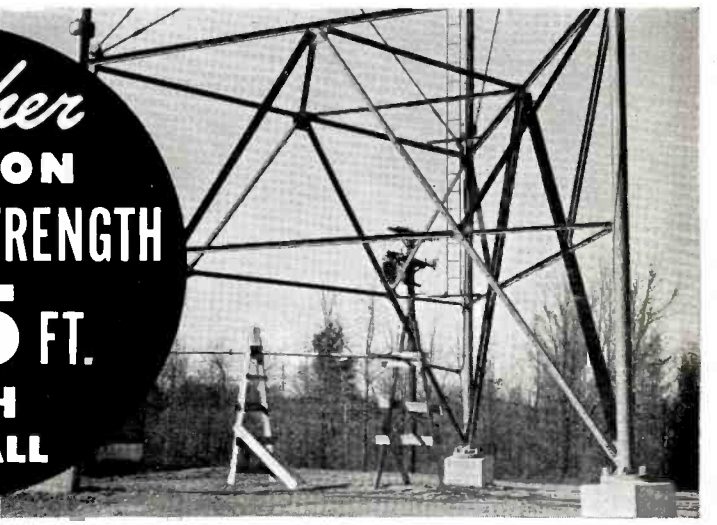


Meeting FM and TV Needs for WRVB, Richmond, Virginia

● Rising high above the Tideland, this Truscon Self-Supporting Steel Radio Tower helps flash the cream of FM and TV entertainment to a great circle of Virginia audiences. The business end of this slender steel beauty mounts both an R.C.A. 2-section pylon FM antenna, and an R.C.A. 6-section TV antenna.

This outstanding installation emphasizes again the fact that every Truscon Steel Radio Tower is *fitted exactly to its specific location.* Truscon Radio Towers today are operating faithfully under world-wide extremes of weather . . . under almost every possible combination

Another TRUSCON TOWER OF STRENGTH 485 FT. HIGH OVERALL



of temperature, humidity and wind conditions . . . in mountains, deserts, plains and coastal areas.

Truscon engineers are ready now to put their vast experience at your service—ready to design and erect just the tower you need for AM, FM and TV broadcasting . . . tall or small, guyed or self-supporting, of uniform or tapered cross-section. Call the Truscon office nearest you or write our home office in Youngstown. There is no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS



"OLD

Exclusive Representatives:

Radio

Albuquerque	KOB
Beaumont	KFDM
Boise	KDSH
Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Corpus Christi	KRIS
Davenport	WOC
Des Moines	WHO
Denver	KVOD
Duluth	WDSM
Fargo	WDAY
Ft. Wayne	WOWO
Ft. Worth-Dallas	WBAP
Honolulu-Hilo	KGMB-KHBC
Houston	KXYZ
Indianapolis	WISH
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
New York	WMCA
Norfolk	WGH
Omaha	KFAB
Peoria-Tuscola	WMBD-WDZ
Philadelphia	KYW
Pittsburgh	KDKA
Portland, Orc.	KEX
Raleigh	WPTF
Roanoke	WDBJ
St. Louis	KSD
Seattle	KIRO
Syracuse	WFBL

Television

Baltimore	WAAM
Ft. Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV
San Francisco	KRON-TV

Although Old Colonel F&P had 318 years of varied and successful business experience under his belt before joining Free & Peters, his average age is actually just under 40 years!

MEET COLONEL F & P"—

Who's Done Everything Except Invent Gunpowder!

FOR 12 years before joining Free & Peters, this versatile old boy ran the darndest combination of businesses you ever heard of. He worked for radio stations and newspapers, managed the radio department of a fine agency, headed up a successful travel company, manufactured automatic vending machines, was associated with the FBI, and did a lot of other things, to boot!

Old Colonel F&P is *all* the men at Free & Peters. He represents a cross-section of successful experience that would be hard for *any* organization to match!

With this backlog of experience, all us F&P Colonels know how to make business sense to business men when we talk about national spot radio and television. *We know how to help make "national spot" more profitable for our customers.*

Ask us for whatever *you* need. We will give you the right answers, in a hurry!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO



Radiorama

TRACING NBC's fall publicity campaign which will carry these press members into every state are (l to r) Jack Slocum, Josef Dine, Jack Ryan, Les Raddatz, Sydney Eiges, v. p. charge of press; Sam Kaufman, Warren Cromwell, Ursula Halloran, Michael Dann.

ATTENDING WSJS Winston-Salem luncheon meeting on farm problems are (l to r) Wallace Carroll of Winston-Salem *Journal* and *Sentinel* (WSJS owner); O. F. McCrary, farm agent; Robert C. Estes, WSJS prog. mgr.; Harvey Dinkins, WSJS farm service dir.







TWO funsters, CBS' Arthur Godfrey (r) and Clellan Card of WCCO Minneapolis, test gags from *Card's Cracks*, jokebook being offered to listeners on Mr. Card's WCCO show.

TOMMY REYNOLDS (r), sports announcer for KCOR San Antonio, Tex., interviews Monty Stratton, famed one-legged baseball pitcher, during warm-up broadcast on KCOR.

LISTENERS get behind-the-scenes stories as Harmon Hyde (r), program director of WPJB (FM) Providence, R. I., interviews Arthur Fiedler, conductor of Boston "Pops" Esplanade Orchestra, during broadcast from Hatch Memorial Shell in Boston.

OPENING night of Mae West's "Diamond 'Lil'" at U. of Denver Opera House brought out this KOA Denver crew (l to r): Evadna Hammersley, Earl Ferguson, Martha Chapman (dir. Rocky Mountain Radio Council), Bob Petre and Don Allen.





New Business



BLOCK DRUG Co., through its agency Redfield-Johnstone, New York, is preparing spot announcement campaign in radio for Sterakleen, Poslam, Allenru, Omega oil and rub. Approximately 60 markets will be used. Contracts are for 26 weeks.

A. E. STALEY Mfgs. Co., Decatur, Ill., names Ruthrauff & Ryan, Chicago, to handle national advertising for its Sweetose syrups, Cream Corn starch, Cube starch and Sta-Flo starch. Radio is expected to be used.

INDUSTRIAL FEDERAL SAVINGS & LOAN Assn., Denver, appoints Arthur G. Rippey & Co., that city, as agency. Radio will be used with other media. **HARRY A. LAZIER** is account executive.

JOHN F. JELKE Co., Chicago, subsidiary of Lever Bros., starts extensive radio campaign in Southern California to introduce its margarine and salad dressing. Participations have been placed on six shows, five five-a-week and a quarter-hour on *Meet the Missus*, and on three Lever programs, *Aunt Jennie, Big Town* and *Winner Takes All*. One-minute spots are being aired in four other markets. Agency is Tatham-Laird, also Chicago. National AM-TV schedules not expected to be drawn before fall.

THE 6TH ARMY, San Francisco, re-appoints Russell, Harris & Wood, that city. Radio will continue to be used along with other media.

R. GERBER Co., Chicago, will use TV and radio in promotion of new product, package containing pop corn and popping oil. Newby & Peron Inc., same city, is agency.

NATIONAL BARGAIN BUYERS CLUB OF AMERICA Inc., Los Angeles (merchandising and distributing organization for releasing mass quantities of liquidated merchandise direct to consumer via mail), appoints Davis-Harrison Simmonds, Hollywood, as agency. Advertising appropriation of $100,000, which includes radio and television, has been approved. **NORMAN G. TYRE** is agency account executive.

PERMA-FIT Co., Chicago, will use radio in promotion of Perma-Fit (plastic strip for permanent denture fit). Agency is Newby & Peron Inc., same city.

ALJOHN Co., Oakland, Calif. (Enduv, new product for prevention of runs in women's hosiery), appoints Elliott, Daly & Schnitzer, that city, as agency. Radio is to be used. **BLAISDELL GATES** is account executive.

ADMIRAL Corp., Chicago, names Kudner Agency Inc., New York, to handle radio, television advertising and public relations.

Network Accounts • • •

ALLIS-CHALMERS MFG. Co. renews *National Farm and Home Hour* for fifth year on full NBC network for 52 weeks from Sept. 10 through Bert S. Gittins Agency, Milwaukee. Program aired Saturday, 12 to 12:30 p.m. CDT. **GEORGE DIEFENDERFER** is NBC Chicago account executive.

PHILCO CORP., Philadelphia, through Hutchins Adv. Co., same city, signs 52-week renewal contract with ABC for continued sponsorship of 9:45-10 a.m. segment of Mon.-Fri. *Breakfast Club*. Contract covers 271 ABC stations, and is effective Aug. 29. This is Philco's fifth year with program.

ELGIN AMERICAN Co., Elgin, Ill. will start *Groucho Marx Show* on CBS Oct. 5, one week later than originally announced.

Adpeople • • •

NORBERT NOLAN, formerly partner in Avery & Nolan, San Francisco agency, appointed copy chief in advertising department of Golden State Co. Ltd., that city (dairy products).

TOM VINNEDGE becomes promotion manager for farm feeds division of Centennial Flouring Mills Co., Seattle.

Agencies



A. E. MORGAN, vice president of Richard A. Foley Adv., Philadelphia, elected to board of directors. Mr. Morgan has been member of organization since 1930.

FRANK N. RIGGIO, with Dancer-Fitzgerald-Sample, Chicago, since 1944, named vice president of company.

I. C. (Red) HARBOUR appointed account executive for Tim Morrow Adv., Chicago. Mr. Harbour formerly was assistant sales manager for Whiting Corp., Harvey, Ill., and most recently director and sales manager of Comfort Products Corp., Dallas.

DON TOMKINS and JOHN COLEMAN join TV section of Campbell-Ewald Co., Detroit. Mr. Tomkins, who has written, directed and produced shows for stage, radio and television, becomes TV production supervisor. Mr. Coleman joins production staff.

EDNA HOEY, formerly media director of Carter Products Inc., joins New York office of Wilhelm-Laughlin Wilson & Assoc., as account executive.

DICK DONALD Adv., Los Angeles, elected member of Southern California Advertising Agencies Assn.

ROBERT R. BURTON, account supervisor at Young & Rubicam, Chicago, supervising the agency's preparation of copy for Advertising Council kit on traffic accidents. National Safety Council is cooperating. Volunteer coordinator for campaign is WESLEY I. NUNN, advertising manager, Standard Oil Co. of Indiana.

WILLIAM A. YOELL, formerly head of his own research organization, appointed director of research and marketing at Harry B. Cohen Adv. Co., New York.

C. W. FRANKLIN, for eight years with business department of Puget Sound Power & Light Co., Seattle, elected treasurer of Pacific National Adv., same city.

DON BELDING, chairman, executive committee of Foote, Cone & Belding, New York, named one of ten conference leaders at Merchants and Manufacturers Assn. (Los Angeles) Seventh Annual Employer-Employe Relations Conference to be held in Palm Springs, Calif., next October. Mr. Belding will be assisted by JACK SMOCK, vice president of FC&B.

FRANCES H. VAN DEVENTER, formerly with Day, Duke & Tarlton and J. Walter Thompson Co., joins Hewitt, Ogilvy, Benson & Mather as account executive. All are New York agencies.

FREDERICK R. RHODE, former retail appliance sales manager at Montgomery Ward and Co., Chicago, joins creative staff of Fuller & Smith & Ross, same city. He works on Fiberglass account.

INNES HARRIS, commercial supervisor at Young & Rubicam, Hollywood, transferred to New York office in same capacity.

SAMUEL WIEDER, former copy chief of Paul Klemter & Co., Newark, N. J., joins copy department of Lewis & Gilman Inc., Philadelphia.

BILL LIPSEY, who supervised his own accounts for past four years at S. K. Lenby Adv., Chicago, resigns to open his own agency, Bill Lipsey & Assoc., at 64 E. Lake St. Telephone STate 1-0687. Mr. Lipsey is handling prospective radio and television accounts.

WILLIAM R. DUGGY, freelance art director in television for more than two years and staff artist with McCann-Erickson, New York, prior to that, returns to agency as television art director.

CLARA PRENDERGAST, formerly with Time Inc., New York, joins staff of Associated Adv., Los Angeles.

FRANCES KEITH, vice president and executive merchandising counsel of Abbott Kimball Co. of California, San Francisco, has resigned.

JOHN T. LYONS of public relations-publicity staff of Gray & Rogers, Adv., Philadelphia, named publicity director of Junior Chamber of Commerce.

CEDRIC W. TARR resigns as copy director of Buchanan & Co., San Francisco.

LECHE & LECHE Inc., Dallas, Tex., moves to new offices at 1008 Mercantile Bank Bldg., Dallas.

T. J. MULGREW named assistant account executive on Pepsodent at Foote, Cone & Belding, Chicago, where he has worked a year as trainee.

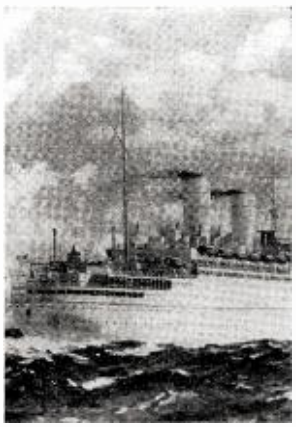
ON THE WASHINGTON SCREEN



THE EVALYN TYNER SHOW—every Friday evening at 10—a half hour of delightful music by "The First Lady of the Piano" and her trio from the beautiful Embassy Room of The Hotel Statler. It's the first regular remote TV show from a hotel and The Washington Post says, "there couldn't have been a happier choice of subject, for Evalyn's style is strictly from her to you, personally."



MONDAY THRU FRIDAY AT 7:00 P.M. IS SERIAL TIME IN WASHINGTON! WMAL-TV's seriols are tops in entertainment, tops in ratings, and tops in advertising impact. The serial thriller is reaching more men, more women, ond more children than any other show seen in Washington at that hour! Like "Frontier Theater", the serial is breaking all early evening viewing records in Washington!





LAUGHTER, C. O. D. — Everything happens on "Laughter, C.O.D." (Thursdays, 10 p.m.) from goat milking to house painting contests. Zany Gil Hodges (above) engineers the antics and awards handsome prizes to his "victims."

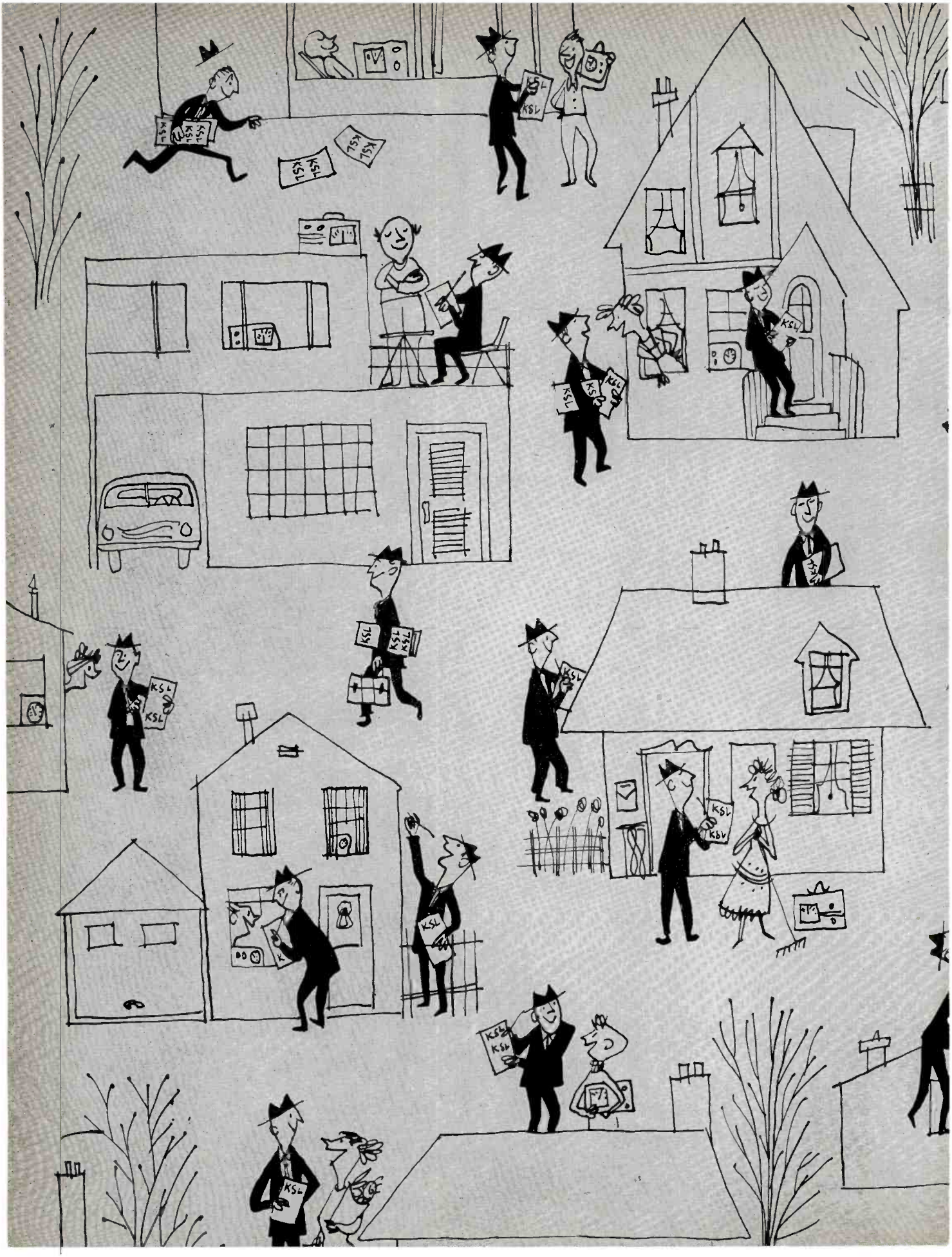
SHIP'S REPORTER—(Tues., Wed., 7:30 p.m.; Thurs. 10 p.m.) Jack Mangan introduces televiewers to some of the world's great luminaries as they arrive and depart by liner or plane from New York. Mangan presents casual, "off guard glimpses"—his interviews are friendly, informative, and personal.

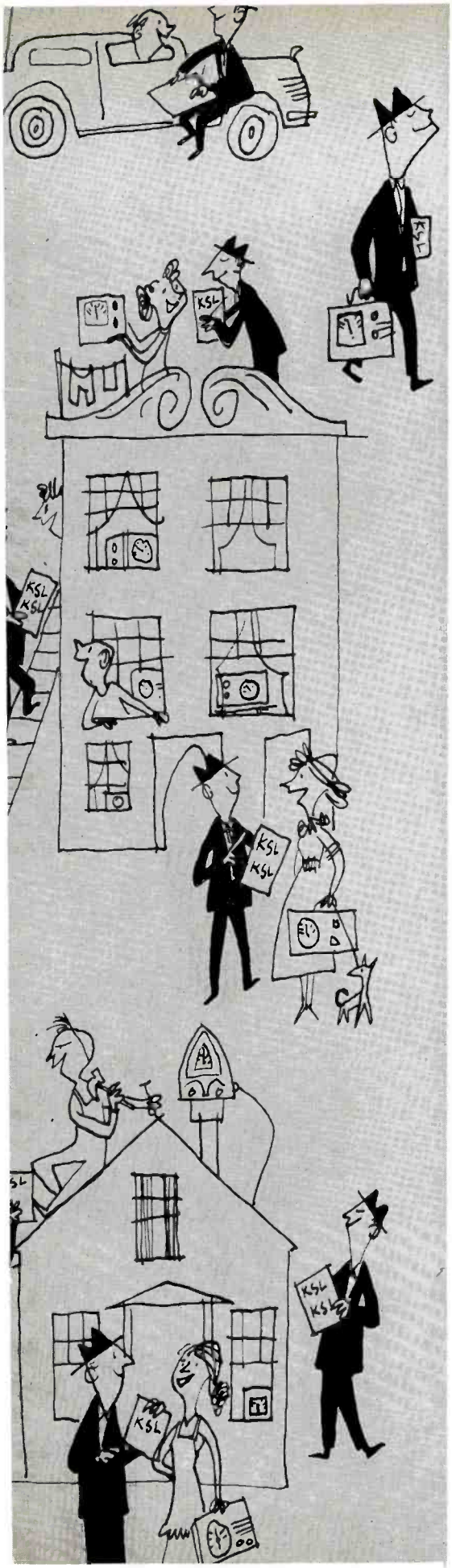
(One minute announcements available within each program.)

WMAL | WMAL-TV | WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.


KSL



The listeners had their say...

it's KSL by more than 3 to 1!

KSL — the only 50,000-watt station between Denver and the Pacific Coast — is the first choice throughout 74 county units of Intermountain America.* Has the most listeners during 68.1% of the total 532 quarter-hours of the week. Gets the biggest audience during more than twice as many quarter-hours as all Salt Lake City stations and regional networks combined!

That's what the listeners told Benson and Benson, Inc., when this independent research organization conducted the most far-reaching and thorough study ever made in Intermountain America. This Listener Diary proves KSL is the favorite throughout a quarter-million-square mile market where one million of your customers spend one billion dollars a year.

To make your product the favorite of Intermountain America, buy the listeners' favorite — KSL. You'll find KSL costs less per customer ***than any other Salt Lake City station or regional network.***

*50-100% BMB Audience Area

KSL

50,000 WATTS · CBS
SALT LAKE CITY
Represented by
RADIO SALES

How Buyers' Market Can Mean Business for Broadcasting

By EDGAR KOBAK
Business Consultant

THE CURRENT series of articles in BROADCASTING on the general subject "How the Buyers' Market Can Mean Business for Broadcasting" has been of extreme interest to me.

I have been looking after grandchildren while vacationing. Grandchildren and salesmen have a lot in common—they usually are inclined to do what is fun and what might irritate parents and bosses —not sticking to the main job of being good boys. But they all want to be good.

So on this hot and humid Sunday afternoon back in New York where we are keeping out of crowds and traffic, I take my Hermes on my lap and will knock out a few points that may help those who are held responsible for getting business.

There is nothing new in the list —some have been written by others, I am sure, and some points will be recognized by many of the men and women who have had to work with me in recent years while we were driving for business.

What would I do if I were a salesman fighting for business—now that the transom business has slowed up to a slight breeze and it takes selling?

'What I Would Do'

Well, I would do some of the following. I would look on my job as though I were in business for myself. Being in business for yourself is a real challenge these days. You have to set up some pretty high goals. You have to plan ahead, so that you can make ends meet at the end of the month, in a business way. In a personal way, you have to think of such things as taking care of your family, stepping up your income, getting ahead financially, and, of course, proving to yourself that you can do a good job.

I would tell myself that regardless of the cooperation I get from my associates and the industry activities such as BAB, that in the end my success depends on my own efforts and how well I ran my business. Here are a few things I would want to do to insure the success of this business of mine:

1—I would go over my prospect list, revise and organize it, and check with the mailing list to make sure that *all* the right people are included. I would analyze each prospect, get to know him and his business, and I'd work to serve him.

2—I would find a reason (or even an excuse) to write each prospect about once a week—about new programs, coverage improvements, cost data, comparative data with competition and other media. I'd keep him posted on my organization and build myself into his confidence by sending him sound and honest material. I know that if I owned my own business, I would do just that.

3—I would make it my business to call regularly on all important people in the companies which are my prospects. (My clients, too.) Particularly I'd cultivate the men who can say "Yes."

Listen to Programs

4—I would to listen to all programs, sustaining and commercial, and get to know just what is on the air.

5—I would listen to as many recordings as possible of shows that we have for sale, but are not on the air.

6—I would use all of the people in the organization to help me in my sales work. And be ready to thank and praise them for their help.

7—I would sell time by selling programs.

8—I would plan each day's work the night before.

9—I would plan each week's work during the weekend.

10—I would set for myself definite goals and then check up on myself to make sure that I was meeting the challenge.

11—I would make it a point to visit with the people in all departments of my company—network or station—to find out what goes on that is new—looking always for ideas and information that would help me in my selling.

Read Trade Press

12—I would read the trade press —not only the radio but the advertising books—and other trade papers, too.

13—I would read the financial pages of at least one metropolitan daily every day.

14—I would make a check of most of the general magazines and women's magazines to get a line on the advertising done by my prospects, or concerns that I would want as my prospects. If I were a local salesman, I would study advertising done in all local media—even the Red Book.

15—I would make it a point to go over my work with my sales executive as often as possible, and get the benefit of his advice and help. I would get him to make calls with me.

16—I would write my own presentations, at least outline them get my facts marshalled together, and then if we have a promotion department let them finish the job. I know that in preparing my own presentation, I'll understand it better, and this will help me to make a sales impression.

17—I would take lessons in public speaking. This is important. Even though you may never be called upon to make a speech, you are called on to talk to small groups in advertisers offices and in agencies. I wouldn't try to be a salesman if I couldn't get up and tell my story. I'd learn to speak clearly without putting my hands in front of my face and without stuttering.

18—I would get started early, waste as little time as possible and stop wasting the time of my associates. (They don't buy time.)

19—I'd make each lunch hour count, and I would arrange my evenings to be with clients and prospects.

20—I would make it a point to give presentations to prospects and advertisers as often as possible, just to make sure that they get our story, and to keep in practice. The buyer's memory is short—keep telling him to repeat his story to your audience.

21—I would make sure that I believe in advertising, in broadcasting, and particularly in the particular network or station that I am representing.

No. 7 . . . The Consultant

22—And I would be relaxed at all times. Relax your prospect—they can't buy when they, or you, are tense.

23—I would stop hanging around the friendly accounts. You waste the time of the man already sold as well as your own.

24—I would put my heart in my job the way you do when you work at golf, gin rummy or even red heads.

25—I would use ideas, imagination and strategy in selling. The real inside secret of selling is making calls. No matter how smart you are the prospect won't know what you know unless you call on him and write regularly.

Readers, there are many more items that can be added to this list! You go to work and add a few—then make them work. This will help you to enjoy the rewards and satisfaction that come from doing a good job.

There can be a recession, but a good hard working and hard hitting salesman can make his territory just the opposite of recession. When the buyer says "No," the selling begins.

THERE'S nothing Ed Kobak would rather do than develop sales plans and help others carry them out. He's spent much of his life in that role and those who have competed with him in the pursuit of sponsorial contracts can testify eloquently as to his success.

Mr. Kobak is a believer in careful planning, hard work and some 25 assorted variations on these themes. They carried him from high posts at McGraw-Hill to an ABC sales vice presidency in 1934; a vice presidency at Lord & Thomas; then back to NBC as Blue executive v.p.; and finally in 1944 to MBS where he served as president until last spring. He now operates a business consultant's office at 341 Park Ave., New York.

This is the last of a series of seven articles by a representative list of industry executives familiar with the problems of selling and how to go about solving them.



Mr. KOBAK

* * *

All seven of the "How the Buyers' Market Can Mean Business for Broadcasting" series are being printed in booklet form. Send for your free copy. Additional copies may be obtained at a nominal charge. Address BROADCASTING, "Business for Broadcasting" Series, 870 National Press Building, Washington, D. C.

YOU MIGHT CAST A TROUT FLY 183 FT.*—



BUT . . .

YOU NEED WKZO-WJEF TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO and WJEF catch the biggest audience, the best list of advertisers and the greatest *results* in Western Michigan. Both get *top Hoopers* in their respective cities. WKZO gets a 58.4% Share of Audience in Kalamazoo, and WJEF gets 26.8% (Total Rated Periods, Mar.-Apr. '49).

Furthermore, BMB figures show that this strong combination's rural coverage is just as impressive as its urban.

But, best of all, WKZO-WJEF are available at a combination rate that costs less than the next-best two-station selection in our two markets.

Write us or Avery-Knodel, Inc. for all the proof of how we deliver about *40% more Western Michigan listeners, for 20% less cost!*

* *Dick Miller of Huntington Beach, California, holds this world's record.*

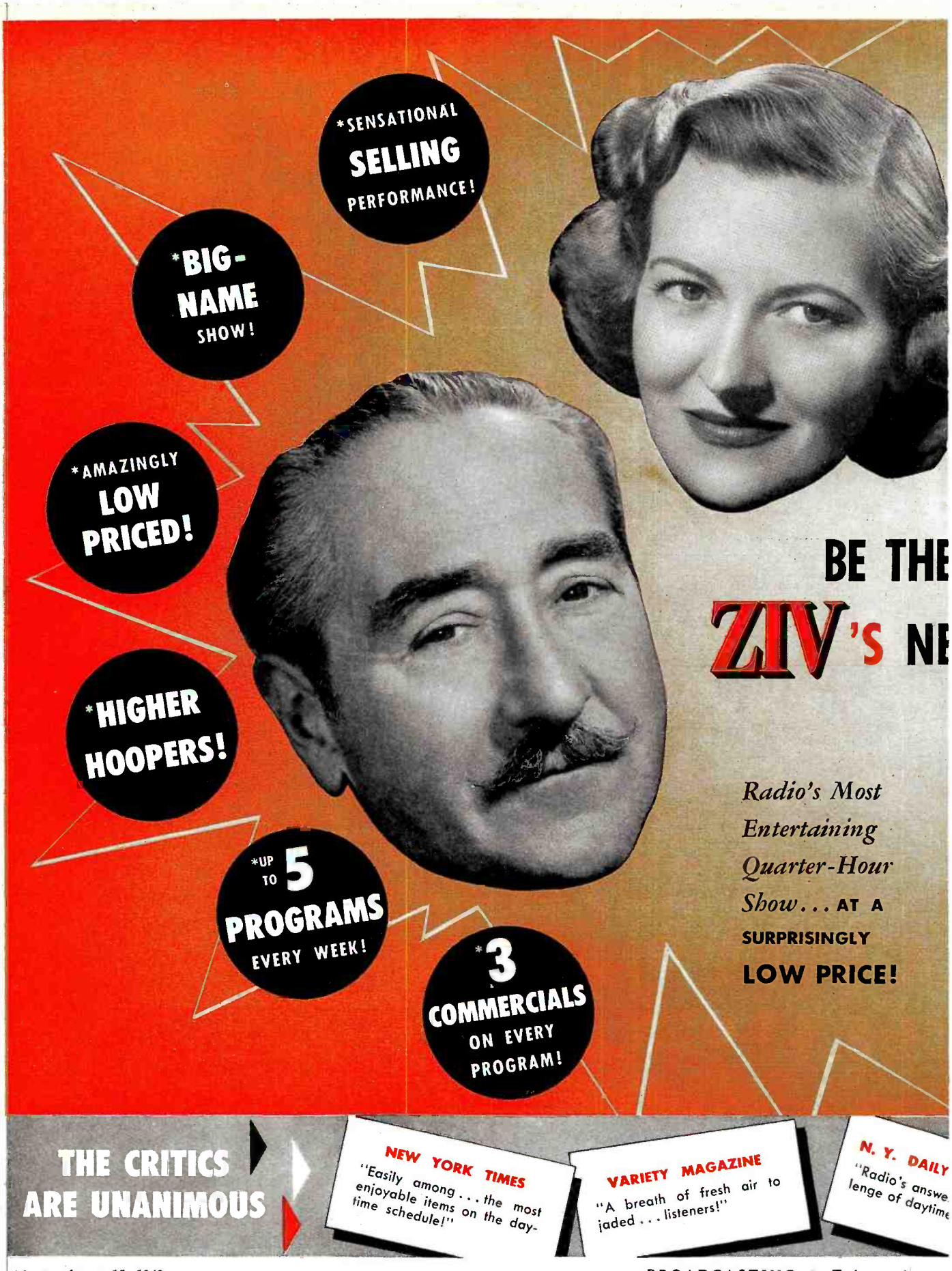
WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES


*SENSATIONAL SELLING PERFORMANCE!
*BIG-NAME SHOW!
*AMAZINGLY LOW PRICED!
*HIGHER HOOPERS!
*UP TO 5 PROGRAMS EVERY WEEK!
*3 COMMERCIALS ON EVERY PROGRAM!
BE THE
ZIV'S NE
Radio's Most Entertaining Quarter-Hour Show... AT A SURPRISINGLY LOW PRICE!
THE CRITICS ARE UNANIMOUS
NEW YORK TIMES
"Easily among... the most enjoyable items on the day-time schedule!"
VARIETY MAGAZINE
"A breath of fresh air to jaded... listeners!"
N. Y. DAILY
"Radio's answe
lenge of daytime

"MEET THE MENJOUS"

FIRST TO GET THE STORY OF W, SMASH-HIT, 1/4-HOUR SHOW!*

IT'S THE SENSATIONALLY SUCCESSFUL ANSWER TO YOUR DEMAND FOR A HARDER-SELLING PROGRAM!

Here's today's most refreshing, most informal, most informative show! Here's today's new listening habit—"Meet The Menjous." It's paying off for sponsors with bigger audiences, faster sales, greater profits—at lower cost! That the public prefers the new and exciting "Meet The Menjous" technique is evidenced by the instant and sensational success of this power-packed program wherever it is running!

There's magic in the MENJOU name—sales magic that enables your sponsors to capitalize on their fame. The readily-recognized Menjou faces—publicized by powerful promotion on hundreds of great Hollywood movies—lend themselves perfectly to hard-selling, localized campaigns that are hitting the jackpot for result-minded sponsors!

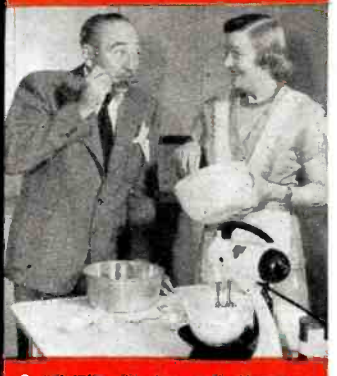
"MENJOU" NAME IS OPEN SESAME TO BIGGER AUDIENCES AT LOWER COST!

The combination of the increasingly popular "Meet The Menjous" programming technique, plus the terrific nation-wide acceptance for the big, box-office "Menjou" name accounts for the instant success of this sensational program! Listeners are impressed with the glamour and magic of Adolphe Menjou and Verree Teasdale Menjou—regard them as America's most happily married Hollywood couple—consistently tune in to them because they represent today's most vital and charming sounding board of American folk, fact, and fancy.

TAILORED TO SUIT REQUIREMENTS OF:

- DEPARTMENT STORES
- DRUG CHAINS
- GROCERY CHAINS
- STATIONS (for participation sponsors)

...AND MANY MORE!



● Adolphe Menjou and Verree Teasdale have terrific and continuing appeal for housewives.



● They talk about movie greats and music—fashions and food—teen-agers and travel—problem parents and pets—a host of headline topics!



● Peter, their 12-year old son completes the family group. Their charm and personality, their keen and humorous discussions, keep audience interest at a boiling point.

"...to the chal-...elevision!"
— MIRROR

N. Y. HERALD TRIBUNE
"Conversation has been given a shot of unexpected adrenalin!"

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD



"The Pay-Off" is PEOPLE!

WMBD's consistently high Hoopers . . . 22-year experience in the rich Peoria market . . . increased power . . . FM at no extra cost—they're all important, but it takes PEOPLE to put a station 'way out in front and keep it there!

PEOPLE at WMBD make up a winning team that has established WMBD as the biggest attraction in Peoriarea despite five-station competition.

These WMBD staff members are specialists. With years of broad radio experience, special training and individual skills. The result: PEOPLE who know how to interest, entertain and SELL Peoriarea.

In the twenty years in which WMBD was the only Peoria station, they developed the listening and buying habits of this rich area!

WMBD DOMINATES Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM
CBS AFFILIATE
AM 5,000 watts FM 20,000 watts



See Free & Peters

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Real Industry Job'

EDITOR, BROADCASTING:

Your series on "How This Buyers' Market Can Mean Business for Broadcasting" is one of the most outstanding things ever done by any trade publication. I sincerely hope that reprints are available. . . .

Every article seems to get better and better. I swear as I read each particular one, I say, "This is the best yet," only to revise my estimate when the next issue comes out.

It's a real industry job. . . .

Frank E. Pellegrin,
National Sales Manager
Transit Radio Inc.
Chicago

[EDITOR's NOTE: Thanks. We hope all readers will find this series useful. A reprint in booklet form is available free to those interested. Extra copies may be obtained for a nominal charge. Address BROADCASTING, "Business for Broadcasting" series, 870 National Press Building, Washington, D. C.]

* * *

Consistent Reader

EDITOR, BROADCASTING:

Since entering the radio industry in 1935, I have been a consistent reader of your fine publication and consider it to be a primary source of information on progress and developments in radio, television and allied fields.

Bill Welsh
General Manager
Allied Adv. Agencies Inc.
Los Angeles

* * *

Story Gets Results

EDITOR, BROADCASTING:

I want to thank you for the wonderful story you gave me in your magazine. Just about the same time that this story appeared we sent out a circular letter to all television stations telling them about our plan. You may be interested to know that more television stations wrote in as a result of your story than because of our circular letter.

By Friday following the Monday the story appeared I had over 20 letters from television stations referring to the story in BROADCASTING and asking for preferential position on key station status. . . .

Samuel H. Cuff
Retailers Television Film Service Inc.
New York

* * *

A Monday Ritual

EDITOR, BROADCASTING:

. . . I know it is a Monday morning ritual with me to read BROADCASTING as one of my first duties to keep up with the activities in the industry. . . .

Thomas Velotta
Vice President
American Broadcasting Co.
New York

* * *

'Ham' Praises Stand

EDITOR, BROADCASTING:

Let me congratulate you on another fine editorial!

Of course I am referring to "Hams & Bad Eggs" in the Aug. 8 issue of your fine magazine. As one of the more than 60,000 "Hams" in the United States, let me thank you for the stand you have taken.

Amateur radio, as a hobby, will fast disappear if the federal government tries to "blueprint" our existence. Amateur radio is far too important to the life blood of the nation to have some ill-advised government employe throw the "monkey wrench" into the "works."

Gerald D. Coleman
Chief Engineer
WBUT-AM-FM
Butler, Pa.

* * *

Face Competition

EDITOR, BROADCASTING:

The question is asked over and over, will television hurt AM broadcasting and if so, how soon?

Personally, I think it will hurt some markets very soon and others perhaps later. One of the surest ways of letting television dig into the AM revenue is for a station to have poor enough sales management to get afraid of competition or declining business and cut rates.

When AM cuts rates, advertisers underestimate the value of the finest advertising medium. Psychologically speaking, if it is not worth contract then there must be a better medium.

Every time a salesman cuts under his rate for anyone, it encourages the advertiser to bargain with the station at every opportunity. Then as soon as there are enough advertisers looking for bargains, the station finds that they have to take anything that they can get for their time. Consequently, they find themselves losing money very fast. This is when production begins to drop. After production drops, circulation drops, the listening public will decide that they need something more entertaining—the clue to the question will be a television set. So you can plainly see that television would be the successor to AM broadcasting unless sales

management becomes better than it is today in many markets.

Don't let competition of any description make you cut rates, instead I think it is wiser for competitive stations to agree on a new rate card even if the rates fall far below present rate card terms.

Sales management plus promotion management will have a great bearing on whether AM will last or television will take over.

Jas. B. Childress
General Manager
WOXF Oxford, N. C.

* * *

Removing Barriers

EDITOR, BROADCASTING:

I have noticed several news articles in BROADCASTING recently on the subject of discrimination against Negroes in radio.

WDIA in the past eight months has done a great deal toward removing the barriers which have traditionally confronted members of the Negro race, particularly in the southern sections of the country. . . .

We have three Negroes as full time members of our staff, and devote approximately 75% of our time to programs particularly appealing to Negroes. . . .

Bert Ferguson
Partner-Manager
WDIA Memphis

* * *

More On Liquor Ads

EDITOR, BROADCASTING:

. . . I was very pleased with your editorial entitled "Beware The Hangover!" It is a very timely and sound warning, which I hope will be heeded by both network and station executives. In my opinion, even the discussion about taking hard liquor ads certainly is sowing the wind, and sure to reap the whirlwind, if the networks on their owned and operated stations should break the ice and accept hard liquor advertising.

Perhaps in the big cities broadcasting officials may be misled by a more "liberal" viewpoint on hard liquor advertising; but in the rest of the country, it would stir up an avalanche of criticism and action that would make radio feel like it had been hit in the face with a bulldozer. Certainly, business is not so bad that we have to compromise our standards to that extent.

Campbell Arnoux
President
WTAR Norfolk, Va.

Milestones



► This month marks the silver anniversary of WFBG Altoona, Pa., owned and operated by the Gable Broadcasting Co. Going on the air 25 years ago, with 100 w power from the second floor of the Gable store, WFBG today is affiliated with NBC and has modern headquarters on the fourth floor



Mr. Gable



Mr. Snyder

of the Gable Arcade. In 1947, an FM station, WFBG-FM, was added. During the war activities WFBG was cited by the U.S. Navy, V.F.W., American Legion and Disabled Veterans of the World War for outstanding service to community and nation. The station also has been given awards by the American Cancer Society and the Treasury Dept. Jack Snyder has been manager of WFBG and WFBG-FM since 1947. On a special anniversary program, George P. Gable, president of Gable Broadcasting Co., expressed pride in the station's past and confidence in its future.

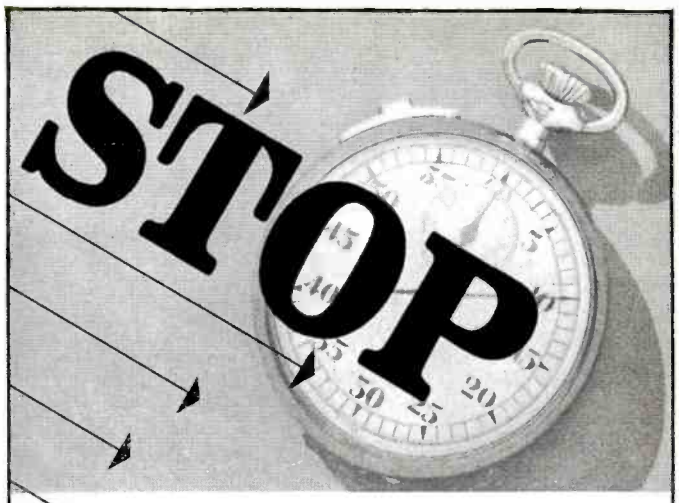
► Russell Naughton, chief announcer of WDRC Hartford, Conn., is celebrating his seventh anniversary with the station this month. Mr. Naughton joined WDRC in 1942, and later served with the Air Force for several years.

► Grace Jean Beck, traffic manager for KWK St. Louis, has celebrated her 20th anniversary with that station. Miss Beck started working with KWK as a pianist for auditions and secretary to the program director. Since 1942 she has been in traffic exclusively.

► Eleanor Nickerson, secretary to Franklin M. Doolittle, president of WDRC Hartford, Conn., is observing her 13th anniversary with the station. Miss Nickerson, who also is chief bookkeeper of WDRC, joined the CBS outlet in 1936.

► Singing of hit numbers of 1924 was one feature of the celebration of 25th anniversary in radio by Walter Preston, m.c. on *Show Shop* program for WOR New York. Mr. Preston has been with *Show Shop* for past six years.

► Eddie Edwards has marked his 20th anniversary with KMBC Kansas City, Mo. Mr. Edwards does character roles and produces *Brush Creek Follies*, *Rhymaline Time*, and *Of Health and Happiness*. A fourth show, *Lucky Corners*, is produced by Mr. Edwards over KFRM, KMBC's affiliate station for Kansas.



Don't do anything until you hear from Lang-Worth!



Watch for announcement of Lang-Worth's amazing NEW transcribed music library—a revolutionary development in the field of sound reproduction!

LANG-WORTH
feature programs, inc.
113 W. 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost



WINNSBORO, LA.

The JITNEY QUIZ is whammin' 'em on KMLB! McLemore's Jitney Jungle, Winnsboro, La. . . . 40 miles from Monroe . . . Northeastern Louisiana's largest independent grocery, has renewed the show! Another satisfied sponsor agrees

KMLB is the No. 1 sales voice of Northeastern Louisiana

1440 KC **KMLB** 1440 KC

Monroe, Louisiana

5000 Watts Day 1000 Watts Night

Affiliated with
American Broadcasting Company
Represented by
Taylor-Borroff & Co., Inc.

KMLB-FM—17,000 Watts—Now Operating Full Time!

Feature of the Week

MEANING money for the winner and considered an extremely successful promotion idea is a weekly contest now being used at WBTM (AM-FM) Danville, Va.



Mr. Guyer

Contest is based on the statement, "I buy and save in Danville because ....." answered in 25 words or less. Fifty dollars in savings bonds is being given away every week for four weeks.

Pointing out that contest is not a lottery, WBTM General Manager R. Sanford Guyer says the program is offered only to present or past clients of WBTM.

He says: "We sell the merchant a packaged deal. Merchants get four 75-word spots to run on a given day for four weeks. These four broadcasts for each merchant will be presented at the same time each week for four weeks. Their commercials will be read, and they will be mentioned in the closing of the program as a business establishment where contest forms may be obtained.

"Programs will be presented by WBTM every day Monday through Friday at 10:45 to 11:15 a.m. and 4 to 4:30 p.m.—one hour per day for four weeks.

Mr. Guyer says that the merchant also will be mentioned in large newspaper ads which will precede opening of the contest. And there will be a continuous ad in the local newspapers every day promoting the theme, "Buy and save in Danville."

Another point Mr. Guyer mentions is that all commercials for the various merchants will tend to show why people can buy and save in Danville.

"Every commercial will be directed toward this theme," Mr. Guyer said.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

During the past 4 years, 30 new industries have located in JACKSON, MISSISSIPPI, bringing the city's total to 190 plants. Manufacturing 300 different products, these industries help to maintain a record population with a vastly increased per capita buying income. WJDX and WJDX-FM offer you the most complete coverage of this attractive market—at 1939 rates!

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Mr. Max Tendrich
Weiss and Geller, Inc.
New York City, N. Y.

Dear Max:

I'm a doggoned good janitor, but there's some thin's I jist cain't git through my head! I've been noticin' th' news machines here at WCHS and some of th' thin's jist don't add up. F'rinstance, t'other day some feller said thet unemployment was on th' upgrade and thet folks was agittin' jittery. Then I reads a little further an' I notices thet more people is a-workin' now than last year! I hears a lot 'bout a recession er sumpin' an' then I notices thet our department stores in Charleston is a-sellin' more'n last year! Looks ter me like folks has got money in their pockets and thet they'll spend it when someone tells 'em what he has ter sell. Sounds like a nacheral job fer WCHS in West Virginny, don't it Max?



Yrs.
Algy

WCHS
Charleston, W. Va.

On All Accounts

MOST PEOPLE, upon completion of their formal education, feel that they need at least a few weeks to rest up from the rigors of enforced learning before launching out into a career.

Not Arthur William Gudelman. Two days after graduation from Hollywood High School in 1927, Art, complete with the knowledge of an advertising course he had taken, took a chance and applied for a job with Logan & Stebbins agency (now Barton A. Stebbins Adv.), Los Angeles. It was a good try. He's been with the agency ever since.

Starting in the production department, and later advancing to space and time buyer, Art today is assistant to Barton Stebbins, present agency owner, and account executive on Signal Oil Co., Los Angeles, account. Sponsor of high-rating CBS *The Whistler* program, the oil firm spends in excess of $200,000 yearly on radio.



ART

Now a loyal Californian, Art was born in Quincy, Ill., in 1907. He had little time to absorb the cultures of the Midwest, however, for when he was two years old, the Gudelmans moved to Los Angeles, where he has been ever since.

In 1932 he cemented relations with Canada when he married Ursula Smythe. She had been in the United States about three years when they met. Sharing the board at their home on the outskirts of Glendale are Kathleen (Pinky), 16; and Arthur William Jr., 10.

The location of his home—within niblick shot of Oakmont Country Club—accounts for his chief hobby, golf. Recent winner of a 4A tournament, Art's a 14 handicap golfer.

In the realm of clubs, Art is currently chairman of Southern Calif. Chapter, 4A's Radio Time Buyer Committee; and past member of Chapter's board of governors. He chairmaned the first of the annual 4A examinations for those wanting to break into advertising.

Extracurricularly, Art is business manager for an active little theatre group, which lets him turn actor every once in a while. The group usually puts on two or three plays a year for the public, in addition to monthly workshops at his home.

And on Tuesday nites, Art can be found "swinging his partner" in the weekly square dances held on his badminton court.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

memo: to radio stations

anywhere in the united states:

We offer rights in your area to broadcast play-by-play all games of Philadelphia Eagles, champions of the National Football League. Famous announcer, direct from field. For all information, call at once:

Jack Rensel, Locust 4-3526, Philadelphia.

SPORTS BROADCAST NETWORK, Room 701-702, Weightman Building, Phialdelphia 2, Penna.

sports broadcast network, room 701-702 weightman bldg.
philadelphia 2, pa.



NEW
in your sales picture

WDEL-TV, an effective new voice. The *only* television station located in this important market area. The WDEL-TV audience is growing rapidly thanks to NBC, DuMont and other network shows, local programming and a clearer picture. Scores of advertisers are now finding this a profitable sales medium.

Operated by WDEL, Inc., established 1922



WGAL-TV, television's initial service in this prosperous market. It offers advertisers their first opportunity to show their products, to talk about them to the residents of this thriving area. WGAL-TV is serving an amazingly large audience with local shows and NBC, CBS, ABC and DuMont programs.

Operated by WGAL, Inc., established 1922

Represented by

STEINMAN STATIONS

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATES

BROADCASTING
TELECASTING

Vol. 37, No. 7 WASHINGTON, D. C., AUGUST 15, 1949 $7.00 A YEAR—25¢ A COPY

BASEBALL BROADCASTS

Justice Dept. Showdown Looms

By RUFUS CRATER

A SHOW DOWN LOOMS in the Justice Dept.'s probe of organized baseball's broadcasting policies which may drastically open up the field for play-by-play broadcasts of both major and minor league games throughout the country.

This prospect was seen last week on the evidence of Justice Dept. negotiations with both baseball spokesmen and the radio stations which have protested baseball's tight control over the airing of games [CLOSED CIRCUIT, Aug. 8].

The tenor of the negotiations makes clear that high department officials consider some of baseball's fundamental practices on broadcasting and telecasting rights to be obvious violations of the anti-trust laws, including the policy of awarding World Series rights to a single network and perhaps also the arrangements for Western Union play-by-play service. It also indicates that baseball spokesmen are prepared to relent, though not to abandon existing policies completely.

Probe in Second Year

The investigation initiated on complaints of which that of Radio Attorney Frank U. Fletcher, co-owner of WARL Arlington, Va., was among the first, has been in progress within the department for almost two years [BROADCASTING, Oct. 6, 1947; Aug. 2, Dec. 13, 1948; Feb. 14, May 23]. Other stations which have reported difficulties in securing play-by-play rights, and in at least some instances have filed complaints, include WISR Butler, Pa.; KHMO Hannibal, Mo.; WSAY Rochester; WDXB Chattanooga, Tenn.; WDIA Memphis; KLIF Dallas; WATL Atlanta, and WSOY Decatur, Ill.

The views reached by Justice officials were revealed in two conferences a short time ago with attorneys for Baseball Commissioner A. B. Chandler. The department has maintained its customary official secrecy on progress of its studies, but details of these sessions were learned by BROADCASTING on high authority last week.

There were several indications aside from the tone of the conferences which indicated the case is nearing the final stages.

One was the high level of authority represented at the conferences. Justice participants at one or both of the sessions included Assistant Attorney General Herbert A. Bergson, head of the Anti-Trust Division; Holmes Balbridge, chief of the Litigation Section; George B. Haddock, Mr. Balbridge's assistant, and James Browning, another assistant who has been detailed to baseball work. Counsel for the baseball commissioner included John Lord O'Brian of the Washington law firm of Covington, Burling, Rublee & Schorb, of which Secretary of State Dean Acheson is a former member.

Another indication of early developments was seen in letters sent by the department early this month to stations which have filed protests. Implying that a consent decree may be in the offing, the letters ask the complainants' views on a plan limiting the extent of various clubs' control over the broadcast of games of other clubs. Despite this evidence of the department's view that existing practices are restrictive, leaders of the opposition feel the suggested plan itself would have no practical value and are preparing to fight it.

It appeared almost certain that the first two Justice-baseball conferences would be followed by another, or perhaps several others. Counsel for Commissioner Chandler reportedly were assured that the department would respect an "understanding" between Mr. Chandler and Attorney General Tom Clark to the effect that no suit would be filed until the Commissioner had been notified and given a chance to be heard. It was understood this is customary procedure in such cases.

Exploratory Session

The first conferences, on April 7, was an "exploratory" session from the baseball representatives' standpoint. They made clear then that they represented not the leagues or clubs but the commissioner, and that their interest was in helping him administer the affairs of baseball. The follow-up meeting, on June 2, canvassed the problem in greater detail. At that time, BROADCASTING learned, department officials pointedly challenged the legality of several practices of the clubs and leagues.

The chief of these, and apparently the source of most of the other practices which have aroused complaints, was the major leagues' Rule 1 (d). This prohibits the broadcast or telecast of any major league game in any city without the consent of all major and minor league clubs in that city and within 50 miles.

Said to Be Restraint

Justice officials branded this a clear restraint of interstate broadcasts and telecasts—and therefore a restraint of interstate commerce and in violation of the anti-trust laws. They were adamant in their view that some amendment of this rule is essential, despite the baseball lawyers' attempt to break down the department's legal theory and their insistence, also, that many and perhaps most minor league clubs would go out of business if major league games could be broadcast and telecast—especially telecast—in their home communities while they themselves were playing.

The plan subsequently circulated by the department to protesting stations reflects an attempt to compromise on this point. The

(Continued on page 67)

McFARLAND BILL

Approved by Senate

HOPES for adoption of the McFarland Bill (S 1973) at this session of Congress were boosted last week as House Interstate Commerce Committee leaders promised early study of the FCC reorganization measure following unanimous Senate approval on Tuesday.

"If the bill proves to be merely procedural and non-controversial, as I have been informed," Committee Chairman Robert Crosser (D-Ohio) told BROADCASTING, "the chances are that a hearing would not be necessary and we could report it out in one meeting."

That meeting, he reported, may be held early this week. He said he would assign the bill to staff members "to sound out their sentiment" on it and get a report before the meeting.

He thought it may not be necessary to refer the measure to the Commerce Subcommittee on Communications, headed by Rep. George Sadowski (D-Mich.), though he said this question has not been decided.

If a hearing is held, authorities thought it might be a brief session, possibly consuming no more than a day. The Senate Commerce Committee heard witnesses for two days before evolving and approving the revised version which the Senate adopted without change last Tuesday [BROADCASTING, June 20, July 25].

Sen. E. W. McFarland (D-Ariz.) wrote the bill as a non-policy, non-controversial measure in hopes of enactment at this session to speed FCC action on its workload, promote personnel stability by increasing the salaries of Commissioners and key executives, and clarify the respective rights and responsibilities of FCC and applicants. The Senate Committee, reporting it out, said that as revised it had the "unanimous approval" of broadcasters who participated in the hearings and FCC approval of "the majority of its provisions."

The bill is the first major communications legislation to pass the Senate since the Communications Act was adopted in 1934.

But even with prompt House committee action, final passage at this session would depend, in the view of observers, upon (1) the time element, and (2) the absence of major opposition.

Time Element

Congress is hopeful of adjournment by early or mid-September at the latest. But the House has got its affairs into relatively good condition, so that observers felt the time element need not be too great a deterrent once the measure reaches the floor.

Rep. Crosser, however, noted that his committee is "overjammed," which could mean that a hearing, if one is deemed necessary and particularly if opposition de-

(Continued on page 69)

How's Business?

Economic Health Shows Improvement

By ROBERT LUCE

MOST people who watch the business situation are pleased and surprised by the definite improvement in our domestic economic health.

We've been out on a limb on this point—generally hopeful that the scare headlines weren't the whole truth about our economic position. Though the nation is certainly undergoing some vital economic changes, we'll still hold to our belief that a disastrous depression won't occur in any immediate future.

For the first time in many months, some of the important business measures have stopped dropping—and have risen slightly. This in itself is enough to distinguish our current business dip from any former depression.

Personal income was reported last week at a level 2.6% above the first six months of 1948—the nation's best-ever business year!

Included in the increase of income was the total paycheck of factory workers—the first time since last September that this has happened.

The stock market has climbed steadily in recent weeks—a possible indication that businessmen are casting off some of the early pessimism of 1949.

Employment Up

Production is no longer dropping off, although it is still moderately below the level of last year. Employment in manufacturing industry has increased.

Although unemployment has reached a high level—employment, too, has reached its highpoint for 1949. This apparent paradox results from the fact that many more people are in the labor force than ever before.

Total employment in June was 59.6 million compared to 61.2 million in June of 1948. Of this total, about 50 million was non-agricultural, and the rest agricultural. Total number of persons out of work was 3,778,000—the highest number of unemployed since early 1942.

This is a cloud on an otherwise bright business sky. It cannot be permitted to continue for long—not only because of the privation it causes among untold numbers of families—but also because such a large number of persons out of work is a considerable drag on the total vitality of the economy. It's an economic loss.

The other major dark spot in the economic picture is in a foreign sky—but might travel fast to our own. There are indications that in spite of ERP, the recovery of Europe and reconstruction and expansion of other parts of the world is not going ahead as well as we had hoped. Britain's crisis is not a singular one—other nations of Europe are finding it more difficult to buy from us at the rate necessary to sustain our own economy and theirs.

Wage Controversy

At home, the controversy about wage increases has not yet been resolved.

At this stage in the readjustment of the economy there are two proposals—one by the CIO through its Nathan Report, another by the Chamber of Commerce—through its president, Herman W. Steinkraus.

Very briefly, Mr. Nathan argues that the best way to sustain prosperity is to increase purchasing power by maintaining and increasing wage rates, while holding the price level steady. He says the worker's real income hasn't changed since 1946—and that it must increase in order to maintain full production and full employment. (See Chart.)

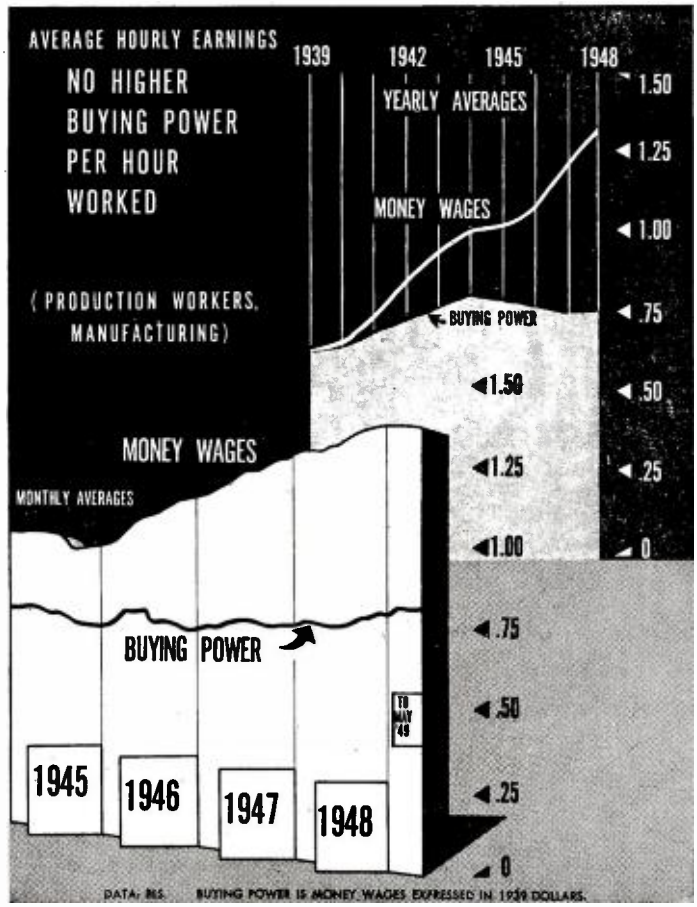
Sees Continued Sales

In this way Mr. Nathan believes business will profit in continued sales, a possibly lower profit margin, and the economy will continue to prosper.

Business says wage raises increase prices; that some industries can't pay higher wages; and that wage raises by those industries that can pay are unfair, because they give some workers an advantage over others.

Mr. Steinkraus and Mr. Nathan do agree on one point—that the most desirable way to increase the buying power of most people is to lower prices. The only difference is that Mr. Steinkraus thinks business will move quickly to adjust its prices to meet the market, while Mr. Nathan argues that it won't.

* * *



FROM: "A National Economic Policy for 1949" by Robert R. Nathan Assoc.

Mr. Nathan:

Interestingly enough, many of those who urge price cuts rather than wage increase do not practice what they preach. . . . Wage raises can raise the buying power of workers more substantially and quickly than creeping price declines.

Mr. Steinkraus:

Higher wages for a few and higher prices for the rest is not the answer. While prices were going up, wages had a hard job keeping up with them. While prices are falling, wages are not taking corresponding reductions, and purchasing power is thus increasing.

What it amounts to is that both seem to accept the necessity for a better ratio of wages to prices to keep the economy going—but Mr. Steinkraus says it will come as prices adjust themselves, and Mr. Nathan says labor will have to go out and fight for wage increases to improve its position.

We've heard both present their arguments, and both are sincere in their positions. Each has a sense of responsibility to the public. They differ in fundamental approach to economics.

The truth of the matter is that some industries will grant wage increases, other industries will cut prices—and a lot of industries will go along on a stable basis for the remainder of the year.

Buying Still Heavy

Meanwhile, the people who buy goods and support all economic activity are still buying heavily. Retailers who have rushed to get rid of inventories now find they are having to stock up again to satisfy consumer demand. As they do, it raises the level of industrial production.

The level of retail sales is below that of 1948, of course, but moderately below. Retail trade in independent stores is only 1% below last June. Department store sales are off about 10%.

We're still of the opinion that this economy is, on the whole, healthy. True, it's supported heavily by ERP and military aid, and by veteran's payments, unemployment insurance and other payments to the public. True also that there is a need for a lower price level to increase purchasing power all along the line. In the absence of a major drop in the cost of living, some wage adjustments may have to be made.

Yet we've been through about nine months of decline—and longer than that in some industries—and it hasn't crashed into a depression. Business sentiment is more hopeful. We think its optimism is justified.

THIRD NARBA

Dark Clouds Seen on Southern Horizon

By J. FRANK BEATTY

THE FATE of billions in broadcast and other electronic investment will be at stake this autumn when envoys for North American nations convene in Montreal Sept. 13 to draw up a third NARBA.

Prospect of a quick and congenial settlement of inter-nation broadcast problems is not too bright, judging by views of industry and government spokesmen who will handle Uncle Sam's end of the diplomatic foray.

The concluding meeting of the joint U. S. preparatory committee has been called for Aug. 29 by the committee chairman, Rosel H. Hyde, member of the FCC. The committee was formed last Dec. 7 to aid in preparing the U. S. proposals and to advise the U. S. delegation.

Those close to the NARBA situation are worried. They see a series of danger points as they scan the southern horizon and wonder what Cuba and Mexico are going to ask. They know the two nations will ask a lot but they haven't any definite data because the countries failed to submit their demands last May, as requested by Canada, the host nation. The U. S. position was made clear, as far as possible, in time for the mid-May deadline, but other countries have preferred to act coy and not let the U. S. know their plans.

A complete upsetting of the broadcast band can occur if the two Latin nations come in with heavy demands, and play hard-to-get when the actual dickering gets under way.

Should the conference end in an impasse, the end result would be an electronic battle royal, including split frequencies, with Uncle Sam standing to suffer brutally because of the heavy investment in broadcast operations and related industries.

Cost Could Be High

And should Uncle Sam's delegates yield any of the present channels or agree to a juggling of channels in reaching an agreement, the end result would be a fabulously expensive rebuilding of the vast U. S. transmitting plant.

Two of broadcasting's newer developments—FM and television—may get into the Montreal spotlight before the delegates start back home.

First, other nations conceivably can tell the U. S. it has the advantage of the coverage provided by hundreds of FM stations (see FM coverage story page 32).

Second, they can suggest that an important share of the U. S. audience now has TV reception.

Progress in FM and TV is slow in other countries, with TV just getting under way in Mexico and Cuba.

The U. S. delegation may insist that an article recognizing FM and TV be inserted in the treaty, with provision for machinery to negotiate technical standards. For some time the FCC and Latin regulatory officials have been discussing TV transmitter location.

Pre-conference fears have been expressed that the U. S. once again will lose a substantial swatch from its electronic shirt but fortunately our envoys have been showing their muscles in recent months.

A number of unfavorable factors darken the pre-NARBA air. Most critical, many feel, is the FCC's failure to hand down its clear channel decision. Prospect of a decision prior to convening of the Montreal NARBA is considered dim.

Sound Position Hard

Without such a decision the U. S. delegation is unable to draw up a sound position in advance of the conference. Its bargaining position will be difficult when the horse trading starts, especially if Latin delegates happen to remind that FCC called the clear channel hearing in April 1945. The proceedings have dragged on and on, with no decision yet in sight.

The present American position, drafted with the handicap of regulatory blinders, is to insist on the status quo in North American broadcasting plus the right for daytime stations on six channels to operate at night just as Canada and Cuba are permitted to do on these channels. The daytime concession was a sop to Mexico when that country pouted after the first NARBA was adopted in the late '30s. It now is argued some stations on these channels—730, 800, 900, 1050, 1220 and 1570—could operate at night without hurting Mexico.



Mr. HYDE

Mexico will enter the conference with a series of demands that may include two additional clear channels, moving of two of its present six clears to the lower part of the broadcast band, and the grouping of clears below 1140 kc, regionals from 1150 to 1540 kc and locals to a 1550-1600 kc block. These are Mexico's demands as submitted a year-and-a-half ago at the preparatory NARBA engineering conference held at Havana.

What Mexico's new demands will be is a Washington mystery. The nation is known to favor high power on clear channels and all of its clear channel stations operate with power of 100 kw and upward, whereas U. S. stations are prevented from using more than 50 kw power.

Cuba, like Mexico, has maneuvered itself into a good position for Montreal jockeying. It refused to sign the extension of the second (1946) NARBA last March 28, with the result that the continent has operated since that time without benefit of a broadcast treaty.

Cuba advocated "national channels" instead of clear channels at the Havana engineering conference, drawing quick U. S. opposition. It asked for additional frequency assignments on the ground that its present assignments were inadequate but other nations are in the same hole and can't provide the service they feel their people should have. Cuba had asked for 12 clears at the second NARBA in 1946. Conceivably Cuba is in a position to get tough and upset the channel cart by asking for a completely new North American allocation.

All the separate problems that face the third NARBA boil down to one basic issue: Can we get an agreement? Then: Can we get an

(Continued on page 50)

HARD LIQUOR

Tempest Continues on Ad Question

STATIONS were divided about 60-40 against acceptance of hard liquor advertising in a survey conducted by BROADCASTING among station representative firms in New York last week as the controversy over possible lifting of radio's voluntary ban continued.

Of 12 firms checked, few reported complete returns from their client stations. But it was generally agreed that enough replies had been received to indicate a substantial segment of the broadcasting industry is ready to take the plunge into their new advertising revenue field.

Conflict With Biow Reports

The findings diverged slightly from reports of the Biow Co., agency for Schenley Industries Inc., which is leading the move to buy time for its hard liquor products despite opposition of the Distilled Spirits Institute, Congressional dry leaders, and private anti-liquor forces. Biow Co. reported about half of the stations heard from were willing to break their traditional policy against hard liquor commercials.

Of the 12 representative firms reporting in BROADCASTING's checkup, six said 50% of their client stations would accept hard liquor advertising; one said 47.3% would accept; two said 20% would and 80% wouldn't; one said six out of seven stations would; another said two out of 29 would, and another said none would.

Firms' Reports

By firms, the reports were:

Avery-Knodel Inc.—With 97½% of its stations heard from, 47.3% voted to accept and 52.7% to reject liquor advertising. Those voting to accept did so with qualifications on time of broadcast and right to script review, with many stating copy selling liquor drinking as a pastime in itself would be clearly unacceptable.

The Branham Co.—With all stations heard from, all were against accepting liquor advertising, mainly because of local law prohibitions.

Thomas F. Clark Co. Inc.—Out of seven replies, six stations were for and one against liquor advertising.

Donald Cooke Inc.—More than 50% of its stations will accept liquor advertising.

Everett McKinney Inc.—Twenty percent of its stations thus far heard from are for and 80% against liquor advertising. Those accepting had not carried such advertising before.

Free & Peters Inc.—With some stations still to be heard from, returns were 20% for and 80% against liquor advertising. Stations accepting retain right to review copy scrupulously.

George P. Hollingbery Co.—With 30% of returns in, 50% of its stations were for and 50% against liquor advertising.

Headley-Reed Co.—With almost all stations heard from, 50% were for and 50% against hard liquor advertising. Those against took that position mainly because of local statutes or ordinances.

Robert Meeker Assoc. Inc.—With almost all stations heard from 50% for and 50% against liquor advertising.

The Walker Co.—Out of 29 replies, only two definitely were for liquor advertising, some of the "No's" stated that their policy might be changed if the networks were to accept such commercials.

Weed & Co.—With 25% of its stations heard from, 50% were for and 50% against liquor advertising.

Adam J. Young Jr. Inc.—Replies running 50-50 with stations accepting all wanting to retain right to review copy. Company also represents Liberty Network, which has 53 stations in Texas, Oklahoma, Arkansas, Mississippi and Louisiana. That network indicated it will accept such commercials as a network although its affiliates in dry areas will not or could not carry such announcements.

Vice President Walter E. Benoit meanwhile asserted that the radio and television stations of the Westinghouse group will not alter their

(Continued on page 49)

SPAULDING

Sponsors Tennis Airing

A. G. SPAULDING & Bros., New York, for the second successive year will sponsor the broadcasts of the Davis Cup tennis matches at Forest Hills, L. I., over a special seven station tie-up.

The tennis matches will be played Aug. 26, 27, 28 and will be fed by WQXR New York to the following stations: WPAT Patterson, N. J.; WCFL Chicago, KMPC Los Angeles, WCOP Boston, KYA San Francisco and WPI Philadelphia. All stations will carry the broadcasts at 3 p.m. except WQXR in New York which will start at 3:05 p.m.

Hanley, Hicks & Montgomery, New York, is the agency.

MBS CHANGES

Vacancy Also Is Filled

REORGANIZATION of the MBS program department last week resulted in the streamlining of its functions, and the filling of the vacancy created by the death of Elsie Dick July 12 [BROADCASTING, July 18], according to William H. Fineshriber Jr., vice president in charge of programs.

Divisions of religious and educational programs have been consolidated under Dorothy Kemble, continuity acceptance department director. Joan MacGowan, script editor, has been appointed assistant director of religious and educational programs, reporting to Miss Kemble.

Miss Kemble joined MBS in May 1945 to establish and head its continuity acceptance department. She had headed the same department at ABC, and was formerly with the Red and Blue Networks of NBC.

Miss MacGowan joined MBS last January, after six years with the story department of 20th Century-Fox in Hollywood. Previously she had been assistant fiction editor of *McCall's* magazine.

'CISCO KID' ADDS

Six Outlets To Series

THE Frederic W. Ziv Co., Cincinnati and New York, announced last week that its *Cisco Kid* western series is now heard on these outlets in addition to WOR New York:

WGCM Gulfport, Miss.; WHBS Huntsville, Ala.; KCMO Kansas City, Mo.; WBIR Knoxville, Tenn.; WLAM Lewiston, Me., and KFYO Lubbock, Tex.

WINS Revenues Up 10%

ELDON A. PARK, vice president of the Crosley Broadcasting Corp., reported last week that WINS New York July revenues are up 10% over those of 1948.

FOREIGN GROUP

Network Plans Formulated

FIRST regular meeting of the Foreign Language Quality Group was held at WOV New York last Monday and the organization voted to set itself up as a network offering its individual stations' facilities and services as a group purchase.

At an all-day meeting, the group also decided:

- To change its name to Foreign Language Quality Network.
- To operate as a non-profit organization.
- To limit participation at first to Italian and Polish broadcasting.

WOV President Ralph Weil, chairman of the group, said that he hoped the network would be in operation by the end of this year and possibly as early as October. He also indicated that when the network machinery is tested and functioning well, other language broadcasts will be added. Spanish broadcasts probably will be the first to be added.

Claude Barrere, New York program representative, is to be permanent secretary of the organization. He will send out questionnaire-requests to stations in 19 states to obtain statistics on listenership, coverage, rate cards and such data essential to building standards for the network.

The next meeting of the network was scheduled for Sept. 12.

Members, in addition to Mr. Weil, are, Frank Blair, WSCR Scranton; George Lasker, WBMS Boston; William Jory, WHLB Detroit, and Samuel Sague, WSRS Cleveland.

SPOTS OKAYED

ABC Permits Co-op Sales

ABC last week announced it would permit affiliated stations to sell spot announcements to be broadcast within network cooperative programs. The new plan, effective today (Aug. 15), will let stations sell to either local or national advertisers. Two or three spots per program will be allowed. All but two currently scheduled ABC cooperative programs will be open to the spots. The two exceptions are the hour-long *America's Town Meeting* and the half-hour, across-the-board *Breakfast in Hollywood.*

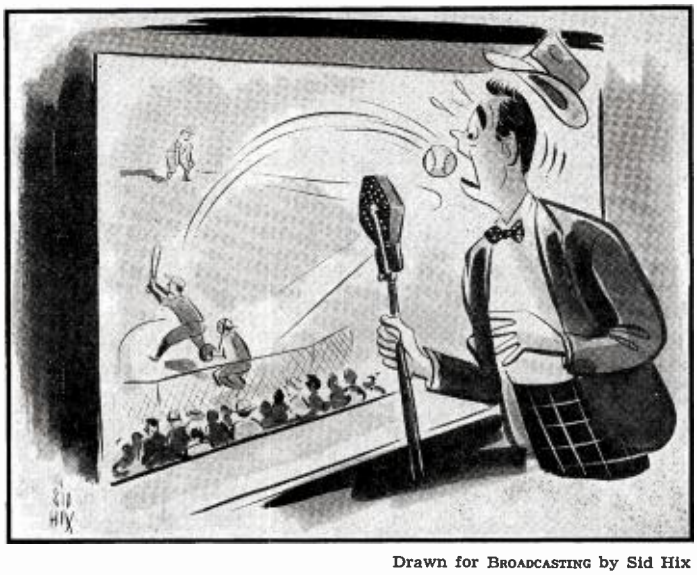
Explaining the adoption of the new policy, Murray Grabhorn, ABC vice president in charge of owned and operated stations and cooperative program sales, said the network had recognized an increasing interest by advertisers in spot radio.

Firms Plan Campaign

AMERICAN Gas Assn. and Gas Appliance Mfg. Assn., through their agency McCann-Erickson, are planning a $1 million promotion campaign this fall. The agency will back the promotion of local gas utilities and dealers with radio, newspapers and direct mail advertising. Records of programs are available to local dealers for their use on local stations.

Sterling Drug Reports

STERLING DRUG INC., one of radio's biggest advertisers, reported $7,259,322 net profit for first six months of 1949 compared with $7,534,573 for 1948. Earnings per share for the six-months period were $1.85 as against $1.94 for the like period in 1948. Second quarter earnings amounted to 74¢ per share compared with 87¢ for 1948's second quarter. The board declared 50¢ per common share regular dividend payable Sept. 1 to holders of record Aug. 18.



Drawn for BROADCASTING by Sid Hix

"Joe Blow tipped the ball, It's going back into the stand . . . glug!"

ACME BEER

FC&B Gets $1 Million Account

ACME BREWERIES (Acme Beer) San Francisco, an approximate $1 million account, has appointed Foote, Cone & Belding, San Francisco and Los Angeles office, to handle its advertising. Acme Beer was serviced by Brisacher, Wheeler & Staff, San Francisco, for past 18 years.

The firm is a heavy user of spot and regional radio.

The switch in agencies represents one of the largest West Coast accounts to do so in recent years. It was understood that approximately eleven other agencies had presented bids in recent months to the advertiser.

Don Belding, chairman, executive committee, of FC&B, and Ford Sibley, account executive, are the two key personnel involved in the supervision of FC&B's newest account.

TRANSIT RADIO

In Baltimore Busses

BALTIMORE, Md., last Wednesday joined the ranks of cities whose transit riders enjoy Transit Radio Inc.'s "music-while-you-ride" fare. The service was extended to 60 Baltimore Transit Co. busses by WMAR-FM, the *Sunpapers* FM outlet, on a daily 12-hour basis, according to the *Baltimore Sunday Sun* which Aug. 7 featured a two-column spread explaining the operation.

Public reaction previously had been tested in that city in March 1948 when WMAR-FM polled riders in conjunction with the Transit Co. This time the first 120 days of broadcasting will be conducted as an experiment to determine the type of music most suitable to riders at various hours, it was said. Independent surveys will ascertain preferences, to be used as a guide in future programming. The Baltimore Transit Co. is keeping the Public Service Commission abreast of developments.

Philco Earnings

PHILCO Corp., understood to have geared its TV production to 500,000 sets for the next 12 months, is estimated by Dow Jones to have earned in the June quarter more than the $915,000, or 49 cents a common share, reported for the March quarter, although less than $2,256,000 or $1.44 a share, in the second quarter of 1948.

MacGregor Plans Branch

C. P. MacGREGOR Electrical Transcriptions, Los Angeles, will open a Chicago branch office at 612 N. Michigan Ave. shortly. William Mertz Jr., formerly with Transcription Sales Inc., has been named midwest representative, according to Eastern Manager Nat V. Donato of New York.

'STAR TIME'

Sells Goodwill for Hurley-Tobin Co.

By CARL MARK
Executive Vice President & General Manager WTTM Trenton, N. J.

THE WEEKLY broadcast of *Star Time* over WTTM Trenton, N. J., sponsored by the Hurley-Tobin Co., one of Central New Jersey's largest department stores, is unusual in many respects. Chief among them is the fact that it is guaranteed not only *not* to bring in any direct business, but also in that it paralyzes activity so not a sale can be made in the store while it is on the air. Nevertheless it is an unqualified success.

The program originated in the imaginative brain of Joseph Tobin, vice president and general manager of the store. Looking for a summer series to replace his heavy in-season radio advertising, he noted that nearby Princeton is host to straw-hat productions which features top-rank Hollywood and Broadway personalities during the 12-week summer season.

Arrangements Set

In 1947 WTTM and Mr. Tobin worked out an arrangement with the McCarter Theatre in Princeton by which the stars would appear in a 15-minute interview program every Tuesday afternoon from the main floor of the store. We're now in our third year of the *Star Time* broadcasts and all hands are delighted with the results.

Activity begins early on Tuesday morning. The entire main selling floor is cleared of all merchandise and fixtures right back to the counters lining the walls. Five hundred camp chairs are set up, theatre style. A stage is erected at the back of the store. Until after the broadcast, not a penny's worth of merchandise can be sold.

ALTHOUGH bearing the impressive title of WTTM executive vice president and general manager, Carl Mark takes a more than administrative interest in the programming of his station. Mr. Mark is no novice in the programming field. During his radio career he has been announcer, director, producer, writer, special events director and account executive. His early announcing and producing jobs were with WHK Cleveland, WBNX New York and WHN New York (now WMGM). In 1943 he joined the Al Paul Lefton Co. in New York as director of radio and television. While with that agency he appeared as narrator and personality on some 30 television shows in one year over WABD (TV) New York. He also created, wrote and produced numerous shows on WABD for Al Paul Lefton accounts. Late in 1947, Mr. Mark purchased half interest in WTTM and took over its active management in 1948. With this background Mr. Mark is well-equipped to give a thorough analysis and explanation of Hurley-Tobin Co.'s successful use of radio via WTTM.

At 12 noon, Harry Barnam, WTTM account executive, drives to Princeton, 11 miles away, picks up the star and returns to the store. There the star huddles with Announcer Wes Hopkins in roughing out the ad-lib interview. By 1:30 p.m. every seat on the floor is filled. By 2:15 p.m. standees are jammed back to the walls. The elevators and the upper selling floors are shut down. The entire store personnel drops everything



One of a Series

and repairs to the main floor to see the show. The broadcast takes place from 2:45 to 3:00 p.m. and during the last three minutes members of the audience form a single line at one side of the stage. They're permitted to ask the star one question, and the question period continues until time's up. Following the broadcast, the star signs autographs until everybody's had a copy of the coveted signature. By the time all is cleared out, the camp chairs removed, and the merchandise and fixtures returned to normal, the business day is practically over.

Galaxy of Personalities

Stars who have appeared on the broadcasts represent a galaxy of the topmost personalities in show business. They include Jeffrey Lynn, Sarah Churchill, Joan Blondell, Lizabeth Scott, Lucille Ball, Miriam Hopkins, Gloria Swanson, Edward Everett Horton, Zasu Pitts, John Payne, Joan Caulfield, Larry Parks, Guy Madison, Cesar Romero, Louise Rainer, Nancy Carroll, Neil Hamilton, William Eythe, Doris Dowling, Kay Francis, Bert Lahr, Jean Pierre Aumont, Ilka Chase, Alfred Drake, Marsha Hunt, Sylvia Sidney, Signe Hasso, Brian Aherne and Dane Clark.

Artistic temperament? Practically unheard of. We have had exactly two last-minute cancellations. Last year Nancy Walker was hurriedly called to New York late Tuesday morning and cancelled out. This year Tallulah Bankhead became "indisposed" and couldn't make it. At the last minute we grabbed Jeffrey Lynn off the train from New York, whence he was going to rehearse the following week's show, and rushed him to Trenton where he pinch-hit in yeoman fashion. The following week he came down for his regularly scheduled appearance with Sarah Churchill, with whom he starred in "The Philadelphia Story" at the McCarter Theatre.

Most of the stars are overwhelmed by the turnout of their fans and are delighted to sign autographs to the point of numbness. They are grateful for the opportunity to meet the public face-to-face and learn their likes and dislikes.

The Hurley-Tobin Co. promotes *Star Time* to the hilt. Large-space ads are run in Monday newspapers inviting Trentonians to see the show. Extensive window displays herald the appearance beginning several days in advance. Radio announcements carry the good word over WTTM into listeners' homes.

Traffic Builder

What does the Hurley-Tobin Co. get out of the broadcast? Certainly not the direct sales results which so many retailers demand of their radio advertising. First, they get store traffic—that vital prerequisite to any successful retail enterprise. Over the course of a 12-week summer series over 5,000 persons make direct, personal contact with the Hurley-Tobin Co. by going into the store. Few of them buy immediately, but over the years Mr. Tobin knows that a large percentage of the people who have made the acquaintance of the store through the *Star Time* broadcasts have come back as customers.

Incidentally, the air shows contain absolutely no commercials whatever. The store takes an opening and closing identification as the site of the broadcast and that is all.

An important point of value in the broadcasts is the identification of the Hurley-Tobin Co. with the glamour and style inherent in big Hollywood names. Trentonians know the Hurley-Tobin Co. as the



ANNOUNCER Hopkins (l) calls time out for autographs during a WTTM Star Time *broadcast featuring movie star Jeffrey Lynn.*

* * *

Star Time store and that when the big names go to Trenton they go to Hurley-Tobin.

Most importantly, the broadcasts help to create that indefinable something called "store character." Hurley-Tobin Co. is a place where things *happen* in Trenton—it has become a focal point of community activity.

Show Pays Off

All of these things are intangibles—the sort of things that most retailers shy away from in the ceaseless quest for direct sales returns for every nickel spent on advertising. Yet they have paid off—and paid off well for Mr. Tobin—in the growth of his store to a position among the top few in the Trenton area.

Actually, *Star Time* is only a portion of the Hurley-Tobin radio effort. The same philosophy per-

(Continued on page 48)

* * *



RELAXING after a WTTM Star Time *broadcast, Actress Sarah Churchill, daughter of Britain's war-time minister, lights a cigarette for Joseph Tobin, vice president and general manager of Hurley-Tobin Co. Jeffrey Lynn, with whom Miss Churchill co-starred in "The Philadelphia Story" at the McCarter Theatre, is at left.*

DISC WAR

Columbia, RCA To Let Public Decide

THE BATTLE of the rpm's between Columbia Records Inc. and RCA-Victor last week appeared to be settling down to a long war in which customers voting with dollars will determine the winner.

That conclusion could be drawn from a review of a record forum held as part of the 1949 convention of the National Assn. of Music Merchants. There, Edward Wallerstein, president of Columbia, and J. B. Elliott, vice president in charge of RCA-Victor consumer products, expressed determination of their companies to stick to their respective positions.

Mr. Elliott said his company would continue to promote its 45 rpm record "indefinitely," adding that a sales job "is not done in 30 days or in five years."

Mr. Wallerstein, whose company is on the market with the 33⅓ LP record, said he was content to let the decision rest with the public but that he could not agree with Mr. Elliott "that it was the right or the smart thing for him to take the attitude that he would go on indefinitely with the product." Mr. Wallerstein said Columbia, for its part, would "bow out" if it found its 33⅓ rpm was not finding public acceptance.

He indicated that Columbia did not intend to enter the 45 rpm field because it had received no demand from either dealers or the public for such a disc. He offered to expose his company's files on the subject "if anybody else is willing to expose their files."

The position of Messrs. Elliott and Wallerstein was diametrically opposed at several other points. Mr. Elliott said the 45 rpm disc was aimed at the popular record market, which he claimed represented more than 80% of the record market.

Mr. Wallerstein denied that the "Pop" records were so important, asserting that when the record business is on a sound basis, it is "strictly a classical business."

He asserted that the original Victor company's own success was built on classical records, that the rebirth of the record business during the '30s was due to classical records and that Columbia was basing its confidence in the future on the importance of classical records. He said that although classical records might represent only 20% of Columbia's unit volume it was 35 to 45% of its dollar volume and that for lots of dealers it represented 60% of the total volume.

The meeting itself was not chary about putting the two executives on the spot. Dealers attending even went so far as to take a vote as which record, the RCA 45 rpm or the Columbia 33⅓ rpm disc, has met with the best consumer acceptance to date.

The Columbia discs won the balloting on a show of hands by a large majority.

President Ben Chodash of the Chicago Record Dealers Assn. said that a survey of association dealers in Chicago showed that sales of the 45 rpm machine "has been a failure" and that the Columbia 33⅓ discs, on the market 14 months as against the Victor four months, are a success. He said that the Columbia LP record sales were "increasing right along." He called upon the manufacturers to end "the confusion" in the record industry.

MEYER TO WPOR

Succeeds Carpenter

HAROLD H. MEYER, general manager of WXKW Albany, N. Y., last week was appointed station manager of WPOR Portland, Me., succeeding Murray Carpenter, who resigned. Mr. Carpenter continues as a board member and important stockholder.

Mr. Meyer, a radio veteran of 21 years, has moved to Portland. He said present WPOR policies will be maintained, with all employes remaining in their present jobs. He previously had been at WSTC (formerly WSRR) Stamford, Conn., and at Florida and California stations.

Mr. Carpenter said he hadn't made up his mind whether to sell



Mr. Meyer



Mr. Carpenter

his 20% interest in WPOR. At present he is planning the first vacation in a decade, he added. He said the resignation resulted from disagreement with the company's directors about WPOR policies. "Differences of opinion come up in the best of families," he said. "When the president of a company disagrees with his majority stockholders, it's time to quit."

Before joining WPOR in 1946 Mr. Carpenter was timebuyer at Compton Inc., New York agency. He became WPOR president in 1947.

Chairman of the WPOR executive committee is Chester J. LaRoche, president of C. J. LaRoche & Co. It was understood Mr. Carpenter's differences centered on the station's TV policies.

NBC PROMOTION

Network Sets Fall Plans

A FALL promotion and publicity campaign, described by the network as "the largest and costliest in [radio] history," was announced last week by NBC.

The network and its stations will use radio, newspapers and national magazines in promotional phases of the campaign. A flood of publicity material also will be unloosed.

Actual cost of the proposed campaign was difficult to appraise. The network will buy 21 full pages in leading national magazines, an investment which, it was thought, might approximate $200,000. Affiliated stations will buy newspaper space in which they will run advertisements prepared by the network. Total cost of the newspaper advertising was incalculable and would depend on the degree of cooperation offered by the stations.

On-the-air promotion will include trailers on sustaining programs, cross-reference announcements on commercial shows, announcements in chime cue-time and live and recorded chainbreak, commentator and disc jockey announcements, the network said. An all-star *Show case* program will be broadcast early in the fall, and two "regularly scheduled promotional programs will continue throughout the season," according to the announcement. None of these programs has been completed yet.

Charles E. Hammond, vice president and assistant to the president, said the promotional phase of the campaign would use radio primarily at the outset and then build up with newspaper and magazine space. Two "kick-off" newspaper ads will be run by stations in coordination with the opening of the network's magazine campaign. Identities of the magazines were not revealed.

Sydney H. Eiges, NBC vice president in charge of press, said the publicity phase of the campaign involved the distribution of publicity material and personal visits throughout the country of NBC talent and press representatives.

Personal tours of stars and publicity representatives have already begun, Mr. Eiges said, and will continue through the next two months. A publicity kit has been sent to stations covering "every major fall program, sustaining or sponsored," Mr. Eiges said.

The ambitious promotion-publicity campaign was undertaken in response to demands by affiliates, at a meeting of NBC stations in Chicago last February. Detailed discussion of the campaign plans occupies a high place on the agenda of the forthcoming NBC affiliates meeting at White Sulphur Springs Sept. 7-11. (See story page 31.)

FCC ACTIONS

GRANTS for one new FM and five new AM outlets were authorized by FCC last week. A final decision would delete an AM station. Five existing outlets received improved facilities. Thirteen stations received transfer grants. Details of these and other FCC actions are carried in FCC Roundup on page 68.

COURTROOM BAN

Law Bars Broadcasts

DIRECT or recorded broadcasts of proceedings in a courtroom are prohibited in Wisconsin under a bill which became law when Gov. Oscar Rennebohm last Monday signed legislation that has been pending several years. The law becomes effective next July 1.

Gov. Rennebohm indicated he would have vetoed the anti-radio bill had it come up as separate legislation, according to Robert Lindsay, news editor of WKOW Madison. However, the radio ban was part of an omnibus crime code bill and Gov. Rennebohm felt he could not veto the entire code because of the discriminatory radio feature. Many of the code provisions are badly needed, he explained.

Opposition had been voiced by NAB and the National Assn. of Radio News Directors to the Wisconsin ban, which many broadcasters termed a violation of the state constitution.

In a broadcast on WKOW, Mr. Lindsay said the bill "is close to being downright silly" as well as unconstitutional because radio newsmen will not be allowed to "inform the public by way of a direct or transcribed broadcast what might go on at a Wisconsin courtroom proceeding." He added that "those same newsmen can attend the proceeding along with other newsmen, and—on a newscast or other program—recite those same proceedings word for word."

ERIKSON IS VP

Gets New Post With M-E

LEONARD F. ERIKSON, who resigned from Kenyon & Eckhardt, New York, as vice president and radio director [BROADCASTING, Aug. 1], was officially appointed to the post of vice president and general executive of McCann-Erickson, New York [CLOSED CIRCUIT, Aug. 8], last week by Marion Harper Jr., president of McCann-Erickson.

Before his association with K & E, Mr. Erikson was business manager with BBDO and prior to that general sales manager with CBS in New York and western sales manager in Chicago.

RADIO SET COUNT

Inclusion in 1950 Census Likely

THE 1950 decennial census of population, agriculture and housing will include a count of radio sets—provided Congress approves the Census Bureau's budget request.

Unlike the complete counts in 1930 and 1940, next year's census will ask the radio question in one of every five dwellings. The question will be included in the housing portion of the census.

In tentatively approving the radio set question, the Census Bureau rejected requests that the question be broken down to show ownership of FM and television receivers.

The FM question was rejected on the ground that enumerators would not be able to ask the question properly and receive accurate answers from respondents. The bureau's position is that the average person does not know the difference between an AM and an FM set, particularly in view of the fact that so many stations use combination AM-FM identification.

No TV Count

The bureau considered the suggestion that a count of TV sets be made. It noted that Radio Mfrs. Assn. and other groups provide considerable data on TV set distribution and ownership. A practical objection from the bureau's standpoint is the effect of a TV question in areas where there is no primary service.

Enumerators would be subject to ridicule in many instances, it was explained, since occupants would wonder why the government asks such a question when there aren't any stations around. The bureau said it would be costly to confine a TV question to areas where service is available.

The radio set question, as now tentatively approved, follows: "Is there a radio in this unit?" The wording was adopted after a series of trial runs conducted earlier in the year.

In 1940 the question was: "Radio in Dwelling, Yes—; No—."

Taking of the housing portion of the 1950 census was authorized by Congress in the general housing law enacted last month. The housing count now becomes a permanent feature of the decennial census.

The 20% sample will provide just as useful results as a 100% count in most cases, according to the bureau. The sample basis was adopted as an economy technique. Actually, the bureau had been chilly toward inclusion of a radio question in 1950 until advertiser, agency and broadcasting groups heard of the attitude [BROADCASTING, May 3, 1948]. Since that time the bureau has received hundreds of requests from organizations for a 1950 radio count. NAB, Radio Mfrs. Assn., FM Assn. and many other groups adopted resolutions calling for a 1950 set tabulation.

It was explained that the sampling error in a 20% sample is smaller than the normal response error in taking a census, in the case of large areas. Actually the sampling error is insignificant except in small areas.

A bureau official said that the chance of sampling error in a "census tract" of 3,000 to 4,000 persons might run as high as 2% in making a radio nose count. In an average county of 20,000 persons, where 1,200 of the 6,000 dwelling units would be asked the radio question, the average expected error is 1%. This is based on a 20% sample where 85% of homes have radios.

Small Error Seen

In an area of 100,000 persons, the expected error would be less than 0.5% and in larger areas it would be even less.

Thus, at the county level the 20% sample will provide just as good a radio set count as a 100% sample, it was stated.

An interesting feature of this sample, it was explained, is that the sampling error and response error tend to offset each other.

The bureau says it has been able to retain the 1940 questions and add new ones by use of sampling, increasing the overall value of the 1950 census. Because of budget problems it otherwise would have been forced to eliminate a number of questions, besides trimming the organizational setup and deteriorating the quality of the tabulation.

Total cost of taking the 1950 census is estimated at a little over $88 million. This is based on a $70 million budget for the population and farm half of the census and $18.5 million for the housing questions. An expanded series of mortgage questions will require $3.3 million of the housing budget.

Population Increases

The 1940 census showed a population of 131,660,000 in continental United States. An increase of 19 million is expected in 1950, bringing the total to over 150 million.

The following data will be collected in the 1950 population census:

100%—Name, age, race, sex, relationship, and marital status; state or country of birth; employment status; occupation; industry, and class of worker.

20% Sample—Migration status; country of birth of parents and mother tongue; citizenship; school attendance and attainment; weeks worked last year and hours worked last week; individual and family income; veteran status of males.

3½% Sample—Occupation, industry, and class of worker for persons who worked last year but not last week; times married and years in present marital status; number of children ever borne.

The census of housing will include:

100%—Type of living quarters and type of structure; number of rooms; occupancy and tenure; vacancy status; bathing, toilet, and water facilities; kitchen sink; contract rent for tenants; gross rent for tenant-occupied units; condition; mortgage status; value of owned home; year built.

20% Sample—Heating, cooking, lighting and refrigeration equipment; cooking and heating fuels; radio.

This list excludes the 1940 items on exterior material, conversion, and estimated rent of owner-occupied dwelling units.

It is proposed that mortgage data be obtained in 1950 in a supplementary sample survey, to be conducted after the regular census enumeration has been completed. It is planned in the supplementary survey to secure the information from the owner or person who is best acquainted with the characteristics of the mortgage debt and to make as many call-backs as necessary to obtain complete and accurate information. This survey is being designed to provide current data for the United States, 5 regions, and 30 metropolitan districts.

Preliminary drafts have been prepared of the schedules for the Territories and Possessions as follows:

Alaska—Population and Housing.
American Samoa—Population.
Guam—Population.
Hawaii — Population and Housing (same as for continental U. S.).
Panama Canal Zone—Population.
Puerto Rico—Population and Housing (pretest in English and Spanish); Infant Card (same as for continental U. S.).
Virgin Islands—Population and Housing.

WIBK DENIED

FCC Upholds Durr

WIBK KNOXVILLE, the station of Radio Evangelist J. Harold Smith, was refused a license by FCC last week and given 90 days to wind up its affairs. WIBK is assigned 1 kw daytime on 800 kc.

In a final decision which also denied WIBK's bid for a new FM outlet and dismissed Rev. Smith's request to sell his interest in WIBK to two local businessmen, the Commission supported the findings of an initial ruling by ex-Comr. Clifford J. Durr that the evangelist was unqualified to be a broadcast licensee [BROADCASTING, July 5, 1948]. The conclusions of the final decision repeated virtually verbatim those of Comr. Durr.

FCC's rulings were made by Comrs. Paul A. Walker, Rosel H. Hyde, E. M. Webster and Frieda B. Hennock. Chairman Wayne Coy and Comrs. Robert F. Jones and George E. Sterling did not participate.

Marvin I. Thompson, part-owner and general manager of WIBK, reaffirmed to BROADCASTING that the case would be appealed and pursued through to the Supreme Court if necessary. In event of an appeal, the Commission would grant continued authority to operate the station until completion of the litigation. WIBK has been operating under program test authority since July 1947. The permit was granted in October 1946.

FCC found that the permittee, Independent Broadcasting Co., failed to report changes in stockholdings among the principals and the method of station financing in applications filed at later dates with the Commission. Initially Mr. Thompson was to own 50% of WIBK and Rev. Smith and his wife, Myrtice Rhodes Smith, the other 50%, the decision said. At present each of the three holds equal amounts of voting stock and Rev. Smith holds 100% of the preferred stock, FCC reported.

Conclusions

Concerning the changes it said were not properly reported, FCC said "we can only conclude that the misrepresentations contained in these statements were the result of deliberation or carelessness and recklessness of so gross a nature as to approximate deliberation."

FCC pointed out that much of the information in the record, which "is replete with confusing and contradictory statements," was not voluntarily submitted but was obtained through the Commission's own investigation and through cross-examination at the hearing [BROADCASTING, Oct. 27, Nov. 24, 1947]. Further difficulty was found in "the lack of books and other records of the Reverend Smith's activities and the confusion of his personal affairs and religious activities."

Here the Commission referred to the intermixture of Rev. Smith's personal accounts and records with those of his *Radio Bible Hour* programs on which he solicited "free-will offerings," the Southern Bible Institute and *The Carolina Watchman*, religious newspaper.

Regarding the financial reports filed by Rev. Smith, FCC declared them incomplete and cited omissions revealed during the hearing relating to personal notes, oil properties and other real estate, insurance, the *Carolina Watchman* and contracts with XERF Villa Acuna, Mexico. FCC said it "should be able to and does rely upon information set forth in applications and reports which applicants, permittees and licensees file. In view of the foregoing circumstances which we believe indicate this applicant's lack of candor, the Commission could not have confidence in reports or applications it may be required to or would file."

The Commission declared that Rev. Smith's loans of some $100,000 to XERF to finance its construction, in return for program time and other considerations, did

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FM SET MAKERS

Charged With Ignoring 'Demand'

TWO-PLY charge that most set manufacturers are ignoring the public's "need and demand" for more and better FM receivers was made last week.

First, FM Assn. accused set makers of a "public be damned" attitude toward FM's development. It submitted an FM coverage map to support its service claims.

Second, Millard C. Faught, economist, president of the Faught Co., New York, asked NAB and Radio Mfrs. Assn. why they are failing to promote FM.

Edward L. Sellers, FMA executive director, pointed to a Caldwell-Clements map comparing AM and FM coverage in the U. S. He said the map—compiled from files of Clear Channel Broadcasting Service, FCC, FMA and other sources—showed that over three-fourths of the total U. S. population is within the primary range of one or more FM stations both day and night.

He added that already 22 states are getting better reception from FM than AM outlets. These states are New York, Pennsylvania, Maryland, Virginia, West Virginia, Tennessee, California, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Nevada, Wisconsin, Michigan, Maine, Vermont, New Hampshire and Ohio.

States receiving complete and equal FM and AM coverage, he said, are Illinois, Indiana, Delaware, New Jersey, Rhode Island, Connecticut and Massachusetts.

Within the four-year postwar period FM has developed almost as much coverage as AM, he contended, doing the job with 740 stations as compared to AM's 2,000-plus outlets. In many populous areas the only reception available is FM, AM being unable to put a reliable, non-fading signal into the areas, he claimed.

In the south, Mr. Sellers added, the public must have FM to get any dependable day and night service because of skywave interference, terrain and soil conductivity factors as well as high static level.

Having dropped the "Don't Buy a Radio Without FM" slogan at RMA's request, FMA is considering a new slogan, he said. This would be, "Don't Buy Half a Radio —Be Sure Your Next Set, Whether It Be TV or AM, Has FM."

In his letter to the presidents of NAB and RMA, Mr. Faught said he had just completed a 9,000-mile "grassroots" tour of the country where, incidentally, he found no evidence of a business depression. Set dealers are unhappy, he said, because of slow demand for AM and the phonograph mixup; they're interested in FM, and the public's TV desire is tempered by talk about color, UHF, TV eye strain, more stations and high prices.

He observed AM and FM signals all over the nation during the tour and found FM as good or better than AM in major population and marketing areas, with FM even better at night and much better at all times in the south.

Mr. Faught contends advertisers are questioning AM coverage claims, asking lower and more realistic rates. He deplored the tendency to look on FM as "something for nothing," and wondered why advertisers divert money from AM to TV pioneering yet fail to take advantage of FM. Manufacturers should provide good low-priced FM sets to meet the public demand, he argued.

Several hundred independent FM stations are starving to death because of manufacturer, broadcaster and advertiser apathy, he indicated.

AFRA MEET

Opens Aug. 25 in S. F.

PLACE of the radio actor in television and numerous other problems are on the agenda of the 1949 AFRA national convention to be held Aug. 25-28 at the Palace Hotel, San Francisco.

At that time, the whole plan of the 4-A's Television Authority is expected to be brought before the convention for its vote. Under the Authority plan, a new union with jurisdiction over television, is to be created with AFRA support and the support of other unions, like AFRA, which are branches of the Associated Actors and Artistes of America (4-A's).

Among other problems listed for consideration of the convention is that of regional transcription rates. AFRA locals can now set up a lower rate for transcription performances restricted to one city than the national rate. The question to be raised at the convention is whether, in accord with the desires of some transcription companies, such a liberalization of fees is to be extended to whole regions.

Also up for discussion are such matters as the rates to be charged networks for taping shows for repeat broadcasts; whether announcers can also perform "engineering" work such as handling controls, and whether there should be extra fees where there is simultaneous AM and FM Broadcasting.

Discussion also will be held on political activity for the Taft-Hartley repeal.

STATIONS LAUDED

Solons Cite Public Service Programming

PUBLIC SERVICE programming of individual clear channel stations has elicited tributes and anniversary messages from Senators and Congressmen alike on Capitol Hill within the past fortnight. Stations cited were WCAU Philadelphia, WGN and WLS Chicago, WHO Des Moines. In addition, one 250 w network station—WCTM Traverse City, Mich.—drew warm praise for distinguishing itself on the local level. WGN and WLS are celebrating 25th birthdays.

A tribute to the public service programming of WCAU was voiced Aug. 4 by Rep. William Green Jr. (D-Pa.) along with tacit endorsement of clear channel service, a rising issue under Congressional scrutiny. He extended his remarks in *Congressional Record.*

Noting that WCAU's signal gives listeners "a signal which is free of much of the interference so common in broadcasting today," Congressman Green said WCAU's experience "proves that a large city station can be more than an outlet for network programming when it has a purposeful understanding of the usefulness of radio in service to the community."

His tribute cited the station's 28 years of operation, the needs of its community, public service programming, awards, and letters of commendation received by the station.

WHO drew the praise of Rep. Paul Cunningham (R-Iowa) for its public service policies and "highly valued service" to farmers. His floor remarks were extended in the *Congressional Record* Aug. 1.

Pointing out that most of the farmer's daily source of agricultural information derives from radio, Congressman Cunningham said that "WHO with its clear channel is able to reach from . . . Des Moines . . . to serve vast farm regions which would otherwise have little or no radio service . . ." The statement included an eight-point review of WHO farm policy plus a list of awards and citations won by the station.

Accolades for WLS were included in remarks by Rep. Sidney R. Yates (D-Ill.) and Sen. Scott Lucas (D-Ill.). The Senate majority floor leader inserted into the record the address of the station's Arthur Page before the NAB Program Clinic at Northwestern U. (Chicago Division) last June. Mr. Page talked on the importance of farm broadcasting and noted that "any radio station has a right to be proud if it has earned their (farm and city folk) trust and confidence by giving them genuine and thorough service."

Rep. Yates cited WLS' pioneering service to farmers and observed the station "has achieved a position of great esteem in the broadcasting industry" with its clear channel signal. He listed press comments about WLS and its long-time favorite, the WLS *National Barn Dance.*

Distributes Reprints

Reprints of Rep. Yates' statement have been distributed by WLS to over 2,000 agencies, clients and potential sponsors. The leaflet was accompanied by a letter from Glenn Snyder, general manager, outlining the station's activities in providing weather, markets, news, music and advertising information. Its 50 kw signal fans out into four states—Illinois, Indiana, Michigan and Wisconsin—he reminded.

Saluting 25th anniversary of WGN, *Chicago Tribune* outlet, Sen. Paul Douglas (D-Ill.) paid tribute to its "commendable balance in . . . programs," including musical, educational, and discussion features, and to its leadership in the new fields of TV and FM.

He also inserted in the *Record* appendix copies of congratulatory messages to General Manager Frank Schreiber of WGN from Illinois Governor Adlai Stevenson, Chicago Mayor Martin H. Kennelly, AFM President James C. Petrillo, and John S. Boyle, States Attorney of Cook County.

Maintaining that "it is not the distant, powerful station that solves local problems—it is the local station that meets the local challenge for quick help," Sen. Edwin C. Johnson (D-Col.), arch foe of super power, Aug. 3 inserted in the *Congressional Record* a copy of a telegram from Les Biederman, president and general manager of WCTM. He pointed up a local incident in which his station distinguished itself.

Mr. Biederman recounted how a dog had died of rabies after it had bitten an unidentified child, and the local county health officer gave WCTM the job of locating the victim. Station dropped all programming for a number of announcements designed to establish immediate contact with the child. Two hours later the announcements turned up the victim, who was placed in a hospital, Mr. Biederman said. Three other victims also were located. Mr. Biederman had wired the data to Sen. Johnson upon the latter's request for data on the need for more local stations and fewer clear-channel outlets.

RMA Committees Set

TWO new committees—Excise Tax and Cathode Ray Safety—have been named by Raymond C. Cosgrove, Avco Corp., president of Radio Mfrs. Assn. S. Insull Jr., of the Stewart-Warner Electric Division, was named chairman of the tax group. The cathode ray safety group was reappointed in its entirety, with R. E. Carlson, Tung-Sol Lamp Works, continuing as chairman.

TOM MOORE

Quits 'Ladies Be Seated'

TOM MOORE, emcee of *Ladies Be Seated* (ABC sustaining, five-a-week, 2-2:30 p.m., CDT) has resigned from the show effective Aug. 19. His final broadcast will originate at the Illinois State Fair instead of Chicago.

Mr. Moore also announced withdrawal of his firm, Tom Moore Production, as the *Ladies Be Seated* producing agency. Phil Patten, his partner, worked for the network as show producer. Interference from New York network executives was given as the main reason for the move by Mr. Moore, who asserted that eastern officials "continue to think of Chicago as a hitching post." He announced no future plans.

It was understood in Chicago that the program will originate in New York if ABC plans to carry it after Aug. 19. Buddy Rogers, orchestra leader and screen actor, was reported to have been auditioned last week as a possible replacement.

JAMES STIRTON

Heads ABC Central Sales

JAMES L. STIRTON, general manager of ABC's Central Division in Chicago, was appointed last week to work also as AM and TV network sales manager of the division. John H. Norton Jr., division vice president, announced that the appointment becomes effective today (Monday).



Mr. Stirton

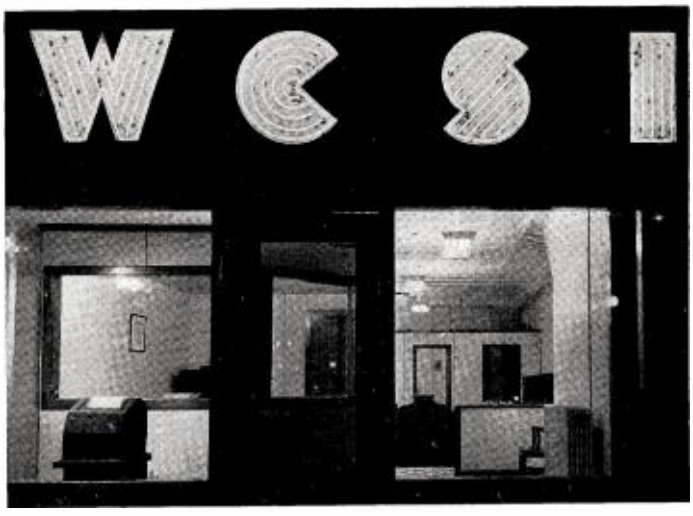
Mr. Stirton replaced Gil Berry, who resigns Sept. 1 to become sales manager of the DuMont network Midwest Division [BROADCASTING, Aug. 8]. Mr. Stirton will work closely with Mr. Norton in supervising the sales and general operations of the division.

The new sales manager has been in radio for 20 years, having started in the NBC mail department in July 1929. Transferring to the network's artists department shortly after, he left NBC in 1937 to form his own talent management firm. When the Blue Network, ABC's predecessor, was formed in January 1942, Mr. Stirton became program director for its Central Division.

He was made general manager following his discharge from the Marine Corps in November 1945.

Walker Named Richards

BRADLEY A. WALKER, account executive for Eastern Air Lines at the Fletcher D. Richards Inc. agency, New York, was elected first vice president of the agency last week. Mr. Walker is also a member of the agency's board of directors.



OUTSIDE view of new $15,000 studios at WCSI Columbus, Ind., showing offices and newsroom. Completely air conditioned and soundproof, the WCSI building contains four studios, program offices and observation lounges.

ANA MEETING

40th Session Oct. 10-12

THE 40th annual meeting of the Assn. of National Advertisers will be held at the Waldorf Astoria in New York Oct. 10 through Oct. 12, William Connolly, chairman of the ANA's board of directors and advertising manager of S. C. Johnson & Son, announced last week.

Howard Chapin, director of advertising of General Foods Corp., has been elected as chairman of the Program Committee for that meeting.

The first two days of the session will be restricted to association members and invited advertiser guests as in the past. On the third day, representatives of advertising media and agencies also will be guests of ANA.

GOODMAN NAMED

Heads Gumbinner Agency

MILTON GOODMAN, executive vice president of the Lawrence C. Gumbinner Advertising Agency Inc., New York, was last week elected to the presidency of the firm. He has been with the agency for more than 20 years. Lawrence C. Gumbinner, relinquishing his presidency, became chairman of the board.

Gumbinner radio and/or television accounts include The Odell Co., Newark, using radio and television spots for Trol Hair Tonic; S. A. Schonbrunn Co., New York, radio spots for Savarin Coffee; Loft Candy Corp., Long Island City, radio; Chap Stick Co., Lynchburg, Va., radio participations; American Tobacco, who for Roi-Tan cigars recently purchased the CBS package *Leave It To Joan* expected to start Friday at 9 p.m. in September; Norwich Pharmacal Co., sponsor of *The Fat Man* on ABC, Friday at 8 p.m. for Pepto-Bismol.

Paul Gumbinner is radio and television director of the agency.

WYNN NAMED

'Atlanta Journal' Ad Director

RESIGNATION of J. Mac Wynn sales manager of WHAS Louisville, to become advertising director of the *Atlanta Journal*, effective Aug. 22, was announced last week. Victor A. Sholis, WHAS director, said Mr. Wynn's successor has not yet been selected and that Rodney Will of the sales department will supervise sales until an appointment is made.



Mr. Wynn

Mr. Wynn joined WHAS in November 1947, from the parent *Courier-Journal* and *Louisville Times*, where he had served since 1944 as promotion and public relations director of the Bingham properties. He had joined the *Courier-Journal* in 1929 as a classified advertising solicitor and in 1937 was promoted to national advertising manager.

As advertising director of the *Atlanta Journal*, Mr. Wynn will succeed John Ottley Jr., who has resigned to enter private business. The newspaper owns and operates WSB and WSB-TV Atlanta.

ITALIAN MARKET

Pulse Plans Sample Study

PULSE Inc. announced last week it is establishing a standardized sample for Italian-language studies in the New York metropolitan area.

Its sample will be based on distribution of Italian-language population in the area and will be identical on all such studies. Studies themselves will be available jointly to all radio stations on a participations-of-cost basis.

KBKW OPENS

Independent Starts Aug. 16

KBKW ABERDEEN, WASH., took the air Aug. 16. Independent station is owned and operated by Ben K. Weatherwax, veteran newscaster and sports announcer in Pacific Northwest.

Station was designed by Mr. Weatherwax as a combined operation with three studios and control and transmitter rooms. Combined unit is located at 701 East Heron Street, Aberdeen, with an additional studio and office in the Emerson Hotel, Hoquiam, twin city to Aberdeen.

Dick Crombie, former manager KBRO Bremerton, has been named manager. John Bradshaw, formerly with KVOS Bellingham, will direct the Hoquiam studios. Personnel also includes News Editor Bill Fox, formerly with KGY Olympia; Chief Engineer Dick Pooley, from WGRC Pendleton, Ore.; Combination Man Will Miller, formerly at KXLA Pasadena, Calif.

Other staff members include Bill Bloom, combination; Sam Whitacre, sales; Rosemary Welsh, women's programs; Bill Kalenius, continuity and production, and Frank Petty, sales.

AFFILIATES

NBC To Hold Convention

MOST of NBC's 170 stations will be represented at the network's annual affiliates convention at the Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 7-11, the network said last week.

Niles Trammell, NBC president, will head a group of key network executives who will meet with representatives of the affiliates. The agenda, although incomplete last week, will include discussions on fall program, promotion and publicity plans.

The network does not intend to schedule discussion of its administrative and operational reorganization [BROADCASTING, July 18], but the matter is of such interest that it was believed a reference to it would be difficult to avoid.

CASE HISTORIES

To Be Discussed by CFAC

AGENCY radio and video executives will discuss their work and give case histories in specialized clinics during the 13th annual fall educational series of the Chicago Federated Advertising Club.

Radio and TV sessions will be planned by a media chairman and his committee, as yet unselected. More than 300 persons are expected to enroll for the series, tentatively planned to start Sept. 19. Ten to 12 sessions will begin with four preliminary lectures, which all enrollees will attend, preceding five specialized clinics stressing media, production, copy and merchandising, and two open meetings in conclusion.

WHOM MOVE

Oral Argument Requested

CONTENDING it renders a specialized service in foreign programming to the entire New York metropolitan area and not Jersey City alone, WHOM Jersey City last week took exception to the FCC's initial decision which would deny the station's request to move its main studio to New York [BROADCASTING, July 25].

WHOM requested oral argument on the ruling of Hearing Examiner J. D. Bond. The station explained that a denial of its request, in the light of the examiner's reasoning that WHOM has a responsibility to program for local Jersey City needs, "would be a decision by the Commission that WHOM programming is not in fulfillment of the licensee's responsibility to operate in the public interest."

On the other hand, WHOM said, "a grant . . . would be consistent with the Commission's previous actions approving [WHOM's] proposals for programming . . . as a New York metropolitan area foreign language station and would enable it to better fulfill its representations to the Commission."

WHOM presently devotes 95% of its time to foreign language shows. Only 15 minutes per week are aired from Jersey City, the petition said. WHOM claims its foreign language audience includes some 5 million persons throughout the metropolitan area.

HOWARD MEIGHAN

On Hollywood Assignment

HOWARD MEIGHAN, CBS vice president and general executive, arrived in Hollywood last week to fill in for three weeks (alternating with J. Kelly Smith, vice president in charge of station administration), pending selection of a Western Division vice president.

He was understood, however, to have several additional assignments, including recommendations with respect to the appointment of a successor to Donald W. Thornburgh, now president of WCAU Philadelphia, in the Western Division vice presidency. He also is expected to negotiate for network television studio space, possibly including a theatre site, and explore the television film field.

'70-32-14-5'

WSB Atlanta has been running a series of ads in *The Atlanta Journal* depicting a human ear on part of which is written, "70 to 32 to 14 to 5." Figures are results of a Hooper survey of 123 broadcast periods checked during three months (April, May, June). "Of the periods checked," the ad states, "WSB was first in number of listeners 70 times, second station was first 32 times, third station was first 14 times and the fourth station, first 5 times. 70 to 32 to 14 to 5."

FM COVERAGE

Lowering of Requirements Proposed by FCC

RECOGNIZING the "economic problems affecting FM broadcasting," FCC proposed last Thursday to lower its minimum coverage requirements for both Class A and Class B stations.

The Commission also proposed to repeal its present prohibition against assignment of Class A FM stations in central cities of metropolitan districts having four or more AM stations. "There appears to be no further need for this restriction," FCC said.

Authorities predicted that the minimum-coverage changes, which FCC proposed to accomplish via revisions of its FM Rules, would mean little relaxation of requirements in the larger metropolitan areas but would allow a substantial reduction in total area covered by outlets in smaller communities.

The minimum standard would be the existing engineering requirements with respect to minimum field intensities over the community, city, or metropolitan district to be served. The size of the community would be largely controlling.

The change would be accomplished by removing the present minimum value of equivalent radiated power and antenna height.

Heretofore, Class A stations have been required to meet minimum standards providing for coverage over a radius of approximately 23 miles. For Class B stations in Area 1 (Northeast U.S.), those in cities of more than 250,000 population have had to serve over an approximately 27½-mile radius, while those in Area 2 (rest of the U.S.) have had to meet requirements equivalent to coverage over a 17-mile radius.

The Commission proposed no change as to maximum powers. It would retain minimum transmitter sizes of 250 w for Class A stations and 1 kw for Class B outlets.

FCC invited comments on its proposal until Sept. 16 and said oral argument would then be called if the comments warrant.

MONOPOLY

Further Hearings Slated

HOUSE Judiciary Subcommittee on Monopoly Power confirmed last week it will hold further hearings in October to re-examine anti-trust laws and propose specific curative bills for introduction in the second session of the 81st Congress. Present series of hearings ended Aug. 5.

Chairman Emanuel Celler (D-N. Y.) already has indicated that NAB will be invited to appear on behalf of the industry to trace developments in the radio industry [BROADCASTING, July 18, 25]. NAB's general counsel, Don Petty, turned down an invitation to appear last month.

In a re-examination of previous testimony, Rep. Celler noted that witnesses had brought up the question of "concentration of power" in many industries, sometimes "as an obstacle to new enterprise or free experimentation" and noted the fall hearings wil serve to clarify "the American policy on these vital questions."

EXTENSION DENIED

By FCC in Two Cases

KJAN Opelousas, La., "on basis or apparent lack of diligence of permittee," last week was denied further extension of completion date by FCC. KJAN Broadcasting Co. Inc., permittee, had been assigned 1 kw fulltime on 910 kc, directional night. FCC said that if a hearing were requested within 20 days, the denial would be set aside pending outcome of the proceeding.

Meanwhile, the Commission last week also denied further time to Redlands Broadcasting Co. for completion of its Class A FM station at Redlands, Calif. Lack of diligence also was cited.

FM SURVEY

Chicago Assn. Seeks Data

DOOR-TO-DOOR survey of Chicago-area FM listening habits, including data as to why specific programs are heard and why FM sets are purchased, will be conducted in September by the FM Assn. of Chicagoland.

This was decided Tuesday morning at a regular board meeting, according to President Ralph J. Wood Jr., president and general manager of WMOR. The survey, which supersedes original plans to gain opinion on FM problems in monthly projects, will be participated in cooperatively by personnel of association member stations. A small sample of about 400 homes will be used because of high costs in this method of research, Mr. Wood explained.

Members of the group moved to keep confidential results of a similar telephone coincidental check on FM program preferences which was made a fortnight ago. "Results did, however, confirm our original statistics," the president said. Among them was the claim that 20% of radio homes in the area have FM.

In an effort to promote frequency modulation as an advertising medium, the association this fall will prepare an elaborate brochure for agencies and advertisers which will point-up with factual information product success stories involving local stations.

The FAC will follow its recent letter to FCC Commissioners on the low number of FM hours programmed by network stations in Chicago with letters reporting the same in formation for all stations, including independent FM outlets. "Our ultimate aim," Mr. Wood said, "is to have all of the network stations duplicate entirely."

Directors on the board went on record as being opposed to paid program logs, which the four Chicago dailies are instigating in September. (See separate story.)

WIFM ON AIR

FM Station In Elkin, N. C.

WIFM (FM) Elkin, N. C., owned and operated by the Yadkin Valley Broadcasting Co., went on the air last week on frequency of 100.9 mc with power of 350 w.

WIFM will operate 12 hours daily with 15 hours on Sunday and will serve three counties, Surry, Wilkes and Yadkin, which cover a large industrial and agricultural section of the Yadkin Valley. Station employs UP news service and Capitol transcription service. Equipment is R. E. L. transmitter, Raytheon console with Gates turntables and Andrews antenna.

Sole owner of WIFM is John A. Hinshaw. George C. Yarbrough, formerly with stations in North Wilkesboro and Lenoir, is general manager. Program director is Charles W. Whipple III, formerly with WIRC Hickory, WMAP Monroe, WIST Charlotte and WGTL Kannapolis. Other members of staff include Clay Watts, announcer-salesman; Harry Johnson Jr., announcer; Hassel Bailey and John Maines, engineers, and Miss Vicky Alexander, receptionist-stenographer.

KMAC STUDIOS

Open Formally With 5 kw

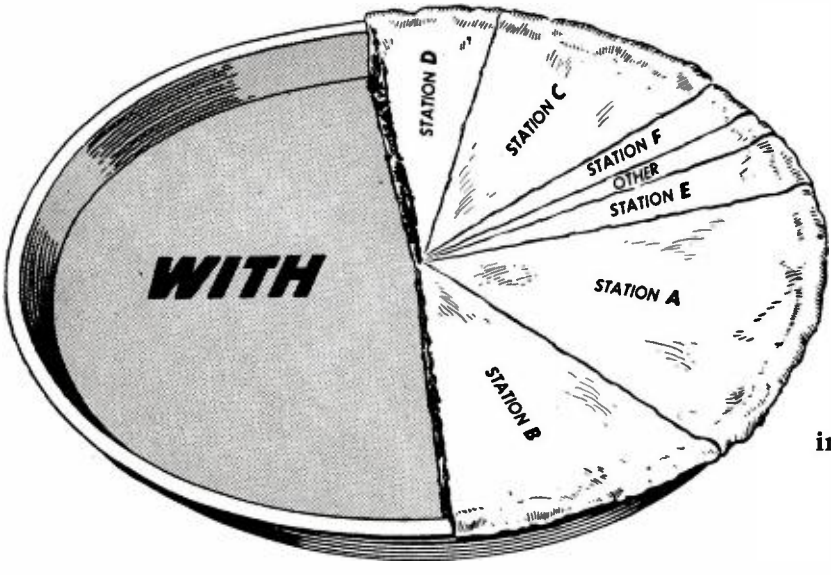
POWER increase from 250 w to 5 kw marked the formal opening of a new building housing the facilities of KMAC San Antonio, Tex. The station, licensed to The Walmac Co., operates on 630 kc. Howard W. Davis is owner and general manager. KMAC is an affiliate of MBS and Texas State Network.

The building, which also houses KISS, KMAC's FM outlet, it at 222-224 W. Commerce St., San Antonio. Twenty-seven air-conditioned studios and offices occupy the entire third floor, with all rooms completely remodeled and refurnished with the latest equipment. Plans and construction of new facilities took over two and a half years.

Katherine Sorensen

MRS. KATHERINE SORENSEN, 45, wife of Roy A. Sorensen, owner of Sorensen & Co. agency, Chicago, died Aug. 8, apparently as a result of suffocation. Survivors, in addition to Mr. Sorensen, are two sons, Robert, 12, and Randall, 10.

Another reason why WITH is the best buy in Baltimore!



BARBER SHOPS—This chart shows the percentage of radios playing in barber shops tuned to each Baltimore Station. 49.3% were tuned to W-I-T-H.

The Johns Hopkins University in Baltimore recently made a survey* of radio listening habits in grocery stores, drug stores, taverns, barber shops, and beauty parlors. The results are especially interesting because none of the standard measuring organizations take this big audience into account.

This Hopkins survey shows that in barber shops, for instance, *of all radios playing, 49.3% were tuned to W-I-T-H.* Our nearest competitor was tuned in on only 16.2% of the total.

The survey is chock-full of compelling facts about this big plus audience that W-I-T-H delivers in Baltimore. It contains many more reasons why W-I-T-H is your *best buy in Baltimore.* If you haven't already received a copy of this survey, we'll be happy to send you one.

*"A Questionnaire Survey of Radio Listening Audiences in Commercial Establishments in Baltimore City," prepared as a Senior Research Report, under the supervision of the Dean and Faculty Members of the School of Business, Johns Hopkins University.

WITH

BALTIMORE, MD.

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

CHICAGO LOGS

Fee for Extra Listings

TWO CHICAGO dailies have jumped on the *Chicago Tribune* bandwagon and will charge stations and sponsors for extra newspaper program listings starting next month [BROADCASTING, July 25]. They are the *Daily News*, which made an official announcement last week, and the *Herald-American*, a Hearst paper. The fourth major Chicago daily, the *Sun-Times*, is expected to follow suit shortly.

Although unpaid listings on popular AM, FM and TV features will continue to be printed, the three papers are conducting an all-out drive for advertisers. Coordinated log formats and rate schedules were pre-determined at a general meeting of advertising executives from the four papers which was called by Chesser Campbell, Tribune Co. treasurer. The *Tribune*, owner of WGN, WGNB and WGN-TV, was first to go into action after this discussion. It recently announced sale of from three to 14 lines at a daily line cost of $2, with $2.50 for Sunday listings, effective Sept. 6.

The *News*, which starts the system Sept. 12, and the *Herald-American*, which begins its listings Sept. 6, will charge $1.25 per line per day, with no frequency discounts. Unpaid listings will be printed "as a public service," representatives of the papers report.

Sponsors or stations buying the most lineage will be given top position in each time bracket. An asterisk will denote a paid listing in all the papers.

Both the *Tribune* and *News* last week circulated a press proof of a sample log. In the unsigned letter from the *News*, which accompanied the proof, it was stated "We feel there is no reason for radio and television advertisers to be alarmed. In fact, it should help both the station and the advertiser, through this medium, to be of greater service to the reading and listening audience."

Opposition seems to be unanimous among station executives queried by BROADCASTING. One of the first organized groups to voice its disapproval is the FM Assn. of Chicagoland. (See separate story.)

Hardy Feted

RALPH W. HARDY, assistant manager of KSL Salt Lake City and recently appointed director of the new NAB Audio Division, was honored at a luncheon given by the Salt Lake Executives Club. Mr. Hardy has been feted by other civic and church groups in Salt Lake City. He assumes his new office Sept. 1.



GIVING LAST MINUTE instructions on use of "Minitape" recorder to Marjorie Cooney, director of women's activities, WSM Nashville, Tenn., are George Reynolds, WSM chief engineer and Aaron Shelton (r), studio supervisor. Miss Cooney sailed for six week tour in Ireland, England, France, Switzerland and Italy on *Ile de France*, July 30.

'AUDIO FAIR'

AES Will Sponsor Event

AUDIO ENGINEERING Society is sponsoring what it claims to be the Nation's first "Audio Fair" to be held Oct. 27-29 at the Hotel New Yorker.

At a meeting Tuesday in New York to explain the purpose of the fair, Charles J. LeBel, president of the society, said technical papers on the latest advances in the audio field would be presented along with the exhibits. A report made at the meeting indicated that 50% of the exhibit space has already been contracted for. Microphones, loudspeakers, amplifying equipment, recording and reproduction equipment will be among the items demonstrated.

Mr. LeBel also explained that it was decided to hold the fair in a hotel rather than a big exhibit hall so that each exhibitor might have a private room in which to show his sound effects. He pointed out that equipment exhibits for audio products in the past have hampered such demonstrations in the interests of preventing bedlam.

The Audio Society is adopting as its convention theme the principle—"If it doesn't sound good, it isn't good," said Mr. LeBel.

LANG-WORTH INC.

Board Changes Announced

REALIGNMENT of the board of directors of Lang-Worth Feature Programs Inc. has been announced by President C. O. (Cy) Langlois in line with conversion of the Lang-Worth library to the new eight-inch transcription.

John D. Langlois becomes secretary of the corporation, in addition to his duties as eastern sales representative and advertising agency contact. Cy Langlois Jr. is named treasurer and will be in charge of plant and studio operations in Manhattan, Long Island City, and Maspeth, L. I. Pierre Weis continues as vice president in charge of national sales, while W. O'Keefe remains as vice president in charge of artists and repertoire.



TO BUY YOUR PRODUCT!

Kansas farmers are selling the third largest wheat crop on record. And they're *spending* this staggering cash income. They're building, remodeling, refurnishing. They're buying both staples and luxuries. Yes, luxuries—just take a look at the latest Level of Living figures for Kansas farm homes.

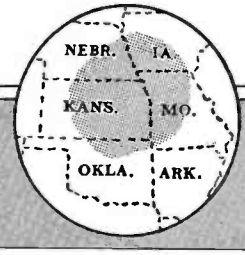
But here's what's important to you! *These families are buying more WIBW-advertised goods than any others.* That's the final proof of WIBW's acceptance and sales influence among the farm families of Kansas and adjoining states. Let us prove it for you, too—by INCREASED SALES.

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

WKJG PURCHASE

Set by WFTW Ft. Wayne

NEGOTIATIONS for purchase of WKJG-AM-FM Fort Wayne, Ind., by WFTW, Fort Wayne daytimer, were completed last week subject to FCC approval.

The owners of WFTW plan to use the 1380 kc, 5 kw facilities of WKJG along with WKJG's transmitter and Mutual affiliation, while retaining WFTW's studios. The license of WFTW (1090 kc, 1 kw, day) and permit for WFTW-FM will be returned to the Commission.

The merger is being accomplished through H. L. Popp and Clarence Schust, minority stockholders of WFTW's licensee firm, Fort Wayne Broadcasting Inc. They will acquire all the stock of Northeastern Indiana Broadcasting Co. Inc., operator of WKJG and WKJG-FM. Fort Wayne Broadcasting will then be merged with Northeastern, which will be the surviving corporation.

The sale involves a total of approximately $162,000 in money and obligations assumed by Fort Wayne Broadcasting and Messrs. Popp and Schust.

After the merger, Messrs. Popp and Schust will each own 28% of Northeastern, the surviving firm, as compared with their present combined holdings of 21% in Fort Wayne Broadcasting. President and General Manager E. G. Thoms, and Walter Thoms, Indianapolis drug store owner, who have had 33.75% each, will have 18.56% each. The remaining interests will be held by present minority stockholders of WFTW: Earl Groth Jr., whose family owns a Fort Wayne department store; President John A. Toothill of Burns-Smith Co., station representative, and Herbert Willis, Fort Wayne attorney.

Present owners of WKJG are William A. Kundel 3d, who controls 62.5% as administrator of the estate of William A. Kundel Jr., and Gilmore S. Haynie.

The two stations are continuing their respective operations pending FCC approval of the transfer. Applications for Commission consent are being prepared by the Washington law firms of Pierson & Ball representing WFTW and Dempsey & Koplivitz representing WKJG.

WFTW went on the air Aug. 10, 1947, and WKJG commenced operations three months later, Nov. 15, 1947.

CAPT RESIGNS

Directed Census Bureau

JAMES C. CAPT, 60, director of the Census Bureau since April 1941, resigned Tuesday because of ill health. Philip M. Hauser, professor of sociology at U. of Chicago and a member of the United Nations Population Commission, was named to fill the post temporarily.



Mr. Capt

Mr. Capt. had been in ill health following a kidney operation some months ago, but had remained in active charge of the bureau during preparations for the 1950 decennial census. He joined the bureau in 1939 as assistant to director William L. Austin in assembling the staff for the 1940 census.

IBEW-CBS TALKS

Seek New Sound Men Contract

IBEW's Local 1212 in New York began bargaining Tuesday with CBS for a new contract covering 20 sound effects men in the New York area, it was announced by Charles Calame, business agent of the local.

The union is seeking for the sound effects men parity in wages with technicians who the week before closed a CBS contract calling for a top of $128.50 [BROADCASTING, Aug. 8]. Top for sound effects men presently is said to be $120 weekly. The union is also seeking an 8-hour day, 40-hour week instead of the present 40-hour week which permits a 10-hour day.

HR + LC + 50,000 WP = RESULTS

WHAT IS IT?

➔ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

THE LATEST WCKY STORY

HIGH RATINGS

Average Rating 5.30-7.00 PM Mon-Fri*

WCKY	**8.1**
Sta A	4.8
Sta B	5.7
Sta C	6.1
Sta D	4.5

LOW RATES

Open ¼ hour rate 6.00-8.00 PM Cincinnati Stations

WCKY	**$120.00**
Sta A	100.00
Sta B	136.00
Sta C	479.00
Sta D	120.00

POWER

WCKY	**50.000 Watts**
Sta A	250 watts
Sta B	5,000/1,000 watts
Sta C	50,000 watts
Sta D	5,000 watts

RESULTS

"Since using WCKY . . . our sales in Cincinnati have increased better than 30% and our sales in the Southern States had an increase even higher."

Mel A. Block, President
BLOCK DRUG COMPANY

"Announcements on WCKY . . . proved successful beyond our expectations . . . we were completely sold out of Hot Point washers in less than 3 weeks."

Ray Worrell, Sales Promotion Manager
G-E Supply Co., Cincinnati.

(—Cincinnati Pulse, May-June 1949)*

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

A proven formula for successful time buying in Cincinnati

High Ratings + Low Cost + 50,000 Watts Power

= RESULTS

Remember . . . For results in Cincinnati

YOUR BEST BUY IS WCKY

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St.
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati: Cherry 6565
TWX: Ci-281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

The Rating Season

ONE OF these days radio is going to do something about regaining control of its own business. It should do this voluntarily, but if it doesn't, the decision will be forced upon it.

We refer, of course, to program ratings. A few hundred telephone calls in a few dozen cities, or a few thousand recording devices in a handful of metropolitan areas now more or less govern a half-billion dollar business. There are no standards. Yet time is bought and sold on them, without regard to the soundness of the techniques.

It is because of these surveys—call them Hoopers or Nielsens or Conlans—that radio in recent years has gone giveaway berserk. A giveaway is a sure-fire rating builder. Advertisers generally buy the ratings.

It may be sheer coincidence that newspaper advertising has made great gains in these post-war years when the radio giveway has taken over. The newspapers learned their giveaway lesson long ago. So did the movies.

The ratings are applauded by those networks and stations which, for the nonce, may be on top. They are damned by all others. You really can't blame the rating services (despite incredible disparities). They deliver what the traffic will bear, and they'll continue to operate on the same bases as long as there are customers to pay the freight.

There are those who take this situation lightly. The giveways, they say, will run their course. But they forget the free rides of the manufacturers who give things away like mad for the air credits, and who therefore buy no time of their own. They forget also, that the competitive media are making deeper inroads and that when, inevitably, the change must be made, radio will start not at scratch, but behind it.

Everyone deprecates "buying" of audiences. The NAB Standards of Practice, which in these buyers' market days appears to be a voice in the radio wilderness, states:

> "Any broadcasting designed to 'buy' the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided."

Voluntary adherence to that principle would bring an end to the giveaway. And it would end the artificial stimulation of audiences, which in turn would take a big nick out of the ratings. But to think that giveaways will be terminated overnight short of an official edict from Uncle Sam is illusory.

The answer will come in the establishment of survey standards. A year ago it was proposed that Broadcast Measurement Bureau broaden its scope to include an overall measurement operation. But there was timidity in radio ranks. And then BMB itself was confronted with a survival fight. Today there's lip service to radio's own ABC of audience surveys—but it's practically an inaudible whisper.

Where's the leadership? Is NAB the logical source? President Justin Miller, in his new role of executive manager as well as inspirational leader, should initiate action—before the NAB (or some other organization) is forced to undertake it. We have our misgivings about association committees. They're usually about as good as the men who serve. There are qualified men in the NAB if Judge Miller will reach out. There's no job more basic for the economic welfare of radio.

One Down; One to Go

MANY RADIO observers are still rubbing their eyes in amazement over the passage last week by the Senate of the revised McFarland Bill (S 1973). There wasn't a murmur of opposition.

The surprise was engendered because it is the first major legislation dealing with radio to pass either House of Congress in the last 15 years. The fact that the measure passed by unanimous consent certainly is indicative of the feeling that reforms are needed in the regulation of radio. It is a tribute to the leadership of Chairman Ernest W. McFarland, who ram-rodded the measure through his Communications Subcommittee, the Interstate Commerce Committee and now the Senate.

The bill goes to the House. It is still confronted with a race against adjournment—which both sides covet in these sweltering days.

The McFarland Bill may not be perfect; legislation rarely is. But it's the closest approach to reasonable legislation designed to fit modern communications problems we've yet encountered. We hope the House, with its eye on the clock and its mind on the taxpayer, will follow through in tempo with the Senate. We have no doubt that the President will sign the measure forthwith with gusto.

A BRITISH Government Commission is studying the BBC to determine whether the state monopoly system, underwritten by a $4 annual license fee on receivers, should be continued. As always we assume consideration will be given to the "American Plan" of commercial sponsorship, if a change is to be made when the BBC charter expires in 1951. Instead of restricting its study to BBC bureaucrats, intereseted in perpetuating themselves in office, the Beveridge Commission would be well advised to get the "American Plan" story at first hand—from Americans. Why not invite our network heads or representatives of the FCC to testify? And why not turn to the commercial broadcasters of their own Dominion of Canada?

Double-Talk in Red

WHERE THERE'S red smoke there's usually Communist fire. That applies to the creative and artistic end of radio as it does to the other arts and professions.

Therefore, efforts to gloss over talk of possible Communist infiltration of radio is dangerous. And that's why the current discussion in New York radio and talent circles about the existence of a "blacklist" barring performers from programs because of Communist sympathies shouldn't blandly be disregarded.

Communists and Communist sympathizers have no place on our air. It is the *duty* of the station licensee (and the network to which a portion of that responsibility necessarily is delegated) to ascertain that those who harbor views contrary to our form of government be denied access to our microphones.

Union small-talk about unions assuming responsibility is magnanimous but meaningless. It is not *their* job.

Radio memories would be short indeed to forget the performances of the Lord Haw Haws, the Axis Sallys and the Tokyo Roses. Or the armed guards around station transmitters and the "no admittance" signs at studios; the bans on audience participations and Man-on-the-Street pickups.

Can you conceive of anyone more potent when an emergency strikes than the man at the mike—the network mike? That should be sufficient to guide broadcast management in the screening of personnel.

Our Respects To —



CHARLES MICHAEL MICHELSON

RADIO PEOPLE from coast to coast call transcription man Charles Michelson one of the friendliest men in radio. As president of Charles Michelson Inc., his name has become a synonym for goodwill.

It is a well established fact that the success of any business depends in large part on the goodwill existing between customer and supplier. In the radio programming business this fact takes on even added significance and Mr. Michelson recognized it early in his career. He holds firmly to the belief that there is no effective substitute for personal contact and his own unique success as a radio producer bears him out.

Station men from practically every town and city in the country know Mr. Michelson personally and feel free to call on him any time to discuss their problems and ask his advice about programs. His New York office is regarded by station men as a clearing house for transcribed programs. Here, he often arranges group meetings for program discussions and he is frequently consulted about personnel problems. More than a few production men have found good jobs in small stations through him.

Records show that a large proportion of approximately 2,000 radio stations in this country use Mr. Michelson's transcribed programs or his sound effects records. He knows the needs of the smaller stations because he has visited most of them and studied their problems and requirements first hand.

Charles Michael Michelson is a native New Yorker. He was born Aug. 26, 1909, and was educated at De Witt Clinton High School and Columbia U., where he served as manager of the baseball team. He studied economics and his first job was with the New York Stock Exchange. After a brief apprenticeship there, he entered the exporting field as manager of the electrical division of Michelson & Sternberg Inc., an exporting firm that handles a number of international accounts and is presided over by his father.

In 1934, Michelson & Sternberg Inc. received an inquiry from one of its accounts in Australia that was to change the whole course of young Charles' life. Could Michelson & Sternberg, the client wanted to know, find some transcribed American radio programs for their market? This was at the time when commercial radio was just getting started in Australia. The job was handed over to the young electrical manager and he found himself scouting about in an unfamiliar field looking

(Continued on page 40)

FROM mountain goat to city slicker, from the first crack of dawn on the banks of the Hudson to the setting sun on the Ozarks, the song of America is the song of the prairie. Music that helped push the Covered Wagon across the western plains, music that told of a dying day and a new tomorrow—this is America's music whether it be in Two Forks, Nebraska or right here in New York where 13,000,000 people live in an area smaller than a Texas ranch.

ROSALIE ALLEN, nationally acclaimed sweetheart of the prairie, presents her program of America's music nightly on WOV from 9 to 11:00 P. M. Her loyal responsive audience 64% of whom are women has a record of sales results and listener loyalty that keeps her program in constant demand.

WOV has recently completed a special Audience Audit on Rosalie Allen's Prairie Stars, a program of proven sales effectiveness for every type of household product. We would like to show you how you can "TAKE THE GUESS OUT OF BUYING" by buying

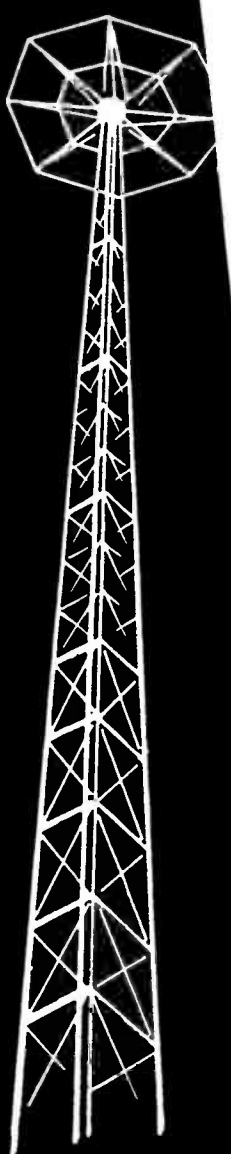
PRAIRIE STARS

a WOV production

Presented by

ROSALIE ALLEN

Monday through Saturday 9 to 11:00 P. M.
Now selling for Fall and Winter sponsorship.



Originators of *Audited Audiences*

WOV NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

Respects

(Continued from page 38)

for a program guaranteed to entertain the Australians. It wasn't an easy assignment and before he had finished with it, he had made an important discovery—namely, that the transcription business was still largely in the trial and error stage.

Mr. Michelson saw it was an unexplored field with great possibilities not only for export business but also for local domestic development and decided to do a little investigating. He started on a cross country tour to find out what small stations wanted in the way of transcriptions and how much they could pay for them. He soon discovered that they all wanted network quality shows at low local rates. This sounded like a tall order, but Mr. Michelson decided that it probably could be done if he could find some programs that had wide enough appeal.

He went back to New York and organized Charles Michelson Radio Productions, one of the first independent producing firms to specialize in open-end transcriptions. Not forgetting his earlier experience, he also made a thorough study of the Australian market and questioned visting businessmen regarding the radio tastes of their countrymen. *Omar, the Wizard of Persia* enjoyed the distinction of being the first transcribed show Mr. Michelson sent to his waiting listeners Down Under and it proved so popular that several hundred others of Mr. Michelson's choosing have followed during the intervening years.

The open-end transcription business got a big push from Mr. Michelson in 1939 when he negotiated arrangements with Street & Smith Publications to transcribe *The Shadow*. Within a short time, that program was heard live or transcribed in French, Spanish and Portuguese for export. Special recordings also were made for the Australian market.

As the years passed, Mr. Michelson added more and more programs to his transcribed repertoire. *The Avenger, Count of Monte Cristo, Smiling Ed McConnell, Chanou, the Magician, Blackstone, Magic Detective,* and *The Sealed Book* are just a few of the varied types of programs he has to offer. In all, he's been responsible for the national distribution of more than 125 program series.

An amusing incident occurred during one of his trips when a wire from Mrs. Michelson announcing birth of their boy in New York reached the former high Democratic party official of the same name in Washington. The baby was three days old when Papa Michelson got back to New York and heard the news.

On his visits to small stations he was displeased with their playback equipment. To get better reproduction of his programs he built his own portable playback and found a good market for the device.

Starts Sound Effects

Mr. Michelson entered the sound effects record business in much the same way. Station managers often complained to him about how limited in type the available sound effects records were. After making certain that this feeling was practically universal among small station men, he approached Harry Gennett Jr. and relayed these suggestions about enlarging his sound library. The result was he became one of the largest distributors of sound records in the country. His firm distributes both the Gennett and Speedy-Q sound effects libraries. Now the small stations just tell him what they need and he locates the proper record—or has one made.

Many of these specialized sound records did service during the war. Recordings of gunfire, airplane motors, etc., were used in training troops and his recordings of the U.S.A. 16-inch naval guns which he made during the war at the Naval Proving Grounds in Dahlgrin, Va., were used by Montgomery at El Alamein to confuse the Germans.

He believes that transcribed shows, to be successful, must be one step ahead of live shows, pioneering in the field of cooperative transcribed program development. His method is to sell a sponsor the idea of making the records, then go out and sell the distributors, in cooperation with the stations, the program and time on local stations. The unique success of *Blackstone, the Magic Detective* on 150 stations proves that the ET cooperative idea is a natural for some sponsors.

Mr. Michelson also introduced Canada's popular program *The Happy Gang* to U.S. audiences via transcriptions and *Musical Comedy Theatre* from Australia.

Some six years ago, the Michelson firm branched out to include live package shows and such programs as *Nick Carter*, and *Chick Carter* and *Frank Merriwell* were offered and placed under the Michelson banner. His current live package shows include *Horatio Alger, The Witches' Tale* and *The Avenger.*

Looking at TV, Mr. Michelson again demonstrates his interest in the small station. They'll want network talent for TV at local rates and the only answer to that at present is special TV films which he hopes to be able to offer in the near future.

Though he's on the road a lot, Mr. Michelson finds time in summer to enjoy his country home in Connecticut with his wife, Vivian (nee Worth), and their sons, Bobby, 6, and Stephen Paul, born this July 28. This leisure time is largely devoted to boating, an enthusiasm shared by all the Michelsons. Mr. Michelson is a member of Templar Knights Club and a Beta Iota Phi.

Gifts From WNAR

WNAR Norristown, Pa., is celebrating its third birthday this week and, in so doing, is reversing the usual procedure. During the week, between the hours of 6:15 and 8 p.m., WNAR will present its advertisers with a gift in the form of free air time. Howard W. Kriebel, WNAR commercial manager, says the gift is in appreciation of time bought by advertisers in the past.

THOMAS BEECHAM
WQXR Fall Series Planned

A SERIES of weekly programs, *Sir Thomas Beecham Turns the Tables*, featuring the internationally known conductor, will be presented by WQXR New York starting in the fall.

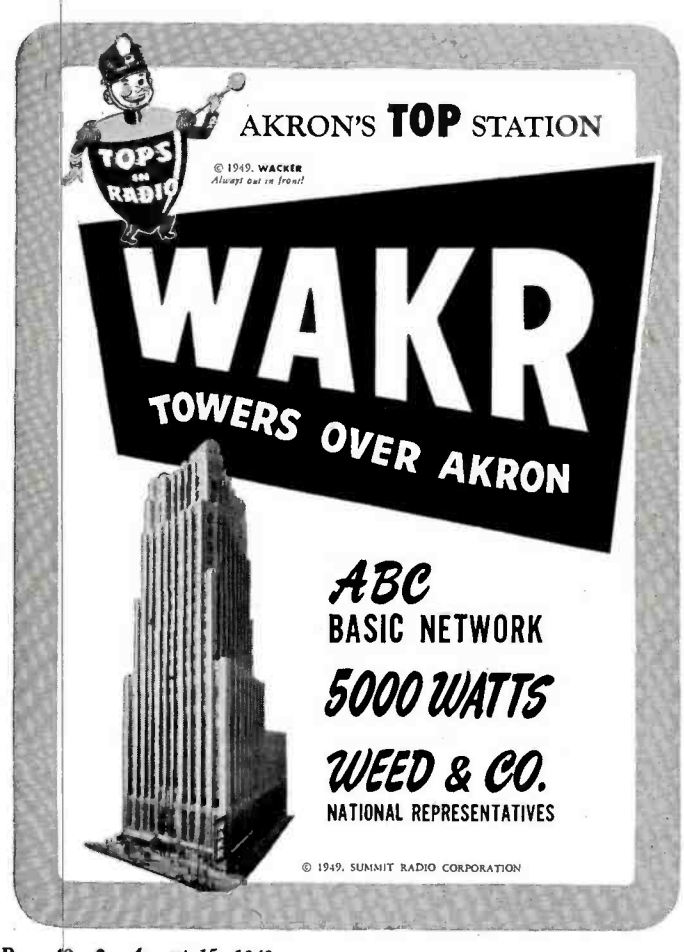
Arrangements for the programs, for which Sir Thomas will act as musical commentator, were concluded in New York between Towers of London Ltd., represented by Oliver W. Nicoll, vice president, and the New York station.



Sir Thomas Beecham records the commentary for his new program to be heard on WQXR.

* * *

The first 26 programs will be produced in London and will be 55 minutes in length. The conductor is currently transcribing the commentary for the programs, music for which will be provided by records, for the most part by orchestras conducted by him.



WICH

Norwich, Conn.

In Eastern Connecticut it's WICH—the station for complete coverage in New London County.

Norwich—the Shopping Center of Eastern Conn. $38,000,000 retail sales in 1948.

250 WATTS - 1400 KC
(FULL TIME)

JOHN DEME, GEN. MGR.

A Service of Broadcasting Newsweekly

TELECASTING

AUGUST 15, 1949

INTER-CITY TV RELAYS

AT&T Expansion Plan Approved

FURTHER expansion of AT&T's inter-city television relay facilities was approved by FCC last week through granting of construction permits for new microwave circuits between several cities.

New circuits approved for both television and telephone use, are between Pittsburgh and Chicago, Chicago and Des Moines, Albany and Syracuse, Richmond and Norfolk, and Madison, Wis., and Milwaukee. Total estimated cost is $17,800,000.

The authorizations support the telephone company's announcement last December that it planned to triple its existing facilities within the next two years to keep pace with the ever increasing demand for more TV network channels [TELESTATUS, Dec. 6, 1948; May 30 and June 6, 1949].

The Pittsburgh-Chicago radio link, involving 20 intermediate stations, will parallel existing coaxial cable facilities which have been in use for some months between New York and Chicago. Two new TV channels in each direction will be provided. Radio link already is installed from Pittsburgh to New York. Some 1,900 channel miles are involved. Total cost of the microwave chain is estimated at $12 million.

Chicago-Des Moines Link

From Chicago to Des Moines will be built 14 intermediate stations covering 1,000 channel miles. Two TV channels to Des Moines and one channel in the opposite direction will be provided. The link includes Minneapolis and St. Paul. Coaxial facilities already are available from Des Moines to Minneapolis. The Chicago-Des Moines radio link will cost $4 million, FCC reported.

Five intermediate stations will provide two TV channels between Albany and Syracuse. Branches also are to be provided to Schenectady and Utica, FCC said. Cost of this installation, covering some 290 channel miles, is estimated at $1,055,000. Coaxial service already is provided between New York and Albany.

One TV channel is to be provided from Richmond to Norfolk, involving four relay stations, at estimated cost of $635,000. Distance is 85 channel miles. Richmond already receives network TV service via Washington.

Ready for Grid Season

The Madison, Wis., to Milwaukee link is expected to be completed in time to relay U. of Wisconsin football games from Madison during the coming season. Four relay stations are to be used and construction cost is $110,000. No estimate has been given as to when the other relay projects would be completed.

VIDEO CO-OPS

BAB Releases List

FIRST BAB dealer co-operative advertising releases produced especially for television stations are currently being mailed to member stations.

Seven manufacturers are named who share time costs with their dealers for local video advertising, and one advertiser is listed who produces filmed commercials complete with tie-in identification for local merchants. The TV service is identical to the five-year old AM-FM format. The services for TV and AM-FM operate on a continuing basis. Details on advertisers who have cooperative policies are released as rapidly as verified by BAB.

WORLD SERIES

Television Rights Still Undecided

WORLD SERIES telecast rights will cost more than last year, but final decision on price will not be made until Baseball Commissioner A. B. (Happy) Chandler returns to Cincinnati this week from a road-trip. He is empowered to set the final figure.

This was reported to BROADCASTING late Thursday by Walter W. Mulbry, secretary-treasurer of baseball, after a closed session conducted early that morning by the commissioner. He talked with members of the major and minor leagues executive council, including William DeWitt of the St. Louis Browns and Frank McKinney of the Pittsburgh Pirates.

Although "no specific discussion concerned television," Mr. Mulbry said a Brooklyn theatre-owner submitted to the group a proposal for adapting the series to large-screen TV. Decision on his presentation will be made later, according to Mr. Mulbry.

Cost Will Be More

He said the cost for Series rights "will certainly be more than last year," which was $140,000 paid by Mutual. Some provision will probably be made for post-game theatre and television showings also. Identity of the purchaser will not be announced for a month, he said.

Paul Jonas, Mutual sports director, was in Chicago at the same time to confer with the commissioner Thursday afternoon. He also helped with production on Mutual's broadcast of the All-Star Football Game from the city's Soldier Field Friday night. MBS President Frank White was also in town.

Mr. Jonas outlined the arrangement by which MBS has exclusive AM rights through 1951. Mutual had exclusive television rights last year, and has first and last refusal as specified in a renewal clause of the contract, he explained.

There was speculation that the series telecasts would be carried on a single network, rather than on a pooled basis as last year. In that event, in view of Mutual's option on TV rights and Mutual President White's former association with CBS, it was felt CBS-TV holds the preferred position.

Queried about expected price, Mr. Jonas said several figures have been speculated about but none has been set. He explained the original cost set by the commissioner last year was $175,000, but that this was lowered to $140,000 because of delay in installation of the coaxial cable which prevented games being shown in the Midwest.

Both men agreed the games would "very definitely" be telecast.

Gillette will again sponsor the AM broadcasts on Mutual. Gillette also sponsored the telecasts last year.



ELLEN STERN, promotion manager of KPIX and KSFO San Francisco, came out in top spot in the national contest sponsored by Crosley Division of Avco Mfg. Co. for "outstanding audience promotion" of the NBC TV quiz show, *Who Said That?* Here she receives first-place award, a Crosley 9-403 TV set, from Earl Germaine (r), Pacific Coast regional manager for Crosley. Aiding in presentation are (l to r) Ralph Stoddard, advertising and sales manager of California Electric Supply Co., and Lou Simon, commercial manager of KPIX (TV) San Francisco.

TV PROPOSALS

Briefs Flow Into FCC

COMMENTS on FCC's proposed changes in TV allocations and standards began to flow into the Commission last week as preparations were made to handle the large volume expected by deadline Aug. 26. Briefs so far range from comments on color TV to experimental reports and requests for specific allocation.

FCC a fortnight ago postponed its comprehensive hearing on television from Aug. 29 to Sept. 26 at the demand of industry for sufficient time to prepare for the complex proceeding which will fix the future pattern of the visual medium [BROADCASTING, Aug. 1]. Deadline for comments was moved from Aug. 8 to Aug. 26 and that for filing replies from Aug. 19 to Sept. 12.

Geer Requests Appearance

Dr. Charles Willard Geer, professor of physics at the U. of Southern California, requested permission to appear and testify at the hearing concerning his system of simultaneous electronic color television. He described the design of the receiving system as "rugged, simple and inexpensive" and which "promises to bring color reception at a small fraction of the cost of competing systems."

Dr. Geer's petition outlined filing of his patent application for the system in July 1944 and its conflict with a similar patent application reported filed in August of that year by Dr. Alfred Goldsmith through Samuel B. Smith, RCA attorney. Following investigation by the Patent Office board of examiners, Dr. Geer said, he was unanimously awarded priority of invention on all counts in September 1948 and a patent is due to be issued in September.

The 40 claims of the patent, Dr. Geer informed the FCC, cover methods of producing the three primary colors for direct viewing within the cathode ray tube. Using a serrated screen of various design and cross-section, he explained, phosphors are deposited upon these serrated facets in such a way that the gun receiving the blue color signals plays only upon the blue phosphor, etc. The screen's shape may be produced by an inexpensive stamping operation, he said.

KPRS Olathe, Kan., cited several reasons why it thought the proposed TV allocations are unsatisfactory. These included: The minimum power requirements eliminate small community stations because of prohibitive construction cost; the allocation plan assumes that VHF television is an accomplished fact while it yet is to be proved commercially and engineeringwise; it's doubtful the public will pay $75-100 for UHF converters while VHF service is available; directional antennas should be allowed to permit for stations in areas that can use the service.

Likewise, W. H. C. Higgins, West Orange, N. J., suggested economic factors also must be considered, as "service" is not provided merely by channel allocation. He recommended temporary operation be permitted powers less than 10 kw where good service would be afforded. Mr. Higgins also asked that proposed Channel 28 be assigned the LaPorte-Michigan City, Ind., area, his home town, because of terrain and coverage problems.

KFEL-AM-FM Denver reported on the operation of its experimental TV station W10XEL in 500 mc band. Station has been using pulsed emission, 200 kw peak, on 493 mc. Pulses have been received at maximum distance of 23 miles, KFEL said, with the transmitting antenna only a few feet from the ground. Other tests showed that pulse amplitudes did not diminish to noise levels until either a major land barrier intervened or until a distance approximating the theoretical horizon was reached. Clear pulses were observed up to 65 miles with the transmitter about 2,000 ft. above local terrain, the station said.

Since no UHF channels are proposed for Denver, KFEL said it was undecided about further experimentation. Its W10XEL project has cost $26,900 to date, station said. KFEL suggested that color television may have great potential in the long range picture but that its consideration at present will only serve to delay reallocation almost indefinitely to the economic advantage of operating TV stations and manufacturers.

Sen. Francis J. Myers (D-Pa.) has written Acting Chairman Paul A. Walker in opposition to the proposed reduction from four to three of channels allocated Philadelphia. He indicated the plan does not measure favorable with assignments to other big cities.

WHBY Green Bay, Wis., filed for allocation there of Channels 11 and either 9 or 13. Several alternative plans for providing the channels were submitted.

Sets Up Special Files

FCC has taken special steps to handle the volume of comments and briefs due to be filed. The public reference dockets have been separated into two major parts. Part I contains all material up to the Commission's notice of further proposed rule making issued in July [BROADCASTING, July 18]. All material since that notice will go into Part II and will be filed according to state. General comments also will be given a separate folder.

Thomas E. Corbett, author of *New Destinies for Television*, has filed copies of his booklet with the Commission. It contains proposals for a system of "metered television" whereby set owners would be billed for program service. It is claimed the system would allow reduction of "objectionable" commercials on the air since sponsors could use advertisements in a magazine that customers would have to buy in order to know which "ticket" to place in their meter to unscramble the picture. The booklet further considers the economic and social factors of TV.

NBC-MOVIE TV

Aid Promised To Fabian

NBC will aid Fabian Theatres in its theatre television programming problems, according to Charles R. Denny, executive vice president of NBC, in a letter to S. H. Fabian, president of Fabian Theatres.

Mr. Denny promised that NBC would do what it could to make programs available to Fabian "on a reasonable basis."

Announcement of the cooperation between the network and theatre chain was made last week although only the week before reports that such a relationship was in the making were neither confirmed nor denied [BROADCASTING, Aug. 8].

The reports of such cooperation grew after it became known three weeks ago that Mr. Fabian's company signed the first contract with RCA for the purchase of theatre-TV equipment. Fabian hopes to have the $25,000 worth of gear contracted for, installed by Christmas in its Fabian Fox Theatre, Brooklyn.

NBC made public an exchange of letters between Messrs. Denny and Fabian. The latter sought programming help in the interests of theatre television and as an aid to promoting telecasting itself. Mr. Fabian's letter said:

"At a prior meeting with Mr. Carleton Smith of NBC television, we expressed our desire to reach some operating understanding with NBC whereby it would be possible to obtain broadcast and specially designed NBC television programs for our theatre television. . . .

"In view of the imminence of our programming problem however, we would like to have a general understanding of whether NBC will do everything reasonably possible to make available to us at a reasonable fee such NBC television programs as we may request and also make every reasonable effort to obtain sponsors, promoters and legal clearances, where necessary and possible."

In answer, Mr. Denny wrote that although clearance of rights to programs for television would be very complicated in many instances and even impossible or impracticable in others, NBC would do what it could to help.

Mr. Denny said NBC also had given thought to creation of specially-built TV programs for use in the Fabian theatre. On this matter, he said NBC could not proceed further until it got more complete specifications but that when such information was furnished, NBC would be pleased "to give you quotations on the production of specific programs to fit your specific needs."

Despite the problems involved, Mr. Denny made this commitment:

"Nevertheless, we will do what we reasonably can to obtain or assist you in obtaining appropriate rights in order that such of our programs as you may request us to clear for use in your Fox Theatre, Brooklyn, may be made available to you for that purpose on a reasonable basis."

He closed with the statement that NBC felt "much good" can come from cooperation with Fabian in the theatre-TV field.

FREMD NAMED

To Crosley TV Sales in N. Y.

THEODORE FREMD, recently merchandising manager of G. M. Basford Co., New York, has been appointed full-time New York sales representative of Crosley Broadcasting Corp. TV stations. He will headquarter at at WLW sales offices, 630 Fifth Ave.



Mr. Fremd

A former captain of Marine infantry, Mr. Fremd is a graduate of Fordham U. He has been sales promotion manager for GE in Pittsburgh, district sales manager for Armour & Co., Cincinnati, and advertising and merchandising manager of Yale & Towne Co., N. Y.

Last week, Mr. Fremd conferred in Cincinnati with Marshall Terry, vice president of Crosley Broadcasting Corp. in charge of television. He also visited Crosley's video installations in Dayton and Columbus.

TWO N. Y. FIRMS

Get Video Opera Rights

TEL-AIR Assoc., New York package producer, and Popular Artists Corp., also New York, have acquired the video rights to New York's city opera company. They are seeking to place weekly one-hour programs on the air this fall.

Seymour Kaplan and Mort Singer of Tel-Air and Paul Kapp of Popular Artists, are also pitching the show to possible sponsors. Paul Moss, former license commissioner of New York, represented the opera company in the negotiations.

WOR-TV Leases Theatre

WOR-TV New York last week leased for three years the New Amsterdam Roof Theatre, 42nd St., west of Broadway, for use as a video theatre and studio. The theatre will undergo extensive alterations before its use by the new station, scheduled to start operations soon.

ADVERTEST

Finds TV Viewers Use Sponsor's Product

TELEVISION viewers who regularly tune in a sponsored program use more of the sponsor's product than those not regularly viewing the program or those who live in non-video homes. This finding is reached in a study of advertising effectiveness conducted in the New York area by Advertest Research, New Brunswick, N. J.

The results are based on 596 early July contacts in the New York area. They show that regular viewers of *Arthur Godfrey's Talent Scouts* on WCBS-TV, Mon., 8 p.m., are buying more Lipton's tea.

In its survey, Advertest Research interviewers thoroughly questioned housewives in TV homes on use, brands and purchases of tea, dentifrices and cigarettes. No indication was given that the interview was connected with television until this questioning was completed. The product groups were picked because of frequency of purchase and because the housewife could be expected to have full knowledge of brands used and planned purchases.

The data for tea show that the Godfrey program has had a consistently high rating since it went on the air less than a year ago and could be expected to reach the greatest number of TV families over the longest period of time for this product category. Of the 596 TV families contacted, 464 regularly view the program, with 132 not regular viewers.

Of all TV homes, 85.2% were found to use tea with 82.6% having tea in the home; 89.7% of viewing homes use tea compared to 87.1% having tea in home; 69.7% of non-viewing homes use tea and 66.7% have tea in home.

Of all TV homes, 35.6% had Lipton's tea in the home compared to 26.2% having the next brand; 40.5% of viewing homes had Lipton's tea compared to 25.9% for the next brand; 18.2% of non-viewing homes had Lipton's compared to 27.3% for the next brand.

The study showed that 21.5% of all TV families bought tea during the week preceding the interview; 24.1% of all TV families who view *Talent Scouts* regularly bought tea during the week; 12.1% of all TV families who do not view the program regularly bought tea during the week.

Brands bought during the week follow:

Brand	All TV Homes	Viewing Homes	Non-Viewing Homes
Liptons	9.4%	10.3%	6.1%
Brand A	8.1%	6.9%	12.1%
Brand B	1.8%	1.7%	2.3%
Brand C	1.7%	1.5%	2.3%
Brand D	1.0%	.6%	2.3%

ALL OTHERS LESS THAN 1%.

Planned purchases of tea by TV families follow:

Brand	All TV Homes	Viewing Homes	Non-Viewing Homes
Liptons	22.8%	25.0%	15.2%
Brand A	17.4%	16.4%	21.2%
Brand B	6.9%	6.9%	6.8%
Brand D	5.4%	5.2%	6.1%

ALL OTHERS LESS THAN 4%.

Length of ownership is a factor in determining brand of tea used, it was found. It was felt by Advertest Research that if the program is doing a successful job of selling the product, there should be a higher percentage of users among those having their sets during the full time (seven months) the program had been presented.

The length of TV set ownership data follows:

	1-6 months	Over 7 months
Liptons	33.3%	43.8%
Brand A	27.8%	25.0%
Brand B	11.1%	10.0%
Brand C	16.7%	3.8%
Brand D	5.6%	5.0%

Advertest Research said it is the company's belief "that the greater the correlation between the sponsored program that is viewed regularly and used by the respondent of the sponsoring product, the more effective is the advertising of the sponsored program."

TV RATE CARDS

BAB Hopes for Uniformity

FIRST STEPS toward hoped-for standardization of television station rate cards were taken by BAB last week.

Following a meeting of a unit of the television standardization group, a subcommittee of the Sales Managers Executive Committee of NAB, the BAB staff began an analysis of present television rate practices with a view to presenting a comprehensive report to the unit's next meeting, which will be held sometime next month.

Present at the unit meeting in BAB's New York headquarters were Eugene Thomas, WOIC (TV) Washington, chairman; John E. Surrick, WFIL-TV Philadelphia; William Weldon, Blair TV Inc.; James V. McConnell, NBC director of Spot Sales, and E. Y. Flanigan, WSPD-TV Toledo. George L. Moscovics, CBS manager of television sales development, represented the networks at the meeting in Mr. McConnell's place. Jacob Evans, NBC promotion director of national Spot Sales, appeared as an observer.

The meeting last Wednesday was exploratory. Actual work on the design of rate cards and standard contract forms will be begun at the next meeting.

NEW WDTV CARD

Class A Hour Rate Upped

WDTV (TV) Pittsburgh, outlet of the DuMont Television Network, will issue Rate Card No. 3, effective Oct. 1, Donald A. Stewart, general manager, has announced.

New rate card boosts the one hour Class A rate to $350 from the old rate of $300. Present contracts are protected for a 26-week period, Mr. Stewart said.

Snickelgrass Saga . . .

SAD STORY of Sidney S. Snickelgrass Jr., who got his wish that all Americans of foreign descent "be sent right back where they came from," has been made into a one-minute musical cartoon sequence by the Advertising Council and will be distributed to all U. S. TV stations before the end of the month.

The film short, first venture into video by the council, was announced by Lee H. Bristol, president of Bristol-Myers Co. and coordinator of the United America campaign to combat religious and racial discrimination. The pictures, drawn in crisp black and white against a gray background, are semi-animated by a technique that provides adequate motion without undue expense. A guitar-strumming vocalist sings the story in ballad fashion.

The TV spot opens with Snickelgrass rubbing a magic lamp [top photo] and telling the genie who appears that he'd like all people of foreign heritage sent back home. The genie explains that if that wish is granted ". . . all exiles may take what they've created."

"I don't care what they take. You just do what I stated," answers Snickelgrass. But his hat flies off and his jaw drops in amazement [second photo] as he watched huge ships loaded with:

"Roads built by Slovaks and farms plowed by Swedes [third photo], mills run by workers of hundreds of creeds.

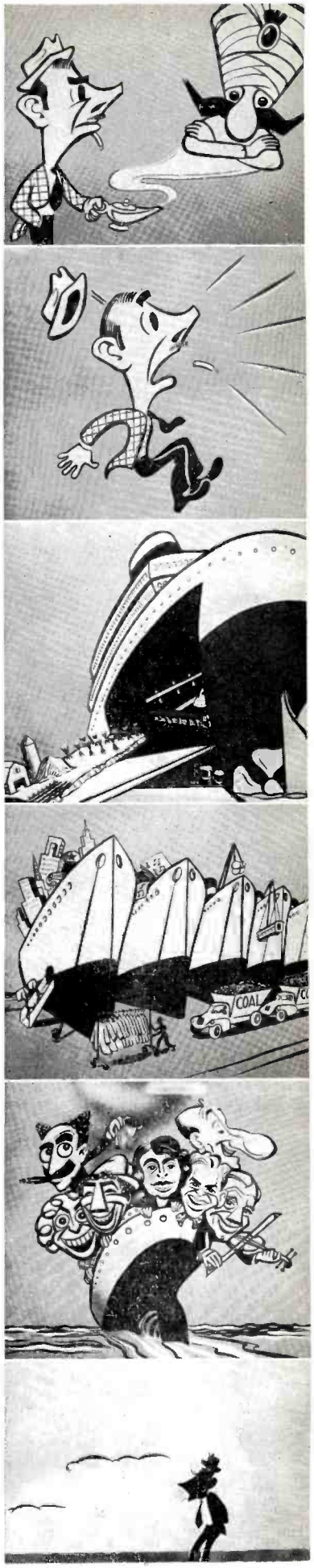
"Skyscraper cities were loaded and stored [fourth photo] as Protestants, Catholics and Jews climbed aboard."

Frank Sinatra, Marian Anderson, The Marx Brothers, Jimmy Durante and Jack Benny wave goodbye [fifth photo] and poor Snickelgrass finds himself alone on the empty shore [bottom photo].

Even . . .

"The genie was doing what Snicklegrass bade.
Like the rest of the foreigners,
he'd gone back to Bagdad."

The story material was developed by Lynn Rhodes, copywriter, with Milton Krentz and Leonard Weil of the American Jewish Committee as programming consultants. Fred Arnott provided the art. Oscar Bryant arranged and sang the ballad. Edward Royal of the Advertising Council directed and produced the one-minute sequence.



Garod Prices

CURRENT factory list prices on Garod "Tele-Zoom" receivers and its low-price TV sets were guaranteed last week for all distributors and dealers, according to an announcement by Louis Silver, vice president and general manager. The new price protection plan guarantees Garod list prices for a 120-day period.

Telestatus

Commerce Dept. Reports on TV

(Report 72)

AN ENTHUSIASTIC report, *Television as an Advertising Medium*, was released today by the Dept. of Commerce. It is a thoroughgoing survey of commercial use of television as a sales and advertising medium in the United States, and includes valuable reference material and maps.

The report was written by Philip A. Bennett, industrial economist in the General Products Div. of the Office of Domestic Commerce.

It was learned that Secretary of Commerce Charles A. Sawyer had a personal interest in the report, and urged its rapid completion. A Commerce Dept. official said the Secretary feels that TV will be one of America's major industries in the near future and that the department should continue its work in TV analysis.

Another report on the effectiveness of TV is planned for December publication, Mr. Bennett said. It will contain information of sponsors' experiences with television and the types of commercials and programs used.

In the current report, Mr. Bennett predicts a short-run drop in radio listenership, but "in the long run, television will stimulate larger advertising budgets in which newspapers and magazines and outdoor media will benefit, and in which radio, as it becomes a more specialized medium, will participate in proportion to its more restricted use."

Ad budgets should increase, Mr. Bennett says, as TV creates new desires, and "together with all advertising media helps industry move a far greater volume of goods than ever before."

The fact that advertising budgets have not increased as rapidly as the national income indicates to Mr. Bennett that TV can aid in increasing overall advertising revenue. And he urges more advertising "to stimulate consumer demand if industrial and commercial activities are to return to their 1948 levels."

Advertising Expenditures

Advertising expenditures are now 2.1% of the national income, but in 1935-39 the figure was 2.8 to 3.0%. If ad budgets would reach this level again, the total would be *$1.2 billion* above the 1948 peak of $4.8 billion.

"Many advertisers will have to review the position of advertising agencies," Mr. Bennett says. "In some cases the advertiser's increased activities may replace some of the functions normally performed by agencies."

His reasoning is that TV's effectiveness as a selling tool approaches that of the intimate relationship of salesman to customer. "Because of the special nature of television advertising, many companies will have to decide whether it will be under the control of their sales department or advertising departments.

"In some companies, particularly durable goods manufacturers, the control may properly belong in the advertising department. In other companies, particularly the consumer goods field, the control may be placed under the sales department to make for a unified and coordinated sales and merchandising effort."

"It's no news to advertising men that "at present television is not a very profitable field for advertising agencies." But Mr. Bennett says this is "an opportune time for agencies to engage more strenuously in television activities, to obtain experience and create a reputation."

He advises agencies to get enough experience in TV to "inspire confidence" in their ability to handle the medium for prospective sponsors.

TV Market Information

The report contains a lengthy appendix which gives latest market information for all television markets, including the number of stations operating, their one-time rates, sets installed, population, housing characteristics for 1947, census of manufacturers data for 1947, and estimates of retail sales.

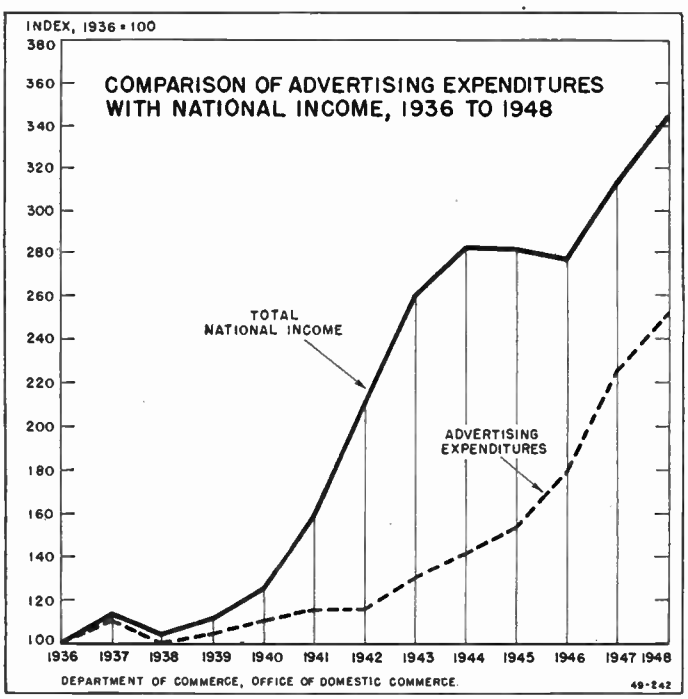
There is a separate table for each of the 38 TV markets, and for the complete metropolitan districts included with each of these markets.

Appended to the report is a three-color map—large size—showing all operating TV stations, stations under construction, proposed stations in every market, and the status of the coaxial cables linking the various cities in the United States. The map is available separately for 35¢.

The report includes a section on TV's technical status, discussion of program types used by advertisers, types of commercials used, and other general information about commercial TV.

The author of the report is a graduate of the Harvard Business School and was an instructor there, before entering the government as an industrial economist.

Copies of the report may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., or from the Dept. of Commerce field offices. The price is 60¢.



DUMONT NET UP

120% Increase Revealed

A 120% increase in net income for the first 24 weeks of 1949 as compared with a similar period last year was reported last week by Allen B. DuMont Labs Inc.

Net income after taxes in the 24 week period ending last June 19 was $1,779,587, equal to 83 cents a share on common stock after preferred dividends. In a similar period last year the income was $807,246, equal to 40 cents per common share.

Sales in the 24-week 1949 period were $18,486,856, an 87% gain over the $9,827,192 sales in the same period of 1948.

The report covered all DuMont activities, including the DuMont Television Network and DuMont stations. Figures were not broken down by divisions of the company.

Working capital on June 19 was $7,971,189, compared with $4,541,241 on June 20, 1948.

NEW TECHNIQUE

Cuts Movie-Filming Time

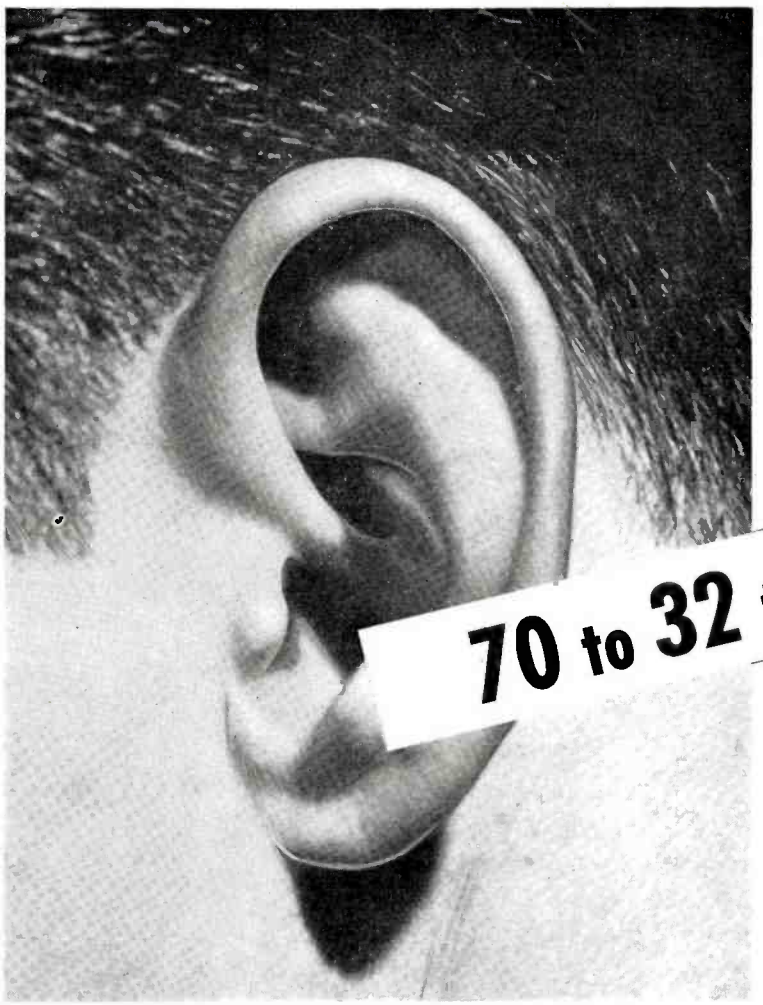
CLAIMING "A revolutionary new technique of motion picture filming," Jerry Fairbanks announced in Hollywood Aug. 10 that he could make it possible to film some half hour programs in 30 minutes as against previous schedules of a day or more.

Cost-wise, the new system—immediately available to advertising agencies and their clients—will add only a thousand dollars to the overall cost of the average six to seven thousand dollar show, Mr. Fairbanks estimates. When an entire series is filmed on a mass production basis, he feels that the cost per unit may even be less than the cost of live production.

According to Mr. Fairbanks, his method which has been perfected after 26 months of research, permits a picture to be photographed in continuous action, including cuts from one camera to another. Multiple 16mm Mitchell cameras equipped with newly perfected 1,200-foot magazines are used and focus is maintained at all times by all cameras as result of a new equipment development.

Admiral Protection Plan

A 120-Day price protection plan on television sets has been announced by Admiral Corp. The plan states that refunds will be paid distributors if recommended list, suggested dealer and distributor prices are reduced, and to dealers if recommended list and dealers' prices are reduced. These funds, company pointed out, will equal the prices actually paid and the reduced prices on current radio and TV models in inventory and shipped between July 1 and Nov. 30.



70 to 32 to 14 to 5







WSB, first in number of Atlanta listeners

more times than all other stations combined

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering metropolitan Atlanta's listening habits. During the 3 months (April, May, June) covered by this report there were 123 broadcast periods checked. This included *all* broadcasts of *all* metropolitan Atlanta stations, Sunday through Saturday, from 8:00 A.M. to 10:30 P.M. WSB's big statewide audience was not included.

Of the 123 periods checked, WSB was first in number of listeners 70 times. The second station was first 32 times. The third station was first 14 times, and the fourth station, first 5 times.

70 to 32 to 14 to 5.

History thus repeats. WSB has ranked first in every overall radio survey ever made in Atlanta by any accepted authority. For this latest report—of the 9 radio stations broadcasting in metropolitan Atlanta—*WSB was first in number of listeners more times than all others combined!*

Because of this overwhelming listener preference, WSB sponsors have always received unusual returns on their investment. A Petry man can give you case after case. Ask him.

WSB *The Voice of The South*

IN TELEVISION, by the same authority, it is WSB-TV by more than 5 to 1.

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

FOR
SMART
TELEVISION
COMMERCIALS

1 VV RESPONSIBILITY

2 GET PRICES FROM
VIDEO
VARIETIES
BEFORE YOU
ORDER FILMS

SYMBOL OF VV RESPONSIBILITY

VIDEO VARIETIES CORPORATION

OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

DEMONSTRATION

TV To Show Farm Setup

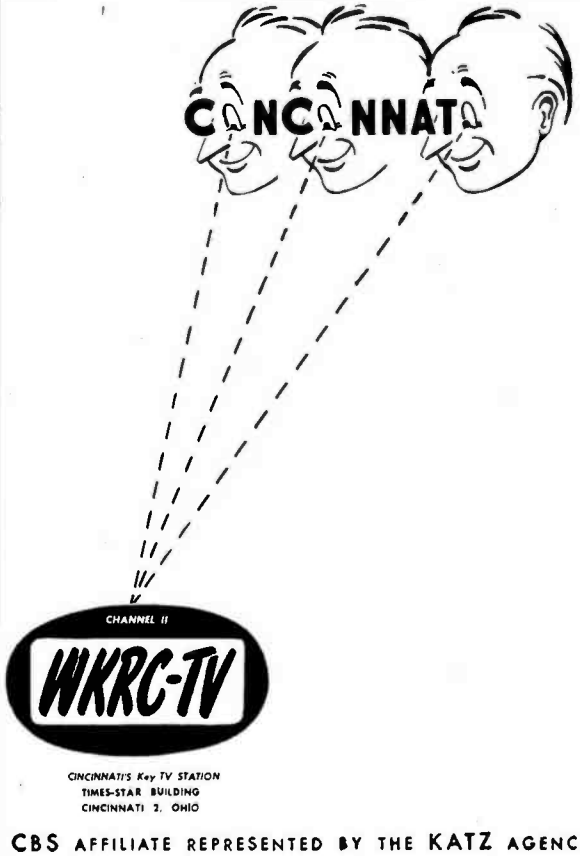
WHAT IS described as the first continuous day-long television show by a single station will originate Aug. 16 from a farm in Adams, Mass.

From 8:45 in the morning until 5 p.m. television cameras of General Electric Station WRGB (TV) Schenectady, N. Y., will be trained on various phases of a "unique" farm improvement demonstration program at the Walter N. Hadala farm in Adams.

During the day, as much of the work as can be accomplished to change the present farm field layout into a modern soil conservation field system will be done by both heavy equipment and farm machinery. Equipment will be donated from throughout the county and adjacent areas.

WRGB's recently acquired eight-ton mobile unit will pick up the various demonstrations and transmit them from the Adams farm to a temporary relay tower atop Mount Greylock. The program will then be beamed to the station's permanent tower atop the Helderberg Mts. west of the state capital of Albany.

Farm Supervisor Bill Givens of WGY Schenectady will handle program operations and Control Room and Remote Supervisor Richard E. Putnam is in charge of technical arrangements.



CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

TRANS-VIDEO

Paul White Lists Staff

PAUL WHITE, president of International Trans-Video, producers and distributors of live and film programs, last week announced his staff set-up.

Lawrence L. Wynn, a radio and television producer, will be vice president in charge of programs. Dogores Pallet, musical consultant at Radio City Music Hall, will serve as executive consultant on music and choreography. Other executives include T. Newman Lawler, member of the law firm of O'Brien, Driscoll, Raftery & Lawler, secretary of the corporation, and Walter Keane, comptroller.

Mr. White said Robert M. Savini, president of Astor Pictures and the head of 27 film exchanges, also will be associated in ITV.

ITV's home office is at 61 East 52 Street, New York City.

TV AUTHORITY

Organization Continues

DESPITE numerous conferences relative to possible organization of a Television Authority, the several talent unions comprising the Associated Actors & Artistes of America and the Screen Actors Guild, failed after eight days of meeting in Hollywood to reach the final draft of an agreement.

Although little doubt exists about the definition of "live" and "film" in the accepted sense, much remains in what has come to be referred to as the grey area which includes "kinescope" produced for more than one showing. Compromise and further discussion will follow in new conferences, as yet unscheduled, but expected to be held in New York.

BRIEFS FILED

In TV Censorship Case

EARL G. HARRISON, Philadelphia, counsel for the plaintiffs, filed his briefs, about 100 pages in printed matter, Aug. 9 with Chief Judge William H. Kirkpatrick, of U. S. District Circuit Court for the Eastern District of Pennsylvania, in the Pennsylvania TV censorship case, which was heard last May [BROADCASTING, May 16].

Mr. Harrison is representing Allen B. DuMont Labs, operating WDTV Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster, who brought suit against the Pennsylvania State Board of Censors comprising Edna R. Carroll, John Clyde Fisher and Beatrice Z. Miller, seeking to restrain them from censoring motion pictures used by the stations. Judge Kirkpatrick is expected to give his opinion in mid-September.



UNDER construction in Dallas, Tex., is new tower for KRLD-TV, the *Times-Herald* station. Construction has attracted a great deal of attention and has been subject of speculation as to its height. Total height above ground, including building, tower and antenna, when completed, will be 560 ft.

TV RECEIVERS

Altec-Lansing In Market

ALTEC LANSING Corp., Hollywood, professional sound reproduction equipment manufacturer, has entered the television receiver market.

The firm's line of Altec Lansing sets was announced by A. A. Ward, vice president. He stressed that the company has "aimed at the high end of the high quality market" and that only 200 sets a month are being produced.

Specifications include what the firm describes as an easy tuning channel selector for positive station tuning; a television circuit design for which Altec claims an increase of 40% in picture quality; 12½ inch picture tube, and an 8-inch 400B dia-cone speaker which is said to produce audio quality comparable to receivers costing more than $2,000.

Selling prices are $367, $408 and $308 for table, consolette and chassis respectively.

TCI *

Specialists
TV FILM SPOTS

*TELEVISION CARTOONS, INC.
361 WEST BROADWAY, NEW YORK

Film Report

TPS ORGANIZED
Video Aid For Agencies

TO PROVIDE national and local advertising agencies and their clients with a complete television department, minus the expense, Television Production Service has been organized in Los Angeles.

Headed by Elbert L. Walker, Norman D. Jolley and Charles Brohammer, firm aims to provide the diversified television experience for those who seek to appropriate money for television but who lack trained personnel. Mr. Walker has been with the Don Lee television station KTSL Hollywood for the past 10 years as writer producer, director and supervisor of production. Mr. Jolley has had experience in radio, motion pictures and stage. Mr. Brohammer, former sales manager of Personal Indoor Advertising Co., Los Angeles, will direct sales and research for TPS.

Firm intends to handle program production for eastern and midwestern advertising agencies as well as personal representation in the production of film commercials. Mr. Walker is currently on a tour of the nation's television cities to study local operations and orientate local and national advertising agencies on the services which TPS can render.

TV REMOTES
New Deadline Set for Oct. 3

SPECIFICALLY excluding proposals for a theatre television allocation, FCC last week granted a 60-day delay in time for filing comments on its plan to give permanent status to TV relay and pickup allocations [BROADCASTING, July 4, Aug. 8].

The new deadline, Oct. 3, had been requested by R C A - N B C, ABC, and Television Broadcasters Assn. on grounds that preparations for the UHF-VHF hearing which starts Sept. 26 made it impossible to complete comments on the TV auxiliary service proposal by Aug. 1, the deadline originally set.

Twentieth Century-Fox Film Corp. also had asked for delay to permit it to file a proposal with respect to theatre television. FCC noted, however, that such proposals had been excluded at the outset, and reiterated that "comments which propose an allocation of frequencies for a theatre television service, or for any service other than the television auxiliary broadcast service, will not be accepted in this proceeding."

The subject of theatre television, its frequency needs and related questions are being canvassed in another proceeding, with Sept. 2 set by FCC as deadline for the submission of reports and other data [BROADCASTING, July 4].

HALF-HOUR television package, *Face the Music*, has been kinescoped by Mini-Films Inc., Los Angeles, and Robert Oakley Television Productions, same city, aimed towards national and local sponsorship. Mini-Films has also recently completed first half-hour *Jerry Colonna Show* series. Show scheduled to go live on KLAC-TV Hollywood, and kinescoped for other showings. Firm in addition planning production of two other TV shows, quarter-hour *Lucile Norman Show* starring opera singer; and half-hour dramatic *Queenie Smith Show*. Both for national or local sponsorship.

Sherman Plan Inc., Washington, D. C., planning production of 15-minute TV film travelogue "Holiday Time." Al Sherman will do production and Van Beuren W. De Vries will handle television techniques. Film will highlight spots of interest in different states and nations. Interest in show has been indicated by 28 stations from New York to San Francisco. Production to start in early September. Same firm doing series of TV spots for Washington Variety Club for Welfare Fund.

Five Star Productions, Hollywood, has been signed by Dan B. Miner Co., for Interstate Bakeries (Log Cabin bread), same city, to produce five 20-second animated spots and by Walter Johnson Candy Co., Chicago, for series of commercials. . . . Eclipse Productions, Los Angeles, producing 26 half-hour comedy films featuring James Gleason. Tentatively titled "Derby's Ringside Dive." . . . Twelve full-length British motion pictures will be telecast over WBKB (TV) Chicago, scheduled for Aug. 13 and each Saturday evening thereafter. Series includes such films as "The Night Has Eyes," "Poison Pen," Farmer's Wife," "High Command" and "Spring Meeting."

Produced by United Inc., Los Angeles, CBS distributing nationally through its stations series of nine three-minute musical shorts "Musical Moods." . . . Otis Carney, president, United Videogram, Minneapolis, plans trade showing in Chicago, within next month of *The Marines War*, production now in final stages at Atlas Film Co. studios in Oak Park, Ill. . . . Centaur Productions, Los Angeles, has completed first series of six animated TV film commercials available for local or national sponsorship.

IMPPRO Inc., Los Angeles, and Cascade Pictures, Culver City, Calif., will jointly produce four half-hour television shows to be shown locally and kinescoped for eastern telecasting. . . . Film Equities Corp., New York, has moved to new quarters at 10 E. 49th St. New offices give firm approximately twice as much space as previously occupied. Irvin Shapiro, that company, has departed for six weeks business trip on Continent. He will attend various film festivals now in progress. . . . Jerry Fairbanks Productions, Hollywood, has completed last of series of 26 ten-minute TV films for NBC *Going Places With Uncle George.*

STANDARD OIL
Enters Video In Fall

STANDARD OIL CO. (Indiana) enters television for the first time this fall with sponsorship of a Wayne King program on an NBC-TV five-station midwest network. The show, to be aired Thursday, 9:30 to 10 p.m. (CDT), starting Sept. 19, will originate at WNBQ Chicago.

Program will be carried by WFBM-TV Indianapolis, WWJ-TV Detroit, KSD-TV St. Louis and KSTP-TV St. Paul-Minneapolis. WTMJ-TV Milwaukee and the firm are negotiating for a time period.

Richfield Video

RICHFIELD OIL Co., Los Angeles, will make its first program entry into television when it sponsors the *Los Angeles Times* charity football game between the Washington Redskins and the Los Angeles Rams Aug. 26 via KTTV Los Angeles. To date firm has only used television spots in major West Coast markets. Move is dictated by current Richfield push of its rust-proof gasoline. Agency is Hixson & Jorgensen Inc., Los Angeles.

NME APPROVES
Commercial TV Movies

NATIONAL MILITARY ESTABLISHMENT has authorized cooperation in the commercial production of motion pictures for TV as "a vitally important, far reaching means of sustaining broad public understanding" of NME.

In extending its cooperation, NME lists provisions for extending cooperation, one that the finished product benefits NME, the best interests of national defense and the public good.

NME has published "A Guide For Obtaining National Military Establishment Cooperation In the Production of Motion Pictures for Television." Copies may be obtained by writing the National Military Establishment, Office of Public Information, Washington.

JUNIOR JAMBOREE



Cincinnati's second most-popular multi-weekly TV feature (*). A full hour of fun for the small fry, "Junior Jamboree" is telecast over WLW-T, WLW-D and WLW-C from 5 to 6 PM, Monday thru Friday . . . has a combined three-city rating of 27.0.

Here's an ideal vehicle to reach the Cincinnati, Dayton and Columbus TV markets at a cost of only $1.24 per-thousand-viewers. Participations now available.

WLW-T, CHANNEL 4, CINCINNATI
WLW-D, CHANNEL 5, DAYTON
WLW-C, CHANNEL 3, COLUMBUS

Crosley Broadcasting Corporation

(*Cincinnati Telepulse, June, '49)

just released

"MIRACLE OF AMERICA"

quarter hour transcribed series

tells story of free enterprise

INDUSTRY WILL SPONSOR

Write or wire for audition record

ROBERTS RADIO PRODUCTIONS
25th Floor—David Broderick Tower
Detroit, Michigan

'Star Time'

(Continued from page 27)

vades all of the store's broadcast activity. For 43 weeks of the year the store sponsors the *Meet Mary* broadcasts, 9:30-10 a.m. daily, Monday through Friday over WTTM. Mary Wilson conducts this informal half-hour women's show, weaving her commercials into the texture of her program. During the other nine weeks of the year, when she is on vacation, she does spot broadcasts from wherever she may be. Last year she took a flying trip through the Scandinavian countries. WTTM made arrangements through the BBC and the other government broadcasting agencies to short-wave her programs back to Trenton where they were sponsored by the Hurley-Tobin Co. The costs of the relaying were practically nil inasmuch as the foreign countries were anxious to get the publicity and cooperated 100%.

Merchandising

The Hurley-Tobin Co. represents the ideal utilization of radio by a department store. There is no "testing" of merchandising among competitive media. Mary Wilson promotes items over the air and urges listeners to see the ads in the same day's newspapers, giving page and position. Conversely, Hurley-Tobin radio programs are extensively cross-plugged in the newspaper ads.

How effective is the *Meet Mary* program? In actual dollars and cents return to the store few figures are available. But the store knows that her broadcasts bring in business. The test is when buyers and merchandise men fight for time to advertise their lines on the show.

Actually, Mary has almost complete free-rein on the program. She shops the store daily, looking for items that she thinks will be attractive to her listeners. Her commercials are completely ad lib. Furthermore, she devotes a good portion of her commercials to talking about the buyers and salespeople. This helps to personalize the store to the prospective customer and to give the customer somebody specific to ask for, by name, when she comes in. In addition, it's a valuable morale booster to store personnel.

On specific merchandising testing the following are recent samples of the effectiveness of the program:

Men's nylon undershirts and shorts: Luxury item, priced at $2.95 and $3.50. Never handled by store before. Not sold anywhere else in city. Mary sold out entire stock in one week WITHOUT HELP OF ANY OTHER MEDIUM. Store has sold out two subsequent reorders entirely as the result of Mary's program. Incidentally, 90% of the sales were to women, according to Mr. Dougherty, the buyer.

House dresses: Mary plugged Fruit-of-the-Loom dresses for $2.95. Almost entirely sold out the stock the same day. NEWSPAPER AD DID NOT BREAK UNTIL NEXT DAY.

Furnishings: Mr. Mathuse of rug and drapery department credits selling of slip covers and floral window shades almost entirely to radio. Ninety percent of customers mention having heard about them on Mary's program. Still selling and Mary is still being credited even though Mary has discontinued advertising this merchandise for some weeks.

In addition to *Meet Mary*, Hurley-Tobin Co. sponsors half-hour transcribed programs in Class A time adjacent to our top-rated NBC shows.

Radio *can* pay off for the department store advertiser. All it takes is the application of the few simple principles set forth so well by the NAB and NRDGA. It also helps if the advertiser is a man who has the intelligence, the imagination and the willingness to approach radio as a mature, full-fledged advertising medium with its own standards and methods, and not try to apply the time-worn principles of space advertising.

Look around. Maybe there's a Joseph Tobin in *your* town.

SPORTS STORY

Show Draws $20,000 Pledge

JIM CARROLL and Don Tannehill recently received FCC consent to purchase KWYO Sheridan, Wyo., and as owners of the station, they've already had their first big story.

On July 30, Mr. Carroll had his regular "man on the street" program at 10:45 a.m. It's called *Over the Coffee Cups*, and is presented from a drug store fountain and is an interview show talking to men as they have their morning coffee. During the interview, several men interested in promoting a new soft ball field and baseball field said that $20,000 would start the ball rolling.

"Immediately after the broadcast," Mr. Tannehill says, "one of our listeners, a Mr. Frederic Thorne-Rider, phoned the city clerk and told him that he had heard the broadcast and, if the city would supervise the project and use land already owned by the city, he would donate the $20,000. He wrote a letter to that effect to the city clerk," Mr. Tannehill continues, "and the letter was read to the city council. . . . They went on record as accepting the offer and will seek permission from the donors of the land, the heirs of the late Sen. John B. Kendrick."

JOINT FACILITY

House Starts Action

LEGISLATIVE status for the Joint Senate and House Recording Facility took form on Capitol Hill last Thursday when the House voted to remove the project from the questionable realm of appropriations and establish it on a statutory basis [BROADCASTING, July 11]. The measure (H J Res. 332) now goes to the Senate.

The project, under which recordings are prepared for members of Congress and shipped to their constituent areas, is under the supervision of the Clerk of the House and Secretary of the Senate. It has operated solely by appropriations set aside annually for that purpose since 1947 when the government leased the facilities from Robert Coar and his wife, who maintained a private practice. Mr. Coar holds the title of coordinator at a salary of $9,538. He would be designated superintendent.

The current resolution provides:

(1) Facilities shall be for the exclusive use of members of the Senate and the House.
(2) The superintendent shall, subject to the approval of the Senate Secretary and House Clerk, set the price of each recording and collect all moneys owed the facility.
(3) A revolving fund in the U. S. Treasury is established for administering duties of the facility.
(4) All purchase orders shall, previous to being issued by the superintendent, be approved jointly by the Senate Secretary and House Clerk.
(5) The Secretary and Clerk are authorized to appoint and fix the compensation of the superintendent and other employes of the facility. A limitation of $10,000 is placed on the latter's salary.
(6) The superintendent shall maintain detailed records of all moneys collected and expended.

SESAC Issues New Series

SESAC INC. has recorded several hundred new selections for its transcription library subscribers. Included are over a hundred numbers recorded by the Philharmonic Orchestra under Rosario Bourdon, Gospel songs by Stamps-Baxter Quartets, barber shop selections and additional listings by the All-American Symphonic Band.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 34 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask your Free & Peters Colonel for survey material.

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives



HR + LC + 50,000 WP = RESULTS
WHAT IS IT?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

WAAF FULLTIME

FCC Reverses Proposal

FULLTIME operations with 5 kw on 950 kc were authorized for WAAF Chicago last Thursday in an FCC order reversing a 14-month-old proposal to deny the fulltime bid.

WAAF, *Drover's Journal* station, currently operates as a daytimer on 950 kc with 1 kw. Its application for fulltime operation with 5 kw was given a proposed denial last June on grounds that its proposed directional array would not adequately protect WWJ Detroit [BROADCASTING, June 21, 1948].

Reversing this proposal, FCC noted that WAAF's proposed array was designed to protect a WWJ radiation pattern and antenna site which had been authorized at that time but which were not put into effect. WAAF accordingly submitted a modification of its proposed nighttime array.

FCC's grant was made subject to several conditions including (1) use of a phase monitor which must be submitted for advance FCC approval as to precision and workability; (2) advance FCC acceptance of a non-directional as well as a directional survey; (3) the making of weekly field strength checks at specified monitoring points.

KIBE OPENING

Sept. 1 at Palo Alto

KIBE Palo Alto, Calif., now in process of construction, is expected to begin operation Sept. 1, according to Ben Ott, assistant manager and production head.

An independent, KIBE will operate on 1220 kc with 250 w. Offices and studios will be located at Palo Alto Airport. Station is owned and operated by Millard Kibbe and Donald K. Deming.

Station will have AP news service, transcription service by Standard.

Mr. Kibbe is general and commercial manager. John Daniels will serve as chief announcer and musical director. Women's activities are in charge of Virginia Teal and Dave Wortman is chief engineer.

Hard Liquor

(Continued from page 25)

policy against hard liquor advertising, but will continue to accept beer and wine copy subject to their usual supervision.

"We believe that the basic question is one of real public service and honest good taste," Mr. Benoit explained. "It is the same question which has been confronting us from time to time—in its various guises—ever since the beginnings of broadcasting at KDKA Pittsburgh in 1920.



Mr. Benoit

"It seems to me," he pointed out, "that there is good capital for all broadcasters in the fact that this proposal—that hard liquor copy be accepted by radio—should stir up such a controversy, while few complain about page after page of similar copy used each day in many newspapers and magazines.

"The inescapable conclusion seems to be that radio delivers its message with a far more telling effect than the printed word. Perhaps all of us would do well to bear this fact in mind and include it in every sales presentation."

But a spokesman for the Schenley company said at week's end that "no insurmountable obstacle" had arisen to bar Schenley from the air or to cause it to change its plans.

Planning Shows

Meanwhile, the company and its agency were discussing ideas for programs and announcements, it was said by an agency spokesman. Under consideration were a 15-minute show after 11 p.m. across the board, a five-minute show in the same period and a pattern of one-minute announcements.

It was said that Schenley would take as many stations on a network as it could get and additionally would buy time on independents in areas where Schenley products have distribution.

It also was learned that Schenley is interested in attaching an institutional message on the *Duffy's Tavern* program, which its affiliate, Blatz Brewing Co., may sponsor this fall through Kastor, Farrell, Chesley & Clifford. It was further learned at press time that Schenley was to talk with Ed Gardner, owner of *Duffy's Tavern*, about an agreement to that effect.

Meanwhile, the Distilled Spirits Institute (Schenley is not a member) last week publicly condemned the distillers and categorically denied the industry is behind the movement to use radio facilities for hard liquor ads.

"If certain distillers who are not members of the Institute have made overtures in that direction, our organization as such has no direct control over their actions, but we definitely are not in accord with this attempt to upset a long standing precedent," Howard Jones, executive secretary of the Institute, stated.

Referring to Sen. Ed Johnson's (D-Col.) letter to Treasury Secretary John Snyder, under whose office the Internal Revenue Bureau and Alcohol Tax Unit operate, Mr. Jones added:

"While Sen. Johnson and our industry do not always see eye to eye, nevertheless in his letter he raises a number of valid points in which we heartily concur" [BROADCASTING Aug. 1].

On another front, Tom Watson Jr., general manager, WSWN Belle Glade, Fla., once again took issue with Sen. Johnson's premises [BROADCASTING, Aug. 8]. In a second letter to the Colorado Senator clarifying his position, he argued that "those stations which broadcast objectionable material will, through a competitive process, find themselves eventually sans listeners, sans advertisers and sans revenue."

'Error of Philosophy'

"Interpreting" Sen. Johnson's position as an "error of philosophy," he scored him for "hasty denunciation" of broadcasters, adding:

"In imposing additional, and perhaps unnecesssary, limitations upon broadcasters, the federal government is opening wider the door to further legislation which eventually could transform the industry into something far less desirable than it is now, with all its faults. Having seen the 'camel's nose' poked into other tents, I am compelled to resist this invasion of radio's domain."

Mr. Watson also asked why the problem of police power seemed to be "more pressing in the case of radio than it is in the case of unlicensed media."

