

**WSMI**

1220 on the dial

BOX 1220 SANFORD, MAINE

Phone 324-2464 Area Code 207

*1000 Sales Packed Watts*

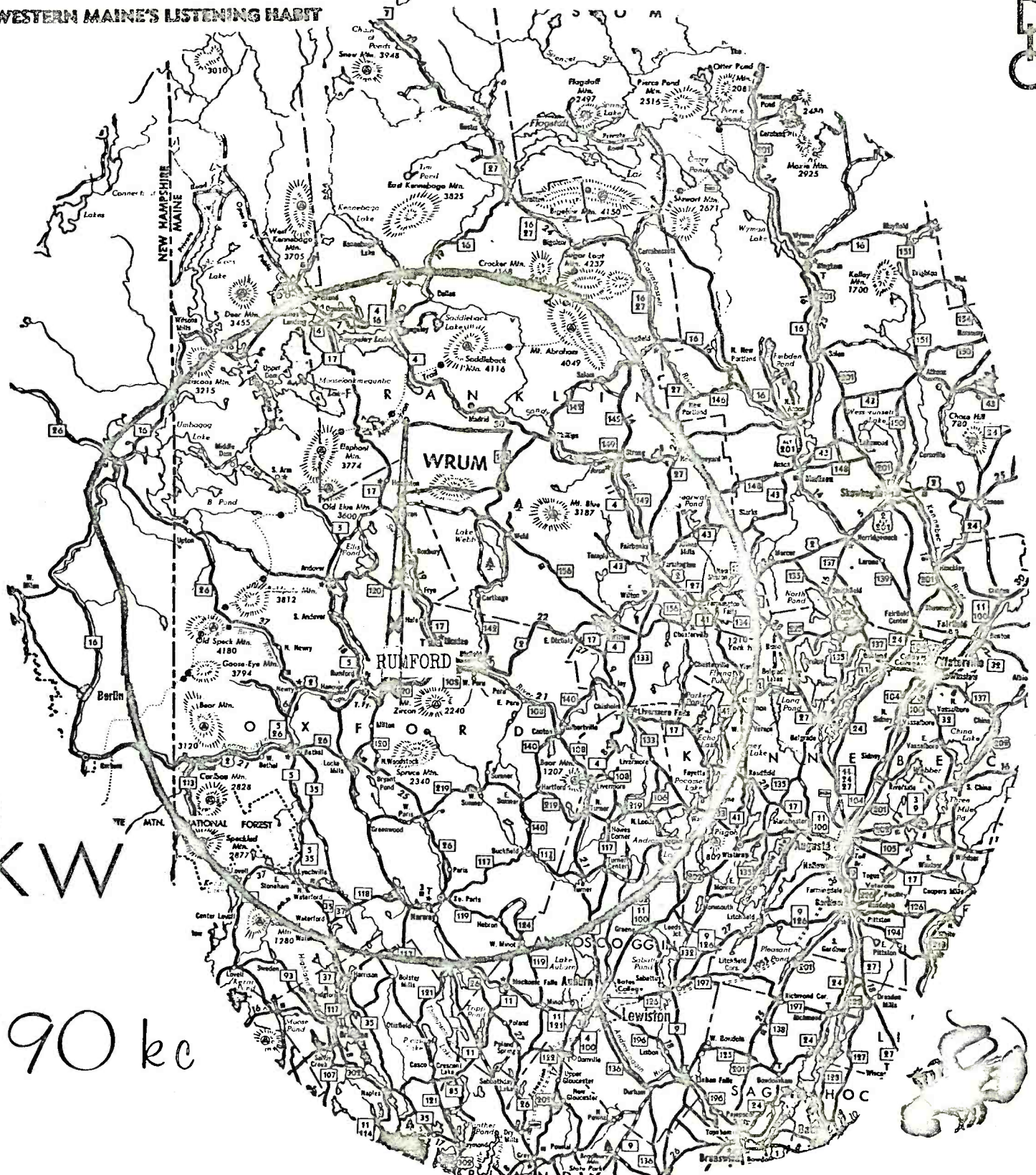


# WRUM

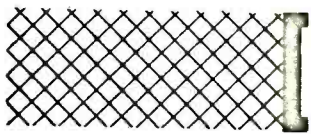
# Rumford

# LOBSTER A D O

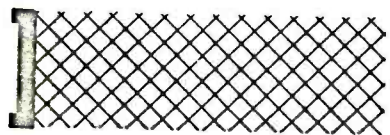
WESTERN MAINE'S LISTENING HABIT



1 kw  
790 kc



Rumford Broadcasting Co., Inc.  
89 Congress St., Rumford, Me.  
Area Code 207 364-3701

