

Authors Roundtable

SEPTEMBER 25, 1967

DEAR HAROLD -

ATTACHED IS THE P.O. GOODIE DISCUSSED EARLIER THIS P.M.

SINCE THESE GOOD GENTLEMEN ARE SO UNBUSY AS TO HAVE TIME TO NOTE, AND BY HAND, COUSIN FURD AND AUNT DUM DUM'S RESPECTIVE ZIP CODES, WHY THE PREMIUM RATE ON FIRST CLASS MAIL?

WHY NOT, AS I RECOMMENDED TO WHAT I LAUGHINGLY TERM MY N.Y. SENATORS (WHILE PAYING NYS, NYC AND FED. TAXES OUT OF N.Y., I ALSO MUST PAY D.C. INCOME TAXES WHILE FORFEITING MY VOTE AS PER RESIDENCE), ADVISE ALL RESIDENTS THAT A FEDERAL ZIP CODE BOOK IS AVAILABLE FOR A SMALL \$1.00 FEE, AND THAT ANY-ONE WISHING TO WRITE UNK/COUSIN FURD AND/OR AUNT DUM DUM COULD READILY ASCERTAIN THEIR + ALL OTHER ZIPS IN THE U.S.A., THUSLY, (PARTICULARLY, SINCE ONLY 5 POST OFFICES IN THE NATION, AT THIS TIME ARE TOTALLY AUTOMATED!)*

SINCERELY,
ANGRY DOROTHY

Dorothy
BAD ME

P.S. SEN. KENNEDY'S OFFICE JUST ADVISED ME, (8:PM¹¹) THAT A NUMBER OF WORTHWHILE NEGRO PEOPLE CAN HAVE JOBS DOING THIS "WORTHWHILE" JOB...SINCE QUALIFICATIONS ARE MEANINGLESS. I ASKED WHY AND WAS TOLD THAT ANY PUBLIC SPIRITED PERSON WOULD UNDERSTAND.

UNDER THESE TERMS, I'M NOT PUBLIC SPIRITED.

* THAT BOOMING METROPOLIS, ALLENTOWN, PA., IS ONE OF THE FIRST FULLY AUTOMATED P.O. OFFICES. IT FIGURES.

Authors Roundtable

SEPTEMBER 25, 1967

DEAR HAROLD,

THE ATTACHED GOODIE, SOMETHING EUPHEMISTICALLY KNOWN AS A CLIENT-PUBLISHER USE-REPORT, (AND I FEEL AS IF I'VE JUST GIVEN BIRTH TO A CHILD NOT UNLIKE "ROSEMARY'S BABY")* REPRESENTS ONE HELL OF A LOT OF COMPUTATION ET AL. TIME, PARTICULARLY IN FIGURING OUT EACH SERVICED STATION'S EXCLUSIVE 25 MILE SIGNAL RADIUS AND WHAT PERCENTAGE OF EACH PARTIAL COUNTY, AND EACH PARTIAL COUNTY'S CONSUMER SPENDABLE INCOME + RADIO HOUSEHOLDS OUGHT BE ADDED TO SAME'S AGGREGATE ESTIMATED FIGURES. (UGH AND I.E. THE REASON FOR THE ALABAMA MAP ON PAGE 1.)

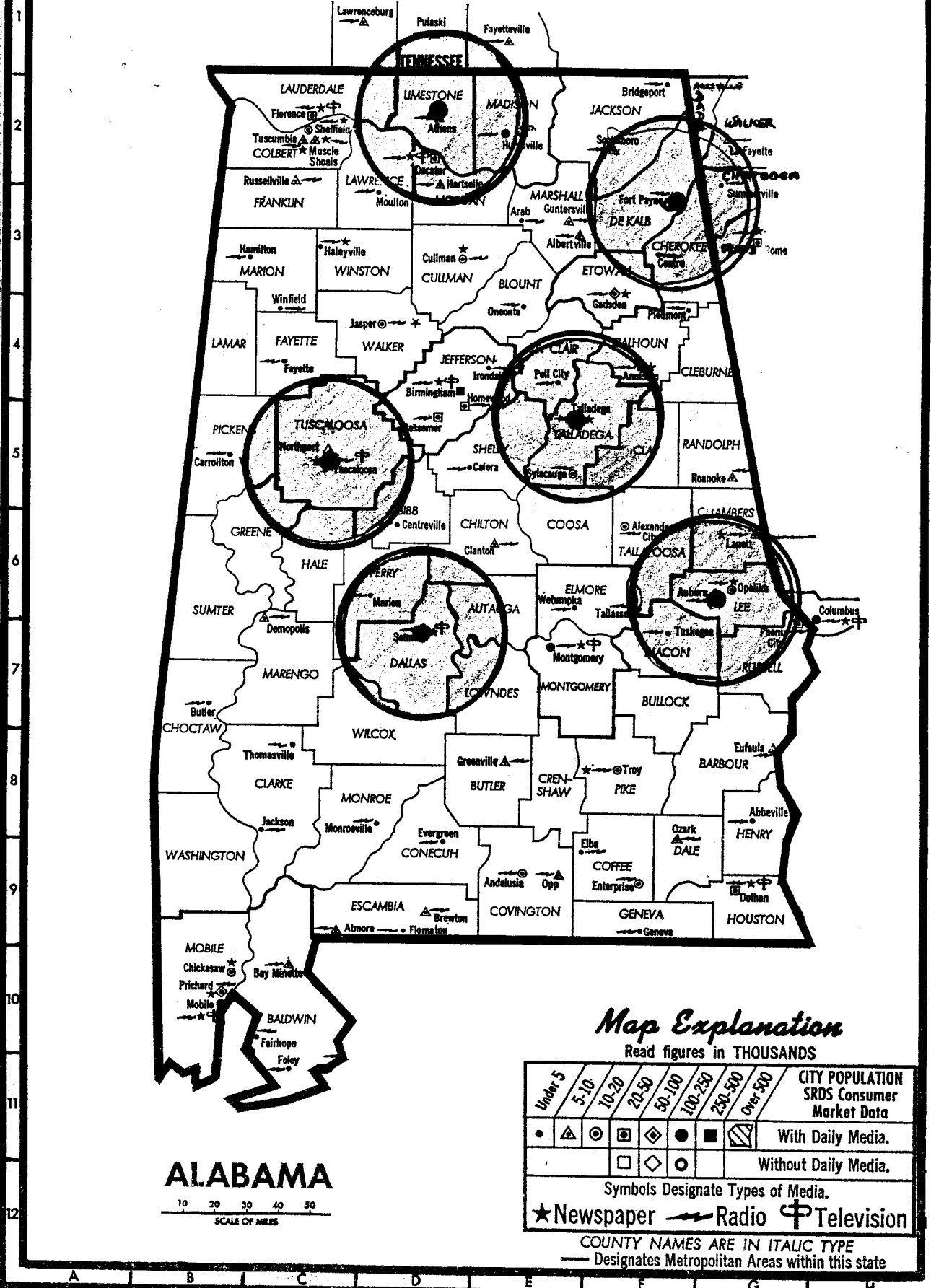
WHILE I'D LIKE TO DO HANDSTANDS (WOULD THAT I COULD AS FAT AND OLD AS I AM) RE THE CURRENT-NESS OF THESE STATISTICS, (AND THE MOST UP-TO-DATE-SRDS AND BROADCASTING STUFF WAS USED), IT MUST BE ADMITTED THAT SRDS RUNS AT LEAST 3 MONTHS (AND MORE LIKELY 6) BEHIND COMPILATION TO PRINTING AND THAT THE U.S. DEPT. OF COMMERCE (SOURCE OF THE CONSUMER SPENDABLE INCOME) RUNS EVEN MORE POOPILY BEHIND. BE THESE FACTORS AS THEY MAY, WE'VE DONE THE BEST WE COULD, (AND THAT WE IS ME) WITH WHAT WE HAD. (BOB LENT MORAL SUPPORT BY AGREEING THAT THE REPORT WAS GOOD, IN PRINCIPLE, AND CINDY AGREED ENROUTE TO HER ANALYST AND HAIRDRESSER. MAKES YOU WONDER WHY PEOPLE DON'T UNDERSTAND THE JEWISH SENSE OF SOMETHING...LIKE IF IT'S GOT TO BE DONE, LET MOISHE DO IT! DAMN! IN FACT, DOUBLE DAMN! BUT THEN, I'M BEING UNFAIR, CINDY DID HAVE TO CALCULATE THE COST OF THE LATEST FUR + IRON RAILING... NO DOUBT I SHOULD BE MORE UNDERSTANDING; SOMEHOW, I'M NOT.)