FOR PAST FOUR months, KCBQ San Diego has placed in "best local program of month" contest conducted by *San Diego Daily Journal*. Station won first place in June and July; was runner-up in May, and tied in April for first place.

Bid your sales troubles farewell

with "good buys"

in Memphis

on

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

MORE PEOPLE

Listen More *

to

WSGN AM 610 KC FM 93.7 MC

Distribution of Listening Homes Among Birmingham, Ala., Stations:	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
WSGN	33.5%	27.4%	28.3%	29.2%
A	28.3	20.3	27.8	25.4
B	13.4	24.8	28.7	24.0
C**	4.2	5.9	.6	3.1
D	3.7	6.4	4.8	5.1
E**	9.7	8.4	1.2	5.5
Other Stations	7.2	6.8	8.6	7.7

**Indicates Daytime Only

Survey Periods: Monday through Saturday 7:00 A.M. to 11:00 P.M.
Sunday 12:00 M to 11:00 P.M.

NATIONAL REPRESENTATIVE: HEADLEY-REED

*Conlan Radio Report May 1-7, 1949.

Third NARBA

(Continued from page 25)

agreement that won't take untold millions for reconstruction. If not, should we sign a treaty that would wreck the valuable goodwill and service built up by American broadcasters?

Those familiar with international negotiations recall that the U. S. took the lead at the first NARBA in 1937 because of technical superiority and overall broadcast development. Through use of these standards, other nations have started to catch up to us technically and economically. They have grown with rapid strides as a result of war-inspired developments and are demanding more broadcast facilities to match their growth. U. S. broadcasts needs are not properly serviced by our present limited facilities, our delegates will point out.

A technical complication in the third NARBA arises from the fact that existing skywave curves fail to show the impact on the southern U. S. of Mexican and Cuban signals traveling across salt water.

On the other hand, there is an encouraging factor that may aid negotiators. This is the overall adherence to second NARBA provisions by Cuba and Mexico despite the fact that no treaty now exists.

Machinery for arbitration of interference disputes was provided in NARBA but it has never been used. Frequency investigations are in the hands of an agency known as NARBEC, an engineering body supervising treaty adherence, but it has no police powers. Recently NARBEC investigated three complaints of Cuban interference on 630, 640 and 590 kc but the cases were closed on the ground that the stations were not violating NARBA provisions.

FCC is understood to have learned that CMQ Havana, 640 kc, and CMHQ Santa Clara, 630 kc, have exchanged frequencies within the last month.

Frequency changes are supposed to be submitted by nations to OIR (Inter-American Radio Org.) in Havana, but all nations say that OIR is not functioning efficiently. This has brought suggestions that the third NARBA include a strong registry and enforcement agency. While the U. S. submitted its proposals in May, they were not translated and distributed by OIR until a week ago.

Hope of solving the 540 kc problem at Montreal is not bright. The recent inter-American conference in Washington shackled the channel with interference rules that destroy most of its value to broadcasters. These roughly follow FCC's proposed limitations on 540 kc.

Present guesses as to the length of the Montreal conference range from six weeks to six months or more. All participating nations have indicated they will be at Montreal. If a complete re-make is demanded the job of reassignment might take years.

As usual the U. S. delegation will include government and industry delegates. Nominations are being submitted to the State Dept. and make-up of the delegation should be known in advance of the Aug. 29 preparatory meeting of the government-industry committee.

Reports Set for Aug. 29

Much of the committee's work has been done by subcommittees, and the main committee processed a number of reports at its April session. The rest of the subcommittee reports will come up Aug. 29. The committee includes members from industry groups who represent NAB, networks, regionals, clear channel stations, Daytime Petitioners Assn. and manufacturers.

The Clear Channel Broadcasting Service plans to name Louis G. Caldwell, legal counsel, and John H. DeWitt Jr., WSM Nashville, engineering counsel, along with others as its representatives. NAB's delegation will include Forney A. Rankin, director, Government Relations Dept., and Neal McNaughten, director, Engineering Dept. As in the case of the CCBS group, they have had extensive experience at international radio conferences.

Leonard H. Marks, counsel for Daytime Petitioners Assn., will represent that group.

CCBS advocates retention of all existing clear channels (24 IA used by 26 stations and 22 1B channels). It opposes any limitation of station power and feels that all U. S. residents are entitled to four good broadcasting services. Clear channel stations have pioneered in FM development, CCBS points out.

The daytime group argues that the original gentlemen's agreement with Mexico covering the six-frequency nighttime ban died in 1946 when the original NARBA expired and the second or interim NARBA was adopted. This interim pact, DPA claims, said nothing about the six-frequency agreement. DPA argues it isn't logical for Canada and Cuba to have nighttime rights on these channels when U. S. stations a few miles away, for example, are restricted to daytime operation.

Position Supported

DPA's position was supported by the joint government-industry committee last April and carries NAB support, as well. The nighttime ban affects 106 stations, many of which DPA contends are in towns with no local service at night. (Two exceptions to the ban are WGAR Cleveland, 1220 kc, and WMGM New York, 1050 kc.)

Summing it up, one U. S. observer reminded that every nation is a sovereign power and can split channels, ignore power assignments and forget all about geographical limitations. The whole AM broadcasting system faces such a threat, as it did in the '30s prior to the first NARBA.

"There *must* be a NARBA," he concluded.

Seeks Radio Specialist

CIVILIAN PERSONNEL OFFICER, U. S. Military Academy, West Point, N. Y., announces vacancy for radio information specialist CAF-7 at $3,727.20 per year. Duties include announcing variety of programs, script writing, operation control panel and remote control equipment, ability to localize trouble in equipment and maintaining script and music files. Applications (Standard Form 57 for Federal employment), will be received at West Point until needs of service have been met.

WIBK Denied

(Continued from page 29)

constitute an interest in that station which was not reported. Rev. Smith testified he valued his XERF time contract at over "a million dollars."

As to Rev. Smith's personal qualifications, FCC said it had dealt "at some length with the language contained in Smith's writings, sermons and broadcasts, his attempted boycotts, and his attacks upon individuals and other religious groups, because we feel that a man can be more fairly judged only by the general pattern of his behavior than by isolated incidents."

The Commission continued that it wasn't necessary to determine whether Rev. Smith's language on the air was obscene or indecent within the prohibition of Sec. 1464 of the Criminal Code, but rather to anticipate his behavior as a licensee. This, FCC said, could be done only by using his past behavior as an individual as a guide. On this basis, the Commission said, "we cannot conclude that the public interest would be served by vesting in Smith the public responsibility of a broadcast licensee."

This conclusion was confirmed by Rev. Smith's use of the *Carolina Watchman* to solicit funds for religious work "on the ground of desperate need at times when his bank balances were substantial." FCC declared. It continued, "The sincerity or worthiness of his objectives does not justify the methods which he used."

FCC found, however, that the "programs offered by applicant over its AM facilities, though not completely developed, and its FM program proposals are meritorious." The Commission also noted that WIBK gave free time to all three major religious faiths and reviewed public service programs WIBK has presented.

Meanwhile, the radio history of Rev. Smith and his skirmishes with station operators and FCC are detailed in the August issue of *Harper's* magazine by James Rorty. Author Rorty relates how the evangelist founded WIBK after being refused further time on existing stations.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.
IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.
THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

covering the nation's 25th market . . .
WBBW
Youngstown's ONLY Independent
serving Ohio's 3rd market . . .
REPRESENTED BY FORJOE

SPECIAL SERIES

NBC Joins With UN Radio

NBC will broadcast six special documentaries in cooperation with United Nations Radio beginning Sept. 11 as part of the fourth annual UN observance co-sponsored by NBC and the American Assn. for the United Nations.

The programs will be prepared by a group of leading writers, directors and producers including Norman Corwin, now head of special projects for UN Radio; Millard Lampell, Allen Sloane, W. Gibson-Parker, chief of production for United Nations Radio; Jerome Lawrence, Robert E. Lee, Gerald Kean, supervisor of the English language section of the radio division of the UN Dept. of Public Information, and Len Peterson and Badrew Allen, both of the Canadian Broadcasting Corp.

Exact times of the special series, to be presented weekly, have not been set.

KFDA Yarn Club

YARNS heard in his childhood have resulted in formation of a novel club by News Editor Pat Flynn of KFDA-FM Amarillo, Tex. Mr. Flynn got the idea for his "Storm Cellar Sitters Club" after the destructive Amarillo tornado last May. On the *Farm Exchange* program he also conducts, he told of yarns he heard as a child while sitting out a cyclone in a neighbor's cellar. As an afterthought, he said he would organize a club with himself as "Chief Sitter." Response was so great that the club now has more than 3,000 members in 300 Texas cities and towns.

Eva C. Moore

EVA C. MOORE, in charge of continuity and traffic at WFHG Bristol, Va.-Tenn., died Aug. 1 at Kingsport, Tenn., hospital. In radio for the last six years, Miss Moore had worked at WKPT Kingsport, Tenn., and WWNC Asheville, N. C., before joining WFHG.

Programs

INSTEAD OF QUESTIONS about science or history, listeners to *Double Dividend* telephone quiz show on WHBC Canton, Ohio, are asked for name and phone number of friend. Then friend is called and asked if she knows who suggested her name. If correct answer is given, first person called is given prize of groceries. Show is sponsored by Minerva Wax Paper Co. and emcee is Bill Karrenbauer. Post card describing series and bearing headline, "Sales thru the air" has been sent to 500 local stores by station.

Mock Inauguration Aired

MOCK INAUGURATION of "mayor" and five "councilmen" was broadcast as highlight of Shop Silver Spring (Md.) Week over WGAY Silver Spring. Station cooperated closely with retail merchants by selling spot announcement packages and airing tape-recorded talks with shoppers.

Pyramid Prizes

STARTING with small prizes, through larger prizes up to jackpot prize of valuable electrical equipment, KTHT Houston is carrying new telephone quiz show titled *Number Please.* If contestant can answer first question sent in by listener, he wins small prize and can try again. If he answers second question correctly, he wins again and has chance at last question. If he is again successful he will win kitchen range or TV set.

Tobacco Talk

AIRING REPORTS on changes in tobacco prices on daily show is proving popular with both listeners and sponsors, Chesterfield cigarettes. Average tobacco prices and news from principal markets are regular feature on *Grady Cole Time* over WBT Charlotte, N. C., in addition to music and casual talk.

Good Advice

SIX BOYS from Waukesha, Wis., School for boys, state correctional institute, were featured in panel discussion *Your Question, Please* advising teenagers and parents on how to avoid family conflicts. Unrehearsed program was transcribed at institution and aired over WISN Milwaukee. Boys were given fictitious first names and discussed such topics as: gangster stories, smoking, gambling, use of cars, high school cliques, nagging, drinking, bad example of parents, general parental attitudes and family conflict.

Show for Negroes

NEWS and sports round-up, club and fraternal information as well as mirroring daily cultural, educational, artistic and community life of Philadelphia's colored population is planned for new program on WDAS Philadelphia. Show will feature George Tunnell, professionally known as "Bon Bon," who will interview celebrities, make presentation to "Mother of the Day" and tell success stories of "little people."

Christmas in August

HELPING Christmas spirit to reign all year round is aim of Disc Jockey Stan Burns on his show over WTTT Coral Gables, Fla. Part of daily program is devoted to playing of Christmas music. Many requests for favorite songs have been received, station reports, as well as cards wishing Mr. Burns a merry Christmas. Young listeners are urged to write Santa early and their letters are read over progam.

Fighters Draw for Opponents

PAIRINGS for championship prize fight were made over *Strictly Sports* on WTIC Hartford, Conn., when four contendors for Connecticut welterweight crown failed to agree on promoter's plan for elimination matches. Sportscaster Bob Steele suggested that they appear on his show and draw numbers for their opponents. Fighters agreed and after drawing gave spontaneous reactions to results.

Seeing-Eyes on TV

TRAINING OF BLIND PERSONS and their dogs was illustrated recently on special telecast over WXYZ-TV Detroit, Mich. Trainer Fred Maynord worked with corps of dogs to show what their qualifications must be, commands they learn and how they bypass traffic hazards. Paul Knowles, blind field director of Leader Dog League, explained adjustments of blind trainee. Safety lecture regarding blind pedestrians was given with slides by member of Detroit Police Dept.

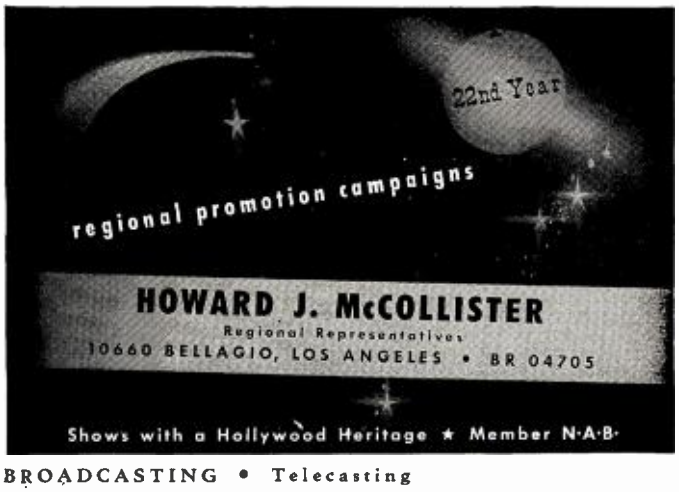
Mayor Reports

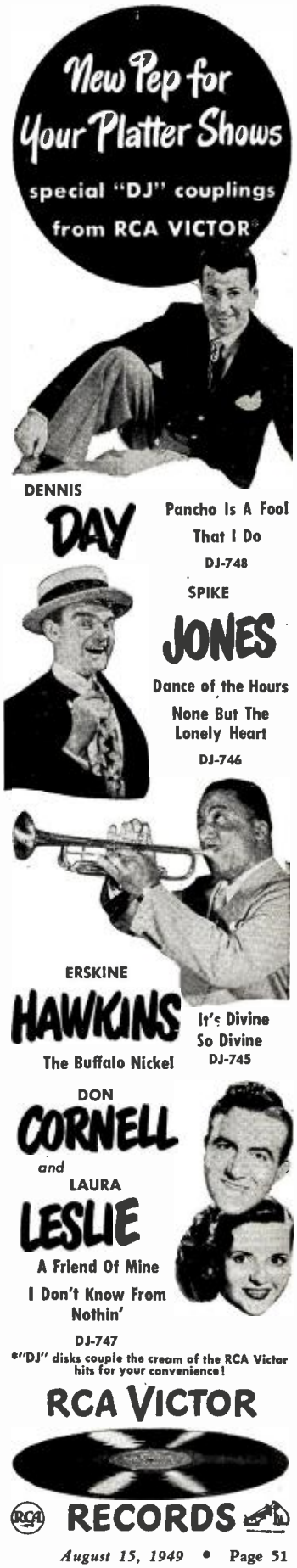
PROGRAM featuring mayor in 15-minute weekly talk is aired on WCSI (FM) Columbus, Ind. Mayor informally discusses various phases of city administration problems, explaining his policies and decisions to community.

Gadgets Sell on TV

INTERESTING ITEMS and gadgets are shown on *Gadget Gazette* program on WTMJ-TV Milwaukee, Wis. Show is sponsored by The Boston Store, department store, and sales increases of 100 and 250% were reported on two items shown on early show.

EVERY MAJOR EVENT at Chilton County (Ala.) Peach Festival was covered by WKLF Clanton, Ala. Station's entire staff was utilized in picking up everything from selection of queen to addresses by Gov. James E. Folsom and visiting dignitaries.





PORTABLE AMPLIFIER

for FM ★ AM ★ TV



The only PORTABLE amplifier that gives you all this—

- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high-level mixing—
- Light weight—only 35 pounds including batteries—
- "Battery-saver" filament switch—

ALL IN *ONE* PACKAGE!

COMPARE THEM POINT BY POINT!

	G. E.	Manufacturer A	Manufacturer B
Single case includes AC and battery power supply	Yes	No	Yes
Weight	35 lbs.	29 lbs.	40 lbs.
Number of Mixers	4	3	4
Number of pre-amps	4	3	0
Accessibility	Excellent	Fair	Poor
Test tone	Yes	No	No
PA Connections	Yes	Yes	No
Both normal and high headphone levels	Yes	No	No
Rated power output (dbm)	+18	+18	+10
Max. power output	+24	+20	+17
Line isolation pad (db)	6	2	2.5

PERFORMANCE-ENGINEERED AT ELECTRONICS PARK



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Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

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ADDRESS..... STATION.....

CITY..... STATE.....

GENERAL ELECTRIC

Production

HARLAN THOMPSON, formerly vice president and executive producer of IMPRO Inc. (Independent Motion Picture Producers Releasing Organization), joins CBS as associate producer of *Ed Wynn Show* starting on CBS television network in late September.

PETER JAMERSON, formerly of WCKY Cincinnati, has joined WNEB Worcester, Mass., as disc jockey.

DEANE LONG, former production manager and chief announcer at KCBQ San Diego, announces resignation effective Sept. 1. Mr. Long was formerly production manager of WWL New Orleans and now plans to organize Tel-Ra Productions in San Diego.

NORM BOBROW has joined announcing staff at KVI Seattle.

SID DORFMAN and JACK CRUTCHER have joined writing staff of CBS *Burns and Allen Show*.

JOHN D. METZGER has been appointed junior producer and continuity writer for WLWC (TV) Columbus, Ohio. Mr. Metzger was program director for AFN station in Arabia during war and later served at WCOL Columbus as continuity director, writer and producer.

STAN TORGERSON, formerly with KGLO Mason City, Iowa, has joined WLCX La Crosse, Wis., as program director.

ARVENE V. BORTLES, JOHN R. SEDGWICK and ROBERT W. BRAUN have joined ABC Hollywood staff. Messrs. Bortles and Braun in mail and messenger department and Mr. Sedgwick in protective service of network Television Center.

TED EILAND, program director of WSAZ Huntington, W. Va., has been re-elected president of Huntington Community Players, local little theatre organization. Other WSAZ staffers associated with Players are BERT SHIMP, production manager, and BOB HOWARD, announcer.

TOM FRANKLIN, former general program manager of KYA San Francisco, has joined KXYZ Houston, Tex., as program manager. Mr. Franklin is author of book on radio news which has been tentatively accepted for publication by U. of California Press.

PAUL KANE, formerly of program department of WAAM (TV) Baltimore, has been appointed production manager for station.

JOHN LARGENT has joined announcing staff of KENI Anchorage, Alaska.

ETHEL OWEN has joined cast of NBC's *Hogan's Daughter*.

CARL WEBSTER PIERCE, producer of ABC *Breakfast in Hollywood*, has shifted to newly-created post of program director. RALPH HUNTER replaces him as producer.

HELEN CLAIR has joined cast of NBC serial *Young Widder Brown*.

DAVE NOWINSON has resigned as head script writer of KFI Los Angeles, to enter freelance radio writing field.

DIRK COURTENAY, Chicago disc m.c. is the father of a boy, Douglas.

ALLEN LUDDEN, m.c. at WTIC Hartford, Conn., is the father of a girl, Martha Ann.

LOU TEICHER, assistant to CBS director of program operations, is the father of a girl.

MARSHALL KENT, WGN Chicago announcer, is the father of a boy, Joe Frederick.

BILL WELLS, staff member of KCOH Houston, Tex., is the father of a girl, Kathleen Louise.

LES ABRAMSON, music librarian at WMGM New York, is the father of a boy.

DON BRINKLEY, assistant program director at WBBM Chicago, is the father of a boy, Jeffery.

PETER POTTER, KFWB Los Angeles disc m.c., is the father of a boy, William Bell.

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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
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THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"
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*Member AFCCE**

WHY WOR-TV CHOOSES FAIRCHILD

The month of September sees another great landmark in the advance of television. WOR-TV goes on the air. Taking its cue from over a dozen years of operating Fairchild equipment at WOR, key station of the Mutual Broadcasting System, WOR-TV, one of the most modern installations, again selects Fairchild.

They know, as do many of the AM, FM and TV stations in the United States and abroad, that Fairchild recording and playback equipment is professional equipment. They know that a 14:25 transcribed show, spinning on Fairchild Synchronous Turntables will sign at exactly 14:25 *on the nose.* Not 14:29 or 14:21. Exactly 14:25!

TRANSCRIPTION TURNTABLE

On the right is shown a unit familiar to WOR-TV, to recording studios, radio stations and film companies.

- Direct to center gear drive.
- Instant speed change during operation.
- No slippage coupling.
- Highest signal to noise.
- No tattletale wow or flutter.
- Lip Synchronous.
- Removable front access panel.
- Adjustable feet for levelling.
- Knee and toe space for operator.
- Increased operating efficiency.
- Reduced operating costs.



FAIRCHILD UNIT 524



CUING AMPLIFIER

Unit 635 was selected by WOR-TV to be installed inside the Turntable cabinets. It is a compact 2 stage push-pull power amplifier. It supplies a local audio signal to a loudspeaker or to a number of headsets in order to monitor or cue a disk. It bridges across any low impedance line. Specifications:

± 1½ db, 70—15,000 cps.
Gain Control. Tone Control.
Three watts output to a loudspeaker.

PREAMPLIFIER-EQUALIZER

Unit 622 obviates the expensive multiplicity of equalizers literally forced upon the owner of sound equipment by the ever increasing number and types of pickups. Operates independent of source impedance; provides equalized line level output from the turntable; Fairchild Unit 622 is in use with all modern pickups in professional services. Vertical; lateral; standard and microgroove pickups—high impedance and low impedance—ONE EQUALIZER FOR ALL. WOR-TV uses it.



Write for complete details and descriptions.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

WTTM SERVICE

For National Advertisers

WTTM Trenton, N. J., has launched a complete merchandising service available to national advertisers, according to General Manager Carl Mark. Alfred J. Barker, formerly with Vick Chemical Co., joins the NBC affiliate as merchandising director.

Under the WTTM plan, called "Certified Merchandising," advertisers in all categories are offered service including guaranteed distribution in retail outlets, wholesaler and jobber cooperation; personal calls by WTTM merchandising personnel on retailers to assist in point-of-sale promotion and display, letters to retailers, periodical inventory reports to determine radio's effectiveness, use of the 500-seat WTTM auditorium and other merchandising support tailored to the advertiser's needs.

In conjunction with the merchandising plan, Mr. Mark states, WTTM has made an arrangement with Mercer Wholesale Drug Co. whereby WTTM-advertised drug store items will receive special merchandising and promotional attention in the 117 independent outlets serviced by Mercer, representing 98% of all drug stores in the Trenton area. Mr. Mark also said similar merchandising assistance is available in grocery, clothing, appliance, furniture and other fields.

AUTO SELLOUT

WING Sponsor Praises Radio

SALES SUCCESS story for radio was told to listeners via WING Detroit fortnight ago by the satisfied sponsor, WING reported.

Ray Simons Inc., local Cadillac dealer, for seven months has been using a half-hour Sunday afternoon program on WING titled *Cadillac Music Hall on the Air* to boost sales of used cars. But radio sold the firm out of its used cars, the station said, and the following commercial was aired:

For over six months Ray Simons Inc. has been telling you about their used cars in this weekly spot. This Sunday however, they do not have any used cars which they can call to your attention. Apparently this is the result of action by you in the radio audience. It's proof that many of you have taken advantage of the particular used car values that Simons' have offered in the past. Business at Simons has been going along at a merry pace, and, . . . to you . . . Simons extend their thanks.

'Five Years And Over'

A "Five Years and Over" club was founded Aug. 5 at Leo Burnett Co., Chicago, with 63 members of the agency staff as charter members. Six of the nine people who opened the firm's first offices in Chicago's London Guaranty Bldg. in August 1935 are currently active in the company and make up the "founder" class in the newly-formed club. These are Leo Burnett, Mary Keating, DeWitt O'Kieffe, F. Strother Cary Jr., Margaret Stevens and John Olson.

Management

JAMES H. KNOX, formerly director of radio for National Assn. of Real Estate Boards, Washington, has been named general manager of WDLF DeLand, Fla. Mr. Knox is veteran of 14 years experience in radio and has served on staffs of Young & Rubicam, Kenyon & Eckhardt, Biow Adv., all New York; N. W. Ayer & Son, Philadelphia, and D'Arcy Co., St. Louis.

DAVE BUTTON, former program director for KTLN Denver, has been appointed manager of KSVP Artesia, N. M.

GORDON R. PHILLIPS, who had resigned as program director of WROV and WROV-FM Roanoke, Va., will remain with Radio Roanoke Inc., stations' operator, and has been named to newly-created post of assistant manager. Mr. Phillips was formerly with Don Lee Network.

CONRAD C. RICE, who has been associated with WEMP and WFOX Milwaukee for past 12 years, has joined WMIL Milwaukee as assistant general manager.

JIM FLETCHER, for past two years manager of KTKN Ketchikan, Alaska, has joined KFRB Fairbanks in same capacity. He is succeeded at KTKN by TOM DURANT, former news editor for station.

S. S. FOX, president and general manager of KDYL-AM-TV Salt Lake City, and Zelda McQuarrie have announced their marriage.

JOHN W. ELWOOD, general manager of KNBC San Francisco, has been appointed Northern California Chairman of Citizen's Committee for Hoover Report.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been named member of public relations committee of 1949 Greater Hartford Community Chest Campaign Committee.

HAROLD E. FELLOWS, general manager of WEEI Boston, has been named member of Aviation Committee of Boston Chamber of Commerce.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

TRANSIT FM

Hits Chicago Problem

TRANSIT FM in Chicago last week appeared to have been roadblocked, with companies competing for advertising and equipment franchises hesitant to invest venture capital heavily at this time.

"An unrest on the part of capital," with money going into television, was cited as the main reason for delay. This reluctance follows extensive investment in transit experimentation and the study of estimated operating expense. Cost of initial equipment installation in Chicago's 3,000 streamlined streetcars and rubber-tired public transportation vehicles is placed between one-half million and $1 million, with an additional million yearly for operation. This includes an estimated $6,000 monthly minimum for station maintenance—salaries for announcers, engineers and music librarian, upkeep of a library and taxes.

A spokesman for the Chicago Advertising Co., which handles advertising in Chicago Motor Coach busses, said a $4 or $5 million business, amortized over a period of years, would be needed to justify such a set-up. Equipment tests have proved expensive, and thus far unsatisfactory. Sample public reaction has been tabbed on short test runs only.

Leading contenders for the equipment franchise are believed to be Stromberg-Carlson, affiliated with Transit Radio Inc., national sales representative of FM stations using the medium in vehicles, and General Electric, with its subsidiary, Omnibus Inc. [BROADCASTING, July 4]. The latter group is understood to be represented legally by Dwight H. Green, former Illinois governor.

Chicago Motor Coach, a private firm which operates about 8% of the city's busses, and the Chicago Transit Authority, publicly-owned body running the remainder (streetcars, elevated, subways and trolley busses), have assumed a mutual watch-and-wait role. Their primary consideration is what public reaction will be. Until tests prove more satisfactorily that the entertainment and commercial medium will be accepted, members of each group are studying reactions in other cities and analyzing all presentations.

Inasmuch as the CTA is publicly-owned, it is generally believed franchise rights will go to the highest bidder, probably with minimum guarantees and a sliding scale of returns. An estimated $8 million in advertising revenue would accrue yearly to the franchise holder. At least five stations are interested in getting broadcast rights, either individually or cooperatively. They are WGNB (*Chicago Tribune*), WMOR-FM, WBIK (Balaban & Katz), WFMF (Marshall Field) and WCFL-FM (Chicago Federation of Labor).

WRNL AT POLLS

Covers Virginia Primary

FOR THE FIRST time in Virginia, coverage of the Democratic primary for the gubernatorial election was fed to a state-wide network of 11 stations when WRNL Richmond planned and produced a minute-by-minute report of the proceedings Aug. 2.

Eight origination points were used for the broadcast and pick-up points included campaign headquarters and homes of the four candidates. When final returns came in, WRNL reportedly was on the air first with concession speeches by Candidates Arnold, Edwards and Miller and with victory speech of Sen. John Battle. Eleven-station coverage was sponsore by Virginia Chevrolet Dealers Assn.

Commercial

RICHARD D. WARD, formerly sales manager for WHSC Hartsville, S. C., and WJMX Florence, S. C., has been appointed to same position with WFEC Miami, Fla.

MRS. ASYA ZUCKER, formerly with WEVD and WLIB, both New York, has joined sales staff of WFDR (FM) New York.

MERRILL W. FUGIT has joined sales staff of WISN Milwaukee.

FRANK PARTON, formerly commercial manager at WBBB Burlington, N. C., has joined WAFB Baton Rouge, La., in same capacity.

HOWARD H. FRY, formerly of WMOH Hamilton, Ohio, has moved to Beaumont, Tex. as director in Beaumont Broadcasting Corp., in which he holds stock, and as member of commercial department of the corporation's KFDM Beaumont.

HERB STEWART, graduate of U. of Ohio in radio, has joined commercial staff of WTVN (TV) Columbus, which is scheduled to begin operations on Labor Day.

FORD WARNER, commercial manager of KMBY Monterey, Calif., is the father of a boy, Dennis Craig.

ED HIMMER, Transit Radio salesman at KXOK-FM St. Louis, and Florence Dieckmann have announced their marriage.

RAY CROWL, sales representative at WHBC Canton, Ohio, is the father of a boy, Jeffrey Wright.

DORA C. DODSON AGENCY announces removal of offices to 319 Mortgage Guarantee Bldg., Atlanta, Ga. Agency represents **Forjoe & Co.** and **Joseph Hershey McGillvra Inc.**

RCA Communications has opened direct radiophoto circuit between New York and Capetown for transmission of letters, official documents, news pictures, etc.

Response ±2.5 db, 40 cps to 15 kc; Output -46 db

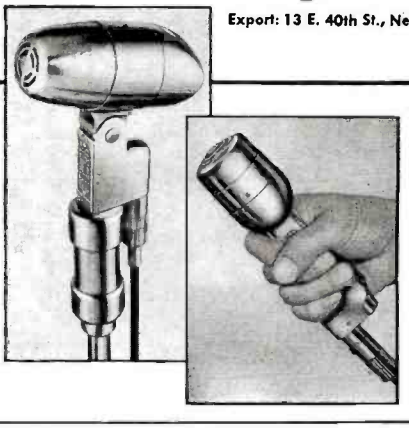


Broadcast Engineers Helped Design it!
Network Shows Use it!
Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.
Write for full facts today!

New "650'
Response ±2.5 db, 40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.....$150

Electro-Voice INC., BUCHANAN, MICH.
Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab

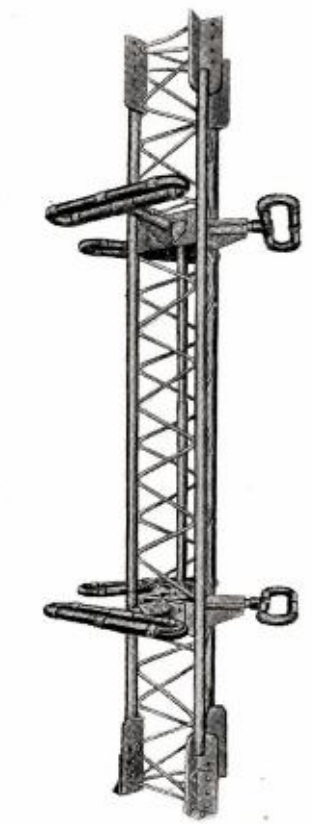


New "645"
Response ±2.5 db, 40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100

The "635"
Response ±2.5 db, 60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60

OUT OF Federal

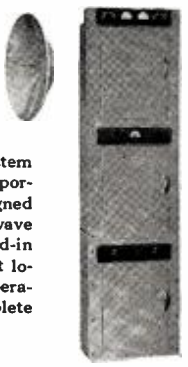
Federal's line of TV associated equipment – quality companions to the outstanding new Federal transmitter – includes such items as–



FEDERAL'S TRIANGULAR LOOP LOW-COST, HIGH-GAIN TV TRANSMITTING ANTENNA

Highest gain in the field results in greatly reduced initial investment cost and substantial savings in day-to-day operation. Stackable in bays of two elements each. Four bays gives gain of 8.3. Cost-reducing, efficiency-increasing features include single transmission line feed, factory pre-tuning, simple design and construction.





FEDERAL'S TV MICROWAVE LINKS

Reliable and economical TV relay system for studio-transmitter, inter-city, and portable remote pick-up links . . . designed and built by a world leader in microwave relay equipment. Long antenna lead-in permits installation in any convenient location . suitable for unattended operation . . . built-in facilities for complete monitoring and calibration.



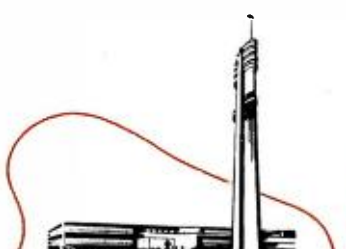
FEDERAL'S TV TRANSMITTER MONITORING AND CONTROL CONSOLE

Complete facilities for checking the characteristics of aural and picture signals at each stage from microphone or video input to the RF output . . . all in one compact, convenient unit. No external equipment required.



FEDERAL'S TV MONITOR

Backed by more than a year's highly successful operation in TV stations. Self-contained facilities for precision testing and checking of aural and picture signals. Features internal calibration, pre-tuned to station frequency, optional "flash" overmodulation indicator.

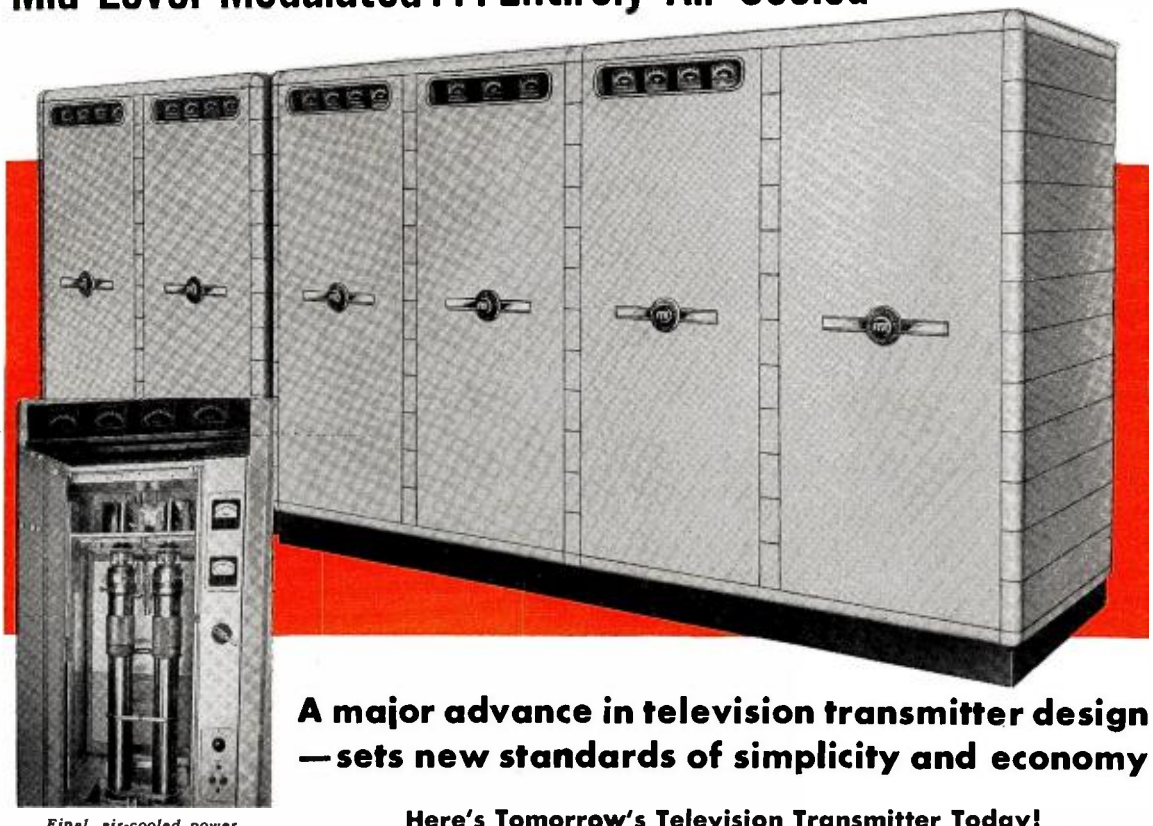


FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N J a unit of I T & T's world-wide research and engineering organization

Federal

COMES A GREAT NEW TV TRANSMITTER

Mid-Level Modulated . . . Entirely Air Cooled



Final, air-cooled power stage in Federal's new TV Transmitter.

- **MID-LEVEL MODULATION** *. . . for overall simplicity*
- **COMPLETE AIR COOLING** *. . . for efficiency and economy*
- **ALL PROVEN STANDARD TUBES** *. . . for reliability*
- **CONSERVATIVE COMPONENT RATING** *. . . for long service life*
- **COMPLETE FLEXIBILITY** *. . . for simple layout*

A major advance in television transmitter design —sets new standards of simplicity and economy

Here's Tomorrow's Television Transmitter Today!

The finest in TV operation—maximum performance, economy and reliability—now is yours with Federal's new 5 KW Transmitter for high band and low band service.

Federal's exclusive Mid-Level Modulation combines the simplicity of high level modulation with the economy of low level modulation. This ingenious balanced design permits the use of standard, less expensive air-cooled tubes in every stage . . . fewer, non-critical tuned circuits.

The lack of complex and expensive cooling systems . . . the assurance of long service life through conservative rating of components . . . the flexibility of layout arrangement—the six bays may be arranged in straight line, "U" or "L" shape. These and other important advantages are provided by this latest addition to the Federal line of quality broadcast equipment. For details on Federal TV, write to Department B-909.

Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

FEDERAL TELEPHONE & RADIO — FTR

An IT&T Associate

Technical

ROBERT BENSON, staff engineer with KTXL San Angelo, Tex., has been promoted to chief engineer. He replaces JACK R. PROCTOR, who has resigned to enter television school in Chicago.

EDWARD W. WILLIAMS has joined WTWA Thomson, Ga., as chief engineer and announcer. LEONARD S. ZEPP has joined station as engineer-announcer.

BOB MEEKER has been appointed chief engineer for KSVP Artesia, N. M. He will be assisted by KAY PALMER and CLOYDE WOOLEY.

DON HORNE has been appointed studio supervisor, engineering division, for CBC Vancouver. BASIL HILTON has been made regional engineer for CBC British Columbia division. Mr. Horne started with CKMO Vancouver in 1936 and joined CBR Vancouver in 1939 as operator.

WILLIAM KUSACK has been promoted to chief engineer at WBKB (TV) Chicago. He formerly was associated with RCA Victor Div., joining WBKB in 1940 as project engineer and assistant chief engineer.

TONY GELUCH has been appointed chief operator of CBR Vancouver, B. C.

EDWARD A. BRINLEY and LEO TRUMBLE have joined WOAI-TV San Antonio as cameramen. Mr. Brinley was color photographer for agency in New Haven, Conn., and has finished three-month course at Television Workshop, New York. Mr. Trumble spent two years at WRGB (TV) Schenectady, N. Y. BLANE M. BOLLINGER is final addition to engineering staff of WOAI-TV, which is scheduled to begin operations late this year. Mr. Bollinger was with WFRC Reidsville, N. C., following completion of 15-month course at Central Radio and Television School, Kansas City, Mo.

JOHN C. PRICE, member of Gautney, Ray & Price, consulting radio engineers, Washington, is the father of a boy.

BOB MEYER, member of WBBM Chicago engineering staff, is the father of a boy, James Craig.

DELONEY HULL, cameraman for WSB-TV Atlanta, Ga., and BARBARA SMITH, *Atlanta Journal* TV feature writer, have announced their marriage.

ELECTRO-VOICE Inc., Buchanan, Mich., has published four-page illustrated booklet containing concise information and listing prices on E-V line of microphones and stands for all types applications. Copy of bulletin, No. 104, may be had by writing company.

RADIO DIV. of Sylvania Electric Products Inc., New York, has announced publication of 72-page booklet, "How to Service Radios with an Oscilloscope." Book is designed as reference for radio, TV and amplifier servicemen, and may be obtained from the division at 500 5th Ave., New York, 18.

PERMOFLUX Corp., Chicago, has announced production of new distortion free hi-fidelity speakers. Instruments are low distortion wide range single direct radiating speakers, covering from 40 to 12,000 cycles.

PANORAMIC RADIO PRODUCTS INC., Mt. Vernon, N. Y., has produced new instrument, Panoramic Ultrasonic Analyzer, model SB-7, which company claims to be fastest, simplest and most direct means of ultrasonic spectrum analysis. Many ultrasonic signals' frequency may be observed at one time on new instrument.

Up to 42% Savings on your Recording Costs!

By The Sensational New

COLUMBIA

(LP) Microgroove Method

See How You Save!

*Substantially Lower Cost Per Record

*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc. CBS

Trade Marks "Columbia" and CBS Reg. U. S. Pat. Off. Marcas Registradas Trade Mark

Los Angeles: 8723 Alden Drive, Bradshaw 2-5411
New York: 799 Seventh Avenue, Circle 5-7300
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000



SUCCESS of the WLS Chicago-Sun *Times* joint square dance promotion contest was witnessed by station and newspaper executives. They are (l to r) G. A. Holt, *Prairie Farmer*-WLS vice president; James E. Edwards, president; Harold Safford, program director; R. J. Finnegan, executive vice president and editor, *Sun-Times*; George Biggar, director, *WLS National Barn Dance*; Mr Snyder, and Marshall Field, president and publisher of the *Sun Times* and owner of four radio stations. In the background are WLS entertainers, who performed between dances.

SQUARE DANCING

WLS Sponsors Nationwide Promotion

ROLLICKING square dance rhythms are as danceable along Chicago's exclusive Boul Mich as in the village square, WLS Chicago staffers proved last week after a quarter-century of suspecting same. With proof came the decision of General Manager Glenn Snyder to conduct a nation-wide promotion campaign—almost unheard of for an individual station —with coast-to-coast competitions for square dancers.

This idea, first considered several months ago, crystallized into action after Mr. Snyder and his staff checked response to a Chicago-area square dance competition conducted as a joint promotion with the daily *Sun-Times*. More than 20,000 city-dwellers flocked to a Grant Park pavilion adjacent to Michigan Blvd. on the city's lakefront to see champions of three preliminaries compete in the finals Aug. 3.

Thirty sets — 240 dancers — donned bright costumes and whirled partners to dos-a-dos calls. One set of eight dancers was chosen Windy City champion after swinging to tunes of a WLS hay loft band. Station officials, pleased with results which exceeded even their high expectations, are completing details for a national square dance contest next summer, in which preliminary heats would precede finals in urban as well as rural areas. Cooperation will be invited from civic, youth and parent-teacher groups.

WLS and its publication, *The Prairie Farmer*, have fostered popular demand for this type of dancing and its music for 25 years via the WLS *National Barn Dance*, radio's oldest continuous commercial broadcast and stage show. It is aired Saturday nights from Chicago's Eighth St. Theatre, with a half-hour segment sponsored by Phillips 66 gasoline on ABC's Midwest, West and Southern stations. A televersion also is seen Mondays on ABC.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Fremart

NOW, NOW, NOW IS THE TIME

On Records: Russ Morgan—Andrews Sisters—Dec. 24648; Gordon MacCrae — Cap. 57-679; Teddy Phillips — Tower 1460; Larry Green — Vic. 20-3505; The Riddlers—Hi-Tone; The Pepperettes —Horace Heidt 1011; Rex Koury—Castle 1405.*

On Transcriptions: Alan Homes—Associated; Russ Morgan—World.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

Promotion



MINIATURE frying pan, approximately 2½ inches in diameter, is novel promotion item for WEBR Buffalo, N. Y. Pasted in center of pan is red and white disc reading, "What's Cookin'—Chuck Cook—WEBR-970 6-10 a.m.—Give a Listen." Mr. Cook conducts morning disc show.

FM Contest

FIVE FM and AM radios were prizes in four week contest sponsored by WCAL-FM Northfield, Minn., in effort to promote listeners to new station. Listeners could send in any number of 50 word or less completions of sentence, "I like to listen to FM because . . ." Best letter of each week received radio with fifth instrument going to best letter of entire contest. Contest was plugged over music programs on both WCAL-AM and FM.

KTSM Has Wishbone

GLUED to bright blue folder sent to trade by KTSM El Paso, Tex., is white plastic wishbone. Folder begins, "Wishing won't do it—BUT KTSM Will!" Promotion item urges readers to send for information on station.

WSJS Trophy

LARGE GOLF TROPHY has been donated by WSJS Winston-Salem, N. C., to Forsyth County Golf Tournament as civic gesture to promote interest in tournament. Cup must be won three successive years for permanent possession, but medal is given yearly winner by station for personal momento of victory.

Market Data

POINTING HANDS illustrate colored folder sent by KCKN and KCKN-FM Kansas City to members of trade. Folder shows map of stations' day and night coverage and statistics emphasizing Kansas City's buying power and lists number of radio homes in stations' area.

Visiting Viewers Pay Off

FIVE TV set owners with greatest number of viewers per set were given prizes by WDTV (TV) Pittsburgh in cooperation with Kep's Electric Co., same city. One brief pre-announcement made over station encouraged set owners to send in names and addresses of friends who watched their sets. Over 19,000 names were received with winner having 137 persons at his set. Each listener was sent small green card certifying that he belonged to WDTV Pioneer Television Club.

Recruiting Babies

IN SEARCH for attractive child to be "Storecast Baby" for world premier of *Yes, Sir, That's My Baby* on WEHS-FM Chicago, station is using Storecast *Music to Buy By* program. Mothers listening at home or shopping in stores with Storecasting hear about savings bond and grocery products offered as prize to child chosen as "Storecast Baby."

KSAL Maps

MAP showing increase of almost half a million population and nearly 150,000 new radio homes is being distributed by KSAL Salina, Kan. New coverage is result of station's increase to 5 kw power.

Network Uranium

UNIQUE PROMOTIONAL mailing has been made by Northern Network, comprising WSOO Sault Ste. Marie, WDMJ Marquette and WMIQ Iron Mountain, Mich. Calling themselves "The Three Prospectors," network officials Stanley Pratt, president and general manager of WSOO; Russel Staffeld, commercial manager, and Dick Burnett, station manager, have sent letter to trade reading in part: "The Northern Network is small . . . so is the atom. The atom packs a terrific wallop . . . and so does our Northern Network, for advertisers who want to reach Northern Michigan." Purchases of "stock" in Soo-Tomic Uranium mines have been made for trade-members and bulletin containing information on mine is inclosed, as well as small map showing relative positions of mine and stations. Letter says, "Any comparisons between this information and our coverage claims will be frowned upon." In conclusion, readers are told, "Please remember . . . send no money . . . and don't pay the postman when he delivers the certificate . . . a wire or phone call collect will get you all the information you need on the Northern Network, if that is what you are really interested in."

Promotion Personnel

MARIE KUKMAN, formerly of WBBM Chicago, has joined KOOL Phoenix, Ariz., as director of sales promotion.

JANE O. FLAHERTY has been appointed manager of promotion and publicity for WLWD (TV) Dayton, Ohio. Miss Flaherty held similar position with WIBC Indianapolis for past three years. Prior to that, she was member of Chicago staffs of Robert Meeker Assoc. and CBS station relations department.

HARRIETT GEORGE, formerly in program operations at WAAM (TV) Baltimore, has been appointed director of publicity.

JIM PARSONS, director of publicity for Don Lee Broadcasting System, is recovering from a nasal operation.

GEORGE A. DeGRACE, promotion director for WISN Milwaukee, is the father of a girl, Kathleen Ann.

ALAN D. COURTNEY, NBC assistant manager of guest relations and station relations, and Mary Curtin have announced their marriage.

MEMORIAL PLAQUE honoring Margaret Wylie, J. Walter Thompson Co., Chicago, timebuyer who died last October, has been dedicated at Mark Twain Adventure Camp by members of Chicago Radio Management Club.

STORECAST CORP.

Promotes WMMW-FM Service

FIRST NATIONAL Stores and Storecast Corp. is conducting an extensive promotion campaign in southern New England this month to announce the change of Storecast instore music and announcements service from wire lines to broadcast service from WMMW-FM Meriden, Conn. Theme of the promotion is a contest for "Your Majesty, Mrs. Homemaker," who is asked to tell, in 50 words or less, why she believes her family is a "Royal Family" or tops.

Announcements on WMMW-FM, posters in 359 stores, 1,000,000 bag stuffers, window displays and newspaper space in 18 New England cities are being used to promote the new type of Storecast and the contest. John C. Dowd Inc., Boston, is the First National agency.

WMFD Increases Power

WMFD, ABC outlet in Wilmington, N. C., is now on air with increased power of 1 kw on 630 kc. Formerly 250 w, 1400 kc, use of the new AM frequency coincided with start of operation of WMFD-FM on Channel 242 (96.3 mc) with 11 kw. Last Monday, WFLB Fayetteville became a bonus station to WMFD which is owned and operated by Richard A. Dunlea.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
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You'll find useful facts in our Custom Record Brochure. Send for it today!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Salesman for 5 kw network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America's finest communities. Send particulars and photo to Box 801B, BROADCASTING. Replies held confidential.

Wanted, salesman. Experienced for 250 watt fulltime independent going on air in September. Ohio market with good opportunity for right man. Drawing account and commission. Reply to Box 110c, BROADCASTING.

Salesman-announcer to build morning show 6:30 to 8:30 and sell in Rocky Mountain city 15,000. Initiative, originality and car, prerequisites. Photo, disc and references expected. Box 186c, BROADCASTING.

Salesman. One of largest transcription firms in America. Good territory open. Straight commission. Box 200c, BROADCASTING.

Opportunity for men or women radio promotion sales. Splendid compensation. Steady. Travel. Wire or write 2511 Mansard Street, Vernon, Texas.

KHMO, Hannibal, Missouri, 5000 kw on 1070 kilocycles, has an opening in sales department for an aggressive salesman. No get-rich-quickers wanted. If you are a floater don't apply. This is a sound, steady job. We want a man who will stay and grow with the station and the billings. Write complete information, present employment, experience, earnings for past three years and how soon available to Wayne W. Cribb, General Manager, Radio Station KHMO.

Salary and commission salesman to work with our regular man. City of 50,000. NBC 250 watts. Two other 5,000 watt stations. Must be experienced in radio sales work and producer with good references. KXLK, Great Falls. Montana.

250 watt station in prosperous community wants experienced salesman who can produce. Offer substantial guarantee and top commissions to right party. KXLO, Lewistown, Montana.

Chicago's north shore. We've sold FM for three years. Can you sell it now? 47,000 watts, most independent station in the Chicago area. Have storecasting, Transit Radio underway. Are you young and aggressive with proven sales ability? Car. Adequate draw, generous commission. Grow with station. Full details immediately to WEAW, Evanston, Illinois.

WVOM, Boston, 5,000 watt independent on 1600 kilocycles can use good experienced radio salesmen. Opportunity advancement to commercial manager. WVOM has good regular programming and also foreign language. Send full details to Manager. WVOM, Harvard Street, Brookline, Mass.

Announcers

Immediately—Combination man. Emphasis on announcing. Will consider someone with little experience, but good voice and willingness to learn. Send disc, background, salary expected to Box 111c, BROADCASTING.

Announcer with first class license. Announcing ability most important. Network affiliate. KDWT, Stamford, Texas.

Experienced announcer with disc jockey experience. Radio Station KMLB, Liner's Broadcasting Station, Inc., P. O. Box 1723, Monroe, La.

Combination, experienced announcer, first class operator, fair salary and advancement. Matt Gettings, WAYN, Rockingham, N. C.

Help Wanted (Cont'd)

Announcer, experienced, for all-round work. Midwest man preferred for five-day week job. Send disc and full particulars. WBCM, Bay City, Michigan.

Sportscaster who must be able to write and report local sports. Permanent. Our first staff vacancy in 14 months. Position now open to applications from Illinois and adjoining states only. Personal interview necessary. Station WLOP, La Salle, Ill.

Technical

Wanted by September 1. Operator-announcer by Kansas fulltime 250 watter. Good pay, excellent conditions, college town. Box 84c, BROADCASTING.

Wanted—Chief engineer for 250 watt station in Georgia. Must be able to announce. Write or wire with complete data to Box 105c, BROADCASTING.

Wanted — First class operator for WFNC, Fayetteville, N. C.

Production-Programming, others

Wanted. Topflight continuity director for one of largest regional network affiliates in midwest. Must be experienced all types of copy, including farm and mail. Must be able to direct department and have knowledge of traffic and production. Excellent starting salary with plenty of advancement opportunity. Give complete details including references and samples in first letter. Box 942B, BROADCASTING.

Fifty thousand watt network affiliate, established more than twenty five years, wants morning man. Market over a million. Need Hooper story for at least one year. Reply, letter only, references, salary, to Box 165c, BROADCASTING.

Graduate home economist to write and broadcast daily kitchen type program and daily extemporaneous report from the Municipal Food Terminal. Important established position. Bright future. Address replies to Box 202c, BROADCASTING.

Television

Production-Programming, others

Experienced television producer, writer, announcer and emcee. Preferably combination of two or more. New midwest station. State whether willing to make trip for personal interview. References. Minimum salary requirements. Box 201c, BROADCASTING.

Situations Wanted

Managerial

Sales manager-salesman. Employed. Experienced. Dependable. Desires permanent position with progressive station in market with good potential. Box 911B, BROADCASTING.

Attention. Florida owners. Married couple with fifteen years combined radio experience in all phases of station operation wish to settle in Florida and assume duties of station management and as many other positions as effort permits. $8.500.00 combined yearly income must be guaranteed first year. Excellent business and character references. Write if interested. Box 189c, BROADCASTING.

Let me furnish details on capable manager, program director with good background commercial radio. Box 192c, BROADCASTING.

Situations Wanted (Cont'd)

General manager and part-owner of regional, fulltime, network station looking for the right deal in midwest, Rocky Mountain or Pacific Coast areas. In radio since 1927. Complete production, sales and management experience with all titles. Four years an army operating officer with superior rating. Top industry references covering CBS, WLW, KMOX and two small market regionals experience. Know national, regional and local sales methods. Solid business salesman. Have trained dozen successful radio salesmen. Careful personnel manager. Recently established biggest grosser-earner in midwest small-market field. Have stock control troubles. Want management deal with investment opportunity in medium or small market. Excellent civic leadership history. Capable public speaker. Fine family of four. Top character and financial references. Box 195c, BROADCASTING.

Salesmen

Experienced salesman wants position in upper midwest. Five years experience in sales, continuity, and announcing. Dependable, sober, good references. Box 185c, BROADCASTING.

Salesman-announcer, looking for position with progressive station. Neat, personable, versatile. Willing to travel. Jack Fisher, 909 W. Main St., Hoopeston, Ill.

Announcers

G.I., two years experience, major in speech. Desires position with radio station for all-round announcing work. Limited experience, but willing to learn. Will travel anywhere. Salary not important. Box 985B, BROADCASTING.

Announcer experienced. Desires position with northeastern station. Knows board. Available for personal interview. Good voice. Box 38c, BROADCASTING.

A really competent newscaster is looking ahead to quality AM or TV. Newspaperman. Five years. Radio newsman. four. Distinctive voice, delivery, rewrite. Family, nondrinker, college graduate, highly recommended. disc, picture. resume. Box 106c, BROADCASTING.

Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 131c, BROADCASTING.

Ambitious program director, experienced both rural and metropolitan areas, wants real opportunity west or southwest. Experience all types announcing, selling. Now eager for position offering professional and financial advancement, possibly program director position combined with assistant manager. Considered conscientious, reliable. Best personnel relations staff and sponsors. Well-liked in community. Can produce. Prefer some airtime for specialty programs and newscasts. Presently employed. Disc, details, copies references on request. Box 133c, BROADCASTING.

Cooperative, conscientious, congenial, dependable, sober announcer. Sixteen months experience, all facets, in two major markets. Strong news, sports. Independent, network, handle board. Mature selling voice. University graduate, 23, single. Presently employed, references. Prefer midwest. Box 166c, BROADCASTING.

Experienced, play-by-play sports announcer. Seven years experience all sports. Also experienced staff man heavy news and news editing. College graduate desires permanency with future. Box 168c, BROADCASTING.

Experienced announcer - copywriter seeks position with station in or west of Rockies. Box 171c, BROADCASTING.

Announcer now summer replacement CBS staff New York. Ten years experience from 250 to 5 kw. News, special events, record, morning and audience shows. Warm, human selling style. Have been program director, production manager, continuity chief and news editor. During war was radio correspondent after State Department requested release from Army Intelligence. After war, narrated "Transatlantic Call" and "Radio Newsreel" for BBC in London. Excellent references. Age thirty, married, two children. Available now or in October. Bill Bradley, Network Operations, CBS, 485 Madison Ave., New York.

Situations Wanted (Cont'd)

Regional or larger. Announcer presently employed small N. Y. market indie. Employer knows of desire to seek more advantageous position. Preparing three years for larger station. News, interview, and commercials my forte. Classical and pop music no strangers. Many solo hours on sports and remotes. Operate board. Program ideas. B.F.A. in radio. If in NE pefer personal interview. Resume and air-checks on request. Box 169c, BROADCASTING.

Sportscaster. Not the nation's best or most experienced but can do a job for you. Presently employed sports director, AFRS sportscasting experience. Married, dependable. Box 178c, BROADCASTING.

Sports director. Experienced play-by-play. Presently employed. Wants sports minded station with baseball, football, basketball. High references. Box 187c, BROADCASTING.

Announcer, single, 25. Four years experience. Presently employed at 1000 watt station. Midwest, southwest and Rocky Mountain areas preferred. Box 188c, BROADCASTING.

Sports-news announcer, Seven years experience. All types of play-by-play. Know sports from player angle with letters in three college sports and coached all sports high school two years. Background includes news and sports editor for high production 5 kw. Excellent news commentary, adlib and disc shows. Experience in programming, promotion and professional theater. Desire job as sports or newsman in St. Louis area or Florida, but will consider anywhere. Want change by Sept. 15. Discs and references for all above. Presently announcing Class B baseball. Box 197c, BROADCASTING.

At liberty, comedian and MC. Network barn dance experience. Write own material. Capable of producing barn dance. Radio ten years. Photos and write-ups upon request. Box 198c, BROADCASTING.

Announcer. Young, single. some experience. Versatile schooling. Willing to travel. Box 199c, BROADCASTING.

Announcer experienced staff and play-by-play. Presently employed metropolitan New York area station not broadcasting sports. No disc available, top reference. Box 206c, BROADCASTING.

Announcer-program director. Sports, news hillbilly, DJ. Long proven record. Sober, married, reliable. Studying for FM-TV ticket. Available immediately. Tell everything first letter. Veteran. Box 208c, BROADCASTING.

Announcer, age 25, unmarried, veteran, 18 months experience. Ambitious, desire change. Disc and particulars on request. Box 209c, BROADCASTING.

Experienced announcer desires position with network outlet. Midwest preferred. Experience in all phases of behind-mike work. University graduate. Journalism BS. Friendly voice, good on adlib, two years experience, presently employed. Need change. Single and 28. Will travel. Box 210c, BROADCASTING.

Announcer-copywriter position for recent radio school graduate. Some experience. Box 213c, BROADCASTING.

Experienced combination man available. Matured, educated family man. Engineering secondary. Box 214c, BROADCASTING.

Sportscaster wants football games. Experienced. capable, good sports reputation. Prefer season. will take single games. Box 216c, BROADCASTING.

Sports announcer. Ten years play-by-play. High Hooper sportscast. Box 218c, BROADCASTING.

Attention metropolitan station managers. Presently employed announcer with license available. Completely experienced in small station operation. Take me under your wing and you'll find an industrious, married vet 25 years old. How about it? Data sheet awaits at Box 215c, BROADCASTING.

Disc jockey-singer, national reputation. Recordings available most U. S. radio stations, with one disc reaching million mark 1948-49. Eight years experience. Also spot, news and MC experience. Box 220c, BROADCASTING.

Experienced newsman, play-by-play announcer desires position that will guarantee security. Married with family. Good background in all phases of broadcasting. Box 221c, BROADCASTING.

Situations Wanted (Cont'd)

Top-flight announcer. Former program director. Looking for a square shooting outfit. Single, best of references. Disc available. Box 225c, BROADCASTING.

Versatile announcer wants change to New England. Has experience, ambition, personality. Will audition in person if necessary. Box 227c, BROADCASTING.

Hillbilly disc jockey, 3 years experience, musician, sober, now employed. Box 230c, BROADCASTING.

Hold it! Young, single, experienced announcer, top DJ and newscasting. Operate console, write selling continuity. Prefer N.E. but will consider all. Salary secondary to opportunity. Details. Arnold Brooks, 70 Sherman St., Passaic, N. J.

Staff announcer, 24. Single, reliable, college BA in speech. 1½ years independent and network experience, operate console. Will travel anywhere. Excellent references. Jack Edwards, 11402 Superior Avenue, Cleveland 6, Ohio.

Sports director, highest recommendations from station and best advertising agencies, sports authorities, news services. Play-by-play baseball, direct or replay, basketball, football, other sports. Staff announcing, top early morning record show and specialty show. News and special events. Steady, married and veteran. Available September 1st. Lee George, 714 S. Florence, Springfield, Mo.

Sports announcer. Play-by-play in major sports. Several years experience at high school and college sports. Well phased. Desire opportunity to do or assist on college sports in football and basketball. Have TV training. Anywhere in U. S. Disc and tape on request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Job wanted by college graduate as announcer-copywriter, singer. Some experience. Langston, Hawthorne Drive, Danville, Virginia.

Station going CBS, no time for sports. Topflight baseball, ANNR available, also college football, national tournament basketball experience. Two daily sports shows. Best of references, including manager of this station. Disc and photo or personal interview if desired. Bill Snyder, Sports Director, WTHI, Terre Haute, Ind.

Technical

First class phone, vet, inexperieced wants jr. engineer position. Willing to travel. Box 984B, BROADCASTING.

Broadcast technician now employed, looking for position with progressive station contemplating television. My several years experience as motion picture technician would make me particularly adaptable to telecine operations. Experience in control room, transmitter, remotes etc. In addition to recording studio and 16mm motion picture production work. Over a year and a half at present location, best of references. Don't drink or smoke, consider any location. Box 64c, BROADCASTING.

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

Engineer degree license 10 years experience, 7 as chief. Box 101c, BROADCASTING.

Engineer with $5000 to invest station in Colorado, New Mexico, Kansas, Oklahoma or Texas. Twenty years experience AM, FM, TV. Box 117c, BROADCASTING.

First phone man. Inexperienced. Single. 22. Wants junior engineer position. Ambitious and sober. Willing to travel. Box 170c, BROADCASTING.

First class phone. Vet., neat, ambitious, hardworker. Experienced xmtr operator. Remotes, recording and console work. Married. Will travel anywhere. Box 172c BROADCASTING.

Experienced AM-FM engineer. Single, 29. First phone, second telegraph, class A amateur. Excellent references. Will go anywhere. Available immediately. Box 173c, BROADCASTING.

Situations Wanted (Cont'd)

Engineer first phone, two years experience 250 and kw directional. Installation, remote turntable, recording, maintenance experience. Northeast only. Box 180c, BROADCASTING.

Immediately available. Radio-television technician with first class license will travel anywhere if given chance to break into engineer-announcer field. Box 181c, BROADCASTING.

Experienced chief engineer in AM and FM constructional operation, and TV training looking for permanent position with growing concern. Very best of references. Box 182c, BROADCASTING.

Chief engineer, experience includes installation of five transmitters and two studios. Now employed as transmitter engineer at 50 kw directional. Reason for change, desire chief's job. Box 183c, BROADCASTING.

Engineer, experienced transmitter and control room desires position in south or southwest. Single, do not have car. Available two weeks notice. Box 190c, BROADCASTING.

Engineer available immediately. First phone, single, veteran, 32 years old. Four months experience 250 watt FM transmitter, control board, announcing, some program directing. Interested same type work with progressive AM, FM station. Preferably eastern seaboard. Box 191c, BROADCASTING.

Engineer, now chief, experienced all phases plus combination man experience. Desire permanent position with progressive staff. Sober, reliable, can furnish excellent references. Box 203c, BROADCASTING.

Engineer, experienced installation, remote, maintenance, control. Graduate two tech. schools, Ham. Permanent position, east. Box 217c, BROADCASTING.

First class phone license. Willing to travel. Vet, single. Box 219c, BROADCASTING.

First phone transmitter operator and control room. 22 months experience. 250 watt station, single, 24. Box 222c, BROADCASTING.

Young man, single, willing to travel, has first class radio telephone license. Box 223c, BROADCASTING.

Combination man will be available September first, eight years chief. Married, prefer west coast states. Box 231c, BROADCASTING.

Two young men, free to travel. Both with first class telephone licenses. Box 224c, BROADCASTING.

Vet, first phone, age 23, New York Tech. grad. Limited experience, but anxious to learn. Salary not important. Any location. 433 East 50th, Savannah, Ga.

Engineer, 24, single, first class ticket, some experience as staff announcer on board small Texas station. Have car, will travel anywhere. W. K. Berry, Lampasas, Texas.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 N. State St., Jackson, Mississippi.

Combination man or transmitter engineer. Single, 21 years old, vet, recent graduate radio school. Inexperienced and willing to learn. Go anywhere, prefer Minnesota or vicinity. Available immediately. William Farhart, 1661 First Ave., Jackson, Miss.

First class phone, Graduate Radio-Television Institute. Veteran, single, 27, musician, will travel, prefer northeast. Franklin Graham, Jr., Bennington, Vermont.

Radio engineer holds 1st phone. Employed as broadcast engineer for 9 years. 4 years in 5 kw station. 14 years amateur radio. Radio school graduate. Some college radio. Have references. Paul P. Graves, 73 Court St., Augusta, Maine.

Combination man has first phone with six months experience, desires permanent position preferably in the middlewest. Will consider all replies. Details upon request. Don Ponec, 5421 S. 20 St., Omaha, Nebraska.

Situations Wanted (Cont'd)

Engineer fully experienced AM and FM including high power equipment. Good background and reference. Box 184c, BROADCASTING.

Transmitter operator. Available immediately. Four years broadcast experience. Thirty. Single. Consider anything, go anywhere. Lewis Sherlock, Box 1161, Plainview, Texas.

First class phone license. Vet, 25, married. No children. Willing to travel. James Turner, 6609 Avenue T, Brooklyn 34, New York.

Engineer-announcer wishes position. Will consider any location. Just completed 34 weeks training. First phone. Inexperienced. Philip Schneider, Sedgwick, Kansas.

Production-Programming, others

Excellent morning man for regional or 50 kw station. Veteran, college graduate, 8 years experience announcing and programming. Also capable salesman. Excellent record. Excellent references. Desire to make change to greater opportunities before or shortly after January 1, 1950. Box 177c, BROADCASTING.

Station manager's enthusiastic letter tells my story. Journalism grad, 250 experience, report, write, edit, broadcast news. Box 617B, BROADCASTING.

Capable, college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington, D. C. station. Box 795B, BROADCASTING.

New York state-New England. Five years experience. News editor. Announcer. Script writer. Available after August 12. Box 67c, BROADCASTING.

For hire. The poor man's Henry Morgan. For disc or tape write Box 112c, BROADCASTING.

Need loyalty? Devotion and talent? Presently ensconced in a metropolitan N. Y. station. One top mail pull, solidly selling D. J. who's versatility is his pride. From church program to a band remote in one minute. Married, 3 children, college grad. Console operation as fast as anyone. New York, Connecticut, New Jersey, fans galore. Like the big town. Want to stay in vicinity. Mentions in all top columns and trade papers. Box 137c, BROADCASTING.

News editor, announcer. Experienced play-by-play sports announcer. Excellent newscaster. College graduate, married. Desire permanent connection with future. Box 167c, BROADCASTING.

Reliable, loyal university graduate. Serious-minded. Write copy. Knows board. Need job. Anywhere. Disc, copy, photograph ready. Write Box 176c. BROADCASTING.

Program and production manager, 33, seeking small city situation. Three years AFRS as general manager and program director. Veteran. Married, college graduate. Box 179c, BROADCASTING.

Continuity writer, director for Texas area. Degree, experienced. Young woman, worth your highest salary. Personal interview. Box 193c, BROADCASTING.

A reliable young woman, radio school graduate, college graduate, wants to serve your station as copywriter, preferably with some air work. Opportunity for advancement more important than pay. Box 194c, BROADCASTING.

Copywriter. Wants position. Over one year with network affiliate as announcer-copywriter. Samples upon request. Box 196c, BROADCASTING.

Women's program director, presently employed, desires similar position in established station. Pleasing mike personality. Writes commercials that sell. Background of producer, continuity editor, traffic. College graduate. Box 204c, BROADCASTING.

Women's newscaster, disc jockey, control board operator, children's programs, commercial continuity writer. Ambitious young lady. Will travel. Excellent training. Box 229c, BROADCASTING.

Television

Salesmen

Harvard man, infinitely discreet, ultimately restrained, fantastically gentlemanly, wants job as an on-the-job trainee salesman with a television station. Box 113c, BROADCASTING.

Television (Cont'd)

Production-Programming, others

Women's director of AM-FM station wishes to enter TV to develop and produce topflight shows. Theatre and movie background. Box 205c, BROADCASTING.

Assistant director, trained by network TV directors in New York, seeks chance to put television knowhow to work. Opportunity ranks higher than salary. Full particulars, references on request. Box 233c, BROADCASTING.

For Sale

Stations

Wyoming network outlet with annual gross of $85,000. Price $110,000; terms. Box 174c, BROADCASTING.

Illinois exclusive daytimer grossing $50,000. For quick sale at $38,000. Terms. Box 175c, BROADCASTING.

For sale. Only independent in urban market of 150,000. 250 watts, fulltime. North central. Box 207c, BROADCASTING.

Equipment, etc.

FM equipment for sale. GE 3 kw transmitter with little use. FM monitor. 4-bay antenna and 800 feet of coax. Will sell all or transmitter separately. Excellent condition. Save money on your installation. Box 228c, BROADCASTING.

2 Presto 6-N recorders. 1 90-A amplifier. Excellent condition. Box 232c, BROADCASTING.

For sale. Hammond Novachord, walnut finish case and instrument in excellent condition, model H, serial 96, late model speaker. Little used. Price $795. WREN, Topeka, Kansas.

FM—Complete equipment to begin 250 watt FM operation. Includes REL model 549A-DL transmitter, 600 R frequency monitor, 600 AMPR monitor amplifier, 623R program amplifier, 643R pre-emphasis unit, 641R power supply. Andrew folded quadrupole antenna, 200 foot Lehigh self-supporting tower, 325 feet RG/20-U coax. Total cost new over $7500. Has given completely satisfactory service for 28 months. Bargain. We are going to 3 kw approximately October 1. Will sell either equipment or tower separately. Write Ted Bailey, Chief Engineer, WJBC, Bloomington, Illinois.

For sale. Towers. Two 200' Blaw-Knox self-supporting base insulated towers, less lighting equipment. Dismantled ready to ship. Both for $1775 F.O.B. Tonganoxie, Kansas. WREN, Topeka, Kansas.

C-Permit; no station in industrial-agricultural city 20,000; retail area radius 30 miles 400,000 population. James Coston, 748 Nellie Avenue, Florence, Alabama.

For sale. FM transmitter. GE 250 watt FM transmitter, GE station monitor, GE 2 doughnut antenna system, less pole. Make offer. WREN, Topeka, Kansas.

For sale. Comparatively new complete RCA equipment for 250 watt radio station. Good price for quick sale. Paul Hunter, Leesburg, Fla.

Wanted to Buy

Stations

Fulltime station or CP, New England or New York. Box 226c, BROADCASTING.

Employment Service

Immediate openings. 23 western and midwest stations. 33 southern. 12 northeastern stations. For managers thru women copywriters. Urgent for 25 more announcers/engineers. RRR-Radio TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Production-Programming, others

SCRIPT WRITER

50 kw network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types, including network originations. Emphasis on musical and dramatic shows. Permanent job for person desiring to live in midwest. Send full details on experience, salary requirements, references and recent photo to

BOX 40c, BROADCASTING

(Continued on next page)

Help Wanted (Cont'd)

NEWSMAN WANTED

A top-rated, Ohio regional station, operating a livewire news department, is looking for a topflight newsman. He must be able to prepare and present network calibre newscasts, be aggressive and have executive ability. Preference will be given to the applicant with local news reporting experience and a newspaper baekground or journalism training will be helpful. Five years similar experience necessary. Excellent compensation and bright future available to proper party. Personal interviews arranged in New York City August 16-20, inclusive. Bring audition transcription, references, etc. Contact Weed and Company, 350 Madison Avenue, New York—Vanderbilt 6-4542, for appointment.

Announcers

ANNOUNCER

50 kw network-owned station—top middlewest metropolitan market. Send complete biography, disc and references to

BOX 212c
BROADCASTING

School

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade...have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

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DEFOREST'S TRAINING, INC
2533 N. Ashland Ave. Chicago 14, Ill
Phone LIncoln 9-7260

Schools

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NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

Equipment

FOR SALE
RCA MI-4875G
combination pickup and ORK-17 transcription turntable chassis, BOTH for $265 FOB Fresno. New, in original factory cartons. Only 6 available.
P.O. Box 407, Fresno, Calif.

Employment Service

CUTTING EXPENSES?
Mr. Station Manager,—

Here's your chance to save money. Hire announcers and disc jockies who have been trained on the air over New York stations. They know all phases of radio including commercial writing, console operation, selling, and station routines.

We have qualified men willing to trade dollars for experience in your station. Resumes with photos and discs available on request. Wire collect your requirements to America's famous radio school.

CAMBRIDGE
School of Radio Broadcasting
220 W. 42nd Street
New York 18, N. Y.
Wisconsin 7-0038

Exclusive Market Stations

Midwest

A very profitable independent that dominates a most desirable secondary market in one of the midwest's best radio areas.

$65,000.00

South Central

A network outlet that has shown consistent profits. The only station in a small city that is the hub of a rich agricultural territory.

$37,500.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

CAMPUS STATIONS

Proposed Ban Opposed

PROPOSED rules changes relating to carrier current and other presently unlicensed radio operations have been divided into four parts by FCC in an effort to simplify its consideration of the complex problem.

The action was believed encouraged by the scores of complaints received at the Commission to the proposed limitation or ban of college "wired-wireless" broadcast stations which now operate all over the country without FCC authorization. FCC's proposal, first announced in April, concerned classification and restriction of carrier current systems, radio control devices and other apparatus which generate radio frequency waves [BROADCASTING, April 25].

The Commission divided the case into four categories: Incidental radiation devices, such as laboratory signal generators, beat frequency audio oscillators and other oscillators; carrier current communications systems, such as power companies, mines, telephone companies and railroads employ for internal communications; devices which operate above 1605 kc, such as garage door openers, model aircraft controls and other remote controls; college campus broadcasting systems and radio phonograph oscillators.

FCC indicated it could consider each category separately when data and comments were processed without awaiting completion of the other groupings. If hearings or further investigations in any classification were necessary, FCC said, this would not delay action on other groups.

The scores of comments on college campus stations were received from all types of educational institutions as well as from students, parents and even commercial broadcasters. Many of the complaints were forwarded to FCC by Congressmen, Senators and state governors. Principal objections to any limitations on campus stations were based on the views that these institutions provide a training ground for commercial broadcasting; most institutions could not afford low-power FM outlets now authorized for educational use; most students don't have and couldn't afford FM receivers anyway.

AMATEUR RULES

FCC Sets Oct. 10 Conference

INFORMAL conference has been ordered by FCC for Oct. 10 on its proposals to amend the rules governing amateur radio operation. FCC indicated extensive comments have been received, ranging from full approval to full disapproval of the proposals.

American Radio Relay League, official spokesman for ham operators, however, has vigorously opposed the FCC proposals and in an extensive brief filed through its Washington counsel, Paul M. Segal, attacked what it termed the "new philosophy of Government planning" for 75,000 American hams. The brief alleged such planning "will operate to stifle amateur initiative, circumscribe amateur development, and eventually result in the debilitation of amateur radio as it exists today."

The "brilliant history of development of the amateur service" through free enterprise and resultant contributions to technical progress was noted. Such advancement "cannot be successfully planned or directed or blueprinted —by Government or anyone else," the brief said.

RADIO NEWS

Clinic at Minn. U. Sept. 2

CLINIC for university teachers of radio news courses will be a follow-feature of the annual convention of three journalism teachers' associations at U. of Minnesota Sept. 2.

Clinic, arranged by the Council on Radio Journalism, will be an all-day session devoted to discussions of the problems of training university students for work in radio and television news rooms. Chairman of arrangements committee is Baskett Mosse of Medill School of Journalism, Northwestern U.

Prof. Mitchell V. Charnley of Minnesota school of journalism, CRJ chairman, says the clinic has been planned because of rapid expansion of radio news training and the need of teachers new to the field gaining know-how through experience-sharing.

Program includes three round-tables: laboratory and teaching facilities, Mr. Mosse, chairman, Edward Lambert of Missouri U. and Olaf Blue of Montana State U.; curricula-planning, Floyd Baskette of Emory U., chairman, Kenneth Bartlett of Syracuse U., Don Brown of U. of Illinois and Harry Heath, Iowa State; teaching methods, Paul Wagner of Ohio State U., chairman, and Mr. Charnley and Arthur M. Barnes, U. of Iowa.

Arthur Stringer of NAB will be a luncheon speaker and Dr. Wilbur Schramm, director of Institute of Communications Research, U. of Illinois, will speak on research in radio news.

The clinic follows annual three-day conventions of American Assn. of Teachers of Journalism, Assn. of Accredited Schools and Departments of Journalism and the American Society of Journalism School of Administrators.

WFDR, AFRA Sign

WFDR (FM) New York, International Ladies' Garment Workers' Union station, has signed a contract for staff announcers with AFRA providing for $70 base salary. AFRA said terms of contract were excellent for the FM field.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES) JULY 3-9

NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
		EVENING, ONCE-A-WEEK			
1	25	Big Story	4,477	11.4	+3.2
2	5	Mr. Keen	4,360	11.1	+0.4
3	7	Mr. District Attorney	4,320	11.0	+0.5
4	6	Crime Photographer	4,242	10.8	+0.1
5	22	This Is Your F.B.I.	3,456	8.8	+0.4
6	50	Curtain Time	3,456	8.8	+2.9
7	3	Walter Winchell	3,378	8.6	—2.9
8	19	Dr. Christian	3,338	8.5	—0.3
9		Henry Morgan Show	3,338	8.5	
10	21	Mr. Chameleon	3,299	8.4	—0.1
11	13	First Nighter	3,260	8.3	—0.9
12	20	Fat Man	3,221	8.2	—0.5
13	39	Gene Autry Show	3,142	8.0	+1.2
14	30	Mystery Theatre	2,985	7.6	+0.3
15	8	Our Miss Brooks	2,906	7.4	—2.9
16	24	A Life in Your Hand	2,828	7.2	—1.1
17	29	Your Hit Parade	2,710	6.9	—0.6
18	34	Stop the Music (4th Qtr.)	2,631	6.7	—0.3
19	47	Vaughn Monroe	2,631	6.7	+0.5
20	35	Philip Morris-Horace Heidt	2,631	6.7	—0.3
		EVENING, MULTI-WEEKLY			
1	3	Counter-Spy	2,357	6.0	+0.1
2	1	Lone Ranger	2,199	5.6	—1.0
3	8	Supper Club	1,689	4.3	—0.1
		WEEKDAY			
1	1	Arthur Godfrey (Ligg. & Myers)	3,456	8.8	—0.4
2	2	Pepper Young's Family	3,063	7.8	—1.0
3	3	Right to Happiness	2,946	7.5	—1.2
4	7	Arthur Godfrey (Nabisco)	2,710	6.9	—0.6
5	21	Rosemary	2,671	6.8	+0.4
6	4	Young Widder Brown	2,631	6.7	—1.4
7	5	Backstage Wife	2,592	6.6	—1.5
8	14	Wendy Warren	2,514	6.4	—0.4
9	9	Our Gal, Sunday	2,435	6.2	—0.8
10	12	Guiding Light	2,396	6.1	—0.8
11	11	Ma Perkins (CBS)	2,357	6.0	—0.9
12	24	Aunt Jenny	2,357	6.0	—0.3
13	20	Perry Mason	2,357	6.0	—0.5
14	8	Stella Dallas	2,357	6.0	—1.4
15	23	Ma Perkins (NBC)	2,317	5.9	—0.5
		DAY, SATURDAY			
1	2	Grand Central Station	3,535	9.0	+0.5
2	1	Armstrong Theatre	3,299	8.4	—0.8
3	5	Stars Over Hollywood	3,181	8.1	+0.5
		DAY, SUNDAY			
1	1	House of Mystery	1,924	4.9	—0.4
2	8	Symphonette	1,257	3.2	+1.3
3	12	Radio Bible Class	825	2.1	+0.7

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NOTE: NUMBER OF HOMES IS OBTAINED BY APPLYING THE "NIELSEN-RATING" (%) TO 39,275,000—THE 1948 ESTIMATE (REVISED) OF TOTAL U. S. RADIO HOMES.
(†) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 to 5 MINUTES.

'AIR BAEDEKER'

Travel Series Planned

NEW SERIES of transcribed public service programs, *The Baedeker of the Air*, has been announced by Ted Hudes Radio Productions, New York. The 15-minute programs will be presented over 900 stations from coast to coast, giving information, suggestions and advice relative to winter and summer travel in some of the Western Europe countries, the firm announced.

Program will be presented as public service, free of charge to the stations, but open for local sponsorship. They will be ready before start of the 1950 vacation season. For further information, write firm at 17 East 42nd Street, New York 17, or call Ted Hudes, Murray Hill 9-2440.



Allied Arts

RADIO WRITERS, Fort Worth, Tex., organization offering complete radio writing service, has been formed with VIRGINIA FENWICK as executive director.

ELSIE KEOLEIAN, formerly copy director for Hershey-Paxton, Detroit, and industrial editor for Brooke, Smith, French & Dorrance, same city, has joined editorial department of Jam Handy Organization, Detroit producer of filmed commercials.

DONALD ZAHNER, son of OSCAR ZAHNER, senior vice president of Ruthrauff & Ryan, New York, named account executive of Harry S. Goodman Productions, St. Louis. He will represent the concern in Missouri, Iowa and Kansas.

Equipment

JOHN J. DOYLE has been appointed manager of electronic tube sales for Westinghouse Lamp Div., Bloomfield, N. J. Mr. Doyle joined Westinghouse in 1926 and acted as manager of electronic tube sales to distributors for past six years.

CHARLES VAN MAANEN has been appointed vice president of J. J. Golumbo Co., Boston, distributor for Andrea sharp-focus TV sets. Mr. Van Maanen was previously sales manager for J. H. Burke Co., Boston and Eastern Co., Cambridge, Mass. He also was vice president of R. U. Lynch Co., Providence, R. I., Columbia Records distributor in that area.

SOUTH RIVER METAL PRODUCTS Co., South River, N. J., announces availability of three new products which are used in installation of TV and FM receivers: Antenna mast stand-offs fitting all size masts up to two inches; nail-ins in three and three-quarters inch lengths with wing tips to prevent turning after installation, and screw type insulators designed to accommodate both round and flat 300 ohm lines.

TECHNICAL SERVICE Inc., Plymouth, Mich., announces its latest model movie suitcase-projector which contains integral screen, magazine, amplifier and speaker, yet weighs only 40 lbs.

EMERSON RADIO & PHONOGRAPH Corp. has introduced three additions to its 1950 TV receiver line: seven-inch set priced at $129.95, lowest priced set in company's video line; 10-inch set at $199.50, and 12½-inch set at $249.50. Company claims 10-inch set is only TV set with wood cabinet to retail for less than $200.

TRANSVISION Inc., New Rochelle, N. Y., announces master amplified antenna system for apartment houses, hotels, hospitals and other establishments where large numbers of sets are desired. Master antenna serves all sets in building.

SPECIAL TRIBUTE was paid to KMO KTBI and KTNT (FM) all Tacoma; KIRO KJR KOMO Seattle, and KPUG Bellingham, Wash., in vote of appreciation to Washington's radio stations made by Washington Assn. for Social Welfare. Tribute was due to stations' spotlighting of association's 43rd annual conference in Tacoma this spring.

CONTROL CONSOLE

RCA Builds Unit for WPJB

FIRST all-steel master control room console for broadcast studios to be built by RCA soon, will be delivered to the *Providence* (R.I.) *Journal's* FM station, WPJB. The equipment, custom built, contains three sections, forming a wide "U," and is of especially low construction, affording the operator a clear view of the studio, according to RCA. The left section supports equipment for Studio B, a ring-down panel, and remote lines; the right section controls the announcer booth and Studios C and D; and the center section contains facilities for master control switching and the network relays.

Studio A has its own special console with self-contained racks of equipment. There are provisions for feeding four outgoing channels and the console controls 10 input circuits, with facilities for remote and network lines. Complete monitoring facilities for all 10 inputs and 4 outputs are provided. The new, all-steel desk measures 119 inches long, 55½ inches deep and 39 inches high.

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It's
ROY F. THOMPSON
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WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
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ACTIONS OF THE FCC

AUGUST 5 to AUGUST 12

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

August 5 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KIFI Idaho Falls, Idaho—CP to change frequency from 1400 kc 250 w unl. to 1060 kc 10 kw unl. DA-DN AMENDED to request DA-N.

AM—1480 kc

Felix H. Morales, Houston, Tex.—CP new AM station on 1510 kc 1 kw D AMENDED to request 1480 kc and change studio location to Pasadena, Tex.

AM—710 kc

KFBC Cheyenne, Wyo.—CP to change from 1240 kc 250 w unl. to 710 kc 5 kw-N 10 kw-D DA-DN AMENDED to request 10 kw-D 1 kw-N.

Reinstatement of CP

WCAW Charleston, W. Va.—CP to change from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-DN.

Modification of CP

Mod. CP new FM station for extension of completion date: WAAF-FM Chicago; WHNC-FM Henderson, N. C.; KBMA Beaumont, Tex.

August 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WEEU Reading, Pa.—Mod. CP new AM station to change hours of operation etc. for extension of completion date.

License Renewal

WCTW New Castle, Ind.—Request for license renewal.

License for CP

WDUQ Pittsburgh, Pa.—License for CP new FM noncommercial educational station.

TENDERED FOR FILING

KXOC Chico, Calif.—Mod. CP to change from 1150 kc 1 kw-N 5 kw-D to 5 kw unl. DA-N.

APPLICATION DISMISSED

Public Service Bcstg. Co., Seattle, Wash.—DISMISSED Aug. 4 Application new AM station on 1250 kc 1 kw ST.

August 9 Decisions . . .

BY THE SECRETARY

WABB-FM Mobile, Ala.—Granted license new FM station; Channel 271 (102.1 mc) 51 kw; 285 ft.

WRFS-FM Alexander City, Ala.—Granted mod. CP change type of trans.

KCUL Fort Worth, Tex.—Granted mod. CP to change type trans. and specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: WLAA Columbus, Ga. to 9-1-49; WSGN-FM Birmingham, Ala. to 2-12-50; KOWN Conway, Ark. to 10-22-49; WEXI St. Charles, Ill. to 11-21-49; KCBS-FM San Francisco, Calif. to 3-1-50; WLWB Dayton, Ohio to 12-6-49; KCHA Charles City, Iowa to 11-27-49; WBIR Knoxville, Tenn. to 11-1-49; KNBC San Francisco, Calif. to 12-WDEL-TV Wilmington, Del. to 2-23-50; WBIK Chicago to 12-1-49 on express condition that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of Supreme Court's decision in United States v. Paramount Pictures, Inc., et al., 334 U.S. 131; WASH Washington, D. C. to 2-3-50; WTBO-FM Cumberland, Md. to 3-1-50; WACE-FM Chicopee, Mass. to 1-1-50; WNAM-FM, Neenah, Wis. to 10-1-49; WBIR-FM Knoxville, Tenn. to 11-1-49; KSO-FM Des Moines, Iowa to 11-27-49; WSPA-FM Spartanburg, S. C. to 12-2-49; WRBL-FM Columbus, Ga. to 9-1-49, KTOK-FM Oklahoma City, Okla. to 11-29-49; KGMI Denver, Col. to 11-30-49. WBKB Chicago—Granted mod. CP for extension of completion date to 12-1-49 on express condition that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in United States v. Paramount Pictures, Inc., et al., 334 U.S. 131. WOIC Washington, D. C. to 11-30-49; KCUL Fort Worth, Tex. to 9-30-49; KROW Oakland, Calif. to 2-24-50; W5XRW Fort Worth, Tex. to 2-2-50; WSPD-TV Toledo, Ohio to 3-9-50. WAGA-TV Atlanta, Ga. to 2-28-50; WNAC-TV Boston, Mass. to 12-1-49.

KYOS Merced, Calif.—Granted license covering change frequency, increase power, etc.

WSUA Bloomington, Ind.—Granted CP to reinstate CP, as modified to install FM ant. on top of AM tower.

KERN Bakersfield, Calif.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

KENE Belen, N. M.—Granted mod. CP to change type of trans. and change studio location.

WSDR Sterling, Ill.—Granted mod. CP to make changes vertical ant. and change type trans.

KLVT Levelland, Tex.—Granted license new AM station 1230 kc 250 w unl.

KNUJ New Ulm, Minn.—Granted license for new AM station 860 kc 1 kw D.

WERI Westerly, R. I.—Granted license AM station 1230 kc 250 w unl.

WBGR Jesup, Ga.—Granted license new AM station 1370 kc 1 kw D.

WNER Live Oak, Fla.—Granted license new AM station 1450 kc 250 w unl.

WWHG Hornell, N. Y.—Granted license new AM station 1590 kc 1 kw D (BL-3745).

WKMA Quitman, Ga.—Granted license new AM station 1490 kc 250 w unl.

WTOD Toledo, Ohio—Granted license install. FM ant. on side of present AM tower.

WPAR Parkersburg, W. Va.—Granted mod. CP to make changes in presently licensed vertical ant. and mount FM ant. on side of AM tower.

KBFY Snyder, Tex.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KPIX San Francisco—Granted license for new commercial TV station.

Kansas City Star Co., Area Kansas City, Mo.—Granted license for new experimental television relay KA-3486.

Colorado Bcstg Co. Inc., Area Pueblo, Col.—Granted license new remote pickup KA-3597.

Brownsville Bcstg. Co., Brownsville, Tex.—Granted licenses for new remote pickups KA-3540 and KKA-796.

KTOK Inc., Oklahoma City, Okla.—Granted CP for new STL KXA-79.

Blue Valley Co., Independence, Mo.—Granted CPs for new remote pickups KAA-546, and KAA-547.

ACTIONS ON MOTIONS

By Commissioner Hennock

WGBG Greensboro, N. C.—Granted continued hearing on applications of WGBG and WBBB Burlington, N. C. to Sept. 6.

WPEN Philadelphia—Granted leave to intervene in above proceeding.

FM Association—Dismissed petition which sought legislative hearing for promulgation of rule regarding duplication of network shows on FM stations.

Spartanburg Radio Co., Spartanburg, S. C.—Dismissed application for new station.

Mrs. Jane Rascoe, Corpus Christi, Tex.—Granted request to amend application to specify 1560 kc in lieu of 1580 kc 250 w D; accepted amendment and removed application from hearing docket; dismissed petition insofar as it requests grant of application.

Prairie Radio Corp., Lincoln, Ill.—Granted continuance indefinitely of hearing on application, pending action on petition for reconsideration and grant.

St. Mary's University Bcstg. Corp., San Antonio, Tex.—Granted extension of time to file exceptions to initial decision in proceeding upon application and that of Metropolitan Bcstg. Co., Alamo Heights, Tex. to Sept. 15.

WCTT Corbin, Ky.—Granted continued hearing on application and that of WISE Asheville, N. C. to Sept. 29; dismissed motion to take depositions.

Eastland County Bcstg. Co., Eastland, Tex.—Granted continued hearing from Aug. 8 to Sept. 9.

By Examiner Resnick

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Granted petition in part, requesting continuance of hearing on its application and that of Suburban Bcstg. Corp., New Rochelle, N. Y.; hearing continued to Sept. 26.

By Examiner Cooper

WMAW Milwaukee—Granted petition to continue hearing on applications for license and for consent to involuntary transfer of control; hearing continued indefinitely.

By Examiner Johnson

Terrell Broadcast Corp., Terrell, Tex.—Granted petition for leave to amend application to change ant. array.

KANA Anaconda, Mont.—Continued hearing on application from Aug. 10 to Aug. 19.

By Examiner Hutchison

Ukiah Bcstg. Co., Ukiah, Calif.—Granted petition for continuance of hearing on its application and that of Mendocino Bcstg. Co., Ukiah, Calif.; hearing continued from Aug. 17 to Sept. 19.

August 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WABA Aquadilla, P. R.—Mod. CP new AM station for extension of completion date.

WPRA Mayaguez, P. R.—Mod. CP new AM station to increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KOIN-FM Portland, Ore.; WLYC Williamsport, Pa.

WKFM Sandusky, Ohio—Mod. CP new FM station to change ERP to 28 kw, ant. to 205 ft.

WISC-FM Madison, Wis.—Mod. CP new FM station to change from Channel 255 (98.9 mc) to Channel 251 (98.1 mc).

KSTP-TV St. Paul, Minn.—Mod. CP new commercial TV station for extension of completion date to 3-16-50.

TENDERED FOR FILING

Reinstatement of CP

WOST Sparta, Tenn.—Request to reinstate CP for new AM station 1050 kc 1 kw D.

APPLICATION DISMISSED

Orange Belt Station, Redlands, Calif.—DISMISSED Aug. 5 application for AM station on 1410 kc 500 w D.

(Continued on page 66)

KAPLOW IN EUROPE

Will Interview AAF Units

STAFF ANNOUNCER Herb Kaplow of WCTC New Brunswick, N. J., left Aug. 2 for Washington, D. C., on first stop enroute to Europe to make a series of recorded interviews with U. S. Army Airforce personnel from New Jersey, now stationed with AAF units in the occupied countries of Europe.

Recorded interviews will be used for a series of programs being prepared and broadcast in cooperation with the New Jersey Assn. of Broadcasters and USAAF. Series will be broadcast sometime in the fall over WCTC and the other 17 member stations of the New Jersey Radio Network.

Mr. Kaplow's itinerary includes Newfoundland, Paris, and return to New Brunswick via southern route about Sept. 1 after visiting AAF installations in occupied countries.

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Advertising on this Station MUST MAKE GOOD— or WE WILL!

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★ PACEMAKERS IN DESIGN

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★ AVAILABLE IN A WIDE RANGE OF CAPACITIES

MODULATION, amplification, final output, all need d-c power . . . continuous, *dependable* if off-the-air periods are to be avoided. Your rectifier tubes are basic; good rectifier tubes make for good broadcasting. So buy General Electric—buy the best!

Design improvement is constant, with G-E rectifier types ever-new in their efficiency. For example, the new straight-side bulbs of Types GL-8008 and GL-673 give an increased temperature margin of safety; their slim contour also makes the tubes easier to handle, better to install.

Future AM-FM-TV power-requirement possibilities are matched by new G-E designs, such as the GL-5630 ignitron for a-c to d-c conversion. With this high-capacity tube it is possible to supply—economically, reliably—direct current in large amounts to broadcast transmitters.

If you build or design equipment, phone your nearby G-E electronics office for expert assistance in selecting the right G-E rectifier types. There are more than a dozen from which to choose. If a station operator needing tubes for replacement, your local G-E tube distributor will be glad to serve you promptly, efficiently, out of ample stocks on hand. *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GENERAL ELECTRIC

180-H5

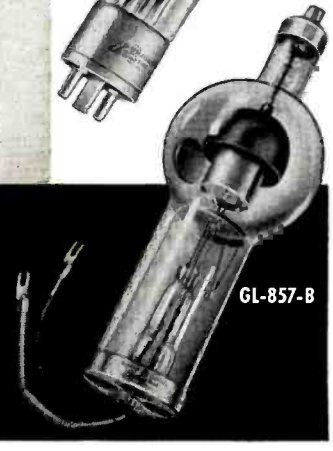
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GL-8008
(also supplied with 50-watt base as Type GL-872-A)


GL-673
(also supplied with 50-watt base as Type GL-575-A)


GL-869-B


GL-857-B

Type	Cathode voltage	Cathode current	Anode peak voltage	Anode peak current	Anode avg current
GL-866-A	2.5 v	5 amp	10,000 v	1 amp	0.25 amp
GL-8008	5 v	7.5 amp	10,000 v	5 amp	1.25 amp
GL-673	5 v	10 amp	15,000 v	6 amp	1.5 amp
GL-869-B	5 v	19 amp	20,000 v	10 amp (*20 amp)	2.5 amp (*5 amp)
GL-857-B	5 v	30 amp	22,000 v	40 amp (*Quadrature operation)	10 amp

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Nat'l Press Bldg., Wash., D. C.

JUDGES PICKED

To Rule on NARND Contest

FOUR EXPERTS in the field of radio news have been selected to judge entries in the 1949 awards program set up by National Assn. of Radio News Directors, according to an announcement by NARND Director Sig Mickelson, WCCO Minneapolis.

The four are General Manager E. R. Vadeboncoeur of WSYR Syracuse, N. Y.; Wilton Cobb, general manager WMAZ Macon, Ga.; Prof. Mitchell V. Charnley of U. of Minnesota school of journalism, and NAB Public Relations Director Robert K. Richards. Mr. Cobb is now chairman of NAB's radio news committee and Mr. Vadeboncoeur is a former chairman. Mr. Richards is a former working radio newsman and Mr. Charnley is author of a book on radio news entitled *News by Radio.*

Awards will be made in three classifications—to the single individual who through his broadcasting or allied radio activities has made the greatest contribution to the progress of radio news during the past year; to the station whose news department has achieved the greatest record of community service, and to the TV station whose community service record through its news presentation is judged to be most outstanding.

Deadline for entries is Sept. 1 and contest is open to NARND members and non-members alike. Entries should be addressed to Erle Smith, KMBC Kansas City, Mo., and be postmarked not later than Aug. 31.

AIDS IN FIRE

KXRO Gets Identification

IMPORTANT ROLE of public service was played by KXRO Aberdeen, Wash., after a spectacular early morning fire swept the local Lafayette Hotel, killing seven.

At the police chief's request, Fred Goddard, KXRO manager, started the broadcast day requesting listeners to call police department and supply information leading to identification of bodies because records were destroyed and the owner was killed in the blaze. Within a half hour, five guests were identified, the remaining two later. Station continued to cover developments with special news bulletins.

Program Director Art Lindsay's transcribed on-the-spot account led off the Alka-Seltzer *Newspaper of the Air* that day over Mutual-Don Lee from Hollywood.

Special WXYZ Studio

SPECIAL studio for tape-recording of shows and handling of delayed broadcasts has been completed at WXYZ (ABC) Detroit. Known as Studio F, the room has a variety of modern equipment. Each show is recorded and played-back twice, it was reported by Chief Engineer Charles Kotcher.

News

ANDREW F. HICKEY Jr., formerly with news staff of WPJB Providence, R. I., has been appointed chief of news room at WNEB Worcester, Mass.

JIMMIE WILLISON, formerly of WSMB New Orleans, La., has joined WPDQ Jacksonville, Fla., as news assistant.

CHUCK BURR, formerly staff announcer with WHLD Niagara Falls, N. Y., has joined WXRA Buffalo as sportscaster. Previously, Mr. Burr was announcer at KMUS Muskogee, Okla.

NICK CAMPOFREDA, for five years radio and TV sportscaster and m.c. on several Baltimore stations, has joined WAAM (TV) Baltimore as sportscaster on *Sports Room* program.

WALTER TROHAN, chief of Washington bureau of *Chicago Tribune*, will substitute for Fulton Lewis, Jr. on MBS during latter's vacation through Aug. 19.

CLIFTON UTLEY, NBC Chicago news commentator, is on six-week European tour. ELMER PETERSON, NBC Hollywood, replaces him.

CHARLES SHAW replaces Newscaster BILL HENRY on MBS, Mon.-Fri., 8:55-9 p.m., until Aug. 26, while latter takes vacation. Program sponsored by Johns-Manville through J. Walter Thompson Co., New York.

WAYNE GRIFFIN, ABC Chicago sportscaster, has been chosen favorite wrestling announcer of 1949 by east and midwest viewers in poll conducted by *Wrestling As You Like It* magazine.

BILL NEWELL, director of radio, Public Information Office, Fort Ord., Calif., has been awarded Army Certificate of Achievement for his work in organizing and supervising radio section of Fort Ord's PIO. Mr. Newell was formerly head of *Vancouver* (B.C.) *Sun* radio department and also was on staff of KOMO Seattle as news announcer and writer.

MILWAUKEE Common Council has cited WTMJ and WTMJ-FM for assisting "the cause of civic betterment" by donating time for *Mr. Milwaukee* every other Saturday.

NARBA CHANGES

Listed For Mexico By FCC

CHANGES in assignment of existing stations and provisions for new outlets in Mexico were reported by FCC last week upon notification from that country under the provisions of the North American Regional Broadcasting Agreement. Changes and new stations include following:

XEON Tuxtla Gutierrez, Chis.—Granted switch from 1360 kc to 1 kw day on 920 kc. XEDS Mazatlan, Sin.—Granted power boost from 500 w to 1 kw day, 500 w night, on 1420 kc. XEGS Sahuayo, Mich.—Granted power boost from 100 w to 250 w, on 1450 kc. New station grants—Agua Prieta, Son., 1 kw on 1010 kc; La Barca, Jal., 250 w day on 1090 kc; Queretaro, Qro., 1 kw day on 1570 kc.

FCC Actions

(Continued from page 64)

August 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WORM Easton, Md.—Mod. CP new AM station for extension of completion date.

License for CP

License to cover CP new AM station: WCEN Mt. Pleasant, Mich.; WCBA Corning, N. Y.; KTFY Brownfield, Tex.

Reinstatement of CP

WONO Saratoga Springs, N. Y.—CP to reinstate CP new AM station on 900 kc 250 w D.

Modification of CP

Mod. CP new FM station for extension of completion date: KBTM-FM Jonesboro, Ark.; WDBO-FM Orlando, Fla.; KVOB-FM Alexandria, La.; WDSU-FM New Orleans; WCUM-FM Cumberland, Md.; WKFM Sandusky, Ohio; WKBN-FM Youngstown, Ohio; WHP-FM Harrisburg, Pa.; WMOT Pittsburgh.

WSYR-TV Syracuse, N. Y.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1470 kc

WMBD Peoria, Ill.—Mod. CP to change from 1470 kc 5 kw unl. DA-N to 1470 kc 5 kw unl. DA-DN.

AMENDMENT RETURNED

Pinellas Bcstg. Co., St. Petersburg, Fla.—RETURNED Aug. 2 request to amend application to specify Channel 7 (174-180 mc) in lieu of Channel 5 (76-82 mc), if relinquished by WSEE (TV), with alternative, consideration be given for Channel 6 (82-88 mc) if Channel 7 does not become available. (Returned as out of order with proposed rule making procedure).

(Continued on page 68)

HR + LC + 50,000 WP = RESULTS

WHAT IS IT?

➔ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

(Continued from page 23)

compromise would give a local club veto power over local broadcasts of other games only at times when the local club is playing at home or having an away-from-home game broadcast or telecast at home.

This idea was broached by the baseball attorneys in the conference. They felt it would remove most of the legal objections to Rule 1(d) as it now stands and that the degree of "restraint" which would remain would be upheld by the courts as "reasonable." Justice authorities apparently agreed, at least in part—as indicated by their submission of it to the stations for comment. They reportedly reserved opinion on the "reasonableness" of the remaining restraint.

There was nothing reserved about WISR Butler's comments on the plan, however. In a letter by Seymour Krieger of Courtney, Krieger & Jorgensen, Washington counsel, the station replied that "it would be just as sensible to put a condition on the operating authority of the Pennsylvania Railroad to operate trains between Washington and New York so that the Pennsylvania Railroad could not carry passengers on those days when any given bus line desired to haul passengers between those two points."

Mr. Krieger's Feeling

Mr. Krieger in his letter, dated Aug. 1, maintained that "a consent decree which grants 2% relief is worse than no consent decree at all, because it will give baseball's private government a basis of authority that it lacks today and will make it practically impossible for any individual station . . . to attack baseball's restrictive and illegal practices in a private anti-trust suit."

He urged the department to start suit if it cannot strike down "the completely restrictive practices" by consent decree.

The Justice spokesmen made plain in their session with Commissioner Chandler's representatives that they regard baseball broadcast and telecasts as interstate commerce, irrespective of the 1922 Supreme Court decision which held that baseball itself is not.

Counsel for the commissioner argued that baseball is essentially a sport, not a business. On this ground they contended that the legal analogies drawn by the Justice officials—such as their claim that Rule 1(d) effects a pooling of the control of news comparable to the pooling of patents in other fields — were largely inapplicable and improper.

The baseball representatives insisted it is in the public interest as well as baseball's to protect minor league clubs against the competition of major league broadcasts and telecasts. Accordingly they contend the courts would uphold Rule 1(d) if its elimination would seriously threaten the existence of smaller clubs.

An offshoot of Rule 1(d) which the department representatives criticized was clubs' refusal to consent to broadcasts of "outside" games within their "home" territories. They indicated they were more concerned with the practices of the major league clubs in this respect than with those of minor league organizations, and that they had been informed at least two clubs in the majors are opposed to any restrictive broadcasting practices.

The baseball attorneys reiterated that an enforced policy of "free-for-all" broadcasts or telecasts would be contrary to law; that it would invite if not compel disaster for many minor league teams; and that a modification of present practices under the controverted Rule 1(d) could be achieved to protect the "home" teams, major and minor, against competition with telecasts and broadcasts of outside games without endangering free dissemination of news.

'Exclusives' Questioned

The department also questioned the leagues' "exclusive" arrangements with Western Union for transmission of play-by-play material, and Western Union's agreement not to furnish such service without the consent of the club where the game originated. The baseball attorneys countered that such arrangements were necessary for protection of the home club's property rights in the news of the game.

Another point raised by Justice authorities was Commissioner Chandler's exclusive right to award the broadcast and telecast rights to World Series and All Star games. Their chief concern appeared to be with the commissioner's practice of granting such rights to a single network. They felt such games should be available to stations throughout the country.

The commissioner's counsel denied that this practice is improper. They argued that the owner of any property may legally dispose of it on an exclusive basis to whatever purchaser he wishes. The department officials did not appear to be persuaded, however.

Attorneys for Mr. Chandler conceded that certain practices had grown up which were not contemplated by Rule 1(d). Accordingly, they told the department, Commissioner Chandler earlier this year issued a ruling interpreting Rule 1(d) and ordering that specific practices be discontinued.

May Ruling

This ruling apparently was the one circulated during May, holding that a minor league team has the final word on whether major league games may be broadcast in its home territory but, having agreed to such broadcasts, has nothing to say about which station may carry them [BROADCASTING, May 23]. The interpretation is applicable to telecasts as well as broadcasts, and also to major league teams with respect to local broadcasts and telecasts of games in which they are not engaged.

It was this point which provoked WISR's complaint. The Butler station wanted to broadcast the games of the Pittsburgh Pirates. But, Attorney Krieger told the Justice Dept., the station was unable to secure the permission of the local Butler Tigers.

"This local club had absolutely no property interest in the ball games sought to be broadcast, nor did it even have any legitimate interest in preventing their broadcast, since at the same time that the local club refused to grant permission to Station WISR it granted permission to the competing station in Butler, WBUT, to broadcast the games of the Pittsburgh Pirates," Mr. Krieger wrote.

Commissioner Chandler's subsequent ruling which denied the Butler Tigers' right to choose between stations, the attorney declared, came as "small comfort" halfway through the baseball season after WISR had lost the broadcast rights which it had enjoyed for the past seven seasons.

'Object Strenuously'

Mr. Krieger said "we object strenuously to any veto power whatsoever on the part of the local ball club to interfere with the broadcast of games in which [it] has absolutely no property interest." The Butler Tigers' veto power under the compromise plan circulated by the Justice Dept., he declared, "would be just as effective as the veto power it has under the present restrictive major league rule."

Both listeners and advertisers, he said, would object to a plan whereby the Pirates games could be carried in Butler only when the Butler Tigers are not playing at home or having their away games broadcast or telecast at home. He continued:

The listeners would object strenuously to such an arrangement, since they would never be sure when they could hear the broadcasts, and the advertising sponsors who pay for the broadcasts would not be interested in this kind of partial service. . . .

. . . It is said that baseball is a sport and that therefore restrictive rules in the field of baseball are unjustified. This argument is completely untenable, since we are here concerned with the exclusively commercial aspects of baseball. . . .

The only conceivable justification [of the proposed modification] is that the local club wants protection from competition. By the same token the local club might enter into arrangements with motion picture distributors, motion picture theatres, operators of sporting arenas, and the operators of amusement parks for them to cease operations during these same periods in order to drive patrons to the ball park to see the local club. To prove that such arrangements would violate the Sherman Act requires no extensive argument.

It is respectfully requested that the department move ahead with all possible speed to strike down the elaborate private government which baseball interests have set up, in order that there might be some possibility for relief before the next baseball season gets under way. . . .

PACIFIC HOOPERS—July 1949

Program	No. of Cities	Sponsor	Agency	Hooper	Year Ago Hooper	+or—	Pos.
Walter Winchell (2 mos) †	6	Kaiser-Frazer	(Weintraub)	22.2	22.5	—0.3	1
Adv. of Sam Spade	6	Wildroot Co.	(BBDO)	17.2	12.9	+4.3	4
Horace Heidt	6	Philip Morris	(Biow)	14.3	13.8	+0.5	3
The Whistler	6	Signal Oil	(Stebbins)	12.1	—	—	—
Hit Parade on Parade	6	American Tobacco	(BBDO)	11.3	—	—	—
Let George Do It	6	Standard Oil	(BBDO)	10.4	8.6	+1.8	17
Inner Sanctum	6	Emerson Drug	(BBDO)	10.0	12.8	—2.8	5
Mystery Theatre	6	Sterling Drug	(D-F-S)	9.7	7.8	+1.9	26
Big Story	6	Am. Cig. & Cig.	(SSC&B)	9.6	—	—	—
Mr. District Attorney	6	Bristol-Myers	(DC&S)	9.3	—	—	—
Count of Monte Cristo (2 mos)	3	Golden State Dairy	(BBDO)	9.0	—	—	—
Take It Or Leave It	6	Eversharp	(Biow)	8.9	12.4	—3.5	6
Break the Bank	6	Bristol Myers	(DC&S)	8.9	9.8	—0.9	9
Mr. Keen	6	Whitehall	(Murray)	8.9	8.6	+0.3	18
A Life In Your Hands	6	B&W Tobacco	(Seeds)	8.8	—	—	—

† Second broadcast on same day provides more than one opportunity to hear program.

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SAN FRANCISCO · ATLANTA

FCC Actions

(Continued from page 66)

August 11 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Lakewood Bcstg. Co. Dallas, Tex.—Designated for hearing application for CP new station on 1480 kc 1 kw unl., DA-DN, on consolidated proceedings with applications KVOL Lafayette, La., and KRMD Shreveport, La. now scheduled Sept. 8.

Change Granted

WPRA Mayaguez, P. R.—Granted changes in trans. and DA.

Hearing Designated

Wake Bcstg. Co. Raleigh, N. C. and WFNC Fayetteville, N. C.—Designated for consolidated hearing application of Wake Bcstg. Co. for new station on 1390 kc 1 kw D and application to change WFNC from 1450 kc 250 w unl. to 1390 kc 1 kw unl. DA-N.

Extension Denied

KJAN Opelousas, La.—On basis apparent lack of diligence denied application for further extension of completion date of KJAN 910 kc 1 kw unl. DA-N informed applicant that if hearing requested within 20 days, denial will be set aside pending outcome.

Waiver Granted

WABB Worcester, Mass., and WMTW Portland, Me.— Granted waiver Sec. 1.363 of rules and accepted for filing amended applications for assignment of license from Yankee Network to Radio Enterprises. Original applications were denied and Yankee petitioned to amend to show new method of flat rental instead of rental based on gross profits [BROADCASTING, May 30]. . . . . .

Modification of CP

WHHH Warren, Ohio—Mod. CP (granted Dec. 22, 1948, for 1440 kc 5 kw unl.) so as to specify directional pattern for day and night operation in accordance with WHHH agreement with WBCM Bay City, Mich.

Request Granted

KSET El Paso, Tex.—Granted request to cease operation until Aug. 31, to permit refinancing of corp.

SSA—Granted

WOKO Albany, N. Y.—Granted extension SSA on 1460 kc 1 kw D 500 w night; also extension of SSA to use WE 106-B trans for aux. purposes with 500 w to Feb. 15, 1950.

Oral Argument Scheduled

Commission scheduled for oral argument Oct. 17 proposed rule-making of May 19 which would amend Parts 0 and 1 of rules to authorize licensees and permittees of standard broadcast stations, upon informal application, to locate, maintain and use studios or apparatus for production of programs to be transmitted or delivered to foreign radio stations in cases where such programs will be or have been broadcast by domestic station.

Extension Denied

Redlands Bcstg. Co. Redlands, Calif.—On basis apparent lack of diligence denied application for extension of completion date of Class A FM station informed applicant if hearing requested within 20 days, denial will be set aside pending outcome.

Request Denied

WQXR-FM New York, N.Y.—Denied request for authorization to transmit weather maps or charts by multiplex facsimile with transmission standards other than those specified by Commission.

Following granted mod. of terms of present authorizations:

WGNB Chicago—Change ERP from 40 kw to 35 kw and ant. from 500 ft. to 530 ft.

WUOA Tuscaloosa, Ala.—Change ant. from 330 ft. to 80 ft. and ERP from 14.2 kw to 4.8 kw.

WHLD-FM Niagara Falls, N.Y.—Change ERP from 20 kw to 46 kw and ant. from 415 ft. to 420 ft.

WCBC-FM Anderson, Ind.—Change ERP from 320 w to 350 w.

WILM-FM Wilmington, Del.—Change trans. power output from 9.4 kw to 7.7 kw, ant. from 440 ft. to 330 ft., subject to approval of application which provides mounting of FM ant. on vertical radiator of WILM.

WDHN New Brunswick, N. J.—Change ERP from 580 w to 1 kw and ant. from 120 ft. to 80 ft.

WRC-FM Washington, D. C.—Change trans. power output from 3.7 kw to 4.1 kw subject to condition that permittee shall satisfy legitimate complaints of blanketing; prior to commencement of program test data shall be submitted to Commission showing that trans. is capable of meeting the performance requirements set forth under Sections 8 and 11B of Standards.

WTAM-FM Cleveland, Ohio—Change ERP from 11.5 kw to 14 kw and ant. from 620 ft. to 575 ft.

KRIC-FM Beaumont, Tex.—Change ERP from 19 kw to 14 kw, ant. from 465 ft. to 360 ft., site subject to approval by CAA; this grant is not to be construed as approval for use of tower as radiator by standard station, merits of which will be determined from application.

WRVC Norfolk, Va.—Change ERP from 7 kw to 8.2 kw and ant. from 250 ft. to 230 ft., site subject to approval by CAA.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST 11

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,028	1,977	211	.	375	241
FM Stations	739	394	449	13*	59	30
TV Stations	74	17	101	...	346	182

* 5 on air

* * *

Docket Actions . . .

FINAL DECISIONS

Corpus Christi, Tex.—Final decision granting bid of Community Broadcasting Co., for new AM station on 1400 kc, 100 w unlimited. Principals in company include: Leslie C. Smith, loan company, 43¾%; B. G. Moffett, attorney, 43¾%; J. H. Mayberry, radio engineer, 12½%. Decision Aug. 11.

Valdosta, Ga.—Valdosta Broadcasting Co., in final decision granted new AM station 910 kc, 5 kw unlimited DA-N. Principals in Valdosta are: George B. Cook, Insurance, president 300 shares stock; A. Julian Strickland, cotton mills, vice president 300 shares; L. O. Smith, automobile business, secretary-treasurer 330 shares; remaining ten shares are held by Tom B. Smith, retail druggist. Completing application of Okefenokee Broadcasting Co. at Waycross, Ga. on 910 kc, 1 kw unlimited DA-N, denied. Decision Aug. 11.

WIBK Knoxville, Tenn.—Independent Broadcasting Co. Inc., denied license to cover CP for new AM station on 800 kc, 1 kw daytime. Denied CP for new FM station Channel 258 (99.5 mc). Independent is granted authority to continue temporary operation for ninety days to wind up affairs. See story this issue. Decision Aug. 11.

OPINIONS AND ORDERS

Dayton, Ohio—Dismissed as moot petition of Skyland Broadcasting Corp., requesting waiver of conditions imposed on grant of applications for AM and FM CPs which required disposition by Ronald B. Woodyard of his interest in Radio Voice of Springfield Inc., Springfield, Ohio. Order Aug. 11.

WAAF Chicago, Ill.—Memorandum opinion and order granting petitions of Corn Belt Publishers to change from 950 kc, 1 kw daytime to 950 kc 5 kw unlimited. DA-2. Request previously set aside by Commission in proposed decision of June 17, 1948. Grant subject to engineering conditions. Order Aug. 11.

Non-Docket Actions . . .

FM GRANT

Asheboro, N. C.—Asheboro Broadcasting Co. Inc., granted new FM station on Channel 222 (92.3 mc), ERP 10 kw, antenna height above average terrain 650 ft. Estimated cost of construction $23,262. Applicant is licensee of WGWR Asheboro. Granted Aug. 11.

AM GRANTS

Broken Bow, Neb.—Custer County Broadcasting Co., granted new AM station on 1490 kc, 250 w unlimited. Estimated cost $14,364. Principals: Bud Crawford, radio repairman and engineer, president and 25% owner; Georgia Crawford, secretary-treasurer, 30%; Clyde Losh, rancher, vice president, 10%; George T. Backe, accountant who has been employed by New York Stock Exchange, 2.5%; Gerald Thurman, county superintendent of schools, 2.5%; Carl R. Swanson, engineer at WCFL Chicago, 5%. Granted Aug. 11.

Roanoke, Ala.—Roanoke Broadcasting Co., granted new AM station on 1360 kc, 1 kw daytime. Estimated cost $18,300. Equal partners in company are E. L. Roberts, owner of WGAD Gadsden, Ala., and J. W. Buttram, general manager of WGAD and 5% owner WFEB Sylacauga, Ala. Granted Aug. 11.

Fort Payne, Ala.—Fort Payne on the Air, granted new AM station on 1250 kc, 1 kw daytime. Estimated cost $14,800. Principals include: Glenn A. Gravitt, cashier State National Bank, Fyffe, Ala.; J. C. Vessels, chief engineer WGAD Gadsden, Ala., H. V. Roberts, Goodyear Tire and Rubber Co. Granted Aug. 11.

WHSY Hattiesburg, Miss.—Hub City Broadcasting Co. Inc. granted switch in frequency from 1220 kc to 1230 kc and change in hours of operation from 250 w daytime to 250 w unlimited. Granted Aug. 11.

WWSC Glens Falls, N. Y.—Great Northern Radio Inc., granted switch in facilities from 1450 kc, 250 w unlimited to 1410 kc, 1 kw-D, 500 w-N DA-N. Granted Aug. 11.

WGAI Elizabeth City, N. C.—The Advance Inc., granted change in facilities from 560 kc, 500 daytime to 560 kc, 1kw-D, 500 w-N using directional day and night. Granted Aug. 11.

KGVO Missoula, Mont.—Mosby's Inc. granted increase in power from 5 kw-D, 1 kw-N to 5 kw unlimilted DA-DN on 1290 kc. Granted Aug. 11.

KGCX Sidney, Mont.—E. E. Krebsbach granted increase in nighttime power from 1 kw to 5 kw DA-DN on 1480 kc. Granted Aug. 11.

TRANSFER GRANTS

WAYN Rockingham, N. C.—Granted assignment of license from Wayne M. Nelson to Radio Station WAYN Inc., of which Mr. Nelson is sole owner. WAYN is assigned 1 kw day on 900 kc. Granted Aug. 9.

WFOR-AM-FM Hattiesburg, Miss.—Granted assignment of license from C. J. Wright, B. M. Wright and C. J. Wright Jr d/b as Forrest Broadcasting Co. to new corporation of same name and ownership. WFOR is assigned 250 w on 1400 kc. Granted Aug. 9.

WBAT Marion, Ind.—Granted transfer of 150 shares in Marion Radio Corp., from Dr. Ed. E. Schons and William E. Schons to H. G. Hipps, K. A. Botkin and Dr. G. E. Botkin. Dr. Edward Schons and William E. Schons jointly held 50% of stock, which Harry Hipp acquired on behalf of himself and Dr. G. E. Botkin and Kermit A. Botkin. Present holdings: Dr. Botkkin 10%; K. A. Botkin 10% and Mr. Hipp 30%. John H. Bone, president and 50% owner retains original interest. Consideration $22,000. WBAT is assigned 1600 kc, 500 w daytime. Granted Aug. 11.

KNET Palestine, Tex. — Granted transfer of control from Gordon B. McLendon tr/as Palestine Broadcasting Co. to a corporation consisting of Billy Averitte Laurie, owner KEBE Jacksonville, Tex., 50% Leita Moye Laurie, employe KEBE, 49%; Jo Ann Laurie Spencer, employe KNET, 1%. Mr. McLendon withdraws to devote time to management of business outside Palestine and sells for $32,500. KNET is assigned 1450 kc, 250 w daytime. Granted Aug. 11.

WGNI Wilmington, N. C.—Granted transfer of negative control in New Hanover Broadcasting Co., from J. S. Brody to Suffolk Broadcasting Corp. 100 shares of new voting stock are issued and sold to Suffolk for $300 per share. Ownership is now: J. S. Brody 30%; Leo Brody 15.20%; Charles Brody 14.80% and Suffolk Broadcasting Co 40%. WGNI is assigned 1340 kc, 250 w unlimited. Granted Aug. 11.

KRIC-AM-FM Beaumont, Tex. — Granted assignment of license and CP from KRIC Inc., to The Enterprise Co. for a consideration of $50,000. Stockholder, directors and officers remain substantially the same. KRIC is assigned 1450 kc, 250 w unlimited. Granted Aug. 11.

WVIM Vicksburg, Miss.—Granted assignment of license from P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing d/b as Ewing Broadcasting Co. to Radio Mississippi Inc., new corporation headed by James T. Ownby who has 16⅔% interest in WCTA Andalusia, Ala., and WJXN Jackson, Miss., and 20% interest in WULA Eufaula, Ala., president and 16⅔% owner. Jefferson Dige Bishop, secretary 16⅔%, has same radio interests as Mr. Ownby. M. D. Taylor, 60% owner of Taylor Auto Parts, Andalusia and Panama City, Fla., vice president 16⅔%. Others with 16⅔% interest include, R. B. Anderson, owner Anderson Peanut Co.; Tracy Wilder, Nehi Bottling Co.; Charles Dixon, real estate dealer. Consideration is $30,000. WVIM operates with 250 w unlimited on 1490 kc. Granted Aug. 11.

WEDR Birmingham, Ala.—Granted assignment of construction permit from E. M. McElroy and J. E. Reynolds d/b as Magic City Broadcasting Co., to new corporation composed of following: J. E. Reynolds, manager WJRD Tuscaloosa, Ala., president 33⅓%; Leah L. Doss 40% owner Howard Finance Co., Birmingham, Ala., vice president 33⅓%; John A. Thompson, 33⅓% owner Decatur Development Co., 33⅓%. Mr. McElroy sells his interest for $1,000. WEDR is assigned 1220 kc, 1 kw daytime. Granted Aug. 11.

KCOI Coalinga, Calif.—Granted assignment of CP from D. O. Kinnie, sole owner, to a partnership of Albert F. Blain, 45%, Forrest W. Hughes 10%, and Richard E. Newman Jr., 45% d/b as KCOI Broadcasting Co. Mr. Kinnie stated he needed capital for other business and sells for $500. Mr. Blain is sales manager and part owner KKIN Visalia, Calif. Mr. Hughes is chief engineer KKIN and Mr. Newman owns Sanitary Laundry, Taft, Calif. KCOI is authorized 500 w day on 1470 kc. Granted Aug. 11.

WWSO Springfield, Ohio.—Granted transfer of control of Radio Springfield Inc. through sale of 50% of stock by Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid and S. A. Sisler Jr. for a consideration of $36,500. Mr. Sisler has a part interest in WKYW Louisville, WXGI Richmond, Va., and WXLW Indianapolis and prior to transfer already had 25% interest in WWSO. Mr. Shaw is general manager and 40% owner Gus Sun Booking Agency, as well as 25% owner WWSO. WWSO is assigned 1210 kc, 250 w daytime. Granted Aug. 11.

WPGH Pittsburgh, Pa. — Granted consent to transfer of control of 55.33% of voting stock to Henry A. Bergstrom, W. A. Turner, George C. Harton and F. Garratt Richter. WPGH is assigned 1080 kc, 1 kw daytime. Granted Aug. 11.

WQQW Washington, D. C.—Granted consent to transfer of control from about 200 present stockholders to 10 voting stockholders, Morris Rodman, Irwin Gieger, Pierson Underwood, M. Robert Rogers, Jesse I. Miller, Wallace M. Cohen, Marcus Goldman, Leonard Ackerman and Samuel and Teresa Liss, all present stockholders with the exception of Mr. Miller. This is a corporate reorganization and stock transaction. WQQW is assigned 570 kc, 1 kw daytime. Granted Aug. 11.

KXLW-AM-FM Clayton, Mo.—Granted transfer of control in St.

August 11 Applications . . .

ACCEPTED FOR FILING

Modification of License

KFGT Fremont, Neb.—Mod. license to increase power from 100 w unl. to 250 w unl.

KTLW Texas City, Tex.—Mod. license to change from 920 kc 1 kw D to 920 kc 1 kw-D 250 w-N.

AM—1560 kc

Mrs. Jane Rascoe, Corpus Christi, Tex.—CP new AM station 1580 kc 250 w D AMENDED to request 1560 kc 250 w D.

Modification of CP

WVMI Biloxi, Miss.—Mod. CP new AM station for extension of completion date.

License for CP

License to cover CP new FM station: WLWF Columbus, Ohio; WLWB Dayton, Ohio; KCLE-FM Cleburne, Tex.

Louis County Broadcasting Co., from Mr. and Mrs. Guy Runnion to Lee J., Silas E. and T. Virgil Sloan, brothers, by sale of 52.2% of stock for $25,000. KXLW is assigned 1320 kc, 1 kw daytime. Granted Aug. 11.

New Applications . . .

AM APPLICATIONS

Manitowoc, Wis.—Manitowoc Broadcasting Co., 980 kc, 500 w daytime. Estimated cost $33,600. Principals: Edward Allen Jr., 52.09% owner Door County Broadcasting Co., Sturgeon Bay, Wis., president 50%; Edward W. Jacker, consulting radio engineer and chief engineer WAIT Chicago, 50%. Filed Aug. 11.

Torrington, Wyo.—Joseph P. Ernst, 1490 kc, 250 w unlimited. Estimated cost $19,450. Mr. Ernst sole owner is also owner KWOR Worland, Wyo., and KWRL Riverton, Wyo. Filed Aug. 11.

Fall River, Mass.—Bay State Broadcasting Co., 1400 kc, 250 w unlimited. Estimated cost $61,795. Applicant is licensee of WSBM-FM New Bedford, Mass., and CP holder for AM station in New Bedford. Facilities sought are those vacated by WALE. Filed Aug. 10.

Princeton, Ind.—M. R. Lankford, 910 kc, 500 w daytime. Estimated cost $15,500. Mr. Lankford is owner of Lankford Mammoth Hatcheries. Filed Aug. 10.

TV APPLICATION

Galveston, Tex.—Galveston Television Co., Channel 9 (186-192 mc), ERP 2.64 kw vis., 1.32 kw aur., antenna height 470.36 ft. Estimated construction cost $109,000, estimated operating cost first year $70,000, revenue $70,000. R. Lee Kempner, sole owner owns 15% interest in United States National Bank of Galveston. Filed Aug. 11.

McFarland Bill

(Continued from page 23)

velops, might have to await the next session of Congress.

There appears to be little or no opposition among industry leaders, but it is known that FCC is doubtful of some of the bill's provisions. It is openly dismayed over others —particularly the section which sets "deadlines" for FCC action on applications.

This section would establish a statutory "objective" of action on original application, renewal and transfer cases within three months of filing, and on all hearing cases within six months after completion of hearing. Whenever it failed to meet these deadlines, FCC would be required to submit an explanation to Congress.

The bill would reorganize the Commission staff along functional lines—presumably into Broadcasting, Common Carrier, and Safety and Special Services divisions, each of which would be composed of legal, engineering and accounting personnel. Salaries of Commissioners would be raised from $10,000 a year to $15,000, and increases also would be provided for the bureau chiefs.

In the reorganiaztion of procedure, FCC would be required to notify applicants before setting their applications for hearing, and grants issued without hearing would remain subject to protest for 30 days. FCC would be required to act on such protests within 15 days.

Other highlights of the measure:

- **FCC would be empowered for the first time to issue cease-and-desist orders against violators of its rules and regulations.**
- **FCC's authority in anti-trust cases would be limited by removal of its present power of revocation over licensees which the courts find guilty of anti-trust violations (the courts, however, could still revoke as an additional anti-trust penalty).**
- **The number of assistant general counsels, assistant chief engineers, and assistant chief accountants would be reduced in each case from three to two; this was deemed practical in view of another provision allotting each Commissioner a $10,000-a-year legal aide.**
- **A "buffer" staff also would be created to stand between the Commission and the regular staff, to be responsible directly to the Commission for the preparation and review of decisions, orders, rules and other memoranda upon assignment by the Commission.**
- **FCC action on renewals would be conditioned on a finding that public interest would be served; the renewal applicant no longer would be required to make the same complete showing required of original applicants.**
- **A Commissioner who resigns could not, for the remainder of the term for which he was appointed, represent any interest within FCC jurisdiction. Bureau heads and their assistants, and the Commissioners' personal legal assistants, could not represent communications interests before the Commission for one year after leaving FCC employ. These job-jumping bans would become effective one year after enactment of the measure.**
- **A radio fraud law would be established comparable to the postal fraud statute.**
- **Judicial review of all cases involving FCC's licensing power would be limited to the U. S. Court of Appeals for the District of Columbia; provision would be made for appeal from the Court of Appeals direct to the Supreme Court on revocations and non-renewals, with Supreme Court review on other cases upon writ of certiorari as under present procedure.**

Senate adoption of the bill came on a call of the consent calendar. On its first call, Sen. Andrew F. Schoeppel (R.-Kans.) relayed an unspecified objection of Sen. Owen Brewster (R-Me.), who was absent, and the measure was passed over. On its second call a short time later it was adopted without objection. Sen. McFarland entered the Senate Committee report, explaining the bill [BROADCASTING, July 25], into the record.

The measure's job-jumping ban won special commendation from Sen. Hugh Butler (R-Neb.), who a few weeks ago joined in a demand for investigation of government officials who resign and "quickly turn up as spokesmen and lobbyists for special interests" [BROADCASTING, July 18],

He told his colleagues the bill would help limit "the practice of selling influence by former New Deal officials," and urged adoption of "similar legislation applying to all the other agencies." He said FCC officials "have provided us with a particularly notorious case of this sort of thing, but the FCC is not the only agency where the practice has been common."

Sen. Butler noted that in his earlier statement he had named former FCC Chairmen Paul A. Porter and Charles R. Denny among officials who left the Commission and became identified with communications interests. He said that since then the name of former Chairman James Lawrence Fly had been called to his attention as one who left FCC "and very shortly began to represent clients before the Commission."

July Box Score

STATUS of broadcast station authorizations and applications at FCC as of July 31 follows:

	AM	FM	TV
Total authorized	2,183	856	115
Total on the air	2,020	739	74
Licensed (All on air)	1,977	394	16
Construction permits	203	449	103
Conditional grants		13	
Total applications pending	1,030	251	399
Requests for new stations	374	59	346
Requests to change existing facilities	293	45	16
Deletion of licensed stations in July	2	1	
Deletion of construction permits	8	10	2

Upcoming

NAB DISTRICT MEETINGS

Sept. 8-9: Dist. 7, Terrace Plaza, Cincinnati.
Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20: Dist. 11, Raddisson. Minneapolis.
Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Witchita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Cartret, Ashbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15, Dist 17, Benson, Portland, Ore.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.

Petition Dismissed

WITH divestment of Ronald B. Woodyard's interest in WIZE Springfield, Ohio, FCC last week dismissed as moot the petition of WONE-AM-FM there to waive the condition attached to the grant of its facilities. Mr. Woodyard, who is president and 17% owner of WONE, had been unable to sell his 45% holding in WIZE and asked the FCC to waive the condition which required him to do so [BROADCASTING, Nov. 1, 1948]. In June he sold the WIZE stock for about $60,000 to five local businessmen, it was reported last week.

WEAS INCREASES

Now Operates with 10kw

WEAS DECATUR, Ga., has increased power from 1 kw daytime to 10 kw daytime through new RCA-type BTA 10-F transmitter installed under supervision of Chief Engineer W. H. Keller. Assisting in the work were Engineers Bill Parris and Elmo Lee.

Station, now listed as second most powerful in Atlanta area, is owned by E. D. Rivers Jr. and maintains studios at 217 Ponce de Leon Ave., Decatur.

'PRO FORMA' CASES

FCC Secretary To Handle

IN A NEW MOVE to speed action on its workload, FCC last Thursday relieved itself of the burden of passing upon so-called "pro forma" transfer and assignment cases by empowering the Secretary to pass upon them.

These are cases involving no substantial changes in ownership, as established by the Commission a few weeks ago [BROADCASTING, July 11]. To this earlier list of "pro forma" cases—in which the new single-sheet Form 316 may be used—the Commission last week added assignments involving less than a controlling interest in a partnership.

FARICY NAMED

Will Head Policy Board

WILLIAM T. FARICY, president of the Assn. of American Railroads, large buyer of time from ABC, was named Aug. 3 as chairman of the New Civilian Components Policy Board by Defense Secretary Louis Johnson.

Mr. Faricy's appointment came soon after President Truman signed legislation creating the new Department of Defense. Mr. Faricy is a 56-year-old veteran of World War I.

Plans 'Ham' Week

A NATIONAL Amateur Radio Week, designed to stimulate interest in "ham" operations in the U. S., would be set aside each year under provisions of a Senate Joint Resolution proposed last Monday by Sen. Raymond E. Baldwin (R-Conn.). The President would be authorized to designate a certain week each year, and to issue a proclamation inviting the American people to observe it with appropriate exercises. The resolution (S. J. Res. 123) was referred to the Senate Judiciary Committee.

Don Logan

DON LOGAN, 36, formerly photo editor of ABC Hollywood publicity department, died Aug. 5 in Los Angeles. Prior to joining ABC he worked in KROW Oakland, Calif., publicity department and with Erwin, Wasey & Co., San Francisco. Besides his wife Leora, he leaves a five-year-old daughter.

At Deadline...

WGBG GREENSBORO, N. C. TO ACQUIRE WHGR FACILITY

PLANS announced Friday for acquisition of Guilford Broadcasting Co., grantee for WHGR Greensboro, N. C. (1400 kc, 250 w, fulltime), by WGBG, 1-kw Greensboro daytimer on 980 kc. Transfer, subject to FCC approval, stems from decision of Gilbert M. Hutchinson, owner of WHGR, grantee firm, to remain in present post as general manager of WBIG Greensboro.

WGBG, owned and headed by Ralph M. Lambeth, would use WHGR fulltime facilities with WGBG call letters, and also would drop out of current fight with WBBB Burlington, N. C., for 950 kc with 1 kw fulltime. WGBG motion to withdraw 950 kc bid was filed with FCC Friday. Mr. Hutchinson, who won grant for WHGR in late July [BROADCASTING, Aug. 1], would be reimbursed by WGBG for out-of-pocket expenses in prosecuting application.

'NEW' WJBW TO OPEN

FIVE-YEAR-OLD FCC case involving WJBW New Orleans finally terminated. Operation by Charles C. Carlson, who founded station in 1926, slated to cease at midnight last night (Sunday) by FCC order, with "new WJBW" to take air this morning operated by Mr. Carlson's former wife, Louise C. Carlson. She won grant for facilities (1230 kc, 250 w, fulltime) when he was denied renewal on grounds of repeated engineering violations [BROADCASTING, May 3, 1948].

Mrs. Carlson, one of South's first women announcers, will be general manager of new WJBW, which has entirely new plant and will have new studios. She helped Mr. Carlson establish WJBW, served as announcer and program director prior to their divorce in 1942. When FCC denied his renewal bid following extended hearings dating to 1944, he went to U. S. Court of Appeals and Supreme Court in unsuccessful attempt to get reversal.

UHF TV OUTLET TO WCTC

EXPERIMENTAL UHF TV outlet granted WCTC New Brunswick, N. J., FCC reported Friday. Station will use pulsed emission with power of 20 kw, peak visual, on 660-680 and 700-720 mc bands. Same experimental facilities also are sought in new application filed by Home News Pub. Co., New Brunswick, AM applicant and operator of WDHN (FM) there. Chanticleer Broadcasting Co., WCTC licensee, applied for facilities fortnight ago [BROADCASTING, Aug. 8].

PETITIONS DENIED BY FCC

PETITIONS of Berachah Church, Philadelphia, and Rev. J. Frank Norris, Fort Worth, Tex., seeking rehearing of FCC's new rules limiting contracts for reservation of time in station sales, were denied by Commission Friday. No new evidence or arguments presented, FCC said. Berachah Church had pact with WPEN Philadelphia; Rev. Norris, KFJZ Fort Worth.

JUNE TUBE SALES UP

SALES of radio receiver tubes in June totaled 13,923,885 units compared to 13,488,121 in May, according to Radio Mfrs. Assn. Six-month output sales this year were 81,663,213 tubes compared to 100,005,963 same period last year. June's sales consisted of 9,994,999 tubes for new sets, 2,695,287 for replacements, 1,087,296 for export and 146,303 for government.

ENGINEERING HANDBOOK COMPLETED BY NAB

1949 EDITION of NAB Engineering Handbook has gone to press and will be sent to engineers about Sept. 5, according to Neal McNaughten, director, NAB Engineering Dept.

Revised and enlarged, handbook has 675 pages and contains FCC rules and regulations, standards of good engineering practice, design data, material on television, FM, AM, audio engineering and a "wealth of information of constant daily usefulness." Handbook will be sent free to all NAB members and offered for sale at $17.50 in limited edition.

NAB has again asked all operating TV stations for comments on FCC's proposed rule making for TV auxiliary broadcast stations, consequent to FCC's extension of comment deadline to Oct. 3.

KECA-TV LOS ANGELES PLANS SEPT. 16 DEBUT

KECA-TV Los Angeles which debuts Sept. 16 with first of UCLA-USC home games, will operate initially with 17 hours of programming weekly, Frank Samuels, ABC Western Division vice president, announced.

Mr. Samuels said ABC Board Chairman Edward J. Noble, President Mark Woods and Executive Vice President Robert E. Kintner would be on hand for station's debut. Station's key personnel includes Phil Booth, program director, formerly with KTLA Hollywood, and Richard J. Goggin, senior television director.

ALLEN BROWN JOINS WLOF

J. ALLEN BROWN, sales director of WPIK Alexandria, Va., Sept. 1 becomes executive vice president and general manager of WLOF, 5 kw MBS outlet on 950 kc in Orlando, Fla., succeeding Victor Buissett, resigned. Mr. Brown has bought one-third stock interest in WLOF from co-owners, William Joe Sears Jr., president, and Walter C. Shea, secretary-treasurer. Prior to joining WPIK early in 1949 Mr. Brown was head of NAB Small Markets Stations Division and before that at WFOY St. Augustine, Fla., and other southern stations.

BALLANTINE TO AIR FIGHT

P. BALLANTINE & SONS (beer and ale) through J. Walter Thompson, New York, will sponsor CBS broadcast of Ray Robinson-Steve Belloise fight at Yankee Stadium, New York, Aug. 24. Fight will not be telecast.

HOPE LOSES TAPE FIGHT

BOB HOPE lost arbitration fight for right to broadcast via tape, in decision handed down in Los Angeles. Decision supports Lever Bros. claim contract calls for live performance.

RITTER APPOINTS LORE

BOB LORE, newly appointed sales manager of P. J. Ritter Co., sponsor of *Betty Clark Sings* Sundays on ABC, has taken over supervision of firm's radio activities.

Y&R PROMOTES TWO

ROLAND GILLETTE, television supervisor, and Fred S. Sergenian, manager of art department, for Young & Rubicam, named vice presidents.

TONY PROVOST NAMED WBAL BUSINESS MANAGER

D. L. (Tony) PROVOST, program manager of WNBC New York, named business manager of WBAL and WBAL-TV Baltimore, effective Sept. 6, Comdr. Tom A. Brooks, vice president of Hearst Radio Inc., announced.

New post necessitated by operation of three plants in widely separated buildings—mid-city studios, outskirts TV transmitter and suburban AM transmitter—will place Mr. Provost in charge of day-to-day operations of both radio and television stations, thus freeing Harold Burke, manager, for important development and planning projects. Scope of new expansion program designed to make WBAL country's leading independent outlet will be disclosed soon by Comdr. Burke, he revealed.

Mr. Provost has been with WNBC since 1942. His successor has not been appointed but decision is expected early this week.

Closed Circuit

(Continued from page 4)

power Mexican "border station" for regular affiliation. XELO, assigned to 800 kc and listed at 150,000 w, located at Juarez across border from El Paso, Tex., raised point when KSET, El Paso local, ceased operation July 30 for economic reasons. MBS station relations people talked matter over informally with FCC where it was frowned upon on ground it would deprive U. S. station of network affiliation.

P. LORILLARD CO., New York (Old Golds), through its agency Lennen & Mitchell, New York, deciding early this week whether to switch their radio version of *Amateur Hour* from ABC to NBC.

JOHNSON & JOHNSON, New York, through N. W. Ayer & Son preparing a spot announcement campaign on foreign language stations only to start in mid-Sept.

HELBROS WATCH Co., through newly appointed agency, Dorland Inc., has decided to sponsor *Quick as a Flash* again this year. Agency is negotiating for fall presentation of program on either MBS or ABC.

SATURDAY EVENING POST soon to carry article by Ken Crawford, assistant chief of Washington bureau of *Newsweek*, on Drew Pearson's unsuccessful crusade against FCC Commissioner Robert F. Jones. Commentator opposed confirmation of former Ohio Congressman for appointment to FCC two years ago and Crawford analysis lays bare what he sees as underlying reasons for crusade.

A. G. SPAULDING & BROS., New York, through Hanly, Hicks & Montgomery, are preparing to use 35 independent stations on a custom-tailored network to sponsor national tennis matches Sept. 3-4 at Forest Hills, Long Island.

LEWIS P. HOWE Co., St. Louis, through Dancer-Fitzgerald-Sample, New York, planning video spot announcement campaign starting in mid-September.

CARNATION Co., Los Angeles (evaporated milk), currently conducting television spot test campaign on three Los Angeles stations, considering expansion to national campaign. Agency, Erwin, Wasey & Co., Los Angeles.

ADMIRAL Corp., Chicago, through Kudner Agency, New York, eyeing NBC-TV sustainers *Lights Out* (Tuesday, 9-9:30 p.m. EDT) from New York, and *Garroway at Large* (Sunday, 10-10:30 p.m. EDT) for fall. Firm studying all types of shows, but favors variety.



SOLD BY MORE THAN 600 LOCAL STATIONS . . .
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TOUCHDOWN TIPS

with Sam Hayes

available now for the Fall of '49





TOUCHDOWN TIPS — now in its 8th great season—features Sam Hayes, one of America's outstanding sports commentators, and his amazingly accurate score predictions for 30 to 40 major college and professional football contests each week . . . based on the tried and tested All-American Gridiron Index.

Sam Hayes records **TOUCHDOWN TIPS** weekly at NBC's Hollywood studios . . . and the transcriptions are air-expressed to subscribers in time for local broadcast before the following week's games.

TOUCHDOWN TIPS, rapidly paced with sound effects and Hayes' brisk authoritative delivery, has met with overwhelming listener and advertiser success.

Cheers:

". . . show well received here, particularly since Hayes predicted on-the-nose score of Denver U's first game of the season with Colorado Mines. Everybody—sponsor, listeners, etc.—happy."
KLZ . . . Denver, Colo.

". . . certainly have enjoyed carrying this program, which has met with splendid reception in the Central Florida area . . . considered an outstanding program by the sponsor . . . feel sure the coming football season will bring a highly successful presentation by Sam Hayes."
WDBO . . . Orlando, Fla.

". . . sold program few hours after signing contract with you . . . present client wanted this show all through this past season. It is a real pleasure to have this feature on our station."
KFPW . . . Fort Smith, Ark.

TOUCHDOWN TIPS '49 line-up . . .

In the backfield:

★ concise, inside facts about rival squads
★ exciting sectional highlights across the nation
★ salute to a "team of the week" on every program
★ "Gridiron Grins"—the week's zaniest pigskin tale

On the line:

★ 13 action-crammed quarter-hours
★ Two big bonus programs
★ One complete emergency program
★ Local college prediction service
★ Advance listing of score forecasts
★ Merchandising and Promotion Kit
★ Specially produced preview program

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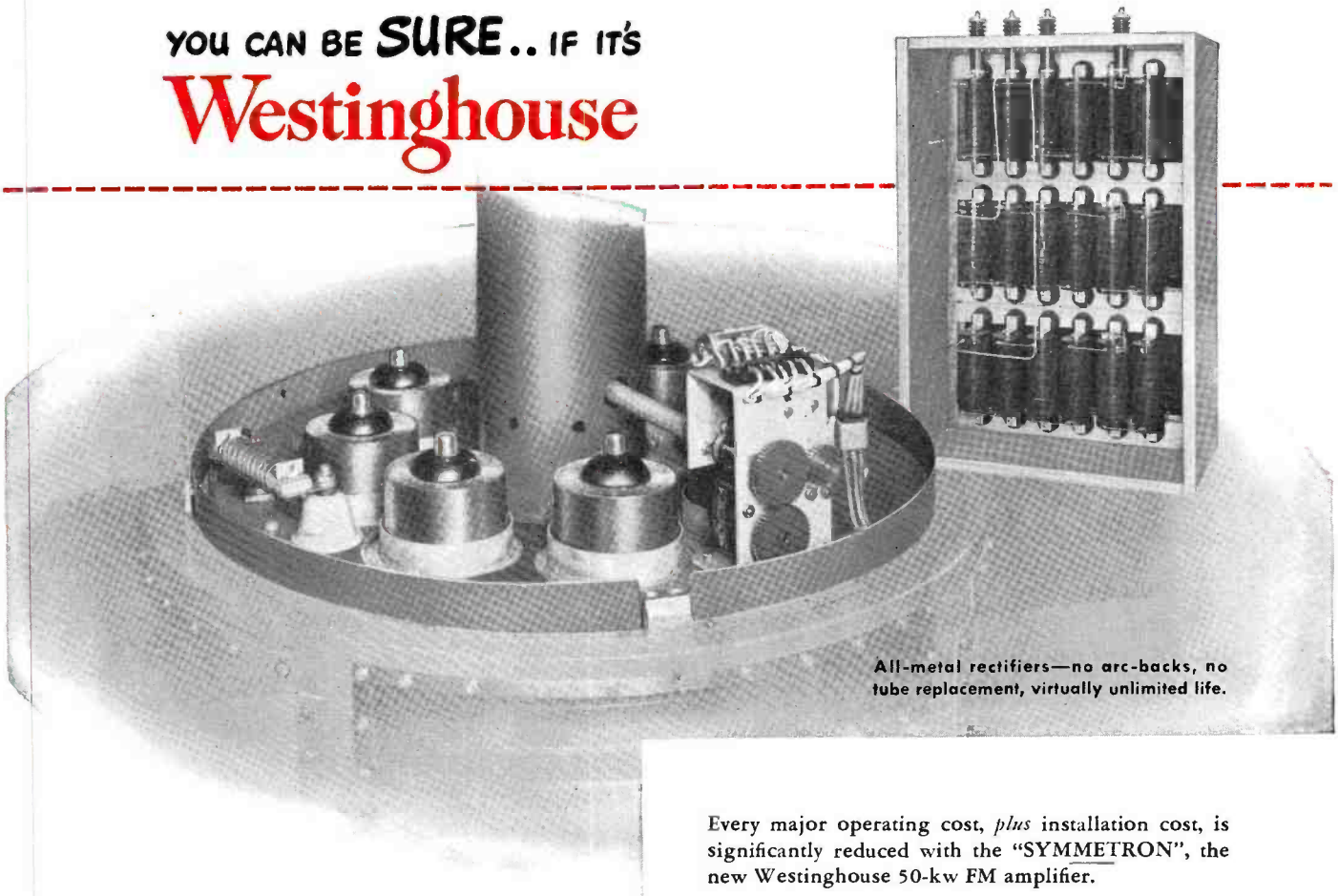
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3. **INSTALLATION:** Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.
4. **RECTIFIER:** Dependable, long-life, metallic main rectifier eliminates high-voltage, mercury-vapor tubes. Saves on tube replacement and outages.

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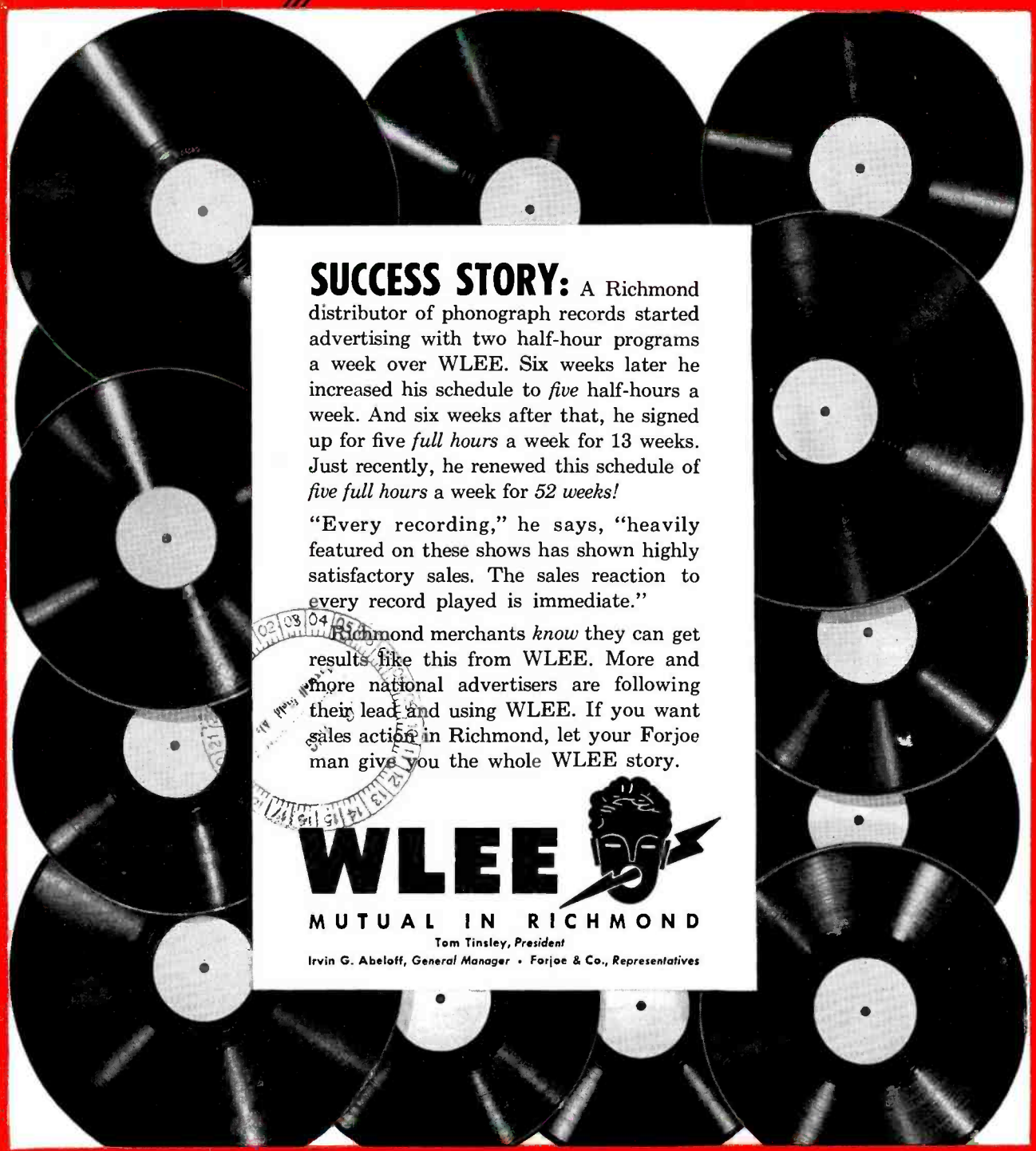
AUGUST 15, 1949—PART II

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BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



SUCCESS STORY: A Richmond distributor of phonograph records started advertising with two half-hour programs a week over WLEE. Six weeks later he increased his schedule to *five* half-hours a week. And six weeks after that, he signed up for five *full hours* a week for 13 weeks. Just recently, he renewed this schedule of *five full hours* a week for *52 weeks!*

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WLEE

MUTUAL IN RICHMOND

Tom Tinsley, *President*

Irvin G. Abeloff, *General Manager* • Forjoe & Co., *Representatives*

1949 MARKETBOOK with the SPOT RATE FINDER

This is not the true picture →

This is! ↓

IF you judge Westinghouse radio stations by the population and purchasing power of their home metropolitan districts *alone*, you'll come up with a table like this:

METROPOLITAN AREA ONLY

STATION	NUMBER OF FAMILIES	EFFECTIVE BUYING INCOME
KDKA Pittsburgh	646,300	$3,495,680,000
WBZ Boston	846,200	4,333,775,000
KYW Philadelphia	959,700	5,458,149,000
WOWO Fort Wayne	50,300	312,146,000
KEX Portland, Ore.	245,100	1,176,704,000

But that's only part of the story!

THINK OF KDKA as the dominant voice in a rich tri-state area embracing 117 BMB daytime counties. In 50%-100% counties alone, you can count 1,410,500 families, with an effective buying income of $6½ billion.. almost double the figure for the Pittsburgh metropolitan market.

THINK OF WBZ (synchronized with WBZA, Springfield) as the medium that covers *all New England*. In 50%-100% BMB counties alone, the WBZ and WBZA market includes 1,424,200 families, with a net effective buying income of more than $6½ billion. And this station reaches many *more* customers in the under-50% counties!

THINK OF KYW as the favorite station of the *nation's third market*. KYW programs, in 50%-100% daytime counties alone, reach an area in which 1,109,800 families live. Net effective income, almost $6¼ billion.

THINK OF WOWO as the key to a market of *two million Midwestern customers*, living in *59 BMB counties* centering in Fort Wayne. Net effective income, $1⅓ billion, or *four times* the metropolitan figure! And WOWO's consistent leadership in Hooper ratings assures a tremendous audience at any time of day or evening.

THINK OF KEX as the 50,000-watt station that gives you unequalled coverage in the spectacular *Pacific Northwest market*. This station alone reaches all of populated Oregon, plus a substantial slice of southern Washington.. an area far greater than the Portland metropolitan market.

When you put your program on a Westinghouse station, expect plenty.. in coverage and in results! You won't be disappointed. For availabilities and details, consult Free & Peters.

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ALL OFFICES COMPANY OWNED AND OPERATED

The 1949 MARKETBOOK

With the SPOT RATE FINDER

of

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

WE present this volume as a service to the Business of Broadcasting. Included for the first time is the *Spot Rate Finder,* a copyrighted feature, setting forth individual and group station rates for every market and county in the nation—and for all classes of stations.

Innumerable calculations were made to compute these averaged rates to enable buyers of radio time to outline a spot campaign in selected markets as rapidly as the space buyer can do it for newspapers, magazines or billboards.

The *Spot Rate Finder* becomes a permanent feature of the BROADCASTING Marketbook, to be published annually. In addition, this volume supplies in accessible form, uniform data on the radio markets of the nation. The advertiser or agency buyer who has found it necessary to consult a number of source books, now finds his basic needs for market and station selection served by this single volume.

Station rate data, for the most part, were supplied by the stations in response to questionnaires. Other rate data were procured from sources regarded as reliable, but the Editors cannot assume responsibility for changes effected following the July 1 deadline.

The Editors

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All cities with standard radio broadcasting stations

▲ One Station
● Two Stations
■ Three Stations
★ Four Stations
✪ Five to Nine Stations
✪ Ten or more Stations

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BROADCASTING
TELECASTING

1949 Marketbook

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* Reg. U. S. Patent Office

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Formidable?
Nuts!





Maybe it isn't as tough as it looks.

For example: A manufacturer of facial tissues faced a price war from competitors and buying resistance from inventory-conscious retailers in St. Louis.*

He thought he had a formidable problem... until his agency called in Radio Sales.

The Radio Sales Account Executive (just back from a see-for-himself trip to St. Louis) drew on his vast fund of *first-hand* experience to give the manufacturer *inside* information on exactly how "The Housewives' Protective League" on 50,000-watt KMOX could function as his sales weapon.

The manufacturer bought.
And the HPL sold. In six weeks, sales jumped 222%!

If *you* think you have a tough nut to crack in any—or all—of thirteen of your best markets, call in your Radio Sales Account Executive. His regular visits to each station he represents give you face-to-face facts on how to lick your competition... *fast.*

**Another real life story.*

RADIO SALES

Radio and Television Stations Representative... CBS

Radio Sales represents the Columbia Pacific Network and CBS stations in thirteen of the country's richest cities - ranking first*, second, third*, fifth*, seventh, eighth, tenth, twelfth, fifteenth, thirty-second*, fortieth, fifty-second*, and seventy-fourth* in total annual retail sales. (*And the best TV station, too, in these markets.)

K F W B *is the first independent station in the nation's second largest market.*

K F W B *programming policies have built the large and loyal audiences that produce sales and move merchandise.*

K F W B

Hollywood

Owned and operated
by Warner Brothers

Harry Maizlish
Station Manager

Represented by
Wm. G. Rambeau

BROADCASTING
TELECASTING

Vol. 37, No. 7, Part 2 WASHINGTON, D. C., AUGUST 15, 1949 $1.00 A COPY

USING THE MARKETBOOK

Spot Rate Finder Answers Questions Quickly

THIS ISSUE of BROADCASTING is designed to answer questions quickly. It's for the high-speed, high-pressure work that goes on in the executive and planning offices of radio stations, advertising agencies and advertisers using radio and television.

If an advertiser is ready to use radio to sell his goods, and he couldn't do better than that, he or his agency will be able to get all the essential facts from this one source.

For instance:

The advertiser is likely to want to know what the statewide economic picture is in Michigan, Indiana, and Ohio, where he'll introduce a new product. A glance at the State Market Indicators will give him most recent information on that state's market possibilities.

Best Prospects

He would want to know what counties contain the best sales prospects. He would find out by consulting the Radio Market Data by Counties table in each of the state directories.

He'll want to know where the big concentration of radio set ownership is located—and he'll find it in the county lists where the BMB figures are placed right along side other pertinent radio market data.

The Spot Rate Finder will fill in the information he needs to find his best radio buys.

Details on every station in every market are at his fingertips in the Spot Rate Finder. Arranged in easy alphabetical order by cities, he'll find each station, its power, its frequency, its representative, and audience surveys which will tell him the listenership habits in these areas.

Cost Calculation

More than that—he'll have the means to calculate costs in a hurry. No more laborious, time-consuming, business-losing work over rate cards. In the simplest manner ever presented anywhere, he will have rates for every AM, FM and TV station that sells time in the United States.

The spot rate finder is for the planning operation that goes into every major advertising campaign. *It does not pretend to be a complete reference and rate book,* to be used in computing detailed costs and availabilities and special rates. It is a planning tool.

To illustrate: In a twinkling this hypothetical advertiser can know what the comparative costs of network stations in all major cities in the three states will be. By consulting the average rates for network stations he can know with simple addition, the approximate cost of one-time network placements in the major markets.

If he's interested in 52-time, 13-time placements, or any other frequency, he can use the formula on this page to estimate his final cost for the whole campaign.

He might want to compare this with the rates of independent stations in the same markets. Those rates are averaged for him too, so that the same quick calculation will provide him with the information he needs.

All Sizes of Markets

With little effort he can shoot cross-country into the over-250,000 population markets, or try a list of 100 local stations in a selective test of product sales in scattered areas of the country.

If he's anxious to buy in a group, the Regional and Group Rate Finders are available—giving the combination rates necessary to this kind of radio buying.

He may want to try TV in Los Angeles or Albuquerque—the TV rate information is there in the same quick reference form. FM rates, too, are included—and every bonus FM broadcast station is listed beneath its AM affiliate. Transit FM rates are also given for cities in which this newest broadcast advertising service is available.

Foreign Language

To round out the picture, he'll even have a list of the foreign language broadcast stations in the major cities of the United States, with estimates of foreign language group populations.

In short, everything that the editors believed would help in planning for the use of radio and television has been included. Everything that might complicate the process has been left out.

FREQUENCY DISCOUNT FORMULA

All rates in the Spot Rate Finder section of the 1949 MARKETBOOK are one-time rates. For quick calculation of frequency discounts, BROADCASTING hos found that the average for all classes of stations is as follows:

13 times—roughly 5% of one-time rate

26 times—roughly 10% of one-time rate

52 times—roughly 15% of one-time rate

104 times—roughly 20% of one-time rate

156 times—roughly 24% of one-time rate

312 times—roughly 30% of one-time rate

For more accurate estimate of frequency discounts the following percentages of one-time rates should be used:

13 times, 4.72%; 26 times, 9.33%; 52 times, 14.32%; 104 times, 19.43%; 156 times, 23.62%; 312 times, 31.02%.

CONTENTS

1949 Marketbook Designed for Easy Use

ON THE PAGES that follow you will find columns of data—each figure carefully checked and rechecked to give you the most accurate and recent market and rate information available.

To use this information most effectively you will need to know exactly how the BROADCASTING 1949 MARKETBOOK is planned and what information it contains.

THE CONTENTS Here, in brief outline, is what you will find as you go through this special issue of BROADCASTING.

1) *Network Rate Finders*—For each major network there is a list of all affiliated stations, arranged by states, and alphabetically by cities within states.

2) *Regional and State Network Rate Finder*—Many of broadcasting's regional and state combinations are listed alphabetically, for quick group time-buying. This listing includes Transit FM and other special time-buying groups.

3) *State Directories*—There are four parts to these directories. First you will find a table of Market Indicators for the state as a whole. The Spot Rate Finder for each state includes rates for all AM, FM and TV stations within the state. There is a map of the state showing all broadcasting outlets, and all counties. Finally, there is a table of Radio Market data by counties.

4) A listing of foreign language broadcasters in major U. S. cities —with potential audience figures included.

All information is complete as July 1.

SOURCES AND DEFINITIONS Each of these sections is valuable in its own right, but you will find that best use can be made of the data if you know how all sections can be used, and how they complement each other.

NETWORK RATE FINDERS—If you want a quick check on any network's stations within a state or region—you'll find it in this list. Or if you want to find a network's outlet in a specific town, you can find it quickly in the Network Rate Finders. The one-time day and night rates for all stations are included in this list.

This information has been obtained from individual stations in the networks. As in the case of other station information, where stations have not supplied information directly to BROADCASTING, data has been obtained from other sources. Where this is true, BROADCASTING assumes no responsibility for its completeness or accuracy.

GROUP & REGIONAL RATE FINDERS — Time-buyers seeking information on regional networks, Keystone network, FM groups, including Transit FM, will find it in this section. The listing includes the names, addresses, and principal officer of each regional or state group, a list of all stations, and the combination rates for the group.

The source of this information is, in most cases, the group or network itself. Again, where it was not supplied, it has been obtained from other sources.

STATE DIRECTORIES The bulk of this 1949 Marketbook is within the state directory sections. Here, for each state, you will find complete market and rate information.

1) *State Market Indicators*—In this table you will find comparative information on the economic well-being of each state. In all cases, you will find the most recent information compared with previous years, to show you the economic progress of the state as a whole within the past few years.

Population figures are from the Bureau of Census, Department of Commerce. The percent of U. S. figure is calculated by the Research Co. of America, New York. Family figures are from *Sales Management*, as are state Retail Sales figures. Further reproduction is unlicensed. Percent Radio and Radio Families data are calculated by BMB.

Business Concerns and Non-agricultural Employment figures are from the Old Age and Survivors Insurance division of the Federal Security Administration. Data include only those establishments and workers covered by the Social Security Act. It is estimated that about 75% of establishments and workers are covered in these figures.

Data on Manufacturing establishments, Manufacturing Employment and Value Added by Manufacture are from the recently completed Census of Manufactures. Value Added by Manufacture is computed by subtracting the cost of materials and supplies from the total value of shipments of manufactured products. It is *not* the total value of goods produced within the state. The source is the Bureau of the Census.

Income figures are from the Department of Commerce, and are the latest estimates available. Percent increase figures have been calculated by the Market Research Co. of America.

Construction figures are from *Construction and Construction Materials*, June 1949, a publication of the Bureau of Foreign and Domestic Commerce, Department of Commerce.

SPOT RATE FINDER In this section are the AM, FM and TV stations for each state, listed by cities. First you will find the city name, the county, and the number of families in the city, the per cent radio, and the number of radio families. Family figures are from *Sales Management*. Per cent radio and radio families were calculated by BMB.

Each station is listed as follows: By call letter, power frequency (and channel if FM or TV), network affiliation, national and regional representative, and audience measurement surveys available.

FM affiliates follow the AM stations with which they are affiliated and then TV affiliates are listed. Independent FM and TV stations are listed at the end of each city.

Rates are day and night rates—generally before 6 p.m. and after 6 p.m. All rates are one-time, for the six major time segments, station break (SB), one minute (1M), five minutes (5M), 15 minutes (15M), 30 minutes (30M) and one hour (1HR). To calculate frequency discounts, use the general formula given on page seven.

Where there is incomplete rate information, the station has supplied no information on those time segments.

Average rates in major markets are calculated wherever there is more than one network station, or more than one non-affiliated station in the city.

To calculate quickly the cost of using non-affiliated or affiliated stations in several major markets, check the average rates for those cities.

In no case are the rates of network—affiliated and non-affiliated stations averaged.

As in the case of other data from stations, BROADCASTING does not assume responsibility for the accuracy of any data except that supplied directly from the station.

The State Maps—These maps have been brought up to date to include all AM markets. For key to map symbols see page three.

Radio Market Data by Counties—Total Families figures for each county are used by permission of *Sales Management*. To determine a rough measurement of total population, multiply this figure by 3.6, which is the national average family size. Percent Radio and Radio Families are from BMB. Retail Sales figures are also from *Sales Management 1949 Survey of Buying Power*. Further reproduction unlicensed.

Employment and dollar total of taxable payrolls are from Federal Security Administration, Old Age and Survivors Insurance records, and cover only those payrolls included in the Social Security Program of the U. S. Government.

The final column, Manufacturing Value Added, is a measurement of the total value of all manfactured products made in the county, less the cost of materials and supplies. This figure is from the Census of Manufactures, Bureau of the Census, Department of Commerce.

FOREIGN LANGUAGE BROADCASTERS IN MAJOR U. S. CITIES—This list includes the major foreign population groups in U. S. cities, and the total estimated population of each, with the stations that specialize in programs in that language. The material was compiled by BROADCASTING.

A complete index to information contained in the 1949 Marketbook will be found on page three and an index to advertisers will be found on page 208. For additional data on stations, consult their advertisements where they occur.

BROADCASTING'S 1949 MARKETBOOK is designed to give its users the most information in the least amount of time. Every page, every table, has been worked over with this in mind.

Between these covers is the market information AND the time-buying information essential to quick and easy use of spot radio. The editors hope that the users of broadcast advertising will find it a valuable aid in meeting the needs of a buyer's market.

We hope, too, that broadcasters everywhere will benefit by the publication of the 1949 BROADCASTING MARKETBOOK, that it will be a sales stimulant for all facets of broadcasting—AM, FM and TV.

ABC Network

SPOT RATE FINDER

ALABAMA

ANNISTON, WHMA

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

BIRMINGHAM, WSGN

D	16.00	25.00	40.00	60.00	100.00	
N	27.00	50.00	80.00	120.00	200.00	

DOTHAN, WDIC

D	3.50	7.00	14.40	24.00	40.00	
N	6.00	10.00	21.60	36.00	60.00	

FLORENCE, WJOI

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

GADSDEN, WGNH

D	3.60	6.00	13.00	24.00	42.00	
N	6.00	9.00	22.00	40.00	70.00	

HUNTSVILLE, WHBS

D	4.00	5.00	8.00	12.00	18.00	30.00
N	6.00	9.00	16.00	24.00	36.00	60.00

MOBILE, WABB

D	9.00	9.00	11.00	22.00	33.00	55.00
N	12.00	12.00	22.00	44.00	66.00	110.00

MONTGOMERY, WAPX

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

ARIZONA

PHOENIX, KPHO

D	6.00	9.00	15.00	24.00	36.00	60.00
N	12.00	18.00	30.00	48.00	72.00	120.00

TUCSON, KOPO

D	5.00	7.50	6.75	11.00	16.50	27.50
N	8.00	12.00	11.00	20.00	30.00	50.00

ARKANSAS

EL DORADO, KELD

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FORT SMITH, KFSA

D	6.00	7.50	12.50	20.00	30.00	50.00
N	10.00	12.00	20.00	32.00	48.00	80.00

HOT SPRINGS, KTHS

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

LITTLE ROCK, KGHI

D	6.00	7.00	14.00	21.00	42.00	
N	8.00	14.00	28.00	42.00	84.00	

CALIFORNIA

BAKERSFIELD, KPMC

D	5.00	5.00	9.00	18.00	27.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

BRAWLEY, KROP

D	3.00	4.00	6.00	10.00	20.00	40.00
N	4.50	6.00	9.00	15.00	30.00	60.00

EUREKA, KHUM

D	6.00	6.00	8.80	14.70	23.00	35.00
N	9.00	9.00	13.20	22.00	31.50	52.50

FRESNO, KARM

D	9.50	11.00	16.90	30.00	45.00	75.00
N	20.00	22.50	34.00	60.00	90.00	150.00

LOS ANGELES, KECA

D	42.20	42.20	72.00	108.00	162.00	270.00
N	82.40	82.40	120.00	180.00	270.00	450.00

SACRAMENTO, KFBK

D	18.00	18.00	30.00	48.00	72.00	120.00
N	35.00	35.00	60.00	96.00	144.00	240.00

SAN BERNARDINO, KITO

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

SAN DIEGO, KFMB

D	10.80	14.40	18.00	36.00	54.00	90.00
N	18.00	24.00	36.00	72.00	108.00	180.00

Note: All rates one-time. For complete explanation see Foreword.

SAN FRANCISCO, KGO

	SB	1M	5M	15M	30M	1 Hr
D	40.50	40.50	72.00	108.00	162.00	270.00
N	67.50	67.50	120.00	180.00	270.00	450.00

SANTA BARBARA, KTMS

D	7.00	7.00	10.00	20.00	30.00	50.00
N	14.00	14.00	16.00	32.00	48.00	80.00

SANTA MARIA, KCOY

D	3.50	3.50	5.00	10.00	15.00	25.00
N	7.00	7.00	8.00	16.00	24.00	40.00

STOCKTON, KWG

D	4.00	4.00	6.10	10.80	18.00	30.00
N	8.00	8.00	12.20	21.60	36.00	60.00

COLORADO

DENVER, KVOD

D	12.00	20.00	35.00	60.00	100.00	
N	24.00	40.00	70.00	120.00	200.00	

PUEBLO, KGHF

D	6.00	6.00	10.80	21.60	32.40	54.00
N	10.00	10.00	18.00	36.00	54.00	90.00

CONNECTICUT

BRIDGEPORT, WNAB

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

HARTFORD, WTHT

D	9.00	9.00	12.00	24.00	36.00	60.00
N	14.00	14.00	24.00	48.00	72.00	120.00

NEW HAVEN, WELI

D	7.00	10.00	16.00	32.00	48.00	80.00
N	14.00	20.00	32.00	64.00	96.00	160.00

STAMFORD, WSTC

D	6.00	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WATERBURY, WATR

D	5.00	7.00	12.00	24.00	36.00	60.00
N	8.00	12.00	20.00	40.00	60.00	100.00

DELAWARE

WILMINGTON, WILM

D	6.25	12.50	25.00	37.50	62.50	
N	12.50	25.00	50.00	75.00	125.00	

DISTRICT OF COLUMBIA

WASHINGTON, WMAL

D	15.00	22.00	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

FLORIDA

DAYTONA BEACH, WMFJ

D	6.50	10.00	20.00	30.00	50.00	
N	10.00	15.00	30.00	45.00	75.00	

JACKSONVILLE, WPDQ

D	10.00	10.00	18.00	36.00	60.00	108.00
N	17.00	17.00	36.00	60.00	100.00	180.00

MIAMI, WQAM

D	14.50	14.50	22.00	44.00	66.00	110.00
N	24.00	24.00	40.00	80.00	120.00	200.00

ORLANDO, WHOO

D	7.50	7.50	11.70	22.75	39.00	65.00
N	10.00	10.00	18.00	35.00	60.00	100.00

PALM BEACH, WWPG

D	5.40	5.40	10.80	21.60	32.40	54.00
N	8.00	8.00	16.00	32.00	48.00	80.00

PENSACOLA, WBSR

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	14.00	25.00	42.00	70.00

ST. PETERSBURG, WSUN

D	4.50	7.50	12.50	25.00	42.00	70.00
N	8.00	10.75	17.50	37.50	72.00	120.00

TALLAHASSEE, WRHP

D	3.16	4.30	7.50	16.00	24.00	40.00
N	4.05	5.18	9.00	18.00	30.00	50.00

GEORGIA

ATLANTA, WCON

	SB	1M	5M	15M	30M	1 Hr
D	18.40	21.70	30.25	50.40	86.40	144.00
N	30.60	36.00	50.40	84.00	144.00	240.00

AUGUSTA, WGAC

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

CEDARTOWN, WGHA

D						
N	2.00	3.50	5.00	12.00	18.00	30.00

COLUMBUS, WDAK

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

MACON, WBML

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

SAVANNAH, WDAR

D	4.50	6.00	10.00	18.00	30.00	55.00
N	6.00	8.50	15.00	27.00	45.00	75.00

WEST POINT, WRLD

D	4.00	8.00	16.00	24.00	40.00	
N	4.00	8.00	16.00	24.00	40.00	

IDAHO

BOISE, KGEM

D	5.20	5.20	8.00	16.00	24.00	40.00
N	6.50	8.00	14.00	28.00	42.00	70.00

BURLEY, KBIO

D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	12.00	18.00	30.00

IDAHO FALLS, KIFI

D	8.00	14.00	28.00	42.00	70.00	
N	5.20	8.00	16.00	24.00	40.00	

POCATELLO, KEIO

D	5.20	5.20	8.00	16.00	24.00	40.00
N	8.00	8.00	14.00	28.00	42.00	70.00

TWIN FALLS, KLIX

D	4.50	5.00	7.20	12.60	21.60	36.00
N	6.50	7.00	8.55	15.00	25.65	42.75

ILLINOIS

BLOOMINGTON, WJBC

D	5.00	5.00	9.00	18.00	30.00	50.00
N	6.50	6.50	14.00	27.00	42.00	70.00

CHICAGO, WCFL

D	13.50	20.00	59.00	90.00	135.00	225.00
N	20.00	30.00	78.00	120.00	180.00	300.00

CHICAGO, WENR

D	54.00	90.00	144.00	216.00	324.00	540.00
N	90.00	150.00	240.00	360.00	540.00	900.00

CHICAGO, WLS

D	54.00	90.00	162.00	216.00	324.00	540.00
N	90.00	150.00	270.00	360.00	540.00	900.00

PEORIA, WIRL

D	9.00	9.00	12.50	25.00	42.00	70.00
N	14.00	14.00	25.00	50.00	84.00	140.00

QUINCY, WGEM

D	8.00	8.00	12.50	22.50	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

ROCKFORD, WROK

D	10.00	10.00	17.00	35.00	55.00	80.00
N	12.00	12.00	22.00	50.00	76.00	120.00

ROCK ISLAND, WHBF

D	10.00	12.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

SPRINGFIELD, WCVS

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.00	32.00	48.00	80.00

INDIANA

ANDERSON, WHBU

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	18.00	25.00	40.00
N	8.00	8.00	15.00	25.00	40.00	60.00

EVANSVILLE, WJPS

D	9.50	11.50	20.00	34.00	60.00	100.00
N	11.50	14.50	29.00	48.50	87.00	145.00

FORT WAYNE, WOWO

D	20.00	20.00	30.00	60.00	90.00	150.00
N	25.00	25.00	50.00	100.00	150.00	250.00

INDIANAPOLIS, WISH

D	10.00	12.00	22.00	42.00	70.00	120.00
N	16.00	18.00	35.00	75.00	125.00	200.00

SOUTH BEND, WHOT

D	7.00	7.00	15.00	25.00	40.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

TERRE HAUTE, WTHI

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

IOWA

BURLINGTON, KBUR

D	2.24	3.36	4.48	7.84	14.00	22.40
N	4.48	5.60	11.20	19.60	33.60	56.00

DES MOINES, KRNT

D	12.00	18.00	24.00	36.00	54.00	90.00
N	16.00	24.00	30.00	50.00	100.00	200.00

DEBUQUE, WKBB

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.40	6.40	16.00	32.00	48.00	80.00

SHENANDOAH, KMA

D	10.00	15.00	19.20	32.00	55.00	90.00
N	15.00	20.00	33.00	55.00	105.00	175.00

WATERLOO, KXEL

D	12.50	12.50	26.00	52.00	78.00	130.00
N	25.00	25.00	52.00	104.00	156.00	260.00

KANSAS

COFFEYVILLE, KGGF

D	4.00	5.00	9.00	15.00	25.00	45.00
N	5.00	6.00	12.50	25.00	40.00	75.00

TOPEKA, WREN

D	9.60	9.60	15.60	34.66	62.40	104.00
N	12.00	12.00	19.50	43.30	78.00	130.00

WICHITA, KFBI

D	10.00	15.00	25.00	50.00	75.00	125.00
N	16.00	21.00	38.00	74.00	120.00	200.00

KENTUCKY

LEXINGTON, WLAP

D	8.50	8.50	15.00	28.00	45.00	75.00
N	9.50	9.50	20.00	40.00	60.00	100.00

LOUISVILLE, WINN

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	28.00	56.00	84.00	140.00

LOUISIANA

ALEXANDRIA, KALB

D	6.25	7.50	12.50	20.00	30.00	50.00
N	12.50	15.00	25.00	40.00	60.00	100.00

BATON ROUGE, WLCS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

MONROE, KMLB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

NEW ORLEANS, WDSU

D	14.00	14.00	18.00	36.00	54.00	90.00
N	22.00	22.00	36.00	72.00	108.00	180.00

SHREVEPORT, KRMD

D	7.50	8.75	12.50	20.00	30.00	50.00
N	15.00	17.50	25.00	40.00	60.00	100.00

MAINE

BANGOR, WGUY

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

LEWISTON, WLAM

D	7.00	7.00	14.00	28.00	42.00	70.00
N	12.00	12.00	24.00	48.00	72.00	120.00

PORTLAND, WPOR

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

WATERVILLE, WTVL

D	3.00	5.00	8.10	14.40	21.60	36.00
N	5.00	7.00	13.50	24.00	36.00	60.00

MARYLAND

BALTIMORE, WFBR

D	25.00	28.00	40.00	80.00	120.00	200.00
N	42.00	50.00	75.00	150.00	225.00	375.00

HAGERSTOWN, WARK

D	6.00	5.00	12.00	24.00	36.00	60.00
N	8.00	7.00	16.00	32.00	48.00	80.00

MASSACHUSETTS

BOSTON, WCOP

D	37.50	37.50	60.00	120.00	180.00	300.00
N	50.00	50.00	80.00	160.00	240.00	400.00

LAWRENCE, WLAW

D	25.00	25.00	40.00	80.00	120.00	200.00
N	50.00	50.00	80.00	160.00	240.00	400.00

NEW BEDFORD, WNBH

D	7.50	7.50	14.40	28.00	43.20	72.00
N	12.00	12.00	24.00	48.00	72.00	120.00

PITTSFIELD, WBEC

D	4.80	4.80	9.60	19.20	28.80	48.00
N	8.00	8.00	16.00	32.00	48.00	80.00

SPRINGFIELD, WSPR

D	7.50	10.00	15.00	30.00	45.00	80.00
N	15.00	20.00	30.00	60.00	90.00	160.00

WEST YARMOUTH, WOCB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WORCESTER, WORC

D	7.50	9.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

MICHIGAN

ANN ARBOR, WHRV

D	6.40	8.00	14.40	28.80	38.40	48.00
N	8.00	10.00	18.00	36.00	48.00	60.00

BATTLE CREEK, WELL

D	4.50		8.50	20.00	32.00	52.00
N	5.50		10.00	26.00	39.00	65.00

BAY CITY, WBCM

D	8.50	8.50	16.00	30.00	44.00	75.00
N	12.00	12.00	24.00	44.00	66.00	110.00

DETROIT, WXYZ

D (ABC Spot Sales)
N

FLINT, WFDF

D	15.00	15.00	25.00	45.00	75.00	110.00
N	22.00	22.00	45.00	75.00	110.00	180.00

GRAND RAPIDS, WLAV

D	8.00	8.00	16.00	36.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

Note: All rates one-time. For complete explanation see Foreword.

JACKSON, WIBM

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	22.50	37.50	75.00
N	7.50	7.50	12.00	22.50	37.50	75.00

KALAMAZOO, WGFG

D	6.00	6.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

LANSING, WJIM

D	5.00	5.00	12.00	24.00	36.00	60.00
N	8.00	8.00	18.00	36.00	54.00	90.00

LUDINGTON, WKLA

D	2.00	2.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

MUSKEGON, WKBZ

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

SAULT STE. MARIE, WSOO

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

MINNESOTA

ALBERT LEA, KATE

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	32.00	48.00	80.00

EVELETH, WEVE

D	3.15	5.20	10.40	19.50	36.40	
N	5.20	10.40	19.50	36.40	65.00	

MINNEAPOLIS, WTCN

D	15.00	22.50	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

ROCHESTER, KLER

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WILMAR, KWLM

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WINONA, KWNO

D	4.20	6.00	10.20	20.40	30.60	51.00
N	6.00	8.00	17.00	34.00	51.00	85.00

MISSISSIPPI

BILOXI, (Gulfport), WGCM

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

JACKSON, WSLI

D	10.00	12.00	15.00	24.00	36.00	60.00
N	12.00	15.00	25.00	40.00	60.00	100.00

MERIDIAN, WTOK

D	3.50	3.50	7.50	12.75	21.00	40.00
N	5.00	5.00	10.00	21.00	36.00	60.00

MISSOURI

COLUMBIA, KFRU

D	2.50	3.50	8.00	16.00	24.00	40.00
N	3.50	5.00	12.00	24.00	36.00	60.00

KANSAS CITY, KCMO

D	39.00	60.00	64.80	108.00	180.00	300.00
N	52.00	80.00	86.40	144.00	240.00	400.00

ST. LOUIS, KXOK

D	24.00	36.00	56.00	80.00	120.00	200.00
N	45.00	70.00	98.00	140.00	225.00	400.00

SPRINGFIELD, KWTO

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

MONTANA

BUTTE, KOPR

D	7.18	7.18	11.05	22.10	33.15	55.25
N	11.05	11.05	17.00	34.00	51.00	85.00

NEBRASKA

GRAND ISLAND, KMMJ

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	40.00	60.00	100.00
N	10.00	10.00	20.00	40.00	60.00	100.00

LINCOLN, KFOR

D	7.25	7.25	10.50	15.75	32.50	65.00
N	12.50	12.50	20.00	31.25	62.50	125.00

OMAHA, KOIL

D	12.50	12.50	21.88	31.25	62.50	125.00
N	21.00	21.00	36.75	52.50	105.00	210.00

NEVADA

LAS VEGAS, KENO

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

RENO, KWRN

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	30.00

NEW HAMPSHIRE

MANCHESTER, WMUR

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

NEW JERSEY

ATLANTIC CITY, WFPG

D	3.50	4.50	9.00	18.00	30.00	50.00
N	5.50	7.50	15.00	30.00	48.00	80.00

NEW MEXICO

ALBUQUERQUE, KOAT

D	5.00	8.50	12.50	20.00	30.00	50.00
N	8.00	12.00	20.00	32.00	48.00	80.00

GALLUP, KGAK

D	2.00	2.00	4.00	8.00	12.00	20.00
N	2.00	2.00	4.00	8.00	12.00	20.00

LAS VEGAS, KFUN

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

ROSWELL, KSWS

D	3.00	3.75	5.25	9.50	18.75	37.50
N	4.50	5.25	8.25	15.00	30.00	52.50

SANTA FE, KTRC

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

NEW YORK

ALBANY, WXKW

D	14.00	18.00	27.00	54.00	81.00	135.00
N	24.00	30.00	45.00	90.00	135.00	225.00

BINGHAMTON, WENE

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

BUFFALO, WKBW

D	18.00	32.50	36.00	72.00	108.00	180.00
N	37.00	58.00	72.00	144.00	216.00	360.00

ELMIRA, WELM

D	7.00	7.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

GLENS FALLS, WGLN

D	5.00	5.00	8.00	16.00	24.00	40.00
N	7.50	7.50	12.00	24.00	36.00	60.00

JAMESTOWN, WJTN

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

MASSENA, WMSA

D	2.00	4.00	7.00	14.00	24.00	40.00
N	2.50	5.00	10.00	20.00	30.00	50.00

NEW YORK CITY, WJZ

D	108.00	108.00	144.00	288.00	432.00	720.00
N	200.00	200.00	240.00	480.00	720.00	1200.00

OLEAN, WHDL

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

PLATTSBURG, WEAV

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	10.00	20.00	30.00	45.00	75.00

POUGHKEEPSIE, WKIP

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	7.00	14.00	28.00	42.00	70.00

ROCHESTER, WARC

D	17.00	20.00	30.00	60.00	90.00	150.00
N	30.00	35.00	46.00	92.00	138.00	230.00

SARANAC LAKE, WNBZ

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SYRACUSE, WAGE

D	8.80	13.75	20.90	48.00	72.00	120.00
N	17.60	27.50	41.80	96.00	144.00	240.00

UTICA, WRUN

D	15.00	15.00	25.00	40.00	60.00	100.00
N	20.00	20.00	35.00	60.00	90.00	150.00

NORTH CAROLINA

CHARLOTTE, WAYS

D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

CLINTON, WRRZ

D	6.00	6.00	12.00	24.00	36.00	60.00

DARHAN, WDUK

D	7.00	7.00		18.00	30.00	45.00
N	10.00	10.00		30.00	45.00	75.00

GASTONIA, WGNC

D	3.50	3.50	5.50	15.00	25.00	45.00
N	4.00	4.00	6.50	20.00	30.00	50.00

GREENSBORO, WCOG

D	8.50	8.50	15.00	30.00	45.00	75.00
N	14.00	14.00	24.00	48.00	72.00	120.00

HICKORY, WHKY

D	5.00	6.80	13.40	26.80	40.20	67.00
N	5.00	6.00	13.40	26.80	40.20	67.00

HIGH POINT, WMFR

D	4.00	4.00	12.00	24.00	36.00	60.00

KINSTON, WFTC

D	4.20	4.20	8.75	20.00	37.35	65.00
N	4.20	4.20	8.75	20.00	37.35	65.00

RALEIGH, WNAO

D	8.75	8.75	14.00	28.00	42.00	70.00
N	12.50	12.50	20.00	40.00	60.00	100.00

ROCKY MOUNT, WEED

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

WASHINGTON, WRRF

D	8.00	8.00	15.00	30.00	45.00	75.00
N	8.00	8.00	15.00	30.00	45.00	75.00

WILMINGTON, WMFD

D	6.00	6.00	14.00	28.00	35.00	63.00
N	9.10	9.10	16.80	33.60	42.00	70.00

WINSTON-SALEM, WAIR

D	6.00	6.00	10.00	20.00	40.00	70.00
N	8.00	8.00	15.00	30.00	45.00	80.00

(Continued on page 12)

CHECK LIST FOR NEW ENGLAND

☐ Allot the greater portion of the New England budget to Boston . . . its Metropolitan Area includes 31½% of New England's radio homes.

☐ Be sure to get WCOP availabilities from THE KATZ AGENCY.

☐ Find out about the WCOP follow-through on Merchandising and Promotion.

WCOP

A COWLES STATION

Exclusive Boston ABC Outlet

On or About November 1

WFMJ

Youngstown, Ohio

will move from 250 watts on 1440 to five kilowatts on 1390

WFMJ's new transmitter building is completed, the six 400-ft. towers are up, the ground wires are in, and now all that is necessary is for the engineers to tune up the array and

WFMJ

will extend its audience to the more than 1,800,000 persons who will hear it in northeastern Ohio and western Pennsylvania.

ABC Network **Associated and United Press**

Headley-Reed Co., National Representatives

ABC

SPOT RATE FINDER

(Continued from page 11)

NORTH DAKOTA

FARGO, KFGO

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

OHIO

AKRON, WAKR

D	15.00	15.00	27.50	48.00	72.00	120.00
N	22.50	22.50	45.00	88.00	132.00	220.00

CANTON, WHBC

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

CINCINNATI, WSAI

D	20.00	23.80	30.00	60.00	90.00	150.00
N	30.00	35.50	60.00	120.00	180.00	300.00

CLEVELAND, WJW

D	33.75	33.75	54.00	108.00	162.00	270.00
N	45.00	45.00	72.00	144.00	216.00	360.00

COLUMBUS, WCOL

D	12.60	12.60	18.90	29.40	50.40	84.00
N	21.00	21.00	31.50	49.00	84.00	140.00

DAYTON, WING

D			20.00	60.00	80.00	150.00
N			25.00	75.00	120.00	200.00

MANSFIELD, WMAN

D	5.75	5.75	9.75	19.50	29.25	48.75
N	7.75	7.75	13.00	26.00	39.00	65.00

MARION, WMRN

D	6.00	6.00	12.00	24.00	36.00	60.00

SPRINGFIELD, WIZE

D				30.00	40.00	75.00
N		7.00		37.50	60.00	100.00

TOLEDO, WTOL

D	7.50	7.50	15.00	29.00	43.00	72.00
N	15.00	15.00	24.00	48.00	72.00	120.00

YOUNGSTOWN, WFMJ

D	12.00	12.00	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

OKLAHOMA

ADA, KADA

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

ARDMORE, KVSO

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

ENID, KCRC

D	6.00	6.00	12.50	20.00	30.00	50.00
N	9.00	9.00	18.75	30.00	45.00	75.00

LAWTON, KSWO

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

MC ALESTER, KTMC

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

MUSKOGEE, KBIX

D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

OKLAHOMA CITY, KTOK

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	20.00	32.00	48.00	80.00

SHAWNEE, KGFF

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

TULSA, KOME

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

OREGON

EUGENE, KUGN

D	3.00	3.50	6.90	11.00	16.50	27.50
N	5.00	5.00	10.00	16.00	24.00	40.00

KLAMATH FALLS, KFLW

D	5.00	6.00	10.00	15.00	25.00	35.00
N	5.70	6.85	11.75	17.50	30.00	40.00

MEDFORD, KYJC

D	5.00	5.00	7.20	14.40	21.60	36.00
N	6.00	6.00	12.00	24.00	36.00	60.00

PORTLAND, KEX

D	20.00	25.00		40.00	67.00	112.00
N	40.00	50.00		80.00	135.00	225.00

Note: All rates one-time. For complete explanation see Foreword.

PENNSYLVANIA

ALLENTOWN, WAEB

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

ALTOONA, WRTA

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

ERIE, WIKK

D	8.00	8.00	16.00	32.00	48.00	80.00
N	14.00	14.00	28.00	56.00	84.00	140.00

HARRISBURG, WHGB

D	7.50	7.50	17.00	34.00	51.00	85.00
N	9.50	9.50	25.00	50.00	75.00	125.00

JOHNSTOWN, WCRO

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

LANCASTER, WLAN

D	7.00	8.00	20.00	40.00	60.00	90.00
N	12.00	12.00	30.00	50.00	80.00	130.00

PHILADELPHIA, WFIL

D	30.00	30.00	50.00	99.00	149.00	248.00
N	44.00	44.00	66.00	132.00	198.00	330.00

PITTSBURGH, WCAE

D	19.00	27.50	47.50	95.00	150.00	237.50
N	38.00	55.00	95.00	190.00	300.00	475.00

READING, WEEU

D	8.00	8.00	20.00	40.00	60.00	100.00
N	12.00	12.00	30.00	60.00	90.00	150.00

SCRANTON, WARM

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WILKES-BARRE, WILK

D	7.00	7.00	12.50	25.00	38.00	63.00
N	9.00	9.00	18.00	36.00	54.00	90.00

YORK, WSBA

D	7.00	8.00	17.00	34.00	51.00	85.00
N	8.00	9.50	25.00	50.00	75.00	125.00

RHODE ISLAND

PAWTUCKET, WFCI

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

SOUTH CAROLINA

CHARLESTON, WHAN

D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

COLUMBIA, WCOS

D	5.00	5.00	12.50	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

FLORENCE, WOLS

D	3.60	4.80	9.60	19.20	28.80	48.00
N	4.50	6.00	12.00	24.00	36.00	60.00

GREENVILLE, WMRC

D	7.00	7.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

SPARTANBURG, WORD

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	17.50	28.00	42.00	70.00

SOUTH DAKOTA

YANKTON, WNAX

D	14.00	21.00	26.00	52.00	78.00	130.00
N	18.00	27.00	37.50	75.00	140.00	275.00

TENNESSEE

CHATTANOOGA, WDEF

D	7.50	10.00	12.50	28.00	42.00	70.00
N	12.50	14.00	25.00	56.00	84.00	140.00

JACKSON, WTJS

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	16.00	32.00	48.00	80.00

JOHNSON CITY, WJHL

D	10.00	10.00	15.00	25.00	50.00	100.00
N	12.00	12.00	20.00	30.00	60.00	120.00

KNOXVILLE, WBIR

D		7.00	10.00	24.00	36.00	60.00
N		9.00	15.00	30.00	60.00	120.00

MEMPHIS, WMPS

D	23.00	28.00	34.00	68.00	102.00	170.00
N	33.00	38.00	48.00	96.00	144.00	240.00

NASHVILLE, WSIX

D	10.00	12.00	24.00	48.00	72.00	120.00
N	17.00	20.00	40.00	80.00	120.00	200.00

TEXAS

ABILENE, KRBC

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

AMARILLO, KFDA

D		10.00	18.00	28.00	45.00	95.00
N		18.00	30.00	50.00	80.00	140.00

AUSTIN, KNOW

D	5.25	6.00	12.00	20.00	30.00	40.00
N	9.00	10.50	20.00	32.00	48.00	80.00

BEAUMONT, KFDM

D	8.00	10.00	18.75	28.00	42.00	70.00
N	15.00	18.00	37.50	56.00	84.00	140.00

BIG SPRING, KBST

D	5.00	5.00	9.00	18.00	27.00	45.00
N	5.00	5.00	9.00	18.00	27.00	45.00

BROWNSVILLE, KVAL

D	5.00	6.25	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

COLLEGE STATION, WTAW

D	6.00	9.00	15.00	24.00	36.00	60.00

CORPUS CHRISTI, KSIX

D	7.00	7.00	11.00	18.80	30.00	50.00
N	10.00	10.00	18.00	30.00	48.00	80.00

DALLAS, WFAA, 570 kc 5 kw

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

EL PASO, KEPO

D	6.00	6.00	10.80	21.60	32.40	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

FORT WORTH, WBAP, 570 kc, 5 kw

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

HOUSTON, KXYZ

D	14.00	17.50	28.00	48.00	84.00	140.00
N	28.00	35.00	56.00	96.00	168.00	280.00

LONGVIEW, KFRO

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.50	24.00	48.00	72.00	120.00

LUBBOCK, KFYO

D	5.62	7.50	11.25	18.00	27.00	45.00
N	11.25	15.00	22.50	36.00	54.00	90.00

MIDLAND, KCRS

D	10.00	10.00	16.00	28.00	48.00	70.00
N	10.00	10.00	16.00	28.00	48.00	70.00

PARIS, KPLT

D	2.40	2.75	8.00	16.00	24.00	40.00
N	2.40	2.75	8.00	16.00	24.00	40.00

SAN ANGELO, KGKL

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

SAN ANTONIO, KABC

D	21.42	25.20	35.00	56.00	84.00	140.00
N	42.84	50.40	70.00	112.00	168.00	280.00

TEXARKANA, KCMC

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WICHITA FALLS, KFDX

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

UTAH

SALT LAKE CITY, KUTA

D	8.50	8.25	11.00	21.00	35.00	57.50
N	13.00	12.75	17.50	30.00	52.50	87.50

VERMONT

BURLINGTON, WJOY

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	12.00	30.00	45.00	75.00

VIRGINIA

CHARLOTTESVILLE, WCHV

D	4.00	5.00	8.00	16.00	24.00	40.00
N	5.00	7.00	10.00	20.00	30.00	50.00

COVINGTON, WKEY

D	3.00	5.00	7.00	15.00	20.00	30.00
N	5.00	6.00	8.00	18.00	24.00	45.00

DANVILLE, WBTM

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

FREDERICKSBURG, WFVA

D	4.00	5.00	10.00	17.50	22.50	40.00
N	4.00	5.00	10.00	17.50	22.50	40.00

LYNCHBURG, WLVA

D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

NEWPORT NEWS, WGH

	SB	1M	5M	15M	30M	1 Hr
D	8.00	12.00	16.00	32.00	48.00	80.00
N	16.00	24.00	32.00	64.00	96.00	160.00

RICHMOND, WRNL

D	8.00	14.00	19.00	38.00	57.00	96.00
N	14.00	24.00	32.00	64.00	96.00	160.00

ROANOKE, WSLS

D	7.75	8.50	14.00	28.00	42.00	70.00
N	10.00	12.00	24.00	48.00	72.00	120.00

STAUNTON, WTON

D	2.52	3.15	6.30	12.60	18.90	31.50
N	3.60	4.50	9.00	18.00	27.00	45.00

SUFFOLK, WLPM

D	4.00	6.00	8.00	12.50	25.00	50.00
N	4.00	6.00	8.00	12.50	25.00	50.00

WINCHESTER, WINC

D	3.50	3.50	10.00	17.00	22.50	30.00
N	3.50	3.50	10.00	17.00	22.50	30.00

WASHINGTON

BELLINGHAM, KVOS

D	8.00		12.50	20.00	30.00	50.00
N	10.00		15.00	25.00	40.00	60.00

SEATTLE, KJR

D	18.00	25.00	35.00	56.00	84.00	140.00
N	35.00	60.00	70.00	112.00	168.00	280.00

SPOKANE, KGA

D	12.50	17.50	25.00	48.00	72.00	120.00
N	25.00	35.00	50.00	96.00	144.00	240.00

WALLA WALLA, KWWB

D	5.00		7.20	14.40	21.60	36.00
N	6.00		12.00	24.00	36.00	60.00

WENATCHEE, KPQ

D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

YAKIMA, KIT

D	7.25	7.25	12.00	19.20	28.80	48.00
N	12.00	12.00	20.00	32.00	48.00	80.00

WEST VIRGINIA

CHARLESTON, WKNA

D	9.00	9.75	15.00	30.00	45.00	75.00
N	12.00	13.00	25.00	50.00	75.00	125.00

HUNTINGTON, WSAZ

D	8.00	10.00	18.98	34.50	51.75	86.25
N	12.50	14.50	31.63	57.50	82.80	143.75

PARKERSBURG, WCOM

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHEELING, WKWK

D	8.00	10.00	15.00	25.00	36.00	60.00
N	10.00	12.50	24.00	40.00	60.00	100.00

WISCONSIN

GREEN BAY, WDUZ

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

LA CROSSE, WLCX

D	4.95	6.60	8.50	17.00	25.50	42.50
N	8.00	10.00	17.00	34.00	51.00	85.00

MADISON, WISC

D	5.00	5.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MILWAUKEE, WMAW

D	15.00	15.00	30.00	45.00	70.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

OSHKOSH, WOSH

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

RACINE, WRJN

D	10.00	13.00	20.00	37.00	55.00	92.00
N	10.00	13.00	20.00	37.00	55.00	92.00

SHEBOYGAN, WHBL

D	6.00	6.00	16.00	24.00	36.00	60.00
N	10.00	10.00	24.00	36.00	54.00	90.00

SUPERIOR, WDSM

D		6.00	10.00	20.00	30.00	50.00
N		10.00	20.00	40.00	60.00	100.00

WYOMING

CASPER, KVOC

D	3.50	3.50	6.80	11.00	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

CHEYENNE, KFBC

D	4.00	4.00	7.50	15.00	26.25	45.00
N	6.00	6.00	12.50	18.75	35.00	60.00

RAWLINS, KRAL

D	2.75	2.75	6.00	12.00	18.00	30.00
N	4.00	4.00	8.00	16.00	24.00	40.00

CBS Network

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WAPI

	SB	1M	5M	15M	30M	1 Hr
D	14.00	16.00	20.00	40.00	60.00	100.00
N	28.00	32.00	40.00	80.00	120.00	200.00

MOBILE, WKRG

D		9.00	11.25	24.00	36.00	60.00
N		12.00	22.50	48.00	72.00	120.00

MONTGOMERY, WCOV

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

SELMA, WGWC

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

ARIZONA

BISBEE, KSUN

D	4.75	6.10	9.00	18.00	27.00	45.00
N	6.30	8.10	12.00	24.00	36.00	60.00

PHOENIX, KOY

D	10.50	10.50	14.00	28.00	42.00	70.00
N	21.00	21.00	28.00	56.00	84.00	140.00

TUCSON, KTUC

D	6.00	6.00	8.50	14.00	21.00	35.00
N	12.00	12.00	17.00	28.00	42.00	70.00

ARKANSAS

LITTLE ROCK, KLRA

D	8.00	11.00	15.00	26.00	39.00	65.00
N	13.00	16.00	28.00	52.00	78.00	130.00

CALIFORNIA

BAKERSFIELD, KERN

D	4.00	4.00	7.50	15.00	25.00	40.00
N	8.00	8.00	15.00	30.00	45.00	75.00

FRESNO, KFRE

D	15.00	16.50	27.50	44.00	66.00	110.00
N	30.00	33.00	55.00	88.00	132.00	220.00

LOS ANGELES, KNX

D	60.00	75.00	65.00	130.00	195.00	325.00
N	120.00	150.00		260.00	390.00	650.00

PALM SPRINGS, KCMJ

D	4.20	4.20	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

SACRAMENTO, KROY

D	9.00	9.00	12.50	22.00	33.00	55.00
N	16.50	16.50	25.00	44.00	66.00	110.00

SAN DIEGO, KCBQ

D	10.55	13.20	22.00	35.00	53.00	88.00
N	21.00	26.25	43.75	70.00	105.00	175.00

SAN FRANCISCO, KCBS

D	28.00	35.00	50.00	93.33	140.00	233.33
N	56.00	70.00		140.00	210.00	350.00

STOCKTON, KGDM

D	9.00	9.00	18.00	30.00	45.00	75.00
N	15.00	15.00	25.00	48.00	72.00	120.00

COLORADO

COLORADO SPRINGS, KBOR

D	4.00	4.00	7.25	16.75	27.25	44.50
N	6.00	6.00	12.25	27.75	46.25	72.50

DENVER, KLZ

D	16.50	16.50	24.25	42.00	73.50	115.00
N	33.00	33.00	44.75	78.75	134.00	225.00

Note: All rates one-time. For complete explanation see Foreword.