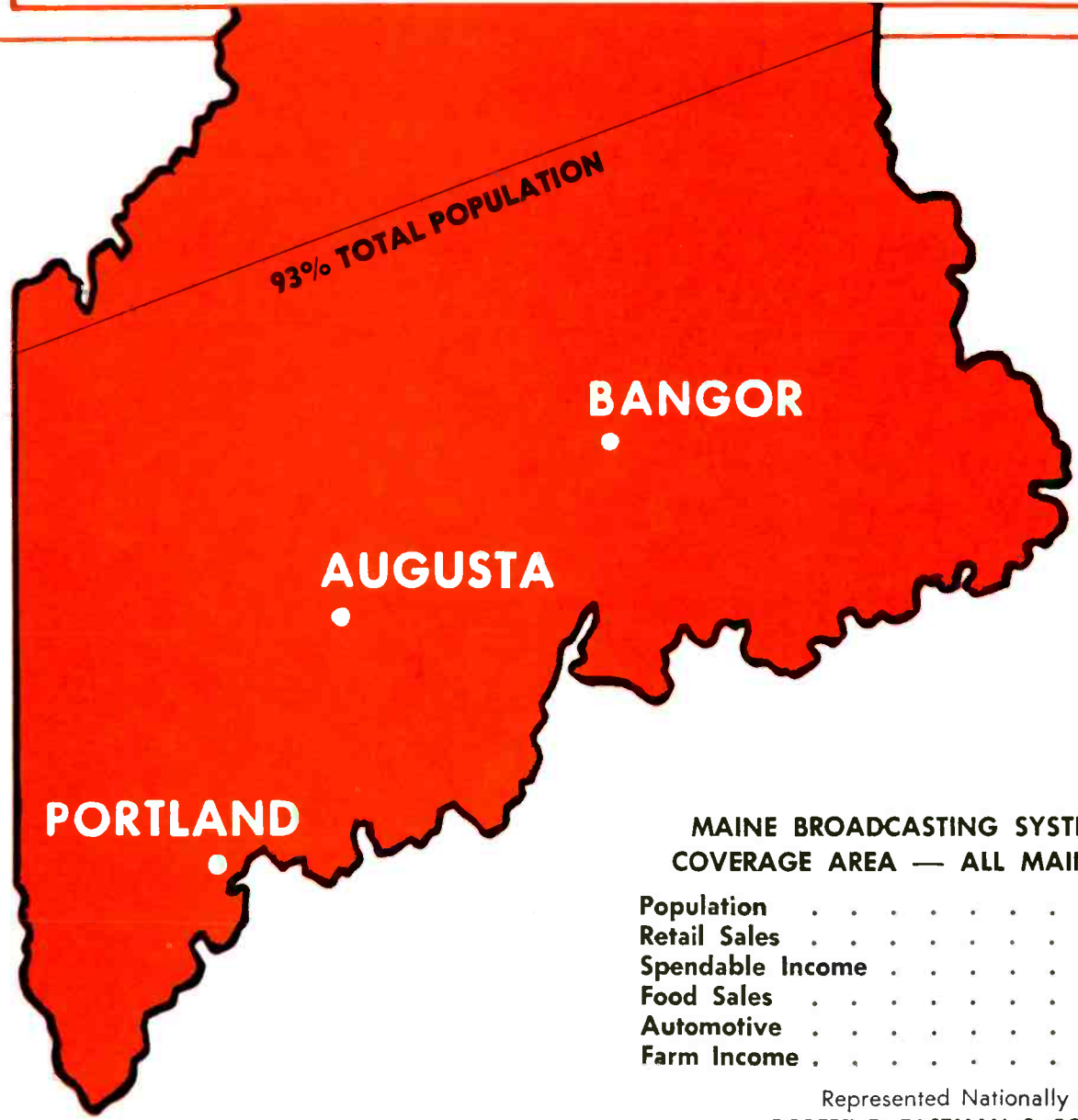




**NBC**  
**MUSIC**  
**NEWS**  
**SERVICE**

*A Billion-Dollar Market  
 ...and a Prestige Group  
 that Knows How to Sell!*

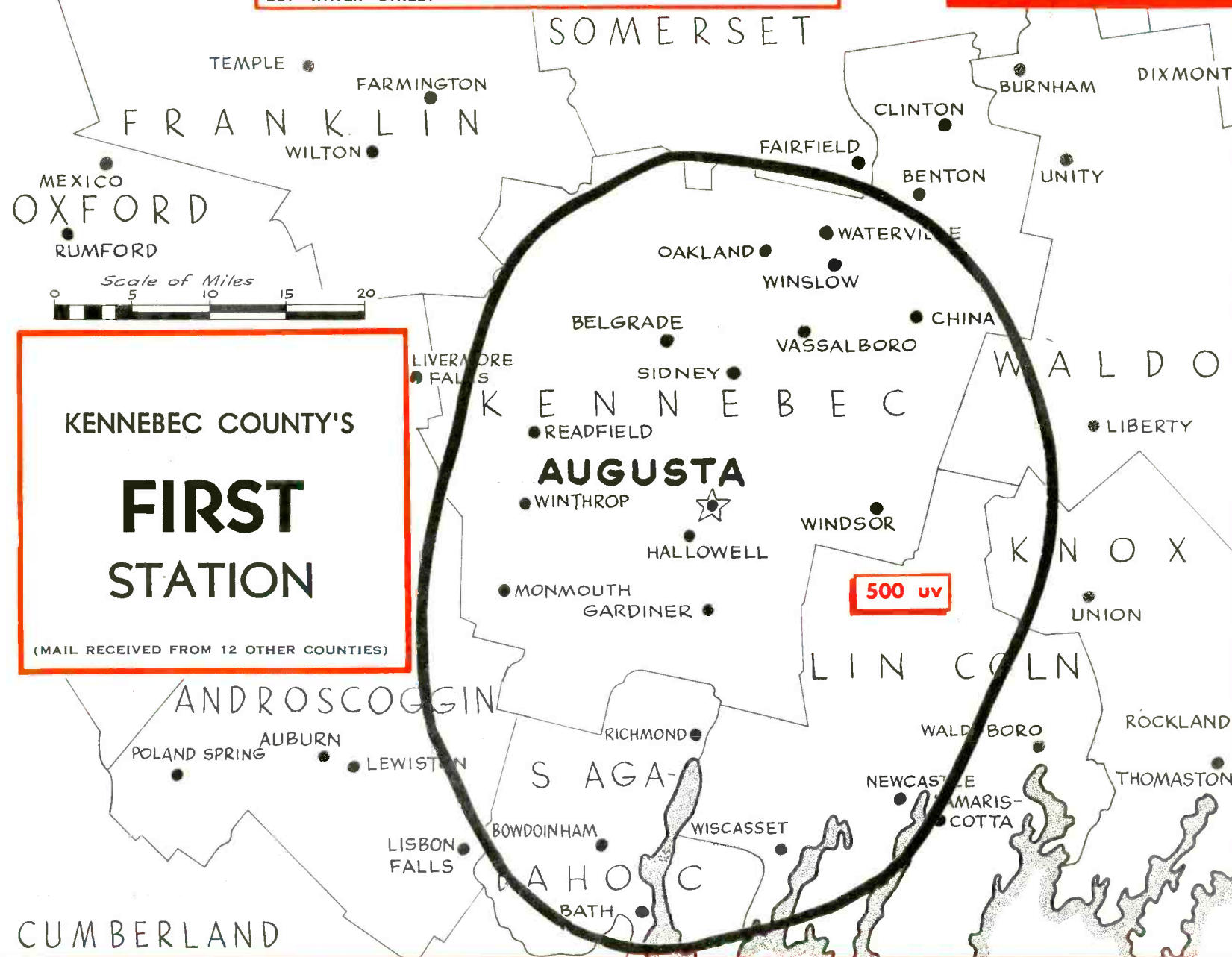
**WRDO**  
**1400 RADIO**  
 AUGUSTA, MAINE  
 251 WATER STREET 207 - 623-4735



**MAINE BROADCASTING SYSTEM MARKET  
 COVERAGE AREA — ALL MAINE COUNTIES**

Population . . . . .	989,100
Retail Sales . . . . .	\$1,634,943,000
Spendable Income . . . . .	\$2,248,733,000
Food Sales . . . . .	\$ 430,087,000
Automotive . . . . .	\$ 310,172,000
Farm Income . . . . .	\$ 269,679,000

Represented Nationally By  
**ROBERT E. EASTMAN & CO., INC.**



**MAINE BROADCASTING SYSTEM**

620 970 1400

**WLBZ** **WCSH** **WRDO**  
 BANGOR PORTLAND AUGUSTA



# WRDO Personalities



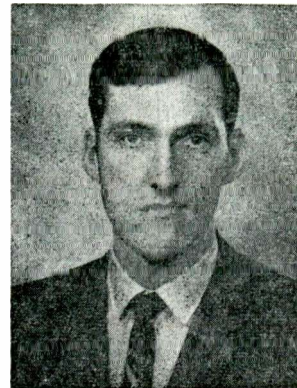
**BRUCE FIELDING**  
Program Manager  
Play-by-Play Sports  
Program Personality



**PAUL GERVAIS**  
News Director



**GREG EVANS**  
Program Personality  
News



**LOU BEGIN**  
Program Personality  
News



**JOHN J.**  
Program Personality  
News



**BOB WEST**  
Program Personality  
Music



**KATY PERRY**  
Women's Features

## NEWS

. . . NBC "News On The Hour", followed immediately by Local and State news with more actualities, more hard news — 22 local news broadcasts daily; 45-minute news-weather-sports presentation at 5 p.m. daily.

## MUSIC

. . . easy listening contemporary music through 8 p.m., then more youth oriented; program hosts outstanding — affable, friendly, persuasive.

## SERVICE

. . . is our most important asset: coverage of Governor's news conferences and State House activities, City Council and School Board meetings; daily interviews at a local hotel with community and social leaders, artists, writers, etc.; play-by-play local sports; "Personals" and "Community Datebook" several times daily; local church services; community events; reports from YMCA; NBC "Second Sunday", "Analogue", and special programs.