ANYWAY, HERE'S THE BLIND GOODY. AS MENTIONED, I NEITHER LEGALLY NOR MORALLY COULD LIST USE, AS PER OUR DELL (YOU SHOULD FORGIVE THE EXPRESSION) WHAT-EVER-IT-IS TYPE AGREEMENT. AS INDICATED, YOU MUST BEWARE, NOT OF GIFT BEARING GREEKS..RATHER OF GIFT AND TRUTH BEARING AETHEISTS....DANGEROUS PEOPLE, TO SAY THE LEAST.

CHEERS 'TIL NEXT TIME,
Dorothy
GENTLE DOROTHY

* ROSEMARY'S OFFSPRING IS THE ANTI/THESIS OF THE CHRIST CHILD, A DEVIL BEGOTTEN-MORTAL-GOD-MAN.

A B C D E F G H



ALABAMA

10 20 30 40 50
SCALE OF MILES

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	◊	◻	◈	●	■	▨	With Daily Media.
		◻	◊	◈	●	■	▨	Without Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SRCS/STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOURS (%)	SRCS***
			ALABAMA ATHENS	LIMESTONE	D2 WJMW ATHENS BROADCASTING CO., INC. HINE STREET, ATHENS 35811 ADDITIONAL COUNTIES: MADISON, 50%; LAUDERDALE, 25%; LAW- RENCE, 35% AND MORGAN, 50%; + IN TENNESSEE: LINCOLN, 15%; GILES, 45% AND LAWRENCE, 15%. ABC/KBS	\$ 348,392.	51,981 92%	\$ 12.00
			AUBURN	LEE	G6 WAUD AUBURN BROADCASTING CO., INC. Box 391, MONTGOMERY HIGHWAY AUBURN 36830 ADDITIONAL COUNTIES: CHAMBERS, 55%; TALLAPOOSA, 50%; MAGON, 75%; RUSSELL, 50%. KBS	212,478.	30,305 88%	9.00
			FONT PAYNE	DEKALB	F3 GLENN M. GRAVITT Box 126, FT. PAYNE, 35967 ADDITIONAL COUNTIES: CHERO- KEE, 70%; JACKSON, 30%; AND ETOWAH, 10% + IN GEORGIA: CHATTOOGA, 70%; FLOYD, 15%; WALKER, 25% AND DADE, 35%. WHRB ABC	179,323.	26,875 90%	9.75
			SELMA	DALLAS	D7 TALTON BROADCASTING, Co. The People's Bank & Trust Co. Bldg., SELMA 36702 ADDITIONAL COUNTIES: LOWMEYER, 33%; AUTAUGA, 60%; CHILTON, 25%; PERRY, 90%; AND WILCOX, 1%. WEVY IND	119,227.	21,588 89%	10.20
			TALLADEGA	TALLADEGA	E5 TALLABAMA BROADCASTING Co., Inc. Box 287, 146 N. COURT STREET TALLADEGA 35160 ADDITIONAL COUNTIES: CLAY, 65%; CLEBURNE, 5%; CALHOUN, 20%; ST. CLAIR, 60%; SHELBY, 45%; AND COOSA, 10%. WNPJ ABC	190,450.	30,186 90%	12.00
			TUSCALOOSA	TUSCALOOSA	C5 WEST ALABAMA BROADCASTING Co. Box 487, TUSCALOOSA 35403 ADDITIONAL COUNTIES: JEFFERSON, 3%; FAYETTE, 3%; PICKENS, 30%; GREENE, 15%; HALE, 35% AND BIBB, 20%. ABC	256,266.	36,469 91%	21.00
						\$1,306,136.	197,404	\$ 73.95

* SRCS: STANDARD RATE & DATA SERVICE MAP DESIGNATIONS (SEE PAGE 1.)
 ** CSI: CONSUMER SPENDABLE INCOME (SEE PAGE 3. FOOTNOTE)
 *** SRC: SPOT RATE CHARGE AS PER ADJUSTMENT (SEE PAGE 3. FOOTNOTE)

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SRDS*	STATION/ADDRESS/AFFILIATION	CSL**	RADIO HOMES	(%)	SRC***
			ARIZONA							
			FLAGSTAFF	COCONINO	F2	KEOS, Box 100, Zip 86002	38,212.	6,400	94%	16.50
			KINGMAN	MOHAVE	E2	KAAB, Box 549, Zip 86401	21,100.	3,410	90%	16.20
			PHOENIX	MARICOPA	F4	KUEQ, W. Bethay Hwy, 85015	1,767,525.	235,050	97%	16.50
			PRESCOTT	YAVAPI	F3	KNOT, Box 151, Zip 86301	72,582.	10,950	95%	15.75
			SAFFORD	GRAHAM	G4	KATO, Twnhmt Htl, 85546	26,100.	4,150	94%	16.50
			TUCSON	PIMA	F5	KFIF, Box 5854, Zip 85705	649,900.	94,314	96%	13.50
			YUMA	YUMA	E4	KYUM, 1901 1st St., 85364	59,850.	8,150	93%	22.50
			ARKANSAS				2,635,289.	362,424		\$117.45
			BRIARLEY	MONROE	H5	KBRI, Box 711, Zip 72021	71,700.	14,755	87%	6.00
			HOPE	HEMPSTREAD	C6	KXAR, Box 138, Zip 71801	39,850.	8,275	89%	7.50
			HOT SPRINGS	GARLAND	D5	KBHS, 113 3rd St., 71919	177,800.	31,471	92%	39.00
			LITTLE ROCK	PULASKI	F4	KOKY, Box 1956, Zip 72203	575,500.	79,500	92%	36.00
			PARAGOULD	GREENE	J2	KRDS, Box 117, Zip 72450	67,000.	20,000	97%	7.95
			PINE BLUFF	JEFFERSON	F5	KPBA, Box 33, Zip 71601	150,820.	26,450	91%	21.00
			CALIFORNIA				1,082,670.	180,471		\$117.45
			BARSTOW	San Bernardino	G9	KWTC, Box 697, Zip 92313	2,257,258.	195,200	96%	13.50
			EUREKA	HUMBOLDT	A3	KRED, Box 3E3E, Zip 95502	291,500.	36,150	95%	30.00
			FRESNO	FRESNO	D7	KBIF, 261 N. B'way, 93701	898,500.	117,200	90%	21.00
			LONG BEACH	L.A.	E10	KGER, 3759 Atlantic, 90807	9,200,200.	1,692,900	98%	24.00
			LOS ANGELES	L.A.	E10	KABC, 3321 S. LACien, 90016	25,200,000.	2,286,500	98%	80.00
			LOS BANOS	MERCED	C7	KLBS, Box 672, Zip 93635	192,500.	26,900	91%	12.00
			MOJAVE	KERN	E9	KDOL, Box 968, Zip 93501	786,690.	95,975	93%	6.00
			OROVILLE	BUTTE	C4	KAOR, 580 O. DuBlv, 95965	278,095.	41,525	95%	15.00
			RIDGECREST	KERN	E9	KLQA, Box 696, Zip 93555	786,690.	95,975	93%	12.00
			SAN FRANCISCO	S.F.	B6	KGO, 277 Glendale, 94102	9,000,000.	310,000	94%	177.00
			SAN FRANCISCO	S.F.	B6	KFAX, 1470 Pine St., 94109	9,000,000.	310,000	94%	117.00
			SAN FRANCISCO	S.F.	B6	KCBS, SHERMPLHtl, 94105	9,000,000.	310,000	94%	165.00
			SANTA BARBARA	Santa Barbara	D9	KACL, 3850 State St., 93105	590,000.	67,000	95%	15.00
			STOCKTON	SAN JOAQUIN	C6	KMG, Box 5007, Zip 95205	1,900,500.	215,520	94%	24.00
			WATSONVILLE	SANTA CRUZ	B7	KOMY, 40 AtknsLANE, 95076	250,000.	34,600	97%	18.00
			COLORADO				69,631,733.	5,835,245		\$729.50
			ARVADA (DENVER)	JEFFERSON	E5	KQXI, Box 1, Zip 80002	2,159,175.	265,475	98%	18.00
			ASPEN	PITKIN	D5	KSN0, Box E, Zip 81611	10,200.	1,250	87%	18.00
			COLONADO SPRINGS	EL PASO	F6	KRD0, Box 1457, Zip 80901	366,350.	55,625	96%	30.00
			DELTA	DELTA	B6	KDTA, Box 452, Zip 81416	58,295.	11,280	95%	7.50
			PUEBLO	PUEBLO	F7	KKAM, Box 293, Zip 81002	256,550.	37,246	96%	25.35
			SALIDA	CHAFEE	D6	KVRH, Box 166, Zip 81201	58,200.	11,000	96%	9.75
			STERLING	LOGAN	G3	KGEK, CNTRYCLDRIVE, 81082	46,750.	8,100	99%	11.70
						2,955,520.	389,976			\$120.30