CONNECTICUT

HARTFORD, WDRC

	SB	1M	5M	15M	30M	1 Hr
D	12.50	17.50	21.00	42.00	63.00	105.00
N	25.00	35.00	42.00	48.00	126.00	210.00

WATERBURY, WBRY

D	4.50	6.00	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

DISTRICT OF COLUMBIA

WTOP

D	30.00		37.50	75.00	112.50	187.50
N	60.00		52.50	150.00	225.00	375.00

FLORIDA

FT. MYERS, WINK

D	4.75	5.50	10.00	15.00	30.00	50.00
N	5.75	6.50	12.00	18.00	36.00	60.00

JACKSONVILLE, WMBR

D	10.00	10.00	18.00	36.00	54.00	90.00
N	20.00	20.00	36.00	72.00	108.00	180.00

MIAMI, WGBS

D	15.00	15.00	22.00	44.00	66.00	110.00
N	24.00	24.00	40.00	80.00	120.00	200.00

ORLANDO, WDBO

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

ST. AUGUSTINE, WFOY

D	4.50	4.50	12.00	15.00	22.00	36.00
N	9.00	9.00	11.00	22.00	33.00	54.00

SARASOTA, WSPB

D	3.75	3.75	10.00	20.00	30.00	50.00
N	5.00	5.00	12.00	24.00	36.00	60.00

TAMPA, WDAE

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WEST PALM BEACH, WJNO

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

GEORGIA

ALBANY, WGPC

D	2.50	3.50	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	24.00	36.00	60.00

ATHENS, WGAU

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

ATLANTA, WAGA

D	21.00	24.00	33.00	54.00	90.00	150.00
N	34.00	40.00	54.00	90.00	156.00	260.00

AUGUSTA, WRDW

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

COLUMBUS, WRBL

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

MACON, WMAZ

D	9.50	11.00	25.00	40.00	60.00	100.00
N	14.00	16.00	37.50	60.00	90.00	150.00

SAVANNAH, WTOC

D	9.50	12.50	21.50	37.50	56.00	94.00
N	14.50	19.00	32.00	56.00	84.00	140.00

IDAHO

BOISE, KDSH

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

ILLINOIS

CHAMPAIGN, WDWS

D	3.50	5.00	6.66	16.00	24.00	40.00
N	4.50	6.00	10.00	24.00	36.00	60.00

CHICAGO, WBBM

D	115.00		132.00	264.00	439.00	733.00
N	175.00			396.00	660.00	1100.00

DANVILLE, WDAN

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	15.00	30.00	45.00	75.00

DECATUR, WSOY

D	4.50	5.50	9.00	18.00	30.00	50.00
N	6.50	8.00	13.00	26.00	45.00	75.00

PEORIA, WMBD

D	10.00	13.00	16.25	32.50	53.00	88.00
N	20.00	26.00	32.00	65.00	105.00	175.00

QUINCY, WTAD

D	12.00	12.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

SPRINGFIELD, WTAX

D	4.50	4.50	9.00	18.00	30.00	50.00
N	6.50	6.50	13.00	26.00	45.00	75.00

INDIANA

EVANSVILLE, WEOA

D	6.00	8.00	16.00	32.00	48.00	80.00
N	9.00	10.00	20.00	40.00	60.00	100.00

FORT WAYNE, WANE

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

INDIANAPOLIS, WFBM

D	13.00	15.00	25.00	50.00	75.00	135.00
N	25.00	30.00	50.00	100.00	150.00	270.00

KOKOMO, WIDU

D		9.00	14.00	28.00	42.00	70.00
N		12.00	18.00	36.00	54.00	90.00

MUNCIE, WLBC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

SOUTH BEND, WSBT

D	13.00	13.00	25.00	45.00	70.00	115.00
N	18.00	18.00	30.00	60.00	90.00	150.00

IOWA

CEDAR RAPIDS, WMT

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

DES MOINES, KSO

D	10.00	14.00	20.00	40.00	60.00	100.00
N	16.00	24.00	25.00	50.00	100.00	200.00

MASON CITY, KGLO

D	10.50	10.50	18.50	37.00	55.50	92.50
N	14.00	14.00	28.00	56.00	84.00	140.00

SIOUX CITY, KSC

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	32.00	64.00	96.00	160.00

KANSAS

TOPEKA, WIBW

	SB	1M	5M	15M	30M	1 Hr
D	20.00	24.00	46.67	66.67	120.00	200.00
N	24.00	36.00	48.00	96.00	144.00	240.00

WICHITA, KFH

D	15.00	15.00	28.15	45.00	67.50	112.50
N	30.00	30.00	56.25	90.00	135.00	225.00

KENTUCKY

ASHLAND, WCMI

D	5.00	5.00	10.00	22.00	32.00	60.00
N	6.50	6.50	12.00	30.00	35.00	100.00

HOPKINSVILLE, WHOP

D	6.00	6.00	7.50	14.00	25.00	42.00
N	6.00	6.00	7.50	14.00	25.00	42.00

LOUISVILLE, WHAS

D	37.50	37.50	62.50	100.00	150.00	250.00
N	75.00	75.00		200.00	300.00	500.00

PADUCAH, WPAD

D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

LOUISIANA

LAKE CHARLES, KLOU

D	6.00	8.00	12.00	18.00	30.00	50.00
N	9.00	12.00	24.00	36.00	60.00	100.00

NEW ORLEANS, WWL

D	30.00	30.00	50.00	84.00	146.00	225.00
N	60.00	60.00	101.00	169.00	292.00	450.00

SHREVEPORT, KWKH

D	13.75	18.00	30.00	60.00	90.00	150.00
N	27.50	36.00	60.00	120.00	180.00	300.00

MAINE

BANGOR, WABI

D	9.00	12.00	17.00	34.00	51.00	85.00
N	12.00	15.00	25.00	50.00	75.00	125.00

PORTLAND, WGAN

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

MARYLAND

BALTIMORE, WCAO

D	22.50	27.50	37.50	75.00	112.50	187.50
N	45.00	55.00	75.00	150.00	225.00	375.00

CUMBERLAND, WCUM

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	14.00	28.00	42.00	70.00

FREDERICK, WFMD

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

(Continued on page 14)

CBS Network

SPOT RATE FINDER

(Continued from page 13)

MASSACHUSETTS

BOSTON, WEEI

	SB	1M	5M	15M	30M	1 Hr
D	42.00	50.00	52.50	105.00	157.50	262.50
N	84.00	70.00	70.00	210.00	315.00	525.00

SPRINGFIELD, WMAS

D	10.00	10.00	15.00	30.00	45.00	75.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WORCESTER, WTAG

D	17.00	17.00	25.00	50.00	75.00	125.00
N	34.00	34.00	50.00	100.00	150.00	250.00

MICHIGAN

DETROIT, WJR

D	62.50	62.50	100.00	200.00	300.00	500.00
N	125.00	125.00	200.00	400.00	600.00	1,000

GRAND RAPIDS, WJEF

D	8.50	10.00	15.00	25.00	40.00	65.00
N	11.50	13.50	25.00	45.00	65.00	110.00

KALAMAZOO, WKZO

D	10.00	12.00	18.00	36.00	54.00	90.00
N	17.00	20.00	30.00	60.00	90.00	150.00

MINNESOTA

DULUTH, KDAL

D	7.20	7.20	12.00	24.00	36.00	60.00
N	14.40	14.00	24.00	48.00	72.00	120.00

MINNEAPOLIS, WCCO

D	47.50	60.00	60.00	120.00	180.00	300.00
N	95.00			240.00	360.00	600.00

MISSISSIPPI

JACKSON, WJQS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

MERIDIAN, WCOC

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

MISSOURI

JOPLIN, KSWM

D	8.50	8.50	15.00	20.00	35.00	50.00
N	10.00	10.00	18.00	30.00	45.00	75.00

KANSAS CITY, KMBC

D	30.00	48.00	43.20	72.00	144.00	288.00
N	50.00	70.00	72.00	120.00	240.00	480.00

ST. LOUIS, KMOX

D	54.00	78.00	69.00	138.00	207.00	345.00
N	90.00			230.00	345.00	575.00

SPRINGFIELD, KTTS

D	5.00	5.00	10.00	17.50	30.00	50.00
N	6.00	6.00	15.00	26.25	45.00	75.00

MONTANA

BUTTE, KBOW

D	8.00	8.00	10.00	20.00	30.00	50.00
N	8.00	8.00	10.00	20.00	30.00	50.00

GREAT FALLS, KFBB

D	10.00	13.00	15.00	30.00	45.00	70.00
N	10.00	13.00	20.00	40.00	60.00	100.00

MISSOULA, KGVO

D	7.88	10.50	10.50	21.00	31.50	52.50
N	10.50	14.00	14.00	28.00	42.00	70.00

Note: All rates one-time. For complete explanation see Foreword.

NEBRASKA

OMAHA, KFAB

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	40.00	80.00	120.00	200.00
N	40.00	40.00	80.00	160.00	240.00	400.00

SCOTTSBLUFF, KOLT

D	9.00	9.00	16.50	30.00	50.00	90.00
N	9.00	9.00	16.50	30.00	50.00	90.00

NEVADA

LAS VEGAS, KLAS

D	6.00	6.00	8.40	16.50	25.50	42.00
N	10.00	10.00	14.00	28.00	42.00	70.00

RENO, KOLO

D	3.00	3.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

NEW HAMPSHIRE

KEENE, WKNE

D	6.70	8.00	13.40	26.80	40.20	67.00
N	10.00	12.00	20.00	40.00	60.00	100.00

MANCHESTER, WFEA

D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

NEW JERSEY

ATLANTIC CITY, WBAB

D	3.75	5.00	12.50	25.00	45.00	75.00
N	7.00	9.50	18.75	45.00	75.00	125.00

NEW MEXICO

ALBUQUERQUE, KGGM

D	7.00	10.00	15.00	24.00	36.00	60.00
N	14.00	20.00	30.00	48.00	72.00	120.00

CARLSBAD, KAVE

D	5.00	5.00	12.00	16.00	24.00	40.00
N	8.00	8.00	15.00	24.00	36.00	60.00

SANTE FE, KVSF

D	6.00	7.50	12.50	20.00	30.00	50.00
N	6.00	7.50	12.50	20.00	30.00	50.00

SILVER CITY, KSIL

D	4.00	4.00	7.50	12.00	18.00	30.00
N	5.00	5.00	12.00	16.00	24.00	40.00

NEW YORK

BINGHAMTON, WNBF

D	10.80	10.80	19.80	36.00	54.00	90.00
N	18.00	18.00	33.00	60.00	90.00	150.00

BUFFALO, WGR

D	15.00	22.00	28.00	56.00	84.00	140.00
N	42.50	56.00	70.00	140.00	210.00	350.00

GLOVERSVILLE, WENT

D	3.00	5.00	7.50	15.00	24.00	40.00
N	6.00	8.00	12.00	24.00	36.00	60.00

ITHACA, WHCU

D	6.00	9.00	15.00	30.00	45.00	75.00
N	6.00	9.00	25.00	50.00	75.00	125.00

NEW YORK CITY, WCBS

D	100.00		135.00	270.00	405.00	675.00
N				540.00	810.00	1,350.

ROCHESTER, WHEC

D	17.00	20.00	30.00	50.00	90.00	140.00
N	30.00	35.00	50.00	90.00	140.00	225.00

SYRACUSE, WFBL

D	10.00	15.00	25.00	45.00	70.00	110.00
N	20.00	30.00	50.00	90.00	140.00	225.00

TROY, WTRY

D	12.75	16.00	25.00	50.00	75.00	125.00
N	24.00	30.00	45.00	90.00	135.00	225.00

UTICA, WIBX

D	12.75	15.00	25.00	40.00	50.00	80.00
N	18.00	20.00	30.00	50.00	75.00	125.00

WATERTOWN, WWNY

D	4.00	8.00	14.00	28.00	48.00	80.00
N	6.00	12.00	24.00	48.00	72.00	120.00

NORTH CAROLINA

ASHEVILLE, WWNC

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	15.00	27.50	45.00	75.00
N	13.50	13.50	20.00	45.00	75.00	125.00

CHARLOTTE, WBT

D	35.00	40.00	63.75	85.00	127.50	212.50
N	70.00	80.00	127.50	170.00	255.00	425.00

DURHAM, WDNC

D	10.00	10.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

GREENSBORO, WBIG

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

NORTH DAKOTA

GRAND FORKS, KILO

D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

JAMESTOWN, KSJB

D	10.00	13.00	23.45	46.90	70.35	117.25
N	12.00	15.00	35.00	70.00	105.00	175.00

OHIO

AKRON, WADC

D	12.50	12.50	25.00	44.00	66.00	110.00
N	22.50	22.50	45.00	88.00	132.00	220.00

CINCINNATI, WKRC

D	30.00	30.00	42.50	68.00	102.00	170.00
N	60.00	60.00	85.00	136.00	204.00	340.00

CLEVELAND, WGAR

D	56.25	56.25	75.00	150.00	225.00	375.00
N	75.00	75.00	100.00	200.00	300.00	500.00

COLUMBUS, WBNS

D	20.00	20.00	33.37	49.87	70.87	105.00
N	40.00	40.00	66.75	99.75	141.75	210.00

DAYTON, WHIO

D		16.00	28.00	45.00	65.00	100.00
N		26.00	45.00	90.00	130.00	200.00

PORTSMOUTH, WPAY

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

YOUNGSTOWN, WKBN

D	12.00	15.00	19.00	38.00	57.00	95.00
N	18.00	20.00	38.00	76.00	114.00	190.00

OKLAHOMA

OKLAHOMA CITY, KOMA

D	15.00	20.00	30.00	40.00	80.00	150.00
N	30.00	40.00	50.00	90.00	160.00	275.00

TULSA, KTUL

D	12.00	12.00	20.00	40.00	60.00	100.00
N	24.00	24.00	40.00	80.00	120.00	200.00

OREGON

PORTLAND, KOIN

D	15.00	30.00	32.50	37.50	75.00	150.00
N	30.00	60.00	65.00	75.00	150.00	300.00

PENNSYLVANIA

ALLENTOWN, WHOL

D	7.00	8.50	15.00	30.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

DUBOIS, WCED

D	5.00	6.25	12.90	22.40	36.40	56.00
N	5.00	6.25	12.90	22.40	36.40	56.00

HARRISBURG, WHP

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

INDIANA, WDAD

D	5.00	6.00	12.90	22.40	36.40	56.00
N	5.00	6.00	12.90	22.40	36.40	56.00

JOHNSTOWN, WARD

D	5.00	6.00	18.50	28.00	42.50	70.00
N	6.00	9.00	25.00	40.00	60.00	100.00

PHILADELPHIA, WCAU

D		55.00	75.00	150.00	225.00	375.00
N		70.00	100.00	200.00	300.00	500.00

PITTSBURGH, WJAS

D	19.00	27.50	45.00	75.00	120.00	192.00
N	38.00	55.00	90.00	150.00	240.00	384.00

READING, WHUM

D	6.50	7.50	17.00	30.00	50.00	75.00
N	12.00	12.00	24.00	48.00	82.00	120.00

SCRANTON, WGBI

D	13.00	13.00	21.00	35.00	53.00	88.00
N	20.00	20.00	42.00	70.00	105.00	175.00

UNIONTOWN, WMBS

D	4.50	7.50	15.00	30.00	45.00	75.00
N	7.50	12.50	25.00	50.00	75.00	125.00

WILLIAMSPORT, WWPA

D	7.50	7.50	13.50	27.50	40.00	65.00
N	9.00	9.00	18.00	35.00	55.00	90.00

RHODE ISLAND

PROVIDENCE, WPRO

D	15.00	15.00	24.00	48.00	72.00	120.00
N	30.00	34.00	48.00	96.00	144.00	240.00

SOUTH CAROLINA

ANDERSON, WAIN

D	7.00	7.00	18.00	36.00	54.00	90.00
N	7.00	7.00	18.00	36.00	54.00	90.00

CHARLESTON, WCSC

D	6.00	6.00	12.00	20.00	32.50	62.50
N	12.00	12.00	25.00	40.00	65.00	125.00

COLUMBIA, WKIX

D	5.00	5.00	8.00	15.00	23.00	38.00
N	7.00	7.00	15.00	30.00	45.00	75.00

SPARTANBURG, WSPA

D	8.50	8.50	17.00	34.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

SOUTH DAKOTA

RAPID CITY, KOTA

	SB	1M	5M	15M	30M	1 Hr
D	7.50	9.00	18.00	36.00	54.00	90.00
N	9.00	12.50	25.00	50.00	75.00	125.00

TENNESSEE

CHATTANOOGA, WDOD

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

COOKEVILLE, WHUB

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

KNOXVILLE, WNOX

D	15.00	15.00	25.00	50.00	75.00	125.00
N	30.00	30.00	50.00	100.00	150.00	250.00

MEMPHIS, WREC

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

NASHVILLE, WLAC

D	12.50	15.00	30.00	60.00	90.00	150.00
N	25.00	30.00	60.00	120.00	180.00	300.00

TEXAS

AMARILLO, KLYN

D	8.00		12.00	20.00	30.00	50.00
N	14.00		24.00	40.00	60.00	100.00

AUSTIN, KTBC

D	9.00	9.00	15.00	26.00	42.00	70.00
N	13.50	13.50	30.00	50.00	75.00	125.00

CORPUS CHRISTI, KEYS

D	6.00	7.40	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

DALLAS, KRLD

D	25.00	30.00	45.00	90.00	135.00	225.00
N	50.00	60.00	90.00	180.00	270.00	450.00

EL PASO, KROD

D	12.00	12.00	20.00	32.00	48.00	80.00
N	18.00	18.00	30.00	48.00	72.00	120.00

HARLINGEN, KGBS

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	10.00	15.00	24.00	36.00	60.00

HOUSTON, KTRH

D	20.00	25.00	42.00	70.00	105.00	175.00
N	40.00	50.00	84.00	140.00	210.00	350.00

ODESSA, KOSA

D	6.75	6.75	11.25	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

SAN ANTONIO, KTSA

D	19.00	19.00	28.20	45.00	67.50	112.50
N	38.00	38.00	56.30	90.00	135.00	225.00

WICHITA FALLS, KWFT

D	10.00	13.00	22.00	39.00	65.00	115.00
N	15.00	20.00	30.00	60.00	100.00	175.00

UTAH

CEDAR CITY, KSUB

D	4.00	5.00	7.50	15.00	25.00	50.00
N	4.00	5.00	7.50	15.00	25.00	50.00

SALT LAKE CITY, KSL

D	25.00	25.00	40.00	65.00	100.00	150.00
N	50.00	50.00	80.00	130.00	200.00	300.00

VERMONT

BURLINGTON, WCAX

D	6.75	9.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

VIRGINIA

RICHMOND, WRVA

D	22.50	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	70.00	140.00	210.00	350.00

ROANOKE, WDBJ

D	7.50	9.50	15.00	30.00	45.00	75.00
N	11.00	14.00	25.00	50.00	75.00	125.00

WASHINGTON

SEATTLE, KIRO

D	26.00	41.00	50.00	75.00	112.50	187.50
N	55.00	78.00	92.00	150.00	225.00	375.00

SPOKANE, KXLY

D	12.50	12.50	17.50	27.50	42.50	85.00
N	25.00	25.00	35.00	55.00	85.00	170.00

YAKIMA, KIMA

D	8.00	10.00	12.50	20.00	30.00	50.00
N	9.00	11.00	15.00	25.00	40.00	60.00

WEST VIRGINIA

BECKLEY, WJLS

D	5.00	5.00	7.50	14.00	22.50	37.50
N	7.50	7.50	10.00	20.00	30.00	50.00

CHARLESTON, WCHS

D	12.10	14.52	24.20	48.40	72.61	108.90
N	16.94	19.36	36.30	72.60	108.90	181.50

FAIRMONT, WMMN

D	9.00	9.00	18.00	36.00	54.00	90.00
N	15.00	15.00	30.00	60.00	90.00	150.00

PARKERSBURG, WPAR

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHEELING, WWVA

D	25.00	25.00	45.00	72.00	120.00	200.00
N	50.00	50.00	90.00	144.00	240.00	400.00

WISCONSIN

GREEN BAY, WBAY

D	9.00	9.00	10.00	25.00	42.00	70.00
N	17.50	17.50	21.00	50.00	85.00	140.00

MILWAUKEE, WISN

D	23.25	23.25	45.00	60.00	93.75	150.00
N	46.50	46.50	90.00	120.00	187.50	300.00



not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.

Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?

The Art Mosby Stations

CBS KGVO · KANA · KGFM

5 KW DAY—1 KW NITE MISSOULA | ANACONDA BUTTE 250 KW | GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES



Ty Cobb On The Bases*

WHEC In Rochester

LONG TIME RECORD FOR LEADERSHIP!

*In 1915 "Ty" Cobb stole 96 bases. During his major league career he stole the amazing total of 892 bases. Cobb's record for stolen bases *has never been topped since!*

Back in 1943 Rochester's first Hooperating reported the decided WHEC listener preference. WHEC's Hooperating leadership *has never been topped since.*

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated! Note WHEC's leadership morning, afternoon, evening:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 Noon Monday through Fri.	40.4	22.6	8.2	6.5	15.1	5.5
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	32.9	27.3	8.5	14.0	14.0	2.8
EVENING 6:00-10:30 P.M. Sunday through Sat.	36.8	30.3	7.2	9.8	14.5	Station Broadcasts till Sunset Only

WINTER-SPRING HOOPER REPORT
December '48—April '49

BUY WHERE THEY'RE LISTENING:—

Member NBC Affiliate

WHEC of Rochester

N. Y.
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc., *New York, Chicago,* HOMER GRIFFITH CO., *Los Angeles, San Francisco*

MBS Network

SPOT RATE FINDER

ALABAMA

ANDALUSIA, WCTA

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.75	6.00	10.00	18.00	30.00
N	2.50	5.00	10.00	20.00	30.00	50.00

ANNISTON, WOOB

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

BESSEMER, WJLD

D	8.00	8.00	12.00	20.00	38.00	75.00
N	8.00	8.00	12.00	20.00	38.00	75.00

BIRMINGHAM, WTNB

D	7.50	7.50	18.75	30.00	45.00	75.00
N	10.00	10.00	25.00	40.00	60.00	100.00

DECATUR, WMSL

D	2.00	3.00	5.00	10.00	15.00	30.00
N	2.00	3.00	5.00	10.00	15.00	30.00

DEMOPOLIS, WXAL

D	1.50	1.50		10.00	16.00	30.00
N	1.50	15.0		10.00	16.00	30.00

DOTHAN, WAGF

D	3.00	3.00	5.00	10.00	18.00	30.00
N	6.00	6.00				

GADSDEN, WGAD

D		3.60	5.25	12.00	21.00	36.00
N		6.00	8.75	20.00	35.00	60.00

HUNTSVILLE, WBHP

D	3.00	3.00	5.00	15.00	28.00	50.00
N	3.00	3.00	5.00	15.00	28.00	50.00

JASPER, WWWB

D		4.00		15.00	30.00	42.00
N		4.00		15.00	30.00	42.00

MOBILE, WABB

D	9.00	9.00	11.00	22.00	33.00	55.00
N	12.00	12.00	22.00	44.00	66.00	110.00

MONTGOMERY, WJJJ

D		7.50	12.00	20.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

MUSCLE SHOALS, WLAY

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

OPELIKA, WJHO

D	1.50	4.00				
N	1.50	4.00	7.50	15.00	27.00	45.00

SELMA, WHBB

D	3.50	6.00	12.00	20.00	
N	5.00	8.00	17.50	30.00	

Note: All rates one-time. For complete explanation see Foreword.

TALLADEGA, WHTB

	SB	1M	5M	15M	30M	1 Hr
D	2.50	2.50	7.50	15.00	25.00	50.00
N	2.50	2.50	7.50	15.00	25.00	50.00

TROY, WTBF

D	3.00	3.00	5.00	10.00	18.00	30.00
N	6.00	6.00	7.50	15.00	27.00	45.00

TUSCALOOSA, WTBC

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

ARIZONA

COOLIDGE, KCKY

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

NOGALES, KNOG

D	2.30	2.80	5.00	7.00	10.00	17.00
N	3.00	4.00	6.00	10.00	15.00	25.00

PHOENIX, KOOL

D	9.00	9.00	13.00	26.00	39.00	65.00
N	18.00	18.00	26.00	52.00	78.00	130.00

TUCSON, KCNA

D	4.32	3.60	7.20	14.40	21.60	36.00
N	7.00	6.00	12.00	24.00	36.00	60.00

ARKANSAS

ARKADELPHIA, KVRC

D	4.00	4.50	7.50	15.00	22.50	38.00
N	4.50	5.50	9.00	19.00	30.00	48.00

CAMDEN, KAMD

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FAYETTEVILLE, KGRH

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

FORT SMITH, KFPW

D	4.55	6.50	7.80	15.60	23.40	39.00
N	5.20	7.80	15.60	31.20	46.80	78.00

HARRISON, KHOZ

D		2.50	7.50	14.00	21.00	35.00
N		3.50	10.00	20.00	30.00	50.00

HELENA, KFFA

D	4.50	5.00	8.00	16.00	24.00	40.00
N	7.00	8.00	16.00	32.00	48.00	80.00

HOPE, KXAR

D	3.00	3.75	7.50	14.00	21.00	35.00
N	4.00	5.00	10.00	20.00	30.00	50.00

HOT SPRINGS, KWFC

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.00	10.00	20.00	30.00	50.00
N	5.00	6.00	16.00	32.00	48.00	80.00

JONESBORO, KBTM

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

NORTH LITTLE ROCK, KXLR

D		5.00	7.00	14.00	21.00	40.00
N		8.00	14.00	28.00	42.00	80.00

PINE BLUFF, KOTN

D	3.50	3.50	8.00	14.00	32.40	54.00
N	3.50	3.50	8.00	14.00	32.40	54.00

RUSSELLVILLE, KXRJ

D	2.50	3.00	5.00	8.00	14.00	25.00
N	3.50	4.50	6.75	11.00	19.00	34.50

SILOAM SPRINGS, KUOA

D	3.75	5.25	9.00	18.00	27.00	45.00
N	5.00	7.00	12.50	25.00	37.50	62.50

STUTTGART, KWAK

D	3.50	4.25	6.50	13.00	19.50	32.50
N	5.00	6.50	10.00	20.00	30.00	50.00

CALIFORNIA

BAKERSFIELD, KAFY

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

CHICO, KHSL

D	5.40	5.40	9.65	19.25	32.10	53.45
N	6.50	6.50	11.60	23.15	38.50	64.15

EL CENTRO, KXO

D	4.00	5.50	9.25	15.70	22.00	30.00
N	8.00	11.00	18.50	31.40	44.00	60.00

EUREKA, KIEM

D	7.00	7.00	9.60	16.00	24.00	40.00
N	10.00	10.00	14.40	24.00	36.00	60.00

FRESNO, KYNO

D	7.50	7.50	10.80	21.60	32.40	54.00
N	15.00	15.00	21.60	43.20	64.80	108.00

LOS ANGELES, KHJ

D	32.50	46.00		90.00	135.00	225.00
N	65.00	92.00		180.00	270.00	450.00

MARYSVILLE, KMYC

D	4.20	4.20	9.00	13.50	22.50	37.50
N	6.00	6.00	12.00	18.00	30.00	50.00

MERCED, KYOS

D	7.50	7.50	10.05	20.35	33.85	56.45
N	9.00	9.00	12.20	24.40	40.70	67.70

PASO ROBLES, KPRL

D	4.00	4.00	7.00	12.00	16.00	25.00
N	5.00	5.00	10.00	16.00	24.00	40.00

REDDING, KVCV

D	10.65	10.65	15.50	26.00	43.10	65.50
N	12.75	12.75	18.65	31.00	51.75	78.65

SACRAMENTO, KXOA

D	7.50	7.50	11.20	22.40	33.60	56.00
N	15.00	15.00	22.40	44.80	67.20	112.00

SALINAS, KSBW

D	4.50	6.00	13.00	24.00	36.00	60.00
N	6.00	8.00	16.50	30.00	45.00	75.00

SAN BERNARDINO, KFXM

D	9.00	9.00	11.20	22.40	33.60	56.00
N	14.00	14.00	17.00	34.00	51.00	85.00

SAN DIEGO, KGB

D	7.50	10.00	16.80	28.00	42.00	70.00
N	15.00		23.60	56.00	84.00	140.00

SAN FRANCISCO, KFRC

D	22.00	28.00	48.00	80.00	120.00	200.00
N	44.00		96.00	160.00	240.00	400.00

SAN LUIS OBISPO, KVEC

D	5.00	5.00	8.00	15.00	21.00	35.00
N	7.00	7.00	12.00	24.00	36.00	60.00

SANTA ANA, KVOE

D	5.00	5.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

SANTA BARBARA, KDB

D	4.00	4.00	8.40	14.00	21.00	35.00
N	8.00	8.00	16.80	28.00	42.00	70.00

STOCKTON, KXOB

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

TULARE. KCOK

D	3.50	4.25	6.00	12.00	18.00	30.00
N	4.25	5.00	10.00	20.00	30.00	50.00

COLORADO

DENVER, KFEL

D	10.00	10.00	20.00	40.00	60.00	100.00
N	17.50	17.50	40.00	80.00	120.00	200.00

GRAND JUNCTION, KFXJ

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

PUEBLO, KCSJ

D	3.50	4.50	8.00	16.00	24.00	40.00
N	6.00	8.00	12.00	24.00	36.00	60.00

TRINIDAD, KSFT

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

CONNECTICUT

BRIDGEPORT, WICC

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

HARTFORD, WONS

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

NEW LONDON, WNLC

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	16.00	32.00	48.00	80.00

WATERBURY, WWCO

D	4.00	5.50	10.00	20.00	30.00	50.00
N	7.00	10.00	20.00	40.00	60.00	100.00

DELAWARE

WILMINGTON, WAMS

D	8.40	8.40	16.80	33.60	50.40	84.00
N	14.00	14.00	28.00	56.00	84.00	140.00

DISTRICT OF COLUMBIA

WASHINGTON, WOL

	SB	1M	5M	15M	30M	1 Hr
D	15.00	15.00	24.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

FLORIDA

DAYTONA BEACH, WROD

D		4.50	8.00	16.00	24.00	40.00
N		6.50	12.00	24.00	36.00	60.00

FORT PIERCE, WIRA

D	3.75	4.50	8.00	16.00	24.00	40.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GAINESVILLE, WRUF

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	50.00	75.00

JACKSONVILLE, WJHP

D		10.00	18.00	35.00	53.00	88.00
N		15.00	35.00	70.00	105.00	175.00

KEY WEST, WKWF

D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	13.00	20.00	40.00	60.00	100.00

MIAMI BEACH, WKAT

D	13.92	11.39	17.71	35.42	53.13	88.65
N	21.51	18.97	35.42	70.84	106.26	177.10

OCALA, WTMC

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	10.00	20.00	30.00	50.00

ORLANDO, WLOF

D	8.00	8.00	13.00	26.00	40.00	65.00
N	10.00	10.00	20.00	40.00	60.00	100.00

PANAMA CITY, WDLP

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

PENSACOLA, WEAR

D	4.00	5:60	8.50	17.50	28.50	50.00
N	5.65	7.50	8.50	17.50	28.50	50.00

ST. PETERSBURG, WTSP

D	6.00	8.00	12.00	24.00	42.00	72.00
N	8.00	10.00	19.00	40.00	72.00	120.00

TALLAHASSEE, WTAL

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WEST PALM BEACH, WIRK

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WINTER HAVEN, WSIR

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.36	5.36	10.72	21.44	32.16	53.60

GEORGIA

ALBANY, WALB

D	3.50	3.50	6.00	12.00	18.00	30.00
N	4.50	4.50	11.00	22.00	36.00	60.00

AMERICUS, WDEC

D	3.00	3.00	5.00	9.00	16.50	26.50
N	3.00	3.00	5.00	9.00	16.50	26.50

ATLANTA, WGST

D	15.00	20.00	30.00	48.00	72.00	120.00
N	25.00	34.00	50.00	80.00	120.00	200.00

AUGUSTA, WBBQ

D	2.90	2.90	5.40	10.80	16.20	27.00
N	2.90	2.90	5.40	10.80	16.20	27.00

BAINBRIDGE, WMGR

N	3.25	3.25	15.00	20.00	35.00	50.00

BRUNSWICK, WMOG

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

CARTERSVILLE, WBHF

N		5.00	10.00	20.00	30.00	50.00

COLUMBUS, WSAC

D	4.00	6.00	10.00	20.00	30.00	50.00
N	7.00	9.00	16.00	32.00	48.00	80.00

CORDELE, WMJM

D	No rates available					
N			15.00	20.00	35.00	50.00

COVINGTON, WMOC

D	No rates available					
N		5.00	10.00	20.00	30.00	50.00

DALTON, WBLJ

D	2.00	2.25	4.00	5.50	10.00	17.50
N	2.00	2.50	5.00	8.00	15.00	30.00

DUBLIN, WMLT

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

ELBERTON, WSGC

N		1.75	4.00	8.00	14.00	20.00

FITZGERALD, WBHB

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

GAINESVILLE, WGGA

D	3.50	3.50	6.80	13.60	20.40	34.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GRIFFIN, WKEU

D	(No rates available)					
N		4.00	6.00	12.50	22.50	40.00

LA GRANGE, WLAG

D	4.00	6.00	10.00	20.00	36.00	60.00
N	4.00	6.00	10.00	20.00	36.00	60.00

MACON, WNEX

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

The "Country Boy" Sez:

HOW HIGH THE HOOPER!

. . . and he ain't jest callin' the hawgs, for this audience-building phenomenon (12:30 to 2 p.m., Monday thru Saturday) has made history with his Hooperatings in Columbus, Georgia. Lookie here:

STATION AUDIENCE RATINGS SUMMER 1949

Hour	WGBA	Station B	Station C	Station D
12:30	9.4	8.6	4.8	2.0
12:45	11.3	4.8	6.8	1.7
1:00	9.8	4.5	6.8	1.8
1:15	13.2	3.9	8.5	0.6
1:30	10.1	4.5	6.2	1.4
1:45	12.8	3.8	9.1	0.6
12:30 to 2 P.M.	11.1	5.0	7.0	1.4

LET "COUNTRY BOY" OR SOME ONE OF WGBA'S OTHER TOP-HOOPER PERSONALITIES SELL FOR YOU!

1 KW at 620 **WGBA** Soon—Full Time!

COLUMBUS, GEORGIA

Represented Nationally by the Branham Company

	SB	1M	5M	15M	30M	1 Hr
MILLEDGEVILLE, WMVG						
D	3.85	2.85	15.00	20.00	37.50	42.00
NEWNAN, WCOH						
D	5.00	5.00	20.00	40.00	60.00	90.00
N	5.00	5.00	20.00	40.00	60.00	90.00
ROME, WRGA						
D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00
SAVANNAH, WCCP						
D	5.50	5.50	10.00	18.00	30.00	50.00
N	8.00	18.00	25.00	25.00	40.00	70.00
STATESBORO, WWNS						
D	2.50	2.50	5.50	11.00	18.00	30.00
N	2.50	2.50	5.50	11.00	18.00	30.00
THOMASTON, WSFT						
D	2.00	2.00	3.80	8.00	15.00	25.00
THOMSON, WTWA						
D	3.00	4.00	7.00	12.00	22.00	40.00
N	3.00	4.00	7.00	12.00	22.00	40.00
TIFTON, WWGS						
D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00
TOCCOA, WLET						
D	3.00	3.00	6.70	13.40	20.00	33.50
N	3.00	3.00	6.70	13.40	20.00	33.50
VALDOSTA, WGOV						
D	8.00	12.00	18.00	32.00	50.00	80.00
N	8.00	12.00	18.00	32.00	50.00	80.00
VIDALIA, WRQN						
D	3.10		8.50	13.50	25.00	30.00
N	3.10		8.50	13.50	25.00	30.00
WAYCROSS, WAYX						
D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

IDAHO

COEUR D'ALENE, KVNI						
D		6.00	10.00	16.00	24.00	40.00
N		9.00	15.00	24.00	36.00	60.00
IDAHO FALLS, KID						
D	6.00	7.50	13.50	24.00	36.00	60.00
N	9.00	11.00	21.00	36.00	54.00	90.00
LEWISTON, KRLC						
D	6.00	7.20	12.00	19.20	28.80	48.00
N	8.00	9.60	16.00	25.60	38.00	64.00
NAMPA, KFXD						
D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00
POCATELLO, KEYY						
D		4.23	6.50	13.00	19.50	32.50
N		6.50	20.00	20.00	30.00	50.00
TWIN FALLS, KVMV						
D		5.40	8.70	14.40	22.00	
N		7.20	10.80	16.20	27.00	
WALLACE, KWAL						
D	3.00		10.00	15.00	25.00	
N	4.00		15.00	25.00	35.00	

ILLINOIS

CAIRO, WKRO						
D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00
CHICAGO, WGN						
D	45.00	75.00		180.00	270.00	450.00
N	90.00			360.00	540.00	900.00
HERRIN, WJPF						
D	6.00	7.50	10.00	20.00	35.00	60.00
N	6.00	7.50	10.00	20.00	35.00	60.00
MOLINE, WQWA						
D	6.50	8.00	10.00	20.00	30.00	50.00
N	10.00	12.00	20.00	40.00	60.00	100.00
PEORIA, WMMJ						
D			7.50	15.00	25.00	45.00	75.00

INDIANA

FORT WAYNE, WKJG						
D	12.00	12.00	20.00	30.00	60.00	90.00
N	15.00	15.00	30.00	60.00	90.00	140.00
INDIANAPOLIS, WIBC						
D	15.00	15.00	21.60	43.20	64.80	108.00
N	20.00	22.50	36.00	72.00	108.00	180.00
LAFAYETTE, WASK						
D	6.00	7.50	16.00	27.00	41.00	68.00
N	7.50	9.00	18.00	28.00	48.00	80.00
RICHMOND, WKBV						
D	6.00	6.00	10.00	22.50	30.00	50.00
N	7.00	7.00	12.00	26.00	36.00	60.00
VINCENNES, WAOV						
D	3.60	3.60	7.20	14.40	21.60	36.00
N	4.50	4.50	12.00	24.00	36.00	60.00

IOWA

CEDAR RAPIDS, KCRG						
D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00
CLINTON, KROS						
D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.54	31.68	52.80	88.00
DAVENPORT, KSTT						
D			8.00	12.00	24.00	36.00	60.00
N			10.00	20.00	40.00	72.00	120.00
DECORAH, KDEC						
D	4.00	5.00	8.00	14.00	24.00	40.00
N	6.00	7.00	9.00	18.00	28.00	48.00
DES MOINES, KCBC						
D	5.00	6.00	8.00	16.00	26.00	40.00
N	10.00	12.00	20.00	36.00	60.00	100.00
DUBUQUE, KDTH						
D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	20.00	35.00	60.00	100.00
FORT DODGE, KVFD						
D	5.00	6.00	10.00	20.00	28.00	48.00
N	6.00	7.00	16.00	32.00	48.00	80.00
MARSHALLTOWN, KFJB						
D	4.00	5.00	9.00	18.00	28.00	48.00
N	6.00	7.00	16.00	28.00	48.00	80.00
MASON CITY, KICM						
D	4.50	5.25	9.00	20,80	30.00	50.00
N	5.25	6.00	16.00	36.40	48.00	80.00

Note: All rates one-time. For complete explanation see Foreword.

	SB	1M	5M	15M	30M	1 Hr
OTTUMWA, KBIZ						
D		4.50	9.00	20.80	30.00	50.00
N		6.00	16.00	36.40	48.00	80.00
SHENANDOAH, KMA						
D	10.00	15.00	19.20	32.00	55.00	90.00
N	15.00	20.00	33.00	55.00	105.00	175.00
SIOUX CITY, KTRI						
D	7.00	9.00	12.00	24.00	36.00	60.00
N	12.00	15.00	25.00	50.00	75.00	125.00
SPENCER, KICD						
D	5.00	6.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

KANSAS

EMPORIA, KTSW						
D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00
GARDEN CITY, KIUL						
D	4.30	6.50	9.50	17.00	26.50	45.00
N	4.30	6.50	9.50	17.00	26.50	45.00
GREAT BEND, KVGB						
D	5.00	5.00	9.00	20.00	30.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00
SALINA, KSAL						
D	7.20	7.20	15.00	24.00	40.00	72.00
N	9.00	9.00	18.00	30.00	45.00	75.00
TOPEKA, KTOP						
D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00
WICHITA, KAKE						
D	7.50	10.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

KENTUCKY

BOWLING GREEN, WLBJ						
D		5.00	10.00	20.00	35.00	60.00
N		5.00	10.00	20.00	35.00	60.00
CORBIN, WCTT						
D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00
FRANKFORT, WFKY						
D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00
HARLAN, WHLN						
D		3.50	5.00	20.00	35.00	60.00
N		3.50	5.00	20.00	35.00	60.00
HAZARD, WKIC						
D	4.00	6.00	12.00	22.50	35.00	60.00
N	4.00	6.00	12.00	22.50	35.00	60.00
HENDERSON, WSON						
D		8.00	15.00	30.00	45.00	75.00
LOUISVILLE, WGRC						
D	6.55	6.55	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00
OWENSBORO, WOMI						
D	4.00	4.00	8.00	20.00	35.00	60.00
N	4.00	4.00	8.00	20.00	35.00	60.00
PADUCAH, WKYB						
D	6.50	6.50	13.00	26.00	39.00	65.00
SOMERSET, WSFC						
D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00
VERSAILLES, WVLK						
D	5.00	6.00	14.00	28.00	42.00	70.00
N	8.00	9.00	20.00	40.00	60.00	100.00

LOUISIANA

ALEXANDRIA, KVOB						
D	3.15	4.00	6.40	12.80	19.20	32.00
N	5.50	7.50	12.00	24.00	36.00	60.00
BATON ROUGE, WAFB						
D			6.00	12.00	24.00	36.00	60.00
BOGULUSA, WIKC						
D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00
HOUMA, KCIL						
D	6.25	7.00	9.75	18.25	35.00	63.25
N	6.25	7.00	9.75	18.25	35.00	63.25
LAKE CHARLES, KWSL						
D	2.50	2.50	4.90	9.80	14.75	25.00
N	4.00	4.00	7.50	14.75	24.75	45.00
NATCHITOCHES, KWCJ						
D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00
NEW IBERIA, KANE						
D	5.60	5.05	9.50	20.00	32.00	60.00
N	8.40	7.50	14.50	30.00	48.00	80.00
NEW ORLEANS, WNOE						
D	10.00	10.00	21.00	35.00	59.50	105.00
N	15.00	15.00	30.00	50.00	85.00	150.00
OPELOUSAS, KSLO						
D	4.65	4.20	7.95	16.50	26.50	53.00
N	6.95	6.20	11.90	25.00	40.00	80.00
RUSTON, KRUS						
D	3.00	4.50	7.50	18.00	30.00	50.00
N	3.00	4.50	7.50	18.00	30.00	50.00
SHREVEPORT, KENT						
D	7.00	8.00	12.50	20.00	30.00	50.00
N	14.00	16.00	25.00	40.00	60.00	100.00

MAINE

AUGUSTA, WFAU						
D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00
BANGOR, WJOR						
D	2.00	3.00	6.00	12.00	18.00	30.00
N	4.00	6.00	12.00	24.00	36.00	60.00
LEWISTON, WCOU						
D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00
PORTLAND, WMTW						
D	5.00	5.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MARYLAND

BALTIMORE, WCBM						
D	10.50	15.00	20.00	40.00	60.00	100.00
N	21.00	30.00	40.00	80.00	120.00	200.00

(Continued on page 18)



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(Continued from page 17)

HAGERSTOWN, WJEJ

	SB	1M	5M	15M	30M	1 Hr
D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

SALISBURY, WBOC

D	6.00	7.50	14.00	28.00	42.00	70.00
N	7.00	9.00	16.00	32.00	48.00	80.00

MASSACHUSETTS

BOSTON, WNAC

D		33.00	66.00	132.00	198.00	330.00
N		44.00	88.00	176.00	264.00	440.00

FALL RIVER, WSAR

D	8.00	8.00	24.00	48.00	72.00	120.00
N	12.00	12.00	32.00	64.00	96.00	160.00

FITCHBURG, WEIM

D	6.25	6.25	10.00	20.00	30.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

GREENFIELD, WHAI

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	12.00	24.00	36.00	60.00

HOLYOKE, WHYN

D	6.00	6.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

LOWELL, WLLH

D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

PITTSFIELD, WBRK

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WORCESTER, WAAB

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

MICHIGAN

ALPENA, WATZ

D	3.35	3.35	6.40	13.60	20.00	33.00
N	4.00	4.00	8.00	19.20	32.00	48.00

BATTLE CREEK, WBCK

D	7.00	7.00	17.00	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

CADILLAC, WATT

D	3.35	3.35	6.40	13.60	20.00	33.00
N	4.00	4.00	8.00	19.20	32.00	48.00

Note: All rates one-time. For complete explanation see Foreword.

DETROIT, CKLW

	SB	1M	5M	15M	30M	1 Hr
D	17.50	22.50	45.00	90.00	135.00	225.00
N	27.66	31.66	63.33	126.66	190.00	316.66

ESCANABA, WDBC

D	4.50	4.50	11.25	22.50	33.75	56.25
N	6.00	6.00	15.00	30.00	45.00	75.00

FLINT, WBBC

D	8.50	8.50	16.00	32.00	50.00	80.00
N	13.00	13.00	28.00	56.00	84.00	140.00

HOUGHTON, WHDF

D	3.50	3.50	8.00	15.00	22.00	36.00
N	5.00	5.00	12.00	24.00	36.00	60.00

IRON MOUNTAIN, WIKB

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	15.00	30.00	45.00	75.00

IRONWOOD, WJMS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

LANSING, WILS

D	7.00	7.00	15.00	24.00	36.00	60.00
N	10.00	10.00	20.00	36.00	56.00	90.00

MARQUETTE, WDMJ

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

PETOSKEY, WMBN

D	3.35	3.35	6.40	13.60	20.00	33.00
N	4.00	4.00	8.00	19.20	32.00	48.00

PORT HURON, WHLS

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

TRAVERSE CITY, WTCM

D	10.50	10.50	20.00	42.50	62.50	105.00
N	12.50	12.50	25.00	60.00	100.00	150.00

MINNESOTA

AUSTIN, KAUS

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

BEMIDJI, KBUN

D	2.50	3.00	6.00	12.00	18.00	30.00
N	4.50	6.00	12.00	24.00	36.00	60.00

BRAINERD, KLIZ

D	4.00	5.00	9.00	14.00	30.00	50.00

DULUTH, WREX

D	5.25	5.25	9.45	15.75	31.50	52.50
N	10.50	10.50	18.90	31.50	63.00	105.00

FERGUS FALLS, KGDE

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

GRAND RAPIDS, KBZY

D	3.00	3.00	5.00	10.00	15.00	25.00
N	4.00	4.00	7.00	14.00	21.00	35.00

MARSHALL, KMHL

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MINNEAPOLIS, WLOL

	SB	1M	5M	15M	30M	1 Hr
D	9.00	12.00	30.94	49.50	74.25	123.75
N	15.00	20.00	68.75	110.00	165.00	275.00

MOORHEAD, KVOX

D	3.95	5.25	12.00	24.00	36.00	60.00
N	5.25	7.00	17.00	34.00	51.00	85.00

MISSISSIPPI

BILOXI, WLOX

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CLARKSDALE, WROX

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

COLUMBIA, WCJU

D		2.89	5.51	10.71	16.32	27.88
N		4.48	8.02	15.92	25.71	42.85

COLUMBUS, WCBI

D		5.00	10.00	24.00	36.00	60.00
N		5.00	10.00	24.00	36.00	60.00

CORINTH, WCMA

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

GREENVILLE, WJPR

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

GRENADA, WNAG

D	4.00	4.00	8.00	20.00	30.00	50.00
N	4.00	4.00	8.00	20.00	30.00	50.00

JACKSON, WRBC

D	8.00	8.00	10.00	20.00	30.00	50.00
N	12.50	12.50	20.00	40.00	60.00	100.00

LAUREL, WLAU

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MERIDIAN, WMOX

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

TUPELO, WELO

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

VICKSBURG, WQBC

D	4.00	4.00	12.00	18.00	32.00	60.00
N	6.00	6.00	15.00	25.00	50.00	90.00

WEST POINT, WROB

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

MISSOURI

CAPE GIRARDEAU, KFVS

D		8.50	17.50	35.00	50.00	80.00
N		8.50	17.50	35.00	50.00	80.00

HANNIBAL, KHMO

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

JEFFERSON CITY, KWOS

D	4.00	5.50	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	25.00	45.00	75.00

JOPLIN, WMBH

D	6.00	7.50	12.00	20.00	35.00	60.00
N	7.00	10.00	15.00	25.00	45.00	75.00

KANSAS CITY, WHB

D	16.00	26.60	37.20	53.00	93.00	155.00
N	31.80	53.00	74.60	106.60	186.00	310.00

LEBANON, KLWT

D	4.40	5.65	9.40	18.75	31.25	43.75
N	4.40	5.65	9.40	18.75	31.25	43.75

MEXICO, KXEO

D	9.00	9.00	12.00	24.00	36.00	60.00
N	9.00	9.00	12.00	24.00	36.00	60.00

POPLAR BLUFF, KWOC

D		4.50	12.00	20.00	30.00	50.00
N		4.50	12.00	20.00	30.00	50.00

ST. JOSEPH, KFEQ

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

ST. LOUIS, KWK

D	24.00	36.00		80.00	120.00	200.00
N	45.00	70.00		140.00	225.00	380.00

SEDALIA, KDRO

D		4.00	10.00	17.50	30.00	55.00
N		4.00	10.00	17.50	30.00	55.00

SPRINGFIELD, KICK

D	4.00	4.00	9.00	16.00	27.00	45.00
N	5.25	5.25	13.00	23.50	39.00	65.00

MONTANA

BILLINGS, KBMY

D	2.75	4.15	7.00	11.00	16.50	27.50
N	4.50	6.00	10.00	16.00	24.00	40.00

GREAT FALLS, KMON

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

MILES CITY, KRJF

D	2.50	3.75	7.00	10.50	20.00	37.50
N	3.00	4.50	8.50	12.50	23.75	45.00

SIDNEY, KGCX

D	3.50	4.50	10.00	20.00	30.00	50.00
N	4.50	6.00	13.00	26.00	40.00	65.00

NEBRASKA

FREMONT, KFGT

D	5.00	5.00	10.00	18.33	30.00	50.00
N	6.00	6.00	13.00	19.50	37.50	65.00

HASTINGS, KHAS

D	2.65	5.00	10.00	20.00	30.00	50.00
N	4.00	8.00	16.00	32.00	48.00	80.00

KEARNEY, KGFW

D	4.00	5.00	12.00	30.00	50.00	80.00
N	4.00	5.00	12.00	30.00	50.00	80.00

LINCOLN, KOLN

D		5.00	10.00	15.00	30.00	50.00
N		10.00	20.00	30.00	60.00	100.00

McCOOK, KBRL

D	3.30	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	25.00	45.00	80.00

OMAHA, KBON

D	6.50	6.50	13.00	19.50	39.00	65.00
N	13.00	13.00	26.00	39.00	78.00	130.00

NEVADA

RENO, KATO

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

NEW HAMPSHIRE

CLAREMONT, WTSV

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

CONCORD, WKXL

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

LACONIA, WLNH

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MANCHESTER, WKBR

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

PORTSMOUTH, WHEB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

NEW JERSEY

ATLANTIC CITY, WMID

D	3.30	4.25	8.55	17.00	28.50	50.00
N	5.25	8.00	14.00	28.50	45.00	80.00

NEW MEXICO

ALBUQUERQUE, KOB

D	8.00	12.00	20.00	32.00	48.00	80.00
N	16.00	24.00	40.00	64.00	96.00	160.00

ALBUQUERQUE, KVER

D	4.50	6.00	5.00	8.00	15.00	30.00
N	4.50	6.00	5.00	8.00	15.00	30.00

ARTESIA, KSVP

D	2.45	3.25	6.75	12.50	20.00	35.00
N	2.45	3.25	6.75	12.50	20.00	35.00

CLOVIS, KICA

D	11.25	13.50	22.50	36.00	54.00	90.00
N	11.25	13.50	22.50	36.00	54.00	90.00

HOBBS, KWEW

D		5.00	12.00	16.00	24.00	40.00
N		8.00	15.00	24.00	36.00	60.00

LAS CRUCES, KOBE

D	5.00	5.00	10.00	18.00	25.00	45.00
N	7.50	7.50	15.00	25.00	40.00	60.00

ROSWELL, KGFL

D	3.00	3.75	5.25	9.50	18.75	37.50
N	4.50	5.25	8.25	15.00	30.00	52.50

TUCUMCARI, KTNM

D	4.50	6.00	12.00	10.00	35.00	60.00
N	4.50	6.00	12.00	10.00	35.00	60.00

NEW YORK

ALBANY, WROW

D	10.00	16.00	21.60	43.20	72.00	120.00
N	17.00	26.00	36.00	72.00	120.00	200.00

AUBURN, WMBO

D		5.50	12.00	24.00	36.00	60.00
N		8.10	16.00	32.00	54.00	90.00

BATAVIA, WBTA

D	4.00	5.00	7.50	14.60	21.00	35.00
N	5.00	6.00	9.00	18.00	25.00	45.00

BINGHAMTON, WKOP

D	8.00	10.20	17.00	34.00	51.00	85.00
N	10.00	16.80	28.00	56.00	84.00	140.00

BUFFALO, WEBR

D	17.50	35.00	41.25	55.00	82.50	137.50
N	30.00	50.00	82.00	110.00	165.00	275.00

ELMIRA, WENY

D		8.00	14.00	28.00	42.00	70.00
N		9.00	18.00	27.00	36.00	90.00

GENEVA, WGVA

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

GLENS FALLS, WWSC

D	7.00	8.75	10.00	21.25	37.50	62.50
N	8.00	10.00	12.00	26.25	45.00	75.00

GLOVERSVILLE, WENT

D	3.00	5.00	7.50	15.00	24.00	40.00
N	6.00	8.00	12.00	24.00	36.00	60.00

KINGSTON, WKNY

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

MALONE, WICY

D	3.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

NEW YORK CITY, WOR

D	75.00	100.00	120.00	240.00	360.00	600.00
N	150.00	200.00	240.00	480.00	720.00	1,200

OGDENSBURG, WSLB

D		5.00	10.00	20.00	30.00	40.00
N		5.00	10.00	20.00	30.00	40.00

ONEONTA, WDOS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

ROCHESTER, WVET

D	17.00	20.00	24.00	48.00	72.00	120.00
N	30.00	35.00	40.00	80.00	120.00	200.00

SYRACUSE, WNDR

D	8.00	8.00	20.00	40.00	60.00	100.00
N	18.00	16.00	40.00	80.00	120.00	200.00

UTICA-ROME, WKAL

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	27.00	54.00	90.00

WATERTOWN, WATN

D	3.00	6.00	12.00	24.00	36.00	60.00
N	5.00	10.00	20.00	40.00	60.00	100.00

NORTH CAROLINA

BURLINGTON, WBBB

D	5.25	7.00	14.00	28.00	43.00	70.00

CHARLOTTE, WAYS

D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

DURHAM, WHHT

D	4.50	4.50	13.50	27.00	40.50	67.50
N	7.50	7.50	22.50	45.00	67.50	112.50

ELIZABETH CITY, WCNC

D	4.20	5.20	8.75	20.00	37.35	65.00
N	4.20	5.20	8.75	20.00	37.35	65.00



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RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Member NAB

FAYETTEVILLE, WFNC

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	10.00	25.00	48.50	72.00
N	4.50	4.50	10.00	25.00	48.50	72.00

GREENVILLE, WGTC

D		3.50	5.94	16.20	27.00	45.00
N		4.00	7.92	21.60	36.00	60.00

HENDERSON, WHNC

D	5.25	6.25	12.50	25.00	37.50	56.25

HENDERSONVILLE, WHPK

D	3.96	3.96	7.20	14.40	21.60	36.00
N	3.96	3.96	7.20	14.40	21.60	36.00

JACKSONVILLE, WJNC

D	2.75	2.75	9.00	18.00	27.00	45.00
N	2.75	2.75	9.00	18.00	27.00	45.00

LEAKSVILLE, WLOE

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

LENOIR, WJRI

D	4.00	4.00	9.00	18.00	30.00	50.00
N	4.00	4.00	9.00	18.00	30.00	50.00

LUMBERTON, WTSB

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

MORGANTON, WMNC

D	3.00	4.00	6.00	12.00	18.00	30.00
N	3.00	4.00	6.00	12.00	18.00	30.00

NEW BERN, WHIT

D	5.50	5.50	18.00	36.00	54.00	90.00
N	5.50	5.50	18.00	36.00	54.00	90.00

NEWTON, WNNC

D	2.00	3.60	5.50	15.00	25.00	45.00
N	2.50	4.00	6.50	20.00	30.00	50.00

RALEIGH, WRAL

D	5.00	5.00	10.00	20.00	30.00	45.00
N	8.00	8.00	14.00	27.00	45.00	72.00

ROANOKE RAPIDS, WCBT

D		4.20	8.75	20.00	37.35	65.00
N		4.20	8.75	20.00	37.35	65.00

SALISBURY, WSTP

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SHELBY, WOHS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

SOUTHERN PINES, WEEB

D	4.00	4.00	12.00	24.00	36.00	60.00

STATESVILLE, WSIC

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WHITEVILLE, WENC

D		4.50	7.50	12.50	20.00	35.00
N		4.50	7.50	12.50	20.00	35.00

WILMINGTON, WGNI

D	4.50	4.50	9.00	18.00	27.00	40.50
N	4.50	4.50	9.00	18.00	27.00	40.50

WILSON, WGTM

D	8.50	8.50	15.00	30.00	45.00	75.00
N	10.00	10.00	25.00	50.00	75.00	100.00

WINSTON-SALEM, WTOB

D	7.50	7.50	15.00	30.00	45.00	75.00

NORTH DAKOTA

DEVILS LAKE, KDLR

D	5.00	5.00	9.50	17.50	30.00	50.00
N	5.00	5.00	9.50	17.50	30.00	50.00

GRAND FORKS, KNOX

D	5.20	5.20	8.50	19.50	29.25	48.75
N	7.00	7.00	11.70	26.00	39.00	65.00

MANDAN, KGCU

D	6.00	8.00	13.00	26.00	39.00	65.00
N	6.75	9.00	15.00	30.00	45.00	75.00

MINOT, KLPM

D	4.20	7.00	14.00	28.00	42.00	70.00
N	6.00	10.00	20.00	40.00	60.00	100.00

VALLEY CITY, KOVC

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

OHIO

AKRON, WHKK

D	6.00	6.00	12.00	24.00	36.00	60.00
N	11.25	11.25	22.50	45.00	67.50	112.50

BELLAIRE, WTRF

D	9.00	10.00	15.00	25.00	40.00	70.00
N	10.00	12.50	18.00	36.00	60.00	110.00

CINCINNATI, WCPO

D	15.25	17.75	40.00	70.00	100.00	175.00
N	23.00	27.50	50.00	100.00	160.00	300.00

CLEVELAND, WHK

D	21.00	21.00	36.00	72.00	108.00	180.00
N	42.00	42.00	72.00	144.00	216.00	360.00

COLUMBUS, WHKC

D	6.70	6.70	13.25	26.70	40.00	66.70
N	20.00	20.00	40.00	80.00	120.00	200.00

DAYTON, WONE

D	12.00	12.00	30.00	60.00	80.00	120.00
N	18.00	18.00	40.00	75.00	120.00	180.00

HAMILTON, WMOH

D	4.75	6.80	11.55	23.10	34.65	57.75
N	6.00	8.50	17.00	34.00	51.00	85.00

LIMA, WIMA

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MARIETTA, WMOA

D	4.00	5.00	9.00	18.00	27.00	45.00
N	6.00	7.00	12.00	24.00	36.00	60.00

SANDUSKY, WLEC

D	5.40	5.40	8.10	12.60	21.60	36.00
N	9.00	9.00	13.50	21.00	36.00	60.00

STEUBENVILLE, WSTV

D	4.75	5.50	11.00	22.00	33.00	55.00
N	7.00	8.00	16.00	32.00	48.00	80.00

WARREN, WHHH

D	6.00	6.00	9.75	19.50	29.25	48.75
N	8.50	8.50	13.00	26.00	39.00	65.00

OKLAHOMA

ALTUS, KWHW

D	3.00	4.50		12.00	18.00	30.00
N	5.00	7.50		20.00	30.00	50.00

Note: All rates one-time. For complete explanation see Foreword.

BARTLESVILLE, KWON

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	9.00	20.00	36.00	60.00
N	4.00	4.00	9.00	20.00	36.00	60.00

CHICKASHA, KWCO

D	4.00	4.50	9.00	18.00	27.00	45.00
N	4.00	4.50	9.00	18.00	27.00	45.00

DUNCAN, KRHD

D	3.00	3.00	6.00	11.00	18.00	30.00
N	3.00	3.00	6.00	11.00	18.00	30.00

ELK CITY, KASA

D	3.50	4.50	9.00	16.00	24.00	40.00
N	3.50	4.50	9.00	16.00	24.00	40.00

MUSKOGEE, KMUS

D	4.00	6.50	11.00	18.00	27.00	45.00
N	5.00	8.00	13.00	21.00	36.00	60.00

OKLAHOMA CITY, KOCY

D		7.00	12.50	25.00	35.00	60.00
N		10.00	20.00	45.00	70.00	120.00

OKMULGEE, KHBG

D	4.80	6.00	9.60	16.00	28.00	48.00
N	5.60	8.00	12.00	20.00	36.00	60.00

PONCA CITY, WBBZ

D	6.00	8.00	15.00	30.00	45.00	75.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SEMINOLE, KSMI

D	3.00	4.00	7.00	11.00	20.00	35.00
N	3.00	4.00	7.00	11.00	20.00	35.00

STILLWATER, KSPI

D	4.00	6.00	9.00	15.00	25.00	40.00
N	6.00	9.00	12.00	20.00	30.00	50.00

TULSA, KOME

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WOODWARD, KSIW

D	3.50	5.25	8.00	16.00	24.00	40.00
N	3.50	5.25	8.00	16.00	24.00	40.00

OREGON

ALBANY, KWIL

	SB	1M	5M	15M	30M	1 Hr
D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

ASTORIA, KAST

D		4.12	6.00	10.00	15.00	25.00
N		5.50	8.50	14.00	21.00	35.00

BEND, KBND

D	3.45	3.45	6.00	10.00	15.00	25.00
N	4.50	4.50	8.50	14.00	21.00	35.00

COOS BAY, KOOS

D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

EUGENE, KORE

D	4.15	4.15	6.90	11.00	16.50	27.50
N	6.00	6.00	10.00	16.00	24.00	40.00

GRANTS PASS, KIUN

D	4.32	4.32	6.48	10.80	16.20	27.00
N	6.40	6.40	9.60	16.00	24.00	40.00

KLAMATH FALLS, KFJI

D	4.00	4.00	9.00	15.00	21.00	35.00
N	4.00	4.00	9.00	15.00	21.00	35.00

PORTLAND, KPOJ

D	10.00	15.00	20.00	30.00	45.00	90.00
N	20.00	30.00	40.00	60.00	90.00	180.00

ROSEBURG, KRNR

D	3.25	4.65	9.50	12.00	16.00	25.00
N	5.00	6.25	11.50	14.00	21.00	35.00

SALEM, KSLM

D	5.00	6.00	10.00	18.00	24.00	40.00
N	7.50	9.00	15.00	24.00	36.00	60.00

PENNSYLVANIA

ALTOONA, WJSW

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

BRADFORD, WESB

D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

EASTON, WEST

D	5.00	6.50	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

ERIE, WLEU

D	7.00	7.00	13.00	22.00	40.00	70.00
N	13.00	13.00	20.00	43.00	68.00	115.00

HAZELTON, WAZL

D	4.00	4.00	10.00	20.00	30.00	45.50
N	5.90	14.00	30.00	46.00	70.00	

HUNTINGDON, WHUN

D	3.00	4.50	10.00	13.00	22.50	40.00
N	5.00	6.00	12.00	20.00	35.00	60.00

JOHNSTOWN, WCRO

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

LOCK HAVEN, WBPZ

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

NEW CASTLE, WKST

D	4.60	7.00	14.00	28.00	42.00	70.00
N	8.00	10.00	20.00	40.00	60.00	100.00

PHILADELPHIA, WIP

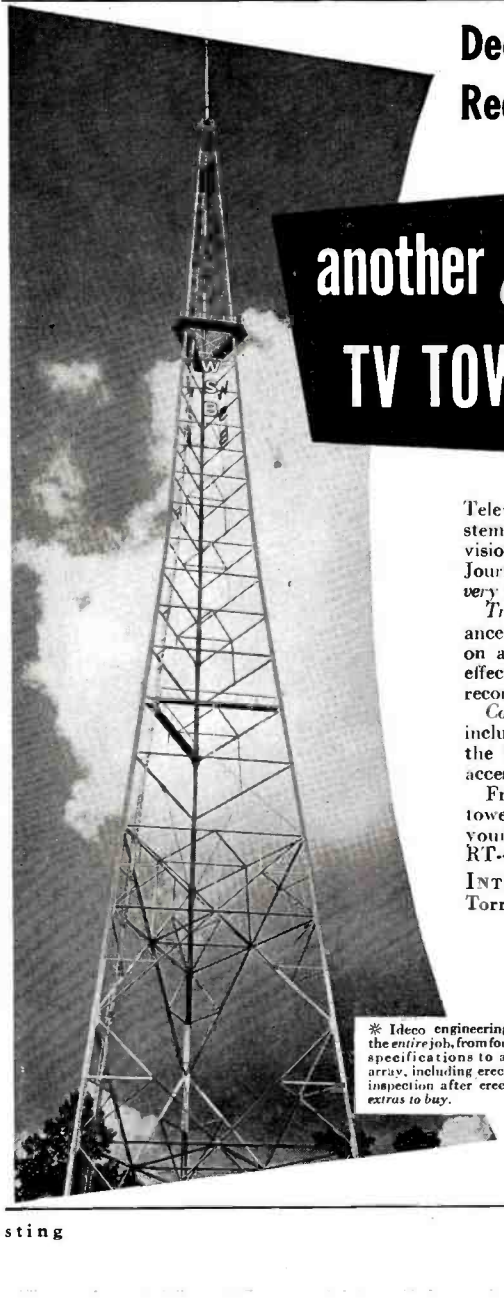
D	16.00	20.00	42.00	84.00	126.00	196.00
N	40.00	50.00	82.00	156.00	247.00	390.00

PITTSBURGH, KQV

D	14.00	20.00	35.00	70.00	105.00	175.00
N	28.00	40.00	70.00	140.00	210.00	350.00

(Continued on page 20)

Deep in the South... WSB-TV Reaches 495 feet above Atlanta



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Television arrived down Georgia way . . . with strong signals stemming from Atlanta . . . thanks to the 495-foot IDECO Television Tower of WSB-TV, operated by WSB and the Atlanta Journal. IDECO was chosen to design and build the tower for two *very important* reasons:

Triangular-Section Safety—provides extra rigidity and assurance of freedom from distortion. IDECO's triangular design, based on accepted aerodynamic principles, substantially reduces the effect of wind pressures—a recognized factor in the 100% safety record of IDECO radio and television towers.

Complete Engineering—IDECO engineering covers the *entire* job, including service ladders, platforms, transmission lines . . . even the installation of the 10-foot call letters . . . and any special accessories required.

From coast to coast, for every type of radio and television tower requirement, IDECO is prepared to handle all details of your tower needs. For more information, write for Bulletins RT-46 and SSRT-1.

INTERNATIONAL DERRICK AND EQUIPMENT COMPANY
Torrance, California • Columbus, Ohio

* Ideco engineering covers the *entire* job, from foundation specifications to antenna array, including erection and inspection after erection. *No extras to buy.*

ideco
TRIANGULAR SECTION
towers
AM • FM • TV

MBS Network

SPOT RATE FINDER

(Continued from page 19)

POTTSVILLE, WPAM

	SB	1M	5M	15M	30M	1 Hr
D	2.80	4.00	9.60	19.60	28.00	40.00
N	4.20	6.00	12.01	24.50	35.00	50.00

READING, WRAW

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

SHAMOKIN, WISL

D	5.00	6.50	20.00	35.00	50.00	80.00
N	6.50	10.00	25.00	45.00	70.00	110.00

STATE COLLEGE, WMAJ

D	4.50	3.45	11.50	15.00	25.00	46.00
N	5.00	4.75	14.00	23.00	40.00	69.00

WARREN, WNAE

D	6.00	6.00	10.00	16.00	24.00	40.00
N	6.00	6.00	10.00	16.00	24.00	40.00

WASHINGTON, WJPA

D	3.60	5.40	10.80	21.60	32.40	54.00
N	5.40	7.20	14.40	28.80	43.20	72.00

WILKES-BARRE, WBAX

D		6.50	13.00	26.00	38.00	62.00
N		9.50	17.00	37.00	55.00	90.00

RHODE ISLAND

PROVIDENCE, WEAN

D	11.00	11.00	22.00	44.00	66.00	110.00
N	22.00	22.00	44.00	88.00	132.00	220.00

Note: All rates one-time. For complete explanation see Foreword.

SOUTH CAROLINA

BENNETTSVILLE, WBSC

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

CHARLESTON, WFAK

D	4.50	4.50	8.00	15.00	24.00	45.00
N		(Only Daytime Rates Given)				

CHARLESTON, WUSN

D	4.00	4.00	8.00	15.00	23.00	38.00
N	700	7.00	15.00	30.00	45.00	75.00

CHESTER, WGCD

D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

COLUMBIA, WNOK

D	5.00	5.00	12.00	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

CONWAY, WLAT

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

DILLON, WDSC

D		5.00	10.00	20.00	30.00	50.00
N		5.00	10.00	20.00	30.00	50.00

GREENVILLE, WESC

D	7.00	7.00	1500	28.00	42.00	70.00
N		(Only Daytime Rates Given)				

HARTSVILLE, WHSC

D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

NEWBERRY, WKDK

D	2.30	3.16	5.06	11.50	21.95	41.40
N	2.30	3.16	5.06	11.50	21.95	41.40

ORANGEBURG, WRNO

D	4.00	4.00	8.00	18.00	25.00	35.00
N	5.00	5.00	10.00	20.00	30.00	50.00

ROCK HILL, WRHI

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	9.00	17.00	30.00	50.00
N	4.00	4.50	9.00	17.00	30.00	50.00

SUMTER, WFIG

D	5.00	5.00	10.00	18.00	28.00	40.00
N	6.00	6.00	14.00	24.00	30.00	50.00

WALTERBORO, WALD

D		5.00	15.00	25.00	40.00	60.00
N		5.00	15.00	25.00	40.00	60.00

SOUTH DAKOTA

ABERDEEN, KSDN

D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

MITCHELL, KORN

D	3.75	5.00	10.00	20.00	30.00	50.00
N	4.50	6.00	12.00	24.00	36.00	60.00

SIOUX FALLS, KIHO

D	5.00	6.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

YANKTON, WNAX

D	14.00	21.00	26.00	52.00	78.00	130.00
N	18.00	27.00	37.50	75.00	140.00	275.00

TENNESSEE

ATHENS, WLAR

D	2.50	3.00	5.00	9.00	16.00	30.00
N	3.00	4.00	8.00	18.00	32.00	60.00

CHATTANOOGA, WAGC

D	5.00	6.00	10.00	20.00	30.00	50.00
N	8.00	10.00	18.00	40.00	60.00	100.00

CLARKSVILLE, WJZM

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.00	12.50	24.00	40.00
N	4.00	4.00	7.00	12.50	24.00	40.00

CLEVELAND, WBAC

D	2.50	2.50	7.50	12.50	21.88	37.50
N	2.50	2.50	7.50	12.50	21.88	37.50

COLUMBIA, WKRM

D	2.40	3.00	4.20	8.40	14.40	24.00
N	3.20	4.00	5.60	11.20	19.20	32.00

DYERSBURG, WDSG

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

ELIZABETHTON, WBEJ

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

GREENVILLE, WGRU

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

HARRIMAN, WHBT

D	5.00	5.00	8.00	15.00	24.00	40.00
N	5.00	5.00	8.00	15.00	24.00	40.00

JACKSON, WDXI

D	3.00	6.00	8.00	18.00	30.00	50.00
N	4.00	8.00	12.00	30.00	45.00	75.00

KNOXVILLE, WKGN

D	6.00	6.00	9.00	20.00	30.00	50.00
N	8.00	8.00	13.00	25.00	50.00	100.00

MARYVILLE, WGAP

D	5.00	5.00	8.90	14.70	23.60	39.60
N	6.00	6.00	11.90	19.80	35.60	59.20

McMINNVILLE, WMMT

D	1.65	3.50	7.50	15.00	30.00	50.00
N	1.65	3.50	7.50	15.00	30.00	50.00

MEMPHIS, WHBQ

D	13.50	16.50	21.50	42.70	64.00	106.00
N	18.00	24.00	34.00	64.00	96.00	160.00

MORRISTOWN, WCRK

D	4.00	6.00	16.00	24.00	36.00	60.00
N	4.00	6.00	16.00	24.00	36.00	60.00

MURFREESBORO, WGNS

D	5.00	6.00	9.00	28.80	30.00	50.00
N	6.00	8.00	16.00	36.40	48.00	80.00

NASHVILLE, WMAK

D	9.60	9.60	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

OAK RIDGE, WATO

D	6.00	6.00	9.00	18.00	27.00	45.00
N	8.50	8.50	14.40	26.00	39.00	65.00

PULASKI, WKSR

D	2.50	2.50	7.50	12.50	21.88	37.50
N		(Only Daytime Rates Given)				

SHELBYVILLE, WHAL

D	3.00	3.00	7.50	13.00	25.00	40.00
N	3.00	3.00	7.50	13.00	25.00	40.00

UNION CITY, WENK

D	2.50	3.00	5.00	9.00	16.00	30.00
N	3.00	4.00	8.00	18.00	32.00	60.00

WINCHESTER, WCDT

D	3.00	3.00	7.50	14.00	25.00	40.00
N	3.00	3.00	7.50	14.00	25.00	40.00

TEXAS

ABILENE, KWKC

D		6.50	12.00	20.00	30.00	50.00
N		6.50	12.00	20.00	30.00	50.00

AUSTIN, KVET

D	6.00	7.50	12.00	24.00	36.00	60.00
N	11.00	14.00	24.00	48.00	72.00	120.00

BALLINGER, KRUN

D	3.10	5.18	8.64	14.40	24.00	40.00
N	3.10	5.18	8.64	14.40	24.00	40.00

BAY CITY, KIOX

D	4.00	5.50	8.00	18.00	30.00	50.00
N	4.00	5.50	8.00	18.00	30.00	50.00

BORGER, KHUZ

D	2.50	4.00	10.00	15.00	25.00	40.00
N	3.50	5.00	12.00	18.00	27.00	48.00

BROWNWOOD, KBWD

D	3.25	6.25	9.00	18.00	27.00	43.00
N	5.00	10.00	13.50	20.00	38.50	65.00

BRYAN, KORA

D	1.78	3.90	8.32	13.65	20.48	32.50
N	2.30	7.15	10.93	19.11	27.30	44.83

CHILDRESS, KCTX

D	2.50	3.50	7.00	14.00	21.00	35.00
N	2.50	3.50	7.00	14.00	21.00	35.00

DALLAS, WRR

D	7.20	9.60	24.00	48.00	72.00	120.00
N	12.00	16.00	40.00	80.00	120.00	200.00

EL PASO, KSET

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	8.00	16.00	32.00	48.00	80.00

FORT WORTH, KFJZ

D	7.20	9.60	24.00	48.00	72.00	120.00
N	12.00	16.00	40.00	80.00	120.00	200.00

FREDERICKSBURG, KNAF

D	2.00	3.00	7.00	11.00	18.00	31.00
N	2.00	3.00	7.00	11.00	18.00	31.00

GALVESTON, KLUF

D	4.15	4.25	6.50	13.00	19.50	32.50
N	8.30	8.50	13.00	26.00	39.00	65.00

GREENVILLE, KGVL

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

HOUSTON, KTHT

D	10.00	12.00	24.00	42.00	72.00	120.00
N	20.00	24.00	48.00	84.00	144.00	240.00

HUNTSVILLE, KSAM

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

LAREDO, KPAB

D	3.40	5.25	7.50	15.00	22.50	37.50
N	6.75	10.25	15.00	30.00	45.00	75.00

LUBBOCK, KCBD

D	6.00	6.75	10.00	20.00	30.00	50.00
N	12.00	13.50	20.00	40.00	60.00	100.00

LUFKINS, KTRE

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

Lower Maintenance Costs WITH H&P

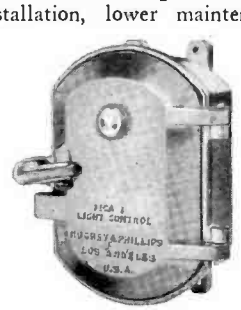
TOWER LIGHTING EQUIPMENT!

Specialized tower lighting equipment, developed and produced by Hughey & Phillips, has many exclusive features designed for easier installation, lower maintenance costs, and dependable operation under all climatic conditions. Write or wire today for our complete catalog giving detailed specifications and information.

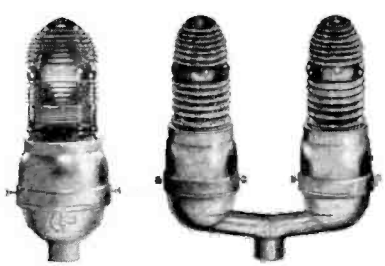


300 MM CODE BEACON

Rain-proof ventilator "circulates" the air, reduces internal temperature and prolongs lamp life. Concave base with drainage port at lowest point dissipates condensation moisture. Spun-glass shielding on color-screen supports. CAA approved.

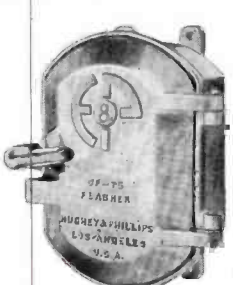


AUTOMATIC TOWER LIGHT CONTROL — "PEC" SERIES Specifically designed for radio tower use. Turns lights on at 35 f.c.; off at 58 f.c. as recommended by CAA.

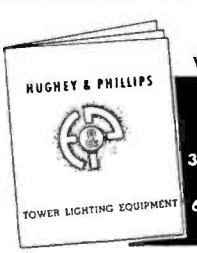


SINGLE and DOUBLE OBSTRUCTION LIGHTS Precision machined for proper light center. Heavy aluminum alloy castings. Prismatic globes meet CAA specifications. Drainage ports for condensation. Mounting base for standard A-21 signal lamps.

H & P LIGHTING KITS FOR A-2, A-3, A-4 and A-5 TOWERS INCLUDE EVERY ITEM ESSENTIAL FOR COMPLETE TOWER INSTALLATION.



SF-75 MERCURY FLASHER Only four moving parts, in lifetime-lubricated ball bearings. No contact points to wear out. Speed adjustment: 14 to 52 flashes per minute.



WRITE ON YOUR LETTERHEAD FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. LA CIENEGA BLVD.
LOS ANGELES 48, CALIF.
60 EAST 42nd STREET
NEW YORK 17, N.Y.

MARSHALL, KMHT

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	20.00	30.00	50.00
N	4.00	6.00	10.00	20.00	30.00	50.00

McALLEN, KRIO

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	10.00	20.00	32.00	48.00	80.00

ODESSA, KRIG

D	6.00	9.00	15.00	24.00	36.00	60.00
N	8.00	12.00	20.00	32.00	48.00	80.00

PALESTINE, KNET

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

PAMPA, KPDN

D	4.50	6.65	9.25	18.50	28.00	46.50
N	4.50	6.65	9.25	18.50	28.00	46.50

PLAINVIEW, KVOP

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

PORT ARTHUR, KPAC

D		8.00	15.00	25.00	40.00	65.00
N		13.00	25.00	45.00	65.00	110.00

SAN ANGELO, KTXL

D	6.50	6.50	12.00	20.00	30.00	50.00
N	6.50	6.50	12.00	20.00	30.00	50.00

SAN ANTONIO, KMAC

D	9.00	12.00	20.00	40.00	60.00	100.00
N	18.00	24.00	40.00	80.00	120.00	200.00

SHERMAN, KRRV

D	7.50	7.50	12.50	18.00	30.00	50.00
N	10.00	10.00	15.00	21.60	36.00	60.00

STAMFORD, KDWT

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

SULPHUR SPRINGS, KSST

D	1.95	2.93	6.24	12.48	18.72	31.20
N	1.95	2.93	6.24	12.48	18.72	31.20

SWEETWATER, KXOX

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

TEMPLE, KTEM

D	3.08	4.40	6.60	11.20	19.80	33.00
N	4.62	6.60	9.90	19.80	29.70	49.50

TEXARKANA, KTFS

D	4.00	4.00	10.00	20.00	35.00	60.00
N	4.00	4.00	10.00	20.00	35.00	60.00

TYLER, KGKB

D	4.00	4.00	10.00	20.00	40.00	70.00
N	4.00	4.00	10.00	20.00	40.00	70.00

UVALDE, KVOU

D	2.50	3.50	8.00	14.00	21.00	35.00
N	2.50	3.50	8.00	14.00	21.00	35.00

VERNON, KVWC

D	3.60	4.50	7.50	15.00	26.25	45.00
N	3.60	4.50	7.50	15.00	26.25	45.00

VICTORIA, KVIC

D	3.83	5.10	8.50	13.60	20.40	34.00
N	5.10	7.65	12.75	20.40	30.60	51.00

WACO, KWTX

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WICHITA FALLS, KTRN

D	5.20	5.20	12.00	24.00	36.00	60.00
N	7.80	7.80	18.00	36.00	54.00	90.00

UTAH

LOGAN, KVNU

D	4.50	5.00	8.00	13.50	21.50	32.50
N	5.00	6.00	9.50	14.50	23.00	40.00

OGDEN, KLO

D		8.45	13.00	26.00	39.00	65.00
N		13.00	20.00	40.00	60.00	100.00

PRICE, KOAL

D	3.00	3.75	6.00	12.00	18.00	30.00
N	3.00	3.75	6.00	12.00	18.00	30.00

PROVO, KOVO

D	3.31	3.31	5.52	11.04	17.66	27.60
N	5.00	5.00	7.60	14.80	23.20	40.00

RICHFIELD, KSVC

D	3.90	3.90	6.00	12.00	18.00	30.00

SALT LAKE CITY, KALL

D	8.50	8.50	17.50	30.00	50.00	80.00
N	15.00	15.00	25.00	45.00	72.00	125.00

Note: All rates one-time. For complete explanation see Foreword.

VERMONT

RUTLAND, WSYB

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	18.00	36.00	60.00

WATERBURY, WDEV

D	6.00	6.00	12,00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

VIRGINIA

BLACKSTONE, WKLV

D	2.00	3.00	6.00	15.00	25.00	40.00
N	2.00	3.00	6.00	15.00	25.00	40.00

BRISTOL, WFHG

D	1.85	3.05	7.60	12.00	18.00	36.00
N		(Add 20% to D Rate)				

DANVILLE, WDVA

D	5.50	5.50	10.00	20.00	30.00	50.00
N	7.50	7.50	12.50	24.00	40.00	75.00

FRONT ROYAL, WFTR

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

GALAX, WBOB

D	4.00	5.00	7.50	15.00	22.00	36.00
N	4.00	5.00	7.50	15.00	22.00	36.00

LEXINGTON, WREL

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

LYNCHBURG, WWOD

D	6.00	8.00	10.00	24.00	36.00	60.00
N	7.50	10.00	20.00	40.00	60.00	100.00

NORTON, WNVA

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

PETERSBURG, WSSV

D	4.20	7.00	12.00	20.00	45.00	75.00
N	4.20	7.00	12.00	20.00	45.00	75.00

PORTSMOUTH, WSAP

D	4.50	7.00	12.00	24.00	36.00	60.00
N	7.00	11.00	24.00	48.00	72.00	120.00

PULASKI, WPUV

D	2.50	3.00	5.00	10.00	15.00	25.00
N	2.50	3.00	5.00	10.00	15.00	25.00

RICHMOND, WLEE

D	6.50	10.00	14.00	28.00	42.00	70.00
N	10.00	16.00	28.00	56.00	84.00	140.00

ROANOKE, WROV

D	4.25	5.25	10.50	21.00	32.00	54.00
N	6.50	8.00	16.00	32.00	48.00	80.00

WAYNESBORO, WAYB

D	1.60	2.25	4.00	8.00	12.50	25.00
N	2.00	3.00	5.00	10.00	15.00	30.00

WASHINGTON

ABERDEEN, KXRO

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

BELLINGHAM, KPUG

D	8.00	8.00	12.00	16.00	24.00	36.00
N	10.00	10.00	16.00	24.00	36.00	60.00

CENTRALIA, KELA

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

EVERETT, KRKO

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

LONGVIEW, KWLK

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	14.25	19.00	30.00	50.00

OLYMPIA, KGY

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

SEATTLE, KVI

D	12.50	20.00	23.00	40.00	60.00	100.00
N	25.00	40.00	46.00	80.00	120.00	200.00

SPOKANE, KNEW

D	8.00	10.00	15.00	28.00	42.00	70.00
N	16.00	20.00	30.00	56.00	84.00	140.00

WALLA WALLA, KUJ

D	7.50	9.00	15.00	24.00	36.00	60.00
N	10.00	12.00	20.00	32.00	48.00	80.00

WENATCHEE, KWNW

D	5.00	5.00	10.00	16.00	34.00	40.00
N	5.00	5.00	10.00	16.00	34.00	40.00

YAKIMA, KYAK

D	5.50	5.50	12.50	20.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	60.00

WEST VIRGINIA

BECKLEY, WWNR

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

BLUEFIELD, WKOY

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.50	6.00	12.00	24.00	36.00	60.00

CHARLESTON, WTIP

D	5.50	6.50	10.00	20.00	30.00	50.00
N	5.50	6.50	10.00	20.00	30.00	50.00

CLARKSBURG, WHAR

D	1.75	2.00	4.00	8.00	12.00	20.00
N	2.50	3.50	7.00	14.00	19.00	35.00

ELKINS, WDNE

D	3.25	4.50	8.00	15.00	24.00	40.00
N	4.50	7.00	12.00	20.00	32.00	55.00

FAIRMONT, WVVW

D	4.50	6.00	11.00	18.00	30.00	45.00
N	6.00	9.00	15.00	25.00	45.00	70.00

HUNTINGTON, WPLH

D	4.00	5.00	10.00	15.00	30.00	50.00
N	6.40	8.00	16.00	32.00	48.00	80.00

MONTGOMERY, WMON

D	5.00	6.00	8.00	15.00	24.00	40.00
N	6.00	7.50	10.00	20.00	35.00	60.00

MORGANTOWN, WAJR

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

RONCEVERTE, WRON

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WELCH, WBRW

D	3.00	3.75	7.50	18.00	27.00	45.00
N	4.50	6.00	12.75	28.50	42.75	67.50

WESTON, WHAW

D	2.50	3.50	10.00	20.00	30.00	40.00
N	3.00	4.50	15.00	25.00	35.00	50.00

WILLIAMSON, WBTH

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

WISCONSIN

APPLETON, WHBY

D	4.00	5.75	9.00	17.00	25.00	40.00
N	5.25	8.75	16.00	32.00	48.00	80.00

ASHLAND, WATW

D		4.50	9.00	18.00	27.00	45.00
N		6.00	15.00	30.00	45.00	75.00

BELOIT, WGEZ

D		4.80	12.00	19.20	28.80	48.00
N		6.00	15.00	24.00	36.00	60.00

EAU CLAIRE, WBIZ

D	2.80	2.80	5.35	9.65	19.25	33.00
N	4.25	4.25	8.25	17.50	35.00	60.00

FOND DU LAC, KFIZ

D		6.00	10.00	20.00	30.00	50.00
N		7.00	14.00	28.00	42.00	70.00

JANESVILLE, WCLO

D	5.60	5.60	14.00	22.40	33.60	56.00
N	7.00	7.00	17.50	28.00	42.00	70.00

la CROSSE, WKTY

D	5.50	7.00	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

MADISON, WKOW

D	9.00	9.00	18.00	30.00	54.00	90.00
N	15.00	15.00	30.00	50.00	90.00	150.00

MANITOWOC, WOMT

D	5.50	6.50	11.00	18.50	31.00	52.00
N	6.50	7.50	15.00	26.00	43.00	72.00

MEDFORD, WIGN

D		10.80	12.00	15.00	30.00	60.00
N		13.50	15.00	25.00	45.00	90.00

RHINELANDER, WOBT

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RICE LAKE, WJMC

D		2.93	5.70	12.08	24.15	39.78
N		3.91	7.59	16.10	32.20	55.20

WISCONSIN RAPIDS, WFHR

D	6.00	6.00	9.00	17.00	25.00	42.00
N	7.00	7.00	14.00	21.00	28.00	70.00

WYOMING

CASPER, KSPR

D	3.50	3.50	6.50	10.80	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

CODY, KODI

D			4.00	8.00	12.00	20.00
N			5.00	10.00	15.00	25.00

LARAMIE, KOWB

D	4.50	6.00	8.00	16.00	24.00	40.00
N	6.00	7.50	11.00	22.00	33.00	55.00

POWELL, KPOW

D	4.00	4.00	7.50	15.00	26.00	45.00
N	4.00	4.00	7.50	15.00	26.00	45.00

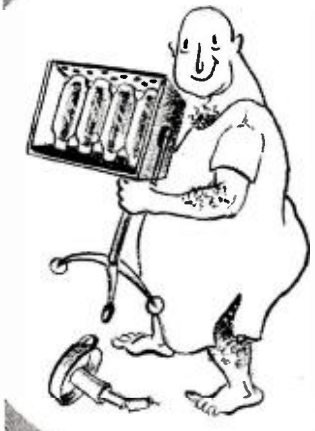
ROCK SPRINGS, KVRS

D	5.00	5.00	10.00	18.50	27.50	45.00
N	7.50	7.50	12.50	25.00	37.50	60.00

SHERIDAN, KWYO

D	3.75	3.75	7.50	15.00	26.25	45.00
N	5.00	5.00	10.00	20.00	35.00	60.00

OLESEN CAN SOLVE TV LIGHTING FOR YOU!



Good TV reception starts in your studio. It can be helped or harmed by the quality of your studio lighting.

TV lighting poses special problems, a fact more and more engineers learn every day. It is significant, also, that more and more TV studios are turning to Otto K. Olesen in Hollywood for solution of their lighting. Olesen has led in specialized lighting techniques for 35 years, and is now applying this know-how to the solution of TV lighting.

No matter what your requirements—whether you want in-stock fixtures or need special designing and construction—call on Otto K. Olesen in Hollywood. You can be confident your lighting problems will be expertly diagnosed and cleared up.



Stop Worrying!
WIRE — PHONE OR MAIL COUPON

MAIL THIS COUPON FOR MORE INFORMATION!

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.
Phone: GLadstone 5194

Gentlemen: Send me complete data on TV studio lighting.

Name_____

Firm_____

Address_____

Title_____

NOTE: Use margin of page or address letter if you wish data on special TV lighting problem.

NBC Network

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WBRC

	SB	1M	5M	15M	30M	1 Hr
D	17.00	17.00	30.00	44.00	66.00	110.00
N	30.00	30.00	60.00	88.00	132.00	220.00

MOBILE, WALA

D	10.00	10.00	11.25	24.00	36.00	60.00
N	15.00	15.00	22.50	48.00	72.00	120.00

MONTGOMERY, WSFA

D	7.50	7.50	12.00	20.00	36.00	6.00
N	10.00	10.00	20.00	40.00	60.00	100.00

ARIZONA

DOUGLAS, KAWT

D	4.00	4.00	5.00	10.00	15.00	25.00
N	8.00	8.00	10.00	20.00	30.00	50.00

GLOBE, KWJB

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

PHOENIX, KTAR

D		11.50	16.00	32.00	48.00	80.00
N		23.00	32.00	64.00	96.00	160.00

PRESCOTT, KYCA

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

SAFFORD, KGLU

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

TUCSON, KVOA

D	6.50	6.50	8.00	16.00	24.00	40.00
N	13.00	13.00	16.00	32.00	48.00	80.00

YUMA, KYUM

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

ARKANSAS

LITTLE ROCK, KARK

D	9.00	12.00	16.00	28.00	42.00	70.00
N	15.00	18.00	30.00	56.00	84.00	140.00

CALIFORNIA

BAKERSFIELD, KERO

D	5.00	5.00	10.00	16.00	24.00	40.00
N	10.00	10.00	20.00	32.00	48.00	80.00

FRESNO, KMJ

D		15.00	25.00	40.00	60.00	100.00
N		30.00	50.00	80.00	120.00	200.00

LOS ANGELES, KFI

D	62.50	62.50	84.00	140.00	210.00	350.00
N	125.00	125.00	168.00	280.00	420.00	700.00

SACRAMENTO, KCRA

D	9.00	9.00	15.00	24.00	36.00	60.00
N	18.00	18.00	30.00	48.00	72.00	120.00

SAN DIEGO, KFSD

D	19.00	24.00	32.00	53.00	80.00	133.00
N	28.00	36.00	48.00	80.00	120.00	200.00

Note: All rates one-time. For complete explanation see Foreword.

SAN FRANCISCO, KNBC

	SB	1M	5M	15M	30M	1 Hr
D	36.00	36.00	48.00	96.00	144.00	240.00
N	72.00	72.00	96.00	192.00	288.00	480.00

SANTA BARBARA, KIST

D	4.00	4.00	8.40	14.00	21.00	35.00
N	8.00	8.00	16.80	28.00	42.00	70.00

COLORADO

DENVER, KOA

D	24.00	24.00	32.00	64.00	96.00	160.00
N	48.00	48.00	64.00	128.00	192.00	320.00

CONNECTICUT

HARTFORD, WTIC

D	22.50	38.50	50.00	80.00	120.00	200.00
N	45.00	77.00	100.00	160.00	240.00	400.00

DELAWARE

WILMINGTON, WDEL

D	8.50	10.00	20.00	40.00	60.00	100.00
N	16.00	16.00	30.00	60.00	90.00	160.00

DISTRICT OF COLUMBIA

WASHINGTON, WRC

D	22.50	22.50	30.00	60.00	90.00	150.00
N	45.00	34.00	50.00	120.00	180.00	300.00

FLORIDA

JACKSONVILLE, WJAX

D		10.00	18.50	37.00	60.00	95.00
N		20.00	37.00	74.00	120.00	190.00

LAKELAND, WLAK

D	5.00	5.00	10.00	21.00	30.00	45.00
N	7.00	7.00	14.00	30.00	45.00	75.00

LAKE WORTH, WEAT

D	6.50	8.00	10.00	20.00	30.00	50.00
N	9.00	11.00	14.00	28.00	42.00	70.00

MIAMI, WIOD

D	11.00	12.50	20.00	40.00	60.00	100.00
N	22.00	25.00	40.00	80.00	120.00	200.00

ORLANDO, WORZ

D	7.00	7.00	10.50	21.00	31.50	52.50
N	10.00	10.00	15.00	30.00	45.00	75.00

PENSACOLA, WCOA

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	14.00	28.00	42.00	70.00

TAMPA, WFLA

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	35.00	60.00	90.00	160.00

GEORGIA

ATLANTA, WSB

D	39.00	45.00	63.00	97.20	162.00	270.00
N	65.00	75.00	105.00	162.00	270.00	450.00

AUGUSTA, WTNT

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	17.50	28.00	42.00	70.00

SAVANNAH, WSAV

D	9.50	12.00	20.00	37.50	56.00	94.00
N	14.50	18.00	30.00	56.00	84.00	140.00

IDAHO

BOISE, KIDO

D	7.50	7.50	12.00	24.00	36.00	60.00
N	15.00	15.00	24.00	48.00	72.00	120.00

POCATELLO, KSEI

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

TWIN FALLS, KTFI

D	6.40	8.00	12.00	24.00	36.00	60.00
N	9.00	11.00	16.00	32.00	48.00	80.00

ILLINOIS

CHICAGO, WMAQ

D	75.00	75.00	90.00	180.00	270.00	450.00
N	150.00	150.00	180.00	360.00	540.00	900.00

PEORIA, WEEK

D	9.00	9.00	13.50	27.00	45.00	75.00
N	16.00	16.00	27.00	54.00	90.00	150.00

INDIANA

ELKHART, WTRC

D	6.00	6.00	15.00	22.00	33.00	54.00
N	7.50	7.50	18.00	36.00	48.00	80.00

EVANSVILLE, WGBF

D		12.00	24.00	48.00	72.00	120.00
N		15.00	30.00	60.00	90.00	150.00

FORT WAYNE, WGL

D	9.40	9.40	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

INDIANAPOLIS, WIRE

D	17.00	17.00		48.00	75.00	135.00
N	25.00	25.00		85.00	145.00	280.00

TERRE HAUTE, WBOW

D	8.00	8.00	16.00	32.00	48.00	80.00
N	10.00	10.00	20.00	40.00	60.00	100.00

IOWA

DAVENPORT, WOC

D	12.00	12.00	15.00	40.00	72.00	120.00
N	18.00		30.00	60.00	108.00	180.00

DES MOINES, WHO

D	30.00	45.00	60.00	110.00	170.00	280.00
N	70.00	90.00	104.00	218.00	312.00	520.00

KANSAS

HUTCHISON, KWBW

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	18.00	30.00	50.00
N	7.00	9.00	15.00	25.00	40.00	75.00

PITTSBURG, KOAM

D	11.40	11.40	22.80	38.00	68.40	114.00
N	15.20	15.20	28.50	47.50	85.50	142.50

WICHITA, KANS

D	9.00	11.00	15.00	24.00	36.00	60.00
N	15.00	17.50	25.00	40.00	50.00	100.00

KENTUCKY

LOUISVILLE, WAVE

D	15.00	20.00	30.00	50.00	75.00	125.00
N	30.00	37.50	60.00	100.00	150.00	250.00

LOUISIANA

ALEXANDRIA, KSYL

D	4.00	5.00	8.00	16.00	22.00	35.00
N	6.00	8.00	12.00	26.00	40.00	65.00

BATON ROUGE, WJBO

D	7.00	10.00	14.00	28.00	42.00	70.00
N	10.50	15.00	28.00	56.00	84.00	140.00

LAFAYETTE, KVOL

D	4.50	5.05	9.50	16.00	30.00	
N	6.75	7.50	14.50	18.00	36.00	

LAKE CHARLES, KPLC

D	4.50	9.00	12.75	17.00	27.50	45.00
N	9.00	18.00	25.50	34.00	55.00	90.00

MONROE, KNOE

D	4.75	4.75	8.25	23.00	34.00	56.00
N	6.25	6.25	11.00	30.00	45.00	75.00

NEW ORLEANS, WSMB

D	14.00	14.00	18.00	36.00	60.00	100.00
N	22.00	22.00	36.00	72.00	120.00	200.00

SHREVEPORT, KTBS

D	7.50	9.00	17.50	27.50	45.00	75.00
N	15.00	18.00	35.00	55.00	90.00	150.00

MAINE

AUGUSTA, WRDO

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

BANGOR, WLBZ

D	9.00	9.00	14.00	28.00	42.00	70.00
N	18.00	18.00	22.00	56.00	84.00	140.00

PORTLAND, WCSH

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

(Continued on page 24)



WWJ-TV has a 2-year lead in Detroit

Starting new things in Detroit is nothing new with WWJ-The Detroit News . . . first AM station in 1920, first FM station in 1940, and first with TV in 1946.

With a 2-year lead in television, WWJ-TV today is doing the most effective job of engineering, production and programming . . . sending out the clearest signals . . . reaching the largest audience . . . producing the best results for its many advertisers.

This fall, WWJ-TV is planning a more ambitious schedule than ever, and advertisers' demands are reaching unprecedented proportions. Better formulate your Detroit TV plans NOW . . . to include WWJ-TV in the fall.

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

WWJ-TV

NBC Television Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

NBC Network

SPOT RATE FINDER

(Continued from page 22)

MARYLAND

BALTIMORE, WBAL

	SB	1M	5M	15M	30M	1 Hr
D	35.00	35.00	50.00	100.00	150.00	250.00
N	70.00	70.00	100.00	200.00	300.00	500.00

CUMBERLAND, WTBO

D	5.50	5.50	10.80	21.60	36.00	60.00
N	8.00	8.00	16.20	32.40	54.00	90.00

MASSACHUSETTS

BOSTON, WBZ

D	35.00	35.00	56.00	112.00	168.00	280.00
N	70.00	70.00	112.00	224.00	336.00	560.00

SPRINGFIELD, WBZA
(See WBZ Boston)

MICHIGAN

DETROIT, WWJ

D	48.00	48.00	80.00	160.00	240.00	400.00
N	96.00	96.00	160.00	320.00	480.00	800.00

FLINT, WTAC

D	10.50	10.50	16.80	33.60	50.40	84.00
N	17.50	17.50	28.00	56.00	84.00	140.00

GRAND RAPIDS, WOOD

D	10.00	12.00	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

SAGINAW, WSAM

D	8.40	8.40	15.60	30.00	48.00	72.00
N	12.00	12.00	21.60	42.00	72.00	120.00

MINNESOTA

DULUTH, WEBC

D	6.00	6.00	9.00	18.75	37.50	70.00
N	12.00	12.00	18.00	37.50	75.00	140.00

HIBBING, WMFG
(Sold nationally in combination with WHLB Virginia at these rates)

D	5.40	5.40	8.10	16.20	29.70	54.00
N	7.20	7.20	10.80	21.60	39.00	72.00

MANKATO, KYSM

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MINNEAPOLIS, KSTP

D	40.00	50.00	60.00	100.00	150.00	250.00
N	80.00	100.00		200.00	300.00	500.00

ROCHESTER, KROC

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	9.00	16.00	32.00	48.00	80.00

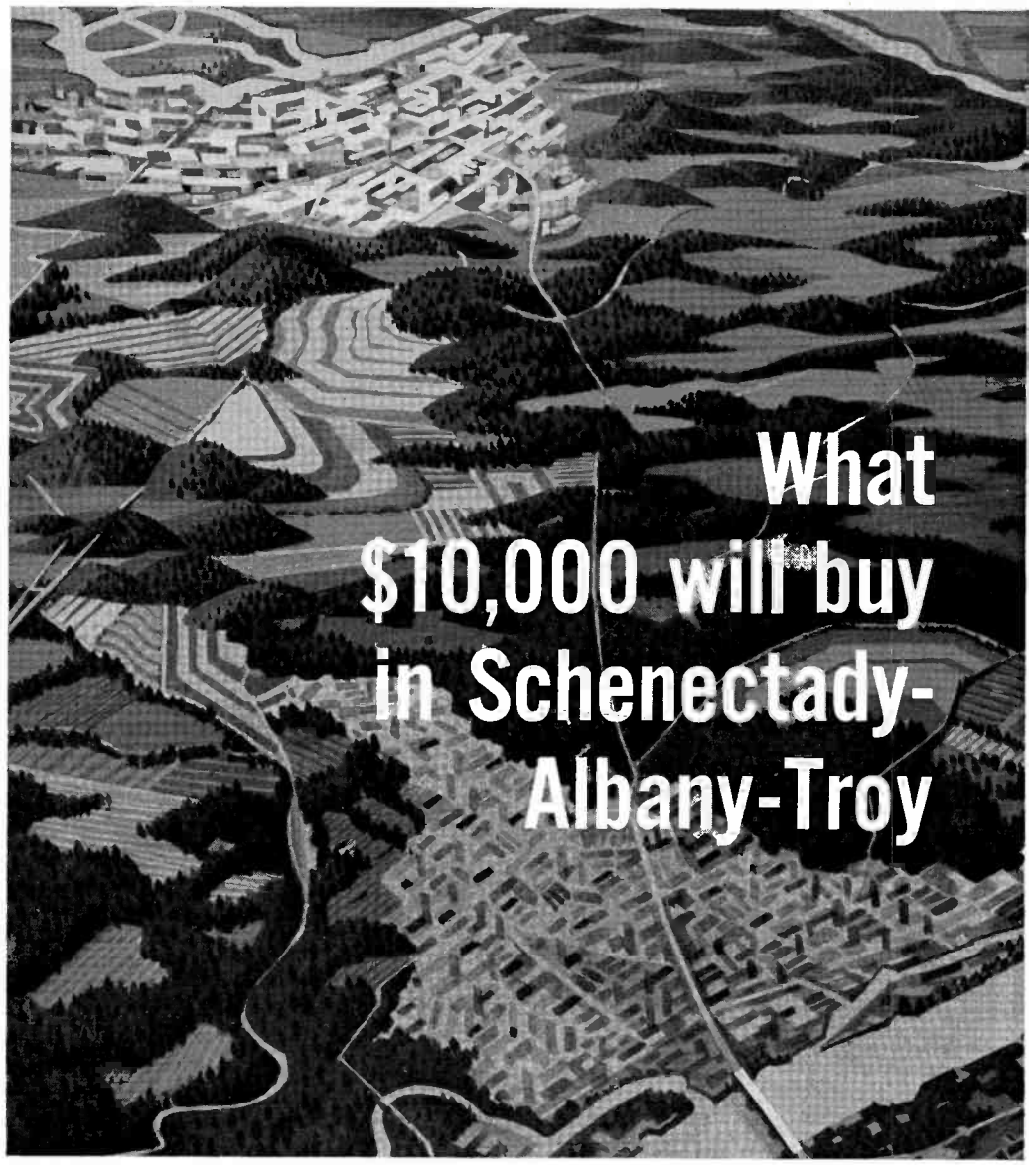
ST. CLOUD, KFAM

D	4.50	6.75	10.90	27.75	40.80	68.00
N	6.75	9.00	13.60	34.00	51.00	85.00

VIRGINIA, WHLB
(Sold nationally in combination with WMFG Hibbing)

(Continued on page 25)

Note: All rates one-time. For complete explanation see Foreword.

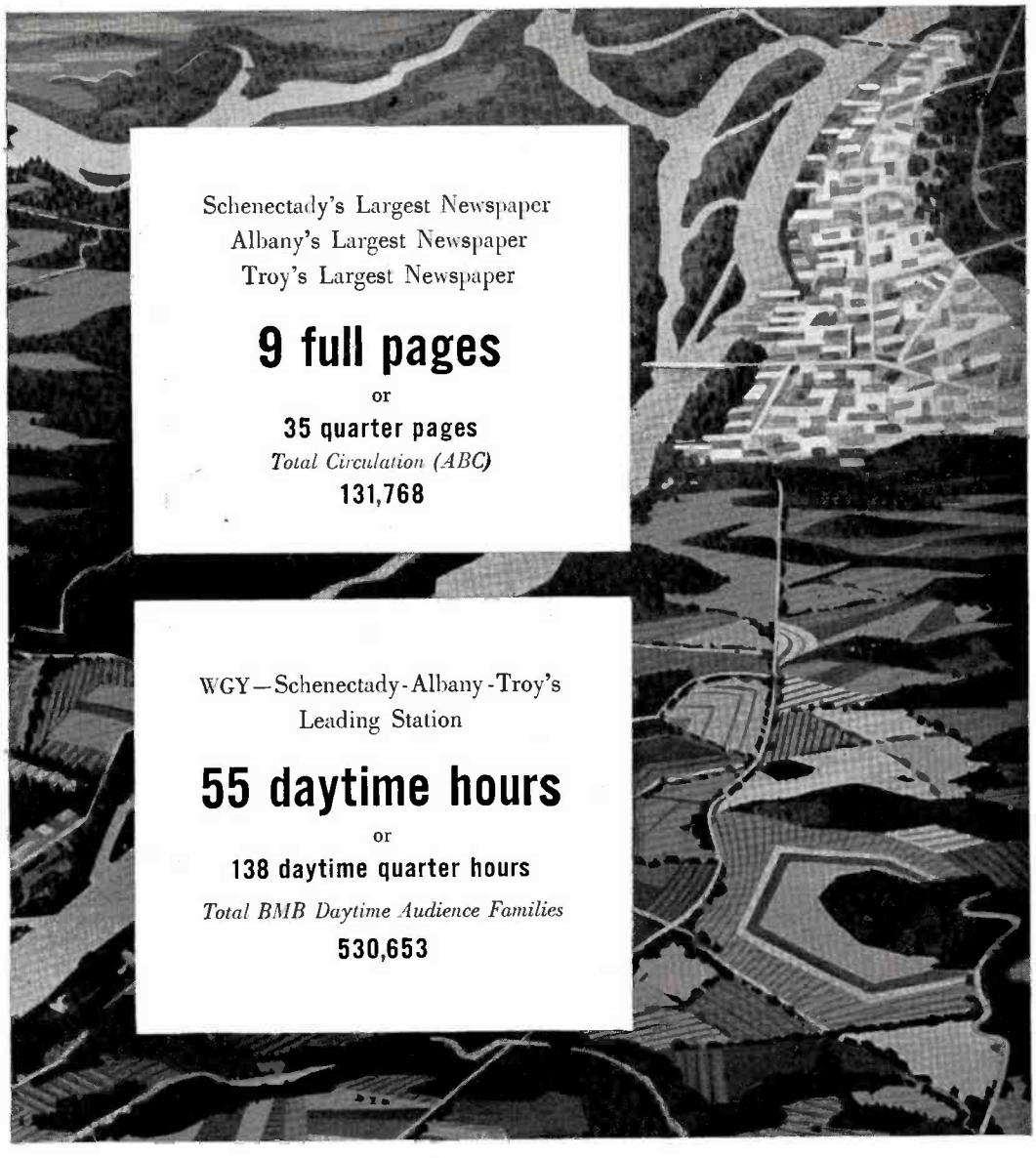


Selecting the advertising medium that will produce the greatest sales results for your clients' products is particularly easy in New York's Capital District. Of the two major media available, radio reaches four times the potential audience with six times the frequency *for the same money.*

In order to reach newspaper readers in Schenectady and Albany and Troy you must buy three newspapers. In order to reach the same people *plus* 398,000 additional families whom you *can't reach* with all three newspapers, you need buy only one radio station—WGY.

WGY is typical of the nation's major stations represented by NBC Spot

NBC



Sales. Most time buyers consult their NBC Spot Salesman *first* when planning campaigns in any of these major markets:

New York . . . . . WNBC
Chicago . . . . . WMAQ
Cleveland . . . . . WTAM
Washington . . . . . WRC
San Francisco . . . . . KNBC
Denver . . . . . KOA
Schenectady-Albany-Troy . . . . . WGY

SPOT SALES

New York · Chicago · Cleveland · Hollywood · San Francisco · Washington · Denver

NBC Network

SPOT RATE FINDER

(Continued from page 24)

MISSISSIPPI

GREENWOOD, WGRM

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	9.00	22.50	40.00	75.00
N	3.50	3.50	9.00	22.50	40.00	75.00

HATTIESBURG, WFOR

D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

JACKSON, WJDX

D	10.00	10.00	15.00	24.00	36.00	60.00
N	15.00	15.00	25.00	48.00	72.00	120.00

LAUREL, WAML

D	4.00	4.00	12.00	24.00	36.00	60.00
N	6.00	6.00	8.00	16.00	24.00	40.00

NATCHEZ, WMIS

D	6|00	6.00	9.00	22.50	40.00	75.00
N	6.00	6.00	9.00	22.50	40.00	75.00

MISSOURI

KANSAS CITY, WDAF

D	30.00	66.00	58.40	73.00	133.00	266.00
N	60.00	132.00	117.60	147.00	266.00	532.00

ST. LOUIS, KSD

D	32.50	46.50		100.00	170.00	250.00
N	65.00	93.50		200.00	340.00	500.00

SPRINGFIELD, KGBX

D	10.00	10.00	15.00	28.00	45.00	80.00
N	16.00	16.00	25.00	40.00	70.00	120.00

MONTANA

BILLINGS, KGHL

D	13.00	10.00	20.00	30.00	45.00	75.00
N	13.00	13.00	15.00	40.00	60.00	100.00

BOZEMAN, KXLQ
(See KXLF Butte)

BUTTE, KXLF (*)

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

(*) Includes as bonus stations KXLQ Bozeman, KXLK Great Falls, KXLJ Helena and KXLL Missoula in Z Bar Network.

GREAT FALLS, KXLK
(See KXLF Butte)

HELENA, KXLJ
(See KXLF Butte)

MISSOULA, KXLL
(See KXLF Butte)

(Continued on page 26)

Note: All rates one-time. For complete explanation see Foreword.

NBC Network

(Continued from page 25)

SPOT RATE FINDER

NEBRASKA

NORTH PLATTE, KODY

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.80	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	45.00	80.00

OMAHA, WOW

D	25.00	25.00	45.00	75.00	125.00	200.00
N	50.00	50.00	90.00	150.00	275.00	400.00

NEVADA

RENO, KOH

D	4.00	4.00	9.00	16.00	24.00	40.00
N	8.00	8.00	18.00	32.00	48.00	80.00

NEW JERSEY

TRENTON, WTTM

D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

NEW MEXICO

ALBUQUERQUE, KOB

D	8.00	12.00	20.00	30.00	48.00	80.00
N	16.00	24.00	40.00	64.00	96.00	160.00

NEW YORK

BINGHAMTON, WINR

D	8.00	10.00	14.00	28.00	42.00	70.00
N	10.00	15.00	24.00	48.00	72.00	120.00

BUFFALO, WBEN

D	18.00	27.50		53.00	80.00	133.00
N	20.00	50.00		64.00	106.00	

ELMIRA, WENY

D		8.00	14.00	28.00	42.00	70.00
N		9.00	18.00	27.00	36.00	90.00

NEW YORK, WNBC

D				180.00	360.00	540.00	900.00
N				240.00	480.00	720.00	1,200.

Note: All rates one-time. For complete explanation see Foreword.

ROCHESTER, WHAM

	SB	1M	5M	15M	30M	1 Hr
D	30.00	30.00	44.00	88.00	132.00	220.00
N	55.00	55.00	88.00	176.00	264.00	440.00

SCHENECTADY, WGY

D	35.00	35.00	44.00	88.00	132.00	220.00
N	70.00	70.00	88.00	176.00	264.00	440.00

SYRACUSE, WSYR

D	10.00	15.00	26.00	52.00	78.00	130.00
N	20.00	40.00	52.00	104.00	156.00	260.00

NORTH CAROLINA

ASHEVILLE, WISE

D		6.00	10.00	18.00	28.00	47.00
N		8.00	16.00	32.00	48.00	80.00

CHARLOTTE, WSOC

D	7.50	7.50	15.00	30.00	45.00	75.00
N	12.00	12.00	24.00	48.00	77.00	120.00

RALEIGH, WPTF

D	20.00	25.00	32.00	64.00	96.00	160.00
N	40.00	50.00	64.00	128.00	192.00	320.00

WINSTON-SALEM, WSJS

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

NORTH DAKOTA

BISMARCK, KFYR

D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	34.00	80.00	120.00	200.00

FARGO, WDAY

D	8.00	12.00	20.00	40.00	60.00	100.00
N	16.00	24.00	40.00	80.00	120.00	200.00

OHIO

CINCINNATI, WLW

D	65.00	110.00	119.75	239.50	360.00	540.00
N	110.00	150.00	239.50	479.00	720.00	1,080.

CLEVELAND, WTAM

D	39.00	39.00	52.00	104.00	156.00	260.00
N	78.00	78.00	104.00	208.00	312.00	520.00

LIMA, WLOK

D		7.00	14.00	28.00	42.00	70.00
N		10.00	20.00	40.00	60.00	100.00

TOLEDO, WSPD

	SB	1M	5M	15M	30M	1 Hr
D	15.00	15.00	27.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

ZANESVILLE, WHIZ

D	6.50	8.00	11.00	22.00	33.00	55.00
N	9.50	11.00	16.00	32.00	48.00	80.00

OKLAHOMA

OKLAHOMA CITY, WKY

D	25.00	25.00		64.00	108.00	170.00
N	33.00			120.00	180.00	300.00

TULSA, KVOO

D	20.00	20.00	42.50	60.00	90.00	150.00
N	40.00	40.00	85.00	120.00	180.00	300.00

OREGON

MEDFORD, KMED

D	9.00	9.00	8.00	16.00	24.00	40.00
N	9.00	9.00	16.00	32.00	48.00	80.00

PORTLAND, KGW

D	20.00	27.50	32.50	40.00	66.00	110.00
N	40.00	55.00	65.00	80.00	132.00	220.00

PENNSYLVANIA

ALLENTOWN, WSAN

D	10.00	15.00	18.00	36.00	54.00	90.00
N	16.00	24.00	32.00	64.00	96.00	160.00

ALTOONA, WFBG

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

EASTON, WEST

D	5.00	6.50	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

ERIE, WERC

D	7.00	8.00	15.00	30.00	50.00	70.00
N	9.00	13.00	25.00	50.00	75.00	125.00

HARRISBURG, WKBO

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

HAZLETON, WAZL

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	10.00	20.00	30.00	45.00
N	5.90	5.90	14.00	30.00	46.00	70.00

JOHNSTOWN, WJAC

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	24.00	48.00	72.00	72.00	120.00

LANCASTER, WGAL

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

LEWISTOWN, WMRF

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

PHILADELPHIA, KYW

D	30.00	30.00	50.00	100.00	150.00	250.00
N	60.00	60.00	100.00	200.00	300.00	500.00

PITTSBURGH, KDKA

D	40.00	40.00	60.00	120.00	180.00	300.00
N	80.00	80.00	120.00	240.00	360.00	600.00

READING, WRAW

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.00	47.50	75.00	125.00

WILKES-BARRE, WBRE

D	9.00	9.00	13.75	27.50	39.00	63.00
N	11.00	11.00	20.00	39.00	52.00	95.00

WILLIAMSPORT, WRAK

D	4.80	7.80	14.40	28.80	43.20	72.00
N	7.20	10.80	21.60	43.20	64.80	108.00

YORK, WORK

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

RHODE ISLAND

PROVIDENCE, WJAR

D	9.00	12.00	22.00	44.00	66.00	110.00
N	18.00	25.00	44.00	88.00	132.00	220.00

(Continued on page 32)

ROBERT S. CONLAN AND ASSOCIATES

INCORPORATED

RADIO AUDIENCE SURVEYS

KANSAS CITY, MISSOURI

PHONE VICTOR 3038

Regionals and Other Groups

SPOT RATE FINDER

Airline Network

Radio Park, P. O. Box 2553, Birmingham, Ala., Rep. Headley-Reed Co., Sales Mgr. Julian A. Flint. **WSGN** Birmingham, **WHBS** Huntsville, Ala.

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	36.00	48.00	72.00	120.00
N	32.00	32.00	72.00	96.00	144.00	240.00

Alabama State Group

Executive offices c/o **WWWB**, Bankhead-Long Bldg. Jasper, Ala. Rep. Friedenberg Agency, Dir. of Operations James E. Reese. **WOOB** Anniston, **WVOK** Birmingham, **WEBJ** Brewton, **WKUL** Cullman, **WXAL** Demopolis, **WDIG** Dothan, **WMFT** Florence **WGAD** Gadsden, **WFUN** Huntsville, **WWWB** Jasper, **WKAB** Mobile, **WMGY** Montgomery, **WJHO** Opelika, **WTBF** Troy, **WTBC** Tuscaloosa.

D		59.87	118.25	231.50	369.50	510.00

Arizona Broadcasting System

Heard Bldg., Phoenix, Ariz., Rep. Paul H. Raymer Co., Mgr. Dick Lewis.

KTAR Phoenix, **KVOA** Tucson, **KYUM** Yuma, **KAWT** Douglas-Bisbee, **KYCA** Prescott, **KGLU** Safford, **KWJB** Globe-Miami

D	24.00	32.00	64.00	96.00	160.00
N	48.00	64.00	128.00	192 00	320.00

Arizona Network

836-838 N. Central Ave. Phoenix, Ariz., Rep. John Blair & Co., Mgr. Albert D. Johnson. **KOY** Phoenix, **KSUN** Bisbee, **KTUC** Tucson

D	17.25	23.00	46.00	69.00	115.00
N	34.50	46.00	92.00	138.00	230.00

Arrowhead Network

WEBC Bldg., Duluth 2, Minn., Rep. Geo. P. Hollingbery Co., General Mgr. Walter C. Bridges. **WEBC** Duluth-Superior, **WMFG** Hibbing, Minn., **WHLB** Virginia, Minn., **WEAU** Eau Claire, Wis., **WJMC** Rice Lake, Wis., **WISC** Madison, Wis.

D	14.38	25.18	58.25	100.50	170.00
N	24.50	42.10	99.00	166.00	280.00

Broadcasting Corp. of America's Rural Network

P. O. Box 987, Riverside, Calif., Manager Forrest Wallace. **KPRO** and **KPRO-FM** Riverside and San Bernardino, **KROP** Brawley and El Centro, **KREO** Indio and Palm Springs, **KUCB** Blythe.

D		36.00	72.00	108.00	180.00
N		45.00	71.00	124.00	230.00

Central Valley Group

1617 80th St., Sacramento, Calif., Rep. John E. Pearson Co. and (West Coast) Western Radio Adv. Inc. Basic four stations: **KXOA** Sacramento, **KXOB** Stockton, **KYNO** Fresno, **KAFY** Bakersfield.

D	19.78	30.18	60.35	90.53	150.88
N	39.58	60.35	120.70	181.06	301.76

Note: All rates one-time. For complete explanation see Foreword.

for the facts on
The Arizona Network

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

Columbia Pacific Network

Columbia Square, Los Angeles 28, Calif., Rep. Radio Sales, Pacific Coast Sales Manager Wayne R. Steffner, **KNX** Los Angeles, **KCBS** San Francisco, **KCBQ** San Diego, **KFRE** Fresno, **KGDM** Stockton (bonus), **KROY** Sacramento, **KCMJ** Palm Springs (bonus), **KOIN** Portland, **KIRO** Seattle, **KXLY** Spokane.

	SB	1M	5M	15M	30M	1 Hr
D			211.00	422.00	635.00	1,057.00
N			422.00	844.00	1,266.00	2,110.00

Columbine Network

1626 Stout St., Denver 2, Colo., Rep. Don Donahue, Sales Mgr. E. E. Koepke. **KMYR** Denver, **KCOL** Ft. Collins, **KYOU** Greeley, **KBOL** Boulder, **KRDO** Colorado Springs, **KCSJ** Pueblo, **KEXO** Grand Junction.

D	24.00	28.00	35.00	70.00	140.00	200.00
N	40.00	46.00	60.00	120.00	210.00	300.00

Connecticut State Network

555 Asylum St., Hartford, Conn., President C. Glover DeLaney

D	81.00	156.00	234.00	390.00
N	136.00	272.00	411.00	660.00

Dairyland Network

Radio City, Minneapolis, Minn., Rep. Free & Peters. **KWLM** Willmar, Minn., **KWNO** Winona, Minn., **WTCN** Minneapolis, Minn.

D	23.20	34.50	52.20	104.40	156.60	261.00
N	42.00	61.00	93.00	186.00	279.00	465.00

Dixie Network

412 Main St., Houston, Tex., Gen. Mgr. King H. Robinson. **KATL** Houston, **KREL** Baytown, KRIC Beaumont, **KOLE** Port Arthur, **KOGT** Orange.

D	36.00	54.00	96.00	180.00	
N	60.00	120.00	180.00	300.00	

Don Lee Broadcasting System

Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif., Rep. John Blair & Co., President Lewis Allen Weiss; Exec. Vice-Pres. Willet H. Brown; Director of Adv. Ward D. Ingrim. **KHJ** Los Angeles, **KGB** San Diego, **KDB** Santa Barbara, **KFXM** San Bernardino, **KFRC** San Francisco, **KMYC** Marysville, **KYNO** Fresno, **KSBW** Salinas Monterey, **KVOE** Santa Ana, **KCOK** Tulare Visalia, **KXO** El Centre, **KAFY** Bakersfield, **KVEC** San Louis Obispo, **KPRL** Paso Robles, **KIEM** Eureka, **KHSL** Chico, **KVCV** Redding, **KYOS** Merced, **KXOA** Sacramento, **KXOB** Stockton (all in Calif.); **KRNR** Roseburg, **KPOJ** Portland, **KFJI** Klamath Falls, **KORE** Eugene, **KBND** Bend, **KOOS** Coos Bay, **KWIL** Albany, **KAST** Astoria, **KUIN** Grants Pass, **KSLM** Salena (all in Oregon); **KATO** Reno, Nev., **KVI** Seattle-Tacoma, **KYAK** Yakima, **KNEW** Spokane, **KXRO** Aberdeen, **KGY** Olympia, **KELA** Centralia, **KRKO** Everett, **KWLK** Longview, **KUJ** Wala Wala, **KPUG** Bellingham, **KWNW** Wenatchee (all in Washington); **KRLC** Lewiston, **KWAL** Wallace-Kellogg, **KVNI** Coeur d' Alene.

D	800.00	1,200.00	2,000.00
N	1,200.00	1,800.00	3,000.00

Georgia Association of Local Stations

Box 403, Decatur, Ga., Rep. Friedenberg Agency, Director Tom Carr. **WDEC** Americus, **WGAU** Athens, **WGLS** Atlanta-Decatur, **WBBQ** Augusta, **WLBB** Carrollton, **WBHF** Cartersville, **WGAA** Cedartown, **WMJM** Cordele, **WMOC** Covington, **WBLJ** Dalton, **WDWD** Dawson, **WMLT** Dublin, **WBHB** Fitzgerald, **WDUN** Gainesville, **WKEU** Griffin, **WIBB** Macon, **WFOM** Marietta, **WMVG** Milledgeville, **WMGA** Moultrie, **WROM** Tome, **WFRP** Savannah, **WWNS** Statesboro, **WSFT** Thomaston, **WKTG** Thomasville, **WWGS** Tifton, **WLET** Toccoa, **WRQN** Vidalia, **WAYX** Waycross, **WRLD** West Point.

	SB	1M	5M	15M	30M	1 Hr
D or N		70.00	150.00	282.00	420.00	696.00

Georgia Quartet

Whitehead Bldg., 223 Peachtree St., Atlanta 3, Ga., Rep. Geo. P. Hollingbery Co. **WGST** Atlanta, **WRBL** Columbus, **WRDW** Augusta, **WSAV** Savannah.

D	32.35	40.95	62.90	113.47	170.00	283.90
N	53.55	67.05	102.00	183.60	275.40	459.00

Georgia Trio

Rep. Katz Agency. **WAGA** Atlanta, **WMAZ** Macon, **WTOC** Savannah.

D	34.00	40.38	67.58	111.78	175.10	292.40
N	53.13	63.75	104.98	175.10	280.50	467.50

Granite State Network

155 Front St., Manchester, N. H., Rep. Bolling Co., President Arthur Newcomb. **WKBR** Manchester, **WOTW** Nashua, **WWNH** Rochester, **WTSV** Claremont, **WLNH** Laconia.

D	25.00	50.00	100.00	150.00	250.00
N	40.00	72.00	144.00	216.00	360.00

Great Northern Broadcasting System

200 3rd Ave. N.W., Mandan, N. D., Rep. Orville Lawson and Assoc., Sec. & Treas. M. J. Reichert. **KDLR** Devils Lake, N. D., **KGDE** Fergus Falls, Minn., **KNOX** Grand Forks, N. D., **KGCU** Mismarck-Mandan, N. D., **KLPM** Minot, N. D., **KVOX** Moorhead, Minn. **KGCX** Sidney, Mont. **KOVC** Valley City, N. D., **KWHL** Marshall, Minn., **KDHL** Fairbault, Minn., **KWLM** Wilmar, Minn.

D	55.60	74.25	163.99	318.00	476.75	795.25
N	77.40	103.50	249.00	473.25	710.25	1,184.00

Great West Network

Rep. Forjoe and Co., Gen. Mgr. William T. Kemp. **KVER** Albuquerque, **KSVP** Artesia, N. M.

D	7.65	10.00

Guy Gannett Broadcasting System

Gannett Bldg. 390 Congress St., P. O. Box 1731, Rep. Paul H. Raymer Co., President Guy P. Gannett.

	SB	1M	5M	15M	30M	1 Hr
D			33.60	67.20	100.80	168.00
N			50.40	100.80	151.20	252.00

Intermountain Network

146 South Main, Salt Lake City, Utah, Rep. Avery-Knodel, Inc., Vice-President in charge of Sales, Lynn L. Meyer. **KALL** Salt Lake City, **KLO** Ogden, **KOVO** Provo, **KOAL** Price, **KVNU** Logan, **KSUB** Cedar City, **KSVC** Richfield (all in Utah); **KEYY** Pocatello, **KVMV** Twin Falls, **KID** Idaho Falls, **KFXD** Nampa (all in Idaho); **KVRS** Rock Springs, **KSPR** Casper, **KPOW** Powell, **KWYO** Sheridan, **KOWB** Laramie (all in Wyoming); **KOPR** Butte, **KRJF** Miles City, **KBMY** Billings, **KMON** Great Falls (all in Montana); **KRAM** Las Vegas, Nev.

D	64.60	64.60	105.80	211.60	322.76	529.03
N	98.92	98.92	158.47	215.00	477.34	802.00

Keystone Network

580 Fifth Ave., N. Y., Eastern sales mgr., Noel Rhys. Ala.: **WCTA** Anniston, **WJLD** Bessemer, **WEBJ** Brewton, **WKLF** Clanton, **WKUL** Cullman, **WMSL** Decatur, **WXAL** Demopolis, **WOOF** Dothan, **WULA** Eufaula, **WMFT** Florence, **WBHP** Huntsville, **WWWB** Jasper, **WLAY** Muscle Shoals, **WJHO** Opelika, **WHTB** Talladega, **WTBF** Troy, **WTBC** Tuscaloosa. Alaska: **KFQD** Anchorage, **KFRB** Fairbanks, **KINY** Juneau, **KTKN** Ketchikan, **KIBH** Seward. Ariz.: **KTYL** Mesa. Ark.: **KVRC** Arkadelphia, **KAMD** Camden, **KXJK** Forrest City, **KFFA** Helena, **KWFC** Hot Springs, **KBTM** Jonesboro, **KDRS** Paragould, **KOTN** Pine Bluff, **KXRJ** Russellville, **KUOA** Siloam Springs. Calif.: **KUCB** Blythe, **KROP** Brawley, **KGFN** Grass Valley, **KREO** Indio, **KCVR** Lodi, **KPRL** Paso Robles, **KTIP** Porterville, **KBLF** Red Bluff, **KPRO** Riverside, **KSON** San Diego, **KVEC** San Luis Obispo, **KVVC** Ventura, **KSYC** Yreka, **KUBA** Yuba City. Col.: **KGIW** Alamosa, **KRLN** Canon City, **KFXJ** Grand Junction, **KUBC** Montrose, **KVRH** Salida, **KGEK** Sterling, **KCRT** Trinidad. Conn.: **WNOC** Norwich. Fla.: **WSWN** Belle Glade, **WDHL** Bradenton. **WTAN** Clearwater, **WCNU** Crestview, **WEUS** Eustis, **WINK** Fort Myers, **WJVB** Jacksonville Beach, **WKWF** Key West, **WLBF** Leesburg, **WTMC** Ocala, **WDLP** Panama City, **WTRR** Sanford, **WRHP** Tallahassee. Ga.: **WGAU** Athens, **WMGR** Bainbridge, **WMOG** Brunswick, **WLBB** Carrollton, **WBHF** Cartersville, **WGAA** Cedartown, **WMJM** Cordele, **WMOC** Covington, **WBLJ** Dalton, **WMLT** Dublin, **WSGC** Elberton, **WGGA** Gainesville, **WKEU**

(Continued on page 206)

for the facts on the
DonLeeBroadcastingSystem

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!



ARE YOU SELLING 'EM WHERE THEY LIVE ON THE PACIFIC COAST?

DON LEE AND ONLY DON LEE can give you local network radio sales coverage on the Pacific Coast . . . because only Don Lee is *designed especially for the Pacific Coast*, where markets are big but mighty far apart.

Think we're kidding? Take a look at a map; compare the Pacific Coast with the East Coast. The Pacific Coast is just as big, but there's also a *big difference*. The Pacific Coast is covered with mountains – high ones – many of them over 14,000 feet. Nearly every worthwhile market is surrounded by mountain ranges.

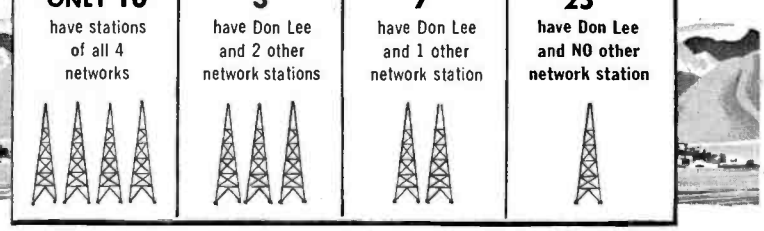
Look how many stations the networks use to cover the East Coast. Well, long range broadcasting is even more unreliable on the West Coast. If you need complete coverage, complete local penetration of this big, rugged, 1,352-mile-long Pacific Coast, you need the network that has enough stations (45) to

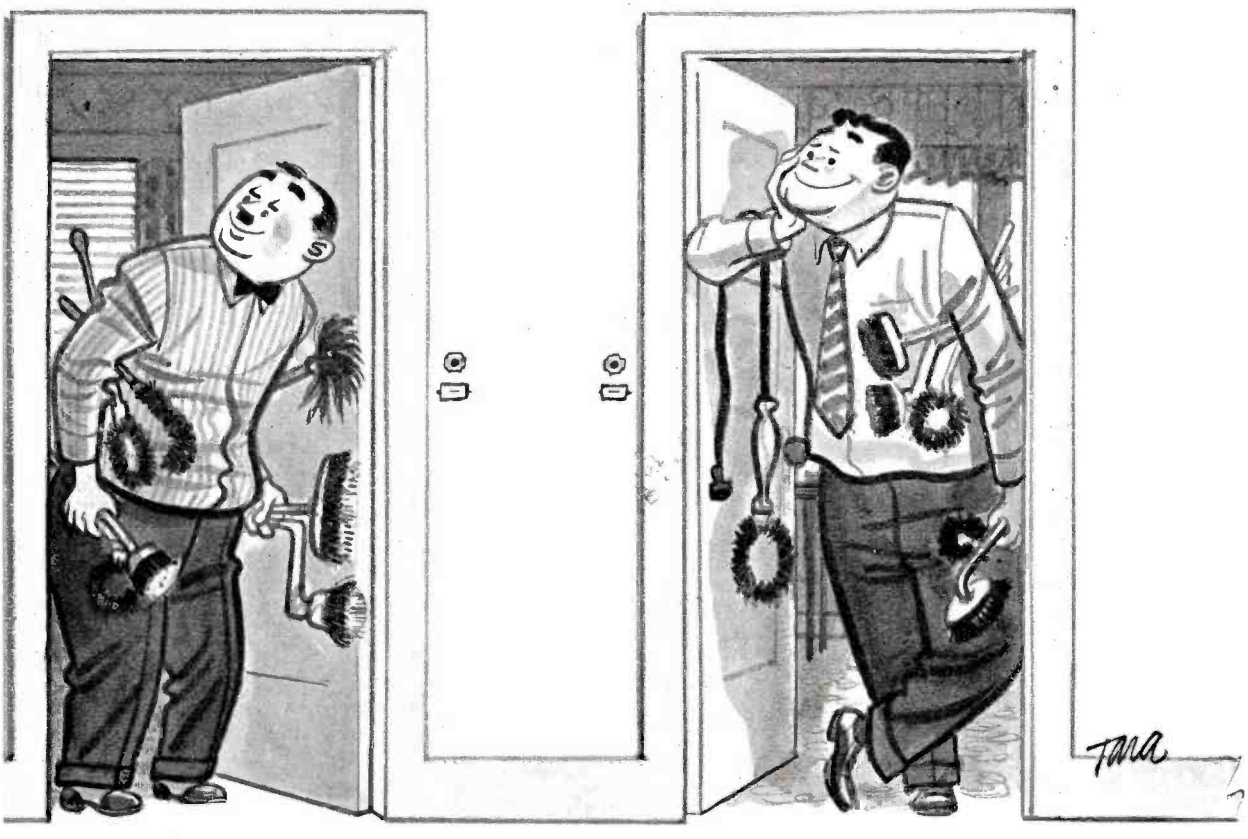
LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	**3**	**7**	**25**
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





release your sales message *locally* from within the 45 important buying markets . . . THAT'S DON LEE.

To completely cover the Pacific Coast's 15½ billion dollar sales markets – locally – buy the Pacific Coast's own point of sale network: DON LEE . . . and sell the people where they live.

***Don Lee Stations on Parade:* KUIN—GRANTS PASS, OREGON**

The only station in Josephine County, KUIN is depended upon by residents for its particular local radio needs as well as Mutual-Don Lee network programming. As a measure of its value as a market, Sales Management's 1949 Survey of Buying Power shows Josephine County with 32,100 population and retail sales totalling $17,662,000. 32% of this county population and 87% of its retail sales were credited to Grants Pass, KUIN's home city. This is one of 45 examples of the Don Lee policy of rendering network service where the people live – where they spend their money!

The Nation's Greatest Regional Network



Speak Spanish?

KYNO
KGST
KSGN

do . . .

. . . to nearly a half million listeners with $3 million purchasing power. Since 1934 these 1000 w stations—KYNO and KGST, Fresno and KSGN, Sanger, California—have led in Spanish-speaking listeners. And sales.

Juan Mercado, Mgr., Owner

KYNO • KGST • KSGN

REPRESENTED BY W. S. GRANT

Foreign Language Broadcasting in Major U. S. Cities

NEW YORK

Language Group	EST. POP.
Italian WBNX, WEVD, WHOM, WOV, WWRL	1,095,400
Jewish WEVD, WBNX, WHOM	889,600
German WWRL, WBNX	421,540
Spanish WWRL	309,000
Polish WHOM, WWRL	159,940
Russian WWRL	148,300
Hungarian WWRL	63,680
Greek WWRL	47,640
Czech WWRL	24,520

CHICAGO

Language Group	EST. POP.
Polish WGES, WSBC	300,000
German WSBC, WGES	220,000
Italian WGES, WSBC	150,000
Jewish WGES, WSBC	110,00
Swedish WGES, WSBC	75,000
Czech WGES, WSBC	60,000
Lithanian WGES	45,000
Hungarian WGES	20,000
Greek WSBC	22,000
Ukranian WSBC	22,000
Spanish WGES	15,000

NOTE: The figures herein compiled were taken from the 1940 census. In some cases, they have been adjusted where there has been a large influx of a foreign language group such as Puerto Rican (Spanish) in New York and Mexican (Spanish) in Los Angeles. In each case the figures are below station estimates, since the figures given are for metropolitan areas, whereas station estimates are for the coverage area of the station.

PHILADELPHIA

Language Group	EST. POP.
Italian WDAS, WHAT, WTEL, WJMJ	145,000
Jewish WAXX, WDAS, WHAT, WTEL	115,000
German WTEL	70,000
Polish WTEL	50,000
Ukranian WTEL	12,000
Lithuanian WTEL	9,000
Hungarian WTEL	7,500
Greek WTEL	7,000

DETROIT

Polish WJLB	140,000
Italian WJLB	55,000
Jewish WJLB	36,000

BUFFALO

Polish WBNX WWOL, WHLD (Niagara Falls)	74,000
Italian WWOL	41,000
German WWOL	32,000

CLEVELAND

Polish WGAR	60,000
German WGAR, WSRS	54,000
Italian WFAR, WSRS, WJMO	45,000
Hungarian WGAR, WJMO	40,000
Slovenian WGAR, WJMO	12,000
Czech WSRS, WJMO	(Not known)
Croat WJMO	6,000

WHOM

BLANKETS

THE

FOREIGN LANGUAGE MARKET

IN

NEW YORK

•

More ITALIAN BROADCAST HOURS THAN ANY OTHER STATION IN THE UNITED STATES—AND PLENTY IN POLISH, JEWISH, GERMAN, SPANISH, RUSSIAN—PLUS THE "AFTER HOURS SWING SESSION."

Sell YOUR PRODUCT TO THIS DOLLAR-WISE GROUP OVER WHOM—THE COUNTRY'S LEADING MULTI-LINGUAL STATION.

•

WHOM



THE IL PROGRESSO STATION
1480 ON YOUR DIAL • 5000 WATTS

1 GETS YOU FOUR ON WBNX

(1) ENGLISH
Entire English Speaking Population.

(2) YIDDISH
2,350,000 Jewish Speaking Persons.

(3) GERMAN
1,236,000 German Speaking Persons.

(4) ITALIAN
2,103,737 Italian Speaking Persons.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

EXCLUSIVE
IN
SAN FRANCISCO!!
FOREIGN AUDIENCE PROGRAMS
IN
ITALIAN
SPANISH
GREEK
FRENCH
CHINESE

KSAN
– SAN FRANCISCO –

Foreign Language Broadcasting in Major U. S. Cities

PITTSBURGH

Language Group	EST. POP.
Polish WWSW, WMCK (McKeesport)	28,000
Italian WWSW, WMCK	40,000
Slovak WWSW, WMCK	10,000

SAN FRANCISCO

Italian KSAN	50,000
Spanish KSAN	42,000
Chinese KSAN	28,000
Greek KSAN	14,000
French KSAN	10,000

LOS ANGELES

Spanish KWKW	150,000
Jewish KWKW	35,000
Italian KOWL, KWKW	30,000
Japanese KWKW	25,000
Greek KWKW	18,000
Danish KOWL	12,000

LOS ANGELES—Continued

Language Group	EST. POP.
Norwegian KOWL	6,000
Portuguese KWKW	5,000

MILWAUKEE

German WEXT	95,000
Polish WEXT	52,000
Hungarian WEXT	30,000
Czech WEXT	20,000
Yugoslavian WEXT	15,000
Italian WEXT	12,000
Croat WEXT	10,000
Greek WEXT	9,000
Serbian WEXT	5,000

BOSTON

Italian WMEX	75,000
Jewish WVOM	45,000

PROVIDENCE

Language Group	EST. POP.
French WRIB	125,000

PROVIDENCE—Continued

Language Group	EST. POP.
Italian WRIB	100,000
Portuguese WRIB	50,000
Polish WRIB	30,000
Jewish WRIB	30,000
Armenian WRIB	10,000
Swedish WRIB	8,000
German WRIB	8,000
Greek WRIB	4,000

FRESNO

Mexican KYNO	(no census data available)

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

• ENGLISH
• JEWISH
• ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD



WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

WWRL

NEW YORK'S FOREMOST FOREIGN LANGUAGE STATION
Entertaining and selling millions of New Yorkers effectively and inexpensively in more foreign languages than any other New York station.

SPANISH		GERMAN
IRISH	GREEK	RUSSIAN
HUNGARIAN	FRENCH	LITHUANIAN
POLISH	SYRIAN	UKRANIAN
	CZECHOSLOVAKIAN	

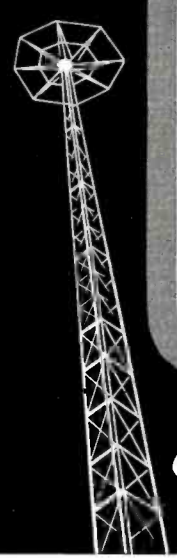
Note: *Soon—5,000 Watts*

SPECIFIC MARKET INFORMATION

Direct your advertising to known individuals. Get the facts upon which you can plan future sales. WOV's Audited Audiences give you specific market information upon which sales expectancy may be anticipated to a degree of accuracy not heretofore possible in radio broadcast advertising. Ask for the facts—known proven tested facts—today. Consult with WOV where . . .

RESULTS IS THE BUY WORD

Italian language market (2,100,000 individuals) larger than Cleveland and Cincinnati combined.



Originators of Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company
National Representatives

WOV NEW YORK

NBC Network

SPOT RATE FINDER

(Continued from page 26)

SOUTH CAROLINA

CHARLESTON, WTMA

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

COLUMBIA, WIS

D	10.00	10.00	16.00	32.00	48.00	80.00
N	17.00	17.00	28.00	56.00	84.00	140.00

GREENVILLE, WFBC

D	7.50	7.50	15.00	28.00	42.00	70.00
N	14.00	14.00	28.00	56.00	84.00	140.00

GREENWOOD, WCRS

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

SOUTH DAKOTA

SIOUX FALLS, KELO

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	26.00	52.00	78.00	130.00

TENNESSEE

BRISTOL, WOPI

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

CHATTANOOGA, WAPO

	SB	1M	5M	15M	30M	1 Hr
D		10.00	14.00	28.00	42.00	70.00
N		18.00	28.00	56.00	84.00	140.00

KINGSPORT, WKPT

D	5.00	5.00	9.30	18.00	30.00	50.00
N	7.50	7.50	13.75	27.00	45.00	75.00

KNOXVILLE, WROL

D	12.00	12.00	16.00	32.00	48.00	80.00
N	24.00	24.00	32.00	64.00	96.00	160.00

MEMPHIS, WMC

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

NASHVILLE, WSM

D	32.50	37.50	57.50	90.00	137.50	210.00
N	65.00	75.00	115.00	180.00	275.00	420.00

TEXAS

AMARILLO, KGNC

D	13.50	13.50	22.50	36.00	54.00	90.00
N	27.00	27.00	45.00	72.00	108.00	180.00

CORPUS CHRISTI, KRIS

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

DALLAS, WFAA 820kc, 50kw

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

EL PASO, KTSM

D	8.50	8.50	12.50	25.00	40.00	75.00
N	10.00	10.00	20.00	40.00	72.00	120.00

FORT WORTH, WBAP 820kc, 50kw

	SB	1M	5M	15M	30M	1 Hr
D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	238.00	480.00

HOUSTON, KPRC

D	20.00	20.00	37.50	54.00	90.00	150.00
N	40.00	40.00	75.00	108.00	180.00	300.00

SAN ANTONIO, WOAI

D	27.50	32.50	40.80	54.40	81.50	136.00
N	55.00	65.00	102.00	136.00	204.00	340.00

WESLACO, KRGV

D	6.00	10.00	15.00	24.00	36.00	60.00
N	12.00	20.00	30.00	48.00	72.00	120.00

UTAH

SALT LAKE CITY, KDYL

D	18.50	18.50	25.00	50.00	75.00	110.00
N	36.00	36.00	50.00	100.00	150.00	220.00

VIRGINIA

HARRISONBURG, WSVA

D	5.50	5.50		16.00	24.00	48.00
N						

MARTINSVILLE, WMVA

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.50	5.00	10.00	20.00	30.00	50.00

WEST VIRGINIA

BLUEFIELD, WHIS

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

CHARLESTON, WGKV

D	8.00	8.00	12.00	30.00	40.00	60.00
N	11.50	11.50	21.50	40.00	60.00	100.00

CLARKSBURG, WBLK

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WISCONSIN

EAU CLAIRE, WEAU

D	4.25	4.25	8.25	17.50	35.00	60.00
N	8.50	8.50	16.50	35.00	70.00	120.00

LA CROSSE, WKBH

D	5.60	7.50	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

MADISON, WIBA

D	9.00	9.00	18.00	31.50	54.00	90.00
N	15.00	15.00	30.00	52.50	90.00	150.00

MARINETTE, WMAM

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

MILWAUKEE, WTMJ

D	30.30	49.50		88.00	132.00	220.00
N	60.60	99.00		176.00	264.00	440.00

WAUSAU, WSAU

D	6.00	6.75		14.00	24.00	40.00
N	8.00	9.00		24.00	36.00	60.00

Bigger than ALL NEW ENGLAND ...

Served by One Big City . . . ONE BIG STATION!

LIFELINES of South Texas blossom out into these 65 counties from San Antonio . . . bustling supply center for food, drugs, general merchandise, furniture . . for the thousand needs of over a million people.

Tied closely together as they are through constant common search for better living . . . these 1,337,500 neighbors* represent a geographical area larger than all New England (plus Maryland)!

Just as San Antonio is the principal city of these 65 counties, so is WOAI the principal station of its 317,070 BMB Radio Families. For, in these same three-score and five counties, WOAI provides intense Primary Coverage of 50 to 100%—both DAY AND NIGHT!

C. E. Hooper's "Listening Area Coverage Index" of Fall 1948 revealed that WOAI has more listening families here by 2 to 1 in Daytime . . . 3 to 1 at Night . . . over the second more popular station!

Retail Sales in 1948 were up 13.8% over the previous year; Net Effective Buying Income soared 18.7% higher!* More late facts are contained in this issue of MARKETBOOK. They, along with other reliable data, reveal a story as tasty as a Texas steer! For all the WOAI story, have a pow-wow with Petry!





On the way!



December, 1949! For rates, etc., please consult Standard Rate & Data.

*Copr. 1949, Sales Management Survey of Buying Power; further reproduction not licensed.

WOAI San Antonio
NBC • 50,000 WATTS • CLEAR CHANNEL • TQN

WOAI-TV
CHANNEL 4

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

ALABAMA

SPOT RATE FINDER

ALBERTVILLE, Marshall, 1,500 fam., 77.2% radio, 1,160 radio fam.
WAVU, 500w-D, 630 kc

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.50	5.00	10.00	15.00	

ALEXANDRIA CITY, Alabama, 1,900 fam., 72.1% radio, 1,560 radio fam.
WRFS, 1kw-D, 1050kc, Sears & Ayer

D	4.00	5.00	12.00	24.00	36.00	60.00

WRFS-FM, Chan 291, 106.1 mc, 4.6kw, Sears & Ayer, Bonus, days only

N	2.00	2.50	6.00	12.00	18.00	30.00

ANDALUSIA, Covington, 2,100 fam., 77.4% radio, 1,630 radio fam.
WCTA, 250w, 1340kc, MBS

D	2.00	3.75	6.00	10.00	18.00	30.00
N	2.50	5.00	10.00	20.00	30.00	50.00

ANNISTON, Calhoun, 11,100 fam., 82.5% radio, 9,160 radio fam.
WHMA, 250w, 1450kc, ABC, Sears & Ayer

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WHMA-FM, Chan 263, 100.3 mc, 4.5kw, Sears & Ayer, Bonus
WOOB, 250w, 1490kc

D	1.25	2.30	5.00	8.00	14.00	25.00
N	1.25	3.00	6.00	12.00	18.00	30.00

AUBURN, Alabama, 1,900 fam., 83.9% radio, 1,590 radio fam.
WAUD, 250w, 1230kc

D	2.00	4.00	7.50	15.00	27.00	45.00
N	2.50	4.00	7.50	15.00	27.00	45.00

BESSEMER, Jefferson, 7,600 fam., 83.5% radio, 6,350 radio fam.
WJLD, 250w, 1400kc, MBS, Hooper

D	8.00	8.00	12.00	20.00	38.00	75.00
N	8.00	8.00	12.00	20.00	38.00	75.00

WJLN-FM, Chan 284, 104.7mc, 40kw

D	5.00	5.00	9.00	12.00	25.00	45.00
N	5.00	5.00	9.00	12.00	25.00	45.00

BIRMINGHAM, Jefferson, 90,200 fam., 89.7% radio, 80,910 radio families

4 AM affiliates, average 1-time rates

D	12.83	14.12	25.93	38.50	57.75	96.25
N	21.66	24.75	43.75	72.00	108.00	180.00

2 AM non-affiliates, average 1-time rates

D	8.50	11.75	23.50	51.00	75.00	107.00

WAPI, 5kw, 1070kc, CBS, Radio Sales, BMB

D	14.00	16.00	20.00	40.00	60.00	100.00
N	28.00	32.00	40.00	80.00	120.00	200.00

WAFM, chan. 258, 99.5mc, 1kw, Radio Sales

D	7.00	8.00	9.00	13.50	30.00	50.00
N	14.00	16.00	18.00	22.50	50.00	80.00

WBRC, 5kw, 960kc, NBC, Raymer, BMB

D	17.00	17.00	30.00	44.00	66.00	110.00
N	30.00	30.00	60.00	88.00	132.00	220.00

WBRC-FM, Chan 273, 102.5mc, 50kw, Raymer

D	6.00	6.00		20.00	30.00	50.00
N	6.00	6.00		20.00	30.00	50.00

WKAX, 1kw-D, 900 kc, McGilvra

D	8.50	11.50	17.00	28.00	50.00	84.00

WSGN, 5kw-D, 1kw-N, 610kc, ABC, Headley-Reed

D		16.00	25.00	40.00	60.00	100.00
N		27.00	50.00	80.00	120.00	200.00

WSGN-FM, Chan 229, 93.7mc, 510kw. Bonus
WTNB, 250w, 1490kc, MBS, Taylor Borroff

D	7.50	7.50	18.75	30.00	45.00	75.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WVOK, 10kw-D, 690kc, Conlan

D		12.00	30.00	74.00	100.00	130.00

BREWTON, Escambia, 1,100 fam., 76.8% radio, 840 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WEBJ, 250w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D		2.50	6.75	12.25	24.00	45.00
N		2.50	6.75	12.25	24.00	45.00

CLANTON, Chilton, 1,400 fam., 79.5% radio, 1,110 radio fam.
WKLF, 1kw-D, 980kc, Clark

D	2.00	4.00	7.50	15.00	22.50	37.50

CULLMAN, Cullman, 2,500 fam., 88.3% radio, 2,210 radio fam.
WKUL, 250w, 1340kw

D	2.00	2.00	5.00	7.20	12.60	22.50
N	2.00	2.00	5.00	7.20	12.60	22.50

DECATUR, Morgan, 7,300 fam., 87.6% radio, 6,390 radio fam.
WHOS, 1kw-D, 800kc

D	1.00	3.00	8.00	16.00	24.00	40.00

WMSL, 250w, 1400kc, MBS, Conlan

D	2.00	3.00	5.00	10.00	15.00	30.00
N	2.00	3.00	5.00	10.00	15.00	30.00

DEMOPOLIS, Marengo, 1,100 fam., 70% radio, 770 radio fam.
WXAL, 250w, 1400kc, MBS

D	1.50	1.50		10.00	16.00	30.00
N	1.50	1.50		10.00	16.00	30.00

DOTHAN, Houston, 6,800 fam., 88.5% radio, 6,020 radio fam.

2 AM affiliates, average 1-time rate

D	3.00	3.25	6.00	12.20	21.00	35.00
N	6.00	6.00				

WAGF, 1kw, 1320kc, MBS, McGillvra

D	3.00	3.00	5.00	10.00	18.00	30.00
N	6.00	6.00				

WDIG, 250w, 1450kc, ABC, Harry E. Cummings

D		3.50	7.00	14.40	24.00	40.00
N		6.00	10.00	21.60	36.00	60.00

WOOF, 1kw-D, 560kc, Sears & Ayer, BMB

D	1.28	2.00	3.50	6.50	9.50	15.50

EUFAULA, Barbaur (no city figures available)
WULA, 250w, 1240kc

D	2.00	3.75	6.00	10.00	18.00	30.00
N	2.50	5.00	10.00	20.00	30.00	50.00

FLORENCE, Lauderdale, 6,200 fam., 83.3% radio, 5,160 radio fam.
WJOI, 250 w, 1340kc, ABC, Conlan

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WMFT, 250w, 1240kc, Freidenberg

D	2.50	2.50	5.00	10.00	17.50	30.00
N	5.00	5.00	7.50	15.00	26.25	45.00

GADSDEN, Etawah, 15,300 fam., 88.7% radio, 13,570 radio fam.

2 AM affiliates, average 1-time rates

D		3.60	5.62	12.50	22.50	39.00
N		6.00	8.87	21.00	37.50	65.00

2 AM non-affiliates, average one-time rates

D		3.80	7.25	15.20	24.60	41.60

WGAD, 1kw, 1350kc, MBS, McGillvra

D		3.60	5.25	12.00	21.00	36.00
N		6.00	8.75	20.00	35.00	60.00

WGNH, 250w, 1400kc, ABC, Ra-Tel, Conlan

D		3.60	6.00	13.00	24.00	42.00
N		6.00	9.00	22.00	40.00	70.00

WGWD, 1kw-D, 570kc, Taylor-Borroff

D		4.00	8.00	16.00	24.00	40.00

WJBY, 250w 1240kc, Sears & Ayer

D		3.60	6.50	14.40	25.20	43.20
N		6.00	10.40	24.00	42.00	72.00

WJBY-FM, chan. 279, 103.7mc, 1.5kw
No data available.
GREENVILLE, Butler, 1,900 fam., 76.0% radio, 1,440 radio fam.
WGYV, 250w, 1400kc, Continental

D	1.50	3.00	3.50	6.30	18.00	30.00
N	1.10	2.00	2.50	5.00	12.00	18.00

(Continued on page 34)

MARKET INDICATORS FOR ALABAMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,848,000	'48	2,833,000	'40
Increase over 1940	0.5%			
% of U.S.	2.15%	'48	1.95%	'40
BMB Families	742,500	'49	719,000	'46
Percent Radio	82.7%	'49	71.6%	'46
Radio Families	614,360	'49	515,000	'46
Business Concerns	31,300	'47	22,270	'39
Manufacturing Establishments	3,334	'47	1,982	'39
Non-Agricultural Employment	484,261	'47	389,000	'39
Manufacturing Employment	186,000	'47	116,000	'39
Income	$2,371,000,000	'47	763,000,000	'40
Increase over 1940	211%			
Per Capita Income	$ 837	'47	268	'40
Increase over 1940	212%			
Construction (Private)	$ 143,900,000	'48	33,100,000	'39
Residential	$ 60,700,000	'48	16,300,000	'39
Non-Residential	$ 46,400,000	'48	8,900,000	'39
Retail Sales	$1,794,000,000	'48	1,696,223,000	'47
Value Added by Manufacture	$ 877,000,000	'47	246,000,000	'39

* * *



See page 3 for key to map.

W G N H dominates the *rich* GADSDEN MARKET

CONLAN RADIO REPORT **APRIL 17-23, 1949**

	MORNING	AFTERNOON	NIGHT	TOTAL
BASIC CALLS	2,075	3,699	2,672	8,446
LISTENING HOMES	416	735	885	2,036
% OF POTENTIAL AUDIENCE	20.0%	19.9%	33.1%	24.1%
DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:				
WGNH	**50.7**	**38.4**	**39.3**	**41.4**
Station A	1.7%	1.0%	2.1%	1.6
Station B	27.4	36.9	37.7	35.3
Station C	10.1	6.7	.4	4.6
Station D	6.7	11.6	12.8	11.1
Station E	1.0	1.8	2.5	1.9
Station F	2.4	3.6	5.2	4.1

WITH 41.4 RATINGS

WGNH is the first station in Gadsden in all time periods (see Conlan).

GADSDEN is the hub of a thriving metropolitan area of approximately 150,000 population having an annual retail sales nudging $99,000,000.

To cover this solid southern market, WGNH is your best value, listeners per dollar.

Represented by Ra-Tel

A B C **A B A**

Affiliated with the GADSDEN TIMES

ALABAMA

SPOT RATE FINDER

(Continued from page 33)

HUNTSVILLE, Madison, 5,600 fam., 82.5% radio, 4,620 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.00	6.50	13.50	23.00	29.00
N	4.50	6.00	5.50	19.50	32.00	44.00

WBHP, 250w, 1230kc, MBS

D	3.00	3.00	5.00	15.00	28.00	28.00
N	3.00	3.00	5.00	15.00	28.00	28.00

WFUN, 250w, 1450kc, Sears & Ayer

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WHBS, 250w, 1490kc, ABC, Headley Reed, Conlan

D	4.00	5.00	8.00	12.00	18.00	30.00
N	6.00	9.00	16.00	24.00	36.00	60.00

WHBS-FM, chan. 236, 95.1mc, 16kw, Headley-Reed
Bonus

JASPER, Walker, 2,300 fam., 83.0% radio, 1,910 radio fam.

WWWB, 250w, 1240kc, MBS, Friedenberg

D	4.00	15.00	30.00	42.00	
N	4.00	15.00	30.00	42.00	

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

MOBILE, Mobile, 48,200 fam., 83.5% radio, 40,250 radio fam.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.66	9.00	10.87	22.50	33.75	56.25
N	12.00	12.00	20.50	42.00	66.25	112.50

WABB, 5kw, 1480kc, MBS, Taylor-Borroff, Hooper

D	9.00	9.00	11.00	22.00	33.00	55.00
N	12.00	12.00	22.00	44.00	66.00	110.00

WABB-FM, chan. 271, 102.1mc, 50kw, Taylor-Borroff
Bonus

WALA, 5kw, 1410kc, NBC, Headley-Reed

D	10.00	10.00	11.25	24.00	36.00	60.00
N	15.00	15.00	22.50	48.00	72.00	120.00

WKRG, 1kw-D, 250w-N, 710kc, CBS, Adam J. Young, Jr.

D	9.00	11.25	24.00	36.00	60.00	
N	12.00	22.50	48.00	72.00	120.00	

WKRG-FM, chan. 260, 99.9mc, 3kw
No data available.

WKAB, 1kw-D, 840kc. Donald Cooke

D	6.00	10.80	24.00	36.00	60.00

MONTGOMERY, Montgomery, 33,600 fam., 80.7% radio, 27,120 radio fam.

4 AM affiliates, average 1-time rates

D	6.66	6.87	11.50	20.00	34.50	
N	9.33	9.50	19.00	38.80	95.00	

* * *

WAPX, 1kw, 1600kc, ABC, Walker, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WCOV, 250w, 1240kc, CBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WCOV-FM, 94.5mc, 4.1kw
Bonus

WJJJ, 10kw-D, 1kw-N, 1170kc, MBS, Weed

D	7.50	12.00	20.00	36.00	60.00	
N	10.00	20.00	40.00	60.00	100.00	

WMGY, 1kw, 800kc, Meeker

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WMGY-FM, 107.5mc, 3kw, Meeker
Bonus

WSFA, 1kw, 144kc, NBC, Headley-Reed, Conlan

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MUSCLE SHOALS, Colbert, 33 fam., 87.9% radio, 260 radio fam.

WLAY, 250w, 1450kc, MBS, Branham

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

OPELIKA, Lee, 3,000 fam., 73.4% radio, 2,200 radio fam.

WJHO, 250w-D, 100w-N, 1400kc, MBS

D	1.50	4.00				
N	1.50	4.00	7.50	15.00	27.00	45.00

SELMA, Dallas, 8,000 fam., 74.6% radio, 5,970 radio fam.

2 AM affiliates, average 1-time rates

D	4.00	3.75	7.00	14.00	22.00	40.00
N	6.00	5.50	10.00	20.75	33.00	60.00

* * *

WGWC, 250w, 1340kc, CBS, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHBB, 250w, 1490kc, MBS, Sears & Ayer

D	3.50	6.00	12.00	20.00
N	5.00	8.00	17.50	30.00

SYLACAUGA, Talladega, 2,700 fam., 85.3% radio, 2,300 radio fam.

2 AM non-affiliates, average 1-time rates

D	3.37	5.00	9.25	17.00	31.00

WFEB, 250w, 1340kc

D	3.75	6.00	10.00	18.00	30.00
N	5.25	10.00	20.00	30.00	50.00

WMLS, 1kw-D, 1290kc

D	3.00	4.00	8.50	16.00	32.00

TALLADEGA, Talladega, 3,600 fam., 82.1% radio, 2,960 radio fam.

WHTB, 250w, 1230kc, MBS, BMB

D	2.50	2.50	7.50	15.00	25.00	50.00
N	2.50	2.50	7.50	15.00	25.00	50.00

TROY, Pike, 2,500 fam., 76.1% radio, 1,900 radio fam.

WTBF, 250w, 1490kc, MBS, Continental Radio Sales, BMB

D	3.00	3.00	5.00	10.00	18.00	30.00
N	6.00	6.00	7.50	15.00	27.00	45.00

TUSCALOOSA, Tuscaloosa, 10,300 fam., 81.0% radio, 8,340 radio fam.

WJRD, 5kw-D, 1150kc, Walker

D	3.00	4.50	12.50	25.00	42.00	70.00
N	5.00	7.00	16.00	32.50	54.00	90.00

WTBC, 250w, 1230kc, MBS, Sears & Ayer

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

* * *

ALABAMA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Autauga	4,200	77.4	3,250	5,311	1,732	633	
Baldwin	9,400	83.7	7,870	18,215	2,794	1,013	
Barbour	6,900	74.8	5,160	11,219	2,989	1,081	
Bibb	4,000	84.7	3,390	7,087	2,278	856	
Blount	5,700	81.5	4,650	8,609	975	347	
Bullock	4,600	73.2	3,370	6,089	1,210	419	
Butler	6,400	77.2	4,940	11,762	3,346	1,128	
Calhoun	19,600	83.5	16,370	48,984	16,711	8,182	36,702
Chambers	9,300	84.0	7,810	11,400	9,792	4,777	D

D—Withheld to avoid disclosing figures for individual counties.
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 36)

WWOK

The "Voice of Dixie"

BIRMINGHAM, ALABAMA

690 KC

50,000 Watts

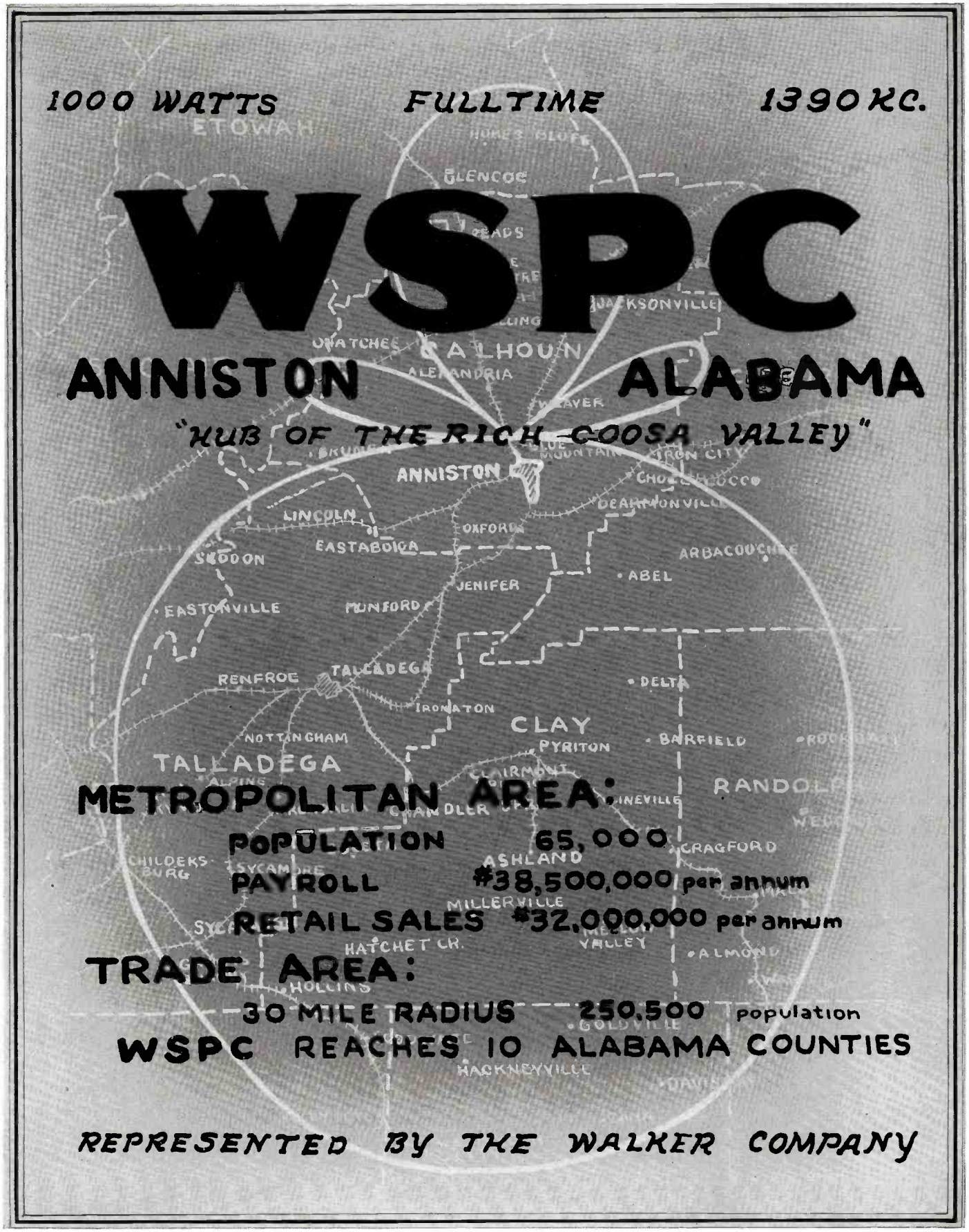
~~10,000~~ WATTS

Construction permit!

ALABAMA'S MOST POWERFUL STATION

Iralee W. Benns
President

W. J. Brennan
Commercial Mgr.


1000 WATTS
FULLTIME
1390 KC.
WSPC
ANNISTON ALABAMA
"HUB OF THE RICH COOSA VALLEY"
METROPOLITAN AREA:
POPULATION 65,000
PAYROLL $38,500,000 per annum
RETAIL SALES $32,000,000 per annum
TRADE AREA:
30 MILE RADIUS 250,500 population
WSPC REACHES 10 ALABAMA COUNTIES
REPRESENTED BY THE WALKER COMPANY
ANNISTON
CALHOUN
CLAY
TALLADEGA
RANDOLPH
ETOWAH
GLENCOE
JACKSONVILLE
OXFORD
LINCOLN
EASTABOGA
SYCAMORE
ABEL
JENIFER
RENFROE
IRONATON
DELTA
PYRITON
BARFIELD
ASHLAND
MILLERVILLE
CRAGFORD
ALMOND
HOLLINS
GOLDVILLE
HACKNEYVILLE

ALABAMA RADIO MARKET DATA BY COUNTIES

(Continued from page 34)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Cherokee	3,700	86.1	3,190	4,767	377	119	
Chilton	5,600	80.5	4,510	11,020	1,946	609	
Choctaw	4,000	75.7	3,030	4,603	1,997	518	
Clarke	5,700	78.0	4,450	12,687	2,671	789	
Clay	3,300	80.8	2,670	5,074	841	215	
Cleburne	2,500	79.4	1,990	5,039	713	191	
Coffee	7,000	78.4	5,490	10,259	1,695	592	
Colbert	9,000	83.3	7,500	18,724	7,854	4,148	29,362
Conecuh	4,600	77.9	3,580	6,887	1,153	383	
Coosa	2,600	80.1	2,080	2,754	813	224	
Covington	8,700	77.8	6,770	22,812	6,031	1,977	10,008
Crenshaw	4,800	79.4	10,080	21,117	1,077	281	
Cullman	11,900	84.7	3,810	7,285	2,567	848	
Dale	5,700	78.5	4,470	5,654	2,223	706	
Dallas	15,800	74.1	11,710	33,709	7,332	2,239	8,103
DeKalb	8,700	83.6	7,270	12,995	2,422	794	
Elmore	7,400	81.0	5,990	12,362	4,469	2,060	D
Escambia	6,700	78.4	5,250	18,723	3,765	1,309	
Etowah	21,700	87.4	18,970	67,031	21,512	11,196	68,831
Fayette	4,000	81.4	3,260	7,975	2,124	722	
Franklin	5,400	81.3	4,390	8,936	1,841	662	
Geneva	5,900	78.9	4,660	9,787	2,593	941	
Greene	4,300	73.8	3,170	5,782	952	245	
Hale	5,400	75.3	4,070	5,775	901	214	
Henry	4,200	78.9	3,310	6,096	999	292	
Houston	14,100	84.0	11,840	32,359	5,610	2,265	
Jackson	7,900	82.3	6,500	12,234	2,191	690	
Jefferson	148,700	89.2	132,640	543,888	151,035	80,855	275,326
Lamar	3,700	82.2	3,040	5,854	783	206	
Lauderdale	12,700	82.6	10,490	31,259	4,017	1,692	
Lawrence	5,900	80.3	4,740	5,148	256	71	
Lee	8,700	77.2	6,720	15,425	5,876	2,090	11,894
Limestone	7,500	80.5	6,040	11,564	1,023	322	
Lowndes	4,700	73.7	3,460	4,967	629	151	
Macon	6,700	75.4	5,050	9,732	1,148	348	
Madison	19,900	84.8	16,880	48,386	9,582	3,880	18,686
Marengo	7,300	73.5	5,370	11,474	2,722	772	
Marion	5,000	83.1	4,160	7,558	1,638	676	
Marshall	9,300	84.3	7,840	19,593	2,976	1,178	
Mobile	65,000	83.5	54,280	187,425	58,705	28,587	91,312
Monroe	5,600	78.1	4,370	10,385	2,132	702	
Montgomery	39,500	80.2	31,680	132,852	25,124	10,515	24,942
Morgan	12,300	85.3	10,490	32,879	7,881	3,498	15,074
Perry	5,000	76.5	3,830	7,921	1,980	679	
Pickens	5,800	79.5	4,610	8,011	1,952	579	
Pike	7,300	77.3	5,640	15,933	2,848	962	
Randolph	5,100	81.2	4,140	7,849	2,570	928	
Russell	10,000	76.4	7,640	11,437	2,005	589	
St. Clair	5,800	84.5	4,900	10,838	2,708	1,488	
Shelby	6,700	84.3	5,650	9,879	2,286	908	
Sumter	5,900	75.6	4,460	7,503	1,838	506	
Talladega	13,900	80.5	11,190	24,214	10,098	5,287	26,225
Tallapoosa	7,700	83.3	6,410	16,584	6,033	3,099	21,417
Tuscaloosa	20,000	82.1	16,420	52,374	12,629	5,882	30,682
Walker	13,800	85.8	11,840	26,915	9,197	4,722	
Washington	3,100	77.8	2,410	3,553	783	231	
Wilcox	5,700	74.3	4,240	6,379	1,840	455	
Winston	3,500	83.2	2,910	5,692	1,320	463	

D—Withheld to avoid disclosing figures for individual counties.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

ARIZONA

SPOT RATE FINDER

BISBEE, Cochise, 1,700 fam., 95.0%, radio, 1,620 radio fam.
KSUN, 250w, 1230kc, CBS, Blair, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.75	6.10	9.00	18.00	27.00	45.00
N	6.30	8.10	12.00	24.00	36.00	60.00

COOLIDGE, Pinal, 1,000 fam., 93.4% radio, 930 radio fam.
KCKY, 1kw, 1150kc, MBS

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

DOUGLAS, Cochise, 3,000 fam., 93.5% radio, 2,810 radio fam.
KAWT, 250w, 1450kc, NBC, Raymer

D	4.00	4.00	5.00	10.00	15.00	25.00
N	8.00	8.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

FLAGSTAFF, Coconino, 2,800 fam., 91.6% radio, 2,560 radio fam.
KWRZ, 250w, 1340kc, Ariz. Net.

	SB	1M	5M	15M	30M	1 Hr
D		3.00	10.00	16.00	24.00	40.00
N		6.00	15.00	24.00	36.00	60.00

GLENDALE, Maricopa, 2,600 fam., 89.7% radio, 2,330 radio fam.
KRUX, 250w, 1340kc

D	3.50	5.00	9.00	18.00	30.00	50.00
N	7.00	10.00	18.00	36.00	60.00	100.00

GLOBE, Gila, 2,100 fam., 94.7% radio, 1,990 radio fam.
KWJB, 250w, 1240kc, NBC, Raymer

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

MESA, Maricopa, 3,500 fam., 92.2% radio, 3,230 radio fam.
KTYL, 250w, 1490kc

D	2.00	3.00	4.00	9.00	13.00	22.00
N	2.00	3.00	6.00	11.00	20.00	36.00

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MARKET INDICATORS FOR ARIZONA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	664,000	'48	499,000	'40
Increase over 1940	32.9%			
% of U.S.	0.45%	'48	0.38%	'40
BMB Families	184,100	'49	169,800	'46
Percent Radio	93.7%	'49	82.4%	'46
Radio Families	172,580	'49	139,900	'46
Business Concerns	11,572	'47	6,174	'39
Manufacturing Establishments	545	'47	313	'39
Non-Agricultural Employment	112,380	'47	89,000	'39
Manufacturing Employment	11,000	'47	6,000	'39
Income	$ 721,000,000	'47	237,000,000	'40
Increase over 1940	204%			
Per Capita Income	$ 1,120	'47	473	'40
Increase over 1940	137%			
Construction (Private)	$ 49,500,000	'47	12,900,000	'39
Residential	$ 20,900,000	'47	7,000,000	'39
Non-Residential	$ 18,000,000	'47	2,600,000	'39
Retail Sales	$ 652,050,000	'48	562,158,000	'47
Value Added by Manufacture	$ 104,000,000	'47	32,000,000	'39

NOGALES, Santa Cruz, 1,900 fam., 90.4% radio, 1,720 radio fam.
KNOG, 250w, 1340kc, Mutual, Gene Grant, BMB

	SB	1M	5M	15M	30M	1 Hr
D	2.30	2.80	5.00	7.00	10.00	17.00
N	3.00	4.00	6.00	10.00	15.00	25.00

PHOENIX, Maricopa, 30,200 fam., 94.8% radio, 28,639 radio fam.
4 AM affiliates, average one-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.50	10.00	14.50	27.50	43.75	68.75
N	17.00	20.00	29.00	55.00	82.50	137.50

(Continued on page 38)



See page 3 for key to map.


THERE'S A GOLD MINE IN
ARIZONA
AND HERE'S YOUR KEY
The Arizona Network
KOY
KTUC
KSUN
The Arizona Market
RETAIL SALES
Up 321% since 1940
Three Quarter Billion $(1948)
BANK DEPOSITS
Up 326% since 1940
One half Billion $(12/31/48)
TELEPHONES doubled
125,778 in 1948
AUTO REGISTRATIONS
237,945 Vehicles
And Still Growing
The Arizona Network
You get 3 for 2 with the Arizona Network
Covering more than 80% of the Arizona Market
. . . ask any John Blair man
KOY in Phoenix
5,000 watts on 550 Kc.
(1,000 night)
Non-Directional
KTUC in Tucson
250 watts on 1400 Kc.
KSUN in Bisbee
250 watts on 1230 Kc.
Represented nationally by John Blair & Co.

ARIZONA

SPOT RATE FINDER

(Continued from page 36)

KOOL, 5kw, 960kc, MBS, Hollingbery, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	13.00	26.00	39.00	65.00
N	18.00	18.00	26.00	52.00	78.00	130.00

KOY, 5kw-D, 1kw-N, 550kc, CBS, John Blair, Hooper

D	10.50	10.50	14.00	28.00	42.00	70.00
N	21.00	21.00	28.00	56.00	84.00	140.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

KPHO, 250w, 1230kc, ABC, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	15.00	24.00	36.00	60.00
N	12.00	18.00	30.00	48.00	72.00	120.00

KRUX, 250w, 1340kc

D			9.00	18.00	30.00	50.00
N			18.00	36.00	60.00	100.00

KTAR, 5kw, 620kc, NBC, Raymer

D		11.50	16.00	32.00	48.00	80.00
N		23.00	32.00	64.00	96.00	160.00

PRESCOTT, Yavapai, 3,700 fam., 93.6% radio, 3,460 radio fam.

KYCA, 250w, 1490kc, NBC, Raymer

D	4.00	5.00	10.00	15.00	25.00	
N	8.00	10.00	20.00	30.00	50.00	

SAFFORD, Graham, 1,400 fam., 94.9% radio, 1,330 radio fam.

KGLU, 1kw, 1480kc, NBC, Raymer

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

* * *

TUCSON, Pima, 14,400 fam., 95.4% radio, 13,740 radio fam.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.45	5.90	7.61	13.85	20.77	34.62
N	10.00	10.75	14.00	26.00	39.00	65.00

KCNA, 250w, 1340kc, MBS, Hollingbery, Hooper

D	4.32	3.60	7.20	14.40	21.60	36.00
N	7.00	6.00	12.00	24.00	36.00	60.00

KOPO, 250w, 1450kc, ABC, Forjoe, Hooper

D	5.00	7.50	6.75	11.00	16.50	27.50
N	8.00	12.00	11.00	20.00	30.00	50.00

KTUC, 250w, 1400kc, CBS, Blair, Hooper

D	6.00	6.00	8.50	14.00	21.00	35.00
N	12.00	12.00	17.00	28.00	42.00	70.00

KVOA, 1kw, 1290kc, NBC, Raymer, Hooper

D	6.50	6.50	8.00	16.00	24.00	40.00
N	13.00	13.00	16.00	32.00	48.00	80.00

* * *

YUMA, Yuma, 3,500 fam., 93.1% radio, 3,260 radio fam.

KYUM, 250w, 1240kc, NBC, Raymer

	SB	1M	5M	15M	30M	1 Hr
D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

for the facts on KTUC

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

ARIZONA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Apache	5,100	87.8	4,480	5,121	1,526	803	D
Cochise	9,600	94.9	9,110	31,512	5,873	3,548	D
Coconino	6,100	90.7	5,530	21,927	2,985	1,335	
Gila	6,800	94.0	6,390	18,711	4,749	3,184	15,475
Graham	3,000	93.8	2,810	10,175	1,215	544	
Greenlee	3,000	94.0	2,820	7,420	2,852	2,177	
Maricopa	80,000	94.2	75,320	311,366	51,916	29,572	41,425
Mohave	3,600	93.6	3,370	10,569	1,202	614	
Navajo	6,300	90.3	5,690	16,084	2,035	909	
Pima	33,600	94.9	31,890	128,370	19,703	10,620	6,015
Pinal	7,300	92.2	6,730	24,554	3,783	2,118	
Santa Cruz	2,700	92.0	2,480	12,670	1,861	701	
Yavapai	9,100	94.3	8,580	24,750	4,130	2,306	
Yuma	7,900	93.4	7,380	28,821	2,873	1,392	

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administratian. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

ARKANSAS

SPOT RATE FINDER

ARKADELPHIA, Clark, 1,700 fam., 85.1% radio, 1,450 radio fam.

KVRC, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	7.50	15.00	22.50	38.00
N	4.50	5.50	9.00	19.00	30.00	48.00

BLYTHEVILLE, Mississippi, 5,500 fam., 80.6% radio, 4,430 radio fam.

KLCN, 1kw-D, 900kc, Pearson

D	5.00	5.00	10.00	20.00	30.00	50.00

KLCN-FM, chan. 241, 96.1mc, 6.2kw, Pearson

N (only)	2.50	2.50	5.00	10.00	15.00	25.00

CAMDEN, Ouachita, 2,900 fam., 80.3% radio, 2,330 radio fam.

KRMD, 250w, 1450kc, MBS,

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

EL DORADO, Union, 6,400 fam., 87.9% radio, 5,630 radio fam.

KELD, 250w, 1400kc, ABC, Continental Radio

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FAYETTEVILLE, Washington, 4,100 fam., 90.6% radio, 3,710 radia fam.

KGRH, 250w, 1450kc, MBS, RA-TEL

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

FORREST CITY, St. Francis (no city figures available)

KXJK, 1kw-D, 950kc

D		2.50	5.00	11.00	20.00	35.00

FORT SMITH, Sebastian, 16,200 fam., 90.5% radio, 14,660 radio fam.

2 AM affiliates, average 1-time rates

D	5.27	7.00	10.15	17.80	26.70	44.50
N	7.60	9.90	17.80	31.60	47.40	79.00

KFPW, 250w, 1400kc, MBS, Walker

D	4.55	6.50	7.80	15.60	23.40	39.00
N	5.20	7.80	15.60	31.20	46.80	78.00

KFPW-FM, chan. 235, 94.9mc, 14kc, Walker Bonus

KFSA, 1kw-D, 500w-N, 950kc, ABC, Taylor-Borroff, Conlan, BMB

D	6.00	7.50	12.50	20.00	30.00	50.00
N	10.00	12.00	20.00	32.00	48.00	80.00

KSFA-FM, chan. 298, 107.7mc, 3kw Bonus

KWHN, 5kw, 1320kc, Pearson, Conlan

Note: All rates one-time. Sources: Tatal Families, copyright 1949 "Sales Management". Further reproductian unlicensed. For complete explanation see foreword.

for the facts on KOY

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

HARRISON, Boone, 1,800 fam., 91.8% radio 1,650 radio fam.

KHOZ, 250w, 1240kc, MBS

D		2.50	7.50	14.00	21.00	35.00
N		3.50	10.00	20.00	30.00	50.00

HELENA, Phillips, 3,500 fam., 73.2% radio, 2,560 radia fam.

KFFA, 1kw, 1360kc, MBS, Continental, Conlan, BMB

D	4.50	5.00	8.00	16.00	24.00	40.00
N	7.00	8.00	16.00	32.00	48.00	80.00

HOPE, Hempstead, 2,500 fam., 80.8% radio 2,020 radio fam.

KXAR, 250w, 1490kc, MBS

D	3.00	3.75	7.50	14.00	21.00	35.00
N	4.00	5.00	10.00	20.00	30.00	50.00

HOT SPRINGS, Garland, 11,100 fam., 86.3% radio, 9,580 radio fam.

2 AM affiliates, averages 1-time rates

D	4.25	5.00	11.00	22.00	33.00	55.00
N	7.50	9.00	20.00	40.00	60.00	100.00

KTHS, 10kw-D, 1kw-N, 1090kc, ABC, Branham, Conlan, BMB

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

KWFC, 250w, 1340kc, MBS, Sears-Ayer

D	3.50	4.00	10.00	20.00	30.00	50.00
N	5.00	6.00	16.00	32.00	48.00	80.00

JONESBORO, Craighead, 5,300 fam., 89.8% radio, 4,760 radia fam.

KBTM, 250w, 1230kc, MBS, BMB

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

KBTM-FM, chan. 270, 101.9mc, 8.1kw

D	2.00	2.50	5.00	8.00	16.00	28.00
N	2.00	2.50	5.00	8.00	16.00	28.00

LITTLE ROCK, Pulaski, 31,700 fam., 90.2% radio, 28,590 radio fam.

3 AM affiliates, average 1-time rates

D		11.00	16.66	22.66	34.00	59.00
N		18.00	24.00	45.33	68.00	118.00

KARK, 5kw, 920kc, NBC, Petry Co.

D		12.00	16.00	28.00	42.00	70.00
N		18.30	30.00	56.00	84.00	140.00

KGHI, 1kw-D, 5kw-N, 1250kc, Hollingbery, Hooper

D		6.00	7.00	14.00	21.00	42.00
N		8.00	14.00	28.00	42.00	84.00

KLRA, 10kw-D, 5kw-N, 1010kc, CBS, Taylor-Borroff

D	8.00	11.00	15.00	26.00	39.00	65.00
N	13.00	16.00	28.00	52.00	78.00	130.00

KVLC, 1kw-D, 1050kc, Forjoe

D	4.50	5.00	7.00	14.00	21.00	35.00

MAGNOLIA, Columbia, 1,700 fam., 85.1% radio, 1,450 radio fam.

KVMA, 1kw-D, 630kc

D	5.50	8.00	11.00	22.00	33.00	55.00

NORTH LITTLE ROCK, Pulaski, 11,800 fam., 86.6% radio, 10,220 radio fam.

KXLR, 250w, 145kc, MBS, Ra-Tel, Hooper

D		5.00	7.00	14.00	21.00	40.00
N		8.00	14.00	28.00	42.00	80.00

(Continued on page 39)

MARKET INDICATORS FOR ARKANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,925,000	'48	1,949,000	'40
Increase over 1940	—1.3%			
% of U.S.	1.32%	'48	1.48%	'40
BMB Families	531,100	'49	487,000	'46
Percent Radio	83.9%	'49	72.5%	'46
Radio Families	445,600	'49	353,000	'46
Business Concerns	20,694	'47	21,684	'39
Manufacturing Establishments	1,924	'47	1,115	'39
Non-Agricultural Employment	199,420	'47	193,000	'39
Manufacturing Employment	58,000	'47	36,000	'39
Income	$1,358,000,000	'47	493,000,000	'40
Increase over 1940	175%			
Per Capita Income	$ 710	'47	252	'40
Increase over 1940	182%			
Construction (Private)	$ 120,800,000	'47	23,100,000	'39
Residential	$ 51,500,000	'47	7,600,000	'39
Non-Residential	$ 20,100,000	'47	6,300,000	'39
Retail Sales	$1,177,688,000	'48	1,076,657,000	'47
Value Added by Manufacture	$ 266,000,000	'47	66,000,000	'39

* * *



See page 3 for key to map.

ARKANSAS

SPOT RATE FINDER

(Continued from page 38)

PARAGOULD, Greene, 2,900 fam., 91.6% radio, 2,660 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

KDRS, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.25	7.50	14.00	21.00	35.00
N	2.50	3.25	7.50	14.00	21.00	35.00

PINE BLUFF, Jefferson, 13,300 fam., 85.9% radio, 11,420 radio fam.

KCLA, 250w, 1400kc

D	4.00	5.40	10.80	21.60	32.40	54.00
N	4.00	5.40	10.80	21.60	32.40	54.00

KOTN, 250w-D, 1490kc, MBS

D	3.50	3.50	8.00	14.00	24.00	40.00
N	3.50	3.50	8.00	14.00	24.00	40.00

RUSSELLVILLE, Pope, 2,100 fam., 86.8% radio, 1,820 radio fam.

* * *

KXRJ, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	5.00	8.00	14.00	25.00
N	3.50	4.50	6.75	11.00	19.00	34.50

SILOAM SPRINGS, Benton, 2,300 fam., 88.3% radio, 2,030 radio fam.

KUOA, 5kw-D, 1290kc, MBS, Conlan

D	3.75	5.25	9.00	18.00	27.00	45.00

KUOA-FM, chan. 289, 1057mc, 2.6kw

D	.75	1.05	2.25	3.60	5.60	9.00
N	1.00	1.40	2.50	5.00	7.50	12.50

STUTTGART, Arkansas, 2,100 fam., 83.4% radio, 1,750 radio fam.

* * *

KWAK, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.23	6.50	13.00	19.50	32.50
N	5.00	6.50	10.00	20.00	30.00	50.00

TEXARKANA, Miller (also Bowie, Tex.), 6,300 fam., 84.9% radio, 5,350 radio fam.

KCMC, KTFS (see Texarkana, Tex.)

WEST MEMPHIS, Crittenden, 4,500 fam., 74.2% radio, 3,340 radio fam.

KWEM, 1kw-D, 990kc, Ra-Tel

D	14.00	17.50	25.00	48.00	72.00	120.00

* * *

ARKANSAS RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Arkansas	6,500	84.4	5,940	16,643	2,424	965	
Ashley	6,800	81.3	5,530	12,497	3,019	1,443	
Baxter	2,900	87.8	2,550	3,267	391	104	
Benton	9,800	87.0	8,530	18,159	2,181	744	
Boone	3,800	87.1	3,310	11,288	1,709	544	
Bradley	4,100	85.6	3,510	10,556	2,626	1,179	
Calhoun	1,800	81.8	1,470	2,119	246	68	
Carroll	3,500	88.0	3,080	5,802	545	163	
Chicot	7,900	77.3	6,110	11,031	1,276	448	
Clark	6,100	83.9	5,120	12,675	2,151	661	
Clay	6,400	87.2	5,580	9,328	868	257	
Cleburne	2,600	84.6	2,200	3,545	461	132	
Cleveland	2,500	82.5	2,060	2,831	530	151	
Columbia	7,600	82.5	6,270	15,705	3,300	1,198	
Conway	4,500	82.8	3,730	8,793	1,656	593	
Craighead	12,700	88.5	11,240	30,165	4,112	1,666	
Crawford	5,000	84.6	4,230	9,446	716	236	
Crittenden	13,700	77.2	10,580	21,678	2,067	878	
Cross	7,000	80.6	5,640	10,377	720	259	
Dallas	2,900	79.4	2,300	8,972	1,825	650	
Desha	9,000	79.2	7,130	10,970	1,642	577	
Drew	5,600	79.1	4,430	8,892	1,644	512	
Faulkner	6,100	85.7	5,230	11,980	1,250	428	
Franklin	2,900	86.4	2,510	5,308	499	178	
Fulton	1,700	82.9	1,410	1,783	275	79	
Garland	13,400	86.8	11,630	47,750	9,001	3,476	
Grant	2,600	85.2	2,220	3,584	1,189	420	
Greene	6,900	88.2	6,090	13,268	2,116	654	
Hempstead	7,400	80.7	5,970	16,237	2,384	905	
Hot Spring	5,400	83.5	4,510	7,783	2,749	1,238	
Howard	3,400	83.2	2,830	8,615	1,447	544	
Independence	5,100	85.8	4,380	12,238	1,433	505	
Izard	2,200	84.0	1,850	2,377	338	92	
Jackson	6,500	82.0	5,330	13,089	1,584	546	
Jefferson	25,300	81.2	20,540	57,208	9,053	3,920	
Johnson	3,300	85.3	2,810	7,031	1,948	1,014	
Lafayette	4,000	82.1	3,280	7,130	786	232	
Lawrence	5,500	86.8	4,770	8,356	2,365	934	
Lee	6,600	75.5	4,980	10,200	591	187	
Lincoln	5,200	77.8	4,050	4,278	481	179	
Little River	3,600	81.9	2,950	6,138	890	227	
Logan	5,700	86.2	4,910	10,001	1,503	626	
Lonoke	6,800	84.5	5,750	14,396	1,017	365	
Madison	3,200	80.6	2,580	2,160	266	65	
Marion	2,300	83.8	1,930	1,387	189	59	
Miller	10,000	83.5	8,350	29,635	3,149	1,213	
Mississippi	22,100	82.9	18,320	58,150	5,157	2,170	
Monroe	5,500	74.0	4,070	8,277	829	264	
Montgomery	1,700	82.7	1,410	2,218	271	77	
Nevada	4,800	82.8	3,970	8,278	1,437	528	
Newton	1,900	79.3	1,510	1,187	138	38	
Ouachita	9,900	82.1	8,130	18,792	5,995	2,692	18,792
Perry	1,500	81.6	1,220	1,407	202	38	
Phillips	13,900	75.6	10,510	26,265	5,421	2,217	10,007
Pike	2,800	84.7	2,370	3,861	935	301	
Poinsett	8,700	83.4	7,260	16,614	2,300	850	
Polk	4,300	82.2	3,530	8,715	1,540	444	
Pope	6,700	84.2	5,640	12,376	2,273	696	
Prairie	3,700	84.9	3,140	4,416	325	84	
Pulaski	62,200	88.6	55,110	223,101	39,037	17,986	36,991
Randolph	4,600	82.8	3,810	6,297	1,368	514	
St. Francis	10,200	77.8	7,940	16,614	1,929	719	
Saline	6,000	86.3	5,180	7,664	2,104	870	
Scott	3,000	85.9	2,580	5,168	880	279	
Searcy	2,600	81.1	2,110	2,258	429	108	
Sebastian	18,700	89.9	16,810	69,552	14,083	7,185	21,737
Sevier	3,700	80.5	2,980	5,683	799	236	
Sharp	2,600	83.9	2,180	2,199	140	28	
Stone	1,800	81.3	1,460	1,526	235	58	
Union	15,400	86.8	13,370	53,961	9,432	4,648	27,468
Van Buren	2,500	82.3	2,060	1,919	186	44	
Washington	12,200	86.9	10,600	32,460	5,386	1,937	
White	10,000	86.0	8,600	15,960	1,833	608	
Woodruff	5,400	84.0	4,540	9,108	678	188	
Yell	4,900	86.5	4,240	6,991	696	188	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

CALIFORNIA

SPOT RATE FINDER

BAKERSFIELD, Kern, 10,000 fam., 98.4% radio, 9,840 radio fam.

4 AM affiliates, one-time rates

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.12	15.25	23.50	38.75
N	8.50	8.50	15.50	29.00	43.50	72.50

KAFY, 250w, 1490kc, MBS, Western Radio, John Pearson

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

KERN, 1kw, 1410kc, CBS, Raymer

D	4.00	4.00	7.50	15.00	25.00	40.00
N	8.00	8.00	15.00	30.00	45.00	75.00

KERN-FM, Chan. 231, 94.1mc Bonus

KERO, 250w, 1230kc, NBC, Avery-Knodel, Hooper

D	5.00	5.00	10.00	16.00	24.00	40.00
N	10.00	10.00	20.00	32.00	48.00	80.00

KPMC, 1kw, 1560kc, ABC, W. S. Grant

D	5.00	5.00	9.00	18.00	27.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

BANNING, Riverside, 2,300 fam., 98.8% radio, 2,270 radio fam.

KPAS, 250w, 1490kc, Cooke, Gene Grant

D	2.50	3.00	9.00	14.40	21.60	36.00
N	2.50	3.00	9.00	14.40	21.60	36.00

BARSTOW, San Bernardino, 1,600 fam., 97.5% radio, 1,560 radio fam.

KWTC, 250w, 1230 kc, Cooke, Gene Grant

D		4.00	6.00	9.55	15.90	26.50
N		5.00	10.00	15.00	26.50	44.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on KGB

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

BERKELEY, Alameda, 36,000 fam., 99.4% radio, 35,780 radio fam.

KRE, 250w, 1400 kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.55	14.25	26.25	47.00
N	3.00	4.00	8.55	14.25	26.25	47.00

KRE-FM, Chan. 275, 102.9mc, 6.8kw Bonus

BLYTHE, Riverside, 1,400 fam., 96.3% radio, 1,350 radio fam.

KUCB, 250w, 1400kc, Peorson

D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

BRAWLEY, Imperial, 3,300 fam., 89.8% radio, 2,960 radio fam.

KROP, 1 kw, 1300kc, BMB

D	3.00	4.00	6.00	10.00	20.00	40.00
N	4.50	6.00	9.00	15.00	30.00	60.00

BURBANK, Los Angeles, 22,300 fam., 99.4% radio, 22,170 radio fam.

KWIK, 250w, 1490kc

D	2.75	4.00	8.75	19.50	25.50	40.00
N	2.75	4.00	8.75	19.50	25.50	40.00

CALEXICO, Imperial, 1,800 fam., 91.2% radio, 1,640 radio fam.

KICO, 250w, 1490kc, Continental, Gene Grant

D	3.00	4.00	7.00	11.00	16.50	27.50
N	5.00	6.00	10.00	16.00	24.00	40.00

CHICO, Butte, 3,800 fam., 97.8% radio, 3,720 radio fam.

KHSL, 5kw, 1290kc, MBS, W. S. Grant, Conlan, Hooper

D	5.40	5.40	9.65	19.25	32.10	53.45
N	6.50	6.50	11.60	23.15	38.50	64.15

KVCI (FM), Chan. 101.2, 3kw, Grant

D	2.50	2.50	——	11.00	17.00	24.00
N	3.70	3.70	——	12.00	18.00	24.00

KXOC, 5kw-D, 1kw-N, 1150kc, Western Radio, Pearson

D	6.00	6.00	8.00	16.00	24.00	40.00
N	12.00	12.00	16.00	32.00	48.00	80.00

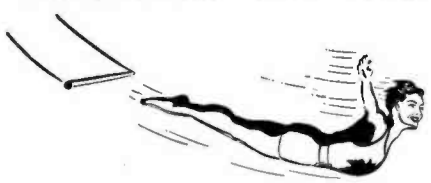
CORONA, Riverside, 33,000 fam., 97.1% radio, 3,200 radio fam.

KBUC, 500w, 1370kc, W. S. Grant

D	——	6.00	12.00	18.00	30.00	50.00
N	——	6.00	12.00	18.00	30.00	50.00

DINUBA, Tulare, 1,400 fam., 96.1% radio, 1,350 radio fam.

Sales THROUGH THE AIR



KFVD

WITH THE GREATEST OF EASE!

• POWER—

5000 watts! Blanketing the nation's third market, PLUS a substantial bonus area including seven Southern California counties in the daytime primary coverage area.

—POSITION—

1020 kilocycles! Center dial position catches listeners (and buyers) coming and going for consistently high returns per advertising dollar spent. That's important!

—PERSONALITIES

Yes! Bill Stewart with his "Three Alarm" giveaways! Cliffie Stone, top Western star! George Sanders and "Spade Cooley Time," and a big bonus night-time Western audience! Violet Schram and the housewives' "Shopping Hilites!"

—NEXT TIME CHECK KFVD FIRST!

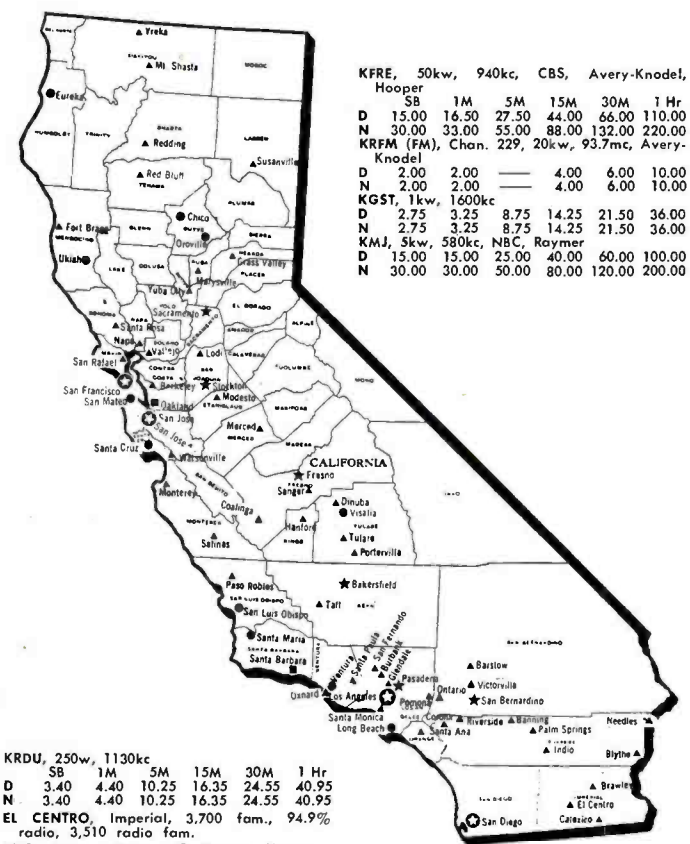
LOS ANGELES

Represented by:
DONALD COOKE, INC.

MARKET INDICATORS FOR CALIFORNIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,031,000	'48	6,907,000	'40
Increase over 1940	45.2%			
% of U.S.	6.87%	'48	5.23%	'40
BMB Families	3,222,600	'49	2,784,000	'46
Percent Radio	98.2%	'49	96%	'46
Radio Families	3,164,500	'49	2,673,000	'46
Business Concerns	191,962	'47	133,024	'39
Manufacturing Establishments	17,645	'47	11,558	'39
Non-Agricultural Employment	2,340,333	'47	1,769,000	'39
Manufacturing Employment	530,000	'47	272,000	'39
Income	$16,121,000,000	'47	5,606,000,000	'40
Increase over 1940	188%			
Per Capita Income	$ 1,643	'47	805	'40
Increase over 1940	104%			
Construction (Private)	$ 1,545,400,000	'47	468,800,000	'39
Residential	$ 953,700,000	'47	324,900,000	'39
Non-Residential	$ 415,800,000	'47	93,900,000	'39
Retail Sales	$11,724,388,000	'48	11,117,517,000	'47
Value Added by Manufacture	$ 3,996,000,000	'47	1,123,000,000	'39

* * *



KFRE, 50kw, 940kc, CBS, Avery-Knodel, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	15.00	16.50	27.50	44.00	66.00	110.00
N	30.00	33.00	55.00	88.00	132.00	220.00

KRFM (FM), Chan. 229, 20kw, 93.7mc, Avery-Knodel

D	2.00	2.00	——	4.00	6.00	10.00
N	2.00	2.00	——	4.00	6.00	10.00

KGST, 1kw, 1600kc

D	2.75	3.25	8.75	14.25	21.50	36.00
N	2.75	3.25	8.75	14.25	21.50	36.00

KMJ, 5kw, 580kc, NBC, Raymer

D	15.00	15.00	25.00	40.00	60.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

KRDU, 250w, 1130kc

	SB	1M	5M	15M	30M	1 Hr
D	3.40	4.40	10.25	16.35	24.55	40.95
N	3.40	4.40	10.25	16.35	24.55	40.95

EL CENTRO, Imperial, 3,700 fam., 94.9% radio, 3,510 radio fam.

KXO, 250w, 1230kc, MBS, Raymer, Hooper

D	4.00	5.50	9.25	15.70	22.00	30.00
N	8.00	11.00	18.50	31.40	44.00	60.00

EUREKA, Humboldt, 7,500 fam., 96.0% radio, 7,200 radio fam.