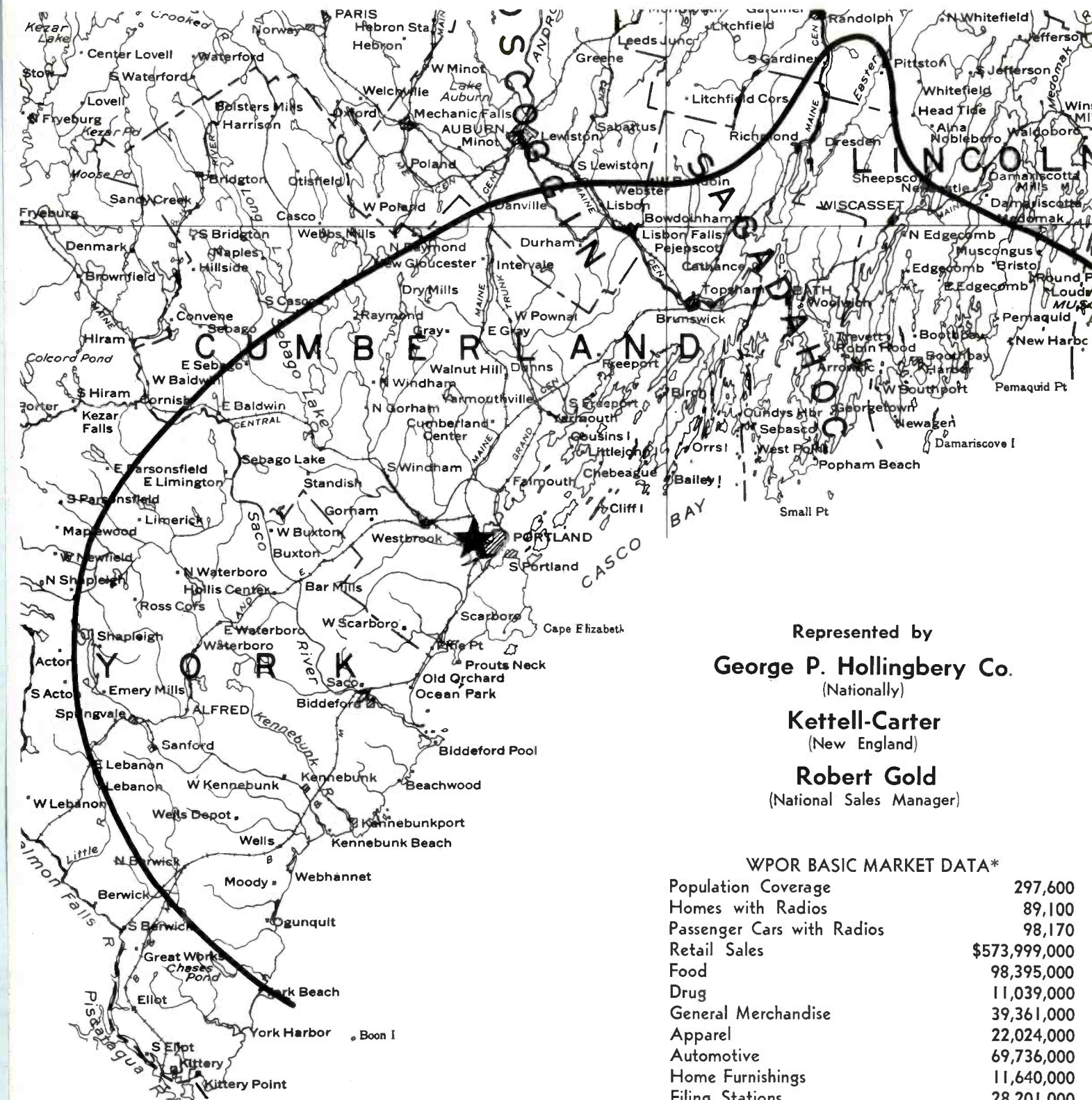
**HOURS — 5:30 A.M. to 12:05 A.M., Monday-Saturday**  
**7:00 A.M. to 12:05 A.M., Sunday**

ESTABLISHED 1932



# WPOR-1490 KC

## Portland, Maine



Represented by  
**George P. Hollingbery Co.**  
 (Nationally)  
**Kettell-Carter**  
 (New England)  
**Robert Gold**  
 (National Sales Manager)

**WPOR BASIC MARKET DATA\***

Population Coverage	297,600
Homes with Radios	89,100
Passenger Cars with Radios	98,170
Retail Sales	\$573,999,000
Food	98,395,000
Drug	11,039,000
General Merchandise	39,361,000
Apparel	22,024,000
Automotive	69,736,000
Home Furnishings	11,640,000
Filing Stations	28,201,000

\*Source—SRDS Market Data 7/1/62 - 7/1/63



National Representative  
 George P. Hollingbery Co.

National Sales Manager  
 Robert Gold

New England Representative  
 Kettell-Carter

**H** YOUR **Hildreth Station** PORTLAND, MAINE

**H** YOUR **Hildreth Station** PORTLAND, MAINE



# MORNING

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>6</b>	00 News						Frank Fixaris Show
	05 Dick Johnson Show						Frank Fixaris Show
	30 News						Frank Fixaris Show
	35 Dick Johnson Show						Frank Fixaris Show
<b>7</b>	00 News						Frank Fixaris Show
	10 Dick Johnson Show						Frank Fixaris Show
	25 Weather						Bible Speaks To You
	35 Dick Johnson Show						Bible Speaks To You
	45 Sports Extra						Bible Speaks To You
55 ABC News							
<b>8</b>	00 Yankee News						Old Fashioned Revival Hour
	10 Dick Johnson Show						Old Fashioned Revival Hour
	25 Speaking of Sports						News and Weather
	30 Dick Johnson Show						Hour of St. Francis
	55 ABC News						
<b>9</b>	00 Yankee News						World Tomorrow
	15 Dick Johnson Show						World Tomorrow
	30 News				Flair Reports		Flair Reports
	35 Dick Johnson Show						Frank Fixaris Show
	55 ABC News						
<b>10</b>	00 Breakfast Club				Dick Johnson Show		Frank Fixaris Show
	15 Breakfast Club				Dick Johnson Show		Frank Fixaris Show
	30 Breakfast Club				Flair Reports		Flair Reports
	45 Breakfast Club				Dick Johnson Show		Frank Fixaris Show
	55 ABC News						
<b>11</b>	00 Yankee News						News
	10 Frank Fixaris Show				Dick Johnson Show		College News
	30 News				Flair Reports		Flair Reports
	35 Frank Fixaris Show				Dick Johnson Show		Frank Fixaris Show
	55 ABC News						

# WPOR

Radio in Portland, Maine  
1000 Watts - - 1490 KC

Studios: 477 Congress Street  
Tel. 773-8111 Twx: 207-781-5550

Vice Pres. & General Mgr. Station Manager  
Walter L. Dickson Keith H. Fowles

### NATIONAL RATE CARD NO. 7

Dated December 1, 1963

#### GENERAL PROGRAM RATES

	1/2 hr.	1 hr.	10 min.	5 min.
1 Time	40.00	30.00	20.00	15.00
26 Times	39.00	29.00	19.00	14.50
52 Times	38.00	28.00	18.00	14.00
104 Times	37.00	27.00	17.00	13.50
156 Times	36.00	26.00	16.00	13.00
260 Times	35.00	25.00	15.00	12.00

### ANNOUNCEMENTS

#### CLASS AA

6:00-9:00 A. M. and 4:00-7:00 P. M.  
MONDAY THRU FRIDAY

	Minutes	30/20	ID's
1 Time	12.00	9.00	6.00
26 Times	11.00	8.25	5.50
52 Times	10.00	7.50	5.00
104 Times	9.50	7.15	4.75
260 Times	9.00	6.75	4.50
312 Times	8.00	6.00	4.00
520 Times	7.50	5.65	3.75
1000 Times	7.00	5.25	3.50

#### CLASS A — All Other Times

	Minutes	30/20	ID's
1 Time	10.00	7.50	5.00
26 Times	9.00	6.75	4.50
52 Times	8.00	6.00	4.00
104 Times	7.50	5.65	3.75
260 Times	7.00	5.25	3.50
312 Times	6.50	4.90	3.25
520 Times	6.00	4.50	3.00
1000 Times	5.00	3.75	2.50

### FREQUENCY SATURATION PLAN

#### CLASS AA

6:00-9:00 A. M. and 4:00-7:00 P. M.  
MONDAY THRU FRIDAY

	Minutes	30/20	ID's
5 @	9.00 45.00	6.75 33.75	4.50 22.50
10 @	8.50 85.00	6.40 64.00	4.25 42.50
15 @	8.00 120.00	6.00 90.00	4.00 60.00
20 @	7.75 155.00	5.85 117.00	3.90 78.00
30 @	7.50 225.00	5.65 169.50	3.75 112.50
50 @	7.00 350.00	5.25 262.50	3.50 175.00

#### CLASS A — All Other Times

	Minutes	30/20	ID's
5 @	7.00 35.00	5.25 26.25	3.50 17.50
10 @	6.50 65.00	4.90 49.00	3.25 32.50
15 @	6.00 90.00	4.50 67.50	3.00 45.00
20 @	5.75 115.00	4.35 87.00	2.90 58.00
30 @	5.50 165.00	4.15 124.50	2.75 82.50
50 @	5.00 250.00	3.75 187.50	2.50 125.00

### WPOR SPECIAL FEATURES

- Metropolitan Opera
- City Council Meetings
- Harness Racing
- UPI News

### PORTLAND'S NO. 1 SPORT STATION

- NOTRE DAME FOOTBALL
- BOSTON RED SOX BASEBALL
- BOSTON PATRIOTS FOOTBALL
- BOSTON BRUINS HOCKEY
- BOSTON CELTICS BASKETBALL
- SCHOOLBOY BASKETBALL
- SCHOOLBOY FOOTBALL
- COLLEGE BASKETBALL
- LITTLE LEAGUE BASEBALL
- NEW YORK GIANTS FOOTBALL
- DARTMOUTH COLLEGE FOOTBALL