SRDS: STANDARD RATE & DATA SERVICE'S MAP DESIGNATIONS
 CSI: CONSUMER SPENDABLE INCOME, AS PER SRDS'S STATISTICS
 SRC: SPOT RATE CHANGE, AS PER SRDS'S FIGURES ON EACH STATION'S SINGLE, MOST EXPENSIVE, 1 MINUTE-TIME-CHANGE, AS MULTIPLIED BY 3, TO COINCIDE WITH AUTHOR'S ROUNDTABLE'S STANDARD 3 MINUTES-LONG EDIT
 S.F.: IN ADDITION TO REGULAR STATION COVERAGE, AUTHOR'S ROUNDTABLE CONTINUALLY MAKES EVERY EFFORT TO UPGRADE ITS STATIONS-SERVICED LIST

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SRDS STATION/Address/Affiliation	CS1**	Radio Homes (%)	SRC***
			CONNECTICUT	WINDHAM	F2 WILLI, Box 496, ZIP 06226	MBS \$ 1,072,200.	131,714	96% \$ 21.00
			WILLIAMANTIC			\$ 1,072,200.	131,714	\$ 21.00
			FLORIDA					
			DADE CITY	PASCO	F6 WDCF, Box 1077 ZIP 33525	IND \$ 206,275.	40,260	91% \$ 6.60
			DE FUMIAK Sp	WALTON	B3 WZEP, Box 387, ZIP 32433	NAS 153,150.	26,800	93% 9.00
			FERRANDINA Bk	NASSAU	F3 WFBF, Box 691, ZIP 32034	KBS 565,355.	77,585	90% 7.50
			FORT PIERCE	ST. LUCIE	H7 WARM, Box 1330 ZIP 33451	CBS 178,246.	29,500	95% 15.75
			GAINESVILLE	ALACHUA	F4 WGGG, Box 926, ZIP 32601	CBS 250,250.	53,900	94% 15.00
			HOMESTEAD	DADE	H10 WIII, Box 98, ZIP 33030	IND 3,190,550.	429,550	93% 36.00
			LAKE WORTH	PALM BEACH	H8 WLIZ, Box 945, ZIP 33461	KBS 579,500.	57,950	93% 12.00
			MARIANNA	JACKSON	H3 WTOT, Box 569, ZIP 32446	KBS 153,100.	30,000	92% 10.80
			MILTON	SANTA ROSA	C3 WEBY, Box 588, ZIP 32570	MBS 410,750.	59,775	93% 18.00
			NEW SWYRNA Bk	VOLUNIA	G5 WSB, Box 125, ZIP 32069	MBS 281,750.	50,100	91% 10.20
			ST. AUGUSTINE	ST. JOHNS	G4 WETH, Box 978, ZIP 32084	IND 102,390.	16,250	92% 15.00
			SARASOTA	SARASOTA	F8 WSPB, Drawer 2 ZIP 33578	CBS 360,490.	60,775	91% 19.50
			SEBRING	HIGHLAND	G7 WSEB, Box 428, ZIP 33870	CBS 78,100.	14,500	92% 12.00
			TALLAHASSEE	LEON	D3 WTAL, Box 1369 ZIP 32302	ABC 238,065.	26,000	93% 15.00
			GEORGIA			\$ 6,747,771.	972,545	\$ 302.35
			ALBANY	DOUGHERTY	C9 WJAZ, Box 545, ZIP 31702	IND 213,300.	33,300	92% \$ 17.25
			ATLANTA	FULTON+	C4+ WSB, 1601 W. Peachtree 30309	NBC 2,727,900.	390,200	96% 210.00
			AUGUSTA	RICHMOND	F6 WRDW, Box 1405 ZIP 29841	ABC 70,140.	15,100	91% 13.50
			BLAKELY	EARLY	B9 WBBK, Box 568, ZIP 31723	KBS 42,210.	11,050	78% 9.00
			BROWNIGK	GLYNN	G9 WMOG, Box 100, ZIP 31521	K/CBS 99,750.	15,650	93% 16.50
			ELBERTON	ELBERT	E4 WSGC, Box 638, ZIP 30635	IND 100,210.	35,950	89% 6.30
			FITZGERALD	BEN HILL	D9 WBBB, Box 100, ZIP 31750	MBS 85,050.	14,990	89% 7.50
			GAINESVILLE	HALL	D4 WLB, 117% WASH. S. W30501	KBS/Key 127,950.	32,175	93% 16.50
			GLENNVILLE	TATTNALL	F8 WLB, Box 98, ZIP 30427	IND 94,100.	31,000	87% 9.00
			MADISON	MORGAN	D5 WYTH, Box 29, ZIP 30650	KBS 110,975.	20,050	86% 9.00
			SAVANNAH	CHATHAM	H8 WSK, Box 2118 ZIP 31404	IND 407,100.	59,100	90% 33.00
			HAWAII			\$ 4,076,685.	658,565	\$ 347.55
			HILO	HAWAII ++	G5+ KIPA, Box 1602 ZIP 96720	IND 182,950.	15,000	91% \$ 14.55
			HONOLULU	HONOLULU	D2 KND1, Box 1516 ZIP 96806	IND 1,300,350.	130,220	96% \$ 15.00
			IDAHO			\$ 1,483,300.	145,220	\$ 29.55
			BOISE	ADA	D5 KIDO, Box 4248 ZIP 83705	NBC 206,850.	67,100	98% \$ 24.00
			IDAHO FALLS	BOHNEVILLE	G5 KUPI, Box 2008 ZIP 83402	IND 195,999.	20,150	98% 24.00
			SANDPOINT	BOHNER	D1 KSP1, Box 640, ZIP 83664	KBS 29,900.	7,100	96% 12.00
						\$ 432,749.	94,350	\$ 60.00

SRDS: STANDARD RATE & DATA SERVICE'S Map Designations
 CS1: CONSUMER SPENDABLE INCOME, AS PER SRDS' STATISTICS
 SRC: SPOT RATE CHARGE, AS PER SRDS' FIGURES ON EACH STATION'S SINGLE
 *** MOST EXPENSIVE, 1-MINUTE-TIME-CHARGE, AS MULTIPLIED BY 3, TO CO-
 INCIDE WITH AUTHOR'S ROUNDABLE'S STANDARD 3 MINUTES-LONG EDIT
 + ATLANTA'S WSB COVERS FULTON & DE KALB COUNTIES, C4 AND C5
 ++ HAWAII COUNTY COVERS G & H BY 4, 5 & 6 ON SRDS STATION MAPS