2 AM affiliates, average 1-time rates

D	6.50	6.50	9.20	15.35	23.50	37.50
N	9.50	9.50	13.80	23.00	33.75	56.25

KHUM, 250w, 1240kc, ABC, Western Radio

D	6.00	6.00	8.80	14.70	23.00	35.00
N	9.00	9.00	13.20	22.00	31.50	52.50

KIEM, 1kw, 1480kc, MBS, Blair, Conlan

D	7.00	7.00	9.60	16.00	24.00	40.00
N	10.00	10.00	14.40	24.00	36.00	60.00

KRED-FM, Chan. 242, 96.3mc, 4.6kw Bonus

FORT BRAGG, Mendocino (no figures on city)

KDAC, 250w, 1230kc, Forjoe

D	2.75	3.45	7.00	11.00	16.50	27.50
N	4.00	5.00	10.00	16.00	24.00	40.00

FRESNO, Fresno, 26,700 fam., 97.7% radio, 26,090 radio fam.

4 AM affiliates, average 1-time rate

D	10.66	11.66	18.73	31.86	47.80	79.69
N	21.66	26.83	36.86	63.73	95.60	122.66

KARM, 500w, 1430kc, ABC, Petry

D	9.50	11.00	16.90	30.00	45.00	75.00
N	20.00	22.50	34.00	60.00	90.00	150.00

KARM-FM, Chan. 270, 101.9mc, 9kw Bonus

KYNO, 1kw, 1300kc, MBS, Pearson, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	10.80	21.60	32.40	54.00
N	15.00	15.00	21.60	43.20	64.80	108.00

GLENDALE, Los Angeles, 32,600, 99.4% radio, 32,400 radio fam.

KIEV, 250w-D, 870 kc

D	4.00	6.00	——	18.00	32.00	60.00

GRASS VALLEY, Nevada, 2,200 fam., 98.3% radio, 2,160 radio fam.

KGFN, 250w, 1400kc, Tracy Moore

D	3.00	3.00	5.00	10.00	12.50	20.00
N	4.00	4.00	7.50	15.00	20.00	35.00

HANFORD, Kings, 3,500 fam., 95.4% radio, 3,340 radio fam.

KINGS, 1kw, 620kc, W. S. Grant

D	5.00	9.00	10.00	20.00	30.00	50.00
N	6.00	7.50	12.00	24.00	36.00	60.00

(Continued on page 42)

for the facts on KFXM

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

Only an Eyelash

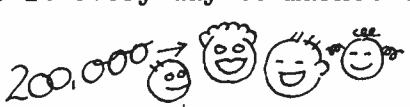
now separates the Los Angeles and Chicago markets in retail sales.
(About 10% if you're statistical.)



That's one of two eye-popping facts about the incredible Los Angeles area. The other is the development there of a pace-setting TV station ... one that proves day after day that TV is a selling, not an advertising, medium.



This station is selling garbage disposal units, vacuum sweepers, fertilizer, smoked fish, Geiger counters, roofing, shmoos and scores of less colorful products. 30 different advertisers use it every day to market their goods.



How can the seller miss? The station has rates that anyone can afford (from $25 a sales message), an average audience of 14,000 families at all times, a market that will have 200,000 TV families before you can finish a 13-week contract.



The station is KFI-TV, which apparently can sell almost anything to the $5 billion Los Angeles market.

CALIFORNIA

SPOT RATE FINDER

(Continued from page 40)

HOLLYWOOD, Los Angeles, 688,300 fam., 98.4% radio, 677,290 radio fam. See Los Angeles listing

KFMV (FM) (see Los Angeles)

KTLA (TV) (see Los Angeles)

KTSL (TV) (see Los Angeles)

KNBH (TV) (see Los Angeles)

KGFS (see Los Angeles)

KFWB (see Los Angeles)

KLAC (see Los Angeles)

KMPC (see Los Angeles)

INDIO, Riverside, 1,000 fam., 96.2% radio, 960 radio fam.

KREO, 250w, 1400 kc, Pearson, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

LAGUNA BEACH, Orange (no city figures available)

KTED, 1000kw-D, 250kw-N, 1520kc, Gene Grant

D	4.50	6.00	12.00	24.00	36.00	60.00
N	4.50	6.00	12.00	24.00	36.00	60.00

LODI, San Joaquin, 4,500 fam., 97.3% radio, 4,380 radio fam.

KCVR, 1 kw-D, 1570kc

D	4.00	6.00	10.00	16.00	24.00	40.00

LONG BEACH, Los Angeles, 93,900 fam., 99.0% radio, 92,960 radio fam.

2 AM independents, average 1-time rates

D	5.50	5.75	12.00	23.50	38.50	62.50
N	9.25	10.00	19.50	37.50	62.50	107.50

KFOX, 1 kw, 1280kc, Burn-Smith

D	5.00	5.00	9.00	17.00	32.00	50.00
N	7.50	7.50	14.00	25.00	50.00	90.00

KGER, 5kw, 1390kc

D	6.00	7.50	15.00	30.00	45.00	75.00
N	10.00	12.50	25.00	50.00	75.00	125.00

KNOB (FM), Chan. 276, 103.1mc, 320w

D	——	1.50	——	2.90	4.30	7.20
N	——	1.50	——	4.80	7.20	12.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

Reach and SELL Southern California's TOP QUARTER MILLION with KFMV (FM)

58,000 Watts 94.7 mc.

Top Power
Top Coverage
Top Promotion
Top Audience

KFMV

UNION BROADCASTING CORPORATION

6540 Sunset Blvd., Hollywood 28, California

LOS ANGELES, Los Angeles, 688,300 fam., 98.4% radio, 677,290 radio fam.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	49.30	56.42	73.66	117.00	175.50	292.50
N	98.10	99.80	144.00	225.00	337.50	562.50

6 AM non-affiliates, average 1-time rates

D	10.66	15.16	21.76	42.16	63.08	105.92
N	17.11	23.29	34.37	67.04	83.75	168.08

KECA, 5kw, 790kc, ABC, ABC, Spot Sales, Hooper

D	42.20	42.20	72.00	108.00	162.00	270.00
N	82.40	82.40	120.00	180.00	270.00	450.00

KECA-FM, Chan 238, 95.5mc, 200kw, Bonus

KECA-TV Chan 7, 14.8kw aur., 29.8kw, vis., ABC, ABC Spot

D	75.00	75.00	100.00	150.00	225.00	375.00
N	100.00	100.00	133.33	200.00	300.00	500.00

KFI, 50kw, 640kc, NBC, Petry

D	62.50	62.50	84.00	140.00	210.00	350.00
N	125.00	125.00	168.00	280.00	420.00	700.00

KFI-FM, 640mc, 105.9kc, Petry, Bonus

KFI-TV, Chan 9, 15kw aur., 30 kw vis., Petry

D	——	20.00	30.00	52.50	90.00	150.00

KFVD, 5kw, 1020kc, Cooke

D	6.50	10.00	15.00	30.00	45.00	80.00
N	6.50	10.00	15.00	30.00	45.00	80.00

KFWB, 5kw, 980kc, Rambeau

D	15.00	25.00	36.00	72.00	108.00	180.00
N	25.00	40.00	60.00	120.00	180.00	300.00

KGFJ, 250w, 1230kc

D	6.00	6.00	12.00	16.00	24.00	40.00
N	6.00	6.00	12.00	16.00	24.00	40.00

KHJ, 5kw, 930kc, MBS, Blair, Hooper

D	32.50	46.00	——	90.00	135.00	225.00
N	65.00	92.00	——	180.00	270.00	450.00

KHJ-FM, Chan 266, 101.1mc, 2kw, Blair Bonus

KTSL (TV) Chan 2, 59.75mc aur., 55.25mc vis., DuMont, Blair-TV Inc.

N	35.00	60.00	75.00	120.00	180.00	300.00

KLAC, 5kw-D, 1kw-N, 570kc, Young

						50 mins
D	12.50	15.00	20.75	41.25	62.00	103.00
N	18.75	23.75	41.50	82.50	124.00	206.00

KMPC, 50kw-D, 10kw-N, 710 kc, Raymer

D	20.00	25.00	30.00	60.00	90.00	150.00
N	40.00	50.00	60.00	120.00	180.00	300.00

KMPC-FM, Chan 262, 100.3mc, 460kw, Raymer Bonus

KNX, 50kw, 1070kc, CBS, Radia Sales, Hooper, Nielsen

D	60.00	75.00	65.00	130.00	195.00	325.00
N	120.00	——	——	260.00	390.00	650.00

KNX-FM, Chan 226, 93.1mc, 10kw, Bonus

KRKD, 5kw-4, 1kw-N, 1150kc

D	10.00	10.00	16.75	33.75	49.50	82.50
N	10.00	10.00	16.75	33.75	49.50	82.50

KRKD-FM, Chan 242. 96.3 mc, 15kw, Banus

KNBH (TV), Chan 4, 13.5kw aur., 27kw vis., NBC, NBC Spot

D	75.00	75.00	——	——	225.00	375.00
N	100.00	100.00	——	——	300.00	500.00

KTLA (TV), Chan 5, 15kw aur.,30kw, vis.

D	20.00	22.30	33.00	51.00	76.50	137.50
N	30.00	42.50	62.50	100.00	150.00	250.00

KTTV (TV) Chan 11, 16.6kw, aur., 31.5kw vis., CBS, Radio Sales

D	45.00	60.00	85.50	120.00	180.00	300.00
N	75.00	100.00	142.50	200.00	300.00	500.00

KKLA (FM), Chan 246, 97.1mc, 58kw

D	1.00	3.00	8.00	12.00	20.00	40.00
N	1.00	4.00	10.00	15.00	30.00	60.00

KFMV (FM) Chan 234, 94.7mc, 58kw

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

MARYSVILLE, Yuga, 3,100 fam., 96.0% radio, 2,980 radio fam.

KMYC, 250w, 1450kc, MBS

D	4.20	4.20	9.00	13.50	22.50	37.50
N	6.00	6.00	12.00	18.00	30.00	50.00

KMYC-FM, Chan 260, 99.9mc, 4.7kw (no rates listed)

MERCED, Merced, 5,200 fam., 84.3% radio, 4,380 radio fam.

KYOS, 5 kw, 1480kc, MBS, W. S. Grant

D	7.50	7.50	10.15	20.35	33.85	56.45
N	9.00	9.00	12.20	24.40	40.70	67.70

KVME (FM) Chan 97.5, 97.5mc, 8.9kw, W. S. Grant, Bonus

MODESTO, Stanislaus, 6,900 fam., 98.0% radio, 6,760 radio fam.

KTRB, 1kw, 860kc, W. S. Grant

D	——	8.04	10.50	21.00	35.00	63.00
N	——	9.26	13.13	26.25	45.90	78.75

KTRB-FM, Chan 281, 104.1mc, 16kw, Grant Bonus

KBEE (FM), Chan 277, 103.3mc, 4kw, Raymer

D	1.00	1.00	2.00	3.60	6.00	10.00
N	1.50	1.50	3.00	5.40	9.00	15.00

MONTEREY, Monterey, 4,600 fam., 96.3% radio, 4,430 radio fam

KMBY, 250w, 1240kc

D	1.75	3.00	4.50	9.00	13.50	22.50
N	3.00	4.50	6.00	12.00	18.00	30.00

MOUNT SHASTA, Siskiyou, 700 fam., 97.5% radio, 680 radio fam.

KWSD, 250, 1340kc, Griffith, BMB

for the facts on KDB

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	10.00	16.00	24.00	40.00
N	5.00	7.50	12.50	20.00	30.00	50.00

NAPA, Napa, 4,900 fam., 98.2% radio, 4,810 radio fam.

KVON, 500w, 1440kc, Forjoe

D	3.90	4.65	7.25	13.20	21.85	37.50
N	3.90	4.65	7.25	13.20	21.85	37.50

NEEDLES, San Bernardino, 2,000 fam., 93.6% radio, 1,870 radio fam.

KSFE, 250w, 1340kc

D	——	——	——	8.00	12.00	20.00
N	——	——	——	8.00	12.00	20.00

OAKLAND, Alameda, 142,400 fam., 98.7% radio, 140,550 radio fam.

3 AM non-affiliates, average 1-time rates

D	8.87	9.66	14.93	24.83	43.75	70.25
N	11.50	13.50	25.00	48.33	74.00	125.00

KLX, 1kw, 910kc, Burn-Smith, Hooper

D	9.50	10.50	17.50	30.00	45.00	70.00
N	12.00	14.00	27.50	50.00	75.00	130.00

KLX-FM, chan 267, 101.3mc, 20kw, Burn-Smith Bonus

KROW, 1kw, 960kc, Hooper

D	8.25	11.00	13.75	27.50	41.25	68.75
N	11.00	14.00	25.00	50.00	75.00	130.00

KWBR, 1kw, 1310kc

D	——	7.50	13.50	27.00	45.00	72.00
N	——	12.50	22.50	45.00	72.00	120.00

KWBR-FM, chan.247, 97.3mc, 10kw (Rates on request)

ONTARIO, San Bernardino, 7,000 fam., 98.0% radio, 6,860 radio fam.

KOCS, 250w, 1510kc, Cooke

D	2.90	2.90	6.25	11.25	17.50	30.00

KOCS-FM, chan.228, 93.5mc, 310w, Cooke Bonus, days only

OROVILLE, Butte, 2,100 fam., 96.4% radio, 2,020 radio fam.

KDAN, 250w, 1340kc

D	5.75	5.75	8.75	17.50	25.00	40.00
N	5.75	5.75	8.75	17.50	25.00	40.00

PALM SPRINGS, Riverside, 2,500 fam., 95.7% radio, 2,390 radio fam.

KCMJ, 250w, 1340, CBS, W. S. Grant

D	4.20	4.20	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

PASADENA, Los Angeles, 37,200 fam., 98.7% radio, 36,720 radio fam.

3 AM non-affiliates, average 1-time rates

D	3.00	3.16	11.46	24.46	39.46	68.80

KAGH, 1kw, 1300kc, W. S. Grant

D	3.00	5.00	8.50	21.00	34.00	60.00
N	3.00	5.00	8.50	21.00	34.00	60.00

KWKW, 1kwD, 1430kc, Forjoe

D	3.00	5.00	8.50	20.00	34.00	60.00

KXLA, 10kw, 1110kc

D	——	9.00	17.40	32.40	50.40	86.40
N	——	16.00	26.00	43.00	72.00	130.00

PASO ROBLES, San Luis Obispo, 2,100 fam., 96.1% radio, 2,020 radio fam.

KPRL, 250w, 1230kc, MBS, W. S. Grant, Hooper

D	4.00	4.00	7.00	12.00	16.00	25.00
N	5.00	5.00	10.00	16.00	24.00	40.00

POMONA, Los Angeles, 10,100 fam., 99.0% radio, 10,000 radio fam.

KPMO, 500w, 1600 kc

D	——	3.00	5.00	9.00	16.00	25.00

PORTERVILLE, Tulare, 2,700 fam., 95.7% radio, 2,580 radio fam.

KTIP, 250w, 1450kc, Cooke, Gene Grant

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RED BLUFF, Tehama, 1,600 fam., 95.6% radio, 1,530 radio fam.

KBLF, 250w, 1490kc, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00

REDDING, Shasta, 3,200 fam., 96.9% radio, 3,100 radio fam.

KVCV, 1kw, 600kc, MBS, W. S. Grant

D	10.65	10.65	15.50	26.00	43.10	65.50
N	12.75	12.75	18.65	31.00	51.75	78.65

KVRE-FM, 103.9mc, 1kw, W. S. Grant Bonus

RICHMOND, Contra Costa

KRCC (FM) chan. 104.5mc, 1kw

D	3.00	5.50	7.50	15.00	20.00	30.00

RIVERSIDE, Riverside, 16,000 fam., 98.7% radio, 15,790 radio fam.

KPRO, 1kw, 1440kc, Pearson

D	6.00	8.00	12.00	20.00	40.00	
N	6.00	8.00	12.00	20.00	40.00	

KPOR (FM), chan. 248, 97.5mc, 20kw (no rates available)

SACRAMENTO, Sacramento, 41,600 fam., 98.1% radio, 40,810 radio fam.

4 AM affiliates, average 1-time rate

D	10.87	10.87	17.17	29.10	43.65	75.25
N	21.12	21.12	34.35	58.20	87.55	145.50

KCRA, 1kw, 1320kc, NBC, Weed, BMB, Conlan, Hooper

D	9.00	9.00	15.00	24.00	36.00	60.00
N	18.00	18.00	30.00	48.00	72.00	120.00

for the facts on KHJ

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

KCRA-FM, chan. 241, 96.1mc, 15kw, Weed Bonus

KFBK, 50kw, 1530kc, ABC, Raymer, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	18.00	18.00	30.00	48.00	72.00	120.00
N	35.00	35.00	60.00	96.00	144.00	240.00

KFBK-FM, chan. 245, 96.9mc, 1kw, Raymer Bonus

KROY, 250w, 1240kc, CBS, Avery-Knodell, Hooper

D	9.00	9.00	12.50	22.00	33.00	55.00
N	16.50	16.50	25.00	44.00	66.00	110.00

KXOA, 1kw, 1470kc, MBS, Pearson, Conlan

D	7.50	7.50	11.20	22.40	33.60	56.00
N	15.00	15.00	22.40	44.80	67.20	112.00

KXOA-FM, 102.9mc, 9.3kw, Pearson Bonus

SALINAS, Monterey, 4,400 fam., 98.2% radio, 4,320 radio fam.

KSBW, 1kw, 1380kc, MBS, Pearson, Conlan

D	4.50	6.00	13.00	24.00	36.00	60.00
N	6.00	8.00	16.50	30.00	45.00	75.00

SAN BERNARDINO, San Bernardino, 22,800 fam., 97.1% radio, 22,140 radio fam.

2 AM affiliates, average 1-time rates

D	8.25	8.25	11.60	23.20	34.80	58.00
N	13.00	13.00	18.50	37.00	55.50	92.50

2 AM non-affiliates, average 1-time rate

D	4.30	6.50	10.75	16.70	25.80	43.00

KCSB, 500w, 1350kc, Forjoe

D	5.00	7.00	10.00	20.00	30.00	50.00

KFXM, 1kw, 590kc, MBS, Blair, Hooper

D	9.00	9.00	11.20	22.40	33.60	56.00
N	14.00	14.00	17.00	34.00	51.00	85.00

KFXM-FM, chan. 236, 95.1mc, 10kw, Blair Bonus

KITO, 5kw, 1290kc, ABC, Hollingbery, Conlan

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

KRNO, 250w, 1240kc, Gene Grant, Hooper

D	3.60	6.00	11.50	14.40	21.60	36.00
N	5.40	9.00	13.00	21.60	32.40	54.00

KBMT (FM), chan. 260, 99.9mc, 6.4kw

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.75	3.75	7.50	15.00	22.50	37.50

SAN BRUNO, San Mateo, 4,700 fam., 97.7% radio, 4,590 radio fam.

KSBR (FM), chan. 263, 100.5mc, 250w

D	2.88	4.32	4.80	9.60	14.40	24.00
N	4.80	7.20	8.00	16.00	24.00	40.00

SAN DIEGO, San Diego, 123,000 fam., 98.4% radio, 121,030 radio fam.

4 AM affiliates, average 1-time rate

D	11.96	15.40	22.20	38.00	57.25	95.25
N	20.50	28.75	37.83	69.50	104.25	173.75

2 AM non-affiliates, average 1-time rates

D		5.25	10.00	18.75	32.75	47.50
N		7.50	18.25	34.50	48.00	80.00

KCBQ, 5kw-d, 1kw-N, 1170kc, CBS, Hollingbery, Hooper

D	10.55	13.20	22.00	35.00	53.00	88.00
N	21.00	26.25	43.75	70.00	105.00	175.00

KFMB, 1kw, 550kc, ABC, Branham, Hooper

D	10.80	14.40	18.00	36.00	54.00	90.00
N	18.00	24.00	36.00	72.00	108.00	180.00

KFMF-FM, chan. 268, 101.5mc, 250w Bonus

KFSD, 5kw, 600kc, NBC

D	19.00	24.00	32.00	53.00	80.00	133.00
N	28.00	36.00	48.00	80.00	120.00	200.00

KFSD-FM, chan. 231, 94.1mc, 33kw (na data available)

KGB, 1kw, 1360kc, MBS, Blair

D	7.50	10.00	16.80	28.00	42.00	70.00
N	15.00		23.60	56.00	84.00	140.00

KSON, 250w, 1240kc, Burn-Smith, Hooper, Conlan

D		3.00	8.50	15.00	25.00	35.00
N		5.00	14.00	24.00	36.00	60.00

KWFM (FM), chan. 284, 104.7mc, 16kw

KUSN, 5kw, 1000kw-n, 1510kc, Forjoe

D	5.00	7.50	11.50	22.50	40.00	60.00
N	7.50	10.00	22.50	45.00	60.00	100.00

KSDO (FM), 96.5mc, 3kw Bonus

KYOR, 250w-D, 1130kc, W. S. Grant

D	1.50	2.00	5.00	10.00	18.00	30.00

SAN FERNANDO, Los Angeles, 3,600 fam., 97.2% radio, 3,500 radio fam.

KGIL, 1kw, 1260kc (Day rates on request)

N	4.50	6.00	10.00	20.00	30.00	50.00

SAN FRANCISCO, San Francisco, 279,200 fam., 98.0% radio, 273,620 radio fam.

4 AM affiliates, average 1-time rates

D	31.62	34.87	54.50	94.33	141.50	235.83
N	59.87	69.83	104.00	168.00	252.00	420.00

4 AM non-affiliates, average 1-time rates

D	10.62	11.25	19.06	35.31	56.75	94.50
N	18.93	20.18	34.00	63.62	101.00	169.00

KCBS, 5kw, 740kc, CBS, Radio Sales, BMB, Hooper

D	28.00	35.00	50.00	93.33	140.00	233.33
N	56.00	70.00		140.00	210.00	350.00

KCBS-FM, chan. 279, 103.7mc, 1kw, Radio Sales Bonus

(Continued on page 44)

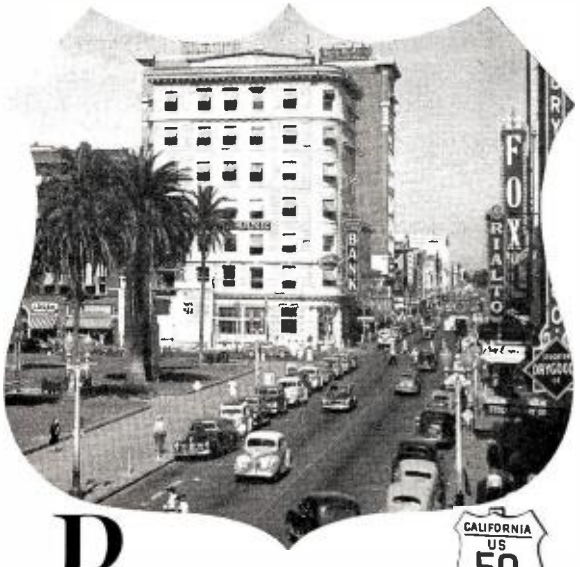
BLAIR TV INC.

for the facts on KTSL



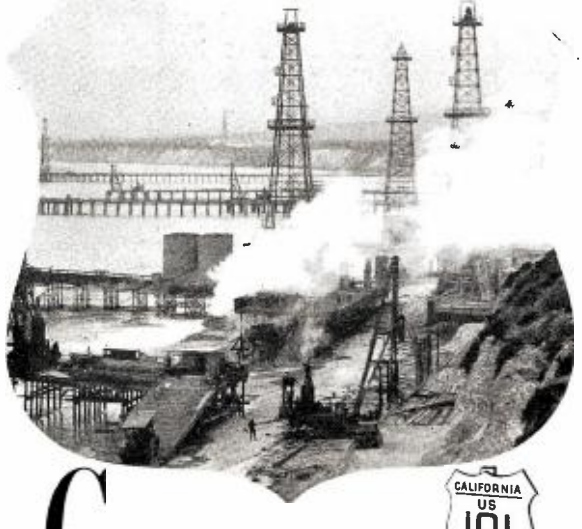
WASHINGTON US 99

ALL ROADS ON THE COAST lead to ABC markets. Olympia, capitol of Washington, is just one of 42 Coast towns where ABC has 50% or better BMB penetration (73% of its radio families are regular ABC fans).



CALIFORNIA US 50

BY FAR THE EASIEST ROUTE to Stockton is via ABC. For BMB proves that 78% of the radio families in this California canning center are consistent ABC listeners. Inside AND outside, you get all the towns on ABC.



CALIFORNIA US 101

CAN'T MISS THE WAY to Ventura on your sales map if you study BMB figures. They show 72% of this seaside oil center's radio families are regular ABC tuner-inners. So if you're mapping a Coast campaign, let an ABC representative help you find the right road.

On the coast you can't get away from ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 7 West 66th St. · TRafalgar 3-7000—DETROIT: 1700 Stroh Bldg. · CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. · HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. · EXbrook 2-6544

SAN FRANCISCO'S Baseball Station
REPRESENTED BY THE BOLLING COMPANY
KSFO
560
ON YOUR DIAL

CALIFORNIA

SPOT RATE FINDER

(Continued from page 42)

KFRC, 5kw, 610kc, MBS, Blair, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	22.00	28.00	48.00	80.00	120.00	200.00
N	44.00		96.00	160.00	240.00	400.00

KGO, 50kw, 810kc, ABC, ABC Spot Sales, Hooper, Neilsen, BMB

D	40.50	40.50	72.00	108.00	162.00	270.00
N	67.50	67.50	120.00	180.00	270.00	450.00

KGO-FM, chan. 291, 106.1mc, 50kw, ABC Spot Sales
Bonus

KGO-TV, 13kw, aur., 27kw vis. Chan. 7, ABC, ABC Spot Sales

D	42.00	42.00	56.00	84.00	126.00	210.00
N	70.00	70.00	93.33	140.00	210.00	350.00

KJBS, 1kw, 1100kc, Headley-Reed, Hooper

D	13.50	13.50	24.00	37.00	66.00	113.00
N	20.50	20.50	36.00	55.00	100.00	170.00

KJBS-FM, chan. 255, 98.9mc, 35kw

KNBC, 50kw, 680kc, NBC, NBC Spot, 8MB

D	36.00	36.00	48.00	96.00	144.00	240.00
N	72.00	72.00	96.00	192.00	288.00	480.00

KNBC-FM, chan. 259, 99.7mc, 45kw, NBC Spot Sales
Bonus

KSAN, 250w, 1450kc, Rambeou

D	7.50	7.50	13.50	27.00	45.00	72.00
N	12.50	12.50	22.50	45.00	72.00	120.00

KSFO, 5kw-d, 1kw-n, 560kc, Bolling, BMB, Hooper

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

KPIX, 15.4kw aur., 29.9kw vis., chan 5, CBS-DuMont, Bolling

D	19.00	19.00	31.50	50.00	75.00	125.00
N	37.50	37.50	67.50	100.00	150.00	250.00

KYA, 5kwd, 1kwn, 1260kc, Adam Young, Jr.

						50 Min.
D	9.50	12.00	20.75	41.25	62.00	103.00
N	18.75	23.75	41.50	82.50	124.00	206.00

(5% discount when used in combination with KLAC, L.A.)

KRON-TV, 7.7kw aur., 14.5kw vis., chan. 4, NBC, Free & Peters.
Not published.

KRON (FM), chan. 243, 96.5mc, 3kw

N	2.00	6.00	9.00	12.00	18.00	30.00

KDFC (FM), chan. 271, 102.1mc, 33kw

D	3.50		12.00	18.00	30.00
N	5.00		16.00	24.00	40.00

SANGER, Fresno, 1,600 fam., 94.7% radio, 1,520 radio fam.

KSGN, 1kw, 900kc, Trocy-Moore

D	4.00	5.00	10.00	16.00	24.00	40.00

SAN JOSE, Santa Clara, 29,300 fam., 98.4% radio, 28,830 radio fam.

4 AM affiliates, average 1-time rates						
D	5.86	7.55	12.65	24.25	35.25	58.77
3 AM affiliates, average 1-time rates						
N			14.16	27.00	37.00	46.25

KEEN, 1kw, 1370kc, W. S. Grant, Hooper

D	5.60	8.00	18.00	34.00	42.00	70.00
N	5.60	8.00	18.00	34.00	42.00	70.00

KLOK, 5kw-D, 1170kc, BMB, Conlan, Hooper

D	7.00	10.00	15.00	25.00	42.00	70.00

KSJO, 1kw-d, 500w-n., 1590kc, Friedenberg, Conlan

D		7.20	10.00	18.00	27.00	45.00
N		7.20	17.00	27.00	39.00	65.00

KSJO-FM, chan. 237, 95.3mc, 1kw, Friedenberg
Bonus

KXRX, 1kw, 1500kc, Western Radio, Conlan

D	5.00	5.00	7.50	20.00	30.00	50.00
N	5.00	5.00	7.50	20.00	30.00	50.00

SAN LUIS OBISPO, San Luis Obispo, 4,400 fam., 98.1% radio, 4,320 radio fam.

KPIK, 250w, 1340kc

D	5.00	6.50	10.00	16.00	24.00	40.00
N	5.00	6.50	10.00	16.00	24.00	40.00

KVEC, 1kw-d, 500w-n, 920kc, MBS, W. S. Grant, Hooper

D	5.00	5.00	8.00	15.00	21.00	35.00
N	7.00	7.00	12.00	24.00	36.00	60.00

KVEC-FM, chan. 260, 99.9mc, 16,800kw, W. S. Grant, Co.
Bonus

SAN MATEO, San Mateo, 10,300 fam., 99.4% radio, 10,240 radio fam.

KSMO, 1kw, 1550kc, Grant

D	7.90	9.00	16.67	33.33	50.00	83.33
N	11.00	12.50	25.00	50.00	75.00	125.00

KVSM, 250w, 1050kc, Gene Grant

D	6.50	7.50	14.40	24.00	36.00	65.00

SAN RAFAEL, Marin, 5,000 fam., 98.9% radio, 4,950 radio fam.

KTIM, 1kw, 1510kc

D	5.00	5.00	9.00	19.00	30.00	50.00

SANTA ANA, Orange, 14,800 fam., 98.1% radio, 14,520 radio fam.

KVOE, 1kw, MBS, 1480kc, W. S. Grant, BMB

D	5.00	5.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on KFRC
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

SANTA BARBARA, Santa Barbara, 14,000 fam., 98.1% radio, 13,730 radio fam.

3 AM affiliates, average 1-time rates						
	SB	1M	5M	15M	30M	1 Hr
D	5.16	5.16	9.13	16.83	25.00	41.33
N	10.33	10.33	15.93	29.00	44.00	73.33

KDB, 250w, 1490kc, MBS, Blair

D	4.00	4.00	8.40	14.00	21.00	35.00
N	8.00	8.00	16.80	28.00	42.00	70.00

KIST, 250w, 1340kc, NBC, Conlan

D	4.50	4.50	9.00	16.50	24.00	39.00
N	9.00	9.00	15.00	27.00	42.00	70.00

KTMS, 1kw, 1250kc, ABC, Raymer, Hooper

D	7.00	7.00	10.00	20.00	30.00	50.00
N	14.00	14.00	16.00	32.00	48.00	80.00

Above rates in combination with KCOY Santa Maria

SANTA CRUZ, Santa Cruz, 9,000 fam., 97.8% radio, 8,800 radio fam.

KSCO, 1kw-d, 500w-n., 1080kc, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SANTA MARIA, Santa Barbara, 3,500 fam., 97.8% radio, 3,420 radio fam.

KCOY, 250w, 1400kc, ABC, Raymer, Hooper

D	3.50	3.50	5.00	10.00	15.00	25.00
N	7.00	7.00	8.00	16.00	24.00	40.00

KSMA, 250w, 1450kc (req.), Forjoe

D	2.70	3.42	5.40	8.10	16.20	27.00
N	2.70	3.42	5.40	8.10	16.20	27.00

SANTA MONICA, Los Angeles, 25,700 fam., 99.0% radio, 25,440 radio fam.

KOWL, 5kw-D, 1580kc, daytime only

D	4.50	7.00	9.00	21.00	36.00	60.00

SANTA PAULA, Ventura, 3,900 fam., 97.1% radio, 3,790 radio fam.

KSPA, 250w, 1400kc, Grant

D	3.00	4.50	6.75	13.50	22.50	37.50
N	3.00	4.50	6.75	13.50	22.50	37.50

SANTA ROSA, Sonoma, 6,000 fam., 98.4% radio, 5,900 radio fam.

KSRO, 1kw, 1350kc, Western Radio, Grant

D	5.25	5.25	10.50	21.00	31.50	52.50
N	7.00	7.00	14.00	28.00	42.00	70.00

STOCKTON, San Joaquin, 22,300 fam., 97.4% radio, 21,720 radio fam.

3 AM affiliates, average 1-time rates						
D	6.00	6.00	10.70	18.93	29.00	48.33
N	11.00	11.00	17.73	33.86	52.00	86.66

KGDM, 5kw, 1140kc, CBS, Blair

D	9.00	9.00	18.00	30.00	45.00	75.00
N	15.00	15.00	25.00	48.00	72.00	120.00

KGDM-FM, chan. 8, 92.9mc, 1kw, Blair
Bonus

KWG, 250w, 1230kc, ABC, Raymer, Hooper

D	4.00	4.00	6.10	10.80	18.00	30.00
N	8.00	8.00	12.20	21.60	36.00	60.00

KXOB, 1kw, 1280kc, MBS, Pearson, Western Radio, Conlan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

SUSANVILLE, Lassen, 1,600 fam., 97.8% radio, 1,560 radio fam.

KSUE, 250w, 1240kc, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

TAFT, Kern, 1,200 fam., 96.1% radio, 1,150 radio fam.

KTKR, 500w-D, 1310kc, Griffith

D		4.00	10.00	16.00	24.00	40.00

TULARE, Tulare, 3,400 fam., 96.1% radio, 3,270 radio fam.

KCOK, 1kw, 1270kc, MBS, Western Radio, Pearson, Conlan

D	3.50	4.25	6.00	12.00	18.00	30.00
N	4.25	5.00	10.00	20.00	30.00	50.00

VALLEJO, Solono, 13,700 fam., 98.6% radio, 29,720 radio fam.

KGYW, 250w, 1190kc, Moore, Hooper, Conlan

D	7.50	7.50		20.00	30.00	50.00

VENTURA-OXNARD, 7,000 fam., 94.6% radio, 6,620 radio fam.

2 AM non-affiliates, average 1-time rates						
D				13.00	21.00	35.00
N				13.00	21.00	35.00

KVEN, 250kw, 1450kc

D				10.00	18.00	30.00
N				10.00	18.00	30.00

KVVC, 1kw, 1590kc

D	3.00	5.00	9.00	16.00	24.00	40.00
N	3.00	5.00	9.00	16.00	24.00	40.00

VISALIA, Tulare, 3,600 fam., 97.3% radio, 3,500 radio fam.

KKIN, 250w, 1400kc, Forjoe

D	3.00	3.45	7.00	11.00	18.00	30.00
N	4.00	5.00	10.00	16.00	25.00	40.00

WATSONVILLE, Santa Cruz, 4,100 fam., 97.3% radio, 3,990 radio fam.

KHUB, 250w, 1340kc, W. S. Grant

D		4.80	8.40	17.00	33.00	48.00
N		4.80	8.40	17.00	33.00	48.00

YREKA, Siskiyou, 1,00 fam., 97.6% radio, 980 radio fam.

KSYC, 250w, 1490kc, Moore, BMB

D		4.00	7.00	14.00	21.00	35.00
N		4.00	7.00	14.00	21.00	35.00

YUBA CITY, Sutter, 2,000 fam., 97.6% radio, 1,950 radio fam.

KUBA, 500w, 1600kc

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

for the facts on KGDM
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KSFO Presents KPIX 1st in San Francisco
REPRESENTED BY THE BOLLING COMPANY
TELEVISION CHANNEL 5

CALIFORNIA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Alameada	229,100	98.9	226,580	875,643	173,514	116,909	409,206
Alpine	1,000	93.8	940	180	105	59	
Amador	3,000	97.2	2,920	8,291	1,157	635	
Butte	20,600	96.9	19,960	63,021	8,710	4,996	15,021
Calaveros	3,800	96.5	3,670	8,291	1,317	738	
Colusa	3,700	97.8	3,620	13,818	823	399	
Contra Costa	85,100	98.7	83,990	215,582	40,679	28,202	155,142
Del Norte	2,200	95.4	2,100	6,910	1,197	777	
Eldorado	6,300	95.7	6,030	17,964	2,394	1,210	
Fresno	79,800	97.4	77,730	303,042	39,158	24,289	57,268
Glenn	4,900	97.7	4,790	19,348	1,366	774	
Humboldt	21,200	96.8	20,520	65,534	13,399	8,427	34,155
Imperial	13,300	93.2	12,400	73,658	6,096	3,455	
Inyo	3,500	95.4	3,340	14,583	2,289	1,198	
Kern	60,700	97.1	58,930	226,345	24,609	15,639	27,607
Kings	14,400	96.8	13,940	51,131	5,042	3,094	
Lake	4,700	97.8	4,600	11,818	908	445	
Lassen	6,100	97.8	5,970	19,348	3,236	2,220	14,056
Los Angeles	1,254,500	98.7	1,238,190	4,836,534	1,070,729	765,742	2,021,513
Madura	8,700	95.6	8,320	28,826	2,527	1,275	
Marin	26,100	99.2	25,890	68,611	8,078	4,922	
Mariposa	2,400	95.5	2,290	4,910	882	486	
Mendocino	13,500	96.5	13,030	33,311	3,959	2,244	
Merced	17,100	94.7	16,190	63,583	6,315	3,601	
Modoc	3,300	96.7	3,190	13,819	1,228	741	
Mono	500	95.0	480	1,382	75	34	
Manterey	35,800	97.5	34,910	120,593	15,731	9,046	20,169
Napa	16,500	98.3	16,220	43,053	5,014	2,796	
Nevada	7,800	97.4	7,600	21,389	2,514	1,332	
Orange	54,200	98.5	53,390	199,709	27,664	17,097	31,158
Placer	11,300	97.3	10,990	37,640	4,560	2,746	
Plumas	5,500	96.9	5,330	15,201	2,280	1,283	
Riverside	47,100	97.0	45,700	161,423	30,555	18,475	27,626
Sacramento	80,800	97.9	79,100	308,755	44,609	27,459	52,512
San Benito	4,100	97.6	4,000	16,582	1,312	741	
San Bernardino	83,900	97.4	81,730	248,196	33,426	21,853	75,795
San Diego	187,200	98.2	183,830	515,657	78,088	50,132	101,548
San Francisco	279,200	98.0	273,620	1,277,860	372,392	277,568	410,326
San Joaquin	67,000	97.5	65,330	227,485	30,966	19,403	63,949
San Luis Obispo	19,900	97.1	19,320	52,990	4,862	2,578	
San Mateo	60,000	98.9	59,340	188,836	28,529	19,045	60,228
Santa Barbara	27,300	97.9	26,730	115,767	13,644	7,920	
Santa Clara	82,800	98.5	81,560	293,847	44,467	29,114	117,701
Santa Cruz	23,300	97.8	22,790	71,574	9,207	5,217	
Shasta	11,400	95.9	10,930	37,715	5,070	2,904	
Sierra	1,200	96.3	1,160	1,383	616	348	
Siskiyou	9,900	97.4	9,640	37,311	6,035	3,723	21,118
Solano	37,900	98.7	37,410	95,998	10,189	6,273	
Sonara	30,200	98.4	29,720	103,102	12,979	7,196	19,146
Stanislaus	37,100	97.8	36,280	131,278	14,424	8,460	31,727
Sutter	8,400	96.8	8,130	17,964	1,719	922	
Tehama	5,700	97.2	5,540	18,730	3,202	1,995	
Trinity	1,800	94.7	1,700	4,145	293	123	
Tulare	44,600	96.5	43,040	134,889	13,797	7,776	22,358
Tuolumne	4,000	97.2	3,890	13,201	1,912	1,179	
Ventura	28,200	97.7	27,550	93,166	9,991	6,028	
Yolo	11,600	97.3	11,290	36,580	3,381	1,986	
Yuba	8,400	95.9	8,060	36,886	1,683	2,875	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

COLORADO

SPOT RATE FINDER

ALAMOSA, Alamosa, 2,200 fam., 95.8% radio, 2,110 radio fam.
KGIW, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	6.00	12.00	20.00	40.00
N	2.00	3.00	6.00	12.00	20.00	40.00

BOULDER, Boulder, 5,400 fam., 98.5% radio, 5,320 radio fam.
KBOL, 250w, 1490kc, Donahue, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.50	7.00	10.50	18.00	30.00
N	3.50	4.50	7.00	10.50	18.00	30.00

CANON CITY, Fremont, 2,500 fam., 96.1% radio, 2,400 radio fam.

for the facts on KFEL

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

KRLN, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	7.50	12.50	20.00	35.00
N	3.00	3.00	7.50	12.50	20.00	35.00

COLORADO SPRINGS, El Pasa, 17,600 fam., 97.6% radio, 17,180 radio fam.
KRDO, 250w, 1240kc

D	4.00	4.50	10.00	20.00	30.00	50.00
N	4.00	4.50	10.00	20.00	30.00	50.00

KVOR, 1kw, 1300kc, CBS, Katz

D	4.00	4.00	7.25	16.75	27.25	44.50
N	6.00	6.00	12.25	27.75	46.25	72.50

CRAIG, Moffat, 600 fam., 97.1% radio, 580 radio fam.
KRAI, 250w, 1230kc

D	3.50	4.50	7.50	12.00	18.00	30.00
N	3.50	4.50	7.50	12.00	18.00	30.00

DENVER, Denver, 131,300 fam., 98.0% radio, 128,670 radio fam.

4 AM affiliates average 1-time rates

D	16.83	11.12	24.06	45.25	72.36	113.60
N	32.50	30.62	47.19	89.19	141.50	236.25

2 AM non-affiliates average 1-time rates

D	5.25	8.13	20.82	41.65	71.40	109.50

KFEL, 5kw, 950kc, MBS, Blair, Conlan

D	10.00	10.00	20.00	40.00	60.00	100.00
N	17.50	17.50	40.00	80.00	120.00	200.00

* * *

KFEL-FM, chan. 247, 97.3mc, Blair

	SB	1M	5M	15M	30M	1 Hr
D	2.40	3.00	3.00	6.00	11.00	20.00
N	4.00	5.00	6.00	12.00	22.00	40.00

KLZ, 5kw, 560kc, CBS, Katz, Hooper, BMB

D	16.50	16.50	24.25	42.00	73.50	115.00
N	33.00	33.00	44.75	78.75	134.00	225.00

KLZ-FM, chan. 231, 94.1mc, 5.3kw, Non-commercial
KOA, 50kw, 850kc, NBC, NBC Spat Sales, BMB

D	24.00	24.00	32.00	64.00	96.00	160.00
N	48.00	48.00	64.00	128.00	192.00	320.00

KOA-FM, chan. 239, 95.7mc, 28kw, NBC spot sales
Bonus
KVOD, 5kw, 630kc, ABC, Free & Peters

D	12.00	20.00	35.00	60.00	100.00	
N	24.00	40.00	70.00	120.00	200.00	

KTLN, 1kw, 990kc, Cooke

D(only)	5.25	7.20	24.15	48.30	82.80	129.00

KMYR, 250w, 1340kc, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D		9.00	17.50	35.00	60.00	90.00
N		9.00	17.50	35.00	60.00	90.00

DURANGO, LaPlata, 2,500 fam., 94.9% radio, 2,370 radio fam.
KIUP, 250w, 1400kc, Thomas F. Clark

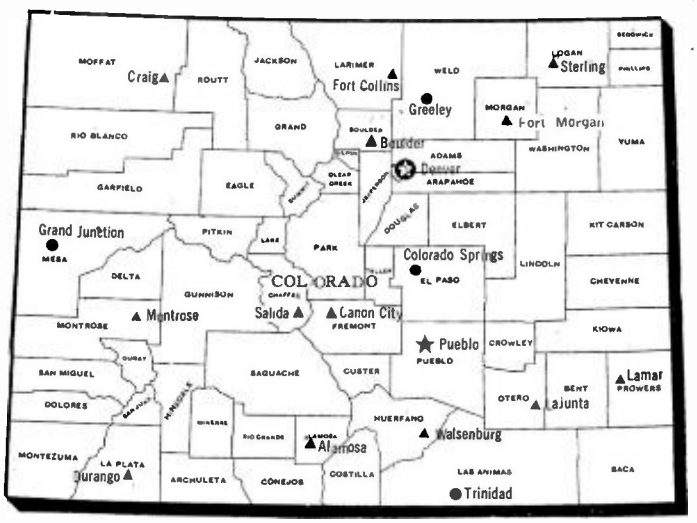
D	3.50	5.25	8.25	14.00	21.00	35.00
N	5.00	7.50	12.50	20.00	30.00	50.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see fareword.

(Continued on page 46)

MARKET INDICATORS FOR COLORADO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,165,000	'48	1,123,000	'40
Increase over 1940	3.7%			
% of U.S.	.85%	'48	.80%	'40
BMB Families	363,100	'49	332,100	'46
Percent Radio	96.9%	'49	91.4%	'46
Radio Families	351,920	'49	303,600	'46
Business Concerns	24,572	'47	20,834	'39
Manufacturing Establishments	1,603	'47	1,219	'39
Non-Agricultural Employment	239,233	'47	228,000	'39
Manufacturing Employment	44,000	'47	24,000	'39
Income	$1,695,000,000	'47	589,000,000	'40
Increase over 1940	188%			



See page 3 for key to map.

COLORADO

SPOT RATE FINDER

(Continued from page 45)

FORT COLLINS, Larimer, 6,500 fam., 97.8% radio, 6,360 radio fam.

KCOL, 250w, 1400kc, Donahue, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.75	6.75	9.00	18.00	28.00	45.00
N	6.75	6.75	9.00	18.00	28.00	45.00

FT. MORGAN, Morgan (no figs. on city)

KFTM, 500w-D, 1260kw

D	1.25	2.00	7.50	15.00	25.00	45.00

GRAND JUNCTION, Mesa, 5,200 fam., 96.7% radio, 5,030 radio fam.

KEXO, 250w, 1230kc, Oakes

D	3.00	6.00	12.00	18.00	30.00
N	5.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Saurces: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

KFXJ, 1kwN, 500wD, 920kc, MBS, Holman

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

GREELEY, Weld, 6,200 fam., 96.7% radio, 6,020 radio fam.

KFKA, 1kw, 1310kc

D	3.00	4.50	14.00	28.00	42.00	70.00
N	3.00	4.50	14.00	28.00	42.00	70.00

KYOU, 250w, 1450kc, Donahue

D		3.60	7.50	15.00	25.00	45.00
N		3.60	7.50	15.00	25.00	45.00

LA JUNTA, Otero, 2,600 fam., 95.2% radio, 2,480 radio fam.

KOKO, 250w, 1400kc, Forjoe, Grant

D	5.00	5.00	9.00	14.40	21.60	36.00
N	5.00	5.00	9.00	14.40	21.60	36.00

LAMAR, Prowers, 2,100 fam., 95.9% radio, 2,010 radio fam.

KLMR, 250w, 1340kc

D	2.60	3.90	8.50	15.50	26.00	39.00
N	2.60	3.90	8.50	15.50	26.00	39.00

* * *

MONTROSE, Montrose, 1,700 fam., 94.5% radio, 1,610 radio fam.

KUBC, 250w, 1240kc, Gene Grant

	SB	1M	5M	15M	30M	1 Hr
D	2.70	3.38	5.40	9.45	16.20	27.00
N	2.70	3.38	5.40	9.45	16.20	27.00

PUEBLO, Pueblo, 23,500 fam, 96.7% radio, 22,720 radio fam.

2 AM affiliates average				1-time rates		
D	4.75	5.15	9.40	18.80	28.20	47.00
N	8.00	8.50	15.00	30.00	45.00	75.00

KCSJ, 1kw, 590kc, MBS, Taylor-Borroff, Conlon

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.50	8.00	16.00	24.00	40.00
N	6.00	8.00	12.00	24.00	36.00	60.00

KDZA, 250w, 1230kc

D		3.00	6.00	12.00	18.00	30.00
N		3.00	6.00	12.00	18.00	30.00

KGHF, 5kw-d, 1kw-n, 1350kc, ABC, McGillvra, Hooper, Conlan

D	6.00	6.00	10.80	21.60	32.40	54.00
N	10.00	10.00	18.00	36.00	54.00	90.00

* * *

SALIDA, Chaffee, 2,000 fam., 95.0% radio, 1,900 radio fam.

KVRH, 250w, 1340kc, Clark, BMB

	SB	1M	5M	15M	30M	1 Hr
D	2.50	5.00	10.00	20.00	30.00	50.00
N	2.50	5.00	10.00	20.00	30.00	50.00

STERLING, Logan, 2,700 fam., 96.9% radio, 2,620 radio fam.

KGEK, 250w, 1230kc, Clark

D	2.00	3.00	4.50	8.50	16.00

TRINDAD, Las Animas, 5,000 fam., 91.2% radio, 4,560 radio fam.

KCRT, 250w, 1240kc

D	1.00	2.00	4.00	7.00	12.50	25.00
N	1.00	2.00	4.00	7.00	12.50	25.00

KSFT, 1kw-d, 500w-n, 1280kc, MBS, Forjoe, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

WALSENBURG, Huerfano, 1,900 fam., 88.8% radio, 1,690 radio fam.

KPHC, 250w, 1450kc

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

* * *

COLORADO RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls-1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	6,100	96.0	5,860	13,638	1,317	618	
Alamosa	2,900	95.5	2,770	16,677	1,269	554	
Arapahoe	10,700	98.0	10,490	28,845	4,032	2,091	4,632
Archuleta	700	92.6	650	2,340	170	56	
Baca	1,800	94.3	1,700	4,198	380	147	
Bent	2,200	94.8	2,090	6,152	493	178	
Boulder	12,800	97.8	12,520	42,047	5,512	2,495	
Chaffee	2,400	95.2	2,280	10,893	896	347	
Cheyenne	800	97.0	780	2,243	148	52	
Clear Creek	900	97.6	880	3,876	363	148	
Conejos	2,100	92.1	1,930	5,475	298	86	
Costilla	1,300	90.9	1,180	2,091	101	25	
Crowley	1,300	95.9	1,250	3,928	256	121	
Custer	500	93.4	470	1,103	81	29	
Delta	3,800	95.6	3,630	14,218	1,264	505	
Denver	131,300	98.0	128,670	613,611	132,044	73,932	162,391
Dolores	600	93.4	560	812	321	183	
Douglas	800	96.7	770	2,515	208	123	
Eagle	1,300	97.3	1,260	4,605	626	365	
Elbert	1,200	95.8	1,150	2,399	88	26	
El Paso	21,800	97.6	21,280	89,328	12,357	6,051	5,563
Fremont	5,400	96.0	5,180	17,391	2,188	1,065	
Garfield	2,900	96.0	2,780	11,453	1,263	461	
Gilpin	400	96.5	390	1,180	58	21	
Grand	1,000	96.4	960	4,301	503	209	
Gunnison	1,300	96.7	1,260	6,560	823	557	
Hinsdale	100			155			
Huerfano	3,000	91.0	2,730	12,690	1,369	797	
Jackson	500	96.6	480	1,798	256	125	
Jefferson	10,600	98.4	10,430	22,211	2,586	1,196	
Kiowa	700	95.7	670	1,760	92	32	
Kit Carson	1,800	95.7	1,720	5,980	519	165	
Loke	2,400	97.5	2,340	10,505	1,978	1,195	
La Plata	4,200	94.0	3,950	17,470	1,716	692	
Larimer	11,300	97.5	11,020	44,057	4,366	1,875	
Las Animas	8,700	91.8	7,990	26,483	3,476	1,989	
Lincoln	1,500	96.4	1,450	5,824	348	125	
Logan	4,800	96.6	4,640	20,255	1,951	866	
Mesa	10,000	96.2	9,620	40,181	4,266	1,866	
Mineral	200	96.4	190	854	72	42	
Moffat	1,400	96.5	1,350	5,784	839	476	
Montezuma	2,200	94.3	2,070	8,048	790	307	
Montrose	3,600	95.3	3,430	15,766	1,185	445	
Morgan	4,400	95.9	4,220	18,881	1,676	767	
Otero	7,000	95.1	6,660	24,253	2,885	1,159	
Ouray	500	98.4	490	1,993	310	178	
Park	600	95.6	570	2,953	195	87	
Phillips	1,300	97.4	1,270	4,954	422	153	
Pitkin	500	96.8	480	890	238	103	
Prowers	5,100	96.9	4,940	12,303	1,556	685	
Pueblo	25,100	96.5	24,220	88,935	15,936	9,160	38,536
Rio Blanco	800	97.6	780	3,076	610	325	
Rio Grande	3,300	94.3	3,110	14,123	790	307	
Routt	2,500	97.0	2,430	10,814	1,636	1,000	
Saguache	1,300	94.6	1,230	3,791	235	96	
San Juan	400	97.6	390	1,625	332	234	
San Miguel	600	94.3	570	2,612	386	269	
Sedgwick	1,200	97.1	1,170	5,707	460	219	
Summit	500	97.2	490	1,238	169	74	
Teller	900	97.1	870	4,271	676	285	
Washington	1,800	96.3	1,730	4,141	239	88	
Weld	17,700	96.9	17,150	55,504	5,778	2,937	9,569
Yuma	2,600	96.9	2,520	9,904	574	220	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

WICH

Norwich, Conn.

In Eastern Connecticut it's WICH—the station for complete coverage in New London County.

Norwich—the Shopping Center of Eastern Conn. $38,000,000 retail sales in 1948.

250 WATTS - 1400 KC

(FULL TIME)

JOHN DEME, GEN. MGR.

CONNECTICUT

SPOT RATE FINDER

BRIDGEPORT, Fairfield, 51,000 fam., 99.0% radia, 50,490 radio fam.

2 AM non-affiliates.

	SB	1M	5M	15M	30M	1 Hr
D	5.56	8.00	15.50	31.00	46.50	77.50
N	11.00	15.50	31.00	62.00	93.00	155.00

WNAB, 250w, 1450kc, ABC, Rambeau

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

WICC, 500w-N, 1kw-D, 600kc, MBS, Petry

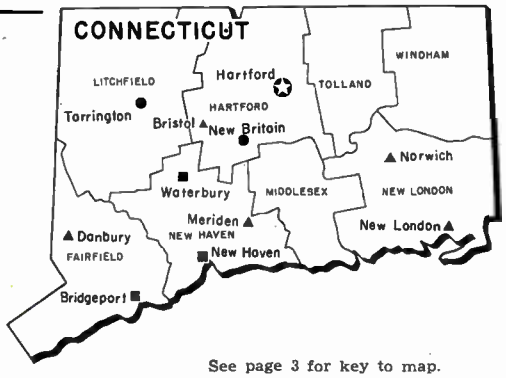
D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WLIZ, 1kw, 1300kc, Taylor-Borroff

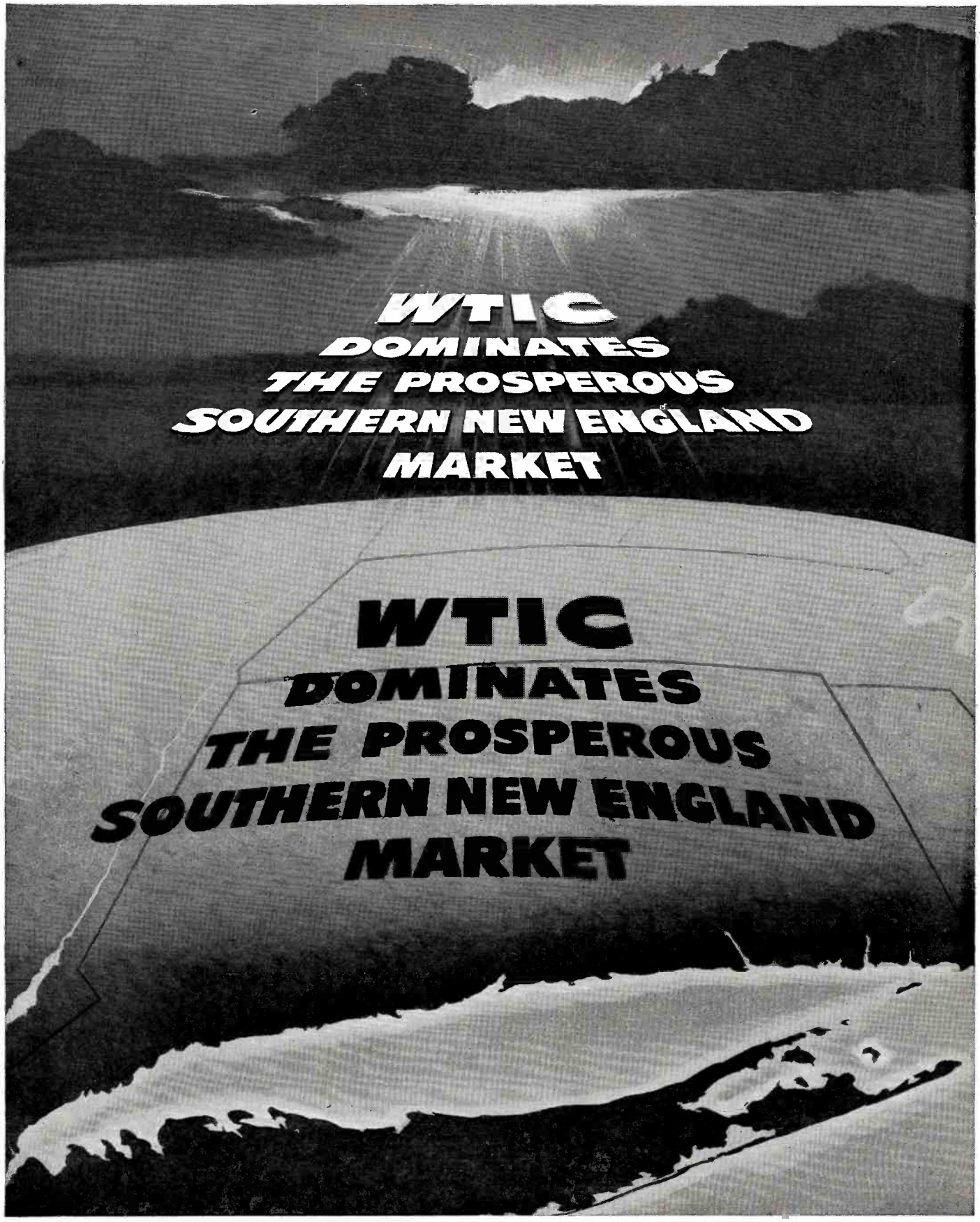
D	3.00	8.00	15.00	30.00	45.00	75.00
N	6.00	15.00	30.00	60.00	90.00	150.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

(Continued on page 48)



See page 3 for key to map.



Paul W. Morency, Vice-Pres.—Gen, Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

CONNECTICUT RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Pay-rolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Fairfield	141,300	98.8	139,600	517,836	178,790	117,344	560,746
Hartford	153,000	99.3	151,930	553,601	202,884	131,212	525,907
Litchfield	30,600	97.7	29,900	85,533	25,305	14,951	85,360
Middlesex	18,700	97.9	18,310	57,381	16,054	9,738	42,791
New Haven	157,000	98.9	155,270	538,284	181,671	114,312	530,834
New London	42,200	96.9	40,890	128,194	32,348	18,973	79,354
Halland	11,400	96.2	10,970	24,289	5,571	3,345	22,671
Windham	18,200	96.5	17,560	59,567	16,193	9,030	48,883

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

* * *



NEW BRITAIN, CONN.
Call Radio Representatives
New York, Chicago, San Francisco, Los Angeles

CONNECTICUT

SPOT RATE FINDER

(Continued from page 46)

DANBURY, Fairfield, 8,600, 98.1% radio, 8,440 radio fam.
WLAD, 250w, 800kc, RA-TEL, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.00	7.50	12.00	24.00	36.00	60.00
N	6.50	10.00	16.00	32.00	48.00	80.00

WLAD-FM, Chan. 252, 93.3mc, 250kw, Bonus

BRISTOL, Hartford, 10,900 fam., 99.5% radio, 10,850 radio fam.
WBIS, 500w D, 1440kc

D	5.00	4.00	8.00	16.00	24.00	40.00

HARTFORD, Hartford, 53,600 fam., 99.9% radio, 53,550 radio fam.

4 AM affiliates average rates

D	13.75	18.75	25.75	46.50	69.75	116.50
N	26.00	36.50	51.50	84.00	139.50	232.50

WDRC, 5kw, 1360kc, C8S, Raymer, Hooper

D	12.50	17.50	21.00	42.00	63.00	105.00
N	25.00	35.00	42.00	48.00	126.00	210.00

WDRC-FM. chan.229, 93.7mc, 7kw Bonus
WONS, 5kw, 1410 kc, Mutual, Petry

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WTHT, 250w, 1230kc, A8C, Everett McKinney

D	9.00	9.00	12.00	24.00	36.00	60.00
N	14.00	14.00	24.00	48.00	72.00	120.00

WTHT-FM, chan.291, 106.1mc, 5.6kw, Bonus
WTIC, 50kw, 1080kc, N8C, Weed

D	22.50	38.50	50.00	80.00	120.00	200.00
N	45.00	77.00	100.00	160.00	240.00	400.00

WTIC-FM, chan.243, 96.5mc, 20kw, Weed, Bonus
WCCC, 500w, 1290kc, Rambeau

D	5.50	7.00	11.00	22.00	40.00	55.00

MERIDEN, New Haven, 13,200 fam., 99.0% radio, 13,070 radio fam.
WMMW, 1kw, 1470kc

D	5.85	7.20	12.00	24.00	48.00	60.00

WMMW-FM, chan.239, 95.7mc, 20kw
Rates not published.

MIDDLETOWN, Middlesex, 7,800 fam., 98.9% radio, 7,710 radio fam.
WCNX, 500w, 1150kc, Friedenberg

D	5.00	5.00	12.00	21.00	38.00	60.00

NEW BRITAIN, Hartford, 21,000 fam., 99.7% radio, 20,940 radio fam.

2 AM non-affiliates average rates

D	10.00	12.75	21.25	42.50	63.50	106.25

WHAY, 5kw, 910kc, Radio Reps

D	14.00	18.00	30.00	60.00	90.00	150.00
N	18.00	24.00	40.00	80.00	120.00	200.00

WKNB, 1 kw, 840kc, Forjoe, Hooper, Conlan

D	6.00	7.50	12.50	25.00	37.50	62.50

WFHA-FM, chan.279, 103.7mc, 20kw, Forjoe

D	3.00	4.00	6.25	10.00	18.75	31.25
N	6.00	7.50	12.50	25.00	37.50	62.50

NEW HAVEN, New Haven, 50,400 fam., 99.0% radio, 49,900 radio fam.

2 AM non-affiliate average rates

D	6.00	7.00	12.50	22.50	33.00	55.00

WAVZ, 1kw, 1260kc, Donald Cooke

D	6.00	10.00	20.00	30.00	50.00	

WAVZ-FM, Chan. 236, 95.1mc, 20kw, no data available
WELI, 1kw, 960kc, A8C, Headley Reed, Conlan

D	7.00	10.00	16.00	32.00	48.00	80.00
N	14.00	20.00	32.00	64.00	96.00	160.00

WELI-FM, Chan. 300, 107.9mc, 30kw, Headley-Reed, Bonus
WNHC, 250w, 1340kc, Katz, Conlan

D	6.00	8.00	15.00	24.00	36.00	60.00
N	8.00	12.00	25.00	40.00	60.00	100.00

WNHC-FM, Chan. 242, 99.1mc, 20kw, Katz Bonus
WNHC-TV, Chan. 6, 18.2kw aur., 5kw vis.

N	30.00	30.00	50.00	100.00	150.00	250.00

WBIB-FM, Chan. 264, 100.7mc, 3kw

D	1.50	2.50	5.00	10.00	15.00	25.00
N	3.00	5.00	10.00	20.00	30.00	50.00

NEW LONDON, New London, 10,900 fam., 97.5% radio, 10,630 radio fam.
WNLC, 250w, 1490kc, Mutual, BMB

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	16.00	32.00	48.00	80.00

WNLC-FM, Chan. 258, 99.5mc, 250w, Bonus

NORWALK, Fairfield, 15,000 fam. 99.1% radio, 14,870 radio fam.
WNLK, 500w, 1350kc, McGilvra

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	14.00	28.00	42.00	70.00

NORWICH, New London, 10,200 fam., 97.0% radio, 9,890 fam.
WNOC, 250w, 1400 kc

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	16.00	32.00	48.00	80.00

STAMFORD, Fairfield, 19,000 fam., 99.0% radio, 18,810 radio fam.
WSTC, 250w, 1400kc, A8C, Everett-McKinney

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WSTC-FM, Chan. 244, 96.7mc, 650w, Everett-McKinney, Bonus
TORRINGTON, Litchfield, 8,700 fam., 99.4% radio, 8,650 radio fam.

2 AM non-affiliate average rates

D	5.55	7.50	11.00	22.00	33.00	55.00
N	7.00	10.00	16.50	32.00	48.00	80.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

(Continued on page 50)

MARKET INDICATORS FOR CONNECTICUT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,011,000	'48	1,709,000	'40
Increase over 1940	17.7%			
% of U.S.	1.38%	'48	1.30%	'40
BMB Families	572,400	'49	516,600	'46
Percent Radio	98.6%	'49	97.5%	'46
Radio Families	564,430	'49	503,900	'46
Business Concerns	39,150	'47	31,626	'39
Manufacturing Establishments	3,938	'47	2,809	'39
Non-Agricultural Employment	682,628	'47	548,000	'39
Manufacturing Employment	331,000	'47	233,000	'39
Income	$3,299,000,000	'47	1,417,000,000	'40
Increase over 1940	133%			
Per Capita Income	$ 1,671	'47	827	'40
Increase over 1940	123.7%			
Construction (Private)	$ 133,500,000	'47	64,200,000	'39
Residential	$ 50,500,000	'47	35,100,000	'39
Non-Residential	$ 55,100,000	'47	18,500,000	'39
Retail Sales	$1,964,685,000	'48	1,837,034,000	'47
Value Added by Manufacture	$1,893,000,000	'47	690,000,000	'39

* * *



CONNECTICUT

SPOT RATE FINDER

(Continued from page 48)

WLCR, 1kw, 990kc, Sears & Ayer, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	12.00	24.00	36.00	60.00
M	6.50	10.00	16.00	32.00	48.00	80.00

WTOR, 250w, 1490kc, Continental, Conlan

D	5.00	7.50	10.00	20.00	30.00	50.00
N	7.50	10.00	16.00	32.00	48.00	80.00

WATERBURY, New Haven, 30,100 fam., 99.0% radio, 29,800 radio fam.

3 AM affiliate average rates

	SB	1M	5M	15M	30M	1 Hr
D	4.33	6.19	10.66	21.33	32.00	53.33
N	8.00	11.33	20.00	40.00	60.00	100.00

WWCO, 250w, 1240kc, MBS, Forjoe

D	4.00	5.50	10.00	20.00	30.00	50.00
N	7.00	10.00	20.00	40.00	60.00	100.00

WBRY, 5kw, 1590kc, CBS, Avery-Knodel, Conlan

D	4.50	6.00	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WATR, 1kw, 1320kc, ABC, Rambeau, Hooper

D	5.00	7.00	12.00	24.00	36.00	60.00
N	8.00	12.00	20.00	40.00	60.00	100.00

DISTRICT OF COLUMBIA

SPOT RATE FINDER

DISTRICT OF COLUMBIA, Washington, 238,800 Fam., 96.8% radio, 231,160 radio Fam.

3 AM daytime non-affiliates, average one time rates

	SB	1M	5M	15M	30M	1 Hr
D	11.65	14.53	28.16	49.06	73.60	122.66

4 AM affiliates average one time rates

D	20.62	16.50	30.36	65.60	91.12	151.87
N	31.25	40.00	55.12	121.50	182.25	337.50

8 AM non-affiliates average one time rates

D	9.00	10.26	19.26	31.43	49.80	83.28
N	10.60	15.18	27.17	53.26	80.40	160.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WARL, (Arlington, Va.) 1kw-D, 780kc, Burn-Smith, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	9.45	14.15	29.50	47.20	70.80	118.00

WARL-FM, Ch. 288, 105.5mc, 1kw, Burn-Smith Bonus

WBCC (Bethesda, Md), 250kw-D, 1120kc Hooper

D	6.50	10.00	20.00	44.00	66.00	112.00

WEAM, (Arlington, Va.) 5kw, 1390kc, Adam Young

D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

WFAX (Falls Church, Va.) 250kw-D, 1220kc

D	3.60	4.80	10.80	16.80	28.80	48.00
N	3.60	4.80	10.80	16.80	28,80	48.00

WGAY (Silver Spring, Md.), 1kw-D, 1050 kc

D	13.50	15.00	25.00	40.00	60.00	100.00

WGAY-FM, Ch. 272, 102.3mc, 440w (25% of AM Rates)

WINX, 250kw, 1340kc, King

	SB	1M	5M	15M	30M	1 Hr
D		7.50	15.00	30.00	45.00	75.00
N		12.00	24.00	48.00	72.00	120.00

WMAL, 5kw, 630kc, ABC Spot Sales, Hooper

D	15.00	22.00	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

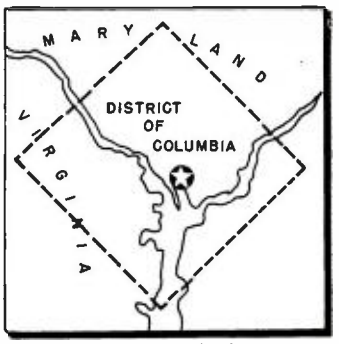
WMAL-FM, Ch. 297, 107.3mc, 10kw Bonus

WMAL-TV, Ch. 7, 27.7kw-a; 13.9kw-v, ABC, ABC Spot Sales

D	45.00	45.00	45.00	90.00	135.00	225.00
N	45.00	45.00	60.00	120.00	180.00	300.00

WOL, 5kw, 1260kc, MBS, Katz, Hooper

D	15.00	15.00	24.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00



See page 3 for key to map.

WOL-FM, Ch. 254, 98.7mc, 20kw, Katz Bonus

WOOK, 1kw-D, 1590kc

	SB	1M	5M	15M	30M	1 Hr
D	12.00	15.00	30.00	60.00	90.00	150.00

WPIK, (Alexandria, Va.) 1kw-D, 730kc

D	7.00	10.50	14.00	28.00	42.00	70.00

WQQW, 1kw-D, 570kc, Rambeau

D	10.00	15.00	25.00	40.00	60.00	100.00
N	10.00	15.00	25.00	40.00	60.00	100.00

(Continued on page 50)

DISTRICT OF COLUMBIA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Washington	238,800	96.8	231,160	976,790	214,462	127,200	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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As low as $81 a week

WWDC-FM
The D. C. Independent
TRANSIT RADIO
Represented Nationally by
TRANSIT RADIO, INC.

District of Columbia

SPOT RATE FINDER

(Continued from Page 49)

WQQW-FM, Ch. 278, 103.5mc, 20kw
Bonus

WRC, 5kw, 980kc, NBC

	SB	1M	5M	15M	30M	1 Hr
D	22.50	22.50	30.00	60.00	90.00	150.00
N	45.00	45.00	60.00	120.00	180.00	300.00

WRC-FM, Ch. 230, 93.9mc, 20kw
Bonus

WTOP, 50kw, 1500kc, CBS, Radio Sales

D	30.00	——	37.50	75.00	112.50	187.50
N	60.00	——	52.50	150.00	225.00	375.00

WTOP-FM, Ch. 242, 96.3mc, 20kw
Bonus

WWDC, 250kw, 1450kc, Forjoe

D	9.00	12.00	20.00	40.00	60.00	100.00
N	12.00	14.00	28.00	56.00	84.00	140.00

WWDC-FM, Ch. 266, 101.1mc, 20kw, Transit Radio
Bonus nights
(See Transit Radio Listing)

WOIC (TV), Ch. 9, 14.4kw-a, 27.3kw-v, MBS & CBS, WOR Sales

D	25.00	25.00	27.50	60.00	90.00	150.00
N	50.00	50.00	55.00	120.00	180.00	300.00

WASH-FM, Ch. 246, 97.1mc, 15kw

D	3.00	4.50	7.50	12.00	18.00	30.00
N	5.00	7.50	12.50	20.00	30.00	50.00

WCFM, Ch. 258, 99.5mc, 20kw, Continental

N	6.00	7.50	10.00	20.00	30.00	50.00

WNBW, Ch. 4, 20.5kw-v; 10.5kw-a, NBC, Spot Sales

D	30.00	30.00	25.00	40.00	60.00	100.00
N	60.00	60.00	50.00	80.00	120.00	200.00

WTTG, Ch. 5, 17.5kw-v, 10.5kw-a, DuMont, DuMont

D	50.00	50.00	56.25	90.00	135.00	225.00
N	50.00	50.00	75.00	120.00	180.00	300.00

MARKET INDICATORS FOR DISTRICT OF COLUMBIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	898,000	'48	663,000	'40
Increase over 1940	35.5%			
% of U.S.	0.62%	'48	0.50%	'40
BMB Families	238,800	'49	234,000	'46
Percent Radio	96.8%	'49	96.2%	'46
Radio Families	231,160	'49	225,000	'46
Business Concerns	16,956	'47	9,717	'39
Manufacturing Establishments	430	'47	452	'39
Non-Agricultural Employment	214,463	'47	321,000	'39
Manufacturing Employment	10,000	'47	8,000	'39
Income	$1,795,000,000	'47	905,000,000	'40
Increase over 1940	98%			
Per Capita Income	$ 1,624	'48	1,080	'40
Increase over 1940	50%			
Construction (Private)	$ 64,600,000	'47	58,000,000	'39
Residential	$ 27,900,000	'47	34,000,000	'39
Non-Residential	$ 18,400,000	'47	20,900,000	'39
Retail Sales	$ 976,790,000	'48	904,435,000	'47
Value Added by Manufacture	$ 99,000,000	'47	43,000,000	'39

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AVERAGE WQQW LISTENER SPENDS 71%
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WTOP
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DELAWARE

DOVER, Kent, 2,300 fam., 93.0% radio, 2,140 fam.
WDOV, 1kw-D, 1410 kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.00	15.00	30.00	55.00	90.00

WILMINGTON, New Castle, 36,900 fam., 96.2% radio, 35,500 radio fam.

3 AM affiliates, average 1-time rates

D	8.45	8.21	16.49	32.86	49.16	82.16
N	15.00	14.16	27.66	55.33	83.00	141.66

WDEL, 5kw, 1150kc, NBC, Meeker, Conlan.

D	8.50	10.00	20.00	40.00	60.00	100.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WAMS-FM, Chan. 241, 96.1kc. 20kw, Weed

D	8.40	8.40	16.80	33.60	50.49	84.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WAMS-FM, 96.1kc, 20kw, Weed
No rates available.

WILM, 250w, 1450kc, ABC, Bolling

D	.....	6.25	12.50	25.00	37.50	62.50
N	.....	12.50	25.00	50.00	75.00	125.00

WTUX, 500w-D, 1290kc, Forjoe

D	5.00	6.00	12.00	24.00	36.00	60.00

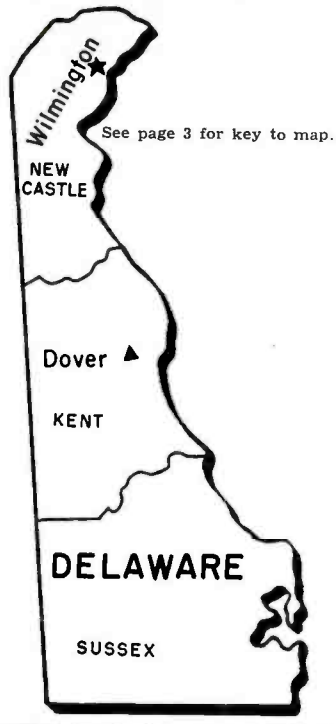
Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

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MARKET INDICATORS FOR DELAWARE

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		297,000	'48	266,000	'40
Increase over 1940		11.5%			
% of U.S.		0.20%	'48	0.20%	'40
BMB Families		86,800	'49	81,000	'46
Percent Radio		95.4%	'49	92.6%	'46
Radio Families		82,770	'49	75,000	'46
Business Concerns		6,030	'47	4,850	'39
Manufacturing Establishments		482	'47	416	'39
Non-Agricultural Employment		87,767	'47	76,000	'39
Manufacturing Employment		29,000	'47	20,000	'39
Income	$	479,000,000	'47	239,000,000	'40
Increase over 1940		100%			
Per Capita Income	$	1,646	'47	896	'40
Increase over 1940		84%			
Construction (Private)	$	23,200,000	'47	12,300,000	'39
Residential	$	7,300,000	'47	7,000,000	'39
Non-Residential	$	9,000,000	'47	3,700,000	'39
Retail Sales	$	267,763,000	'48	248,043,000	'47
Value Added by Manufacture	$	182,000,000	'47	54,000,000	'39

* * *



See page 3 for key to map.

DELAWARE RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Kent	10,800	91.6	9,890	25,687	5,601	2,471	13,932
New Castle	58,200	96.9	56,400	193,881	60,343	39,915	121,236
Sussex	17,800	92.6	16,480	48,195	11,519	5,548	46,562

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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DELAWARE
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AND NOW! WDEL-TV · CHANNEL 7 ·

FLORIDA

SPOT RATE FINDER

BELLE GLADE, Palm Beach, 4,200 fam., 65.3% radio, 2,740 radio fam.
WSWN, 1kw-D, 900kc, Ashcroft-Banninger

	SB	1M	5M	15M	30M	1 Hr
D	3.75	4.50	7.00	14.50	21.50	36.00
N	4.00	5.00	8.00	16.00	24.00	40.00

BRADENTON, Manatee, 4,300 fam., 87.1% radio, 3,750 radio fam.
WOHL, 250w, 1490kc

N	2.40	5.00	12.00	24.00	36.00	60.00
D	2.40	4.00	10.00	20.00	30.00	50.00

CLEARWATER, Pinellas, 5,700 fam., 89.3% radio, 5,090 radio fam.

2 AM non-affiliates, average 1-time rate

D	4.25	4.25	6.00	12.00	20.50	37.50
N	4.50	4.50	6.50	13.75	25.00	42.50

WCLE, 1kw-D, 680kc, Holman, Conlan

D	5.00	5.00	5.00	10.00	20.00	40.00
N	5.00	5.00	5.00	10.00	20.00	40.00

WIRA, 250w, 1400kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.75	4.50	8.00	16.00	24.00	40.00
N	5.00	6.00	10.00	20.00	30.00	50.00

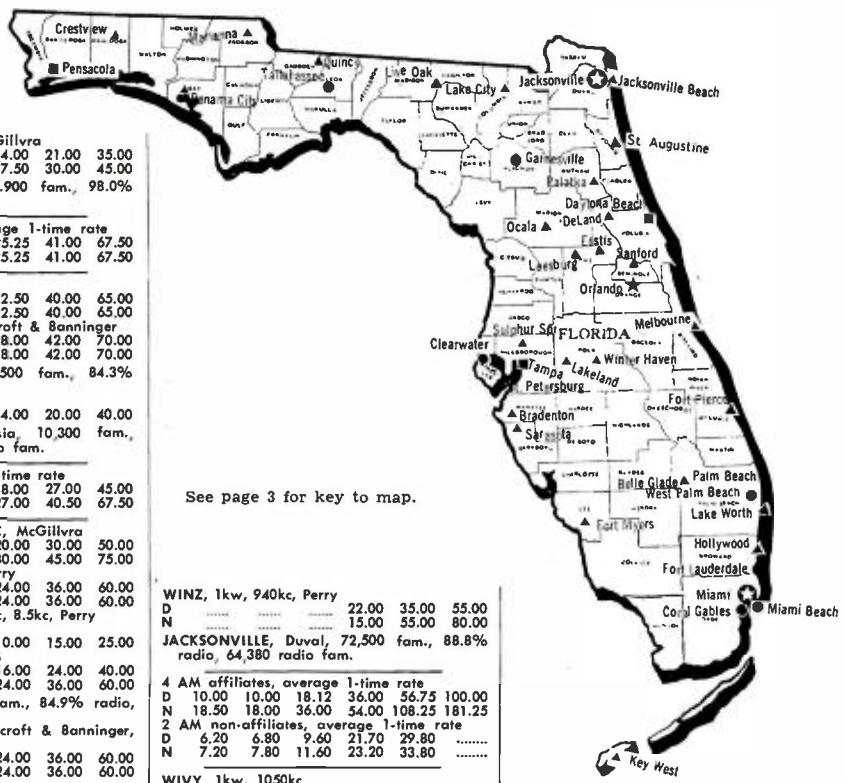
GAINESVILLE, Alachua, 5,400 fam., 84.1% radio, 4,540 radio fam.
WGGG, 250w, 1230kc

D	2.70	3.60	8.75	16.00	26.00	45.00
N	2.70	3.60	8.75	16.00	26.00	45.00

WRUF, 5kw-D, 100-N, 850kc, Burn-Smith, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	50.00	75.00

WRUF-FM, Ch. 281, 104.1mc, 3kw, Burn-Smith (no rates avail.)
HOLLYWOOD, Broward
No figures on city listed.



See page 3 for key to map.

WTAN, 250w, 1340kc, McGillvra

D	3.50	3.50	7.00	14.00	21.00	35.00
N	4.00	4.00	8.00	17.50	30.00	45.00

CORAL GABLES, Dade, 4,900 fam., 98.0% radio, 4,800 radio fam.

2 AM non-affiliates, average 1-time rate

D	7.00	9.25	13.25	25.25	41.00	67.50
N	7.00	9.25	13.25	25.25	41.00	67.50

WTTT, 250w, 1490kc

D	6.50	8.50	12.50	22.50	40.00	65.00
N	6.50	8.50	12.50	22.50	40.00	65.00

WVCG, 1kw-D, 1070, Ashcroft & Banninger

D	7.50	10.00	14.00	28.00	42.00	70.00
N	7.50	10.00	14.00	28.00	42.00	70.00

CRESTVIEW, Okaloosa, 1500 fam., 84.3% radio, 1,260 radio fam.
WCNU, 1kw-D, 1010kc

D	.....	5.00	8.00	14.00	20.00	40.00

DAYTONA BEACH, Volusia, 10,300 fam., 86.0% radio, 8,860 radio fam.

2 AM affiliates, average 1-time rate

D	.....	5.50	9.00	18.00	27.00	45.00
N	.....	8.25	13.50	27.00	40.50	67.50

WMFJ, 250w, 1450kc, ABC, McGillvra

D	.....	6.50	10.00	20.00	30.00	50.00
N	.....	10.00	15.00	30.00	45.00	75.00

WNDB, 1kw-D, 1150kc, Perry

D	7.20	8.00	12.00	24.00	36.00	60.00
N	7.20	8.00	12.00	24.00	36.00	60.00

WNDB-FM, Ch. 233, 94.5mc, 8.5kc, Perry Bonus—Days only

N	1.25	2.50	5.00	10.00	15.00	25.00

WROD, 250w, 1340kc, MBS

D	.....	4.50	8.00	16.00	24.00	40.00
N	.....	6.50	12.00	24.00	36.00	60.00

DELAND, Volusia, 2,700 fam., 84.9% radio, 2,290 radio fam.
WOLF, 250w, 1490kc, Ashcroft & Banninger, MBS

D	6.00	6.00	9.50	24.00	36.00	60.00
N	6.00	6.00	9.50	24.00	36.00	60.00

EUSTIS, Lake, 1,600 fam., 84.0% radio, 1,340 radio fam.
WEUS, 1kw, 790kc, Rural Radio

D	5.00	6.00	12.50	21.60	38.00	60.00
N	5.00	6.00	12.50	21.60	38.00	60.00

FT. LAUDERDALE, Broward, 10,200 fam. 87.6% radio, 8,940 radio fam.
WFTL, 250w, 1400kc, Hooper

D	6.00	7.50	10.00	27.00	45.00	80.00
N	6.00	7.50	10.00	27.00	45.00	80.00

WGOR-FM, Ch. 293, 106.5mc, 3kw Bonus
FT. MYERS, Lee, 5,100 fam., 85.1% radio, 4,340 radio fam.
WINK, 250w, 1240kc, Cooke, CBS

D	4.75	5.50	10.00	15.00	30.00	50.00
N	5.75	6.50	12.00	18.00	36.00	60.00

FT. PIERCE, Saint Lucie, 4,000 fam., 78.7% radio, 3,150 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on WQAM

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

WINZ, 1kw, 940kc, Perry

D	.....	.....	.....	22.00	35.00	55.00
N	.....	.....	.....	15.00	55.00	80.00

JACKSONVILLE, Duval, 72,500 fam., 88.8% radio, 64,380 radio fam.

4 AM affiliates, average 1-time rate

D	10.00	10.00	18.12	36.00	56.75	100.00
N	18.50	18.00	36.00	54.00	108.25	181.25

2 AM non-affiliates, average 1-time rate

D	6.20	6.80	9.60	21.70	29.80	.....
N	7.20	7.80	11.60	23.20	33.80	.....

WIVY, 1kw, 1050kc

D	2.40	3.60	7.20	14.40	21.60	.....
N	2.40	3.60	7.20	14.40	21.60	.....

WJAX, 5kw, 930kc, NBC, Blair

D	.....	10.00	18.50	37.00	60.00	95.00
N	.....	20.00	37.00	74.00	120.00	190.00

WJAX-FM, Ch. 236, 95.1mc, 11.5kw (no rates avail.)
WJHP, 5kw, 1320kc, MBS, Perry

D	.....	10.00	18.00	35.00	53.00	88.00
N	.....	15.00	35.00	70.00	105.00	175.00

WJHP-FM, Ch. 245, 96.9mc, 34kw

D	15.00 — See Transit Radio Listing
N	10.00

WMBR, 5kw, 1460kc, CBS, Avery-Knodel, BMB, Hooper

D	10.00	10.00	18.00	36.00	54.00	90.00
N	20.00	20.00	36.00	72.00	108.00	180.00

WMBR-FM, Ch. 241, 96.1mc, 67kw, Avery-Knodel (All FM rates 25% of AM)
WMBR-TV, Ch. 4, 7.4kw-a; 14.8kw-v, CBS, Avery-Knodel

D	22.50	22.50	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

WOBS, 1kw, 1360kc, Forjoe, Hooper

D	10.00	10.00	12.00	29.00	38.00	78.00
N	12.00	12.00	16.00	32.00	46.00	90.00

WPDQ, 5kw, 600kc, ABC, Katz, Hooper, BMB

D	10.00	10.00	18.00	36.00	60.00	108.00
N	17.00	17.00	36.00	60.00	100.00	180.00

WPDQ-TV, Ch. 6, 19.4kw-v; 10kw-a, ABC, Katz

D	10.00	10.00	18.00	36.00	60.00	108.00
N	17.00	17.00	36.00	60.00	100.00	180.00

JACKSONVILLE BEACH, Duval, 2,200 fam., 87.9% radio, 1,930 radio fam.
WJVB, 250w-D, 1010kc

D	.....	6.50	11.75	25.50	28.00	51.00
N		7.50	14.50	27.00	45.00	77.00

KEY WEST, Monroe, 5,000 fam., 83.1% radio, 4,160 radio fam.

WKWF, 500w, 1600kc, MBS, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	13.00	20.00	40.00	60.00	100.00

LAKE CITY, Columbia, 2,400 fam., 78.7% radio, 1,890 radio fam..
WDSR, 250w, 1340kc

D	3.75	5.00	10.00	20.00	30.00	50.00
N	3.75	5.00	10.00	20.00	30.00	50.00

LAKELAND, Polk, 10,900 fam., 86.1% radio, 9,380 radio fam.
WLAK, 1kw, 1430kc, NBC, Pearson, Conlan

D	5.00	5.00	10.00	21.00	30.00	45.00
N	7.00	7.00	14.00	30.00	45.00	75.00

LAKE WORTH, Palm Beach, 3,700 fam., 90.3% radio, 3,340 radio fam.
WEAT, 250w, 1490kc, NBC, Lorenzen & Thompson

D	6.50	8.00	10.00	20.00	30.00	50.00
N	9.00	11.00	14.00	28.00	42.00	70.00

LEESBURG, Lake, 2,200 fam., 81.4% radio, 1,790 radio fam.
WLBF, 250w, 1250kc

D	6.00	7.50	10.00	20.00	30.00	50.00
N	6.00	7.50	10.00	20.00	30.00	50.00

LIVE OAK, Suwanee (No figures on city)
WNER, 250w, 1450kc

D	2.00	3.00	4.00	8.00	14.00	20.00
N	2.00	3.00	4.00	8.00	14.00	20.00

MARIANNA, Jackson, 2,400 fam., 76.6% radio, 1,840 radio fam.
WTYS, 250w, 1340kc, Cummings

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MIAMI, Dade, 69,000 fam., 93.3% radio, 64,380 radio fam.

MARKET INDICATORS FOR FLORIDA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,356,000	'48	1,897,000	'40
Increase over 1940	24.2%			
% of U.S.	1.61%	'48	1.44%	'40
BMB Families	728,600	'49	614,000	'46
Percent Radio	87.4%	'49	79.5%	'46
Radio Families	636,600	'49	488,000	'46
Business Concerns	47,501	'47	30,670	'39
Manufacturing Establishments	2,807	'47	1,976	'39
Non-Agricultural Employment	507,843	'47	361,000	'39
Manufacturing Employment	67,000	'47	51,000	'39
Income	$2,571,000,000	'47	900,000,000	'40
Increase over 1940	86%			
Per Capita Income	$ 1,104	'47	471	'40
Increase over 1940	134%			
Construction (Private)	$ 384,000,000	'47	88,800,000	'39
Residential	$ 276,400,000	'47	69,500,000	'39
Non-Residential	$ 64,500,000	'47	11,000,000	'39
Retail Sales	$2,191,922,000	'48	1,993,008,000	'47
Value Added by Manufacture	$ 352,000,000	'47	162,000,000	'39

* * *

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	13.50	14.00	21.33	42.66	62.00	106.66
N	23.33	24.33	40.00	80.00	120.00	200.00

2 AM non-affiliates, average 1-time rate

D	9.25	8.96	13.55	22.41	41.96	61.15
N	10.50	.....	17.00	34.50	53.00	80.00

WFEC, 250w-D, 1220kc

D	4.75	5.90	11.45	22.85	34.30	57.45

WGBS, 50,000-D, 710kc, CBS, Katz, BMB 10,000-N

D	15.00	15.00	22.00	44.00	66.00	110.00
N	24.00	24.00	40.00	80.00	120.00	200.00

WGBS-FM, Ch. 242, 96.3mc, 1kw, Katz Bonus

(Continued on Page 54)

for the facts on WJAX

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

WMFJ

first

Radio Station

in

Daytona Beach, Florida

ABC

Joseph Hershey McGillvra, Inc.
National Representatives

Robert S. Keller,
Agency Coordinator

FLORIDA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Alachua	11,400	83.3	9,500	28,397	6,021	2,354	
Baker	1,400	80.1	1,120	2,141	440	142	
Bay	12,500	83.5	10,440	31,365	5,003	2,325	
Bradford	2,500	84.6	2,120	3,987	684	234	
Brevard	6,100	86.5	5,280	15,313	2,514	1,017	
Broward	17,400	85.1	14,810	59,474	15,536	8,545	
Calhoun	1,900	80.2	1,520	2,762	519	149	
Charlotte	1,300	88.7	1,150	2,997	611	223	
Citrus	1,600	84.0	1,340	2,967	356	130	
Clay	3,000	85.1	2,550	2,186	880	351	
Collier	1,700	82.0	1,390	3,336	859	423	
Columbia	4,500	75.9	3,420	9,037	1,670	616	
Dade	129,700	93.3	121,010	517,808	125,279	73,538	45,528
De Soto	1,900	81.5	1,550	5,744	1,250	478	
Dixie	1,200	82.5	990	3,647	360	112	
Duval	83,500	89.1	74,400	294,365	71,669	36,215	66,736
Escambia	30,300	86.3	26,150	74,621	15,644	7,076	21,039
Flagler	900	82.1	740	1,359	197	70	
Franklin	2,200	77.8	1,710	2,936	415	125	
Gadsden	7,500	78.2	5,870	14,602	3,176	1,187	
Gilchrist	900	78.3	700	1,447	227	94	
Glades	700	84.0	590	1,092	121	48	
Gulf	1,800	86.0	1,550	3,072	1,566	802	
Hamilton	2,100	79.2	1,660	3,073	684	207	
Hardee	2,200	81.9	1,800	5,758	842	278	
Hendry	1,700	86.4	1,470	3,839	1,262	776	
Hernando	1,700	86.1	1,460	3,839	543	231	
Highlands	4,400	82.8	3,640	6,735	2,041	745	
Hillsborough	65,800	88.9	58,500	194,392	56,104	27,138	59,796
Holmes	3,100	78.9	2,450	2,081	360	112	
Indian River	2,600	85.8	2,230	7,132	1,314	608	
Jackson	8,100	76.8	6,220	12,403	2,465	807	
Jefferson	2,800	78.7	2,200	3,146	808	388	
Lafayette	900	82.0	740	1,091	119	39	
Lake	8,300	86.2	7,150	19,994	4,128	1,670	
Lee	7,600	86.9	6,600	17,794	3,120	1,349	
Leon	11,100	82.9	9,200	29,795	5,624	2,306	
Levy	2,600	81.1	2,110	4,503	927	296	
Liberty	800	78.3	630	605	248	104	
Madison	3,700	76.5	2,830	5,861	1,284	380	
Manatee	8,500	85.6	7,280	20,185	4,217	1,913	
Marion	10,400	82.8	8,610	22,046	5,418	2,241	
Martin	2,200	86.2	1,900	4,607	949	440	
Monroe	5,300	83.4	4,420	7,870	2,306	922	
Nassau	2,700	83.1	2,240	5,109	1,880	968	
Okaloosa	3,700	83.2	3,080	4,932	1,121	388	
Okeechobee	800	84.5	680	2,171	371	232	
Orange	30,500	89.8	27,390	119,139	19,888	9,528	10,888
Osceola	3,600	87.7	3,160	6,114	1,349	507	
Palm Beach	41,700	85.1	35,490	143,764	22,274	11,998	
Pasco	4,300	85.2	3,660	6,378	3,417	1,435	
Pinellas	50,700	91.8	46,540	166,987	26,413	12,769	
Polk	34,500	85.8	29,600	102,828	23,566	11,712	22,603
Putnam	5,200	80.4	4,180	12,035	2,598	1,052	
St. Johns	6,400	81.8	5,240	17,159	3,080	1,229	
St. Lucie	5,000	79.9	4,000	13,114	2,554	1,150	
Santa Rosa	3,900	81.3	3,170	4,134	494	165	
Sarasota	7,000	88.1	6,170	21,721	5,220	2,259	
Seminole	7,700	83.5	6,430	14,810	2,284	978	
Sumter	2,700	83.6	2,260	3,589	691	218	
Suwannee	4,000	79.0	3,160	7,309	1,317	425	
Taylor	2,900	76.7	2,220	5,700	1,743	759	
Union	1,300	80.0	1,040	1,240	161	57	
Volusia	21,100	86.4	18,230	62,507	10,867	4,848	
Wakulla	1,200	81.3	980	1,920	269	112	
Walton	3,100	79.3	2,460	4,786	798	266	
Washington	2,800	79.4	2,220	2,967	532	180	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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FLORIDA

SPOT RATE FINDER

(Continued from page 53)

WIOD, 5kw, 610kc, NBC,, Hallingbery, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	11.00	12.50	20.00	40.00	60.00	100.00
N	22.00	25.00	40.00	80.00	120.00	200.00

WIOD-FM, Ch. 247, 97.3mc, 54kw, Hollingbery Bonus

WMIE, 10,000-D, 1140kc, Forjoe 5,000-N

D	15.00	15.00	22.00	45.00	70.00	100.00
N	15.00	15.00	22.00	45.00	70.00	100.00

WQAM, 5,000-D, 560kc, ABC, Blair, BMB 1,000-N

D	14.50	14.50	22.00	44.00	66.00	110.00
N	24.00	24.00	40.00	80.00	120.00	200.00

WQAM-FM, Ch. 235, 94.9mc, 60kw, Blair Bonus

WWPB, 250w, 1450kc, Cooke

D	6.00	6.00	7.20	14.40	21.60	36.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WTVJ-TV, Ch. 4, 1.1kwv; 2.2kw-a, DuMont, Forjoe

N	30.00	30.00	60.00	100.00	150.00	250.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further repraduction unlicensed. For complete explanation see foreword.

for the facts on WDBO
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

* * *

MIAMI BEACH, Dade, 13,800 fam., 96.4% radio, 13,300 radio fam.

	SB	1M	5M	15M	30M	1 Hr
WKAT, 5,000-D 1360kc, M8S, Weed 1,000-N						
D	13.92	11.39	17.71	35.42	53.13	88.55
N	21.51	18.97	35.42	70.84	106.26	177.10

WKAT-FM, Ch. 226, 93.1mc, 1kw Bonus

WMBM, 1kw-D, 800kc, Ra Tel

D	7.50	7.50	12.00	24.00	40.00	50.00
N	9.35	9.35	15.00	30.00	50.00	62.50

WLRD(FM) Ch. 230, 93.9mc, 13kw

D	2.00	2.00	4.00	9.00	13.50	22.50
N	3.00	3.00	6.00	12.00	18.00	30.00

OCALA, Marion, 3,400 fam., 82.3% radio, 2,800 radio fam.

WTMC, 1kw, 1290kc. MBS, Perry, Conlan

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	10.00	20.00	30.00	50.00

ORLANDO, Orange, 18,700 fam., 90.2% radio, 16,870 radio fam.

4 AM affiliates, average 1-time rate

D	7.75	7.75	12.23	24.31	38.62	69.12
N	10.50	10.50	18.31	37.00	70.00	96.23

WDBO, 5kw, 580kc, CBS, Blair, Hooper

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

WDBO-FM, Ch. 222, 92.3mc, 35kw, Blair Bonus

WHOO, 10kw, 990kc, ABC, Ra-Tel, Conlan

D	7.50	7.50	11.70	22.75	39.00	65.00
N	10.00	10.00	18.00	35.00	60.00	100.00

WHOO-FM, Ch. 243, 93.2mc, 59kw, RaTel Bonus

WLOF, 5kw, 950kc, MBS, Raymer

D	8.00	8.00	13.00	26.00	40.00	65.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WORZ, 1kw, 740kc, NBC, Weed, Hooper, Conlan

D	7.00	7.00	10.50	21.00	31.50	52.50
N	10.00	10.00	15.00	30.00	45.00	75.00

PALATKA, Putnam, 3,800 fam., 75.9% radio, 2,880 radio fam.

* * *

WWPF, 250w-D, 800kc, Cont.

	SB	1M	5M	15M	30M	1 Hr
D	3.25	4.50	7.00	12.50	23.00	40.00

PALM BEACH, Palm Beach, 2,200 fam., 93.0% radio, 2,050 radio fam.

WWPG, 250w, 1340kc, A8C, Perry, Conlan

D	5.40	5.40	10.80	21.60	32.40	54.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WWPG-FM, Ch. 250, 97.9mc, 22kw, Perry Bonus

PANAMA CITY, Bay, 8,100 fam., 81.5% radio, 6,600 radio fam.

WDLP, 1kw, 590kc, MBS

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

PENSACOLA, Escambia, 13,100 fam., 84.7% radio, 11,100 radio fam.

3 AM affiliates, average 1-time rate

D	5.33	5.86	6.15	12.50	29.50	50.00
N	7.21	7.66	12.16	23.50	37.50	63.33

WBSR, 250w, 1450kc, ABC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	14.00	25.00	42.00	70.00

WCOA, 5kw, 1370kc, NBC, Meeker

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	14.00	28.00	42.00	70.00

WEAR, 250w, 1490kc, MBS, Pearson

D	4.00	5.60	8.50	17.50	28.50	50.00
N	5.65	7.50	8.50	17.50	28.50	50.00

PLANT CITY, Hillsborough (No figures on city)

WPLA, 250w-D, 1570kc,

D	3.00	3.00	5.00	9.00	18.00	36.00

QUINCY, Florida, 2,100 fam., 80.0% radio, 1,680 radio fam.

WCNH, 250w, 1230kc

D	2.70	2.70	5.00	9.00	15.00	25.00
N	2.70	2.70	5.00	9.00	15.00	25.00

ST. AUGUSTINE, St. Johns, 4,800 fam., 81.7% radio, 3,920 radio fam.

WFOY, 250w, 1240kc, CBS, Avery-Knodel

D	4.50	4.50	12.00	15.00	22.00	36.00
N	9.00	9.00	11.00	22.00	33.00	54.00

* * *

for the facts on WTAL
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

ST. PETERSBURG, Pinellas, 38,500 fam., 92.3% radio, 35,540 radio fam.

2 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.25	7.70	12.25	24.00	42.00	71.00
N	8.00	10.35	18.25	38.75	72.00	120.00

WSUN, 5kw, 620kc, ABC, Weed

D	4.50	7.50	12.50	25.00	42.00	70.00
N	8.00	10.75	17.50	37.50	72.00	120.00

WTSP, 5kw, 1380kc, MBS, Pearson, Hooper, Conlan

D	6.00	8.00	12.00	24.00	42.00	72.00
N	8.00	10.00	19.00	40.00	72.00	120.00

WST-FM, Ch. 273, 102.5mc, 37kw, Pearson

D	1.50	2.00	3.00	6.00	12.50	20.00
N	2.00	3.00	4.00	8.00	15.00	24.00

SANFORD, Seminole, 4,000 fam., 81.5% radio, 3,260 radio fam.

for the facts on WFLA
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

FLORIDA

SPOT RATE FINDER

(Continued from page 54)

WTRR, 250w, 1400kc, Clark

	SB	1M	5M	15M	30M	1 Hr
D	3.60	3.60	6.48	12.96	21.60	36.00
N	5.00	5.00	9.00	18.00	30.00	50.00

SARASOTA, Sarasota, 5,700 fam., 88.4% radio, 5,040 radio fam.

WSPB, 250w, 1450kc, CBS, Pearson

D	3.75	3.75	10.00	20.00	30.00	50.00
N	5.00	5.00	12.00	24.00	36.00	60.00

WKXY, 1kw, 1540kc

D	3.90	3.90	6.50	14.50	23.00	39.00
N	6.50	6.50	9.10	19.50	32.50	52.00

SULPHUR SPRINGS, Hillsborough, 3,000 fam., 85.0% radio, 2,550 radio fam.

WHBO, 250w, 1050kc

D	3.35	4.50	7.50	13.50	26.25	45.00
N	3.35	4.50	7.50	13.50	26.25	45.00

TALLAHASSEE, Leon, 7,400 fam., 81.2% radio, 6,010 radio fam.

WRHP, 250w, 1450kc, ABC, Clark

D	3.16	4.30	7.50	16.00	24.00	40.00
N	4.05	5.18	9.00	18.00	30.00	50.00

WTAL, 5kw, 1270kc, MBS, Blair, Conlan

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WTAL-FM, Ch. 280, 103.9mc, 710kw, Blair Bonus

TAMPA, Hillsborough, 39,200 fam., 88.7% radio, 34,770 radio fam.

2 AM affiliates, average one time rate

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	32.50	60.00	90.00	160.00

WALT, 1kw-D, 1110kc, Perry

D	5.00	6.00	12.00	21.60	38.00	60.00

WDAE, 5kw, 1250kc, CBS, Katz

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WFLA, 5kw, 970kc, NBC, Blair, Cummings, Hooper

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	35.00	60.00	90.00	160.00

WFLA-FM, Ch. 227, 93.3mc, 10kw, Blair Bonus

WEST PALM BEACH, Palm Beach, 14,900 fam., 89.2% radio, 13,290 radio fam.

2 AM affiliates, average one time rate

D	6.00	6.00	11.00	22.00	33.00	55.00
N	11.00	11.00	20.00	40.00	60.00	100.00

WIRK, 1kw, 1290kc, MBS, McGillvra

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJNO, 250w, 1230kc, CBS, Meeker

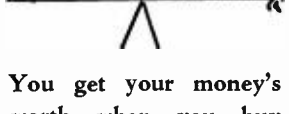
D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WJNO-FM, Ch. 254, 98.7mc, 49kw, Meeker Bonus

WINTER HAVEN, Polk, 3,000 fam., 88.4% radio, 2,650 radio fam.

WSIR, 250w, 1490kc, MBS, Conlan

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.36	5.36	10.72	21.44	32.16	53.60



You get your money's worth when you buy listeners over

WRFC

Athens, Ga.

1000 watts—960 kc

GEORGIA

SPOT RATE FINDER

ALBANY, Dougherty, 9,400 fam., 78.0% radio, 7,330 radio fam.

WALB, 1kw, 1590kc, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	6.00	12.00	18.00	30.00
N	4.50	4.50	11.00	22.00	36.00	60.00

WGPC, 250w, 1450kc, CBS, Hollingberry, BMB

D	2.50	3.50	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	24.00	36.00	60.00

AMERICUS, Sumter, 3,600 fam., 75.0% radio, 2,700 radio fam.

WDEC, 250w, 1230kc, MBS

D	3.00	3.00	5.00	9.00	16.50	26.50
N	3.00	3.00	5.00	9.00	16.50	26.50

ATHENS, Clarke, 8,200 fam., 84.3% radio, 6,910 radio fam.

WGAU, 250w, 1340kc, CBS, BMB

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WGAU-FM, chan. 258, 99.5mc, 4.4kw Bonus

WRFC, kw-D, 960kc, Dodson

D	3.50	3.50	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

ATLANTA, Fulton, 84,700 fam., 88.0% radio, 83,340 radio fam.

4 AM affiliate average 1-time rates

D	23.25	25.17	39.06	62.40	102.60	171.00
N	38.65	46.25	64.85	104.00	172.50	287.50

4 AM non-affiliate average 1-time rates

D	6.31	10.00	13.37	26.75	44.62	74.37
N	10.00	14.00	24.00	48.00	75.00	125.00

WAGA, 5kw, 590kc, CBS, Katz, Hooper, BMB

D	21.00	24.00	33.00	54.00	90.00	150.00
N	34.00	40.00	54.00	90.00	156.00	260.00

WAGA-FM, chan. 277, 103.3mc, 5kw, Katz Bonus

WAGA-TV, 9kw aur., 18kw vis., chan. 5, Katz

N	.....	30.00	50.00	80.00	120.00	200.00

WBGE, 250w, 1340kc, Burn-Smith

D	5.00	7.00	10.00	20.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

WBGE-FM, chan. 238, 95.5mc, 14kw, Burn-Smith Bonus

WCON, 5kw, 550kc, ABC, Headley-Reed, Hooper

D	18.40	21.70	30.25	50.40	86.40	144.00
N	30.60	36.00	50.40	84.00	144.00	240.00

WCON-FM, chan. 253, 98.5mc, 3kw, Headley-Reed Co. Bonus

WERD, 1kw, 860kc, Jos. H. McGillvra

D	7.50	7.50	15.00	30.00	45.00	75.00

WGST, 5kw-D, 1kw-N, 920kc, MBS, Hollingbery, Hooper

D	15.00	20.00	30.00	48.00	72.00	120.00
N	25.00	34.00	50.00	80.00	120.00	200.00

WGST-FM, chan. 231, 94.1mc, 1kw, Hollingbery Bonus

WSB, 50kw, 750kc, NBC, Petry

D	39.00	45.00	63.00	97.20	162.00	270.00
N	65.00	75.00	105.00	162.00	270.00	450.00

WSB-FM, chan. 283, 104.5mc, 10kw, Bonus

WATL, 5kw, 1380kc, Forjoe

D	6.00	9.00	15.00	30.00	48.00	80.00
N	12.00	18.00	30.00	60.00	96.00	160.00

WTAL-FM, chan. 248, 97.5mc, 44kw, Forjoe Bonus

WQXI, 1kw, 790kc, day only

D	6.75	9.00	13.50	27.00	49.50	82.50

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

AUGUSTA, Richmond, 23,900 fam., 81.1% radio, 19,380 radio fam.

4 AM affiliate average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.22	5.22	10.60	21.20	31.80	53.00
N	7.47	7.47	15.72	29.70	47.50	74.25

WBBQ, 250w, 1340kc, MBS, Walker

D	2.90	2.90	5.40	10.80	16.20	27.00
N	2.90	2.90	5.40	10.80	16.20	27.00

WGAC, 5kw-D, 1kw-N, 580kc, ABC, Avery-Knodel, Hooper

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WRDW, 5kw, 1480kc, CBS, Hollingbery, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WTNT, 250w, 1230kc, NBC, Taylor-Borroff

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	17.50	28.00	42.00	70.00

BAINBRIDGE, Decatur, 2,500 fam., 72.8% radio, 1,820 radio fam.

WMGR, 250w, 1490kc, MBS,

D	3.25	3.25	15.00	20.00	35.00	50.00
N	3.25	3.25	15.00	20.00	35.00	50.00

BRUNSWICK, Glynn, 8,600 fam., 81.2% 6,980 radio fam.

WMOG, 250, 1490kc, MBS, Conlan

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

WGIG, 1kw, 1440kc,

D	4.15	4.85	.....	30.00	45.00	75.00
N	3.85	4.00	.....	17.50	30.00	60.00

CARROLLTON, Carroll, 2,400 fam., 87.6% radio, 2,100 radio fam.

WLBB, 250w, day only, 1100kc

D	3.20		10.00	12.00	25.00	42.50

CARTERSVILLE, Bartow, 2,500 fam., 84.8% radio, 2,120 radio fam.

WPHF, 250w, 1450kc, MBS

N	.....	5.00	10.00	20.00	30.00	50.00

CEDARTOWN, Polk (no city figures)

WGAA, 250w, 1340kc, ABC

N	2.00	3.50	5.00	12.00	18.00	30.00

WGAA-FM, chan. 241, 96.1mc, 5.5kw (no rates available)

COLUMBUS, Muscogee, 22,300 fam., 83.2% radio, 18,550 radio fam.

3 AM affiliate average 1-time rates

D	5.33	6.50	10.66	21.33	32.00	53.33
N	8.66	10.16	17.33	34.66	52.00	83.33

WDAK, 250w, 1340kc, ABC, Headley-Reed, BMB, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WDAK-FM, chan. 100, 107.9mc, 3kw Bonus

WGBA, 1kw, 620kc, Branham, Hooper

D	5.00	6.00	12.00	24.00	36.00	60.00

WGBA-FM, chan. 236, 95.1mc, 9kw, Branham, Bonus days

N	1.25	1.50	3.00	6.00	9.00	15.00

WRBL, 5kw, 1420kc, CBS, Hollingbery, BMB

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

WRBL-FM, chan. 227, 93.3mc, 46.2kw, Hollingbery Bonus

WSAC, 1kw, 1460kc, MBS, Walker, Conlan, Hooper

D	4.00	6.00	10.00	20.00	30.00	50.00
N	7.00	9.00	16.00	32.00	48.00	80.00

* * *

MARKET INDICATORS FOR GEORGIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,128,000	'48	3,124,000	'40
Increase over 1940	0.1%			
% of U.S.	2.14%	'48	2.36%	'40
BMB Families	855,900	'49	792,000	'46
Percent Radio	83.4%	'49	72.7%	'46
Radio Families	713,600	'49	576,000	'46
Business Concerns	40,231	'47	29,693	'39
Manufacturing Establishments	4,752	'47	3,054	'39
Non-Agricultural Employment	590,397	'47	498,000	'39
Manufacturing Employment	225,000	'47	156,000	'39
Income	$2,778,000,000	'47	986,000,000	'40
Increase over 1940	182%			
Per Capita Income	$ 885	'47	315	'40
Increase over 1940	181%			
Construction (Private)	$ 177,000,000	'47	51,600,000	'39
Residential	$ 78,300,000	'47	29,200,000	'39
Non-Residential	$ 53,600,000	'47	12,500,000	'39
Retail Sales	$2,104,951,000	'48	1,913,937,000	'47
Value Added by Manufacture	$1,011,000,000	'47	280,000,000	'39

CORDELE, Crisp, 2,800 fam., 73.8% radio, 2,040 radio fam.

WMJM, 250wd, 100wn, 1490 kc, MBS, Clarke (no day rates available)

	SB	1M	5M	15M	30M	1 Hr.
N	.....	.....	15.00	20.00	35.00	50.00

COVINGTON, Newton, 1,100 fam., 82.9% radio, 910 radio fam.

WMOC, 250w, 1490kc, MBS (no day rates available)

N	.....	5.00	10.00	20.00	30.00	50.00

DALTON, Whitfield, 5,000 fam., 93.1% radio, 4,660 radio fam.

WBLJ, 250w, 1230kc, MBS

D	2.00	2.25	4.00	5.50	10.00	17.50
N	2.00	2.50	5.00	8.00	15.50	30.00

DAWSON, Terrell, 1,500 fam., 71.9% radio, 1,080 radio fam.

WDWD, 1kw, 990kc, daytime only

D	2.00	3.00	6.00	8.75	15.00	25.00

DECATUR, DeKalb, 6,500 fam., 92.8% radio, 6,030 radio fam.

2 AM non-affiliate average 1-time rate

D	5.40	7.97	11.97	26.75	43.95	73.25

WEAS, 1kw-D, 1010kc

	SB	1M	5M	15M	30M	1 Hr.
D	6.40	8.95	12.75	25.50	45.90	76.50

WEAS-FM, chan. 244, 96.7mc, 1kw

D	4.25	5.95	8.50	17.00	30.60	51.00

WGLS, 100w, 970kc, Friedenberg

D	4.20	7.00	11.20	28.00	42.00	70.00
N	4.20	7.00	11.20	28.00	42.00	70.00

DOUGLAS, Coffee, 2,000 fam., 76.6% radio, 1,530 radio fam.

WDMG, 1kw-D, 860kc

D	3.50	5.25	9.00	17.60	30.00	55.00

DUBLIN, Laurens, 3,300 fam., 77.6% radio, 2,500 radio fam.

WMLT, 250w, 1340kc, MBS, Contiental, BMB

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

ELBERTON, Elbert, 2,400 fam., 79.2% radio, 1,900 radio fam.

WSGC, 250w, 1400kc, MBS, Contintenal Radio Sales

N	.....	1.75	4.00	8.00	14.00	20.00

FITZGERALD, Ben Hill, 2,300 fam., 81.3% radio, 1,870 radio fam.

WBHB, 250w, 1240kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

(Continued on page 56)

FACTS*

- Concentrated Coverage
- Fine, Well Established Local Programs
- Most Complete Production Facilities
- Complete Promotion Department (with artists)
- Owns Its Own Baseball Club (Tigers)
- Low, Low Rates to All Advertisers
- *Many* More Listeners Per Dollar!

WBBQ

AUGUSTA

— *Ask Walker* —

* NOT FICTION



the Winner ran Second!

- Highest Percentage increase in Hooper Ratings*
- Lowest cost per thousand Radio Homes
- Serving 90% of the market at 50% of regional rates.

* *Only Savannah station to show an increase in all rated time periods. (Hooper Station Audience Index—Fall 1948)*

Ask any Adam J. Young office for all details.

WDAR SAVANNAH

ABC AFFILIATE

Winner 1948 George Foster Peabody Award for Outstanding Public Service by a local station.

GEORGIA

SPOT RATE FINDER

(Continued from page 55)

GAINESVILLE, Hall, 3,900 fam., 85.2% radio, 3,320 radio fam.
WDUN, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr.
D	3.50	3.50	7.50	12.00	18.00	30.00
N	5.00	5.00	8.00	16.00	24.00	40.00

WDUN-FM, chan. 280, 103.9mc, 300w Bonus
WGGA, 250w, 1240kc, MBS, Hooper

D	3.50	3.50	6.80	13.60	20.40	34.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GRIFFIN, Spalding, 4,300 fam., 83.8% radio, 3,600 radio fam.
WKEU, 250w, 1450kc, MBS, Sears & Ayer

N	.....	4.00	6.00	12.50	22.50	40.00

HARTWELL, Hart, 700 fam., 92.6% radio, 650 radio fam.
WKLY, 1kw, 980kc, Dodson

D	.....	5.00	10.00	20.00	30.00	50.00
N	.....	5.00	10.00	20.00	30.00	50.00

LA GRANGE, Troup, 6,600 fam., 80.6% radio, 5,320 radio fam.
WLAG, 250w, 1240kc, MBS, McGillvra, Conlan

D	4.00	6.00	10.00	20.00	36.00	60.00
N	4.00	6.00	10.00	20.00	36.00	60.00

WLAG-FM, chan. 238, 104.1mc, 5kw, McGillvra

D	2.00	3.00	5.00	10.00	18.00	30.00
N	2.00	3.00	5.00	10.00	18.00	30.00

MACON, Bibb, 27,400 fam., 78.6% radio, 21,540 radio fam.

3 AM affiliate average 1-time rate

D	6.83	7.33	15.00	26.66	40.00	66.66
N	10.16	10.83	22.83	40.66	61.00	101.66

WBML, 250w, 1240kc, ABC, Taylor-Borroff, BMB, Hooper

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WBML-FM, Chan. 264, 100.7mc, 16kw, Taylor-Borroff (no rates available)
WIBB, 1kw, 1280kc

D	6.60	6.60	11.00	22.00	33.00	55.00

WMAZ, 10kw, 940kc, CBS, Katz, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr.
D	9.50	11.00	25.00	40.00	60.00	100.00
N	14.00	16.00	37.50	60.00	90.00	150.00

WMAZ-FM, Chan. 256, 99.1mc, 44kw, Katz Bonus
WNEX, 250w, 1400kc, MBS, Forjoe

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WNEX-FM, chan. 245, 96.9mc, 41kw, Forjoe Bonus
MARIETTA, Cobb, 7,100 fam., 87.8% radio, 6,230 radio fam.
WFOM, 250w, 1230kc

D	2.00	2.00	4.00	7.00	10.00	17.00
N	2.00	2.00	4.00	7.00	10.00	17.00

MILLEDGEVILLE, Baldwin, 2,700 fam, 77.9% radio, 2,100 radio fam.
WMVG, 250w, 1450kc, MBS, Homer Griffith

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

MOULTRIE, Colquitt, 3,700 fam., 77.0% radio, 2,850 radio fam.
WMGA, 250w, 1400kc, Clark

D	2.40	3.20	4.80	9.60	14.40	24.00
N	2.40	3.20	4.80	9.60	14.40	24.00

NEWNAN, Coweta, 2,900 fam., 81.9% radio, 2,380 radio fam.
WCOH-FM, chan. 222, 92.3mc, 250w Bonus
QUITMAN, Brooks, 1,700 fam., 76.0% radio, 1,290 radio fam.
WKMA, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr.
D	4.00	6.00	8.00	16.00	28.00	40.00
N	4.00	6.00	8.00	16.00	28.00	40.00

ROME, Floyd, 10,000 fam., 86.7% radio, 8,670 radio fam.

2 AM non-affiliate average 1-time rate

D	3.00	4.50	9.00	18.00	30.00	50.00

WLAQ, 1kw, 670kc, McGillvra

D	3.00	4.50	9.00	18.00	30.00	50.00

WROM, 1kw, 710kc, Everett-McKinney

D	3.00	4.50	9.00	18.00	30.00	50.00
N	3.00	4.50	9.00	18.00	30.00	50.00

WRGA, 5kw, 1470kc, MBS, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WRGA-FM, chan. 293, 106.5mc, 1.4 erp, Walker Bonus
SAVANNAH, Chatham, 38,800 fam., 83.2% radio, 32,280 radio fam.

4 AM affiliates average 1-time rates

D	7.25	10.57	17.87	27.75	43.00	73.25
N	10.75	13.37	23.30	41.00	84.50	108.25

WDAR, 250w, 1400 kc, ABC, Young, Hooper

D	4.50	6.00	10.00	18.00	30.00	55.00
N	6.00	8.50	15.00	27.00	45.00	75.00

WCCP, 250w, 1450kc,, MBS, Walker, Hooper

D	5.50	5.50	10.00	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	70.00

WSAV, 5kw, 630kc, NBC, Hollingbery, BMB, Hooper

D	9.50	12.00	20.00	37.50	56.00	94.00
N	14.50	18.00	30.00	56.00	84.00	140.00

WSAV-FM, chan. 262, 100.3mc, 15.5kc, Hollingbery Bonus
WCOH, 250, 1400kc, MBS

D	5.00	5.00	20.00	40.00	60.00	90.00
N	5.00	5.00	20.00	40.00	60.00	90.00

(Continued on page 58)



See page 3 for key to map.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



The Georgia Trio



The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

The Georgia Trio



Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas

GEORGIA

SPOT RATE FINDER

(Continued from page 56)

WTOC, 5kw, 1290kc, CBS, Katz, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	9.50	12.50	21.50	37.50	56.00	94.00
N	14.50	19.00	32.00	56.00	84.00	140.00

WTOC-FM, chan. 247, 97.3mc, 5kw, Katz Bonus

WFRP, 250w, 1230kc, Clark

D	3.75	5.00	9.00	16.00	28.00	48.00
N	5.00	6.00	12.50	21.60	38.00	60.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

STATESBORO, Bulloch, 1,600 fam., 78.5% radio, 1,260 radio fam.

WWNS, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr.
D	2.50	2.50	5.50	11.00	18.00	30.00
N	2.50	2.50	5.50	11.00	18.00	30.00

THOMASTON, Upson, 2,300 fam., 79.3% radio, 1,820 radio fam.

WSFT, 250w-D, 1220kc

D	2.00	2.00	3.80	8.00	15.00	25.00

THOMASVILLE, Thomas, 4,900 fam., 79.0% radio, 3,870 radio fam.

2 AM non-affiliate average 1-time rate

	SB	1M	5M	15M	30M	1 Hr.
D	3.50	4.87	.....	18.80	33.75	57.50

WPAX, 250w, 1240kc

D	3.50	4.50	.....	20.00	37.50	60.00
N	3.50	4.50	.....	20.00	37.50	60.00

WKTG, 1kw-D, 730kc, Clark

D	3.50	5.25	9.00	17.60	30.00	55.00

THOMSON, McDuffie, 1,300 fam., 80.2% radio, 1,040 radio fam.

* * *

WTWA, 250w, 1240kc, Taylor-Borroff, Conlan

	SB	1M	5M	15M	30M	1 Hr.
D	3.00	4.00	7.00	12.00	22.00	40.00
N	3.00	4.00	7.00	12.00	22.00	40.00

TIFTON, Tift, 2,100 fam., 80.0% radio, 1,680 radio fam.

WWGS, 250w, 1340kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

TOCCOA, Stephens, 1,900 fam., 83.9% radio, 1,590 radio fam.

WLET, 250w, 1450kc, MBS, Clark

D	3.00	3.00	6.70	13.40	20.00	33.50
N	3.00	3.00	6.70	13.40	20.00	33.50

WLET-FM, chan. 290, 102.9mc, 10kw, Clark Bonus

VALDOSTA, Lowndes, 6,400 fam., 78.0% radio,, 4,990 radio fam.

WGOV, 5kw-D, 1kw-N, 950 kc, MBS, Pearson

D	8.00	12.00	18.00	32.00	50.00	80.00
N	8.00	12.00	18.00	32.00	50.00	80.00

WGOV-FM, Chan. 223, 92.5mc, 7kw, Pearson (Bonus, unless purchase on FM only—then at 1/3 of AM rate)

VIDALIA, Toombs, 1,100 fam., 77.0% radio, 850 fam.

WRQN, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.10		8.50	13.50	25.00	30.00
N	3.10		8.50	13.50	25.00	30.00

WAYCROSS, Ware, 6,000 fam., 82.7% radio, 4,960 radio fam.

WAYX, 250w, 1230kc, MBS, Holman, BMB

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

WEST POINT, Troup, 1,300 fam., 76.9% radio, 1,000 radio fam.

WRLD, 250w, 1490kc, ABC

D	.....	4.00	8.00	16.00	24.00	40.00
N	.....	4.00	8.00	16.00	24.00	40.00

WRLD-FM, chan. 275, 102.9mc, 10,000kw Bonus

* * *

GEORGIA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Appling	2,900	77.9	2,260	3,785	2,855(1)	999(1)	
Atkinson	1,400	82.6	1,160	1,334	515(11)	176(11)	
Bacon	1,600	82.4	1,320	3,384	....(1)	....(1)	
Baker	1,500	77.1	1,160	835	678(2)	183(2)	
Baldwin	6,500	80.6	5,240	5,787	3,548(3)	1,274(3)	
Banks	1,500	82.4	1,240	600	147	28	
Barrow	3,400	89.8	3,050	5,268	2,413	805	
Bartow	5,900	86.1	5,080	9,485	4,200	1,928	8,602
Ben Hill	3,500	81.3	2,850	8,486	3,367(4)	1,183(4)	
Berrien	3,100	81.4	2,520	4,518	1,442(12)	416(12)	
Bibb	33,600	81.3	27,320	103,039	2,3441	10,366	34,532
Bleckley	2,400	81.6	1,960	3,351	1,598(33)	543(33)	
Brantley	1,400	78.4	1,100	1,100	324	108	
Brooks	4,600	77.1	3,550	6,352	1,109	349	
Bryan	1,400	78.4	1,100	1,550	352(5)	109(5)	
Bulloch	5,400	79.3	4,280	14,071	1,364	488	
Burke	6,600	74.1	4,890	7,802	1,460	518	
Butts	2,300	84.6	1,950	3,952	2,924(6)	1,146(6)	
Calhoun	2,600	77.5	2,020	3,201	....(2)	....(2)	
Camden	1,700	80.4	1,370	2,667	1,155	509	
Candler	1,700	81.6	1,390	4,119	2,815(7)	908(7)	
Carroll	7,500	85.2	6,390	12,420	3,899	1,347	
Catoosa	2,900	90.7	2,630	2,001	6,736(8)	3,067(8)	
Charlton	1,100	80.7	890	1,750	360	111	
Chatham	46,000	84.0	38,640	135,536	36,013	16,909	75,177
Chattahoochee	400	82.6	330	467	129	47	
Chattooga	4,400	89.4	3,930	8,435	5,762	2,797	16,719

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

To market, to market . . . in Atlanta!



where "The biggest shows of all will be on CBS this Fall"
Heard in Atlanta on WAGA
More than ever "the station for good programs!"



waga

WAGA-AM and FM . . . 5000 Watts . . . 590 K.C. . . . Columbia Broadcasting System

WAGA-TV . . . . Channel 5 . . . Columbia and DuMont TV

CALL YOUR LOCAL KATZ AGENCY MAN

GEORGIA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Cherokee	4,300	84.9	3,650	7,285	3,170	1,475	
Clarke	9,600	85.0	8,160	36,152	6,794	2,773	10,211
Clay	1,700	77.9	1,320	2,301	1,719(9)	564(9)	
Clayton	3,000	87.1	2,610	2,183	1,547(10)	552(10)	
Clinch	1,400	82.8	1,160	2,184	....(11)	....(11)	
Cobb	13,200	89.6	11,830	26,580	6,466	2,659	10,278
Coffee	4,700	77.9	3,660	9,935	....(1)	....(1)	
Colquitt	8,100	79.4	6,430	15,972	3,950	1,615	
Columbia	2,000	81.4	1,630	1,316	698	188	
Cook	2,600	82.9	2,160	4,819	....(12)	....(12)	
Coweta	6,700	82.2	5,510	12,354	5,582	2,278	14,232
Crawford	1,500	78.9	1,180	1,100	317	80	
Crisp	4,300	74.7	3,210	13,054	2,937(13)	1,103(13)	
Dade	1,300	85.1	1,110	1,051	....(8)	....(8)	
Dawson	1,000	80.2	800	250	2,171(14)	782(14)	
Decatur	5,700	75.8	4,320	10.053	2,527	933	
De Kalb	24,500	93.4	22,880	39,836	7,227	3,085	9,768
Dodge	4,000	77.2	3,090	6,368	1,383	526	
Dooly	3,600	79.5	2,860	4,201	....(13)	....(13)	
Dougherty	10,600	79.2	8,400	43,912	7,943	3,373	
Douglas	2,200	81.5	1,790	3,301	1,016	434	
Early	4,300	76.2	3,280	7,286	2,552(15)	1,267(15)	
Echols	600	80.7	480	283	193(16)	71(16)	
Effingham	2,100	81.3	1,710	2,301	....(5)	....(5)	
Elbert	4,300	80.9	3,480	8,153	4,214(17)	1,584(17)	
Emanuel	4,600	79.7	3,670	8,970	1,324	433	
Evans	1,500	81.6	1,220	3,450	....(7)	....(7)	
Fannin	2,900	85.8	2,490	2,434	2,411(18)	685(18)	
Fayette	1,800	80.0	1,440	1,516	....(10)	....(10)	
Floyd	15,400	89.0	13,710	47,805	15,896	7,460	46,948
Forsyth	2,500	82.8	2,070	1,749	....(14)	....(14)	
Franklin	3,500	84.3	2,950	5,819	....(17)	....(17)	
Fulton	143,600	88.3	126,800	653,959	162,628	86,354	216,966
Gilmer	2,100	81.5	1,710	2,018	....(18)	....(18)	
Glascock	800	83.2	670	917	2,611(19)	805(19)	
Glynn	15,200	83.3	12,660	30,753	6,172	2,876	
Gordon	3,800	88.5	3,360	7,870	1,869	694	
Grady	4,300	79.0	3,400	7,435	1,285	476	
Greene	3,300	81.9	2,700	4,618	2,851(20)	937(20)	
Gwinnett	6,500	84.5	5,490	7,618	2,270	862	
Habersham	3,400	86.5	2,940	6,469	6,495(21)	2,486(21)	
Hall	8,800	86.1	7,580	23,530	8,606	3,541	22,872
Hancock	2,600	77.0	2,000	3,467	2,618(22)	795(22)	
Haralson	3,100	86.3	2,680	5,502	2,853	1,208	
Harris	2,600	81.0	2.110	2,284	790	201	
Hart	3,100	84.6	2,620	2,617	....(17)	....(17)	
Heard	1,800	78.1	1,410	1,184	353	121	
Henry	3,500	82.4	2,880	3,700	....(10)	....(10)	
Houston	4,300	79.7	3,430	4,268	3,565(23)	1,436(23)	
Irwin	2,600	80.6	2,100	3,351	....(4)	....(4)	
Jackson	4,500	83.2	3,740	6,536	2,679	1,098	
Jasper	1,900	82.8	1,570	2,968	....(22)	....(22)	
Jeff Davis	1,800	81.8	1,470	2,617	....(1)	....(1)	
Jefferson	4,600	82.0	3,770	6,618	1,517	449	
Jenkins	2,700	74.7	2,020	4,085	1,098	315	
Johnson	2,500	78.4	1,960	3,767	447(24)	126(24)	
Jones	1,800	81.8	1,470	1,285	753	182	
Lamar	2,400	81.4	1,950	4,201	....(6)	....(6)	
Lanier	1,400	81.5	1,140	1,617	....(16)	....(16)	
Laurens	7,200	78.4	5,640	11,937	2,479	851	
Lee	1,900	75.1	1,430	1,417	952(25)	309(25)	
Liberty	2,900	78.8	2,290	2,300	1,153(26)	353(26)	
Lincoln	1,500	80.4	1,210	1,616	2,435(27)	573(27)	
Long	800	78.5	630	750	....(26)	....(26)	
Lowndes	8,700	79.1	6,880	21,391	5,438	2,115	
Lumpkin	1,400	80.3	1,120	1,133	....(14)	....(14)	
McDuffie	2,800	79.0	2,210	3,985	....(19)	....(19)	
McIntosh	1,700	80.1	1,360	2,001	....(26)	....(26)	
Macon	3,800	80.5	3,060	4,952	862	256	
Madison	2,800	83.2	2,330	2,551	279	74	
Marion	1,500	77.8	1,170	1,968	1,325(28)	381(28)	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 60)

GEORGIA RADIO MARKET DATA BY COUNTIES

(Continued from page 59)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Meriwether	4,800	81.0	3,890	5,701	2,497	989	
Miller	2,200	78.8	1,730	2,484	....(15)	....(15)	
Mitchell	4,900	75.1	3,680	7,536	1,967	742	
Monroe	2,500	81.5	2,040	4,435	1,358	485	
Montgomery	1,800	79.1	1,420	2,002	1,298(29)	404(29)	
Morgan	3,100	80.7	2,500	3,951	....(20)	....(20)	
Murray	2,200	86.4	1,900	2,385	....(18)	....(18)	
Muscogee	30,400	84.7	25,750	100,914	33,170	15,247	86,953
Newton	4,600	85.4	3,930	7,435	5,639(30)	2,547(30)	D
Oconee	1,600	81.5	1,300	718	1,080(31)	356(31)	
Oglethorpe	2,500	80.5	2,010	2,284	....(31)	....(31)	
Paulding	2,600	83.6	2,170	2,550	742	234	
Peach	2,900	72.4	2,100	5,701	....(23)	....(23)	
Pickens	1,800	86.5	1,560	2,934	....(14)	....(14)	
Pierce	2,600	81.0	2,110	4,702	553	160	
Pike	2,200	81.4	1,790	2,001	....(6)	....(6)	
Polk	6,500	87.9	5,710	13,620	7,365	3,273	16,806
Pulaski	2,600	75.4	1,960	4,585			
Putnam	2,000	81.5	1,630	3,584	(22)	(22)	
Quitman	700	74.1	520	450	....(9)	....(9)	
Rabun	1,600	82.5	1,320	3,151	....(21)	....(21)	
Randolph	3,800	75.4	2,870	5,302	....(9)	....(9)	
Richmond	28,100	82.1	23,070	91,312	22,147	9,585	37,137
Rockdale	1,700	84.6	1,440	3,084	....(30)	....(30)	
Schley	1,200	63.0	760	1,334	....(28)	....(28)	
Screven	4,300	75.6	3,250	5,918	982	294	
Seminole	1,900	79.8	1,520	3,335	....(15)	....(15)	
Spalding	7,700	86.4	6,650	19,106	9,004	3,890	24,447
Stephens	3,500	84.0	2,940	6,586	....(21)	....(21)	10,120
Stewart	2,500	78.2	1,960	3,467	....(28)	....(28)	
Sumter	6,700	75.9	5,090	11,605	3,134	1,070	
Talbot	1,700	77.0	1,310	1,683	1,248(32)	345(32)	
Taliaferro	1,100	78.5	860	1,133	....(27)	....(27)	
Tattnall	3,600	82.5	2,970	4,669	....(7)	....(7)	
Taylor	2,400	80.4	1,930	3,351	....(32)	....(32)	
Telfair	3,200	80.9	2,590	5,119	....(29)	....(29)	
Terrell	4,400	73.7	3,240	5,586	....(25)	....(25)	
Thomas	9,800	80.2	7,860	17,772	3,915	1,518	
Tift	4,700	79.9	3,760	13,171	2,710	1,038	
Toombs	3,600	79.2	2,850	8,436	....(7)	....(7)	
Towns	900	83.1	750	467	....(21)	....(21)	
Treutlen	1,300	78.9	1,030	2,366	....(24)	....(24)	
Troup	11,900	80.0	9,520	40,257	14,980	6,811	28,760
Turner	2,500	81.7	2,040	4,202	....(4)	....(4)	
Twiggs	2,200	76.2	1,680	1,284	....(23)	....(23)	
Union	1,500	78.5	1,180	717	....(18)	....(18)	
Upson	5,700	84.1	4,790	10,720	7,546	3,648	D
Walker	7,500	90.1	6,760	9,852	....(8)	....(8)	20,253
Walton	4,700	84.7	3,980	8,469	2,813	1,083	
Ware	7,500	82.7	6,200	27,868	3,663	1,332	
Warren	2,500	84.4	2,110	2,749	....(19)	....(19)	
Washington	5,500	76.7	4,220	7,637	2,159	728	
Wayne	3,000	79.4	2,380	5,535	1,441	505	
Webster	900	76.7	690	785	....(28)	....(28)	
Wheeler	1,500	81.3	1,220	1,250	....(29)	....(29)	
White	1,300	81.4	1,060	834	....(21)	....(21)	
Whitfield	7,500	90.9	6,820	18,489	7,321	3,057	21,721
Wilcox	2,500	80.5	2,010	2,933	....(4)	....(4)	
Wilkes	3,600	74.6	2,690	5,418	....(27)	....(27)	
Wilkinson	2,500	81.5	2,040	2,886	....(3)	....(3)	
Worth	4,600	79.3	3,650	4,618	871	240	

(1) Includes Appling, Bacon, Coffee, Jefferson Davis. (2) Includes Baker & Calhoun. (3) Includes Baldwin & Wilkinson. (4) Includes Ben Hill, Irwin, Turner & Wilcox. (5) Includes Bryan & Effingham. (6) Includes Butts, Lamar & Pike. (7) Includes Candler, Evans, Tattnall & Toombs. (8) Includes Catoosa, Dade & Walker. (9) Includes Clay, Quitman & Randolph. (10) Includes Clayton, Fayette & Henry. (11) Includes Atkinson & Clinch. (12) Includes Berrien & Cook. (13) Includes Crisp & Dooly. (14) Includes Dawson, Forsyth, Lumpkin & Pickens. (15) Includes Early, Miller & Seminole. (16) Includes Echols & Lanier. (17) Includes Elbert, Franklin & Hart. (18) Includes Fannin, Gilmer, Murray & Union. (19) Includes Glascock, McDuffie & Warren. (20) Includes Greene & Morgan. (21) Includes Habersham, Rabun, Stephens, Towns & White. (22) Includes Hancock, Jasper & Putnam. (23) Includes Houston, Peach & Twiggs. (24) Includes Johnson & Treutlen. (25) Includes Lee & Terrell. (26) Includes Liberty, Long & McIntosh. (27) Includes Lincoln, Taliaferro & Wilkes. (28) Includes Marion, Schley, Stewart & Webster. (29) Includes Montgomery, Telfair & Wheeler. (30) Includes Newton & Rockdale. (31) Includes Oconee & Oglethorpe. (32) Includes Talbot & Taylor. (33) Includes Bleckley & Pulaski.

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

IDAHO

MARKET INDICATORS FOR IDAHO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	530,000	'48	525,000	'40
Increase over 1940	1.0%			
% of U.S.	0.36%	'48	0.40%	'40
BMB Families	156,000	'49	141,700	'46
Percent Radio	97.3%	'49	92.4%	'46
Radio Families	151,820	'49	131,000	'46
Business Concerns	10,091	'47	8,043	'39
Manufacturing Establishments	664	'47	498	'39
Non-Agricultural Employment	80,324	'47	87,000	'39
Manufacturing Employment	15,000	'47	10,000	'39
Income	$ 677,000,000	'47	232,000,000	'40
Increase over 1940	192%			
Per Capita Income	$ 1,290	'47	440	'40
Increase over 1940	193%			
Construction (Private)	$ 43,700,000	'47	13,600,000	'39
Residential	$ 14,800,000	'47	4,900,000	'39
Non-Residential	$ 8,400,000	'47	1,200,000	'39
Retail Sales	$ 548,632,000	'48	508,000,000	'47
Value Added by Manufacture	$ 110,000,000	'47	30,000,000	'39

* * *

SPOT RATE FINDER

BOISE, Ada, 12,500 fam., 97.4% radio, 12,180 radio fam.

3 AM affiliates, average one-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.90	6.40	10.00	20.00	30.00	50.00
N	10.50	11.83	19.33	38.66	58.00	36.66

KDSH, 5kw, 950kc, CBS, Free & Peters, Hooper

D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

KGEM, 250w, 1340kc, ABC, Hollingbery

D	5.20	5.20	8.00	16.00	24.00	40.00
N	6.50	8.00	14.00	28.00	42.00	70.00

KIDO, 2.5kw-d, 1kw-n, 1380kc, NBC, Blair, Hooper, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	15.00	15.00	24.00	48.00	72.00	120.00

KIDO-FM, chan. 291, 106.1mc, 7kw, Blair Bonus

BURLEY, Cassia, 1,900 fam., 96.1% radio, 1,830 radio fam.

KBIO, 250w, 1230 kc, ABC, W. S. Grant

D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	12.00	18.00	30.00

CALDWELL, Canyon, 4,600 fam., 96.2% radio, 4,430 radio fam.

KCID, 250w, 1490kc

D	3.00	4.00	6.75	9.00	17.00	30.00
N	4.00	5.00	10.50	17.00	30.00	50.00

COEUR D'ALENE, Kootenai, 4,500 fam., 97.0% radio, 4,370 radio fam.

KVNI, 250w, 1240kc, MBS, Hollingbery

D		6.00	10.00	16.00	24.00	40.00
N		9.00	15.00	24.00	36.00	60.00

IDAHO FALLS, Bonneville, 6,100 fam., 96.3% radio, 5,870 radio fam.

KID, 5kw-d, 500w-n, 1350kc, Avery, Conlan

D	6.00	7.50	13.50	24.00	36.00	60.00
N	9.00	11.00	21.00	36.00	54.00	90.00

KIFI, 250w, 1400kc, ABC, Hollingbery

D		5.20	8.00	16.00	24.00	40.00
N		8.00	14.00	28.00	42.00	70.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

LEWISTON, Nez Perce, 4,700 fam., 96.4% radio, 4,530 radio fam.

KRLC, 1 kw, 1350kc, MBS, Grant

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.20	12.00	19.20	28.80	48.00
N	8.00	9.60	16.00	25.60	38.00	64.00

MOSCOW, Latah, 2,800 fam., 98.5% radio, 2,760 radio fam.

KRPL, 250-w, 1400kc, Continental Radio, Biddick, BMB, Conlan

D	2.50	3.00	6.00	10.00	18.00	30.00
N	3.00	4.00	8.00	15.00	22.00	35.00

NAMPA, Canyon, 6,000 fam., 96.9% radio, 5,810 radio fam.

KFXD, 1kw, 580kc, Avery-Knodel, Hooper

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KFXD-FM Bonus

POCATELLO, Bannock, 7,300 fam., 98.1% radio, 7,160 radio fam.

3 AM affiliates, average 1-time rates

D	....	6.48	8.83	17.66	26.50	44.16
N	....	8.83	13.33	26.66	40.00	66.66

KEIO, 1kw, 1440kc, ABC, Conlan

D	5.20	5.20	8.00	16.00	24.00	40.00
N	8.00	8.00	14.00	28.00	42.00	70.00

KEYY, 250w, 1240kc, MBS, Avery-Knodel

D	....	4.23	6.50	13.00	19.50	32.50
N	....	6.50	10.00	20.00	30.00	50.00

KSEI, 5kw, 930kc, NBC, Walker, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KSEI-FM, chan. 243, 96.5mc, 1.8kw, Walker Bonus

PRESTON, Franklin, 1,200 fam., 98.7% radio, 1,180 radio fam.

KSPT, 250w, 1340kc

D	2.40	3.00	6.00	12.00	15.00	30.00
N	4.00	6.00	10.00	20.00	30.00	50.00

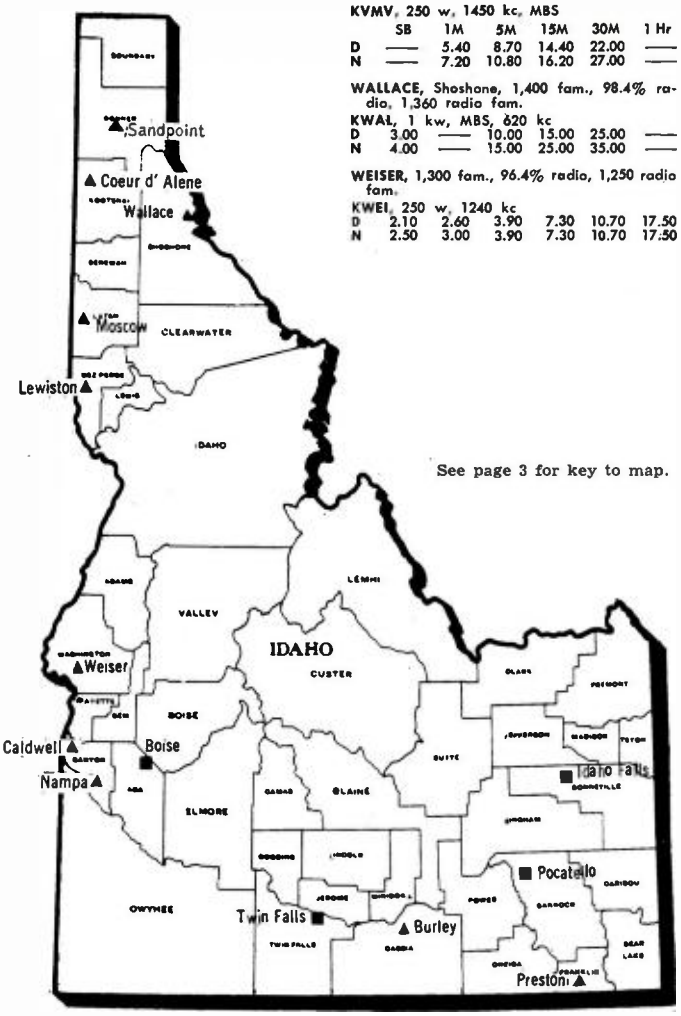
KSPT-FM, chan. 223, 92.5mc, 1kw Bonus

SANDPOINT, Bonner (No figures for city)

KSPT, 250w, 1400kc

D	2.40	3.60	4.80	9.60	14.40	24.00
N	3.60	5.40	7.20	14.40	21.60	36.00

* * *



See page 3 for key to map.

KVMV, 250 w, 1450 kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	——	5.40	8.70	14.40	22.00	——
N	——	7.20	10.80	16.20	27.00	——

WALLACE, Shoshone, 1,400 fam., 98.4% radio, 1,360 radio fam.

KWAL, 1 kw, MBS, 620 kc

D	3.00	——	10.00	15.00	25.00	——
N	4.00	——	15.00	25.00	35.00	——

WEISER, 1,300 fam., 96.4% radio, 1,250 radio fam.

KWEI, 250 w, 1240 kc

D	2.10	2.60	3.90	7.30	10.70	17.50
N	2.50	3.00	3.90	7.30	10.70	17.50

TWIN FALLS, Twin Falls, 4,900 fam., 96.9% radio, 4,750 radio fam.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.13	9.30	16.66	26.53	....	....
N	8.40	11.78	21.06	33.88	37.55	

KLIX, 250w, 1340kc, ABC, Hollingbery, Conlan

D	4.50	5.00	7.20	12.60	21.60	36.00
N	6.50	7.00	8.55	15.00	25.65	42.75

KTFI, 5kw-d, 1kw-n, 1270kc, NBC, Weed, Conlan

D	6.40	8.00	12.00	24.00	36.00	60.00
N	9.00	11.00	16.00	32.00	48.00	80.00

KTFI-FM, chan. 259, 99.3mc, 3kw, Weed Bonus

* * *

for the facts on KIDO
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

* * *

IDAHO RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Ada	20,100	97.8	19,660	83,494	13,589	7,705	7,792
Adams	1,000	96.4	960	1,811	265	145	
Bannock	10,500	97.8	10,270	47,704	6,326	3,131	
Bear Lake	1,800	98.5	1,770	6,361	372	143	
Benewah	1,900	97.2	1,850	4,553	737	329	
Bingham	5,000	97.7	4,890	14,085	1,346	573	
Blaine	1,300	97.8	1,270	6,505	648	417	
Boise	500	95.4	480	1,164	189	90	
Bonner	4,100	95.5	3,920	9,986	1,828	864	
Bonneville	11,100	97.1	10,780	36,470	4,608	2,188	
Boundary	1,500	96.9	1,450	4,982	584	238	
Butte	400	98.1	390	1,164	77	35	
Camas	400	96 8	390	896	57	19	
Canyon	14,000	97.3	13,620	47,035	6,390	3,264	13,692
Caribou	500	98.2	490	2,419	235	129	
Cassia	3,200	97.0	3,100	13,007	1,522	772	
Clark	300	96.7	290	555	36	9	
Clearwater	2,200	96.9	2,130	6,291	1,214	572	
Custer	700	96.7	680	2,634	162	71	
Elmore	2,200	92.2	2,030	5,161	544	390	
Franklin	2,100	98.7	2,070	7,651	672	270	
Fremont	2,000	97.0	1,940	7,114	479	243	
Gem	2,200	96.8	2,130	8,440	847	369	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 62)

IDAHO RADIO MARKET DATA BY COUNTIES

(Continued from page 61)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1st Qtr. 1947	Mfg. Value Added 1947 ($000)
Gooding	2,200	97.3	2,140	8,258	749	309	
Idaho	2,800	97.1	2,720	9,551	772	390	
Jefferson	2,400	97.9	2,350	5,520	390	173	
Jerome	5,100	97.2	4,960	8,424	904	460	
Kootenai	8,400	96.9	8,140	18,081	2,704	1,392	
Latah	6,200	98.2	6,090	17,919	4,574	2,794	
Lemhi	1,500	95.6	1,430	6,292	462	223	
Lewis	1,200	97.6	1,170	3,888	497	293	
Lincoln	1,100	97.5	1,070	2,957	170	71	
Madison	1,700	97.4	1,660	7,240	675	268	
Minidoka	3,200	97.5	2,150	7,832	570	258	
Nez Perce	6,500	96.8	6,290	28,228	3,901	2,114	11,138
Oneida	1,000	98.4	980	2,687	298	122	
Owyhee	1,400	95.0	1,330	2,743	222	84	
Payette	2,400	97.1	2,330	8,493	1,016	477	
Power	900	97.2	870	3,352	223	82	
Shoshone	5,900	98.4	5,810	25,799	7,014	4,885	D
Titon	800	97.5	780	1,613	84	31	
Twin Falls	10,100	97.9	9,890	46,079	6,210	3,113	8,382
Valley	1,300	96.9	1,260	4,553	718	379	
Washington	2,200	97.0	2,130	9,641	909	367	
Yellowstone National Park							

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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ILLINOIS

SPOT RATE FINDER

ALTON, Madison, 11,600 fam., 97.0% radio, 11,250 radio fam.
WOKZ, 1kw-D, 1570kc, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr.
D	3.00	4.50	10.00	25.00	40.00	60.00

WOKZ-FM, ch. 260, 99.9mc, 9.1kw, Sears & Ayer
Bonus

AURORA, Kane, 17,000 fam., 98.7% radio, 16,780 radio fam.
WMRO, 250w-D, 1280kc

D	.....	5.18	8.63	17.25	27.60	46.00

WBNU (FM), ch. 280, 103.9mc, 1kw, Sears & Ayer

D	.....	2.00	5.00	10.00	20.00	40.00
N	.....	2.00	5.00	10.00	20.00	40.00

BELLEVILLE, St. Clair, 11,000 fam., 97.4% radio, 10,710 radio fam.
WIBV, 250w-D, 1060kc, Holman

D	6.00	7.50	15.00	30.00	45.00	75.00

BLOOMINGTON, McLean, 11,000 fam., 97.9% radio, 10,770 radio fam.
WJBC, 250w, 1230kc, ABC, Pearson

D	5.00	5.00	9.00	18.00	30.00	50.00
N	6.50	6.50	14.00	27.00	42.00	70.00

WJBC-FM, ch. 268, 101.5mc, 32.7kw, Pearson Banus
BROOKFIELD, Cook, 3,900 Fam., 99.7% radio, 3,890 radio fam.
WRGK(FM) ch. 276, 103.1mc, 250kw

D	1.60	2.00	3.50	5.00	9.00	15.00
N	2.00	3.00	5.00	7.00	12.00	20.00

CAIRO, Alexander, 5,900 fam., 85.2% radio, 5,030 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WKRO, 250w, 1490kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr.
D	.....	6.00	12.00	24.00	36.00	60.00
N	.....	6.00	12.00	24.00	36.00	60.00

CANTON, Fulton, 4,500 fam., 97.4% radio, 4,380 radio fam.
WBYS, 250w, 1560kc, Sears & Ayer, Conlan

D	2.00	3.50	7.00	14.00	26.00	35.00
N	2.60	5.00	10.00	20.00	30.00	50.00

WBYS-FM, ch. 265, 100.9mc, 650kw, Sears & Ayer
Bonus—days only

N	2.00	3.50	7.00	14.00	26.00	35.00

CARBONDALE, Jackson, 3,600 fam., 93.7% radio, 3,370 radio fam.
WCIL, 1kw, 1020kc, Conlan

D	5.00	9.00	12.00	24.00	36.00	60.00
N	6.00	11.00	15.00	30.00	45.00	75.00

WCIL-FM, ch. 264, 100.7mc, 5.9kw
Bonus
CARMI, White
(no figures on city listed)
WROY, 1kw-D, 1460kc

D	3.75	5.55	11.25	19.50	29.35	52.50

CARTHAGE, Hancock, 1,000 fam., 95.7% radio, 960 radio fam.
WCAZ, 1kw-D, 990kc, Holman

D	.....	8.40	24.00	43.20	60.00	96.00

CENTRALIA, Marion, 6,800 fam., 94.0% radio, 6,390 radio fam.
WCNT, 1kw-D, 1210kc, Sears & Ayer

D	3.60	6.00	10.00	20.00	30.00	50.00

CHAMPAIGN, Champaign, 10,800 fam., 98.1% radio, 10,590 radio fam.
WDWS, 250w, 1400kc, CBS, Conlan

D	3.50	5.00	6.66	16.00	24.00	40.00
N	4.50	6.00	10.00	24.00	36.00	60.00

WDWS-FM, ch. 248, 97.5mc, 10kw
Bonus

(Continued on page 63)



See page 3 for key to map.

MARKET INDICATORS FOR ILLINOIS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	8,670,000	'48	7,897,000	'40
Increase over 1940	9.8%			
% of U.S.	5.93%	'48	6.0%	'40
BMB Families	2,584,700	'49	2,330,000	'46
Percent Radio	97.5%	'49	95.7%	'46
Radio Families	2,519,830	'49	2,230,000	'46
Business Concerns	174,370	'47	146,731	'39
Manufacturing Establishments	15,982	'47	11,983	'39
Non-Agricultural Employment	2,624,340	'47	2,207,000	'39
Manufacturing Employment	953,000	'47	591,000	'39
Income	$13,636,000,000	'47	5,740,000,000	'40
Increase over 1940	138%			
Per Capita Income	$ 1,624	'47	726	'40
Increase over 1940	124%			
Construction (Private)	$ 672,700,000	'47	224,800,000	'39
Residential	$ 272,100,000	'47	102,300,000	'39
Non-Residential	$ 197,700,000	'47	48,300,000	'39
Retail Sales	$ 8,585,778,000	'48	7,756,483,000	'47
Value Added by Manufacture	$ 6,674,000,000	'47	2,187,000,000	'39

IN CHAMPAIGN
OF COURSE . . .

W D W S

- Over 50,000 city zone
- CBS affiliate
- Buying income 131 million
- Per family income $5,886
- Market index 134
- 1949 Conlan 43.6% of listening homes

Represented by
Robt. Meeker & Assoc.
New York · Hollywood · Chicago

ILLINOIS

SPOT RATE FINDER

(Continued from page 62)

CHICAGO, Cook, 1,099,300 fam., 98.3% radio, 1,080,610 radio fam.

4 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr.
D	72.25	80.00	125.00	210.00	325.75	543.25
N	126.25	150.00	217.50	369.00	570.00	950.00

10 AM non-affiliates, average one time rate

D	14.70	18.00	37.85	61.60	96.65	136.90
N	26.00	22.00	38.20	58.86	90.72	198.66

WAAF, 1kw-D, 950kc, Hollingbery

D	12.00	20.00	35.00	60.00	100.00	175.00

WAIT, 5kw-D, 820kc, Radio Reps, Hooper

D	12.00	20.00	45.00	72.50	120.00	200.00
N	12.00	20.00	60.00	87.00	144.00	240.00

WBBM, 50kw, 780kc, CBS, radio sales

D	115.00	....	132.00	264.00	439.00	733.00
N	175.00	....	.....	396.00	660.00	1100.00

WBBM-FM, ch. 246, 97.1mc, 13kw
(no data available)

WCBD, 5kw, 820kc, ST

D	.....	.....	60.00	87.00	144.00	240.00

(time sold only to churches)

WCFL, 50kw, 1000kc, Bolling, Pulse

D	13.50	20.00	59.00	90.00	135.00	225.00
N	20.00	30.00	78.00	120.00	180.00	300.00

WCFL-FM, ch. 282, 104.3mc, 22kw, Bolling
Bonus

WCRW, 100w, 1240kc, ST

D	.....	5.00	.....	25.00	50.00	40.00
N	.....	6.00	.....	30.00	60.00	50.00

WEDC, 250w, 1240kc, ST

D	.....	10.00	12.00	24.00	36.00	60.00
N	.....	14.00	17.00	34.00	51.00	85.00

WENR, 50kw, 890kc, ABC, ABC Spot Sales, Hooper, Pulse

D	54.00	90.00	144.00	216.00	324.00	540.00
N	90.00	150.00	240.00	360.00	540.00	900.00

WENR-FM, ch. 234, 94.7mc, 40kw
Bonus

WENR (TV), ch. 7, 7kw-A; 13.1kw-V, ABC, Spot Sales

D	45.00	45.00	120.00	180.00	270.00	450.00
N	60.00	60.00	160.00	240.00	360.00	600.00

WGES, 5kw, 1390kc

D	.....	10.00	23.62	47.25	73.50	126.00
N	.....	12.50	30.00	60.00	105.00	175.00

WGN, 50kw, 720kc, MBS, Nielsen, Keenan & Eickleberg

D	45.00	75.00	.....	180.00	270.00	450.00
N	90.00			360.00	540.00	900.00

WGNB, ch. 254, 98.7mc, 36kw
Bonus

WGN-TV, ch. 9, 15kw-A, 30kw-V, CBS

D	35.00	35.00	67.75	110.00	165.00	275.00
N	70.00	70.00	137.50	220.00	330.00	550.00

WIND, 5kw, 560kc, Katz, Hooper, Pulse

D	16.00	22.00	37.50	63.00	105.00	175.00
N	22.00	30.00	54.00	90.00	150.00	250.00

WJJD, 50kw, 1160kc, Avery-Knodel, Pulse, BMB

D	20.00	30.00	52.00	85.00	143.00	228.00
N	50.00	50.00	72.00	124.00	208.00	338.00

WFMF, ch. 262, 100.3mc, 33kw, Avery-Knodel

D	10.00	10.00	.....	20.00	30.00	50.00
N	15.00	15.00	.....	30.00	40.00	75.00

WLS, 50kw, 890kc, ST, ABC, Blair, Hooper, BMB

D	54.00	90.00	162.00	216.00	324.00	540.00
N	90.00	150.00	270.00	360.00	540.00	900.00

WMAQ, 50kw, 670kc, NBC, Hooper, Pulse

D	75.00	75.00	90.00	180.00	270.00	450.00
N	150.00	150.00	180.00	360.00	540.00	900.00

WMAQ-FM, ch. 266, 101.1mc, 24kw
Bonus

WNBQ-TV, ch. 5, 11.8kw-A, 21.8kw-V, NBC, Spot Sales

D	75.00	75.00	95.00	150.00	225.00	375.00
N	100.00	100.00	125.00	200.00	300.00	500.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WSBC, 250w, 1240kc, ST, Forjoe, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	.....	10.00	16.50	36.00	60.00	100.00
N	.....	13.50	19.25	43.50	72.00	120.00

WXRT-FM, ch. 270, 101.9mc, 30kw

D	5.10	8.50	14.00	31.00	51.00	85.00
N	6.00	10.00	16.50	36.00	60.00	100.00

WBKB (TV), ch. 4, 7.5kw-A, 13kw-V, Weed

D	.....	64.80	95.50	151.00	226.50	387.50
N	.....	85.00	125.00	200.00	300.00	500.00

WBIK-FM, ch. 242, 96.3mc, 19kw
(until further notice, time not available for commercial programs)

WMOR-FM, ch. 274, 102.7mc, 20kw

D	5.35	7.15	10.75	21.50	32.00	54.00
N	8.00	10.65	16.00	32.00	48.00	80.00

CICERO, Cook, 19,600 fam., 99.1% radio, 19,420 radio fam.

WHFC, 250w, 1450kc

D	.....	8.00	15.00	25.00	43.75	75.00
N	.....	10.00	21.00	37.50	62.50	100.00

WEHS-FM, ch. 250, 97.9mc, 16kw
(no data available)

CLINTON, DeWitt, 2,000 fam., 97.0% radio, 1,940 radio fam.

WHOW, 1kw-D, 1520kc

D	6.50	8.00	16.00	32.00	48.00	80.00

DANVILLE, Vermilion, 14,900 fam., 96.6% radio, 14,390 radio fam.

WDAN, 250w, 1490kc, CBS, Everett-McKinney, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	15.00	30.00	45.00	75.00

DECATUR, Macon, 20,900 fam., 97.9% radio, 20,460 radio fam.

WSOY, 250w, 1340kc, CBS, Weed, Conlan

D	4.50	5.50	9.00	18.00	30.00	50.00
N	6.50	8.00	13.00	26.00	45.00	75.00

WSOY-FM, ch. 271, 102.1mc, 32kw, Weed
Bonus

DEKALB, DeKalb, 4,000 Fam., 96.2% radio, 3,850 radio fam.

WLBK, 500w-D, 1360kc, Ra-Tel

D	.....	5.54	9.65	19.34	33.16	55.20

EAST ST. LOUIS, St. Clair, 25,300 fam., 95.6% radio, 24,090 radio fam.

WTMV, 250w, 1490kc, Weed

D	8.00	12.00	20.00	40.00	60.00	100.00
N	12.00	18.00	30.00	60.00	90.00	150.00

EFFINGHAM, Effingham, 2,400 fam., 96.3% radio, 2,310 radio fam.

WCRA, 250w-D, 1090kc

D	3.00	3.85	7.66	16.00	25.70	45.00

EVANSTON, Cook, 21,500 fam., 99.1% radio, 21,310 radio fam.

WNMP, 1kw, 1590kc, Hooper

D	10.00	12.50	15.00	22.50	45.00	75.00
N	10.00	12.50	15.00	22.50	45.00	75.00

WEAW (FM) ch. 286, 105.1mc, 36kw

D	4.00	6.00	8.00	18.00	24.00	40.00
N	6.00	9.00	12.00	24.00	36.00	60.00

FREEPORT, Stephenson, 8,100 fam., 98.0% radio, 7,940 radio fam.

WFRI, 1kw, 1570kc, Sears & Ayers, Conlan

D	.....	5.90	9.00	19.00	33.00	55.00
N	.....	8.50	13.00	28.00	50.00	80.00

WFJS-FM, ch. 273, 102.5mc, 9kw

D	.85	1.70	5.10	8.50	10.20	17.00
N	1.00	2.00	6.00	10.00	12.00	20.00

(Continued on page 64)

for the facts on WLS

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

EMBRACING

The "Big Middle" of Illinois

WSOY

DECATUR

(Since 1924)

C B S

(*Plus* the Biggest FM Station in Downstate Illinois)

National Representatives: Weed & Company

The Best Buy for Quality Advertisers

WNMP

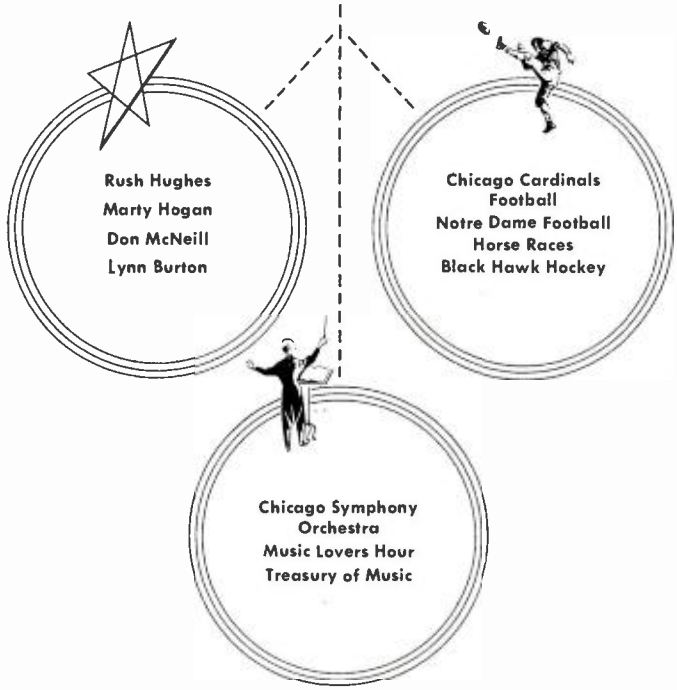
EVANSTON AND GREATER CHICAGO

1000 WATTS DAYTIME

WCFL

The Voice of Labor

offers all this—



plus this Important + Factor!

WCFL—The Voice of Labor—offers an unequalled plus factor in audience loyalty. There is a union member in 2 out of 3 families in the greater Chicago area, a foundation upon which WCFL is building one of the most responsive product-buying markets in radio today.

WCFL

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

An ABC Affiliate



231,000
Metropolitan Population

WHBF is the RADIO "BUY" in the QUAD-CITIES

Rock Island, Moline, E. Moline, Ill.
Davenport, Iowa

. . . Reaches More Radio Homes at a Lower Cost!

A quick glance at the chart below shows why WHBF deserves *first consideration* in the Quad-Cities. When it comes to *sales impact*, WHBF is by far the best buy . . . as confirmed by Hooper. Compare the cost on WHBF with its local competition, and you will see why WHBF deserves a placement on *any* schedule.

COST PER 1,000 RADIO HOMES IN THE QUAD-CITIES *

	15-minute Program	1-minute Announcement
Morning, Mon. thru Fri.		
WHBF	$ 6.30	$2.10
Station "B"	11.65	4.66
Station "C"	19.96	7.98
Afternoon, Mon. thru Fri.		
WHBF	$ 8.47	$2.82
Station "B"	8.84	3.53
Station "C"	18.94	7.58
Evening, Mon. thru Fri.		
WHBF	$13.06	$3.27
Station "B"	10.03	3.01
Station "C"	19.08	5.74

*Cost per 1000 radio homes listening to the three full-time stations in the Quad-Cities is based on the Hooper Station Listening Index for March-April, 1949. Rates are based on the 1-time quarter-hour and one-minute rate as published in Standard Rate and Data.

QUAD-CITIES — IOWA — DAVENPORT — EAST MOLINE — ROCK ISLAND — MOLINE — ILLINOIS — AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF
AM - FM BASIC ABC
Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus
Avery-Knodel, Inc.

ILLINOIS

SPOT RATE FINDER

(Continued from page 63)

GALESBURG, Knox, 10,500 fam., 97.3% radio, 10,220 radio fam.
WGIL, 250w, 1400kc, Ra-Tel

	SB	1M	5M	15M	30M	1 Hr.
D	7.15	7.15	11.20	22.40	33.60	56.00
N	8.25	8.25	15.00	30.00	45.00	75.00

HARRISBURG, Saline, 3,800 fam., 94.5% radio, 3,590 radio fam.
WEBQ, 250w, 1240kc

D	4.00	5.00	10.00	20.00	35.00	60.00
N	4.00	5.00	10.00	20.00	35.00	60.00

WEBQ-FM, ch. 260, 99.9mc, 4.2kw

D	2.75	3.50	6.75	13.50	23.50	40.00
N	2.75	3.50	6.75	13.50	23.50	40.00

HERRIN, Williamson, 2,980 fam., 94.6% radio, 2,820 radio fam.
WJPF, 250w, 1340kc, MBS, Pearson

D	6.00	7.50	10.00	20.00	35.00	60.00
N	6.00	7.50	10.00	20.00	35.00	60.00

WJPF-FM, ch. 253, 98.5mc, 500w, Pearson

D	2.00	2.50	3.33	6.67	11.67	20.00
N	2.00	2.50	3.33	6.67	11.67	20.00

JACKSONVILLE, Morgan, 7,200 fam., 96.2% radio, 6,930 radio fam.
WLDS, 1kw-D, 1180kc, Holman

D	2.50	2.50	6.00	12.00	18.00	30.00

WLDS-FM, ch. 263, 100.5mc, 7kc, Holman
Bonus
JOLIET, Will, 15,800 fam., 97.9% radio, 15,470 radio fam.
WJOL, 250w, 1340kc, McGillvra, Conlan

D	5.40	5.40	9.70	21.60	36.00	60.00
N	3.60	3.60	6.50	14.40	24.00	40.00

KANKAKEE, Kankakee, 8,400 fam., 98.2% radio, 8,250 radio fam.
WKAN, 1kw-D, 1320kc, Holman

D	3.00	6.00	9.00	20.00	38.00	70.00
N	4.00	8.00	12.00	25.00	48.00	90.00

WKIL-FM, ch. 264, 100.7mc, 73.7kw, Holman

D	1.00	2.20	3.40	9.00	16.00	30.00

LASALLE, LaSalle, 3,900 fam., 97.5% radio, 3,800 radio fam.
WLPO, 250w-D, 1220kc

D	4.80	6.00	10.80	21.60	36.00	60.00

MCCOMB, McDonough, 3,400 fam., 96.6% radio, 3,280 radio fam.
WKAI, 250w-D, 1510kc, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.50	6.50	13.00	26.00	39.00	65.00

MATTOON, Coles, 6,700 fam., 96.2% radio, 6,450 radio fam.
WLBH, 250w-D, 1170kc, Holman, Conlan

D	4.00	6.50	9.00	18.00	33.00	55.00

WLBH-FM, ch. 245, 96.9mc, 23kw, Holman

N	2.00	3.00	4.00	7.50	13.00	22.00

MOLINE, Rock Island, 13,100 fam., 98.3% radio, 12,880 radio fam.
WQUA, 250w, 1230kc, MBS, Rambeau

D	6.50	8.00	10.00	20.00	30.00	50.00
N	10.00	12.00	20.00	40.00	60.00	100.00

MT. CARMEL, Wabash
(no figures on city)
WVMC, 500w-D, 1360kc, BMB

D	1.00	3.00	6.00	12.00	18.00	30.00

MOUNT VERNON, Jefferson, 6,100 fam., 94.8% radio, 5,780 radia fam.
WMIX, 1kw-D, 940kc, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr.
D	.....	9.00	15.00	30.00	45.00	75.00

WMIX-FM, ch. 231, 94.1mc, 15.2kw, Pearson

N	.....	2.50	5.00	10.00	15.00	25.00

OAK PARK, Cook, 22,000 fam., 99.6% radio, 21,910 radio fam.
WOAK-FM, ch. 252, 98.3mc, 7kw

D	4.00	.....	.....	16.00	25.00	40.00
N	6.00	.....	.....	24.00	36.00	60.00

OLNEY, Richland, 3,500 fam., 96.1% radio, 3,360 radio fam.
WVLN, 250w-D, 740kc, Holman, Conlan

D	3.00	5.00	8.00	15.00	27.00	45.00

PEKIN, Tazewell, 6,900 fam., 97.8% radio, 6,750 radio fam.
WSIV, 1kw-D, 1140kc, Holman, Hooper, BMB

D	3.75	3.75	7.50	15.00	22.50	37.50

PEORIA, Peoria, 37,800 fam., 97.4% radio, 36,820 radio fam.

3 AM affiliates, average one time rate.

D	9.33	10.33	14.08	28.16	46.66	77.66
N	16.66	18.66	28.16	56.33	93.00	121.66

2 AM non-affiliates, average one time rate

D	.....	6.87	13.12	23.75	41.25	68.75

WEEK, 1kw, 1350kc, NBC, Headley-Reed, Hooper

D	9.00	9.00	13.50	27.00	45.00	75.00
N	16.00	16.00	27.00	54.00	90.00	150.00

WIRL, 5kw, 1290kc, ABC, Avery-Knodel, Hooper, BMB

D	9.00	9.00	12.50	25.00	42.00	70.00
N	14.00	14.00	25.00	50.00	84.00	140.00

WMBD, 5kw, 1470kc, CBS, Free & Peter, Hooper, BMB

D	10.00	13.00	16.25	32.50	53.00	88.00
N	20.00	26.00	32.50	65.00	105.00	175.00

WMBD-FM, ch. 223, 92.5mc, 20kw, Free & Peters
Bonus
WMMJ, 1kw-D, 1020kc, MBS, Pearson

D	.....	7.50	15.00	25.00	45.00	75.00

WWXL, 1kw, 1590kc, Burn-Smith

D	.....	6.25	11.25	22.50	37.50	62.50
N	.....	12.50	22.50	45.00	75.00	125.00

QUINCY, Adams, 14,300 fam., 95.7% radio, 13,690 radio fam.

2 AM affiliates, average one time rate

D	10.00	10.00	16.25	31.25	48.00	80.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WGEM, 1kw, 1440kc, ABC, Walker

D	8.00	8.00	12.50	22.50	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WQDI, ch. 286, 105.1mc, 3kw, Walker
Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

1340 250 WATTS

WJOL

JOLIET, ILLINOIS

The Only Station in WILL County

(Established in 1926)

Write for Our May, 1949 Conlan Survey

JOE GARVEY,
Manager

Joseph Hershey McGillvra, Inc.
National Representatives

WKAN

KANKAKEE, Illinois

SERVING 738,372 radio homes in the rich industrial and agricultural areas of Northeastern Illinois and Northwest Indiana.

1,000 w 1320 kc

ILLINOIS RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	21,200	95.0	20,140	56,684	14,921	7,108	43,116
Alexander	7,300	86.2	6,290	17,840	3,737	1,568	
Bond	4,900	93.5	4,580	8,919	1,176	505	
Boone	5,100	98.5	5,020	16,055	2,917	1,644	
Brown	2,600	94.0	2,440	5,352	1,167	377	
Bureau	12,100	97.6	11,810	29,436	4,083	1,938	
Calhoun	2,300	93.8	2,160	3,568	349	120	
Carroll	5,900	97.4	5,750	16,055	1,358	552	
Cass	5,200	95.1	4,950	12,486	2,068	868	
Champaign	23,900	98.1	23,450	91,205	13,195	6,023	
Christian	12,000	96.1	11,530	33,004	6,106	3,991	
Clark	6,100	94.6	5,770	11,595	1,419	500	
Clay	5,300	94.9	5,030	14,271	2,047	782	
Clinton	6,000	94.9	5,690	12,489	2,500	1,025	
Coles	13,500	96.3	13,000	41,031	7,560	3,178	12,947
Cook	1,338,500	98.3	1,315,750	5,001269	1,750,821	1,189,774	4,548,453
Crawford	6,900	95.0	6,560	15,164	2,799	1,362	
Cumberland	3,700	95.7	3,540	4,459	873	309	
De Kalb	12,000	98.3	11,800	44,599	8,809	4,675	28,084
De Witt	5,400	96.8	5,230	16,055	1,309	437	
Douglas	5,700	96.9	5,520	14,271	1,583	658	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 66)

ILLINOIS

SPOT RATE FINDER

(Continued from page 64)

WTAD, 1kw, 930kc, CBS, Weed

	SB	1M	5M	15M	30M	1 Hr
D	12.00	12.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WTAD-FM, ch. 258, 99.5mc, 53kw, Weed Bonus

KHMO, 1kw, 1440kc, Walker

D	8.00	8.00	12.50	22.50	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

ROCKFORD, Winnebago, 41,600 fam., 98.3% radio (no figures on city)

WROK, 1,000-D, 500-N, 1440-kc, ABC, Headley-Reed, Conlan

D	10.00	10.00	17.00	35.00	55.00	80.00
N	12.00	12.00	22.00	50.00	76.00	120.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

The Woods are Full of Successful Advertisers *using*

WIRL

to crack PEORIA at Low Cost

Won't You Join Them?

5000 Watts **ABC**

Avery-Knodel

ROCK ISLAND, Rock Island, 17,200 fam., 98.3% radio, 16,910 radio fam.

WHBF, 5kw, 1270kc, ABC, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

WHBF-FM, ch. 255, 98.9mc, 10kw, Avery-Knodel Bonus

WHBF-TV, ch. 4, 13.6kw-A, 7.6kw-V, ABC, Avery-Knodel

D	10.00	12.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

SPRINGFIELD, Sangamon, 28,300 fam., 97.5% radio, 27,590 radio fam.

2 AM affiliates, average one time rate

D	5.25	5.25	9.50	18.50	30.00	50.00
N	8.25	8.25	14.00	29.00	46.50	77.50

WCVS, 250w, 1450kc, ABC, Sears & Ayer, Hooper

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.00	32.00	48.00	80.00

WCVS-FM, ch. 275, 102.9mc, 25kw, Sears & Ayer Bonus

WTAX, 100w, 1240kc, CBS, Weed, Conlan, BMB

D	4.50	4.50	9.00	18.00	30.00	50.00
N	6.50	6.50	13.00	26.00	45.00	75.00

WTAX-FM, ch. 279, 103.7mc, 6.7kw, Weed Bonus

TUSCOLA, Douglas, 1,000 fam., 96.8% radio, 970 radio fam.

WDZ, 1kw-D, 1050kc, Free & Peters, BMB

D	7.50	9.00	12.00	24.00	36.00	60.00
N	9.50	11.00	15.00	30.00	45.00	75.00

URBANA, Champaign, 5,900 fam., 98.7% radio, 5,820 radio fam.

WKID, 250w-D, 1580kc

D	2.75	4.50	7.50	18.00	27.50	45.00
N	2.50	4.00	6.00	14.40	21.60	36.00

WKID-FM, Chan. 277, 103.3mc, 2.4kw Bonus

WAUKEGAN, Lake, 11,500 fam., 98.7% radio, 11,350 radio fam.

WKRS, ch. 294, 106.7mc

D	4.00	4.00	7.00	14.00	27.00	55.00
N	4.00	4.00	7.00	14.00	27.00	55.00

WOODSTOCK, McHenry

WILA-FM, ch. 221, 92.1mc, 1kw

D	3.50	4.50	7.50	15.00	22.00	36.00
N	5.75	7.50	12.00	24.00	36.00	60.00

The FACTS prove

You can't cover

ROCKFORD, ILLINOIS

with an outside station!

WROK

AM Rockford's *ONLY* Station FM

leads outside stations in listening*

MORNING - AFTERNOON - EVENING

Conlan Survey - May, 1949

An ABC Affiliate - Headley-Reed Company, Nat'l Reps.

ILLINOIS RADIO MARKET DATA BY COUNTIES

(Continued from page 65)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Du Page	34,900	99.2	34,620	99,112	10,868	5,808	15,554
Edgar	7,800	96.0	7,490	20,515	2,902	1,214	
Edwards	3,000	94.2	2,830	4,460	634	230	
Effingham	5,900	95.3	5,620	19,624	3,410	1,353	
Fayette	7,800	94.5	7,370	16,055	2,760	1,040	
Ford	4,700	98.4	4,620	15,165	1,591	671	
Franklin	15,500	93.8	14,540	35,679	10,529	7,872	
Fulton	15,500	96.5	14,960	36,572	7,741	4,885	
Gallatin	3,000	92.9	2,790	5,352	1,336	543	
Greene	6,500	93.8	6,100	12,487	1,388	454	
Grundy	5,700	98.1	5,590	18,732	3,004	1,707	
Hamilton	4,200	92.5	3,890	6,244	603	190	
Hancock	9,100	95.4	8,680	16,948	2,036	704	
Hardin	2,100	92.7	1,950	3,567	(2)	(2)	
Henderson	2,700	95.6	2,580	4,460	543	193	
Henry	13,200	97.5	12,870	41,592	7,737	4,220	18,356
Iroquois	10,100	97.5	9,850	25,867	2,945	1,243	
Jackson	11,100	93.4	10,370	28,544	5,607	2,361	
Jasper	4,200	94.5	3,970	5,352	657	196	
Jefferson	11,000	94.1	10,350	28,544	7,005	3,686	12,309
Jersey	4,400	92.4	4,070	9,811	1,479	614	
Jo Daviess	6,200	96.1	5,960	16,055	1,946	889	
Johnson	3,100	92.1	2,860	4,460	506	145	
Kane	44,000	98.0	43,120	161,916	42,872	26,729	136,832
Kankakee	20,700	98.2	20,330	63,546	12,568	7,127	37,461
Kendall	3,400	98.0	3,330	7,135	1,109	602	
Knox	17,300	97.0	16,780	53,920	10,483	5,328	21,943
Lake	39,200	98.7	38,690	148,159	34,793	20,874	139,396
La Salle	32,500	97.8	31,790	101,056	28,061	15,666	100,279
Lawrence	6,600	94.6	6,240	13,380	2,387	1,225	
Lee	11,700	98.4	11,510	29,436	5,180	2,807	
Livingston	11,800	97.7	11,530	32,112	3,828	1,535	
Logan	9,300	97.2	9,040	25,868	3,237	1,351	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 68)

WKRS

AM
1000 Watts, Daytime, at 1220 Kilocycles

FM
12,000 Watts, at 106.7

Lake County's Only Broadcasting Station

THE AVERAGE INCOME PER FAMILY IN WAUKEGAN, THE COUNTY SEAT OF LAKE COUNTY, FOR THE YEAR 1948 WAS $1,641 BETTER THAN THAT OF MOST FAMILIES IN THE UNITED STATES. RETAIL SALES IN WAUKEGAN WERE $8,000,000 OVER 1947. WAUKEGAN RATES 35 PER CENT HIGHER THAN THE AVERAGE CITY IN THE COUNTRY IN PURCHASING POWER. SALES MANAGEMENT FIGURES.

Call or Write:

WKRS

POST OFFICE BOX 500 WAUKEGAN, ILLNOIS **Telephone . . . ONTARIO 9000**

Would you like to reach the equivalent of all these cities with just one radio station?



Obviously your answer would be affirmative.

While it is true WGN does not reach all the above 29 cities, WGN *is* the station which reaches more *radio homes* each week than these cities' combined *population* of 3,271,911.

WGN reaches 3⅓ million *radio homes* in Wisconsin, Michigan, Indiana and Illinois . . . and WGN delivers these homes at a lower cost than any other Chicago network station . . . 1,000 homes for only $1.08.*

This is just one of the reasons why advertisers have been making WGN their Best Buy in Chicago . . . 25 years serving the Middlewest.

*Nielsen Radio Index

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

ILLINOIS RADIO MARKET DATA BY COUNTIES

(Continued from page 66)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
McDonough	9,500	96.4	9,160	26,760	3,867	1,631	
McHenry	11,200	98.6	11,040	45,491	7,792	4,180	22,248
McLean	23,300	97.9	22,810	78,119	16,713	7,588	26,335
Macon	29,600	97.8	28,950	101,759	23,914	13,511	82,512
Macoupin	14,300	95.0	13,590	29,436	6,296	3,516	
Madison	54,500	96.6	52,650	148,851	51,033	30,757	199,632
Marion	14,100	93.9	13,240	46,382	6,649	3,010	
Marshall	4,200	98.8	4,150	10,704	1,307	490	
Mason	5,000	95.3	4,770	13,380	1,514	544	
Massac	4,700	91.2	4,290	7,135	1,973	696	
Menard	3,400	95.3	3,240	7,136	769	319	
Mercer	5,800	96.8	5,610	11,595	1,147	439	
Monroe	3,800	93.6	3,560	8,028	1,274	540	
Montgomery	10,200	95.3	9,720	27,651	4,631	2,327	
Morgan	10,900	95.8	10,440	31,917	4,880	2,209	
Moultrie	4,300	95.1	4,090	9,812	1,469	563	
Ogle	9,900	97.7	9,670	25,868	4,674	2,679	16,726
Peoria	52,200	97.6	50,950	201,151	48,329	27,971	158,056
Perry	6,800	93.4	6,350	16,054	3,510	2,095	
Pratt	4,600	97.3	4,480	9,812	1,045	415	
Pike	7,400	94.2	6,970	15,165	1,806	711	
Pope	2,300	92.3	2,120	2,676	(3)	(3)	
Pulaski	4,100	90.4	3,710	6,243	995	302	
Putnam	1,600	96.4	1,540	2,676	191	70	
Randolph	9,800	94.5	9,260	19,624	5,206	2,796	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

Here's Proof that WQUA is the ONLY QUAd-City Station!

A recent study of several hundred mail orders received this 1949 season for Cubs Year Books (offered annually in connection with WQUA's exclusive broadcasts of the Chicago Cubs—National League baseball games) shows an amazing parallel between orders received and the relative population of the four cities comprising the QUAd-City metropolitan market; as follows:

	DAVENPORT	ROCK ISLAND	MOLINE	EAST MOLINE
% of QUAd-City Population (100%)	40%	28%	23%	9%
% of Mail Orders received from QUAd-Cities (100%)	36%	27%	24%	13%

QUAd-City local advertisers confirm in their local advertising appropriations, this fact of truly QUAd-City audience in almost equal proportion to the population of the four cities. A study of WQUA's revenue for May 1949 from QUAd-City advertisers reveals the following proportions of total QUAd-City revenue:

DAVENPORT	ROCK ISLAND	MOLINE	EAST MOLINE
37%	15%	42%	6%

THESE analyses confirm the results of WQUA's original plan to build, program and promote this station as a "QUAd-City Station" . . . Even WQUA's call-letters stand for the "QUAD" in "QUAd-Cities" . . . Programwise: our consistent policy is to direct all of our activities to the QUAd-City Metropolitan Area in approximately the same proportion as the relative population of the four cities. WQUA IS THE ONLY QUAD-CITY STATION TO FOLLOW CONSISTENTLY SUCH A POLICY! . . . Promotion-wise: WQUA's exclusive promotion-exchange agreement with the only Davenport newspaper allows our use of more newspaper space in Davenport papers than all other QUAd-City stations combined!

WQUA is your 'best-buy' for truly four-city coverage of this otherwise highly divided QUAd-City market of over 225,000 population

"The QUAd-Cities' Station"

W Q U A

BRUFF W. OLIN, Jr.
President & Gen'l. Mgr.

RADIO CENTER
Moline, Ill.

Represented by Rambeau

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Added 1947 ($000)
Richland	6,100	94.7	5,780	13,379	4,534	1,777	
Rock Island	41,400	98.2	40,650	126,714	45,040	27,066	127,945
St. Clair	57,600	96.1	55,350	150,320	46,071	27,144	122,503
Saline	10,500	94.1	9,880	25,868	4,824	2,780	
Sangamon	38,500	97.3	37,460	135,250	33,791	17,753	54,976
Schuyler	3,600	96.6	3,480	7,136	(1)	(1)	
Scott	2,600	94.3	2,450	4,459	556	182	
Shelby	8,600	95.6	8,220	14,271	2,055	842	
Stark	2,800	97.2	2,720	6,244	621	296	
Stephenson	13,800	97.6	13,470	43,707	8,344	4,583	18,846
Tazewell	19,200	97.8	18,780	46,206	27,677	17,836	122,614
Union	6,100	93.3	5,690	11,595	3,408	2,038	
Vermillion	27,800	96.3	26,770	83,824	17,951	9,313	33,377
Wabash	4,400	95.2	4,190	12,488	3,599	2,103	
Warren	7,300	96.8	7,070	21,408	2,799	1,237	
Washington	4,900	93.3	4,570	8,028	1,719	787	
Wayne	6,500	93.3	6,060	12,487	2,746	1,429	
White	6,200	94.0	5,830	14,132	2,420	1,146	
Whiteside	13,800	97.5	13,460	42,815	8,625	5,042	37,573
Will	38,900	98.2	38,200	109,111	25,703	16,452	101,449
Williamson	15,500	94.4	14,630	33,003	6,337	3,569	
Winnebago	41,600	98.3	40,890	166,321	52,220	36,187	188,520
Woodford	5,700	97.8	5,570	16,055	1,837	711	

(1) Included in Brown County. (2) Included in Gallatin County.
(3) Included in Johnson County.

• By Critical Approval

• By Public Indorsement

• By Performance Requests

WXRT

chicago's quality FM station

Has won recognition of its precision programming for the discriminating audience. Programs of dignity and character build good will and sales. Become one of the select groups of business institutions who choose Chicago's leading FM Station.



Radio Station WXRT 101.9 Megacycles—Channel 270
SHERATON HOTEL — 505 N. MICHIGAN AVE. — CHICAGO

1460 KC 1000 WATTS

WROY

CARMI, ILLINOIS

— SERVING —

WHITE COUNTY

AND

11 ADDITIONAL WEALTHY TRI-STATE COUNTIES

OF THE WABASH AND OHIO VALLEYS

TOTAL PRIMARY POPULATION 368,696
ANNUAL RETAIL SALES $289,248,818

LAST YEAR WHITE COUNTY ALONE PRODUCED:

OIL	worth.....	$25,000,000
CORN	worth.....	5,000,000
WHEAT	worth.....	1,500,000
SOYBEANS	worth....	900,000
TOTAL	.....	$32,400,000

Over 2,200 Oil Wells in White County produce Petroleum Worth:
$ 70,000 per day
$ 490,000 per week
$25,000,000 per year

Since Oil was discovered in White County in 1939, the value of Oil produced totals:

$250,000,000

THE MONEY IS HERE—GET YOUR SHARE

"BUY WROY SLEY"

INDIANA

SPOT RATE FINDER

ANDERSON, Madison, 17,600 fam., 97.9% radio, 17,230 radio fam.
WCBC, 1 kw, 1470 kc, Holman, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.60	8.00	16.00	36.00	48.00	72.00
N	5.60	8.00	16.00	36.00	48.00	72.00

WCBC-FM, chan. 292, 106.3 mc, 380 kw, Holman

D	1.33	1.90	3.75	8.85	15.00	27.50
N	1.33	1.90	3.75	8.85	15.00	27.50

WHBU, 250 w, 1240 kc, ABC, Ra-Tel, Conlan

D	6.00	6.00	10.00	18.00	25.00	40.00
N	8.00	8.00	15.00	25.00	40.00	60.00

BEDFORD, Lawrence, 4,400 fam., 95.2% radio, 4,190 radio fam.
WBIW, 250 w, 1340 kc, Ra-Tel, Conlan

D	5.00	4.00	8.00	15.00	25.00	40.00
N	5.00	5.00	12.00	20.00	30.00	50.00

BLOOMINGTON, Monroe, 7,600 fam., 94.9% radio, 7,210 radio fam.

3 AM non-affiliates, average 1-time rates

D	3.50	5.33	9.33	18.33	29.66	30.33
N	3.75	6.66	12.33	23.33	30.00	50.00

WSUA, 1 kw, 1010 kc. McGillvra

D	——	6.00	10.00	20.00	34.00	56.00
N	——	9.00	15.00	30.00	——	——

WTOM, 250 w, 1490 kc, Sears & Ayer

D	3.00	4.00	8.00	15.00	25.00	45.00
N	3.50	5.00	10.00	20.00	30.00	50.00

WTTS, 1 kw-D, 500-w-N, 1370 kc, Rambeau, Conlan

D	4.00	6.00	10.00	20.00	30.00	50.00
N	4.00	6.00	10.00	20.00	30.00	50.00

COLUMBUS, Bartholomew (no figures for city)
WCSI-FM, chan. 229. 93.7 mc, 71 kw, Ra-Tel

D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

CONNERSVILLE, Fayette, 5,400 fam., 96.9% radio, 5,230 radio fam.
WCNB, 250 w, 1580 kc, Campbell

D	3.00	6.00	10.00	20.00	30.00	50.00

WCNB-FM, chan. 262, 100.3 mc, 10 kw, Campbell
Bonus days only

N	4.55	6.82	9.10	18.20	27.30	45.50

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

Best Bet
in the
ELKHART — SOUTH BEND
Area
WTRC ELKHART
(Established 1931)
AM — FM
NBC
National Representatives:
Burn-Smith Co., Inc.

CRAWFORDSVILLE, Montgomery, no figures
WFMU-FM, chan. 275, 102.9 mc, 13 kw, Campbell

	SB	1M	5M	15M	30M	1 Hr.
D	4.50	5.50	8.00	16.00	26.00	42.00
N	5.50	6.50	10.00	20.00	36.00	60.00

ELKHART, Elkhart, 12,000 fam., 98.3% radio, 11,800 radio fam.
WTRC, 250w, 1340kc, NBC, Burn-Smith

D	6.00	6.00	15.00	22.00	33.00	54.00
N	7.50	7.50	18.00	36.00	48.00	80.00

WTRC-FM, chan. 264, 100.7 mc, 33 kw, Burn-Smith

D	1.50	1.50	4.00	5.50	8.25	13.50
N	2.00	2.00	4.50	9.00	12.00	20.00

EVANSVILLE, Vanderburgh, 38,900 fam., 95.6% radio, 37,190 radio fam.

4 AM affiliates, average 1-time rates

D	8.37	9.87	19.00	36.50	57.00	95.00
N	11.12	12.37	24.75	47.12	74.20	123.75

WEOA, 250 w, 1400 kc, CBS, Katz, Hooper

D	6.00	8.00	16.00	32.00	48.00	80.00
N	9.00	10.00	20.00	40.00	60.00	100.00

WGBF, 5 kw-d, 1 kw-n, 1280 kc, NBC, Weed, Conlan, Hooper

D	12.00	12.00	24.00	48.00	72.00	120.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WJPS, 5 kw-d, 1 kw-n, 1330 kc, ABC, Robt. Meeker

D	9.50	11.50	20.00	34.00	60.00	100.00
N	11.50	14.50	29.00	48.50	87.00	145.00

WIKY, 250 w, 820 kc, IMS, Hooper, Conlan

D	6.00	8.00	16.00	32.00	48.00	80.00

WIKY-FM, chan. 281, 104.1 mc, 20 kw, IMS Bonus

N	3.00	4.00	8.00	16.00	24.00	40.00

WMLL, chan. 233, 94.5 mc, 20 kw, Transit Radio, Inc.

D	2.80	2.80	5.60	11.20	16.80	28.00
N	4.00	4.00	8.00	16.00	24.00	40.00

FORT WAYNE, Allen, 39,900 fam., 98.6% radio, 39,340 radio fam.

4 AM affiliates, average 1-time rates

D	12.10	12.10	18.62	34.75	55.87	90.62
N	13.12	13.12	31.25	62.50	93.75	153.75



See page 3 for key to map.

WANE, 250 w, 1450 kc, CBS, Bolling Co.

	SB	1M	5M	15M	30M	1 Hr.
D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WFTW, 1 kw, 1090 kc, Ind. Metropolitan Sales

D	7.50	7.50	10.00	20.00	30.00	50.00
N	7.50	7.50	10.00	20.00	30.00	50.00

WFTW-FM, chan. 279, 137 mc, 1 kw Bonus

WGL, 1 kw, 1250 kc, NBC, Headley-Reed, Hooper & Conlan

D	9.40	9.40	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

WKJG, 5 kw, 1380 kc, MBS, Raymer

D	12.00	12.00	20.00	30.00	60.00	90.00
N	15.00	15.00	30.00	60.00	90.00	140.00

WKJG-FM, 106.1 mc, 30 kw Bonus

WOWO, 10 kw, 1190 kc, ABC, Free & Peters, Hooper

D	20.00	20.00	30.00	60.00	90.00	150.00
N	25.00	25.00	50.00	100.00	150.00	250.00

WOWO-FM, chan. 241, 96.1 mc, 10 kw Bonus

HAMMOND, Lake, 23,200 fam., 98.7% radio, 22,900 radio fam.
WJOB, 250 w, 1230 kc, McGillvra, Conlan

D	8.00	10.00	18.00	36.00	54.00	90.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WJIZ, chan. 222, 92.3 mc, 10 kw, McGillvra Bonus

INDIANAPOLIS, Marion, 139,400 fam., 97.4%, radio, 135,780 radio fam.

4 AM affiliates, average 1-time rates

D	13.75	14.75	22.86	45.80	71.20	124.50
N	21.50	23.87	40.33	83.00	132.00	227.50

for the facts on WIBC
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

WF8M, 5kw, 1260kc, CBS, Katz, Hooper

	SB	1M	5M	15M	30M	1 Hr.
D	13.00	15.00	25.00	50.00	75.00	135.00
N	25.00	30.00	50.00	100.00	150.00	270.00

WFBM-TV, chan. 6, 18.1 kw aur. 28.2 kw, vis., CBS, Katz

D	——	25.00	37.50	60.00	90.00	150.00
N	——	40.00	62.50	100.00	150.00	250.00

WIBC, 5 kw, 1070 kc, MBS

D	15.00	15.00	21.60	43.20	64.80	108.00
N	20.00	22.50	36.00	72.00	108.00	180.00

WIRE, 5 kw, 1430 kc, NBC, Pearson, Hooper

D	17.00	17.00	——	48.00	75.00	135.00
N	25.00	25.00	——	85.00	145.00	260.00

WISH, 5 kw-d, 1 kw-n, 1310 kc, ABC, Free & Peters, Hooper

D	10.00	12.00	22.00	42.00	70.00	120.00
N	16.00	18.00	35.00	75.00	125.00	200.00

(Continued on page 71)

In
BLOOMINGTON
INDIANA
MOST People
listen
MOST
to
W T T S
1370 kc
1,000 Watts (d)
500 Watts (n)

IN THE PROSPEROUS EVANSVILLE MARKET ITS
WGBF
1280 KC 5 KW (D) 1 KW (N) NBC Affiliate
WGBF SHARE OF AUDIENCE
HOOPER STATION AUDIENCE INDEX
Evansville, Ind. City Zone
Oct. 1, 1948 thru Feb. 1949
8:00 AM-12 NOON Mon. thru Fri. 41.3
12 Noon-6:00 PM Mon. thru Fri. 47.8
6:00 PM-10:30 PM Sun. thru Sat. 48.0
WEED & COMPANY — National Representatives

SALES RESULTS AT LOW COST
in
Indiana's Second Largest Wholesale and Retail Market
WIKY EVANSVILLE
AM-820 kc — WIKY-FM
FM-104.1 mc
Represented by:
Independent Metropolitan Sales
Member of:
Associated Independent Metropolitan Stations

INDIANA

SPOT RATE FINDER

(Continued from page 70)

WXLW, 1 kw, 1590 kc, Ind. Metropolitan Sales, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.00	8.00	11.50	23.00	34.00	59.50
N	5.00	8.00	11.50	23.00	34.00	59.50

WXLW-FM, chan. 234, 94.7 mc, 12 kw. IMS Bonus

JASPER, DuBois, 1,700 fam., 96.8% radio, 1,650 radio fam.
WITZ, 1 kw-D, 990 kc

D	3.00	4.00	8.00	16.50	30.00	50.00

KOKOMO, Howard, 12,300 fam., 97.3% radio, 11,970 radio fam.
WIOU, 1 kw, 1350 kc, CBS, Weed

D	——	9.00	14.00	28.00	42.00	70.00
N	——	12.00	18.00	36.00	54.00	90.00

WKMO, 250 w, 1400 kc, Meeker

D	——	7.50	12.00	24.00	36.00	60.00

LA FAYETTE, Tippecanoe, 11,300 fam., 97.4% radio, 11,010 radio fam.
WASK, 250 w, 1450 kc, MBS, McGillvra, Conlan

D	6.00	7.50	16.00	27.00	41.00	68.00
N	7.50	9.00	18.00	28.00	48.00	80.00

WFAM (FM), chan. 236, 95.1 mc, 12 kw, McGillvra

D	2.50	——	6.00	8.80	11.80	21.80
N	2.50	——	6.00	8.80	11.80	21.80

LA PORTE, LaPorte, 6,400 fam., 98.8% radio, 6,320 radio fam.
WLOI, 250w-D, 1540kc

D	——	——	7.20	14.40	21.60	36.00

LOGANSPORT, Cass (no city figures avail.)
WSAL, 250 kw, 1230 kc

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MARION, Grant, 10,600 fam., 97.4% radio, 10,320 fam.
WBAT, 500 w-D, 1600 kc, Conlan

D	9.00	9.00	18.00	30.00	48.00	80.00

WMRI, chan. 295, 106.9mc, 34kw, Campbell

D	2.40	——	6.00	12.00	18.00	30.00
N	3.20	——	8.00	16.00	24.00	40.00

MICHIGAN CITY, Laporte, 8,700 fam., 98.6% radio, 8,580 radio fam.
WIMS, 1 kw, 1420 kc, Cooke

D	——	8.00	17.50	28.00	42.00	70.00
N	——	8.00	17.50	28.00	42.00	70.00

WIMS (FM), chan. 228, 93.5 mc, 1 kw, Cooke Bonus, daytime

N	——	1.50	——	5.00	10.00	20.00

MUNCIE, Delaware, 18,700 fam., 97.3% radio, 18,200 radio fam.
WLBC, 250 w, 1340 kc, CBS, Walker, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WMUN, chan. 281, 104.1mc, 8.6kw, Walker Bonus

NEW ALBANY, Floyd, 10,100 fam. 95.6% radio, 9660 radio fam.
WLRP, 1 kw-D, 1570 kc

D	3.50	5.00	8.00	16.00	24.00	40.00

NEW CASTLE, Henry, 6,800 fam., 97.9% radio, 6,660 radio fam.
WCTW (FM) chan. 273, 102.5 mc, 4 kw, Scheerer

D	3.00	5.00	8.97	17.96	26.93	44.89
N	5.00	8.00	13.60	27.20	40.80	68.00

RICHMOND, Wayne, 14,500 fam., 97.9% radio, 14,200 radio fam.
WKBV, 250 w, 1490 kc, MBS Meeker, Conlan

D	6.00	6.00	10.00	22.50	30.00	50.00
N	7.00	7.00	12.00	26.00	36.00	60.00

SHELBYVILLE, Shelby, (no city figures avail.)
WSRK-FM chan. 267, 101.3 mc, 5 kw, Campbell
Rates on request.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WXLW

IS THE BEST BUY

Dollar Per Listener

in

INDIANAPOLIS

Look at these rates:

5 minutes: 1X-$11.50, 13X-$10.90
26X-$10.30, 39X-$10.00, 52X-$9.15

GENE KELLY, Manager

Member

IMS

"the nation's popular station"

MARKET INDICATORS FOR INDIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,909,000	'48	3,428,000	'40
Increase over 1940	14.1%			
% of U.S.	2.68%	'48	2.61%	'40
BMB Families	1,170,000	'49	1,048,000	'46
Percent Radio	96.5%	'49	93.4%	'46
Radio Families	1,129,530	'49	979,000	'46
Business Concerns	63,968	'47	58,476	'39
Manufacturing Establishments	5,407	'47	4,192	'39
Non-Agricultural Employment	991,901	'47	773,000	'39
Manufacturing Employment	457,000	'47	275,000	'39
Income	$4,936,000,000	'47	1,858,000,000	'40
Increase over 1940	166%			
Per Capita Income	$ 1,287	'47	541	'40
Increase over 1940	138%			
Construction (Private)	$ 279,200,000	'47	90,400,000	'39
Residential	$ 104,100,000	'47	38,700,000	'39
Non-Residential	$ 85,300,000	'47	19,800,000	'39
Retail Sales	$3,406,659,000	'48	3,199,643,000	'47
Value Added by Manufacture	$2,979,000,000	'47	965,000,000	'39

* * *

SOUTH BEND, St. Joseph, 36,000 fam., 97.9% radio, 35,240 radio fam.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	35.00	55.00	87.50
N	14.00	14.00	25.00	50.00	75.00	125.00

WHAT, 250 w, 1490 kc, ABC, Bolling, Hooper

D	7.00	7.00	15.00	25.00	40.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJVA, 250 w-D, 1580 kc, Burn Smith

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	——	25.00	34.50	57.50

WSBT, 5 kw, 960 kc, CBS, Raymer, Hooper

D	13.00	13.00	25.00	45.00	70.00	115.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WSBT-FM, chan. 267, 101.3 mc, 20 kw, Raymer
Bonus

TELL CITY, Perry, 1,600 fam., 93.7% radio, 1,500 radio fam.

(Continued on page 72)

Greatest Buy

in the

Rich Wabash Valley

WTHI

TERRE HAUTE

(Now CBS)

AM and FM

1480 kc **1000 watts**

Represented by
The Bolling Co., Inc.