# AFTERNOON

<b>12</b>	00 News						Fred Nutter Show
	10 Frank Fixaris Show				Dave Jackson Show		Weekend Sports
	25 Flair Reports				Weekend Sports		Fred Nutter Show
	30 Frank Fixaris Show				Dave Jackson Show		Fred Nutter Show
	55 ABC News						
<b>1</b>	00 Yankee News						Fred Nutter Show
	10 Frank Fixaris Show				Dave Jackson Show		Flair Reports
	30 News				Dave Jackson Show		Fred Nutter Show
	35 Frank Fixaris Show						Fred Nutter Show
	55 ABC News						
<b>2</b>	00 Jack Tupper Show				Dave Jackson Show		Fred Nutter Show
	25 Flair Reports				Dave Jackson Show		Fred Nutter Show
	30 Jack Tupper Show				News		Fred Nutter Show
	45 ABC News				Dave Jackson Show		Fred Nutter Show
	55						
<b>3</b>	00 Jack Tupper Show				Dave Jackson Show		Fred Nutter Show
	30 News				Flair Reports		Fred Nutter Show
	35 Jack Tupper Show				Dave Jackson Show		Fred Nutter Show
	55 ABC News						
<b>4</b>	00 Jack Tupper Show				Dave Jackson Show		Fred Nutter Show
	25 Flair Reports				Weekend Sports		News
	30 Jack Tupper Show				Dave Jackson Show		Fred Nutter Show
	45 ABC News						
	55						
<b>5</b>	00 Maine News						Fred Nutter Show
	05 Jack Tupper Show				Dave Jackson Show		Weekend Sports
	30 News				Tom Harmon Sports		Fred Nutter Show
	35 Jack Tupper Show				Dave Jackson Show		Fred Nutter Show
	55 ABC News						

# EVENING

<b>6</b>	00 Yankee News						Drew Pearson
	10 Paul Harvey				Maine News		Drew Pearson
	15 Report on Sports						Tops In Sports
	25 Weather						Top Story of Week
	30 Alex Drier News				Sunday Morning Headlines		
	40 Tom Harmon Sports						Tom Harmon Sports
	55 ABC News				Tom Harmon Sports		Tom Harmon Sports
<b>7</b>	00 Edward P. Morgan				Yankee News		
	15 Flair Reports				Tom Harmon Sports		
	20 Fred Nutter Show				Jack Tupper Show		Sunday Showcase
	55 ABC News						
<b>8</b>	00 Fred Nutter Show				Jack Tupper Show		Sunday Showcase
	25 Flair Reports				Tom Harmon Sports		Flair Reports
	30 Fred Nutter Show				Jack Tupper Show		Sunday Showcase
	45 ABC News						
	55						
<b>9</b>	00 Fred Nutter Show				Jack Tupper Show		Sunday Showcase
	25 Flair Reports				Tom Harmon Sports		Flair Reports
	30 Fred Nutter Show				Jack Tupper Show		Sunday Showcase
	45 ABC News						
	55						
<b>10</b>	00 Dick Clark Reports				Jack Tupper Show		Sunday Showcase
	05 Fred Nutter Show				Jack Tupper Show		Sunday Showcase
	30 News						
	35 Fred Nutter Show				Jack Tupper Show		Sunday Showcase
	55 ABC News						
<b>11</b>	00 ABC News				Yankee News		Yankee News
	10 Sounding Board						Sunday Showcase
	30 Sounding Board						Sunday Showcase
	35 Sounding Board						Sunday Showcase
	45 Sounding Board						Sunday Showcase
	12:00 News						Sunday Showcase