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SD31	STATION/Address/Affiliation	CS1**	RADIO HOMES	(%)	SRC**
			ILLINOIS							
			CARONDAGE	JACKSON	D10	WCIL, DRW. 801, ZIP 62902 ABC	\$ 331,300.	53,950	95%	\$ 33.00
			CHICAGO	COOK	G3	WMAQ, Merchsement ZIP 60654 NBC	20,590,000.	5,850,900	98%	450.00
			DANVILLE	VERMILLION	S6	WDAN, 17 W.N ST. ZIP 61833 CBS	710,250.	95,300	93%	21.00
			DECATUR	MACON	E6	WDJ, 265 S.Pr. ZIP 62523 IND	535,200.	85,500	94%	30.00
			DIXON	LEE	E3	WIXN, 1460 CAL.A. ZIP 61021 MBS	310,725.	48,200	96%	25.50
			JACKSONVILLE	MORGAN	C7	E.MORTON.D. ZIP 62550 IND	525,785.	72,500	93%	22.50
			LAWRENCEVILLE	LAWRENCE	G8	WAKO, Box 210, ZIP 62439 IND	36,990.	143,684	92%	23.25
			MACOMB	MCDONOUGH	C5	WKAI, 119 W.Carl. ZIP 61455 IND	78,100.	220,550	96%	19.50
			PEORIA	PEORIA	D5	WPEO, Box 1020, ZIP 61602 MBS	810,367.	105,890	96%	36.00
						\$23,928,717.	6,676,674			\$660.75
			INDIANA							
			BEDFORD	LAWRENCE	D9	WBIW, Box 127, ZIP 47421 MBS	109,500.	19,685	92%	\$ 14.55
			GOSHEN	ELKHART	E2	WKAM, 930 E.LINCOLN ZIP 46526 IND	2,000,500.	168,000	94%	15.00
			INDIANAPOLIS	MARIION	E6	WIBC, 2835 N.ILL. ZIP 46208 IND	3,100,050.	800,000	93%	150.00
			MARIION	GRANT	F5	WMRI, 820 S.PA. ST. ZIP 46311 CBS/KBS	395,850.	50,187	93%	18.00
			MICHIGAN CITY	LA PORTE	D2	WIMS, Old Chgo.Rd. ZIP 46311 IND	512,250.	46,990	94%	24.00
			TERRE HAUTE	VIGO	B7	WAAC, 641 Ohio ZIP 47608 MBS	432,734.	72,120	95%	21.00
						\$ 6,550,884.	1,156,982			\$242.55
			IOWA							
			CEDAR RAPIDS	LINN	J4	KCRG, 1st Av/1st St. ZIP 52404 ABC	621,050.	76,900	98%	\$ 33.00
			CHESTER	CHESTER	C3	KCHE, 201 S.5TH ZIP 51012 IND	210,350.	21,998	97%	18.00
			DAVENPORT	SCOTT	L5	KWNT, 1019 Mound ZIP 52801 MBS	1,320,000.	127,900	97%	16.86
			DES MOINES	POLK	F5	KIOA, 8th & Keo Wm ZIP 50309 EN	940,790.	115,500	97%	105.00
			IOWA FALLS	HAROLD	F4	KIFG, Box 919 ZIP 50426 IND	79,800.	15,865	97%	15.00
			OSKALOOSA	MAHASKA	G6	KBQE, Box 380, ZIP 52577 MBS	260,200.	51,000	97%	20.50
			WASHINGTON	WASHINGTON	J6	KCII, Box 370, ZIP 52353 MBS	282,800.	41,700	93%	12.45
						\$ 3,719,990.	450,863			\$220.81
			KANSAS							
			FORT SCOTT	BOURBON	L5	KMDQ, - - ZIP 66701 IND	79,500.	18,500	93%	\$ 9.00
			GARDEN CITY	FINNEY	D5	KUPK, Box 798, ZIP 67846 IND	45,250.	6,900	93%	21.00
			JUNCTION CITY	GEARY	H3	KJCK, 724 N.Wash. ZIP 66441 IND	79,500.	11,500	93%	21.00
			NORTON	NORTON	E2	KNBI, 289 Ctr. Blvd. ZIP 67654 IND	49,100.	8,900	95%	18.00
			TOPEKA	SHAWNEE	K3	WREN, 1001 Fluore ZIP 66604 IND	500,100.	69,100	96%	33.00
						\$ 753,450.	114,900			\$102.00

SRDS: STANDARD RATE & DATA SERVICE'S MAP DESIGNATIONS
 CS1: CONSUMER SPENDABLE INCOME, AS PER SRDS'S STATISTICS
 SRC: SPOT RATE CHARGE, AS PER SRDS'S FIGURES ON EACH STATION'S SINGLE MOST EXTENSIVE, 1 MINUTE-TIME-CHARGE, AS MULTIPLIED BY 3, TO COINCIDE WITH AUTHOR'S ROUNDTABLE'S STANDARD 3 MINUTE-LONG-EDIT CHICAGO METROPOLITAN AREA: ARLINGTON HTS., BELLWOOD, BERYM, BROOKFIELD, CALUMET CITY, CHICAGO HEIGHTS AND CICERO.
 DAVENPORT/ROCK ISLAND COMBINED COVERAGE FIGURES: (DAVENPORT IN SCOTT COUNTY (LS)) + ROCK ISLAND AND MOLINA IN ROCK ISLAND COUNTY ((G3)).

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SRDS*	STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES	(%)	SRCS***
			KENTUCKY							
			CYNTHIANA	HARRISON	H4	WCYN, PIKE&WUNT. ZIP 41031	\$ 465,100.	90,150	97%	\$ 9.00
			GLASGOW	BARRON	F6	WCOS, Box 478, ZIP 42141	101,800.	24,100	92%	9.75
			HARLAN	HARLAN	K6	WHLN, Box 898, ZIP 40831	132,500.	41,820	91%	14.95
			IRVINE	ESTILL	J5	WIRV, 141 B'WAY ZIP 40336	163,500.	58,100	92%	12.00
			LOUISVILLE	JEFFERSON	G4	WAYE, 725 S. FLOW ZIP 40203	6,000,995.	2,500,980	96%	60.00
			MADISONVILLE	HOPKINS	D6	WFMW, Box 351, ZIP 42431	170,100.	39,897	93%	15.40
			PIKEVILLE	PIKE	L5	WLSI, N. MAHO TOLL ZIP 41501	140,895.	49,325	90%	16.80
			RUSSELLVILLE	LOGAN	E7	WRUS, Box 110, ZIP 42276	105,400.	28,830	90%	15.00
			LOUISIANA				\$ 7,280,290.	2,833,202		\$152,900
			ALEXANDRIA	RAPIDES	C4	KSYL, Box 1489, ZIP 71302	241,900.	91,380	91%	\$ 22.50
			FRANKLIN	ST. MARY	D5	KFRA, Box 427, ZIP 70538	195,250.	39,990	89%	10.00
			HOUMA	TERREBONE	E6	KCIL, Box 1031, ZIP 70361	200,340.	39,490	89%	21.00
			LAKE CHARLES	CALCASIEU	B5	KPLC, Box 1488, ZIP 70604	208,500.	61,400	93%	27.00
			MONROE	OUACHITA	C2	KNOE, Box 4067, ZIP 71205	298,900.	64,100	93%	31.50
			NEW ORLEANS	ORLEANS	F5	WDSU, 1500 CANAL ZIP 70112	3,110,525.	299,950	93%	105.00
			MAINE				\$ 4,255,415.	956,310		\$217.00
			AUGUSTA	KENNEBEC	D8	WRDO, 251 WATER ZIP 04330	455,700.	69,870	93%	\$ 22.50
			MADAWASKA	ARROSTOOK	F1	WSJR, Box 7, ZIP 04756	175,850.	39,895	97%	15.00
			WESTROOK	CUMBERLAND	B9	WJAB, 841 MAIN ZIP 04106	650,275.	92,875	95%	39.00
			MARYLAND				\$ 1,281,825.	202,640		\$ 76.50
			BALTIMORE	BALTIMORE	H3	WBAL, 3800 HRAV ZIP 21211	4,680,000.	595,998	97%	\$175.00
			CAMBRIDGE	DORCHESTER	J6	WCEN, THE PINES ZIP 21613	135,980.	25,800	96%	18.00
			ELKTON	CECIL	K2	WSEB, Box 38, ZIP 21921	1,425,900.	143,250	92%	15.00
			MASSACHUSETTS				\$ 6,241,880.	765,048		\$208.00
			BOSTON+	SUFFOLK	J4	WBOS, 400 COMMWELTH ZIP 02215	9,695,500.	1,120,500	98%	\$ 54.00
			BOSTON++	SUFFOLK	J4	WBZ, 1170 SLOAN FZIP 02134	9,695,500.	1,120,500	98%	270.00
			Georgetown	BERKSHIRE	B4	WSBS, 250 W. RT. 7 ZIP 01230	490,575.	89,975	98%	15.00
			ORANGE	FRANKLIN	D3	WCAT, BROOKSIDE RD. ZIP 01364	1,220,200.	158,750	97%	18.00
			MICHIGAN				\$21,101,775.	2,489,725		\$357.00
			Ann Arbor	WASHTENAW	G11	WOIB, Box 5, ZIP 48107	920,500.	205,800	96%	\$ 27.00
			DETROIT++	WAYNE	G10	WWJ, 622 Lf. Blvd ZIP 48231	10,420,500.	1,800,500	97%	240.00
			FLINT	GENESEE	G9	WJRH, D. Brod. Thr ZIP 48226	10,420,500.	1,800,500	97%	81.00
			HILLSDALE	HILLSDALE	F11	WAMM, 740 S. SAG. ZIP 48502	1,700,500.	398,900	97%	21.00
			HOLLAND	OTTAWA	D9	WCSR, 168 N.W. Hd ZIP 49242	468,975.	68,400	96%	18.00
			IRON RIVER	IRON	B4	WHIC, 4TH&CENTRAL ZIP 49424	335,250.	51,865	98%	15.00
			KALAMAZOO	KALAMAZOO	D11	WKRR, 2244 RAMBO. ZIP 49001	84,200.	21,900	99%	13.75
			Mt. Clemens+++	WAYNE	D4	WBRB, Box 489, ZIP 48043	1,505,900.	87,500	97%	15.00
			MUNISING	ALGER	D4	WGNM, Box 326, ZIP 49862	10,420,500.	1,800,500	97%	27.00
			TRaverse City	GRAND TRAVERSE	D6	WTCM, P. BMYBLDg ZIP 49684	38,500.	7,500	97%	12.75
						102,500.	18,100	95%	18.00	
						\$36,417,825.	6,261,465		\$488.50	

* AS ON PAGES 3,4,5
 ** AS ON PAGES 3,4,5
 *** AS ON PAGES 3,4,5

+ COVERS: BROOKLINE, CAMBRIDGE, WALTHAM & MIDDLESEX
 ++ ADDITIONAL MAJOR MARKET COVERAGE
 +++ COVERS DETROIT + SUBURBAN AREAS

INDIVIDUAL CLIENT-BAND NO.