SURE,

some Chicago stations

can "reach" South Bend

...but the audience

LISTENS

to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

INDIANA

SPOT RATE FINDER

(Continued from page 71)

WTCJ, 250 w-D, 1230 kc

	SB	1M	5M	15M	30M	1 Hr
D	——	4.50	8.00	20.00	35.00	60.00

TERRE HAUTE, Vigo, 24,800 fam., 95.3% radio, 23,630 radio fam.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	16.00	32.00	48.00	80.00
N	11.00	11.00	22.00	44.00	66.00	110.00

WBOW, 250 w, 1230 kc, NBC, Weed, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBOW-FM, chan. 266, 101.1mc, 20kw Bonus

WTHI, 1 kw, 1480 kc, ABC, Bolling, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WTHI-FM, chan. 260, 99.9 mc, 3 kw, Bolling Bonus

VINCENNES, Knox, 6,700 fam., 95.3% radio, 6,390 radio fam.

WAOV, 250 w, 1450 kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	3.60	3.60	7.20	14.40	21.60	36.00
N	4.50	4.50	12.00	24.00	36.00	60.00

WABASH, Wabash, 3,600 fam., 94.0%, 3,380 radio fam.

WWNI (FM), chan. 248, 97.5 mc, 71 kw, Ra-Tel

D	8.00	12.00	18.00	24.00	36.00	60.00
N	8.00	12.00	18.00	24.00	36.00	60.00

WARSAW, Kosciusko (no city figures avail.)

WRSW, chan. 297, 107.3 mc, 34 kw, Campbell

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WASHINGTON, Daviess, 3,800 fam., 95.7% radio, 3,640 radio fam.

WFML (FM), chan. 293, 106.5 mc, 14 kw, Campbell

D	3.00	5.00	8.00	17.00	25.00	42.00
N	4.00	6.00	12.00	24.00	36.00	60.00

* * *

INDIANA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	6,100	96.7	5,900	15,812	2,955	1,556	
Allen	50,300	98.3	49,440	189,840	69,984	42,635	224,377
Bartholomew	10,600	96.2	10,200	27,210	9,621	5,428	32,374
Benton	3,600	97.6	3,510	9,561	778	316	
Blackford	4,400	97.1	4,270	9,193	2,852	1,449	
Boone	8,200	97.2	7,970	17,650	2,248	1,112	
Brown	1,900	90.4	1,720	1,471	87	30	
Carroll	5,000	96.2	4,810	10,294	1,428	608	
Cass	13,500	97.3	13,140	36,199	7,171	3,652	15,202
Clark	12,900	92.8	11,970	23,535	5,716	3,007	53,969
Clay	6,800	94.4	6,420	13,605	3,524	1,852	
Clinton	9,700	97.1	9,420	24,636	3,973	2,038	
Crawford	2,800	90.9	2,550	2,575	606	218	
Daviess	8,100	94.0	7,610	16,915	2,589	1,063	
Dearborn	7,100	95.3	6,770	15,076	6,839	4,229	71,661
Decatur	6,000	93.7	5,620	12,134	1,583	635	
De Kalb	8,400	97.0	8,150	18,754	4,112	2,140	
Delaware	28,600	97.6	27,910	84,215	26,849	16,585	106,004
Dubois	6,200	93.3	5,780	12,869	4,745	2,171	13,180
Elkthart	26,100	97.2	25,370	80,787	23,011	13,472	83,167
Fayette	7,400	96.6	7,150	17,650	8,443	5,563	39,594
Floyd	13,400	95.2	12,760	30,189	8,307	3,932	15,132
Fountain	5,900	96.1	5,670	12,501	2,553	1,189	
Franklin	4,400	93.8	4,130	6,619	670	252	
Fulton	5,000	96.9	4,850	11,399	1,625	710	
Gibson	9,400	94.8	8,910	16,914	4,532	2,581	
Grant	20,400	97.6	19,910	55,601	16,732	9,066	54,615
Green	9,300	93.8	8,720	16,913	2,216	796	
Greene	9,300	96.9	8,720	19,121	4,218	2,409	9,844
Hancock	6,500	96.5	6,270	12,869	1,640	695	
Harrison	4,800	92.0	4,420	6,251	894	359	
Hendricks	7,100	96.6	6,860	11,766	1,029	366	
Henry	14,800	97.7	14,460	35,383	7,365	3,617	25,233
Howard	17,000	97.4	16,560	52,682	14,444	8,169	51,022
Huntington	9,500	97.4	9,250	26,107	5,068	2,633	17,671
Jackson	8,700	94.6	8,230	27,947	5,091	2,200	13,584
Jasper	4,300	96.5	4,150	11,399	1,049	442	
Jay	8,300	96.7	8,030	16,916	4,814	2,519	14,346
Jefferson	7,100	93.4	6,630	13,973	2,482	956	
Jennings	4,300	92.4	3,970	5,883	1,326	536	
Johnson	8,400	95.6	8,030	20,592	3,189	1,475	
Knox	13,500	94.9	12,810	36,962	7,852	4,182	
Kosciusko	9,800	96.7	9,480	26,106	5,549	2,489	
Lagrange	4,500	96.6	4,350	8,457	573	259	
Lake	94,900	97.8	92,810	345,590	126,703	86,984	587,378
La Porte	22,700	98.0	22,250	73,119	20,545	11,466	70,778
Lawrence	10,000	94.1	9,410	22,063	6,552	3,097	12,314
Madison	33,200	97.9	32,500	94,676	35,738	21,555	125,395
Marion	170,200	97.5	165,950	655,978	204,143	125,397	484,860
Marshall	8,700	96.6	8,400	20,591	3,812	1,911	
Martin	2,900	92.5	2,680	5,883	1,028	340	
Miami	10,000	97.2	9,720	25,004	5,420	2,508	12,499
Monroe	11,600	94.2	10,930	34,526	8,380	3,664	14,150
Montgomery	9,800	96.6	9,470	24,636	4,992	2,663	10,923
Morgan	6,900	94.2	6,500	15,076	2,191	961	
Newton	3,300	96.6	3,190	8,457	1,132	475	
Noble	7,500	96.9	7,270	17,649	3,578	1,728	
Ohio	1,300	93.8	1,220	2,207	261	89	
Orange	4,800	93.7	4,500	9,928	2,510	717	
Owen	3,500	92.1	3,220	5,884	826	295	
Parke	5,500	94.4	5,190	8,456	1,084	428	
Perry	4,800	91.6	4,400	7,355	4,304	2,018	11,763
Pike	4,900	92.4	4,530	6,986	733	257	
Porter	10,000	97.7	9,770	26,107	4,666	2,442	
Posey	6,600	92.8	6,120	10,663	1,623	732	
Pulaski	3,700	94.8	3,510	7,723	806	307	
Putnam	7,000	95.9	6,710	10,296	1,623	648	
Randolph	8,900	96.7	8,610	22,063	5,086	2,805	13,080
Ripley	5,600	93.5	5,240	10,296	1,976	944	
Rush	6,500	96.4	6,270	13,237	2,532	1,148	
St. Joseph	55,300	97.7	54,030	205,036	70,147	49,561	234,908
Scott	3,200	94.1	3,010	6,251	1,500	584	
Shelby	9,400	95.8	9,010	20,951	4,574	2,163	11,346
Spencer	4,800	92.3	4,430	5,883	875	239	
Starke	4,700	94.3	4,430	11,400	876	334	
Steuben	4,500	96.3	4,330	10,663	1,402	607	
Sullivan	7,800	94.2	7,350	11,766	1,612	612	
Switzerland	2,700	93.6	2,530	2,575	204	55	
Tippecanoe	19,400	97.5	18,920	74,036	16,627	9,184	37,936
Tipton	4,800	97.2	4,670	10,296	2,034	985	
Union	2,000	96.5	1,930	3,310	450	166	
Vanderburgh	47,300	95.8	45,310	165,582	48,690	28,554	145,136
Vermillion	6,500	95.5	6,210	15,443	1,592	658	
Vigo	33,800	95.3	32,210	107,370	26,493	14,898	62,213
Wabash	8,500	97.1	8,250	19,121	6,967	3,573	17,517
Warren	2,800	95.9	2,690	2,942	291	98	
Warrick	6,200	93.3	5,780	9,193	2,370	1,545	
Washington	5,000	92.5	4,630	6,987	1,579	598	
Wayne	20,300	97.8	19,850	64,904	19,255	11,516	72,065
Wells	6,200	97.0	6,010	20,960	1,961	945	
White	5,200	96.3	5,010	12,501	1,793	748	
Whitley	5,900	96.9	5,720	12,869	2,442	1,102	

Sources: Radio Families, Per Cent Radio, 8M8. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

if you

WISH ... more Sales

the "Personality Station"

BACKED BY PROMOTION


FRANK EDWARDS
News Commentator


LUKE WALTON
Sports Announcer


CATHERINE DANIELS
Home Economist


"CHUCKLES" CHAPMAN
Entertainer


BILL FROSCH
Program Oirector


GENE ALLISON
News Commentator


BILL FAULKNER
Disc Jockey

DIAL 1310 ABC Affiliate

Personality pays off, we've found, in selling by radio just as it does in selling in person. Actually, we're just like the salesmen in your own organization . . . trying to do the same thing they are—sell more and MORE of your goods or service.

Our staff of locally famous "personalities"—each widely known individually—teams up with our sales and programming executives to give WISH a collective personality that gets amazing results for each advertiser.

Listeners like WISH. There's warmth, feeling, persuasive friendliness in our handling of local shows. There's close co-operation between station and advertisers, a continuous driving effort—backed by a flood of extra media promotion—to boost your sales curve higher and higher.

Yes—we repeat: if you WISH more sales, concentrate on "the Personality Station" of Indianapolis—WISH.



WISH OF INDIANAPOLIS

FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

IOWA

SPOT RATE FINDER

AMES, Story, 4,900 fam., 99.2% radio, 4,860 radio fam.

KASI, 1kw-D, 1430kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.00	20.00	30.00	50.00

BURLINGTON, Des Moines, 11,900 fam., 96.5% radio, 11,480 radio fam.

KBUR, 250 w, 1490 kc, ABC, Taylor-Boroff

D	2.24	3.36	4.48	7.84	14.00	22.40
N	4.48	5.60	11.20	19.60	33.60	56.00

KBUR-FM, chan 225, 92.9 mc, 53 kw, Howe Barroff
Bonus

CEDAR RAPIDS, Linn, 23,000 fam., 97.9% radio, 22,520 radio fam.

2 AM affiliates, average 1-time rates

D	9.50	14.75	18.50	37.00	55.50	92.50
N	15.00	22.50	31.25	62.50	107.50	187.50

KCRG, 5 kw, 1600 kc, MBS, Pearson, Conlan

D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

KCRK, chan. 245, 96.9 mc, 48 kw, Pearson
Bonus

WMT, 5 kw, 600 kc, CBS, Katz, Hooper, Conlan, BMB

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

CENTERVILLE, Appanoose (no city figures avail.)

KCOG, 100 w, 1400 kc

D	——	3.00	7.20	14.40	24.00	40.00
N	——	3.00	7.20	14.40	24.00	40.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

CLINTON, Clinton, 9,700 fam., 97.9% radio, 9,500 radio fam.

KROS, 250 w, 1340 kc, MBS, Everett-McKinney, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.84	31.68	52.80	88.00

KROS-FM, chan. 241, 96.1 mc, 14 kw, Everett McKinney
Bonus

COUNCIL BLUFFS, Pottawattamie, 14,100 fam., 96.6% radio, 13,620 radio fam.

KSWI, 500 w-D, 1560 kc, Everett-McKinney, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	——	7.00	12.00	24.00	36.00	60.00

KFMX, chan. 241, 96.1 mc, 580 kw, Everett-McKinney
(Storecast service)

CRESTON, Union, 2,900 fam., 96.1% radio, 2,790 radio fam.

KSIB, 1 kw-D, 1520 kc, Everett-McKinney, Conlan

	5.00	6.00	8.00	14.00	24.00	40.00

DAVENPORT, Scott, 25,100 fam., 97.9% radio, 24,570 radio fam.

2 AM affiliates, average 1-time rates

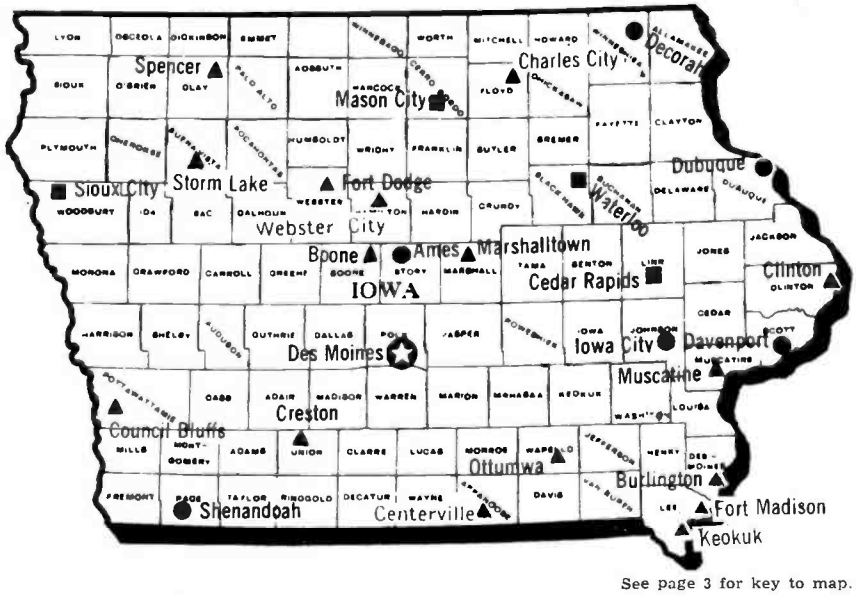
	SB	1M	5M	15M	30M	1 Hr
D	——	10.00	13.50	32.00	54.00	90.00
N	——	——	25.00	50.00	90.00	150.00

KSTT, 250 w-D, 750 kc, MBS, Everett-McKinney Webber

D	——	8.00	12.00	24.00	36.00	60.00

WOC, 5 kw, 1420 kc, NBC, Free & Peters

D	12.00	12.00	15.00	40.00	72.00	120.00
N	18.00	——	30.00	60.00	108.00	180.00



See page 3 for key to map.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

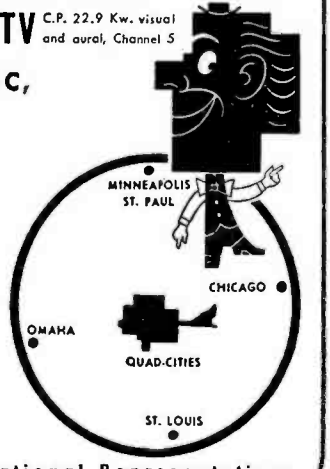
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC is the FIRST individual station . . . the *only* Quad-Cities station . . . to offer its clients *commercial copy analysis*. On request WOC's Research Department tests WOC advertisers' copy for sales effectiveness through listening ease and human interest . . . according to a proved formula developed by renowned analyst Dr. Rudolph Flesch. All WOC-written copy is so evaluated. *Another* in WOC's long list of "FIRST'S"!

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

WOC-FM, chan. 279, 103.7 mc, 47 kw
Bonus

DECORAH, Winneschick, 1,500 fam., 97.0% radio, 1,460 radio fam.

KDEC, 250 w, 1240 kc, MBS, Everett-McKinney, Conlan

D	4.00	5.00	8.00	14.00	24.00	40.00
N	6.00	7.00	9.00	18.00	28.00	48.00

DES MOINES, Polk, 57,900 fam., 97.9% radio, 56,680 radio fam.

4 AM affiliates, average one time rate

D	17.33	22.75	31.00	56.50	86.00	142.50
N	34.00	39.00	47.25	90.00	153.00	280.00

KIOA, 10kw-D, 5kw-N, 940kc, MBS, Raymer, BMB

D		14.00	20.00	40.00	60.00	100.00
N		18.00	30.00	50.00	100.00	200.00

KRNT, 5kw, 1350kc, ABC, Katz, Hooper

D	12.00	18.00	24.00	36.00	54.00	90.00
N	16.00	24.00	30.00	50.00	100.00	200.00

KRNT-FM, Ch. 283, 104.5mc, 8.5kw, Katz
Bonus

KSO, 5kw, 1460kc, CBS

D	10.00	14.00	20.00	40.00	60.00	100.00
N	16.00	24.00	25.00	50.00	100.00	200.00

KSO-FM, Ch. 247, 97.3mc, 254kw
(Rates not listed)

KWDM, 1kw, 1150kc, McKinney, Conlan

D	7.00	8.00	14.00	24.00	36.00	60.00
N	8.00	9.00	20.00	36.00	60.00	100.00

WHO, 50kw, 1040kc, NBC, Free & Peters

D	30.00	45.00	60.00	110.00	170.00	280.00
N	70.00	90.00	104.00	218.00	312.00	520.00

WHO-FM, Ch. 262, 100.3mc, 5kw
Bonus

(Continued on page 76)



"Buckle of The Corn Belt"
AM 750 RADIO STATION KROS FM 10,000
Serving Eastern Iowa and Western Illinois
CLINTON, IOWA
In The Great Industrial Area of The Mississippi Valley

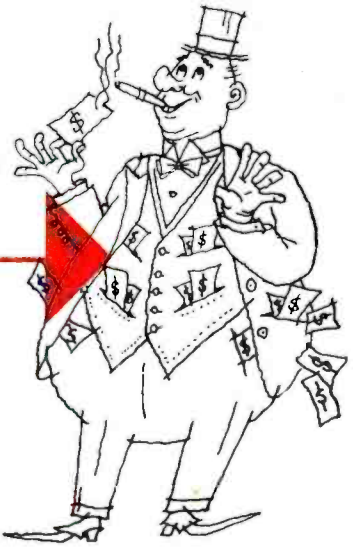
- New Transmitter Site — *Highest Point in Clinton County*
- New Wincharger Tower — *More Than Twice Old Tower Height*
- New Modern Ground System — *Five Times Size of Former System*
- 1,680 Square Miles Added Coverage — *George C. Davis Engineering Estimate*
- 107,000 Added Potential Listeners — *Conlan Survey — March 1949*

Morning	Afternoon	Evening
44.1%	39.7%	34.9%

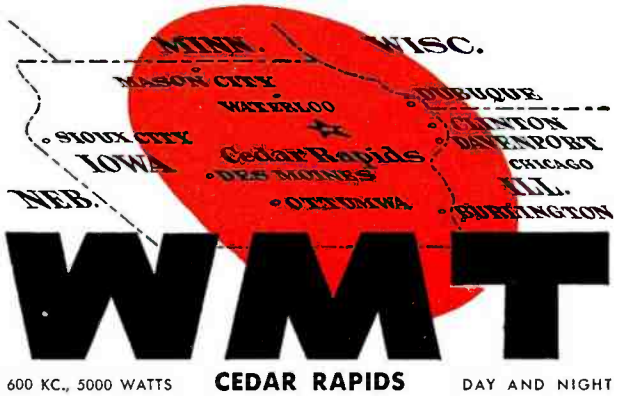
KROS
KEEP RIGHT ON SMILING
Mutual Broadcasting System
Iowa Tall Corn Network

United Press Full Leased Wire • Complete Local News Coverage
Play-by-Play Baseball, Football, Basketball • Complete Market and Farm News • Ten Local News Broadcasts Each Day

Big Time-Buyers



know that

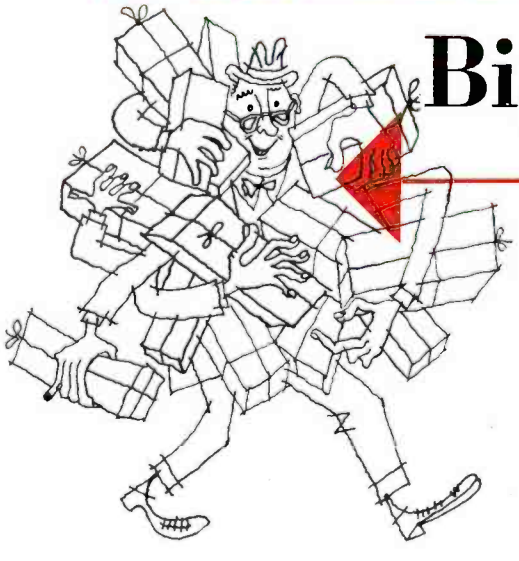


WMT land*

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

is full of



Big-Time Buyers

* **WMT *land:*** 1,121,782 people within WMT's 2.5 mv line . . . a balanced market with tremendous agricultural income . . . and industrial income nearly equaling the farm income. WMT has greater population coverage within its 2.5 mv line than any other station in Iowa. WMT offers exclusive CBS programming in Eastern Iowa. WMT is on Iowa's best frequency—600 kc. WMT commands loyal listening, with outstanding CBS entertainment coupled with complete news coverage (AP, UP, and INS).

WMT is represented by the Katz Agency. Complete data from them—or us.

IOWA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adair	3,700	96.7	3,580	9,988	624	211	
Adams	2,800	97.1	2,720	6,665	463	149	
Allamakee	4,700	95.6	4,490	14,635	1,071	389	
Appanoose	7,400	94.6	7,000	17,734	2,074	793	
Audubon	3,100	97.1	3,010	10,049	855	314	
Benton	6,600	97.3	6,420	21,158	1,455	505	
Black Hawk	29,200	98.1	28,650	130,772	29,583	16,725	64,547
Boone	9,700	97.6	9,470	28,313	2,681	1,051	
Bremer	5,200	96.9	5,040	19,833	2,020	863	
Buchanan	6,300	96.6	6,090	16,102	1,475	533	
Buena Vista	6,300	98.4	6,200	23,991	2,267	883	
Butler	5,000	96.9	4,850	14,350	936	331	
Calhoun	4,900	97.9	4,800	17,224	1,588	824	
Carroll	6,400	98.1	6,280	25,154	2,267	952	
Cass	5,900	97.0	5,720	22,789	1,951	754	
Cedar	4,900	96.9	4,750	16,550	904	337	
Cerro Gordo	13,300	97.5	12,970	64,192	9,638	4,976	18,475
Cherokee	6,200	97.9	6,070	18,712	1,614	632	
Chickasaw	4,200	96.5	4,050	12,759	917	305	
Clarke	3,100	95.3	2,950	7,196	602	214	
Clay	5,200	98.4	5,120	25,295	2,273	1,003	
Clayton	6,900	96.1	6,630	17,285	1,919	656	
Clinton	14,900	97.6	14,540	51,224	10,582	5,813	31,059
Crawford	5,400	97.0	5,240	17,123	1,262	437	
Dallas	7,500	97.4	7,310	23,930	2,380	1,039	
Davis	3,200	93.9	3,000	6,359	556	170	
Decatur	3,900	94.8	3,700	9,396	577	181	
Delaware	4,800	96.9	4,650	14,187	1,020	332	
Des Moines	14,700	96.4	14,170	48,031	9,221	4,694	19,254
Dickinson	3,200	97.9	3,130	13,106	1,119	385	
Dubuque	18,800	97.2	18,270	82,326	16,911	8,885	37,585
Emmet	3,600	96.7	3,480	16,226	1,720	788	
Fayette	8,600	96.9	8,330	27,313	2,458	948	
Floyd	6,100	97.5	5,950	19,671	3,668	1,741	D
Franklin	4,500	97.4	4,380	15,471	1,152	453	
Fremont	3,900	96.6	3,770	8,214	607	221	
Greene	4,400	97.7	4,300	14,574	1,169	398	
Grundy	3,900	98.6	3,850	12,536	817	327	
Guthrie	5,000	96.6	4,830	11,885	874	276	
Hamilton	5,500	98.0	5,390	19,689	2,272	1,010	
Hancock	4,200	98.0	4,120	13,493	841	296	
Hardin	7,000	97.7	6,840	27,027	2,248	926	
Harrison	6,300	95.0	5,990	16,368	1,246	430	
Henry	6,200	96.1	5,960	12,680	1,342	499	
Howard	3,600	95.8	3,450	10,822	729	232	
Humboldt	3,600	97.8	3,520	12,047	867	360	

D—Data withheld to avoid disclosing figures for individual companies.
Sources: Radio Families, Per Cent Radio, 8M8. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

* * *

IOWA

SPOT RATE FINDER

(Continued from page 74)

DUBUQUE, Dubuque, 15,000 fam., 97.4% radio, 14,610 radio fam.

2 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.00	10.00	20.00	30.00	50.00
N	6.70	7.20	18.00	33.50	54.00	90.00

KDTH, 1kw, 1370kc, MBS, Everett-McKinney, Conlan

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	20.00	35.00	60.00	100.00

KDTH-FM, Ch. 263, 100.5mc, 50kw, Everett-McKinney
(No rates listed)

WKBB, 250w, 1490kc, ABC, Meeker

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.40	6.40	16.00	32.00	48.00	80.00

WDBQ, Ch. 277, 103.3mc, 15kw, Meeker
Bonus

FORT DODGE, Webster, 8,500 fam., 97.3% radio, 8,270 radio fam.

KVFD, 250w, 1400kc, MBS, Everett-McKinney, Conlan

D	5.00	6.00	10.00	20.00	28.00	48.00
N	6.00	7.00	16.00	32.00	48.00	80.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

KFMY, Ch. 274, 102.7mc, 7.2kw, Everett-McKinney
8onus

FORT MADISON, Lee, 5,300 fam., 97.1% radio, 5,150 radio fam.

KXGI, 500w-D, 1360kc, Ra-Tel, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	18.00	30.00	50.00

IOWA CITY, Johnsan, 6,800 fam., 98.0% radio, 6,660 radio fam.

KXIC, 1kw-D, 800kc, Conlan

D	7.00	7.00	10.50	21.00	35.00	56.00

KEOKUK, Lee, 6,500 fam., 95.3% radio, 6,190 radio fam.

KOKX, 250w-D, 1310kc, Webber, Conlan

D	6.00	7.00	9.00	18.00	28.00	48.00

KOKX-FM, Ch. 274, 102.7mc, 3kw, Webber
8onus daytime only

N	3.00	4.00	10.00	17.50	30.00	50.00

MARSHALLTOWN, Marshall, 7,800 fam., 97.6% radio, 7,610 radio fam.

KFJB, 250w, 1230kc, MBS

D	4.00	5.00	9.00	18.00	28.00	48.00
N	6.00	7.00	16.00	28.00	48.00	80.00

MASON CITY, Cerro Gordo, 8,700 fam., 97.4% radio, 8,470 radio fam.

2 AM affiliates, average one-time rate

D	7.50	7.87	13.75	28.90	42.50	71.25
N	9.52	10.00	22.00	46.20	66.00	110.00

* * *

(Continued on page 78)

MARKET INDICATORS FOR IOWA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,625,000	'48	2,538,000	'40
Increase over 1940	3.4%			
% of U.S.	1.80%	'48	1.93%	'40
BMB Families	780,100	'49	682,200	'46
Percent Radio	97.1%	'49	94.5%	'46
Radio Families	757,340	'49	644,700	'46
Business Concerns	48,712	'47	47,833	'39
Manufacturing Establishments	2,965	'47	2,541	'39
Non-Agricultural Employment	420,213	'47	406,000	'39
Manufacturing Employment	112,000	'47	65,000	'39
Income	$2,963,000,000	'47	1,233,000,000	'40
Increase over 1940	140%			
Per Capita Income	$ 1,144	'47	485	'40
Increase over 1940	136%			
Construction (Private)	$ 213,900,000	'47	70,400,000	'39
Residential	$ 49,900,000	'47	23,700,000	'39
Non-Residential	$ 67,500,000	'47	12,700,000	'39
Retail Sales	$2,774,819,000	'48	2,339,618,000	'47
Value Added by Manufacture	$ 673,000,000	'47	243,000,000	'39

* * *

KICM, 250w, 1490kc, MBS, Everett-McKinney, Webber

	SB	1M	5M	15M	30M	1 Hr
D	4.50	5.25	9.00	20.80	30.00	50.00
N	5.25	6.00	16.00	36.40	48.00	80.00

KGLO, 5kw, 1300kc, CBS, Weed, Conlan

D	10.50	10.50	18.50	37.00	55.50	92.50
N	14.00	14.00	28.00	56.00	84.00	140.00

KGLO-FM, Ch. 266, 101.1mc, 160kw, Weed
Bonus

KSMN, 1kw-D, 1010kc, McGillvra

D	5.00	6.00	14.00	24.00	36.00	60.00

MUSCATINE, Muscatine, 8,400 fam., 96.4% radio, 8,100 radio fam.

KWPC, 250w-D, 860kc, Everett-McKinney, Conlan

D	4.00	5.00	9.00	18.00	30.00	50.00

KWPC-FM, Ch. 259, 99.7mc, 0.8kw, Everett-McKinney
Bonus daytime only

N	3.20	4.00	7.84	11.52	19.20	32.00

OTTUMWA, Wapello, 13,000 fam., 97.0% radio, 12,610 radio fam.

KBIZ, 250w, 1240kc, MBS

D	4.50	9.00	20.80	30.00	50.00	
N	6.00	16.00	36.40	48.00	80.00	

SHENANDOAH, Page, 2,700 fam., 96.2% radio, 2,600 radio fam.

2 AM non-affiliates, average one time rates

D	8.00	11.50	17.60	32.00	51.50	85.00
N	10.50	15.00	24.50	43.50	76.50	127.50

(Continued on page 80)

SERVING 250,000

in

The Prosperous Farm and Allied Industrial Area

of

SOUTHEASTERN IOWA

and

NORTH WESTERN MISSOURI

MUTUAL **KBIZ** OTTUMWA

1240 KC
250 W

KDTH

Dubuque, Iowa

has

- *More coverage*
- *more listeners*
- *more acceptance*

than any other station serving the area.

Ask Everrett-McKinney, Inc. or K. S. Gordon, Manager.

1370 kc 1000 watts

Mutual Tall Corn Network

AN AMAZING DATA BOOKLET FOR YOU



A brand new approach to market analysis —putting food sales and other data side by side with BMB figures. to present a true picture of merchandising possibilities . . . Setting forth the modern conception of concentrating where the wealth and population and buying are concentrated.

WRITE FOR THIS USEFUL 68-PAGE BOOKLET . . . PAGE 30 ALONE CAN BE WORTH THOUSANDS OF DOLLARS TO YOU!

FIND OUT QUICKLY, EASILY, AND PROFITABLY ABOUT THE GREAT DES MOINES MARKET

Learn how KRNT saturate-sells this rich Iowa area at the lowest cost per listener in its history.

YOUR BUDGET ON KRNT GIVES YOU THE BIGGEST DES MOINES AUDIENCE, BECAUSE KRNT OUT-HOOPERS ALL OTHER STATIONS*

Business transactions in Des Moines hit an all-time high last year — $3,476,322,000. $ $ $ $ Iowa income reached an all-time peak last year — estimated at $3,159,300,000. Polk County (Des Moines) ranks among the nation's top in effective buying income per family. $ $ 1948 was Des Moines' biggest construction year, but 1949 will be even greater. While Iowa is the largest agricultural producing area in the world, its gain in industrial expansion is phenomenal, and Des Moines' factory employment is larger than any other Iowa city. $ $ Iowa leads all other states in farm income. $ $ Des Moines (Iowa's capital) is the entertainment center for the entire state. $ $ All Iowa looks to KRNT and its huge KRNT Theater for entertainment — radio, stage, concert. $ $ 98% of Iowa's homes have radios. A big percentage are equipped with additional sets. Des Moines' tune-in is above national average. KRNT is among the top-Hooperated stations in the nation. $ $

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

CLIP THIS COUPON

For a Free Market Data Booklet, Fill Out and Mail to KRNT, Des Moines 4, Iowa

OR — ASK A KATZ MAN

Name.....

Business Address.....City.....

*See any C. E. Hooper Share-of-Audience Report For Des Moines City Zone For the Past Year and a Half.

IOWA RADIO MARKET DATA BY COUNTIES

(Continued from page 76)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Ida	2,800	98.0	2,740	10,293	775	295	
Iowa	4,700	97.1	4,560	16,449	1,594	670	
Jackson	5,800	96.1	5,570	18,121	1,308	472	
Jasper	9,900	97.3	9,630	26,150	6,500	3,478	20,569
Jefferson	4,800	96.0	4,610	14,045	2,259	1,052	
Johnson	11,100	96.8	10,740	46,604	4,668	1,875	
Jones	6,000	96.6	5,800	16,613	1,626	596	
Keokuk	5,700	96.6	5,510	15,532	1,032	370	
Kossuth	6,800	97.4	6,620	24,970	1,875	736	
Lee	15,000	95.7	14,360	39,178	11,268	6,432	39,610
Linn	31,700	97.5	30,910	137,536	29,708	16,974	81,303
Louisa	3,400	96.2	3,270	9,824	752	306	
Lucas	3,900	96.2	3,750	11,639	865	302	
Lyon	3,700	97.1	3,590	10,681	792	263	
Madison	4,200	95.5	4,010	11,436	778	331	
Mahaska	8,100	96.2	7,790	25,071	3,046	1,241	
Marion	7,900	96.9	7,660	22,829	2,378	874	
Marshall	11,500	97.8	11,250	45,571	7,012	3,804	16,641
Mills	4,200	96.0	4,030	10,395	1,148	437	
Mitchell	3,800	96.4	3,660	12,536	1,151	406	
Monona	4,600	95.2	4,380	13,902	1,133	361	
Monroe	3,700	95.5	3,530	9,069	712	273	
Montgomery	4,700	97.5	4,580	16,694	1,651	703	
Muscatine	11,200	96.7	10,830	35,359	7,163	3,191	15,499
O'Brien	4,800	98.1	4,710	21,605	1,786	644	
Osceola	2,700	97.4	2,630	9,886	771	307	
Page	7,900	96.6	7,630	34,937	3,387	1,370	
Palo Alto	4,200	97.4	4,090	15,084	1,089	379	
Plymouth	6,000	97.1	5,830	19,608	1,596	604	
Pocahontas	4,200	98.3	4,130	13,901	1,314	468	
Polk	68,400	97.8	66,900	309,096	66,763	36,696	86,907
Pottawattamie	20,300	96.6	19,610	63,214	7,239	3,365	
Poweshiek	5,600	97.6	5,470	18,162	1,717	647	
Ringgold	3,200	95.6	3,060	6,012	441	148	
Sac	4,800	97.8	4,690	16,755	1,419	533	
Scott	30,500	97.8	29,830	125,689	24,894	13,466	43,148
Shelby	4,300	97.1	4,180	14,512	1,128	447	
Sioux	7,000	96.7	6,770	20,261	1,867	695	
Story	11,400	98.4	11,220	43,804	3,657	1,464	
Tama	6,300	97.4	6,140	18,874	1,651	637	
Taylor	4,300	95.9	4,120	8,132	590	201	
Union	4,800	96.4	4,630	16,165	1,419	514	
Van Buren	4,000	95.8	3,830	6,665	512	157	
Wapello	15,500	96.6	14,970	45,196	10,846	6,169	D
Warren	5,200	95.8	4,980	12,046	765	288	
Washington	5,800	96.4	5,590	21,076	1,914	801	
Wayne	4,100	96.1	3,940	8,011	578	170	
Webster	13,200	97.5	12,870	58,798	8,836	4,439	19,857
Winnebago	3,500	96.7	3,380	15,185	936	352	
Winneshiek	5,800	96.5	5,600	18,221	1,754	614	
Woodbury	30,800	96.8	29,810	141,956	29,371	15,352	44,756
Worth	3,000	97.3	2,920	8,254	461	145	
Wright	5,500	98.1	5,400	18,773	1,707	705	

D—Data withheld to avoid disclosing figures for individual companies.
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

AVERAGE 5-YEAR CASH INCOME PER FARM, 1944-48

National Rank
1. IOWA
2. NORTH DAKOTA
3. NEBRASKA
4. SOUTH DAKOTA
7. MINNESOTA

That's Big Aggie!

1948 RETAIL SALES PER FAMILY

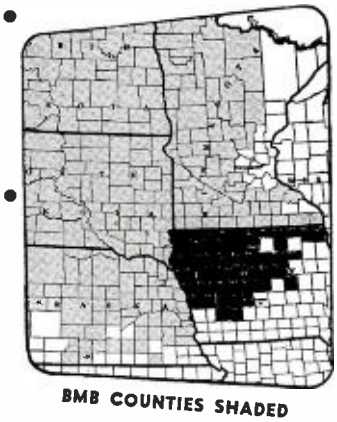
National Rank
1. NORTH DAKOTA
2. SOUTH DAKOTA
5. MINNESOTA
6. IOWA
8. NEBRASKA

That's Big Aggie!

U.S.D.A. BUREAU OF AG. EC.
1949 Sales Management Survey of Buying Power

REPRESENTED BY KATZ

48 IOWA
Counties Served By
WNAX



BMB COUNTIES SHADED

When you think of IOWA think of BIG AGGIE LAND. Not a series of isolated markets, but a unified MAJOR MARKET served only by WNAX. 308 counties in Minnesota, the Dakotas, Nebraska and IOWA—the world's richest agricultural area.

That's Big Aggie!

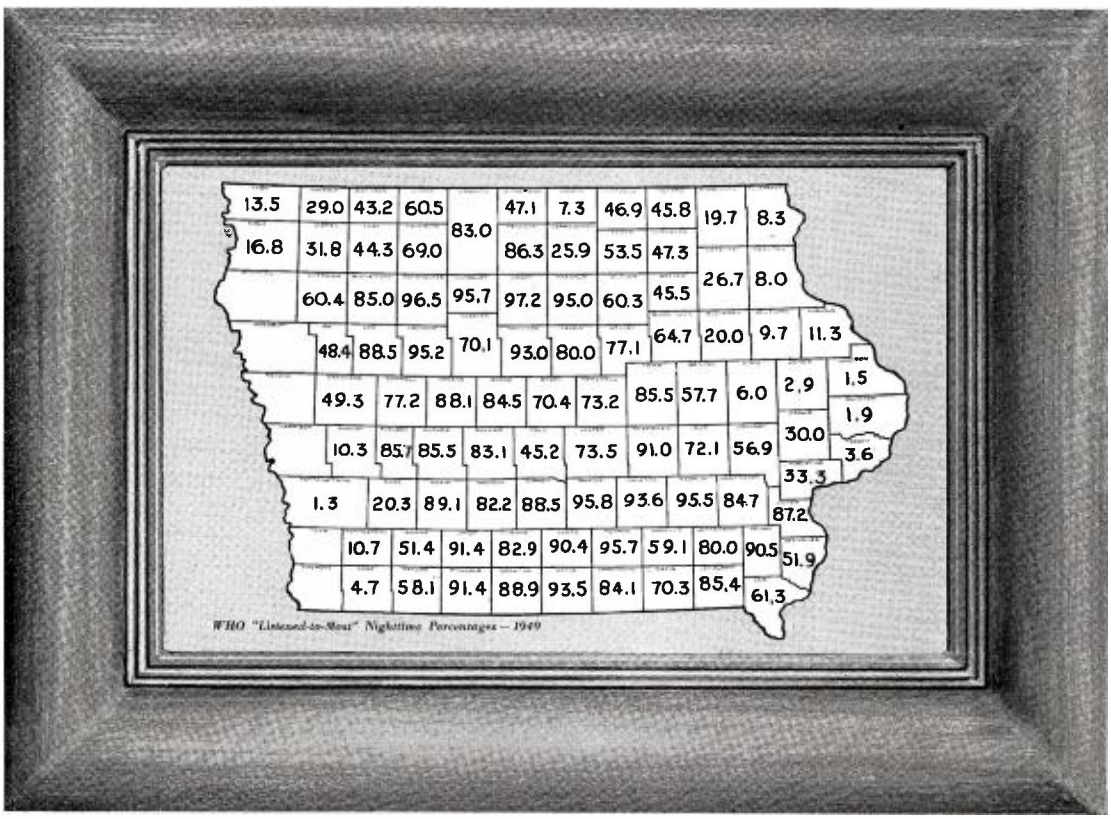


WNAX

A Cowles Station
SIOUX CITY • YANKTON
Affiliated With The American Broadcasting Co.

5000 WATTS—570KC

AMERICA'S PRETTIEST "RADIO PICTURE"!



NIGHT and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. WHO *gets the highest nighttime rating in 68 of these counties, the second-highest in 14, third-highest in 6.*

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "*Plus*"—has a daytime BMB audience in 130 *additional counties in 8 states* and pulls year-'round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

* The 1949 Iowa Radio Audience Survey is a "*must*" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,116 Iowa families, scientifically selected from the city, town, village and farm audience.

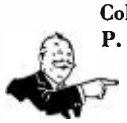
As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the Iowa radio audience and its listening habits.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

WHO SAYS, "THERE ARE NO *Peaks* IN KANSAS"?

WREN

IS THE *Peak* IN TOPEKA!

The City of Topeka is TENTH in the United States in per family effective buying income!*

86% of the population of Kansas live within the WREN listening area!*

MORE PEOPLE LISTEN MORE HOURS TO WREN THAN TO ANY OTHER STATION IN TOPEKA!

In first place

quarter-hours . . .

STATION WREN, 30!

Station A, 8.

Station B, 0.

Station C, 0.

All day, every day!**

* Sales Management Survey of Buying Power, 1949.

** Conlan Survey, May 1949.

WREN

1250 kc 5000-watts

American Broadcasting Company

REPRESENTED NATIONALLY BY

WEED & COMPANY

IOWA

SPOT RATE FINDER

(Continued from page 76)

KFNF, 1000kw-D, 500kw-N, 920kc, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	16.00	32.00	48.00	80.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KMA, 5kw, 960kc, Avery-Knodel

D	10.00	15.00	19.20	32.00	55.00	90.00
N	15.00	20.00	33.00	55.00	105.00	175.00

SIOUX CITY, Woodbury, 27,900 fam., 97.0% radio, 27,060 radio fam.

2 AM affiliates, average one time rate

D	8.50	9.50	13.00	26.00	39.00	65.00
N	15.00	16.50	28.50	57.00	85.50	142.50

KCOM, 1kw, 620kc

	SB	1M	5M	15M	30M	1 Hr.
D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	20.00	40.00	60.00	100.00

KSCJ, 5kw, 1360kc, CBS, Hollingbery

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	32.00	64.00	96.00	160.00

KSCJ-FM, Ch. 235, 94.9mc, 12kw, Hollingbery

D	1.80	1.80	2.40	4.80	7.20	12.00
N	3.60	3.60	4.80	9.60	14.40	24.00

KTRI, 5kw, 1470kc, MBS, Taylor-Borroff, Conlan

D	7.00	9.00	12.00	24.00	36.00	60.00
N	12.00	15.00	25.00	50.00	75.00	125.00

SPENCER, Clay, 2,900 fam., 99.0% radio, 2,870 radio fam.

KICD, 250w, 1240kc, MBS, Everett-McKinney, Webber

D	5.00	6.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

STORM LAKE, Buena Vista (No city figures available)

KAYL, 250w-D, 990kc

	SB	1M	5M	15M	30M	1 Hr
D	3.90	4.85	9.35	18.70	31.20	52.00

WATERLOO, Black Hawk, 23,300 fam., 98.3% radio, 22,900 radio fam.

2 AM non-affiliates, average one time rate

D	6.50	7.50	12.00	22.00	33.00	55.00

KAYX, 1kw-D, 1090kc, Everett-McKinney, Webber

D	8.00	9.00	14.00	24.00	36.00	60.00

KWWL, 1kw-D, 1320kc

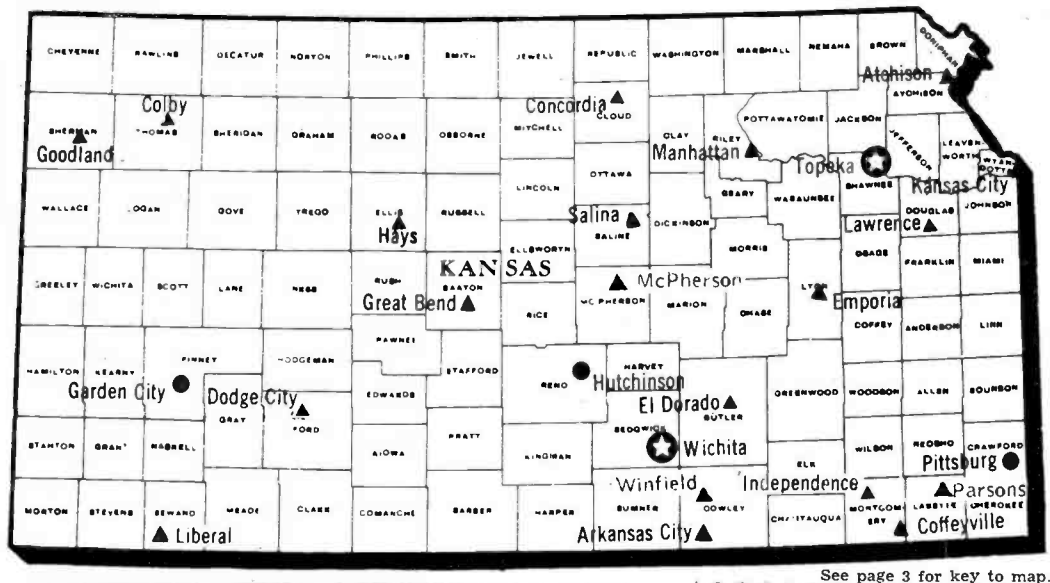
D	5.00	6.00	10.00	20.00	30.00	50.00

KXEL, 50kw, 1540kc, ABC, Avery-Knodel, BMB, Conlan

D	12.50	12.50	26.00	52.00	78.00	130.00
N	25.00	25.00	52.00	104.00	156.00	260.00

KXEL-FM, Ch. 289, 105.7mc, 18kw, Avery-Knodel

D				4.00	6.00	10.00
N				4.00	6.00	10.00



See page 3 for key to map.

KANSAS

SPOT RATE FINDER

ARKANSAS CITY, Cowley, 4,400 fam., 96.1% radio, 4,230 radio fam.

KSOK, 1kw, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	8.40	13.45	20.15	34.00
N	3.50	3.50	8.40	13.45	20.15	34.00

ATCHISON, Atchison, 4,100 fam., 96.2% radio, 3,940 radio fam.

KVAK, 1kw, 1470kc

D	5.00	5.00	10.00	20.00	36.00	60.00
N	5.00	5.00	10.00	20.00	36.00	60.00

COFFEYVILLE, Montgomery, 5,500 fam., 95.0% radio, 5,230 radio fam.

KGGF, 1kw-D, 500-N, 690kc, ABC, Weed, BMB, Conlan

D	4.00	5.00	9.00	15.00	25.00	45.00
N	5.00	6.00	12.50	25.00	40.00	75.00

COLBY, Thomas, 1,100 fam., 96.5% radio, 1,060 radio fam.

KXXX, 5kw-D, 790kc, Rural Radio, Conlan

D	10.00	15.00	30.00	60.00	90.00	150.00

CONCORDIA, Cloud, 2,100 fam., 95.7% radio, 2,010 radio fam.

KFRM, 5kw-D, 550kc, Free & Peters

D	20.00	28.00	48.00

DODGE CITY, Ford, 3,600 fam., 95.6% radio, 3,440 radio fam.

KGNO, 1kw-D, 250w-N, 1370kc, Haag

D	1.50	3.00	6.00	14.00	23.00	40.00
N	1.50	3.00	6.00	14.00	23.00	40.00

EMPORIA, Lyon, 4,500 fam., 96.6% radio, 4,350 radio fam.

KTSW, 250w, 1400kc, MBS, Conlan

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GARDEN CITY, Finney, 2,700 fam., 93.6% radio, 2,530 radio fam.

KGAR 1kw-D, 1050kc

D	7.00	9.00	15.00	25.00	40.00	75.00

KGAR-FM, Ch. 257, 99.3mc, 250w

KIUL, 250w, 1240kc, MBS

D	4.30	6.50	9.50	17.00	26.50	45.00
N	4.30	6.50	9.50	17.00	26.50	45.00

GOODLAND, Sherman, 1,200 fam., 92.7% radio, 1,110 radio fam.

KWGB, 1kw-D, 730kc

D	4.00	5.00	14.00	28.00	42.00	70.00

GREAT BEND, Barton, 3,500 fam., 96.2% radio, 3,370 radio fam.

KVGB, 5kw, 1590kc, MBS, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr.
D	5.00	5.00	9.00	20.00	30.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

HAYS, Ellis, 1,800 fam., 96.2% radio, 1,730 radio fam.

KAYS, 250w, 1400kc

D	2.50	3.00	10.00	25.00	25.00	40.00
N	3.00	4.00	12.00	20.00	35.00	50.00

HUTCHISON, Reno, 10,000 fam., 96.0% radio, 9,600 radio fam.

KWBW, 250w, 1450kc, NBC, Conlan

D	5.00	6.00	10.00	18.00	30.00	50.00
N	7.00	9.00	15.00	25.00	40.00	75.00

KWBW-FM, Ch. 226, 93.1mc Bonus

KWHK, 1kw-D, 1190kc, McKinney

D	4.00	6.00	10.00	16.00	24.00	40.00

KIMV, Ch. 289, 94.5mc, 40kw

D	4.00		7.50	15.00	21.00	35.00

INDEPENDENCE, Montgomery, 3,900 fam., 93.9% radio, 3,660 radio fam.

KIND, 250w-D, 1010kc, Conlan

D	1.50	2.25	3.00	6.00	9.00	15.00
N	2.00	3.00	4.00	8.00	12.00	20.00

KANSAS CITY, Wyandotte, 44,700 fam., 96.5% radio, 43,140 radio fam.

KCKN, 250w, 1340kc, Capper

D	10.00	14.00	16.00	24.00	36.00	60.00
N	10.00	14.00	16.00	24.00	36.00	60.00

KCKN-FM, Ch. 294, 106.7mc, 190w

D	2.00	3.50	8.00	18.00	25.00	40.00
N	2.00	3.50	8.00	18.00	25.00	40.00

KSBS(FM), Ch. 290, 105.9mc, 5kw

D		1.25		5.10	11.00	20.00
N		1.75		5.50	12.00	22.00

LEAVENWORTH, Leavenworth, 6,700 fam., 95.5% radio, 6,400 radio fam.

KCLO, 500w-D, 1410kc

D	2.75	4.00	7.00	12.50	22.00	40.00

LIBERAL, Kansas (No figures for city listed)

KSCB, 1kw-D, 1270kc

D	4.25	6.00	10.50	18.75	33.00	60.00

McPHERSON, McPhersan, 2,500 fam., 96.7% radio 2,420 radio fam.

KNEX, 250w-D, 1540kc

D	3.25	4.35	9.10	15.60	27.30	45.50

KNEX-FM, Ch. 277, 103.3mc, 250w Bonus

PARSONS, Labette, 5,400 fam., 95.3% radio, 5,150 radio fam.

KLKC, 250w-D, 1540kc

D	3.00	4.00	8.00	16.00	22.75	40.00

(Continued on page 82)

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

In Wichita

KFBI

is

- **FIRST on the dial** (1070 kc)
- **FIRST in power** (10kw day; 1kw night)
- **FIRST in listenership**

One of the fastest growing markets in America, WICHITA stands at the gateway to the great southwest.

KFBI

WICHITA

(Established 1923)

Pioneer Voice of Kansas

National Representative Avery-Knodel

IMPORTANT FACTS FOR EXECUTIVES and SALES MANAGERS



KANSAS: Predominantly agricultural. One of America's highest ranking farm income states. Already showing a 5% increase over last year's $1 billion, 200 million farm paycheck. Government estimates predict 1949 will be the ninth consecutive year of record crops and income for these already-wealthy Kansas farmers.

A Short Cut to Sales in the Kansas Market

It's WIBW—and here's why! Sales in this area begin with the farm family. We're THE farm station for Kansas and adjoining states . . . have been for 25 years. We make friends and influence sales right at the source of the state's income. Dealers in adjoining small towns whose business comes largely from the big-buying farm families are quick to stock and push WIBW advertised lines. They've found from experience that such support means volume demand and steady turnover. We'll show you current case histories to prove it!



Modern farming is Big Business. The "by-heck" comic strip farmer has been replaced by a scientific minded agriculturist. This kind of farming pays off BIG. Last year's corn and wheat crop, for example, showed up in retail sales of a billion and a half dollars. During the short month of February, the Kansas farmer bought $6 million worth of implements and mechanical equipment. These are the folks who listen to WIBW regularly—1,202,612 of them in our *daytime* ½mv area. They make up a responsive, big-buying market . . . eager and able to purchase up to the minute home furnishings, conveniences and clothing as well as machinery and farm equipment. The dollar value of this year's crops may easily go down as the greatest ever produced.





THIS YEAR, Kansas harvests an even larger wheat crop than the near-record one of 1947. This means real buying power because wheat is the highest priced small grain crop raised.

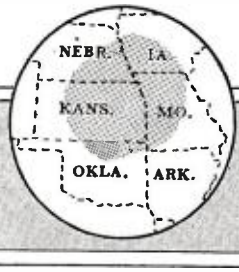


EQUALLY IMPORTANT is the overwhelming preference of Kansas farmers to WIBW for service, entertainment and buying guidance . . . a fact that is demonstrated year after year by independent surveys and by sales record of WIBW advertisers.

SEEMS LIKE WE OUGHT TO GET TOGETHER—DOESN'T IT?

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

KANSAS

SPOT RATE FINDER

(Continued from page 80)

PITTSBURG, Crawford, 8,900 fam., 96.2% radio, 8,560 radio fam.

KOAM, 10kw-D, 5kw-N, 860kc, NBC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	11.40	11.40	22.80	38.00	68.40	114.00
N	15.20	15.20	28.50	47.50	85.50	142.50

KSEK, 250w, 1340kc, Cooke, Conlan

D	4.20	4.20	10.50	16.80	25.20	42.00
N	6.00	6.00	15.00	24.00	36.00	60.00

SALINA, Saline, 8,000 fam., 97.4% radio, 7,790 radio fam.

KSAL, 5kw, 1150kc, MBS, Pearson, Conlan

D	7.20	7.20	15.00	24.00	40.00	72.00
N	9.00	9.00	18.00	30.00	45.00	75.00

TOPEKA, Shawnee, 28,200 fam., 96.9% radio, 27,350 radio fam.

3 AM affiliates, average one time rate

D	12.36	13.70	27.75	43.77	75.80	126.33
N	15.33	19.33	29.16	57.76	94.00	156.66

KJAY, 5kw-D, 1kw-N, 1440kc, Rambeau, Con.

D	6.60	6.60	13.50	24.50	39.50	65.00
N	9.00	9.00	18.00	36.00	54.00	90.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

KTOP, 250w, 1490kc, MBS, Ra-Tel

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WIBW, 5kw, 580kc, CBS, Capper, Whan

D	20.00	24.00	46.67	66.67	120.00	200.00
N	24.00	36.00	48.00	96.00	144.00	240.00

WIBW-FM, Ch. 273, 102.5mc, 2.9kw, Capper

D	1.50	2.50	6.00	12.00	18.00	30.00
N	1.50	2.50	6.00	12.00	18.00	30.00

WREN, 5kw, 1250kc, ABC, Weed, Conlan

D	9.60	9.60	15.60	34.66	62.40	104.00
N	12.00	12.00	19.50	43.30	78.00	130.00

WICHITA, Sedgwick, 55,200 fam., 96.5% radio, 53,270 radio fam.

4 AM affiliates average one time rate

D	10.37	12.50	20.03	35.75	53.62	89.37
N	17.75	20.25	34.81	61.00	93.75	131.25

KAKE, 250w, 1240kc, MBS, Walker Hooper

D	7.50	10.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

KANS, 5kw-D, 1kw-N, 1480kc, NBC, Taylor-Borroff, Hooper, BMB

D	9.00	11.00	15.00	24.00	36.00	60.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KFBI, 10kw-d, 1kw-n, 1070kc, ABC, Avery-Knodel, BMB, Hooper, Conlan

D	10.00	15.00	25.00	50.00	75.00	125.00
N	16.00	21.00	38.00	74.00	120.00	200.00

KFH, 5kw, 1330kc, CBS, Petry

D	15.00	15.00	28.15	45.00	67.50	112.50
N	30.00	30.00	56.25	90.00	135.00	225.00

KFH-FM, Ch. 266, 100.3mc, Petry Bonus

* * *

MARKET INDICATORS FOR KANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,968,000	'48	1,801,000	'40
Increase over 1940	9.3%			
% of U.S.	1.35%	'48	1.36%	'40
BMB Families	600,500	'49	523,000	'46
Percent Radio	95.3%	'49	90.6%	'46
Radio Families	572,000	'49	474,500	'46
Business Concerns	35,220	'47	37,500	'39
Manufacturing Establishments	1,946	'47	1,418	'39
Non-Agricultural Employment	289,136	'47	287,000	'39
Manufacturing Employment	59,000	'47	31,000	'39
Income	$2,531,000,000	'47	757,000,000	'40
Increase over 1940	234%			
Per Capita Income	$ 1,315	'47	422	'40
Increase over 1940	212%			
Construction (Private)	$ 163,800,000	'47	40,300,000	'39
Residential	$ 45,100,000	'47	11,000,000	'39
Non-Residential	$ 29,100,000	'47	6,100,000	'39
Retail Sales	$1,926,650,000	'48	1,697,306,000	'47
Value Added by Manufacture	$ 461,000,000	'47	117,000,000	'39

* * *

KANSAS RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Allen	6,200	93.0	5,770	16,524	2,683	1,154	
Anderson	3,300	91.8	3,030	8,356	749	258	
Atchison	6,500	95.3	6,190	20,135	3,467	1,699	
Barber	2,600	95.4	2,480	10,049	774	311	
Barton	8,200	96.2	7,890	32,966	4,638	2,316	
Bourbon	6,800	92.6	6,300	19,370	2,427	947	
Brown	5,200	95.3	4,960	14,942	1,603	590	
Butler	10,400	95.0	9,880	36,069	4,889	2,535	
Chase	1,600	93.7	1,500	4,093	278	93	
Chautauqua	2,300	92.4	2,130	7,182	523	175	
Cherokee	8,900	92.1	8,200	18,255	4,072	2,242	
Cheyenne	1,500	94.3	1,410	5,340	344	126	
Clark	1,200	94.4	1,130	4,447	418	207	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

KANS Delivers the Audience!

WICHITA, KANSAS

This Conlan Survey* tells our story! KANS's ½ MV/V Daytime coverage represents 32.21 per cent of the entire population of Kansas and 3.68 per cent of Oklahoma. Effective buying income per family — over $6,000 for Wichita; over $4,000 average for entire coverage area. Population—705,000. Radio families—177,936.

* May 22 through 28, 1949

1480 kc

5000 WATTS DAY 1000 WATTS NIGHT

Affiliated with

NATIONAL BROADCASTING COMPANY

Represented by

TAYLOR-BORROFF & CO., INC.

	Morning Periods	Afternoon Periods	Evening Period	Entire Survey
Responses	5.840	8.040	7.200	21.080
Listening Homes	1.158	1.556	2.256	4.970
% of Potential Audience	19.8%	19.4%	31.3%	23.6%

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:

KANS Wichita	17.7%	31.2%	35.4%	29.9%
Station B Wichita	13.7	23.5	11.2	15.7
Station C Wichita	33.2	22.2	19.9	23.7
Station D Wichita	34.5	21.3	31.3	28.9
Other	.9	1.8	2.2	1.8

Survey Period: Monday through Saturday 7:00 am to 11:00 pm; Sunday 12:00 N to 11:00 pm

* An analysis of the entire survey shows KANS leading in 89 Sunday through Saturday rated periods, whereas station B leads in 4, station C in 29 and station D in 39.

This Conlan Survey was ordered and paid for by all four Wichita stations—KAKE, KFBI, KFH, and KANS. Survey made of period May 22 through May 28, 1949.

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Clay	3,600	96.2	3,460	14,030	1,112	337	
Cloud	4,900	95.1	4,660	17,529	2,003	809	
Coffey	3,600	93.2	3,360	9,825	607	185	
Comanche	1,100	95.6	1,050	4,137	306	97	
Cowley	11,600	95.3	11,050	42,662	4,978	2,370	
Crawford	17,000	94.4	16,050	49,772	6,973	3,411	
Decatur	1,900	94.3	1,790	4,709	368	121	
Dickinson	6,800	96.4	6,560	22,050	2,409	1,003	
Doniphan	3,700	93.6	3,460	6,028	317	97	
Douglas	9,500	95.2	9,040	38,590	4,565	1,929	
Edwards	1,800	94.9	1,710	5,229	476	171	
Elk	2,300	93.3	2,150	5,045	400	124	
Ellis	4,300	94.7	4,070	16,748	1,770	700	
Ellsworth	2,900	96.0	2,780	7,555	822	345	
Finney	3,600	93.5	3,370	21,634	1991	979	
Ford	6,100	95.9	5,850	24,154	3,242	1,484	
Franklin	6,700	94.5	6,330	19,986	2,518	998	
Geary	4,800	96.7	4,640	14,068	1,836	701	
Gove	1,100	92.2	1,010	2,755	153	52	
Graham	1,600	91.7	1,470	2,865	225	67	
Grant	800	92.3	740	1,545	790(1)	477(1)	
Gray	1,300	94.8	1,230	2,979	213	84	
Greeley	500	94.4	470	875	343(2)	116(2)	
Greenwood	4,400	93.3	4,110	14,607	1,114	367	
Hamilton	800	93.2	750	2,257	529(3)	192(3)	
Harper	3,300	95.6	3,150	11,892	1,064	404	
Harvey	6,500	96.2	6,250	23,670	2,448	1,072	
Haskell	1,400	94.9	1,330	1,396	....(1)	....(1)	
Hodgeman	900	94.5	850	1,508	191	76	
Jackson	3,700	93.0	3,440	8,094	583	203	
Jefferson	3,600	92.7	3,340	5,676	473	151	
Jewell	3,300	93.5	3,090	6,327	484	144	
Johnson	16,100	96.8	15,580	22,349	2,590	1,077	
Kearney	700	96.0	670	1,470	....(3)	....(3)	
Kingman	3,100	95.3	2,950	9,750	625	238	
Kiowa	1,500	96.1	1,440	3,647	276	98	
Labette	10,800	94.1	10,160	27,987	3,176	1,282	
Lane	800	96.4	770	2,364	521(4)	230(4)	
Leavenworth	10,300	95.2	9,810	27,024	3,592	1,568	
Lincoln	2,100	95.3	2,000	4,708	398	116	
Linn	4,000	91.0	3,640	7,295	421	122	
Logan	1,000	93.8	940	2,940	400(5)	139(5)	
Lyon	7,800	95.2	7,430	29,420	3,578	1,288	
McPherson	7,100	95.9	6,810	24,228	3,282	1,537	
Marion	5,200	95.2	4,950	14,981	1,184	421	
Marshall	6,100	95.4	5,820	16,636	1,572	573	
Meade	1,600	94.2	1,510	5,378	392	143	
Miami	5,900	93.6	5,520	13,994	1,261	420	
Mitchell	3,300	95.0	3,140	11,593	975	319	
Montgomery	15,700	93.5	14,680	54,408	8,581	3,893	23,460
Morris	3,000	94.8	2,840	7,407	592	190	
Morton	1,000	92.0	920	1,953	351(6)	147(6)	
Nemaha	4,600	95.0	4,370	10,569	1,019	332	
Neosho	7,600	93.6	7,110	20,171	2,291	969	
Ness	1,900	94.2	1,790	4,206	281	87	
Norton	2,700	92.0	2,480	6,996	611	232	
Osage	4,400	93.9	4,130	9,564	642	189	
Osborne	2,700	95.3	2,570	7,368	805	248	
Ottawa	2,600	96.1	2,500	5,937	443	134	
Pawnee	2,600	95.7	2,490	10,160	975	394	

(Continued on page 84)

Why—

"the richest rural market in the world"

They start young to become big business men farmers in the HIGH PLAINS. One high school vocational agriculture class of seventeen students began last year with a net worth of $29,710.05 and ended the year with a net worth of $61,773.87. The average net worth per student is $3,663.75 in land, livestock, equipment, etc. In addition to the increase in net worth, the return for management averaged $1,361.40 per student. Multiply this by hundreds of high schools and project it to thousands of farms under good management and you have the reason for "the richest rural market in the world."

KXXX is the only one purchase medium that covers the entire High Plains area.

790 KC

KXXX

5000 watts

Colby, Kansas

KANSAS RADIO MARKET DATA BY COUNTIES

(Continued from page 83)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Phillips	3,400	93.9	3,190	7,760	650	249	
Pottawatomie	3,800	94.6	3,590	10,942	628	210	
Pratt	3,700	96.5	3,570	15,500	1,461	620	
Rawlins	1,600	95.0	1,520	4,094	398	119	
Reno	16,100	95.9	15,440	70,665	10,488	5,345	17,952
Republic	3,700	93.9	3,470	9,247	801	267	
Rice	4,900	96.6	4,730	18,479	1,790	817	
Riley	7,200	96.1	6,920	30,016	3,129	1,168	
Rooks	2,500	94.4	2,360	6,141	615	195	
Rush	2,200	94.7	2,080	5,677	535	190	
Russell	3,800	95.3	3,620	13,436	1,484	673	
Saline	10,800	97.1	10,490	47,634	7,818	3,676	
Scott	1,200	95.8	1,150	3,870	....(4)	....(4)	
Sedgwick	72,700	96.5	70,160	284,794	54,473	30,964	85,367
Seward	3,200	94.8	3,030	11,369	1,439	646	
Shawnee	37,400	96.7	36,170	150,801	23,589	12,365	29,317
Sheridan	1,200	93.2	1,120	2,568	218	94	
Sherman	1,900	92.8	1,760	7,368	706	282	
Smith	3,000	93.2	2,800	6,290	511	170	
Stafford	2,700	96.4	2,600	9,489	630	258	
Stanton	400	92.2	370	1,359	....(6)	....(6)	
Stevens	1,000	94.1	940	2,289	339	147	
Sumner	7,700	95.6	7,360	22,088	1,799	674	
Thomas	2,000	96.1	1,920	7,798	741	315	
Trego	1,500	93.9	1,410	3,945	335	129	
Wabaunsee	2,700	93.6	2,530	5,304	230	60	
Wallace	600	93.3	560	1,432	....(5)	....(5)	
Washington	4,200	94.1	3,950	9,098	618	207	
Wichita	1,200	93.5	1,120	2,215	....(2)	....(2)	
Wilson	5,500	93.8	5,160	12,448	1,904	946	
Woodson	2,300	93.1	2,140	4,893	371	103	
Wyandotte	55,800	96.5	53,850	165,168	35,876	22,902	136,421

(1) Includes Grant & Haskell.
(2) Includes Greeley & Wichita.
(3) Includes Hamilton & Krarney.
(4) Includes Lane & Scott.
(5) Includes Logan & Wallace.
(6) Includes Morton & Stanton.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

KENTUCKY

SPOT RATE FINDER

ASHLAND, Boyd, 8,500 fam., 94.9% radio, 8,070 radio fam.
WCMI, 250w, 1340kc, CBS, Pearson, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	22.00	32.00	60.00
N	6.50	6.50	12.00	30.00	55.00	100.00

WCMI-FM, 93.7 ch., 93.7mc, 3kw
Bonus

BOWLING GREEN, Warren, 6,200 fam., 85.9% radio, 5,330 radio fam.
WKCT, 1kw, 930kc, Holman

D	9.00	12.00	18.00	32.00	54.00	90.00

WLBJ, 250w, 1340kc, MBS, Burn-Smith

D		5.00	10.00	20.00	35.00	60.00
N		5.00	10.00	20.00	35.00	60.00

WBON (FM) 266 ch., 101.1mc., 8.3kw
Bonus

CAMPBELLSVILLE, Todd, 1,200 fam., 91.2% radio, 1,090 radio fam.
WTCO, 1kw, 1150kc

D	3.00	5.00	10.00	18.00	30.00

CORBIN, Whitley, 1,700 fam., 91.0% radio, 1,550 radio fam.
WCTT, 250w, 1400kc, MBS, BMB

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

COVINGTON, Kenton, 20,500 fam., 97.7% radio, 20,030 radio fam.
WZIP, 250w, 1050kc, Pulse, Hooper, Conlan

D	12.00	12.00	15.00	25.00	44.00	75.00

DANVILLE, Boyle, 2,900 fam., 92.9%, 2,690 radio fam.
WHIR, 250w, 1230kc, Holman, Conlan

D	4.50	4.50	7.50	15.00	27.00	45.00
N	4.50	4.50	7.50	15.00	27.00	45.00

FRANKFORT, Franklin, 5,000 fam., 92.0%, 4,600 radio fam.
WFKY, 250w, 1490kc, MBS, Wood

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

GLASGOW, Barren, 2,000 fam., 88.4%, 1,770 radio fam.
WKAY, 250w, 1490kc

D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00

HARLAN, Harlan, 1,300 fam., 87.0% radio, 1,130 radio fam.
WHLN, 250w, 1230kc, MBS, Burn-Smith, BMB

D		3.50	5.00	20.00	35.00	60.00
N		3.50	5.00	20.00	35.00	60.00

HAZARD, Perry, 1,900 fam., 91.3% radio, 1,730 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on WKLO

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

WKIC, 250w, 1340kc, MBS, Clark, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	22.50	35.00	60.00
N	4.00	6.00	12.00	22.50	35.00	60.00

HENDERSON, Henderson, 6,700 fam., 89.6% radio, 6,000 radio fam.
WSON, 500w, 860kc, MBS, Sears & Ayer

D		8.00	15.00	30.00	45.00	75.00

WSON-FM, 258 ch., 99.5mc, 3kw
(no rates available)

HOPKINSVILLE, Christian, 4,600 fam. 83.4%, 3,840 radio fam.
WHOP, 250w, 1230kc, CBS, Sears & Ayer, Hooper
WHOP-FM, 254 ch., 98.7 freq., 22kw
Bonus

D	6.00	6.00	7.50	14.00	25.00	42.00
N	6.00	6.00	7.50	14.00	25.00	42.00

LEXINGTON, Fayette, 18,000 fam., 90.6%, 16,310 radio fam.

3 AM non-affiliates average one time rate

D	6.50	7.16	15.83	29.33	46.66	78.33
N	6.83	7.83	17.50	33.33	51.66	86.66

WKLX, 1kw, 1300kc, Walker

D	5.00	8.00	20.00	35.00	55.00	90.00
N	5.00	8.00	20.00	35.00	55.00	90.00

WLAP, 250w, 1450kc, ABC, Pearson

D	8.50	8.50	15.00	28.00	45.00	75.00
N	9.50	9.50	20.00	40.00	60.00	100.00

WLEX, 250w, 1340, Ra-Tel, Conlan

D	6.00	6.00	12.50	25.00	40.00	70.00
N	6.00	6.00	12.50	25.00	40.00	70.00

LOUISVILLE, Jefferson, 110,700 fam., 94.8% radio, 104,940 radio fam.

4 AM affiliate average one time rates

D	16.75	18.01	30.25	51.75	77.82	129.37
N	32.37	34.25	37.67	101.50	152.25	253.75

3 AM non-affiliate average one time rates

D	7.50	10.33	11.80	31.26	49.40	80.66

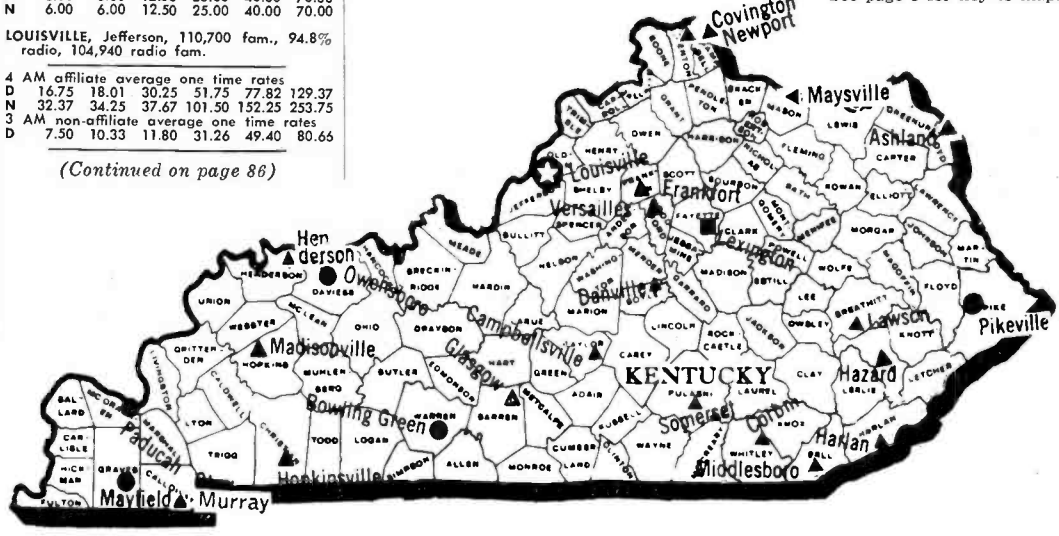
(Continued on page 86)

MARKET INDICATORS FOR KENTUCKY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,819,000	'48	2,845,000	'40
Increase over 1940	—0.9%			
% of U.S.	1.93%	'48	2.16%	'40
BMB Families	734,400	'49	688,000	'46
Percent Radio	89.3%	'49	81%	'46
Radio Families	655,460	'49	557,000	'46
Business Concerns	31,730	'47	33,677	'39
Manufacturing Establishments	2,244	'47	1,582	'39
Non-Agricultural Employment	420,287	'47	372,000	'39
Manufacturing Employment	111,000	'47	62,000	'39
Income	$2,364,000,000	'47	880,000,000	'40
Increase over 1940	169%			
Per Capita Income	$ 850	'47	308	'40
Increase over 1940	176%			
Construction (Private)	$ 133,800,000	'47	44,300,000	'39
Residential	$ 39,500,000	'47	19,300,000	'39
Non-Residential	$ 35,700,000	'47	9,700,000	'39
Retail Sales	$1,721,011,000	'48	1,579,242,000	'47
Value Added by Manufacture	$ 745,000,000	'47	186,000,000	'39

* * *

See page 3 for key to map.



The WHAS KENTUCKIANA MARKET 1947-1949



A 17.1% INCREASE IN RADIO HOMES

January 1947 — 588,740 Radio Homes
January 1949 — 689,580 Radio Homes



WHAS HOOPER INCREASES

MORNING 33% — AFTERNOON 31% — EVENING 8%



WHAS AUDIENCE INCREASES

MORNING 56% — AFTERNOON 60% — EVENING 26%

SOURCES: BMB Radio Homes, 1947-8 and 1948-9 Winter-Spring Hooper Reports. KENTUCKIANA is made up of those counties in which WHAS gives 50%-or-better BMB Daytime Coverage. Louisville Hooperatings were used to project RADIO HOMES to AUDIENCE INCREASES. Since WHAS is the dominating station throughout most of rural Kentuckiana where the WHAS share of audience is larger and where the great increase in Radio Homes has taken place, the real WHAS AUDIENCE INCREASES are considerably more than indicated.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS
Louisville, Kentucky

now a larger audience at a lower cost!

VICTOR A. SHOLIS, *Director* • J. MAC WYNN, *Sales Director*
REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

KENTUCKY

SPOT RATE FINDER

(Continued from page 84)

WAVE, 5kw, 970kc, NBC, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	15.00	20.00	30.00	50.00	75.00	125.00
N	30.00	37.50	60.00	100.00	150.00	250.00

WRXW-FM, Ch. 236 (95.1mc) 16.7kw, Free & Peters

D	7.50	10.00	12.00	16.00	26.00	38.00
N	10.00	15.00	18.00	22.00	35.00	50.00

WAVE-TV, Chan 5, 24.1kw vis, 12.1kw aur, Free & Peters

D	30.00	30.00	37.50	60.00	90.00	150.00
N	40.00	40.00	50.00	80.00	120.00	200.00

WGRC, 250w, 1400kc, MBS, Walker, Hooper

D	6.55	6.55	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

WBOX-FM, Ch. 264, (100.7mc), 30kw
Bonus

WHAS, 50kw, 840kc, CBS, Petry, Hooper, BMB

D	37.50	37.50	62.50	100.00	150.00	250.00
N	75.00	75.00		200.00	300.00	500.00

WHAS-FM, Ch. 259, 99.7mc, 24kw
Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

WINN, 250w, 1240kc, ABC, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	28.00	56.00	84.00	140.00

WKLO, 5kw-D, 1kw-N, 1080kc, Blair

D	12.50	15.00	22.50	45.00	75.00	120.00
N	25.00	30.00	45.00	90.00	150.00	240.00

WKYW, 1kw, 900kc, Burn-Smith, Hooper

D	5.00	8.00		23.00	34.50	57.50
N	5.00	8.00		23.00	34.50	57.50

WLOU, 1kw, 1350kc, Cook

D	5.00	8.00	12.90	25.80	38.70	64.50

MADISONVILLE, Hopkins, 3,800 fam., 88.8% radio, 3,370 radio fam.

WCIF, 250w, 730kc, Sears & Ayer

D	5.00	5.00	8.00	12.00	22.00	40.00
N	5.00	5.00	8.00	12.00	22.00	40.00

WCIF-FM, Ch. 285 (104.9 mc) 420 kw

D	2.50	2.50	4.00	6.00	11.00	20.00
N	2.50	2.50	4.00	6.00	11.00	20.00

MAYFIELD, Graves, 3,300 fam., 89.4% radio, 2,950 radio fam.

2 AM non-affiliate average one time rates

D		4.50	9.00	20.00	35.00	60.00

WNGO, 1kw, 1320kc, Friedenberg

D	4.00	8.00	20.00	35.00	60.00	

WKTM, 1kw, 1050kc, Sears & Ayer

D	4.00	5.00	10.00	20.00	35.00	60.00

MAYSVILLE, Mason, 3,500 fam., 90.7% radio, 3,170 radio fam.

WFTM, 250w, 1240kc, Grant

D	2.95	3.60	6.00	12.00	18.00	30.00

MIDDLESBORO, Bell, 3,200 fam., 84.5% radio, 2,700 radio fam.

* * *

WMIK, 250w, 1490 kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	24.00	36.00	48.00	60.00

MURRAY

WNBS, 250w, 1340kc, Burn-Smith

D	3.60	3.60	10.00	18.00	30.00	50.00
N	4.00	4.00	12.00	28.00	36.00	60.00

NEWPORT, Campbell, 10,300 fam., 97.1% radio, 10,000 radio fam.

WNOP, 1kw-D, 740kc, Forjoe

D	6.75	9.00	18.00	36.00	54.00	90.00

OWENSBORO, Daviess, 9,500 fam., 92.7% radio, 8,810 radio fam.

WOMI, 250w, 1490kc, MBS, Burn-Smith

D	4.00	4.00	8.00	20.00	35.00	60.00
N	4.00	4.00	8.00	20.00	35.00	60.00

WOMI-FM, Chan. 223, 92.5mc, 60kw
Bonus

WVJS, 1kw, 1420 kc, Rambeau

D	4.50	6.00	8.00	20.00	30.00	50.00
N	6.00	8.00	12.00	30.00	45.00	75.00

WVJS-FM, Chan. 241, 96.1mc, 45kw, Rambeau
Bonus

PADUCAH, McCracken, 12,200 fam., 87.0% radio, 10,610 radio fam.

2 AM affiliates, average one-time rates

D	6.50	6.50	11.50	23.00	37.00	62.50

WKYB, 1kw-D, 800kc, MBS, Ra-Tel

D	6.50	6.50	13.00	26.00	39.00	65.00

* * *

WKYC(FM), Chan 227, 93.3mc, 32kw
(No rates available)

WPAD, 250w, 1450kc, CBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

WPAD-FM, Chan 245, 96.9, 18kw, Sears & Ayer

D			6.00	9.00	15.00	25.00
N			6.00	9.00	15.00	25.00

PIKEVILLE, Pike (no city figures)

WLSI, 1kw-D, 900kc

D	7.00	8.50	16.50	30.00	45.00	75.00

WPKE, 250w, 1245kc, MBS
(No rates available)

SOMERSET, Pulaski, 2,000 fam., 90.1% radio, 1,800 radio fam.

WSFC, 250w, 1240kc, MBS, Conlan

D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00

VANCLEVE, Breathitt, no figures on city

WMTC, 1kw-D, 730kc

D		3.75	6.70	13.35	23.35	40.00

VERSAILLES, Woodford, 800 fam., 92.6% radio, 740 radio fam.

WVLK, 1kw, 590kc, MBS, Burn-Smith

D	5.00	6.00	14.00	28.00	42.00	70.00
N	8.00	9.00	20.00	40.00	60.00	100.00

* * *

KENTUCKY RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adair	4,100	82.1	3,370	4,098	1,049(1)	294(1)	
Allen	3,600	83.4	3,000	5,573	1,011	297	
Anderson	2,400	91.2	2,190	4,305	1,237(2)	573(2)	
Ballard	2,400	88.1	2,120	2,907	171	47	
Barren	7,000	86.5	6,060	13,744	2,213	740	
Bath	2,700	87.0	2,350	2,858	335(3)	126(3)	
Bell	9,100	85.0	7,740	20,327	6,821	3,588	
Boone	3,400	92.8	3,160	3,637	1,510(4)	625(4)	
Bourbon	5,000	90.9	4,550	10,513	1,638	639	
Boyd	12,100	93.5	11,310	41,038	11,232	6,489	35,763
Boyle	4,900	91.2	4,470	13,222	2,744	1,096	
Bracken	2,600	91.2	2,370	4,065	570	194	
Breathitt	3,800	75.2	2,860	2,858	338	107	
Breckinridge	4,100	85.2	3,490	4,621	558	154	
Bullett	2,600	87.8	2,280	2,671	625(5)	313(5)	
Butler	2,900	80.7	2,340	2,207	388(6)	106(6)	
Caldwell	4,000	85.5	3,420	6,860	1,358	401	
Calloway	5,000	86.7	4,340	8,878	1,816	570	
Campbell	22,500	97.6	21,960	65,356	10,693	6,091	20,795
Carlisle	1,700	88.5	1,500	2,367	2,150(7)	678(7)	
Carroll	2,400	89.8	2,160	6,353	....(4)	....(4)	
Carter	4,700	85.0	4,000	6,542	1,701	791	
Casey	3,600	80.4	2,890	2,811	170	41	
Christian	11,600	83.8	9,720	17,661	4,853	1,823	
Clark	5,400	89.3	4,820	13,133	2,125	797	
Clay	3,800	79.1	3,010	3,335	975	291	
Clinton	2,100	81.5	1,710	2,127	777(8)	231(8)	
Crittenden	2,900	88.9	2,580	4,430	886	355	
Cumberland	2,200	81.6	1,800	2,605	....(8)	....(8)	
Daviess	15,500	91.0	14,110	46,365	11,816	5,452	42,092
Edmonson	2,300	82.6	1,900	2,048	....(6)	....(6)	
Elliott	1,500	81.0	1,220	1,286	1,026(9)	386(9)	
Estill	3,400	82.6	2,810	5,622	788(10)	239(10)	
Fayette	26,500	92.4	24,490	125,154	22,838	9,926	12,855
Fleming	3,400	88.4	3,010	5,273	444(11)	141(11)	
Floyd	9,600	86.6	8,310	15,960	8,468	5,112	
Franklin	6,800	92.4	6,280	19,549	6,444	3,076	39,036
Fulton	4,200	88.0	3,700	11,958	....(7)	....(7)	
Gallatin	1,100	87.8	970	1,891	....(4)	....(4)	
Garrad	2,800	88.5	2,480	4,875	361	116	
Grant	2,700	89.1	2,410	5,352	832(12)	268(12)	
Graves	9,200	87.3	8,030	17,532	4,658	1,900	11,107
Grayson	4,200	81.9	3,440	5,065	473	144	
Green	2,800	84.5	2,370	2,811	....(1)	....(1)	
Greenup	4,900	89.1	4,370	6099	608	242	
Hancock	1,500	85.8	1,290	2,283	109	31	
Hardin	9,000	87.5	7,880	16,977	2,186(13)	804(13)	
Harlin	13,500	89.7	12,110	38,375	16,307	9,748	
Harrison	3,900	90.5	3,530	11,562	944	435	
Hart	4,000	84.2	3,370	5,065	847	251	
Henderson	9,400	88.6	8,330	19,021	4,903	2,217	
Henry	3,600	90.7	3,270	5,479	365	110	
Hickman	2,000	87.3	1,750	3,097	....(7)	....(7)	
Hopkins	10,800	87.8	9,480	20,773	6 652	3,671	
Jackson	2,700	79.1	2,140	2,398	249	77	
Jefferson	142,800	94.9	135,520	491,434	149,740	83,467	419,855
Jessamine	3,200	88.2	2,820	6,893	477	153	
Johnson	4,700	85.1	4,000	10,386	2,050	1,031	
Kenton	30,600	97.6	29,870	91,991	12,007	6,366	24,248
Knott	3,300	79.4	2,620	2,084	698	414	
Knox	5,100	83.1	4 240	6,696	1,424	593	
Larue	2,600	85.9	2,230	3,534	448	158	
Laurel	4,800	82.8	3,970	6,200	948	302	
Lawrence	3,000	82.8	2,480	3,335	329	104	
Lee	1,800	82.1	1,480	2367	458(14)	114(14)	
Leslie	1,800	75.5	1,360	1,715	239	61	
Letcher	7,200	86.4	6,220	12 244	9,262	6,459	
Lewis	3,400	84.4	2,870	2,701	605	170	
Lincoln	4,100	86.3	3,540	6,146	448	140	
Livingston	2 200	86.2	1,900	1,922	205	104	
Logan	5 700	85.2	4,860	9,846	2,551(15)	785(15)	
Lyon	2,200	87.6	1,930	2,509	230	69	
McCracken	16,200	87.7	14,210	53.497	8,957	3,860	11,736
McCreary	3,500	84.4	2,950	5,114	724	263	
McLean	2,600	89.3	2,320	3,335	379	116	
Madison	7,900	86.2	6,810	17,008	2,037	740	
Magoffin	2,500	77.9	1,950	1,954	238	95	
Marion	3,800	86.3	3,280	6,987	1,477	489	
Marshall	3,800	87.8	3,340	5,019	727	333	
Martin	1,600	79.0	1,260	1,270	309	113	
Mason	5,400	90.3	4,880	14 309	3,970	1,782	
Meade	2,200	88.1	1,940	2,764	....(13)	....(13)	
Menifee	1,000	79.1	790	1,032	....(3)	....(3)	

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Mercer	3,800	89.3	3,390	7,734	1,198	410	
Metcalfe	2,600	82.7	2,150	1,540	....(1)	....(1)	
Monroe	3,400	83.9	2,850	3,027	403	87	
Montgomery	3,300	86.3	2,850	8,216	1,356	472	
Morgan	2,800	79.4	2,220	2,510	....(9)	....(9)	
Muhlenberg	7,900	86.0	6,790	15,356	4,133	2,195	
Nelson	4,600	87.7	4,030	7,686	1,864	925	
Nicholas	2,100	91.4	1,920	3,494	260	62	
Ohio	5,200	94.0	4,890	6,305	984	380	
Oldham	3,200	90.5	2,900	3,287	262	73	
Owen	2,400	88.9	2,130	4,130	324	129	
Owsley	1,500	78.1	1,170	1,126	....(14)	....(14)	
Pendleton	2,700	90.4	2,440	4,319	....(12)	....(12)	
Perry	8,400	86.4	7,260	24,233	9,649	5,497	
Pike	13,500	84.7	11,430	24,422	10,663	6,585	
Powell	1,300	80.1	1,040	890	....(10)	....(10)	
Pulaski	8,000	84.2	6,740	13,181	2,939	996	
Robertson	800	90.0	720	1,270	....(11)	....(11)	
Rockcastle	3,600	79.8	2,870	3,332	256	69	
Rowan	2,400	85.4	2,050	4,783	....(9)	....(9)	
Russell	3,000	89.2	2,680	2,583	....(8)	....(8)	
Scott	4,000	90.4	3,620	8,630	804	260	
Shelby	5,100	90.2	4,600	11,021	1,550	600	
Simpson	3,000	84.9	2,550	6,685	....(15)	....(15)	
Spencer	1,400	89.0	1,250	2,039	....(5)	....(5)	
Taylor	3,600	87.1	3,140	5,882	896	307	
Todd	3,700	83.9	3,100	4,713	659	158	
Trigg	2,600	83.1	2,160	3,208	293	71	
Trimble	1,300	89.3	1,160	936	100	39	
Union	5,000	89.7	4,490	8,258	1,060	480	
Warren	10,300	85.5	8,810	27,175	6,609	2,550	
Washington	3,100	88.7	2,750	5,447	....(2)	....(2)	
Wayne	3,500	81.1	2,840	4,106	520	126	
Webster	5,000	85.3	4,270	8,559	802	367	
Whitley	6,700	83.1	5,570	15,262	1,924	703	
Wolfe	1,600	78.2	1,250	1,175	....(14)	....(14)	
Woodford	3,100	91.9	2,850	6,337	647	359	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(1) Includes Adair, Green & Metcalfe.
(2) Includes Anderson & Washington.
(3) Includes Bath & Menifee.
(4) Includes Boone, Carroll & Gallatin.
(5) Includes Bullitt & Spencer.
(6) Includes Butler & Edmonson.
(7) Includes Carlisle, Fulton & Hickman.
(8) Includes Clinton, Cumberland & Russell.
(9) Includes, Elliott, Morgan & Rowan.
(10) Includes Estill & Powell.
(11) Includes Fleming & Robertson.
(12) Includes Grant & Pendleton.
(13) Includes Hardin & Meade.
(14) Includes Lee, Owsley & Wolfe.
(15) Includes Logan & Simpson.

LOUISIANA

SPOT RATE FINDER

ABBEVILLE, Vermilion, 2,500 fam., 80.0% radio, 2,000 radio fam.

	SB	1M	5M	15M	30M	1 Hr
D	4.36	5.50	8.96	16.26	23.33	38.34
N	8.00	10.16	16.33	30.00	45.33	75.00

KROF, 1kw-D, 960kc

D	6.15	5.55	4.95	22.00	35.25	65.50

ALEXANDRIA, Rapides, 13,300 fam., 82.6% radio, 10,990 radio fam.

3 AM affiliates average one time rate

D	4.36	5.50	8.96	16.26	23.33	38.34
N	8.00	10.16	16.33	30.00	45.33	75.00

KALB, 5kw-D, 1kw-N, 580kc, ABC, Weed, Conlan

D	6.25	7.50	12.50	20.00	30.00	50.00
N	12.50	15.00	25.00	40.00	60.00	100.00

KALB-FM, Ch. 245, 96.9mc, 11kw, Weed Bonus

KSYL, 250w, 1400kc, NBC, Ra-Tel, Conlan

D	4.00	5.00	8.00	16.00	22.00	35.00
N	6.00	8.00	12.00	26.00	40.00	65.00

KVOB, 1kw, 970kc, MBS, Continental, Conlan, Hooper

KVOB-FM, Chan. 259, 99.7mc, 1kw Bonus

D	3.15	4.00	6.40	12.80	19.20	32.00
N	5.50	7.50	12.00	24.00	36.00	60.00

BASTROP, Morehouse, 3,100 fam., 80.4% radio, 2,490 radio fam.

KTRY, 250w-D, 730kc, Friedenberg

D	4.00	6.00	10.00	16.00	24.00	40.00

BATON ROUGE, E. Baton Rouge, 34,100 fam., 89.8% radio, 30,620 radio fam.

3 AM affiliates average one time rate

D	6.00	7.00	12.00	24.00	36.00	60.00
N	9.25	9.66	18.66	37.37	56.00	93.33

WAFB, 1kw-D, 1460kc, MBS, Walker

D	——	6.00	12.00	24.00	36.00	60.00

WAFB-FM, Ch. 282, 104.3mc, 3kw, Walker Bonus

WCLA, 250w-D, 1220kc

D	6.00	10.00	12.00	24.00	40.00	60.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

BLAIR TV INC.
for the facts on WDSU-TV

WJBO, 5kw, 1150kc, NBC, Hollingbery

	SB	1M	5M	15M	30M	1 Hr
D	7.00	10.00	14.00	28.00	42.00	70.00
N	10.50	15.00	28.00	56.00	84.00	140.00

WBRL(FM) Ch. 251, 98.1mc, 7.56kw, Hollingbery Bonus

WLCS, 250w, 1400kc, ABC, Ra-Tel, Conlan, Hooper

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WLCS-FM, Ch. 266, 101.1mc, 3kw Bonus

BOGULUSA, Washington, 4,900 fam., 83.6% radio, 4,100 radio fam.

WIKL, 250w, 1490kc, MBS

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

CROWLEY, Acadia, 3,500 fam., 79.0%, 2,770 radio fam.

KSIG, 250w, 1450kc, McGillvra, 8MB

D	4.65	4.20	6.00	12.50	20.00	32.00
N	6.95	6.20	9.00	18.75	30.00	48.00

HAMMOND, Tangipahoa, 2,800 fam., 80.1% radio, 2,240 radio fam.

WIHL, 250w, 730kc

D	4.00	4.50	9.00	15.00	27.00	45.00

HOUMA, Terrebonne, 3,100 fam., 84.5% radio, 2,620 radio fam.

KCIL, 250w, 1490kc, MBS

D	6.25	7.00	9.75	18.25	35.00	63.25
N	6.25	7.00	9.75	18.25	35.00	63.25

LAFAYETTE, Lafayette, 7,600 fam., 82.1% radio, 6,240 radio fam.

KVOL, 250w, 1340kc

D	5.60	5.05	9.50	16.00	30.00
N	8.40	7.50	14.50	18.00	36.00

KVOL-FM, Ch. 241, 96.1mc, 15kw Bonus

LAKE CHARLES, Calcasieu, 9,900 fam., 86.0% radio, 8,510 radio fam.

3 AM affiliates average one time rate

D	4.33	6.50	9.88	14.93	24.08	40.00
N	7.33	11.33	19.00	28.25	41.58	78.33

KLOU, 1kw, 1580kc, CBS, Walker, 8MB

D	6.00	8.00	12.00	18.00	30.00	50.00
N	9.00	12.00	24.00	36.00	60.00	100.00

KPLC, 5kw-D, 1kw-N, 1470kc, NBC, Weed, Conlan

D	4.50	9.00	12.75	17.00	27.50	45.00
N	9.00	18.00	25.50	34.00	55.00	90.00

KWSL, 250w, 1400kc, MBS

D	2.50	2.50	4.90	9.80	14.75	25.00
N	4.00	4.00	7.50	14.75	24.75	45.00

MONROE, Ouachita, 13,100 fam., 84.1% radio, 11,020 radio fam.

2 AM affiliates average one time rate

D	4.35	4.35	10.13	23.50	35.00	58.00
N	8.13	8.13	15.00	35.00	52.50	87.50

KMLB, 1kw, 1440kc, ABC, Taylor-Borroff

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00



See page 3 for key to map.

* * *

KMFM, Ch. 201, 104.1mc, 1kw, Taylor-Borroff Bonus

KNOE, 5kw, 1390kc, NBC, Ra-Tel

	SB	1M	5M	15M	30M	1 Hr
D	4.75	4.75	8.25	23.00	34.00	56.00
N	6.25	6.25	11.00	30.00	45.00	75.00

NATCHITOCHES, Natchitoches, 2,900 fam., 78.3% radio, 2,270 radio fam.

KWCJ, 250w, 1450kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

NEW IBERIA, Iberia, 5,100 fam., 81.6% radio, 4,160 radio fam.

KANE, 250w, 1240kc, MBS

D	5.60	5.05	9.50	20.00	32.00	60.00
N	8.40	7.50	14.50	30.00	48.00	80.00

NEW ORLEANS, Orleans, 167,500 fam., 88.3% radio, 147,900 radio fam.

4 AM affiliates average one time rate

D	17.00	17.00	26.75	47.75	79.87	130.00
N	31.25	31.25	50.75	78.25	106.25	245.00

4 AM non-affiliates average one time rate

D	6.56	7.31	11.65	22.80	38.00	58.33
N	10.00	10.50	18.63	34.75	58.75	

WDSU, 5kw, 1280kc, ABC, Blair, Hooper, 8MB

D	14.00	14.00	18.00	36.00	54.00	90.00
N	22.00	22.00	36.00	72.00	108.00	180.00

WDSU-FM, Ch. 287, 105.3mc, 17.5kw, Blair Bonus

WDSU-TV, Ch. 6, 15kw-a; 31kw-v, Blair

	SB	1M	5M	15M	30M	1 Hr
N	25.00	25.00	30.00	40.00	60.00	100.00

WJBW, 250w, 1230kc, Rambeau

D	8.75	7.00	12.00	22.00	40.00	60.00
N	12.50	10.00	20.00	35.00	60.00	90.00

WJMR, 250w-D, 990kc

D	7.00	7.00	10.00	20.00	30.00	55.00

(Continued on page 88)

for the facts on WDSU
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

LOUISIANA

SPOT RATE FINDER

(Continued from page 87)

WRCM, Ch. 246, 97.1mc, Forjoe
Bonus daytime only

	SB	1M	5M	15M	30M	1 Hr
N	7.00	7.00	10.00	20.00	30.00	55.00

WNOE, 250w, 1450kc, MBS, Ra-Tel

D	10.00	10.00	21.00	35.00	59.50	105.00
N	15.00	15.00	30.00	50.00	85.00	150.00

WSMB, 5kw, 1350kc, NBC, Petry

D	14.00	14.00	18.00	36.00	60.00	100.00
N	22.00	22.00	36.00	72.00	120.00	200.00

WSMB-FM, Ch. 274, 102.7mc, 56kw, Petry
Bonus

WTPS, 1kw-D, 940kc, Walker, Hooper

D	4.50	6.25	10.80	21.60	36.00	60.00

WTPS-FM, Ch. 239, 95.7mc, 55kw, Walker
Bonus

WWEZ, 1kw-D, 690kc, Hollingbery

D	6.00	9.00	13.80	27.60	46.00	
N	7.50	11.00	17.25	34.50	57.50	

WWL, 50kw, 870kc, CBS, Katz, Hooper

D	30.00	30.00	50.00	84.00	146.00	225.00
N	60.00	60.00	101.00	169.00	292.00	450.00

WWLH, Ch. 262, 100.3mc
Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

OPELOUSAS, St. Landry, 3,900 fam., 83.5% radio, 3,260 radio fam.
KSLO, 250w, 1230kc, MBS, Sears-Ayer

	SB	1M	5M	15M	30M	1 Hr
D	4.65	4.20	7.95	16.50	26.50	53.00
N	6.95	6.20	11.90	25.00	40.00	80.00

RUSTON, Lincoln, 3,100 fam., 82.3% radio, 2,550 radio fam.
KRUS, 250w, 1490kc, MBS, Conlan

D	3.00	4.50	7.50	18.00	30.00	50.00
N	3.00	4.50	7.50	18.00	30.00	50.00

SHREVEPORT, Caddo, 37,900 fam., 87.7% radio, 33,280 radio fam.

4 AM affiliates average one time rate

D	8.93	10.93	18.12	31.87	48.75	81.25
N	17.87	21.87	36.25	63.75	97.50	162.50

KENT, 1kw-D, 500w-N, 1550kc, MBS, Walker

D	7.00	8.00	12.50	20.00	30.00	50.00
N	14.00	16.00	25.00	40.00	60.00	100.00

KRMD, 250w, 1340kc, ABC, Taylor-Borroff

D	7.50	8.75	12.50	20.00	30.00	50.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KTBS, 10kw-D, 5kw-N, 710kc, NBC, Petry, Hooper, Conlan

D	7.50	9.00	17.50	27.50	45.00	75.00
N	15.00	18.00	35.00	55.00	90.00	150.00

KWKH, 50w, 1130kc, CBS, Branham, Hooper, BMB, Conlan

D	13.75	18.00	30.00	60.00	90.00	150.00
N	27.50	36.00	60.00	120.00	180.00	300.00

KWKH-FM, Ch. 233, 94.5mc, 13.5kw, Branham
Bonus

* * *

MARKET INDICATORS FOR LOUISIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,576,000	'48	2,364,000	'40
Increase over 1940	9%			
% of U.S.	1.76%	'48	1.80%	'40
BMB Families	700,400	'49	651,000	'46
Percent Radio	84.1%	'49	73.4%	'46
Radio Families	588,750	'49	478,000	'46
Business Concerns	28,131	'47	26,726	'39
Manufacturing Establishments	2,387	'47	1,779	'39
Non-Agricultural Employment	407,889	'47	378,000	'39
Manufacturing Employment	111,000	'47	70,000	'39
Income	$2,270,000,000	'47	847,000,000	'40
Increase over 1940	168%			
Per Capita Income	$ 892	'47	357	'40
Increase over 1940	150%			
Construction (Private)	$ 165,800,000	'47	44,800,000	'39
Residential	$ 60,900,000	'47	24,300,000	'39
Non-Residential	$ 40,900,000	'47	9,900,000	'39
Retail Sales	$1,719,557,000	'48	1,495,839,000	'47
Value Added by Manufacture	$ 692,000,000	'47	199,000,000	'39

* * *

LOUISIANA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Acadia	10,900	77.9	8,490	22,365	3,382	1,297	
Allen	4,700	81.4	3,830	5,909	1,159	400	
Ascension	5,300	80.8	4,280	8,901	1,006	362	
Assumption	4,600	80.2	3,690	7,315	751	248	
Avoyelles	9,400	80.1	7,530	13,120	1,661	620	
Beauregard	4,200	79.1	3,320	6,343	2,229	1,049	
Bienville	5,300	82.7	4,380	8,034	1,015	342	
Bossir	9,500	84.2	8,000	13,299	2,027	743	
Caddo	49,200	87.2	42,900	186,176	33,870	17,590	30,981
Calcasieu	22,400	86.1	19,290	68,332	15,590	9,014	53,195
Caldwell	2,900	84.6	2,450	4,100	1,032	467	
Cameron	1,500	84.5	1,270	1,525	161	38	
Catahoula	3,500	78.7	2,750	3,471	385	127	
Claiborne	6,800	80.8	5,490	11,041	1,677	693	
Concordia	4,500	75.2	3,380	5,519	735	224	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.



WJBO DOMINATES BATON ROUGE

the Nation's Newest Blue Ribbon Market

Baton Rouge is NOW 103rd among the Nations Top 200 Major Metropolitan Markets

		RANK NATIONALLY
Population	118,500	93rd
Retail Sales	$139,411,000	104th
Drug Store Sales	$ 5,016,000	87th
Food Store Sales	$ 24,101,000	147th
Furniture, Household, Radio Sales	$ 10,417,000	93rd
General Merchandise Store Sales	$ 19,284,000	113th

WJBO 5,000 Watts (AM) WBRL 7,600 Watts (FM)

444 Florida Street, Baton Rouge, Louisiana

Representatives: George P. Hollingbery Company

Affiliated with State-Times and Morning Advocate

WJBO RANKS 2ND AT NIGHT — 5TH DURING MORNING — 28TH DURING AFTERNOON AMONG 65 NBC HOOPERATED STATIONS

County	Families 1949 Total	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
De Soto	7,700	79.4	6,110	10,935	2,088	817	
East Baton Rouge	35,100	89.8	31,520	141,258	23,688	12,486	132,820
East Carroll	5,300	74.1	3,930	6,434	698	229	
East Feliciana	4,900	76.8	3,760	3,297	619	174	
Evangeline	8,400	75.6	6,350	7,989	1,239	516	
Franklin	8,100	79.0	6,400	9,619	866	289	
Grant	4,400	81.9	3,600	5,072	900	294	
Iberia	10,500	81.6	8,570	22,336	4,468	1,839	
Iberville	8,000	80.4	6,430	11,219	1,760	652	
Jackson	4,200	85.4	3,590	9,096	2,624	1,245	
Jefferson	18,300	91.0	16,650	30,728	10,160	4,762	50,676
Jefferson Davis	6,600	81.2	5,360	16,033	1,913	748	
Lafayette	12,200	79.8	9,740	29,080	6,009	2,658	
Lafourche	9,100	81.4	7,410	22,635	4,042	1,246	
La Salle	3,400	84.9	2,890	6,253	1,589	683	
Lincoln	5,800	82.2	4,770	11,141	1,746	593	
Livingston	4,200	82.5	3,470	4,818	798	279	
Madison	5,100	74.7	3,810	8,228	1,754	714	
Morehouse	7,700	78.6	6,050	11,384	3,951	1,994	D
Natchitoches	10,200	79.1	8,070	13,539	1,817	578	
Orleans	167,500	88.3	147,900	584,742	164,208	87,353	163,585(2)
Ouachita	21,200	85.8	18,190	74,324	12,251	5,651	25,646
Plaquemines	3,000	86.1	2,580	2,872	1,298	779	
Pointe Coupee	3,800	79.1	3,010	8,228	711	237	
Rapides	26,400	82.7	21,830	61,670	11,316	4,683	13,643
Red River	3,800	80.1	3,040	4,159	365	119	
Richland	7,300	81.3	5,930	9,200	1,127	395	
Sabine	5,500	81.3	4,470	7,839	1,569	554	
St. Bernard	2,100	89.2	1,870	2,125	2,496	1,159	
St. Charles	3,300	85.9	2,830	4,727	1,602	1,073	
St. Helena	2,100	78.1	1,640	1,002	99	21	
St. James	4,000	81.5	3,260	5,102	659	254	
St. John the Baptist	3,600	83.6	3,010	5,221	1,149	523	
St. Landry	17,000	77.8	13,230	31,406	3,922	1,440	
St. Martin	5,600	77.7	4,350	1,854	620	201	
St. Mary	9,100	82.0	7,460	15,243	3,962	1,413	
St. Tammany	6,800	84.2	5,730	11,219	2,342	849	
Tangipahoa	12,200	81.3	9,920	23,652	4,374	1,553	
Tensas	4,500	77.8	3,500	4,413	336	118	
Terrebonne	10,100	82.5	8,330	24,250	5,290	1,376	
Union	5,000	84.3	4,220	5,909	976	328	
Vermillion	10,400	79.0	8,220	14,751	1,752	668	
Vernon	7,300	81.1	5,920	6,880	983	346	
Washington	10,200	82.5	8,420	18,595	4,971	2,546	D
Webster	9,900	84.2	8,340	16,980	5,610	2,717	D
West Baton Rouge	3,400	82.9	2,820	4,400	437	194	
West Carroll	4,400	83.6	3,680	7,542	367	118	
West Feliciana	3,000	77.1	2,310	2,095	424	173	
Winn	4,000	80.3	3,210	6,433	1,118	417	

D—Withheld to avoid disclosing figures for individual companies.
(2)—New Orleans is coextensive with Orleans Parish.

MAINE

See page 3 for key to map.

SPOT RATE FINDER

AUGUSTA, Kennebec, 6,100 fam., 98.0% radio, 5,980 radio fam.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.00	7.00	14.00	21.00	35.00
N	5.50	7.00	12.00	24.00	36.00	60.00

WFAU, 250w, 1340kc, MBS, Forjoe

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00

WRDO, 250w, 1400kc, N8C, Weed

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

BANGOR, Penobscot, 9,600 fam., 99.9% radio, 9,590 radio fam.

3 AM affiliates, average 1-time rates

D	6.66	8.00	12.33	21.33	37.00	61.66
N	11.33	13.00	11.66	43.33	65.00	108.33

WABI, 5kw, 910kc, C8S, Yaung, Kettell-Carter

D	9.00	12.00	17.00	34.00	51.00	85.00
N	12.00	15.00	25.00	50.00	75.00	125.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

WGUY, 250w, 1450kc, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WGUY-FM, Chan 226, 93.1mc, 10,800w, Raymer Bonus

WJOR, 250w, 1230kc, MBS, Forjoe

D	2.00	3.00	6.00	12.00	18.00	30.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WLBZ, 5kw, 620kc, N8C, Weed

D	9.00	9.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

BIDDEFORD, York, 5,800 fam., 98.2% radio, 5,700 radio fam.

WIDE, 250w, 1400kc, Friedenberg

D	5.00	6.00	10.00	15.00	28.00	50.00
N	7.50	9.00	15.00	25.00	40.00	70.00

LEWISTON, Androscoggin, 11,000 fam., 99.9% radio, 10,990 radio fam.

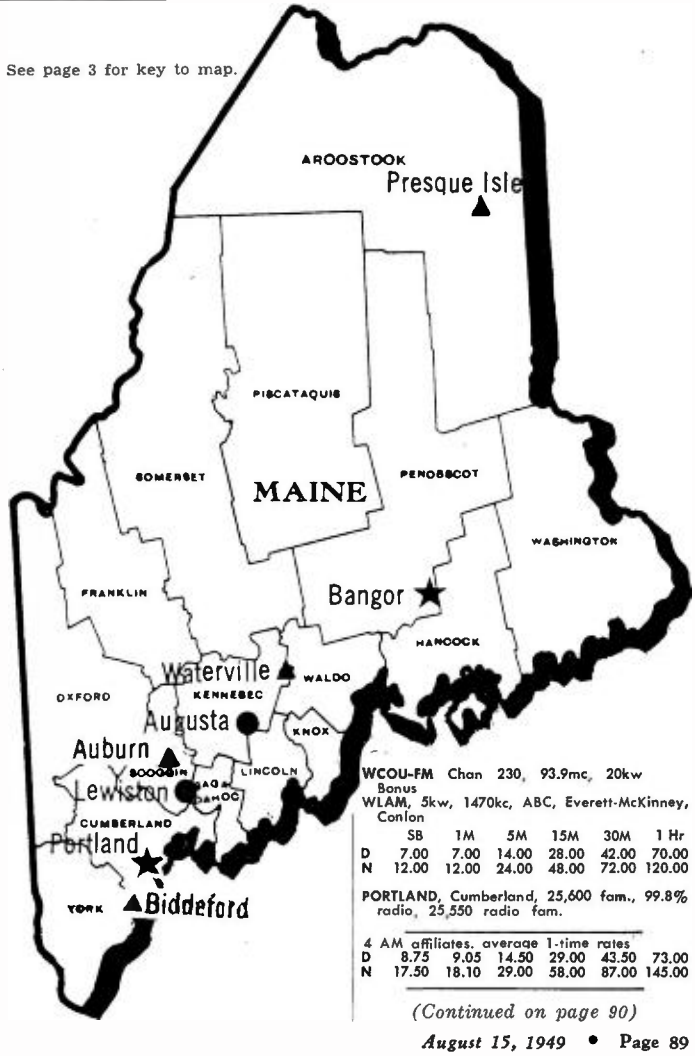
2 AM affiliates, average 1-time rates

D	5.00	6.50	11.00	22.00	33.00	55.00
N	7.50	9.00	18.00	36.00	54.00	90.00

WCOU, 250w, 1240kc, MBS, Bannan, Forjoe, Hooper

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00

* * *



WCOU-FM Chan 230, 93.9mc, 20kw Bonus

WLAM, 5kw, 1470kc, ABC, Everett-McKinney, Conlon

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00	14.00	28.00	42.00	70.00
N	12.00	12.00	24.00	48.00	72.00	120.00

PORTLAND, Cumberland, 25,600 fam., 99.8% radio, 25,550 radio fam.

4 AM affiliates, average 1-time rates

D	8.75	9.05	14.50	29.00	43.50	73.00
N	17.50	18.10	29.00	58.00	87.00	145.00

(Continued on page 90)

MARKET INDICATORS FOR MAINE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	900,000	'48	847,000	'40
Increase over 1940	6.2%			
% of U.S.	6.2%			
BMB Families	251,000	'49	224,100	'46
Percent Radio	95.3%	'49	92.2%	'46
Radio Families	239,320	'49	206,600	'46
Business Concerns	17,687	'47	15,048	'39
Manufacturing Establishments	1,636	'47	1,118	'39
Non-Agricultural Employment	204,754	'47	211,000	'39
Manufacturing Employment	90,000	'47	74,000	'39
Income	$ 998,000,000	'47	431,000,000	'40
Increase over 1940	132%			
Per Capita Income	$ 1,128	'47	509	'40
Increase over 1940	122%			
Construction (Private)	$ 32,900,000	'47	12,200,000	'39
Residential	$ 10,900,000	'47	4,200,000	'39
Non-Residential	$ 9,700,000	'47	2,700,000	'39
Retail Sales	$ 752,743,000	'48	717,049,000	'47
Value Added by Manufacture	$ 432,000,000	'47	151,000,000	'39

MAINE RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Androscoggin	20,800	98.6	20,510	77,960	26,969	13,482	76,536
Aroostook	20,500	89.8	18,400	59,367	8,053	3,743	
Cumberland	50,300	98.5	49,550	189,718	40,859	21,797	64,204
Franklin	5,700	93.3	5,320	13,312	5,698	3,031	14,329
Hancock	9,700	93.0	9,020	25,387	5,344	2,229	
Kennebec	22,400	94.9	21,260	69,772	21,054	10,961	51,566
Knox	8,500	93.7	7,960	23,194	5,007	2,200	
Lincoln	5,900	93.7	5,530	13,361	1,470	584	
Oxford	11,500	93.9	10,800	29,460	10,819	5,852	26,481
Penobscot	27,900	96.3	26,890	92,492	24,543	13,476	47,314
Piscataquis	5,700	93.9	5,350	10,538	3,784	1,736	
Sagadohoc	7,700	94.8	7,300	14,726	5,432	2,657	8,792
Somerset	10,500	94.0	9,870	23,701	8,615	4,168	15,201
Waldo	5,600	91.5	5,120	11,997	2,530	1,046	
Washington	10,100	92.2	9,310	22,142	5,462	2,101	15,788
York	28,200	96.2	27,130	75,618	22,885	11,791	75,361

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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MAINE

SPOT RATE FINDER

(Continued from page 89)

WCSH, 5kw, 970kc, NBC, Weed, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WGAN, 5kw, 560kc, CBS, Raymer

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WGAN-FM, Chan 270, 101.9mc, 3500w Bonus

WMTW, 250w, 1490kc, MBS, Petry

D	5.00	5.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see forward.

WPOR, 250w, 1450, Kettell-Carter, Young, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

PRESQUE ISLE, Aroostook, 2,700 fam., 95.3% radio, 2,570 radio fam.

WAGM 250w, 1450kc, Continental, Concan

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WATERVILLE, Kennebec, 5,600 fam., 91.2% radio, 5,100 radio fam.

WTVL, 250w, 1490kc, ABC, Meeker, Kettell-Carter, Conlan

D	3.00	5.00	8.10	14.40	21.60	36.00
N	5.00	7.00	13.50	24.00	36.00	60.00

MARYLAND

SPOT RATE FINDER

ANNAPOLIS, Anne, Arundel, 4,400 fam., 93.9% radio, 4,130 radio fam.

3 AM non-affiliates average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D		6.33	10.16	17.00	28.00	46.66

WANN, 1kw, 1190kc, Ashcroft & Banninger

D		6.00	13.50	21.00	36.00	60.00
N		6.00	13.50	21.00	36.00	60.00

WASL, 250w, 810kc

D		4.00	9.00	14.00	24.00	40.00

WNAV, 500w, 1430kc

D	2.80	4.00	8.00	16.00	24.00	40.00
N	5.00	6.00	9.00	18.00	27.00	45.00

WNAV-FM, chan. 256, 99.1mc, 16.6kc Bonus

BALTIMORE, Baltimore, 286,200 fam., 96.9% radio, 277,330 radio fam.

4 AM affiliates, average 1-time rates

D	23.25	26.37	36.87	76.25	101.87	184.37
N	49.50	51.25	72.50	145.00	217.50	362.50

3 non-affiliates, average 1-time rates

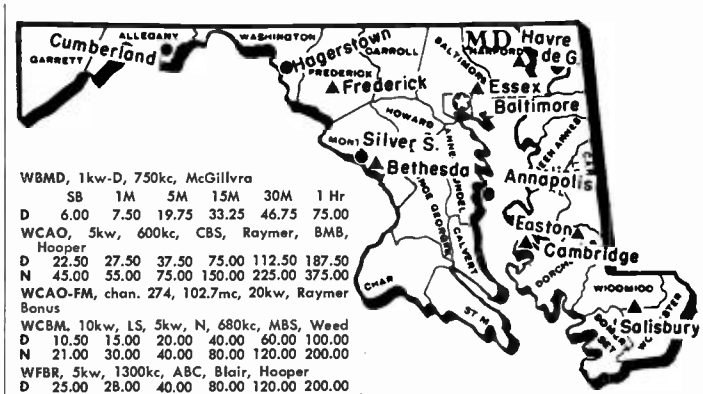
D	7.00	8.75	18.87	34.62	50.38	82.50

WBAL, 50kw, 1090kc, NBC, Petry

D	35.00	35.00	50.00	100.00	150.00	250.00
N	70.00	70.00	100.00	200.00	300.00	500.00

WBAL-TV, chan. 11, 17.2kw, aur., 32.6kw, vis., NBC, Petry

D	32.50	32.50	40.00	80.00	120.00	200.00
N	65.00	65.00	80.00	160.00	240.00	400.00



See page 3 for key to map.

WBMD, 1kw-D, 750kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	19.75	33.25	46.75	75.00

WCAO, 5kw, 600kc, CBS, Raymer, BMB, Hooper

D	22.50	27.50	37.50	75.00	112.50	187.50
N	45.00	55.00	75.00	150.00	225.00	375.00

WCAO-FM, chan. 274, 102.7mc, 20kw, Raymer Bonus

WCBM. 10kw, LS, 5kw, N, 680kc, MBS, Weed

D	10.50	15.00	20.00	40.00	60.00	100.00
N	21.00	30.00	40.00	80.00	120.00	200.00

WFBR, 5kw, 1300kc, ABC, Blair, Hooper

D	25.00	28.00	40.00	80.00	120.00	200.00
N	42.00	50.00	75.00	150.00	225.00	375.00

WFBR, chan. 270, 101.9mc, 20kw, Blair Bonus

WITH, 250w, 1230kc, Headley-Reed, Hooper

D	9.00	11.00	23.00	40.00	57.50	98.00
N	14.00	16.00	46.00	80.00	115.00	195.00

WITH (FM), chan. 282, 104.3mc, 20kw, Headley-Reed Bonus

WSID, 1kwD, 1570kc, Forjoe

D	8.00	10.00	18.00	36.00	54.00	90.00

WAAM (TV), Chan. 13, 26.1kw, vis., 13.8kw, aur.

D		46.00	52.50	105.00	157.50	262.50
N		61.25	70.00	140.00	210.00	350.00

WMAR-TV, chan. 2, 17.1kw aur., 17.1kw vis., CBS, Katz

D	27.50	27.50	32.50	60.00	90.00	150.00
N	55.00	55.00	65.00	120.00	180.00	300.00

WMAR-FM, chan. 250, 97.9, 20kw

D	2.00	2.50	5.00	10.00	18.00	30.00
N	3.00	3.50	10.00	20.00	30.00	50.00

WMCP (FM), chan. 234, 94.7mc, 20kw

D	14.00	14.00	14.00	14.00	25.00	42.00
N	28.00	28.00	28.00	28.00	42.00	70.00

BETHESDA, Montgomery, 11,500 fam., 98.3% radio, 11,300 radio fam.

WBCC, 250w, 1120kc, Hooper

D	6.50	10.00	20.00	44.00	66.00	112.00
N	13.50	20.00	40.00	88.00	132.00	224.00

WBCC-FM, chan. 103.1, 276mc, 500w Bonus

CAMBRIDGE, Dorchester (no figures available)

WCMD, 100w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.90	10.75	17.75	31.75	53.00
N	5.00	5.90	10.75	17.75	31.75	53.00

CUMBERLAND, Allegany, 13,300 fam., 96.4% radio, 12,820 radio fam.

2 AM affiliates, average 1-time rate

D	5.25	5.25	10.40	20.80	33.00	55.00
N	7.50	7.50	15.10	30.20	48.00	80.00

WCUM, 100w, 1490kc, CBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	14.00	28.00	42.00	70.00

WCUM-FM, chan. 275, 102.9mc, 1kw, Adam J. Young, Jr. Bonus

WTBO, 250w, 1450kc,, NBC

D	5.50	5.50	10.80	21.60	36.00	60.00
N	8.00	8.00	16.20	32.40	54.00	90.00

WTBO-FM, chan. 295 106.9mc, 1kw Bonus

FREDERICK, Frederick, 6,600 fam., 94.9% radio, 5,690 radio fam.

WFMD, 500w, 930kc, CBS, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WFMD-FM, chan. 268, 101.5mc, 2kw

D	.60	.60	1.20	2.40	3.60	6.00
N	1.00	1.00	2.00	4.00	6.00	10.00

HAGERSTOWN, Washington, 11,900 fam., 96.4% radio, 11,470 radio fam.

2 AM affiliates, average 1-time rates

D	5.52	5.65	12.30	24.60	36.90	61.50
N	7.60	8.00	17.00	34.00	51.00	85.00

WARK, 250w, 1490kc, ABC, BMB

D	6.00	5.00	12.00	24.00	36.00	60.00
N	8.00	7.00	16.00	32.00	48.00	80.00

WJEJ, 250w, 1240kc, MBS

D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

(Continued on page 92)

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MARKET INDICATORS FOR MARYLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,148,000	'48	1,821,000	'40
Increase over 1940	17.9%			
% of U.S.	1.47%	'48	1.38%	'40
BMB Families	596,400	'49	563,000	'46
Percent Radio	95.7%	'49	93.3%	'46
Radio Families	570,650	'49	525,000	'46
Business Concerns	33,360	'47	29,185	'39
Manufacturing Establishments	2,825	'47	2,712	'39
Non-Agricultural Employment	535,176	'47	486,000	'39
Manufacturing Employment	189,000	'47	141,000	'39
Income	$2,934,000,000	'47	1,222,000,000	'40
Increase over 1940	140%			
Per Capita Income	$ 1,465	'47	713	'40
Increase over 1940	105%			
Construction (Private)	$ 166,500,000	'47	61,400,000	'39
Residential	$ 84,600,000	'47	39,100,000	'39
Non-Residential	$ 51,000,000	'47	13,400,000	'39
Retail Sales	$1,876,479,000	'48	1,753,631,000	'47
Value Added by Manufacture	$1,140,000,000	'47	421,000,000	'39

WJBO

AM 250W FM 1000W

Cumberland, Maryland

first

last

always

in the Cumberland area . . . WTBO, for 21 years, has been the preference with advertisers and listeners

NBC AFFILIATE

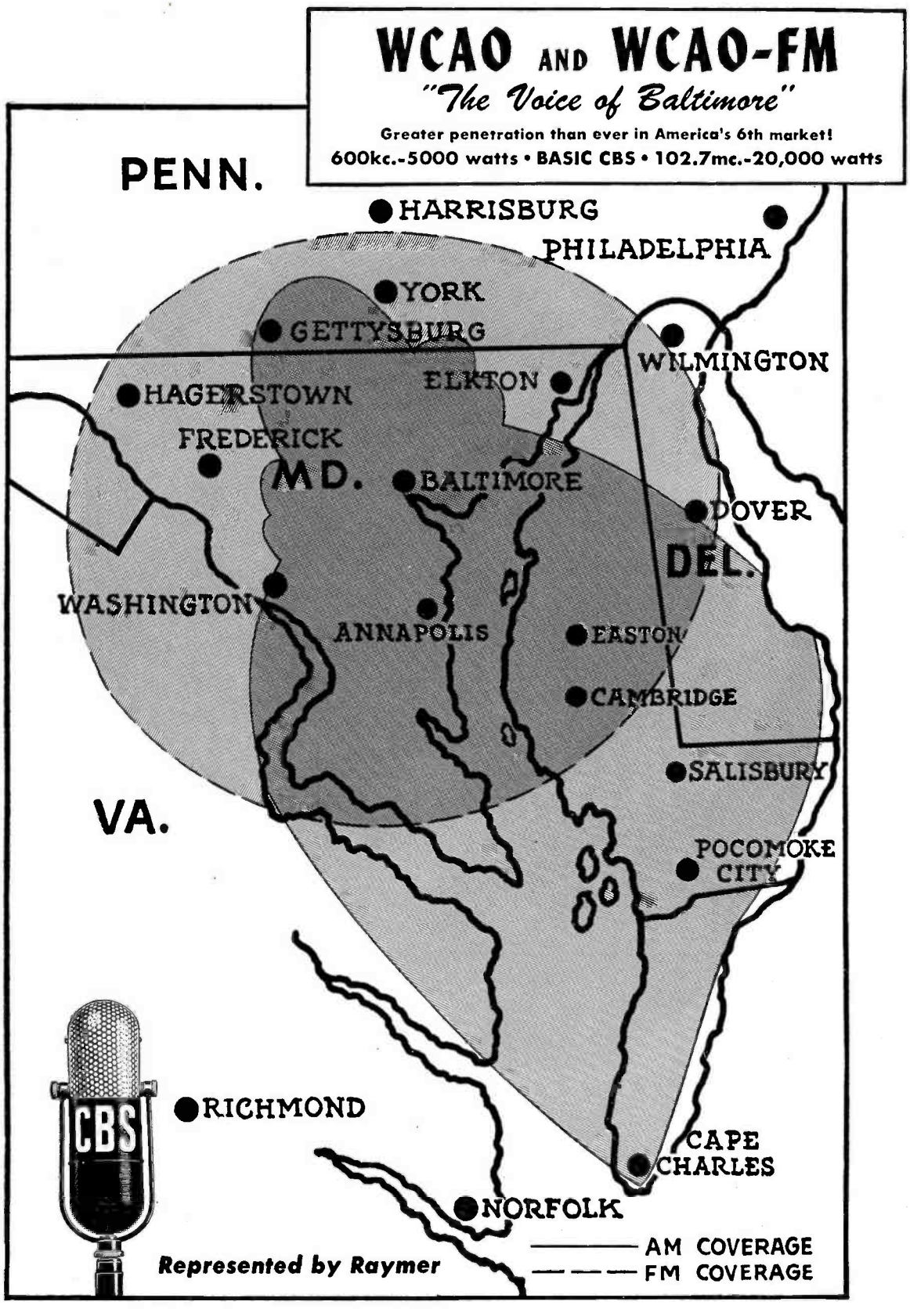
—the most listened to station in the leading market between Pittsburgh and Baltimore.*

* Survey data on request.

for the facts on WFBR

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!


WCAO AND WCAO-FM
"The Voice of Baltimore"
Greater penetration than ever in America's 6th market!
600kc.-5000 watts • BASIC CBS • 102.7mc.-20,000 watts
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HARRISBURG
PHILADELPHIA
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ELKTON
HAGERSTOWN
FREDERICK
MD.
BALTIMORE
DOVER
DEL.
WASHINGTON
ANNAPOLIS
EASTON
CAMBRIDGE
SALISBURY
VA.
POCOMOKE CITY
CBS
RICHMOND
CAPE CHARLES
NORFOLK
Represented by Raymer
AM COVERAGE
FM COVERAGE

MARYLAND RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Allegany	27,300	96.0	26,210	79,886	23,133	14,376	87,562
Ann Arundel	23,300	95.0	22,140	48,053	6,676	3,038	
Baltimore	325,100	97.1	315,670	1,222,323	39,782	24,004	225,799
Calvert	3,000	85.7	2,570	5,766	798	328	
Caroline	5,800	92.2	5,350	11,855	4,096	1.908	
Carroll	13,200	95.5	12,610	26,983	6,267	2,585	17,601
Cecil	8,400	94.3	7,920	17,894	3,424	1,674	
Charles	5,000	86.0	4,300	9,390	1,299	563	
Dorchester	8,700	89.1	7,750	15,762	4,986	2,062	13,352
Frederick	17,200	94.1	16,190	48,532	7,494	3,245	12,130
Garrett	5,900	89.9	5,300	12,017	1,915	803	
Harford	12,100	94.4	11,420	26,623	4,229	1,972	
Howard	4,900	94.2	4,620	13,201	2,859	1,658	
Kent	4,600	90.4	4,160	12,352	1,552	559	
Montgomery	34,500	97.6	33,670	89,671	11,045	5,880	
Prince Georges	34,200	96.1	32,870	67,559	9,055	4,768	
Queen Annes	4,700	89.9	4,220	8,541	940	280	
St. Marys	5,300	82.7	4,380	6,911	889	341	
Somerset	6,500	88.1	5,730	8,990	2,421	882	
Talbot	6,000	90.9	5,450	19,850	3,085	1,214	
Washington	21,500	95.3	20,490	60 972	21,753	10,452	46,320
Wicomico	12,200	92.3	11,260	36,997	9,691	4,200	13,129
Worcester	7,000	90.9	6,360	22,351	3,661	1,344	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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MARYLAND

SPOT RATE FINDER

(Continued from page 90)

WJEJ-FM, chan. 284, 104.7mc, 1kw, Friedenburg
Bonus

HAVRE DE GRACE, Hartford, 2,400 fam., 94.7% radio, 2,270 radio fam.
WASA, 500w-D, 1600kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D	3.00	6.00	12.00	24.00	36.00	60.00

SALISBURY, Wicomico, 5,300 fam., 92.8% radio 4,920 radio fam.
WBOC, 1kw, 960kc, MBS, B-S Co., BMB

D	6.00	7.50	14.00	28.00	42.00	70.00
N	7.00	9.00	16.00	32.00	48.00	80.00

WBOC-FM, chan. 248, 97.5mc, 3kw, Burn-Smith
Bonus

SILVER SPRING, Montgomery. 17,200 fam., 98.3% radio, 16,910 radio fam.
WGAY, 1kw, 1080 kc (see D.C. listing)

* * *

MASSACHUSETTS

SPOT RATE FINDER

BOSTON, Suffolk, 224,000 fam., 98.8% radio, 221,610 radio fam.

4 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr
D	38.16	38.87	58.62	117.25	175.87	293.13
N	68.00	58.00	87.50	172.50	288.75	481.25

5 AM non-affiliates, average one time rate

D	12.15	14.05	19.80	47.80	74.70	124.50

3 AM non-affiliates, average one time rate

N	20.83	21.50	46.66	93.33	140.00	233.33

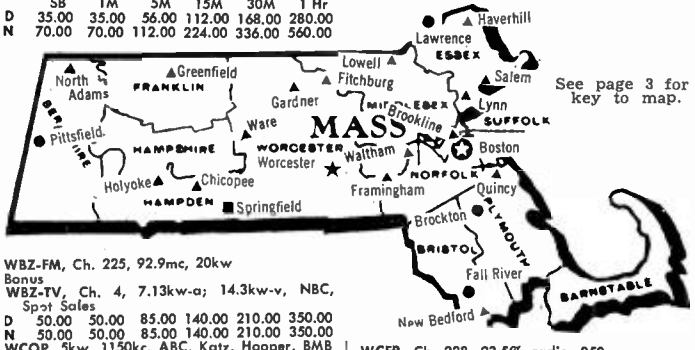
WBMS, 1kw-D,1090kc

D	5.00	11.00	16.00	35.00	60.00	100.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WBMS-FM, Ch. 281, 104.1mc, 3kw
Bonus—daytime only
Nights—20% of AM rates
WBZ, 50kw, 1030kc, NBC, Free & Peter, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	35.00	35.00	56.00	112.00	168.00	280.00
N	70.00	70.00	112.00	224.00	336.00	560.00



See page 3 for key to map.

WBZ-FM, Ch. 225, 92.9mc, 20kw
Bonus
WBZ-TV, Ch. 4, 7.13kw-a; 14.3kw-v, NBC, Spot Sales

D	50.00	50.00	85.00	140.00	210.00	350.00
N	50.00	50.00	85.00	140.00	210.00	350.00

WCOP, 5kw, 1150kc, ABC, Katz, Hooper, BMB

D	37.50	37.50	60.00	120.00	180.00	300.00
N	50.00	50.00	80.00	160.00	240.00	400.00

WCOP-FM, Ch. 264, 100.7mc, 20kw, ABC, Katz, Bonus
WEEI, 5kw, 590kc, CBS, Radio Sales, Pulse

D	42.00	50.00	52.50	105.00	157.50	262.50
N	84.00	70.00	70.00	210.00	315.00	525.00

WEEI-FM, Ch. 277, 103.3mc, 20mc, 20kw, Radio Sales, Bonus
WHDH, 50kw, 850kc, Blair, Hooper, Pulse

D	27.50	27.50	40.00	80.00	120.00	200.00
N	37.50	37.50	60.00	120.00	180.00	300.00

WHDH-FM, Ch. 233, 94.5mc, 10kw, Blair Bonus
WNAC, 5kw. 1260kc. MBS. Petry

D	33.00	66.00	132.00	198.00	330.00	
N	44.00	88 00	176.00	264.00	440.00	

WNAC-TV. Ch. 7. 22.7kw-a; 32.7kw-v, ABC, CBS, DuMont. Petry

D	33.75	45.00	90.00	135.00	225.00	
N	45.00	60.00	120.00	180.00	300.00	

WMEX. 5kw. 1510kc, Rambeau

D	9.00	10.00	25.00	50.00	75.00	125.00
N	10.00	12.00	50.00	100.00	150.00	250.00

WORL. 1kw-D. 950kc. Forjoe

D	9.00	11.00	16.00	35.00	60.00	100.00

WVOM. 5kw. 1600kc. McGillvra

D	10.75	10.75	22.00	39.50	58.50	97.50
N	15.00	15.00	30.00	60.00	90.00	150.00

BROCKTON, Plymouth, 20,700 fam., 97.6% radio, 20,200 radio fam.

2 AM non-affiliates, average one time rate

D		6.75	13.50	27.00	40.50	67.50

WBET, 250w, 990kc. Bannan

D		7.50	15 00	30.00	45.00	75.00
N		7.50	15.00	30.00	45.00	75.00

WBET-FM. Ch. 249, 97.9mc, Bannan
Bonus—Daytime
Night rates on request
WBKA. 250w, 1450kc. Kettell-Carter

D	6 00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

BROOKLINE. Norfolk, 15,700 fam., 99.9% radio, 15,680 radio fam.
WVOM (See Boston)

CAMBRIDGE. Middlesex, 33,200 fam., 99.9% radio, 33,170 radio fam.
WTAO. 250w. 740 kc. Cook

D	8.00	8.00	20.00	35.00	60.00	100.00
N	8.00	8.00	20.00	35.00	60.00	100.00

WXHR, Ch. 245, 96.9mc, 20kw Bonus

CHICOPEE, Hampden, 12,200 fam., 99.4% radio, 12,130 fam.
WACE, 1kw-D, 730kc, Ro-Tel, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00	14.00	28.00	42.00	70.00

WACE-FM, Ch. 262, 100.3mc, 3.2kw, Ro-Tel Bonus
FALL RIVER, Bristol, 31,800 fam., 98.5% radio, 31,320 radio fam.
WALE, 250w, 1400kc

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WCFR, Ch. 228, 93.5% radio, 250w
Bonus
WSAR, 5kw, 1480, MBS, Kettell-Carter

D	8.00	8.00	24.00	48.00	72.00	120.00
N	12.00	12.00	32.00	64.00	96.00	160.00

FITCHBURG, Worcester, 12,700 fam., 98.9% radio, 12,550 radio fam.
WEIM, 250w, 1340kc, Kettell-Carter

D	6.25	6.25	10.00	20.00	30.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WEIM-FM, Ch. 284, 104.7mc, 250w, Kettell-Carter, Bonus
FRAMINGHAM. Middlesex, 7,300 fam., 99.7% radio, 7,280 radio fam.
WKOX, 1kw, 1190kc

D		6.00	12.00	24.00	36.00	60.00
N		9.00	18.00	36.00	54.00	90.00

GARDNER, Worcester, 6,200 fam., 96.0% radio, 5,950 radio fam.
WHOB, 250w, 1490kc., Rambeau, BMB

D	4.00	6.00	12.00	24.00	36.00	60.00
N	5.00	8.00	16.00	32.00	48.00	80.00

GREENFIELD, Franklin, 5,300 fam., 97.6% radio fam.
WHAI, 250w, 1240kc, MBS, Walker, Bannan, BMB

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	12.00	24.00	36.00	60.00

WHAI-FM, Ch. 252, 98.3mc, Walker, Bannan Bonus
HAVERHILL, Essex, 14,200, 98.1% radio, 13,930 radio fam.
WHAV, 250w, 1490kw, Kettell-Carter, Friedenberg

D	8.00	8.00	16.00	32.00	48.00	80.00
N	8.00	8.00	16.00	32.00	48.00	80.00

HOLYOKE, Hampden, 16,100 fam., 99.2% radio, 15,970 radio fam.

(Continued on page 94)

NEW ENGLAND'S *LEADING INDEPENDENT** *in* NEW ENGLAND'S *THIRD LARGEST MARKET!*

Never less than No. 2 station in Worcester in competition with 4 network stations.

**Hooper Unaffiliated Indexes . . . May 1948 thru April 1949*

Check With Our Reps For More Facts and Figures

WORCESTER — WNEB — MASSACHUSETTS

Represented By

ADAM J. YOUNG JR., INC. AND KETTELL-CARTER

for the facts on WHDH

JOHN BLAIR & COMPANY

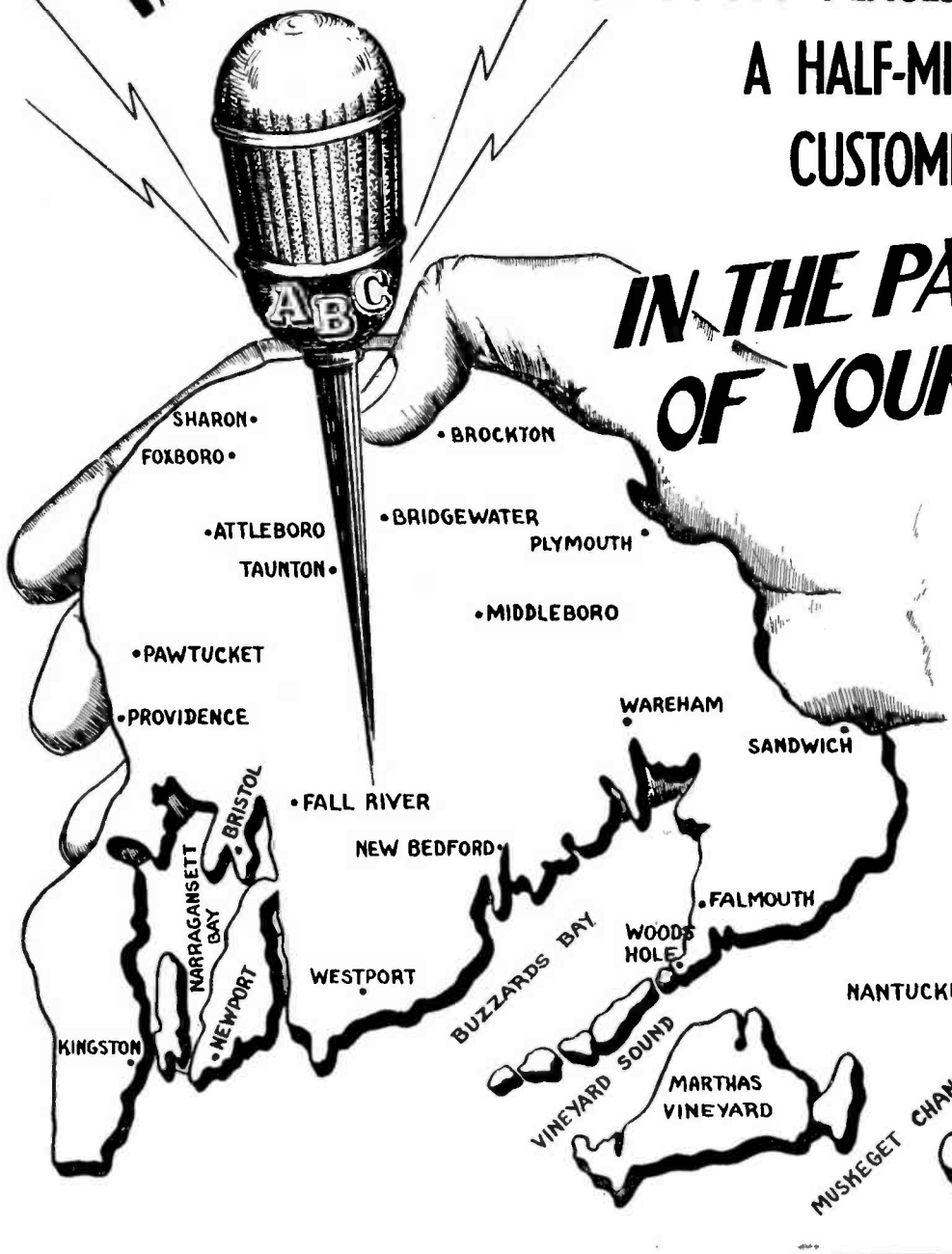
ASK YOUR JOHN BLAIR MAN!

WSAR FALL RIVER GOES ABC

FOR THE
FALL RIVER-NEW BEDFORD AREA

WSAR PLACES MORE THAN A HALF-MILLION CUSTOMERS

IN THE PALM OF YOUR HAND!



REPRESENTED
by
HEADLEY-REED CO.

- NEW YORK
- CHICAGO
- DETROIT
- ATLANTA
- SAN FRANCISCO
- HOLLYWOOD

MASSACHUSETTS

SPOT RATE FINDER

(Continued from page 92)

WHYN, 250w, 1400kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WHYN-FM, Ch. 226, 93.1mc, 3.1kw, Walker Bonus

LAWRENCE, Essex, 24,800 fam., 98.4% radio, 24,400 radio fam.

WCCM, 1kw-D, 800kc, Wood

D	9.00	9.00	18.00	36.00	54.00	90.00

WLAW, 50kw, 680kc, ABC, Raymer, Conlan

D	25.00	25.00	40.00	80.00	120.00	200.00
N	5.00	50.00	80.00	160.00	240.00	400.00

WLAW-FM, Ch. 229, 93.7mc, 20kw, Raymer Bonus

LOWELL, Middlesex, 28,700 fam., 99.9% radio, 28,670 radio fam.

WLLH, 250w, 1400kc, MBS, Petry

D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

WLLH-FM, Ch. 258, 99.5mc, Petry Bonus

LYNN, Essex, 33,000 fam., 98.0% radio, 32,630 radio fam.

* * *

WLYN, 500w-D, 1360kc, Bannan, Noonan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	15.00	30.00	45.00	75.00

WLYN-FM, Ch. 288, 105.5mc, 0.6kw, Bannan (See transit FM listing)

NEW BEDFORD, Bristol, 33,300 fam., 98.2% radio, 32,700 radio fam.

WNBH, 250w, 1340kc, ABC, Walker, BMB, Conlan

D	7.50	7.50	14.40	28.00	43.20	72.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WFMR, Ch. 251, 98.1mc, 20kw, Walker Bonus

WBSM, Ch. 247, 97.3mc, 20kw

D	2.38	3.15	6.30	12.60	18.90	31.50
N	3.98	5.25	11.50	21.00	31.50	52.50

NORTH ADAMS, Berkshire, 6,400 fam., 98.4% radio, 6,300 radio fam.

WMNB, 100w, 1230kc, Kettell-Carter

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

PITTSFIELD, Berkshire, 15,100 fam., 98.8% radio, 14,930 fam.

2 AM affiliates, averge ane time rate

D	5.40	5.40	10.80	21.60	32.40	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WBEC, 250w, 1490kc, ABC, Everett-McKinney

D	4.80	4.80	9.60	19.20	28.80	48.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WBEC-FM, Ch. 232, 94.3mc, 1kw Bonus

(Continued on page 96)

* * *

MARKET INDICATORS FOR MASSACHUSETTS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,718,000	'48	4,317,000	'40
Increase over 1940	9.3%			
% of U.S.	3.23%	'48	3.28%	'40
BMB Families	1,294,700	'49	1,183,400	'46
Percent Radio	98.9%	'49	97.9%	'46
Radio Families	1,280,650	'49	1,158,900	'46
Business Concerns	86,571	'47	79,204	'39
Manufacturing Establishments	10,516	'47	8,445	'39
Non-Agricultural Employment	425,192	'47	1,347,000	'39
Manufacturing Employment	601,000	'47	459,000	'39
Income	$6,718,000,000	'47	3,309,000,000	'40
Increase over 1940	103%			
Per Capita Income	$ 1,449	'47	766	'40
Increase over 1940	89%			
Construction (Private)	$ 311,100,000	'47	98,800,000	'39
Residential	$ 139,700,000	'47	49,300,000	'39
Non-Residential	$ 114,500,000	'47	26,600,000	'39
Retail Sales	$4,229,018,000	'48	3,905,862,000	'47
Value Added by Manufacture	$3,333,000,000	'47	1,181,000,000	'39

* * *

MASSACHUSETTS RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Barnstable	13,000	96.2	12,510	52,984	5,546	2,597	7,161
Berkshire	36,900	98.0	36,160	119,734	41,257	24,024	136,878
Bristol	109,400	98.4	107,650	288,070	122,353	66,843	361,489
Dukes	1,600	95.6	1,530	7,943	692	315	
Essex	150,500	98.6	148,330	416,716	156,622	89,465	468,362
Franklin	15,700	97.4	15,290	46,130	14,068	8,115	37,047
Hampden	100,600	99.3	99,900	388,895	123,679	77,638	346,414
Hampshire	21,600	98.1	21,190	61,426	15,247	8,160	41,533
Middlesex	286,600	99.8	286,030	746,077	214,901	124,468	635,588
Nantucket	900	99.1	890	3,475	439	204	
Norfolk	100,300	99.7	100,000	305,447	65,049	37,391	139,294
Plymouth	57,000	98.2	55,970	168,452	40,419	21,939	89,236
Suffolk	251,800	98.8	248,780	1,173,295	401,903	248,329	572,645
Worcester	148,800	98.4	146,420	450,374	174,176	105,994	534,227

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.



*Special Market Analysis prepared by Sales Management, based on 0.5 MV/M Listening Area — 1948.

4,357,300 people live in 20 of New England's richest counties which WLAW serves . . . from Portland, Maine, to Newport, Rhode Island . . . folks who last year spent *$1,160,643,000.00 for FOOD . . . $110,602,000.00 in DRUG STORES . . . $194,437,000.00 for HOUSEHOLD FURNISHINGS AND RADIOS . . . $514,930,000.00 FOR GENERAL MERCHANDISE.

We're telling you, it's really so . . . you'll get results on 6-8-0.

STUDIOS IN LAWRENCE, BOSTON, LOWELL
Boston Sales Office:
216 Tremont St.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

50,000 WATTS · 680 KILOCYCLES

WLAW

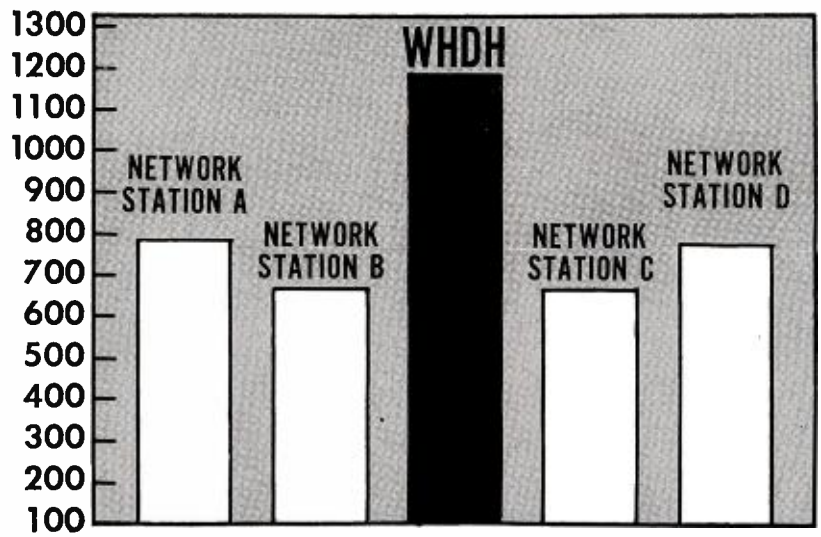
NEW ENGLAND'S MOST POWERFUL RADIO STATION

WLAW-FM 20,000 WATTS - 93.7 MEG.

ABC BASIC STATION, LAWRENCE, MASS.

Every MONTH IN THE YEAR WHDH IS BOSTON'S BEST BUY!

Number of Greater Boston Radio Homes Reached for Each Dollar Spent*



*Based on the latest 12 months Hooper "Share of Audience" Reports April-May 1948—April-May 1949 and average cost per spot on the four network stations and WHDH.

When you buy WHDH you will reach 50% more Greater Boston radio homes than on Network Station A; 77% more than Network Station B; 78% more than Network Station C; and 54% more than Network Station D. Ask your John Blair man for the complete information on how to get more for your radio dollar in Boston.

NOW 50,000 WATTS

WHDH

OWNED AND OPERATED BY
THE BOSTON HERALD-TRAVELER

Represented Nationally by John Blair & Co.

MASSACHUSETTS

SPOT RATE FINDER

(Continued from page 94)

WBRK, 250w, 1340kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

QUINCY, Norfolk, 23,400 fam., 98.8% radio, 23,350 radio fam.

WJDA, 1kw-D, 1300kc

D	6.00	6.00	12.00	24.00	36.00	60.00

SALEM, Essex, 12,100 fam., 97.6% radio, 11,810 radio fam.

WESX, 250w, 1230kc

D	3.50	5.00	10.00	20.00	27.00	50.00
N	3.50	5.00	15.00	30.00	40.00	75.00

SPRINGFIELD, Hampden, 47,800 fam., 99.5% radio, 47,560 radio fam.

2 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.75	10.00	15.00	30.00	45.00	75.00
N	17.50	20.00	30.00	60.00	90.00	155.00

WMAS, 250w, 1450kc, CBS, Petry, Hooper

D	10.00	10.00	15.00	30.00	45.00	75.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WMAS-FM, Ch. 234, 94.7mc, 3.2kw, Petry Bonus

WSPR, 1kw, 1270kc, ABC, Bannan, Hollingbery, Hooper

D	7.50	10.00	15.00	30.00	45.00	80.00
N	15.00	20.00	30.00	60.00	90.00	160.00

WSPR-FM, Ch. 250, 97.9mc, 13kw Bonus

WBZA, 1kw, 1030kc, NBC (See WBZ, Boston)

WALTHAM, Middlesex, 11,900 fam., 99.99% radio, 11,890 radio fam.

WCRB, 500w-D 1330kc, Brannan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00

WARE, Hampshire, 7,400 fam., 97.6% radio, 7,220 radio fam.

WARE, 1kw-D, 1250kc, Noonan

D		6.00	10.00	20.00	30.00	50.00

W. SPRINGFIELD, Hampden—No figures on city

WTXL, 250w, 1490kc, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WEST YARMOUTH, Barnstable (no city figures available)

WOCB, 250w, 1240kc, ABC, Walker, Bannan

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOCB-FM, Ch. 232, 94.3mc, 1kw, Walker, Bannan Bonus

WORCESTER, Worcester, 57,600 fam., 98.0% radio, 56,450 radio fam.

3 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr
D	10.83	11.33	19.66	39.33	59.00	98.33
N	21.66	22.66	39.33	78.66	118.00	196.66

WAAB, 5kw, 1440kc, MBS, Petry

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WNEB, 250w, 1230kc, Kettell-Carter

D	7.50	9.00	18.00	36.00	54.00	90.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WORC, 1kw, 1310kc, ABC, Weed, Hooper

D	7.50	9.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

WTAG, 5kw, 580kc, CBS, Raymer

D	17.00	17.00	25.00	50.00	75.00	125.00
N	34.00	34.00	50.00	100.00	150.00	250.00

WTAG-FM, Ch. 274, 96.1mc, 1kw, Raymer Bonus

MICHIGAN

SPOT RATE FINDER

ADRIAN, Lenawee, 6,400 fam., 98.4% radio, 6,300 radio fam.

WABJ, 250w, 1500kc, Ra-Tel, Conlan, day only

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00

ALMA, Gratiot (no figures on city)

WFYC, 1kw, 1280kc,

D	5.25	7.00	13.00	27.00	45.00	70.00
N	5.77	7.70	14.30	29.70	49.50	77.00

ALPENA, Alpena, 4,100 fam., 96.3% radio, 3,950 radio fam.

WATZ, 250w, 1450kc, MBS, Holman

D	3.35	3.35	6.40	13.60	20.00	33.00
N	4.00	4.00	8.00	19.20	32.00	48.00

ANN ARBOR, Washtenaw, 12,900 fam., 98.9% radio, 12,760 radio fam.

WHRV, 1kw, 1600kc, ABC, Forjoe, Hooper

D	6.40	8.00	14.40	28.80	38.40	48.00
N	8.00	10.00	18.00	36.00	48.00	60.00

WPAG, 1kw, 1050kc, Holman, Conlan

D	7.00	10.00	16.00	32.00	48.00	80.00

WPAG-FM, chan. 254, 98.7mc, 2.2kw, Holman, Bonus, daytime only

N	4.00	4.00		16.00	24.00	40.00

BATTLE CREEK, Calhoun, 16,300 fam., 98.3% radio, 16,020 radio fam.

2 AM affiliates average 1-time rates

D	5.75			13.00	24.00	37.00	161.00
N	7.75			17.50	33.00	49.50	82.50

WBCK, 1kw, 930kc, MBS, Ra-Tel, Conlan

D	7.00	7.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WELL, 250w, 1400kc, ABC, Burn-Smith, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50		8.50	20.00	32.00	52.00
N	5.50		10.00	26.00	39.00	65.00

WELL-FM, chan. 271, 102.1mc, 45kw

D	4.00		10.00	16.00	24.00	40.00
N	6.00		14.00	20.00	30.00	50.00

BAY CITY, Bay, 15,500 fam., 98.3% radio, 15,240 radio fam.

WBCM, 1kw-D, 500w-N, 1440kc, ABC, Hollingbery, Hooper

D	8.50	8.50	16.00	30.00	44.00	75.00
N	12.00	12.00	24.00	44.00	66.00	110.00

WBCM-FM, Chan. 241, 96.1mc, 41kw, Hollingbery Bonus

BENTON HARBOR, Berrien, 6,600 fam., 97.4% radio, 6,430 radio fam.

WHFB, 1kw, 1060kc, Holman, Conlan

D	6.00	7.00	10.00	15.00	30.00	50.00

WHFB-FM, Chan. 260, 99.9mc, 9.2kw, Holman

D	(Simultaneous broadcast, 10% of AM rate)					
N		2.00	4.00	8.00	12.00	20.00

CADILLAC, Wexford, 3,700 fam., 96.9% radio 3,590 radio fam.

WATT, 250w, 1240kc, MBS, Holman

D	3.35	3.35	6.40	13.60	20.00	33.00
N	4.00	4.00	8.00	19.20	32.00	48.00

COLDWATER (no city figures avail.)

WTVB, 1kw-D, 1590kc

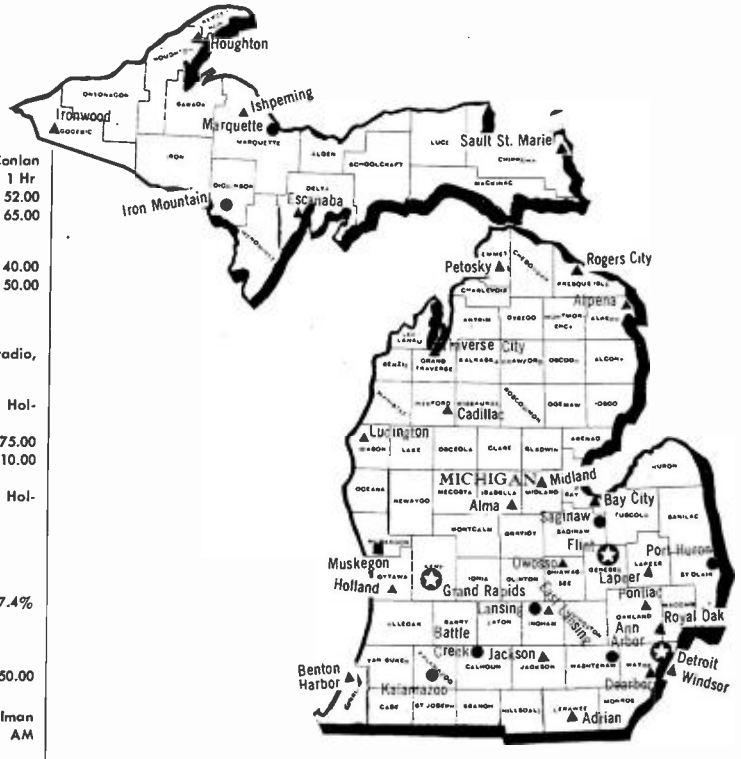
D	5.00	5.00	9.00	16.00	24.00	40.00

DEARBORN, Wayne, 22,400 fam., 99.1% radio, 22,200 radio fam.

WKMH, 1kw, 1310kc, Weed

D	11.00	13.50	27.00	48.00	80.00	135.00
N	15.00	17.50	35.00	60.00	100.00	175.00

WKMH-FM, Chan. 262, 100.3mc, 25.5kw Bonus



See page 3 for key to map.

DETROIT, Wayne, 532,100 fam., 98.7% radio, 525,180 radio fam.

3 AM affiliates average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	53.33	63.33	86.40	172.80	259.20	432.00
N	101.16	101.16	164.00	328.00	492.00	820.00

3 AM non-affiliate average 1-time rates

D	20.00	21.33	43.33	76.66	115.00	191.33
N	27.66	31.66	63.33	126.66	190.00	316.66

CKLW, 5kw, 800kc, MBS, Young

	SB	1M	5M	15M	30M	1 Hr
D	17.50	22.50	45.00	90.00	135.00	225.00
N	35.00	45.00	90.00	180.00	270.00	450.00

WJBK, 250kw, 1490kc, Katz

D	25.00	25.00	50.00	100.00	150.00	250.00
N	25.00	25.00	50.00	100.00	150.00	250.00

WJBK-FM, Chan. 226, 93.1mc, 1kw

D	25.00	25.00	50.00	100.00	150.00	250.00
N	25.00	25.00	50.00	100.00	150.00	250.00

(Continued on page 98)



analyze HOOPERS

Compare Costs per thousand Families before you buy the Detroit Market★

STATION	1 TIME RATE	260 TIME RATE
WKMH	$1.26	$ .81
A	1.80	1.36
B	5.34	4.00
C	1.34	1.34
D	1.39	1.05
E	1.34	1.14
F	1.47	1.38

★Based on Share of Detroit Audience—May Hooper Report.

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION *Plus...*

A BONUS of Ann Arbor, Ypsilanti, Pontiac & Toledo!

1000 WATTS

WKMH

1310 KC

Fred A Knorr
President and Gen. Mgr.

Weed and company
National Representatives

MICHIGAN

SPOT RATE FINDER

(Continued from page 96)

WJBK-TV, Chan. 2, 7.51kw aur., 14.26kw vis., CBS, DuMont, Katz

	SB	1M	5M	15M	30M	1 Hr
N	50.00	50.00	70.00	140.00	210.00	350.00

WJLB, 250w, 1400kc, Rambeau

D	17.50	17.50	35.00	40.00	60.00	100.00
N	25.00	25.00	50.00	100.00	150.00	250.00

WJLB-FM, Chan. 250, 97.9mc, 30kw

D	6.00	12.00	18.00	24.00	36.00	60.00

WJR, 50kw, 760kc, CBS, Petry, Hooper

D	62.50	62.50	100.00	200.00	300.00	500.00
N	125.00	125.00	200.00	400.00	600.00	1,000

WJR-FM, Chan. 242, 96.3mc, 24kw, Petry

Bonus

WWJ, 5kw, 950kc, NBC, Hollingbery, Hooper

D	96.00	96.00	160.00	320.00	480.00	800.00
N	48.00	48.00	80.00	160.00	240.00	400.00

WWJ-FM, Chan. 246, 97.1mc, 10.5kw, Hollingbery

Bonus

WWJ-TV, Chan. 4, 8.55kw aur., 17.1kw vis., NBC, Hollingbery

D	50.00	50.00	70.00	140.00	210.00	350.00
N	60.00	60.00	84.00	168.00	252.00	420.00

WXYZ, 5kw, 1270kc, ABC, ABC Spot Sales

D	49.50	49.50	79.20	158.40	237.60	396.00
N	82.50	82.50	132.00	264.00	396.00	660.00

WXYZ, Chan. 266, 101.1mc, 30kw

Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Soles Management". Further reproduction unlicensed. For complete explanation see foreword.

WDET (FM), Chan. 270, 101.9mc, 52kw

	SB	1M	5M	15M	30M	1 Hr
D	5.00	13.40	20.10	26.80	40.20	67.00
N	7.50	20.00	30.00	40.00	60.00	100.00

WLDM(FM), Chan. 238, 95.5mc, 20kw

D		10.00	17.50	45.00	70.00	120.00
N		12.50	22.50	50.00	80.00	140.00

ESCANABA, Delta, 4,800 fam., 97.1% radio, 4,660 radio fam.

WDBC, 250w, 1490kc, MBS, Walker

D	4.50	4.50	11.25	22.50	33.75	56.25
N	6.00	6.00	15.00	30.00	45.00	75.00

FLINT, Genesee, 46,600 fam., 98.3% radio, 45,810 radio fam.

---

3 AM affiliate average 1-time rates

D	11.33	11.33	19.26	36.70	58.46	91.33
N	17.50	17.50	33.33	62.33	92.66	153.33

2 AM non-affiliate average 1-time rates

D		6.64	11.75	23.75	37.50	60.00

WBBC, 1kw, 1330kc, MBS, Forjoe

D	8.50	8.50	16.00	32.00	50.00	80.00
N	13.00	13.00	28.00	56.00	84.00	140.00

WFDF, 1kw, 910kc, ABC, Katz, 8M8, Hooper

D	15.00	15.00	25.00	45.00	75.00	110.00
N	22.00	22.00	45.00	75.00	110.00	180.00

WMRP, 250w-D, 1510kc

D		5.75	10.00	20.00	30.00	50.00

WTAC, 1kw-D, 500w-N, 600kc, NBC, Raymer

D	10.50	10.50	16.80	33.60	50.40	84.00
N	17.50	17.50	28.00	56.00	84.00	140.00

WWOK, 1kw, 1470kc, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D		7.50	13.50	27.50	45.00	70.00
N		11.00	22.50	45.00	70.00	115.00

GRAND RAPIDS, Kent, 54,800 fam., 98.3% radio, 53,870 radio fam.

---

3 AM affiliates, average 1-time rates

D	8.93	10.16	17.00	33.66	49.33	81.66
N	14.50	16.83	29.66	57.66	85.66	110.00

2 AM nan-affiliates, average 1-time rate

D	5.00	5.50	11.25	24.08	36.13	60.00

WFUR, 1kw-D, 1570kc

D	5.00	5.00	10.50	24.15	36.25	60.40

WGRD, 1kw-D, 1410kc, MvGillvra

D	5.00	6.00	12.00	24.00	36.00	60.00

WJEF, 250w, 1230kc, CBS, Avery-Knodel, Hooper

D	8.50	10.00	15.00	25.00	40.00	65.00
N	11.50	13.50	25.00	45.00	65.00	110.00

WLAV, 250w, 1340kc, ABC, Pearson, Hooper

D	8.00	8.00	16.00	36.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WLAV-FM, chan. 245, 96.9mc, 3kw, Pearson

Bonus

WLAV-TV, chan. 7, 10kw aur., 20kw vis, ABC, Pearson

N		30.00	36.00	72.00	108.00	180.00

WOOD, 5kw, 1300kc, NBC, Katz, Hooper

D	10.00	12.50	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

WFRS (FM), chan. 223, 92.5mc, 10.5kw

D	3.00	4.00	5.00	9.00	18.00	30.00
N	4.00	6.00	8.00	16.00	24.00	40.00

HOLLAND, Ottawa, 4,900 fam., 99.1% radio, 4,860 radio fam.

WHTC, 250w, 1450kc, W. S. Grant, Conlan

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	40.00	60.00

HOUGHTON, Houghton (no city figures avail.)

WHDF, 250w, 1400kc, MBS, Walker, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	8.00	15.00	22.00	36.00
N	5.00	5.00	12.00	24.00	36.00	60.00

IRON MOUNTAIN, Dickinson, 3,800 fam. 96.7% radio, 3,670 radio fam.

WIKB, 250w, 1230kc, MBS, Walker

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	15.00	30.00	45.00	75.00

WMIQ, 250w, 1450kc

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

IRONWOOD, Gogebic, 3,800 fam., 97.4% radio, 3,700 radio fam.

WJMS, 1kw, 630kc, MBS, Walker, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

ISHPEMING, Marquette, 3,200 fam., 97.3% radio, 3,110 radio fam.

WJPD, 250w, 1240kc

N	2.25	3.50	8.00	15.00	22.00	36.00
D	3.25	5.00	12.00	24.00	36.00	60.00

JACKSON, Jackson, 18,400 fam., 98.3% radio, 18,090 radio fam.

WIBM, 250w, 1450kc, ABC, Forjoe

D	7.50	7.50	12.00	22.50	37.50	75.00
N	7.50	7.50	12.00	22.50	37.50	75.00

KALAMAZOO, Kalamazoo, 18,500 fam, 98.3% radio, 18,190 radio fam.

WGFG, 1kw, 1360kc, Meeker, Conlan

D	6.00	6.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WKZO, 5kw, 590kc, CBS, Avery-Knodel, Hooper

D	10.00	12.00	18.00	36.00	54.00	90.00
N	17.00	20.00	30.00	60.00	90.00	150.00

(Continued on page 100)

WILS

Complete Home-Station Coverage of

ALL THE LANSING MARKET

Cover Michigan's Capital City and all its trading area with the only station giving blanket primary service to this entire bustling market from within. Use WILS . . . the station serving more than half a million people in the heart of Michigan!

Mutual Affiliate

Represented by William G. Rambeau Co.

LANSING BROADCASTING CO.

W. A. POMEROY, *General Manager*

WHFB's

PRIMARY AREA

Sells Michigan's Richest Rural Market: (Berrien, Cass, Van Buren, Allegan Counties)

- **212,000 PEOPLE**
- **$250,000,000 NET INCOME**
- **62,000 RADIO HOMES**
- **$164,000,000 RETAIL SALES**

WHFB AM FM

BENTON HARBOR, MICHIGAN

WLAV-TV

Gives
The First
Primary
Television
Reception
To
The Rich
WESTERN
MICHIGAN
MARKET.

WLAV-TV

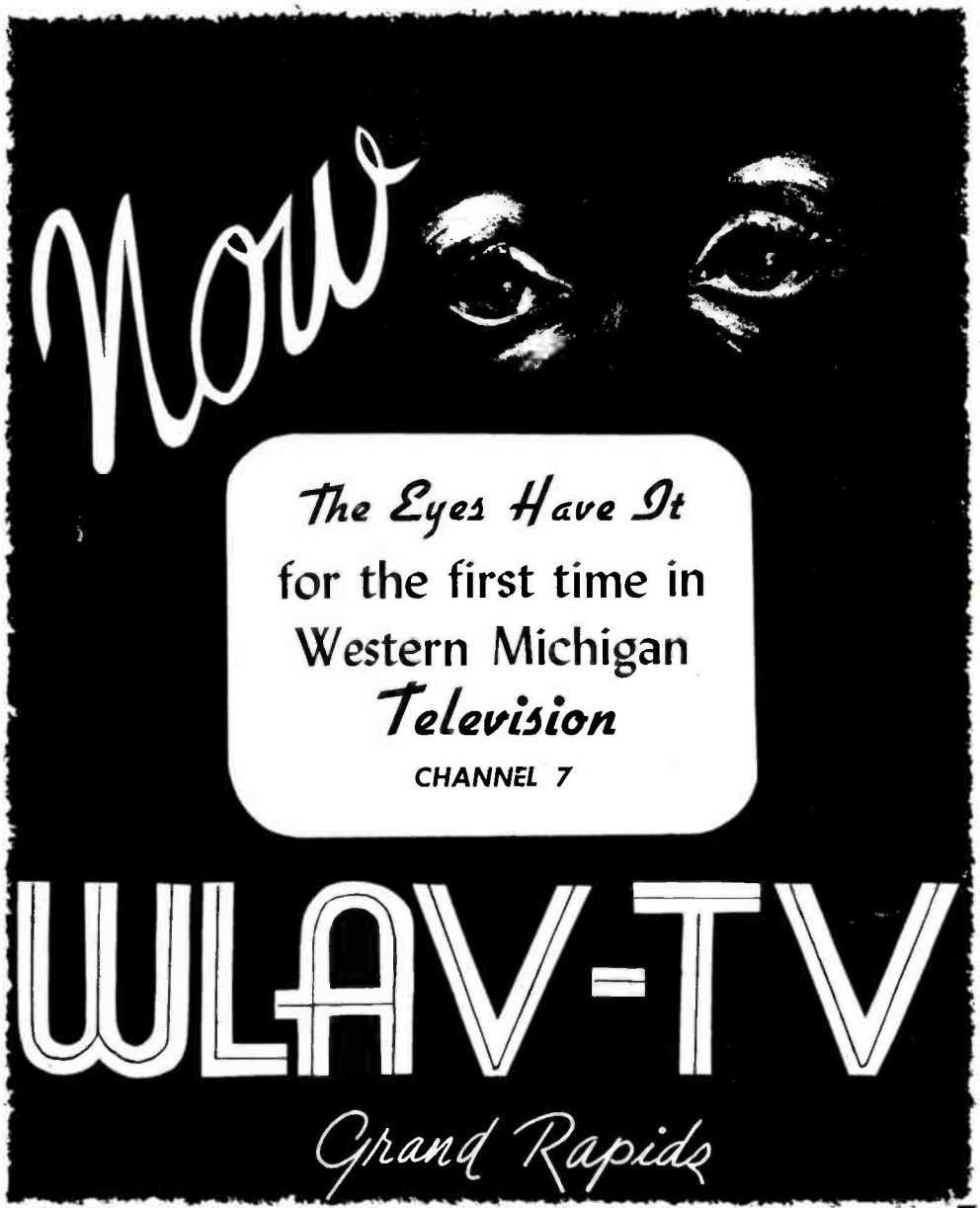
With Its
55 Mile Radius
Embraces
Over
One Million
Population
From Its
Antenna
1240 Feet Above
Sea-level.

WLAV-TV

Gives The
First and Only
Primary TV
Coverage
To . . .

Grand Rapids
Kalamazoo
Battle Creek
South Haven
Saugatuck
Holland
Zeeland
Muskegon
Grand Haven
Newaygo
Greenville
Ionia
Portland
Hastings





SMART PROGRAMS

American Broadcasting Co.
Dumont Television Network
Local News and Events

WLAV-TV-AM-FM

Grand Rapids 2, Michigan

Leonard A. Versluis, Owner — Hy M. Steed, Manager

Lee G. Stevens, Chief Engineer

Represented by The John E. Pearson Company

MICHIGAN

SPOT RATE FINDER

(Continued from page 98)

LANSING, Ingham, 27,500 fam., 98.7% radio, 27,140 radio fam.

WILS, 500w-D, 1430kc, MBS

	SB	1M	5M	15M	30M	1 Hr.
D	7.00	7.00	15.00	24.00	36.00	60.00

WJIM, 250w, 1240kc, Hooper

D	5.00	5.00	12.00	24.00	36.00	60.00
N	8.00	8.00	18.00	36.00	54.00	90.00

LUDINGTON, Mason, 2,900 fam., 97.0% radio, 2,810 radio fam.

WKLA, 250w, 1450kc, ABC, Burn-Smith

D	2.00	2.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

MARQUETTE, Marquette, 4,800 fam., 97.8% radio, 4,690 radio fam.

WDMJ, 250w, 1340kc, MBS, BMB, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

MIDLAND, Midland, 4,700 fam., 98.6% radio, 4,530 radio fam.

WMDN, 250w, 1490kc

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.00	5.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

MOUNT CLEMENS, Macomb, 5,200 fam., 98.2% radio, 5,110 radio fam.

WMLN (FM), chan. 292, 106.3mc, 34kw

	SB	1M	5M	15M	30M	1 Hr
D		4.17	9.80	14.80	23.20	40.00
N		6.25	14.70	22.30	34.80	60.00

MUSKEGON, Muskegon, 23,300 fam., 98.3% radio, 22,900 radio fam.

WKBZ, 1kw, 850kc, ABC, Burn-Smith

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WKBZ-FM, chan. 293, 106.5mc, 1kw, Burn-Smith

Bonus

WMUS, 1kw-D, 1090kc

D	4.00	4.00	8.00	16.00	24.00	40.00

WMUS-FM, Chan. 263, 100.5mc, 3.2kw

Bonus

OWOSSO, Shiawassee, 5,300 fam., 98.3% radio, 5,210 radio fam.

WOAP, 250w, 1080kc

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOAP-FM, chan. 276, 103.1mc, 1kw, McGillvra

Bonus

PETOSKEY, Emmet, 2,200 fam., 96.2% radio, 2,120 radio fam.

WMBN, 250w, 1340kc, MBS, Holman

D	3.35	3.35	6.40	13.60	20.00	33.00
N	4.00	4.00	8.00	19.20	32.00	48.00

PONTIAC, Oakland, 22,900 fam., 98.3% radio, 22,510 radio fam.

FOR 23 YEARS

The Voice of Western Michigan

A B C

850 KC **WKBZ** 1000 W

MUSKEGON

Represented by Burn-Smith Co., Inc.

MARKET INDICATORS FOR MICHIGAN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	6,195,000	'48	5,256,000	'40
Increase over 1940	17.9%			
% of U.S.	4.24%	'48	4.0%	'40
BMB Families	1,774,800	'49	1,596,000	'46
Percent Radio	98.1%	'49	96.4%	'46
Radio Families	1,740,560	'49	1,538,000	'46
Business Concerns	101,602	'47	74,321	'39
Manufacturing Establishments	9,889	'47	5,961	'39
Non-Agricultural Employment	1,769,739	'47	1,308,000	'39
Manufacturing Employment	822,000	'47	520,000	'39
Income	$8,641,000,000	'47	3,425,000,000	'40
Increase over 1940	152%			
Per Capita Income	$ 1,424	'47	649	'40
Increase over 1940	119%			
Construction (Private)	$ 557,400,000	'47	191,900,000	'39
Residential	$ 300,600,000	'47	118,000,000	'39
Non-Residential	$ 144,500,000	'47	35,800,000	'39
Retail Sales	$6,520,257,000	'48	5,605,338,000	'47
Value Added by Manufacture	$5,187,000,000	'47	1,794,000,000	'39

* * *

WCAR, 1kw-D, 1130kc, Pearson

	SB	1M	5M	15M	30M	1HR
D		15.60	45.00	65.00	95.00	130.00

WCAR-FM, chan. 258, 99.5mc, 25kw

Bonus

PORT HURON, Saint Clair, 11,900 fam., 98.3% radio, 11,700 radio fam.

WHLS, 250w, 1450kc, MBS, Grant

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WTTH, 1kw, 1360kc

D	2.88	6.72	9.60	19.60	28.00	40.00
N	4.00	6.00	12.01	24.50	35.00	50.00

ROGERS CITY, Presque Isle (no city figures available)

WHAK, 1kw-D, 960kc, BMB

D	3.50	3.50	7.00	14.00	23.50	35.25

ROYAL OAK, Oakland, 9,800 fam., 99.6% radio, 9,760 radio fam.

WEXL, 250w, 1340kc, Friedenberg.

D	8.00	12.50	20.00	40.00	60.00	100.00
N	8.00	12.50	20.00	40.00	60.00	100.00

WEXL-FM, chan. 282, 104.3mc, 18kw

Bonus

SAGINAW, Saginaw, 28,400 fam., 97.9% radio, 27,800 radio fam.

WKNX, 1kw-D, 1210kc, Holman, Conlan

	SB	1M	5M	15M	30M	1HR
D	8.00	10.00	12.00	25.00	45.00	75.00

WSAM, 250w, 1400kc, NBC, Headley-Reed

D	8.40	8.40	15.60	30.00	48.00	72.00
N	12.00	12.00	21.60	42.00	72.00	120.00

WSAM-FM, chan. 251, 98.1mc, 1.7kw

Bonus

SAULT ST. MARIE, Chippewa, 4,600 fam., 97.4% radio, 4,480 radio fam.

WSOO, 250w-D, 100w-N, 1230kc, ABC Northern Network, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

TRAVERSE CITY, Grand Traverse, 6,000 fam., 96.4% radio, 5,780 radio fam.

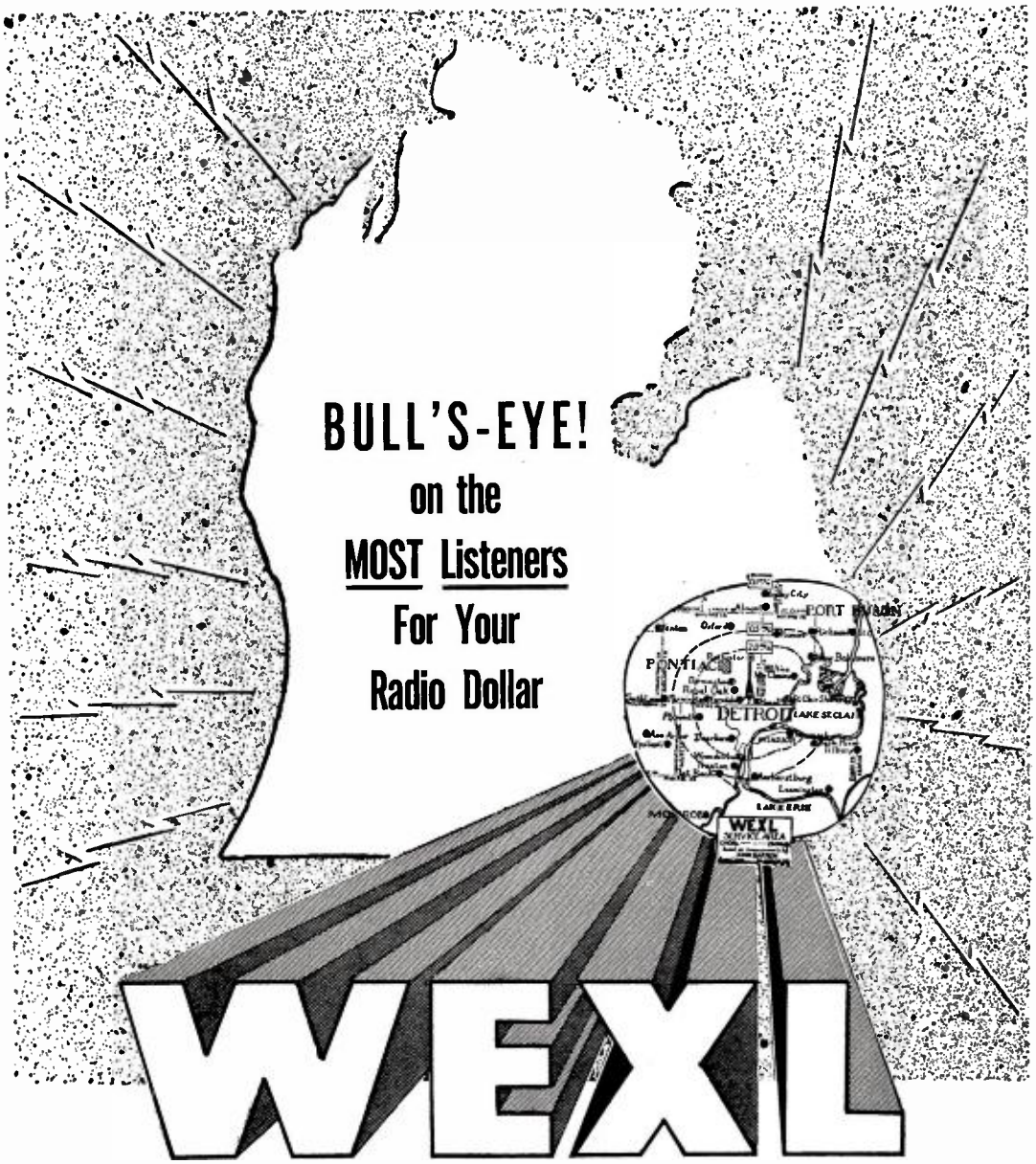
WTCM, 250w, 1400kc, MBS, Holman

D	10.50	10.50	20.00	42.50	62.50	105.00
N	12.50	12.50	25.00	60.00	100.00	150.00

WYANDOTTE, Wayne, 10,300 fam., 99.1% radio, 10,210 radio fam.

WJJW (FM), chan. 276, 103.1mc, 1kw, Radio Reps.

D	5.00	5.00	8.00	16.00	24.00	40.00
N	5.00	5.00	12.00	24.00	36.00	60.00



ROYAL OAK, MICHIGAN

Primary Coverage

900,860 RADIO HOMES

More than half the total radio homes in Michigan—1,774,800—with a retail buying power (1948) of over 3½ billion dollars

REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

MICHIGAN RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Alcona	1,400	95.4	1,340	2,554	199	82	
Alger	2,600	93.3	2,430	7,023	1,634	845	
Allegany	12,200	97.1	11,850	28,091	5,296	3,110	16,760
Alpena	5,900	94.9	5,600	20,430	4,281	2,197	
Antrim	3,000	94.1	2,820	6,384	405	139	
Arenac	2,500	93.8	2,350	7,061	556	263	
Baraga	1,800	95.2	1,710	5,107	889	388	
Barry	7,500	97.2	7,290	15,961	3,597	2,081	
Bay	23,500	97.9	23,010	86,788	19,340	11,051	50,767
Benzie	2,000	95.9	1,920	5,746	549	201	
Berrien	34,200	97.6	33,380	115,675	29,052	18,131	89,819
Branch	9,400	97.2	9,140	21,069	4,843	2,548	12,268
Calhoun	34,000	98.3	33,420	121,967	31,527	19,702	126,630
Cass	8,100	96.6	7,820	17,237	3,526	1,908	
Charlevoix	3,600	94.9	3,420	10,216	1,374	613	
Cheboygan	3,500	93.2	3,260	10,854	1,486	701	
Chippewa	8,300	95.8	7,950	24,899	6,174	3,471	
Clare	2,600	95.4	2,840	8,938	842	305	
Clinton	9,000	97.7	8,790	15,323	1,824	816	
Crawford	900	95.8	860	3,023	363	142	
Delta	10,200	95.8	9,770	28,739	5,412	2,660	
Dickinson	8,800	96.9	8,530	21,070	6,481	3,806	
Eaton	11,900	97.4	11,590	25,537	4,010	1,859	
Emmit	4,500	94.4	4,250	18,514	2,372	1,206	
Genesee	72,800	98.3	71,560	287,914	81,333	53,801	
Gladwin	2,300	96.0	2,210	5,746	527	273	
Gogebic	8,200	96.6	7,920	23,623	5,818	3,177	
Grand Traverse	8,600	95.8	8,240	33,554	4,511	2,288	
Gratiot	10,000	96.7	9,670	30,007	5,623	4,892	14,285
Hillsdale	10,100	96.9	9,790	21,707	4,296	2,341	
Houghton	11,600	97.4	11,300	33,199	8,217	3,991	
Huron	8,600	96.9	8,330	24,261	3,087	1,496	
Ingham	46,500	98.6	45,850	205,456	49,695	31,943	155,054
Ionia	12,000	97.0	11,640	27,453	5,446	2,784	17,159
Iosac	2,500	96.2	2,410	8,938	964	434	
Iron	5,200	95.8	4,980	14,046	3,648	1,950	
Isabella	7,700	96.1	7,400	19,792	3,402	1,810	
Jackson	33,800	98.2	33,190	118,483	30,405	20,017	87,913
Kalamazoo	35,600	98.5	35,070	141,876	35,179	22,260	150,412
Kalkoska	1,100	93.0	1,020	1,916	201	80	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 104)

BATTLE CREEK'S BEST BUY

IS

WELL

Conlan survey made May 8-14, 1949, shows WELL with an average (day & night) rating of

43.7

WELL dominates the Calhoun Metropolitan County Market of 112,200 population, which spent $121,967,000 in retail sales (1948). The effective buying income is $162,241,000 (net). Per capita income is $1,446. Per family income is $4,772.00.

WELL
250 watts—1400 kc

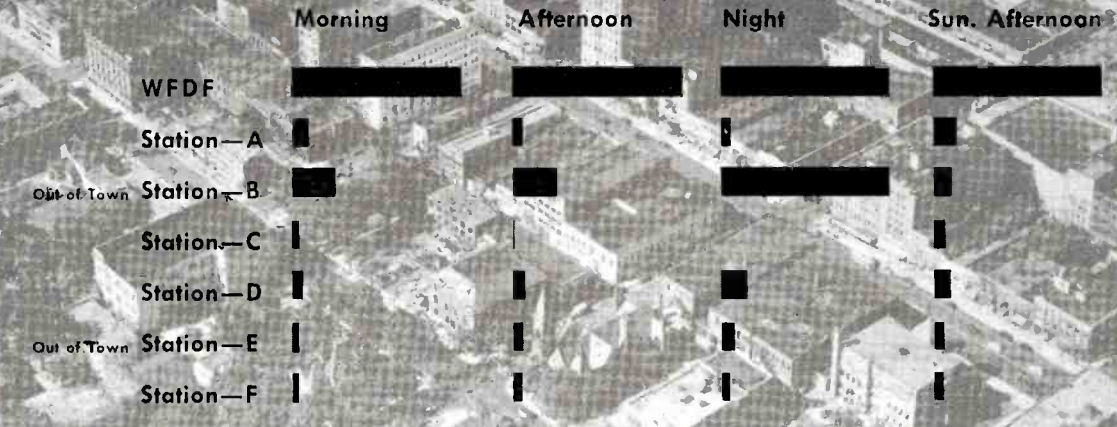
ABC
Michigan Radio Network

WELL-FM
45,000 watts—102.1 mc

Represented by The Bolling Company

Morning, Noon and Night

WFDF HOLDS THE AUDIENCE . . . *in Flint!*



● As usual, the most listened-to station in Flint is WFDF! That's what Mr. Hooper's figures show in the Winter-Spring Report, 1949. A glance at the chart above, will give you a quick idea of WFDF's popularity with the Flint audience. And, just for the record:

WFDF—registered *more listeners than the other four local stations combined* in every time period.

WFDF—had two to five times as many listeners throughout the day as any local station.

WFDF's quarter of a million audience spends over $288,000,000 retail annually in Flint. Get your share the way Flint's own merchants and national advertisers do by presenting your sales story over Flint's consistent audience dominator—WFDF. It's a natural, because it's a favorite with Flint folks.

910 Kilocycles

WFDF AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN

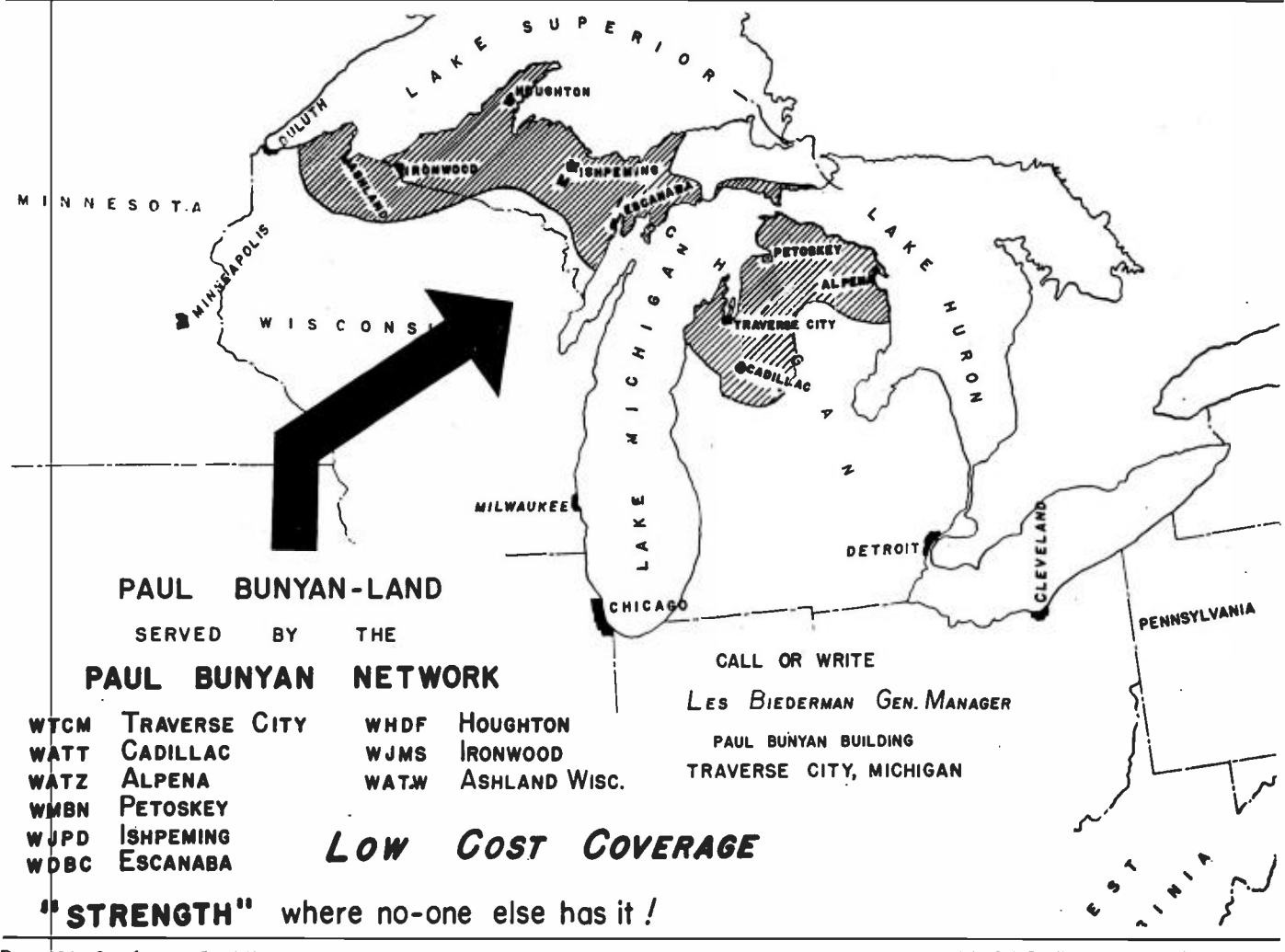
REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

MICHIGAN RADIO MARKET DATA BY COUNTIES

(Continued from page 102)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Kent	78,900	98.3	77,560	342,639	93,884	56,851	255,255
Keweenaw	800	95.1	760	1,277	325	120	
Lake	1,500	90.5	1,360	2,553	175	48	
Lapeer	9,900	97.7	9,670	21,069	2,535	1,226	
Leelanau	2,100	94.0	1,970	3,193	335	140	
Lenawee	19,100	97.9	18,700	57,134	13,986	8,421	50,005
Livingston	6,900	98.0	6,760	17,876	2,989	1,615	
Luce	2,000	93.1	1,860	5,108	1,110	524	
Mackinac	2,000	93.2	1,860	6,384	820	296	
Macomb	43,700	98.8	43,180	120,027	12,526	7,204	104,792
Manistee	5,500	96.4	5,300	14,684	3,070	1,397	
Marquette	12,900	96.7	12,470	38,306	9,793	5,282	10,318
Mason	5,700	96.3	5,490	16,600	2,762	1,279	
Mecosta	4,900	94.9	4,650	12,130	2,078	928	
Menominee	6,600	97.0	6,400	12,769	4,597	2,240	12,376
Midland	9,700	97.0	9,410	26,177	11,248	9,973	
Missaukee	2,000	93.5	1,870	3,192	235	74	
Monroe	18,600	97.8	18,190	53,092	10,687	7,679	44,630
Montcalm	9,200	96.5	8,880	22,346	5,037	2,640	22,041
Montmorency	800	92.2	740	3,193	214	102	
Muskegon	36,000	98.2	35,350	124,037	43,658	31,921	142,616
Newaygo	6,000	95.3	5,720	13,407	1,846	919	
Oakland	93,400	99.0	92,470	358,144	69,200	45,758	261,462
Oceana	4,600	95.4	4,390	10,215	1,369	581	
Ogemaw	2,100	93.5	1,960	8,299	625	223	
Ontonagon	2,800	95.9	2,690	7,023	1,534	857	
Osceola	4,100	95.6	3,920	9,577	1,179	493	
Oscoda	700	92.9	650	1,916	103	35	
Otsego	1,500	93.4	1,400	5,107	491	231	
Ottawa	19,300	98.7	19,050	56,183	15,240	9,104	55,873
Presque Isle	2,800	93.5	2,620	7,661	1,341	744	
Roscommon	1,300	94.5	1,230	4,320	359	128	
Saginaw	43,000	97.8	42,050	156,824	40,234	25,548	113,885
St. Clair	26,400	98.1	25,900	95,327	20,208	12,212	53,504
St. Joseph	10,700	97.3	10,410	32,561	8,589	4,799	33,028
Sanilac	8,700	97.0	8,440	21,707	1,566	632	
Schoolcraft	2,300	94.8	2,180	7,023	1,921	861	
Shiawassee	13,100	97.8	12,810	32,560	8,327	12,206	20,209
Tuscola	10,900	96.5	10,520	25,537	2,705	1,306	
Van Buren	11,800	97.1	11,460	29,368	5,133	2,412	12,206
Washtenaw	34,600	98.7	34,150	140,311	32,854	20,594	120,298
Wayne	702,200	98.7	693,070	2,948,128	906,465	643,290	2,544,396
Wexford	5,700	96.2	5,480	18,516	4,028	1,994	

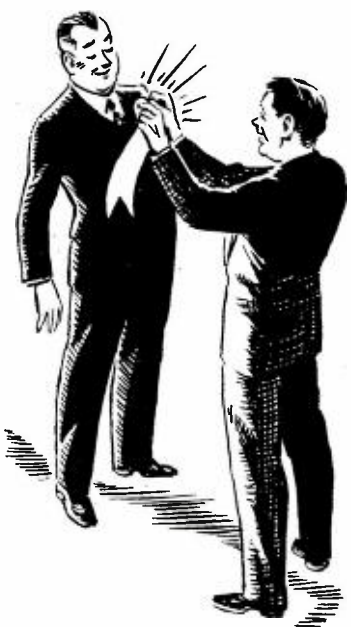
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.



Recognition!

Radio advertisers recognize WOOD as Western Michigan's leading Station.

Again in 1949—as at all times for 25 years*—WOOD has more local and national advertisers than any other Station in the market.



*WOOD 25TH ANNIVERSARY
OCTOBER 1, 1949

WOOD
GRAND RAPIDS

Outstate Michigan's Greatest Station

5000 WATTS
NBC

Represented by
THE KATZ AGENCY, INC.

KFAM-FM
St. Cloud

"THE VOICE OF CENTRAL MINNESOTA"

Central Minnesota's Dominant Radio Station is heard in over 70,000 homes in this rich agricultural district—the Garden Spot af the Northwest.

An affiliate of the National Braadcasting Company and Northwest Network, KFAM's programs are braadcast from 6:00 a.m. to midnight on bath standard and its FM station with 50,000 radiated power.

In these eleven counties in the heart of Minnesota's beautiful lake region there live 295,743 peaple, but Radio Station KFAM-FM is heard even far beyond St. Cloud's trading area.

The 3,212 farms in Stearns County alone praduce mare dairy products than any ather caunty in the United States.

St. Cloud is the second greatest granite praducing center in the United States. Na nationally distributed product can afford to averlook this market.

* For Availabilities, wire or write

KFAM-FM
ST. CLOUD, MINNESOTA

The NBC Affiliate for Central Minnesota

MINNESOTA

MARKET INDICATORS FOR MINNESOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,940,000	'48	2,792,000	'40
Increase over 1940	5.3%			
% of U.S.	2.01%	'48	2.12%	'40
BMB Families	829,300	'49	723,500	'46
Percent Radio	97.7%	'49	95.2%	'46
Radio Families	810,010	'49	689,000	'46
Business Concerns	52,329	'47	50,286	'39
Manufacturing Establishments	4,567	'47	3,735	'39
Non-Agricultural Employment	571,749	'47	522,000	'39
Manufacturing Employment	145,000	'47	78,000	'39
Income	$3,450,000,000	'47	1,424,000,000	'40
Increase over 1940	142%			
Per Capita Income	$ 1,195	'47	509	'40
Increase over 1940	135%			
Construction (Private)	$ 213,000,000	'47	76,400,000	'39
Residential	$ 104,200,000	'47	38,700,000	'39
Non-Residential	$ 41,400,000	'47	12,000,000	'39
Retail Sales	$2,988,947,000	'48	2,741,469,000	'47
Value Added by Manufacture	$1,024,000,000	'47	307,000,000	'39

* * *

SPOT RATE FINDER

ALBERT LEA, Freeborn, 4,900 fam., 98.1% radio, 4,810 radio fam.
KATE, 250w, 1450kc, ABC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	32.00	48.00	80.00

AUSTIN, Mower, 8,200 fam., 98.7% radio, 8,090 radio fam.
KAUS, 1kw, 1480kc, MBS, Conlan

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

BEMIDJI, Beltrami, 4,300 fam., 95.1% radio, 4,090 radio fam.
KBUN. 250w, 1450kc, MBS

D	2.50	3.00	6.00	12.00	18.00	30.00
N	4.50	6.00	12.00	24.00	36.00	60.00

BRAINERD, Crow Wing, 4,700 fam., 96.9% radio, 4,550 radio fam.
KLIZ, 250w-D, 1400kc

D	4.00	5.00	9.00	14.00	30.00	50.00

BRECKENRIDGE, Wilkin (no city figures avail.)
KBMW. 250w, 1450kc

D	2.55	2.55	5.00	10.50	21.00	36.00
N	3.40	3.40	6.60	14.00	28.00	48.00

CROOKSTON, Polk, 2,300 fam., 97.5% radio, 2,240 radio fam.
KRAX, 1kw, 1050kc

D	4.00	5.00	10.00	20.00	35.00	60.00
N	4.00	5.00	10.00	20.00	35.00	60.00

DULUTH, St. Louis (South), 32,800 fam., 98.3% radio, 32,240 radio fam.

3 AM affiliates average 1-time rates

D	6.15	6.15	10.15	17.50	35.00	60.79
N	12.30	12.30	20.30	39.00	70.00	121.66

KDAL, 5kw, 610kc, CBS, Avery-Knodel, Hooper

D	7.20	7.20	12.00	24.00	36.00	60.00
N	14.40	14.40	24.00	48.00	72.00	120.00

WDSM, 250kw, 1230kc, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WEBC, 5kw, 1320kc, NBC

D	6.00	6.00	9.00	18.75	37.50	70.00
N	12.00	12.00	18.00	37.50	75.00	140.00

WREX. 1kw-D. 500w-N, 1080kc, MBS, Weed, Conlan, Hooper

D	5.25	5.25	9.45	15.75	31.50	52.50
N	10.50	10.50	18.90	31.50	63.00	105.00

ELY, St. Louis (Central), 1,900 fam., 97.3% radio, 1,850 radio fam.
WXLT. 250w, 1450kc

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

EVELETH, St. Louis, 2,200 fam., 97.1% radio, 2,140 radio fam.
WEVE. 250w, 1340kc, ABC, Free & Peters, Conlan

D	3.15	5.20	10 40	19.50	36.40
N	5.20	10.40	19.50	36.40	65.00

FARIBAULT, Rice, 4,700 fam., 97.3% radio, 4.570 radio fam.
KDHL, 1kw, 920kc, Walker, Conlan

D	5.00	7.00	13.00	26.00	39.00	65.00
N	7.00	10.00	20.00	40.00	60.00	100.00

FERGUS FALLS, Otter Tail, 3,900 fam., 97.4% radio, 3,800 radio fam.
KGDE, 250w, 1230kc, MBS

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

GRAND RAPIDS, Itasca, 2,000 fam., 97.9% radio, 1,960 radio fam.
KBZY, 250w, 1490kc, MBS

D	3.00	3.00	5.00	10.00	15.00	25.00
N	4.00	4.00	7.00	14.00	21.00	35.00

HIBBING, St. Louis, 5,500 fam., 98.3% radia, 5.410 radio fam.
WMFG. 250w, 1240kc, N8C

D	5.40	5.40	8.10	16.20	29.70	54.00
N	7.20	7.20	10.80	21.60	39.00	72.00

MANKATO, Blue Earth, 6,100 fam., 97.5% radio, 5,950 radio fam.
KYSM. 250w, 1230kc, N8C, Pearson, Conlan, 8MB

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KYSM-FM, chan. 278, 103.5mc, 47kw, Pearson Bonus
MARSHALL, Lyon, 1,600 fam., 97.8% radio, 1,560 radio fam.
KMHL, 250w, 1400kc, MBS, Pearson

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WCCO, 50kw, 830kc, CBS, Radio Sales, CBS Diary

	SB	1M	5M	15M	30M	1 Hr
D	47.50	60.00	60.00	120.00	180.00	300.00
N	95.00			240.00	360.00	600.00

WDGY, 5kw, 1130kc, Avery-Knodel, BMB

D	7.50	10.00	30.00	40.00	60.00	100.00
N	10.50	14.00	42.00	56.00	84.00	140.00

WLOL, 5kw, 1330kc, MBS, Blair, Hooper

D	9.00	12.00	30.94	49.50	74.25	123.75
N	15.00	20.00	68.75	110.00	165.00	275.00

WMIN, 250w, 1400kc, Radio Reps

D	7.00	9.00	20.00	40.00	60.00	120.00
N	10.00	12.00	27.00	55.00	80.00	160.00

WMIN-FM, 99.5mc, 6.5kw, Radio Reps Bonus
WTCN, 5w-D, 1kw-N, 1280kc ABC, Free & Peters, Hooper

D	15.00	22.50	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

WTCN-FM, chan. 246, 97.1mc, 12kw, Free & Peters Bonus
KBTR (FM), chan. 253, 98.5mc, 4.7kw (rates on request)

MOORHEAD, Clay, 4,100 fam., 98.2% radio, 4.030 radio fam.
KVOX, 250w, 1340kc, MBS, Walker, Conlan

D	3.95	5.25	12.00	24.00	36.00	60.00
N	5.25	7.00	17.00	34.00	51.00	85.00

NORTHFIELD, Rice, 1,500 fam., 98.3% radio, 1,470 radio fam.
WCAL-FM, chan. 239, 95.7mc, 49kw

D	3.50	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	16.00	32.00	48.00	80.00

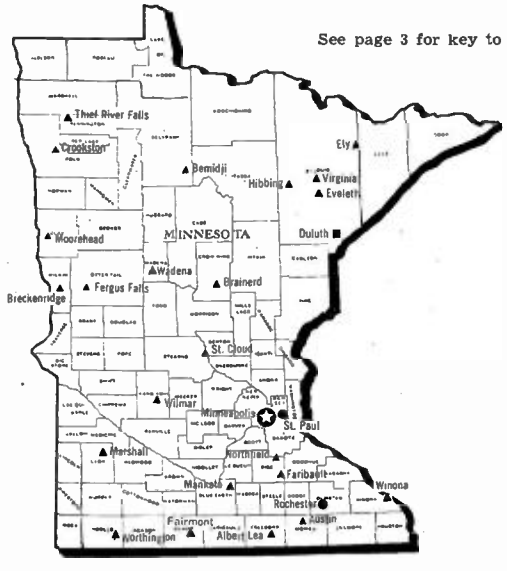
RED WING, Goodhue, 3,500 fam., 97.7% radio, 3,420 radio fam.
KAAA. 1kw, 1250kc

D	5.00	5.00	10.00	20.00	30.00	50.00

ROCHESTER. Olmstead, 10,100 fam., 98.7% radio, 9,970 radio fam.

2 AM affiliates averaae one-time rates

D	4.50	6.00	12.00	24.00	36.00	60.00
N	5.50	8.00	16.00	32.00	48.00	80.00



See page 3 for key to map.

MINNEAPOLIS, Hennepin, 174,100 fam., 98.7% radio, 171,840 radio fam.

4 AM affiliate average 1-time rates

D	25.37	36.12	45.23	82.37	123.56	205.93
N	55.00	55.00	64.37	167.50	251.25	418.75

3 AM non-affiliates average 1-time rates

D	6.83	9.00	21.33	36.00	56.00	100.00
N	10.25	13.00	34.50	55.50	82.50	150.00

KEYD, 5kw-D, 1440kc, Adam Young

D	6.00	8.00	14.00	28.00	48.00	80.00

KSTP, 50kw, 1500kc, NBC, Petry

D	40.00	50.00	60.00	100.00	150.00	250.00
N	80.00	100.00		200.00	300.00	500.00

KSTP-FM, chan. 271, 102.1mc, 2kw Bonus
KSTP-TV, chan. 5, 17.3kw-aur., 24.7kw-vis., NBC, Petry

D	20.00	30.00	37.50	60.00	90.00	150.00
N	40.00	60.00	75.00	120.00	180.00	300.00

for the facts on WLOL

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

KLER, 500w LS, 1kw-N, 970kc, ABC, Young

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6 00	8.00	16.00	32.00	48.00	80.00

(Continued on page 108)

K W O A

WORTHINGTON, MINN.