WACS AM COVERAGE MAP, FROM TRANSMITTER  
WASHINGTON COUNTY, MAINE

MAXIMUM DAYTIME COVERAGE... CLEAR SIGNAL... TESTED

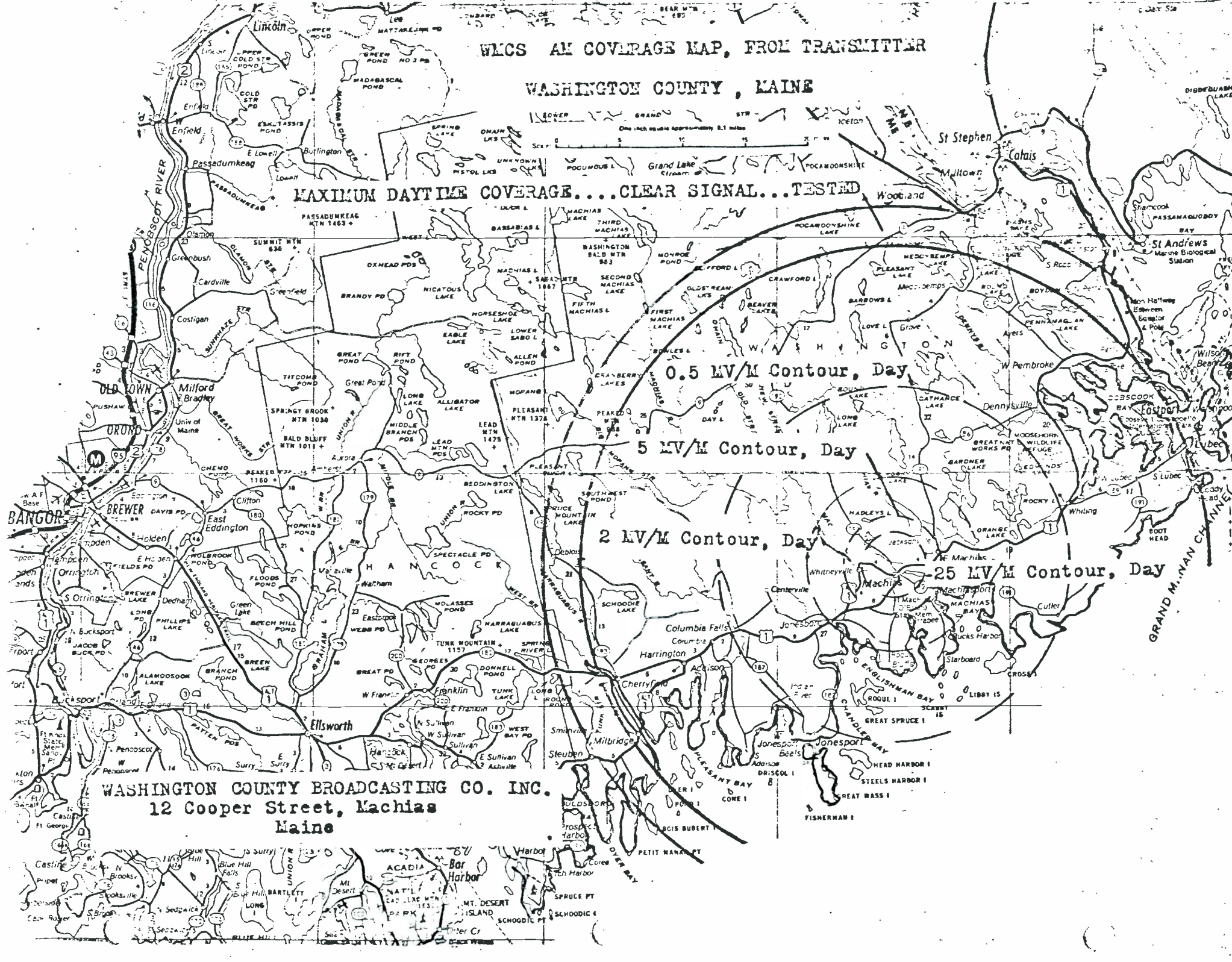
0.5 MV/M Contour, Day

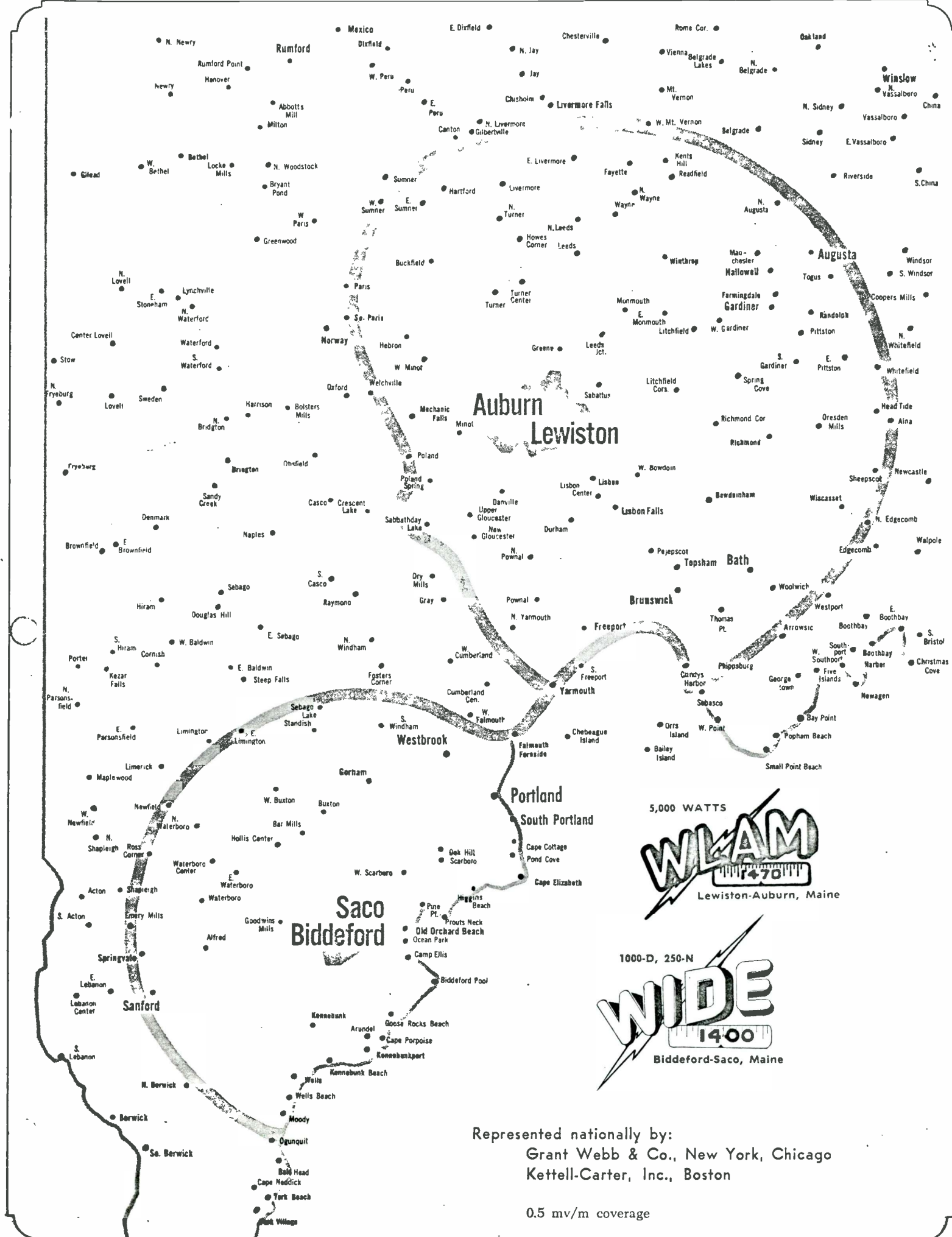
5 MV/M Contour, Day

2 MV/M Contour, Day

25 MV/M Contour, Day

WASHINGTON COUNTY BROADCASTING CO. INC.  
12 Cooper Street, Machias  
Maine





**Auburn  
Lewiston**

5,000 WATTS  
**WILAM**  
 W1470  
 Lewiston-Auburn, Maine

1000-D, 250-N  
**WIDE**  
 W1400  
 Biddeford-Saco, Maine

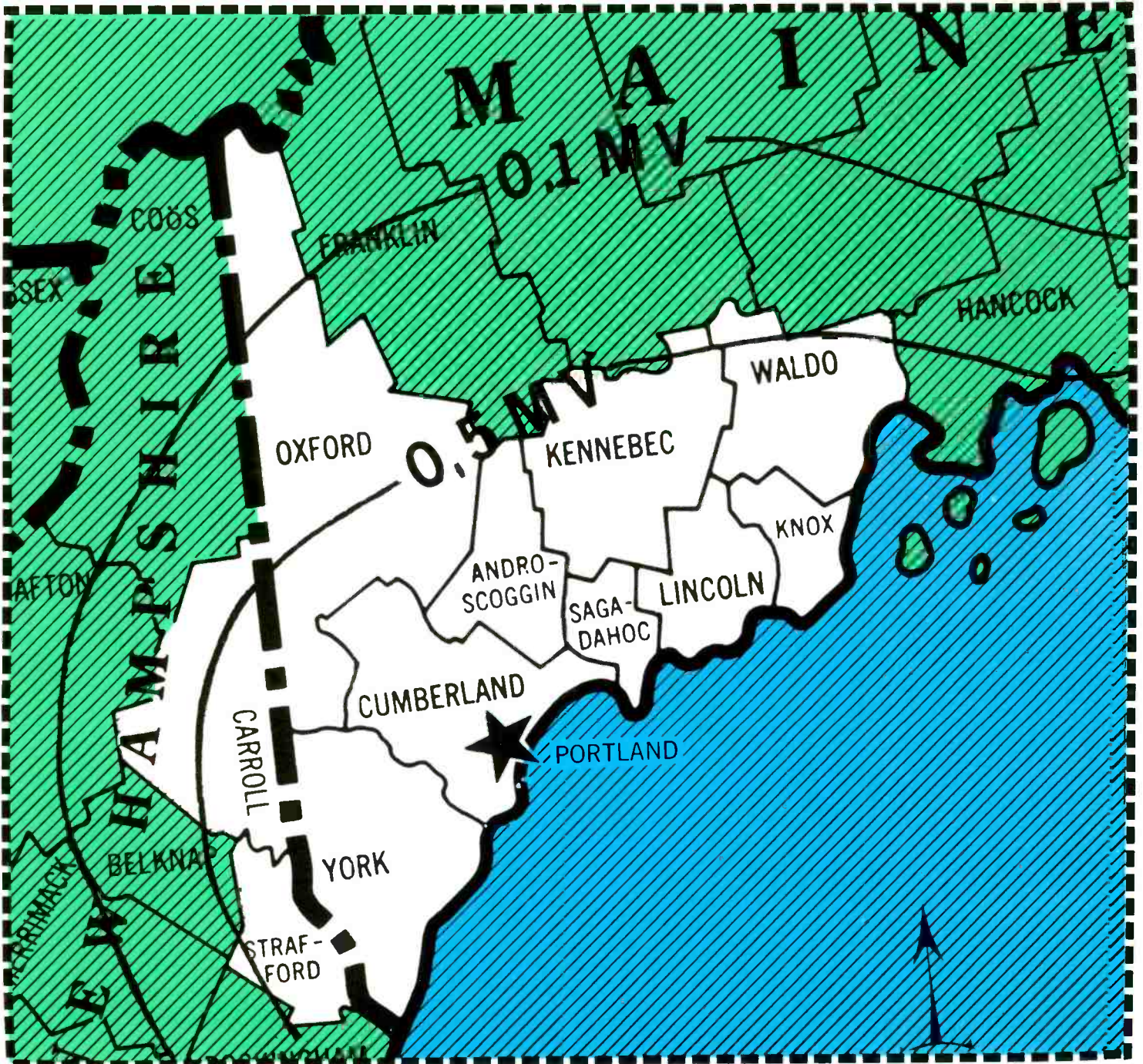
Represented nationally by:  
 Grant Webb & Co., New York, Chicago  
 Kettell-Carter, Inc., Boston