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1967 DISCS

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION	ADDRESS/AFFILIATION	CS1**	RADIO HOMES (%)	SRC***
			MINNESOTA	BECKER	C5	KOLM, 1340 RYAN R. ZIP 56901 IND	\$ 38,500.	9,950 96%	\$ 18.00
			DULUTH (SUP.)	ST. LOUIS	F5	KDAZ, 218 B'WAY ZIP 55802 CBS	655,900.	108,200 96%	75.00
			E. GRAND FORKS	POLK	B5	KRAD, Box 349, ZIP 56721 IND	175,850.	52,600 96%	18.75
			EVELETH	ST. LOUIS	F5	WEVE, WEVE Bldg. ZIP 55734 K/MBS	168,500.	45,400 96%	15.50
			INT'L FALLS	KOOCHEMING	D4	KGHS, Box 591, ZIP 56649 NAS	44,300.	8,500 97%	16.50
			MINNEAPOLIS+	HENNERIN	E8	WL0L, 1021 L. St. ZIP 55403 IND	4,999,850.	595,900 98%	60.00
			ORTONVILLE	BIG STONE	B8	KD10, TRIST. Bldg. ZIP 56278 IND	108,250.	35,100 97%	30.00
			REDWOOD FALLS	REDWOOD	C9	KLGR, 209 S. WASH. ZIP 56283 MBS	75,000.	14,250 97%	30.00
			ROCHESTER	OLMSTED	F10	KROC, 100 1STAV. ZIP 55901 NBC	340,500.	46,975 97%	28.50
			ST. CLOUD	STEARNS	D7	WJON, LHM/RS.E. ZIP 56302 MBS	235,900.	58,100 96%	24.00
			WADENA	WADENA	C6	KWAD, PHOENIX B. ZIP 56482 ABC/KBS	116,800.	36,200 96%	18.00
			WORTHINGTON	NOBLES	C10	KWOA, THOMAS HOTEL ZIP 56187 IND	92,000.	19,875 95%	24.00
			MISSISSIPPI	MONROE	G4	WMPA, Box 402, ZIP 39730 IND	\$ 7,051,350.	1,031,250	\$ 358.35
			ABERDEEN	HARRISON	F11	WLOX, B. Vista Hl. ZIP 39530 MBS	170,900.	35,000 89%	10.50
			BROOKHAVEN	LINGOLN	C9	WCHJ, 224 1ST ST. ZIP 39601 IND	370,850.	88,700 92%	20.00
			CENTREVILLE	AMITE	C9	WLSB, Box 9728, ZIP 39651 KBS	82,900.	18,950 92%	12.50
			CLEVELAND	BOLIVAR	C4	WCLD, Hwy. 61 S. ZIP 38732 NAS	56,200.	12,850 90%	12.00
			HATTIESBURG	FORREST	F10	WXXX, Box 1492, ZIP 39401 KBS	102,690.	29,200 90%	15.00
			LOUISVILLE	WINSTON	F5	WLSM, Box 111, ZIP 39339 IND	240,500.	58,400 92%	18.00
						89,500.	18,500 95%	12.50	
						\$ 1,115,540.	261,600	\$ 100.50	
			MISSOURI	JASPER	D6	KDMD, 1201 E. Crt ZIP 64836 KBS	285,100.	48,200 92%	12.00
			CARTAGE	STODDARD	J6	KDEX, Box 380, ZIP 63841 IND	136,200.	26,900 92%	10.00
			DEXTER	CALLAWAY	F3	KFLA, 5TH & MKT. ZIP 65251 IND	280,950.	42,875 94%	24.00
			FULTON	LACLEDE	F5	KLWT, 221 E. Com. ZIP 65536 KBS	62,275.	12,275 95%	10.00
			LEBANON	BUCHANAN	C3	KUSN, 8th & Fred. ZIP 64501 IND	550,250.	68,900 93%	19.50
			ST. JOSEPH	CLAYTON	H4	KXLW, 2735 BOWPT. ZIP 63144 IND	5,950,900.	685,450 95%	45.00
			ST. LOUIS	DEMT	G5	KSMO, Box 71, ZIP 65560 IND	94,500.	17,900 93%	12.00
			SALEM			\$ 7,360,400.	902,500	\$ 132.50	
			MONTANA	GALLATIN	D4	KGW, Rt. 14, 72 ZIP 59714 KBS	72,950.	14,985 97%	12.00
			BELGRADE	YELLOWSTONE	F4	KURL, Box 1875, ZIP 59103 IND	215,500.	38,000 98%	15.00
			BILLINGS	DAWSON	H2	KGLE, Box 931, ZIP 59330 KBS	45,000.	5,975 98%	14.10
			GLENDIVE	FLATHEAD	B1	KGEZ, Box 600, ZIP 59901 IND	71,500.	8,800 98%	19.50
			KALISPELL			\$ 404,950.	67,760	\$ 60.60	
			NEBRASKA	DAWES	B2	KCSR, Box 931, ZIP 69337 IND	23,295.	5,100 95%	22.00
			CHADRON	JEFFERSON	F4	KGMT, Box 425, ZIP 68352 KBS	39,108.	8,975 94%	15.00
			FAIRBURY	DAWSON	E4	KRVN, 104 W. 8th ZIP 68850 IND	75,120.	11,500 95%	54.00
			LEXINGTON	DOUGLAS	G3	KBON, 304 S. 18th ZIP 68102 IND	1,490,900.	171,595 95%	30.00
			OMAHA++++	YORK	F4	KAWL, KAWL Bldg. ZIP 68467 KBS	92,500.	16,500 99%	15.00
			YORK			\$ 1,720,923.	213,670	\$ 136.00	

* AS ON PAGES 3, 4, 5 & 6
 ** AS ON PAGES 3, 4, 5 & 6
 *** AS ON PAGES 3, 4, 5 & 6
 + COVERS: FARGO, BISMARCK, GRAND FORKS & ABERDEEN, N.D.
 ++ COVERS: ST. PAUL
 +++ COVERS: GULFPORT
 ++++ COVERS: COUNCIL BLUFFS, IOWA
 MORE -