Delivers

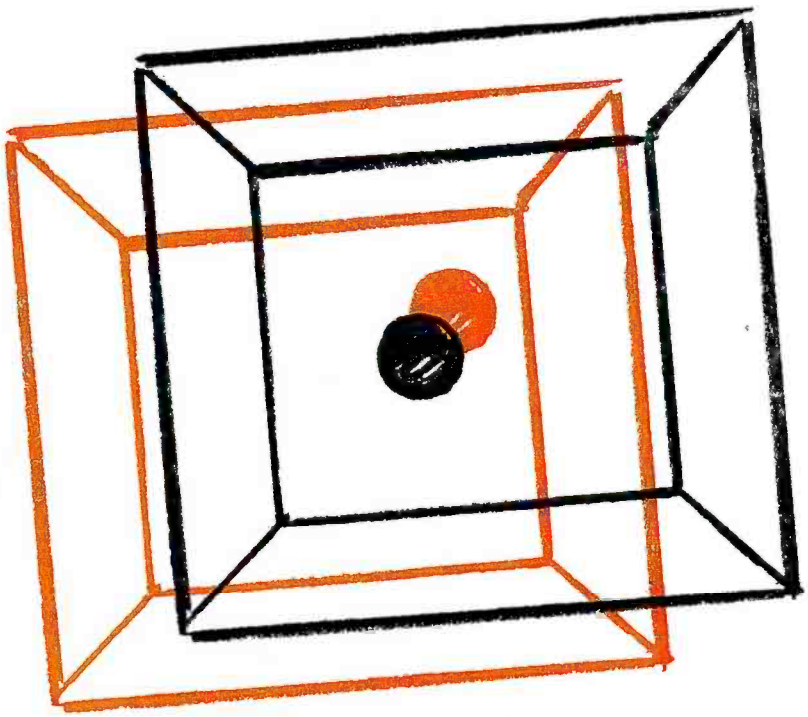
Most economical, effective coverage of one af the nation's consistently wealthy farm areas.

Primary (0.5mv/m) area population, 1940 census 1,336,949; Minn: 26 counties; Iowa: 21 counties; S. Dak: 22 counties; Nebr: 3 counties.

Total (O/lmv/m) area excluding Twin Cities & Des Moines 103 counties: 3,204,779 population.

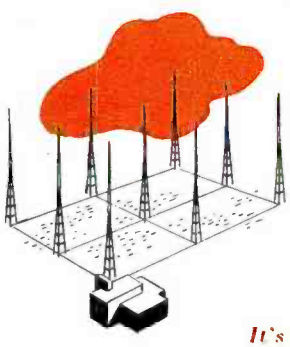
For proof of KWOA's rural coverage & penetration ask

BULMER & JOHNSON, INC.
Exclusive Nat'l. Representatives
326 WCCO Bldg. Minneapolis, Minn.



The Twin Cities Radio Picture is Changing!

Big developments . . . some already completed, some still in progress . . . are raising long-established WDGY to a position of far greater prominence. Look what WDGY offers:



POWER — Our new 50,000-watt, 9-tower transmitter is the only one of its kind.

FREQUENCY — Desirable channel—1130 K.C.

PROGRAMMING — Far-reaching plans for full-time operation, now being carried out, will continue to attract more listeners month after month.

PROMOTION — Aggressive campaign in 1949-50 to let the public know about the good things WDGY is bringing them.

It's smart to tie up with a station that's on the way UP!

Keep Your Eye on . . . **WDGY**

MINNEAPOLIS • ST. PAUL

Represented Nationally by AVERY-KNODEL, INC.

MINNESOTA

SPOT RATE FINDER

(Continued from page 106)

KROC, 250w, 1340kc, NBC, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	9.00	16.00	32.00	48.00	80.00

KROC-FM, chan. 234, 94.6mc, 250w Bonus

* * *

ST. CLOUD, Stearns, 7,800 fam., 98.0% radio, 7,640 radio fam.

KFAM, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	10.90	27.75	40.80	68.00
N	6.75	6.75	13.60	34.00	51.00	85.00

KFAM-FM, chan. 284, 104.7mc, 10kw Bonus

STILLWATER, Washington (no city figures avail.)

WSHB, 250w, 1220kc

	SB	1M	5M	15M	30M	1 Hr
D	2.75	2.75	9.00	20.00	30.00	50.00

THIEF RIVER FALLS, Pennington, 2,200 fam., 96.0% radio, 2,110 radio fam.

* * *

KTRF, 250w, 1230kc, Bulmer Johnson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	8.00	18.00	25.00	40.00
N	2.70	4.00	9.00	20.00	30.00	50.00

VIRGINIA, St. Louis, 4,000 fam., 98.7% radio, 3,950 radio fam.

WHLB, 250w, 1370kc, NBC, Hollingbery, Bulmer & Johnson (see WMFG, Hibbing, for combination rate)

WADENA, Wadena (no city figs. avail.)

KWAD, 1kw, 920kc., Bulmer & Johnson

	SB	1M	5M	15M	30M	1 Hr
D	5.75	5.75	9.50	21.00	31.00	52.00
N	6.75	6.75	13.50	28.00	42.00	70.00

WILLMAR, Kandiyohi, 3,000 fam., 97.8% radio, 2,930 radio fam.

* * *

KWLM, 250w, 1340kc, ABC, John Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WINONA, Winona, 8,300 fam., 96.7% radio, 8,030 radio fam.

KWNO, 250w, 1230kc, ABC, Pearsan, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.20	6.00	10.20	20.40	30.60	51.00
N	6.00	8.00	17.00	34.00	51.00	85.00

KWNO-FM, chan. 248, 97.5mc, 55kw, Pearson Bonus

WORTHINGTON, Nobles, 2,400 fam., 98.3% radio, 2,360 radio fam.

KWOA, 1kw, 730kc, Bulmer, Johnsan

	SB	1M	5M	15M	30M	1 Hr
D	4.30	6.75	10.80	21.60	31.40	54.00
N	5.00	8.50	16.00	31.40	48.60	81.00

* * *

MINNESOTA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Aitken	4,100	95.7	3,920	9,051	771	279	
Anoka	7,600	97.6	7,420	11,911	1,559	735	
Becker	6,300	96.7	6,090	15,014	1,612	646	
Beltrami	6,900	94.3	6,510	21,030	2,545	1,038	
Benton	3,800	96.1	3,650	10,506	1,012	420	
Big Stone	2,700	98.3	2,650	10,351	734	293	
Blue Earth	10,600	97.7	10,360	46,036	6,889	3,339	
Brown	7,200	97.5	7,020	24,861	3,288	1,454	
Carlton	6,600	97.0	6,400	17,789	4,653	2,363	16,719
Carnes	4,600	97.8	4,500	12,846	1,227	533	
Cass	4,500	94.9	4,270	9,657	1,222	379	
Chippewa	4,400	97.9	4,310	17,163	1,724	708	
Chisago	3,700	96.9	3,590	8,374	795	295	
Clay	7,200	97.9	7,050	22,054	3,036	1,431	
Clearwater	2,700	95.1	2,570	5,478	645	200	
Cook	600	94.4	570	2,358	593	259	
Cottonwood	3,900	98.1	3,830	13,228	1,086	364	
Crown Wing	9,100	96.7	8,800	27,704	4,102	1,819	
Dakota	12,700	98.4	12,500	30,583	7,102	4,430	32,567
Dodge	3,400	97.6	3,320	7,698	593	191	
Douglas	5,600	96.7	5,420	16,955	1,831	679	
Faribault	6,500	98.1	6,380	21,949	1,922	705	
Fillmore	7,200	97.0	6,980	17,163	1,613	546	
Freeborn	9,600	97.9	9,400	30,133	6,609	3,450	17,026
Goodhue	9,000	97.7	8,790	29,421	5,083	2,564	
Grant	2,600	97.8	2,540	7,819	526	174	
Hennepin	198,600	98.7	196,020	874,434	219,184	130,790	386,144
Houston	3,900	96.9	3,780	9,222	815	283	
Hubbard	2,700	93.9	2,540	6,657	978	289	
Isante	3,400	96.5	3,280	7,507	993	406	
Itasca	8,900	96.3	8,570	23,683	4,844	2,430	
Jackson	4,100	97.9	4,010	11,582	1,145	416	
Kanabec	2,600	95.8	2,490	5,618	695	291	
Kandiyohi	7,600	97.9	7,440	23,127	2,281	939	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

PEACE OF MIND

IN MINNEAPOLIS—ST. PAUL

for NATIONAL ADVERTISERS

WLOL is presently handling an *unsurpassed* number of *Local Accounts*. And more of these accounts are *renewing* on WLOL everyday.

That means *National Accounts* on WLOL are enjoying the same *gratifying* results. Proof rests with those local accounts who can see, hear and feel, day by day, results produced by WLOL.

5000 WATTS
DAY and NIGHT

WLOL

C. T. HAGMAN, Pres. & Gen'l Mgr.

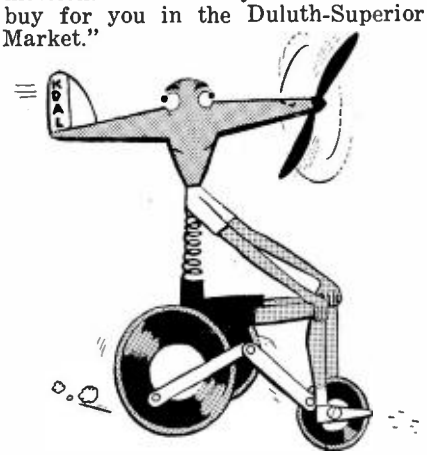
Represented by
JOHN BLAIR & CO.

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Kittson	2,700	96.4	2,600	8,409	430	148	
Koochiching	4,700	92.5	4,350	14,494	3,878	2,174	
Lacqui Parle	3,800	98.6	3,750	10,091	1,033	437	
Lake	2,400	91.7	2,200	6,206	526	190	
Lake of the Woods	1,200	95.5	1,150	2,491	339	108	
Le Sueur	5,400	97.5	5,270	13,143	1,974	1,034	
Lincoln	2,600	75.2	1,960	6,206	537	161	
Lyon	5,800	94.1	5,460	23,301	2,494	968	
McLeod	5,800	94.8	5,500	18,984	2,030	875	
Mahnomen	1,700	94.8	1,610	3,692	246	79	
Marshall	4,000	97.1	3,880	9,605	633	238	
Martin	6,900	98.2	6,780	24,272	2,880	1,300	
Meeker	5,000	97.2	4,860	13,921	1,579	653	
Mille Lacs	4,200	95.8	4,020	11,910	1,021	379	
Morrison	6,600	95.8	6,320	15,846	1,735	695	
Mower	11,900	98.3	11,700	41,991	7,357	4,902	D
Murray	3,600	98.3	3,540	9,275	838	298	
Nicollet	5,100	98.2	5,010	9,795	1,150	504	
Nobles	6,100	98.6	6,010	21,862	2,025	798	
Norman	3,200	97.1	3,110	9,258	576	206	
Olmstead	13,000	98.0	12,740	53,397	9,317	5,372	
Otter Tail	14,000	96.6	13,620	32,160	4,161	1,761	
Pennington	3,400	95.9	3,260	13,143	1,515	654	
Pine	5,300	95.8	5,080	11,668	1,048	408	
Pipestone	3,800	98.3	3,740	15,170	1,498	606	
Polk	9,200	97.1	8,930	28,849	3,037	1,347	
Pope	3,400	97.6	3,320	7,991	780	283	
Ramsey	109,900	98.7	108,470	4,385	112,552	66,035	281,832
Red Lake	1,700	96.5	1,640	18,482	332	136	
Redwood	5,800	98.1	5,690	18,742	1,802	688	
Renville	6,100	98.3	6,000	18,742	1,486	547	
Rice	9,400	97.2	9,140	25,850	3,731	1,759	
Rock	2,600	97.9	2,550	9,067	898	348	
Roseau	3,700	95.6	3,540	8,443	782	280	
St. Louis	62,200	97.8	60,840	237,723	49,111	26,771	24,127
Scott	4,100	97.0	3,980	11,304	1,293	555	
Sherburne	2,600	96.0	2,500	5,860	409	157	
Sibley	3,900	97.7	3,810	10,350	1,049	452	
Stearns	16,000	97.1	15,540	52,705	7,576	3,518	
Steele	5,800	97.6	5,660	19,522	2,993	1,455	
Stevens	2,900	97.0	2,810	9,675	923	361	
Swift	3,600	97.7	3,520	12,397	1,185	438	
Todd	6,500	96.4	6,270	14,355	1,317	523	
Traverse	2,200	98.7	2,170	6,276	574	216	
Wabasha	4,800	97.1	4,660	12,812	1,462	636	
Wadena	3,500	95.6	3,350	10,819	1,293	554	
Waseca	4,100	97.3	3,990	11,962	1,407	583	
Washington	8,400	98.0	8,230	20,753	3,163	1,639	6,316
Watonwan	3,800	98.5	3,740	12,639	1,616	598	
Wilkin	2,600	97.8	2,540	7,075	596	216	
Winona	11,200	96.9	10,850	38,696	7,594	3,841	5,986
Wright	7,700	96.6	7,440	18,152	1,979	821	
Yellow Medicine	4,400	98.6	4,340	12,500	994	344	

D—Withheld to avoid disclosing figures for individual companies.

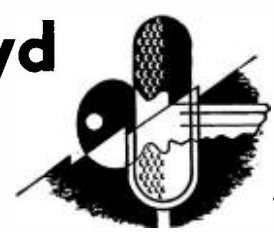
KDAL-EVATOR

DULUTH, MINN—"Nothing surprising about it," shrugs Otto Mattick, whose empensnoot and prop-boscis help him keep track of the KDAL soaring Hooper Ratings whereof he speaks. Otto says, "KDAL's Hoopers—always way on top in Duluth-Superior—come Otto Mattickally, but not automatically. They're a result of KDAL and CBS personalities, plus continuing long-range promotoion. That's why KDAL is the buy for you in the Duluth-Superior Market."



Avery-Knodel, Inc., will be glad to tell you about current availabilities that can sell for you in Duluth-Superior.

keyd



"the family station"

pulled

1,007 LETTERS FROM ONE ANNOUNCEMENT ON ONE PROGRAM

KEYD's popular Slim Jim played a "mystery tune" on his regular 12 to 12:30 noon program of January 19, 1949. In response to his request for the title of the number, 1,007 listeners sent in letters. Mail came from 54 counties in Minn., S. Dak., Iowa and Wisconsin.

keyd—YOUR KEY TO FAMILY LISTENING IN THIS GREAT MARKET

Get greater advertising results with KEYD, because KEYD gives more listeners and better coverage per dollar invested. KEYD's family interest programming produces loyal audience response from all age groups in both farm and city homes. Take advantage of this natural key to family listening. Reach a profitable market for your product in these rich metropolitan and rural counties by using KEYD.

LEE WHITING, General Manager
HAROLD A. WINTHER, Com'l Mgr.

5,000 WATTS (d) **KEYD** 1440 kc

FAMILY BROADCASTING CORP.

NINTH AND HENNENPIN • MINNEAPOLIS 2, MINN.

MISSISSIPPI

SPOT RATE FINDER

BILOXI, Harrison, 10,600 fam., 84.1% radio, 8,910 radio fam.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WGCM, 250w, 1240kc, ABC, Sears & Ayers, Conlan

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WGCM-FM, Ch. 268, 101.5mc, 3kw, Sears & Ayers Bonus

WLOX, 250w, 1490kc, MBS, Rambeau

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WVMI, 1kw, 570kc
(no rates available)

BROOKHAVEN, Lincoln, 2,300 fam., 81.6% radio, 1,880 radio fam.

WJMB, 250w, 1340 kc, Continental

D	2.70	3.50	6.15	14.50	24.25	45.50
N	2.70	3.50	6.15	14.50	24.25	45.50

CLARKSDALE, Coahoma, 6,100 fam., 76.4% radio, 4,660 radio fam.

WROX, 250w, 1450kc, MBS, Sears & Ayer

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

COLUMBIA, Marion, 2,700 fam., 76.3% radio, 2,060 radio fam.

WCJU, 250w, 1450kc, MBS, BMB

D	2.89	5.51	10.71	16.32	27.88
N	4.48	8.02	15.92	25.71	42.85

COLUMBUS, Lowndes, 5,800 fam., 77.6% radio, 4,500 radio fam.

WCBI, 250w, 1340kc, MBS, Sears & Ayer

D	5.00	10.00	24.00	36.00	60.00
N	5.00	10.00	24.00	36.00	60.00

CORINTH, Alcorn, 3,400 fam., 84.1% radio, 2,860 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further repraduction unlicensed. For complete explanation see foreword.

Proud to be local,
Fulltime voice of
A progressive
Community.

WJMB

Brookhaven's own station
1340 KC — 250 Watts
Brookhaven, Mississippi

WCMA, 250w, 1230kc, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

GREENVILLE, Washington, 10,800 fam., 75.8% radio, 8,190 radio fam.

WGVM, 1kw, 1260kc, Friedenberg

D			4.50	6.00	12.50	20.00	35.00

WJPR, 250w, 1340kc, MBS, Sears & Ayer

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

WJPR-FM, chan. 270, 101.9mc, 20kw, Sears & Ayer Bonus

GREENWOOD, Leflore, 7,200 fam., 80.5% radio, 4,990 radio fam.

WGRM, 250w, 1240kc, NBC

D	6.00	6.00	9.00	22.50	40.00	75.00
N	3.50	3.50	9.00	22.50	40.00	75.00

GRENADA, Grenada, 2,300 fam., 78.3% radio, 1,800 radio fam.

WNAG, 250w, 1400kc, MBS, Sears & Ayer

D	4.00	4.00	8.00	20.00	30.00	50.00
N	4.00	4.00	8.00	20.00	30.00	50.00

HATTIESBURG, Forrest, 12,800 fam., 79.0% radio, 10,110 radio fam.

WFOR, 250w, 1400, NBC, Hollingbery, BMB, Conlan

D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WFOR-FM, chan. 250, 97.9mc, 2kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WHSY, 250w day, 1220kc, BMB

D			2.70	8.15	16.50	24.00	43.00

JACKSON, Hinds, 27,300 fam., 86.2% radio, 23,530 radio fam.

4 AM affiliate average 1-time rate

D	7.85	8.35	11.87	20.18	30.81	53.12
N	11.12	12.62	20.00	37.31	57.00	95.00

WJDX, 5kw-d, 1kw-n, 1300kc, NBC, Hollingbery

D	10.00	10.00	15.00	24.00	36.00	60.00
N	15.00	15.00	25.00	48.00	72.00	120.00

WJDX-FM, chan. 275, 102.9mc, 50kw

D			1.50	3.00	5.00	10.00	15.00
N			1.50	3.00	5.00	10.00	15.00

WJQS, 250w, 1400kc, CBS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

WJXN, 250w, 1450kc

D	5.00	6.00	8.00	15.00	25.00	40.00
N	8.20	10.00	15.00	30.00	50.00	85.00

WRBC, 5kw-d, 1kw-n, 620kc, MBS, Branham, Conlan

D	8.00	8.00	10.00	20.00	30.00	50.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WSLI, 5kw, 930kc, ABC, Weed

D	10.00	12.00	15.00	24.00	36.00	60.00
N	12.00	15.00	25.00	40.00	60.00	100.00

KOSCIUSKO, Attala, 2,000 fam., 80.5% radio, 1,610 radio fam.

WKOZ, 250w, 1340kc

D			2.00	5.00	7.20	12.60	22.50
N			2.50	7.50	15.00	25.00	50.00

LAUREL, Jones, 10,100 fam., 79.9% radia, 8,070 radio fam.

2 AM affiliate average 1-time rates

D	4.00	4.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

WAML, 250w, 1340kc, NBC, Hollingbery

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WLAU, 250w, 1490kc, MBS

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MACON, Noxubee, 900 fam., 82.4% radio 740 radio fam.

WMBC, 250w, 1400kc

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

McCOMB, Pike, 3,300 fam., 86.1% radio, 2,840 radio fam.

2 AM non-affiliates, average one-time rates

D	5.50	5.50	13.75	25.00	42.50	65.00

WAPF, 250w, 1010kc

D	3.00	4.00	12.50	20.00	35.00	50.00

WSKB, 5kw-d, 500w-n, 1250kc, Gene, Grant, BMB

D	8.00	6.00	15.00	30.00	50.00	80.00
N	10.00	7.50	20.00	40.00	70.00	120.00

MERIDIAN, Lauderdale, 15,700 fam., 78.5% radio, 12,320 radio fam.

3 AM affiliates, average 1-time rate

D	3.96	3.96	11.66	16.50	26.08	47.33
N	5.00	5.00	10.00	26.08	36.00	60.00

WCOC, 5kw-D, 1kw-N, 910kc, CBS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

WMOX, 250w, 1240kc, MBS

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

WMOX-FM, Ch. 253, 98.5mc, 5kw Bonus



See page 3 for key to map.

* * *

MARKET INDICATORS FOR MISSISSIPPI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,121,000	'48	2,184,000	'40
Increase over 1940	—2.9%			
% of U.S.	1.45%	'48	1.66%	'40
BMB Families	569,600	'49	541,000	'46
Percent Radio	79.8%	'49	66.2%	'46
Radio Families	454,760	'49	358,000	'46
Business Concerns	20,403	'47	19,139	'39
Manufacturing Establishments	1,981	'47	1,235	'39
Non-Agricultural Employment	220,909	'47	205,000	'39
Manufacturing Employment	70,000	'47	46,000	'39
Income	$1,382,000,000	'47	444,000,000	'40
Increase over 1940	211%			
Per Capita Income	$ 659	'47	202	'40
Increase over 1940	226%			
Construction (Private)	$ 88,100,000	'47	22,600,000	'39
Residential	$ 31,700,000	'47	9,500,000	'39
Non-Residential	$ 17,200,000	'47	2,300,000	'39
Retail Sales	$1,086,286,000	'48	1,008,419,000	'47
Value Added by Manufacture	$ 300,000,000	'47	73,000,000	'39

* * *

WTOK, 250w, 1450kc, ABC, Headley-Reed, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.50	12.75	21.00	40.00
N	5.00	5.00	10.00	21.00	36.00	60.00

NATCHEZ, Adams, 8,100 fam., 74.8% radio, 6,060 radio fam.

WMIS, 250w, 1240kc, NBC

D	6.00	6.00	9.00	22.50	40.00	75.00
N	6.00	6.00	9.00	22.50	40.00	75.00

PHILADELPHIA, Neshoka, 1400 fam., 77.9% radio, 1,090 radio fam.

WHOC, 250w, 1490kc

D	4.00	4.00	8.00	12.00	24.00	40.00
N	6.00	6.00	12.00	18.00	36.00	40.00

STARKVILLE (no city figures avail.)

WSSO, 250w, 1230kc

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

TUPELO, Lee, 4,000 fam., 83.1% radio, 3,320 radio fam.

WELO, 250w, 1490kc, MBS, Sears-Ayer

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

VICKSBURG, Warren, 11,400 fam., 78.5% radio, 8,950 radio fam.

WQBC, 1kw-d, 500w-n, 1420kc, MBS, Sears & Ayer, Conlan

D	4.00	4.00	12.00	18.00	32.00	60.00
N	6.00	6.00	15.00	25.00	50.00	90.00

WVIM, 250w, 1490kc

D	3.50	3.50	7.00	14.00	21.00	35.00
N	5.00	5.00	12.00	24.00	36.00	60.00

WEST POINT, Clay, 2,000 fam., 76.3% radio, 1,530 radio fam.

WROB, 250w, 1450kc, MBS, Sears & Ayer

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

YAZOO CITY, Yazoo, 2,800 fam., 67.6% radio, 1,890 radio fam.

WAZF, 250w, 1230kc

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

MISSISSIPPI RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	9,000	75.0	6,750	22,440	6,850	3,121	9,106
Alcorn	6,400	85.1	5,450	16,359	3,289	1,180	
Amite	4,500	79.7	3,590	4,076	1,202	335	
Attala	6,400	78.0	4,990	12,147	2,479	877	
Benton	2,000	79.2	1,580	1,222	152	31	
Bolivar	18,700	77.8	14,550	30,128	2,557	922	
Calhoun	4,500	84.2	3,790	5,182	849	287	
Carroll	4,000	79.4	3,180	3,609	279	69	
Chickasaw	4,900	81.9	4,010	6,053	780	224	
Choctaw	2,600	81.1	2,110	3,047	494	116	
Claiborne	3,400	73.7	2,510	5,141	1,202	343	
Clarke	4,600	81.4	3,740	5,976	2,356	656	
Clay	4,800	76.7	3,680	8,150	1,736	586	
Coahoma	15,600	75.8	11,820	27,497	3,151	1,312	
Copiah	7,800	78.8	6,150	14,127	2,531	734	
Covington	3,700	82.2	3,040	5,201	776	216	
De Soto	6,600	75.8	5,000	7,024	408	128	
Forrest	15,000	80.6	12,090	43,080	9,680	3,888	16,489
Franklin	2,700	83.4	2,250	3,222	1,011	279	
George	2,100	81.2	1,710	3,726	487	164	
Greene	1,800	79.6	1,430	2,698	883	297	
Grenada	5,100	78.5	4,000	9,393	2,392	949	
Hancock	2,800	81.8	2,290	4,734	1,016	251	
Harrison	20,200	84.1	16,990	57,263	12,709	4,169	7,778
Hinds	35,400	84.0	29,740	131,950	32,503	14,230	30,373
Holmes	9,800	75.4	7,390	15,194	1,323	416	
Humphreys	6,800	75.0	5,100	9,061	1,337	502	
Issaquina	1,600	74.4	1,190	1,069	81	25	
Itawamba	3,900	80.3	3,130	2,698	583	160	
Jackson	10,900	86.3	9,410	11,197	10,008	5,718	D
Jasper	4,300	79.0	3,400	5,141	847	234	
Jefferson	3,400	75.5	2,570	4,114	640	146	
Jeff Davis	3,500	77.9	2,730	4,579	382	96	
Jones	13,400	81.5	10,920	34,288	10,310	4,650	33,930
Kemper	4,400	77.8	3,420	4,191	544	121	
Lafayette	4,800	80.6	3,870	8,713	793	252	
Lamar	3,100	81.9	2,540	2,699	791	225	
Lauderdale	18,800	78.7	14,800	52,163	12,559	4,888	18,561
Lawrence	3,000	78.9	2,370	4,191	593	200	
Leake	4,900	79.5	3,900	8,150	668	156	
Lee	10,500	83.0	8,720	22,315	4,299	1,607	
Leflore	14,600	78.4	11,450	34,852	4,682	1,923	
Lincoln	6,100	80.1	4,890	13,720	2,606	888	
Lowndes	10,200	85.0	8,670	21,171	5,500	1,900	
Madison	9,100	76.5	6,960	12,187	2,625	911	
Marion	5,800	77.7	4,510	11,896	2,836	898	
Marshall	6,100	75.0	4,580	6,890	570	152	
Monroe	8,600	79.9	6,870	16,766	2,841	876	
Montgomery	4,000	80.4	3,220	6,228	1,090	297	
Neshoba	6,400	79.1	5,060	9,431	1,949	580	
Newton	5,000	81.3	4,070	8,402	1,505	432	
Noxubee	5,600	74.9	4,190	7,955	1,048	294	
Oktibbeha	4,900	78.4	3,840	9,218	989	280	
Panola	8,100	80.4	6,510	14,788	1,353	466	
Pearl River	4,400	83.0	3,650	10,749	2,689	1,239	
Perry	1,900	80.8	1,540	2,347	527	165	
Pike	8,800	83.6	7,360	22,083	4,043	1,333	
Pontotoc	4,600	83.2	3,830	5,841	459	159	
Prentiss	4,700	83.4	3,920	6,986	1,063	298	
Quitman	6,900	81.3	5,610	8,267	505	168	
Rankin	6,400	81.6	5,220	5,977	828	236	
Scott	5,200	82.7	4,300	10,905	1,562	452	
Sharkey	4,300	80.3	3,450	7,043	290	120	
Simpson	4,500	82.4	3,710	6,385	988	295	
Smith	3,500	81.6	2,860	3,513	881	202	
Stone	1,500	83.2	1,250	3,085	364	128	
Sunflower	15,700	78.3	12,290	20,473	1,744	623	
Tallahatchie	8,700	79.6	6,930	9,217	667	204	
Tate	4,700	79.3	3,730	6,016	419	130	
Tippah	4,200	83.6	3,510	5,395	511	128	
Tishomingo	3,700	83.9	3,100	3,376	307	80	
Tunica	6,700	75.9	5,090	8,849	503	188	
Union	5,000	82.7	4,140	7,414	1,448	477	
Walthall	3,600	79.3	2,850	6,889	383	97	
Warren	13,300	78.7	10,470	32,345	6,995	3,071	
Washington	21,200	75.7	16,050	47,129	6,459	2,790	
Wayne	3,500	79.0	2,770	4,891	934	257	
Webster	2,800	83.1	2,330	5,956	495	131	
Wilkinson	4,600	80.4	3,700	7,143	1,795	624	
Winston	4,600	78.5	3,610	7,606	1,818	650	
Yalobusha	4,500	77.1	3,470	7,025	526	150	
Yazoo	9,900	73.7	7,300	16,669	2,137	836	

Sources: Radio Families, Per Cent Radio, BMS. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

D—Withheld to avoid disclosing figures for individual companies.

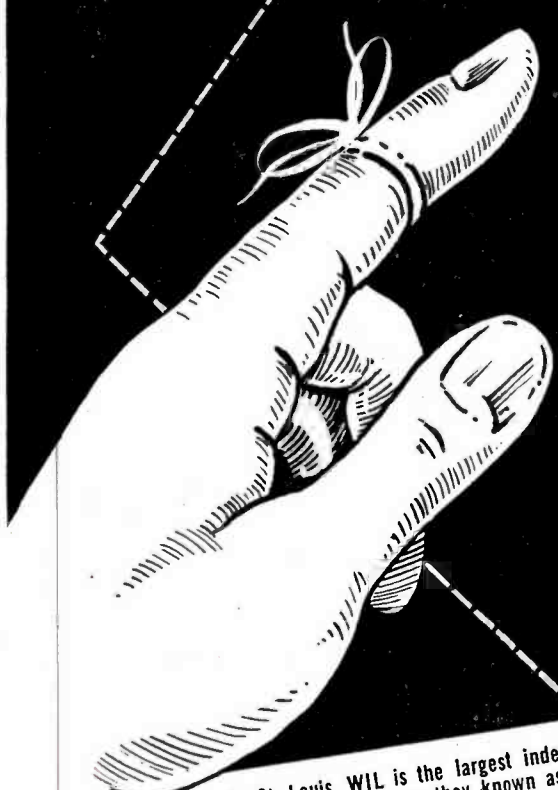
DON'T FORGET

to include St. Louis' largest independent station on your schedule . . .

5000 WATTS

WIL

SAINT LOUIS



Why, in St. Louis, WIL is the largest independent station. Not only are they known as the "sports station" since they carry all day and night Cardinal broadcasts, but "from AM to PM, it's WIL—AM and FM", the 5,000-watt station that beams a friendly signal into St. Louis homes . . . offering an excellent market for YOU!

Don't forget WIL in St. Louis; then St. Louis won't forget you!

WIL • HOTEL CHASE • ST. LOUIS, MO.

NATIONAL REPRESENTATIVE: WILLIAM G. RAMBEAU CO.

MISSOURI

MARKET INDICATORS FOR MISSOURI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,947,000	'48	3,785,000	'40
Increase over 1940	4.3%			
% of U.S.	2.70%	'48	2.88%	'40
BMB Families	1,194,200	'49	1,089,400	'46
Percent Radio	94.4%	'49	89%	'46
Radio Families	1,127,530	'49	969,100	'46
Business Concerns	70,526	'47	66,264	'39
Manufacturing Establishments	5,724	'47	4,487	'39
Non-Agricultural Employment	901,012	'47	777,000	'39
Manufacturing Employment	270,000	'47	176,000	'39
Income	$4,671,000,000	'47	1,914,000,000	'40
Increase over 1940	144%			
Per Capita Income	$ 1,197	'47	505	'40
Increase over 1940	137%			
Construction (Private)	$ 235,500,000	'47	78,200,000	'39
Residential	$ 73,800,000	'47	37,000,000	'39
Non-Residential	$ 72,300,000	'47	15,700,000	'39
Retail Sales	$3,528,304,000	'48	3,262,467,000	'47
Value Added by Manufacture	$1,623,000,000	'47	58,000,000	'39

* * *

SPOT RATE FINDER

CAPE GIRARDEAU, Cape Girardeau, 6,500 fam., 94.8% radio, 6,160 radio fam.

KFVS, 1kw-d, 500w-n, 960kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	——	8.50	17.50	35.00	50.00	80.00
N	——	8.50	17.50	35.00	50.00	80.00

KFVS-FM, Ch. 239, 95.7mc, 20kw
20% of AM rate

CARTHAGE, Jasper, 4,800 fam., 94.5% radio, 4,540 radio fam.

KDMO, 250w, 1490kc, KBS, Conlan

D	2.75	3.45	6.00	10.00	16.50	30.00
N	4.00	5.00	10.00	16.00	24.00	40.00

CLAYTON, St. Louis—See listing under St. Louis

KXLW-FM, Ch. 266, 101.1mc, 11kw, Forjoe
(See St. Louis listing)

COLUMBIA, Boone, 8,500 fam., 94.5% radio, 8,030 radio fam.

KFRU, 250w, 1400kc, ABC, Blair, Conlan

D	2.50	3.50	8.00	16.00	24.00	40.00
N	3.50	5.00	12.00	24.00	36.00	60.00

FARMINGTON, St. Francois, 1,500 fam., 88.4% radio, 1,330 radio fam.

KREI-FM, 100.1mc, 290w

D	3.75	4.50	7.50	18.75	37.50	60.00

KREI-FM, 100.1mc, 290w
Bonus

FLAT RIVER, St. Francois, 1,800 fam., 95.6% radio, 1,720 radio fam.

KFMO, 250w-d, 1240kc

D	——	6.00	12.00	24.00	36.00	60.00

HANNIBAL, Marion, 72,000 fam., 94.4% radio, 6,800 radio fam.

KHMO, 5kw-d, 1kw-n, 1070kc, MBS, Pearson, Conlan

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

INDEPENDENCE, Jackson, 8,100 fam., 96.9% radio, 7,850 radio fam.

KIMO, 1kw-d, 1510kc

D	8.00	12.00	20.00	35.00	55.00	90.00
N	10.00	15.00	25.00	50.00	75.00	125.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

JEFFERSON CITY, Cole, 7,700 fam., 96.9% radio, 7,460 radio fam.

KWOS, 250w, 1240kc, MBS, Sears-Ayer, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.50	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	25.00	45.00	75.00

KWOS-FM, Ch. 253, 98.5mc, 9.2kw, Sears-Ayer
Bonus

JOPLIN, Jasper, Newton, 15,700 fam., 92.9% radio, 14,630 radio fam.

2 AM affiliates, average one time rate

D	7.25	8.00	13.50	20.00	35.00	55.00
N	8.50	10.00	16.50	27.50	45.00	75.00

KFSB, 5kw-d, 1kw-n, 1310kc, Walker, Conlan, BMB

D	10.00	10.00	14.00	30.00	50.00	90.00
N	15.00	15.00	25.00	40.00	65.00	110.00

KSWM, 250w, 1230kc, CBS Rambeau, Conlan

D	8.50	8.50	15.00	20.00	35.00	50.00
N	10.00	10.00	18.00	30.00	45.00	75.00

WMBH, 250w, 1450kc, MBS, Sears-Ayer, Conlan

D	6.00	7.50	12.00	20.00	35.00	60.00
N	7.00	10.00	15.00	25.00	45.00	75.00

WMBH-FM, Ch. 241, 96.1mc, 740kc, Sears-Ayer
Bonus

for the facts on KXOK

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

KSTL

ST. LOUIS

1000 WATTS (d) — 690 KC

HARD HITTING COVERAGE

of the

8th Largest Retail Trading Center

at

LOW COST

Represented by:

Independent Metropolitan Sales

CHICAGO
75 E. Wacker Dr.
AN. 3-7169

NEW YORK
55 W. 42 St.
Longacre 3-6741

KANSAS CITY, Jackson, 152,900 fam., 96.9% radio, 148,160 radio fam.

4 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr
D	28.75	50.15	50.90	76.50	137.50	252.25
N	48.45	83.75	87.55	129.40	233.00	430.50

KCKN, 250w, 1340kc

D	10.00	14.00	16.00	24.00	36.00	60.00
N	10.00	14.00	16.00	24.00	36.00	60.00

KCKN-FM, Ch. 294, 106.7mc, 250w

D	2.00	3.50	8.00	18.00	25.00	40.00
N	2.00	3.50	8.00	18.00	25.00	40.00

KCMO, 50kw-d, 10kw-n, 810kc, ABC, Pearson

D	39.00	60.00	64.80	108.00	180.00	300.00
N	52.00	80.00	86.40	144.00	240.00	400.00

KCMO-FM, Ch. 235, 94.9mc, 54kw, Transit Radio
(Rates not available)

KMBC, 5kw, 980kc, CBS, Free & Peters, Conlan

D	30.00	48.00	43.20	72.00	144.00	288.00
N	50.00	70.00	72.00	120.00	240.00	480.00

KMBC-FM, Ch. 263, 100.5mc, 40kw, Free & Peters
Bonus

WDAF, 5kw, 610kc, NBC, Petry

D	30.00	66.00	58.40	73.00	133.00	266.00
N	60.00	132.00	117.60	147.00	266.00	532.00

WDAE-TV, Ch. 4, 11kw-a, 22kw-v, Petry

D	18.00	25.00	33.00	50.00	75.00	125.00
N	35.00	50.00	65.00	100.00	150.00	250.00

WHB, 10kw-d, 5kw-n, 710kc, MBS, Blair

D	16.00	26.60	37.20	53.00	93.00	155.00
N	31.80	53.00	74.60	106.60	186.00	310.00

KOZY (FM), Ch. 251, 98.1mc, 10kw

D	2.40	3.60	6.25	9.60	14.40	24.00
N	4.00	6.00	10.40	16.00	24.00	40.00

KENNETT, Dunklin, 2,700 fam., 87.3% radio, 2,360 radio fam.

KBOA, 1kw-D, 830kc

D	——	6.00	15.00	25.00	45.00	75.00

KBOA-FM, Ch. 255, 98.9mc, 6.9 kw
Bonus

KIRKSVILLE, Adair, 4,900 fam., 94.8% radio, 4,650 radio fam.

KIRX, 250w, 1450kc, Sears-Ayer, Conlan

D	6.00	6.00	18.00	30.00	40.00	60.00
N	6.00	6.00	18.00	30.00	40.00	60.00

LEBANON, Coclede, 2,400 fam., 90.1% radio, 2,160 radio fam.

KLWT, 250w, 1230kc, MBS

D	4.40	5.65	9.40	18.75	31.25	43.75
N	4.40	5.65	9.40	18.75	31.25	43.75

MEXICO, Audrain, 3,600 fam., 94.7% radio, 3,410 radio fam.

KXEO, 250w, 1340kc, MBS

D	9.00	9.00	12.00	24.00	36.00	60.00
N	9.00	9.00	12.00	24.00	36.00	60.00

POPLAR BLUFF, Butler, 5,300 fam., 93.3% radio, 4,940 radio fam.

KWOC, 250w, 1340kc, MBS, Pearson

D	——	4.50	12.00	20.00	30.00	50.00
N	——	4.50	12.00	20.00	30.00	50.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further repraduction unlicensed. For complete explanation see foreword.

for the facts on WHB

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

KWOC-FM, Ch. 233, 94.5mc, 16kw, Pearson
Bonus

ROLLA, Phelps, 3,900 fam., 91.8% radio, 3,580 radio fam.

KTTR, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.20	3.20	7.00	14.00	24.00	40.00
N	3.20	3.20	7.00	14.00	24.00	40.00

STE. GENEVIEVE, Ste. Genevieve, 1,100 fam., 97.3% radio, 1,070 radio fam.

KSGM, 250w, 1450kc

D	2.00	4.25	8.10	15.30	27.00	45.00
N	2.00	4.25	8.10	15.30	27.00	45.00

ST. JOSEPH, Buchanan, 27,600 fam., 94.8% radio, 26,160 radio fam.

KFEQ, 5kw, 680kc, MBS, Headley-Reed

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

KFEQ-FM, Ch. 222, 92.3mc, 250w, Headley-Reed
(No time sold)

KRES, 250w, 1230kc, Ra-Tel

D	4.89	4.89	8.05	17.25	31.63	57.50
N	4.89	4.89	8.05	17.25	31.63	57.50

ST. LOUIS, St. Louis, 292,500 fam., 97.0% radio, 283,730 radio fam.

4 AM affiliates, average one time rate

D	33.62	49.12	62.50	99.50	152.75	248.75
N	61.25	77.83	——	177.50	283.75	463.75

4 AM non-affiliates average one-time rate

D	8.77	12.83	20.17	35.30	56.15	96.50

KMOX, 50kw, 1120kc, CBS, Radio Sales, Hooper, CBS Diary

D	54.00	78.00	69.00	138.00	207.00	345.00
N	90.00	——	——	230.00	345.00	575.00

KSD, 5kw, 550kc, NBC, Free & Peters

D	32.50	46.50	——	100.00	170.00	250.00
N	65.00	93.50	——	200.00	340.00	500.00

KSD-FM, Ch. 241, 96.1mc, 10.5kw, Free & Peters
Bonus

KSD-TV, Ch. 5, 10kw-a; 20kw-v, NBC, Free & Peters

D	30.00	30.00	48.00	72.00	108.00	180.00
N	50.00	50.00	80.00	120.00	180.00	300.00

KSTL, 1kw-D, 690kc

D	8.00	12.00	15.00	30.00	45.00	75.00

KWK, 5kw, 1380kc, MBS, Raymer, Hooper

D	24.00	36.00		80.00	120.00	200.00
N	45.00	70.00		140.00	225.00	380.00

KWK-FM, Ch. 256, 99.1mc, 70kw
No rate listing

KXLW, 1kw-D, 1320kc, Forjoe, Hooper

D	7.50	15.00	22.50	30.00	55.00	100.00

KXLW-FM, Ch. 266, 101.1mc, 11.2kw, Forjoe

D	1.50	3.00	4.50	6.00	11.00	20.00
N	1.50	3.00	4.50	6.00	11.00	20.00

KXOK, 5kw, 630kc, ABC, Blair, Hooper

D	24.00	36.00	56.00	80.00	120.00	200.00
N	45.00	70.00	98.00	140.00	225.00	400.00

KXOK-FM, Ch. 229, 83.7mc, 16kw,. Transit Radio
(See Transit FM listing)

WEW, 1kw-D, 770kc, Pearson

D	7.50	9.40	22.50	45.00	67.50	112.50

WEW-FM, Ch. 236, 95.1mc, 68kw, Pearsan

D	3.00	5.00	6.00	12.00	18.00	30.00
N	3.00	5.00	10.00	20.00	30.00	50.00

WIL, 5kw, 1430kc, Rambeau

D	12.08	14.95	20.70	36.23	62.10	103.50
N	17.83	22.43	27.60	48.30	82.00	138.00

(Continued on page 114)

St. Louis **KXLW**

3 Best Specific Audience Buys

1st and only
Negro Disc Jockey
in St. Louis . . . **Spider Burks** does a terrific sell job seven days a week . . . so terrific that after three years he has no local competition,
Today delivers top Hoopers & specific results!

1st and only
Hillbilly Disc Jockey in St. Louis
Roy Queen has been playing and emceeing in these parts for 19 years. For the last 3 years as the first and only Hillbilly D. J.
he has been selling furniture, autos,
fried chicken and such daily 6 am to 8 am.

1st and only
Children's Disc Jockey program in St. Louis
Janet Dailey's Musical Storybook
at 4 every afternoon for 3 years
has presented the best children's albums,
kept kids busy while mom cooked supper, and sold milk, photos, cakes, clothing, cabbages and kings.

National Rep
FORJOE

1320 Kilocycles — 1000 Watts

AM **KXLW** FM

Phone Delmar 1320

MISSOURI

SPOT RATE FINDER

(Continued from page 113)

SEDALIA, Pettis, 8,200 fam., 93.5% radio, 7,670 radio fam.

KDRO, 250w, 1490kc, Forjoe, Conlan

	SE	1M	5M	15M	30M	1 Hr.
D		4.00	10.00	17.50	30.00	55.00
N		4.00	10.00	17.50	30.00	55.00

SIKESTON, Scott, 3,000 fam., 90.0% radio, 2,700 radio fam.

KSIM, 250w, 1400kc

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SPRINGFIELD, Greene, 23,800 fam., 94.8% radio, 22,560 radio fam.

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4 AM affiliates, average one time rate

D	8.50	8.50	14.75	24.75	43.00	73.75
N	11.31	11.31	22.00	34.93	61.00	102.50

KGBX, 5kw, 1260kc, NBC, Hollingbery

D	10.00	10.00	15.00	28.00	45.00	80.00
N	16.00	16.00	25.00	40.00	70.00	120.00

KICK, 250w, 1340kc, MBS

D	4.00	4.00	9.00	16.00	27.00	45.00
N	5.25	5.25	13.00	23.50	39.00	65.00

KTTS, 250w, 1400kc ,CBS, Sears-Ayer

D	5.00	5.00	10.00	17.50	30.00	50.00
N	6.00	6.00	15.00	26.25	45.00	75.00

KTTS-FM, Ch. 234, 94.7mc, 11.3kw, Sears-Ayer Bonus

KWTO, 5kw-D, 1kw-N, 560kw, ABC, Pearson, Conlan

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

WARRENTON, Warren (No Data on City)

KWRE, 250w-D, 730kc

D	1.00	5.00	8.00	15.00	24.00	45.00

WEST PLAINS, Howell, 2,200 fam., 91.2% radio, 2,010 radio fam.

KWPM, 250w, 1450kc

D	1.50	3.00	6.00	15.00	24.00	42.00
N	1.50	3.00	6.00	15.00	24.00	42.00



See page 3 for key to map.

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MISSOURI RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adair	6,000	93.7	5,620	15,359	2,564	1,030	
Andrew	3,500	95.5	3,340	4,508	474	151	
Atchison	3,200	96.0	3,070	7,662	1,272[1]	407[1]	
Audrain	7,800	94.1	7,340	15,637	5,719	2,673	14,129
Barry	6,400	92.5	5,920	9,441	1,393	444	
Barton	3,800	92.2	3,500	5,991	896	348	
Bates	5,700	92.1	5,250	9,090	1,156	461	
Benton	3,000	90.4	2,710	4,358	333	93	
Bollinger	2,700	85.5	2,310	2,431	228	50	
Boone	12,600	89.3	11,250	42,892	6,149	2,449	
Buchanan	35,000	94.9	33,220	112,364	27,039	15,143	52,734
Butler	9,400	86.1	8,090	16,713	3,271	1,160	
Caldwell	3,500	94.0	3,290	6,252	500	129	
Callaway	6,900	91.4	6,310	10,369	2,099	873	
Carnden	2,000	90.3	1,810	2,300	409[2]	125[2]	
Cape Girardian	10,800	93.9	10,140	38,674	8,117	3,486	11,183
Carroll	4,100	94.1	3,860	9,052	925	281	
Carter	1,400	86.4	1,210	1,688	923[3]	309[3]	
Cass	6,600	92.9	6,130	10,740	1,471	525	
Cedar	3,200	90.0	2,880	3,932	846[4]	229[4]	
Chariton	4,600	93.9	4,320	7,586	774	274	
Christian	3,200	91.7	2,930	3,728	1,053[5]	310[5]	
Clark	3,100	92.5	2,870	4,488	1,062[6]	370[6]	
Clay	12,700	95.5	12,130	29,308	11,485	6,770	51,712
Clinton	3,800	93.7	3,560	8,960	999	304	
Cole	10,300	95.1	9,800	37,040	6,663	2,853	
Cooper	5,100	91.7	4,680	10,740	2,088	816	
Crawford	3,000	87.5	2,630	5,231	683	227	
Dade	2,900	92.0	2,670	3,412	1,187[7]	361[7]	
Dallas	2,900	90.6	2,630	2,783	233	61	
Daviess	3,600	92.8	3,340	4,822	559	159	
DeKalb	2,600	94.4	2,450	3,727	281	67	
Dent	3,100	89.8	2,780	5,713	841	262	
Douglas	3,000	89.0	2,670	3,579	374[8]	123[8]	
Dunklin	11,700	89.9	10,520	23,520	2,986	1,013	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 116)

KXOK

spans the great and growing St. Louis Market with 4,837 hours of sponsored time in 1948



Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper month after month . . . they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time . . . they are gratified by KXOK's low-in-St. Louis rates which means more coverage . . . more Hooper . . . per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market . . . *economically!*

KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service . . . a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard's award for News Commentary and Variety's award for "Responsibility to the Community" are evidences of KXOK's progressive ideas on programming!



In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1000 buses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati . . . or KXOK-FM direct.

KXOK-FM Is Affiliated with Transit Radio



630 KC • 5000 WATTS • FULL TIME • CHESTNUT 3700

KXOK

St. Louis' ABC Affiliate
Owned and operated by the
St. Louis Star-Times
Represented by John Blair & Co.

MISSOURI RADIO MARKET DATA BY COUNTIES

(Continued from page 114)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Franklin	10,300	92.7	9,550	21,146	6,451	2,864	10,238
Gasconade	3,600	89.9	3,240	6,456	1,998	796	
Gentry	3,300	95.8	3,160	6,158	1,344[9]	491[9]	
Greene	30,700	94.5	29,010	106,613	18,807	8,563	18,992
Grundy	4,700	93.6	4,400	9,312	1,271	437	
Harrison	4,800	93.6	4,490	8,700	1,011[10]	307[10]	
Henry	6,500	92.9	5,990	12,873	2,578	1,193	
Hickory	1,500	91.1	1,370	1,280	[2]	[2]	
Holt	3,000	94.6	2,840	5,657	[1]	[1]	
Howard	3,600	92.2	3,320	6,029	806	252	
Howell	6,100	87.0	5,310	10,740	2,303	713	
Iron	2,600	86.5	2,250	3,414	2,180[11]	1,005[11]	
Jackson	183,900	97.0	178,380	808,854	188,848	107,236	280,146
Jasper	27,000	93.3	25,190	92,447	17,718	8,590	25,216
Jefferson	9,400	94.7	8,900	17,752	5,337	2,993	30,560
Johnson	6,700	92.3	6,180	11,520	1,855	662	
Knox	2,600	93.5	2,430	3,321	632[12]	185[12]	
Laclede	5,800	89.3	5,180	8,626	2,023	681	
Lafayette	8,400	92.9	7,800	16,305	2,673	1,004	
Lawrence	7,500	92.3	6,920	10,368	1,616	565	
Lewis	3,600	94.6	3,410	5,214	[6]	[6]	
Lincoln	4,600	93.1	4,280	7,457	1,186	365	
Linn	6,000	93.6	5,620	13,471	1,939	668	
Livingston	5,100	94.2	4,800	12,206	2,118	794	
McDonald	4,100	90.2	3,700	5,899	571	189	
Macon	5,500	92.9	5,110	13,557	1,402	485	
Madison	2,800	87.2	2,440	4,470	[11]	[11]	
Maries	1,700	84.7	1,440	1,094	292	86	
Marion	10,200	94.6	9,650	31,541	6,537	2,920	9,566
Mercer	2,400	94.0	2,260	3,487	[10]	[10]	
Miller	4,000	90.2	3,610	6,456	1,117	419	
Mississippi	7,200	85.1	6,130	10,462	1,885	714	
Moniteau	3,400	91.9	3,120	6,066	870	278	
Monroe	4,000	93.6	3,740	6,939	1,122	384	
Montgomery	3,700	93.0	3,440	5,547	947	293	
Morgan	3,200	90.7	2,900	5,211	4,469	150	
New Madrid	11,000	89.6	9,860	14,692	1,881	677	
Newton	9,600	92.0	8,830	12,261	2,487	1,026	
Nodaway	7,600	94.6	7,190	15,934	1,707	605	
Oregon	2,900	86.6	2,510	3,951	1,024[14]	389[14]	
Osage	2,900	86.4	2,510	3,006	705	254	
Ozark	2,300	83.0	1,910	1,503	[8]	[8]	
Pemiscot	13,100	85.4	11,190	20,998	2,649	968	
Perry	3,800	88.7	3,370	7,419	1,882	767	
Pettis	10,300	93.1	9,590	28,109	4,956	2,018	
Phelps	7,100	87.5	6,210	10,665	2,353	793	
Pike	5,600	93.0	5,210	10,389	2,348	820	
Platte	4,200	94.2	3,960	6,528	550	190	
Polk	4,900	91.2	4,470	7,271	[7]	[7]	
Pulaski	3,400	92.4	3,140	4,712	718	210	
Putnam	3,000	92.9	2,790	3,524	392	106	
Ralls	2,900	93.8	2,720	2,652	220	59	
Randolph	7,800	93.7	7,310	16,732	3,370	1,353	
Ray	5,100	93.5	4,770	7,755	966	368	
Reynolds	1,800	84.3	1,520	1,723	[3]	[3]	
Ripley	3,000	86.2	2,590	3,673	312	85	
St. Charles	8,400	94.7	7,950	17,065	3,790	1,832	
St. Clair	3,400	90.6	3,080	3,691	[4]	[4]	
St. Francois	9,900	94.3	9,340	23,244	7,207	3,970	
St. Louis	363,900	97.4	354,440	1,385,426	23,389	11,473	58,596
Ste. Genevieve	2,800	91.9	2,570	4,934	1,183	484	
Saline	8,700	93.0	8,090	16,435	3,901	1,599	
Schuyler	1,800	94.8	1,710	3,190	190	65	
Scotland	2,400	94.7	2,270	4,100	[13]	[13]	
Scott	8,300	92.2	7,650	16,454	3,788	1,526	
Shannon	2,200	85.6	1,880	2,597	[14]	[14]	
Shelby	3,300	94.3	3,110	6,252	889	329	
Stoddard	8,700	90.4	7,860	10,112	1,874	640	
Stone	3,000	86.6	2,600	2,896	[5]	[5]	
Sullivan	3,400	92.9	3,160	4,025	409	117	
Taney	2,600	86.6	2,250	3,324	[5]	[5]	
Texas	5,600	89.2	5,000	7,474	2,181[13]	647[13]	
Vernon	7,700	91.7	7,060	13,005	1,724	626	
Warren	2,300	91.7	2,110	3,339	836	328	
Washington	3,900	84.6	3,300	4,693	1,057	414	
Wayne	2,800	86.1	2,410	3,981	[3]	[3]	
Webster	4,200	92.1	3,870	7,328	590	183	
Worth	1,500	94.7	1,420	2,930	[9]	[9]	
Wright	4,400	89.9	3,960	7,569	[13]	[13]	

[1] Includes Atchison & Holt.
[2] Includes Camden & Hickory.
[3] Includes Carter, Reynolds & Wayne.
[4] Includes Sedar & St. Clair.
[5] Includes Christian, Stone & Taney.
[6] Includes Clark & Lewis.
[7] Includes Dade & Polk.
[8] Includes Douglas & Ozark.
[9] Includes Gentry & Worth.
[10] Includes Harrison & Mercer.
[11] Includes Iron & Madison.
[12] Includes Knox & Scotland.
[13] Includes Texas & Wright.
[14] Includes Oregon & Shannon.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

KSD-TV

The St. Louis Post-Dispatch Television Station

DELIVERS THE ENTIRE TELEVISION AUDIENCE

IN AMERICA'S 9 TH LARGEST MARKET

•

NBC CBS ABC and DUMONT NETWORKS

•

5000 WATTS ON 550 KILOCYCLES IN AMERICA'S 9 TH LARGEST MARKET

•

KSD

The St. Louis Post-Dispatch "AM" Station

NBC PROGRAMS • AP NEWS

National Advertising Representative: FREE & PETERS, INC.

MONTANA

SPOT RATE FINDER

ANACONDA, Deer Lodge, 4,400 fam., 98.0% radio, 4,310 radio fam.
KANA, 250w, 1230kc, W. S. Grant, Donahue

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	6.00	12.00	18.00	30.00
N	6.00	8.00	8.00	16.00	24.00	40.00

BILLINGS, Yellowstone, 9,900 fam., 97.5% radio, 9,650 radio fam.

2 AM affiliate, average one-time rate

D	7.87	7.02	13.50	20.50	30.75	51.25
N	8.75	9.50	12.50	28.00	42.00	70.00

KBMY, 250w, 1240kc, MBS, Avery Knodel

D	2.75	4.15	7.00	11.00	16.50	27.50
N	4.50	6.00	10.00	16.00	24.00	40.00

KGHL, 5kw, 790kc, NBC, Katz

D	13.00	10.00	20.00	30.00	45.00	75.00
N	13.00	13.00	15.00	40.00	60.00	100.00

BUTTE, Silver Bow, 17,100 fam., 96.9% radio, 16,650 radio fam.

3 AM affiliate, average one time rate

D	10.72	10.72	17.01	20.52	47.71	88.41
N	12.01	12.01	19.00	31.33	53.66	98.33

KBOW, 250w, 1490kc, CBS. Cooke, Conlan

D	8.00	8.00	10.00	20.00	30.00	50.00
N	8.00	8.00	10.00	20.00	30.00	50.00

KOPR, 1kw, 550kc, ABC, Hollingbery, Conlan

D	7.18	7.18	11.05	22.10	33.15	55.25
N	11.05	11.05	17.00	34.00	51.00	85.00

KXLF, 5kw, 1370kc, NBC, Pacific Northwest, Walker

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

GLENDIVE. Dawson (No city figure available)
KXGN. 250w, 1400kc

D	5.40	6.00	9.00	16.00	24.00
N	6.00	6.60	9.90	17.60	26.40

GREAT FALLS, Cascade, 13,400 fam., 97.8% radio, 13,110 radio fam.

2 AM affiliate, average one-time rate

D	9.22	9.22	13.00	20.50	42.00	67.50
N	11.50	13.00	20.00	40.00	60.00	100.00

KFBB, 5kw, 1310kc, CBS, Weed Co.. Conlan

D	10.00	13.00	15.00	30.00	45.00	70.00
N	10.00	13.00	20.00	40.00	60.00	100.00

KMON, 5kw, 560kc, MBS, Avery Knodel

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KXLK, 250kw, 1400kc. NBC
(See 2 Bar Net or KXLF Butte)
HAVRE, Hill, 3,200 fam., 98.4% radio, 3,150 radio fam.

2 AM non-affiliate, average one-time rate

D	4.37	5.12	7.45	13.37	22.75	40.00

KAVR. 250w, 1240kc, Grant

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

KOJM, 1kw-D. 730kc. Friedenburg. Griffith

D	6.00	7.00	10.00	18.00	28.00	45.00

HELENA, Lewis & Clark, 6,500 fam., 96.9% radio, 6,300 radio fam.
KXLJ, 250w, 1240kc, NBC, Walker
(See 2 Bar Network)
KALISPELL, Flathead, 4,600 fam., 97.4 radio, 4,480 radio fam.
KGEZ, 250w, 1340kc, Conlan

D	3.00	3.00	5.00	9.00	15.00
N	3.00	3.00	6.00	12.00	20.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

LEWISTON, Fergus, 2,300 fam., 96.9% radio, 2,230 radio fam.
KXLO, 250w, 1230kc, Freidenberg

	SB	1M	5M	15M	30M	1 Hr
D	2.50	4.00	5.50	9.00	15.00	25.00
N	2.50	4.00	5.50	9.00	15.00	25.00

LIVINGSTON, Park, 2,700 fam., 97.2 radio, 2,620 radio fam.
KPRK, 250w, 1340kc, Griffith

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

MILES CITY, Custer, 3,200 fam., 96.9 radio, 3,100 radio fam.
KRJF, 250w, 1340kc, BMB, Avery-Knodel

D	2.50	3.75	7.00	10.50	20.00	37.50
N	3.00	4.50	8.50	12.50	23.75	45.00

MISSOULA, Missoula, 7,700 fam., 97.1 radio, 7,480 radio fam.
KGVO, 5kw-D, 1kw-N, 1290kc, CBS, Donahue, Grant, Conlan

D	7.88	10.50	10.50	21.00	31.50	52.50
N	10.50	14.00	14.00	28.00	42.00	70.00

KXLL, 250w, 1450kc, Walker
(See Z Bar Network)
SHELBY, Toole, 1,100 fam., 96.2 radio, 1,060 radio fam.
KIYI, 250w, 1230kc, W. S. Grant

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

SIDNEY, Richland, 1,500 fam., 96.6% radio, 1,450 radio fam.
KGCX, 5kw-D, 1kw-N, 1480kc, MBS, Biddick, BMB

D	3.50	4.50	10.00	20.00	30.00	50.00
N	4.50	6.00	13.00	26.00	40.00	65.00

* * *

MARKET INDICATORS FOR MONTANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	511,000	'48	560,000	'40
Increase over 1940	—8.6%			
% of U.S.	0.35%	'48	0.42%	'40
BMB Families	155,600	'49	148,400	'46
Percent Radio	97.2%	'49	92.3%	'46
Radio Families	151,260	'49	137,000	'46
Business Concerns	11,683	'47	9,589	'39
Manufacturing Establishments	745	'47	552	'39
Non-Agricultural Employment	86,723	'47	112,000	'39
Manufacturing Employment	17,000	'47	9,000	'39
Income	$ 801,000,000	'47	321,000,000	'40
Increase over 1940	150%			
Per Capita Income	$ 1,641	'47	574	'40
Increase over 1940	186%			
Construction (Private)	$ 40,100,000	'47	14,300,000	'39
Residential	$ 10,200,000	'47	4,900,000	'39
Non-Residential	$ 9,200,000	'47	2,200,000	'39
Retail Sales	$ 614,274,000	'48	553,493,000	'47
Value Added by Manufacture	$ 108,000,000	'47	39,000,000	'39

* * *



See page 3 for key to map.

* * *

MONTANA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value 1947 ($000) Added
Beaverhead	2,000	94.7	1,890	9,268	683	252	
Big Horn	2,200	96.4	2,120	7,362	610	217	
Blaine	2,000	96.6	1,930	9,217	659	266	
Broadwater	600	95.6	570	2,982	231	98	
Carbon	2,500	96.8	2,420	6,774	732	405	
Carter	700	96.6	680	1,028	65	17	
Cascade	13,900	97.6	13,570	67,789	10,714	6,035	15,792
Chouteau	1,600	98.2	1,570	4,818	350	127	
Custer	4,200	96.5	4,050	11,677	1,686	805	
Daniels	1,100	98.4	1,080	3,421	247	97	
Dawson	2,000	97.9	1,960	7,648	973	375	
Deer Lodge	4,500	97.8	4,400	15,120	3,927	2,347	D
Fallon	900	96.6	870	2,679	279	138	
Fergus	3,700	97.4	3,600	13,565	1,825	822	
Flathead	7,900	97.6	7,710	26,414	3,710	1,654	6,985
Gallatin	5,400	96.9	5,230	24,979	2,573	1,187	
Garfield	600	96.4	580	910	74	22	
Glacier	2,200	95.3	2,100	10,009	1,150	564	
Golden Valley	400	100.0	400	523	18	5	
Granite	1,000	96.7	970	3,303	393	181	
Hill	4,100	97.7	4,010	16,433	1,643	744	
Jefferson	1,000	97.2	970	3,135	218	65	
Judith Basin	800	97.3	780	2,359	108	34	
Lake	2,800	97.3	2,720	8,457	1,094	453	
Lewis & Clarke	7,800	97.0	7,570	36,551	5,554	3,074	
Liberty	600	96.8	580	1,618	75	28	
Lincoln	1,900	96.9	1,840	4,969	1,308	769	

Sources: Radio Families. Per Cent Radio. BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.
D—Data withheld to avoid disclosing figures for individual companies.

(Continued on page 120)

The Formula For Coverage

POWER + FREQUENCY + CONDUCTIVITY

POWER	**5000 W.**	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	**790 kc.**	KGHL is the only NBC station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	**FAVORABLE**	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	**MAXIMUM**	No other station can match KGHL's coverage* of Montana and Northern Wyoming. KGHL Primary Area *Population ..... 326,777 Retail Sales ..... $ 224,033,000 Radio Homes ..... 79,641 Source: Katz Research Bureau

NBC AFFILIATED STATION

KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

MONTANA RADIO MARKET DATA BY COUNTIES

(Continued from page 118)

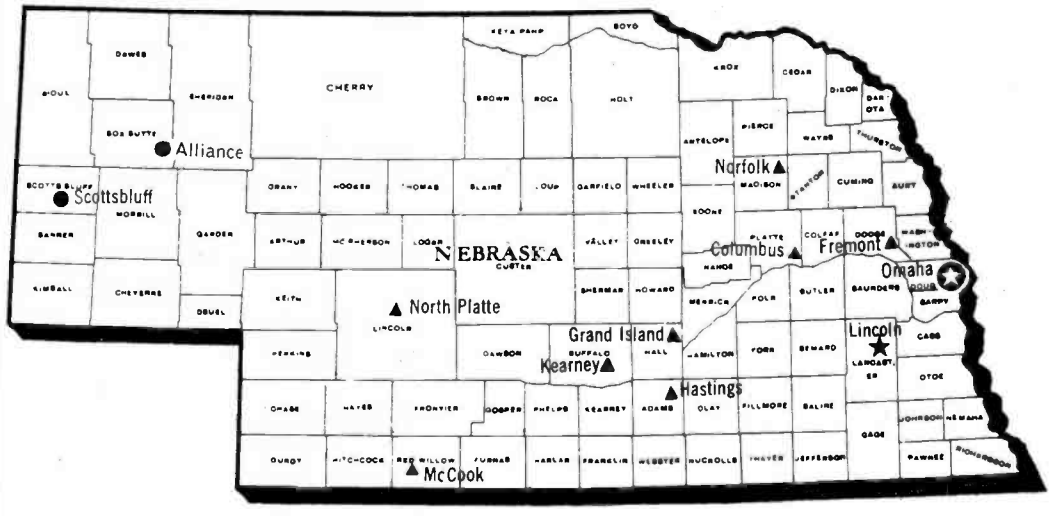
County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
McCone	700	96.6	680	2,528	80	28	
Madison	1,700	97.0	1,650	3,656	414	187	
Meagher	600	96.9	580	2,189	209	86	
Mineral	600	96.7	580	1,197	197	95	
Missoula	9,300	97.3	9,050	44,883	6,401	3,244	9,639
Musselshell	1,400	97.3	1,360	4,853	968	692	
Park	3,000	96.6	2,900	11,713	1,334	568	
Petroleum	300	97.3	290	573	87	54	
Phillips	1,800	96.9	1,740	6,234	406	171	
Pondera	1,400	97.2	1,360	6,470	470	208	
Powder River	700	96.0	670	1,095	82	31	
Powell	2,000	97.1	1,940	5,409	636	370	
Prairie	500	96.1	480	1,602	137	45	
Ravalli	3,000	97.0	2,910	8,979	1,147	447	
Richland	2,200	97.1	2,140	8,189	901	392	
Roosevelt	2,200	97.4	2,140	8,509	710	273	
Rosebud	1,500	96.0	1,440	4,904	455	277	
Sanders	1,900	96.0	1,820	3,724	564	258	
Sheridan	1,500	97.8	1,470	4,145	378	160	
Silver Bow	17,500	97.4	17,050	76,357	13,853	8,642	
Stillwater	1,400	97.5	1,370	3,943	272	116	
Sweet Grass	900	96.8	870	2,863	215	62	
Teton	1,900	97.7	1,860	5,425	428	149	
Toole	1,600	97.5	1,560	7,616	928	472	
Treasure	400	94.7	380	960	73	37	
Valley	2,700	97.7	2,640	14,820	929	395	
Wheatland	800	97.8	780	3,488	219	105	
Wibaux	500	100.0	500	926	75	32	
Yellowstone	13,200	97.6	12,880	64,016	9,594	5,046	14,068

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

NEBRASKA

SPOT RATE FINDER

See page 3 for key to map.



ALLIANCE, Box Butte (No city figures available)

KCOW, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00
N		4.00	8.00	15.00	25.00	45.00

COLUMBUS, Platte, 2,700 fam., 96.1% radio, 2,590 radio fam.

KJSK, 1kw-D, 900kc, Davis

D	2.80	4.90	10.50	24.85	38.85	59.50

FREMONT, Dadge, 5,300 fam., 96.8% radio, 5,130 radio fam.

KFGT, 100w, 1340kc, MBS, Conlan

D	5.00	5.00	10.00	18.33	30.00	50.00
N	6.00	6.00	13.00	19.50	37.50	65.00

GRAND ISLAND, Hall, 7,800 fam., 96.5% radio, 7,530 radio fam.

KMMJ, 1kw, 750kc, ABC, Headley-Reed, BMB, Conlan

D	10.00	10.00	20.00	40.00	60.00	100.00
N	10.00	10.00	20.00	40.00	60.00	100.00

HASTINGS, Adams, 6,900 fam., 97.2% radio, 6,710 radio fam.

KHAS, 250w, 1230kc, MBS, Pearson

D	2.65	5.00	10.00	20.00	30.00	50.00
N	4.00	8.00	16.00	32.00	48.00	80.00

KEARNEY, Buffalo, 2,900 fam., 94.2% radio, 2,730 radio fam.

KGFW, 250w, 1340kc, MBS

D	4.00	6.00	12.00	30.00	50.00	80.00
N	4.00	6.00	12.00	30.00	50.00	80.00

LINCOLN, Lancaster, 32,200 fam., 97.8% radio, 31,490 radio fam.

2 AM affiliates, average one-time rates

	SB	1M	5M	15M	30M	1 Hr
D		6.13	10.25	15.38	31.25	57.50
N		11.25	20.00	30.62	61.25	112.50

KFOR, 250w, 1240kc, ABC, Petry, Hooper

D	7.25	7.25	10.50	15.75	32.50	65.00
N	12.50	12.50	20.00	31.25	62.50	125.00

KFOR, Ch. 275, 102.9mc, 22kw Bonus

KOLN, 250w, 1400kc, MBS, Ra-Tel

D		5.00	10.00	15.00	30.00	50.00
N		10.00	20.00	30.00	60.00	100.00

McCOOK, Red Willow, 2,600 fam., 96.0% radio, 2,500 radio fam.

KBRL, 250w, 1450kc, MBS, Conlan

D	3.30	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	25.00	45.00	80.00

NORFOLK, Madison, 3,800 fam., 96.3% radio, 3,660 radio fam.

WJAG, 1kw-D, 780kc, Walker, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	16.00	32.00	48.00	80.00

NORTH PLATTE, Lincoln, 5,200 fam., 96.4% radio, 5,010 radio fam.

KODY, 250w, 1240kc, NBC, Blair, Conlan

D	5.00	5.00	10.80	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	45.00	80.00

OMAHA, Douglas, 81,400 fam., 97.3% radio, 79,200 radio fam.

4 AM affiliates, average one-time rates

D	16.00	16.00	29.27	51.43	86.62	147.50
N	31.00	31.00	58.18	100.38	174.50	285.00

KBON, 250w, 1490kc, MBS, Ra-Tel, Conlan

D	6.50	6.50	13.00	19.50	39.00	65.00
N	13.00	13.00	26.00	39.00	78.00	130.00

KBON-FM, Ch. 224, 98.7mc, 8.7kw Bonus

KFAB. 50kw, 1110kc, CBS, Free & Peters

D	20.00	20.00	40.00	80.00	120.00	200.00
N	40.00	40.00	80.00	160.00	240.00	400.00

KOIL, 5kw, 1290kc, ABC, Petry, Hooper, BMB

D	12.50	12.50	21.88	31.25	62.50	125.00
N	21.00	21.00	36.75	52.50	105.00	210.00

KOWH, 500w-D, 660kc, Hollingbery

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	25.00	36.00	60.00	100.00
N	10.00	10.00	25.00	36.00	60.00	100.00

KOAD (FM) Ch. 225, 92.9mc, 68kw

D	2.00	2.00	4.50	6.00	9.00	15.00
N	3.00	3.00	6.75	9.00	13.50	22.50

WOW, 5kw, NBC, 590kc, Blair, Hooper

D	25.00	25.00	45.00	75.00	125.00	200.00
N	50.00	50.00	90.00	150.00	275.00	400.00

WOW, 5kw, 590kc, NBC, Blair, Hooper NBC, Blair

D	30.00	30.00	38.00	60.00	90.00	150.00
N	40.00	40.00	50.00	80.00	120.00	200.00

SCOTTSBLUFF, Scotts Bluff, 4,600 fam., 94.5% radio, 4,350 radio fam.

KNEB, 1kw-D, 970kc, Holman

D	7.00	7.00	16.00	32.00	48.00	80.00

KOLT, 5kw-D, 1kw-N, 1320kc, CBS, Danahue, Conlan

D	9.00	9.00	16.50	30.00	50.00	90.00
N	9.00	9.00	16.50	30.00	50.00	90.00

for the facts on WOW
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

for the facts on KODY
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

BLAIR TV INC.
for the facts on WOW-TV

MARKET INDICATORS FOR NEBRASKA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,301,000	'48	1,316,000	'40
Increase over 1940	—1.1%			
% of U.S.	0.89%	'48	1.%	'40
BMB Families	384,200	'49	350,800	'46
Percent Radio	95.8%	'49	91.6%	'46
Radio Families	368,180	'49	321,200	'46
Business Concerns	24,937	'47	27,008	'39
Manufacturing Establishments	1,343	'47	1,093	'39
Non-Agricultural Employment	200,548	'47	203,000	'39
Manufacturing Employment	37,000	'47	18,000	'39
Income	$1,589,000,000	'47	569,000,000	'40
Increase over 1940	179%			
Per Capita Income	$ 1,238	'47	433	'40
Increase over 1940	186%			
Construction (Private)	$ 87,300,000	'47	30,200,000	'39
Residential	$ 30,900,000	'47	10,400,000	'39
Non-Residential	$ 15,200,000	'47	3,900,000	'39
Retail Sales	$1,276,204,000	'48	1,170,892,000	'47
Value Added by Manufacture	$ 260,000,000	'47	68,000,000	'39

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NEBRASKA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	9,100	96.0	8,740	28,290	4,617	2,182	3,886
Antelope	3,300	94.8	3,130	7,963	527	161	
Arthur	200	92.0	180	244	15	3	
Banner	400	97.6	390	155	15	6	
Blaine	500	95.1	480	662	30	7	
Boone	2,800	94.9	2,660	7,406	486	148	
Box Butte	3,800	96.2	3,660	13,473	1,561	633	
Boyd	1,500	93.5	1,400	4,033	183	50	
Brown	1,500	94.3	1,410	4,849	472	153	
Buffalo	7,800	94.2	7,350	24,195	2,376	852	
Burt	3,300	96.8	3,190	9,196	760	302	
Butler	3,400	93.6	3,180	6,121	495	167	
Cass	4,800	95.3	4,570	8,814	934	352	
Cedar	3,600	96.4	3,470	9,144	607	173	
Chase	1,300	94.4	1,230	5,425	421	163	
Cherry	2,000	94.5	1,890	7,632	481	167	
Cheyenne	2,700	96.1	2,590	10,535	1,065	432	
Clay	3,300	94.8	3,130	4,937	460	145	
Colfax	2,900	94.6	2,740	8,414	624	233	
Cuming	3,300	96.4	3,180	10,413	815	288	
Custer	5,300	94.3	5,000	15,837	1,204	354	
Dakota	2,500	94.4	2,360	5,059	511	200	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 122)

Winning Combination!

In Nebraska's No. 1 Market

Omaha

KOIL is loaded with loyal listeners and always at the tip top in promotion and merchandising helps. More advertisers use KOIL than any other radio station in Omaha . . . Nebraska's No. 1 market. Buy wisely, buy economically, buy KOIL.

In Nebraska's No. 2 Market

Lincoln

Hooperwise and otherwise, KFOR is the dominant station in Nebraska's Capital City . . . Nebraska's No. 2 market.
Serving the central Nebraska urban and farm sections, KFOR presents an excellent midwestern test market. In combination with KOIL, Omaha, it's even a better buy. Petry will tell you.

Combination Rates Available

KOIL 5000 W **ABC** 250 W **KFOR** AM FM

Represented by Edward Petry & Co

NEBRASKA RADIO MARKET DATA BY COUNTIES

(Continued from page 121)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Dawes	3,100	96.5	2,990	10,848	1,044	414	
Dawson	4,800	95.5	4,580	20,454	2,054	842	
Deuel	800	96.8	770	3,101	311	93	
Dixan	2,600	96.3	2,500	5,720	374	109	
Dodge	7,900	96.5	7,620	29,308	4,065	1,684	
Douglas	87,900	97.3	85,530	366,951	86,509	48,795	159,867
Dundy	1,200	93.0	1,120	3,425	314	97	
Fillmore	3,300	94.5	3,120	6,257	581	206	
Franklin	2,100	93.1	1,960	4,346	376	103	
Frontier	1,500	93.2	1,400	3,320	213	58	
Furnas	2,700	94.2	2,540	7,320	681	194	
Gage	8,900	95.8	8,530	24,070	4,436	1,912	5,248
Garden	1,100	95.2	1,050	2,469	182	55	
Garfield	800	93.4	750	2,312	177	47	
Gosper	700	93.3	650	1,512	96	34	
Grant	700	95.3	670	1,721	74	47	
Greeley	1,500	93.6	1,400	3,459	214	61	
Hall	9,600	95.8	9,200	38,421	5,984	2,786	
Hamilton	2,700	94.2	2,540	5,198	458	156	
Harlan	1,700	94.7	1,610	3,633	629	207	
Hayes	600	92.5	560	557	32	10	
Hitchcock	1,600	94.4	1,510	3,999	386	120	
Holt	3,800	94.9	3,610	10,535	884	286	
Hooper	400	93.9	380	2,487	102	45	
Howard	2,000	94.0	1,880	4,033	331	101	
Jefferson	4,300	95.2	4.090	12,622	1,505	604	
Johnson	2,300	95.5	2,200	4,729	456	147	
Kearney	1,800	96.3	1,730	3,547	431	165	
Keith	1,900	94.1	1,790	10,483	814	342	
Keya Paha	600	94.9	570	800	38	13	
Kimball	1,100	97.3	1,070	3,895	348	121	
Knox	4,200	94.0	3,950	8,745	668	206	
Lancaster	33,800	97.3	32,890	138,354	20,408	12,495	34,658
Lincoln	7,800	95.4	7,440	30,930	2,956	1,253	
Logan	700	93.3	650	973	37	8	
Loup	600	93.5	560	497	47	10	
McPherson	300	90.9	270	260	7	3	
Madison	7,000	96.1	6,730	25,567	3,065	1,245	
Merrick	2,600	95.9	2,490	6,466	644	192	
Morrill	2,100	95.4	2,000	6,694	524	229	
Nance	1,700	94.8	1,610	3,999	370	130	
Nemaha	3,000	96.1	2,880	8,623	732	245	
Nuckolls	2,700	93.1	2,510	6,450	854	337	
Otoe	4,900	95.8	4,690	14,934	1,566	639	
Pawnee	2,000	95.3	1,910	4,537	328	97	
Perkins	1,300	95.9	1,250	4,903	273	103	
Phelps	2,500	95.4	2,390	8.622	1,116	471	
Pierce	2,300	95.4	2,190	6,362	487	165	
Platte	5,200	94.9	4,930	16,655	2,116	890	
Polk	2,300	95.8	2,200	4,207	344	103	
Red Willow	3,500	94.7	3,310	14,986	1,466	568	
Richardson	4,800	95.6	4,590	15,751	1,513	560	
Rock	800	94.3	750	2,764	163	46	
Saline	4,600	93.8	4,310	10,344	1,451	614	
Sarpy	3,400	97.2	3,300	4,137	390	146	
Saunders	5,300	95.5	5,060	12,256	2,045	890	
Scotts Bluff	10,000	94.8	9,480	46,144	4,285	2,040	9,318
Seward	3,600	94.5	3,400	8,483	920	389	
Sheridan	2,600	95.1	2,470	10,935	669	221	
Sherman	1,700	92.0	1,560	3,424	260	76	
Sioux	800	93.9	750	869	29	11	
Stanton	1,500	95.2	1,430	2,764	201	63	
Thayer	3,300	94.9	3,130	8,328	902	317	
Thomas	1,000	95.2	950	1,008	23	6	
Thurston	2,100	92.9	1,950	5,198	500	186	
Valley	2,200	94.4	2,080	4,903	482	151	
Washington	2,900	96.2	2,790	6,571	929	344	
Wayne	2,500	97.3	2,430	6 919	658	243	
Webster	2,100	93.4	1,960	5,355	437	115	
Wheeler	400	93.8	380	504	12	2	
York	4,200	95.6	4.020	12,464	1,395	534	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

It's only a few Billion Dollars..but



WILL YOU GET YOUR SHARE?

$2,995,897,000.00...

1948 Retail Sales* in WOW-LAND counties (BMB)

All authorities agree this year's retail sales may be slightly lower . . . BUT . . . they also say . . .

26% of 1949 retail sales will be made in the third quarter—July, August, September;

28% of 1949 retail sales will be made in the fourth quarter—October, November, December.

So-o-o-the Best is yet to come!

GET YOUR share of the . . .

22%	Spent in food stores;	**11%**	Spent in stores selling motor vehicles & parts;
6%	Spent in apparel stores;	**10%**	Spent in lumber and building material retail outlets;
30%	Spent in general merchandise stores;	**18%**	Spent in other retail outlets.
4%	Spent in furniture stores;		

You WILL get *Your* share if you use the advertising facilities of Radio WOW—the ONLY single advertising medium that covers the vast territory within 150 miles of Omaha in every direction—450,000 families who listen to WOW (BMB figures)—who spent $4,000.00 per family in 1948, and will, in the most pessimistic view, spend only a little less in 1949.

For availabilities see your John Blair man, or telephone Omaha, Webster 3400.

RADIO STATION **WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

John J. Gillin, Jr., President & Gen'l Mgr.
John Blair & Co., Representatives

SERVING "THE RICHEST PART OF GOD'S GREAT GREEN WORLD"

** (Based on SALES MANAGEMENT'S figures—May 10, Survey of Buying Power—except for Iowa, which is based on state tax receipts.)*

NEVADA

MARKET INDICATORS FOR NEVADA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	142,000	'48	110,000	'40
Increase over 1940	28.4%			
% of U.S.	0.10%	'48	0.08%	'40
BMB Families	45,300	'49	45,800	'46
Percent Radio	96.3%	'49	89.3%	'46
Radio Families	43,640	'49	40,900	'46
Business Concerns	3,804	'47	2,170	'39
Manufacturing Establishments	125	'47	94	'39
Non-Agricultural Employment	36,805	'47	34,000	'39
Manufacturing Employment	2,000	'47	1,000	'39
Income	$ 256,000,000	'47	92,000,000	'40
Increase over 1940	178%			
Per Capita Income	$ 1,842	'47	836	'40
Increase over 1940	120%			
Construction (Private)	$ 25,800,000	'47	7,300,000	'39
Residential	$ 16,900,000	'47	4,000,000	'39
Non-Residential	$ 4,800,000	'47	1,800,000	'39
Retail Sales	$ 171,124,000	'48	166,051,000	'41
Value Added by Manufacture	$ 28,000,000	'47	11,000,000	'39

* * *

SPOT RATE FINDER

ELKO, Elko, 1,900 families, 95.3% radio, 1,810 radio fam.

KELK, 250w, 1340kc

	SB	1M	5M	15M	30M	1 Hr
D	4.40	5.65	9.40	15.00	22.50	37.50
N	4.40	5.65	9.40	15.00	22.50	37.50

LAS VEGAS, Clark, 7,200 fam., 94.9% radio, 6,800 radio fam.

2 AM affiliates, average one-time rates

D	5.00	6.00	9.20	16.25	24.75	41.00
N	8.00	9.50	14.50	26.00	39.00	65.00

KENO, 250w, 1400kc, ABC, W. S. Grant

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

KENO-FM, Chan. 260, 103.9mc, 250kw, W. S. Grant Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

KLAS, 250w, 1230kc, CBS, Cooke, Scott, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	8.40	16.50	25.50	42.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KRAM, 1kw-D, 920kc, Avery-Knodel

D	3.38	5.20	10.40	15.60	26.00
N	5.20	8.00	16.00	24.00	40.00

RENO, Washoe, 11,800 fam., 97.7% radio, 11,530 radio fam.

4 AM affiliates, average one-time rates

D	3.33	3.33	6.75	11.00	16.50	27.50
N	5.25	5.25	11.00	20.50	31.50	52.50

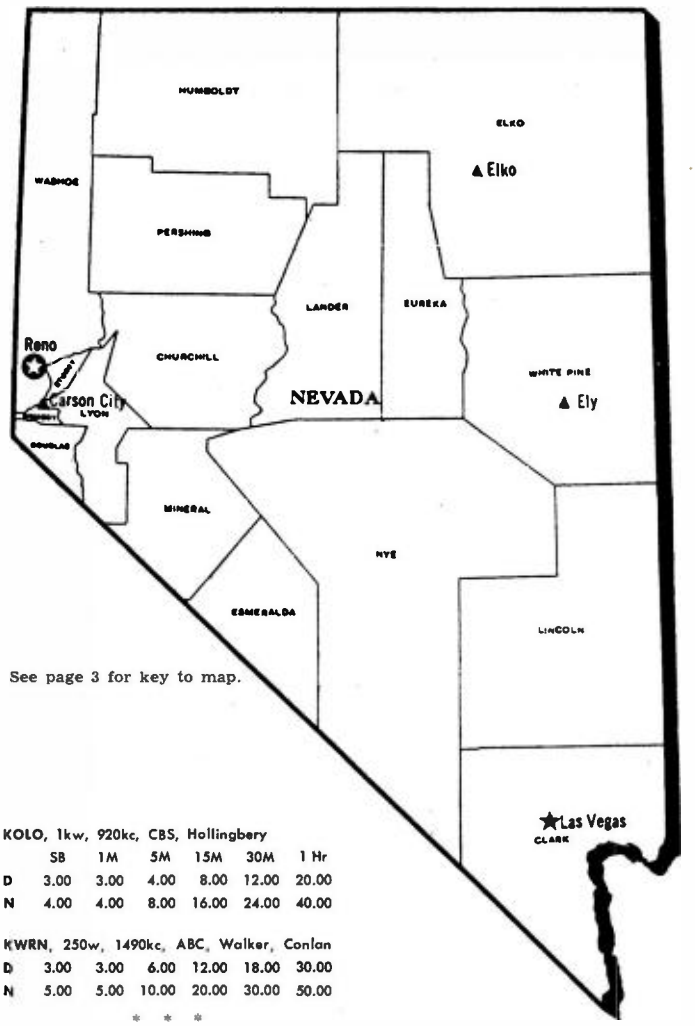
KATO, 250w, 1340kc, MBS, Pearson, Conlan

D	3.00	3.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

KOH, 1kw, 630kc, NBC, Raymer

D	4.00	4.00	9.00	16.00	24.00	40.00
N	8.00	8.00	18.00	32.00	48.00	80.00

* * *



See page 3 for key to map.

KOLO, 1kw, 920kc, CBS, Hollingbery

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

KWRN, 250w, 1490kc, ABC, Walker, Conlan

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

* * *

NEVADA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Pay-rolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Churchill	1,500	96.3	1,440	6,190	733	420	D
Clark	12,200	95.6	11,660	38,200	11,032	7,461	6,616
Douglas	600	95.7	570	1,823	224	122	D
Elko	2,800	95.7	2,680	11,316	1,648	961	
Esmeralda	500	95.2	480	1,217	59	33	
Humboldt	1,300	95.6	1,240	5,674	529	310	
Lander	900	94.7	850	1,888	251	135	
Lincoln	1,000	98.0	980	3,096	736	500	
Lyon	1,100	96.7	1,060	2,791	177	77	
Mineral	2,500	95.1	2,380	1,924	554	318	
Nye	1,200	94.2	1,130	4,961	389	230	
Ormsby	1,500	98.4	1,480	3,752	504	288	
Pershing	1,000	95.0	950	2,626	678	337	
Storey	400	98.1	390	808	53	23	
Washoe	13,400	97.6	13,080	68,532	13,798	8,556	6,015
White Pine	3,400	96.2	3,270	15,518	2,783	1,864	D

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

NEW HAMPSHIRE

SPOT RATE FINDER

BERLIN, Coos, 5,400 fam., 97.3% radio, 5,250 radio fam.

WMOU, 250w, 1230kc, Kettell-Carter

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CLAREMONT, Sullivan, 4,800 fam., 96.7% radio, 4,640 radio fam.

WTSV, 250w, 1230kc, MBS, Bolling, Noonan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WTSV-FM, Ch. 291, 106.1mc, 12kw, Bolling Bonus

CONCORD, Merrimack, 9,000 fam., 99.7% radio, 8,970 radio fam.

WKXL, 250w, 1450kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

KEENE, Cheshire, 4,400 fam., 98.9% radio, 4,350 radio fam.

WKNE, 5kw, 1290kc, CBS, Kettell-Carter, Young, BMB

D	6.70	8.00	13.40	26.80	40.20	67.00
N	10.00	12.00	20.00	40.00	60.00	100.00

LACONIA, Belknap, 5,300 fam., 98.9% radio, 5,240 radio fam.

WLNH, 250w, 1340kc, MBS, Ra-Tel, Kettell-Carter, Noonan

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MANCHESTER, Hillsboro, 24,100 fam., 97.4% radio, 23,470 radio fam.

3 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.66	5.66	10.66	21.33	32.00	53.33
N	10.66	10.66	20.00	40.00	60.00	100.00

WFEA, 5kw, 1370kc, CBS, Young, Kettell-Carter, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WKBR, 250w, 1240kc, MBS, Bolling, Noonan, Conlan, Hooper

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WKBR-FM, Ch. 261, 10.1mc, 1kw, Bolling Bonus

WMUR, 5kw-D, 1kw-N, 610kc, ABC, Weed, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WMUR-FM, Ch. 239, 95.7mc, 3.3kw, Weed

D	1.50	1.50	2.50	5.00	7.50	12.50
N	3.00	3.00	5.00	10.00	15.00	25.00

NASHUA, Hillsboro, 9,200, 98.7% radio, 9,080 radio fam.

WOTW, 1kw-D, 900kc, Bannan, Walker

D	5.00	8.00	16.00	32.00	48.00	80.00
N	5.00	8.00	16.00	32.00	48.00	80.00

WOTW-FM, Ch. 292, 106.3mc, 1kw, Bannan, Walker
Bonus

PORTSMOUTH, Rockingham, 6,600 fam., 96.8% radio, 6,390 radio fam.

WHEB, 1kw, 750kc, Bannan

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WFMI, Ch. 297, 107.3mc, 20kw
Bonus

ROCHESTER, Strafford, 4,200 fam., 97.7% radio, 4,100 radio fam.

WWNH, 1kw-D, 930kc, Bolling

D	5.00	5.00	10.00	18.00	27.00	46.00

* * *

See page 3 for key to map.



* * *

MARKET INDICATORS FOR NEW HAMPSHIRE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	548,000	'48	492,000	'40
Increase over 1940	11.6%			
% of U.S.	0.37%	'48	0.37%	'40
BMB Families	159,400	'49	135,200	'46
Percent Radio	96.7%	'49	94.2%	'46
Radio Families	154,080	'49	127,400	'46
Business Concerns	10,960	'47	10,077	'39
Manufacturing Establishments	1,124	'47	772	'39
Non-Agricultural Employment	141,401	'47	141,000	'39
Manufacturing Employment	66,000	'47	55,000	'39
Income	$ 613,000,000	'47	269,000,000	'40
Increase over 1940	128%			
Per Capita Income	$ 1,148	'47	546	'40
Increase over 1940	110%			
Construction (Private)	$ 26,200,000	'47	12,000,000	'39
Residential	$ 10,700,000	'47	4,600,000	'39
Non-Residential	$ 7,200,000	'47	2,700,000	'39
Retail Sales	$ 470,789,000	'48	404,018,000	'47
Value Added by Manufacture	$ 307,000,000	'47	104,000,000	'39

* * *

* * *

NEW HAMPSHIRE RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Belknap	8,200	96.2	7,890	23,848	7,531	3,955	19,186
Carroll	4,600	94.2	4,330	11,994	2,355	968	
Cheshire	12,100	96.4	11,660	30,193	10,785	5,793	24 001
Coos	10,100	96.3	9,730	30,973	8,494	4,518	D
Grafton	13,900	95.2	13,230	43,728	9,092	4,465	15,937
Hillsborough	46,800	97.5	45,630	146 269	55,336	29,482	132,176
Merrimack	17,900	96.8	17,330	50,943	12,057	5,465	26,13:
Rockingham	21,500	96.7	20,790	60,821	11,197	5,201	14 99:
Strafford	15,100	97.0	14,650	47,707	14,562	7,443	35,727
Sullivan	9,200	96.1	8,840	24,313	5,862	3,252	17,29:

D—Withheld to avoid disclosing figures for individual companies.
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

NEW JERSEY

SPOT RATE FINDER

ASBURY PARK, Monmouth, 6,400 fam., 92.9% radio, 5,950 radio fam.

WCAP, 250w, 1310kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	15.00	22.50	45.00	75.00
N	6.00	8.00	15.00	22.50	45.00	75.00

WCAP-FM, Ch. 296, 107.1mc, 7.7kw
Bonus

WJLK, Ch. 232, 94.3mc, 1kw

D	2.50	4.00	7.50	14.50	21.50	36.00
N	3.00	4.80	10.00	19.00	28.00	48.00

ATLANTIC CITY, Atlantic, 22,700 fam., 94.5% radio, 21,450 radio fam.

3 AM affiliates, average one-time rate

D	3.51	4.58	9.85	18.33	34.50	58.33
N	5.91	8.33	15.91	34.33	56.00	95.00

WBAB, 250w, 1490kc, CBS, Headley-Reed

D	3.75	5.00	12.50	25.00	45.00	75.00
N	7.00	9.50	18.75	45.00	75.00	125.00

WBAB-FM, Ch. 264, 100.7mc, 3kw, Headley-Reed
Bonus

WFPG, 250w, 1450kc, ABC, Ra-Tel, Conlan, BMB

D	3.50	4.50	9.00	18.00	30.00	50.00
N	5.50	7.50	15.00	30.00	48.00	80.00

WFPG-FM, Ch. 253, 98.5mc, 15.6kc, Ra-Tel
Bonus

WMID, 250w, 1340kc, MBS, Forjoe

D	3.30	4.25	8.55	17.00	28.50	50.00
N	5.25	8.00	14.00	28.50	45.00	80.00

BRIDGETON, Cumberland, 7,200 fam., 94.6% radio, 6,810 radio fam.

WSNJ, 250w, 1240kc, Clark

D	4.80	8.00	12.00	18.00	15.00	50.00
N	4.80	8.00	12.00	18.00	30.00	50.00

WSNJ-FM, Ch. 255, 98.9mc, 9.25kw, Clark
Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Monagement". Further reproduction unlicensed. For complete explanation see foreword.

CAMDEN, Camden, 36,800 fam., 94.5% radio, 34,780 radio fam.

2 AM non-affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.00	11.50	19.00	38.75	57.50	95.00



See page 3 for key to map.

WCAM, 250w, 1310kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	13.00	27.50	40.00	65.00
N	9.00	12.00	18.00	36.00	54.00	90.00

WKDN, 1kw-D, 800kc

D	10.00	14.00	25.00	50.00	75.00	125.00

ELIZABETH, Union (No figures for city)
WPOE(FM), Ch. 244, 96.7mc, 1kw
Rates not available

JERSEY CITY, Hudson, 89,500 fam., 97.6% radio, 87,350 radio fam.

WHOM, 5kw, 1480kc

D	10.00	12.50	57.50	75.00	137.50	250.00
N	15.00	25.00	63.00	105.00	192.50	350.80

MORRISTOWN, Morris, 1,949 fam., 96.8% radio, 4,740 radio fam.

WMTR, 500w-D, 1250kc

D	5.75	6.75	16.00	32.00	48.00	80.00

NEWARK, Essex, 127,000 fam., 95.3% radio, 121,030 radio fam.

4 AM non-affiliates, average one-time rate

D	14.42	20.12	42.88	64.31	118.62	221.00
N	17.12	23.25	53.20	71.23	144.25	264.75

WAAT, 5kw-D, 1kw-N, 970kc, Weed

D	17.50	25.00	52.80	66.00	132 00	264.00
N	17.50	25.00	52.80	66.00	132.00	264.00

WAAT-FM, Ch. 234, 94.7mc, 13.5kw, Weed
Bonus

WHBI, 2.5kw-D, 1,000kw-N (ST-WOV), 1280kc

D	15.00	15.00	50.00	80.00	120.00	200.00
N	25.00	25.00	81.50	140.00	210.00	350.00

WNJR, 5kw, 1430kc, Avery-Knodel, Pulse

D	16.20	22.50	33.75	56.25	112.50	225.00
N	18.00	25.00	37.50	62.50	125.00	250.00

WNJR-FM, Ch. 274, 102.7mc, 3kw, Avery-Knodel
Bonus

WVNJ, 5kw, 620kc, Hollingbery

D	9.00	18.00	35.00	55.00	110.00	195.00
N	9.00	18.00	35.00	55.00	110.00	195.00

WATV, Ch. 13, 25kw-a, 50kw-v, Weed

D	70.00	85.00	102.00	170.00	250.00	360.00
N	80.00	100.00	120.00	200.00	300.00	450.00

NEW BRUNSWICK, Middlesex, 12,000 fam., 96.1% radio, 11,530 radio fam.

WCTC, 250w, 1450kc, Conlan

D		7.00	11.55	17.35	31.50	57.75
N		7.00	11.55	17.35	31.50	57.75

WCTC-FM, Ch. 252, 98.0mc, 1kw
Bonus

WDHN (FM), Ch. 228. 93.5mc. 1kw

D	3.00	4.00	8.50	13.50	22.50	35.00
N	3.00	4.00	8.50	13.50	22.50	35.00

PATERSON, Passaic, 43,800 fam., 96.1% radio, 42,090 radio fam.

WPAT, 1kw-D, 930kc, Cooke, Pulse

	SB	1M	5M	15M	30M	1 Hr
D		18.00	28.00	56.00	84.00	140.00

WPAT-FM, Ch. 278, 103.5mc, 10kw
Bonus

PLAINFIELD, Union, 11,700 fam., 96.8% radio, 11,330 radio fam.

WXNJ, Ch. 280, 103.9mc, 1kw

D	2.60	3.90	5.20	10.40	15.60	26.00
N	3.90	5.20	6.50	13.00	19.50	32.50

TRENTON, Mercer, 33,400 fam., 96.1% radio, 32,100 radio fam.

WTNJ, 500w, 1310kc

D		4.50	9.75	16.75	25.00	42.00
N		6.75	13.75	27.50	42.50	72.50

WTTM, 1kw, 920kc, NBC, Forjoe

D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

WTOA-FM, Ch. 248, 97.5mc, 13.7kw
No rates available
VINELAND, Cumberland, 2,300 fam., 96.3% radio, 2,210 radio fam.
WWBZ, 1kw-D, 1360kc, McGillvra

D	5.00	8.00	15.00	35.00	55.00	80.00

~~FOR SALE~~

SOLD!

12 SPOT ANNOUNCEMENTS SOLD 17 $8,000 HOMES FOR ONE REALTOR* . . . PROOF THAT **WWBZ** CAN **SELL!**

WWBZ 1000 WATTS VINELAND, N. J.

Represented by:
JOSEPH HERSHEY McGILLVRA, INC.

* We'll gladly send you his name.

MARKET INDICATORS FOR NEW JERSEY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,729,000	'48	4,160,000	'40
Increase over 1940	13.7%			
% of U.S.	3.24%	'48	3.16%	'40
BMB Families	1,329,900	'49	1,217,000	'46
Percent Radio	96.5%	'49	97.5%	'46
Radio Families	1,283,770	'49	1,186,000	'46
Business Concerns	91,457	'47	82,529	'39
Manufacturing Establishments	10,751	'47	7,438	'39
Non-Agricultural Employment	1,362,348	'47	1,198,000	'39
Manufacturing Employment	602,000	'47	432,000	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Income	$6,740,000,000	'47	3,138,000,000	'40
Increase over 1940	115%			
Per Capita Income	$ 1,542	'47	803	'40
Increase over 1940	92%			
Construction (Private)	$ 401,100,000	'47	114,100,000	'39
Residential	$ 188,000,000	'47	70,200,000	'39
Non-Residential	$ 159,500,000	'47	25,400,000	'39
Retail Sales	$4,395,971,000	'48	4,034,374,000	'47
Value Added by Manufacture	$4,174,000,000	'47	1,518,000,000	'39

NEW JERSEY RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Pay-rolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Atlantic	42,300	94.2	39,850	158,303	32,711	17,164	23,212
Bergen	130,100	97.9	127,370	360,093	84,459	54,190	324,458
Burlington	29,000	97.0	28,130	69,153	16,752	9,341	58,388
Camden	78,300	96.0	75,170	224,456	72,213	45,805	227,997
Cape May	11,400	95.4	10,880	47,311	5,530	2,687	
Cumberland	25,900	95.0	24,610	78,646	25,883	13,059	71,069
Essex	260,200	96.2	250,310	1,052,399	309,822	206,260	804,594
Gloucester	24,300	96.5	23,450	48,833	11,362	7,077	49,037
Hudson	206,700	96.9	200,290	597,644	244,698	167,727	883,325
Hunterdon	12,000	96.8	11,620	31,730	6,116	3,453	24,056
Mercer	60,800	96.5	58,670	235,866	69,723	43,262	208,485
Middlesex	67,800	96.5	65,430	223,595	76,435	51,332	331,348
Monmouth	59,900	95.4	57,140	211,770	31,735	17,078	56,589
Morris	40,200	97.7	39,280	122,648	25,336	15,945	82,167
Ocean	13,400	96.6	12,940	53,761	6,401	3,108	
Passaic	99,500	96.3	95,820	357,902	122,264	81,364	376,137
Salem	13,600	94.8	12,890	39,355	13,180	9,089	85,660
Somerset	24,200	97.5	23,600	63,835	21,899	14,873	80,117
Sussex	9,400	96.0	9,020	34,600	5,075	2,662	
Union	104,300	97.1	101,280	342,345	112,464	77,296	434,282
Warren	16,600	96.5	16,020	41,726	13,641	8,128	41,066

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, Copyright 1949 "Sales Management." Further reproduction unlicensed.

NEW MEXICO

MARKET INDICATORS FOR NEW MEXICO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	571,000	'48	532,000	'40
Increase over 1940	7.4%			
% of U.S.	0.39%	'48	0.40%	'40
BMB Families	168,000	'49	133,400	'46
Percent Radio	90.9%	'49	73.5%	'46
Radio Families	152,740	'49	98,000	'46
Business Concerns	9,569	'47	7,406	'39
Manufacturing Establishments	432	'47	262	'39
Non-Agricultural Employment	79,506	'47	72,000	'39
Manufacturing Employment	6,000	'47	3,000	'39
Income	$ 576,000,000	'47	190,000,000	'40
Increase over 1940	203%			
Per Capita Income	$ 1,053	'47	356	'40
Increase over 1940	196%			
Construction (Private)	$ 68,900,000	'47	14,400,000	'39
Residential	$ 20,300,000	'47	5,100,000	'39
Non-Residential	$ 10,200,000	'47	1,800,000	'39
Retail Sales	$ 493,876,000	'48	361,775,000	'47
Value Added by Manufacture	$ 55,000,000	'47	9,000,000	'39

SPOT RATE FINDER

ALBUQUERQUE, Bernilo, 21,500 fam., 95.7% radio, 20,580 radio fam.

3 AM affiliate, average 1-time rates

	SB	1M	5M	15M	30M	1HR
D	3.98	5.91	8.08	10.83	21.33	38.33
N	4.98	7.08	10.58	17.50	27.66	48.33

KGGM, 5kw, 610kc, Taylor-Boroff

D	7.00	10.00	15.00	24.00	36.00	60.00
N	14.00	20.00	30.00	48.00	72.00	120.00

KOAT, 250w 1450kc, ABC, Donahue

D	5.00	8.50	12.50	20.00	30.00	50.00
N	8.00	12.00	20.00	32.00	48.00	80.00

KOB, 50kw-D, 26kd-N, 770kc, NBC, MBS

D	2.45	3.25	6.75	12.50	20.00	35.00
N	2.45	3.25	6.75	12.50	20.00	35.00

KOB-TV, 5kw.aur., 2.5lkw-vis., Chan. 4, Dumont, NBC

N	12.00	12.00	30.00	45.00	90.00	150.00

KVER, 250w, 1340kc, MBS, Forjoe

D	4.50	6.00	5.00	8.00	15.00	30.00
N	4.50	6.00	5.00	8.00	15.00	30.00

ARTESIA, Eddy, 1,200 fam., 92.7% radio, 1,110 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

KSVP, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.45	3.25	6.75	12.50	20.00	35.00
N	2.45	3.25	6.75	12.50	20.00	35.00

CARLSBAD, Eddy, 4,400 fam., 93.8% radio, 4,130 radio fam.

KAVE, 250w, 1240kc, CBS, Taylor-Boroff

D	5.00	5.00	12.00	16.00	24.00	40.00
N	8.00	8.00	15.00	24.00	36.00	60.00

CLOVIS, Curry, 6,600 fam., 94.1% radio, 6,210 radio fam.

KICA, 250w, 1240kc, MBS

D	11.25	13.50	22.50	36.00	54.00	90.00
N	11.25	13.50	22.50	36.00	54.00	90.00

DEMING, Luna, no city figs. avail.

KOTS, 250w, 1230kc

D	2.00	3.25	8.00	14.00	24.00	40.00
N	2.00	3.25	8.00	14.00	24.00	40.00

GALLUP, McKinley, 2,800 fam., 93.0% radio, 2,600 radio fam.

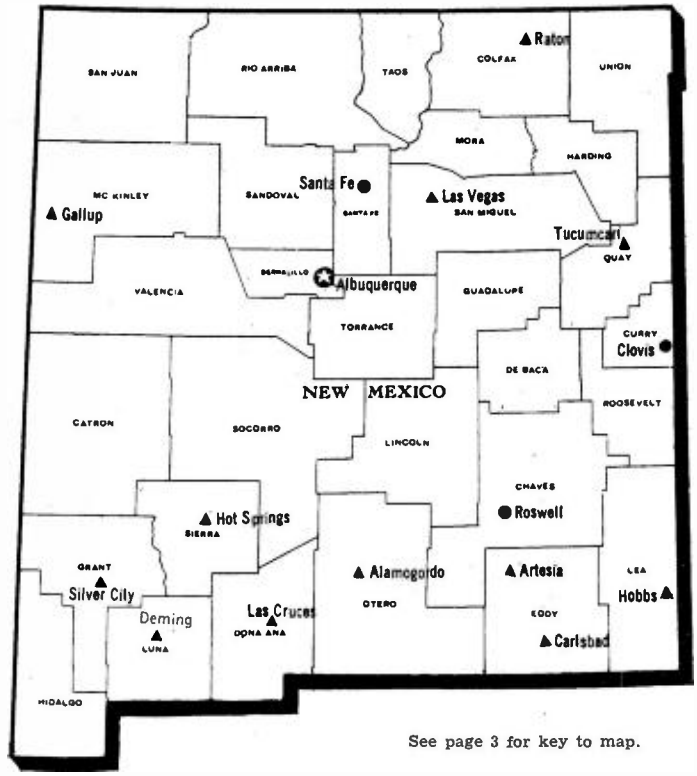
KGAK, 250w, 1230kc, ABC, Donahue

D	2.00	2.00	4.00	8.00	12.00	20.00
N	2.00	2.00	4.00	8.00	12.00	20.00

HOBBS, Lea, 6,600 fam., 91.8% radio, 6,060 radio fam.

KWEW, 100kw, 1490kc, MBS, Taylor-Boroff

D		5.00	12.00	16.00	24.00	40.00
N		8.00	15.00	24.00	36.00	60.00



See page 3 for key to map.

HOT SPRINGS, Sierra, 1,300 fam., 85.3% radio,, 1,110 radio fam.

KCHS, 250w, 1400kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.00	4.00	8.00	14.00	24.00
N	2.00	2.00	4.00	8.00	14.00	24.00

LAS CRUCES, Dona Ana, 3,600 fam., 87.7% radio, 3,160 radio fam.

KOBE, 250w, 1450kc, MBS

D	5.00	5.00	10.00	18.00	25.00	45.00
N	7.50	7.50	15.00	25.00	40.00	60.00

LAS VEGAS, San Miguel, 4,100 fam., 78.9% radio, 3,230 radio fam.

	SB	1M	5M	15M	30M	1HR
D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

RATON, Colfax, 2,800 fam., 91.5% radio, 2,560 radio fam.

KRTN, 250w, 1490kc, BMB

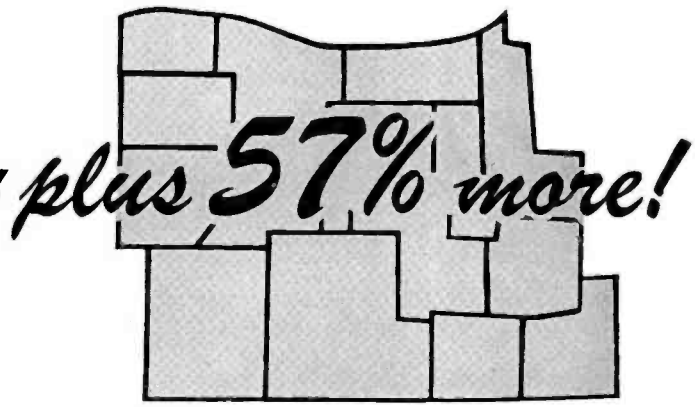
D	3.00	3.00	6.00	9.60	14.40	24.00
N	3.00	3.00	6.00	9.60	14.40	24.00

ROSWELL, Chaves, 7,200 fam., 91.3% radio, 6,570 radio fam.



WHAM in ROCHESTER, N. Y.

COVERS THE SAME BUYING POWER AS ANY OTHER LOCAL STATION . . .



Upstate New York is not just "big city" territory. The counties surrounding Rochester house a rural population whose net annual income is one of the highest in America! WHAM—the 50,000-watt, clear-channel station—has primary coverage in 15 New York counties whose net effective buying income totals nearly one-and-a-half billion dollars—almost *twice* the spending power reached by any other Rochester station!

** Based on Sales Management's survey of buying power for 1947 . . . this year's figures will be even higher!*

Effective buying income in WHAM 15-county primary (0.5 m.v.) area	$1,492,973,000
Effective buying income in "5-county area" (which actually is not entirely covered by the 0.5 m.v. night-time contour of any other Rochester station)	$ 951,285,000
WHAM BONUS	$ 541,688,000

The price for all this coverage is only 57¢ per 1,000 WHAM families, for a 15-minute program in "A" time



WHAM ★ **ROCHESTER RADIO CITY**

"The Stromberg-Carlson Station"

AM—FM—and TV in '49!

GEORGE P. HOLLINGBERY COMPANY • NATIONAL REPRESENTATIVE

NEW YORK

SPOT RATE FINDER

(Continued from page 130)

PLATTSBURG, Clinton, 5,600 fam., 95.4% radio, 5,340 radio fam.

WEAV, 1kw, 960kc, ABC, McGillvra

	SB	1M	5M	15M	30M	1HR
D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	10.00	20.00	30.00	45.00	75.00

POUGHKEEPSIE, Dutchess, 13,500 fam., 95.3% radio, 12,870 radio fam.

WKIP, 250w, 1450kc, ABC, Conlan

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	7.00	14.00	28.00	42.00	70.00

WHVA (FM), chan. 284, 104.7mc, 2300kw Bonus

ROCHESTER, Monroe, 101,000 fam., 97.6% radio, 98,580 radio fam.

5 AM affiliates, average 1-time rate						
D	20.25	22.25	32.00	61.50	96.00	157.50
N	36.25	40.00	56.00	109.50	165.50	273.75

AM non-affiliates, average 1-time rates						
D	9.50	10.50	17.00	34.00	51.00	85.00

WARC, 1kw, 950kc, ABC, Katz, Hooper

D	17.00	20.00	30.00	60.00	90.00	150.00
N	30.00	35.00	46.00	92.00	138.00	230.00

WHAM, 50kw, 1180kc, NBC, Hollingbery, Hooper

D	30.00	30.00	44.00	88.00	132.00	220.00
N	55.00	55.00	88.00	176.00	264.00	440.00

WHFM (FM), chan. 255, 98.9mc, 20kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHEC, 5kw, 1460kc, CBS, McKinney, Hooper, 8M8

D	17.00	20.00	30.00	50.00	90.00	140.00
N	30.00	35.00	50.00	90.00	140.00	225.00

* * *

WHEC-FM, chan. 243, 96.5mc, 65kw, Everett-McKinney Bonus

WRNY. 250w-D, 680kc, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	20.00	30.00	50.00

WRNY-FM, chan. 250, 97.9mc, 7.9kw, Forjoe

WSAY, 1kw, 1370kc, Walker, Hooper

D	15.00	15.00	24.00	48.00	72.00	120.00
N	25.00	25.00	40.00	80.00	120.00	200.00

WVET, 5kw, 1280kc, MBS, Weed, Hooper

D	17.00	20.00	24.00	48.00	72.00	120.00
N	30.00	35.00	40.00	80.00	120.00	200.00

ROME UTICA, Oneida, 42,900 fam., 96.1% radio, 41,23 radio fam. See Utica

SARANAC LAKE, Essex and Franklin, 2,600 fam., 95.6% radio, 2 480 radio fam.

WNBZ, 250w, 1450kc, ABC, Clarke, Inc.

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SCHENECTADY, Schenectady, 30,000 fam., 97.6% radio, 29,280 radio fam.

WGY, 50kw, 810kc, NBC, NBC Spot Sales, Hooper

D	35.00	35.00	44.00	88.00	132.00	220.00
N	70.00	70.00	88.00	176.00	264.00	440.00

WGFM (FM), chan. 258, 99.5mc, 6kw (No time sold or offered for sale.)

WSNY, 250w, 1240kc, Young

D	6.00	8.00	15.00	30.00	45.00	75.00
N	9.00	12.00	22.50	45.00	67.50	112.50

WBCA (FM), chan. 266, 101.1mc, 3.5kw, Rambeau

D	2.50	2.50	5.00	10.00	15.00	25.00
N	5.00	5.00	10.00	20.00	30.00	50.00

SYRACUSE, Onondaga, 66,600 fam., 97.6% of radio, 65,000 radio fam.

4 AM affiliates, average 1-time rates						
D	9.20	12.93	22.97	46.25	71.62	115.00
N	18.40	28.37	45.95	92.50	140.00	231.25

* * *

WAGE, 5kw-D, 1kw-N, 620kc, ABC, Petry, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	8.80	13.75	20.90	48.00	72.00	120.00
N	17.60	27.50	41.80	86.00	144.00	240.00

WAGE-FM, chan. 253, 98.5mc, 1kw Bonus

WFBL, 5kw, 1390kc, CBS. Free & Peters

D	10.00	15.00	25.00	45.00	70.00	110.00
N	20.00	30.00	50.00	90.00	140.00	225.00

WNDR, 5kw, 1260kc, MBS, Raymer, Hooper

D	8.00	8.00	20.00	40.00	60.00	100.00
N	16.00	16.00	40.00	80.00	120.00	200.00

WNDR-FM, chan. 273, 102.5mc, 8.5kw, Raymer Bonus

WOLF, 250w, 1490kc, Walker

D	6.00	6.00	12.00	24.00	45.00	75.00
N	12.00	12.00	30.00	60.00	90.00	150.00

WSYR, 5kw, 570kc, NBC, Headley-Reed, Ketell-Carter

D	10.00	15.00	26.00	52.00	78.00	130.00
N	20.00	40.00	52.00	104.00	156.00	260.00

WSYR-FM, chan. 233, 94.5mc, 9kw Bonus

WSYR-TV, 12.5kw, aur., 23.0kw vis., chan. 5, NBC, Headley-Reed

D	21.00	27.00	36.00	51.00	75.00	120.00
N	35.00	45.00	55.00	85.00	125.00	200.00

WHEN(TV), 7.5kw aur., 15kw vis., chan. 8

N	40.00	50.00	100.00	150.00	250.00	

TROY, Rensselaer, 22,500 fam., 96.8% radio, 21,780 radio fam.

WTRY, 5kw, 980kc, CBS, Headley Reed, Hooper

D	12.75	16.00	25.00	50.00	75.00	125.00
N	24.00	30.00	45.00	90.00	135.00	225.00

WTRI(FM), chan. 274, 102.7mc, 3.5kw, Headly-Reed Bonus

WFLY, chan. 222, 92.3mc, 5.4kw

D	1.88	2.81	3.75	7.50	11.25	18.75
N	2.50	3.75	5.00	10.00	15.00	25.00

UTICA, Oneida, 11,600 fam., 96.1% radio, 11,150 radio fam. (includes Rome, N.Y.)

* * *

3 AM affiliates, average 1-time rates						
	SB	1M	5M	15M	30M	1 Hr
D	11.25	12.66	20.66	34.66	48.68	80.00
N	15.33	16.66	27.66	45.66	73.00	121.66

WGAT, 1kwLS, 500w-N, 1310kc, Meeker

D	9.50	18.00	25.00	35.00	65.00	
N	12.00	25.00	40.00	70.00	125.00	

WIBX, 5kw, 950kc, CBS, Wood & Colton, Hooper

D	12.75	15.00	25.00	40.00	50.00	80.00
N	18.00	20.00	30.00	50.00	75.00	125.00

WIBX-FM, chan. 245, 96.9mc, 9kw Bonus

WKAL, 250w, 1450, MBS, Cooke

D	6.00	8.00	12.00	24.002	36.00	60.00
N	8.00	10.00	18.00	27.00	54.00	90.00

WRUN, 5kw-D, 1kw-N, 1150kc, Avery-Knodel, Hooper

D	15.00	15.00	25.00	40.00	60.00	100.00
N	20.00	20.00	35.00	60.00	90.00	150.00

WRUN-FM, chan. 289, 105.7mc, 4.3kw, Avery-Knodel Bonus

WATERTOWN, Jefferson, 11,200 fam., 95.3% radio, 10,670 radio fam.

WATN, 250w, 1240kc. MBS, Wood & Colton

D	3.00	6.00	12.00	24.00	36.00	60.00
N	5.00	10.00	20.00	40.00	60 00	100.00

WWNY, 1kw, 790kc, CBS, Weed, 8M8

D	4.00	8.00	14.00	28.00	48.00	80.00
N	6.00	12.00	24.00	48.00	72.00	120.00

WWNY-FM, chan. 263, 100.5mc, 14.4kc, Weed

D		2.50	5.00	8.00	15.00	
N		3.75	7.50	12.00	20.00	

WETHERSFIELD, Wyoming (no city figures available)

WFNF(FM), chan. 299, 107.7mc, 1kw, Rural Radio (See Rural Radio listing.)

WHITE PLAINS, Westchester, 12,800 fam., 98.4% radio. 12,600 radio fam.

WFAS, 250w, 1230kc, Headley Reed, Conlan

D	8.50	11.00	22.00	49.00	65.50	93.00
N	8.50	11.00	22.00	49.00	65.50	93.00

WFAS-FM, chan. 280, 103.9mc, 1kw, Headley-Reed Bonus

* * *

NEW YORK RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Albany	71,600	96.8	69,310	284,036	58,439	34,482	111,726
Allegany	12,600	96.4	12,150	25,424	6,377	3,103	14,334
Bronx	423,200	97.8	413,890	886,367	[1]2,953,972	[1]2,092,606	[2]185,659
Broome	51,400	97.0	49,860	160,543	59,571	36,716	159,879
Cattaraugus	23,000	96.7	22,240	66,639	16,006	8,972	45,334
Cayuga	20,600	97.0	19,980	61,767	15,220	8,913	48,081
Chautauqua	39,100	97.1	37,970	100,218	34,523	19,568	109,776
Chemung	25,300	96.4	24,390	83,273	28,086	17,417	74,571
Chenango	11,900	97.3	11,580	31,556	6,424	3,209	20,525
Clinton	13,300	95.0	12,640	34,708	7,381	3,981	19,664
Columbia	14,000	96.6	13,520	31,319	6,642	3,451	23,302
Cortland	11,800	96.9	11,430	32,810	8,690	4,501	27,357
Delaware	13,000	96.0	12,480	34,725	6,204	3,470	14,762
Dutchess	31,800	96.1	30,560	117,236	25,522	15,649	70,248
Erie	245,100	98.0	240,200	772,602	256,915	163,579	753,534
Essex	9,700	95.4	9,250	26,136	5,022	2,667	
Franklin	11,700	93.8	10,970	34,538	5,532	2,335	
Fulton	15,500	95.9	14,860	48,123	15,088	7,358	37,506
Genesee	13,700	96.1	13,170	35,436	10,516	5,896	33,795
Greene	8,800	95.1	8,370	21,174	2,952	1,427	7,089
Hamilton	1,300	93.1	1,210	3,116	1,111	747	
Herkimer	19,000	96.0	18,240	42,737	19,433	11,928	61,178
Jefferson	26,600	94.5	25,140	75,844	15,636	8,737	31,782
Kings	773,100	97.1	750,680	1,905,701	[1]	[1]	[2]1,169,293
Lewis	6,500	93.2	6,060	12,349	2,520	1,431	
Livingston	10,400	95.0	9,880	24,612	4,721	2,429	12,103
Madison	13,500	94.5	12,760	32,726	5,610	2,897	9,993
Monroe	137,000	97.3	133,300	463,754	180,428	121,809	510,225
Montgomery	18,400	96.5	17,760	51,102	19,729	10,768	74,023

Sources: Radio Families, Per Cent Radio. BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 134)

IT PAYS TO BUY

WELM

Your Best Buy in Elmira—
Reaching a 250 million area

American Broadcasting Company

222 East Market Street

ELMIRA, N. Y.

Chemung County—1948

$83,273,000 Retail Sales
83,400 Population
$5,182 Buying Income per Family
$5,375 for Elmira
115 Quality of Market Index
130 for Elmira

* *Sales Management*

Represented by The Walker Company

NEW MEXICO

SPOT RATE FINDER

KSWS, 250w, 1230kc, ABC, Donahue

	SB	1M	5M	15M	30M	1 Hr.
D	3.00	3.75	5.25	9.50	18.75	37.50
N	4.50	5.25	8.25	15.00	30.00	52.50

* * *

KGFL, 250w, 1400kc, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr.
D	6.75	6.76	12.00	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

SANTE FE, Sante Fe, 7,600 fam., 89.5% radio, 6,800 radio fam.

2 AM affiliates, average 1-time rates

D	4.50	6.00	10.00	16.00	24.00	40.00
N	5.25	7.13	11.87	19.00	28.50	47.50

* * *

KTRC, 250w, 1400kc, ABC, Donahue

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

KVSF, 1kw, 1260kc, CBS, Taylor-Borroff

D	6.00	7.50	12.50	20.00	30.00	50.00
N	6.00	7.50	12.50	20.00	30.00	50.00

SILVER CITY, Grant, 2,100 fam., 88.9% radio, 1,870 radio fam.

* * *

KSIL, 250w, 1340kc, CBS, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.50	12.00	18.00	30.00
N	5.00	5.00	12.00	16.00	24.00	40.00

TUCUMCARI, Quay, 2,900 fam., 92.4% radio, 2,680 radio fam.

KTNM, 250w, 1400kc, MBS, BMB

D	4.50	6.00	12.00	10.00	35.00	60.00
N	4.50	6.00	12.00	10.00	35.00	60.00

* * *

NEW MEXICO RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Bernalillo	30,900	94.1	29,080	118,802	19,101	9,008	8,743
Catron	1,100	91.0	1,000	1,304	187	73	
Chaves	8,000	92.1	7,370	35,952	4,267	2,057	2,567
Colfax	5,100	92.7	4,730	17,842	2,327	1,307	
Curry	7,600	93.9	7,140	31,255	3,349	1,360	
De Baca	1,500	92.7	1,390	2,711	330	142	
Dona Ana	8,800	87.2	7,670	18,724	2,157	863	
Eddy	10,800	92.5	9,990	29,288	6,972	4,336	13,242
Grant	6,800	92.2	6,270	17,698	4,542	2,714	
Guadalupe	2,100	88.2	1,850	5,320	381	116	
Harding	900	90.5	810	2,443	119	39	
Hidalgo	1,600	90.6	1,450	6,105	690	318	
Lea	8,300	93.4	7,750	30,836	4,026	1,978	
Lincoln	2,400	92.2	2,210	5,112	447	153	
Luna	3,100	90.2	2,800	8,011	1,020	463	
McKinley	6,400	88.7	5,680	24,454	2,308	948	
Mora	2,200	86.0	1,890	2,152	185	49	
Otero	3,900	89.5	3,490	8,321	962	493	2,333
Quay	3,300	92.3	3,050	12,646	1,105	424	
Rio Arriba	5,800	86.8	5,030	6,292	513	187	
Roosevelt	4,400	91.9	4,040	10,889	1,008	402	
Sandoval	3,400	87.8	2,990	3,105	3,759	2,516	
San Juan	3,000	89.5	2,690	7,473	658	268	
San Miguel	7,000	85.7	6,000	15,607	1,854	650	
Sante Fe	10,700	89.3	9,560	35,645	4,839	2,200	1,787
Sierra	1,900	87.8	1,670	4,119	614	199	
Socorro	2,700	86.7	2,340	5,257	594	213	
Taos	4,200	87.2	3,660	6,252	697	222	
Torrance	2,900	93.5	2,710	4,511	393	122	
Union	2,100	92.1	1,930	7,202	394	142	
Valencia	5,100	88.2	4,500	8,548	1,137	459	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.



NEW YORK

SPOT RATE FINDER

ALBANY, Albany, 45,100 fam., 96.8% radio, 43,660 radio fam.

3 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1HR
D	8.00	8.33	16.00	31.66	53.00	80.33
N	13.83	14.66	27.00	54.00	97.00	143.00

2 AM affiliates, average 1-time rates

D	12.00	17.00	24.30	48.70	46.50	127.50
N	20.50	28.00	43.00	81.00	127.50	200.12

WABY, 250w, 1400kc, Everett-McKinney, Hooper

D	5.00	6.00	15.00	30.00	60.00	75.00
N	7.50	10.00	20.00	40.00	75.00	100.00

WOKO, 1kw-D, 500w-N, 1460kc, Cooke

D		9.00	13.00	25.00	39.00	66.00
N		16.00	26.00	52.00	78.00	131.00

WPTR, 50kw, 1540kc, Rambeau

D	10.00	10.00	20.00	40.00	60.00	100.00
N	18.00	18.00	35.00	70.00	118.00	195.00

WBCA-FM, chan.266, 101.1mc, 3.5kw Rambeau Bonus

WROW, 5kw-d, 1kw-n, 590kc, MBS, Bolling, Hooper

D	10.00	16.00	21.60	43.20	72.00	120.00
N	17.00	26.00	36.00	72.00	120.00	200.00

Note: All rates one-time. Sources: Total Families) copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WROW-FM, chan.230, 93.9mc, 1kw, Bolling Bonus

WXKW, 10kw, 850kc, ABC, Katz

	SB	1M	5M	15M	30M	1 Hr
D	14.00	18.00	27.00	54.00	81.00	135.00
N	24.00	30.00	45.00	90.00	135.00	225.00

WRWR, chan. 238, 95.5mc, 500w. (no data avail)

AMSTERDAM, Montgomery, 10,000 fam., 97.6% radio, 9,760 radio fam.

WCSS, 250w, 1490kc

D	3.60	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	30.00	45.00	75.00

AUBURN, Cayuga, 11,100 fam., 96.3% radio, 10,690 radio fam.

WMBO, 250w, 1240kc, MBS, Clark

D		5.50	12.00	24.00	36.00	60.00
N		8.10	16.00	32.00	54.00	90.00

BATAVIA, Genesee, 5,600 fam., 98.7% radio, 5,470 radio fam.

WBTA, 250w, 1490kc. MBS, Wood & Colton

D	4.00	5.00	7.50	14.60	21.00	35.00
N	5.00	6.00	9.00	18.00	25.00	45.00

BINGHAMTON, Broome, 26,300 fam., 96.1% radio, 25,270 radio fam.

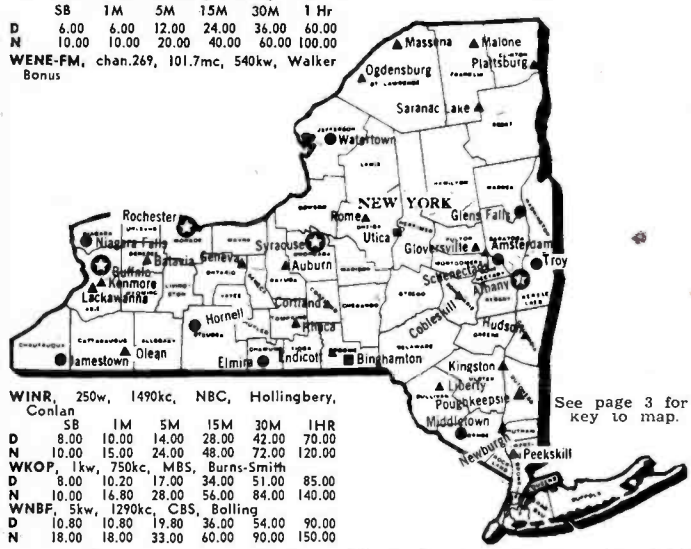
4 AM affiliates, average 1-time rates

D	8.20	9.25	15.70	30.50	45.75	76.25
N	12.00	14.95	26.25	51.00	76.50	127.50

WENE, 250w, 1450kc, ABC, Walker, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WENE-FM, chan.269, 101.7mc, 540kw, Walker Bonus



See page 3 for key to map.

WINR, 250w, 1490kc, NBC, Hollingbery, Conlan

	SB	1M	5M	15M	30M	1HR
D	8.00	10.00	14.00	28.00	42.00	70.00
N	10.00	15.00	24.00	48.00	72.00	120.00

WKOP, 1kw, 750kc, MBS, Burns-Smith

D	8.00	10.20	17.00	34.00	51.00	85.00
N	10.00	16.80	28.00	56.00	84.00	140.00

WNBF, 5kw, 1290kc, CBS, Bolling

D	10.80	10.80	19.80	36.00	54.00	90.00
N	18.00	18.00	33.00	60.00	90.00	150.00

AM FM TV

WSYR 570 kc.

WSYR 94.5 mg.

WSYRACUSE

the Only COMPLETE Radio Institution in Central New York

Newest WSYR Service

WSYRACUSE

NBC Affiliate in Central New York

Headley-Reed, National Representatives



WNBF-FM, chan. 263, 100.5mc, 12kw, Bolling Bonus

WNBF-TV, chan.12, 12kw-aur., 11kw-vis. Bolling. No rates available

BRISTOL CENTER, Ontario (no city fig. avail.)

WVBT-FM, Ch. 270, 101.9mc, 13kw, Rural Radio, Inc. (for rates see Rural Radio listing)

BUFFALO, Erie, 171,900 fam., 98.4% radio, 169,150 radio fam.

4 AM affiliate, average 1-time rates

	SB	1M	5M	15M	30M	1HR
D	15.25	26.75	24.50	54.87	68.25	138.62
N	32.37	53.50	81.33	114.50	174.25	246.25

3 AM non-affiliate average 1-time rates

D	9.10	15.83	33.33	43.33	78.33	118.33

WBEN, 5kw, 930kc, NBC, Petry, Hooper

D	18.00	27.50			53.00	80.00 133.00
N	20.00	50.00			64.00	106.00

WBEN-FM, chan.293, 106.5mc, 3kw, Petry Bonus

WBNY, 250w, 1400kc, Young

D	7.50	15.00	35.00	45.00	56.00	105.00
N	7.50	15.00	40.00	80.00	110.00	190.00

WBNY-FM, chan.225, 92.9mc, 50kw, Adam Young, Jr. Bonus

WEBR, 5kw, 970kc, MBS, Katz, Conlan Hooper

D	17.50	35.00	41.25	55.00	82.50	137.50
N	30.00	50.00	82.00	110.00	165.00	275.00

WEBR-FM, chan.245, 96.9mc, 18kw, Katz Bonus

WGR, 5kw, 550kc, CBS, Free & Peters

D	15.00	22.00	28.00	56.00	84.00	140.00
N	42.50	56.00	70.00	140.00	210.00	350.00

WKBW, 50kw, 1520kc, ABC, Avery-Knodel, Hooper

D	18.00	32.50	36.00	72.00	108.00	180.00
N	37.00	58.00	72.00	144.00	216.00	360.00

WWOL, 1kw-D, 1120kc, Forjoe

D	10.00	20.00	45.00	85.00	110.00	150.00

WXRA, 1kw-D, 1080kc, Cooke

D	10.40	12.50	20.00	40.00	60.00	100.00
N	10.40	12.50	20.00	40.00	60.00	100.00

WXRC, chan.277, 103.3mc, 4.3kw, Cooke Bonus

(Continued on page 129)

for the facts on WNEW

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

CHERRY VALLEY, Otsego County, (no figures avail.)

WVCM-FM, Chan. 270, 101.9mc, 13kw, Rural Radio
(See Rural Radio for rates)

CORNING, Steuben, 5,600 fam., 96.0% radio, 5,380 radio fam.

WKNP-FM, chan.291, 106.1mc, 4.2kw, Walker Co.

	SB	1M	5M	15M	30M	1 Hr
D	5.75	5.75	9.60	19.20	28.80	48.00
N	8.00	8.00	12.80	25.60	38.40	64.00

CORTLAND, Cortland, 5,800 fam., 96.7% radio, 5,610 radio fam.

WKRT, 1kw-d, 500w-n, 920kc, Hooper

D	6.00	9.00	12.00	24.00	36.00	60.00
N	6.00	9.00	16.00	32.00	48.00	80.00

WKRT-FM chan.260, 99.9mc, 15kw, McGillvra Bonus

DE RUYTER, Madison, (no city figures avail.)

WVCN-FM, Chan. 286, 105.1mc, 13kw, Rural Radio
See Rural Radio for rates.

ELMIRA, Chemung, 16,500 fam., 96.1% radio, 15,860 radio fam.

2 AM affiliates, average one-time rates

D	....	7.50	13.00	26.00	39.00	65.00
N	....	8.50	17.00	29.50	42.00	85.00

WELM, 250w, 1400kc, ABC, Walker, Conlan

D	7.00	7.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

WENY 250w, 1230kc, NBC, MBS, McKinney

	SB	1M	5M	15M	30M	1HR
D	....	8.00	14.00	28.00	42.00	70.00
N	....	9.00	18.00	27.00	36.00	90.00

WENY-FM, chan.295, 106.9mc, 5.1kw Bonus

ENDICOTT, Broome, (no city figures)

WENE, (see Binghamton, N. Y.)

FLORAL PARK, Nassau, (no city figures)

WSHS-FM, chan.212, 90.3mc, 3kw, (No data available)

FREEPORT, Nassau, 6,200 fam., 97.7% radio, 6,060 radio fam.

WGBB, 100w, 1240kc

D	10.00	20.00	35.00	60.00	
N	12.59	25.00	45.00	85.00	

GENEVA, Ontario, 6,300 fam., 96.8% radio, 6,100 radio fam.

WGVA, 250w, 1240kc, MBS, Cooke, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

GLENS FALLS, Warren, 6,000 fam., 96.3% radio, 5,780 radio fam.

2 AM affiliate average 1-time rates

D	6.00	6.85	9.00	18.62	38.50	51.25
N	7.75	8.75	12.00	25.13	40.50	67.50

WGLN, 100w, 1230kc, ABC, Everett-McKinney

D	5.00	5.00	8.00	16.00	24.00	40.00
N	7.50	7.50	12.00	24.00	36.00	60.00

WWSC, 250w, 1450kc, MBS, Cooke, Conlan

D	7.00	8.75	10.00	21.25	37.50	62.50
N	8.00	10.00	12.00	26.25	45.00	75.00

* * *

MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	14,386,000	'48	13,479,000	'40
Increase over 1940	6.7%			
% of U.S.	9.85%	'48	10.24%	'40
BMB Families	4,205,700	'49	3,759,000	'46
Percent Radio	96.8%	'49	97.6%	'46
Radio Families	4,069,840	'49	3,667,000	'46
Business Concerns	341,215	'47	253,623	'39
Manufacturing Establishments	47,701	'47	32,672	'39
Non-Agricultural Employment	4,590,015	'47	4,006,000	'39
Manufacturing Employment	1,426,000	'47	949,000	'39
Income	$25,624,000,000	'47	11,830,000,000	'40
Increase over 1940	117%			
Per Capita Income	$ 1,781	'47	863	'40
Increase over 1940	106%			
Construction (Private)	$ 676,200,000	'47	495,400,000	'39
Residential	$ 300,600,000	'47	320,100,000	'39
Non-Residential	$ 222,200,000	'48	113,000,000	'39
Retail Sales	$13,695,420,000	'48	11,931,236,000	'47
Value Added by Manufacture	$ 9,636,000,000	'47	3,314,000,000	'39

GLOVERSVILLE, Fulton, 8,400 fam., 96.1% radio, 8,070 radio fam.

WENT, 250w, 1340kc, CBS, Young, Conlan

	SB	1M	5M	15M	30M	1HR
D	3.00	5.00	7.50	15.00	24.00	40.00
N	6.00	8.00	12.00	24.00	36.00	60.00

HEMPSTEAD, Nassau, 7,300 fam., 97.6% radio, 7,120 radio fam.

WHLI, 250w, 1100kc, Conlan

D	8.00	12.00	20.00	32.00	48.00	80.00
N	8.00	12.00	20.00	32.00	48.00	80.00

WHLI-FM, chan. 252, 98.3% radio, 1kw Bonus

HORNELL, Steuben, 5,300 fam., 96.2% radio, 5,100 radio fam.

WLEA, 1kw-D, 1320kc, Forjoe

D	7.50	7.50	12.00	24.00	36.00	60.00

WWHG-FM, Chan. 287, 105.3mc, 10kw

D	7.50	15.00	20.00	35.00	
N	10.00	20.00	30.00	50.00	

HUDSON, Columbia, 3,500 fam., 94.7% radio, 3,310 radio fam.

WHUC, 250w, 1230kc.

D	1.75	3.45	8.65	17.25	28.75	51.75
N	3.45	5.20	11.50	20.15	31.00	57.50

ITHACA, Tompkins, 6,900 fam., 97.0% radio, 6,690 radio fam.

WHCU, 1kw, 870kc, CBS, Kettell-Carter, Conlan

D	6.00	9.00	15.00	30.00	45.00	75.00
N	6.00	9.00	25.00	50.00	75.00	125.00

WHCU-FM, chan.247, 97.3mc, 40kw
Rates on request

WVFC-FM, chan.236, 95.1mc, 1.3kw

D	10.50	15.75	21.00	42.00	63.00	105.00
N	14.00	21.00	28.00	56.00	84.00	140.00

JAMESTOWN, Chautauqua, 14,000 fam., 96.1% radio, 13,450 radio fam.

WJOC, 1kw, 1470kc, Friedenberg

D	4.50	6.00	11.00	22.00	33.00	55.00
N	4.50	6.00	11.00	22.00	33.00	55.00

WJTN, 250w, 1240kc, ABC, Rambeau, Conlan

D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

WJTN-FM, chan. 227, 93.3mc, 9.5kw, Rambeau Bonus

KENMORE, Erie, 7,500 fam., 99.8% radio, 7,490 radio fam.

WXRA, 1kw-d, 1080kc, Cooke

D	12.50	20.00	40.00	60.00	100.00

KINGSTON, Ulster, 9,600 fam., 95.3% radio, 9,150 radio fam.

WKNY, 250w, 1490kc, MBS, McGillvra, Conlan

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

LACKAWANNA, Erie, 7,300 fam, 96.7% radio, 7,060 radio fam.

WWOL, 1kw—D, 1120kc, Forjoe

D	10.00	20.00	45.00	85.00	110.00	150.00

LIBERTY, Sullivan, 1,400 fam., 95.2% radio, 1,33 radio fam.

WVOS, 250w, 1240kc, Cooke

D	5.00	6.25	8.25	15.50	30.00	
N	6.00	7.25	9.25	17.50	34.00	

LOCKPORT, Niagara, 7,900 fam., 97.6% radio, 7,710 radio fam.

WUSJ, 250w, 1340kc

D	6.00	7.00	14.00	29.00	41.00	52.00
N	8.00	10.00	18.00	33.00	46.00	69.00

WUSJ-FM, chan. 257, 99.3mc, 810kw Bonus

MALONE, Franklin, 3,400 fam., 94.4% radio, 3,210 radio fam.

WICY, 250w, 1490kc, MBS

D	3.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

(Continued on page 130)

TODAY..

We're back to selling.
YOUR BEST BET TO SELL IS

960 ABC WEAV
Plattsburg, N. Y.
Joseph Hershey McGilvra
Nat. Rep.

–AND–

JOHNSTOWN-GLOVERSVILLE
Adam J. Young, Jr.
Nat. Rep.
WENT 1340 CBS

Remember when a man had to plead and argue to buy more than one shirt? In most consumers items today it's a BUYERS MARKET.

Today — selling assumes major importance — so does ADVERTISING.

WEAV—WENT offers air-tested program ready for immediate and profitable sponsorship at costs that carry out the theme of MORE FOR YOUR MONEY.

You owe it to yourself to find out why WEAV — WENT is a good buy for the BUYERS MARKET.

WEAV 1000 WATTS
250 WATTS WENT

WFBL
Syracuse, N.Y.

To Advertisers with a LIMITED Budget

4 outstanding participating shows with ready-made audiences—emceed by 3 of the most popular radio personalities in Central New York.

The Musical Clock
7:30 to 9:30 A.M. Monday thru Saturday

Coffee with Curtis
9:35 to 10:00 A.M. Monday thru Friday
10:00 to 10:30 A.M. Saturday

Jim DeLine Show
4:45 to 5:30 P.M. Monday thru Friday
4:30 to 5:00 P.M. Saturday

Date with Decker
6:15 to 6:45 P.M. Monday thru Friday

Save Money
by calling



WFBL BASIC SINCE 1927
IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING

NEW YORK

SPOT RATE FINDER

(Continued from page 129)

MASSENA, St. Lawrence, 3,500 fam., 96.7% radio, 3,380 radio fam.

WMSA, 250w, 1340kc, ABC, Weed

	SB	1M	5M	15M	30M	1HR
D	2.00	4.00	7.00	14.00	24.00	40.00
N	2.50	5.00	10.00	20.00	30.00	50.00

WMSA-FM, chan. 287, 105.6mc, 13kw, Weed
(no data available)

MIDDLETOWN, Orange, 7,200 fam., 96.8% radio, 6,870 radio fam.

WALL, 250w, 1340kc, McGillvra, Conlan

D	4.00	4.00	7.20	16.80	28.80	48.00
N	5.00	5.00	9.00	21.00	36.00	60.00

NEWBURGH, Orange, 10,600 fam., 96.1% radio, 10,190 radio fam.

WGNY, 1kw—D, 1220kc, BMB

D	6.00	8.00	14.00	28.00	42.00	70.00

NEW ROCHELLE, Westchester, 15,900 fam., 97.6% radio. 15,520 radio fam.

WGNR-FM, chan. 228, 93.5mc, 1kw

D	2.50	3.00	6.00	12.00	18.00	30.00
N	2.50	3.00	6.00	12.00	18.00	30.00

NEW YORK CITY, New York, 2,331,500 fam., 96.9% radio, 614,490 radio fam.

4 AM affiliates, 1-time rates

D	94.33	104.00	144.75	289.50	398.20	723.75
N	175.00	213.33	240.00	495.00	742.50	1237.50

11 AM non-affiliate average 1-time rates

D	18.44	25.79	47.66	98.73	154.23	261.07
N	25.53	35.50	70.50	124.75	197.43	331.23

WABD, TV DuMont, 5kc

D	100.00	100.00	187.50	300.00	450.00	750.00
	200.00	200.00	275.00	600.00	900.00	1500.00

WABF (FM), chan. 258, 99.5mc, 20kw

D	100.00
N	150.00

WBNX, 5kw, 1380kc, King, Pulse

D		18.00	32.00	45.00	80.00	141.75
N		24.00	45.00	80.00	141.75	257.25

WCBS, 50kw, 880kc, CBS, Radio Sales, Pulse, Nielsen

D	100.00		135.00	270.00	405.00	675.00
N				540.00	810.00	1350.00

WCBS-FM, chan. 266, 101.1mc, 5.8kw, Radio Sales
Bonus

WCBS-TV, chan. 2, 6.9kw aur., 13.8kw-vis., CBS, Radio Sales

D	150.00	195.00	270.00	360.00	540.00	900.00
N	250.00	320.00	450.00	600.00	900.00	1500.00

WEVD, 5kw, 1330kc

D		15.00	35.00	75.00	125.00	215.00
N		25.00	65.00	115.00	200.00	300.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WHOM, 5kw, 1480kc
(Jersey City, N. J.)

	SB	1M	5M	15M	30M	1 Hr
D	10.00-	17.50	45.00	75.00	127.50	250.00
N	15.00	25.00	63.00	105.00	192.50	350.00

WINS, 50kw-D, 10kw-N, 1010kc, Pulse

D	18.00	25.00		100.00	150.00	250.00
N	11.25	15.00		50.00	75.00	125.00

WJZ, 50kw, 770kc, ABC, ABC Spot Sales, Pulse, BBM

D	108.00	108.00	144.00	288.00	432.00	720.00
N	200.00	200.00	240.00	480.00	720.00	1200.00

WJZ-FM, chan. 238, 95.5mc, 6kw, Bonus

WJZ-TV, chan. 7, 14.8kw aur., 29.5kw-vis., ABC

D	120.00	150.00	300.00	450.00	675.00	1111.25
N	150.00	200.00	400.00	600.00	900.00	1500.00

WLIB, 1kw-D, 1190kc, Young (L-WOWO)

D		16.00	38.00	76.00	114.00	190.00

WMCA, 5kw, 570kc, Free & Peters

D	24.00	40.00	60.00	120.00	180.00	300.00
N	24.00	40.00	60.00	120.00	180.00	300.00

WMCA-FM, chan. 222, 92.3mc, 18kw, Free & Peters
Bonus

WMGM, 50kw, 1050kc, Gene Grant, Radio Reps

D	30.00	50.00	100.00	200.00	300.00	500.00
N	45.00	75.00	150.00	300.00	450.00	750.00

WMGM-FM, Chan. 262, 100.0mc, 19kw, Radio Reps

D	5.00		30.00	45.00	75.00
N	5.00		40.00	60.00	100.00

WNBC, 50kw, 660kc, NBC, NBC Spot Sales

D		180.00	360.00	540.00	900.00
N		240.00	480.00	720.00	1200.00

WNBC-FM, chan. 246, 97.1mc, 1.6kw
(no data available)

WNBT (TV), chan. 4, 5.75kw aur., 18.5 kw-vis., NBC

D	175.00	200.00		400.00	600.00	1000.00
N	250.00	250.00		600.00	900.00	1500.00

WNEW, 10kw, 1130kc, Blair

D					
N			200.00	300.00	500.00

WOR, 50kw, 710kc, MBS, BMB, Hooper, Pulse

D	75.00	100.00	120.00	240.00	360.00	600.00
N	150.00	200.00	240.00	480.00	720.00	1200.00

WOR-FM, chan. 254, 98.7mc, 15kw

D	3.00	6.00	10.00	20.00	30.00	50.00
N	5.00	10.00	20.00	40.00	60.00	100.00

WOR-TV, chan. 9, 11kw, aur., 9.5kw, vis., MBS
Rates not available.

WOV, 5kw, 1280kc, Bolling

D	25.00	25.00	45.00	90.00	150.00	250.00
N	40.00	40.00	45.00	90.00	150.00	250.00

WQXR, 10kw, 1560kc, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	10.00	25.00	60.00	80.00	120.00	200.00
N	20.00	40.00	120.00	160.00	240.00	400.00

WQXR-FM, chan. 242, 96.3mc, 20kw, Raymer
Bonus

WWRL, 250w, 1600kc

D		14.00	25.00	40.00	75.00
N		16.00	27.50	45.00	80.00

WGHF (FM), chan. 270, 101.9mc, 20kw

D	7.50	11.25	15.00	30.00	45.00	75.00
N	10.00	15.00	20.00	40.00	60.00	100.00

WGYN (FM), chan. 250, 97.9 mc, 20kw

D	7.00	7.00		12.00	18.00	30.00
N	12.00	12.00		24.00	36.00	36.00

WPIX (TV), chan. 11, 9.25kw, aur., 18.5kw, vis., Free & Peters, Inc.

D	75.00	150.00	200.00	290.00	430.00	720.00
N	125.00	250.00	340.00	480.00	720.00	1200.00

WYNE (FM), chan. 218, 91.5mc, 20kw
(no rates available)

WFUV (FM), chan. 214, 90.7mc, 3.5kw
(no rates available)

NIAGARA FALLS, Niagara, 24,500 fam., 97.6% radio, radio fam.

2 AM non-affiliating average 1-time rates

D	5.00	6.00	6.25	24.00	40.00	75.00

WHLD, 1kw, 1290kc, Headley-Reed

D	6.00	6.00	12.50	24.00	40.00	75.00
N	6.00	6.00	12.50	24.00	40.00	75.00

WHLD-FM, chan. 253, 98.5mc, 48.7kw, Headley-Reed

D	3.00	4.00	7.00	20.00	30.00	50.00
N	3.00	4.00	7.00	20.00	30.00	50.00

WJJL, 1kw-D, 1440kc, McGillvra, Conlan

D	5.00	6.00	12.00	24.00	40.00	75.00

OGDENSBURG, St. Lawrence, 4,800 fam., 96.0% radio, 4,610 radio fam.

WSLB, 250w, 1400kc, MBS, Walker

D		5.00	10.00	20.00	30.00	40.00
N		5.00	10.00	20.00	30.00	40.00

WSLB-FM, chan. 291, 106.1mc, 3kw, Walker Co.
(see Rural Radio Network)

OLEAN, Cattaraugus, 7,000 fam., 96.1% radio, 6,730 radio fam.

WHDL, 250w, 1450kc, ABC, Everett-McKinney

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHDL-FM, chan. 239, 95.7mc, 43kw, Everett-McKinney
Bonus

ONEONTA, Otsego, 4,600 fam., 96.2% radio, 4,430 radio fam.

WDOS, 250w, 1400kc, MBS, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WDOS-FM, chan. 256, 99.1mc, 3kw, Walker
Bonus

OSWEGO, Oswego, 6,700 fam., 95.9% radio, 6,430 radio fam.

WOPT-FM, chan. 284, 104.7mc, 3kw

D		7.50	15.00	20.00	35.00
N		10.00	20.00	30.00	50.00

OYSTER BAY, Nassau, 2,600 fam., 98.8% radio, 2,570 radio fam.

WKBS, 250w-D, 1520kc

D	9.00	16.00	32.00	42.00	80.00

PEEKSKILL, Westchester (no city figures)

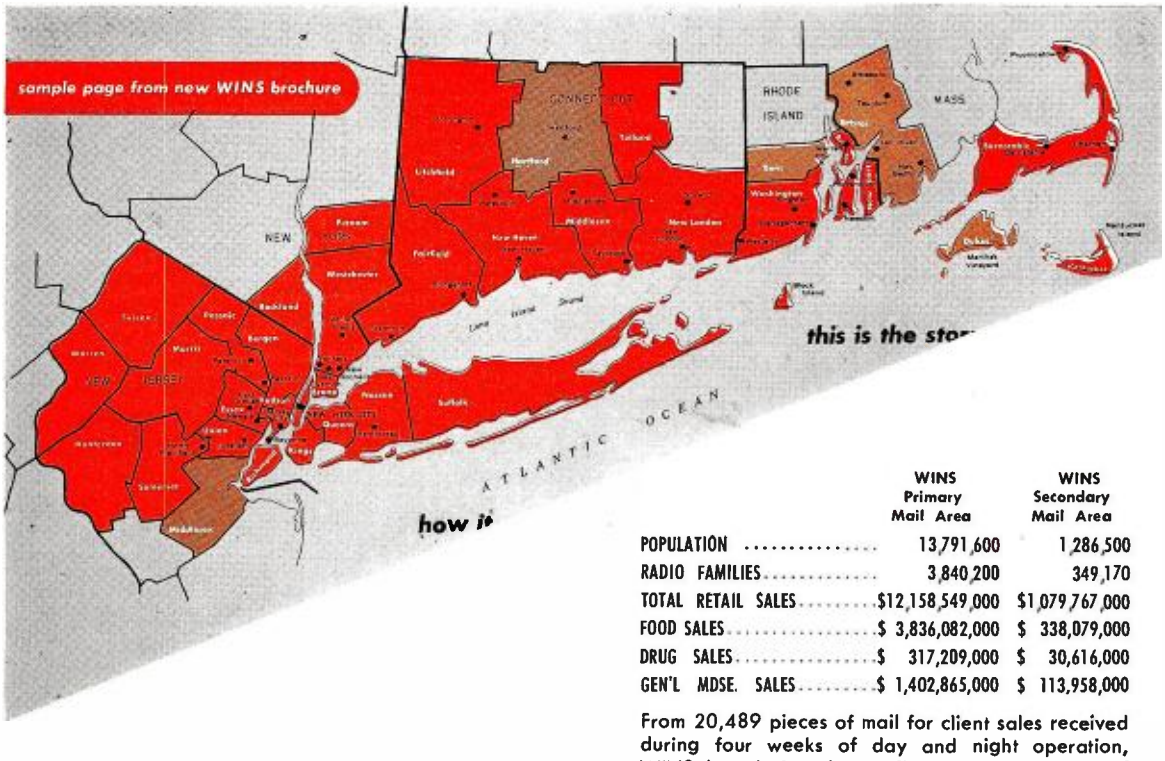
WLNA, 500w, 1420kc

D	5.00	7.00	12.00	24.00	36.00	60.00
N	5.00	7.00	12.00	24.00	36.00	60.00

(Continued on page 132)

WINS sells merchandise

in the world's richest market



	WINS Primary Mail Area	WINS Secondary Mail Area
POPULATION	13,791,600	1,286,500
RADIO FAMILIES	3,840,200	349,170
TOTAL RETAIL SALES	$12,158,549,000	$1,079,767,000
FOOD SALES	$ 3,836,082,000	$ 338,079,000
DRUG SALES	$ 317,209,000	$ 30,616,000
GEN'L MDSE. SALES	$ 1,402,865,000	$ 113,958,000

From 20,489 pieces of mail for client sales received during four weeks of day and night operation, WINS has designed a mail map. Base is ratio of mail response to 1948 BMB radio families in the five boroughs of New York City. Counties with mail ratio 25% of New York City or better are shown as primary; those with ratio of 10% or better as secondary.

CROSLEY BROADCASTING CORPORATION

WINS 50KW NEW YORK

NEW YORK RADIO MARKET DATA BY COUNTIES

(Continued from page 132)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Nassau	131,400	98.4	129,300	485,121	76,065	47,930	115,152
New York	648,200	94.8	614,490	3,767,124	[1]	[1]	[2]3,484,471
Niagara	51,400	96.8	49,760	161,346	63,590	45,070	269,697
Oneida	64,000	95.6	61,180	174,225	58,420	35,483	169,831
Onondaga	94,700	97.0	91,860	303,624	106,347	65,143	275,257
Ontario	17,600	95.7	16,840	43,279	10,151	5,872	23,577
Orange	42,400	95.7	40,580	134,838	26,905	14,453	58,645
Orleans	9,300	94.1	8,750	17,581	3,925	1,802	
Oswego	22,000	94.8	20,860	50,411	13,396	7,502	52,610
Otsego	15,900	93.6	14,880	40,603	5,847	2,652	
Putnam	4,900	96.4	4,720	18,073	1,604	859	
Queens	435,300	98.6	429,210	1,205,754	[1]	[1]	[2]584,142
Rensselaer	37,000	96.3	35,630	99,979	27,704	15,470	77,099
Richmond	51,700	97.1	50,200	137,913	[1]	[1]	96,860
Rockland	19,800	96.7	19,150	52,493	12,799	7,490	53,255
St. Lawrence	26,200	92.6	24,260	61,318	15,602	8,854	41,951
Saratoga	22,300	95.5	21,300	46,071	11,663	6,089	38,854
Schenectady	42,200	97.4	41,100	131,201	54,184	36,068	133,347
Schoharie	7,200	92.2	6,640	14,162	1,863	853	
Schuyler	4,000	93.2	3,730	7,673	1,820	1,030	
Seneca	7,600	94.2	7,160	12,433	3,702	1,970	10,798
Steuben	27,400	94.2	25,810	59,524	19,197	11,009	55,447
Suffolk	62,000	97.2	60,260	179,229	24,030	13,269	49,115
Sullivan	11,900	94.2	11,210	41,686	4,830	2,384	
Tioga	9,300	92.6	8,610	18,073	4,714	2,247	
Tompkins	14,200	95.7	13,590	44,581	10,706	5,942	21,827
Ulster	27,300	94.6	25,830	73,094	15,418	7,507	24,760
Warren	12,200	95.5	11,650	48,101	11,422	6,364	
Washington	12,900	93.3	12,040	24,393	6,747	3,503	
Wayne	18,100	94.9	17,180	37,417	7,308	3,905	
Westchester	167,300	98.0	163,950	674,104	108,538	66,916	
Wyoming	9,500	94.6	8,990	19,294	4,781	2,246	
Yates	5,600	94.1	5,270	10,131	2,276	1,097	

[1] Includes Bronx, Kings, New York, Queens and Richmond.
[2] A borough of New York City.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

the *Long Island* story

3 out of every 4 homes in Nassau County listen regularly daytime to WHLI's programs of Familiar Music and Long Island news. Among the top 50 counties of the United States, Nassau County is 42nd in population, 35th in total net income, 12th in net income per family, 45th in retail sales, 29th in food store sales, 49th in drug store sales (Sales Management 1949 Survey of Buying Power.)

- **More listeners per dollar in Nassau County than any other station—including the New York City 50,000 watters.**
- **Of course WHLI has Hooper, Conlan and L. I. Radio Survey.**
- **Long Island's top local retailers use WHLI regularly.**

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial

WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, President

They may come **BIGGER....** *but they don't come* **BETTER** *than* **WFAS** *in Westchester*

The April, 1949 Conlan Radio Report in Westchester shows WFAS out in front against all comers with the highest share of tune-ins straight through from noon to 6 P. M.; and doing nicely, thank you, in morning and evening periods, too, against perhaps the mightiest concentration of radio watts and where-with-all in the nation.

CONLAN RADIO REPORT

Page 2

SUMMARY

	MORNING PERIODS	AFTERNOON PERIODS	EVENING PERIODS	ENTIRE SURVEY
Basic Calls	4,106	7,166	5,015	16,287
Listening Homes	838	1,370	1,638	3,846
% of Potential Audience	20.4%	19.1%	32.7%	23.6%
Distribution of Listening Homes Among Stations:				
"A" Network 50,000 w.	23.9%	19.1%	22.7%	21.7%
WFAS Independent	**16.9**	**19.4**	**11.1**	**15.3**
"B" Independent—50,000 w.	.7	.5	.4	.5
"C" Network—50,000 w.	19.1	12.3	16.2	15.5
"D" Independent—5,000 w.	1.3	2.8	1.5	1.9
"E" Independent—50,000 w.	1.7	3.1	1.7	2.2
"F" Network—50,000 w.	13.7	18.5	21.6	18.8
"G" Independent—10,000 w.	2.3	2.3	2.8	2.5
"H" Network—50,000 w.	13.4	13.2	11.7	12.6
"I" Independent—5,000 w.	.6	.1	.1	.2
"J" Independent—10,000 w.	.4	.8	.7	.6
Other—FM—TV	6.0	7.9	9.5	8.2

Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.
Sunday 12:00 M. to 10:00 P.M.

For selected concert and classical music—news—and attention to local happenings, Westchester listeners have been tuning to WFAS for upwards of 18 years; and more of them are doing so now than ever before.

WFAS WFAS-FM

WESTCHESTER BROADCASTING CORPORATION

OFFICES and STUDIOS *in the Reporter Dispatch Building,* WHITE PLAINS, N.Y.

Represented by HEADLEY-REED CO., New York, N. Y.

NORTH CAROLINA

SPOT RATE FINDER

AHOSKIE, Hertford, 900 fam., 89.4% radio, 800 radio fam.

WRCS, 1kw-D, 970kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	24.00	36.00	60.00

ALBEMARLE, Stanly, 4,100 fam., 95.8% radio, 3,930 radio fam.

WABZ, 1kw-D, 1010kc

D	3.00	5.00	10.00	20.00	30.00	50.00

ASHEBORO, Randolph, 2,500 fam., 91.2% radio, 2,280 radio fam.

WGWR, 1kw-D, 1260kc, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00

ASHEVILLE, Buncombe, 16,900 fam., 90.0% radio, 15,210 radio fam.

3 AM affiliates, average one-time rate

D	7.16	7.15	12.34	19.15	36.34	60.35
N	10.50	10.50	18.00	39.00	61.00	101.67

WISE, 250w, 1230kc, NBC, Avery-Knodel

D		6.00	10.00	18.00	28.00	47.00
N		8.00	16.00	32.00	48.00	80.00

WLOS, 5kw-D, 1kw-N, 1380kc, MBS, Taylor-Borroff, Keenan & Eickelberg

D	7.00	7.00	12.00	22.00	36.00	60.00
N	10.00	10.00	18.00	40.00	60.00	100.00

WSKY, 250w, 1490kc, Friedenberg

D		4.50	6.00	12.00	20.00	32.50
N		5.00	8.00	18.00	30.00	50.00

WWNC, 5kw, 570kc, CBS, Headley-Reed, Hooper

D	8.50	8.50	15.00	27.50	45.00	75.00
N	13.50	13.50	20.00	45.00	75.00	125.00

BURLINGTON, Alamance, 7,300 fam., 94.8% radio, 6,920 radio fam.

2 AM non-affiliates, average one-time rate

D	4.13	5.50	11.00	21.75	35.25	53.75

WBBB, 1kw-D, 920kc, MBS, McGillvra, Gene Grant

D	5.25	7.00	14.00	28.00	43.00	70.00

WBBB-FM, Ch. 267, 101.1mc, 34kw, McGillvra Bonus, days only

N	3.00	3.50	7.00	14.00	21.00	35.00

WFNS, 1kw-D, 1150kc

D	3.00	4.00	8.00	15.50	27.50	37.50

WFNS-FM, Ch. 230, 93.9mc, 2kw Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

CHARLOTTE, Mecklenberg, 36,800 fam., 88.1% radio, 32,420 radio fam.

3 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	18.96	20.63	33.45	52.74	79.10	131.84
N	32.13	35.47	62.34	96.67	146.67	241.67

WAYS, 5kw-D, 1kw-N, 610kc, ABC, MBS, Avery-Knodel

D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

WAYS-FM, Ch. 299, 107.7mc, 7.7kw Bonus

WBT, 50kw, 1110kc, CBS, Radio Sales, Hooper, BMB

D	35.00	40.00	63.75	85.00	127.50	212.50
N	70.00	80.00	127.50	170.00	255.00	425.00

WBT-FM, Ch. 260, 99.9mc, 54.6kw, Radio Sales

D	2.50	4.00	7.50	14.50	21.50	36.00
N	3.00	4.80	10.00	19.00	28.00	48.00

CLINTON, Sampson, 1,500 fam., 83.0% radio, 1,250 radio fam.

WRRZ, 1kw-D, 880kc, ABC, Forjoe, BMB

	SB	1M	5M	15M	30M	1HR
D	6.00	6.00	12.00	24.00	36.00	60.00

CONCORD, Cabarrus, 4,800 fam., 92.9% radio, 4,460 radio fam.

WEGO, 1kw-D, 780kc, Clarke

D	4.00	6.00	7.50	17.50	30.00	50.00

DUNN, Harnett, 1,800 fam., 85.2% radio, 1,530 radio fam.

WCKB, 1kw-D, 780kc

D	4.00	5.00	10.00	25.00	40.00	60.00

DURHAM, Durham, 20,000 fam., 90.2% radio, 18,580 radio fam.

3 AM affiliates, average one-time rate

D	7.16	7.16	14.25	25.00	38.50	62.50
N	10.86	10.86	23.75	41.67	62.50	104.17

2 AM non-affiliates, average one-time rate

D	4.87	5.38	10.00	21.25	38.00	67.50

WDNC, 5kw-D, 1kw-N, 620kc, CBS, Raymer

D	10.00	10.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WGAI, 500-D, 560kc, Sears-Ayer

	SB	1M	5M	15M	30M	1 Hr
D	4.50	5.50	12.00	24.00	36.00	60.00

FAYETTEVILLE, Cumberland, 13,900 fam., 81.6% radio, 11,340 radio fam.

2 AM non-affiliates, average one-time rate

D	4.25	5.00	7.25	16.25	27.00	38.00
N	4.25	4.75	7.75	16.75	30.00	52.00

WFLB, 250w, 1490kc, Continental

D	3.00	4.00	7.00	15.00	24.00	26.00
N	4.50	5.50	8.00	16.00	30.00	54.00

WFNC, 250w, 1450kc, MBS, Walker

D	4.50	4.50	10.00	25.00	48.50	72.00
N	4.50	4.50	10.00	25.00	48.50	72.00

WFNC-FM, Ch. 251, 98.1mc, 12kw Bonus

WWNF, 250w, 1230kc, Friedenberg

D	4.00	6.00	7.50	17.50	30.00	50.00
N	4.00	6.00	7.50	17.50	30.00	50.00

FOREST CITY, Rutherford, 1,500 fam., 85.0% radio, 1,280 radio fam.



(See page 3 for key to map.)

WBTV, Ch. 3, 8.2kw-a; 16.3kw-v, Radio Sales, CBS

	SB	1M	5M	15M	30M	1 Hr
D	15.00	18.00	27.00	36.00	54.00	90.00
N	25.00	30.00	45.00	60.00	90.00	150.00

WGIV, 1kw-D, 1600kc, Forjoe, Conlan, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00

WSOC, 250w, 1240kc, NBC, Headley-Reed, BMB

D	7.50	7.50	15.00	30.00	45.00	75.00
N	12.00	12.00	24.00	48.00	77.00	120.00

WSOC-FM, Ch. 276, 103.5mc, 38kw, Headley-Reed Bonus

WMIT (FM), Ch. 295, 106.9mc, 75kw, Headley-Reed

D	2.50	2.50	5.00	10.00	15.00	25.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WIST(FM), Ch. 284, 104.7mc, 50kw

D	7.50	10.00	16.00	32.00	48.00	80.00
N	9.50	12.50	20.00	40.00	60.00	100.00

* * *

WDNC-FM, Ch. 286, 105.1mc, 36kw, Raymer Bonus

WDUK, 1kw-D, 500w-N, 1310kc, ABC, Avery-Knodel, Conlan, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00		18.00	30.00	45.00
N	10.00	10.00		30.00	45.00	75.00

WHHT, 1kw, 1590kc, MBS, Burn-Smith

D	4.50	4.50	13.50	27.00	40.50	67.50
N	7.50	7.50	22.50	45.00	67.50	112.50

WSSB, 250w, 1490kc, Friedenberg, Hooper

D	4.00	5.00	10.00	20.00	36.00	60.00
N	5.00	6.00	15.00	30.00	45.00	75.00

WTIK, 1kw-D, 730kc, Forjoe, Hooper

D	5.75	5.75	10.00	22.50	40.00	75.00

ELIZABETH CITY, Pasquotank, 4,000 fam., 86.6% radio, 3,460 radio fam.

WCNC, 250w, 1400kc, MBS, Burn-Smith, Conlan

D	4.20	5.20	8.75	20.00	37.35	65.00
N	4.20	5.20	8.75	20.00	37.35	65.00

* * *

WBBO, 1kw-D, 780kc

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	22.00	36.00	60.00
N		5.00	10.00	22.00	36.00	60.00

WBBO-FM, Ch. 227, 93.3mc, 1.5kw Banus, days only

N		2.50	5.00	11.00	18.00	30.00

GASTONIA, Gaston, 6,000 fam., 90.2% radio 5,410 radio fam.

WGNC, 250w, 1450kc, ABC, Continental

D	3.50	3.50	5.50	15.00	25.00	45.00
N	4.00	4.00	6.50	20.00	30.00	50.00

WGNC-FM, Ch. 270, 101.9mc, 11.1kw Bonus

WLTC, 1kw-D, 1370kc, Clark

D	3.50	5.20	10.40	20.80	31.20	52.00

GOLDSBORO, Wayne, 7,000 fam., 84.2% radio, 5,890 radio fam.

WGBR, 250w, 1400kc, Forjoe

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

WEQR-FM, Ch. 277, 93.3mc, 35kw, Forjoe

D	3.50	3.50	6.00	12.00	18.00	30.00
N	3.50	3.50	6.00	12.00	18.00	30.00

(Continued on page 137)

THE VOICE OF
68,000 PEOPLE

MORNING 62.5% AFTERNOON 58.8% NIGHT 53.3%

THE BEST BUY IN
EASTERN NORTH CAROLINA

— WGBR —

$5.00 Per Spot Announcement

YOUR ABC STATION

EASTERN CAROLINA
BROADCASTING CO., INC.

P.O. Box 1024

Goldsboro, North Carolina

MARKET INDICATORS FOR NORTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,715,000	'48	3,572,000	'40
Increase over 1940	4.0%			
% of U.S.	2.55%	'48	2.71%	'40
BMB Families	898,500	'49	817,000	'46
Percent Radio	87.1%	'49	78.3%	'46
Radio Families	782,830	'49	640,000	'46
Business Concerns	40,104	'47	33,852	'39
Manufacturing Establishments	5,320	'47	3,158	'39
Non-Agricultural Employment	681,047	'47	616,000	'39
Manufacturing Employment	350,000	'47	270,000	'39
Income	$3,290,000,000	'47	1,131,000,000	'40
Increase over 1940	191%			
Per Capita Income	$ 890	'47	316	'40
Increase over 1940	182%			
Construction (Private)	$ 215,400,000	'47	67,700,000	'39
Residential	$ 188,500,000	'47	35,900,000	'39
Non-Residential	$ 61,000,000	'47	15,700,000	'39
Retail Sales	$2,294,535,000	'48	2,171,729,000	'47
Value Added by Manufacture	$1,646,000,000	'47	544,000,000	'39

— WEQR —

THE VOICE OF
EASTERN NORTH CAROLINA

35,000 WATTS

Where 60,000 Radio Homes Can Be Reached For A $5.00 Spot Announcement.

—The Farmers Media—

THE AMERICAN BROADCASTING CO., Owned and Operated by

EASTERN CAROLINA
BROADCASTING CO., INC.

P.O. Box 1024

Goldsboro, North Carolina

GREENSBORO, Guilford, 21,400 fam., 91.1% radio, 19,500 radio fam.

2 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	16.00	32.50	47.50	80.00
N	14.00	14.00	25.50	51.50	78.50	130.00

WBIG, 5kw, 1470kc, CBS, Hollingbery, BMB, Hooper

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

WCOG, 1kw, 1320kc, ABC, Avery-Knodel, Hooper

D	8.50	8.50	15.00	30.00	45.00	75.00
N	14.00	14.00	24.00	48.00	72.00	120.00

WGBG, 1kw-D, 980kc, Burn-Smith

D	6.00	6.00	15.00	30.00	45.00	75.00
N	6.00	6.00	15.00	30.00	45.00	75.00

WGBG-FM, Ch. 262, 100.3mc, 37kw, Burn-Smith
Bonus

WFMY, Ch. 247, 97.3mc, 23kw

D	1.50	1.50	3.10	6.25	8.75	13.75
N	2.00	2.00	4.00	8.00	12.00	20.00

GREENVILLE, Pitt, 4,700 fam., 85.5% radio, 4,020 radio fam.

WGTC, 250w, 1490kc

D	3.50	5.94	16.20	27.00	45.00
N	4.00	7.92	21.60	36.00	60.00

HENDERSON, Vance, 4,100 fam., 85.8% radio, 3,520 radio fam.

WHNC, 1kw-D, 890kc, MBS, Griffith

D	5.25	6.25	12.50	25.00	37.50	56.25

HENDERSONVILLE, Henderson, 2,200 fam., 89.4% radio, 1,970 radio fam.

WHKD, 250w, 1450kc, MBS, Continental

D	3.96	3.96	7.20	14.40	21.60	36.00
N	3.96	3.96	7.20	14.40	21.60	36.00

HICKORY, Catawba, 4,700 fam., 91.9% radio, 4,320 radio fam.

WHKY, 5kw-D, 1kw-N, 1290kc, ABC, Dodson, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.80	13.40	26.80	40.20	67.00
N	5.00	6.80	13.40	26.80	40.20	67.00

WHKY-FM, Ch. 275, 102.9mc, 180kw, Dodson Bonus

WIRC, 1kw-D, 630kc, McGillvra

D	3.50	5.00	10.00	20.00	30.00	50.00

HIGH POINT, Guilford, 12,800 fam., 88.7% radio, 11,350 radio fam.

WHPE, 1kw-d, 1070kc

D	3.75	4.50	12.00	24.00	36.00	60.00

WHPE-FM, Ch. 238, 95.5mc, 37 kw
Bonus—Days only

N	1.88	2.25	6.00	12.00	18.00	30.00

WMFR, 250w, 1230kc, ABC, Burn-Smith, Conlan

D	4.00	4.00	12.00	24.00	36.00	60.00
N	4.00	4.00	12.00	24.00	36.00	60.00

WMFR-FM, Chan. 258, 99.5mc, 38kw, Burn-Smith
Bonus

JACKSONVILLE, Onslow, 900 fam., 86.7% radio, 780 radio fam.

WJNC, 250w, 1240kc, MBS, Forjoe, Conlan

D	2.75	2.75	9.00	18.00	27.00	45.00
N	2.75	2.75	9.00	18.00	27.00	45.00

KANNAPOLIS, Cabarrus, 8,100 fam., 95.7% radio, 7,760 radio fam.

WGTL, 1kw-D, 870kc

D	2.94	4.20	8.40	16.80	29.40	42.00
N	4.20	6.00	12.00	24.00	42.00	60.00

KINSTON, Lenoir, 5,500 fam., 85.5% radio, 4,700 radio fam.

WFTC, 250w, 1230kc, ABC, Burn-Smith

D	4.20	4.20	8.75	20.00	37.35	65.00
N	4.20	4.20	8.75	20.00	37.35	65.00

LAURINBURG, Scotland, 2,000 fam., 80.5% radio, 1,610 radio fam.

WEWO, 1kw-D, 1080kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	25.00	40.00	60.00

LEAKSVILLE, Rockingham, 1,200 fam., 92.9% radio, 1,110 radio fam.

WLOE, 250w, 1490kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

LENOIR, Caldwell, 2,700 fam., 88.1% radio, 2,380 radio fam.

SB	1M	5M	15M	30M	1 Hr

WJRI, 250w, 1340kc, MBS

D	4.00	4.00	9.00	18.00	30.00	50.00
N	4.00	4.00	9.00	18.00	30.00	50.00

LEXINGTON, Davidson, 3,900 fam., 90.0% radio, 3,510 radio fam.

WBUY, 250w, 1450kc, Continental

D	2.80	4.00	8.00	16.00	24.00	40.00
N	3.75	5.00	10.00	20.00	30.00	50.00

LUMBERTON, Robeson, 1,500 fam., 86.7% radio, 1,300 radio fam.

WTSB, 250w, 1340kc, MBS, Continental

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

MONROE, Union, 2,500 fam., 83.9% radio, 2,100 radio fam.

WMAP, 250-w-D, 1060kc

D	2.50	3.35	8.35	16.65	30.00	50.00

MOREHEAD CITY, Carteret, 1,900 fam., 81.1% radio, 1,540 radio fam.

WMBL, 1kw-D, 740kc, McGillvra

D	4.50	4.50	15.35	28.10	42.45	70.40

MORGANTON, Burke, 2,500 fam., 91.7% radio, 2,290 radio fam.

WMNC, 250w, 1490kc, MBS

D	3.00	4.00	6.00	12.00	18.00	30.00
N	3.00	4.00	6.00	12.00	18.00	30.00

MT. AIRY, Surry, 1,800 fam., 92.4% radio, 1,660 radio fam.

WPAQ, 1kw-D, 740kc, Clark

D	1.50	3.45	12.00	24.00	36.00	60.00

NEW BERN, Craven, 5,500 fam., 79.4% radio, 4,370 radio fam.

WHIT, 250w, 1450kc, MBS, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	18.00	36.00	54.00	90.00
N	5.50	5.50	18.00	36.00	54.00	90.00

NEWTON, Catawba, 1,900 fam., 94.1% radio, 1,790 radio fam.

WNNC, 250w, 1230kc, MBS, Continental

D	2.00	3.60	5.50	15.00	25.00	45.00
N	2.50	4.00	6.50	20.00	30.00	50.00

NORTH WILKESBORO, Wilkes, 1,700 fam., 88.8% radio, 1,510 radio fam.

WKBC, 1kw-D, 810kc, BMB

D		6.40	14.00	22.00	36.00	60.00

OXFORD, Granville (No data on city)

WOXF, 250w, 1340kc

D	.75	3.50	8.00	15.00	20.00	32.00
N	.75	6.00	10.00	20.00	32.00	48.00

RALEIGH, Wake, 15,300 fam., 93.4% radio, 14,290 radio fam.

3 AM affiliates, average one time rate

D	11.18	12.92	18.67	37.34	56.00	91.67
N	20.16	23.50	32.67	65.00	99.00	164.00

WNAO, 5kw, 850kc, ABC, Avery-Knodel

D	8.75	8.75	14.00	28.00	42.00	70.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WNAO-FM, Ch. 241, 96.1mc, 25kw, Avery-Knodel
Bonus

WPTF, 50kw, 680kc, NBC, Free & Peters, BMB, Hooper

D	20.00	25.00	32.00	64.00	96.00	160.00
N	40.00	50.00	64.00	128.00	192.00	320.00

WPTF-FM, Ch. 233, 94.5mc, 12kw, Free & Peters
Bonus

WRAL, 250w, 1240kc, MBS, Weed

D	5.00	5.00	10.00	20.00	30.00	45.00
N	8.00	8.00	14.00	27.00	45.00	72.00

(Continued on page 138)

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949	CITY ZONE	Greensboro, N. C.
		WBIG
	Monday thru Friday 8:00 AM—12 N	46.0
	Monday thru Friday 12:00 N—6:00 PM	41.2
	Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate — *5000 w. day & nite*

Greensboro, North Carolina

represented by hollingbery

First—in every way

WSJS

Dominates Winston-Salem!

- **1ST IN LISTENING** (Hooper)
- **1ST IN NETWORK** (NBC)
- **1ST IN POWER** (5000 watts)
- **1ST ON THE DIAL** (600)
- **1ST ON THE AIR** (1930)

Naturally,- it follows that WSJS is FIRST in Advertising! -Local-General-Network

Your First and Best Buy!

PROOF POSITIVE!:

Average Hooperatings

	WSJS	Station B	Station C
MORNING: 8 to 12 Noon (Monday thru Friday)	7.3	5.4	2.0
AFTERNOON: 12 to 6 PM (Monday thru Friday)	9.9	5.2	1.9
EVENING: 6 to 10:30 PM (Sunday thru Saturday)	16.4	9.9	No evening

Share of Audience

	WSJS	Station B	Station C
MORNING	45.2	33.1	12.5
AFTERNOON	50.6	27.3	9.7
EVENING	58.0	34.7	No evening

City Hooperatings, Fall-Winter, 1948-1949

Affiliated with NBC

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by HEADLEY-REED COMPANY

NORTH CAROLINA

SPOT RATE FINDER

(Continued from page 137)

REIDSVILLE, Rockingham, 3,700 fam., 88.9% radio, 3,290 radio fam.
WFRC, 1kw, 1600kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	25.00	40.00	75.00
N	4.00	6.00	10.00	25.00	40.00	75.00

WREV (FM), Ch. 271, 102.1mc, 1.6 kw

D	1.00	1.50	2.50	5.00	9.50	18.00
N	1.00	1.50	2.50	5.00	9.00	18.00

ROANOKE RAPIDS, Halifax, 2,800 fam., 89.1% radio, 2,490 radio fam.
WCBT, 250w, 1230kc, MBS, Burn-Smith

D		4.20	8.75	20.00	37.35	65.00
N		4.20	8.75	20.00	37.35	65.00

WCBT-FM, Ch. 254, 98.5mc, 15kw, Burn-Smith
Bonus

ROCKINGHAM, Richmond, 1,110 radio fam., 85.0% radio, 940 radio fam.
WAYN, 1kw-D, 900kc

D	4.00	6.00	7.50	15.00	27.50	50.00

ROCKY MOUNT, Nash, 8,700 fam., 88.5% radio, 7,700 radio fam.
WCEC, 1kw-D, 810kc, Ra-Tel

D	4.50	6.00	12.00	27.00	45.00	75.00

WCEC-FM, Ch. 264, 100.7mc, 33kw, Ra-Tel

D	3.00	4.00	8.00	18.00	30.00	50.00
N	3.00	4.00	8.00	18.00	30.00	50.00

WEED, 250w, 1450kc, ABC, BMB

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

WEED-FM, Ch. 221, 92.1mc, 250w
Bonus

ROXBORO, Person (no city figures)
WRXD, 1kw-D, 1430kc
(no rates available)

SALISBURY, Rowan, 7,400 fam., 92.3% radio, 6,830 radio fam.
WSAT, 1kw-D, 1280kc, Dodson

D	7.50	7.50	15.00	30.00	45.00	75.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WSTP, 250w, 1490kc, MBS, Burn-Smith

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WSTP-FM, Ch. 293, 106.5mc, 27kw, Burn-Smith

D	2.50	2.50	5.00	10.00	15.00	25.00
N	3.00	3.00	6.00	12.00	18.00	30.00

SANFORD, Lee, 2,000 fam., 92.2% radio, 1,840 radio fam.
WWGP, 1kw, 1050kc

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

SHELBY, Cleveland, 4,600 fam., 87.7% radio, 4,030 radio fam.
WOHS, 250w-D, 730kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00

WOHS-FM, Ch. 241, 96.1mc, 2.6kw
Bonus—Days only

N	2.50	2.50	5.00	10.00	15.00	25.00

SOUTHERN PINES, Moore, 1,200 fam., 84.2% radio, 1,010 radio fam.
WEEB, 1kw-D, 1360kc, MBS, Forjoe

D	4.00	4.00	12.00	24.00	36.00	60.00

WSTS, 1kw-D, 990kc, Cooke

D		4.00	10.00	21.00	32.50	50.00

STATESVILLE, Iredell, 5,400 fam., 88.1% radio, 4,760 radio fam.
WSIC, 250w, 1400kc, MBS, Continental

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

TARBORO, Edgecombe, 2,200 fam., 82.0% radio, 1,800 radio fam.
WCPS, 1kw-D, 760kc

D	5.25	6.00	12.00	27.00	45.00	75.00

THOMASVILLE, Davidson, 3,500 fam., 91.6% radio, 3,210 radio fam.
WTNC, 1kw-D, 790kc

D	3.00	4.00	6.00	17.00	35.00	60.00

WTNC-FM, Ch. 252, 98.3mc, 450w
Bonus—Daytime only

N	1.50	1.50	5.00	10.00	20.00	36.00

WADESBORO, Anson, 1,100 fam., 85.3% radio, 940 radio fam.
WADE, 1kw-D, 1210kc

D	3.00	4.00	8.00	15.00	27.50	50.00

WASHINGTON, Beaufort, 2,800 fam., 81.8% radio, 2,290 radio fam.
WHED, 250w, 1340kc, Continental

D	5.00	6.00	9.50	18.00	35.00	60.00
N	6.00	8.00	12.00	25.00	40.00	70.00

WRRF, 5kw-D, 930kc, ABC, Forjoe

D	8.00	8.00	15.00	30.00	45.00	75.00
N	8.00	8.00	15.00	30.00	45.00	75.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreward.

WAYNESVILLE, Haywood, 900 fam., 87.1% radio, 780 radio fam.
WHCC, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D	1.75	2.25	4.00	9.00	17.00	30.00
N	1.75	2.25	4.00	9.00	17.00	30.00

WHITEVILLE, Columbus, 1,200 fam., 88.0% radio, 1,060 radio fam.
WENC, 250w, 1240kc, MBS, Clark

D		4.50	7.50	12.50	20.00	35.00
N		4.50	7.50	12.50	20.00	35.00

WILMINGTON, New Hanover, 14,900 fam., 84.6% radio, 12,610 radio fam.

2 AM affiliates, average one time rate

D	5.25	5.25	11.50	23.00	31.00	51.75
N	6.80	6.80	12.90	25.80	34.50	55.25

WGNI, 250w, 1340kc, MBS, McGillvra, Conlon

D	4.50	4.50	9.00	18.00	27.00	40.50
N	4.50	4.50	9.00	18.00	27.00	40.50

WMFD, 250w, 1400kc, ABC, Burn-Smith, Hooper

D	6.00	6.00	14.00	28.00	35.00	63.00
N	9.10	9.10	16.80	33.60	42.00	70.00

WMFD, Ch. 242, 96.3mc, 11kw, Burn-Smith
Bonus

WILSON, Wilson, 6,700 fam., 83.4% radio, 5,590 radio fam.

WGTM, 5kw, 590kc MBS, Weed, Conlan

D	8.50	8.50	15.00	30.00	45.00	75.00
N	10.00	10.00	25.00	50.00	75.00	100.00

WGTM-FM, Ch. 294, 106.7mc, 8.6kw, Weed
Bonus

WINSTON-SALEM, Forsyth, 28,500 fam., 88.3% radio, 25,170 radio fam.

3 AM affiliates, average one time rate

D	7.33	7.33	14.00	26.34	45.00	76.67
N	11.00	11.00	21.00	42.50	65.00	110.00

WAIR, 250w, 1340kc, ABC, Avery-Knodel, Hooper

D	6.00	6.00	10.00	20.00	40.00	70.00
N	8.00	8.00	15.00	30.00	45.00	80.00

WAIR-FM, Ch. 226, 93.1mc, 32kw, Avery-Knodel
Bonus

WSJS, 5kw, 600kc, NBC, Headley-Reed

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

WSJS-FM, Ch. 281, 104.1mc, 48kw, Headley-Reed
Bonus

WTOB, 1kw-d, 710kc, MBS, Taylor-Borroff, Conlan

D	7.50	7.50	15.00	30.00	45.00	75.00

AM— WSTP —FM
SALISBURY, NORTH CAROLINA
Established 1938
250 Watts Full Time NAB Member
27,000 Watts Full Time FMA Member
Serving N. Carolina's highest per capita retail sales market.
"Where the Advertiser Meets the Buyer"
National Rep: Burn-Smith
GOING PLACES WITH MUTUAL

NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Alamance	16,500	92.4	15,250	52,914	22,666	11,379	76,454
Alexander	2,900	86.0	2,490	3,727	1,076	367	
Alleghany	1,900	82.3	1,560	1,990	248	72	
Anson	6,100	83.8	5,110	10,314	2,489	953	
Ashe	4,600	83.2	3,830	4,161	602	170	
Avery	2,600	83.3	2,170	1,881	365	91	
Beaufort	8,100	82.2	6,660	19,035	3,078	1,098	
Bertie	5,400	82.6	4,460	8,937	1,223	354	
Bladen	5,800	82.5	4,790	9,609	2,686	899	
Brunswick	4,100	81.9	3,360	3,547	637	197	
Buncombe	31,700	89.8	28,470	110,054	27,896	13,160	56,697
Burke	8,700	90.0	7,830	18,365	8,154	3,330	25,041
Cabarrus	16,700	93.7	15,650	48,504	26,382	11,670	106,016
Caldwell	7,900	88.1	6,960	18,457	9,240	4,026	29,766
Camden	1,400	86.2	1,210	705	[1]386	[1]121	
Carteret	4,500	83.8	3,770	10,096	1,997	700	
Caswell	4,000	83.0	3,320	3,509	542	239	
Catawba	13,200	92.0	12,140	36,802	19,022	8,382	40,966
Chatham	5,500	86.6	4,760	9,193	2,421	876	
Cherokee	3,900	84.4	3,290	5,736	1,160	423	
Chowan	2,600	81.1	2,110	5,862	1,324	481	
Clay	1,100	83.6	920	579	512	135	
Cleveland	14,200	87.6	12,440	30,905	10,385	4,745	37,118
Columbus	10,300	82.6	8,510	22,164	2,847	1,000	
Craven	10,000	81.2	8,120	22,486	4,262	1,681	
Cumberland	17,400	83.4	14,510	41,538	9,637	3,958	12,382
Currituck	1,600	82.7	1,320	1,647	[1]	[1]	
Dare	1,200	90.2	1,080	2,697	108	57	
Davidson	14,600	91.0	13,290	27,846	13,990	5,806	42,629
Davis	3,100	89.0	2,760	5,447	1,513	681	
Duplin	8,800	82.6	7,270	13,117	1,571	530	
Durham	25,800	90.1	23,250	101,350	26,780	13,341	D
Edgecombe	10,600	84.5	8,960	30,146	7,193	3,016	
Forsyth	36,600	89.8	32,870	120,379	40,597	20,961	177,425

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 140)



In Eastern North Carolina . .
Tobacco is King!



WGTM

Wilson, N.C.

Covers this rich market with a King Size Voice

(Mutual Exclusive in this area)

The Voice of the Golden Plain

Serving 1,125,000 People

Represented Nationally by Weed & Co.

5000 Watts
Full Time
590kc

NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

(Continued from page 139)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Franklin	6,700	82.6	5,530	9,246	1,557	662	
Gaston	24,100	91.8	22,120	63,513	35,213	18,306	120,617
Gates	2,200	82.1	1,810	2,225	289	96	
Graham	2,600	82.2	2,140	1,248	263	71	
Granville	6,500	83.1	5,400	12,214	1,998	688	
Greene	3,500	86.8	3,040	5,076	205	66	
Guilford	45,000	90.8	40,860	173,623	57,023	27,847	126,578
Halifax	12,000	83.4	10,010	27,303	8,286	3,475	21,930
Harnett	9,700	85.9	8,330	18,709	4,471	1,830	
Haywood	7,500	86.6	6,500	18,456	5,836	3,697	22,221
Henderson	7,100	88.6	6,290	18,618	3,513	1,406	
Hertford	3,900	84.8	3,310	8,576	2,090	713	
Hoke	3,200	82.9	2,650	4,596	478	152	
Hyde	1,600	83.1	1,330	1,429	227	55	
Iredell	14,400	88.8	12,790	31,092	12,550	5,773	34,605
Jackson	3,600	82.1	2,960	6,858	1,060	465	
Johnston	13,500	84.9	11,460	25,475	3,922	1,481	
Jones	2,100	82.0	1,720	2,117	391	137	
Lee	4,500	89.5	4,030	12,648	3,580	1,402	
Lenoir	10,200	85.5	8,720	31,968	5,184	2,023	
Lincoln	5,400	89.1	4,810	10,260	4,619	1,777	10,397
McDowell	5,000	87.0	4,350	9,717	4,195	1,646	11,213
Macon	3,400	82.0	2,790	5,627	713	231	
Madison	4,200	82.0	3,440	4,396	376	112	
Martin	5,400	82.2	4,440	13,444	2,113	650	
Mecklenburg	46,200	89.2	41,200	196,974	58,388	29,577	80,465
Mitchell	3,100	87.3	2,710	5,446	1,763	572	
Montgomery	3,900	87.3	3,400	7,763	3,187	1,053	
Moore	7,800	86.3	6,730	15,994	5,981	2,089	
Nash	13,900	84.5	11,750	32,781	3,386	1,357	10,649
New Hanover	23,700	86.4	20,480	69,325	12,009	5,125	13,366
Northampton	5,900	82.5	4,870	5,483	928	279	
Onslow	6,700	84.0	5,630	5,175	1,613	747	
Orange	5,600	90.1	5,050	11,762	2,562	1,017	
Pamlico	2,200	81.8	1,800	1,574	379	95	
Pasquotank	6,400	86.0	5,500	16,864	3,752	1,478	
Pender	3,900	81.2	3,170	4,505	803	223	
Perquimans	2,400	83.6	2,010	4,018	563	204	
Person	5,300	84.2	4,460	10,294	3,072	1,261	
Pitt	14,000	84.2	11,790	39,705	4,059	1,684	
Polk	2,600	87.7	2,280	3,511	1,072	434	
Randolph	10,000	90.1	9,010	19,234	10,773	4,718	31,577
Richmond	8,900	86.6	7,710	20,211	7,722	3,511	14,372
Robeson	17,700	82.6	14,620	37,343	6,378	2,594	11,879
Rockingham	14,500	90.1	13,060	35,138	13,569	7,045	72,658
Rowan	18,700	92.9	17,370	56,225	12,272	5,442	33,757
Rutherford	9,600	88.7	8,520	18,004	8,295	3,827	30,980
Sampson	9,900	81.6	8,080	17,515	2,111	700	
Scotland	5,200	81.8	4,250	11,182	3,629	1,570	
Stanly	8,500	91.9	7,810	20,627	8,372	3,750	21,544
Stokes	4,600	85.9	3,950	4,940	525	173	
Surry	10,000	88.4	8,840	24,100	9,495	4,030	21,592
Swain	2,700	82.7	2,230	2,660	463	134	
Transylvania	3,100	87.4	2,710	6,170	3,257	1,823	16,016
Tyrrell	1,300	84.5	1,100	1,429	454	144	
Union	8,800	86.5	7,610	16,609	2,943	1,208	
Vance	6,900	84.5	5,830	18,565	4,819	2,109	10,747
Wake	29,000	89.9	26,070	115,169	21,153	10,120	15,499
Warren	4,700	79.2	3,720	7,743	1,124	357	
Washington	2,800	85.6	2,400	4,307	2,069	1,066	
Watauga	3,700	85.0	3,150	6,206	562	152	
Wayne	14,700	84.2	12,380	40,027	7,033	2,920	9,006
Wilkes	8,700	82.8	7,200	15,199	4,267	1,522	
Wilson	12,700	84.1	10,680	36,192	5,022	2,185	7,529
Yadkin	4,400	87.1	3,830	4,126	363	108	
Yancey	3,100	81.9	2,540	2,316	290	79	

[1] Includes Camden and Currituck.

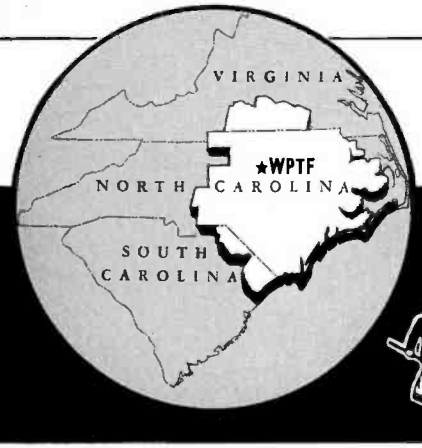
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

Sales Management

1949 SURVEY

More Proof That WPTF Is The No. 1 Salesman In North Carolina The South's No. 1 State

	WPTF 50-100% BMB DAYTIME COUNTIES	WPTF 10-50% BMB DAYTIME COUNTIES	TOTAL
Population	2,705,600	1,896,500	4,602,100
Families	633,700	451,900	1,085,600
Retail Sales	*$1,516,145,000	$1,017,917,000	$2,534,062,000
Food Sales	298,537,000	212,118,000	510,655,000
Gen. Mdse. Sales	192,427,000	128,164,000	320,591,000
Drug Sales	42,122,000	27,315,000	69,437,000
Furn. House Radio Sales	89,304,000	59,636,000	148,940,000
Eff. Buying Income	†2,279,852,000	1,524,140,000	3,803,992,000



*$45,000,000 Increase Over Last Year

†$75,000,000 Increase Over Last Year

WPTF 680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NORTH DAKOTA

SPOT RATE FINDER

BISMARCK, Burleigh, 5,800 fam., 97.8% radio, 5,670 radio fam.
KFYR, 5kw, 550kc, NBC, Blair, BMB, Conlon

	SB	1M	5M	15M	30M	1HR
D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	34.00	80.00	120.00	200.00

DEVILS LAKE, Ramsey, 2,400 fam., 97.2% radio, 2,330 radio fam.
KDLR, 1kw, 1240kc, MBS, BMB, Conlon

D	5.00	5.00	9.50	17.50	30.00	50.00
N	5.00	5.00	9.50	17.50	30.00	50.00

DICKINSON, Stark, 2,100 fam., 96.1% radio, 2,020 radio fam.
KDIX, 250w, 1230kc, Lawson

D	7.50	7.50	13.50	22.50	37.50	57.00
N	9.00	9.00	16.00	27.00	45.00	68.40

FARGO, Cass, 11,600 fam., 98.5% radio, 11,430 radio fam.

2 AM affiliates, average 1-time rates

D	7.75	9.75	17.50	35.00	52.50	87.50
N	15.50	19.50	35.00	70.00	105.00	175.00

KFGO, 5kw, 790kc, ABC, Raymer

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

KVNJ, 1kw-D, 900kc

D	8.00	8.00	24.00	48.00	72.00	120.00
N	8.00	8.00	24.00	48.00	72.00	120.00

WDAY, 5kw, 970kc, NBC, Free & Peters, Hooper, Conlan

D	8.00	12.00	20.00	40.00	60.00	100.00
N	16.00	24.00	40.00	80.00	120.00	200.00

GRAND FORKS, Grand Forks, 7,700 fam., 97.8% radio, 7,530 radio fam.

2 AM affiliates, average 1-time rates

D	2.73	5.73	10.50	22.25	33.38	55.63
N	7.50	7.50	13.85	29.00	43.50	72.50

KILO, 1kw-D, 500w-N, 1440kc, CBS, Avery-Knodel, BMB, Conlan

D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

KNOX, 250w, 1400kc, MBS, Walker

D	5.20	5.20	8.50	19.50	29.25	48.75
N	7.00	7.00	11.70	26.00	39.00	65.00

JAMESTOWN, Stutsman, 3,200 fam., 98.1% radio, 3,140 radio fam.
KSJB, 5kw, 600kc CBS, Hollingbery, BMB, Conlan

D	10.00	13.00	23.45	46.90	70.35	117.25
N	12.00	15.00	35.00	70.00	105.00	175.00

MANDAN, Morton, 2,100 fam., 98.2% radio, 2,060 radio fam.
KGCU, 1kw-D, 250w-N, MBS, 1270kc, Walker

	SB	1M	5M	15M	30M	1HR
D	6.75	9.00	15.00	30.00	45.00	75.00
N	6.00	8.00	13.00	26.00	39.00	65.00

MINOT, Ward, 6,300 fam., 97.6% radio, 6,170 radio fam.
KLPM, 5kw-D, 1kw-N, 1390kc, MBS, Walker, Conlan

D	4.20	7.00	14.00	28.00	42.00	70.00
N	6.00	10.00	20.00	40.00	60.00	100.00

VALLEY CITY, Barnes, 2,000 fam., 97.4% radio, 1,950 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

for the facts on KFYR

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

MARKET INDICATORS FOR NORTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	560,000	'48	642,000	'40
Increase over 1940	—12.8%			
BMB Families	145,900	'49	137,700	'46
Percent Radio	97.0%	'49	93.5%	'46
Radio Families	141,480	'49	128,800	'46
Business Concerns	9,461	'47	10,755	'39
Non-Agricultural Employment	55,066	'47	68,000	'39
Manufacturing Employment	4,000	'47	3,000	'39
Income	$9,800,000,000	'47	237,000,000	'40
Increase over 1940	283%			
Per Capita Income	$ 1,678	'47	368	'40
Construction (Private)	$ 38,600,000	'47	9,400,000	'39
Retail Sales	$ 598,487,000	'48	564,675,000	'47
Value Added by Manufacture	$ 29,000,000	'47	11,000,000	'39

KOVC, 250w, 1490kc, MBS, Conlon

	SB	1M	5M	15M	30M	1 Hr
D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

WAHPETON, Richland (no city figures avail.)
KBMW, 250w, 1450kc, Bulmer & Johnson, BMB

D	2.55	2.55	5.00	10.50	21.00	36.00
N	3.40	3.40	6.60	14.00	28.00	48.00

WILLISTON, Williams, 2,100 fam., 96.4% radios, 2,020 radio fam.
KWBM, 250w, 1450kc, Holman

	SB	1M	5M	15M	30M	1 Hr
D	3.60	6.00	9.00	12.00	18.00	30.00
N	4.80	8.40	12.60	16.80	25.20	42.00



See page 3 for key to map.

NORTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	1,100	93.8	1,030	3,789	309	132	
Barnes	3,900	97.0	3,780	17,997	1,255	522	
Benson	2,400	96.8	2,320	6,515	295	117	
Billings	400	92.0	370	393	13	3	
Bottineau	3,100	97.0	3,010	9,610	542	196	
Bowman	1,000	95.8	960	4,112	294	101	
Burke	1,800	96.1	1,730	4,437	244	112	
Burleigh	7,100	97.4	6,920	36,996	3,886	1,906	1,626
Cass	14,500	98.5	14,280	83,431	13,320	6,826	8,392
Cavalier	2,900	96.7	2,800	9,312	338	120	
Dickey	2,000	97.0	1,940	7,809	664	228	
Divide	1,700	97.7	1,660	4,690	355	156	
Dunn	1,500	95.3	1,430	2,956	145	39	
Eddy	1,300	98.3	1,280	5,754	309	123	
Emmons	1,900	95.0	1,810	5,198	355	123	
Foster	1,100	96.1	1,060	5,868	421	134	
Golden Valley	800	93.8	750	3,326	228	81	
Grand Forks	9,000	97.8	8,800	55,726	5,920	2,790	6,970
Grant	1,700	94.2	1,600	2,957	177	57	
Griggs	1,100	97.2	1,070	4,251	241	86	
Hettinger	1,700	95.7	1,630	5,475	387	149	
Kidder	1,200	96.9	1,160	3,466	152	50	
La Moure	2,200	97.1	2,140	6,123	397	142	
Logan	1,400	95.6	1,340	3,188	169	54	
McHenry	3,200	96.5	3,090	8,157	528	220	
McIntosh	1,800	94.6	1,700	4,460	338	108	
McKenzie	1,700	96.2	1,640	3,927	187	68	
McLean	3,700	96.2	3,560	8,547	538	233	
Mercer	1,700	94.5	1,610	5,199	302	100	
Morton	4,500	97.4	4,380	16,889	1,477	615	D
Mountrail	2,600	96.9	2,520	7,161	428	131	
Nelson	1,900	97.0	1,840	6,471	427	151	
Oliver	600	96.6	580	854	36	9	
Pembina	3,200	97.6	3,120	12,383	604	215	
Pierce	1,800	96.3	1,730	7,092	428	161	
Ramsey	4,100	97.5	4,000	21,533	1,501	624	
Ransom	2,100	97.8	2,050	8,756	428	140	
Renville	1,600	98.6	1,580	3,858	189	74	
Richland	4,200	98.0	4,120	20,746	1,769	684	
Rolette	2,100	92.8	1,950	7,463	332	112	
Sargent	1,800	97.5	1,760	4,551	194	60	
Sheridan	1,300	95.9	1,250	2,865	107	41	
Sioux	700	92.0	640	1,965	50	14	
Slope	600	94.9	570	531	28	7	
Stark	3,300	96.0	3,170	14,186	1,634	653	
Steele	1,000	97.3	970	3,188	130	50	
Stutsman	5,500	97.4	5,360	24,377	2,013	871	
Towner	1,600	96.4	1,540	6,192	276	105	
Traill	2,900	98.1	2,840	11,989	666	258	
Walsh	4,300	97.0	4,170	19,392	924	378	
Ward	8,700	97.6	8,490	44,861	4,881	2,287	3,528
Wells	2,500	96.9	2,420	8,987	471	174	
Williams	4,100	96.7	3,960	18,528	1,523	642	

D—Withheld to avoid disclosing figures for individual companies.
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

"LET'S HAVE PHEASANT FER BREAKFAST, ELMIREY!"