0.5 mv/m coverage



# WJAB:RADIO

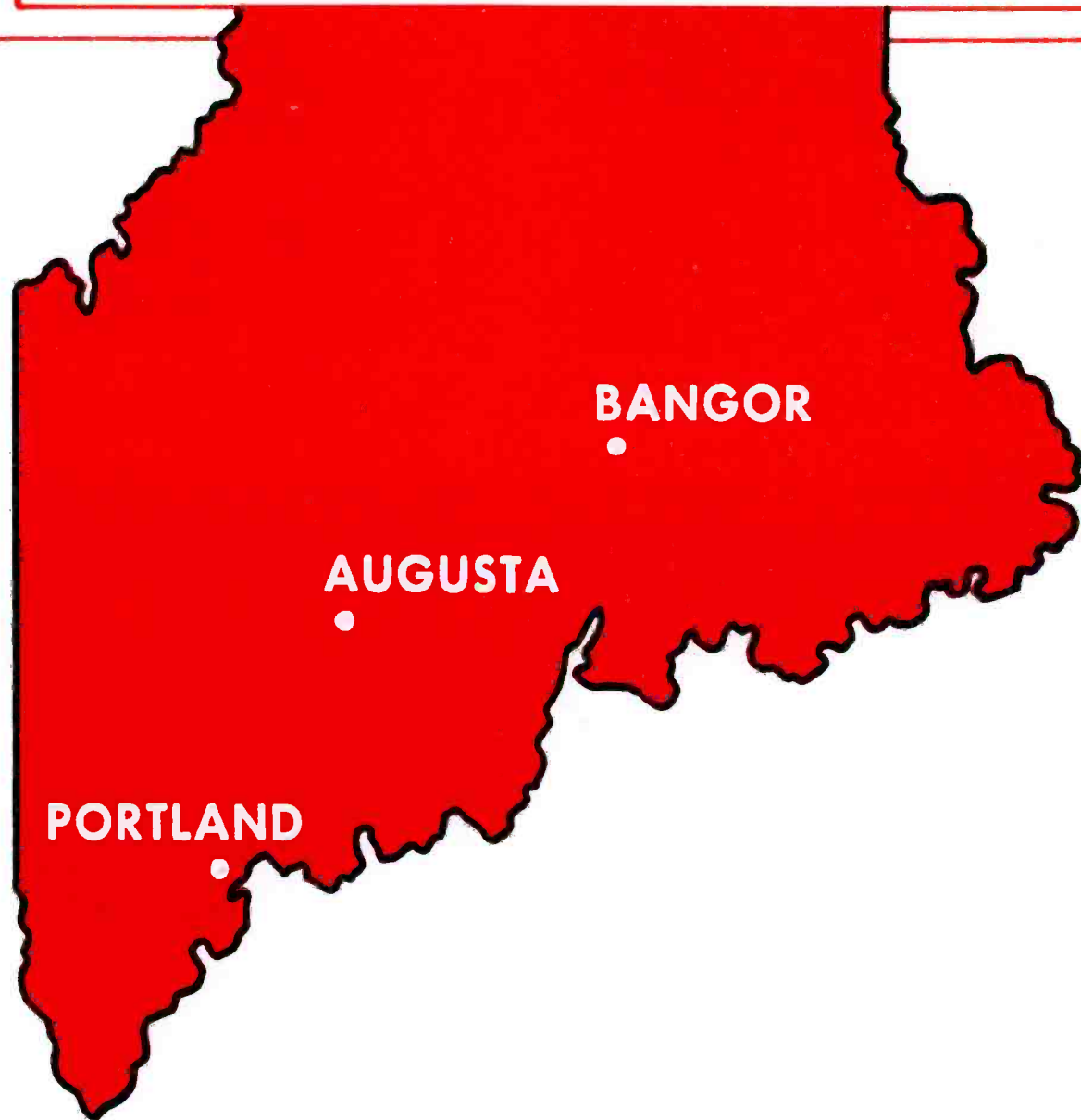
PORTLAND, MAINE



*5,000 Watts of non-directional power*  
*Greatest coverage in Southern Maine*

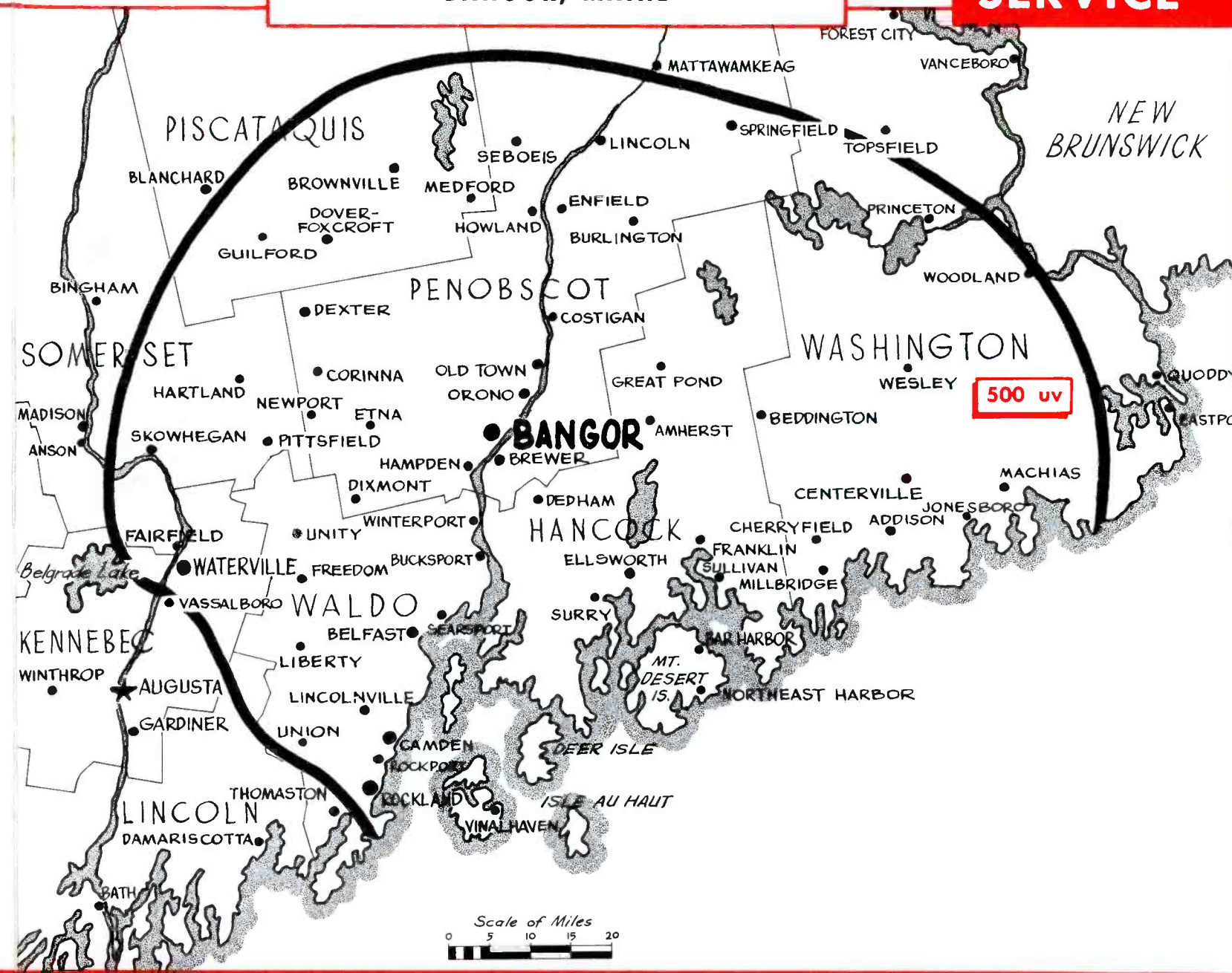


*A Billion - Dollar Market  
...and a Prestige Group  
that Knows How to Sell!*



**NBC**  
**MUSIC**  
**NEWS**  
**SERVICE**

**WLBZ**  
**RADIO**  
BANGOR, MAINE



**MAINE BROADCASTING SYSTEM**



**WLBZ**  
BANGOR

**WCSH**  
PORTLAND

**WRDO**  
AUGUSTA

**MAINE BROADCASTING SYSTEM**



**WLBZ**  
BANGOR

**WCSH**  
PORTLAND

**WRDO**  
AUGUSTA



## THE GOOD MORNING SHOW

SIGN ON

6:00 a.m.

MUSIC: Selected and paced for morning "RADIO MUSIC" for early risers. . . . music for folks at breakfast . . . music for the busy housewife.

NEWS: NBC NEWS every hour on the hour . . . MAINE NEWS "5" after the hour . . . ADDITIONAL NEWSCASTS at 6:30 a.m.; 7:30 a.m. and 8:30 a.m.