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SIGS	STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES (%)	SRC***	
			NEVADA	CLARK	D5	KENO, FLMOG/Phos-Zip 89109 IND	\$ 590,900.	89,000	95%	\$ 27.00
			LAS VEGAS				\$ 590,900.	89,000		\$ 27.00
			NEW HAMPSHIRE							
			BERLIN	COOS	F2	WMOU, 276NSQRE.ZIP 03570 ABC	\$ 92,500.	12,875	92%	\$ 21.00
			CLAREMONT	SULLIVAN	E6	WTSV, 221 WASHST.ZIP 03743 IND	159,750.	49,850	96%	22.50
			LACONIA	BELMAP	F6	WLNH, PARADE Ro.ZIP 03246 CBS	242,500.	56,900	96%	18.00
							\$ 494,750.	119,625		\$ 61.50
			NEW JERSEY							
			WILDWOOD	CAPE MAY	D11	WCNC, 3010 NJAV.ZIP 08260 MUT	\$ 115,850.	22,950	95%	\$ 13.50
							\$ 115,850.	22,950		\$ 13.50
			NEW MEXICO							
			ALBUQUERQUE	BERNALILLO	F3	KARA, 401MNUUBUD.ZIP 87110 KBS	\$ 720,500.	99,300	96%	\$ 16.50
			AZTEC	SAN JUAN	B2	KHAP, Box J, ZIP 87410 IND	185,250.	48,200	92%	12.00
			CARLSBAD	EDDY	G5	KAVE, Box 1538, ZIP 88220 MBS	109,500.	19,800	95%	22.50
							\$ 1,015,250.	167,300		\$ 51.00
			NEW YORK							
			DUNDEE	YATES	G6	WFLR, Box 130, ZIP 74837 IND	\$ 292,500.	55,450	96%	\$ 12.75
			LAKE PLACID	ESSEX	G4	WFD, Box 788, ZIP 12947 MBS	73,800.	12,500	95%	18.00
			LOGKPORT	NIAGARA	B5	WUSJ, 320MICHAV.ZIP 14094 IND	2,275,500.	280,750	96%	22.05
			NEW YORK CITY	NEW YORK	G10	WNYC, MUMCPBLD.ZIP 10008 NYC	49,493,308.	18,900,000	98%	N.Y.C.
			OLEAN	CATTARAUGUS	B7	WMS, W.STATERD.ZIP 14760 ABC	412,100.	59,850	97%	27.00
			OSWEGO	OSWEGO	E5	WSGO, 71 W.BRDE.ZIP 13126 IND	997,900.	72,850	96%	18.00
			PORT JERVIS	ORANGE	G9	WOLC, Box 920, ZIP 12771 KEY	997,900.	70,950	95%	15.00
			REMSEN	ONEIDA	E5	WADR, Box 1480, ZIP 13438 IND	399,575.	81,000	97%	30.00
			RIVERHEAD	SUFFOLK	H10	WAPC, Box 666, ZIP 11902 IND	899,200.	98,500	98%	27.00
			SCHENECTADY	SCHENECTADY	G6	WGT, 1400BTHW.R.ZIP 12309 NBC	1,780,300.	224,200	97%	105.00
			WHITE PLAINS	WESTCHESTER	H9	WFAS, WHITEPLAINS ZIP 10602 IND	49,493,308.	18,900,000	98%	105.00
							\$ 107,107,991.	38,756,050		\$ 424.80
			NORTH CAROLINA							
			BENSON	JOHNSON	H4	WPYB, Box 215, ZIP 27504 KBS	\$ 193,500.	39,250	87%	\$ 12.00
			BREVARD	TAMPA	C5	WPNF, PIGANBDC.ZIP 28712 IND	298,000.	44,950	90%	9.90
			DURHAM	DURHAM	G4	WJNC, 138E.CMPH.HZ.ZIP 27701 CBS	1,250,900.	145,800	94%	36.00
			ELIZABETH CITY	PASQUOTANK	K3	WCNC, Box 535, ZIP 27909 KEY	92,875.	16,900	89%	16.50
			HAULET	RICHMOND	F5	WIDX, Box 826, ZIP 28345 IND	152,900.	37,500	84%	15.00
			KINGS MOUNTAIN	CLEVELAND	D5	WKMT, Box 669, ZIP 28086 NAS	610,820.	90,295	86%	12.50
			JACKSONVILLE	ONFLOW	J5	WJNC, Box E.RTZK.ZIP 28541 IND	145,800.	32,850	88%	18.00
			SPRUCE PINE	MITCHELL	C4	WTOE, Box 536, ZIP 28777 KBS	99,500.	37,900	89%	12.00
							\$ 2,844,295.	445,445		\$ 131.90
			NORTH DAKOTA							
			DEVILS LAKE	RAMSEY	F2	KOLR, 400 12AV, ZIP 58301 MUT	\$ 36,900.	4,750	97%	\$ 21.00
			DICKINSON	STARK	C4	KOIX, Box 1248, ZIP 58601 CBS	49,950.	9,835	98%	30.00
			MINOT	WARD	D2	KLPM, Box 10, ZIP 58701 IND	115,250.	15,250	95%	25.50
			OAKES	DICKEY	F5	KEYD, 110 UNAV. ZIP 58474 IND	55,800.	9,100	97%	14.25
			WILLISTON	WILLIAMS	B1	KEYZ, Box 1240, ZIP 58801 MBS	60,850.	8,150	96%	25.50
							\$ 318,750.	47,085		\$ 116.25

* AS ON PAGES 3,4,5,6,7
 ** AS ON PAGES 3,4,5,6,7
 *** AS ON PAGES 3,4,5,6,7

+ N.Y.C.'s MUNICIPAL STATION, NON-COMMERCIAL AND COVERING ENTIRE GREATER N.Y. AREA
 ++ COVERS GREATER N.Y. AREA

INDIVIDUAL CLIENT-BAND No.	JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SR08	STATION/Address/Affiliation	CS1**	RADIO HOURS	(%)	SRC***
				OHIO							
				Bucyrus	CRAWFORD	D5	WBGO, Box 31	530,000.	109,100	95%	\$ 15.00
				CANTON	STARK	F5	WOIO, 4601H/Drd.-Zip 44708	2,416,995.	307,250	96%	29.70
				CELINA	MERCER	A5	WCSP, Box 341	365,400.	56,900	98%	16.50
				CHILLICOTHE	ROSS	D8	WCN1, 1022 ESTN Av Zip 45601	484,160.	42,500	93%	13.50
				CINCINNATI	HAMILTON	A8	WLW, 140 W. 9TH Zip 45202	3,705,500.	465,500	96%	300.00
				CLEVELAND	CUYAHOGA	F4	WJW, 1101 Euclid Dr Zip 44115	8,555,100.	862,250	96%	165.00
				GALLIPOLIS	GALLIA	E9	WJEH, Box 448	290,900.	43,990	89%	18.00
				WORTHINGTON	FRANKLIN	D7	WRFD, PeopBcctg Zip 43085	2,495,950.	597,995	95%	84.00
				OKLAHOMA				\$18,843,605.	2,525,485		\$641,170
				BLACKWELL	KAY	F1	KLTR, Box 70	125,950.	22,900	94%	\$ 84.00
				GUYMON	TEXAS	B2	KGYN, Box 130	32,850.	5,875	95%	10.35
				LAWTON	COMANCHE	D4	KSWO, Box 709	199,500.	31,850	93%	22.50
				MCALESTER	PITTSBURG	G4	KTMG, Box 157	84,950.	17,200	93%	4.50
				OKLAHOMA CITY	OKLAHOMA	E3	KJEM, 515 N. Resm. Zip 73102	250,900.	185,900	93%	10.00
				VINITA	CAIAG	G2	KVIN, KVIN Bldg. Zip 74301	NAS 140,200.	27,500	93%	15.00
				OREGON				\$ 834,350.	291,225		\$146,35
				COTTAGE GROVE	LAME	E1	KNND, Box 7	197,350.	29,450	97%	\$ 13.50
				GRANTS PASS	JOSEPHINE	F1	KAGI, Box 148	240,350.	37,950	96%	21.00
				HILLSBORO	WASHINGTON	C1	KUIK, Box 335	1,825,350.	241,065	97%	16.50
				NORTH BEND	COOS	F1	KBBR, Box 308	129,800.	22,900	96%	24.00
				PENDELTON	UMATILLA	D4	KUMA, Box 278	105,250.	17,450	96%	18.00
				THE DALLES	WASCO	D3	KOOL, SCENIC DRV. Zip 97058	115,300.	22,950	95%	13.50
				PENNSYLVANIA				\$ 2,613,400.	371,765		\$165.50
				ALTOONA	BLAIR	E6	WFBG, COMM. PARK Zip 16601	645,975.	105,250	94%	\$ 69.00
				CHAMBERSBURG	FRANKLIN	F7	WCHA, CRT PRSSB. Zip 17201	520,950.	105,900	95%	22.50
				DOYLESTOWN	BUCKS	L6	WBUX, E. BDCGCO. Zip 18901	6,915,680.	827,810	97%	27.00
				ERIE	ERIE	B1	WICU, 3514 STAE Zip 16508	572,500.	80,350	95%	36.00
				GREENVILLE	MERCER	B3	WGRP, Box 189	1,051,838.	160,350	95%	19.50
				LEWISBURG	MIFLIN	B5	WUNS, Box 432	350,990.	52,900	95%	22.50
				MCKEESPORT	ALLEGHENY	B5	WEDO, Box 810	7,500,950.	1,850,475	97%	30.00
				POTTSVILLE	SCHUYLKILL	J5	WPM, Box 629	1,450,900.	175,800	92%	14.25
				SCRANTON	LACKAWANNA	K3	WPTS, 1000 CLAY Zip 18642	1,350,900.	185,625	97%	21.00
				SOMERSET	SOMERSET	D7	WVSC, Box 231	125,500.	23,700	95%	16.50
				WELLSBORO	TIOGA	G2	WNBT, 89 MAIN ST. Zip 16901	78,950.	11,110	93%	18.00
				YORK	YORK	H7	WSBA, Box 910	1,275,850.	166,850	97%	90.00
								\$21,821,083.	3,746,120		\$386.25

* AS ON PAGES 3,4,5,6,7,8

** AS ON PAGES 3,4,5,6,7,8

*** AS ON PAGES 3,4,5,6,7,8

I ALSO COVERS COVINGTON, KENTON, NEWPORT & CAMPBELL, KY. (H3)

II ALSO COVERS CLEVELAND HEIGHTS

III ALSO COVERS COLUMBUS, OHIO METRO. AREA

IV ALSO COVERS NORMAN, OKLAHOMA

V ALSO COVERS COOS BAY, OREGON

VI ALSO COVERS PITTSBURGH, BRADDOCK AND CARNEGIE METRO AREAS; STATISTICS QUOTED ARE CUMULATIVE.