US hayseeds in the Red River Valley really love our native pheasant, but we've also got the dough for lots of "boughten" luxuries that most *city* folks can't afford!

When it comes to choosing a brand, or deciding *what* to buy, persuasive, 26-year-old WDAY gets to most of us, *the most often!* This fabulous station now gets *more than* a 66.0% Share of Audience Weekday *Mornings, Afternoons and Evenings* against a 16.8% "tops" for Station B, C or D (Fargo-Moorhead Hoopers, Dec. '48—Apr. '49). And WDAY's coverage of the *whole* Red River Valley is just as impressive.

HERE ARE THE FIGGERS!

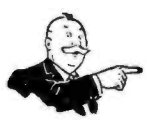
	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2

Whatever you sell, WDAY will help you sell *more!* Write to us, or ask Free & Peters for all the facts.

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.,
Exclusive National Representatives

OHIO

SPOT RATE FINDER

AKRON, Summit, 88,600 fam., 98.3% radio, 82,090 radio fam.

3 AM affiliates, average 1-time rates.

	SB	1M	5M	15M	30M	1 Hr
D	11.17	11.17	21.50	38.67	58.00	96.67
N	8.75	18.75	37.50	73.67	110.50	185.50

WADC, 5kw, 1350kc, CBS, Hollingbery

D	12.50	12.50	25.00	44.00	66.00	110.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WAKR, 5kw, 1590kc, ABC, Weed, Hooper

D	15.00	15.00	27.50	48.00	72.00	120.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WHKK, 1kw, 640kc, MBS, Raymer

D	6.00	6.00	12.00	24.00	36.00	60.00
N	11.25	11.25	22.50	45.00	67.50	112.50

ALLIANCE, Stark, 9,300 fam., 97.4% radio, 9,060 radio fam.

WFAH, chan. 269, 101.7mc, 1 kw

D	1.55	3.10	4.30	8.60	15.00	21.50
N	2.15	4.30	7.20	14.40	25.20	36.00

ASHLAND, Ashland, 5,000 fam., 98.3% radio, 4,920 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WATG (FM), chan. 267, 101.3mc, 10.2kw N

	SB	1M	5M	15M	30M	1 Hr
D	3.10	3.10	4.30	8.60	15.00	21.50
N	4.30	4.30	7.20	14.40	25.20	36.00

ASHTABULA, Ashtabula, 8,900 fam., 97.9% radio, 8,710 radio fam.

WICA, 5kw-D, 1kw-N, 970kc, Conlan

D	9.00	9.00	15.00	26.00	26.00	70.00
N	15.00	15.00	25.00	50.00	75.00	125.00

BELLAIRE, Belmont, 4,000 fam., 95.3% radio, 3,810 radio fam.

WTRF, 1kw, 1290kc, Walker, Conlan

D	9.00	10.00	15.00	25.00	40.00	70.00
N	10.00	12.50	18.00	36.00	60.00	110.00

WTRF-FM, chan. 263, 100.5mc, 20k, Walker

N	4.50	6.00	10.00	15.00	25.00	40.00

CAMBRIDGE, Guernsey, 6,600 fam., 95.3% radio, 6,290 radio fam.

WILE, 1kw-D, 1270kc

D		8.00	15.30	23.80	40.80	68.00

CANTON, Stark, 37,500 fam., 98.1% radio, 36,790 radio fam.

2 AM non-affiliates, average 1-time rates

D	7.00	7.00	12.50	28.00	44.00	70.00

WAND, 500w-D, 900kc, Continental

D	8.00	8.00	12.00	30.00	45.00	75.00



See page 3 for key to map.

WBNS SPOTLIGHT

COLUMBUS- ideal test city

Columbus, Ohio, and WBNS offer you all of the elements for a successful test of your advertising.

1. Columbus and the rich surrounding area, both effectively covered by WBNS, have an above average buying power that quickly rings cash registers when a new product is introduced.

2. Columbus is the capital of Ohio with diversified industry plus a prosperous agriculture in the trading zone. This assures a consistent, predictable economy.

3. Columbus, in the center of Ohio, with a network of railroads and highways to all parts of the state and nation. The city is the distributive outlet for 32 counties.

4. The most consistently listened to station in the Columbus area is WBNS with its 163,550 families who have the money to buy and BUY WBNS ENDORSED PRODUCTS. (During 1948-49 period WBNS has been successfully used by five advertisers for test campaigns).

COVERS CENTRAL OHIO

IN COLUMBUS IT'S

WBNS

POWER 5000 D•1000•N CBS

ASK JOHN BLAIR

* * *

WCMW, 1kw-D, 1060kc, Burn-Smith, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	13.00	26.00	39.00	65.00
N	6.00	6.00	13.00	26.00	39.00	65.00

WHBC, 5kw, 1480kc, Taylor-Borroff, Hooper

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

CHILLICOTHE, Ross, 8,400, 97.0% radio, 8,150 radio fam.

WBEX, 250w, 1490kc, W. S. Grant, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CINCINNATI, Hamilton, 165,000 fam., 97.0% radio, 160,540

4 AM affiliates, average 1-time rates

D	26.05	45.39	56.46	109.38	163.00	258.75
N	55.75	68.25	108.63	208.75	316.00	505.00

WCKY, 50kw, 1530kc, Pulse

D	20.00	25.00	30.00	60.00	90.00	150.00
N	30.00	40.00	60.00	120.00	180.00	300.00

WCPO, 250w, 1230kc, MBS, Branham Hooper

D	15.25	17.75	40.00	70.00	100.00	175.00
N	23.00	27.50	50.00	100.00	160.00	300.00

WCPO-FM, chan. 286, 105.1mc, 20kw Bonus

WCPO-TV, Chan 7, 21.0kw vis, 12.0kw aur., ABC, Branham

D	20.00	20.00	50.00	85.00	130.00	210.00
N	35.00	35.00	90.00	140.00	210.00	350.00

WKRC, 5kw-D, 1kw-N, 550kc, CBS, Katz, Hooper, BMB

D	30.00	30.00	42.50	68.00	102.00	170.00
N	60.00	60.00	85.00	136.00	204.00	340.00

WLW, 50kw, 700kc, NBC, Hooper

D	65.00	110.00	119.75	239.50	360.00	540.00
N	110.00	150.00	239.50	479.00	720.00	1080.00

WSAI, 5kw, 1360kc, ABC, Avery-Knodel, BMB, Pulse

D	20.00	23.80	30.00	60.00	90.00	150.00
N	30.00	35.50	60.00	120.00	180.00	300.00

Sell

Cleveland's Big Industrial Market with

WCUO-FM

Ohio's First Labor Station

Now on the Air

103.3 MEGACYCLES

15,000 WATTS

Serving Cleveland and Northeastern Ohio

Owned and Operated by

UAW-CIO Broadcasting Corporation of Ohio

1025 Chester Avenue

Cleveland, Ohio



WRFD, OHIO'S ONLY RURAL STATE-WIDE STATION

An impressive list of national advertisers has recognized that WRFD consistently **DELIVERS MORE OHIO RURAL LISTENERS PER DOLLAR THAN ANY OTHER OHIO RADIO STATION.**

Highly specialized RURAL programming does the trick. A recent rural survey of all 88 Ohio counties shows that WRFD is in second place (11.1) in share of audience. First place (24.1) is a 50-kw station with a rate EIGHT TIMES ours. Third (8.8) and fourth (6.7) places are high-rate fifty-killowatters. Trailing along in fifth, sixth and seventh places are 5-kw stations.

A little simple arithmetic proves that **WRFD** delivers more Ohio rural listeners per dollar **THAN ANY OTHER OHIO RADIO STATION.** Another rural survey of all 88 Ohio counties is now in progress. Complete results will be ready soon and will be furnished on request.

For availabilities and information, write or call

J. D. Bradshaw,
Commercial Manager
Robert L. Burns,
National Sales Manager
Edgar Parsons,
Station Manager

WRFD

Peoples Broadcasting Corporation
WORTHINGTON, OHIO
5000 WATTS ON 880 KC

ONE OF AMERICA'S

WA

"WITH OVER 2,00

HOME OF CBS PRO

FIRST IN AKRON

NOW IN 25th YEAR

SERVING NORTHEASTERN OHIO

OLDEST STATIONS

DC

0,000 FRIENDS"

GRAMS IN AKRON-

IN THE NEW WADC BUILDING

CORNER MAIN & MILL STS., AKRON, OHIO

Owned and operated by: ALLEN T. SIMMONS

National Representative: GEORGE P. HOLLINGBERY CO.

OHIO

SPOT RATE FINDER

(Continued from page 144)

CLEVELAND, Cuyahoga, 272,200 fam., 97.9% radio, 266,480 fam.

4 AM affiliates, 1-time rates

	SB	1M	5M	15M	30M	1HR
D	37.50	37.50	54.25	108.50	162.75	271.25
N	60.00	60.00	87.00	174.00	261.00	435.00

WGAR, 50kw, 1220kc, CBS, Petry

D	76.25	56.25	75.00	150.00	225.00	375.00
N	75.00	75.00	100.00	200.00	300.00	500.00

WHK, 5kw, 1420kc, MBS, Raymer

D	21.00	21.00	36.00	72.00	108.00	180.00
N	42.00	42.00	72.00	144.00	216.00	360.00

WJMO, 1kw-D, 1540kc, Young, Hooper

D	10.50	10.50	17.00	44.00	66.00	110.00

WJW, 5kw, 850kc, ABC, Headley-Reed

D	33.75	33.75	54.00	108.00	162.00	270.00
N	45.00	45.00	72.00	144.00	216.00	360.00

WTAM, 50kw, 1100kc, NBC, NBC Spot Sales, Hooper, BMB

D	39.00	39.00	52.00	104.00	156.00	260.00
N	78.00	78.00	104.00	208.00	312.00	520.00

WTAM-FM, Chan 289, 105.7mc., 10kw Bonus

WCUO-FM, Chan 277, 103.3bc, 15kw

D	3.00	4.00	6.00	10.00	20.00	40.00
N	4.50	6.00	9.00	15.00	30.00	60.00

WNBK-TV, Chan 4, 19.8kw vis, 5kw aur, NBC

D	25.00	25.00	25.00	40.00	60.00	100.00
N	50.00	50.00	50.00	80.00	120.00	200.00

WEWS-TV, Chan 5, 16.3kw vis, 8.15kw aur, CBS, ABC, DuMont

D	20.00	24.00	42.80	64.00	96.00	160.00
N	50.00	60.00	107.00	160.00	240.00	400.00

Note: All rates one-time. Sources: Total Families copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

CLEVELAND HEIGHTS, Cuyahoga, 19,100 fam., 99.6% radio, 19,020 radio fam.

WSRS, 250w, 1490kc, Forjoe

	SB	1M	5M	15M	30M	1HR
D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

COLUMBUS, Franklin, 19,400 fam., 98.1% radio, 107,320 radio fam.

3 AM affiliates, average 1-time rates

D	13.70	13.70	41.88	69.72	104.03	164.67
N	27.00	27.00	46.08	76.25	115.25	183.33

WBNS, 5kw-D, 1kw-N, 1460kc, CBS, Blair

D	20.00	20.00	33.37	49.87	70.87	105.00
N	40.00	40.00	66.75	99.75	141.75	210.00

WELD-FM, Chan 246, 97.1mc, 35kw

D	3.00	3.00	5.93	10.31	18.75	30.00
N	5.00	5.00	10.00	17.19	31.25	50.00

WBNS-TV, Chan 10, 28.4kw vis, 14kw aur, ABC, CBS, Blair TV

D	20.00	20.00	40.00	60.00	95.00	120.00
N	30.00	30.00	50.00	80.00	120.00	200.00

WCOL, 250w, 1230kc, ABC, Headley-Reed, Hooper, BMB

D	12.60	12.60	18.90	29.40	50.40	84.00
N	21.00	21.00	31.50	49.00	84.00	140.00

WCOL-FM, Chan 222, 92.3mc, 33kw Headley-Read Bonus

WHKC, 5kw, 610kc, MBS, Raymer, BMB, Hooper

D	6.70	6.70	13.25	26.70	40.00	66.70
N	20.00	20.00	40.00	80.00	120.00	200.00

WHKC-FM, Chan 254, 98.7mc, 15kw, Raymer Bonus

WVKO-FM, Chan 234, 94.7mc, 52kw

D	1.69	1.69	6.00	12.00	18.00	30.00
N	4.50	4.50	12.00	24.00	36.00	60.00

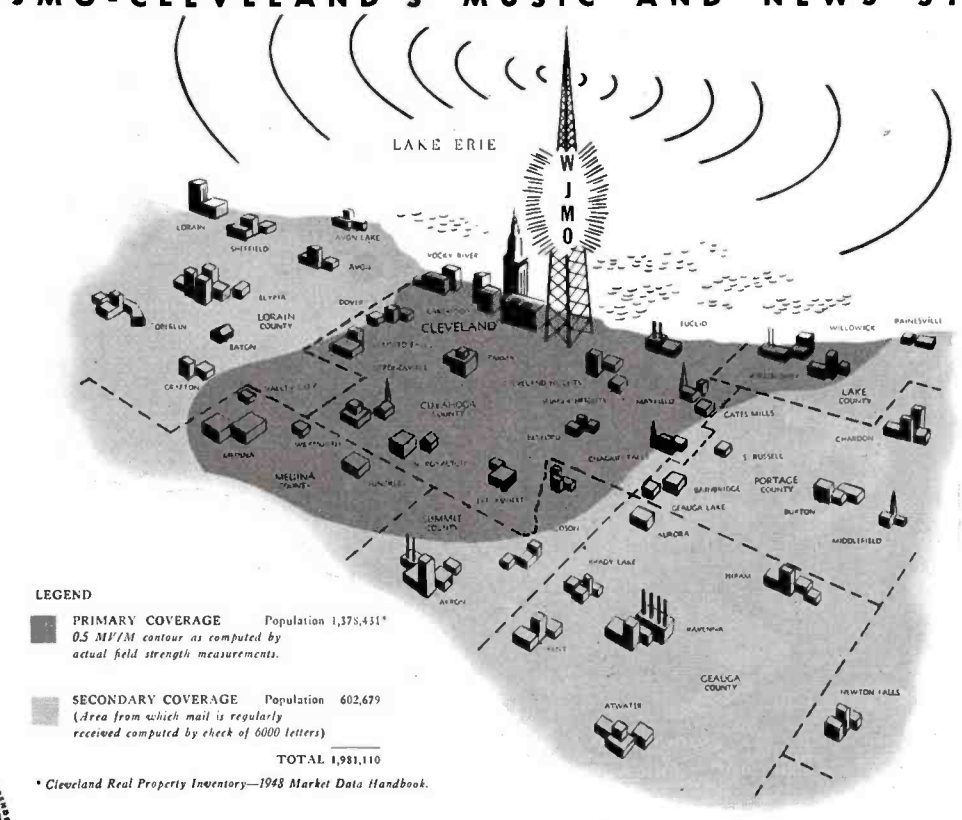
WLW-C-TV, Chan 3, 15.2kw vis, 12.8kw aur

D	15.00	15.00	30.00	50.00	75.00	120.00
N	20.00	20.00	50.00	80.00	120.00	200.00

MARKET INDICATORS FOR OHIO

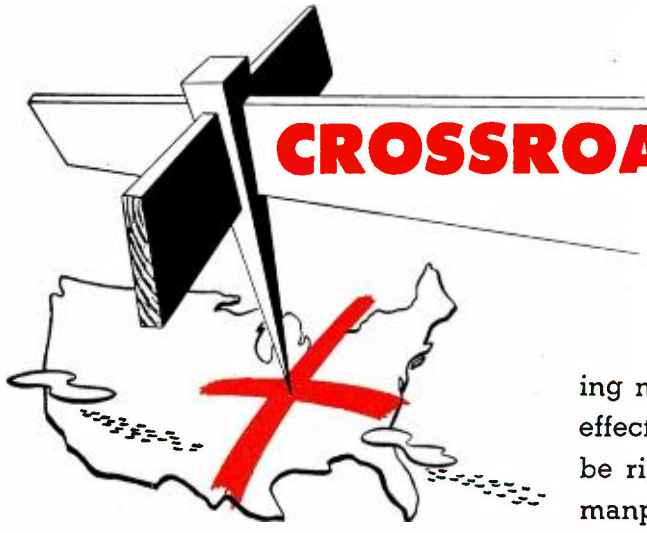
CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	7,799,000	'48	6,908,000	'40
Increase over 1940	12.9%			
% of U.S.	5.34%	'48	5.26%	'40
BMB Families	2,311,300	'49	2,085,000	'46
Percent Radio	97.4%	'49	95.4%	'46
Radio Families	2,251,560	'49	1,989,000	'46
Business Concerns	128,654	'47	113,527	'39
Manufacturing Establishments	12,299	'47	9,543	'39
Non-Agricultural Employment	2,218,359	'47	1,744,000	'39
Manufacturing Employment	989,000	'47	596,000	'39
Income	$11,061,000,000	'47	4,448,000,000	'40
Increase over 1940	149%			
Per Capita Income	$ 1,441	'47	643	'40
Increase over 1940	124%			
Construction (Private)	$ 555,000,000	'47	213,900,000	'39
Residential	$ 279,500,000	'47	125,400,000	'39
Non-Residential	$ 170,300,000	'47	42,100,000	'39
Retail Sales	$ 7,372,726,000	'48	6,372,210,000	'47
Value Added by Manufacture	$ 6,379,000,000	'47	2,116,000,000	'39

HERE IS THE NATION'S 6th MARKET AS COVERED BY WJMO-CLEVELAND'S MUSIC AND NEWS STATION



1000 WATTS
1540 Kilocycles

Adam J. Young, Jr., Inc.
National
Representative



CROSSROADS, U.S.A.

Where is Crossroads, U.S.A.? If there were a town so named, it undoubtedly would be located in the heart of WLW-land. For here is an area that presents a cross-section of America.

Nearly fourteen million people live in this area which embraces parts of seven states. And WLW covers this vast territory just as a network covers the nation. Thus, when a selling theme works in WLW-land, it's pretty certain to be sound for the entire U.S.A.

Yet, The Nation's Station offers more than the ideal proving ground for new products and advertising campaigns.

WLW also provides facilities unequalled by any other radio station. Providing "air-time" is not the start, nor the finish, of services WLW can render manufacturers and advertising men. Before advertising can be effective, many other factors must be right. And because of adequate manpower, coupled with a "know-how" peculiar to this territory, The Nation's Station is in a position to help solve problems relating to distributing, packaging, product and consumer attitudes.

Many success stories can be told of products and advertising campaigns that were launched in WLW's Merchandise-Able Area. And while selling 10% of the nation, these advertisers have also gained invaluable knowledge which helped make campaigns successful elsewhere.

When you are ready to introduce a new product or launch a campaign, talk it over first with The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

OHIO

SPOT RATE FINDER

(Continued from page 14)

COSHOCTON, Coshocton, 4,300 fam., 97.3%, 4,180 radio fam.

WTNS, 1kw-D, 1560kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00

DAYTON, Montgomery, 78,300 fam., 98.0% radio, 76,730

2 AM affiliates, average 1-time rates

D	14.00	26.00	55.00	78.33	123.33
N	22.00	36.67	60.00	156.67	160.00

WHIO, 5kw, 1290kc, CBS, Hollingbery, Hooper

D	16.00	28.00	45.00	65.00	100.00
N	26.00	45.00	90.00	130.00	200.00

WHIO-FM, Chan 256, 22.1mc, Hollingbery

D	3.00	15.00
N	3.00	15.00

WHIO-TV, Chan 13, 26.6kw vis, 12.6kw aur, NBC, Katz

N	30.00	30.00	50.00	80.00	120.00	200.00

WING, 5kw, 1410kc, ABC, Weed

D	20.00	60.00	80.00	150.00	
N	25.00	75.00	120.00	200.00	

WONE, 5kw, 980kc, MBS, Headley-Reed

D	21.00	12.00	30.00	60.00	80.00	120.00
N	18.00	18.00	40.00	75.00	120.00	180.00

WTWO-FM, Chan 284, 104.7mc, Headley-Reed

D	12.00	12.00	30.00	60.00	80.00	120.00
N	18.00	18.00	40.00	75.00	120.00	180.00

WLW-D, Chan 5, 16kw, vis, 8kw aur. Du-Mont-NBC

D	15.00	30.00	50.00	75.00	120.00
N	20.00	50.00	80.00	120.00	200.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WMOH

AM 1450 — 103.5 FM

HAMILTON—OHIO

Serving Southwestern Ohio —and a tri-state area— Ohio's 9th largest market— billion dollar retail sales in 1948—a fast growing market for any product or service!

WMOH—AM&FM

—MBS AFFILIATE—

for the facts on WBNS

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

DEFIANCE, Defiance, 3,600 fam., 97.8% radio, 3,520 radio fam.

WONW, 500w-D, 1260kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.75	12.00	24.00	45.00	75.00

EAST LIVERPOOL, Columbiana, 7,800 fam., 97.4% radio, 7,600 radio fam.

WLIO, 1kw, 1570

D	8.40	9.50	15.40	30.80	46.20	77.00
N	8.40	9.50	15.40	30.80	46.20	77.00

WEOL, 1kw, 930kc, BMB

D	10.00	11.50	16.00	32.00	48.00	80.00
N	12.00	14.00	25.00	50.00	75.00	125.00

FINDLAY, Hancock, 8,200 fam., 98.4% radio, 8,070 radio fam.

WFIN, 1kw, 1330kc, BMB

D	6.00	8.00	15.00	30.00	50.00	90.00

FOSTORIA, Senca, 4,400 fam., 97.8% radio, 4,300 radio fam.

WFOB-FM, Chan 288, 105.5mc, 250

D	1.00	4.00	4.00	7.50	13.50	22.50
N	2.00	4.00	5.00	10.00	17.00	30.00

FREMONT, Sandusky, 5,600 fam., 97.9% radio, 5,480 radio fam.

WFRO-FM, Chan 257, 99.3mc, 1kw

D	3.00	4.80	9.00	16.20	27.00
N	3.00	6.00	12.00	21.00	36.00

HAMILTON, Butler, 18,100 fam., 97.0% radio, 17,560 radio fam.

WMOH, 250w, 1450kc, MBS, Conlan

D	4.75	6.80	11.55	23.10	34.65	57.75
N	6.00	6.50	17.00	34.00	51.00	85.00

LANCASTER, Fairfield, 7,700 fam., 97.3% radio, 7,490 radio fam.

WHOK, 500w, 1320kc

D (only)	4.50	8.00	16.00	30.00	50.00	

LIMA, Allen, 16,900 fam., 98.3% radio, 16,610 radio fam.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1HR
D		7.25	14.50	29.00	43.50	72.00
N		10.00	20.00	40.00	60.00	100.00

WIMA, 1kw, 1150kc, MBS, Weed, Conlan

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WLOK, 250w, 1240kc, NBC, Avery-Knodel

D	7.00	14.00	28.00	42.00	70.00
N	10.00	20.00	40.00	60.00	100.00

MANSFIELD, Richland, 14,100 fam., 98.3% radio, 13,860 radio fam.

WMAN, 250w, 1400kc, ABC, Taylor-Borroff; BMB

D	5.75	5.75	9.75	19.50	29.25	48.75
N	7.75	7.75	13.00	26.00	39.00	65.00

MARIETTA, Washington, 6,300., fam 96.2%, 6,060 radio fam.

WMOA, 250w, 1490kc, MBS

D	4.00	5.00	9.00	18.00	27.00	45.00
N	6.00	7.00	12.00	24.00	36.00	60.00

MARION, Marion, 11,000 fam., 97.3% radio, 10,700 radio fam.

WMRN, 250w-D, 1490kc, ABC, Stovin, Hooper, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00

MIDDLETOWN, Butler, 12,800 fam., 97.9% 97.9% radio, 12,530 radio fam.

WPFB, 1kw-D, 100w-N, 910kc, Cooke, Conlan

D	7.00	9.00	20.00	43.00	66.00	110.00
N	10.00	12.00	25.00	50.00	75.00	125.00

NEWARK, Licking, 12,600 fam., 97.3%, 12,260 radio fam.

WCLT, 500w, 1430kc

D	6.55	7.90	12.00	24.00	36.00	60.00
N	9.00	10.80	15.00	30.00	45.00	75.00

WCLT-FM, Chan 262, 100.3mc, 3kw
Bonus (days only)

PIQUA, Miami, 6,600 fam., 98.8% radio, 6,520 radio fam.

WPTW, 250w-D, 1570kc, W. S. Grant, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	25.00	40.00	60.00

PORTSMOUTH, Scioto, 13,500 fam., 96.2% radio, 12,990 radio fam.

WPAY, 250w, 1400kc CBS, Taylor-Borroff, BMB Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WPAY-FM, Chan 281, 104.1mc, 7kw, Taylor-Borroff
Bonus

SANDUSKY, Erie, 9,900 fam., 98.2% radio, 9,720 radio fam.

WLEC, 250w, 1450kc, MBS, Everett-McKinney, Griffith

D	5.40	5.40	8.10	12.60	21.60	36.00
N	9.00	9.00	13.50	21.00	36.00	60.00

SPRINGFIELD, Clark, 29,400 fam., 97.4% radio, 28,640 radio fam.

2 AM independents, average 1-time rates

D	6.25	7.00	15.00	24.00	37.25	53.75

WIZE, 250w, 1340kc, ABC, Weed

D			30.00	40.00	75.00
N	7.00		37.50	60.00	100.00

WJEL, 500w-D, 1600kc, Friedenberg

D	7.50	7.50	15.00	25.00	40.00	50.00

WJEM, Chan 280, 103.9mc, 1kw
Bonus (day only)

N	2.00		6.75	10.50	18.00	30.00

WWSO, 250w-D, 1210kc, Independent Metropolitan Sales

D	5.00	6.50		23.00	34.50	57.50

STEUBENVILLE, Jefferson, 11,700 fam., 97.0% radio, 11,350 radio fam.

WSTV, 250w, 1340kc, MBS, McGillvra

D	4.75	5.50	11.00	22.00	33.00	55.00
N	7.00	8.00	16.00	32.00	48.00	80.00

WSTV-FM, Chan 278, 103.5mc, 2kw, McGillvra
Bonus

TIFFIN, Seneca, 6,200 fam., 97.9% radio, 6,070 radio fam.

WTFM-FM, Chan 252, 98.3mc, 450w

D	1.00	1.50	4.00	7.50	13.50	22.50
N	1.00	1.50	5.00	10.00	17.50	30.00

TOLEDO, Lucas, 96,500 fam., 98.7% radio, 92,250 radio fam.

2 AM affiliates, average 1-time rates

D	11.25	11.25	21.00	38.50	57.50	96.00
N	22.50	22.50	36.00	72.00	108.00	180.00

WSPD, 5kw, 1370kc, NBC, Katz

D	15.00	15.00	27.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

WSPD-FM, Chan 268, 101.5mc, 3kw
Bonus

WTOD, 1kw, 1560kc, Headley-Reed

D	6.00	6.00	14.00	28.00	42.00	70.00

WTRT-FM, Chan 260, 99.9mc, 23kw, Headley-Reed

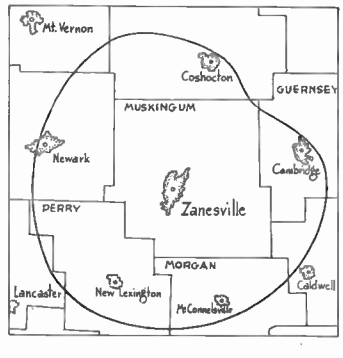
D	3.00	3.00	6.00	17.00	23.00	30.00

WTOL, 250w, 1230kc, ABC, Raymer, Hooper

D	7.50	7.50	15.00	29.00	43.00	72.00
N	15.00	15.00	24.00	48.00	72.00	120.00

(Continued on page 152)

It's a WHIZ For Sales



Zanesville is the ninth largest trading area in the State of Ohio with a total population of 273,000 and retail sales in excess of $182,000,000.

Four cities alone in the primary service area of WHIZ have in excess of 120,000 population.

WHIZ dominates in this rich industrial agricultural trading area with a 60% share of audience according to latest Hooper reports. See John E. Pearson.

NBC WHIZ ZANESVILLE, OHIO

BLAIR TV INC.

for the facts on WBNS-TV



Your Advertising Dollars work together in Perfect Harmony over WSPD-AM & WSPD-TV. For over 27 years WSPD has been the favorite broadcast medium in the Toledo Market . . . now WSPD-TV joins the team. For the BEST coverage value, buy WSPD-AM or WSPD-TV, OR BOTH.

WSPD TOLEDO, OHIO
A Fort Industry Station
5000 WATTS · N.B.C.

R. FORT INDUSTRY STATION

WSPD-TV
CHANNEL – 13

Represented Nationally by
KATZ

OHIO

SPOT RATE FINDER

(Continued from page 150)

WARREN, Trumbull, 18,100 fam., 98.3% radio, 17,790 radio fam.

WHHH, 250w, 1400kc, MBS, Ra-Tel, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	9.75	19.50	29.50	48.75
N	8.50	8.50	13.00	26.00	39.00	65.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

WOOSTER, Wayne, 4,400 fam., 98.3% radio, 4,330 radio fam.

WWST, 500w-D, 960kc
4,330 radio fam.

	SB	1M	5M	15M	30M	1 Hr
D	4.56	4.65	9.35	18.75	31.25	50.00
N	7.00	7.00	14.05	28.15	46.85	75.00

WWST-FM, Chan 283, 104.5mc, 13kw
Bonus (FM alone, 50% AM rates)

WORTHINGTON, Franklin, 1,700, 98.1% radio, 1,670 radio fam.

WRFD, 5kw, 880kc, Hooper

D	10.00	10.00	15.00	30.00	53.00	88.00
N	20.00	20.00	30.00	60.00	105.00	175.00

* * *

YOUNGSTOWN, Mahoning, 45,600 fam., 97.4% radio, 44,410 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	12.00	13.50	19.10	38.20	57.30	95.50
N	17.00	18.00	35.00	70.00	105.00	175.00

WBBW, 250w, 1240kc, Forjoe, Conlan

D	6.00	8.00	12.00	25.00	35.00	55.00
N	8.00	11.00	22.00	45.00	65.00	100.00

WFMJ, 250w, 1450kc, ABC, Headley-Reed, Hooper

* * *

	SB	1M	5M	15M	30M	1HR
D	12.00	12.00	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WKBN, 5kw, 570kc, CBS, Raymer

D	12.00	15.00	19.00	38.00	57.00	95.00
N	18.00	20.00	38.00	76.00	114.00	190.00

ZANESVILLE, Muskingum, 97.0 radio, 12,900 radio fam.

WHIZ, 250w, 1240kc, NBC, Pearson, Hooper, BMB

D	6.50	8.00	11.00	22.00	33.00	55.00
N	9.50	11.00	16.00	32.00	48.00	80.00

* * *

OHIO RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	5,900	92.5	5,460	8,805	920	350	
Allen	27,400	98.0	26,850	86,443	24,929	14,907	73,106
Ashland	9,600	97.2	9,330	30,936	6,121	3,988	28,086
Ashtabula	22,600	97.6	22,060	69,526	12,793	6,573	37,151
Athens	13,100	95.1	12,460	34,191	6,015	3,120	
Auglaize	9,100	97.4	8,860	21,415	5,489	2,791	16,729
Belmont	26,100	95.8	25,000	61,627	15,457	9,270	19,037
Brown	6,700	94.1	6,300	11,261	2,138	1,083	
Butler	41,700	97.4	40,620	125,095	39,451	25,920	137,406
Carroll	4,900	95.9	4,700	9,048	1,784	937	
Champaign	8,900	96.8	8,620	20,195	3,122	1,605	
Clark	36,200	97.5	35,300	104,050	32,383	18,957	113,247
Clermont	11,200	95.9	10,740	21,106	2,470	1,046	
Clinton	9,500	96.6	9,180	22,148	3,103	1,473	
Columbiana	28,100	97.2	27,310	86,998	20,954	11,901	59,129
Coshocton	10,200	96.0	9,790	24,539	6,109	3,417	22,351
Crawford	12,300	97.5	11,990	34,468	9,152	5,388	33,018
Cuyahoga	420,200	98.3	413,060	1,550,676	503,528	343,363	1,488,276
Darke	13,000	96.6	12,560	30,757	3,985	1,806	
Defiance	8,200	97.0	7,950	21,171	4,437	2,437	12,936
Delaware	8,500	96.7	8,220	20,912	3,010	1,361	
Erie	15,200	97.9	14,880	48,235	14,242	8,455	43,834
Fairfield	15,000	96.6	14,490	36,429	9,333	5,116	24,487
Fayette	6,800	94.6	6,430	21,122	2,937	1,346	
Franklin	137,900	98.2	135,420	542,792	137,669	78,635	277,809
Fulton	8,000	97.1	7,770	21,465	3,550	1,646	
Gallia	7,200	91.9	6,620	12,954	1,361	514	
Geauga	5,300	96.1	5,090	13,181	2,125	1,227	
Greene	15,300	96.3	14,730	26,868	4,569	2,310	
Guernsey	12,700	95.4	12,120	25,627	4,857	2,266	
Hamilton	230,300	97.4	224,310	788,167	262,162	164,032	732,158
Hancock	12,500	97.9	12,240	34,823	8,871	4,774	21,495
Hardin	9,200	96.4	8,870	19,772	2,994	1,184	
Harrison	5,900	95.7	5,650	10,530	2,237	1,261	
Henry	7,400	97.3	7,200	17,592	2,225	982	
Highland	9,200	95.1	8,750	21,887	3,200	1,293	
Hocking	5,200	94.5	4,910	12,581	2,163	1,060	
Holmes	5,100	92.1	4,700	10,562	878	404	
Huron	10,400	97.8	10,170	33,604	5,799	2,922	13,853
Jackson	7,500	93.8	7,040	19,139	3,882	1,808	
Jefferson	26,000	96.6	25,120	88,170	21,241	12,809	53,652
Knox	10,300	97.1	10,000	27,861	7,129	4,270	23,045
Lake	18,100	98.8	17,880	52,970	12,359	7,354	57,841
Lawrence	12,600	93.8	11,820	22,383	6,193	3,372	30,046
Licking	22,300	96.9	21,610	57,718	14,821	8,203	31,571
Logan	10,100	97.1	9,810	25,533	3,846	1,802	
Lorain	37,300	98.2	36,630	114,551	41,096	26,007	131,638
Lucas	115,600	98.3	113,630	423,960	135,548	89,063	390,032
Madison	7,000	95.0	6,650	17,559	1,994	782	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 154)

what Media facts are important to you?

coverage?

Half of Ohio's buying population . . . more than 4,000,000 people.



listeners?

Consistent top ratings averaging one-third of all the listeners at any rated period.

power?

50,000 watts with strongest signal of any Cleveland station in Cleveland, in Akron, and in Canton.

programs?

Top CBS network shows, plus outstanding local programs.

market?

52% of Ohio's buying income . . . more than six billion dollars!

Whatever you want in a sales medium . . . WGAR delivers . . . Coverage, Power, Listeners, Programs, Market . . . and results! Be critical. Buy carefully. Compare! Ask any Petry man for all the facts.

Represented Nationally by EDWARD PETRY & COMPANY

WGAR

50,000 WATTS

Cleveland

OHIO RADIO MARKET DATA BY COUNTIES

(Continued from page 152)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Mahoning	66,100	97.2	64,250	259,979	79,797	50,261	232,043
Marion	15,700	97.2	15,200	43,900	12,227	7,120	36,837
Medina	11,300	98.0	11,070	32,987	6,841	3,624	18,652
Meigs	6,800	93.4	6,350	14,712	1,801	746	
Mercer	7,500	97.2	7,290	20,293	3,723	1,888	
Miami	17,800	98.2	17,480	50,584	12,274	7,132	44,606
Monroe	4,900	92.5	4,530	6,347	725	193	
Montgomery	109,600	98.0	107,410	385,595	147,726	98,813	487,755
Morgan	3,700	94.8	3,510	7,112	750	300	
Morrow	5,200	96.1	5,000	7,860	1,255	676	
Muskingum	22,800	96.7	22,050	68,524	18,518	9,572	44,687
Noble	3,600	92.5	3,330	5,793	787	364	
Ottawa	8,400	97.8	8,220	21,920	3,787	2,167	15,508
Paulding	4,600	96.5	4,440	9,862	1,239	561	
Perry	8,400	95.6	8,030	17,494	4,419	2,249	
Pickaway	9,200	94.5	8,690	16,533	1,805	816	
Pike	3,700	91.1	3,370	6,119	454	145	
Portage	16,200	97.4	15,780	37,120	10,900	6,486	32,896
Preble	8,200	96.8	7,940	18,031	1,765	727	
Putnam	6,700	97.3	6,520	16,713	1,792	672	
Richland	24,600	97.7	24,030	82,147	28,000	17,896	118,465
Ross	15,800	95.0	15,010	38,578	6,783	3,501	16,376
Sandusky	14,100	97.7	13,780	39,390	9,779	5,547	35,549
Scioto	23,400	95.2	22,280	65,094	18,661	9,998	40,023
Seneca	14,600	97.4	14,220	43,197	11,748	6,330	49,819
Shelby	8,000	97.6	7,810	20,488	6,231	3,671	21,933
Stark	81,400	97.8	79,610	275,070	87,189	52,280	280,241
Summit	120,200	98.3	118,160	420,278	148,161	101,515	420,327
Trumbull	42,100	97.6	41,090	116,682	46,005	28,617	213,734
Tuscarawas	20,900	96.5	20,170	60,277	13,909	7,449	41,296
Union	6,700	97.1	6,510	17,445	1,830	875	
Van Wert	7,600	97.6	7,420	21,514	4,350	2,084	
Vinton	2,600	91.9	2,390	3,629	732	352	
Warren	10,700	96.7	10,350	21,969	4,802	2,761	20,422
Washington	13,500	94.3	12,730	28,829	6,446	2,931	14,961
Wayne	15,600	96.5	15,050	48,593	11,205	6,253	32,856
Williams	8,800	97.6	8,590	24,312	4,607	2,355	
Wood	15,700	97.7	15,340	37,413	4,822	2,340	43,581
Wyandot	5,800	96.6	5,600	16,941	1,957	844	

Sources: Radio Families, Per Cent Radio, 8MB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.



and Smart local programming give WKBN HOOPERS like these:

33.6 Radio Theater
31.5 Godfrey Talent Scouts
31.0 Jack Benny
30.2 Mr. Keen
28.8 FBI in Peace & War
27.4 Suspense
27.2 Jack Smith
26.3 Mr. and Mrs. North
26.0 Mystery Theater
26.0 Amos 'n' Andy
25.4 Lowell Thomas
24.7 Crime Photographer
24.5 Club 15

and SHARE OF AUDIENCE like this:

	morning	afternoon	evening
WKBN	**40.3**	**41.7**	**50.1**
NETWORK STATION B	35.1	29.0	27.1
STATION C	9.6	13.2	
NETWORK STATION D	7.3	9.7	14.2
NETWORK STATION E	2.8	2.3	4.6
NETWORK STATION F	1.2	1.4	0.8

Source: Youngstown, Ohio, Fall-Winter Report, October 1948 through February 1949 of C. E. Hooper, Inc.

WKBN
YOUNGSTOWN OHIO
5000 Watts 570 KC

represented by
RAYMER

OKLAHOMA

SPOT RATE FINDER

ADA, Pontotoc, 5,600 fam., 92.3% radio, 5,170 radio fam.

KADA, 250w, 1230kc, ABC, Taylor-Borroff, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

KADA-FM, Ch. 244, 96.7mc, 44kw Bonus

ALTUS, Jackson, 3,900 fam., 88.9% radio, 3,470 radio fam.

KWHW, 250w, 1450kc, MBS

D	3.00	4.50		12.00	18.00	30.00
N	5.00	7.50		20.00	30.00	50.00

ARDMORE, Carter, 6,200 fam., 88.2% radio, 5,470 radio fam.

KVSO, 250w, 1240kc, ABC, Taylor-Borroff

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

KVSO-FM, Ch. 229, 93.7mc, 8.2kw Bonus

BARTLESVILLE, Washington, 6,900 fam., 95.5 radio, 6,590 radio fam.

KWON, 250w, 1400kc, MBS

D	4.00	4.00	9.00	20.00	36.00	60.00
N	4.00	4.00	9.00	20.00	36.00	60.00

CHICKASHA, Grady, 6,300 fam., 89.3% radio, 5,630 radio fam.

KWCO, 250w, 1560kc, MBS, Continental

D	4.00	4.50	9.00	18.00	27.00	45.00
N	4.00	4.50	9.00	18.00	27.00	45.00

DUNCAN, Stephens, 5,000 fam., 92.4% radio, 4,620 radio fam.

KRHD, 250w-d, 1350kc, MBS, BMB

D	3.00	3.00	6.00	11.00	18.00	30.00
N	3.00	3.00	6.00	11.00	18.00	30.00

DURANT, Bryan, 4,100 fam., 90.1% rodio, 3,690 radio fam.

KSEO, 250w-d, 750kc, Conlon

D	3.00	4.50	6.00	12.00	18.00	30.00

KSEO-FM, Ch. 296, 107.3mc, 1kw Bonus

ELK CITY, Beckham, 2,500 fam., 95.3% radio, 2,380 radio fam.

KASA, 250w, 1240kc, MBS, Friedenburg

D	3.50	4.50	9.00	16.00	24.00	40.00
N	3.50	4.50	9.00	16.00	24.00	40.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

EL RENO, Canadian, 3,600 fam., 92.9% radio, 3,340 radio fam.

KCHE, 500w-d, 1590kc

	SB	1M	5M	15M	30M	1 Hr
D		4.00	7.00	12.50	22.00	40.00

ENID, Garfield, 12,200 fam., 93.4% radia, 11,390 radio fam.

KCRC, 1 kw, 1390kc, ABC, Taylor-Borroff, Conlan

D	6.00	6.00	12.50	20.00	30.00	50.00
N	9.00	9.00	18.75	30.00	45.00	75.00

KCRC-FM, Ch. 274, 102.7mc, 5.2kw (Do not sell time on FM)

FREDERICK, Tillman (no city figures avail.)

KTAT, 250w-d, 1570kc

D	2.25	5.00	9.00	18.00	30.00	51.00

GUYMON, Texas, (no data on city)

KGYN, 1kw-d, 1220kc

D	3.95	5.70	10.00	18.00	33.00	57.00

HOBART, Kiowa, 2,000 fam., 89.6% radio, 1,790 radio fam.

KTJS, 250w-d, 1420kc

D	4.60	6.10	11.00	17.50	33.00	56.00

HUGO, Choctaw, 2,000 fam., 83.7% radio, 1,670 radio fam.

KIHN, 250w, 1340kc

D	3.00	3.75	6.30	12.60	21.00	35.00
N	3.00	3.75	6.30	12.60	21.00	35.00

LAWTON, Comanche, 10,700 fam., 88.7% radio, 9,490 radio fam.

KSWO, 1kw, 1380kc, ABC, Taylor-Borroff, Conlon

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

McALESTER, Pittsburg, 6,600 fam., 89.2% radio, 5,890 radio fam.

KTMC, 250w, 1400kc, ABC, Taylor-Borroff

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

MIAMI, Ottowa, 4,900 fam., 90.8% radio, 4,450 radio fam.

KGLC, 1kw, 910kc, Young

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	11.25	18.00	27.00	45.00
N	6.00	9.00	15.00	24.00	36.00	60.00

MUSKOGEE, Muskogee, 14,200 fam., 88.8% radio, 12,610 radia fam.

2 AM affiliates, average one time rates

D	4.00	6.25	10.50	17.00	25.50	42.50
N	4.50	7.00	11.50	18.50	30.00	50.00

KBIX, 250w, 1490kc, ABC, Taylor-Borroff

D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

KMUS, 1kw-d, 500w-n, 1380kc, MBS, Continental

D	4.00	6.50	11.00	18.00	27.00	45.00
N	5.00	8.00	13.00	21.00	36.00	60.00

KMUS-FM, Ch. 268, 101.5kc, 8.5kw Bonus

OKLAHOMA CITY, Oklahoma, 74,500 fam., 93.3% radio, 69,510 radio fam.

4 AM affiliates, average one-time rates

	SB	1M	5M	15M	30M	1 Hr
D	16.66	15.25	19.00	38.25	64.75	110.00
N	25.00	23.75	30.00	71.75	114.50	193.75

3 AM non affiliates, average one-time rates

D	6.00	9.67	14.33	23.67	41.67	67.50

KBYE, 1kw-d, 890kc, Radio Reps

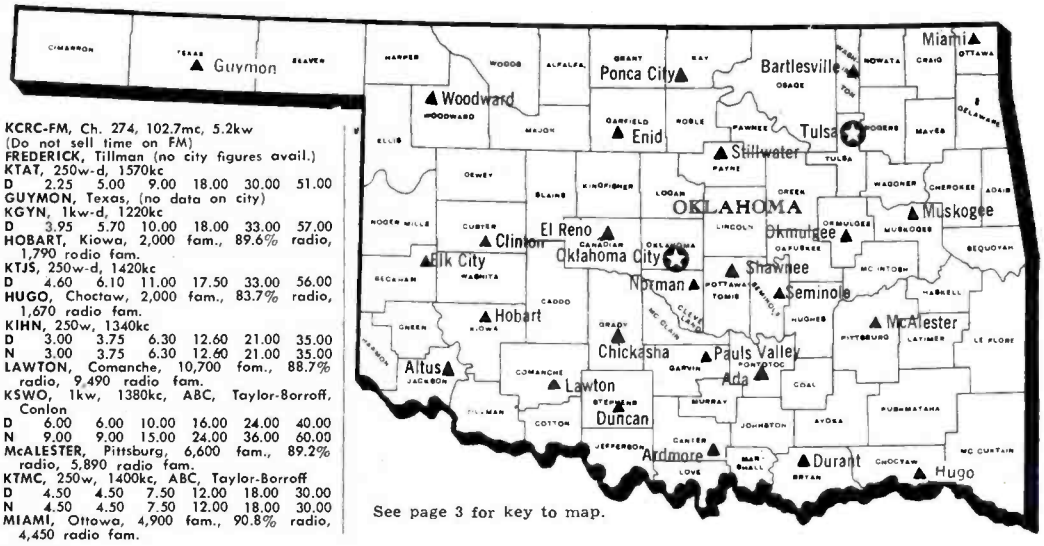
D	6.00	9.00	15.00	24.00	40.00	60.00

KLPR, 1kw-d, 1140kc

D		10.00	12.00	20.00	40.00	

KOCY, 250w, 1340kc, MBS, Walker

D		7.00	12.50	25.00	35.00	60.00
N		10.00	20.00	45.00	70.00	120.00



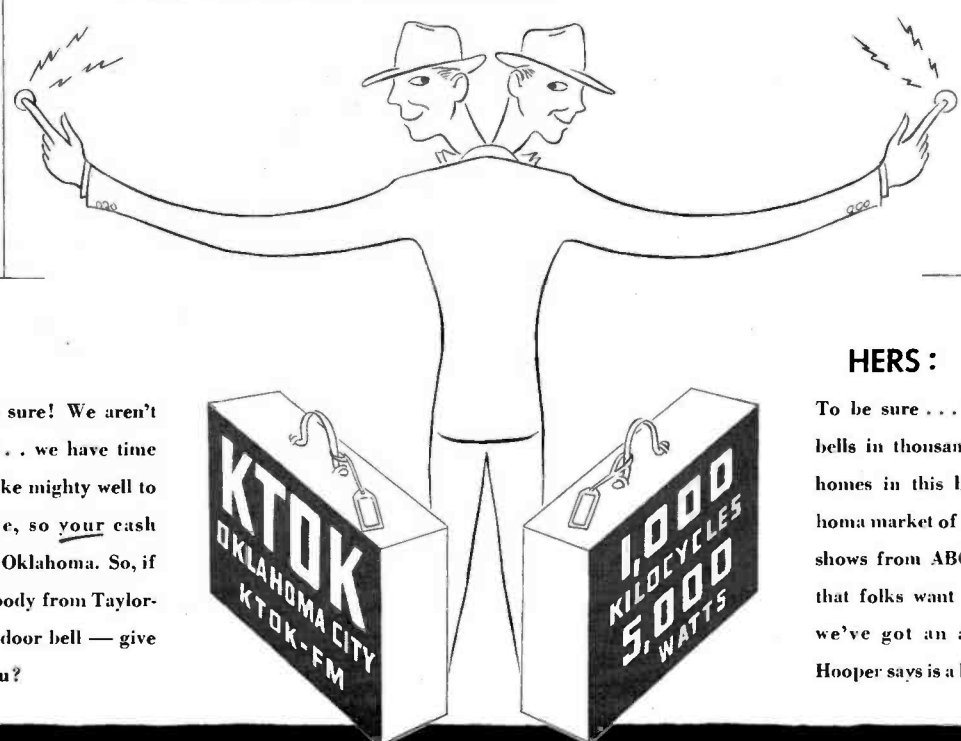
See page 3 for key to map.

We're Mighty Busy These Days

. . . RINGING ALL KINDS OF DOOR BELLS

MR. ADVERTISER

MRS. HOUSEWIFE



YOURS:

Yes, YOURS to be sure! We aren't kidding anybody . . . we have time for sale and we'd like mighty well to let you have some, so your cash register will ring in Oklahoma. So, if one of us, or somebody from Taylor-Borroff rings your door bell — give us a listen, won't you?

HERS:

To be sure . . . we're ringing doorbells in thousands of "able-to-buy" homes in this big, fine, rich Oklahoma market of ours. With top-rated shows from ABC and local features that folks want to hear, why say— we've got an audience that Mr. Hooper says is a honey.

A TAYLOR-BORROFF STATION SERVING A BIG, RICH OKLAHOMA MARKET

KOCY-FM, Ch. 234, 94.7mc, 70kw, Walker Bonus

KOMA, 50kw, 1520kc, CBS, Avery-Knodel, Conlan, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	15.00	20.00	30.00	40.00	80.00	150.00
N	30.00	40.00	50.00	90.00	160.00	275.00

KOMA-FM, Ch. 290. 105.9mc, 2.10kw

KTOK, 250w, 1400kc, ABC, Taylor-Borroff

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KTOK-FM, Ch. 282, 104.3mc, 43kw (no rates available)

KTOW, 250w-D, 800kc

D	6.00	10.00	16.00	27.00	45.00	75.00

WKY, 5kw, 930kc, NBC, Katz

D	25.00	25.00		64.00	108.00	170.00
N	33.00			120.00	180.00	300.00

WKY-TV, 6.2kw aur., 12.1kw viz., Ch. 4, Katz

N	45.00	45.00	75.00	120.00	180.00	300.00

OKMULGEE, Okmulgee, 6,500 fam., 87.7% radio, 5,700 radio fam.

KHBG, 250w, 1240kc, MBS, Walker

D	4.80	6.00	9.60	16.00	28.00	48.00
N	5.60	8.00	12.00	20.00	36.00	60.00

PAULS VALLEY, Garvin, 2,700 fam., 87.6% radio, 2,370 radio fam.

KVLH, 250w-d, 1470kc, Conlan

D		3.00	9.00	12.00	24.00	40.00

PONCA CITY, Kay, 6,600 fam., 94.3% radio, 6,220 radio fam.

WBBZ, 250w, 1230, MBS

D	6.00	8.00	15.00	30.00	45.00	75.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SEMINOLE, Seminole, 4,700 fam., 90.6% radio, 4,260 radio fam.

KSMI, 500w-d, 1260kc, MBS

D	3.00	4.00	7.00	11.00	20.00	35.00
N	3.00	4.00	7.00	11.00	20.00	35.00

* * *

SHAWNEE, Pottawatomie, 8,800 fam., 91.3% radio, 8030 radio fam.

KGFF, 250w, 1450kc, ABC, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

STILLWATER, Payne, 5,100 fam., 94.9% radio, 4,840 radio fam.

KSPI, 250w, 780kc, MBS, Ra-Tel

D	4.00	6.00	9.00	15.00	25.00	40.00
N	6.00	9.00	12.00	20.00	30.00	50.00

KSPI-FM, Ch. 230, 93.9mc, 11kw, Ra-Tel Bonus

TULSA, Tulso, 61,400 fam., 94.9% radio, 58,270 radio fam.

3 AM affiliates, average one-time rates

D	13.66	13.67	25.67	41.33	62.00	103.33
N	25.33	25.33	49.67	82.67	124.00	206.67

2 AM affiliates, average one-time rates

D	5.50	10.50	16.00	26.50	42.00	70.00

KAKC, 1kw-d 1570kc, Walker

D	6.00	9.00	12.00	21.00	36.00	60.00

KFMJ, 1kw-d, 1050kc, Forjoe

D	8.00	12.00	20.00	32.00	48.00	80.00

KOME, 250w, 1340kc, ABC-MBS, Taylor-Borroff

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

KTUL, 5kw, 1430kc, CBS, Avery-Knodel, BMB, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00
N	24.00	24.00	40.00	80.00	120.00	200.00

KVOO, 50kw, 1170kc, NBC, Petry, BMB, Hooper

D	20.00	20.00	42.50	60.00	90.00	150.00
N	40.00	40.00	85.00	120.00	180.00	300.00

* * *

MARKET INDICATORS FOR OKLAHOMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,362,000	'48	2,336,000	'40
Increase over 1940	1.1%			
% of U.S.	1.61%	'48	1.77%	'40
BMB Families	673,300	'49	571,000	'46
Percent Radio	89.5%	'49	82.7%	'46
Radio Families	602,930	'49	472,000	'46
Business Concerns	34,415	'47	34,816	'39
Manufacturing Establishments	1,740	'47	1,530	'39
Non-Agricultural Employment	318,780	'47	315,000	'39
Manufacturing Employment	44,000	'47	28,000	'39
Income	$2,124,000,000	'47	829,000,000	'40
Increase over 1940	156%			
Per Capita Income	$ 930	'47	356	'40
Increase over 1940	161%			
Construction (Private)	$ 177,600,000	'47	44,400,000	'39
Residential	$ 75,200,000	'47	22,600,000	'39
Non-Residential	$ 25,300,000	'47	4,600,000	'39
Retail Sales	$1,681,429,000	'48	1,454,679,000	'47
Value Added by Manufacture	$ 341,000,000	'47	102,000,000	'39

WOODWARD, Woodward, 2,200 fam., 91.0% radio, 2,000 radio fam.

KSIW, 250w, 1450kc, MBS

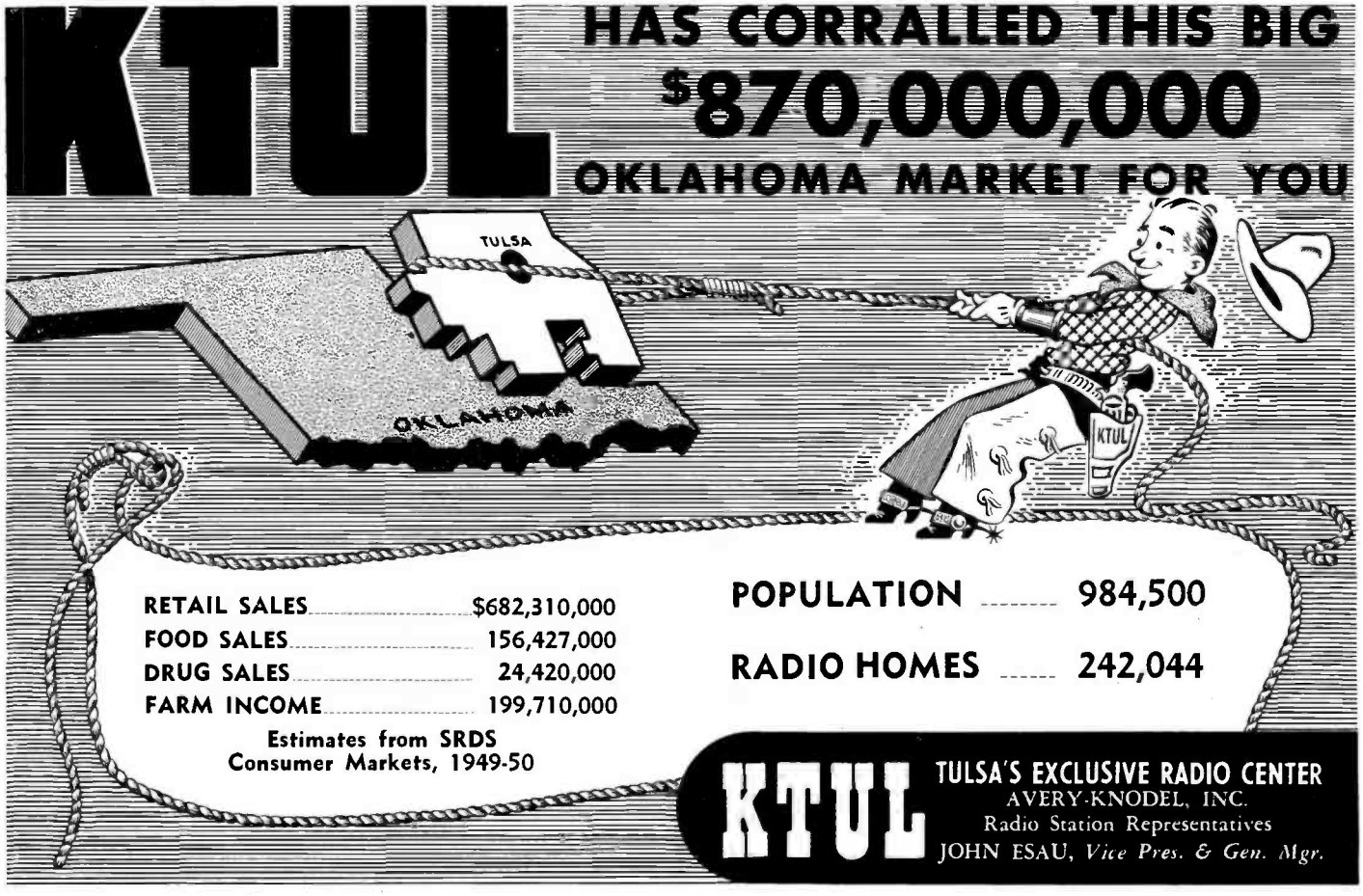
	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.25	8.00	16.00	24.00	40.00
N	3.50	5.25	8.00	16.00	24.00	40.00

OKLAHOMA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adair	3,700	81.3	3,010	3,286	450	115	
Alfalfa	3,700	93.0	3,440	7,923	687	227	
Atoka	4,300	81.0	3,480	5,187	1,908	997	
Beaver	2,300	90.1	2,070	3,073	271	110	
Beckham	5,800	88.4	5,130	15,933	1,880	697	
Blaine	4,500	88.5	3,980	11,315	1,451	667	
Bryan	9,700	87.9	8,530	18,652	1,901	647	
Caddo	10,300	88.4	9,110	22,150	2,043	817	
Canadian	7,100	92.6	6,570	19,397	2,069	930	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 158)



OKLAHOMA RADIO MARKET DATA BY COUNTIES

(Continued from page 157)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Carter	11,200	87.8	9,830	26,782	4,822	2,171	
Cherokee	5,300	80.0	4,240	5,951	488	170	
Choctaw	6,900	82.1	5,660	9,236	1,031	367	
Cimarron	1,100	89.7	990	2,630	230	89	
Cleveland	8,200	92.0	7,540	17,727	2,568	1,042	
Coal	3,100	84.5	2,620	4,494	213	63	
Comanche	15,900	88.3	14,040	36,609	4,790	1,983	
Cotton	2,900	89.7	2,600	8,206	597	207	
Craig	5,700	86.7	4,940	1,777	1,192	458	
Creek	12,400	88.3	10,950	28,707	4,480	2,088	
Custer	6,100	89.9	5,400	17,514	2,455	954	
Delaware	4,500	83.6	3,760	3,641	201	70	
Dewey	2,900	89.3	2,590	5,276	297	75	
Ellis	1,900	90.4	1,720	5,310	361	132	
Garfield	15,500	93.6	14,510	57,528	8,490	3,973	17,732
Garvin	7,500	85.8	6,440	14,085	1,739	594	
Grady	11,200	88.1	9,870	24,732	2,837	1,153	
Grant	3,500	95.0	3,330	7,852	581	216	
Greer	3,900	87.4	3,410	8,578	743	253	
Harmon	2,600	89.4	2,320	3,820	315	116	
Harper	1,500	90.3	1,350	3,287	240	81	
Haskell	4,100	85.5	3,510	5,098	409	119	
Hughes	6,800	87.3	5,940	12,611	1,368	516	
Jackson	5,900	89.2	5,260	13,624	1,624	598	
Jefferson	3,500	87.8	3,070	6,483	434	141	
Johnston	3,700	86.4	3,200	4,103	253	76	
Kay	14,800	93.2	13,790	45,982	8,353	4,339	24,612
Kingfisher	4,000	90.8	3,630	11,102	819	318	
Kiowa	6,100	89.8	5,480	14,210	1,467	532	
Latimer	2,900	84.0	2,440	3,607	238	73	
Le Flore	10,500	84.6	8,880	14,833	1,746	736	
Lincoln	7,000	87.7	6,140	11,492	1,413	578	
Logan	7,900	89.4	7,060	18,935	1,710	671	
Love	2,700	87.0	2,350	3,161	172	57	
McClain	4,000	86.8	3,470	6,501	475	145	
McCurtain	10,500	80.7	8,470	10,941	2,142	760	
McIntosh	5,200	84.8	4,410	6,394	489	147	
Major	3,100	89.3	2,770	5,488	561	205	
Marshall	3,000	87.2	2,620	4,903	448	147	
Mayes	6,000	85.5	5,130	9,183	844	279	
Murray	3,500	87.7	3,070	6,786	770	303	
Muskogee	19,200	86.6	16,630	49,246	9,282	4,143	
Noble	3,900	91.5	3,570	9,894	889	333	
Nowata	4,600	87.1	4,010	8,064	805	284	
Okfuskee	5,900	85.0	5,020	9,183	761	250	
Oklahoma	102,500	93.1	95,430	347,000	76,228	40,712	71,998
Okmulgee	12,600	87.0	10,960	32,303	7,042	3,576	13,743
Osage	9,800	91.3	8,950	25,402	1,882	732	
Ottawa	10,900	88.7	9,670	22,238	6,909	4,064	
Pawnee	4,200	88.6	3,720	8,188	733	314	
Payne	11,000	91.6	10,080	26,892	4,346	1,865	
Pittsburg	13,100	87.3	11,440	25,347	3,347	1,209	
Pontotoc	9,100	90.1	8,200	27,399	4,342	1,968	
Pottawatomie	13,400	90.0	12,060	37,857	4,792	1,964	
Pushmataha	4,400	78.3	3,450	5,666	383	111	
Roger Mills	2,200	86.9	1,910	3,678	160	40	
Rogers	5,700	86.7	4,940	9,841	1,050	403	
Seminole	12,100	89.3	10,810	33,045	3,977	1,697	
Sequoyah	5,700	81.7	4,660	4,617	373	131	
Stephens	8,900	88.7	7,890	19,646	4,027	1,906	
Texas	3,800	91.3	3,470	9,308	1,203	599	
Tillman	5,500	89.6	4,930	10,142	1,143	411	
Tulsa	75,400	93.9	70,800	257,062	62,335	35,999	96,462
Wagoner	5,000	81.5	4,080	5,862	409	131	
Washington	9,600	93.2	8,950	30,346	7,504	5,605	
Washita	5,600	90.5	5,070	9,716	666	243	
Woods	4,300	92.6	3,980	12,522	1,193	495	
Woodward	4,500	90.1	4,050	14,868	1,267	531	

Sources: Radio Families, Per Cent Radio. BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

OREGON

SPOT RATE FINDER

ALBANY, Linn, 5,300 fam., 97.3% radio, 5,160 radio fam.

KWIL, 250w, 1240kc, MBS, Keating

	SB	1M	5M	15M	30M	1 Hr
D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

KWIL-FM, Ch. 269, 101.7mc, 710kw Bonus

ASHLAND, Jackson, 2,700 fam., 96.8% radio, 2,610 radio fam.

KWIN, 250w, 1400kc, Grant

D	3.09	4.12	6.00	12.00	18.00	30.00
N	4.12	5.50	8.50	16.00	24.00	40.00

ASTORIA, Clatsop, 6,300 fam., 97.1% radio. 6,120 radio fam.

KAST, 250w, 1230 kc, MBS, Keating

D	4.12	6.00	10.00	15.00	25.00
N	5.50	8.50	14.00	21.00	35.00

BAKER, Baker, 3,800 fam., 95.9% radio, 3,640 radio fam.

KBKR, 250w, 1490kc

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

BEND, Deschutes, 4,300 fam., 97.3% radio, 4,180 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on KPOJ

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

See page 3 for key to map.

KBND, 250w, 1340kc, MBS, W. S. Grant, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.45	3.45	6.00	10.00	15.00	25.00
N	4.50	4.50	8.50	14.00	21.00	35.00

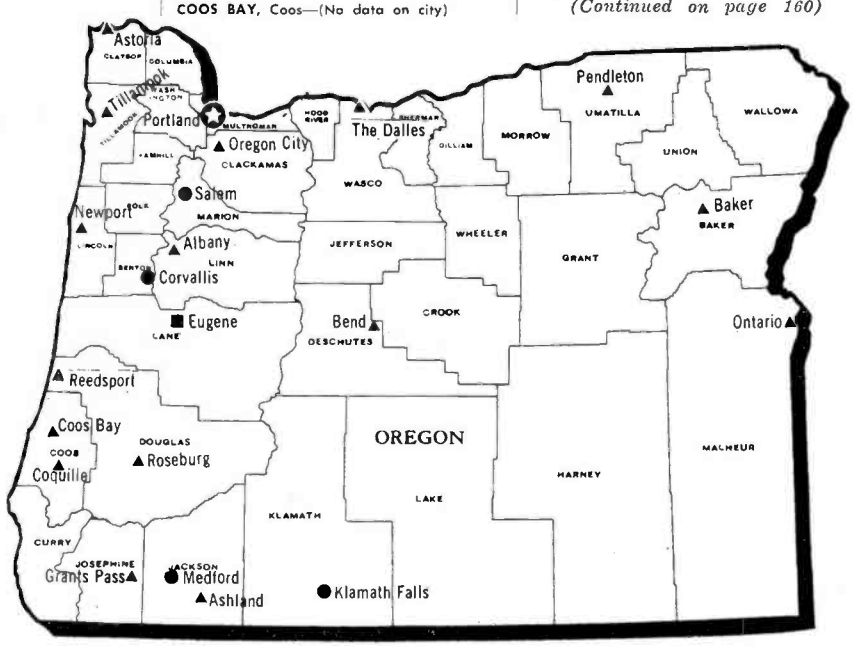
COOS BAY, Coos—(No data on city)

KOOS, 250w, 1230kc, MBS, Keating

	SB	1M	5M	15M	30M	1HR
D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

COQUILLE, Coos, 1,600 fam., 97.9% radio, 1,570 fam.

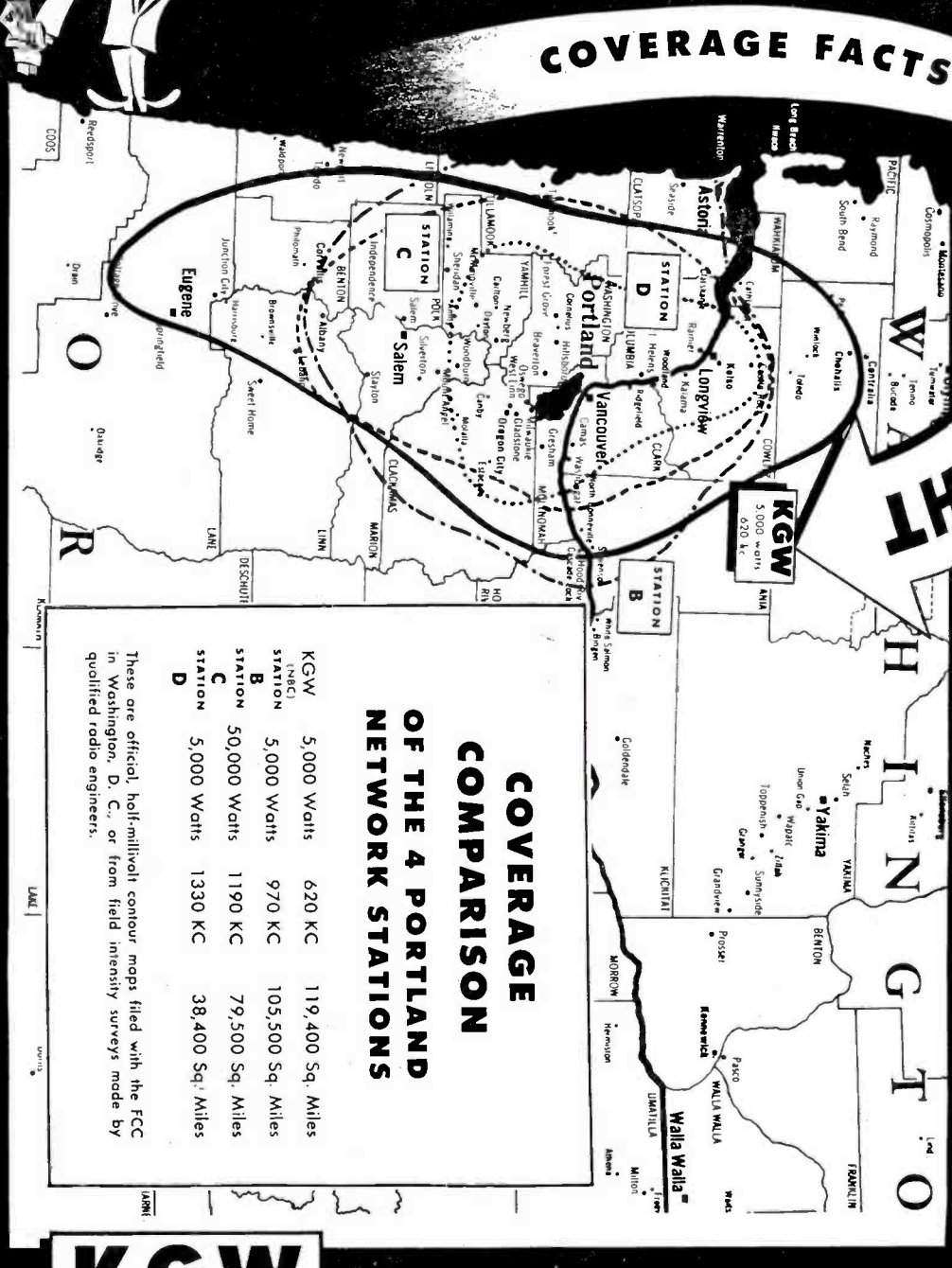
(Continued on page 160)





WHEN BUYING SPOT RADIO IN THE PORTLAND, OREGON MARKET IT WILL PAY YOU TO GET THESE

COVERAGE FACTS STRAIGHT



COVERAGE COMPARISON OF THE 4 PORTLAND NETWORK STATIONS

KGW (NBC)	5,000 Watts	620 KC	119,400 Sq. Miles
STATION B	5,000 Watts	970 KC	105,500 Sq. Miles
STATION C	50,000 Watts	1190 KC	79,500 Sq. Miles
STATION D	5,000 Watts	1330 KC	38,400 Sq. Miles

These are official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys made by qualified radio engineers.

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

FREQUENCY IS *MORE IMPORTANT* THAN POWER

Actual engineering tests prove that KGW's 620 frequency provides a greater coverage area than any other Portland radio station, *regardless of power.* This is due to a basic rule of radio engineering: *lower* frequencies are more efficient than *higher* frequencies—under equal conditions. This official contour map also shows that KGW is beamed to cover the population concentration in Oregon's rich Willamette Valley southward from Portland . . . clinching, visual proof of KGW's area-wide coverage superiority.

OREGON RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000,
Baker	5,400	96.3	5,200	24,029	2,290	1,292	
Benton	8,400	97.8	8,220	26,178	4,410	2,441	
Clackamas	26,800	98.2	26,320	43,765	7,713	4,371	23,315
Clatsop	12,700	97.4	12,370	38,175	7,116	4,080	17,673
Columbia	8,200	97.9	8,030	17,663	4,102	2,639	22,115
Coos	11,900	97.0	11,540	39,023	8,694	6,157	26,631
Crook	2,300	97.5	2,240	4,945	1,146	789	
Curry	1,600	96.3	1,540	2,765	432	179	
Deschutes	7,400	97.0	7,180	28,584	4,022	2,612	
Douglas	15,400	97.0	14,940	26,001	8,602	5,574	38,162
Gilliam	800	97.4	780	4,427	258	120	
Grand	2,300	97.7	2,250	6,431	1,023	617	
Harney	1,800	95.6	1,720	5,530	1,015	870	
Hood River	4,200	97.9	4,110	12,572	1,585	869	
Jackson	16,900	97.2	16,430	46,388	8,420	5,080	22,604
Jefferson	1,000	96.8	970	1,843	353	232	
Josephine	11,600	95.6	11,090	17,662	3,869	2,245	
Klamath	14,000	97.6	13,660	67,246	9,091	5,858	20,232
Lake	2,400	95.8	2,300	8,419	838	531	
Lane	33,500	97.6	32,700	96,392	21,703	17,090	59,346
Lincoln	6,300	97.0	6,110	14,106	4,073	2,452	
Linn	14,300	96.7	13,830	27,842	9,045	5,726	32,799
Malheur	5,400	96.1	5,190	17,049	1,923	1,004	
Marion	27,300	97.9	26,730	75,571	14,379	8,425	30,257
Morrow	1,500	98.2	1,470	4,024	379	232	
Multnomah	184,000	97.3	179,030	679,812	148,561	97,218	225,966
Polk	8,200	97.6	8,000	12,297	2,982	1,831	
Sherman	700	98.9	690	2,069	130	68	
Tillamook	5,300	97.4	5,160	12,863	3,260	1,917	
Umatilla	12,000	97.1	11,650	33,011	4,847	2,687	
Union	5,400	97.2	5,250	20,860	2,550	1,473	
Wallowa	2,200	97.8	2,150	7,481	761	400	
Wasco	5,000	96.9	4,850	21,555	1,840	952	
Washington	18,700	97.9	18,310	30,718	4,743	2,670	
Wheeler	1,000	96.0	960	2,148	537	361	
Yamhill	11,100	97.8	10,860	27,131	4,709	2,515	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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OREGON

SPOT RATE FINDER

(Continued from page 158)

KWRO, 250w, 1450kc, Gene Grant

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	6.00	12.00	18.00	30.00
N	3.50	5.25	7.00	14.00	21.00	35.00

CORVALLIS, Benton, 4,900 fam., 98.1% radio, 4,810 radio fam.

KRUL, 250w, 1340kc, W. S. Grant, Keating

D	4.50	4.50	6.50	14.00	21.00	35.00
N	3.50	3.60	5.20	11.20	16.80	28.00

EUGENE, Lane, 11,900 fam., 98.1% radio, 11,670 radio fam.

2 AM affiliates, average one time rate

D	3.58	3.83	6.90	11.00	16.50	27.50
N	5.50	5.50	10.00	16.00	24.00	40.00

KASH, 1kw, 1600kc, Gene Grant, Cooke

D		7.50	15.00	22.00	38.00	60.00
N		10.00	21.30	32.00	48.00	80.00

KORE, 250w, 1450kc, MBS, Everett-McKinney, Conlan

D	4.15	4.15	6.90	11.00	16.50	27.50
N	6.00	6.00	10.00	16.00	24.00	40.00

KUGN, 250w, 1400kc, ABC, W. S. Grant, Conlan

D	3.00	3.50	6.90	11.00	16.50	27.50
N	5.00	5.00	10.00	16.00	24.00	40.00

KUGN-FM, Ch. 256, 99.1mc, 54kw, W. S. Grant Bonus

GRANTS PASS, Josephine, 3,700 fam., 95.2% radio, 3,520 radio fam.

KUIN, 250w, 1340kc, MBS, W. S. Grant

D	4.32	4.32	6.48	10.80	16.20	27.00
N	6.40	6.40	9.60	16.00	24.00	40.00

KGPO, Ch. 245, 96.9mc, 3.1kw Bonus

KLAMATH FALLS, Klamath, 6,600 fam., 97.0% radio, 6,400 radio fam.

2 AM affiliates, average one time rate

D	4.50	5.00	9.50	15.00	23.00	35.00
N	4.85	5.43	10.38	16.25	25.50	37.50

KFJI, 100w, 1240kc, MBS, W. S. Grant

D	4.00	4.00	9.00	15.00	21.00	35.00
N	4.00	4.00	9.00	15.00	21.00	35.00

KFLW, 250w, 1450kc, ABC, Everett-McKinney, Hooper, Conlan

D	5.00	6.00	10.00	15.00	25.00	35.00
N	5.70	6.85	11.75	17.50	30.00	40.00

LAGRANDE, Union, 3,000 fam., 96.8% radio, 2,900 radio fam.

KLBM, 250w, 1450kc

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

MC MINNVILLE, Yamhill, (No data on city)

KMCM, 1kw-d, 1260kc

D	3.75	4.13	8.50	14.00	21.00	35.00

MEDFORD, Jackson, 5,800 fam., 97.4% radio, 5,650 radio fam.

2 AM affiliates, average one time rate

D	7.00	7.00	7.60	15.20	22.80	38.00
N	7.50	7.50	14.00	28.00	42.00	70.00

KMED, 5kw-d, 1kw-n, 1440kc, NBC

D	9.00	9.00	8.00	16.00	24.00	40.00
N	9.00	9.00	16.00	32.00	48.00	80.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

KYJC, 250w, 1230kc, ABC, W. S. Grant, McHugh

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	7.20	14.40	21.60	36.00
N	6.00	6.00	12.00	24.00	36.00	60.00

NEWPORT, Lincoln, 1,800 fam., 97.7% radio, 1,760 radio fam.

KNPT, 250w, 1230kc, Keating

D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

ONTARIO, Malheur, 1,700 fam., 95.7% radio, 1,630 radio fam.

KSRV, 250w, 1450kc, Conlan

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

OREGON CITY, Clackamas, 3,100 fam., 97.8% radio, 3,030 radio fam.

KGON, 250w, 1230kc

D	7.00	7.00	12.00	24.00	36.00	60.00
N	7.00	7.00	12.00	24.00	36.00	60.00

PENDLETON, Umatilla, 5,300 fam., 96.6% radio, 5,120 radio fam.

KWRC, 250w, 1240kc

D	2.00	2.90	8.65	13.80	23.00	40.25
N	2.00	2.90	8.65	13.80	23.00	40.25

PORTLAND, Multnomah, 150,300 fam., 98.0% radio, 147,290 radio fam.

3 AM affiliates, average one time rate

D	18.33	27.50	32.50	39.17	69.33	124.00
N	36.67	55.00	65.00	78.33	139.00	248.33

5 AM non-affiliates, average one time rate

D	7.68	7.30	15.80	27.85	46.92	87.95

3 AM non-affiliates, average one time rate

N	12.00	16.17	26.67	46.67	75.00	141.67

KBKO, 1kw-d, 1290kc, Forjoe, Hooper

D	6.00	7.50	15.00	24.00	39.60	66.00

KEX, 50kw, 1190kc, ABC, Free & Peters, Hooper, BMB

D	20.00	25.00		40.00	67.00	112.00
N	40.00	50.00		80.00	135.00	225.00

KEX-FM, Ch. 222, 92.3mc, 56kw, Free & Peters Bonus

KGW, 5kw, 620kc, NBC, Petry, BMB

D	20.00	27.50	32.50	40.00	66.00	110.00
N	40.00	55.00	65.00	80.00	132.00	220.00

KGW-FM, Ch. 262, 100.3mc, 10kw, Petry Bonus

KOIN, 5kw, 970kc, CBS, Avery-Knodel, Hooper, BMB

D	15.00	30.00	32.50	37.50	75.00	150.00
N	30.00	60.00	65.00	75.00	150.00	300.00

KOIN-FM, Ch. 266, 101.1mc, 3kw Bonus

KPDQ, 1kw-d, 800kc, Rambeau

D		8.00	14.00	24.00	40.00	70.00

KPOJ, 5kw, 1330kc, MBS, Blair, Hooper, Conlan

D	10.00	15.00	20.00	30.00	45.00	90.00
N	20.00	30.00	40.00	60.00	90.00	180.00

KPOJ-FM, Ch. 254, 98.7mc, 50kw, Blair Bonus

KWJJ, 10kw, 1080kc, Burn-Smith

D	6.25	7.50	15.00	31.25	50.00	93.75
N	7.50	10.00	25.00	50.00	75.00	125.00

KWJJ-FM, Ch. 235, 95.5mc, 3kw, Burn-Smith Bonus

KXL, 10kw, 750kc, Walker

D	8.50	8.50	15.00	30.00	60.00	120.00
N	8.50	8.50	15.00	30.00	60.00	120.00

KPFM, Ch. 246, 97.1mc, 1.6kw

D		4.00		10.00	15.00	25.00
N		8.00		20.00	30.00	50.00

REEDSPORT, Douglas—(No data on city)

KWGN, 250w, 1340kc

D	3.50	3.50	7.00	14.00	21.00	
N	4.00	4.00	8.00	16.00	24.00	

ROSEBURG, Douglas, 6,100 fam., 97.7% radio, 5,960 radio fam.

KRNR, 250w, 1490kc, MBS, Keating

	SB	1M	5M	15M	30M	1 Hr
D	3.25	4.65	9.50	12.00	16.00	25.00
N	5.00	6.25	11.50	14.00	21.00	35.00

SALEM, Marion, 17,500 fam., 98.1% radio, 17,170 radio fam.

KOCO, 250w, 1490kc, Rambeau

D		5.00	10.00	16.00	24.00	40.00
N		6.00	12.00	20.00	30.00	50.00

KSLM, 1kw, 1390kc, MBS, W. S. Grant, McHugh

D	5.00	6.00	10.00	18.00	24.00	40.00
N	7.50	9.00	15.00	24.00	36.00	60.00

THE DALLES, Wasco, 2,900 fam., 96.8% radio, 2,810 fam.

KODL, 250w-d, 1C0w-n, 1230kc, Keating, Griffith

	SB	1M	5M	15M	30M	1 Hr
D	1.75	2.50	7.50	12.00	20.00	35.00
N	1.75	2.50	7.50	12.00	20.00	35.00

TILLAMOOK, Tillamook, 1,500 fam., 96.6% radio, 1,450 radio fam.

KTIL, 250w, 1590kc, Keating

D	2.20	2.65	5.60	10.55	16.50	26.40
N	3.10	3.55	6.60	13.20	19.80	33.00

MARKET INDICATORS FOR OREGON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,626,000	'48	1,090,000	'40
Increase over 1940	49.2%			
% of U.S.	1.11%	'48	0.83%	'40
BMB Families	497,000	'49	412,000	'46
Percent Radio	97.4%	'49	93.7%	'46
Radio Families	483,830	'49	386,000	'46
Business Concerns	29,587	'47	22,863	'39
Manufacturing Establishments	3,075	'47	1,903	'39
Non-Agricultural Employment	314,015	'47	252,000	'39
Manufacturing Employment	92,000	'47	57,000	'39
Income	$1,936,000,000	'47	633,000,000	'40
Increase over 1940	206%			
Per Capita Income	$ 1,253	'47	579	'40
Increase over 1940	116%			
Construction (Private)	$ 154,000,000	'47	30,000,000	'39
Residential	$ 76,400,000	'47	14,400,000	'39
Non-Residential	$ 49,000,000	'47	6,800,000	'39
Retail Sales	$1,506,575,000	'48	1,408,103,000	'47
Value Added by Manufacture	$ 673,000,000	'47	157,000,000	'39

PENNSYLVANIA

SPOT RATE FINDER

ALLENTOWN, Lehigh, 29,900 fam., 97.6% radio, 29,180 radio fam.

3 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	9.00	11.17	17.67	35.33	55.00	91.67
N	14.50	17.19	29.00	58.00	87.00	145.00

WAEB, 500w-D. 1kw-N, 790kc, ABC, Hollingbery, Conlan

D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WHOL, 250w, 1230kc, CBS, Meeker

D	7.00	8.50	15.00	30.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WKAP, 1kw-D, 1580kc, Forjoe

D	6.00	8.00	12.00	24.00	36.00	60.00
N	6.00	8.00	12.00	24.00	36.00	60.00

WKAP-FM, Chan. 292, 106.3mc, Forjoe Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WSAN, 5kw, 1470kc, NBC, Headley-Reed Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.00	15.00	18.00	36.00	54.00	90.00
N	16.00	24.00	32.00	64.00	96.00	160.00

WSAN-FM, Chan. 260, 99.9mc, 8kw, Headley-Reed

D	2.00	3.00	3.60	7.20	10.80	18.00
N	3.20	4.80	6.40	12.80	19.20	32.00

WFMZ, Chan. 264, 100.7mc, 20kw (See Transit FM listing)

ALTOONA, Blair, 24,300 fam., 96.1% radio, 23,350 radio fam.

3 AM affiliates, average one time rate

D	6.66	6.67	18.67	30.67	46.00	76.67
N	10.00	10.00	24.67	42.67	67.33	106.67

WFBG, 250w, 1340kc, NBC, Headley-Reed, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WFBG-FM, Chan. 279, 103.7mc, 1kw, Headley-Reed Bonus

WJSW, 1kw-D, 500w-N, MBS, Burn-Smith, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WJSW-FM, Chan. 243, 96.5 mc
Bonus

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WRTA, 250w, 1240kc, ABC, Meeker

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WVAM, 1kw, 1430kc, Weed

D	6.90	6.90	21.25	32.20	48.90	80.50
N	10.35	10.35	28.75	46.00	69.00	115.00

APOLLO, Armstrong, 1,000 fam., 96.9% radio, 970 radio fam.

WAVL, 1kw-D, 910kc, Rural Radio

D	4.50	6.00	10.00	20.00	34.00	56.00
N	4.50	6.00	10.00	20.00	34.00	56.00

BEAVER FALLS, Beaver, 5,900 fam., 96.8% radio, 5,710 radio fam.

WBVP, 250w, 1230kc

D	5.25	5.25	12.00	25.00	40.00	60.00
N	8.00	8.00	15.00	30.00	50.00	90.00

BETHLEHEM, Northampton, 19,600 fam., 99.2% radio, 19,150 radio fam.

WGPA, 250-D, 1100kc

D	5.75	8.75	17.50	28.00	42.00	70.00

WGPA-FM, Chan. 236, 95.1mc, 10kw
Bonus—Days only

N	2.00	2.50	5.00	10.00	15.00	25.00

BLOOMSBURG, Columbia, 3,400 fam., 95.5% 3,250 radio fam.

2 AM non-affiliates, average one-time rate

D	6.75	7.25	11.70	19.90	31.35	53.50

WCNR, 500w-D, 930kc

D	3.50	4.50	10.00	13.00	22.50	40.00

WLTR, 1kw, 690kc

D	10.00	10.00	13.40	26.80	40.20	67.00
N	15.00	15.00	20.00	40.00	60.00	100.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

BRADDOCK, Allegheny, 5,400 fam., 94.5% radio, 5,100 radio fam.

WLOA, 1kw-D, 1550kc, Friedenberg

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	20.00	40.00	60.00	100.00

BRADFORD, McKean, 5,900 fam., 96.1% radio, 5,670 radio fam.

WESB, 250w, 1490kc, MBS, Ra-Tel, Conlan

D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

WESB-FM, Chan. 248, 97.5mc, 2.8kw
Bonus

BUTLER, Butler, 7,400 fam., 95.8% radio, 7,090 radio fam.

2 AM non-affiliates, average one-time rate

D		4.00	17.25	21.00	42.50	72.50

WBUT, 500w-D, 1580kc

D	2.50	4.00	12.00	17.00	35.00	60.00
N	2.50	4.00	12.00	17.00	35.00	60.00

WBUT-FM, Chan. 280, 103.9mc
Bonus—Days only.

N	.83	1.33	4.00	5.67	11.67	20.00

WISR, 250-w-D, 680kc, Forjoe, Hooper, BMB

D		10.00	22.50	25.00	50.00	85.00
N		10.00	22.50	25.00	50.00	85.00

WISR-FM, Chan. 249, 97.7mc, 0.56kw, Forjoe
Bonus

CHAMBERSBURG, Franklin, 5,700 fam., 95.2% radio, 5,430 radio fam.

WCHA, 1kw-D, 790kc, Forjoe, Conlan

D	7.50	7.50	14.40	28.80	43.20	72.00

WCHA-FM, Chan. 240, 95.9mc, Forjoe
Bonus—Days only.
N—⅓ of AM rates.

CHARLEROI, Washington, 3,500 fam., 96.9% radio, 3,390 radio fam.

WESA, 250w-D, 940kc, Friedenberg

D	5.75	6.75	10.00	20.00	30.00	50.00

CHESTER, Delaware, 19,900 fam., 95.3% radio, 18,960 radio fam.

2 AM non-affiliates, average one-time rate

D	8.70	10.00	19.00	38.00	57.00	95.00

WPWA, 1kw-D, 1590kc, Conlan

D	7.50	10.00	18.00	36.00	54.00	90.00

WVCH, 250w-D, 740kc

D	10.00	10.00	20.00	40.00	60.00	100.00

CLEARFIELD, Clearfield, 3,800 fam., 96.6% radio, 3,670 radio fam.

WCPA, 1kw-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	15.00	20.00	35.00	50.00

CONNELLSVILLE, Fayette, 4,300 fam., 95.4% radio, 4,100 radio fam.

WCVI, 250w, 1340kc

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

DOYLESTOWN, Bucks, 1,800 fam., 97.6% radio, 1,760 radio fam.

WBUX, 250w-D, 1570kc

D	4.50	6.00	12.00	24.00	36.00	60.00

DUBOIS, Clearfield, 4,000 fam., 95.4% radio, 3,820 radio fam.

WCED, 250w, 1230kc, CBS, McGillvra

D	5.00	6.25	12.90	22.40	36.40	56.00
N	5.00	6.25	12.90	22.40	36.40	56.00

WCED-FM, Chan. 271, 102.1mc, 9.5kw, McGillvra
Bonus

EASTON, Northampton, 12,100 fam., 96.8% radio, 11,710 radio fam.

WEST, 250w, 1400kc, NBC, Meeker, Conlan

D	5.00	6.00	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

WEST-FM, Chan. 300, 107.9mc, 16kw, Meeker
Bonus

WEEX, Chan. 252, 98.3mc, 1kw

D	3.50	3.50	6.00	10.00	15.00	25.00
N	4.50	4.50	7.00	16.00	25.00	25.00

ERIE, Erie, 39,000 fam., 96.8% radio, 37,750 radio fam.

3 AM affiliates, average one-time rate

D	7.33	7.67	14.67	26.00	46.00	73.33
N	12.00	13.33	24.33	49.67	75.67	126.67

WERC, 250w, 1230kc, NBC, Weed, Conlan, Hooper

D	7.00	8.00	15.00	30.00	50.00	70.00
N	9.00	13.00	25.00	50.00	75.00	125.00

WERC-FM, Chan. 260, 99.9mc
Bonus

(Continued on page 162)

WERC

AM FM

Something to Crow About

HOOPER—December '48—April '49

WERC	**36.9**
Station B	29.5
Station C	16.6

CONLAN—May 15, 1949

WERC	**35.3**
Station B	27.1
Station C	24.6

Yes . . . we are crowing because we did this with 250 watts.

Soon we will move up to 5,000 watts.

WERC

Erie, Pa.

Buy! WHOL

The *ONLY* CBS

PRIMARY COVERAGE

serving the

122,555 RADIO HOMES

in the

ALLENTOWN BETHLEHEM-EASTON METROPOLITAN AREA

which ranks

41st Nationally in Population

42nd Nationally in Retail Sales

49th Nationally in Effective Buying Power

ALLENTOWN, PENNSYLVANIA

★ *Hub of the Keystone State's 3rd Ranking Industrial Area*

★ *Hub of the Keystone State's 3rd Ranking Population Area*

★ *Hub of the Keystone State's 3rd Ranking Market Area*

250 Watts — Day and Night — 1230 Kc

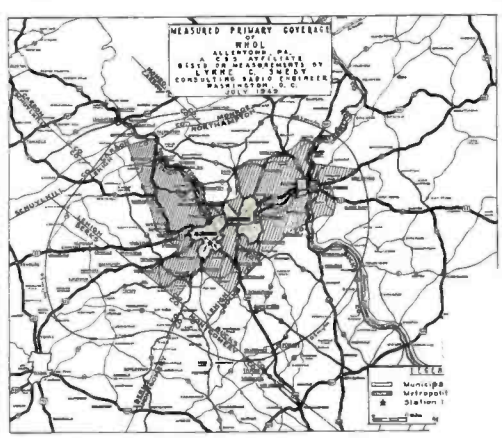
Established in 1948

The Allentown Broadcasting Corporation

842 Hamilton St.

Allentown, Penna.

Represented Nationally by: Robert Meeker Associates, Inc.



PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 161)

WIKK, 5kw, 1330kc, ABC, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	16.00	32.00	48.00	80.00
N	4.00	14.00	28.00	56.00	84.00	140.00

WLEU, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00	13.00	22.00	40.00	70.00
N	13.00	13.00	20.00	43.00	68.00	115.00

WLEU-FM, Chan. 250, 97.9mc, 9kw

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	20.00	30.00	40.00	60.00

WICU, Chan. 12, 4kw-vis., 2kw-aur., Headley-Reed

D	22.50	22.50	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

GREENSBURG, Westmoreland, 5,500 fam., 96.8% radio, 5,320 radio fam.

WHJB, 1kw-D, 500w-N, 620kc, Cooke

D	5.60	7.00	17.00	34.00	51.00	85.00
N	8.00	10.00	25.00	50.00	75.00	125.00

HANOVER, York (No city data avail.)

WHVR, 1kw-D, 1280kc

D	7.00	7.00	14.00	28.00	42.00	70.00
N	10.00	10.00	20.00	40.00	60.00	100.00

HARRISBURG, Dauphin, 28,300 fam., 97.6% radio, 27,620 radio fam.

3 AM affiliates, average one-time rate

D	8.66	9.00	18.00	36.33	55.33	90.00
N	13.00	13.17	27.50	52.50	80.00	133.33

WHGB, 250w, 1400kc, ABC, Weed, Conlan

D	7.50	7.50	17.00	34.00	51.00	85.00
N	9.50	9.50	25.00	50.00	75.00	125.00

WHP, 5kw-D, 1kw-N, 1460kc, CBS, Bolling (Eff. Sept. 1, 5kw day & night, on 580kc)

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WKBO, 250w, 1230kc, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

HAZLETON, Luzerne, 10,500 fam., 96.8% radio, 10,160 radio fam.

WAZL, 250w, 1490kc, NBC, Meeker

D	3.00	4.00	10.00	20.00	30.00	45.50
N	5.90	5.90	14.00	30.00	46.00	70.00

WAZL-FM, Chan. 250, 97.7mc, 3kw, Meeker (No rates avail.)

HOMESTEAD, Allegheny, 4,000 fam., 94.5% radio, 3,780 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WHOD, 250w, 860kc, Ortale

	SB	1M	5M	15M	30M	1HR
D	8.50	8.50	17.00	34.00	51.00	85.00
N	8.50	8.50	17.00	34.00	51.00	86.00

HUNTINGDON, Huntingdon, 2,700 fam., 97.0% radio, 2,620 radio fam.

WHUN, 250w, 1400kc, MBS

D	3.00	4.50	10.00	13.00	22.50	40.00
N	5.00	6.00	12.00	20.00	35.00	60.00

INDIANA, Indiana, 3,800 fam., 97.7% radio, 3,710 radio fam.

WDAD, 250w, 1450kc, CBS, McGillvra, Conlan

D	5.00	6.00	12.90	22.40	36.40	56.00
N	5.00	6.00	12.90	22.40	36.40	56.00

JOHNSTOWN, Cambria, 17,900 fam., 94.5% radio, 16,920 radio fam.

3 AM affiliates, average one-time rate

D	6.33	6.67	18.17	30.00	45.17	75.00
N	9.00	10.67	32.67	50.67	65.67	106.67

WARD, 250w, 1490kc, CBS, Weed

D	5.00	6.00	18.50	28.00	42.50	70.00
N	6.00	9.00	25.00	40.00	60.00	100.00

WCRO, 250w, 1230kc, ABC, MBS, Young

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WJAC, 250w, 1400kc, NBC, Headley-Reed, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	24.00	48.00	72.00	72.00	120.00

WJAC-FM, Chan. 238, 95.5mc, 2.4kw, Headley-Reed
Bonus

KITTANING, Armstrong, No data on City

2 AM non-affiliates, average one-time rate

D	2.75	4.70	10.50	19.00	31.00	52.50

WACB, 500w, 1380kc

	SB	1M	5M	15M	30M	1HR
D	1.50	4.00	9.00	18.00	27.00	45.00
N	1.50	4.00	9.00	18.00	27.00	45.00

WKIN, 1kw-D, 1600kc

	SB	1M	5M	15M	30M	1HR
D	4.00	5.40	12.00	20.00	35.00	60.00

LANCASTER, Lancaster, 20,600 fam., 95.3% radio, 19,630 radio fam.

2 AM affiliates, average one-time rate

D	6.75	7.75	13.75	37.50	57.50	87.50
N	12.00	12.00	28.75	48.75	77.50	127.50

WGAL, 250w, 1490kc, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WGAL-FM, Chan. 257, 101.3mc, Meeker
Bonus

WLAN, 1kw, 1390kc, ABC, Headley-Reed

D	7.00	8.00	20.00	40.00	60.00	90.00
N	12.00	12.00	30.00	50.00	80.00	130.00

WLAN-FM, Chan. 245, 96.9mc, 20kw, Headley-Reed
Bonus

MARKET INDICATORS FOR PENNSYLVANIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,689,000	'48	9,900,000	'40
Increase over 1940	8.0%			
% of U.S.	7.31%	'48	7.54%	'40
BMB Families	2,898,500	'49	2,624,000	'46
Percent Radio	95.5%	'49	95.7%	'46
Radio Families	2,767,200	'49	2,512,000	'46
Business Concerns	159,481	'47	166,602	'39
Manufacturing Establishments	116,787	'47	13,116	'39
Non-Agricultural Employment	2,903,465	'47	2,580,000	'39
Manufacturing Employment	1,221,000	'47	853,000	'39
Income	$14,426,000,000	'47	6,225,000,000	'40
Increase over 1940	132%			
Per Capita Income	$ 1,372	'47	628	'40
Increase over 1940	118%			
Construction (Private)	$ 559,900,000	'47	220,100,000	'39
Residential	$ 238,400,000	'47	128,700,000	'39
Non-Residential	$ 198,600,000	'47	44,600,000	'39
Retail Sales	$ 8,807,421,000	'48	7,825,805,000	'47
Value Added by Manufacture	$ 6,950,000,000	'47	2,477,000,000	'39

* * *

LEBANON, Lebanon, 8,600 fam., 96.2% radio, 8,270 radio fam.

WLBR, 1kw, 1270kc, Rambeau, Conlan

	SB	1M	5M	15M	30M	1HR
D	6.50	7.50	18.00	35.00	55.00	85.00
N	7.50	9.50	27.50	47.50	75.00	125.00

WLBR-FM, Chan. 261, 100.1mc, Rambeau
Bonus

WLAB, Chan. 281, 104.1mc, 4.4kw

D	4.00	4.00	8.00	12.00	18.00	30.00
N	6.00	6.00	12.00	18.00	24.00	40.00

LEMOYNE, Cumberland, 1,600 fam., 98.7% radio, 1,580 radio fam.

WCMB, 1kw-D, 960kc, Cooke

D	9.00	9.00	18.00	37.50	55.00	90.00
N	9.00	9.00	18.00	37.50	55.00	90.00

LEWISTOWN, Miffin, 4,500 fam., 95.3% radio, 4,290 radio fam.

WMRF, 250w, 1490kc, NBC, Burn-Smith, Hooper, Conlan, BMB

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

WLTN-FM, Chan. 250, 97.9mc, Burn-Smith
40% of AM rates

LOCK HAVEN, Clinton, 4,100 fam., 94.6% radio, 3,380 radio fam.

WBPZ, 250w, 1230kc, MBS, McGillvra, Hooper

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

McKEESPORT, Allegheny, 16,900 fam., 96.1% radio, 16,240 radio fam.

2 AM non-affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.50	10.50	20.50	45.00	67.50	107.50

WEDO, 1kw-D, 810kc, Ra-Tel

D	9.00	13.00	25.00	50.00	75.00	125.00

WMCK, 1kw, 1360kc

D	6.00	8.00	16.00	40.00	60.00	90.00
N	6.00	8.00	16.00	40.00	60.00	90.00

WMKC-FM, Ch. 285, 104.9mc, 500w
Bonus

MEADVILLE, Crawford, 7,100 fam., 96.2% radio, 6,830 radio fam.

WMGW, 250w, 1490kc

D	4.15	5.00	12.25	27.50	40.00	60.00
N		6.75	18.00	35.00	55.00	90.00

MORRISVILLE, Bucks, 1,900 fam., 98.1% radio, 1,860 radio fam.

WBUD, 250w, 1490kc, McGillvra

D	6.00	10.00	24.00	40.00	70.00	120.00

WMGW-FM, Chan. 262, 100.3mc, 10kw
(No data available.)

(Continued on page 164)

Announcing . . .

. . . a greater, improved **WHP** on 580 kc

SOON takes the air with 5,000 watts day and night in industrially-rich South-Central Pennsylvania.

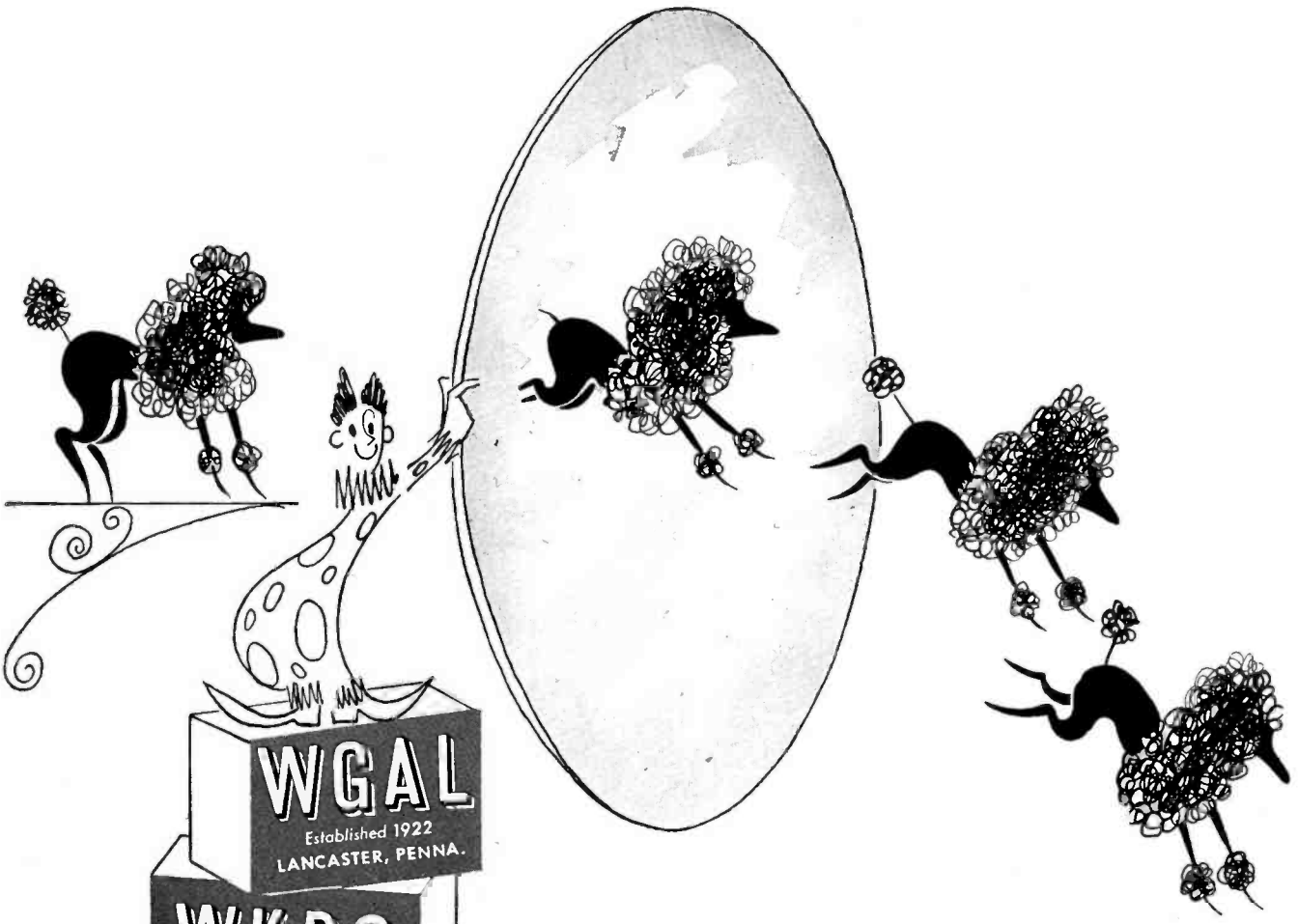
THE station that has consistently scored high in Harrisburg radio listening, will continue to bring the same high quality programs to a wider area than ever before.



25 YEARS IN HARRISBURG

•

THE BOLLING COMPANY
NATIONAL REPRESENTATIVES



STEINMAN
STATIONS

Consistent Performers

in producing sales

These five Pennsylvania Stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for each of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles



WKST

Newcastle, Penna.

DOMINATES

THE

$400,000,000 MARKET

IN

Western Pennsylvania

AND

Eastern Ohio

According to Conlan Radio Report:

MORNING 51.9
AFTERNOON 49.6
EVENING 37.2

Averaging for entire survey:

44.7

WKST

Represented by
THE KATZ AGENCY

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 162)

NANTICOKE, Luzerne, 6,600 fam., 95.3% radio, 6,290 radio fam.

WHWL, 1kw-D, 730kc, Forjoe

	SB	1M	5M	15M	30M	1HR
D	5.00	6.50	8.21	22.78	37.80	63.00
N	7.50	10.00	14.00	36.00	60.00	96.00

NEW CASTLE, Lawrence, 14,800 fam., 93.8% radio, 13,800 radio fam.

WKST, 1kw, 1280kc, Katz, Conlan

D	5.60	7.00	20.00	40.00	60.00	100.00
N	8.00	10.00	14.00	28.00	42.00	70.00

WKST-FM, Chan. 266, 101.1mc, 3kw, Katz

D	1.40	2.50	5.00	10.00	15.00	25.00
N	2.00	1.75	3.50	7.00	10.50	17.50

NEW KENSINGTON, Westmoreland, 7,800 fam., 96.1% radio, 7,500 radio fam.

WKPA, 250w-D, 1150kc, Continental

D	6.00	12.00	25.00	38.00	68.00

NORRISTOWN, Montgomery, 11,100 fam., 97.6% radio, 10,830 radio am.

WNAR, 500w-D, 1110kc, W. S. Grant

D	6.50	7.50	21.00	42.00	63.00	105.00

OIL CITY, Venango, 6,400 fam., 95.3% radio, 6,100 radio fam.

WKRZ, 250w, 1340kc, McGillvra, Conlan

D	2.00	4.50	9.00	18.00	26.50	48.00
N	2.00	5.25	11.00	22.50	33.00	60.00

PHILADELPHIA, Philadelphia, 596,100 fam., 96.1% radio, 572,850 radio fam.

4 AM affiliates, average one-time rate						
D	25.33	41.25	66.75	133.25	200.00	329.75
N	48.00	56.00	87.00	172.00	261.25	430.00
6 AM non-affiliates, average one-time rate						
D	10.80	12.42	20.33	39.17	61.17	101.67
N	15.50	16.63	31.25	60.25	97.50	153.75

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.



See page 3 for key to map.

* * *

KYW, 50kw, 1060kc, NBC, Free & Peters, BMB, Hooper

	SB	1M	5M	15M	30M	1HR
D	30.00	30.00	50.00	100.00	150.00	250.00
N	60.00	60.00	100.00	200.00	300.00	500.00

KYW-FM, Chan. 223, 92.5mc, 20kw, Free & Peters Bonus

WCAU, 50kw, 1210kc, CBS, Radio Sales

D	55.00	75.00	150.00	225.00	375.00
N	70.00	100.00	200.00	300.00	500.00

WCAU-FM, Chan. 251, 98.1mc, 11kw Bonus

WDAS, 250w, 1400kc, Forjoe

D	5.00	6.00	12.00	24.00	36.00	60.00
N	7.50	9.00	18.00	36.00	54.00	90.00

WDAS-FM, Chan. 243, 96.5mc, 20kw, Forjoe Bonus

WFIL, 5kw, 560kc, ABC, Katz, Pulse

D	30.00	30.00	50.00	99.00	149.00	248.00
N	44.00	44.00	66.00	132.00	198.00	330.00

WFIL-FM, Chan. 271, 102.1mc, 4.4kw, Katz Bonus

WFIL-TV, Chan. 6, 25kw-aur., 50kw-vis., ABC, Katz

D	60.00	60.00	112.50	180.00	270.00	450.00
N	70.00	70.00	137.50	220.00	330.00	550.00

WHAT, 1000w, 1340kc A. L. King, Pulse

D	4.50	4.50	12.00	30.00	51.00	90.00
N	4.50	4.50	12.00	30.00	51.00	90.00

WHAT-FM, Chan. 287, 105.3mc, 20kw (No rates.)

WIBG, 10kw, 990kc, Young, Pulse

D	9.50	15.00	32.00	68.00	105.00	180.00
N	15.00	30.00	50.00	100.00	185.00	285.00

WIBG-FM, Chan. 231, 94.1mc Bonus

WIP, 5kw, 610kc, MBS, Petry, BMB

D	16.00	20.00	42.00	84.00	126.00	196.00
N	40.00	50.00	82.00	156.00	247.00	390.00

WIP-FM, Chan. 227, 93.3mc, 10kw, Petry Bonus

WJMJ, 1kw-D, 1540kc, McGillvra

D	10.00	15.00	20.00	40.00	60.00	100.00

WPEN, 5kw, 950kc, Rambeau

D	25.00	25.00	35.00	50.00	75.00	100.00
N	35.00	35.00	45.00	75.00	100.00	150.00

WPEN-FM, Chan. 275, 102.9mc, 20kw, Rambeau Bonus

WTEL, 250w, 1340kc

D	9.00	11.00	25.00	40.00	80.00	
N	9.00	11.00	25.00	40.00	80.00	

WPTZ, Chan. 3, 9kw-aur., 18kw-vis., NBC, NBC Spot Sales

D	60.00	60.00	112.50	180.00	270.00	450.00
N	70.00	70.00	137.50	220.00	330.00	550.00

PITTSBURGH, Allegheny, 202,400 fam., 96.1% radio, 194,510 radio fam.

4 AM affiliates, average one-time rate						
D	23.00	28.75	46.75	90.00	138.75	226.30
N	46.00	57.50	93.75	180.00	277.50	452.25
4 non-affiliates, average one-time rate						
D	7.66	11.88	20.13	41.25	62.50	105.00
N	7.83	12.50	35.00	46.33	75.00	125.00

KDKA, 50kw, 1020kc, NBC, Free & Peters, BMB, Hooper

	SB	1M	5M	15M	30M	1HR
D	40.00	40.00	60.00	120.00	180.00	300.00
N	80.00	80.00	120.00	240.00	360.00	600.00

KDKA-FM, Chan. 225, 92.9mc, Free & Peters Bonus

KQV, 5kw, 1410kc, MBS, Weed, Hooper

D	14.00	20.00	35.00	70.00	105.00	175.00
N	28.00	40.00	70.00	140.00	210.00	350.00

KQV-FM, Chan. 251, 98.1mc, 20kw, Weed Bonus

WCAE, 5kw, 1250kc, ABC, Katz, BMB, Hooper

D	19.00	27.50	47.50	95.00	150.00	237.50
N	38.00	55.00	95.00	190.00	300.00	475.00

WCAE-FM, Chan. 241, 96.1mc, 12kw Bonus

WJAS, 5kw, 1320kc, CBS, Hollingbery, BMB, Hooper

D	19.00	27.50	45.00	75.00	120.00	192.00
N	38.00	55.00	90.00	150.00	240.00	384.00

WJAS-FM, Chan. 259, 99.7mc, 20kw, Hollingbery Bonus

WPGH, 1kw-D, 1080kc, Radio Reps

D	8.00	12.50	18.00	40.00	60.00	100.00

WPIT, 1kw-D, 730kc, McGillvra, Hooper

D	7.50	12.50	25.00	50.00	75.00	125.00

WPIT-FM, Chan. 268, 101.5mc, 19kw, McGillvra Bonus

WWSW, 250w, 1490kc, Forjoe, Hooper

D	7.50	10.00	12.50	25.00	40.00	70.00
N	8.00	12.00	20.00	45.00	75.00	125.00

WMOT, Chan. 233, 94.5mc, 1kw, Forjoe Bonus

WKJF, Chan. 229, 93.7mc, 20kw

D	5.00	6.75	9.00	18.00	27.00	45.00
N	6.00	7.50	15.00	30.00	45.00	75.00

WDTV, Chan. 3, 2.5kw-aur., 5kw-vis., DuMont

D	20.70	24.00	37.50	60.00	90.00	150.00
N	40.00	48.00	75.00	120.00	180.00	300.00

POTTSVILLE, Schuylkill, 6,800 fam., 96.0% radio, 6,530 radio fam.

WPAM, 250w, 1450kc, MBS, Everett-McKinney, Conlan

	SB	1M	5M	15M	30M	1HR
D	2.80	4.00	9.60	19.60	28.00	40.00
N	4.20	6.00	12.01	24.50	35.00	50.00

WPAM-FM, Chan. 238, 95.5mc, 5.1kw, Everett-McKinney Bonus

WPPA, 1kw-D, 500w-N, 1360kc

D	5.80	16.00	32.00	48.00	80.00
N	7.25	20.00	40.00	60.00	100.00

WPPA-FM, Chan. 270, 101.9mc

D	2.55		9.60	19.20	38.40
N	3.40		12.00	24.00	48.00

(Continued on page 166)



We Do This Every Day!

At KQV, it's a 24-hour-a-day job aggressively promoting in the right places for its advertisers. Carefully planned promotion—billboard, newspaper, and special theater tie-ins—is one reason why our ratings are *consistently* good. And spot revenue-wise, KQV is among the top five Mutual stations of the nation.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

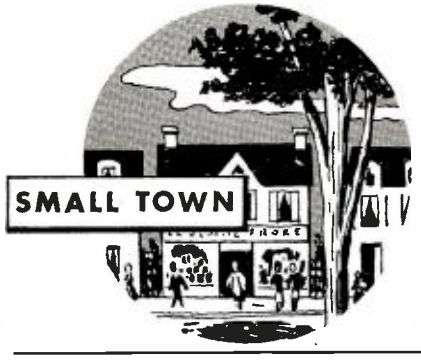
for the facts on WGBI
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!



Which is Pittsburgh?







THE ANSWER: all four! Pittsburgh is one of America's great cities. And Pittsburgh's greatness extends far beyond the city limits... into extensive suburban areas, into hundreds of rural communities, throughout millions of acres of farmland.

Pittsburgh, notes the *National Geographic Magazine*, is "more than the center of a metropolitan area; it is a regional capital."

And the *unusual* fact to remember about this vast Pittsburgh market-area is that it can be reached through *one medium:* KDKA. With a daytime coverage of 117 BMB counties, KDKA reaches an area with more than seven million people. In KDKA's 194 BMB nighttime counties, the population exceeds nine million!

KDKA's record for salesmanship matches its phenomenal coverage, too. Not just at normal listening hours, as might be expected, but in the early-morning hours (3 announcements recently pulled 3,000 orders) and late at night (6 after-midnight announcements pulled 1,800 one-dollar orders from 105 counties).

For further proof, check KDKA or Free & Peters.

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WSCR

SCRANTON, PA.

The One Grand Station

WSCR covers a market of 1,190,156 population which annually spends 850 million in retail sales.

Programming is especially attuned to large Slav and other foreign populations in Lackawanna (Scranton) and Luzerne (Wilkes-Barre) counties. Slav population alone totals 286,735; Italian 59,706.

1000 WATTS (d)
on 1,000 kc

FRANK BLAIR,
General Manager

THE WALKER CO.
Nat'l. Representatives

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 164)

READING, Berks, 34,500 fam., 96.8% radio, 33,400 radio fam.

3 AM affiliates, average one-time rate	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.33	18.17	35.00	55.00	86.67
N	12.00	12.00	27.17	51.67	79.00	131.67

WEEU, 1kw, 850kc, ABC, Headley-Reed, Hooper

D	8.00	8.00	20.00	40.00	60.00	100.00
N	12.00	12.00	30.00	60.00	90.00	150.00

WEEU-FM, Chan. 225, 92.9mc, 9kw
Bonus

WHUM, 250w, 1240kc, CBS, Hollingbery

D	6.50	7.50	17.00	30.00	50.00	75.00
N	12.00	12.00	24.00	48.00	82.00	120.00

WRAW, 250w, 1340kc, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

ROCHESTER, Beaver (No city figures avail.)

WRYO, 250w, 1050kc

D	5.00	5.00	10.00	20.00	30.00	50.00

SCRANTON, Lackawanna, 38,400 fam., 96.1% radio, 36,900 radio fam.

2 AM affiliates, average one-time rate						
D	9.50	9.50	15.50	27.50	41.50	69.00
N	15.00	15.00	31.00	55.00	82.50	137.50

2 AM non-affiliates, average one-time rate						
D	10.00	10.00	18.00	36.00	56.00	90.00

WARM, 250w, 1400kc, ABC, Hollingbery

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WARM-FM, Chan. 229, 105.7mc, Hollingbery
Bonus

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WGBI, 1kw-D, 500w-N, 910kc, CBS, Blair, Hooper

D	13.00	13.00	21.00	35.00	53.00	88.00
N	20.00	20.00	42.00	70.00	105.00	175.00

WGBI, Chan. 267, 101.3mc, 1.8kw, Blair
Bonus

WSCR. 1kw-D. 1000kc, Walker

D	10.00	10.00	18.00	36.00	56.00	90.00

SHAMOKIN, Northumberland, 5,100 fam., 96.8% radio, 4,940 radio fam.

WISL, 1kw, 1480kc, MBS, Forjoe, Conlan

D	5.00	6.50	20.00	35.00	50.00	80.00
N	6.50	10.00	25.00	45.00	70.00	110.00

SHARON, Mercer, 7,900 fam., 97.6% radio, 7,710 radio fam.

WPIC, 1kw-D, 790kc, Young, Hooper

D	7.50	12.00	24.00	36.00	60.00	

WPIC-FM, Chan. 275, 102.9mc, 26kw, Young

D	3.00	6.25	12.50	20.00	30.00	
N	5.00	10.00	20.00	30.00	50.00	

STATE COLLEGE, Centre, 2,600 fam., 97.6% radio, 2,540 radio fam.

WMAJ, 250w, 1450kc, MBS

D	4.50	3.45	11.50	15.00	25.00	46.00
N	5.00	4.75	14.00	23.00	40.00	69.00

STROUDSBURG, Monroe, 2,600 fam., 97.0% radio, 2,520 radio fam.

WVPO, 250w-D, 840kc, Walker

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

SUNBURY, Northumberland, 5,600 fam., 97.5% radio, 5,470 radio fam.

WKOK, 250w, 1240kc, Continental

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

WKOK-FM, Chan. 231, 94.1mc, 4.4kw, Continental
Bonus

UNIONTOWN, Fayette, 6,800 fam., 94.4% radio, 6,420 radio fam.

WMBS, 1kw, 590kc, CBS, Meeker

D	4.50	7.50	15.00	30.00	45.00	75.00
N	7.50	12.50	25.00	50.00	75.00	125.00

WMBS-FM, Chan. 289, 105.7mc, Meeker
Bonus

WNIQ, Chan. 293, 106.5mc, 2.2kw

D	1.30	1.46	4.80	9.60	14.40	24.00
N	1.46	1.63	5.60	12.80	20.00	32.00

WARREN, Warren, 4,800 fam., 95.5% radio, 4,580 radio fam.

WNAE. 1kw-D. 1310kc. MBS, Conlon

D	6.00	6.00	10.00	16.00	24.00	40.00

WNAE, Chon. 221, 92.1mc

D	1.50	1.50	2.50	4.00	6.00	10.00

WASHINGTON, Washington, 7,300 fam., 95.3% radio, 6,960 radio fam.

WJPA, 250w, 1450kc, MBS, McGillvra, Conlan

D	3.60	5.40	10.80	21.60	32.40	54.00
N	5.40	7.20	14.40	28.80	43.20	72.00

WJPA-FM, Chan. 282, 104.3mc, McGillvra
Bonus

WILKES-BARRE, Luzerne, 22,600 fam., 96.1% radio, 21,720 radio fam.

3 AM affiliates, average one-time rate						
D	7.50	7.50	13.08	26.17	38.33	62.67
N	9.83	9.83	18.67	37.33	55.33	91.67

WBAX, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1HR
D		6.50	13.00	26.00	38.00	62.00
N		9.50	17.00	37.00	55.00	90.00

WBRE, 250w, 1340kc, NBC, Hooper, Conlan

D	9.00	9.00	13.75	27.50	39.00	63.00
N	11.00	11.00	20.00	39.00	52.00	95.00

WBRE-FM, Chan. 253, 98.5mc
Bonus

WILK, 250w, 1450kc, ABC, Avery-Knodel

D	7.00	7.00	12.50	25.00	38.00	63.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WILK-FM, Chan. 297, 107.3mc, Avery-Knodel
Bonus

WIZZ, Chan. 277, 103.3mc, 20kw, Transit Radio

D	5.00	5.00	12.00	24.00	36.00	60.00
N	2.00	2.00	4.80	9.60	14.40	24.00

WILLIAMSPORT, Lycoming, 15,500 fam., 95.3% radio, 14,770 radio fam.

2 AM affiliates, average one-time rate						
D	6.15	7.65	13.95	28.15	41.60	68.50
N	8.50	9.90	19.80	39.10	59.90	99.00

WRAK, 250w, 1400kc, NBC, Everett-McKinney, Hooper, Conlan

D	4.80	7.80	14.40	28.80	43.20	72.00
N	7.20	10.80	21.60	43.20	64.80	108.00

WRAK-FM, Chan. 262, 100.3mc, 3.2kw, Everett-McKinney
Bonus

WWPA, 250w, 1340kc, CBS, Burn-Smith

D	7.50	7.50	13.50	27.50	40.00	65.00
N	9.00	9.00	18.00	35.00	55.00	90.00

YORK, York, 18,700 fam., 96.1% radio, 17,970 radio fam.

2 AM affiliates, average one-time rate						
D	6.75	7.75	17.25	34.50	53.00	55.00
N	10.00	10.75	26.25	48.75	75.00	125.00

WNOW, 1kw-D, 1250kc, Young, Conlan

D	6.00	7.50	19.75	33.25	46.75	75.00
N	8.00	10.00	26.50	44.50	62.50	100.00

WNOW-FM, Chan. 289, 105.7mc, 18kw, Young
Bonus

WORK, 1kw, 1350kc, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WSBA, 1kw-D, 900kc, ABC

D	7.00	8.00	17.00	34.00	51.00	85.00
N	8.00	9.50	25.00	50.00	75.00	125.00

WRZE, Chan. 253, 98.5mc, 3kw

D	1.25	2.00	5.00	15.00	30.00	60.00
N	1.25	2.00	5.00	15.00	30.00	60.00

ONE MARKET

ONE BUY

– THE –
Anthracite Group

covers the

Pennsylvania Anthracite Market

For group rates inquire:

WISL Shamokin

WPAM Pottsville

WHWL Nanticoke

Serving Pennsylvania's

8th Market

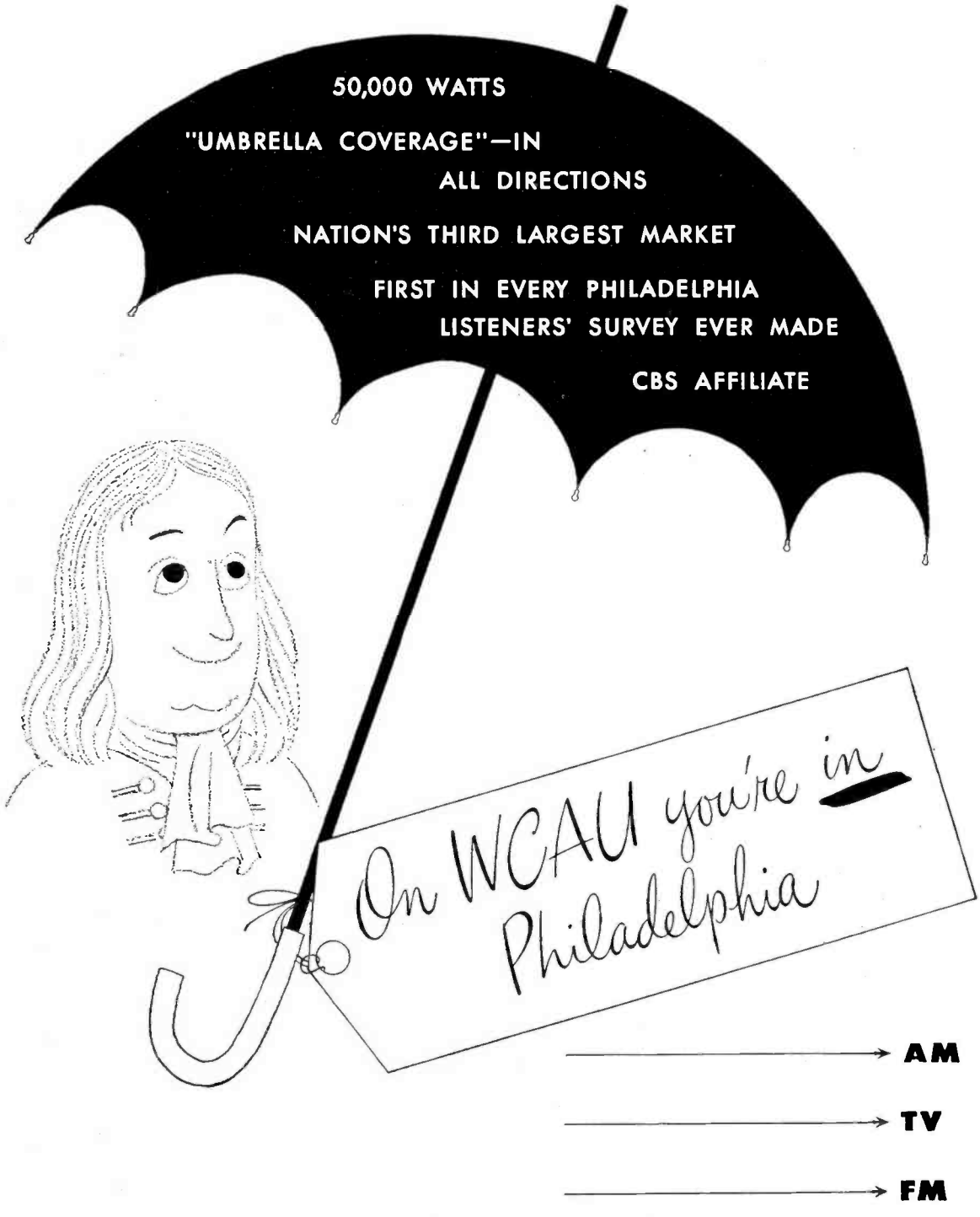
with an average

67.4

(Conlan)

WISL

Shamokin, Pa.



THE PHILADELPHIA BULLETIN STATIONS

Represented by WCAU Sales Staff in Philadelphia and New York . . . elsewhere by RADIO SALES.

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Pay-rolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	12,800	93.7	11,990	20,370	7,550	3,334	17,229
Allegheny	411,700	96.3	396,470	1,468,537	472,869	302,434	1,139,168
Armstrong	21,500	94.4	20,300	45,462	20,919	13,766	74,448
Beaver	45,300	94.6	42,850	123,120	52,603	34,136	233,149
Bedford	10,800	90.8	9,810	21,324	3,367	1,421	
Berks	72,000	96.2	69,260	223,472	81,891	45,065	230,962
Blair	42,600	94.9	40,430	121,821	20,651	9,134	33,152
Bradford	15,500	93.2	14,450	34,671	6,854	3,357	17,937
Bucks	35,000	97.5	34,130	71,758	24,244	13,615	73,685
Butler	25,100	95.0	23,850	68,723	17,597	10,351	45,466
Cambria	57,100	94.1	53,730	171,766	51,960	30,155	95,796
Cameron	2,300	92.5	2,130	5,435	2,657	1,469	
Carbon	16,900	96.5	16,310	32,351	17,657	9,953	34,515
Centre	14,900	94.5	14,080	40,423	16,086	7,510	17,816
Chester	40,200	95.2	38,270	112,692	27,372	15,523	93,100
Clarion	10,900	93.0	10,140	23,295	5,547	3,109	
Clearfield	23,200	93.9	21,780	51,483	16,535	8,790	20,350
Clinton	10,200	94.3	9,620	23,978	9,807	5,148	26,452
Columbia	14,900	94.3	14,050	32,081	14,605	7,618	45,428
Crawford	24,400	94.3	23,010	62,484	16,055	8,830	50,083
Cumberland	24,900	94.8	23,610	55,090	14,402	6,881	30,278
Dauphin	59,200	96.1	56,890	192,693	52,587	28,513	114,307
Delaware	107,000	97.8	104,650	296,427	70,051	45,602	257,820
Elk	9,800	94.8	9,290	20,339	9,835	5,506	28,607
Erie	60,100	95.4	57,340	178,243	66,572	38,767	224,906
Fayette	51,800	93.9	48,640	130,390	34,944	22,511	48,939
Forest	1,700	93.4	1,590	2,463	852	494	
Franklin	21,800	92.8	20,230	46,939	13,896	6,612	34,856
Fulton	3,200	91.6	2,930	3,384	436	210	
Greene	12,500	92.6	11,580	20,768	9,907	7,750	
Huntingdon	11,600	91.9	10,660	23,660	7,992	4,116	13,440
Indiana	21,300	94.0	20,020	46,335	7,942	3,884	
Jefferson	13,400	93.4	12,520	34,322	8,622	4,202	83,654
Juniata	4,400	91.3	4,020	7,135	1,648	607	
Lackawanna	68,500	94.6	64,800	204,432	67,291	36,536	
Lancaster	64,800	93.5	60,590	200,461	63,931	32,900	177,087
Lawrence	27,700	95.1	26,340	82,292	24,881	15,061	77,733
Lebanon	24,000	95.4	22,900	65,372	20,501	9,935	49,441
Lehigh	56,100	96.5	54,140	188,572	60,086	31,898	148,402
Luzerne	105,900	95.5	101,150	300,216	106,952	60,514	126,075
Lycoming	30,300	94.1	28,510	82,250	25,430	12,893	58,645
McKean	16,500	95.7	15,790	49,599	18,646	11,083	33,089
Mercer	29,500	95.3	28,110	88,721	30,663	19,056	121,530
Mifflin	11,800	93.1	10,990	31,732	9,263	4,676	32,055
Monroe	8,700	94.9	8,260	29,508	7,833	3,583	16,937
Montgomery	90,000	97.3	87,570	303,048	84,113	50,353	283,815
Montour	4,500	91.9	4,140	7,405	1,725	804	
Northampton	52,600	96.3	50,650	159,376	62,280	34,400	170,846
Northumberland	34,400	94.7	32,580	80,402	30,127	16,208	51,416
Perry	6,600	93.9	6,200	10,424	2,004	775	
Philadelphia	596,100	96.1	572,850	2,207,063	727,923	461,685	[2]1,759,264
Pike	2,500	94.6	2,370	4,307	611	245	
Potter	5,200	91.9	4,780	12,854	1,704	709	
Schuylkill	54,200	94.8	51,380	136,067	39,697	20,973	49,863
Snyder	5,900	92.3	5,450	7,406	2,229	823	
Somerset	21,200	92.6	19,630	50,244	11,607	6,312	
Sullivan	2,100	91.7	1,930	2,606	901	362	
Susquehanna	9,700	93.3	9,050	17,384	2,362	956	
Tioga	10,300	93.5	9,630	21,912	5,292	2,724	20,223
Union	6,100	94.3	5,750	10,822	2,614	1,070	
Venango	18,500	94.2	17,430	45,898	15,473	8,508	49,414
Warren	12,100	94.2	11,400	45,445	10,556	5,777	24,540
Washington	56,500	94.8	53,560	149,947	57,694	36,413	101,574
Wayne	8,500	93.7	7,960	19,528	3,688	1,508	
Westmoreland	81,000	95.3	77,190	205,982	71,384	42,463	234,027
Wyoming	4,900	93.7	4,590	11,901	1,510	724	
York	61,800	95.3	58,900	160,811	62,406	32,676	189,358

[2] Philadelphia city is co-extensive with Philadelphia county.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

FIRST in WYOMING VALLEY WBRE AM-FM

PENNSYLVANIA'S THIRD LARGEST MARKET

The April, 1949 Conlan Shows:

NBC Basic Supplementary Affiliate

The FIRST 22 and 46 of the 1st 50 NIGHTTIME SHOWS and 9 of the 1st 10, 36 of the 1st 50 DAYTIME SHOWS ARE ON WBRE

WILKES-BARRE, PENNA.

WIP *Produced Sales for These*

55 FOOD *and* GROCERY STORE

Products Advertisers in the First Six Months of 1949!

Allied Foods
A & P Stores
J. W. Beardsley
Best Foods
Booth Bottling
Bon Ami
Borden's Cheese
Breyer Ice Cream
H. C. Brill
California Lima Bean
California Packing Co.
California Prune & Apricot
Carr-Consolidated
Chunk-E-Nut
Colgate
Cudahy Packing
Doyle Packing
Durkee-Mower
Fisher Dairy & Cheese
Fleischmann's Bread
Food Fair Stores
J. Frank & Son
General Foods
General Mills
Girard Packing
B. E. Glick & Son
I. J. Grass Noodle Soup
Hoyt Brothers
Hygrade Foods
Illinois Canning Co.
Ivins' Bakeries
S. C. Johnson
Kellogg Co.
Lamont, Corliss & Co.
Lever Brothers
Marcalus Paper Co.
Minot Food Products
Modern Food Sales
Wm. Montgomery Co.
National Biscuit Co.
Nestle's
Mrs. Paul's Kitchen
Pepsi Cola
Plantation Chocolate
Porto Rico
Proctor & Gamble
Quaker Oats
Ralston-Purina
Mrs. Schlorer's
Simoniz
Standard Brands
J. Stromeyer
Wm. Underwood
Wander Company
Wise Potato Chip

WIP *Philadelphia's Basic Mutual Station*

Represented Nationally by EDWARD PETRY CO.

RHODE ISLAND

SPOT RATE FINDER

PROVIDENCE, Providence, 74,400 fam., 99.1% radio, 73,730 radio fam.

4 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1HR
D	11.25	12.00	22.00	44.00	66.00	110.00
N	22.50	25.00	44.00	88.00	132.00	220.00

3 AM non-affiliates, average one-time rate

D	5.00	8.00	16.00	32.00	46.00	60.00

WEAN, 5kw, 790kc, MBS, Petry, Hooper

D	11.00	11.00	22.00	44.00	66.00	110.00
N	22.00	22.00	44.00	88.00	132.00	220.00

WFCI, 5kw, 1420kc, ABC, Avery-Knodel, Hooper (Pawtucket)

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WHIM, 1kw, 1110kc, Young, Ketell-Carter

D	5.00	9.00	18.00	36.00	54.00	90.00

WJAR, 5kw, 920kc, NBC, Weed

D	9.00	12.00	22.00	44.00	66.00	110.00
N	18.00	24.00	44.00	88.00	132.00	220.00

WJAR-TV, 15kw-aur., 30kw-vis., Chan. 11, NBC, Weed

N	40.00	40.00	65.00	100.00	150.00	250.00

WNAF, 500w-D, 1290kc, Friedenberg

D	4.00	6.00	12.00	24.00	36.00	60.00

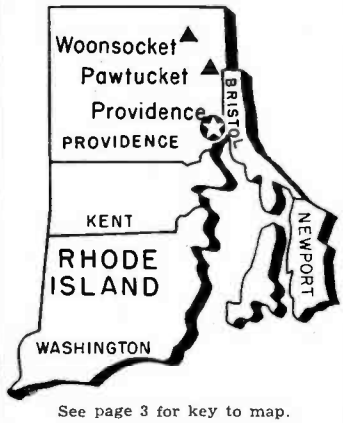
WPRO, 5kw, 630kc, CBS, Raymer, Hooper

D	15.00	15.00	24.00	48.00	72.00	120.00
N	30.00	34.00	48.00	96.00	144.00	240.00

WRIB, 250w, 1220kc

D	6.00	9.00	18.00	36.00	60.00	90.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.



See page 3 for key to map.

* * *

WPJB-FM, Chan. 286, 105.1mc, 20kw, Walker

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	6.00	12.00	18.00	30.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WLIV-FM Chan. 299, 107.7mc, 20kw

D	1.80	3.00	5.00	15.00	20.00	30.00
N	4.80	6.00	10.00	30.00	40.00	60.00

WESTERLY, Washington, 3,700 fam., 98.5% radio, 3,640 radio fam.

WERI, 250w, 1230kc

D	3.50	4.50	9.00	18.00	30.00	50.00
N	5.50	7.50	15.00	30.00	48.00	80.00

WOONSOCKET, Providence, 15,700 fam., 98.5% radio, 15,460 radio fam.

WWON, 250w, 1240kc, Ra-Tel.

D	5.85	7.20	14.40	25.92	43.20	72.00
N	6.50	8.00	16.00	32.00	48.00	80.00

* * *

MARKET INDICATORS FOR RHODE ISLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	748,000	'48	713,000	'40
Increase over 1940	4.8%			
% of U.S.	0.51%	'48	0.54%	'40
BMB Families	214,600	'49	205,100	'46
Percent Radio	98.8%	'49	97.7%	'46
Radio Families	211,970	'49	200,300	'46
Business Concerns	14,709	'47	12,509	'39
Manufacturing Establishments	2,213	'47	1,399	'39
Non-Agricultural Employment	257,323	'47	244,000	'39
Manufacturing Employment	128,000	'47	106,000	'39
Income	$1,133,000,000	'47	511,000,000	'40
Increase over 1940	122%			
Per Capita Income	$ 1,521	'47	715	'40
Increase over 1940	113%			
Construction (Private)	$ 54,900,000	'47	19,200,000	'39
Residential	$ 30,400,000	'47	10,300,000	'39
Non-Residential	$ 12,600,000	'47	5,000,000	'39
Retail Sales	$ 735,869,000	'48	700,802,000	'47
Value Added by Manufacture	$ 657,000,000	'47	238,000,000	'39

* * * * * * * * *

RHODE ISLAND RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Bristol	6,600	99.2	6,550	15,887	7,542	4,888	27,181
Kent	18,500	98.7	18,260	47,197	12,138	6,589	35,112
Newport	15,900	98.7	15,690	49,645	5,531	2,539	2,719
Providence	161,600	98.9	159,820	582,158	216,557	123,442	575,385
Washington	12,000	97.1	11,650	40,982	7,613	4,192	18,022

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

in New England's 2nd Largest Market

BIGGEST AUDIENCES LISTEN TO WPRO

WPRO

HOOPER STATION AUDIENCE INDEX*
CITY: Providence, Pawtucket, R.I. MONTHS: Dec., 1948 thru Apr., 1949
SHARE OF AUDIENCE

TIME	WPRO	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
MON. thru FRI. 8 A.M.-NOON	38.5	17.5	20.9	13.5	4.5	2.0	1.8
MON. thru FRI. NOON-6 P.M.	31.8	20.0	18.8	11.8	11.2	5.7	1.6
SUN. thru SAT. 6-10:30 P.M.	35.4	26.9	14.8	18.3	(Off Local Sunset)		

PROVIDENCE

BASIC CBS 5000 WATTS

AM & FM 630 KC.

Represented by Raymer

**All latest seasonal reports (available on request) show WPRO FIRST in Share of Audience.*

YOUR SALES WILL SPIRAL TO A NEW HIGH

IN...

The rich, Carolina Piedmont Area!

WHERE...

The largest, eager-to-buy audiences* are ready with more than $596,485,000** to spend!

JUST...

AIR YOUR WARES OVER WSPA
SOUTH CAROLINA'S LARGEST STATION
SPARTANBURG, S. C.

The Dominant Station With The Only CBS Coverage For South Carolina's Primary Market -- Spartanburg-Greenville!

*HOOPER RATING -- Winter 1949

8:00 AM -- 12:00 N. 63.2
(Mon. thru Fri.)

12:00 N -- 6:00 PM 53.6
(Mon. thru Fri.)

6:00 PM -- 10:00 PM 67.6
(Sun. thru Sat.)

•

Represented By:
John Blair & Company
Harry E. Cummings
Southeastern Representative
Roger A. Shaffer
Managing Director
Guy Vaughan, Jr., *Sales Manager*

CBS Station For The Spartanburg-Greenville Market

5,000 Watts - 950 On Your Dial

WSPA-AM and WSPA-FM Are Sold As A Single Service

* Check BMB and Hooper!
** Sales Management's 1949 Survey of Buying Power.

SOUTH CAROLINA



See page 3 for key to map.

SPOT RATE FINDER

ANDERSON, Anderson, 7,600 fam., 85.1% radio, 6,470 fam.

WAIM, 250w, 1230kc, CBS, Burn-Smith, BMB

	SB	1M	5M	15M	30M	1HR
D	7.00	7.00	18.00	36.00	54.00	90.00
N	7.00	7.00	18.00	36.00	54.00	90.00

WCAC-FM, Chan 109, 101.1mc, 41kw, Burn-Smith Bonus

WANS, 1kw, 1280kc.

D		2.00	9.00	22.00	44.00	65.00

BENNETTSVILLE, Marlboro, 1,600 fam., 80.1% radio ,1,280 radio fam.

WBSC, 250w, 1400kc, MBS, McGillvra

D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

CAMDEN, Kershaw, (no city data available)

WACA, 1kw-D, 1590kc

D		3.00	8.40	14.40	24.20	38.40

CHARLESTON, Charleston, 25,500 fam., 80.6% radio, 20.550 radio fam.

4 AM affiliates, average 1-time rate

D	5.00	5.13	10.00	18.75	19.13	51.88
N	10.66	10.67	21.67	40.00	61.67	108.27

WCSC, 5kw, 1390, CBS, Free & Peters, BMB, Hooper

D	6.00	6.00	12.00	20.00	32.50	62.50
N	12.00	12.00	25.00	40.00	65.00	125.00

WFAK, 1kw-D, 730kc, MBS, Forjoe

D	4.50	4.50	8.00	15.00	24.00	45.00

WHAN, 250w, 1340kc, ABC, Young, BMB, Hooper

D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WTMA, 5kw-D, 1kw-N, 1250kc, NBC, Hollingbery

D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WUSN, 250w, 1450kc, MBS, Cooke, Hooper

D	4.00	4.00	8.00	15.00	23.00	38.00
N	7.00	7.00	15.00	30.00	45.00	75.00

CHESTER, Chester, 2,700 fam., 83.1% radio, 2,240 radio fam.

WGCD, 250w, 1490kc, MBS, McGillvra

D	4.00	4.00	8.00	16.00	24.00	40.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

COLUMBIA, Richland, 21,400 fam., 86.0% radio, 18,400 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1HR
D	6.25	6.25	12.13	21.75	35.75	57.75
N	9.50	9.50	14.75	35.00	56.25	93.75

WCOS, 250w, 1400kc, ABC, Taylor-Boroff, Hooper, Conlan

D	5.00	5.00	12.50	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

WIS, 5kw, 560kc, NBC, Free & Peters, Hooper, BMB

D	10.00	10.00	16.00	32.00	48.00	80.00
N	17.00	17.00	28.00	56.00	84.00	140.00

WKIX, 1kw-D, 500w-N, 1320kc, CBS, Avery-Knodel, BMB, Hooper

D	5.00	5.00	8.00	15.00	23.00	38.00
N	7.00	7.00	15.00	30.00	45.00	75.00

WNOK, 250w, 1230kc, MBS, Forjoe, Hooper

D	5.00	5.00	12.00	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

CONWAY, Horry, 2,100, 79.0% radio, 1,660 radio fam.

WLAT, 250w, 1490kc, MBS, McGillvra, Conlan

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

DILLON, Dillon, 1,300 fam., 81.0% radio, 1,050 radio fam.

WDSC, 1kw, 800kc, MBS, McGillvra, BMB

D		5.00	10.00	20.00	30.00	50.00
N		5.00	10.00	20.00	30.00	50.00

FLORENCE, Florence, 7,300 fam, 82.0% radio, 5,990 radio fam.

WJMX, 5kw-D, 970kc, Walker, BMB

D	5.00	7.50	15.00	25.00	35.00	65.00

WOLS, 250w, 1230kc, ABC, McGillvra, Conlan

D	3.60	4.80	9.60	19.20	28.80	48.00
N	4.50	6.00	12.00	24.00	36.00	60.00

GAFFNEY, Cherokee, 2,300 fam., 86.7% radio, 1,990 radio fam.

WFGN, 250w, 1570kc

D	1.80	1.80	3.35	6.65	13.25	26.50
N	1.95	1.95	3.70	7.25	14.50	29.00

(Continued on page 172)



WFBC Serves 853,700* People whose purchases in 1948 were $507,606,000**

MAKE IT YOUR 1st MARKET IN S. C.

*U. S. Census Figures 6 N. C. Counties, 5 Ga. Counties, and 14 S. C. Counties where WFBC enjoys greater listening popularity than any other station!

**Sales Management 1949 Survey of Buying Power. Estimated Retail Sales in above counties.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

CLEAR CHANNEL

•

Charleston's only station below 1200 kc

Coastal Carolina's Strongest Voice

WFAK

Radiating From

CHARLESTON

730 kc

One of America's GREAT MAIL-PULL Stations

•

Ask Forjoe

SOUTH CAROLINA

SPOT RATE FINDER

(Continued from page 171)

GREENVILLE, Greenville, 20,000 fam, 83.8% radio, 16,760 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1HR
D	7.07	7.07	13.33	28.00	38.00	63.33
N	12.00	12.00	24.00	48.00	72.00	120.00

WESC, 5kw, 660kc, MBS. McGillvra, Conlan

D	7.00	7.00	15.00	28.00	42.00	70.00

WESC-FM, Chan. 223, 92.5mc, 12kc, McGillvra Bonus—Days only

N	3.50	3.50	7.50	14.00	21.00	35.00

WFBC, 5kw, 1330kc, NBC, Avery-Knodel, Conlan

D	7.50	7.50	15.00	28.00	42.00	70.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WMRC, 5kw, 1440kc, ABC, Burn-Smith

D	7.00	7.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

GREENWOOD, Greenwood, 5,000 fam., 83.5% radio, 4,180 radio fam.

WCRS, 250w, 1450kc, NBC, McGillvra

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WCRS-FM, Chan. 239, 95.7mc, 8.6kw, NBC, McGillvra

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

HARTSVILLE, Darlington, 1,800 fam., 76.7% radio, 1,380 radio fam.

WHSC, 250w, 1450kc, MBS

D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

LAURENS, Laurens, 2,700 fam., 84.0% radio, 2,270 radio fam.

WLBG, 250w, 860kc

D	5.00	5.00	6.50	15.00	25.00	40.00

MYRTLE BEACH, Horry, (No city data avail.)

WMRA, 250w, 1450kc, McGillvra

D	3.00	3.00	6.00	12.00	21.00	30.00
N	3.00	3.00	6.00	12.00	21.00	30.00

MULLINS, Marlon, (No city data avail.)

WJAY, 1kw, 1280kc

D	3.00	3.50	9.00	18.00	27.00	45.00

NEWBERRY, Newberry, 2,700 fam., 84.2% radio, 2,270 radio fam.

WKDK, 250w, 1240kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	2.30	3.16	5.06	11.50	21.95	41.40
N	2.30	3.16	5.06	11.50	21.95	41.40

ORANGEBURG, Orangeburg, 5,200 fam., 78.0% radio, 4,060 radio fam.

WRNO, 250w, 1450kc, MBS

D	4.00	4.00	8.00	18.00	25.00	35.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WTND, 1kw-D, 1270kc, Continental

D	4.50	4.50	10.00	20.00	30.00	50.00

ROCK HILL, York, 6,500 fam., 89.3% radio, 5,800 radio fam.

WRHI, 250w, 1340kc, MBS

D	4.00	4.50	9.00	17.00	30.00	50.00
N	4.00	4.50	9.00	17.00	30.00	50.00

WTYC, 1kw, 1150kc

D	6.00	8.00	12.00	24.00	36.00	60.00

SPARTANBURG, Spartanburg, 12,200 fam., 86.1% radio, 10,500 radio am.

2 AM affiliates, average 1-time rates

D	6.75	6.75	13.50	27.00	40.50	67.50
N	9.75	9.75	21.25	39.00	58.50	97.50

WORD, 250w, 1400kc, ABC, Taylor-Boroff

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	17.50	28.00	42.00	70.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

MARKET INDICATORS FOR SOUTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,991,000	'48	1,900,000	'40
Increase over 1940	4.8%			
% of U.S.	1.36%	'48	1.44%	'40
BMB Families	489,400	'49	455,000	'46
Percent Radio	83.2%	'49	71.2%	'46
Radio Families	406,950	'49	324,000	'46
Business Concerns	21,358	'47	15,448	'39
Manufacturing Establishments	2,138	'47	1,300	'39
Non-Agricultural Employment	336,331	'47	292,000	'39
Manufacturing Employment	176,000	'47	126,000	'39
Income	$1,517,000,000	'47	545,000,000	'40
Increase over 1940	178%			
Per Capita Income	$ 778	'47	286	'40
Increase over 1940	172%			
Construction (Private)	$ 87,600,000	'47	30,300,000	'39
Residential	$ 33,100,000	'47	16,500,000	'39
Non-Residential	$ 33,100,000	'47	6,900,000	'39
Retail Sales	$1,101,783,000	'48	1,095,071,000	'47
Value Added by Manufacture	$ 795,000,000	'47	169,000,000	'39

* * *

WSPA, 5kw, 950kc, CBS, Blair, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	17.00	34.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

SENECA, Oconee, (No city data avail.)

WSNW, 1kw, 1150kc.

D	5.00	10.00	25.00	35.00	60.00

SUMTER, Sumter, 8,600 fam., 80.1% radio, 6,890 radio fam.

WFIG, 250w, 1340kc, MBS, McGillvra, Conlan

D	5.00	5.00	10.00	18.00	28.00	40.00
N	6.00	6.00	14.00	24.00	30.00	50.00

WATERBORO, Colleton, 1,500 fam., 80.8% radio, 1,210 radio fam.

WALD, 250w, 1490kc, MBS

D	5.00	15.00	25.00	40.00	60.00	
N	5.00	15.00	25.00	40.00	60.00	

for the facts on WSPA

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

* * * * * *

SOUTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Abbeville	4,800	80.2	3,850	7,947	2,442	1,199	12,479
Aiken	13,100	84.0	11,000	19,884	8,631	3,822	19,499
Allendale	2,800	78.1	2,190	3,990	756	264	
Anderson	22,100	86.3	19,070	48,144	20,091	8,673	64,476
Bamberg	3,900	77.7	3,030	8,143	1,607	584	
Barnwell	4,200	77.7	3,260	6,622	749	265	
Beaufort	6,600	76.6	5,060	7,996	1,329	421	
Berkeley	5,800	78.8	4,570	6,148	1,550	486	
Calhoun	3,300	77.6	2,560	5,673	838	241	
Charleston	51,900	82.0	42,560	116,756	27,849	12,560	39,617
Cherokee	7,000	86.3	6,040	13,964	5,219	2,044	17,568
Chester	6,900	84.2	5,810	16,057	5,965	2,682	15,701
Chesterfield	7,100	81.5	5,790	13,391	2,819	967	
Clarendon	5,800	77.2	4,480	9,336	1,197	441	
Colleton	6,300	77.3	4,870				
Darlington	10,700	80.7	8,630	22,779	6,760	3,222	18,367
Dillion	6,000	80.7	4,840	12,152	1,805	622	
Dorchester	5,100	80.0	4,080	7,684	1,538	537	
Edgefield	3,900	80.0	3,120	6,181	1,253	432	
Fairfield	5,000	79.7	3,990	8,371	3,329	1,400	
Florence	17,300	81.5	14,100	46,387	7,705	2,890	
Georgetown	6,500	79.1	5,140	12,459	6,513	2,895	D
Greenville	41,500	89.2	37,020	130,923	45,544	22,251	128,045
Greenwood	11,400	85.4	9,740	29,985	16,303	7,426	48,723
Hampton	4,100	78.0	3,200	4,562	2,138	784	
Horry	11,300	79.6	8,990	25,916	3,737	1,291	
Jasper	2,200	78.4	1,720	2,027	911	277	
Kershaw	8,500	79.0	6,720	12,148	3,482	1,408	
Lancaster	5,400	86.8	4,690	15,517	6,860	3,253	26,128
Laurens	9,300	84.2	7,830	20,801	8,349	4,059	30,590
Lee	4,400	75.8	3,340	9,124	621	184	
Lexington	9,200	85.1	7,830	12,756	3,443	1,231	
McCormick	2,000	77.8	1,560	2,763	1,013	261	
Marion	6,600	79.1	5,220	16,332	2,615	977	
Marlboro	6,900	79.4	5,480	13,685	2,869	1,128	
Newberry	7,800	82.8	6,460	17,512	6,860	3,000	18,349
Oconee	7,600	84.8	6,440	13,555	2,974	1,091	14,920
Orangeburg	16,600	78.3	13,000	30,568	5,096	2,015	8,975
Pickens	9,100	88.5	8,050	15,468	7,094	2,946	17,629
Richland	36,600	86.4	31,620	121, 518	28,783	12,907	28,011
Saluda	3,500	80.6	2,820	3,646	669	182	
Spartanburg	35,200	88.5	31,150	94,680	33,175	15,814	113,225
Sumter	13,300	78.6	10,450	34,140	6,946	2,820	9,546
Union	6,000	84.4	5,060	16,923	6,571	3,156	28,660
Williamsburg	8,100	76.2	6,170	12,133	1,644	494	
York	16,700	85.9	14,350	34,523	12,581	5,890	41,665

D—Data withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

SOUTH DAKOTA

SPOT RATE FINDER

ABERDEEN, Brown, 6,400 fam., 98.5% radio, 6,300 radio fam.

KSDN, 1kw, 930kc, MBS, Sears & Ayer

	SB	1M	5M	15M	30M	1HR
D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

DEADWOOD, Lawrence, 1,400 fam., 94.4% radio, 1,320 radio fam.

KDSJ, 250w, 1450kc, Clark

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

HURON, Beadle, 3,900 fam., 97.3% radio, 3,790 radio fam.

KIJV, 250w, 1340kc, MBS

D	3.00	5.00	12.00	24.00	36.00	60.00

MITCHELL, Davison, 3,100 fam., 96.8% radio, 3,000 radio fam.

KORN, 250w, 1490kc, MBS

D	3.75	5.00	10.00	20.00	30.00	50.00
N	4.50	6.00	12.00	24.00	36.00	60.00

PIERRE, Hughes, 1,700 fam., 96.7% radio, 1,640 radio fam.

KGFX, 200w-D, 630kc, Continental, BMB

D	2.00	2.50	10.00	25.00	36.00	60.00

RAPID CITY, Pennington, 7,700 fam., 95.8 radio, 7,380 radio fam.

KOTA, 5kw, 1380kc, CBS, Donahue, Hooper

D	7.50	9.00	18.00	36.00	54.00	90.00
N	9.00	12.50	25.00	50.00	75.00	125.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

SIOUX FALLS, Minnehaha, 14,800 fam., 97.5% radio, 14,430 radio fam.

2 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.50	8.00	15.00	30.00	45.00	75.00
N	10.15	12.50	22.00	44.00	66.00	110.00

2 AM non-affiliates average one-time rates

D	4.50	5.75	11.50	23.00	34.00	75.00
N	6.00	8.20	17.75	32.00	48.00	80.00

KELO, 5kw, 1320kc, NBC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	26.00	52.00	78.00	130.00

KIHO, 1kw, 1270kc, MBS, Raymer

D	5.00	6.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

KISD, 250w, 1230kc, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	8.40	17.50	28.00	42.00	70.00

KSOO, 5kw, 1140kc, Avery-Knodel, Conlan

D	5.00	6.50	15.00	30.00	45.00	75.00
N	6.00	8.00	18.00	36.00	54.00	90.00

WATERTOWN, Codington, 3,800 fam., 97.0% radio, 3,690 radio fam.

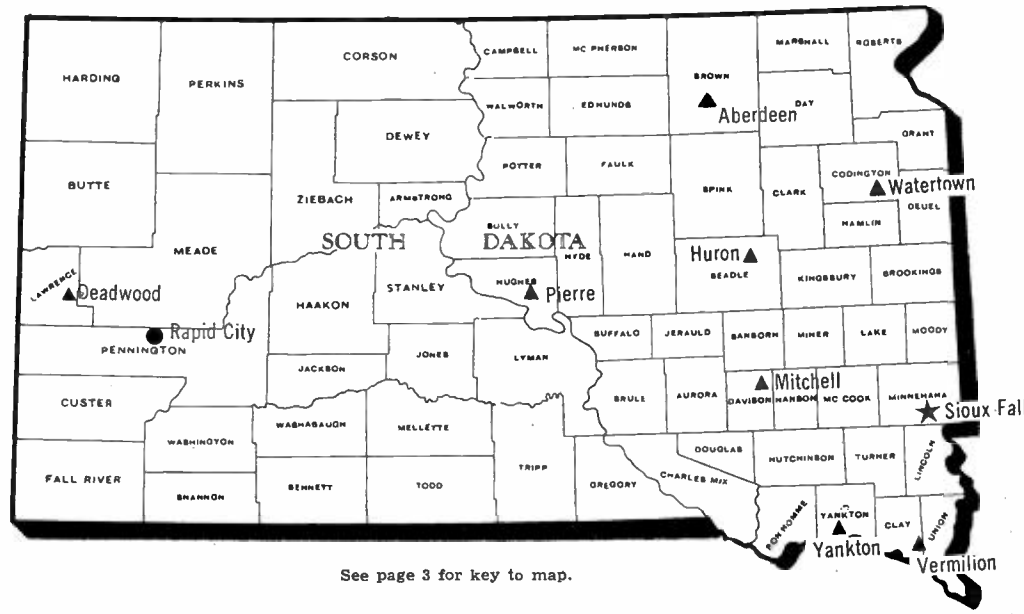
KWAT, 250w, 1240kc, Lawson

	SB	1M	5M	15M	30M	1 Hr
D	3.50	6.00	10.00	20.00	30.00	40.00
N	3.50	6.00	10.00	20.00	30.00	40.00

YANKTON, Yankton, 2700 fam., 96.9% radio, 2620 radio fam.

WNAX, 5kw, 570kc, ABC, Katz, BMB.

D	14.00	21.00	26.00	52.00	78.00	130.00
N	18.00	27.00	37.50	75.00	140.00	275.00



See page 3 for key to map.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

THE 5000 WATT VOICE FOR
NBC
IN THE *RICH* GRAIN BELT OF
- SOUTH DAKOTA
- N. WEST IOWA
- S. WEST MINNESOTA

ALL OF
The COVERAGE
The PROGRAMS
The EXPERIENCE
DEMANDED OF A SUCCESSFUL ADVERTISING MEDIUM

THE
JOHN E. PEARSON
CO.

MARKET INDICATORS FOR SOUTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	623,000	'48	643,000	'40
Increase over 1940	—3.2%			
% of U.S.	0.43%	'48	0.49%	'40
BMB Families	170,700	'49	150,600	'46
Percent Radio	95.9%	'49	91.4%	'46
Radio Families	163,660	'49	137,700	'46
Business Concerns	10,806	'47	12,057	'39
Manufacturing Establishments	494	'47	450	'39
Non-Agricultural Employment	67,606	'47	80,000	'39

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Manufacturing Employment	8,000	'47	5,000	'39
Income	$ 779,000,000	'47	242,000,000	'40
Increase over 1940	222%			
Per Capita Income	$ 1,348	'47	376	'40
Increase over 1940	259%			
Construction (Private)	$ 39,400,000	'47	9,000,000	'39
Residential	$ 12,100,000	'47	2,500,000	'39
Non-Residential	$ 4,000,000	'47	1,300,000	'39
Retail Sales	$ 663,370,000	'48	554,577,000	'47
Value Added by Manufacture	$ 51,000,000	'47	20,000,000	'39

* * * * * * * * * * * *

SOUTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Aurora	1,300	94.1	1,220	3,143	168	45	
Beadle	5,600	96.3	5,390	26,672	3,408	1,668	D
Bennett	800	89.4	720	1,847	109	43	
Bon Homme	2,700	95.1	2,570	6,990	488	141	
Brookings	4,000	97.1	3,880	20,217	1,400	522	
Brown	8,300	97.9	8,130	44,704	5,077	2,342	2,958
Brule	1,600	95.1	1,520	6,507	440	159	
Buffalo	600	91.7	550	396	15	5	
Butte	2,200	96.0	2,110	12,817	919	361	
Campbell	1,100	94.7	1,040	1,847	65	22	
Charles Mix	3,100	93.3	2,890	6,638	523	150	
Clark	2,200	96.5	2,120	5,803	334	105	
Clay	2,900	96.8	2,810	8,663	719	233	
Codington	4,700	96.8	4,550	30,818	2,917	1,356	3,749
Corson	1,700	96.0	1,630	3,144	122	36	
Custer	1,400	93.2	1,300	6,002	654	268	
Davison	4,800	96.4	4,630	28,185	3,077	1,301	
Day	3,400	96.3	3,270	11,783	760	250	
Deuel	1,800	96.7	1,740	4,617	228	62	
Dewey	1,300	93.3	1,210	3,120	123	40	
Douglas	1,500	94.7	1,420	3,694	167	57	
Edmunds	1,700	95.6	1,630	4,331	334	140	
Fall River	1,900	94.5	1,800	7,826	733	261	
Faulk	1,300	96.7	1,260	3,605	207	64	
Grant	2,600	97.7	2,540	8,178	710	304	
Gregory	2,300	93.9	2,160	6,178	332	101	
Haakon	1,000	95.8	960	3,561	186	67	
Hamlin	1,800	96.3	1,730	4,947	312	101	
Hand	1,700	96.8	1,650	5,320	345	115	
Hanson	1,300	95.6	1,240	2,264	114	33	
Harding	800	93.5	750	1,430	66	21	
Hughes	2,000	96.0	1,920	10,729	846	324	
Hutchinson	2,800	95.0	2,660	8,266	557	185	
Hyde	800	96.3	770	3,034	125	43	
Jackson	1,000	94.1	940	1,957	129	38	
Jerauld	1,100	96.2	1,060	3,957	258	75	
Jones	600	95.2	570	2,155	94	34	
Kingsbury	2,700	96.0	2,590	8,926	566	181	
Lake	3,100	96.9	3,000	13,125	967	384	
Lawrence	4,100	96.4	3,950	22,277	3,692	1,935	
Lincoln	3,500	97.1	3,400	9,014	639	198	
Lyman	1,200	94.9	1,140	3,276	108	32	
McCook	2,300	95.8	2,200	6,002	431	143	
McPherson	1,800	93.4	1,680	3,890	270	95	
Marshall	2,000	96.1	1,920	7,936	408	146	
Meade	2,500	93.8	2,350	7,936	480	160	
Mellette	800	90.3	720	1,340	38	9	
Miner	1,700	95.9	1,630	4,068	257	84	
Minnehaha	19,400	97.5	18,920	110,903	16,716	8,809	27,462
Moody	2,500	97.2	2,430	7,322	415	138	
Pennington	9,100	95.5	8,690	50,004	5,382	2,382	4,499
Perkins	1,500	94.8	1,420	5,409	452	160	
Potter	1,200	96.4	1,160	4,463	255	87	
Roberts	4,100	95.8	3,930	11,432	694	212	
Sanborn	1,400	94.7	1,330	3,561	259	74	
Shannon	1,600	87.0	1,390	1,165	29	5	
Spink	3,300	97.5	3,220	10,376	774	283	
Stanley	500	96.2	480	1,230	59	19	
Sully	600	95.6	570	1,452	87	26	
Todd	1,700	88.7	1,510	1,583	12	3	
Tripp	2,400	94.8	2,280	10,047	776	278	
Turner	3,500	96.4	3,370	8,618	567	174	
Union	2,800	96.5	2,700	8,575	524	173	
Walworth	1,900	96.9	1,840	7,431	614	220	
Washabaugh	400	86.8	350	307	9	4	
Washington	500			265			
Yorkton	4,900	95.3	4,670	15,257	1,761	747	
Zieback	900	92.3	830	835	40	8	

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

TENNESSEE

SPOT RATE FINDER

ATHENS, McMinn, 3,000 fam., 89.1% radio, 2,670 radio fam.

WLAR, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	5.00	9.00	16.00	30.00
N	3.00	4.00	8.00	18.00	32.00	60.00

BRISTOL, Sullivan, 9,100 fam., 91.2% radio, 8,330 radio fam.

WOPI, 250w, 1490kc, NBC, Burn-Smith

D	5.46	5.46	13.65	21.84	32.76	54.60
N	7.80	7.80	17.55	27.30	46.80	78.00

WOPI-FM, Ch. 245, 10.4kw, 96.9mc,, Burn-Smith

D	2.00	2.00		6.00	12.00	24.00
N	2.50	2.50		7.50	15.00	30.00

CHATTANOOGA Hamilton, 40,600 fam., 89.7% radio, 36,420 radio fam.

4 AM affiliates, average one time rate

D	8.12	9.00	12.63	22.00	38.00	65.00
N	14.12	15.00	24.75	52.00	79.00	130.00

WAGC, 250w, 1450kc, MBS, Rambeau, Hooper

D	5.00	6.00	10.00	20.00	30.00	50.00
N	8.00	10.00	18.00	40.00	60.00	100.00

WAPO, 5kw-d, 1kw-n, 1150kc, NBC, Headley-Reed, Hooper, Conlan

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

WDEF, 5kw-d, 1kw-n, 1370kc, ABC, Branham, Hooper, Conlan

D	7.50	10.00	12.50	28.00	42.00	70.00
N	12.50	14.00	25.00	56.00	84.00	140.00

WDOD, 5kw, 1310kc, CBS, Raymer

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

WDXB, 250w, 1490kc, Forjae, Hooper

D	5.00	6.00	11.05	21.45	35.75	61.75
N	5.00	6.00	11.05	21.45	35.75	61.75

WVUN-FM, Ch. 251, 4.2kw, 98.1mc

D	1.25	1.25	2.00	5.50	10.00	15.00
N	2.00	2.00	3.25	8.50	15.00	25.00

CLARKSVILLE, Montgomery, 5,100 fam., 85.4% radio, 4,360 radio fam.

WJZM, 250w, 1400kc, MBS, Rural Radio, Conlan

D	4.00	4.00	7.00	12.50	24.00	40.00
N	4.00	4.00	7.00	12.50	24.00	40.00

CLEVELAND, Bradley, 4,900 fam., 91.0% radio, 4,460 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WBAC, 250w, 1340kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.50	2.50	7.50	12.50	21.88	37.50
N	2.50	2.50	7.50	12.50	21.88	37.50

COLUMBIA, Maury, 4,700 fam., 87.0% radio, 4,090 radio fam.

WKRM, 250w, 1340kc, MBS

D	2.40	3.00	4.20	8.40	14.40	24.00
N	3.20	4.00	5.60	11.20	19.20	32.00

COOKEVILLE, Putnam, 1,800 fam., 92.0% radio, 1,660 radio fam.

WHUB, 250w, 1400kc, CBS, Continental

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

DYERSBURG, Dyer, 4,300 fam., 85.7% radio, 3,690 radio fam.

WDSG, 250w, 1450kc, MBS

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

ELIZABETHTON, Carter, 3,600 fam., 91.9% radio, 3,310 radio fam.

WBEJ, 250w, 1240kc, MBS

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

FAYETTEVILLE, Lincoln, 1,900 fam., 88.2% radio, 1,680 radio fam.

WEKR, 250w, 1240kc, MBS

D	3.25	3.25	7.50	14.50	26.00	40.00
N	3.25	3.25	7.50	14.50	26.00	40.00

GALLATIN, Sumner, 2,000 fam., 86.1% radio, 1,720 radio fam.

WHIN, 1kw-d, 1010kc

D		3.00	6.50	13.00	25.00	40.00

GREENVILLE Greene. 2,600 fam., 87.1% radio, 2,260 radio fam.

WGRV, 250w, 1340kc, MBS

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

HARRIMAN, Roane, 1,900 fam., 87.8% radio, 1,670 radio fam.

WHBT, 250w, 1230kc, Continental

D	5.00	5.00	8.00	15.00	24.00	40.00
N	5.00	5.00	8.00	15.00	24.00	40.00

JACKSON, Madison, 11,200 fam., 84.4% radio, 9,450 radio fam.

2 AM affiliates, average one time rate

D	3.50	5.50	8.00	17.00	27.00	45.00
N	5.00	7.50	14.00	31.00	46.50	77.50

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See page 3 for key to map.

MARKET INDICATORS FOR TENNESSEE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,149,000	'48	2,916,000	'40
Increase over 1940	0.8%			
% of U.S.	2.16%	'48	2.22%	'40
BMB Families	830,800	'49	770,000	'46
Percent Radio	87.0%	'49	79.2%	'46
Radio Families	722,520	'49	610,000	'46
Business Concerns	38,822	'47	30,090	'39
Manufacturing Establishments	3,345	'47	2,225	'39
Non-Agricultural Employment	561,633	'47	447,000	'39
Manufacturing Employment	192,000	'47	131,000	'39
Income	$2,830,000,000	'47	927,000,000	'40
Increase over 1940	205%			
Per Capita Income	$ 916	'47	317	'40
Increase over 1940	189%			
Construction (Private)	$ 149,200,000	'47	42,000,000	'39
Residential	$ 59,100,000	'47	20,900,000	'39
Non-Residential	$ 53,900,000	'47	9,300,000	'39
Retail Sales	$2,011,761,000	'48	1,845,698,000	'47
Value Added by Manufacture	$ 956,000,000	'47	318,000,000	'39

* * *

WDXI, 5kw-d, 1kw-n, 1310kc, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	3.00	6.00	8.00	18.00	30.00	50.00
N	4.00	8.00	12.00	30.00	45.00	75.00

WPLI, 250w, 1490kc, McGillvra

D	3.50	5.00	9.00	18.00	30.00	52.00
N	3.50	5.00	9.00	18.00	30.00	52.00

WTJS, 1kw, 1390kc, ABC, Branham, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	16.00	32.00	48.00	80.00

WTJS-FM, Ch. 264, 100.1mc, 50kw, Branham Bonus

JOHNSON CITY, Washington, 8,300 fam., 89.6% radio, 7,440 radio fam.

WETB, 100w-D, 790kc

D	3.50	5.00	9.40	18.90	29.60	50.00

WJHL, 5kw-d, 1kw-n, 910kc, ABC, Pearson, Conlan

D	10.00	10.00	15.00	25.00	50.00	100.00
N	12.00	12.00	20.00	30.00	60.00	120.00

WJHL-FM, Ch. 264, 100.7mc Bonus

KINGSPORT, Sullivan, 5,000 fam., 93.1% radio, 4,660 radio fam.

WKPT, 250w, 1400kc. NBC, Cooke, Dobson

D	5.00	5.00	9.30	18.00	30.00	50.00
N	7.50	7.50	13.75	27.00	45.00	75.00

WKPT-FM, Ch. 253, 98.5mc, 44kw, Larenzen & Thampson

KNOXVILLE, Knox, 40,700 fam., 91.1% radio, 37,080 radio fam.

4 AM affiliates, average one time rate

D	11.00	10.00	15.00	31.50	47.25	91.25
N	20.66	17.75	27.50	54.75	89.00	145.00

WBIR, 250w, 1240kc, ABC, Bolling

	SB	1M	5M	15M	30M	1 Hr
D		7.00	10.00	24.00	36.00	60.00
N		9.00	15.00	30.00	60.00	120.00

WIBK, 1kw-d, 800kc, Cooke, Hooper, O'Conner

D		5.30	10.20	18.70	29.80	51.00
N		7.19	13.80	22.00	40.00	69.00

WKGN, 250w, 1340kc, MBS, Forjoe, Hooper

D	6.00	6.00	9.00	20.00	30.00	50.00
N	8.00	8.00	13.00	25.00	50.00	100.00

WNOX, 10kw, 990kc, CBS, Branham, Hooper

D	15.00	15.00	25.00	50.00	75.00	125.00
N	30.00	30.00	50.00	100.00	150.00	250.00

WROL, 5kw, 620kc, NBC, Blair, Cummings

D	12.00	12.00	16.00	32.00	48.00	80.00
N	24.00	24.00	32.00	64.00	96.00	160.00

WROL-FM, Ch. 247, 76kw, 97.8mc, Blair Bonus

LEWISBURG, Marshall, 2,400 fam., 88.9% radio, 2,130 radio fam.

WJJM, 250w, 1490kc, ABC, Continental, BMB

D	3.00	3.00	6.50	11.50	22.50	35.00
N	3.00	3.00	6.50	11.50	22.50	35.00

MARYVILLE, Blount, 3,000 fam., 92.5% radio, 2,780 radio fam.

WGAP, 250w, 1400kc, MBS

D	5.00	5.00	8.90	14.70	23.60	39.60
N	6.00	6.00	11.90	19.80	35.60	59.20

MC MINNVILLE, Warren, 1,800 fam., 87.4% radio, 1,570 radio fam.

WMMT, 250w, 1230kc, MBS

D	1.65	3.50	7.50	15.00	30.00	50.00
N	1.65	3.50	7.50	15.00	30.00	50.00

(Continued on page 176)

for the facts on WROL

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

TENNESSEE

SPOT RATE FINDER

(Continued from page 175)

MEMPHIS, Shelby, 104,900 fam., 86.9% radio, 91,160 radio fam.

4 AM affiliates, average one time rate

	SB	1M	5M	15M	30M	1 Hr
D	19.12	27.38	33.88	55.68	91.50	144.00
N	30.25	35.50	45.50	87.50	135.00	240.00

3 AM non-affiliates, average one time rate

D	7.50	8.43	13.27	22.48	35.93	60.67
N	8.50	11.10	19.40	31.00	50.00	84.50

WDIA, 250w-D, 730kc, Pearson, Conlan

D	7.00	8.00	9.60	16.80	30.00	51.00

WH8Q, 5kw-D, 1kw-N, 560kc, MBS, Walker, Hooper

D	13.50	16.50	21.50	42.70	64.00	106.00
N	18.00	24.00	34.00	64.00	96.00	160.00

WHHM, 250w, 1340kc, Hooper

D	8.00	12.00	20.00	32.00	48.00	80.00
N	10.00	15.00	25.00	40.00	60.00	100.00

WHHM-FM, Ch. 295, 106.9mc, 10kw Bonus

WMC, 5kw, 790kc, NBC, Branham, BMB

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

* * *

WMCF, Ch. 259, 99.7mc, 260kw, Branham 8onus

WMPS, 10kw-D, 5kw-N, 680kc, ABC, Radio Rep.

	SB	1M	5M	15M	30M	1 Hr
D	23.00	28.00	34.00	68.00	102.00	170.00
N	33.00	38.00	48.00	96.00	144.00	240.00

WREC, 5kw, 600kc, CBS, Katz

D	20.00	25.00	40,00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

WMCT, Ch. 4, 13.6kw vis.; 7,12kw-aur., NBC, 8ranham

N	25.00	30.00	38.00	60.00	90.00	150.00

MORRISTOWN, Hamblen, 3,400 fam., 85.7% radio, 2,910 radio fam.

WCRK, 250w, 1450kc, MBS, Holman

D	4.00	6.00	16.00	24.00	36.00	60.00
N	4.00	6.00	16.00	24.00	36.00	60.00

MURFREESBORO, Rutherford, 3,900 fam., 86.0% radio, 3,350 radio fam.

WGNS, 250w, 1450 kc, M8S, Holman, Conlan

D	5.00	6.00	9.00	28.80	30.00	50.00
N	6.00	8.00	16.00	36.40	48.00	80.00

NASHVILLE, Davidson, 54,300 fam., 90.0% radio, 48,870 radio fam.

4 AM affiliates, average one time rate

D	16.15	18.53	32.68	57.35	89.25	144.00
N	30.75	35.25	61.75	111.00	167.75	270.00

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WKDA, 250w, 1240kc, Forjoe, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.00	16.00	32.00	48.00	80.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WLAC, 50kw, 1510kc, CBS, Raymer, 8MB

D	12.50	15.00	30.00	60.00	90.00	150.00
N	25.00	30.00	60.00	120.00	180.00	300.00

WMAK, 5kw, 1300kc, MBS, Weed, Hooper

D	9.60	9.60	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WSIX, 5kw, 980kc, ABC, Katz, Conlan, Hooper

D	10.00	12.00	24.00	48.00	72.00	120.00
N	17.00	20.00	40.00	80.00	120.00	200.00

WSIX-FM, Ch. 248, 97.5mc, Katz
(No rates available)

WSM, 50kw, 650kc, NBC, Petry, BMB, Hooper

D	32.50	37.50	57.50	90.00	137.50	210.00
N	65.00	75.00	115.00	180.0	275.00	420.00

WSM-FM, Ch. 277, 103.3mc, Petry

D	2.50	2.50	7.50	10.00	15.00	25.00
N	5.00	5.00	7.50	12.50	20.00	35.00

WSM-TV, Ch. 4, 14.4kw,-vis; 7.2kw-aur.
(No rates available)

OAK RIDGE, Anderson, 9,800 fam., 90.6% radio, 8,880 radio fam.

* * *

WATO, 250w, 1490kc, MBS, 8urn-Smith, O'Conner

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	9.00	18.00	27.00	45.00
N	8.50	8.50	14.40	26.00	39.00	65.00

PARIS, Henry, 3,200 fam., 86.7% radia, 2,770 radio fam.

WPTR, 250w-D, 710kc, Holman

D	3.00	4.00	6.00	12.50	22.50	40.00

PULASKI, Giles, 1,700 fam., 85.2% radio, 1,450 radio fam.

WKSR, 250w-D, 730kc, MBS

D	2.50	2.50	7.50	12.50	21.88	37.50

SHELBYVILLE, Bedford, 3,900 fam., 86.3% radio, 3,370 radio fam.

WHAL, 250w, 1400kc, MBS

D	3.00	3.00	7.50	13.00	25.00	40.00
N	3.00	3.00	7.50	13.00	25.00	40.00

UNION CITY, Obion, 2,800 fam., 86.3% radio, 2,420 rodio fam.

WENK, 250w, 1240kc, MBS, Burn-Smith

D	2.50	3.00	5.00	9.00	16.00	30.00
N	3.00	4.00	8.00	18.00	32.00	60.00

WINCHESTER, Franklin, 800 fam., 87.5% radio, 700 radio fam.

WCDT, 250w, 1340kc, MBS

D	3.00	3.00	7.50	14.00	25.00	40.00
N	3.00	3.00	7.50	14.00	25.00	40.00

* * *

TENNESSEE RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Anderson	13,000	88.0	11,440	26,012	24,729	17,526	
Bedford	6,900	88.3	6,090	11,405	3,419	1,449	
Benton	3,300	82.3	2,720	3,443	280	73	
Bledsoe	1,900	81.5	1,550	1,697	510	129	
Blount	12,000	90.7	10,880	20,904	11,620	7,459	D
Bradley	8,900	88.7	7,890	13,720	5,901	2,478	14,788
Campbell	7,300	86.1	6,290	12,088	3,310	1,693	
Cannon	2,500	81.1	2,030	1,714	259	70	
Carroll	7,700	85.4	6,580	8,565	1,777	484	
Carter	8,900	88.8	7,900	14,324	7,370	3,886	D
Cheatham	2,300	85.6	1,970	2,577	202	44	
Chester	2,700	84.0	2,270	2,870	773	225	
Claiborne	5,600	84.2	4,720	4,471	1,747	1,040	
Clay	1,900	81.2	1,540	1,370	163	27	
Cocke	5,300	83.8	4,440	6,151	1,604	596	
Coffee	7,400	85.5	6,330	7,472	3,276	1,162	
Crockett	4,600	85.0	3,910	4,780	412	123	
Cumberland	3,800	82.5	3,140	4,226	841	249	
Davidson	83,300	91.8	76,470	313,470	83,064	40,840	134,030
Decatur	2,500	85.5	2,140	2,333	776	249	
De Kalb	3,200	82.8	2,650	3,280	442	133	
Dickson	4,800	84.9	4,080	7,620	1,312	320	
Dyer	10,100	86.8	8,770	21,284	3,639	1,345	
Fayette	7,100	75.5	5,360	5,564	612	201	
Fentress	2,800	80.2	2,250	3,361	753	239	
Franklin	6,100	87.1	5,310	8,369	2,735	977	
Gibson	13,200	84.3	11,130	18,433	4,528	1,644	7,273
Giles	7,300	84.4	6,160	10,980	2,169	910	
Grainger	2,900	80.2	2,330	2,381	172	48	
Greene	10,000	85.8	8,580	14,782	3,318	1,266	
Grundy	2,700	86.0	2,320	2,202	1,125	636	
Hamblen	5,000	84.9	4,250	10,947	3,420	1,321	
Hamilton	55,300	90.1	49,830	205,006	60,506	29,764	128,851
Hancock	2,400	79.1	1,900	1,174	93	16	
Hardeman	5,900	81.5	4.810	6,199	821	175	
Hardin	3,700	84.4	3,120	3,768	947	282	
Hawkins	7,000	85.6	5,990	6,803	1,299	495	
Haywood	6,900	76.6	5,290	8,304	1,073	298	
Henderson	4,300	84.1	3,620	5,384	822	263	
Henry	7,600	84.4	6,410	11,568	1,983	679	

D—Data withheld to avoid disclosing figures for individual companies.
Sources: Radio Families, Per Cent Radio. BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

Look at the record when it comes to Memphis

WHHM

More Listeners Per Dollar in Memphis

More of Those Happy, Happy Hoopers

More and More Repeat Business

WHHM

INDEPENDENT - - BUT NOT ALOOF

Memphis, Tennessee

NATIONAL REPS:
INDIE SALES

AIMS

Patt McDonald, Manager

BIGGER than two pages

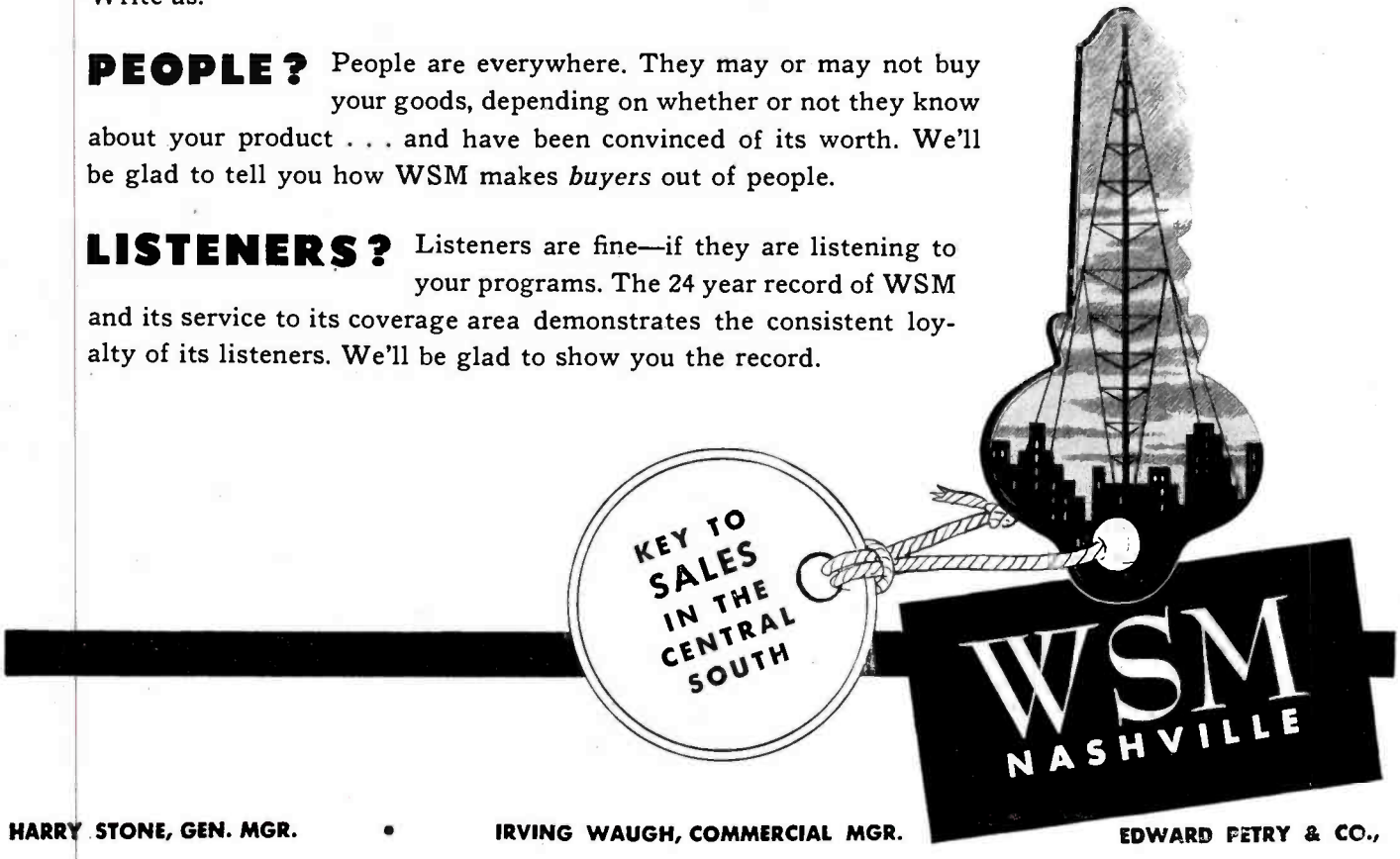
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MARKETS? This Marketbook is crammed with market data. We'll be glad to elaborate on it for the WSM coverage area at your convenience. We'll be talking about more than just Nashville or Tennessee, though, when we discuss WSM.

PROGRAMS? Programs are one of the secrets of the WSM success story. We produce 175 live shows each week. These WSM shows offer all types of radio entertainment and service, and musically they range from the finest in the classical repertoire to the tops in the folk fields. It would take most of the space in this Marketbook to tell you about them. Write us.

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HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. EDWARD PETRY & CO.,

.....the WSM STORY

DO YOU BUY—

BMB? Where are the WSM listeners? How many listen and when do they listen? Write for one of our BMB daytime and nighttime coverage maps for this part of the WSM story.

HOOPER? We now have available the results of a recent Hooper Area Coverage Index for *part* of the WSM coverage area. A survey of 100 counties in 4 states, it will give you an indication of the loyalty and interest of listeners — and buyers—under our big 50,000 watt WSM umbrella. Like to see it?

RESULTS? Results are, of course, what pay off. For 24 years hundreds of advertisers have been more than pleased with the results of programs over WSM. Results show up in mail pull and in sales. Query us on this part of the story.

NAT'L REPRESENTATIVES • 50,000 WATTS • 650 KILOCYCLES • CLEAR-CHANNEL • NBC AFFILIATE

TENNESSEE RADIO MARKET DATA BY COUNTIES

(Continued from page 176)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Hickman	3,200	85.0	2,720	2,888	685	275	
Houston	1,500	86.1	1,290	1,370	306	72	
Humphreys	2,700	84.3	2,280	3,525	821	238	
Jackson	3,000	81.6	2,450	2,773	194	40	
Jefferson	4,600	88.8	4,080	4,748	1,356	512	
Johnson	2,700	82.2	2,220	1,974	266	59	
Knox	58,700	91.1	53,480	217,622	52,183	26,018	74,962
Lake	3,700	82.0	3,030	4,633	1,047	421	
Lauderdale	6,900	82.0	5,660	10,328	1,317	400	
Lawrence	6,700	83.9	5,620	10,458	1,815	567	
Lewis	1,200	86.8	1,040	1,959	817	325	
Lincoln	6,900	86.7	5,980	10,735	2,039	743	
Loudon	5,700	87.9	5,010	7,962	2,768	920	
McMinn	7,600	87.1	6,620	14,031	4,234	1,487	
McNairy	4,300	83.0	3,570	4,795	1,048	307	
Macon	3,600	84.0	3,020	2,758	453	98	
Madison	17,000	85.5	14,540	42,215	9,244	3,788	15,166
Marion	4,700	88.0	4,140	6,770	2,014	764	
Marshall	4,800	88.1	4,230	8,469	2,959	1,215	
Maury	11,600	87.4	10,140	24,513	5,956	2,508	15,113
Meigs	1,300	84.3	1,100	587	203	63	
Monroe	5,600	83.9	4,700	6,020	1,602	514	
Montgomery	9,900	85.1	8,420	16,463	5,857	2,202	
Moore	900	85.6	770	506	167	44	
Morgan	3,300	85.3	2,810	2,692	798	253	
Obion	8,400	88.0	7,390	15,271	3,323	1,192	
Overton	3,800	78.5	2,980	3,280	853	199	
Perry	1,500	85.9	1,290	1,811	236	43	
Pickett	1,200	79.5	950	914	155	31	
Polk	3,300	87.9	2,900	6,655	2,596	1,420	
Putnam	5,800	83.6	4,850	8,877	2,799	804	
Rhea	3,700	87.3	3,230	6,705	1,708	549	
Roane	8,000	85.9	6,870	9,969	4,325	1,647	7,620
Robertson	6,500	84.3	5,480	10,522	2,648	795	
Rutherford	11,600	85.8	9,950	20,144	3,185	1,219	
Scott	3,500	82.8	2,900	4,241	1,297	422	
Sequatchie	1,200	84.2	1,010	947	324	119	
Sevier	5,300	83.9	4,450	6,265	928	302	
Shelby	127,100	86.7	110,200	498,972	115,312	58,881	198,873
Smith	3,700	86.6	3,200	4,992	615	197	
Stewart	2,500	86.6	2,170	2,219	205	37	
Sullivan	21,200	91.2	19,330	63,694	23,310	16,364	96,089
Sumner	8,400	85.6	7,190	9,904	3,412	1,136	
Tipton	7,800	82.0	6,400	9,935	1,516	580	
Trousdale	1,500	87.3	1,310	1,811	237	69	
Unicoi	3,300	86.6	2,860	4,585	2,094	873	
Union	1,900	81.2	1,540	1,273	44	13	
Van Buren	900	83.0	750	342	53	10	
Warren	5,000	84.2	4,210	7,554	2,061	642	
Washington	13,500	88.7	11,970	43,810	10,041	4,484	12,085
Wayne	3,100	82.2	2,550	2,561	1,033	340	
Weakley	7,600	85.4	6,490	10,849	1,894	589	
White	3,800	82.0	3,120	3,916	924	265	
Williamson	6,300	85.5	5,390	8,762	1,467	556	
Wilson	7,200	86.2	6,210	9,186	2,432	773	

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

KFDA

—[AMARILLO]—

is the station the farmers and the "city folks" listen to in the fast growing Amarillo market. Ask a John E. Pearson representative for Hooper statistics and other facts about this "sales-producer"

5000 Watts(D)
1000 Watts(N)

OUR 10TH YEAR IN AMARILLO

KFDA

—A NUNN STATION—

ABC AFFILIATE

Howard P. Roberson, Mgr

TEXAS

SPOT RATE FINDER

ABILENE, Taylar, 16,000 fam., 93.2% radio, 14,910 radio fam.

2 AM affiliates, average 1-time rates

	1M	5M	15M	30M	1 Hr
D	8.25	13.00	24.00	36.00	60.00
N	8.25	13.00	24.00	36.00	60.00

KRBC, 5kw-D, 1kw-N, 1470kc, ABC, Pearson, Hooper, Conlan

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KRBG-FM, chan. 245, 96.9mc, 46kw, JEP Co. Bonus

KWKC, 250w, 1340kc, MBS, Taylor-Boroff, Conlan, Hooper

D	.....	6.50	12.00	20.00	30.00	50.00
N	.....	6.50	12.00	20.00	30.00	50.00

ALICE, Jim Wells, 5,100 fam., 80.5% radio, 4,110 radio fam.

KBKI, 1kw-D, 1070kc, Cooke, G. Grant

D	4.00	5.00	8.00	16.00	24.00	40.00

ALPINE, Brewster, 1,200 fam., 79.8% radio, 960 radio fam.

KVLF, 250w, 1240kc, Taylor-Borroff

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

AMARILLO, Potter, 22,700 fam., 98.5% radio, 21,780 radio fam.

3 AM affiliates, average 1-time rates

D	10.12	10.38	18.13	28.50	44.75	78.75
N	19.66	19.67	33.00	54.00	82.50	140.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

KAMQ, 1kw-D, 1010kc, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	9.00	10.00	20.00	30.00	50.00	80.00

KFDA, 5kw-D, 1kw-N, 1440kc, ABC, Pearson, Hooper

D	.....	10.00	18.00	28.00	45.00	95.00
N	.....	18.00	30.00	50.00	80.00	140.00

KFDA-FM, chan. 262, 100.3mc, 3.4 kw, Pearson Bonus

KGNC, 10kw, 710kc, NBC, Taylor-Borroff

D	13.50	13.50	22.50	36.00	54.00	90.00
N	27.00	27.00	45.00	72.00	108.00	180.00

KLYN, 1kw, 940kc, CBS, Blair, Girard

D	8.00	.....	12.00	20.00	30.00	50.00
N	14.00	.....	24.00	40.00	60.00	100.00

ATHENS, Henderson, 2,000 fam., 85.2% radio, 1,700 radio fam.

KBUD, 250w-D, 1410kc

D	3.50	4.00	6.00	12.50	20.00	35.00

AUSTIN, Travis, 40.900 fam., 89.6% radio, 36,650 radio fam.

3 AM affiliates, average 1-time rates

D	6.75	7.83	13.00	23.33	36.00	56.67
N	11.16	12.67	24.66	43.33	65.00	108.33

for the facts on KLYN

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

KNOW, 250w, 1490kc, ABC, Pearson, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.25	6.00	12.00	20.00	30.00	40.00
N	9.00	10.50	20.00	32.00	48.00	80.00

KTBC, 5kw-D, 1kw-N, 590kc, CBS, Taylor-Borroff

D	9.00	9.00	15.00	26.00	42.00	70.00
N	13.50	13.50	30.00	50.00	75.00	125.00

KTXN, 1kw-D, 1370kc

D	3.00	4.00	8.00	16.00	24.00	40.00

KVET, 1kw, 1300kc, MBS, Forjoe, Conlan, Hooper

D	6.00	7.50	12.00	24.00	36.00	60.00
N	11.00	14.00	24.00	48.00	72.00	120.00

KTBC

Austin, Texas

590 KC

5000 Watts-ls

CBS Network

Lone Star Chain

National Representative

Taylor-Borroff & Co., Inc.

BALLINGER, Runnels, 1,800 fam., 85.3% radio, 1,540 radio fam.

KRUN, 250w, 1400kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.10	5.18	8.64	14.40	24.00	40.00
N	3.10	5.18	8.64	14.40	24.00	40.00

BAY CITY, Matagorda, 3,700 fam., 81.5% radio, 3,020 radio fam.

KIOX, 1kw, 1270kc, MBS, Girard

D	4.00	5.50	8.00	18.00	30.00	50.00
N	4.00	5.50	8.00	18.00	30.00	50.00

BAYTOWN, Harris, 7,600 fam., 94.2% radio, 7,160 radio fam. (Formerly Goosecreek)

2 non-affiliates, average 1-time rates

D	4.75	5.70	11.40	22.80	33.25	57.00
N		7.50	13.00	26.00	39.00	65.00

KRCT, 250w-D, 650kc, McGillvra

D	5.00	6.00	12.00	24.00	35.00	60.00

KREL, 1kw, 1360kc, Conlan

D	4.50	5.40	10.80	21.60	31.50	54.00
N	6.00	7.50	13.00	26.00	39.00	65.00

KREL-FM, chan. 221, 92.1mc, 250w Bonus

BEAUMONT, Jefferson, 32,000 fam., 88.8% radio, 28,420 radio fam.

3 AM non-affiliates, 1-time rates

D	4.33	6.33	10.50	18.17	29.00	40.00

KFDM, 5kw, 560kc, ABC, Free & Peters, Hooper, BMB

D	8.00	10.00	18.75	28.00	42.00	70.00
N	15.00	18.00	37.50	56.00	84.00	140.00

KPBX, 1kw-D, 1380kc, Forjoe

D	5.50	9.00	15.00	24.00	40.00	.....
N	5.50	9.00	15.00	24.00	40.00	.....

KRIC, 250w, 1450kc, Branham

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

KTRM, 250w-D, 990kc, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	2.50	4.00	7.50	12.50	20.00	35.00
N	3.00	5.00	12.50	17.50	25.00	45.00

BIG SPRING, Howard, 5,700 fam., 90.0% radio, 5,130 radio fam.

KBST, 250w, 1490kc, ABC, Pearson, BMB, Conlan

D	5.00	5.00	9.00	18.00	27.00	45.00
N	5.00	5.00	9.00	18.00	27.00	45.00

BONHAM, Fannin, 3,000 fam., 91.0% radio, 2,730 radio fam.

KFYN, 250w, 1420kc

D	3.05	3.90	6.50	14.30	21.45	35.75

BORGER, Hutchinson, 6,700 fam., 93.7% radio, 6,280 radio fam.

KHUZ, 250w, 1490kc, MBS, Girard, Conlan

D	2.50	4.00	10.00	15.00	25.00	40.00
N	3.50	5.00	12.00	18.00	27.00	48.00

BRADY, McCulloch, 2,300 fam., 86.6% radio, 1,990 radio fam.

KNEL, 250w, 1490kc

D	3.00	3.00	6.00	15.00	25.00	50.00
N	3.00	3.00	6.00	15.00	25.00	50.00

BRECKENRIDGE, Stephens, 2,200 fam., 88.9% radio, 1,960 radio fam.

KSTB, 500w-D, 1430kc

D	4.20	5.00	15.00	25.20	42.00	70.00

BRENHAM, Washington, 2,500 fam., 82.2% radio, 2,060 radio fam.

KWHI, 1kw-D, 1280kc

D	4.20	5.00	15.00	25.20	42.00	70.00

BROWNSVILLE, Cameron, 8,800 fam., 73.7% radio, 6,490 radio fam.

KBOR, 1kw-D, 1600kc

D	6.50	8.50	12.50	25.00	37.50	62.00

KVAL, 250w, 1490kc, ABC, Free & Peters

D	5.00	6.25	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

MARKET INDICATORS FOR TEXAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	7,230,000	'48	6,415,000	'40
Increase over 1940	12.7%			
% of U.S.	4.95%	'48	4.86%	'40
BMB Families	2,183,700	'49	1,846,000	'46
Percent Radio	84.7%	'49	81.3%	'46
Radio Families	1,848,840	'49	1,500,000	'46
Business Concerns	125,146	'47	98,215	'39
Manufacturing Establishments	7,124	'47	5,085	'39
Non-Agricultural Employment	1,347,276	'47		'39
Manufacturing Employment	242,000	'47	125,000	'39
Income	$8,014,000,000	'47	2,652,000,000	'40
Increase over 1940	202%			
Per Capita Income	$ 1,128	'47	413	'40
Increase over 1940	173%			
Construction (Private)	$ 889,500,000	'47	199,400,000	'39
Residential	$ 429,900,000	'47	96,200,000	'39
Non-Residential	$ 232,300,000	'47	41,300,000	'39
Retail Sales	$6,231,784,000	'48	5,417,949,000	'47
Value Added by Manufacture	$1,716,000,000	'47	449,000,000	'39

* * *

BROWNWOOD, Brown, 7,600 fam., 89.2% radio, 6,780 radio fam.

KBWD, 1kw-D, 500w-N, 1380kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	3.25	6.25	9.00	18.00	27.00	43.00
N	5.00	10.00	13.50	20.00	38.50	65.00

BRYAN, Brazos, 6,200 fam., 84.7% radio, 5,250 radio fam.

KBRZ, 1kw-D, 1440kc

D	2.00	3.00	7.00	11.00	16.50	28.50

KORA, 250w, 1240kc, MBS

D	1.78	3.90	8.32	13.65	20.48	32.50
N	2.30	7.15	10.93	19.11	27.30	44.83

CENTER, Shelby (No city figures available)
KDET, 1kw-D, 930kc

D	6.00	6.00	12.00	24.00	36.00	60.00

CHILDRESS, Childress, 2,600 fam., 88.7% radio, 2,310 radio fam.

KCTX, 250w, 1510kc, MBS, Girard

D	2.50	3.50	7.00	14.00	21.00	35.00
N	2.50	3.50	7.00	14.00	21.00	35.00

CLEBURNE, Johnson, 5,700 fam., 89.2% radio, 5,080 radio fam.

KCLE, 250w-D, 1120kc

D	3.90	5.20	8.45	16.25	22.75	39.00

KCLE-FM, Ch. 232, 94.3mc, 330kw Bonus days only

	SB	1M	5M	15M	30M	1 Hr
N	3.00	4.00	6.50	12.50	17.50	30.00

COLEMAN, Coleman, 2,700 fam., 88.2% radio, 2,380 radio fam.
KSTA, 250w-D, 1000kc

D	3.00	5.00	9.00	18.00	30.00	50.00

COLLEGE STATION, Brazos, 1,300 fam., 91.4% radio, 1,190 radio fam.
KTAW, 1kw-D, 1150kc, ABC

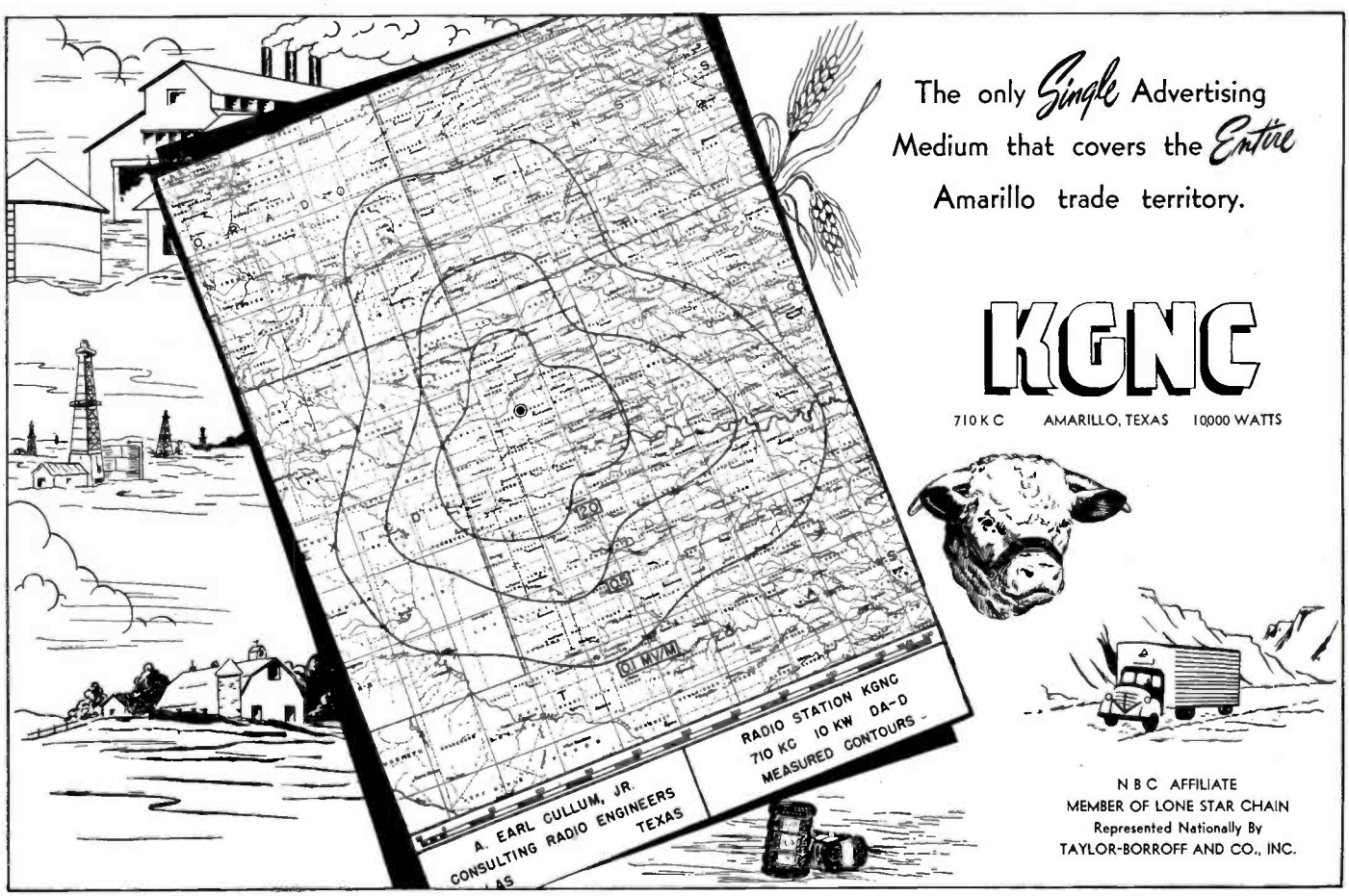
D	6.00	9.00	15.00	24.00	36.00	60.00

CORPUS CHRISTI, Nueces, 36,500 fam., 86.1% radio, 31,430 radio fam.