SERVICE: Frequent time signals, weather reports including 8:15 a.m. direct from U.S. Weather Bureau at Portland; WLBY BULLETIN BOARD, Eastern Maine clearing house for news of community, club, church, grange and school activities. PET PATROL, finder of lost pets.

PLUS: Up to the Minute Farm and price information 6:20 a.m. and 6:45 a.m. . . . "LET'S TALK IT OVER" The Telephone Forum of the Air 10:05 a.m.-10:45 a.m. Monday through Friday.

## NOON TIME ON WLBY

12:00

MORE MUSIC . . . Smooth, Light and Bright . . . and

ADDED NEWSCASTS:

Maine News	12:30-12:40 p.m.
World News	12:40-12:45 p.m.
Sports	12:45-12:50 p.m.
Stocks	12:50-12:55 p.m.

## MUSIC MATINEE

1:00

MUSIC: Smooth, Light, Bright . . . Albums, standards and carefully selected contemporary. . . .

NEWS: NBC NEWS Every Hour on The Hour. . . MAINE NEWS "5" after the Hour. News Capsule at "30" Headlines at "45".

SERVICE: WLBY Bulletin Board and Sports Headlines at "15", Weather at "59", NBC Emphasis at "30 to 35".

PLUS: Special Features and interviews with people about places.

## THE FIVE O'CLOCK REPORT

WLBY PRESENTS . . . The City . . . The State . . . The Nation . . . The World . . .

IN REVIEW ON RADIO "62"

5:00 NBC NEWS ON THE HOUR  
 5:05 MAINE NEWS  
 5:10 BUSINESS NEWS  
 5:15 NEW ENGLAND NEWS AND WEATHER  
 5:20 WLBY SPORTSLINE  
 5:25 NBC SPECIAL REPORT  
 5:30 WORLD NEWS  
 5:35 JOHN WELLINGTON'S MAINE REPORT  
 5:50 NBC SPECIAL REPORT  
 5:55 WALL STREET REPORT  
 6:00 NBC NEWS ON THE HOUR  
 6:05 MAINE NEWS UPDATE  
 6:10 FILE "62"

## A WONDERFUL EVENING OF MUSIC

ON WLBY

7:00

NBC NEWS ON THE HOUR (and each hour thereafter)

7:05

WLBY Concert Hall, featuring the great classics

8:05

WLBY Wonderful Evening of Music draws from Broadway and the Movies

9:05

WLBY Wonderful Evening of Music features the great standards

10:45

MAINE NEWS

11:00

NEWS ON THE HOUR

11:15

NOCTURNE, smooth and relaxing music for reading or just to go to bed by.

12:05

SIGN OFF

## SATURDAYS ON WLBY

News Every Hour on The Hour

6:00

THE GOOD MORNING SHOW

9:00

COUNTRY AND WESTERN TIME

9:30

NBC MONITOR

1:00

SATURDAY MATINEE

4:00

NBC MONITOR

10:00

SATURDAY SERENADE

12:05

SIGN OFF

## SUNDAYS ON WLBY

News Every Hour on The Hour

7:30

SIGN ON—THE SUNDAY MORNING SHOW

9:30

TILL 12 NOON Various Religious Programs

2:30

NBC MONITOR

11:15

NOCTURNE

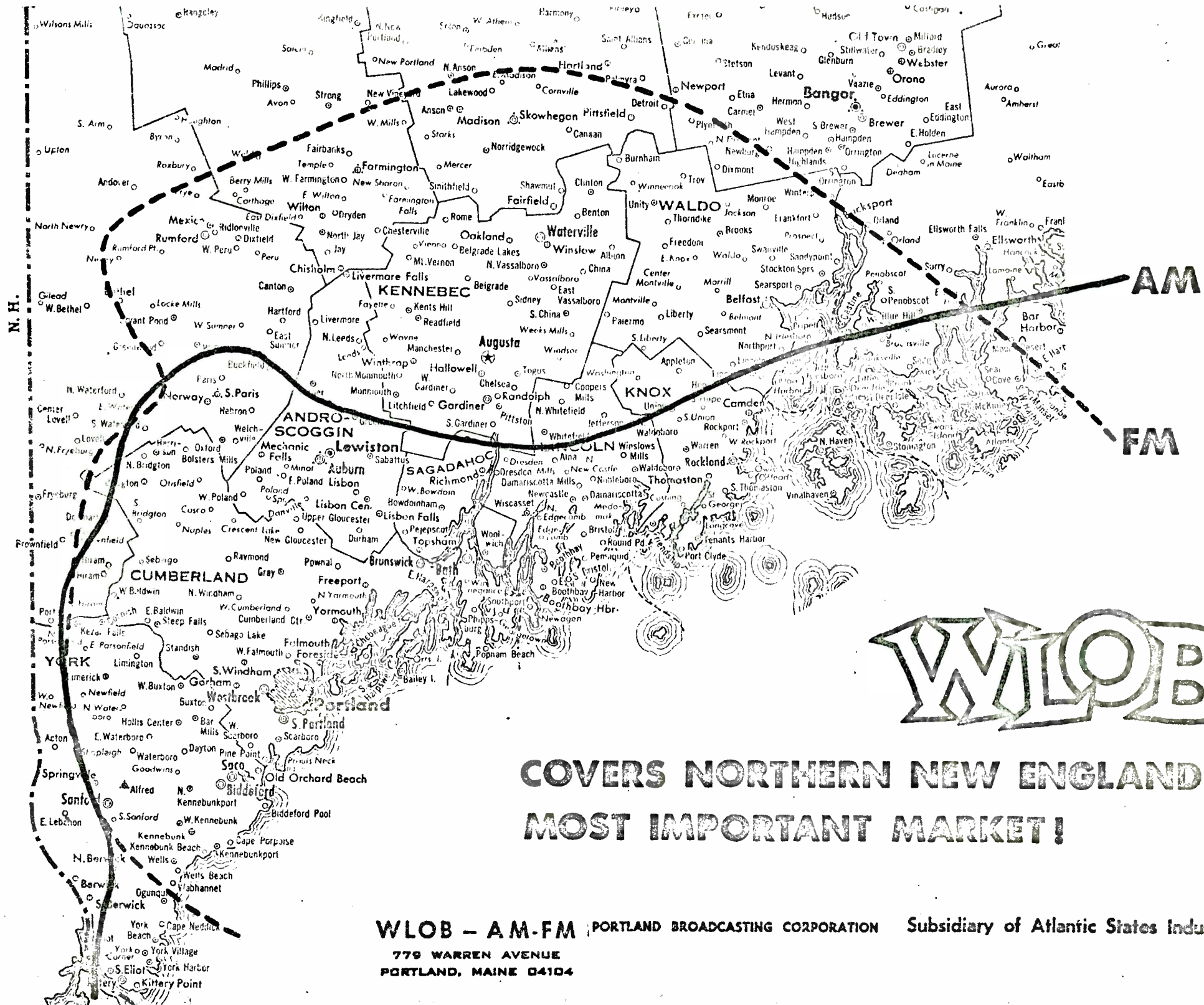
12:05

SIGN OFF

### REGULAR SEASONAL AND SPECIAL FEATURES

Same-evening scores and reports during Little League Season  
 Bangor High School Football and Basketball Play by Play  
 Ski Reports and Ski Phone  
 Road Conditions during winter  
 NBC Hotline News  
 Weekend High and Low Tide times for various coastal locations  
 Music For A Summer Evening 7 to 10 p.m. June, July, August