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1967 Discs

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION	STATION/Address/Affiliation	CS I**	Radio Homes	(%)	SRC***
			SOUTH CAROLINA							
			CHARLESTON	CHARLESTON	F8	WQSN, Box 891 Zip 29402 ABC	450,200.	62,100	91%	\$ 24.00
			COLUMBIA	RICHLAND	E5	WNOK, Box 5307 Zip 29205 IND	523,350.	69,450	94%	22.50
			FLORENCE	FLORENCE	F5	WYNN, 163 N. Coltz Zip 29501 Spd	289,790.	49,850	90%	18.00
			FOUNTAIN INN	GREENVILLE	B5	WFIS, Box 156 Zip 29644 NAS	818,295.	144,100	91%	15.00
			LORIS	HORRY	G5	WLSC, Box 1677 Zip 29569 KBS	157,950.	27,875	89%	15.00
			SOUTH DAKOTA				\$ 2,339,785.	323,375		\$ 94.50
			RAPID CITY	PENNINGTON	B3	KOTA, Box 1752 Zip 57701 CBS	178,900.	21,500	97%	\$ 45.00
			ST LOUIS FALLS	MINNEHAWA	G4	KELO, Pkps/13th Zip 57102 NBC	299,300.	39,495	98%	42.00
			WINNER	TRIPP	E4	KWYR, Box 491 Zip 57580 IND	27,775.	4,925	97%	25.50
			TENNESSEE				\$ 505,975.	65,950		\$ 112.50
			ATHENS	MCMINN	H5	WLAR, Box 449 Zip 37303 W/KBS	291,200.	42,970	91%	\$ 12.00
			BROWNSVILLE	HAYWOOD	B5	WBHT, Box 198 Zip 38012 IND	208,300.	40,192	83%	12.00
			COLUMBIA	MAURY	E5	WKRM, Box 71 Zip 38401 IND	159,275.	34,170	95%	10.50
			KINGSFORD	SULLIVAN	M5	WKPT, Box 569 Zip 37668 NBC	510,350.	82,975	94%	15.00
			KNOXVILLE	KNOX	J4	WKXY, Box 2269 Zip 37901 IND	2,205,413.	130,600	94%	18.00
			MANCHESTER	COFFEE	F5	WMSR, OAKLEST. Zip 37355 IND	190,250.	48,250	95%	10.50
			MEMPHIS	SHELBY	A5	WMC, Box 420 Zip 38104 NBC	1,595,790.	300,725	94%	72.00
			ONEIDA	SCOTT	H4	WBNT, Box 68 Zip 37841/NAS	97,350.	23,350	91%	10.00
			PARIS	HENRY	C4	WBTR, DAVISBLDg. Zip 35242 IND	150,350.	30,920	92%	15.00
			TEXAS				\$ 5,408,478.	736,152		\$ 175.00
			AMARILLO	POTTER	B2	KBUT, Box 2828 Zip 79105 ABC	404,850.	54,950	96%	\$ 30.00
			AUSTIN	TRAVIS	E7	KVET, 113 W 8th Zip 78701 ABC	128,300.	26,400	93%	19.80
			CLARKSVILLE	RED RIVER	G4	KCAR, Box 609 Zip 75426 KEY	116,850.	25,920	88%	9.00
			CORPUS CHRISTI	NUEGES	E9	KRYS, Box 6218 Zip 78411 IND	520,975.	74,990	92%	45.00
			DEL RIO	VAL VERDE	B7	KOLK, BEDELLAVE Zip 78840 IND	48,975.	8,710	96%	9.00
			FARWELL	PARMER	A3	KZOL, Box 458 Zip 79325 IND	106,216.	18,375	95%	12.00
			FREESPORT	BRAZORIA	G8	KBRZ, Box 2077 Zip 77541 IND	160,100.	25,750	93%	21.00
			HOUSTON	HARRIS	G7	KTRH, RICEHOTEL Zip 77052 CBS	3,482,995.	415,950	94%	120.00
			KILLEEN	BELL	E6	KLEN, Box 935 Zip 76543 IND	225,075.	35,875	92%	18.00
			LAGRANGE	FAYETTE	F7	KVLG, Box 965 Zip 78965 IND	27,500.	8,440	93%	14.00
			LONGVIEW	GREGG	G5	KFRD, Box 792 Zip 75601 IND	335,450.	52,200	90%	21.60
			LUBBOCK	LUBBOCK	B4	KCBD, Box 1507 Zip 79408 NBC	534,300.	75,850	96%	15.00
			LUFKIN	ANGELINA	G6	KTRF, Box 729 Zip 75902 MUT	139,995.	28,250	90%	18.00
			MEXIA	LIMESTONE	F6	KBUS, 215 E. C. C. Zip 76667 KBS	99,950.	20,275	91%	45.00
			MINERAL WELLS	PALO PINTO	E4	KORC, Box 638 Zip 76707 IND	115,900.	23,640	93%	10.00
			MONAHANS	WARD	A6	KVKM, DRAWER K Zip 79756 MBS	304,900.	39,875	93%	12.00
			PAMPA	GRAY	C2	KPBN, HughesBldg. Zip 79065 MUT	107,250.	19,845	94%	15.00
			PORT LA VACA	CALHOUN	F8	KGLL, 213N. Coltz. Zip 77979 IND	72,850.	12,950	94%	12.60
			RAYMONDVILLE	WILLACY	E10	KSOX, Box 1240 Zip 78580 KBS	480,350.	86,995	88%	12.00
			SAN ANTONIO	BEXAR	D7	KUVA, 501W. Qincev Zip 78212 IND	1,602,300.	220,100	94%	30.00
			SHERMAN	GRAYSON	F4	KTXO, Box 220 Zip 75091 MBS	152,990.	25,975	93%	10.00
						\$ 9,168,071.	1,301,315			\$ 499.00