3 AM affiliates, average 1-time rates

D	6.33	7.20	11.33	22.00	34.00	56.67
N	11.33	12.60	33.00	42.00	64.00	106.67

(Continued on page 182)



TEXAS

SPOT RATE FINDER

(Continued from page 181)

KEYS, 1kw-D, 500w-N, 1440kc, CBS, Taylor-Borroff, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.40	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

KRIS, 1kw, 1360kc, MBS, NBC, Free & Peters

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

KSIX, 250w, 1230kc, ABC, Forjoe

D	7.00	7.00	10.00	18.80	30.00	50.00
N	10.00	10.00	18.00	30.00	48.00	80.00

KWBU, 50kw-D, 1030kc, Branham, Hooper

D	15.00	15.00	25.00	50.00	75.00	125.00

CORSICANA, Navarro, 6,000 fam., 86.0% radio, 5,160 radio fam.

KAND, 250w, 1340kc, Branham, BMB

D	2.50	3.10	10.90	17.65	29.40	49.00
N	2.50	3.10	10.90	17.65	29.40	49.00

CUERO (No city figures available)

KCFH, 500w, 1600kc

D	1.70	3.42	6.84	10.25	20.50	34.00
N	1.70	3.42	6.84	10.25	20.50	34.00

DALHART, Hartley, Dallam, 2,000 fam., 91.7% radio, 1,830 radio fam.

KXIT, 500w-D, 1410kc

D	2.70	3.30	7.50	15.00	27.00	45.00

DALLAS, Dallas, 142,900 fam., 93.3% radio, 133,330 radio fam.[2]

[2] Does not include the Highland & University Park cities with populations of 12.6 and 24.1 thousand respectively, which, though separately incorporated, lie within the Dallas city limits.

3 AM affiliates, average 1-time rates

D	26.25	28.00	43.33	78.00	83.67	195.00
N	52.50	56.00	86.67	156.00	234.00	390.00

3 AM non-affiliates, average 1-time rates

D	6.50	9.15	16.50	33.00	53.00	97.50
N	.....	16.00	40.00	80.00	120.00	200.00

KIXL, 1kw-D, 1040kc, Forjoe

D	9.00	12.00	18.00	36.00	60.00	.....

KLIF, 1kw-D, 1190kc, Ra-Tel, Hooper

D	5.00	7.50	12.00	24.00	40.00	75.00

KRLD, 50kw, 1080kc, CBS, Branham, Hooper

D	25.00	30.00	45.00	90.00	135.00	225.00
N	50.00	60.00	90.00	180.00	270.00	450.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreward.

KRLD-FM, Chan. 223, 92.5mc, 46kw, Branham Co.
Bonus

KSKY, 1kw-D, 660kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.50	12.00	24.00	40.00	.....

KFAA, 5kw, 570kc, ABC, Petry

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

KFAA, 50kw, 820kc, NBC, Petry

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

KFAA-FM, Chan. 250, 97.8mc, 43kw, Petry
Bonus

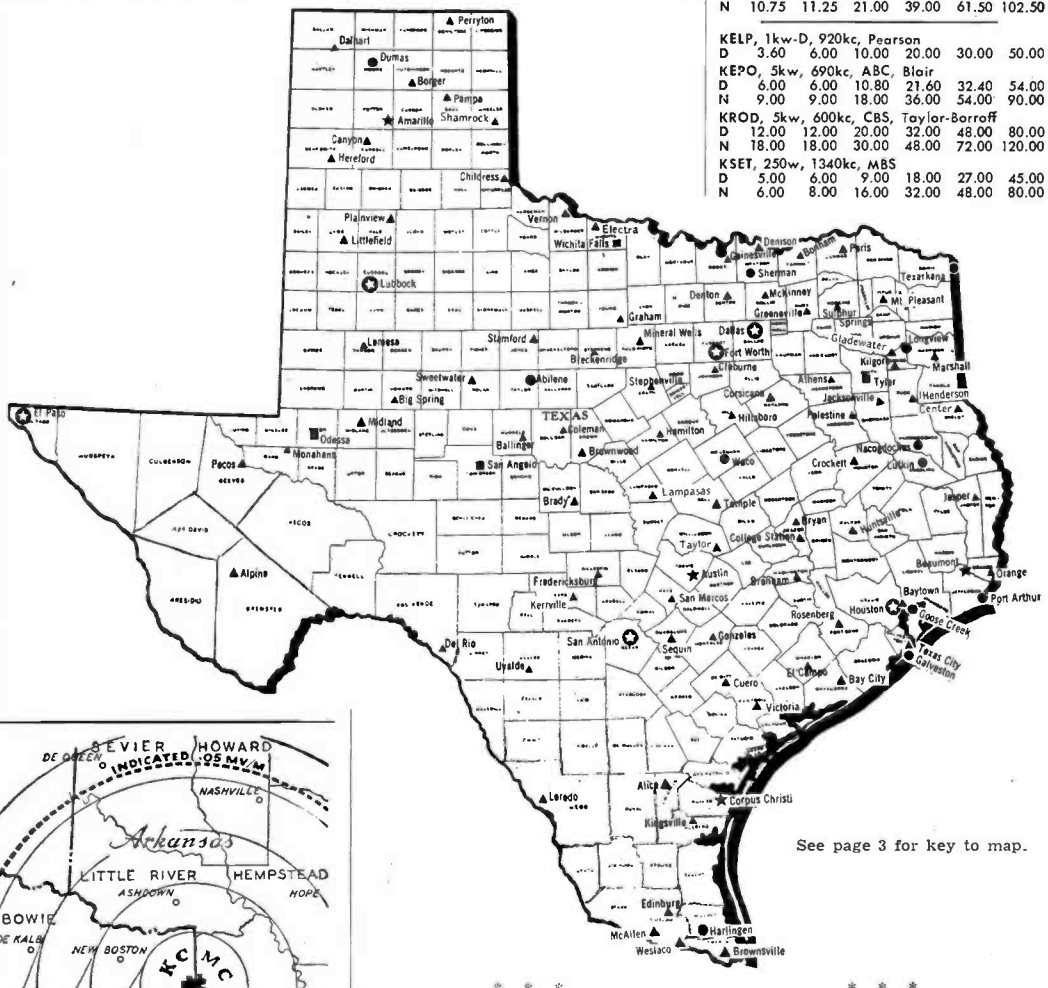
WRR, 5kw, 1310kc, MBS, Blair

	SB	1M	5M	15M	30M	1 Hr
D	7.20	9.60	24.00	48.00	72.00	120.00
N	12.00	16.00	40.00	80.00	120.00	200.00

KIXL,FM, 104.5mc, 34kw, Forjoe
(Rates on request)

KBTV, chan. 8, 13.5kw-aur., 27kw-vis., Young

D	45.00	45.00	45.00	90.00	135.00	225.00
N	45.00	45.00	60.00	120.00	180.00	300.00



See page 3 for key to map.

* * *

DEL RIO, Val Verde, 4,100 fam., 76.6% radio, 3,140 radio fam.

KDLK, 250w, 1230kc

D	2.00	3.00	6.00	10.00	18.00	30.00
N	2.00	3.00	6.00	10.00	18.00	30.00

DENISON, Grayson, 6,800 fam., 90.8% radio, 6,170 radio fam.

KDSX, 1kw-D, 1220kc

D	5.00	5.00	8.00	16.00	24.00	40.00

DENTON, Denton, 5,100 fam., 92.9% radio, 4,740 radio fam.

KDNT, 250w, 1450kc

D	4.00	6.00	.....	.....	.....	.....
N	4.00	6.00	.....	.....	.....	.....

KDNT-FM, Chan. 291, 106.1 mc, 766 kw
Bonus

DUMAS, Moore, 1,600 fam., 97.2% radio, 1,560 radio fam.

KDDD, 250w-D, 800kc

D	3.00	4.00	10.00	15.00	25.00	40.00

EDINBURG, Hidalgo, 3,100 fam., 72.3% radio, 2,240 radio fam.

KURV, 250w-D, 710kc

D	.....	5.00	10.00	20.00	30.00	50.00

KURV-FM, Ch. 285, 104.9mc, 1kw
Bonus

EL CAMPO, Warton, 2,700 fam., 91.4% radio, 2,470 radio fam.

KULP, 500w-D, 1390kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.50	13.35	20.00	36.00	50.00

ELECTRA, No city figures available

KELT, 250w-D, 1050kc

D	2.65	4.10	7.95	15.90	23.85	37.25

EL PASO, El Paso, 39,500 fam., 88.6% radio, 35,00 radio fam.

3 AM affiliates, average 1-time rates

D	7.87	8.13	10.56	24.15	36.85	63.50
N	10.75	11.25	21.00	39.00	61.50	102.50

KELP, 1kw-D, 920kc, Pearson

D	3.60	6.00	10.00	20.00	30.00	50.00

KEPO, 5kw, 690kc, ABC, Blair

D	6.00	6.00	10.80	21.60	32.40	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

KROD, 5kw, 600kc, CBS, Taylor-Borroff

D	12.00	12.00	20.00	32.00	48.00	80.00
N	18.00	18.00	30.00	48.00	72.00	120.00

KSET, 250w, 1340kc, MBS

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KTSM, 1kw-D, 500w-N, 1380kc, NBC, Hollingbery

D	8.50	8.50	12.50	25.00	40.00	75.00
N	10.00	10.00	20.00	40.00	72.00	120.00

FORT WORTH, Tarrant,, 84,600 fam., 92.8% radio, 78.510 radio fam.

3 AM affiliates, average 1-time rates

D	13.85	21.20	36.33	64.00	96.00	160.00
N	26.50	74.67	70.00	122.67	184.00	306.67

4 AM non-affiliates, average 1-time rates

D	4.94	6.59	13.20	27.40	43.80	71.00
N	7.00	9.45	18.00	36.00	59.00	94.00

KCNC, 250-D, 870kc

D	6.40	8.00	16.00	32.00	48.00	80.00

KCUL, 5kw-D, 1kw-N, 1540kc

D	5.00	6.30	12.00	28.00	52.00	80.00
N	6.00	8.90	16.00	32.00	58.00	88.00

KFJZ, 5kw, 1270kc, MBS, Blair, Hooper

D	7.20	9.60	24.00	48.00	72.00	120.00
N	12.00	16.00	40.00	80.00	120.00	200.00

KWBC, 1kw, 970kc, Rambeau

D	3.37	5.04	10.80	21.60	32.40	54.00
N	3.37	5.04	10.80	21.60	32.40	54.00

(Continued on page 184)

KCMC

1230 Kc

TEXARKANA

ABC and KCMC-FM

98.1 Mcs. • 40,000 W.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.





KCMC HAS More listeners (daytime or night) in Texarkana than all other stations combined. (Source Conlan).

1949 MARKET DATA

City Population	52,000
Greater Retail Market	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	36,835,000
No. of Retail Stores	2,302

FRANK O. MYERS, MGR.
REP. Taylor-Borroff & Co., Inc.

for the facts on KFJZ
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

for the facts on WRR
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

DELIVERS THE *Fort Worth–Dallas* AREA

The Southwest's *first* Market

WBAP-570
5,000 watts ABC
Lone Star Chain
(0.5 mv/m area)

Population	4,528,200
Retail Sales	$3,722,862,000
Radio Homes	1,123,538

WBAP-820
50,000 watts NBC
Lone Star Chain
(0.5 mv/m area)

Population	5,435,500
Retail Sales	$4,329,307,000
Radio Homes	1,253,162

WBAP-FM
50,000 watts E.R.P.
ABC & NBC

WBAP-570 and WBAP-820 programs duplicated as a bonus to advertisers.

WBAP-TV
17,600 watts E.R.P.
ABC & NBC

Population	1,035,571
Retail Sales	$1,288,703,550
Television Homes	11,500 sets (as of July 1, 1949, increase steady over 1,000 per month)

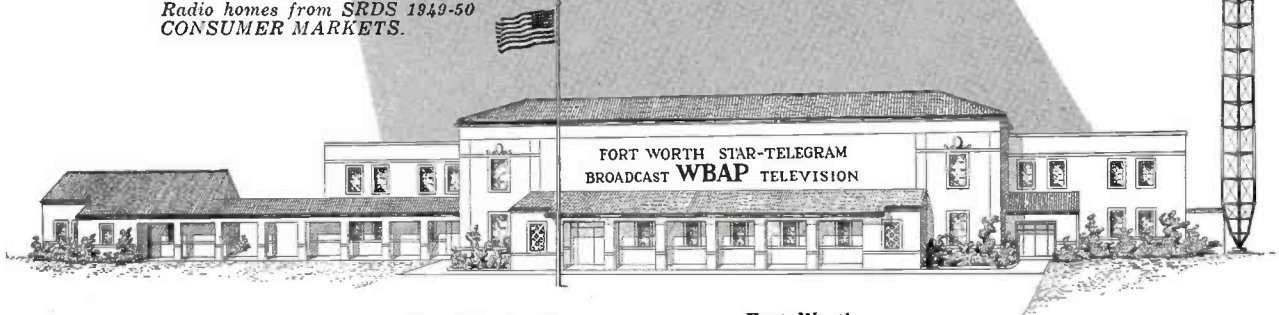
**Population and retail sales from SALES MANAGEMENT, 1949. Radio homes from SRDS 1949-50 CONSUMER MARKETS.*

With radio since 1922 and with television since Sept. 29, 1948, WBAP continues to deliver the Fort Worth-Dallas area, the Southwest's FIRST Market.

Compare the statistics at the left. More coverage, more listeners and more sure-fire results with WBAP radio or television.

Complete recording and film commercial production facilities are now available in WBAP's recently completed Radio and Television center. In addition there are nine spacious studios (6 AM, 3 TV) to serve you in this 70,000 square foot Center.

Rate cards and coverage maps furnished on request. Contact the station or Free & Peters.



AMON CARTER
President

HAROLD HOUGH
Director

3900 Barnett St. Fort Worth
Telephones—Fort Worth, LOckwood 1981 Dallas Tremont 7-9757

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, INC. *Exclusive National Representatives*

Fort Worth Detroit Atlanta San Francisco Chicago New York Hollywood

TEXAS

SPOT RATE FINDER

(Continued from page 182)

KXOL, 1kw, 1360, Pearson, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	14.00	28.00	42.00	70.00
N	8.00	10.00	20.00	40.00	60.00	100.00

WBAP, 50kw, 820kc, NBC, ABC, Free & Peters

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

WBAP, 5kw, 570kc, NBC, ABC, Free & Peters

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

WBAP-FM, Chan. 263, 100.5kc, 50kw, Free & Peters
Bonus

FREDERICKSBURG, Gillespie, 1,200 fam., 84.6% radio, 1,020 radio fam.

KNAF, 250w, 1340kc, MBS

D	2.00	3.00	7.00	11.00	18.00	31.00
N	2.00	3.00	7.00	11.00	18.00	31.00

GAINESVILLE, Cooke, 3,700 fam., 89.2% radio, 3,300 radio fam.

KGAF, 250w-D, 1580kc, Halman

D	3.60	5.00	10.00	15.00	22.00	40.00

GALVESTON, Galveston, 25,200 fam., 92.3% radio, 23,330 radio fam.

KGBC, 1kw, 1540kc, Conlan

D	6.00	8.00	8.00	16.00	34.00	40.00
N	6.00	8.00	8.00	16.00	34.00	40.00

KLUF, 250w, 1400kc, MBS, Rambeau

D	4.15	4.25	6.50	13.00	19.50	32.50
N	8.30	8.50	13.00	26.00	39.00	65.00

KLUF-FM, chan.254, 98.7mc, 3kw
Bonus

GLADEWATER, Gregge Upshur (No city figures available)

KSIJ, 1kw-D, 1430kc

D	5.25	3.50	7.00	14.00	21.00	35.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on KTRH

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

GONZALES, Gonzales, 1,800 fam., 80.0% radio, 1,440 radio fam.

KCTI, 250w, 1450kc, Gene Grant, Cooke

	SB	1M	5M	15M	30M	1 Hr
D	1.90	3.15	4.35	8.95	15.00	24.80
N	1.90	3.15	4.35	8.95	15.00	24.80

GRAHAM, Young, 2,200 fam., 91.8% radio, 2,020 radio fam.

KSWA, 500w, 1330kc

D	3.00	4.00	7.00	14.00	20.00	34.00
N	3.00	4.00	7.00	14.00	20.00	34.00

GREENVILLE, Hunt, 5,900 fam., 90.7% radio, 5,350 radio fam.

KGVL, 250w, 1400kc, MBS

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

HAMILTON, Hamilton, 1,600 fam., 91.0% radio, 1,460 radio fam.

KCLW, 250w-D, 900kc

D	2.50	3.50	7.50	14.00	21.00	35.00

HARLINGEN, Cameron, 7,400 fam., 82.6% radio, 6,110 radio fam.

KGBS, 250w, 1240kc, CBS, Ra-Tel, Conlan

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	10.00	15.00	24.00	36.00	60.00

KGBS-FM, Ch. 243, 94.7mc, 3kw
Bonus

HENDERSON, Rusk, 3,000 fam., 83.3% radio, 2,500 radio fam.

KGRI, 250w-D, 1000kc

D	3.00	4.50	8.50	15.00	26.00	40.00

HEREFORD, Deaf Smith. No city figures available

KPAN, 250w-D, 860kc

D	5.00	7.50	12.50	20.00	30.00	50.00

HILLSBORO, 3,000 fam., 85.1% radia, 2,550 radio fam.

KHBR, 250w-D, 1560kc

D	3.00	3.50	5.00	10.50	18.00	29.00

HOUSTON, Harris, 182,500 fam., 92.8% radio, 169,360 radio fam.[3]

[3] Includes all annexations to corporate city limits as of January 1, 1949.

4 AM affiliates, average 1-time rates						
D	16.00	18.63	32.93	53.50	87.78	146.25
N	32.00	37.25	65.76	107.50	175.50	292.50
4 AM non-affiliates, average 1-time rates						
D	6.96	11.93	19.86	31.55	49.75	60.58
N	9.63	14.20	23.73	38.42	61.19	102.20

KATL, 1kw, 1590kc, Weed

D	5.64	9.40	15.66	26.10	43.50	72.50
N	11.27	18.79	31.32	52.20	87.00	145.00

KCOH, 1kw, 1430kc, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.62	9.90	16.57	28.08	47.40	79.80
N	4.85	10.40	17.40	29.48	49.77	83.79

KLEE, 5kw, 610kc, Walker

D	9.60	16.00	28.00	40.00	60.00	100.00
N	9.60	16.00	28.00	40.00	60.00	100.00

KNUZ, 250w, 1230kc, Forjae, Hooper

D	8.00	11.60	19.20	32.00	48.00	80.00
N	8.00	11.60	19.20	32.00	48.00	80.00

KPRC, 5kw, 950kc, NBC, Petry, Hooper, BMB

D	20.00	20.00	37.50	54.00	90.00	150.00
N	40.00	40.00	75.00	108.00	180.00	300.00

KPRC-FM, Chan. 275, 102.9mc, 57kw, Transit Radio

D	9.50	.....	.....	.....	.....	.....
N	14.50	.....	.....	.....	.....	.....

KTHT, 5kw, 790kc, MBS, Avery-Knodel, Hooper & Conlan

D	10.00	12.00	24.00	42.00	72.00	120.00
N	20.00	24.00	48.00	84.00	144.00	240.00

KOPY (FM), Chan. 253, 98.5mc, 2kw, Avery-Knodel
Bonus

KTRH, 50kw, 740kc, CBS, Blair, Hooper, BMB

D	20.00	25.00	42.00	70.00	105.00	175.00
N	40.00	50.00	84.00	140.00	210.00	350.00

KTRH-FM, Chan. 266, 101.1mc, 33kw
Bonus

KXYZ, 5kw, 1320kc, ABC, Free & Peters, Hooper

D	14.00	17.50	28.00	48.00	84.00	140.00
N	28.00	35.00	56.00	96.00	168.00	280.00

KXYZ, Chan. 243, 96.5mc, 15kw, Free & Peters
Bonus

HUNTSVILLE, Walker, 2,200 fam., 90.2% radio, 1,980 radio fam.

KSAM, 250w, 1490kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

JACKSONVILLE, Cherokee, 3,000 fam., 84.4% radio, 2,530 radio fam.

KEBE, 250w, 1400kc, Ra-Tel, BMB

D	3.00	6.00	12.00	18.00	36.00	60.00
N	3.00	6.00	12.00	18.00	36.00	60.00

JASPER, Jasper, 1,600 fam., 80.1% radio, 1,280 radio fam.

KTXJ, 250w, 1240kc

D	3.00	3.00	5.00	10.00	15.00	25.00
N	6.00	6.00	10.00	20.00	30.00	50.00

KILGORE, Gregg, 4,400 fam., 89.5% radio, 3,940 radia fam.

KOCA, 250w, 1240kc

D	2.50	3.00	6.00	17.50	28.75	55.00
N	2.50	3.00	6.00	17.50	28.75	55.00

KINGSVILLE, Kleberg, 3,700 fam., 83.8% radio, 3,100 radio fam.

KINE, 1kw-D, 1330kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	6.00	15.00	24.00	36.00	60.00

LAMESA, Dawson, 3,100 fam., 85.2% radio, 2,640 radio fam.

KPET, 250w-D, 690kc

D	3.00	4.50	7.50	12.00	18.00	30.00

LAMPASAS, Lamposas, 1,900 fam., 84.0% radio, 1,600 radio fam.

KHIT, 250w, 1450kc

D	3.10	5.18	8.64	14.40	24.00	40.00
N	3.10	5.18	8.64	14.40	24.00	40.00

LAREDO, Webb, 13,000 fam., 72.2% radio, 9.390 radia fam.

KPAB, 250w, 1490kc, MBS, Pearson

D	3.40	5.25	7.50	15.00	22.50	37.50
N	6.75	10.50	15.00	30.00	45.00	75.00

LITTLEFIELD, Lamb, 2,300 fam., 83.3% radio, 1,920 radio fam.

KVOW, 250w, 1490kc

D	.....	4.50	7.50	12.00	18.00	30.00
N	.....	4.50	7.50	12.00	18.00	30.00

LONGVIEW, Gregg, 8,800 fam., 86.6% radio, 7,620 radio fam.

KFRO, 1kw, 1370kc, ABC, Cooke, BMB, Conlan

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.50	24.00	48.00	72.00	120.00

KLTI, 1kw-D, 1280kc, Girard

D	4.50	6.60	11.25	22.50	35.00	56.00

KLTI-FM, Chan. 290, 105.9, 10kw
Bonus

LUBBOCK, Lubbock, 17,800 fam., 92.3% radia, 16,430 radia fam.

2 AM affiliates, average 1-time rates						
D	5.81	7.13	10.63	19.00	28.50	47.50
N	11.62	14.25	21.25	38.00	57.00	95.00

KCBD, 1kw, 1590kc, MBS, Pearson, Conlan

D	6.00	6.75	10.00	20.00	30.00	50.00
N	12.00	13.50	20.00	40.00	60.00	100.00

KFYO, 250w, 1340kc, ABC, Taylor-Borroff, Conlan

D	5.62	7.50	11.25	18.00	27.00	45.00
N	11.25	15.00	22.50	36.00	54.00	90.00

KFYO-FM, 99.5mc, 3kw, Taylor-Borroff
Bonus

KSEL, 1kw-D, 500w-N, 950kc, Halman

D	.....	9.00	14.00	25.00	40.00	75.00
N	.....	9.00	14.00	25.00	40.00	75.00

(Continued on page 186)

IN THE COUNTIES WHERE BMB SURVEY NO. 1 INDICATES LISTENERS

KFYO

LUBBOCK, TEXAS

HAS A TOTAL POPULATION OF 288,200*

AND

RETAIL SALES TOTALING $217,722,000*

LUBBOCK—the seat of all this area has $82,020,000 in Retail Sales—Almost 1/3 of the total!

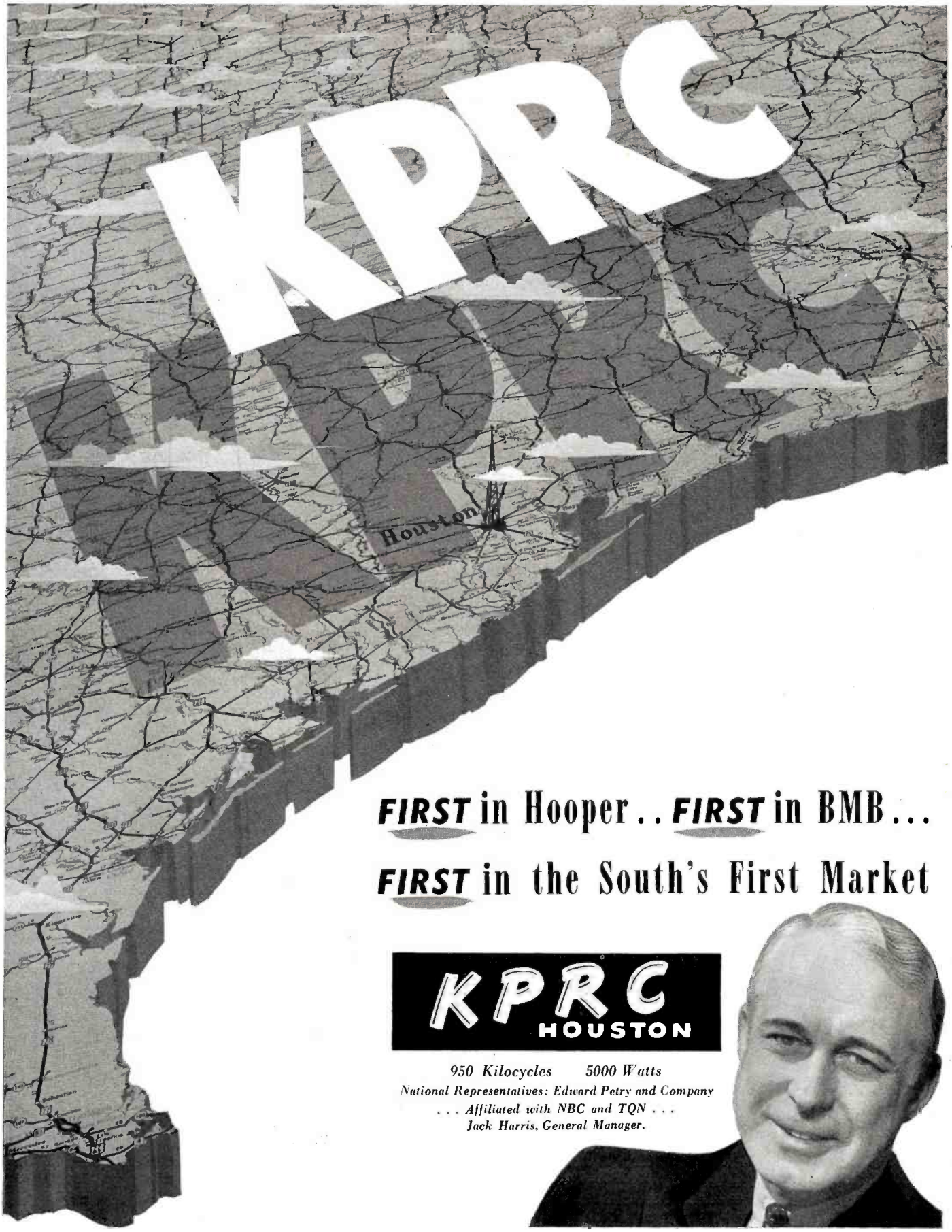
250 Watts Day & Night

1340 KC

AFFILIATED WITH
AMERICAN BROADCASTING CO. & LONE STAR CHAIN

REPRESENTED BY
TAYLOR-BORROFF & CO., INC.

* As set forth in Sales Management Survey of Buying Power, May 10, 1949.



FIRST in Hooper . . **FIRST** in BMB . . .

FIRST in the South's First Market

KPRC
HOUSTON

950 Kilocycles 5000 Watts
National Representatives: Edward Petry and Company
. . . Affiliated with NBC and TQN . . .
Jack Harris, General Manager.

TEXAS

SPOT RATE FINDER

(Continued from page 184)

LUFKIN, Angelina, 6,100 fam., 86.5% radio, 5,280 radio fam.
KRBA, 250w, 1340kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	8.00	17.50	27.00	45.00
N	6.60	7.20	12.00	24.00	36.00	60.00

KBRA-FM, Chan. 238, 95.5mc, 1kw, Continental Sales
Bonus
KTRE, 1kw, 1420kc, MBS, Taylor-Borroff, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

MARSHALL, Harrison, 7,600 fam., 83.3% radio, 6,330 radio fam.
KMHT, 250w, 1450kc, MBS

D	4.00	6.00	10.00	20.00	30.00	50.00
N	4.00	6.00	10.00	20.00	30.00	50.00

McALLEN, Hidalgo, 6,000 fam., 79.0% radio, 4,740 radio fam.
KRIO, 1kw, 910kc, MBS, Weed, Conlan

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	10.00	20.00	32.00	48.00	80.00

McKINNEY, Colin, 5,000 fam., 88.7% radio, 4,440 radio fam.
KMAE, 1kw-D, 1600kc, BMB

D	5.50	8.00	11.00	20.00	30.00	50.00

MIDLAND, Midland, 8,100 fam., 88.6% radio, 7,180 radio fam.
KCRS, 5kw-D, 1kw-N, 550kc, A8C, Pearson

D	10.00	10.00	16.00	28.00	48.00	70.00
N	10.00	10.00	16.00	28.00	48.00	70.00

MINERAL WELLS, Palo Pinto, 3,100 fam., 94.3% radio, 2,920 radio fam.
KORC, 250w-D, 1140kc

D	2.20	3.70	6.15	14.40	24.00	40.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on KABC

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

MONAHANS, Ward, 2,500 fam., 89.6% radio, 2,240 radio fam.
KVKM, 250w, 1340kc, Taylor-Borroff

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

MT. PLEASANT, Titus, (No city figures available)
KIMP, 1kw-D, 960kc

D	5.00	6.00	15.00	20.00	35.00	60.00

NACOGDOCHES, Nacogdoches, 4,000 fam., 87.7% radio, 3,510 radio fam.

2 AM non-affiliates, average 1-time rates

D	3.62	4.13	10.13	20.00	32.10	58.50

KOSF, 250w, 1230kc

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

KSFA, 1kw-D, 860kc, Girard

D	3.75	3.75	11.25	22.00	43.20	72.00

ODESSA, Ector, 13,000 fam., 90.5% radio,, 11,900 fam.

2 AM affiliates, average 1-time rates

D	6.37	7.88	13.13	21.00	31.50	52.50
N	8.50	10.50	17.50	28.00	42.00	70.00

KECK, 1kw-D, 920kc, Girard, Conlan

D	4.00	5.00	10.00	20.00	30.00	50.00

KOSA, 250w, 1230kc, C8S, Taylor-Borroff

D	6.75	6.75	11.25	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KRIG, 1kw, 1410kc, M8S, Conlan

D	6.00	9.00	15.00	24.00	36.00	60.00
N	8.00	12.00	20.00	32.00	48.00	80.00

ORANGE, Orange, 7,200 fam., 84.2% radio, 6,060 radio fam.
KOGT, 1kw, 1600kc

D	2.00	2.00	6.00	12.00	18.00	30.00
N	2.00	2.00	8.00	16.00	24.00	40.00

PALESTINE, Anderson, 5,700 fam., 85.9% radio, 4,900 radio fam.
KNET, 250w, 1450kc, MBS, Ra-Tel

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

PAMPA, Gray, 5,700 fam., 93.8% radio, 5,350 radio fam.
KPDN, 250w, 1340kc, MBS, Girard

D	4.50	6.65	9.25	18.50	28.00	46.50
N	4.50	6.65	9.25	18.50	28.00	46.50

PARIS, Lamar, 7,100 fam., 87.1% radio, 6,180 radio fam.
KPLT, 250w, 1490kc, ABC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	2.40	2.75	8.00	16.00	24.00	40.00
N	2.40	2.75	8.00	16.00	24.00	40.00

PECOS, Reeves, 2,500 fam., 82.6% radio, 2,070 radio fam.
KIUN, 250w, 1400kc. Taylor-Borroff

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

PERRYTON, Ochitree
(No city figures available)
KEYE, 250w-D, 1400kc. MBS

D	3.00	4.00	10.00	15.00	25.00	40.00

PLAINVIEW, Hale, 5,400 fam., 91.7% radio, 4,950 radio fam.
KVOP, 250w, 1400kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

PORT ARTHUR, 21,000 fam., 91.8% radio, 19,280 radio fam.
KOLE, 250w, 1340kc, Friedenberg, Hooper, Conlan

D	3.42	3.60	6.00	14.76	25.20	38.40
N	3.95	4.15	7.00	17.00	29.00	45.00

KPAC, 5kw-D, 100-N, 1250kc, M8S, Hooper

D	.....	8.00	15.00	25.00	40.00	65.00
N	.....	13.00	25.00	45.00	65.00	110.00

ROSENBERG, Fart 8end (No city figures available)
KFRD, 500w-D, 980kc

D	3.00	4.00	9.00	18.00	27.00	45.00

SAN ANGELO, Tom Green, 15,500 fam., 89.7% radio, 13,900 radio fam.

2 AM affiliates, average 1-time rates

D	8.25	8.25	13.00	24.00	36.00	60.00
N	8.25	8.25	13.00	24.00	36.00	60.00

KGKL, 5kw-D, 1kw-N, 960kc, A8C, Pearson, Conlan, BMB

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KTXL, 250w, 1340kc, MBS, Taylor-Borroff

D	6.50	6.50	12.00	20.00	30.00	50.00
N	6.50	6.50	12.00	20.00	30.00	50.00

SAN ANTONIO, Bexar, 113,800 fam., 88.2% radio, 100,370 radio fam.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	19.23	22.18	31.00	48.85	73.28	122.13
N	38.46	44.35	67.08	104.50	156.75	261.25

4 AM non-affiliates, average 1-time rates

D	4.75	7.06	14.00	28.38	44.50	54.50
N	4.15	13.00	25.00	49.50	80.50	60.00

KABC, 50kw-D, 10kw-N, 680kc, ABC, Blair, Hooper

D	21.42	25.20	35.00	56.00	84.00	140.00
N	42.84	50.40	70.00	112.00	168.00	280.00

KCOR, 5kw-D, 1kw-N, 1350kc, Everett-McKinney

D	5.55	9.00	24.00	48.00	75.00	.....
N	11.00	18.00	38.00	75.00	125.00	.....

KITE, 1kw-D, 930kc, Independent Metropolitan Hooper

D	4.50	7.00	11.00	22.50	35.00	50.00

KIWW, 250w-D, 1540kc, McGillvra, Hooper

D	3.25	4.25	9.00	19.00	32.00	54.00

KMAC, 5kw, 630kc, M8S, Pearson

D	9.00	12.00	20.00	40.00	60.00	100.00
N	18.00	24.00	40.00	80.00	120.00	200.00

KONO, 250w, 1400kc, Forjoe, Hooper, BMB

D	5.60	8.00	12.00	24.00	36.00	60.00
N	5.60	8.00	12.00	24.00	36.00	60.00

KONO-FM, 92.9mc, 3kw, Forjoe
Bonus
KISS (FM), chan. 258, 99.5mc, 3kw, Pearson
Bonus
KTSA, 5kw, 550kc, CBS, Taylor-Borroff, Hooper, Conlan

D	19.00	19.00	28.20	45.00	67.50	112.50
N	38.00	38.00	56.30	90.00	135.00	225.00

KTSA-FM, chan. 281, 104.1mc, 18kw, Taylor-Borroff
Bonus
WOAI, 50kw, 1200kc, NBC, Petry, BMB, Hooper

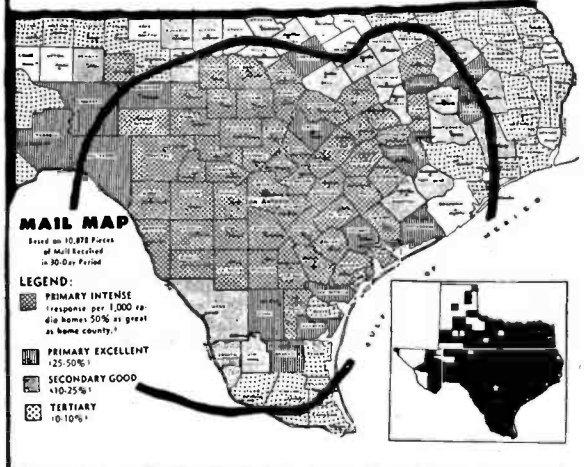
D	27.50	32.50	40.80	54.40	81.60	136.00
N	55.00	65.00	102.00	136.00	204.00	340.00

WOAI-FM, chan. 273, 102.5mc, 3kw
(No FM time sold)
KYFM (FM), chan. 268, 101.5mc, 72kw

D	3.00	4.00	.....	15.00	28.00	40.00
N	4.00	7.00	.....	30.00	45.00	75.00

50,000 Watts on 680 K.C.

ABC's Strongest Voice in the Southwest



Yes, in Texas when you think of "ABC" you naturally think of "KABC" and it's not merely the call letter similarity. For the combination of this powerful voice and a fine network makes a strong selling tool for network and spot advertisers alike. Hundreds of thousands of Texans welcome ABC into their homes via KABC and buy merchandise accordingly. If you're thinking of ABC and KABC in pre-war terms for Texas, we suggest you take a look at the map at left. We've both come a long way together.

RADIO STATION 680 KC KABC SAN ANTONIO

NATIONAL REPRESENTATIVES: JOHN BLAIR AND COMPANY

50,000 WATTS DAY - - - 10,000 WATTS NIGHT

SAN MARCOS, Hays, Guadalupe
(No city figures available)

KCNY, 250w-D, 1470kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	9.00	18.00	27.00	45.00

SEGUIN, Guadalupe, 3,300 fam., 82.5% radio, 2,720 radio fam.

KWED, 250w, 1580kc

D	1.90	3.15	4.35	8.95	15.00	24.80
N	1.90	3.15	4.35	8.95	15.00	24.80

SHAMROCK, Wheeler
(No city figures available)

KEVA, 250w, 1580kc

D	2.70	3.75	6.00	12.00	22.50	45.00
N	2.70	3.75	6.00	12.00	22.50	45.00

SHERMAN, Grayson, 8,300 fam., 91.6% radio, 7,600 radio fam.

2 AM non-affiliates, average 1-time rates

D	5.75	6.25	9.75	16.00	25.50	43.00

KRRV, 1kw, 910kc, Pearson

D	7.50	7.50	12.50	18.00	30.00	50.00
N	10.00	10.00	15.00	21.60	36.00	60.00

KTAN, 250w-D, 1500kc

D	4.00	5.00	7.00	14.00	21.00	36.00

STAMFORD, Jones, 2,000 fam., 88.6% radio, 1,770 radio fam.

KDWT, 250w, 1400kc, MBS, Conlan

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

STEPHENVILLE, Erath, 2,900 fam., 90.5% radio, 2,620 radio fam.

KSTV, 250w-D, 1510kc

D	3.50	4.50	9.00	18.00	27.00	45.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

for the facts on KEPO

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

SULPHUR SPRINGS, Hopkins, 3,500 fam., 86.6% radio, 3,030 radio fam.

KSST, 250w, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	1.95	2.93	6.24	12.48	18.72	31.20
N	1.95	2.93	6.24	12.48	18.72	31.20

SWEETWATER, Nolan, 4,500 fam., 88.4% radio, 3,980 radio fam.

KXOX, 250w, 1240kc, MBS

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

TAYLOR, Williomson, 2,800 fam., 85.3% radio, 2,390 radio fam.

KTAE, 1kw-D, 1260kc

D	5.00	7.50	10.00	20.00	30.00	50.00

TEMPLE, Bell
(No city figures available)

KTEM, 250w, 1400kc, MBS, BMB

D	3.08	4.40	6.60	11.20	19.80	33.00
N	4.62	6.60	9.90	19.80	29.70	49.50

KTEM-FM, chan. 298, 107.5mc, 1.9kw Bonus

TEXARKANA, Bowie, 9,700 fam., 86.2% radio, 8,360 radio fam.

2 AM affiliates, average 1-time rates

D	4.00	5.00	11.00	22.00	35.50	60.00
N	5.00	8.00	16.00	32.00	48.00	80.00

KCMC, 250w, 1230kc, ABC, Taylor-Borroff, Conlan

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KCMC-FM, chan. 251, 98.1mc, 40kw, Taylor-Borroff Bonus

KTFS, 250w, 1400kc, MBS, Sears & Ayer, Conlan

D	4.00	4.00	10.00	20.00	35.00	60.00
N	4.00	4.00	10.00	20.00	35.00	60.00

TEXAS CITY, Galveston, 7,500 fam., 91.5% radio, 6,860 radio fam.

KTLW, 1kw-D, 920kc

D	3.00	5.00	6.50	12.00	20.00	40.00

TYLER, Smith, 13,200 fam., 90.6% radio, 11,960 radio fam.

2 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	11.00	22.00	38.00	65.00

KGKB, 250w, 1490kc, MBS, Gene Grant, Pearson

D	4.00	4.00	10.00	20.00	40.00	70.00
N	4.00	4.00	10.00	20.00	40.00	70.00

KTBB, 500w-D, 600kc, Taylor-Borroff Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

UVALDE, Uvalde, 2,900 fam., 79.0% radio, 2,290 radio fam.

KVOU, 250w, 1450kc, MBS, Griffith

D	2.50	3.50	8.00	14.00	21.00	35.00
N	2.50	3.50	8.00	14.00	21.00	35.00

VERNON, Wilbarger, 4,700 fam., 88.6% radio, 4,160 radio fam.

KVWC, 250w, 1490kc, Clark

D	3.60	4.50	7.50	15.00	26.25	45.00
N	3.60	4.50	7.50	15.00	26.25	45.00

VICTORIA, Victaria, 6,800 fam., 92.4% radio, 6,280 radio fam.

KNAL, 500w-D, 1410kc

D	5.00	7.50	13.35	20.00	36.00	50.00

KVIC, 250w, 1340kc, MBS, Griffith, Conlan

D	3.83	5.10	8.50	13.60	20.40	34.00
N	5.10	7.65	12.75	20.40	30.60	51.00

WACO, McLennan, 24,200 fam., 89.2% radio, 21,590 radio fam.

2 AM non-affiliates, average 1-time rates

D	5.25	6.50	10.00	17.00	27.00	45.00
N	7.50	9.50	15.00	29.50	48.00	80.00

KWTX, 250w, 1230kc, MBS, Everett-McKinney

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WACO, 1kw, 1460kc, Weed

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	10.00	18.00	30.00	50.00
N	9.00	10.00	15.00	35.00	60.00	100.00

WESLACO, Hidalgo, 2,400 fam., 73.7% radio, 1,770 radio fam.

KRGV, 1kw, 1290kc, Taylor-Borroff

D	6.00	10.00	15.00	24.00	36.00	60.00
N	12.00	20.00	30.00	48.00	72.00	120.00

WICHITA FALLS, Wichita, 20,600 fam., 92.3% radio, 19,010 radio fam.

3 AM affiliates, average 1-time rates

D	7.06	8.06	15.33	29.00	45.67	78.33
N	10.93	12.60	22.66	45.33	71.33	121.66

KFDX, 5kw-D, 1kw-N, 990kc, ABC, Taylor-Barroff, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

KTRN, 5kw-D, 1kw-N, 1290kc, MBS, Pearson, Conlan

D	5.20	5.20	12.00	24.00	36.00	60.00
N	7.80	7.80	18.00	36.00	54.00	90.00

KTRN-FM, chan. 247, 97.3mc, 10kw, Pearson Bonus

KWFT, 5kw, 620kc, CBS, Blair

D	10.00	13.00	22.00	39.00	65.00	115.00
N	15.00	20.00	30.00	60.00	100.00	175.00

KWFT-FM, chon. 260, 99.9mc, 10kw, Blair Bonus

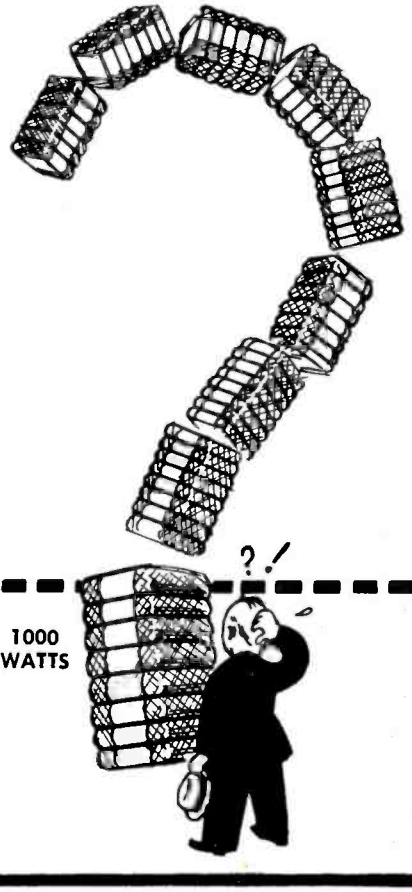
for the facts on KWFT

JOHN BLAIR & COMPANY

ASK YOUR JOHN BLAIR MAN!

HAVE YOU EVER SEEN

500,000 BALES of COTTON



IN A FIELD THAT'S A COTTON PATCH A LITTLE LARGER THAN THE STATE OF RHODE ISLAND! IF LAID END TO END THE BALES WOULD REACH FROM NEW YORK TO CLEVELAND . . . OR . . . CHICAGO TO PITTSBURGH . . . OR . . . DALLAS TO KANSAS CITY!!!

CONVERTED TO MONEY, THAT MEANS,

$ 75,000,000.00

★ In KRGV's Primary Coverage area it means that the Valley's population is off on the dangdest SPENDING SPREE Texas has ever seen!!

★ You don't have to live here to cash in on this BONANZA! Just call your nearest TAYLOR-BORROFF Representative . . . HE'LL CUT YOU IN!

1290 KC

KRGV

1000 WATTS

WESLACO, TEXAS

Affiliated with National Broadcasting Co. and the Lone Star Chain

REPRESENTED BY TAYLOR-BORROFF & CO., INC.

SOON . . . 5,000 WATTS!

TEXAS RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Anderson	10,300	84.3	8,680	17,957	[18] 7,522	[18] 2,911	
Andrews	400	93.3	370	928	[14] 3,060	[14] 1,376	
Angelina	10,400	86.2	8,960	17,807	7,561	3,574	23,553
Aransas	800	87.0	700	1,828	[1] 9,891	[1] 4,025	
Archer	1,600	92.9	1,490	3,493	[15] 862	[15] 316	
Armstrong	600	93.2	560	1,304	[2] 6,623	[2] 3,173	
Atascosa	3,900	82.4	3,210	6,325	[16] 2,208	[16] 700	
Austin	4,200	82.7	3,470	7,675	[3] 6,022	[3] 2,547	
Bailey	1,900	89.0	1,690	3,627	[17] 5,099	[17] 1,998	
Bandera	1,100	88.1	970	1,544	[18] 2,519	[18] 957	
Bastrop	5,800	81.5	4,730	8,020	[19] 4,298	[19] 1,391	
Baylor	1,800	87.6	1,580	5,411	[20] 5,154	[20] 2,046	
Bee	3,800	83.4	3,170	13,026	[1]	[1]	
Bell	19,500	87.7	17,100	35,916	[21] 7,282	[21] 2,738	
Bexar	124,000	88.8	110,110	402,750	85,786	39,142	68,931
Blanco	1,000	88.4	880	2,458	[22] 4,292	[22] 1,348	
Borden	400	87.8	350	59	[23] 4,673	[23] 2,011	
Bosque	3,500	90.6	3,170	6,431	[24] 3,132	[24] 1,166	
Bowie	19,600	85.9	16,840	38,830	8,565	3,140	8,719
Brazoria	12,900	88.6	11,430	18,705	9,783	6,346	D
Brazos	10,300	84.7	8,720	22,168	[4] 9,740	[4] 3,268	
Brewster	2,100	80.6	1,690	5,501	[26] 3,801	[26] 1,490	
Briscoe	1,000	89.9	900	2,204	[2]	[2]	
Brooks	1,400	80.5	1,130	3,957	[27] 1,761	[27] 735	
Brown	10,400	88.8	9,240	29,301	[28] 5,927	[28] 2,158	
Burleson	4,000	81.9	3,280	5,981	[4]	[4]	
Burnet	2,500	89.2	2,230	5,216	[22]	[22]	
Caldwell	4,900	83.0	4,070	15,963	[10]	[10]	
Calhoun	1,600	87.5	1,400	2,938	[1]	[1]	
Callahan	2,600	90.0	2,340	5,471	[5] 13,275	[5] 5,745	
Cameron	25,200	78.6	19,810	61,937	13,595	5,619	
Camp	2,400	80.5	1,930	3,658	[29] 4,223	[29] 1,466	
Carson	1,500	96.2	1,440	4,886	[3]	[3]	
Cass	7,500	84.0	6,300	13,505	2,595	862	
Castro	800	92.6	740	2,503	[30] 1,984	[30] 786	
Chambers	2,000	89.5	1,790	5,306	486	204	
Cherokee	9,600	83.3	8,000	19,096	[13]	[13]	
Childress	3,800	88.6	3,370	10,656	[31] 2,627	[31] 985	
Clay	2,600	89.8	2,330	5,457	[15]	[15]	
Cochran	1,400	89.1	1,250	1,783	[17]	[17]	
Coke	700	86.9	610	1,694	[32] 263	[32] 77	
Coleman	4,600	88.8	4,080	10,507	[25]	[25]	
Collin	13,700	90.0	12,330	22,393	[33] 3,277	[33] 1,210	
Collinsworth	2,500	86.7	2,170	6,234	[31]	[31]	
Colorado	4,400	84.2	3,700	11,482	[3]	[3]	
Comal	3,500	86.0	3,010	10,267	[34] 5,534	[34] 2,098	
Comanche	4,200	88.4	3,710	6,280	[28]	[28]	
Concho	1,200	89.6	1,080	3,298	[35] 2,862	[35] 993	
Cooke	7,000	89.9	6,290	15,978	[6] 12,620	[6] 5,181	
Coryell	5,600	81.9	4,590	7,150	[21]	[21]	
Cottle	2,400	86.4	2,070	5,366	[7] 6,266	[7] 2,672	
Crane	500	95.2	480	2,458	[8] 10,071	[8] 4,850	
Crockett	500	89.3	450	3,223	[36]	[36]	
Crosby	3,200	91.5	2,930	5,396	[7]	[7]	
Culberson	600	86.0	520	1,889	[36] 713	[36] 375	
Dallam	2,400	91.1	2,190	7,150	[9] 11,074	[9] 6,313	
Dallas	169,700	93.5	158,670	799,204	195,428	109,500	238,995
Dawson	6,000	87.2	5,230	12,065	[14]	[14]	
Deaf Smith	4,000	92.1	3,680	7,134	[30]	[30]	
Delta	2,700	89.6	2,420	4,242	[25] 2,370	[25] 932	
Denton	10,800	91.0	9,830	23,216	3,672	1,334	
De Witt	6,500	81.7	5,310	16,938	[10] 7,504	[10] 2,481	
Dickens	2,400	90.1	2,160	6,130	[7]	[7]	
Dimmit	1,800	81.9	1,470	2,833	[37] 2,935	[37] 949	
Donley	1,800	93.1	1,680	4,961	[2]	[2]	
Duval	3,600	83.8	3,020	10,178	[38] 6,010	[38] 2,616	
Eastland	7,000	88.1	6,170	19,291	[39] 4,697	[39] 1,917	
Ector	13,800	91.7	12,650	43,654	[8]	[8]	
Edwards	500	89.7	450	1,304	[40] 3,227	[40] 1,134	
Ellis	14,200	87.6	12,440	25,825	3,920	1,424	
El Paso	48,900	88.4	43,230	156,156	30,191	14,747	35,175
Erath	4,500	86.7	3,900	10,342	[41] 1,852	[41] 591	
Falls	7,200	82.3	5,930	13,984	[42] 3,154	[42] 1,048	
Fannin	9,000	89.9	8,090	16,173	2,044	746	
Fayette	6,700	81.8	5,480	13,040	[4]	[4]	
Fisher	2,800	89.2	2,500	4,766	[43] 4,128	[43] 1,862	
Floyd	3,000	91.0	2,730	7,179	[7]	[7]	
Foard	1,400	89.8	1,260	2,909	[20]	[20]	
Fort Bend	8,100	82.7	6,700	19,830	2,509	1,059	
Franklin	1,700	88.8	1,510	2,833	[29]	[29]	
Freestone	4,300	82.5	3,550	8,169	[44] 1,285	[44] 394	
Frio	1,900	76.6	1,460	3,657	[16]	[16]	
Gaines	2,100	89.1	1,870	8,588	[14]	[14]	
Galveston	33,300	92.3	30,740	112,595	34,442	17,288	73,580
Garza	2,000	92.4	1,850	4,452	[7]	[7]	
Gillespie	2,500	84.4	2,110	7,434	[22]	[22]	
Glasscock	200	94.1	190	286	[45] 4,934	[45] 2,775	

D—Data withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Goliad	1,700	82.0	1,390	3,282	[1]	[1]	
Gonzales	5,300	81.8	4,340	10,792	[10]	[10]	
Gray	7,600	94.6	7,190	28,029	[2]	[2]	
Grayson	22,600	91.0	20,570	58,406	[6]	[6]	23,182
Gregg	18,300	89.0	16,290	72,094	[11] 17,926	[11] 7,377	
Grimes	4,300	78.4	3,370	8,439	[46] 7,618	[46] 2,821	
Guadalupe	6,000	82.7	4,960	11,526	[34]	[34]	
Hale	6,300	91.7	5,780	20,129	[7]	[7]	
Hall	3,400	86.8	2,950	8,259	[2]	[2]	
Hamilton	3,100	87.8	2,720	7,525	802	243	
Hansford	700	94.2	660	3,431	[9]	[9]	
Hardeman	3,000	89.9	2,700	7,585	[20]	[20]	
Hardin	4,600	85.6	3,940	8,393	1,348	509	
Harris	220,900	92.5	204,330	859,844	224.736	130,702	385,549
Harrison	14,200	81.4	11,560	28,552	[47] 7,562	[47] 2,611	7,977
Hartley	500	93.1	470	540	[0]	[0]	
Haskell	3,700	87.8	3,250	7,134	[48] 762	[48] 247	
Hays	4,000	84.0	3,360	8,259	[19]	[19]	
Hemphill	1,000	91.5	920	4,017	[9]	[9]	
Henderson	5,500	86.4	4,750	12,951	[49] 4,893	[49] 2,025	
Hidalgo	27,100	76.6	20,760	54,005	13,701	5,297	10,303
Hill	9,000	87.3	7,860	17,117	[24]	[24]	
Hockley	5,700	89.8	5,120	7,344	[17]	[17]	
Hood	1,500	86.2	1,290	2,412	[43]	[43]	
Hopkins	7,600	87.2	6,630	15,004	[25]	[25]	
Houston	6,100	79.7	4,860	10,373	[50] 3,568	[50] 1,176	
Howard	8,600	90.7	7,800	27,039	[33]	[33]	
Hudspeth	1,500	84.5	1,270	1,319	[30]	[30]	
Hunt	14,300	90.3	12,910	30,548	3,947	1,433	
Hutchinson	7,900	94.4	7,460	26,020	[0]	[0]	69,171
Irion	400	88.4	350	854	[32]	[32]	
Jack	2,200	88.9	1,960	5,156	[51] 3,254	[51] 1,113	
Jackson	3,200	84.0	2,690	5,831	[1]	[1]	
Jasper	4,400	82.2	3,620	8,409	[53] 2,778	[52] 928	
Jeff Davis	500	83.5	420	720	[28]	[28]	
Jefferson	63,800	91.1	58,120	208,733	54,731	34,296	177,508
Jim Hogg	1,200	85.1	1,020	4,107	[53] 588	[53] 225	
Jim Wells	6,300	81.6	5,140	15,843	[38]	[38]	
Johnson	9,800	89.3	8,750	17,806	[54] 5,198	[54] 1,974	
Jones	5,900	89.5	5,280	15,783	[5]	[5]	
Karnes	3,700	81.3	3,010	8,978	[10]	[10]	
Kaufman	8,900	85.5	7,610	17,387	2,275	829	
Kendall	1,500	86.9	1,300	3,688	[18]	[18]	
Kenedy	200	87.5	180	59	[27]	[27]	
Kent	700	88.4	620	1,260	[45]	[45]	
Kerr	3,000	89.1	2,670	12,650	[18]	[18]	
Kimble	1,200	89.5	1,070	3,626	[55] 1,034	[55] 370	
King	400	92.3	370	540	[7]	[7]	
Kinney	1,200	76.5	920	1,873	[40]	[40]	
Kleberg	4,000	84.2	3,370	9,848	[38]	[38]	
Knox	2,700	89.1	2,410	5,741	[20]	[20]	
Lamar	14,800	86.6	12,820	29,099	5,228	2,069	
Lamb	5,600	88.4	4,950	12,365	[17]	[17]	
Lampasas	2,600	86.9	2,260	6,310	[22]	[22]	
La Salle	1,500	71.3	1,070	3,133	[37]	[37]	
Lavaca	5,900	82.2	4,850	9,368	[10]	[10]	
Lee	2,700	81.8	2,210	4,317	[4]	[4]	
Leon	3,500	81.7	2,860	6,100	[44]	[44]	
Liberty	6,100	84.9	5,180	16,863	[46]	[46]	
Limestone	6,700	84.2	5,640	13,159	[42]	[42]	
Lipscomb	800	94.5	760	2,833	[9]	[9]	
Live Oak	1,900	87.2	1,660	4,062	[56] 795	[56] 366	
Llano	1,500	86.3	1,290	4,017	[22]	[22]	
Loving		92.3		105	[3]	[3]	
Lubbock	23,300	92.0	21,440	89,934	14,392	6,686	
Lynn	5,600	91.8	5,140	8,678	[17]	[17]	
McCulloch	3,600	87.5	3,150	10,402	[35]	[35]	
McLennan	35,600	88.6	31,540	104,532	22,162	9,970	32,621
McMullen	300	84.1	250	300	[58]	[58]	
Madison	2,500	82.0	2,050	6,626	[50]	[50]	
Marion	2,600	77.9	2,030	4,481	[47]	[47]	
Martin	1,700	90.2	1,530	3,028	[14]	[14]	
Mason	1,200	90.2	1,080	3,912	[22]	[22]	
Matagorda	7,400	82.4	6,100	14,869	2,504	1,020	
Maverick	2,500	73.9	1,850	5,741	[37]	[37]	
Medina	4,400	86.1	3,790	6,040	[16]	[16]	
Menard	1,000	89.6	900	3,747	[55]	[55]	
Midland	8,700	88.4	7,690	38,354	[45]	[45]	
Milam	6,600	83.4	5,500	12,260	[4]	[4]	
Mills	1,700	88.3	1,500	3,808	[22]	[22]	
Mitchell	3,200	86.3	2,760	8,259	[23]	[23]	
Montague	4,400	88.5	3,890	10,597	1,640	751	
Montgomery	5,600	84.1	4,710	12,516	[40]	[40]	
Moore	2,600	97.0	2,520	3,852	[9]	[9]	
Morris	2,400	83.9	2,010	3,387	[20]	[20]	
Motley	1,400	89.0	1,250	3,178	[7]	[7]	

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TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 189)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Nacogdoches	9,500	84.5	8,030	18,346	[57] 13,466	[57] 8,207	
Navarro	13,600	86.0	11,700	25,915	5,107	2,132	
Newton	2,700	81.1	2,190	3,357	52	52	
Nolan	5,500	89.6	4,930	16,173	43	43	
Nueces	46,000	85.2	39,190	124,254	30,021	14,866	41,599
Ochiltree	1,200	95.9	1,150	5,396	9	9	
Oldham	400	95.8	380	1,154	30	30	
Orange	13,200	86.8	11,460	9,757	6,663	3,399	16,598
Palo Pinto	5,600	91.8	5,140	11,481	51	51	
Panola	4,400	82.4	3,630	5,921	47	47	
Parker	5,500	87.0	4,790	9,758	54	54	
Parmer	1,300	93.9	1,220	3,866	30	30	
Pecos	2,300	86.7	1,990	7,704	28	28	
Polk	4,200	84.7	3,560	9,983	[58] 5,347	[58] 1,840	
Potter	26,500	95.9	25,410	109,092	[12] 19,148	[12] 10,290	
Presidio	2,000	77.6	1,550	5,785	30	28	
Rains	1,300	86.0	1,120	1,110	[59] 1,852	[59] 591	
Randall	2,100	94.8	1,990	4,107	12	12	
Reagan	500	96.0	480	1,589	28	28	
Real	600	85.5	510	825	40	40	
Red River	6,100	83.7	5,110	10,476	29	29	
Reeves	2,700	83.2	2,250	10,147	8	8	
Refugio	2,100	87.1	1,830	8,724	1	1	
Roberts	200	95.2	190	1,214	9	9	
Robertson	5,300	82.1	4,350	9,368	4	4	
Rockwall	1,700	88.7	1,510	2,803	33	33	
Runnels	5,100	89.3	4,550	12,876	35	35	
Rusk	11,800	86.5	10,210	27,789	11	11	
Sabine	2,300	82.6	1,900	3,297	57	57	
San Augustine	2,500	79.7	1,990	4,347	57	57	
San Jacinto	1,600	76.4	1,220	1,589	58	58	
San Patricio	6,300	85.2	5,370	21,344	2,704	1,105	
San Saba	2,300	86.2	1,980	5,260	22	22	
Schleicher	600	89.7	540	1,544	55	55	
Scurry	3,000	87.7	2,630	7,525	43	43	
Shackelford	1,400	93.3	1,310	3,762	5	5	
Shelby	6,100	82.1	5,010	11,002	57	57	
Sherman	500	95.8	480	1,679	9	9	
Smith	21,800	87.9	19,160	68,095	11,958	5,795	
Somervell	700	85.5	600	1,065	41	41	
Starr	2,300	77.4	1,780	3,282	408	131	
Stephens	2,600	89.5	2,330	10,282	30	39	
Sterling	600	93.5	560	1,454	32	32	
Stonewall	1,000	88.7	890	1,589	48	48	
Sutton	800	94.0	750	3,866	55	55	
Swisher	1,700	94.7	1,610	4,961	30	30	
Tarrant	107,500	92.6	99,550	430,999	90,301	48,981	146,501
Taylor	19,800	92.4	18,300	59,197	8	8	
Terrell	700	86.0	600	2,368	26	26	
Terry	3,400	87.8	2,990	8,694	17	17	
Throckmorton	900	90.3	810	1,844	[60] 2,755	[60] 1,060	
Titus	4,600	85.1	3,910	10,328	29	29	
Tom Green	17,600	89.7	15,790	60,028	8,191	3,683	
Travis	44,600	89.0	39,690	152,330	25,702	11,183	11,793
Trinity	2,500	76.6	1,920	6,026	58	58	
Tyler	2,400	84.7	2,030	4,871	58	58	
Upshur	5,500	84.7	4,660	8,978	11	11	
Upton	1,100	92.6	1,020	6,130	28	28	
Uvalde	3,500	80.6	2,820	9,936	40	40	
Val Verde	4,300	77.0	3,310	10,972	40	40	
Van Zandt	6,000	89.4	5,360	12,215	49	49	
Victoria	9,300	89.0	8,280	23,712	1	1	
Walker	4,800	83.6	4,010	9,713	50	50	
Waller	3,000	81.6	2,450	5,350	3	3	
Ward	2,900	89.5	2,600	10,461	8	8	
Washington	5,800	78.2	4,540	11,932	4	4	
Webb	14,100	73.6	10,380	39,802	7,362	2,502	
Wharton	8,900	85.0	7,570	23,412	8	8	
Wheeler	2,900	90.1	2,610	9,113	31	31	
Wichita	25,500	91.9	23,430	103,849	19,289	9,798	21,648
Wilbarger	6,900	90.4	6,240	17,327	20	20	
Willacy	3,100	79.0	2,450	6,220	27	27	
Williamson	10,100	86.0	8,690	23,786	3,658	1,404	
Wilson	3,300	82.2	2,710	5,890	24	24	
Winkler	1,400	90.6	1,270	8,214	8	8	
Wise	4,400	88.5	3,890	7,675	54	54	
Wood	6,000	86.5	5,190	10,477	59	59	
Yoakum	800	91.0	730	2,263	302	108	
Young	4,400	90.1	3,960	17,686	60	60	
Zapata	800	76.2	610	330	53	53	
Zavala	1,900	69.4	1,320	3,537	37	37	

[1] Includes Aransas, Bee, Calhoun, Goliad, Jackson, Refugio & Victoria.
[2] Includes Armstrong, Briscoe, Carson, Donley, Gray & Hall.
[3] Includes Austin, Colorado, Waller & Wharton.
[4] Includes Brazos, Burleson, Fayette, Lee, Milam, Robertson & Washington.
[5] Includes Callahan, Jones, Shackelford & Taylor.
[6] Includes Cooke & Grayson.
[7] Includes Cottle, Crosby, Dickens, Floyd, Garza, Hale, King & Motley.
[8] Includes Crane, Ector, Loving, Reeves, Ward & Winkler.
[9] Includes Dallam, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts & Sherman.
[10] Includes DeWitt, Gonzales, Karnes & Lavaca.
[11] Includes Gregg, Rusk & Upshur.
[12] Includes Potter & Randall.
[13] Includes Anderson & Cherokee.
[14] Includes Andrews, Dawson, Gaines & Martin.
[15] Includes Archer & Clay.
[16] Includes Atascosa, Frio & Medina.
[17] Includes Bailey, Cochran, Hockley, Lamb, Lynn & Terry.
[18] Includes Bandera, Kendall & Kerr.
[19] Includes Bastrop, Caldwell & Hays.
[20] Includes Baylor, Foard, Hardeman, Knox & Wilbarger.
[21] Includes Bell & Caryell.
[22] Includes Blanco, Burnet, Gillespie, Lampasas, Llano, Mason, Mills & San Saba.
[23] Includes Borden, Howard & Mitchell.
[24] Includes Bosque & Hill.
[25] Includes Delta & Hopkins.
[26] Includes Brewster, Crockett, Jeff Davis, Pecos, Presidio, Reagan, Terrell & Upton.
[27] Includes Brooks, Kenedy & Willacy.
[28] Includes Brown, Coleman & Comanche.
[29] Includes Camp, Franklin, Morris, Red River & Titus.
[30] Includes Castro, Deaf Smith, Oldham, Parmer & Swisher.
[31] Includes Childress, Collingsworth & Wheeler.
[32] Includes Coke, Irion & Sterling.
[33] Includes Collin & Rockwall.
[34] Includes Comal, Guadalupe & Wilson.
[35] Includes Concho, McCulloch & Runnels.
[36] Includes Culberson & Hudspeth.
[37] Includes Dimmit, LaSalle, Maverick & Zavala.
[38] Includes Duval, Jim Wells & Kleberg.
[39] Includes Eastland & Stephens.
[40] Includes Edwards, Kinney, Real, Uvalde & Val Verde.
[41] Includes Erath, Hood & Somervell.
[42] Includes Falls & Limestone.
[43] Includes Fisher, Nolan & Scurry.
[44] Includes Freestone & Leon.
[45] Includes Glasscock & Midland.
[46] Includes Grimes, Liberty & Montgomery.
[47] Includes Harrison, Marion & Panola.
[48] Includes Haskell, Kent & Stonewall.
[49] Includes Henderson & Van Zandt.
[50] Includes Houston, Madison & Walker.
[51] Includes Jack & Palo Pinto.
[52] Includes Jasper & Newton.
[53] Includes Jim Hogg & Zapata.
[54] Includes Johnson, Parker & Wise.
[55] Includes Kimble, Menard, Schleicher & Sutton.
[56] Includes Live Oak & McMullen.
[57] Includes Nacogdoches, Sabine, San Augustine & Shelby.
[58] Includes Polk, San Jacinto, Trinity & Tyler.
[59] Includes Rains & Wood.
[60] Includes Throckmorton & Young.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

UTAH

MARKET INDICATORS FOR UTAH

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	655,000	'48	550,000	'40
Increase over 1940	19%			
% of U.S.	0.45%	'48	0.42%	'40
BMB Families	175,200	'49	166,700	'46
Percent Radio	98.5%	'49	95.9%	'46
Radio Families	172,500	'49	159,800	'46

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CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Business Concerns	10,461	'47	7,965	'39
Non-Agricultural Employment	113,334	'47	112,000	'39
Manufacturing Employment	20,000	'47	11,000	'39
Income	$ 773,000,000	'47	265,000,000	'40
Increase over 1940	192%			
Per Capita Income	$ 1,208	'47	480	'40
Increase over 1940	152%			
Construction (Private)	$ 52,200,000	'47	18,200,000	'39
Retail Sales	$ 617,251,000	'48	516,666,000	'47
Value Added by Manufacture	$ 129,000,000	'47	43,000,000	'39

* * *

UTAH RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Beaver	1,300	96.6	1,260	3,377	376	145	
Box Elder	4,800	98.8	4,740	13,553	1,358	584	
Cache	7,800	99.0	7,720	26,571	2,925	1,306	6,902
Carbon	6,000	96.9	5,810	22,113	4,809	3,594	
Daggett	100	87.5	90	183	7	3	
Davis	6,200	99.2	6,150	8,332	1,563	714	4,440
Duchesne	1,800	96.2	1,730	3,975	394	150	
Emery	1,400	97.9	1,370	2,063	1,353	958	
Garfield	700	95.7	670	1,646	285	154	
Grand	500	94.7	470	1,413	165	59	
Iron	2,300	98.1	2,260	11,443	1,002	464	
Juab	1,700	98.0	1,670	5,006	541	184	
Kane	500	98.1	490	1,546	174	52	
Millard	4,000	98.2	3,930	6,587	438	165	
Morgan	700	97.4	680	1,463	200	123	
Piute	900	97.4	880	1,149	52	17	
Rich	500	97.5	490	548	36	12	
Salt Lake	74,000	98.8	73,110	321,955	63,949	36,677	57,827
San Juan	600	91.7	550	1,365	48	14	
Sanpete	3,700	98.7	3,650	8,017	883	335	
Sevier	2,500	98.3	2,460	9,696	841	309	
Summit	2,100	95.1	2,000	5,057	576	306	
Tooele	3,700	98.1	3,630	6,820	1,591	986	
Uintah	2,100	96.4	2,020	5,672	662	305	
Utah	19,700	98.8	19,460	54,986	11,236	6,143	30,632
Wasatch	1,500	98.4	1,480	4,142	674	387	
Washington	1,900	95.4	1,810	5,672	708	290	
Wayne	400	97.4	390	415	69	24	
Weber	22,300	98.7	22,010	83,084	11,811	6,111	14,943

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

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SPOT RATE FINDER

BRIGHAM CITY, Box Elder, 1,700 fam., 98.7% radio, 1,680 radio fam.

KBUH, 250w-D, 800kc, Gillham

	SB	1M	5M	15M	30M	1HR
D		2.05	5.75	9.50	13.75	21.50

CEDAR CITY, Iron, 1,900 fam., 97.9% radio, 1,860 radio fam.

KSUB, 250w, 1340kc, CBS

D	4.00	5.00	7.50	15.00	25.00	50.00
N	4.00	5.00	7.50	15.00	25.00	50.00

LOGAN, Cache, 4,400 fam., 98.5% radio, 4,330 radio fam.

KVNU, 1kw, 610kc, MBS, Avery-Knodel

D	4.50	5.00	8.00	13.50	21.50	32.50
N	5.00	6.00	9.50	14.50	23.00	40.00

OGDEN, Weber, 17,300 fam., 98.4% radio, 17,020 radio fam.

2 AM non-affiliates, average one-time rate

D	4.45	5.77	9.46	17.35	32.50	52.50

KLO, 5kw, 1430kc, MBS, Avery-Knodel

D		8.45	13.00	26.00	39.00	65.00
N		13.00	20.00	40.00	60.00	100.00

KOPP, 1kw-D, 730kc, Friedenberg

D	4.70	6.15	10.10	18.04	33.60	56.00

KVOG, 250w, 1490kc

D	4.20	5.39	8.82	16.66	29.40	49.00
N	4.90	6.16	10.08	19.04	34.00	56.00

PRICE, Carbon, 2,300 fam., 96.2% radio, 2,210 radio fam.

KOAL, 250w, 1230kc, MBS, Avery-Knodel

D	3.00	3.75	6.00	12.00	18.00	30.00
N	3.00	3.75	6.00	12.00	18.00	30.00

PROVO, Utah, 7,600 fam, 98.6% radio, 7,490 radio fam.

KCSU, 250w, 1490kc, Biddick

D	2.00	2.50	4.60	9.20	13.80	23.00
N	3.00	3.80	7.20	14.50	21.50	36.00

KOVO, 1kw, 960kc, MBS, Avery-Knodel

D	3.31	3.31	5.52	11.04	17.66	27.60
N	5.00	5.00	7.60	14.80	23.20	40.00

RICHFIELD, Sevier, 1,300 fam., 97.8% radio, 1,270 radio fam.

KSVC, 1-kw-D, 960kc, MBS, Avery-Knodel

D	3.90	3.90	6.00	12.00	18.00	30.00

SALT LAKE CITY, Salt Lake, 54,000 fam., 98.7% radio, 53,300 radio fam.

4 AM affiliates average one-time rates

D	15.12	15.06	23.08	41.50	85.00	99.38
N	28.50	28.63	43.10	76.22	118.62	188.12

KALL, 1kw, 910kc, MBS, Avery-Knodel

D	8.50	8.50	17.50	30.00	50.00	80.00
N	15.00	15.00	25.00	45.00	72.00	125.00

BLAIR TV INC.

for the facts on KDYL-AM-TV-FM

KDYL, 5kw, 1320kc, NBC, Blair, BMB, Hooper

	SB	1M	5M	15M	30M	1HR
D	18.50	18.50	25.00	50.00	75.00	110.00
N	36.00	36.00	50.00	100.00	150.00	220.00

KNAK, 1kw-D, 500w-N, 1280kc, W. S. Grant

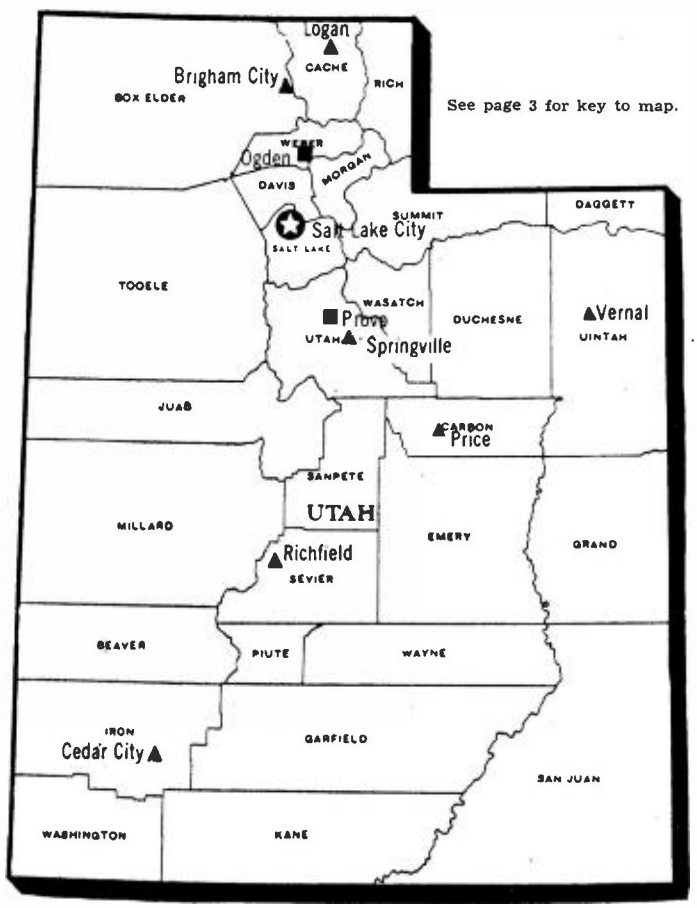
	SB	1M	5M	15M	30M	1HR
D	8.00	12.00	20.00	32.00	48.00	80.00
N	12.00	15.00	25.00	40.00	60.00	100.00

KSL, 50kw, 1160kc, CBS, Radio Sales

	SB	1M	5M	15M	30M	1 Hr
D	25.00	25.00	40.00	65.00	100.00	150.00
N	50.00	50.00	80.00	130.00	200.00	300.00

KUTA, 5kw, 57kc, ABC, Hollingbery, Hooper

D	8.50	8.25	11.00	21.00	35.00	57.50
N	13.00	12.75	17.50	30.00	52.50	87.50

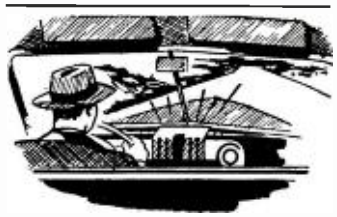


See page 3 for key to map.

VERNAL, Uintah, 1,100 fam., 96.6% radio, 1,060 radio fam.

KJAM, 250w, 1340kc, W. S. Grant

	SB	1M	5M	15M	30M	1 Hr
D		3.50	4.50	7.50	18.00	30.00
N		3.50	4.50	7.50	18.00	30.00



The case of the bonus customer!*

Seems the man was starting down town in his car with a certain purchase in mind. Had his radio turned on—you can't measure the listening in car radios, you know, that's all bonus when it comes to summer time buying—when he heard a KDYL mid-morning program advertising just what he wanted at a better price. Result: That program sponsor picked up a new and substantial customer — a bonus customer!

In Salt Lake City, KDYL and KDYL-TV provide plenty of bonuses when it comes to describing and showing your products.

**Abbreviated from one of the many KDYL success stories satisfied clients give us.*

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah

National Representative: John Blair & Co.

VERMONT

SPOT RATE FINDER

BURLINGTON, Chittenden, 9,200 fam., 98.9% radio, 9,100 radio fam.

2 AM affiliates, average one-time rates

	SB	1M	5M	15M	30M	1 Hr
D	5.87	7.00	13.50	30.00	45.00	75.00
N	11.25	11.25	17.50	35.00	52.50	87.50

WCAX, 5kw, 620kc, CBS, Weed

D	6.75	9.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WJOY, 250w, 1230kc, ABC, Rambeau, Conlan

D	5.00	5.00	12.00	30.00	45.00	50.00
N	7.50	7.50	10.00	20.00	30.00	75.00

MONTPELIER, Washington, 2,400 fam., 96.9% radio, 2,330 radio fam.

WSKI, 250w, 1240kc, W. S. Grant, Kettell-Carter

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

RUTLAND, Rutland, 5,000 fam., 98.3% radio, 4,920 radio fam.

WSYB, 1kw, 1380kc, MPS, McGillvra, Bannan

D	2.00	3.00	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	18.00	36.00	60.00

WHWB, 1kw-D, 1000kc

D	4.50	5.60	6.90	13.80	20.70	34.50

ST. ALBANS, Franklin, 2,500 fam., 99.5% radio, 2,490 radio fam.

WWSR, 1kw-D, 1420kc, Walker, Bannan

D		6.00	12.00	24.00	36.00	60.00

WATERBURY, Washington, 1,300 fam., 95.9% radio, 1,250 radio fam.

WDEV, 1kw, 550kc, MBS, Walker, Bannan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

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See page 3 for key to map.

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MARKET INDICATORS FOR VERMONT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	374,000	'48	359,000	'40
Increase over 1940	4.1%			
% of U.S.	0.25%	'48	0.27%	'40
BMB Families	101,900	'49	88,600	'46
Percent Radio	95.7%	'49	93.6%	'46
Radio Families	97,550	'49	82,900	'46
Business Concerns	7,156	'47	6,957	'39
Manufacturing Establishments	830	'47	659	'39
Non-Agricultural Employment	75,974	'47	77,000	'39
Manufacturing Employment	30,000	'47	20,000	'39
Income	$ 433,000,000	'47	187,000,000	'40
Increase over 1940	132%			
Per Capita Income	$ 1,183	'47	521	'40
Increase over 1940	127%			
Construction (Private)	$ 15,600,000	'47	6,600,000	'39
Residential	$ 4,900,000	'47	2,300,000	'39
Non-Residential	$ 3,400,000	'47	1,800,000	'39
Retail Sales	$ 344,656,000	'48	328,196,000	'47
Value Added by Manufacture	$ 150,000,000	'47	50,000,000	'39

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VERMONT RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Addison	4,700	93.6	4,400	13,141	1,801	772	
Bennington	7,100	96.7	6,870	20,975	5,847	2,871	11,719
Caledonia	7,300	95.4	6,960	25,085	4,311	2,037	
Chittenden	14,900	97.6	14,540	61,467	12,910	6,449	23,708
Essex	1,600	93.7	1,500	2,646	1,858	991	
Franklin	7,800	96.0	7,490	22,591	3,860	1,726	
Grand Isle	1,000	95.3	950	1,683	167	69	
Lamoille	2 900	94.6	2,740	6,985	1,469	656	
Orange	5,500	92.7	5,100	12,087	1,705	896	
Orleans	5,500	95.4	5,250	18,691	2,664	1,112	
Rutland	12,300	95.7	11,770	47,976	10,168	5,099	13,743
Washington	11,000	95.8	10,540	41,904	9,112	4,735	14,801
Windham	8,700	95.6	8,320	31,796	7,055	3,405	16,887
Windsor	11,600	95.9	11,120	37,629	10,587	6,227	26,662

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

VIRGINIA

SPOT RATE FINDER

BLACKSTONE, Nottaway, 1,200 fam., 83.8% radio, 1,010 radio fam.

WKLV, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	6.00	15.00	25.00	40.00
N	2.00	3.00	6.00	15.00	25.00	40.00

BRISTOL, Washington, 3,700 fam., 87.8% radio, 3370 radio fam.

WCYB, 10kw-D, 690kc, BMB

D	11.25	11.25	17.25	33.25	53.00	92.50

WFHG, 1kw-D, 860kc, MBS, O'Connor

D	1.85	3.05	7.60	12.00	18.00	36.00

CHARLOTTESVILLE, Albemarle, 7,400 fam., 89.6% radio, 6,630 radio fam.

WCHV, 250w, 1240kc, ABC, McGillvra, Conlan-8MB

D	4.00	5.00	8.00	16.00	24.00	40.00
N	5.00	7.00	10.00	20.00	30.00	50.00

COVINGTON, Alleghany, 1,900 fam., 94.1% radio, 1,790 radio fam.

WKEY, 250w, 1340kc, ABC

D	3.00	5.00	7.00	15.00	20.00	30.00
N	5.00	6.00	8.00	18.00	24.00	45.00

CREWE, Nottaway, 900 fam., 91.8% radio, 830 radio fam.

WSVS, 1kw-D, 650kc, Conlan

D	4.50	6.00	12.75	24.00	37.50	69.00

WSVS-FM, Ch. 284, 104.7mc, 14kw Bonus-D

N	4.50	6.00	12.75	24.00	37.50	69.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

CULPEPER, Culpeper (No city data available)

WCVA, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	4.00	10.00	22.50	27.50	35.00
N	3.25	4.00	10.00	22.50	27.50	35.00

DANVILLE, Pittsylvania, 10,700 fam., 86.0% radio, 9,200 radio fam.

2 AM affiliates, average 1-time rate

D	5.75	6.50	11.00	22.00	33.00	55.00
N	9.25	10.00	16.25	32.00	50.00	87.50

WBTM, 5kw-D, 1kw-N, 1330kc, ABC, Hollingbery

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

WBTM-FM, Ch. 250, 97.9mc, 32kw Bonus

WDVA, 5kw-D, 1kw-N, 1250kc, MBS, McGillvra, Conlan

D	5.50	5.50	10.00	20.00	30.00	50.00
N	7.50	7.50	12.50	24.00	40.00	75.00

FARMVILLE, Prince Edward, 1,100 fam., 87.8% radio, 970 radio fam.

WFLO, 1kw-D, 870kc, Clark

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	14.00	24.00	30.00	50.00

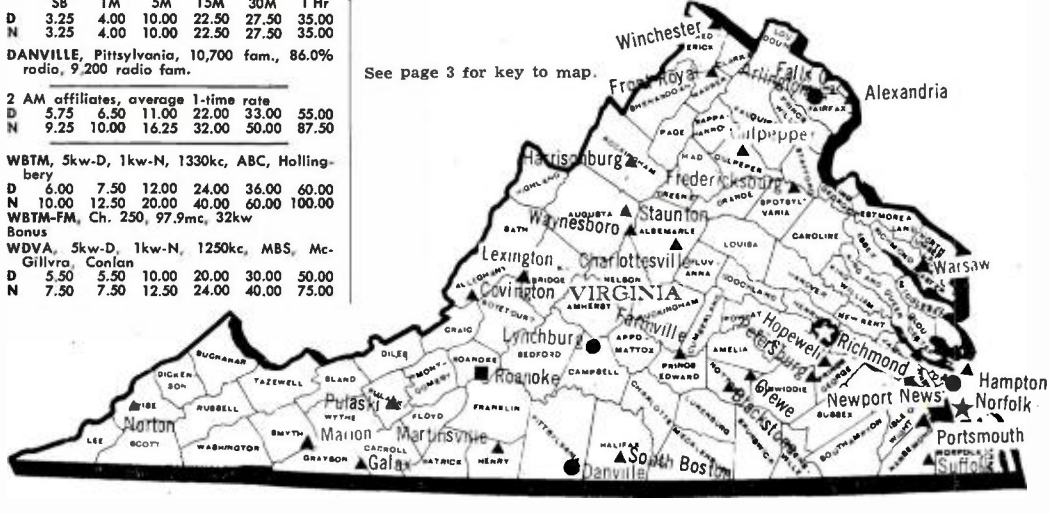
FREDERICKSBURG, Spotsylvania, 3,200 fam., 96.5% radio, 3,090 radio fam.

WFVA, 250w, 1230kc, ABC, Burn-Smith, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	10.00	17.50	22.50	40.00
N	4.00	5.00	10.00	17.50	22.50	40.00

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See page 3 for key to map.



FRONT ROYAL, Warren, 2,300 fam., 90.1% radio, 2,070 radio fam.
WFTR, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

GALAX, Carroll, 1,200 fam., 91.8% radio, 1,100 radio fam.
WBOB, 250w, 1400kc, MBS

D	4.00	5.00	7.50	15.00	22.00	36.00
N	4.00	5.00	7.50	15.00	22.00	36.00

HAMPTON, Elizabeth City, 2,100 fam., 90.9% radio, 1,910 radio fam.
WVEC, 250w-D, 1050kc

D	3.00	4.00	6.00	11.00	18.00	30.00

HARRISONBURG, Rockingham, 2,800 fam., 93.5% radio, 2,620 radio fam.
WSVA, 1000w-D, 550kc, NBC, BMB

D	5.50	5.50	.....	16.00	24.00	48.00

WSVA-FM, Ch. 264, 100.7mc, 6kw
Bonus

HOPEWELL, Prince George (no city figures available)
WHAP, 250w, 1340kc

D	4.00	5.00	10.00	25.00	40.00	60.00
N	4.00	5.00	10.00	25.00	40.00	60.00

LEXINGTON, Rockingham (no data on city)
WREL, 250w, 1450kc, MBS

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

LYNCHBURG, Campbell, 13,800 fam., 89.7% radio, 12,380 radio fam.

2 AM affiliates, average 1-time rate

D	6.75	7.75	11.00	24.00	36.00	60.00
N	8.75	10.00	20.00	40.00	60.00	100.00

WLVA, 1kw, 590kc, ABC, Hollingbery, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WLVA-FM, Ch. 248, 97.5mc, 3.7kw, Hollingbery
Bonus
WWOD, 1kw, 1390kc, MBS, Walker

D	6.00	8.00	10.00	24.00	36.00	60.00
N	7.50	10.00	20.00	40.00	60.00	100.00

WWOD-FM, Ch. 300, 107.9mc, 250w, Walker
Bonus

MARION, Smyth (no data on city)
WMEV, 1kw-D, 1010kc

D	5.00	6.00	12.00	24.00	40.00	60.00

MARTINSVILLE, Henry, 4,500 tam., 86.4% radio, 3,890 radio fam.
WMVA, 250w, 1450kc, NBC

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.50	5.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

BLAIR TV INC.
for the facts on WTVR

NEWPORT NEWS, Warwick, 14,000 fam., 89.1% radio, 12,470 radio fam.
WGH, 5kw, 1310kc, ABC, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	8.00	12.00	16.00	32.00	48.00	80.00
N	16.00	24.00	32.00	64.00	96.00	160.00

WGH-FM, Ch. 243, 96.5mc, 38kw, Free & Peters
Bonus
WHYU, 1kw-D, 1270kc, Friedenberg, Conlan

D	5.00	9.00	12.00	26.00	40.00	65.00

NORFOLK, Norfolk, 57,600 fam., 91.3% radio, 52,590 radio fam.

3 AM non-affiliates, average 1-time rate

D	5.00	8.33	12.00	22.33	34.00	58.88
N	9.33	12.00	19.00	38.00	58.00	98.88

WCAV, 1kw-D, 860kc, Burn-Smith

D	7.50	10.00	14.00	28.00	42.00	70.00
N	12.00	18.00	28.00	56.00	84.00	140.00

WLOW, 1kw, 1410kc, Forjoe

D	4.00	4.00	15.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WLOW-FM, Ch. 255, 98.9mc, 500w, Forjoe
Bonus
WNOR, 250w, 1230kc, Conlan

D	3.50	5.00	7.00	15.00	24.00	40.00
N	4.00	6.00	9.00	18.00	30.00	50.00

WTAR, 5kw, 790kc, NBC, Petry, BMB

D	11.25	15.00	20.00	40.00	60.00	100.00
N	22.50	30.00	40.00	80.00	120.00	200.00

WTAR-FM, Ch. 247, 97.3mc, 50kw, Petry
Bonus

NORTON, Wise, 1,100 fam., 88.0% radio, 970 radio fam.
WNVA, 250w, 1450kc, MBS, BMB

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

PETERSBURG, Dinwiddie, 10,500 fam., 85.0% radio, 8,930 radio fam.
WSSV, 250w, 1240kc, MBS, Burn-Smith

D	4.20	7.00	12.00	20.00	45.00	75.00
N	4.20	7.00	12.00	20.00	45.00	75.00

PORTSMOUTH, Norfolk, 24,400 fam., 89.7% radio, 21,890 radio fam.
WSAP, 250w, 1490kc, MBS, Ra-Tel, Hooper

D	4.50	7.50	12.00	24.00	36.00	60.00
N	7.00	11.00	24.00	48.00	72.00	120.00

WSAP-FM, Ch. 259, 99.7mc, 100kw, Ra-Tel
Bonus

PULASKI, Pulaski, 3,000 fam., 89.6% radio, 2,690 radio fam.
WPUV, 250w, 1230kc, MBS, Sears & Ayer

D	2.50	3.00	5.00	10.00	15.00	25.00
N	2.50	3.00	5.00	10.00	15.00	25.00

RICHMOND, Henrico, 70,700 fam., 93.2% radio, 65,890 radio fam.

4 AM affiliates, average 1-time rate

D	13.75	17.50	24.50	49.00	72.25	116.50
N	26.25	35.25	45.00	90.00	132.50	212.50

WLEE, 250w, 1450kc, MBS, Forjoe, Hooper

D	6.50	10.00	14.00	28.00	42.00	70.00
N	10.00	16.00	28.00	56.00	84.00	140.00

WLEE-FM, Ch. 275, 102.9mc, 1kw, Forjoe
Bonus
WMBG, 5kw, 1380kc, NBC, Blair, Conlan

D	18.00	18.00	25.00	50.00	70.00	100.00
N	36.00	36.00	50.00	100.00	140.00	200.00

WCOD (FM), Ch. 251, 98.1mc, 47kw, Blair
Bonus

MARKET INDICATORS FOR VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,029,000	'48	2,678,000	'40
Increase over 1940	13.1%			
% of U.S.	2.07%	'48	2.01%	'40
BMB Families	770,300	'49	724,000	'46
Percent Radio	89.5%	'49	81.4%	'46
Radio Families	689,070	'49	589,000	'46
Business Concerns	41,211	'47	31,273	'39
Manufacturing Establishments	3,643	'47	2,494	'39
Non-Agricultural Employment	554,251	'47	515,000	'39
Manufacturing Employment	191,000	'47	132,000	'39
Income	$2,992,000,000	'47	1,127,000,000	'40
Increase over 1940	165%			
Per Capita Income	$ 1,064	'47	450	'40
Increase over 1940	136%			
Construction (Private)	$ 242,300,000	'47	86,900,000	'39
Residential	$ 129,200,000	'47	53,900,000	'39
Non-Residential	$ 487,500,000	'47	16,000,000	'39
Retail Sales	$2,075,573,000	'48	1,921,520,000	'47
Value Added by Manufacture	$1,052,000,000	'47	376,000,000	'39

* * *

WRNL, 5kw, 910kc, ABC, Petry, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	8.00	14.00	19.00	38.00	57.00	96.00
N	14.00	24.00	32.00	64.00	96.00	160.00

WRNL-FM, Ch. 271, 102.1mc, 50kw
Bonus
WRVA, 50kw, 1140kc, CBS, Radio Sales, Hooper

D	22.50	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WRVB (FM), Ch. 233, 94.5mc, 25.5kw, Radio Sales
Bonus
WRVC (FM) (Norfolk), Ch. 273, 102.5mc, 7kw, Radio Sales
Bonus (both stations bonus with WRVA)
WXGI. 1kw-D. 950kc. Burn-Smith

D	5.00	8.00	.....	23.00	34.50	57.50

WTVR-TV, Ch. 6, 6.4kw-aur, 12.16kw-vis, NBC, Blair

D	25.00	30.00	45.00	75.00	105.00	150.00
N	50.00	60.00	80.00	120.00	160.00	220.00

ROANOKE, Roanoke, 25,900 fam., 93.8% radio, 24,290 radio fam.

3 AM affiliates, average 1-time rate

D	6.17	7.75	13.17	26.33	43.00	66.33
N	9.17	11.33	21.67	43.33	65.00	108.33

WDBJ, 5kw, 960kc, CBS, Free & Peters

D	7.50	9.50	15.00	30.00	45.00	75.00
N	11.00	14.00	25.00	50.00	75.00	125.00

WDBJ-FM, Ch. 235, 94.9mc, 41kw, Free & Peters
Bonus
WROV-FM, 250w, 1240kc, MBS, Burn-Smith

D	4.25	5.25	10.50	21.00	32.00	54.00
N	6.50	8.00	16.00	32.00	48.00	80.00

WROV-FM, Ch. 279, 103.7mc, 1kw
Bonus
WSLS, 1kw, 610kc, ABC, Weed

D	7.75	8.50	14.00	28.00	42.00	70.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WSLS-FM, Ch. 256, 99.1mc, 4.7kw
Bonus

SOUTH BOSTON, Halifax, 1,600 fam., 83.2% radio, 1,330 radio fam.

WHLF, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D	2.68	3.57	7.14	14.28	21.42	35.70
N	2.68	3.57	7.14	14.28	21.42	35.70

STAUNTON, Augusta, 4,900 fam., 93.4% radio, 4,580 radio fam.
WTON, 250w, 1400kc, ABC

D	2.52	3.15	6.30	12.60	18.90	31.50
N	3.60	4.50	9.00	18.00	27.00	45.00

SUFFOLK, Nansemond, 3,800 fam., 88.0% radio, 3,340 radio fam.
WLPM, 250w, 1450kc, ABC, Sears & Ayer

D	4.00	6.00	8.00	12.50	25.00	50.00
N	4.00	6.00	8.00	12.50	25.00	50.00

WLPM-FM, Chan. 299, 107.7mc, 3kw
(No rates available)

WAYNESBORO, Augusta, 3,000 fam., 90.2% radio, 2,710 radio fam.
WAYB, 250w, 1490kc, MBS, Lorenzen & Thompson

D	1.60	2.25	4.00	8.00	12.50	25.00
N	2.00	3.00	5.00	10.00	15.00	30.00

WINCHESTER, Frederick, 4,400 fam., 94.7% radio, 4,170 radio fam.
WINC, 250w, 1400kc, ABC, BMB, Conlan

D	3.50	3.50	10.00	17.00	22.50	30.00
N	3.50	3.50	10.00	17.00	22.50	30.00

WRFL (FM), Ch. 223, 92.5mc, 14kw

D	3.50	3.50	4.00	5.00	10.00	20.00
N	3.50	3.50	4.00	5.00	10.00	20.00

for the facts on WMBG
JOHN BLAIR & COMPANY
ASK YOUR JOHN BLAIR MAN!

Mr. Hooper *Proves* WBTM is Danville's *First* Station!



PERIOD: Winter 1948 — HOOPER STATION LISTENING INDEX — City Zone — CITY: Danville, Va.

	Share Of Audience				
TIME	WBTM	STATION B	STATION C	STATION D	OTHERS
8:00 AM—12:00 N Mon. thru Fri.	43.9	0.3	42.5	10.0	3.3
12:00 N—6:00 PM Mon. thru Fri.	45.2	1.1	29.0	17.7	7.0
6:00 PM—8:00 PM Sun. thru Sat.	46.0	3.7	38.6	3.2	8.5
8:00 PM—10:00 PM Sun. thru Sat.	44.8	5.6	34.5	8.6	6.5
6:00 PM—10:00 PM Sun. thru Sat.	45.4	4.8	36.3	6.2	7.3

Danville, Virginia is one of the best test markets in the South Atlantic States. Home of the world's Best Tobacco Market and the World's Biggest Textile Mill, (Danville's diversified industry makes it an outstanding distribution center). 1948 per capita retail sales is 43% above the national average. Total retail sales in 1948 surpassed 48 million.

WBTM
Established 1930
1330 kc
5,000 watts (d) 1,000 (n)

R. SANFORD GUYER
General Manager

Ask George Hollinbery & Co., or any ABC salesman

WBTM-FM
Established 1947
98 on your FM dial
32,000 watts

VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Accomack	8,200	88.4	7,250	11,058	3,037	1,074	
Albermarle	10,700	87.3	9,340	47,645	8,919	3,886	
Alleghany	6,200	92.2	5,720	23,593	6,176	3,168	24,763
Amelia	1,800	78.9	1,420	2,036	464	88	
Amherst	4,300	85.7	3,690	4,734	580	183	
Appomattox	1,900	84.4	1,600	4,145	632	177	
Arlington	59,900	97.3	58,280	114,778	22,905	12,812	
Augusta	15,500	91.0	14,110	44,763	13,436	6,828	33,779
Bath	1,600	90.4	1,450	2,481	1,159	365	
Bedford	5,900	84.0	4,960	8,922	2,380	950	
Bland	1,400	87.5	1,230	975	260	70	
Botetourt	3,500	89.1	3,120	4,474	597	227	
Brunswick	3,900	81.6	3,180	6,725	1,526	459	
Buchanan	6,600	85.0	5,610	8,692	3,599	2,492	
Buckingham	2,700	79.9	2,160	2,639	717	221	
Campbell	17,200	88.2	15,170	69,034	24,231	11,258	15,999
Caroline	2,800	83.9	2,350	4,059	1,193	346	
Carroll	5,600	83.7	4,690	5,178	2,772	1,108	12,761
Charles City	1,000	81.1	810	559	[1]530	[1]153	
Charlotte	3,000	79.5	2,390	3,284	711	167	
Chesterfield	9,100	92.8	8,440	7,918	1,085	330	D
Clarke	1,700	90.3	1,540	4,215	524	210	
Craig	800	89.7	720	1,105	130	31	
Culpeper	3,400	86.7	2,950	8,433	1,416	521	
Cumberland	1,700	79.5	1,350	1,779	204	55	
Dickenson	4,100	86.2	3,530	5,464	2,380	1,454	
Dinwiddie	12,300	84.0	10,330	49,533	11,774	4,912	
Elizabeth City	16,700	93.8	15,650	28,449	4,546	1,821	
Essex	1,500	82.4	1,240	3,343	836	256	
Fairfax	16,800	94.7	15,910	12,277	2,126	949	
Fauquier	4,600	79.0	3,630	11,660	1,581	654	
Floyd	2,500	83.3	2,080	2,883	509	115	
Fluvanna	1,600	77.4	1,240	1,836	492	104	
Franklin	5,200	83.8	4,360	6,253	1,699	709	
Frederick	7,600	92.3	7,010	24,754	6,361	2,784	
Giles	3,600	90.1	3,240	5,951	4,691	3,041	D
Gloucester	2,700	85.7	2,310	4,404	736	279	
Goochland	1,900	81.4	1,550	1,405	391	122	
Grayson	4,600	86.2	3,970	8,605	2,780	1,119	
Greene	1,200	77.4	930	703	82	17	
Greensville	3,500	82.3	2,880	7,071	1,771	663	
Halifax	8,400	80.2	6,740	15,102	3,789	1,552	12,789
Hanover	3,900	84.7	3,300	7,171	1,406	450	
Henrico	78,000	93.7	73,090	392,802	102,614	55,814	
Henry	9,800	87.6	8,580	27,144	11,679	5,441	47,187
Highland	900	89.0	800	817	162	27	
Isle of Wight	3,300	82.5	2,720	5,852	1,770	764	
James City	3,000	89.7	2,690	8,045	1,680	587	
King and Queen	1,600	80.1	1,280	1,005	466	109	
King George	1,800	82.9	1,490	1,304	549	300	
King William	1,800	84.9	1,530	4,561	1,425	725	
Lancaster	2,000	85.7	1,710	4,331	1,111	392	
Lee	8,100	85.0	6,890	9,537	2,998	1,863	
Loudoun	4,700	90.1	4,230	10,743	1,105	407	
Louisa	3,200	82.6	2,640	4,374	1,276	308	
Lunenburg	3,200	82.6	2,640	4,963	1,138	323	
Madison	1,800	82.6	1,490	1,863	219	58	
Mathews	1,600	86.4	1,380	2,898	480	181	
Mecklenburg	7,000	83.1	5,820	12,478	2,832	931	
Middlesex	1,500	83.2	1,250	2,697	424	128	
Montgomery	8,600	90.6	7,790	15,217	5,528	2,877	
Nansemond	9,200	85.3	7,850	25,664	6,893	2,610	
Nelson	3,100	84.1	2,610	4,001	1,465	629	
New Kent	800	82.4	660	1,964	[1]	[1]	
Norfolk	103,200	90.8	93,710	335,170	64,419	31,150	16,461
Northampton	4,700	87.9	4,130	10,886	1,823	742	
Northumberland	2,400	86.2	2,070	3,442	1,116	368	
Nottoway	3,600	85.0	3,060	9,294	2,132	718	
Orange	3,100	87.0	2,700	9,064	1,849	777	
Page	3,500	88.1	3,080	5,923	1,148	425	
Patrick	3,600	80.8	2,910	3,041	844	218	
Pittsylvania	20,800	86.0	17,890	62,842	23,158	11,186	
Powhatan	1,300	81.2	1,060	1,520	261	66	
Prince Edward	3,500	82.0	2,870	7,831	2,209	800	
Prince George	5,600	90.6	5,070	9,180	5,409	3,130	
Prince William	4,800	88.7	4,260	9,036	1,038	382	
Princess Anne	6,900	90.4	6,240	10,734	1,615	632	
Pulaski	6,300	89.1	5,610	11,532	4,882	2,057	7,337

D—Withheld to avoid disclosing figures for individual companies.
[1] Included Charles City and New Kent.
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

(Continued on page 196)

The ECONOMY buy in NORFOLK . . .

WSAP—WSAP-FM

Portsmouth, Virginia

* Norfolk Metropolitan Area:
1948: Retail Sales $449,957,000
Per Family Buying Power 4,926
POPULATION: 567,400
*Sales Management 1949 Survey of Buying Power.

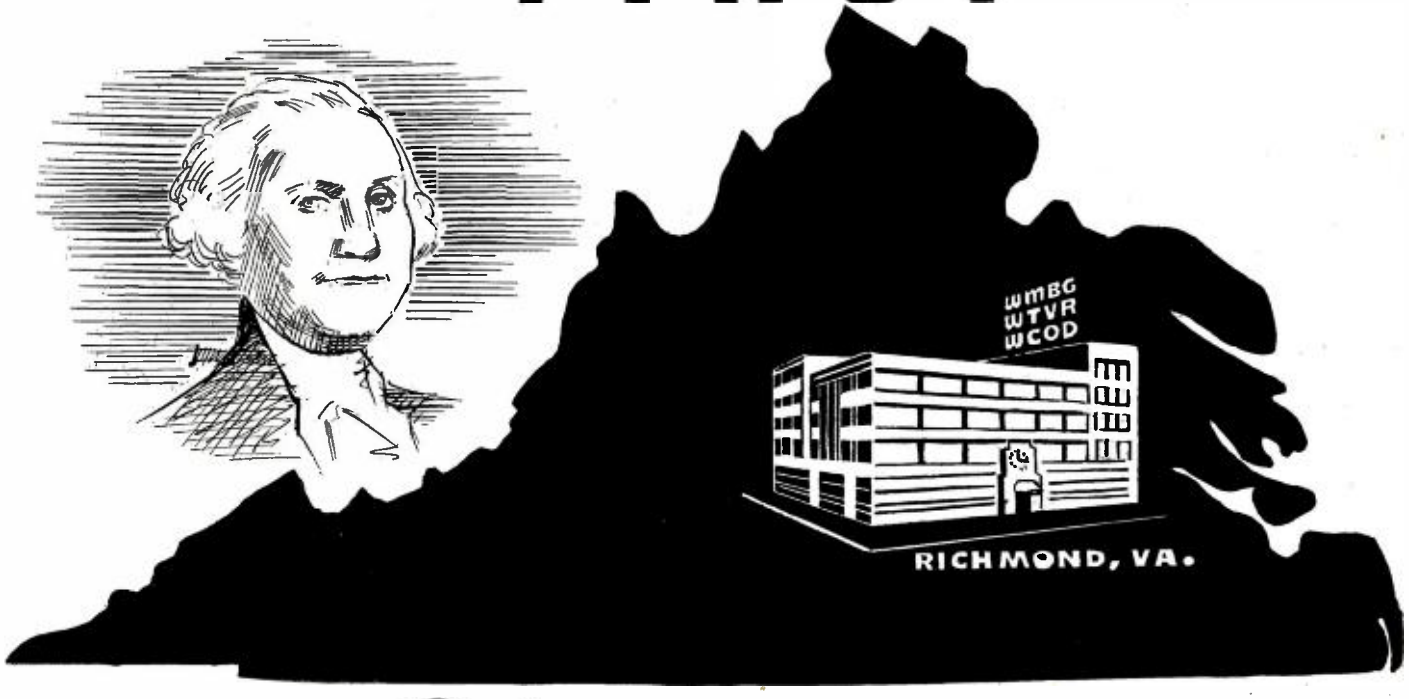


We Solve Advertising Problems

Get the FULL Story from Ra-Tel Representatives, Inc.!

MUTUAL NETWORK AFFILIATES
serving
PORTSMOUTH NORFOLK NEWPORT NEWS

FIRST



in Virginia...

JUST as Virginia is synonymous with historical firsts, so considered are the Havens and Martin Stations as Pioneers in the Old Dominion.

And rightfully so. In 1926, 5000 watt AM Station WMBG was established. Loyal Virginia listeners for 23 years have grown accustomed to the finest in radio programming and public service . . . a heritage sister station WCOD(FM) is proudly upholding. The first FM station in Virginia, WCOD's 50,000 watt voice penetrates Virginia with a signal unequalled anywhere. WMBG-WCOD offers national advertisers a truly great service area.

Traditionally, Havens and Martin erected the first television station in the South, and its WTVR is truly one of the Pioneer TV properties in America.

Be it AM-FM-TV, the First Stations of Virginia are your logical media in the economic-stable Richmond market . . . which has seen the manufacturing increase in value by 76% in eight years; where effective buying income is near a half billion.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 194)

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Rappahannock	1,300	81.0	1,050	1,563	130	36	
Richmond	1,600	83.7	1,340	2,725	866	327	
Roanoke	31,200	93.8	29,270	134,503	32,291	15,531	27,515
Rockbridge	6,100	89.3	5,450	14,629	2,735	1,029	
Rockingham	10,200	89.8	9,160	39,391	8,062	3,114	8,474
Russell	5,300	86.6	4,590	6,225	1,445	877	
Scott	5,300	83.6	4,430	5,565	559	185	
Shenandoah	5,000	91.4	4,570	10,096	1,722	618	
Smyth	6,500	86.9	5,650	10,613	5,580	2,490	11,054
Southampton	5,700	81.1	4,620	11,073	3,318	1,528	
Spotsylvania	5,000	92.0	4,600	25,213	6,136	2,902	D
Stafford	2,600	89.6	2,330	1,478	209	55	
Surry	1,400	83.5	1,170	1,807	151	39	
Sussex	2,700	80.8	2,180	4,661	2,035	725	
Tazewell	9,300	91.1	8,470	26,062	7,706	4,840	
Warren	3,400	89.7	3,050	9,093	5,079	2,781	D
Warwick	23,300	90.1	20,990	75,595	24,427	14,793	
Washington	11,400	87.8	10,010	27,652	9,124	3,899	
Westmoreland	2,600	82.8	2,150	3,557	697	186	
Wise	11,100	87.4	9,700	28,250	8,374	4,497	
Wythe	5,300	89.5	4,740	11,488	2,829	1,187	
York	2,600	88.9	2,310	2,482	517	214	
Virginia (Independent Cities)							
Alexandria	[1]	95.9		[1]			
Bristol	[22]	91.2		[22]			11,042
Buena Vista	[18]			[18]			
Charlottesville	[2]	89.6		[2]			
Clifton Forge	[3]			[3]			
Danville	[15]	86.0		[15]			58,043
Fredericksburg	[20]	96.5		[20]			
Hampton	[7]			[7]			
Harrisonburg	[19]	93.5		[19]			
Hopewell	[16]			[16]			27,670
Lynchburg	[5]	89.7		[5]			29,703
Martinsville	[10]	86.4		[10]			10,560
Newport News	[21]	89.1		[21]			48,159
Norfolk City	[14]	91.3		[14]			54,080
Petersburg	[6]	85.0		[6]			16,071
Portsmouth	[14]	89.7		[14]			
Radford	[12]			[12]			
Richmond City	[9]	93.2		[9]			205,130
Roanoke City	[17]	93.8		[17]			22,077
South Norfolk	[14]			[14]			
Staunton	[4]	93.4		[4]			
Suffolk	[13]	88.0		[13]			
Williamsburg	[11]			[11]			
Winchester	[8]	94.7		[8]			

[1] Included in Arlington County.
[2] Included in Albermarle County.
[3] Included in Alleghany County.
[4] Included in Augusta County.
[5] Included in Campbell County.
[6] Included in Dinwiddie County.
[7] Included in Elizabeth City.
[8] Included in Frederick County.
[9] Included in Henrico County.
[10] Included in Henry County.
[11] Included in James City County.
[12] Included in Montgomery County.
[13] Included in Nansemond County.
[14] Included in Norfolk County.
[15] Included in Pittsylvania County.
[16] Included in Prince George County.
[17] Included in Roanoke County.
[18] Included in Rockbridge County.
[19] Included in Rockingham County.
[20] Included in Spotsylvania County.
[21] Included in Warwick County.
[22] Included in Washington County.

D—Data withheld to avoid disclosing figures for individual companies.
Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

KYAK

THE

"THOROUGH" PENETRATION

OF THE

*WEALTHY YAKIMA VALLEY

"The FRUIT BOWL of the nation"

YAKIMA COUNTY RANKS:

1ST IN APPLES, PEARS AND HOPS

5th in Cherries

6th in all fruits and nuts

6th in Total Agricultural production

8th in Peach production

★ ★ ★

KYAK maintains TWO remote Valley studios in Sunnyside and Toppenish staffed with full-time personnel to better serve this area and Valley advertisers invest MORE on KYAK than with any other area station.

★ ★ ★

KYAK—with MBS listened to for 15 years in the Valley.

* *Per-capita income $200.00 above Nat'l average.*

WASHINGTON

SPOT RATE FINDER

ABERDEEN, Grays Harbor, 6,600 fam., 96.8% radio, 6,390 radio fam.

KXRO, 250w, 1340kc, W. S. Grant, Keating, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

BELLINGHAM, Whatcom, 10,900 fam., 97.9% radio, 10,670 radio fam.

2 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	12.25	18.00	27.00	43.00
N	10.00	10.00	15.50	24.50	38.00	60.00

KPUG, 1kw, 1170kc, MBS, W. S. Grant

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	12.00	16.00	24.00	36.00
N	10.00	10.00	16.00	24.00	36.00	60.00

KVOS, 1kw, 790kc, ABC, McGillvra, Keating, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

BREMERTON, Kitsap, 11,200, 98.9% radio, 11,080 radio fam.

KBRO, 250w, 1490kc, Keating

	SB	1M	5M	15M	30M	1 Hr
D	.....	6.00	6.55	10.80	18.00	30.00
N	.....	7.20	7.90	13.00	21.60	36.00

CENTRALIA-CHEHALIS, Lewis, 2,800 fam., 97.6% radio, 2,730 radio fam. (Chehalis, 1,900 fam., 98.7% radio, 1,880 radio fam.)

KELA, 1kw, 1470kc, MBS, W. S. Grant, Keating, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

(Continued on page 198)



See page 3 for key to map.

Since 1922 . . .

serving Washington's Capital City and the lower Puget Sound country . . .

KGY

OLYMPIA

. . . a listening "must" in this HIGHEST PER CAPITA INCOME Area.

●

MUTUAL — DON LEE Network with that *PLUS* of Local Audience Appeal Programming.



" No (sob) KJR "

KJR doesn't reach everybody!

But KJR *does* blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the *important* area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!

Talk with AVERY-KNODEL, Inc., about KJR!

KJR

SEATTLE 5000 WATTS AT 950 kc.

A Marshall Field Station

for Western Washington... An Affiliate of the American Broadcasting Company

KIMA
YAKIMA

Covering the Central Washington Market

126,400 People Representing Retail Sales of **$127,645,000***

In the city and county Yakima, Wash., ranks among the leading 200 markets of the nation and KIMA, "listened to most, by most people," is the economical, most efficient contact with this rich, responsive market.

Any WEED & Company representative will gladly supply complete KIMA station data, Hooper ratings and market information.



KIMA—CBS
Yakima, Wash.

1000 Watts day 500 night

* *Sales Management "Survey of Buying Power" May 1949*

RADIO SPOKANE KGA



50,000 WATTS

of PROTECTED Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market*



*Class I-B Clear Channel

RADIO SPOKANE KGA

American Broadcasting Co. Affiliate

Radio Central Building
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

WASHINGTON

SPOT RATE FINDER

(Continued from page 196)

ELLENSBURG, Kittitas, 2,200 fam., 97.3% radio, 2,140 radio fam.

KXLE, 250w, 1240kc, Tracy-Moore

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	8.00	10.00	20.00	40.00
N	5.00	7.00	8.00	10.00	20.00	40.00

EVERETT, Snohomish, 11,300 fam., 97.7% radio, 11,040 radio fam.

KRKO, 250w, 1400kc, MBS, McGillvra, Keating, BMB

D	5.50	5.00	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

KENNEWICK, Benton, 3,200 fam., 98.0% radio, 3,140 radio fam.

KWIE, 250w, 1230kc

D	2.40	3.25	10.00	16.00	25.50	46.00
N	2.40	3.25	10.00	16.00	25.50	46.00

KIRKLAND, King, 1,500 fam., 98.9% radio, 1,480 radio fam.

KRKL, 250w-D, 1050kc

D	4.00	6.00	12.00	18.00	24.00	42.00

LONGVIEW, Cowlitz, 5,800 fam., 98.7% radio, 5,720 radio fam.

KWLK, 250w, 1400kw, MBS, Keating, W. S. Grant

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	14.25	19.00	30.00	50.00

KWLK, 250w, 1400kw, MBS, Keating, W. S. Grant

MOSES LAKE, Grant, 800 fam., 97.4% radio, 780 radio fam.

KSEM, 250w, 1450kc, W. S. Grant

D	4.05	4.50	6.75	12.00	18.00	30.00
N	4.05	4.50	6.75	12.00	18.00	30.00

MOUNT VERNON, Skagit, 1,600 fam., 98.7% radio, 1,580 radio fam.

KBRC, 500w-D, 1430kc, Keating

D	3.50	3.50	6.00	10.00	15.00	25.00

OLYMPIA, Thurston, 5,800 fam., 98.4% radio, 5,710 radio fam.

KGY, 250w, 1240kc, MBS, W. S. Grant, Canlan

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

OMAK, Okanogan, 1,200 fam., 96.2% radio, 1,150 radio fam.

KOMW, 1kw-D, 680kc, Keating

D (rates on request)

PASCO, Franklin, 3,200 fam., 95.7% radio, 3,060 radio fam.

KPKW, 250w, 1340kc, Griffith, Keating

D	2.00	2.90	8.65	13.80	23.00	40.25
N	2.00	2.90	8.65	13.80	23.00	40.25

PORT ANGELES, Clallam, 3,400 fam., 97.3% radio, 3,310 radio fam.

KONP, 250w, 1450kc, Keating

D	3.00	4.00	5.00	9.00	15.00	25.00
N	4.00	5.00	6.00	10.00	18.00	30.00

RENTON, King, 6,000 fam., 98.2% radio, 5,890 radio fam.

KXRN, 250w-D, 1220kc

D	.....	7.20	12.00	24.00	38.40	72.00

SEATTLE, King, 165,500 fam., 97.4% radio, 161,200 radio fam.

4 AM affiliates, average 1-time rates

D	20.37	30.25	36.37	60.75	91.12	142.50
N	43.75	62.00	70.75	121.50	182.25	285.00

4 AM non-affiliates, average 1-time rates

D	8.12	10.06	14.50	25.75	39.25	67.50
N	13.12	16.37	22.75	41.25	62.50	106.25

KING, 50kw, 1090kc, Walker, Tracy-Moore, Hooper

D	9.50	11.25	15.00	30.00	45.00	75.00
N	17.50	22.50	30.00	60.00	90.00	150.00

KING-FM, Ch. 235, 94.9mc, 1kw, Walker Bonus

KIRO, 50kw, 710kc, CBS, Free & Peters

D	26.00	41.00	50.00	75.00	112.50	187.50
N	55.00	78.00	92.00	150.00	225.00	375.00

KIRO-FM, Ch. 264, 100.7mc, 5.7kw, Free & Peters Bonus

KJR, 5kw, 950kc, ABC, Avery-Knodel, BMB, Hooper

D	18.00	25.00	35.00	56.00	84.00	140.00
N	35.00	60.00	70.00	112.00	168.00	280.00

KOL, 5kw, 1300kc, Headley-Reed, Hooper, BMB

D	10.00	10.00	16.00	24.00	36.00	60.00
N	18.00	18.00	26.00	40.00	60.00	100.00

KOMO, 50kw, 1000kc, NBC, Petry, Hooper, BMB

D	25.00	35.00	37.50	72.00	108.00	.....
N	60.00	70.00	75.00	144.00	216.00	.....

KOMO-FM, Ch. 225, 98.9mc, 14.4kw, Petry Bonus

KRSC, 1kw, 1150kc, Young, Hooper

D	6.00	9.00	12.00	24.00	36.00	60.00
N	10.00	15.00	20.00	40.00	60.00	100.00

KRSC-FM, Ch. 251, 98.1mc, 15kw, Young Bonus

KTW, 1kw-D, 1250kc, ST-KWSC

D	.....	.....	.....	16.00	24.00	40.00

N (time sold only to religious broadcasters)

KVI, 5kw, 570kc, MBS, Hollingbery, Hooper

D	12.50	20.00	23.00	40.00	60.00	100.00
N	25.00	40.00	46.00	80.00	120.00	200.00

KXA, 1kw, 770kc, Forjoe

D	7.00	10.00	15.00	25.00	40.00	75.00
N	7.00	10.00	15.00	25.00	40.00	75.00

SPOKANE, Spokane, 50,500 fam., 97.6% radio, 49,290 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

4 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	12.37	16.87	21.25	36.87	55.62	96.25
N	22.25	30.00	42.50	68.75	111.75	192.50

2 AM non-affiliates, average 1-time rates

D	4.50	5.50	9.50	15.50	24.50	36.25
N	8.00	9.00	16.00	26.00	39.00	60.00

KFIO, 250w, 1230kc

D	4.00	6.00	10.00	15.00	25.00	32.50
N	6.00	8.00	14.00	20.00	30.00	40.00

KGA, 50kw, 1510kc, ABC, Petry, Conlan

D	12.50	17.50	25.00	48.00	72.00	120.00
N	25.00	35.00	50.00	96.00	144.00	240.00

KHQ, 5kw, 590kc, NBC, Katz, BMB

D	16.50	20.00	27.50	44.00	66.00	110.00
N	33.00	40.00	55.00	88.00	132.00	220.00

KNEW, 5kw, 1430kc, MBS, Hollingbery, Hooper

D	8.00	10.00	15.00	28.00	42.00	70.00
N	16.00	20.00	30.00	56.00	84.00	140.00

KREM, 250w, 1340kc, Forjoe, Conlan, Hooper

D	5.00	5.00	9.00	16.00	24.00	40.00
N	10.00	10.00	18.00	32.00	48.00	80.00

KXLY, 5kw, 920kc, CBS, Walker

D	12.50	12.50	17.50	27.50	42.50	85.00
N	25.00	25.00	35.00	55.00	85.00	170.00

TACOMA, Pierce, 47,200 fam., 98.1% radio, 46,300 radio fam.

2 AM non-affiliates, average 1-time rates

D	7.35	7.35	14.70	24.00	36.00	60.00
N	11.00	11.00	22.00	37.50	55.00	95.00

KMO, 5kw, 1360kc, McGillvra, Scott, Keating, Hooper, Conlan

D	7.20	7.20	14.40	24.00	36.00	60.00
N	12.00	12.00	24.00	40.00	60.00	100.00

KTBI, 1kw, 810kc, Taylor-Borroff, Keenan, Eickleberg

D	7.50	7.50	15.00	24.00	36.00	60.00
N	10.00	10.00	20.00	35.00	50.00	90.00

KVI, 5kw, 570kc, MBS (See Seattle)

VANCOUVER, Clark, 9,500 fam., 98.1% radio, 9,320 radio fam.

KVAN, 1kw, 910kc, Keating

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.25	7.50	15.00	30.00	45.00	75.00

WALLA WALLA, Walla Walla, 7,200 fam., 97.6% radio, 7,030 radio fam.

2 AM non-affiliates, average 1-time rates

D	5.25	9.00	11.10	19.20	28.80	48.00
N	8.00	12.00	16.00	28.00	42.00	70.00

KUJ, 5kw, 1420kc, MBS, W. S. Grant, Keating, BMB

D	7.50	9.00	15.00	24.00	36.00	60.00
N	10.00	12.00	20.00	32.00	48.00	80.00

KWWB, 250w, 1490kc, ABC, McHugh

D	5.00	.....	7.20	14.40	21.60	36.00
N	6.00	.....	12.00	24.00	36.00	60.00

WENATCHEE, Chelan, 4,700 fam., 97.3% radio, 4,570 radio fam.

2 AM affiliates, average 1-time rates

D	6.50	6.50	11.25	18.00	32.00	45.00
N	7.50	7.50	12.50	20.50	37.00	50.00

KPQ, 1kw, 560kc, ABC, McGillvra, Keating, Conlan

D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

KWNW, 250w, 1340kc, MBS, Biddick

D	5.00	5.00	10.00	16.00	34.00	40.00
N	5.00	5.00	10.00	16.00	34.00	40.00

YAKIMA, Yakima, 11,800 fam., 97.4% radio, 11,490 radio fam.

3 AM affiliates, average 1-time rate

D	6.91	7.58	12.33	19.73	29.60	49.33
N	9.66	10.33	16.66	27.33	42.66	66.66

KIMA, 1kw-D, 500w-N, 1460kc, CBS, Weed, Hooper

D	8.00	10.00	12.50	20.00	30.00	50.00
N	9.00	11.00	15.00	25.00	40.00	60.00

KIT, 1kw (5kw CP), 1280kc, ABC, McGillvra, Scott, Keating, Conlan, Hooper

D	7.25	7.25	12.00	19.20	28.80	48.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KYAK, 250w, 1400kc, MBS, W. S. Grant, Hooper

D	5.50	5.50	12.50	20.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	60.00

"KPQ-VILLE"

WENATCHEE, WASH.

CHELAN
DOUGLAS
GRANT
KITTITAS
OKANOGAN

Past 4 years retail sales up **236%** . . . and growing

ABC • 560kc

MARKET INDICATORS FOR WASHINGTON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,487,000	'48	1,736,000	'40
Increase over 1940	43.3%			
% of U.S.	1.70%	'48	1.31%	'40
BMB Families	729,900	'49	667,000	'46
Percent Radio	97.8%	'49	94.5%	'46
Radio Families	713,720	'49	630,000	'46
Business Concerns	42,981	'47	35,663	'39
Manufacturing Establishments	3,407	'47	2,858	'39
Non-Agricultural Employment	485,040	'47	415,000	'39
Manufacturing Employment	123,000	'47	82,000	'39
Income	$3,289,000,000	'47	1,100,000,000	'40
Increase over 1940	199%			
Per Capita Income	$ 1,395	'47	632	'40
Increase over 1940	121%			
Construction (Private)	$ 222,300,000	'47	42,600,000	'39
Residential	$ 124,800,000	'47	24,900,000	'39
Non-Residential	$ 50,700,000	'47	11,400,000	'39
Retail Sales	$2,479,910,000	'48	2,324,453,000	'47
Value Added by Manufacture	$ 817,000,000	'47	268,000,000	'39

* * *

WASHINGTON RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	1,900	98.2	1,870	7,239	1,004	619	
Asatin	2,700	98.0	2,650	3,671	376	145	
Benton	12,600	97.7	12,310	42,014	6,506	5,221	
Chelan	11,800	97.9	11,550	47,069	6,285	3,649	
Clallam	8,000	97.1	7,770	22,294	5,455	3,587	
Clark	34,300	98.3	33,720	61,953	12,570	8,890	52,746
Columbia	1,900	97.1	1,840	4,605	659	332	
Cowlitz	15,500	98.0	15,190	48,881	13,870	8,526	69,781
Douglas	2,900	98.4	2,850	4,350	234	111	
Ferry	1,400	95.3	1,330	2,328	217	92	
Franklin	6,100	96.1	5,860	17,396	1,631	767	
Gayfield	1,100	98.4	1,080	3,837	243	113	
Grant	4,900	97.0	4,750	12,025	2,027	1,111	
Grays Harbor	17,400	96.9	16,860	61,334	15,490	9,239	48,463
Island	3,000	97.9	2,940	3,339	383	149	
Jefferson	3,400	97.0	3,300	6,766	1,187	809	
Kittitas	6,800	97.5	6,630	956,762	201,600	134,726	265,458
King	235,400	97.7	229,990	61,864	6,757	3,762	
Kitsap	26,900	98.7	26,550	22,959	3,142	1,796	
Klickitat	3,800	96.7	3,670	9,554	1,512	828	
Lewis	13,700	97.7	13,380	39,025	6,972	3,768	
Lincoln	3,700	98.2	3,630	13,992	790	428	
Mason	4,800	97.2	4,670	10,654	2,712	1,630	
Okanagan	8,900	96.6	8,600	20,260	2,452	1,319	
Pacific	5,400	97.2	5,250	14,685	3,228	1,916	
Pend Oreille	2,500	96.6	2,420	5,371	1,231	654	
Pierce	73,000	98.1	71,610	248,096	47,492	29,929	106,426
San Juan	1,300	97.1	1,260	1,944	399	156	
Skagit	14,100	98.1	13,830	37,835	6,894	3,929	18,951
Skamania	1,600	97.1	1,550	2,379	448	234	
Snohomish	32,900	98.0	32,240	95,724	19,039	11,609	71,833
Spokane	69,300	97.7	67,710	260,199	46,519	27,006	71,995
Stevens	6,000	96.6	5,800	11,320	1,606	793	
Thurston	13,800	98.2	13,550	41,439	8,642	4,901	
Wahkiakum	1,300	98.2	1,280	2,264	662	353	
Walla Walla	11,400	97.7	11,140	51,967	5,509	2,964	
Whatcom	19,700	98.3	19,370	63,112	13,026	8,007	22,919
Whitman	9,400	98.6	9,270	31,759	2,893	1,308	
Yakima	35,300	97.6	34,450	127,645	16,744	9,090	22,226

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

WEST VIRGINIA

SPOT RATE FINDER

BECKLEY, Raleigh, 5,300 fam., 93.8% radio, 4,970 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.75	15.00	23.25	38.75
N	6.25	6.25	10.00	20.00	30.00	50.00

WJLS, 1kw-D, 500w-N, 560kc, CBS, Weed

D	5.00	5.00	7.50	14.00	22.50	37.50
N	7.50	7.50	10.00	20.00	30.00	50.00

WJLS-FM, Ch. 258, 99.5mc, 31.7kw Bonus

WWNR, 250w,, 1450kc, MBS, McGillvra

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WCFC (FM), Chan. 267, 101.3mc, 35.75kw

D	3.00	4.20	5.80	11.55	17.50	28.90
N	5.25	6.00	8.25	16.50	24.75	41.25

BLUEFIELD, Mercer, 5,800 fam., 94.4% radio, 5,480 radio fam.

2 AM affiliates, average 1-time rates

D	5.25	5.75	11.50	23.00	34.50	57.50
N	7.25	8.00	16.00	32.00	48.00	80.00

WHIS, 5kw, 1440kc, N8C, Katz

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WHIS-FM, Ch. 283, 104.5mc, 100kw, Katz Bonus

WKOY, 250w, 1240kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.50	6.00	12.00	24.00	36.00	60.00

CHARLESTON, Kanawha, 22,400, 94.9% radio, 21,260 radio fam.

4 AM affiliates, average 1-time rates

D	8.65	9.57	15.30	32.10	46.90	73.47
N	11.48	12.59	23.20	45.65	68.67	114.12

WCAW, 250w. 1400kc, McGillvra

D	3.75	5.50	10.00	20.00	30.00	50.00
N	3.75	5.50	10.00	20.00	30.00	50.00

WCHS, 5kw, 580kc, CBS, Branham, Hooper, BMB

D	12.10	14.52	24.20	48.40	72.60	108.90
N	16.94	19.36	36.30	72.60	108.90	181.50

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

WGKV, 250w, 1490kc. N8C, Meeker, Hooper

	SB	1M	5M	15M	30M	1HR
D	8.00	8.00	12.00	30.00	40.00	60.00
N	11.50	11.50	21.50	40.00	60.00	100.00

WKNA, 1kw, 950kc, A8C, Weed, BM8, Hooper, Conlan

D	9.00	9.75	15.00	30.00	45.00	75.00
N	12.00	13.00	25.00	50.00	75.00	125.00

WKNA-FM, Chan. 248, 97.5mc, 1kw, Weed Bonus

WTIP, 250w, 1240kc, MBS, Forjoe, Hooper

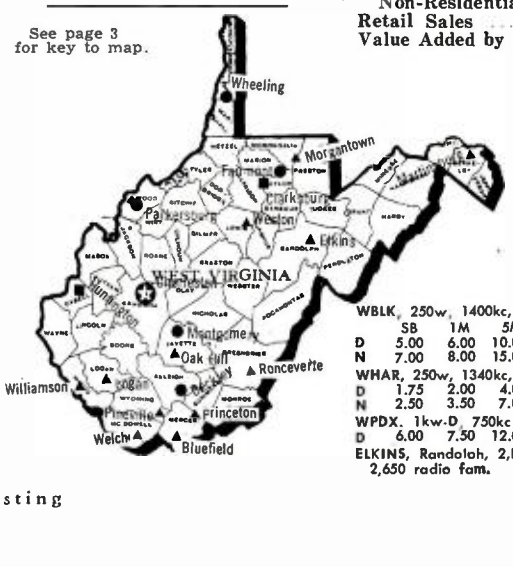
D	5.50	6.50	10.00	20.00	30.00	50.00
N	5.50	6.50	10.00	20.00	30.00	50.00

CLARKSBURG, Harrison, 10,000 fam., 96.0% radio, 9,600 radio fam.

2 AM affiliates, average 1-time rates

D	3.37	4.00	7.00	14.00	21.00	32.50
N	4.75	5.75	11.00	22.00	32.00	55.00

See page 3 for key to map.



WBLK, 250w, 1400kc, NBC, Branham

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHAR, 250w, 1340kc, MBS, McGillvra

D	1.75	2.00	4.00	8.00	12.00	20.00
N	2.50	3.50	7.00	14.00	19.00	35.00

WPDX. 1kw-D, 750kc

D	6.00	7.50	12.00	25.00	45.00	75.00

ELKINS, Randolph, 2,800 fam., 94.8% radio, 2,650 radio fam.

MARKET INDICATORS FOR WEST VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,915,000	'48	1,902,000	'40
Increase over 1940	0.7%			
% of U.S.	1.31%	'48	1.45%	'40
BMB Families	473,300	'49	451,000	'46
Percent Radio	92.0%	'49	85.8%	'46
Radio Families	435,430	'49	387,000	'46
Business Concerns	25,073	'47	21,351	'39
Manufacturing Establishments	1,602	'47	1,094	'39
Non-Agricultural Employment	416,620	'47	365,000	'39
Manufacturing Employment	109,000	'47	74,000	'39
Income	$1,940,000,000	'47	760,000,000	'40
Increase over 1940	155%			
Per Capita Income	$ 1,031	'47	398	'40
Increase over 1940	159%			
Construction (Private)	$ 112,700,000	'47	40,800,000	'39
Residential	$ 38,600,000	'47	18,800,000	'39
Non-Residential	$ 31,000,000	'47	8,400,000	'39
Retail Sales	$1,197,456,000	'48	1,057,161,000	'47
Value Added by Manufacture	$ 664,000,000	'47	213,000,000	'39

* * *

WDNE, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.25	4.50	8.00	15.00	24.00	40.00
N	4.50	7.00	12.00	20.00	32.00	55.00

FAIRMONT, Marion, 9,200, 95.4% radio, 8,780 radio fam.

2 AM affiliates, average 1-time rates

D	6.75	7.50	14.50	27.00	42.00	67.50
N	10.50	12.00	22.50	42.50	67.50	110.00

WMMN, 5kw, 920kc, CBS, Katz, BMB

D	9.00	9.00	18.00	36.00	54.00	90.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WVVW, 250w, 1490kc, MBS, Bolling, Conlan

D	4.50	6.00	11.00	18.00	30.00	45.00
N	6.00	9.00	15.00	25.00	45.00	70.00

WVVW-FM, Ch. 222, 92.3mc

No rates available

HUNTINGTON, Cabell, Wayne, 23,900 fam., 96.3% radio, 22,350 radio fam.

2 AM affiliates, average 1-time rates

D	6.00	7.50	14.49	23.75	40.87	68.12
N	9.45	11.25	23.81	44.75	65.40	111.67

WHTN, 1kw-D, 800kc, Freidenburg, Conlan

D	4.00	5.00	8.00	15.00	25.00	40.00

WEST VIRGINIA

SPOT RATE FINDER

(Continued from page 199)

WPLH, 250w, 1450kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	10.00	15.00	30.00	50.00
N	6.40	8.00	16.00	32.00	48.00	80.00

WPLH-FM, Chan. 273, 102.5mc, 41kw, Transit Radio
Bonus

WSAZ, 5kw-D, 1kw-N, 930kc, ABC, Branham, BMB, Conlan

D	8.00	10.00	18.98	34.50	51.75	86.25
N	12.50	14.50	31.63	57.50	82.80	143.75

LOGAN, Logan, 1,700 fam., 95.1% radio, 1,620 radio fam.

WLOG, 250w, 1230kc

D	6.00	6.00	9.60	12.00	21.60	36.00
N	6.00	6.00	9.60	12.00	21.60	36.00

WLOG-FM, Chan. 277, 103.3mc, 1kw
Bonus

MARTINSBURG, Berkley, 4,700 fam., 94.6% radio, 4,450 radio fam.

WEPM, 250w, 1340kc, Burn-Smith, BMB

D	3.15	4.50	9.00	18.00	27.00	45.00
N	5.25	7.50	15.00	30.00	45.00	75.00

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

WEPM-FM, Ch. 232, 94.3mc, 250w, Burn-Smith
Bonus

MONTGOMERY, Fayette, 1,300 fam., 93.3% radio, 1,220 radio fam.

WMON, 250w, 1340kc, MBS, Conlan

	SB	1M	5M	15M	30M	1HR
D	5.00	6.00	8.00	15.00	24.00	40.00
N	6.00	7.50	10.00	20.00	35.00	60.00

MORGANTOWN, Monongalia, 6,500 fam., 95.7% radio, 6,220 radio fam.

WAJR, 250w, 1230kc, MBS, Conlan, BMB

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WAJR-FM, Ch. 257, 99.3 1kw
Bonus

OAK HILL, Fayette, 1,200 fam., 95.1% radio, 1,140 radio fam.

WOAY, 1kw, 860kc, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOAY-FM, Ch. 231, 94.1mc, 20kw
Bonus (60% of AM rates after AM sign-off)

PARKERSBURG, Wood, 10,500 fam., 95.4% radio, 10,020 radio fam.

2 AM affiliates, average 1-time rates

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WCOM, 250w, 1230kc. ABC, McGillvra

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

* * *

WPAR, 250w, 1450kc, CBS, Branham

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WPAR-FM, Ch. 293, 106.5mc, 4kw, Branham
Bonus

PINEVILLE, Wyoming, 500 fam., 93.1mc, 470 radio fam.

WWYO, 1kw-D 970kc

D	5.00	8.00	12.00	24.00	36.00	60.00

PRINCETON, Mercer, 2,400 fam., 94.1% radio, 2,260 radio fam.

WLOH, 250 w, 1490kc

D	3.50	4.00	10.00	20.00	30.00	50.00
N	*3.50	4.00	10.00	20.00	30.00	50.00

* Night, smaller volume discount

WLOH-FM, Chan. 227, 93.3, 3.6kw
Bonus

RONCEVERTE, Greenbrier, 800f am., 92.7% radio, 740 radio fam.

WRON, 250w, 1400kc, MBS, McGillvra, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WELCH, McDowell, 2,200 fam., 93.2% radio, 2,050 radio fam.

WBRW, 250w, 1340kc, MBS, Forjoe, BMB

D	3.00	3.75	7.50	18.00	27.00	45.00
N	4.50	6.00	12.75	28.50	42.75	67.50

WESTON, Lewis, 2,400 fam., 94.2% radio, 2,260 radio fam.

WHAW, 250w, 1450kc, MBS, Cooke

D	2.50	3.50	10.00	20.00	30.00	40.00
N	3.00	4.50	15.00	25.00	35.00	50.00

* * *

WHEELING, Ohio, 19,000 fam., 96.4% radio, 18,320 radio fam.

3 AM affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1HR
D	14.00	15.00	25.00	33.66	65.33	110.00
N	30.00	31.25	57.00	92.00	150.00	250.00

WKWK, 250w, 1400kc, ABC, Weed, BMB

D	8.00	10.00	15.00	24.00	36.00	60.00
N	10.00	12.50	24.00	40.00	60.00	100.00

WTRF, 1kw-D, 1290kc, MBS, Petry, BMB

D	9.00	10.00	15.00	25.00	40.00	70.00

WTRF-FM, Chan. 263, 100.5mc, 20kw (35% of AM rates)

WWVA, 50kw, 1170kc, CBS, Petry, BMB

D	25.00	25.00	45.00	72.00	120.00	200.00
N	50.00	50.00	90.00	144.00	240.00	400.00

WWVA-FM, Chan. 254, 98.7mc, 30kw, Petry
Bonus

WILLIAMSON, Mingo, 2,700 fam., 88.0% radio, 2,380 radio fam.

WBTH, 250w, 1400kc, MBS, Gene Grant, BMB

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

* * *

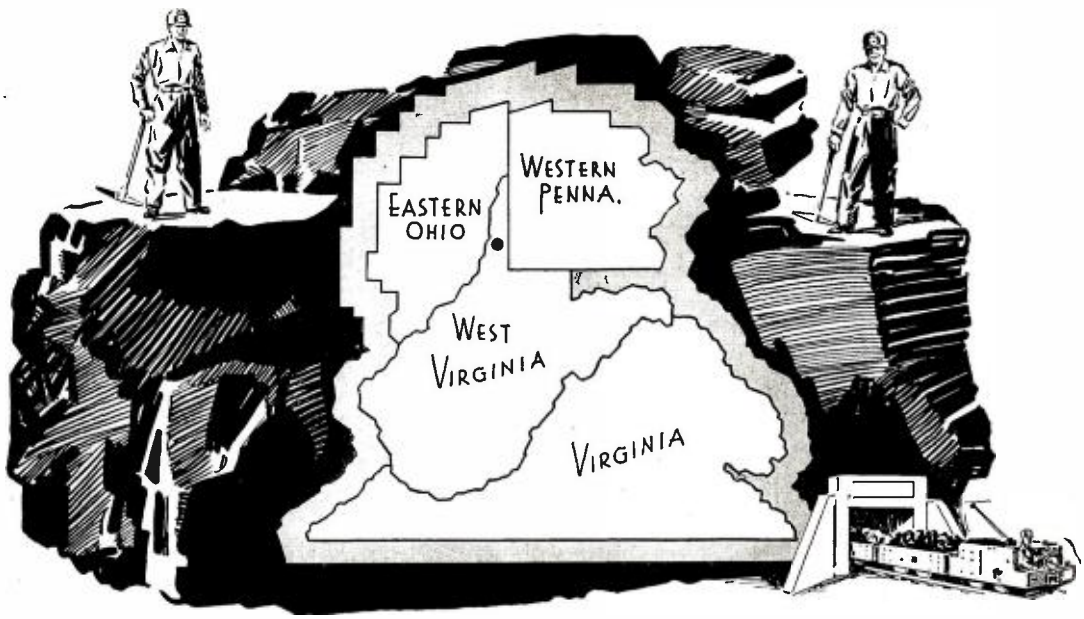
WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payrolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Barbour	4,500	88.9	4,000	6,074	1,330	503	
Berkeley	8,200	93.1	7,630	18,649	6,759	2,786	13,181
Boone	5,900	90.2	5,320	12,410	6,021	4,299	
Braxton	3,800	84.0	3,190	5,289	709	202	
Brooke	5,900	95.9	5,660	12,099	6,776	4,050	24,217
Cabell	29,200	92.4	26,980	104,189	27,277	14,761	56,103
Calhoun	1,900	85.7	1,630	2,768	225	56	
Clay	2,900	84.7	2,460	3,979	1,447	762	
Doddridge	2,200	88.4	1,940	2,963	402	116	
Fayette	17,500	93.1	16,290	47,636	19,543	13,891	D
Gilmer	2,200	86.0	1,890	2,653	609	332	
Grant	1,800	88.1	1,590	3,127	517	164	
Greenbrier	8,300	90.7	7,530	18,190	5,706	3,447	
Hampshire	3,000	89.1	2,670	4,192	506	207	
Hancock	7,600	97.7	7,430	18,747	19,727	12,657	92,471
Hardy	2,000	86.1	1,720	3,078	754	243	
Harrison	22,100	93.4	20,640	60,815	25,248	14,823	36,335
Jackson	3,500	89.3	3,130	5,011	838	296	
Jefferson	4,000	92.6	3,700	7,237	1,979	946	
Kanawha	63,300	93.6	59,250	190,082	59,463	39,904	178,158
Lewis	4,900	91.2	4,470	10,414	2,623	1,150	
Lincoln	4,100	82.0	3,360	4,372	893	262	
Logan	14,900	91.3	13,600	42,816	20,200	14,894	
McDowell	22,300	92.9	20,720	62,214	24,747	18,088	
Marion	20,000	94.1	18,820	53,254	19,198	10,893	35,037
Marshall	10,100	93.0	9,390	16,061	6,575	3,347	29,164
Mason	5,400	86.5	4,670	5,699	1,736	805	
Mercer	18,300	92.7	16,960	50,178	12,799	7,193	
Mineral	5,200	92.8	4,830	10,822	1,600	696	
Mingo	9,800	87.7	8,590	22,823	7,900	5,212	
Monongalia	15,600	93.2	14,540	41,271	13,224	7,828	
Monroe	2,800	89.2	2,500	3,128	448	112	
Morgan	2,100	93.4	1,960	2,717	1,338	542	
Nicholas	4,500	86.2	3,880	6,412	2,910	1,635	
Ohio	21,500	96.3	20,700	99,042	26,195	14,247	40,968
Pendleton	1,900	87.3	1,660	2,718	372	86	
Pleasants	1,500	94.5	1,420	3,421	999	511	
Pocahontas	2,800	88.1	2,470	5,075	1,185	532	
Preston	6,700	89.9	6,020	9,448	3,886	1,935	
Putnam	4,000	88.7	3,550	5,993	1,945	1,173	
Raleigh	20,300	93.4	18,960	58,196	17,853	12,416	
Randolph	7,000	91.1	6,380	16,667	4,271	2,157	
Ritchie	3,300	89.6	2,960	5,174	1,032	295	
Roane	3,800	86.5	3,290	6,222	1,097	370	
Summers	4,300	88.1	3,790	7,711	1,214	399	
Taylor	4,700	91.1	4,280	9,136	2,440	1,199	
Tucker	2,600	91.4	2,380	4,814	1,183	615	
Tyler	2,600	90.0	2,340	5,403	693	228	
Upshur	4,400	88.3	3,890	7,089	1,375	491	
Wayne	7,200	87.0	6,260	6,090	2,506	1,089	
Webster	3,300	87.5	2,890	5,551	2,378	1,626	
Wetzel	4,900	89.3	4,380	9,462	3,299	1,456	
West	1,300	85.7	1,110	1,262	187	39	
Wood	18,700	94.6	17,690	53,657	18,171	9,153	42,277
Wyoming	6,700	90.6	6,070	13,966	5,719	3,880	

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

It Took CENTURIES to Make This a Rich Market for Alert Advertisers



More Than Half of the Nation's Coal* Is Produced in This WWVA Coverage Area

Nature endowed this four-state area of Western Pennsylvania, Eastern Ohio, West Virginia and Virginia with untold riches in the coal that turns the wheels of industry—that furnishes heat, power and light for countless millions.

Day and night thousands of men are busily engaged in mining these Black Diamonds, in hauling them by river, rail and highway. The weekly earnings in the mining and its dependent industries are at an all-time high—which means plenty of spendable dollars for alert advertisers.

With *one* station, *one* cost, *one* billing—with WWVA you can reach this four-state heart of the soft coal industry; with WWVA's friendly programming you can make sure your advertising message reaches into the homes and hearts of the people who make this mining industry great.

For there are more than eight million people in this area, and they spend *Four and One-Half Billion Dollars Annually* in retail sales outlets. Ask an EDWARD PETRY Man about this great WWVA area.

**Bituminous, that is!*

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

WE'D LAY AN EGG IN EGG HARBOR

When we started this radio station a couple of years ago, we decided to develop a unique program formula that would fit the peculiarities of this unique market, even though it might flop anywhere else. So we threw away the book and went to work.

The result? For the last six months only one station in this vast market *ever* has consistently equalled or exceeded WMIL's* afternoon audiences! And no Milwaukee station has successfully duplicated WMIL's programming!

It seems that there is an old Sales Manager's copy-book maxim that "Milwaukee is tough". But it isn't. It's just different. As a matter of fact, the blue book roster of national and local advertisers who tell their stories over WMIL . . . week after week, all year long . . . testifies to the fact that Milwaukee *likes* folks who do things Milwaukee's way. And when they like you, they buy from you!

Jerry Sieb

*Formerly WMLO

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

WISCONSIN

SPOT RATE FINDER

ANTIGO, 3,400 fam., 98.9% radio, 3,360 radio fam.
WATK, 250w-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	5.50	12.00	20.00	35.00	

APPLETON, Outagamie, 9,200 fam., 98.7% radio, 9,080 radio fam.
WHBY, 250w, 1230kc, MBS, Everett-McKinney

D	4.00	5.75	9.00	17.00	25.00	40.00
N	5.25	8.75	16.00	32.00	48.00	80.00

ASHLAND, Ashland, 3,400 fam., 96.9% radio, 3,290 radio fam.
WATW, 250w, 1400kc, MBS, Walker

D	4.50	9.00	18.00	27.00	45.00
N	6.00	15.00	30.00	45.00	75.00

BELOIT, Rock, 9,800 fam., 98.3% radio, 9,630 radio fam.
WBEL, 1kw, 1380kc

D	3.50	5.00	9.50	15.50	31.00	60.00
N	3.50	5.00	9.50	15.50	31.00	60.00

WGEZ, 100w, 1490kc, MBS, Rambeau

D	4.80	12.00	19.20	28.80	48.00
N	6.00	15.00	24.00	36.00	60.00

WBNB (FM), Ch. 297, 107.3mc, 8.7kw

D	1.72	4.31	6.90	12.94	21.56	34.50

EAU CLAIRE, Eau Claire, 13,600 fam., 98.1% radio, 13,340 radio fam.

2 AM affiliates, average one-time rate

D	3.57	3.57	6.80	13.36	27.12	46.50
N	6.37	6.37	12.37	26.25	57.50	90.00

WBIZ, 250w, 1400kc, MBS

D	2.80	2.80	5.35	9.65	19.25	33.00
N	4.25	4.25	8.25	17.50	35.00	60.00

WEAU, 5kw, 790kc, NBC, Hollingbery, Bulmer & Johnson

D	4.25	4.25	8.25	17.50	35.00	60.00
N	8.50	8.50	16.50	35.00	70.00	120.00

WEAU-FM, Ch. 231, 94.1mc, 60kw, Hollingbery, Bulmer & Johnson

D	1.00	1.00	6.00	12.00	24.00
N	1.25	1.25	7.50	15.00	30.00

WRFW, 1kw-D, 1050kc, Forjoe

D	4.90	4.90	10.35	18.45	37.10	63.00
N	3.50	3.50	7.50	13.55	26.95	46.25

FOND DU LAC, Fond du Lac, 8,900 fam., 98.3% radio, 8,780 radio fam.
KFIZ, 250w, 1450kc, MBS, Conlan

D	6.00	10.00	20.00	30.00	50.00
N	7.00	14.00	28.00	42.00	70.00

GREEN BAY, Brown, 16,500 fam., 98.3% radio, 16,220 radio fam.

2 AM affiliates, average one-time rate

D	7.50	8.50	10.00	22.50	36.00	60.00
N	13.25	14.75	18.50	41.00	66.50	110.00

WBAY, 5kw, 1360kc, CBS, Weed, Hooper

D	9.00	9.00	10.00	25.00	42.00	70.00
N	17.50	17.50	21.00	50.00	85.00	140.00

WBAY-FM, Ch. 273, 102.5mc, 5kw, Weed Bonus
WDUZ, 250w, 1400kc, ABC, Taylor-Borroff, BMB

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

WJPG, 1kw-D, 810kc, Ra-Tel

D	5.00	4.00	10.00	20.00	30.00	40.00
N	5.00	5.00	12.50	25.00	37.50	50.00

WJPG-FM, Ch. 266, 101.1mc, 14.4kw, Ra-Tel Bonus—Daytime only

N	5.00	10.00	15.00	25.00	

JANESVILLE, Rock, 7,800 fam., 98.7% radio, 3,700 radio fam.
WCLO, 250w, 1230kc, MBS, Rambeau

D	5.60	5.60	14.00	22.40	33.60	56.00
N	7.00	7.00	17.50	28.00	42.00	70.00

WCLO-FM, Ch. 260, 99.9mc, 15kw, Rambeau Bonus
KENOSHA, Kenosha, 15,400 fam., 99.1% radio, 15,260 radio fam.
WLIP, 250w-D, 1050kc, Everett-McKinney

D	8.75	8.75	10.00	19.00	30.00	50.00

LACROSSE, Lacrosse, 15,000 fam., 98.5% radio, 14,780 radio fam.

3 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.35	7.03	9.50	19.00	28.50	47.50
N	8.66	11.33	19.00	38.00	57.00	95.00

WKBH, 5kw, 1410kc, NBC, Taylor-Borroff, Conlan

D	5.60	7.50	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WKTY, 1kw, 580kc, MBS, Blair

D	5.50	7.00	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WLCX, 250w, 1490kc, ABC

D	4.95	6.60	8.50	17.00	25.50	42.50
N	8.00	10.00	17.00	34.00	51.00	85.00

LADYSMITH, Rusk, 1,200 fam., 97.2% radio, 1,170 radio fam.
WLDY, 250w, 1340 kc, Clark

D	3.60	3.60	5.20	11.20	16.80	28.00
N	4.50	4.50	6.50	14.00	21.00	35.00

MADISON, Dane, 26,300 fam., 99.2% radio, 26,090 radio fam.

3 AM affiliates, average one-time rate

D	7.66	7.66	15.25	27.16	46.00	76.66
N	13.33	13.33	26.66	47.50	80.00	133.33

WIBA, 5kw, 1310kc, NBC, Avery-Knodel, Conlan

D	9.00	9.00	18.00	31.50	54.00	90.00
N	15.00	15.00	30.00	52.50	90.00	150.00

WIBA-FM, Ch. 268, 101.5mc, 45kw, Avery-Knodel Bonus
WISC, 1kw, 1480kc, ABC, Hollingbery

D	5.00	5.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WISC-FM, Ch. 255, 98.9mc, 1kw, Hollingbery Bonus
WKOW, 10kw-D, 5kw-N, 1070kc, MBS, Headley-Reed

D	9.00	9.00	18.00	30.00	54.00	90.00
N	15.00	15.00	30.00	50.00	90.00	150.00

WFOW (FM), Ch. 285, 104.9mc, 930w

D	.75	1.00	1.50	3.00	6.00	12.00
N	1.00	1.50	2.00	3.50	7.00	14.00

MANITOWOC, Manitowoc, 8,700 fam., 98.9% radio, 8,600 fam.
WOMT, 250w, 1240kc, MBS, Ra-Tel, Conlan

D	5.50	6.50	11.00	18.50	31.00	52.00
N	6.50	7.50	15.00	26.00	43.00	72.00

MARINETTE, Marinette, 4,700 fam., 97.9% radio, 4,600 fam.
WMAM, 250w-D, 100w-N, 570kc, NBC, Meeker

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

MARSHFIELD, Wood, 3,400 fam., 97.2% radio, 3,300 radio fam.
WDLB, 250w, 1450kc

D	3.60	6.00	9.00	17.00	25.00	42.00
N	4.20	7.00	14.00	28.00	42.00	70.00

WDLB-FM, Ch. 280, 103.9mc, 250w Bonus
MEDFORD, Taylor, 800 fam., 97.3% radio, 780 radio fam.
WIGM, 250 w, 1490kc MBS, Continental

D	1.50	4.25	6.00	10.50	18.50	28.50
N	1.50	4.25	6.00	10.50	18.50	28.50

MERRILL, Lincoln, 2,900 fam., 97.0% radio, 2,810 radio fam.
WLIN, 1kw-D, 730kc, Walker

D	6.00	12.50	25.00	40.00	70.00	

WLIN-FM, Ch. 264, 107.3mc, Walker Bonus
MILWAUKEE, Milwaukee, 192,800 fam., 98.7% radio, 190.290 radio fam.

3 AM affiliates, average one-time rate

D	22.85	29.25	37.50	64.33	98.58	156.66
N	45.70	58.50	70.00	125.33	190.50	313.33

MORE COVERAGE
of
Southern Wisconsin
for
LESS MONEY
and
(Here's Your Bonus)
MILWAUKEE, Wisconsin's Largest City, IS INCLUDED

W L I P
KENOSHA

- Primary area population: 1,126,189
- Kenosha County payroll: $41,000,000

1050 kc • 250 w

National Representatives
EVERETT-McKINNEY
New York, Chicago, San Francisco

BEST BUY
in
Wisconsin's
Western
Bulge

W B I Z
EAU CLAIRE
Mutual
1400 kc • 250 w

WEMP, 250w, 1340kc, Headley-Reed, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.80	12.00	15.00	30.00	60.00	
N	13.50	15.00	25.00	45.00	90.00	

WEMP-FM, Ch. 231, 94.1mc, 35kw, Headley-Reed
Bonus

WEXT, 1kw-D, 1430kc, Holman

D	12.00	12.00	24.00	48.00	72.00	120.00

WFOX, 250w, 860kc, Ra-Tel

D	8.00	16.00	32.00	48.00	80.00
N	10.00	20.00	40.00	60.00	100.00

WISN, 5kw, 1150kc, CBS, Katz

D	23.25	23.25	45.00	60.00	93.75	150.00
N	46.50	46.50	90.00	120.00	187.50	300.00

WISN-FM, Ch. 275, 102.9mc, 3kw, Katz
Bonus

WMAW, 5kw, 1250kc, ABC, Avery-Knodel

D	15.00	15.00	30.00	45.00	70.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

WMIL, 1kw-D, 1290kc, Forjoe, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00

WTMJ, 5kw, 620kc, NBC, Petry

D	30.30	49.50		88.00	132.00	220.00
N	60.60	99.00		176.00	264.00	440.00

WTMJ-FM, Ch. 227, 93.3mc, 50kw
Bonus

WTMJ-TV, Ch. 3, 10.2kw-a, 16.1kw-a, NBC, ABC, CBS, DuMont, Petry

D	20.00	25.00	37.50	60.00	90.00	150.00
N	40.00	50.00	75.00	120.00	180.00	300.00

NEENAH, Winnebago, 3,600 fam., 99.1% radio, 3,570 radio fam.

WNAM, 1kw-D, 1280kc, Conlan

D	4.50	6.00	10.00	30.00	50.00	70.00

WNAM-FM, Ch. 253, 98.5mc, 3.2kw
(Storecasts)

OSHKOSH, Winnebago, 14,500 fam., 98.0% radio, 14,210 radio fam.

WOSH, 250w, 1490kc. ABC. Cooke, Conlan

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WOSH-FM, Ch. 225, 92.9mc, 3.5kw, Cooke
Bonus

POYNETTE, Columbia, 400 fam., 90.3% radio, 360 radio fam.

WIBU, 250w, 1240kc. Burn-Smith

D	6.00	6.00	7.00	14.00	21.00	35.00
N	7.00	7.00	14.00	28.00	42.00	70.00

RACINE, Racine. 21,600 fam., 99.1% radio, 21,410 radio fam.

WRJN. 250w, 1400kc, ABC, Walker, BMB

D	10.00	13.00	20.00	37.00	55.00	92.00
N	10.00	13.00	20.00	37.00	55.00	92.00

WRJN-FM, Ch. 264, 100.7mc, 15kw, Walker
Bonus

RHINELANDER, Oneida, 2,800 fam., 96.9% radio, 2,710 radio fam.

See page 3 for key to map.



WOBT, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RICE LAKE, Barrow, 2,100 fam., 96.6% radio, 2,030 radio fam.

* * *

MARKET INDICATORS FOR WISCONSIN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,309,000	'48	3,137,000	'40
Increase over 1940	5.5%			
% of U.S.	2.26%	'48	2.39%	'40
BMB Families	936,400	'49	852,000	'46
Percent Radio	97.7%	'49	95.5%	'46
Radio Families	914,710	'49	814,000	'46
Business Concerns	60,928	'47	62,167	'39
Manufacturing Establishments	6,980	'47	6,334	'39
Non-Agricultural Employment	791,486	'47	620,000	'39
Manufacturing Employment	343,000	'47	199,000	'39
Income	$4,341,000,000	'47	1,622,000,000	'40
Increase over 1940	168%			
Per Capita Income	$ 1,337	'47	516	'40
Increase over 1940	159%			
Construction (Private)	$ 235,600,000	'47	81,700,000	'39
Residential	$ 99,000,000	'47	40,400,000	'39
Non-Residential	$ 72,400,000	'47	14,700,000	'39
Retail Sales	$3,454,816,000	'48	3,127,073,000	'47
Value Added by Manufacture	$2,262,000,000	'47	682,000,000	'39

SELL

WISCONSIN'S 4TH MARKET

with

WCLO — JANESVILLE

WGEZ — BELOIT

Mutual	network — Mutual
169,469	population — 113,653
46,133	radio families — 30,939
$201,839,000	retail sales — $135,360,732
$1,191	per capita sales — $1,191
$1,554*	per cap. Eff. Buy'g. Inc. — $1,554
Vern Williams	manager — Stan Gardner

Janesville's and Beloit's Retail Purchasing Power Rated as 32% above average city!*

Sidney H. Bliss, *President & General Manager*

REPRESENTED BY RAMBEAU

* Sales Mgm. Survey of Buying Power

WJMC, 250w, 1240kc, MBS, Hollingbery, Bulmer & Johnson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D		2.93	5.70	12.08	24.15	39.78
N		3.91	7.59	16.10	32.20	55.20

WJMC-FM, Ch. 242, 96.3mc, 4.4kw, Hollingbery, Blumer & Johnson
Bonus

SHAWANO, Shawano, 1,900 fam., 97.6% radio, 1,850 radio fam.

WTCH, 1kw-D, 960kc

D	5.00	6.25	13.50	26.50	42.00	58.00

SHEBOYGAN, Sheboygan, 13,100 fam., 98.7% radio, 12,930 radio fam.

WHBL, 1kw-D, 250w-N, 1330kc, ABC, Meeker, Conlan, BMB

D	6.00	6.00	16.00	24.00	36.00	60.00
N	10.00	10.00	24.00	36.00	54.00	90.00

WHBL-FM, Ch. 262, 100.3mc, 15kw
Bonus

STEVENS POINT, Portage, 4,700 fam., 97.2% radio, 4,570 radio fam.

WTWT, 250w-D, 1010kc, Holman

D	5.70	5.70	11.45	22.85	34.30	57.45

SUPERIOR, Douglas, 11,900 fam., 97.9% radio, 11,650 radio fam.

WDSM, 250w, 1230kc, ABC, Free & Peters, Hooper

D	6.00	10.00	20.00	30.00	50.00
N	10.00	20.00	40.00	60.00	100.00

WSBR, 250w, 1490kc

D	3.00	3.00	5.00	10.00	15.00	25.00
N	3.00	3.00	5.00	10.00	15.00	25.00

WAUKESHA, Waukesha, 6,800 fam., 99.1% radio, 6,740 radio fam.

WAUX, 250w-D, 1510kc, Ra-Tel

D		6.00	11.00	18.00	36.00	70.00

WAUX-FM, Ch. 231, 95.3mc, 100w, Ra-Tel
Bonus

WAUSAU, Marathon, 8,900 fam., 98.3% radio, 8,750 radio fam.

WSAU, 250w, 1400kc, NBC, Petry

D	6.00	6.75		14.00	24.00	40.00
N	8.00	9.00		24.00	36.00	60.00

WSAU-FM, Ch. 238, 95.5mc, 46kw, Petry
Bonus

WISCONSIN RAPIDS, Wood, 4,300 fam., 98.0% radio, 4,210 radio fam.

WFHR, 250w, 1340kc, MBS, Conlan

D	6.00	6.00	9.00	17.00	25.00	42.00
N	7.00	7.00	14.00	21.00	28.00	70.00

WFHR-FM, Ch. 277, 103.3mc, 2.1kw
Bonus

MORE
for your
MONEY
at the
Wisconsin-Minnesota-Iowa
CROSS X ROADS
if you buy

WLCX
LA CROSSE
(Wisconsin)
ABC
1490 kc 250 w

* * *

WSBR
Delivers More
Listeners Per Dollar
in the *Great*
Duluth-Superior Market

WSBR's 250 watt signal carries exceptionally far, due to tower location in a swamp, connecting with Lake Superior. WSBR's primary includes 169,554 population which annually spends $122,547,602. Secondary coverage includes 35,396 population with over 13 million retail sales.

Clifford J. Lue, Manager
The *Only* Independent in Duluth-Superior

* * *

HIGHEST WAGES
IN THE NATION
ARE PAID IN
RACINE, WISCONSIN

FOR more than ten years the average weekly earnings of Racine production workers have exceeded the average earnings of production workers in the entire United States. In 1948 Racine earnings were $10.11 a week more than the United States average.

WRJN • WRJN-FM
ABC in RACINE

WISCONSIN RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Payroll—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Adams	2,100	94.0	1,970	20,698	2,755	1,220	
Ashland	6,300	95.8	6,040	28,031	3,449	1,360	
Barron	8,800	96.4	8,480	3,179	266	74	
Bayfield	3,700	95.5	3,530	8,482	920	375	
Brown	27,500	97.9	26,920	119,565	21,312	11,551	54,556
Buffalo	4,100	96.4	3,950	9,229	982	349	
Burnett	2,600	95.2	2,480	5,477	519	182	
Calumet	4,200	97.9	4,110	12,676	2,515	1,185	
Chippewa	10,700	96.1	10,280	32,665	4,437	2,192	
Clark	8,300	94.9	7,880	21,866	2,624	1,133	
Columbia	10,500	97.4	10,230	31,939	4,179	1,711	
Crawford	4,300	96.2	4,140	10,225	1,659	632	
Dane	44,100	98.7	43,530	197,392	36,344	19,146	49,582
Dodge	14,300	97.9	14,000	40,267	8,320	4,260	31,576
Door	6,500	96.7	6,290	17,061	1,720	776	
Douglas	15,300	97.0	14,840	51,925	6,437	3,129	
Dunn	7,000	96.3	6,740	18,323	2,481	1,311	
Eau Claire	17,100	97.1	16,600	59,673	15,612	11,000	47,226
Florence	1,000	95.7	960	1,973	132	42	
Fond du Lac	19,200	97.9	18,800	68,819	13,327	6,819	38,410
Forest	2,300	95.2	2,190	6,626	1,052	515	
Grant	11,600	96.2	11,160	33,299	3,189	1,266	
Green	7,100	97.4	6,920	25,103	2,994	1,249	
Green Lake	4,200	96.5	4,050	13,480	2,045	891	
Iowa	5,300	96.4	5,110	12,025	1,130	401	
Iron	2,400	96.6	2,320	7,085	1,157	559	
Jackson	3,900	94.4	3,680	11,106	1,148	408	
Jefferson	13,100	98.1	12,850	44,596	8,315	4,314	28,614
Juneau	5,100	95.3	4,860	12,484	1,221	499	
Kenosha	20,500	99.0	20,300	75,892	24,026	14,826	99,694
Kewaunee	4,300	96.5	4,150	10,608	2,542	1,256	
La Crosse	18,000	98.0	17,640	74,868	18,251	9,496	51,813
Lafayette	5,000	96.8	4,840	13,059	1,092	409	
Langlade	6,400	97.2	6,220	20,545	2,681	1,140	
Lincoln	5,700	95.1	5,420	17,571	3,327	1,526	
Manitowoc	19,200	98.4	18,890	70,256	16,536	8,615	61,499
Marathon	19,300	96.6	18,640	65,033	13,379	7,326	47,763
Marinette	10,200	96.6	9,850	29,775	6,537	3,194	17,763
Marquette	2,500	95.7	2,390	5,629	552	186	
Milwaukee	248,700	98.7	245,470	1,116,013	317,474	197,240	973,935
Monroe	8,300	94.7	7,860	22,326	2,366	878	
Oconto	6,100	96.2	5,870	14,265	2,302	990	
Oneida	5,700	95.6	5,450	22,863	3,254	1,762	
Outagamie	21,100	98.2	20,720	84,780	17,536	9,703	52,712
Ozaukee	5,400	98.2	5,300	18,516	3,921	2,283	18,456
Pepin	1,800	96.2	1,730	6,013	552	215	
Pierce	5,300	96.4	5,110	16,984	1,729	684	
Polk	6,600	96.7	6,380	17,999	1,831	680	
Portage	8,400	95.9	8,060	27,190	5,408	2,565	
Price	4,200	94.7	3,980	13,136	1,471	712	
Racine	29,000	99.0	28,710	115,009	31,944	19,719	124,664
Richland	5,500	95.9	5,270	12,667	1,354	526	
Rock	26,700	98.1	26,190	107,160	26,494	16,567	91,738
Rusk	4,000	95.2	3,810	11,833	1,099	492	
St. Croix	6,300	97.6	6,150	19,320	1,671	662	
Sauk	10,700	96.5	10,330	31,459	3,582	1,495	
Sawyer	2,600	94.0	2,440	8,311	710	215	
Shawano	7,900	95.9	7,580	22,249	2,958	1,207	
Sheboygan	22,300	98.5	21,970	83,578	21,052	11,916	71,410
Taylor	4,500	94.2	4,240	10,301	1,673	799	
Trempealeau	6,600	95.9	6,330	15,911	1,610	604	
Vernon	7,500	95.3	7,150	16,832	1,940	643	
Vilas	2,000	95.2	1,900	10,493	895	455	
Walworth	10,600	98.1	10,400	42,871	6,108	3,059	10,935
Washburn	2,900	96.0	2,780	8,654	840	283	
Washington	8,100	98.0	7,940	24,011	6,899	3,628	21,396
Waukesha	21,400	99.0	21,190	66,765	12,614	7,356	40,929
Waupaca	10,000	96.6	9,660	29,028	5,515	2,585	17,807
Waushara	3,600	95.8	3,450	8,541	710	223	
Winnebago	25,900	98.2	25,430	97,925	28,483	16,530	85,397
Wood	13,000	97.0	12,610	43,312	11,618	6,810	36,586

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further reproduction unlicensed.

MILWAUKEE'S BEST RADIO BUY

is

WEMP

because

(1) HIGH HOOPERS

Since January 1, 1949 WEMP's share of audience has consistently gone up. 1949 May-June Index rates WEMP 3rd in overall average of measured periods.

(2) LOWEST RATES

and LOWEST COST per 1000 RADIO HOMES

day	1 min.	night	1 min.
1 ti	*260 ti*	*1 ti*	*260 ti*
$12	$7.20	$15	$9

CASH REGISTER RESULTS

RETAIL

Retail . . . major media for Shusters, Gimbels, Kosciusko Furniture Stores, Robert Hall, Mid-Hudson Dealers, etc.

NATIONAL

Miller Brewing Co., Canada Dry, Kool Cigarettes, Colgate-Palmolive-Peet, Sinclair Refining Co., etc.

AM WEMP FM

Milwaukee, Wisconsin

Gen. Mgr. Hugh Boice

Nat'l Reps: Headley-Reed

WYOMING

SPOT RATE FINDER

CASPER, Natrona, 8,100 fam., 96.7% radio, 7,830 radio fam.

2 AM affiliates, average one-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	6.65	10.90	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

KSPR, 1kw, 1470kc, MBS, Sears-Ayer, Conlan

D	3.50	3.50	6.50	10.80	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

KVOC, 250w, 1230kc, ABC, Donahue

D	3.50	3.50	6.80	11.00	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

CHEYENNE, Laramie, 10,400 fam., 98.3% radio, 10,220 radio fam.

KFBC, 250w, 1240kc, ABC, Donohue, Conlan

D	4.00	4.00	7.50	15.00	26.25	45.00
N	6.00	6.00	12.50	18.75	35.00	60.00

CODY, Park, 1,800 fam., 96.1% radio, 1,730 radio fam.

KODI, 250w, 1400kc, MBS, BMB

D	4.00	8.00	12.00	20.00	
N	5.00	10.00	15.00	25.00	

LANDER, Fremont (No city figures avail.)

KOVE, 250w, 1230kc

D	3.50	3.00	5.00	9.00	16.00	27.50
N	4.50	3.50	6.00	10.00	18.00	30.00

LARAMIE, Albany, 4,300 fam., 97.5% radio, 4,190 radio fam.

KOWB, 250w, 1340kc, MBS, W. S. Grant

D	4.50	6.00	8.00	16.00	24.00	40.00
N	6.00	7.50	11.00	22.00	33.00	55.00

POWELL, Park, 1,300 fam., 98.5% radio, 1,280 radio fam.

Note: All rates one-time. Sources: Total Families, copyright 1949 "Sales Management". Further reproduction unlicensed. For complete explanation see foreword.

* * *

KPOW, 1kw, 1260kc, MBS, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.50	15.00	26.00	45.00
N	4.00	4.00	7.50	15.00	26.00	45.00

RAWLINS, Carbon, 2,400 fam., 95.6% radio, 2,290 radio fam.

KRAL, 250w, 1240kc, ABC, Donahue

D	2.75	2.75	6.00	12.00	18.00	30.00
N	4.00	4.00	8.00	16.00	24.00	40.00

RIVERTON, Fremont, 1,300 fam., 96.1% radio, 1,250 radio fam.

KWRL, 250w, 1450kc

D	3.00	4.00	7.00	15.00	25.00	40.00
N	3.00	4.00	7.00	15.00	25.00	40.00

ROCK SPRINGS, Sweetwater, 3,600 fam., 96.7% radio, 3,480 radio fam,

KVRS, 1kw-D, 500w-N, 1360kc, MBS, Avery-Knodel, BMB

D	5.00	5.00	10.00	18.50	27.50	45.00
N	7.50	7.50	12.50	25.00	37.50	60.00

SHERIDAN, Sheridan, 4,600 fam., 97.6% radio, 4,490 radio fam.

KWYO, 1kw-D, 500w-N, 1410kc, MBS, Avery-Knodel, BMB

D	3.75	3.75	7.50	15.00	26.25	45.00
N	5.00	5.00	10.00	20.00	35.00	60.00

WORLAND, Washakie, 1,000 fam., 96.0% radio, 960 radio fam.

KWOR, 250w, 1490kc

D	3.00	4.00	7.00	15.00	25.00	40.00
N	3.00	4.00	7.00	15.00	25.00	40.00

* * *



See page 3 for key to map.

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MARKET INDICATORS FOR WYOMING

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	275,000	'48	251,000	'40
Increase over 1940	9.6%			
% of U.S.	0.19%	'48	0.19%	'40
BMB Families	81,900	'49	73,100	'46
Percent Radio	97.1%	'49	91.4%	'46
Radio Families	79,510	'49	66,800	'46
Business Concerns	5,554	'47	4,521	'39
Manufacturing Establishments	255	'47	400	'39
Non-Agricultural Employment	44,363	'47	54,000	'39
Manufacturing Employment	4,000	'47	3,000	'39
Income	$ 390,000,000	'47	151,000,000	'40
Increase over 1940	158%			
Per Capita Income	$ 1,472	'47	605	'40
Increase over 1940	143%			
Construction (Private)	$ 17,800,000	'47	13,100,000	'39
Residential	$ 6,000,000	'47	3,600,000	'39
Non-Residential	$ 2,300,000	'47	1,800,000	'39
Retail Sales	$ 320,238,000	'48	254,542,000	'47
Value Added by Manufacture	$ 31,000,000	'47	15,000,000	'39

* * *

WYOMING RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	Radio Families	Retail Sales 1948 ($000)	Employment 1st Qtr. 1947	Taxable Pay-rolls—1st Qtr. 1947 ($000)	Mfg. Value Added 1947 ($000)
Albany	5,400	96.9	5,230	20,411	2,989	1,509	2,177
Big Horn	2,800	97.3	2,720	10,802	1,327	634	
Campbell	1,500	97.5	1,460	5,132	335	134	
Carbon	4,300	95.8	4,120	18,391	1,984	1,062	D
Converse	1,600	97.5	1,560	6,957	652	296	
Crook	1,200	95.4	1,140	2,642	251	95	
Fremont	3,800	95.0	3,610	14,384	1,258	536	
Goshen	3,000	97.6	2,930	9,155	948	374	
Hot Springs	1,200	97.1	1,170	4,519	758	379	
Johnson	1,300	96.7	1,260	4,655	382	131	
Laramie	13,500	98.2	13,260	54,312	7,731	4,192	4,953
Lincoln	2,100	98.1	2,060	8,645	874	478	
Natrona	10,700	97.0	10,380	46,831	5,338	2,902	7,363
Niobrara	1,400	97.4	1,360	6,463	1,065	711	
Park	6,200	96.6	5,990	17,932	1,693	956	
Platte	2,100	96.6	2,030	7,860	753	390	
Sheridan	7,200	97.3	7,010	26,715	2,872	1,347	2,601
Sublette	700	96.7	680	2,353	133	57	
Sweetwater	6,700	97.1	6,510	27,441	4,542	3,260	
Teton	500	96.1	480	3,188	252	111	
Uinta	2,100	96.9	2,030	8,014	652	249	
Washakie	1,300	96.6	1,260	6,940	582	286	
Weston	1,300	96.8	1,260	4,910	570	272	
Yellowstone National Park	100			1,586	21	11	

D—Withheld to avoid disclosing figures for individual companies.

Sources: Radio Families, Per Cent Radio, BMB. Employment, Taxable Payrolls, Federal Security Administration. Mfg. Value Added, Dept. of Commerce. Families, Retail Sales, copyright 1949 "Sales Management." Further repraduction unlicensed.

Regionals and Other Groups

SPOT RATE FINDER

(Continued from page 27)

Griffin, **WLAG** La Grange, **WMVG** Milledgeville, **WMGA** Moultrie, **WRGA** Rome, **WWNS** Statesboro, **WLET** Toccoa, **WRON** Vidalia, **WAYX** Waycross, **WRLD** West Point. Ida.: **KGEM** Boise, **KBIO** Burley, **KIFI** Idaho Falls, **KEIO** Pocatello, **KPST** Preston, **KLIX** Twin Falls, **KWAL** Wallace, **KWEI** Weiser. Ill.: **WMRO** Aurora, **WDWS** Champaign, **WEBQ** Harrisburg, **WJPF** Herrin, **WJOL** Joliet, **WKAI** Macomb. Ind.: **WTOM** Bloomington, **WTRC** Elkhart, **WFTW** Fort Wayne, **WKMO** Kokomo, **WLBC** Muncie, **WTCJ** Tell City. Iowa: **KSIB** Creston, Kan.: **KVAK** Atchison, **KGNO** Dodge City, **KTSW** Emporia, **KIUL** Garden City, **KWHK** Hutchinson, **KIND** Independence. Ky.: **WLBJ** Bowling Green, **WCTT** Corbin, **WZIP** Covington, **WHIR** Danville, **WHLN** Harlan, **WHOP** Hopkinsville, **WOMI** Owensboro. La.: **KPDR** Alexandria, **WIHL** Hammond, **KWCJ** Natchitoches, **KSLO** Opelousas. Me.: **WJOR** Bangor, **WAGM** Presque Isle. Md.: **WASA** Havre de Grace. Mass.: **WOCB** Cape Cod-W, Yarmouth. Mich.: **WATZ** Alpena, **WATT** Cadillac, **WHDF** Calumet, **WDBC** Escanaba, **WMRP** Flint, **WIKB** Iron Mountain, **WJMS** Ironwood, **WKLA** Ludington, **WDMJ** Marquette, **WMBN** Petoskey, **WHLS** Port Huron, **WTCM** Traverse City. Minn.: **WXLT** Ely, **KBZY** Grand Rapids, **KTRF** Thief River Falls. Miss.: **WGCM** Biloxi-Gulfport, **WROX** Clarksdale, **WCJU** Columbia, **WCBI** Columbus, **WCMA** Corinth, **WJPR** Greenville, **WGRM** Greenwood, **WNAG** Grenada, **WFOR** Hattiesburg, **WKOZ** Kosciusko, **WAML** Laurel, **WAPF** McComb, **WMOX** Meridian, **WMIS** Natchez, **WHOC** Philadelphia, **WELO** Tupelo, **WQBC** Vicksburg, **WROB** West Point, **WAZF** Yazoo City. Mo.: **KDMO** Carthage, **KREI** Farmington, **KWOS** Jefferson City, **KWOC** Poplar Bluff, **KTTR** Rolla, **KSGM** Ste Genevieve, **KDRO** Sedalia, **KWPM** West Plains. Mont.: **KBMY** Billings, **KBOW** Butte, **KAVR** Havre, **KXLO** Lewiston, **KPRK** Livingston, **KRFJ** Miles City, **KIYI** Shelby, **KGCX** Sidney. Neb.: **KORN** Fremont, **KHAS** Hastings, **KGFW** Kearney, **KPRL** McCook, **KODY** North Platte, **KOLT** Scottsbluff. Nev.: **KRAM** Las Vegas. N. H.: **WMOU** Berlin, **WLNH** Laconia. N. J.: **WSNJ** Bridgeton. N. M.: **KSVP** Artesia, **KWEW** Hobbs, **KCHS** Hot Springs, **KGFL** Roswell, **KTNM** Tucumcari. N. Y.: **WMBO** Auburn, **WWSC** Glens Falls, **WHUC** Hudson, **WICY** Malone, **WALL** Middletown, **WSLB** Ogdensburg, **WHDL** Olean, **WNBZ** Saranac Lake. N. C.: **WBAZ** Albemarle, **WBBB** Burlington, **WEGO** Concord, **WCKB** Dunn, **WCNC** Elizabeth City, **WBBO** Forest City, **WGNC** Gastonia, **WHNC** Henderson, **WHKP** Hendersonville, **WHKY** Hickory, **WMFR** High Point, **WLOE** Leaksville, **WJRI** Lenoir, **WBUY** Lexington, **WTSB** Lumberton, **WMAP** Monroe, **WFRC** Reidsville, **WCBT** Roanoke Rapids, **WCEC** Rocky Mount, **WSTS** Southern Pines. N. D.: **KDIX** Dickinson, **KOVC** Valley City. Ohio.: **WFIN** Findlay, **WMOA** Marietta, **WMRN** Marion, **WJEL** Springfield. Okla.: **KWHW** Altus, **KVOS** Ardmore, **KWCO** Chickasha, **KSEO** Durant, **KASA** Elk City, **KTJS** Hobart, **KTMC** McAlester, **KHBG** Okmulgee, **KVLH** Pauls Valley, **WBBZ** Ponca City. Ore.: **KWIN** Ashland, **KAST** Astoria, **KBKR** Baker, **KBND** Bend, **KWRO** Coquille, **KRUL** Corvallis, **KASH** Eugene, **KLBM** La Grande, **KRNR** Roseburg, **KOCO** Salem, **KODL** The Dalles, **KTIL** Tillamook. Pa.: **WKAP** Allentown, **WISR** Butler, **WCED** DuBois, **WHUN** Huntingdon, **WDAD** Indiana, **WMCK** McKeesport, **WKRZ** Oil City, **WMAJ** State College. S. C.: **WOLS** Florence, **WFGN** Gaffney, **WLBG** Laurens-Clinton, **WMRA** Myrtle Beach, **WKDK** Newberry, **WRHI** Rock Hill. S. D.: **KDSJ** Deadwood, **KGFX** Pierre, **KWAT** Watertown. Tenn.: **WLAR** Athens, **WOPI** Bristol, **WJZM** Clarksville, **WKRM** Columbia, **WHUB** Cookeville, **WDSG** Dyersburg, **WHBT** Harriman, **WDXI** Jackson, **WETB** Johnson City, **WIBK** Knoxville, **WGAP** Maryville, **WMMT** McMinnville, **WTPR** Paris, **WENK** Union City. Tex.: **KVLF** Alpine, **KRUN** Ballinger, **KIOX** Bay City, **KRCT** Baytown, **KTRM** Beaumont, **KNEL** Brady, **KSTB** Breckenridge, **KWHI** Brenham, **KBWD** Brownwood, **KAND** Corsicana, **KDNT** Denton, **KELP** El Paso, **KGAF** Gainsville, **KLUF** Galveston, **KGVL** Greenville, **KSAM** Huntsville, **KEBE** Jacksonville, **KOCA** Kilgore, **KPET** Lamesa, **KPAB** Laredo, **KFRO** Longview, **KRBA** Lufkin, **KMHT** Marshall, **KORC** Mineral Wells, **KVKM** Monahans, **KOSF** Nacogdoches, **KNET** Palestine, **KPDN** Pampa, **KIUN** Pecos, **KVOP** Plainview, **KDWT** Stamford, **KSTV** Stephenville, **KSST** Sulphur Springs, **KXOX** Sweetwater, **KTEM** Temple, **KTFS** Texarkana, **KTLW** Texas City, **KVOU** Uvalde, **KVWC** Vernon, **KVIC** Victroia. Utah: **KSUB** Cedar City, **KVNU** Logan, **KOPP** Odgen, **KOAL** Price, **KJAM** Vernal. Vt.: **WSYB** Rutland, **WWSR** St. Albans, **WDEV** Waterbury. Va.: **WCHV** Charlottesville, **WKEY** Covington, **WSVS** Crewe, **WCVA** Culpeper, **WFVA** Fredericksburg, **WVEC** Hampton, **WMVA** Martinsville, **WNVA** Norton, **WPUV** Pulaski, **WHLF** South Boston, **WLPM** Suffolk, **WAYB** Waynesboro, **WINC** Winchester. Wash.: **KXRO** Aberdeen, **KVOS** Bellingham, **KELA** Centralia-Chehalies, **KRKO** Everett, **KWLK** Longview, **KSEM** Moses Lake, **KGY** Olympia, **KONP** Port Angeles, **KTBI** Tacoma, **KWWB** Walla Walla. W. Va.: **WHAR** Clarksburg, **WDNE** Elkins, **WLOG** Logan, **WAJR** Morgantown, **WLOH** Princeton, **WRON** Ronceverte, **WBRW** Welch. Wis.: **WHBY** Appleton, **WATW** Ashland, **WSBR** Duluth-Superior, **WDLY** Ladsmith, **WOMT** Manitowoc, **WDLB** Marshfield, **WIGM** Medford, **WIBU** Poynette, **WRJN** Racine, **WOBT** Rhinelander. Wyo.: **KSPR** Casper, **KPOW** Powell, **KRA** Rawlins, **KVRS** Rock Springs, **KWYO** Sheridan, **KWOR** Worland.

D	741.00	1,495.00	2,288.00	3,432.00	5,720.00
N	741.00	1,495.00	2,704.00	4,056.00	6,760.00

Lone Star Chain Inc.

1714 M & W Tower, Dallas, Tex., Manager, Howard H. Dunavan. **WBAP** Fort Worth, **KOSA** Odessa, **KFDM** Beaumont, **KGNC** Amarillo, **KTBC** Austin, **KEYS** Corpus Christi, **KTRE** Lufkin, **KFYO** Lubbock, **KTSA** San Antonio, **KTBB** Tyler, **KWKC** Abilene, **KXYZ** Houston, **KRGV** Weslaco, **KFDX** Wichita Falls, **KTXL** San Angelo, **KROD** El Paso.

D	144.78	164.17	275.95	462.76	707.94	1,179.90
N	247.71	284.57	484.28	800.38	1,214.68	2,039.80

Long Radio Enterprises

P. O. Box 1391, Bay City, Tex., Managing Director J. G. Long. **KIOX** Bay City, **KVIC** Victoria, **KSAM** Huntsville, **KTLW** Texas City, Tex.

D	18.00	25.00	42.50	68.00	102.00	170.00
N	24.50	36.00	60.00	96.00	144.00	240.00

Maine Broadcasting System

157 High St., Portland, Me. Rep, Weed, Bannan, Manager William H. Rines. **WCSH** Portland, **WRDO** Augusta, **WLBZ** Bangor.

D	23.75	23.75	36.10	72.20	108.30	180.50
N	47.50	47.50	72,20	144.40	216.60	361.00

McClatchy Beeline

911 Seventh St., Sacramento ,Calif., Rep. Raymer, Director of Sales Leo O. Ricketts. **KFBK** Sacramento, **KWG** Stockton, **KMJ** Fresno, **KERN** Bakersfield, **KOH** Reno.

D	38.25	38.25	65.95	110.33	169.15	280.50
N	75.65	75.65	131.92	220.66	334.05	556.75

New England Regional Network

26 Grove St., Hartford, Conn., Weed, Chairman Paul W. Morency. **WBZ** Boston, **WTIC** Hartford, Conn., **WJAR** Providence, R. I., **WCSH** Portland, Me., **WLBZ** Bangor, Me., **WRDO** Augusta, Me.

D	164.00	308.00	462.00	770.00
N	328.00	616.00	924.00	1,540.00

Northern Network

P. O. Box 17, Sault Ste Marie, Mich., Manager Stanley R. Pratt. **WMIQ** Iron Mountain, **WDMJ** Marquette, **WSOO** Sault Ste Marie.

D	13.50	13.50	22.50	36.00	54.00	90.00
N	18.00	18.00	31.50	54.00	81.00	135.00

Oklahoma Group Broadcasters

Plaza Court, Oklahoma City, Okla., Rep. Walker, Manager M. H. Bonebrake. **KVSO** Ardmore, **KWOE** Clinton, **KCRC** Enid, **KSWO** Lawton, **KTMC** McAlester, **KMUS** Muskogee, **KOCY** Oklahoma City, **KHBG** Okmulgee, **WBBZ** Ponca City, **KGFF** Shawnee, **KAKC** Tulsa.

D	134.30	232.68	379.00	
N	149.25	257.33	429.00	

Oklahoma Network

2004 Apco Tower, Oklahoma City, Okla., Rep. Taylor-Borroff, Manager Robert D. Enoch. **KADA** Ada, **KVSO** Ardmore, **KCRC** Enid, **KSWO** Lawton, **KTMC** McAlester, **KBIX** Muskogee, **KGFF** Shawnee.

D	36.00	62.50	100.00	150.00	250.00
N	42.00	73.65	118.00	117.00	295.00

Oregon Trail Network

P. O. Box 110, Baker, Ore., Manager Lee W. Jacobs. **KBKR** Baker, **KSRV** Ontario, **KLBM** La Grande.

D	9.56	9.56	14.03	27.41	45.90	76.50
N	9.56	9.56	14.03	27.41	45.90	76.50

Palmetto Association of Local Stations

Atlantan Hotel, Atlanta, Ga., Rep. Tom Carr. **WANS** Anderson, **WBSC** Bennettsville, **WACA** Camden, **WUSN** Charlotte, **WGCD** Chester, **WDSC** Dillon, **WESC** Greenville, **WHSC** Hartsville, **WMRA** Myrtle Beach, **WKDK** Newberry, **WRNO** Orangeburg, **WRHI** Rock Hill, **WFIG** Sumter, **WALD** Walterboro, all South Carolina, and Augusta, Ga.

N (only)	32.00	64.00	128.00	192.00	320.00

Paul Bunyan Network

Paul Bunyan Bldg., Traverse City, Mich., Rep. Holman, Manager R. E. Detwiler.

D	10.50	10.50	20.00	42.50	62.50	105.00
N	12.50	12.50	25.00	60.00	100.00	150.00

Radio Network of Arizona

Adams Hotel, Phoenix, Ariz., Rep. Hollingbery, Asst. Manager Miles Reed. **KOOL** Phoenix, **KCKY** Coolidge, **KCNA** Tucson, **KNOG** Nogales.

D	17.10	17.10	29.00	50.00	76.00	122.00
N	31.75	31.75	40.10	79.00	118.00	200.00

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Rebel Network

P. O. Box 2171, Jackson, Miss., Rep. Hollingbery, Business Manager Frank Gentry. **WJDX** Jackson, **WAML** Laurel, **WGCM** Gulfport, **WFOR** Hattiesburg, **WTOK** Meridian.

D	23.60	40.92	74.40	112.80	191.20
N	36.10	62.75	122.88	192.96	321.60

The Southwest Network

201-205 Radio Bldg., El Paso, Tex., Rep. Taylor-Borroff, President Dorrance D. Roderick. **KROD** El Paso, Tex., **KAVE** Carlsbad, N. M., **KSIL** Silver City, N. M., **KOSA** Odessa, Tex., **KIUN** Pecos, Tex., **KVKM** Monahans, Tex., **KVLF** Alpine, Tex., **KWEW** Hobbs., N. M., Roswell, N. M.

D	51.50	97.25	148.00	222.00	370.00
N	69.00	124.50	196.00	294.00	490.00

Texas Broadcasting System

Adolphus Hotel, Dallas, Tex., Gen'l Manager Clyde W. Rembert. **KRLD** Dallas, **KABC** San Antonio, **KTRH** (Basic Group).

D			241.00	361.50	600.00
N			457.00	685.50	1,140.00

Texas Quality Network

Correspondence or orders may be addressed to any of stations listed. Rep. Petry. **WFAA** Dallas-Fort Worth, **WOAI** San Antonio, **KPRC** Houston, **KRIS** Corpus Christi, **KVAL** Brownsville, **KTBS** Shreveport, La.

D			234.40	360.00	601.00
N			466.00	717.00	1,195.00

Texas State Network Inc.

1201 W. Lancaster Ave., Fort Worth, Rep. Weed, President Gene L. Cagle. **KRBC** Abilene, **KNOW** Austin, **KBST** Big Spring, **KBWD** Brownwood, **WRR** Dallas, **KFJZ** Fort Worth, **KGVL** Greenville. **KTHT** Houston, **KFRO** Longview, **KMHT** Marshall, **KCRS** Midland, **KRIO** McAllen, **KPLT** Paris, **KGKL** San Angelo, **KMAC** San Antonio, **KRRV** Sherman, **KCMC** Texarkana, **WACO** Waco.

D			312.97	494.03	831.27
N			480.64	752.45	1,261.17

Tobacco Network Inc.

P. O. Box 1988, Raleigh, N. C., Rep. Forjoe, Sales Manager R. K. Scott. **WRAL** Raleigh, **WTIK** Durham, **WFNC** Fayetteville, **KGNI** Wilmington, **WHIT** New Bern, **WGTC** Greenville, **WGBR** Goldsboro, **WJNC** Jacksonville.

D*	25.00	25.02	40.00	80.00	120.00	200.00

* (Class A)

West Texas Packaged Stations

P. O. Box 850, San Angelo, Tex., Rep. Pearson, Manager Lewis O. Seibert. **KRBC** Abilene, **KGKL** San Angelo, **KBST** Big Spring, **KTRN** Wichita Falls.

D	24.16	24.16	39.20	78.40	117.60	196.00
N	26.24	26.24	44.00	88.00	132.00	220.00

West Virginia Group

c/o Radio Station **WOAY**, Oak Hill, W. Va., Rep. Friedenburg, Traffic Manager Harold B. Shaw. **WKOY** Bluefield, **WCAW** Charleston, **WVVW** Fairmount, **WHTN** Huntington, **WOAY** Oak Hill.

D	29.00	49.00	96.00	148.00	245.00	
N		40.80	84.40	123.05	211.00	

Wisconsin Network Inc.

Nash Block, Wisconsin Rapids, Wis., President William F. Huffman, **WIBU** Madison-Poynette, **WCLO** Janesville, **WRJN** Racine, **KFIZ** Fond du Lac, **WHBL** Sheboygan, **WHBY** Appleton, **WJPG** Green Bay, **WFHR** Wisconsin Rapids, **WGEZ** Beloit.

D	44.88	69.00	127.80	194.40	324.00	
N	56.10	86.25	159.75	243.00	405.00	

Transit Radio Inc.

250 Park Ave., N.Y. Frank Pellegrin, Natl. Sales Mgr.

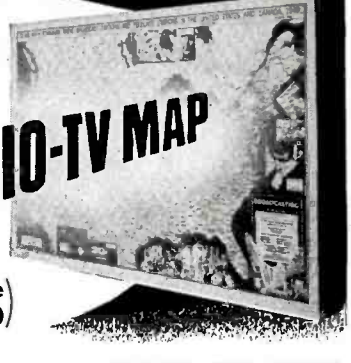
	Class A (rush hrs.)	Class B (shop'g hrs.)*	No. riders
Allentown, Pa., WFMZ	$22.00	$14.00	70,916
Baltimore, Md., WMAR-FM	14.50	9.50	900,000
Bradbury Heights, Md., WBUZ-FM	1.44	1.25	21,957
Cincinnati, Ohio, WCTS	20.00	10.00	383,383
Des Moines, Iowa, KCBC-FM	16.20	9.00	137,648
Evansville, Ind., WMLL	5.00	3.80	62,387
Houston, Tex., KPRC-FM	14.50	9.50	419,059
Huntington, W.Va., WPLH-FM	6.40	4.00	75,906
St. Louis, Mo., KXOK-FM	22.00	14.00	1,342,402
Tacoma, Wash., KTNT	7.00	5.00	77,058
Topeka, Kans., WIBW-FM	2.50	1.25	40,627
Washington, DC., WWDC-FM	18.00	10.80	736,800
Wilkes-Barre, Pa., WIZZ	5.00	3.50	110,136
Worcester, Mass., WGTR-FM	12.00	8.00	127,269

*1-time announcement rate.

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WNBT—New York	WSPD-TV—Toledo	WAVE-TV—Louisville
WDTV—Pittsburgh	KSD-TV—St. Louis	KTLA—Los Angeles
WKRC-TV—Cincinnati	KFMB-TV—San Diego	WFBM-TV—Indianapolis
WNAC-TV—Boston	WNBK—Cleveland	WOW-TV—Omaha

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KMBC KFRM

HEART BEATS

Special Trade Paper Edition

from the Heart of America

Kansas City, Late Summer, 1949

"Follies" Breaks Attendance Records as Mercury Soars

Despite a summer heat wave, the KMBC-KFRM Brush Creek Follies recently topped all previous attendance records when 3,100 enthusiastic fans jammed Memorial Hall in Kansas City, Kansas. The successful radio-stage show is now concluding its twelfth big season.

On June 11, The Follies moved to its new location and The Texas Rangers, stars of stage, screen, radio and television returned from Hollywood for two successive Saturday night appearances.

Brush Creek Follies stars the complete lineup of KMBC-KFRM talent. Hiram Higsby is featured emcee and comedian of the Follies, and is ably supported by other stars including such performers as Colorado Pete (who has been a regular since the first program 12 years ago) Rhythm Riders, Tune Chasers, Tiny Tillman, Lazy River Boys, Millie & Sue, Jed Starkey, Sunny Daye, Harry Jenks, David Andrews and George Washington White.

Brush Creek Follies is sponsored over The KMBC-KFRM Team in 15-minute segments by Kent Products Company for Richmade Margarine, Franklin Ice Cream Company, and Maurer-Neuer Corporation for Rodeo Meat products.

Cronkite Decorated By French President

Walter Cronkite, KMBC-KFRM Washington correspondent, recently was decorated by President Vincent Auriol of France.

Cronkite was one of a select group of American correspondents invited by the French Government to commemorate the fifth anniversary of D-Day on the Normandy beaches.

Cronkite covered the invasion in 1944 while with the United Press, and on this recent trip visited many of the places along the French coast that were in the war headlines five years ago.

Cronkite's trip, in addition to his decoration by President Auriol, included conferences with other important government officials in Paris, Luxembourg, Frankfurt, Berlin and London. He also interviewed numerous American soldiers, European businessmen, laborers and farmers.

As a result of this European tour Cronkite's weekly radio programs, heard in the Kansas City Primary Trade area exclusively on KMBC and KFRM, have gained added impact, and his progress reports on the cold war in Europe, together with his outstanding reporting of the Washington scene are of great interest to millions of Midwesterners living within the area served by The KMBC-KFRM Team.

Rothschild's Clothiers sponsor one of Cronkite's quarter-hour programs on KMBC, and there is currently another availability on this outstanding authority. Contact any KMBC or KFRM man, or call a Free & Peters Colonel!

KMBC-KFRM Tops In Trade Area

Radio Stations KMBC and KFRM are tops among listeners in Kansas City's vast Primary Trade area, as determined by recent surveys. In fact, KFRM leads its competition by even a greater margin than in 1948, and KMBC continues to be the most listened-to station in Greater Kansas City, according to results of two Conlan radio surveys conducted this spring.

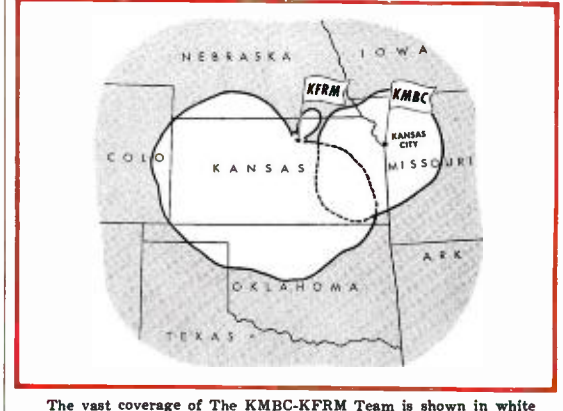
These coincidental surveys involved 62,000 telephone calls within KFRM's half-millivolt contour, and more than 70,000 basic calls in Greater Kansas City for the KMBC study.

KFRM leads all broadcasters for the morning periods and is first in the afternoons. (KFRM is a daytime, 5,000 watt independent station.)

KMBC rated first mornings, afternoons and evenings, with the most spectacular ratings in the morning, as KMBC led its nearest competitor by 34 per cent.

This popularity of The KMBC-KFRM Team with area listeners is a tribute to programming specifically designed for Kansas City Primary Trade area listeners. Together, The Team provides advertisers with the most *complete, effective* and *economical* coverage of the huge Kansas City Primary Trade area.

For information on these recent surveys, together with availabilities on The Team, call any KMBC-KFRM man or any Free & Peters "Colonel".



The vast coverage of The KMBC-KFRM Team is shown in white on this map. The heavy black lines indicate the half-millivolt coverage contour serving nearly four million Midwestern residents.

FROM CREATION to POSTERITY in a LIGHT and AIRY MANNER

(or the evolution of a transcription)

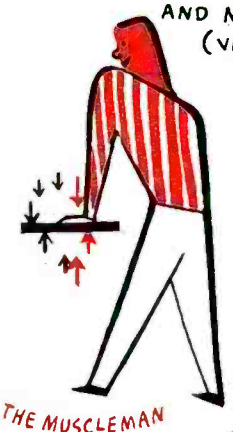


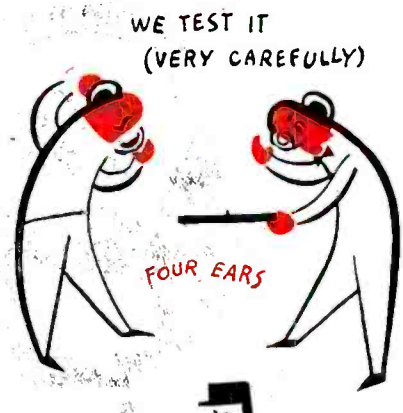
















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