* AS ON PAGES 3 - 9
 ** AS ON PAGES 3 - 9
 *** AS ON PAGES 3 - 9

! Also Covers N. CHARLESTON
 !! ALSO COVERS CAVEY
 !!! ALSO COVERS ALAMO HEIGHTS & TERRELL HILLS

- MORE -

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION/ADDRESS/AFFILIATION	CSI**	RADIO HOMES	(%)	SRC***
			UTAH	SAN JUAN	H11 KUTA, Box 790 Zip 84511 NBC	7,890.	1,450	86%	\$ 8.00
			BLANDING	GRAND	H9 KURA, Box 368 Zip 84532 ABC	17,395.	2,995	94%	8.00
			MOAB	SALT LAKE CITY	F6 KWIC, Box 19158 Zip 84119 IND	1,230,500.	165,900	96%	22.50
			SALT LAKE CITY	SALT LAKE	F6 KWIC, Box 19158 Zip 84119 IND	1,255,785.	170,345		\$ 38.50
			VERMONT	RUTLAND	C6 WHWB, Box 591 Zip 05701 IND	145,950.	19,875	95%	\$ 18.00
			RUTLAND	RUTLAND	C6 WHWB, Box 591 Zip 05701 IND	145,950.	19,875	95%	\$ 18.00
			VIRGINIA	FALLS CHURCH	F3 WFAJ, Towers Sq Zip 22046 IND	8,928,790.	759,850	95%	\$ 24.00
			LYNCHBURG	CAMPBELL	G5 WDMJ, 801 Main Zip 24504 IND	295,900.	42,875	91%	12.00
			NORFOLK	NORFOLK	L6 WRAP, Box 598 Zip 23501 IND	850,775.	103,795	92%	84.00
			RODFORD	MONTGOMERY	E5 WRAD, WRAD Bt Co Zip 24141 NAS	241,550.	80,775	89%	18.00
			RICHMOND	HENRICO	K5 WTVR, Box 11064 Zip 23230 IND	1,178,990.	135,950	92%	54.00
			WASHINGTON	SKAGIT	B1 KAGT, Box 96 Zip 98221 IND	\$11,496,005.	1,124,245		\$192.00
			COLVILLE	STEWENS	E1 KCVL, Box 268 Zip 99114 IND	108,500.	18,300	97%	\$ 14.50
			OTHELLO	ADAMS	E3 KRSC, Box 1400 Zip 99344 IND	41,950.	9,100	94%	15.00
			PORT ANGELES	CLALLAM	A2 KAPY, Box 392 Zip 98362 IND	104,990.	22,875	96%	16.20
			SEATTLE	KING	C2 KBLE, 114 Lk Blvd Zip 98122 IND	78,975.	11,750	96%	13.50
			TOPPENISH	YAKIMA	D4 KENE, Box 36 Zip 98948 IND	3,950,250.	450,925	96%	30.00
			WEST VIRGINIA	KANAWHA	E5 WTIP, Box 3032 Zip 25331 ABC	299,900.	47,550	95%	16.20
			CHARLESTON	MARION	H3 WTCG, Box 1549 Zip 26555 ABC	4,584,565.	560,500		\$105.40
			FAIRMONT	MARION	H3 WTCG, Box 1549 Zip 26555 ABC	670,250.	87,950	92%	\$ 33.00
			WISCONSIN	RUSK	C5 WLDY, Hwy 8 Lvsy Zip 54848 IND	485,950.	69,950	92%	18.00
			CORNELL	Eau Claire	C6 WEAQ, Box 1 Zip 54702 NBC	\$ 1,156,200.	157,900		\$ 51.00
			EAU CLAIRE	JUNEAU	E7 WJAC, 200 Hwy Zip 53948 NBC	108,490.	16,895	95%	\$ 12.00
			MARINETTE	MARINETTE	G5 WJAC, 200 Hwy Zip 53948 NBC	1,395,750.	79,850	97%	36.00
			NEILLSVILLE	CLARK	D6 WJCN, Wis Swl Dr Zip 54456 IND	144,612.	48,995	92%	12.00
			PLATTEVILLE	SHAWANO	F6 WSWW, Box 1 Zip 53618 IND	109,995.	29,650	97%	15.00
			SHAWANO	SHAWANO	F6 WSWW, Box 1 Zip 53618 IND	85,960.	24,150	98%	12.00
			SHEBOYGAN	SHEBOYGAN	G8 WTCG, 107 E. Gmb Zip 54166 IND	149,975.	43,875	97%	21.00
			WATERLOO	JEFFERSON	F9 WTTN, Box 649 Zip 53082 MBS	390,275.	100,250	95%	20.00
			WYOMING	ALBANY	G5 KEVA, Box 190 Zip 82930 ABC	210,975.	71,995	99%	25.00
			EVANSTON	ALBANY	G5 KEVA, Box 190 Zip 82930 ABC	795,895.	175,250	98%	21.00
			LARAMIE	PARK	E2 KPWW, 140 E. Lckg Zip 82801 ABC	\$ 3,391,927.	590,910		\$174.00
			POWELL	SHERIDAN	F2 KMYO, 140 E. Lckg Zip 82801 ABC	28,950.	8,975	97%	\$ 9.00
			SHERIDAN	HOT SPRINGS	E3 KRTR, 500 B'way Zip 82443 MBS	175,950.	49,875	97%	9.00
			THERMOPOLIS	HOT SPRINGS	E3 KRTR, 500 B'way Zip 82443 MBS	42,775.	8,950	97%	11.70
						51,895.	9,295	98%	11.70
						43,975.	10,885	97%	12.00
						343,545.	87,980		\$ 53.40

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES (%)	SRC***
			PUERTO RICO		1st SEN. DISTRICT WQYN, Box 9986 ZIP 00908 IND	\$ 1,975,950.	++	\$ 30.00
			SAN JUAN+			\$ 1,975,950.	++	\$ 30.00
			VIRGIN ISLANDS		WBNB, Box 1947 ZIP 00801 ABC		++	\$ 12.90
			St. Thomas				++	\$ 12.90

* AS ON PAGES 3 THROUGH 11
 ** AS ON PAGES 3 THROUGH 11
 *** AS ON PAGES 3 THROUGH 11
 + ALSO COVERE SANURGE
 ++ SRDS' STATISTICS UNAVAILABLE

STATE TOTALS: CUMULATIVE RUNDOWN

STATE	PAGE	CONSUMER SPENDABLE INCOME	RADIO HOMES	SPOT RATE CHANGE
ALABAMA	1+2	\$ 1,306,136.	197,404	\$ 73.95
ARIZONA		2,635,269.	362,424	117.45
ARKANSAS		1,082,670.	180,471	117.45
CALIFORNIA	3	69,631,733.	5,835,245	729.50
COLORADO		2,955,520.	389,976	120.30
CONNECTICUT		1,072,200.	131,714	21.00
FLORIDA		6,747,771.	972,545	202.35
GEORGIA	4	4,076,685.	658,565	347.55
HAWAII		1,483,300.	145,220	29.55
IDAHO		432,749.	94,350	60.00
ILLINOIS		23,928,717.	6,676,674	660.75
INDIANA	5	6,550,884.	1,156,982	242.55
IOWA		3,719,990.	450,863	220.81
KANSAS		753,450.	114,900	102.00
KENTUCKY		7,280,290.	2,833,202	152.90
LOUISIANA		4,255,415.	956,310	217.00
MAINE	6	1,281,825.	202,640	76.50
MARYLAND		6,241,880.	765,048	208.00
MASSACHUSETTS		21,101,775.	2,489,725	357.00
MICHIGAN		36,417,825.	6,261,465	488.50
MINNESOTA		7,051,350.	1,031,250	358.35
MISSISSIPPI	7	1,113,540.	261,600	100.50
MISSOURI		7,360,400.	902,500	132.50
MONTANA		404,950.	67,760	60.60
NEBRASKA		1,720,923.	213,670	136.00
NEVADA		590,900.	89,000	27.00
NEW HAMPSHIRE		494,750.	119,625	61.50
NEW JERSEY		115,850.	22,950	13.50
NEW MEXICO	8	1,015,250.	167,300	51.00
NEW YORK		107,107,991.	38,756,050	424.80
NORTH CAROLINA		2,844,295.	445,445	131.90
NORTH DAKOTA		318,750.	47,085	116.25
BALANCE CARRIED FORWARD		\$ 333,095,033.	72,999,958	\$ 6,159,01

- MORE -

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1967 DISCS

PAGE 13.

STATE	PAGE	CONSUMER SPENDABLE INCOME	RADIO HOURS	SPOT RATE CHANGE
STATE TOTALS: CUMULATIVE RUNDOWN				
BALANCE CARRIED FORWARD		\$333,095,033.	72,999,958	\$6,159.01
OHIO	9	18,843,605.	2,525,485	641.70
OKLAHOMA		834,350.	291,225	146.35
OREGON		2,613,400.	371,765	165.50
PENNSYLVANIA		21,821,083.	3,746,120	386.25
SOUTH CAROLINA		2,239,785.	323,375	94.50
SOUTH DAKOTA	10	505,975.	65,950	112.50
TENNESSEE		5,408,478.	736,152	175.00
TEXAS		9,168,071.	1,301,315	499.00
UTAH		1,255,785.	170,345	38.50
VERMONT		145,950.	19,875	18.00
VIRGINIA		11,496,005.	1,124,245	192.00
WASHINGTON	11	4,584,565.	560,500	105.40
WEST VIRGINIA		1,156,200.	157,900	51.00
WISCONSIN		3,391,927.	590,910	174.00
WYOMING		343,545.	87,980	53.40
PUERTO RICO	12	1,975,950.	-*	30.00
VIRGIN ISLANDS		-*	-*	12.00
NATIONAL TOTALS**		\$418,879,707.	85,073,100	\$9,054.11

* STANDARD RATE & DATA SERVICE STATISTICS UNAVAILABLE
 ** THESE TOTALS DO NOT INCLUDE THE AUDIENCES OF EITHER THE U.S. ARMED FORCES
 RADIO NETWORK OR THE CANADIAN BROADCASTING CORPORATION.

THE END

PERSONAL

FROM
SOUNDS GOOD, INC.
342 MADISON AVENUE
NEW YORK, NEW YORK 10017

To
MR. HAROLD WEISBERG
HYATTS TOWN, MARYLAND
ZIP CODE 20734

CONTENTS - MERCHANDISE
POSTMASTER: This parcel may be opened for postal inspection if necessary.
If not delivered in 28 days return to sender. Return and forwarding Postage Guaranteed.

Please Don't Feed Birds
2 Mice

First Class
U.S. Mail