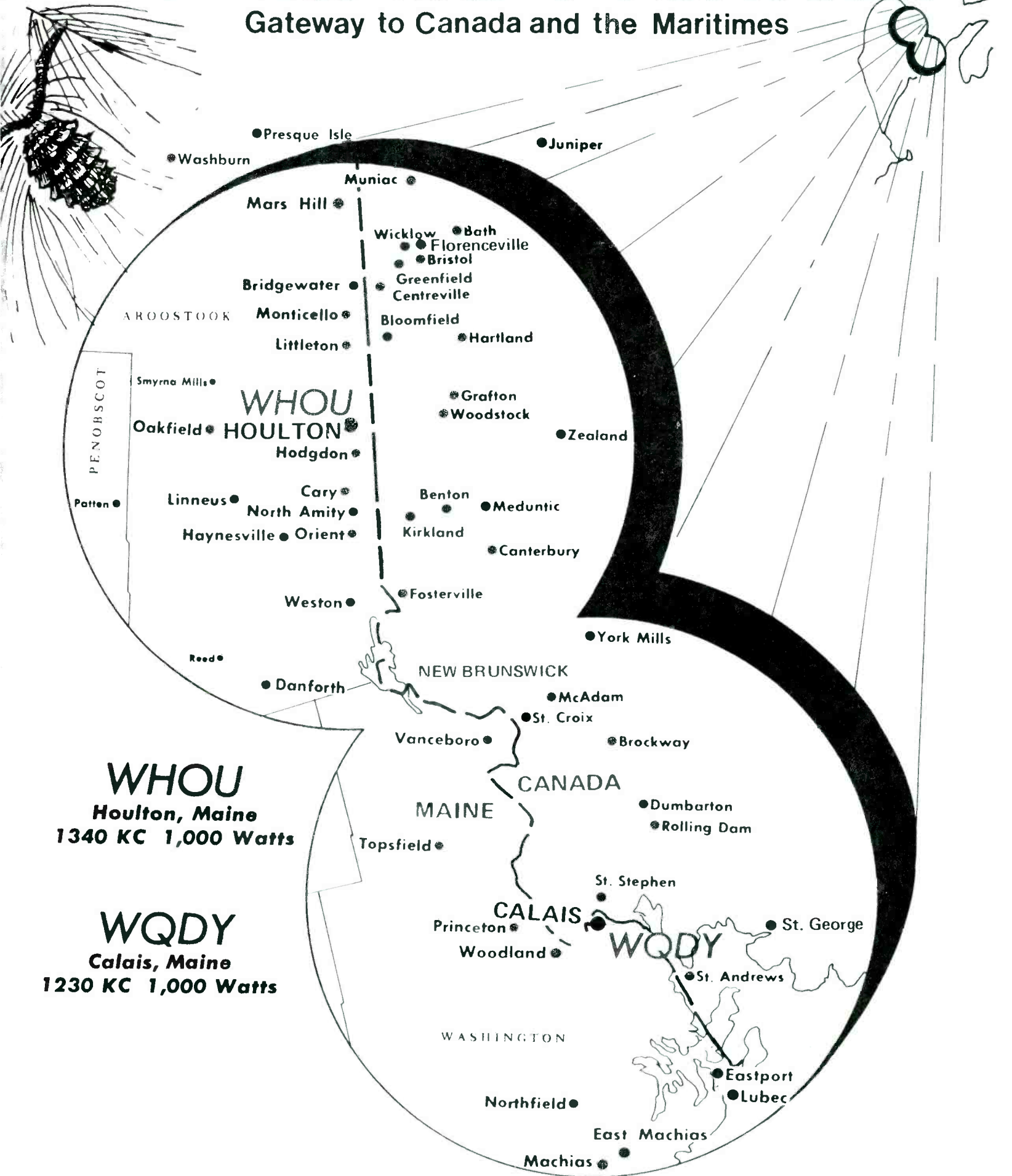
**COVERS NORTHERN NEW ENGLAND'S  
MOST IMPORTANT MARKET!**

**WLOB - A.M.-FM** PORTLAND BROADCASTING CORPORATION      Subsidiary of Atlantic States Industries  
 779 WARREN AVENUE  
 PORTLAND, MAINE 04104



# PINE TREE RADIO NETWORK

Gateway to Canada and the Maritimes

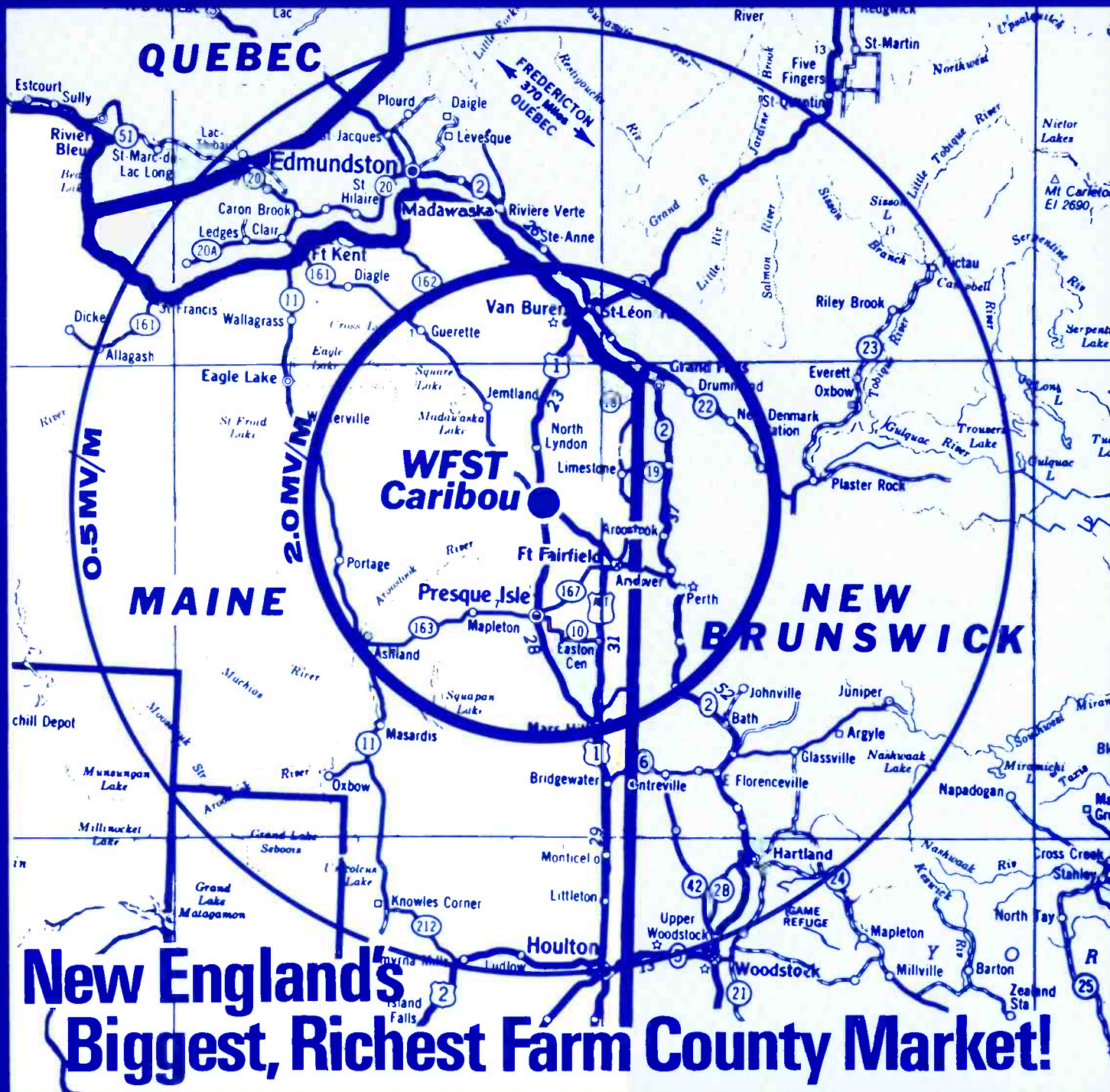




The Winner's Circle - serving Aroostook and New Brunswick

# WFST RADIO AM/FM

WFST/AM 5000 watts Dial 600 CARIBOU, MAINE WFST/FM 250 watts Dial 97.7



**New England's  
Biggest, Richest Farm County Market!**

## WFST AM/FM

P.O. Box 600  
Caribou, Maine 04763  
Tel: (207) 496-3731

## MARKET FACTS

Population ('70 Census)*	92,463
Household (1969)	26,770
Consumer Spendable Income	\$237,109,000
CSI per household	8,857
Total Retail Sales	153,277,000
Retail Sales Per HH	5,726
Food	37,077,000
Drug	3,710,000
General Mdse	20,956,000
Apparel	7,444,000
Home Furnishings	3,853,000
Automobiles	29,860,000
Service Stations	11,045,000

\* 1970 Census. All other figures 1/71 SRDS.



# MAINE

## LEGEND

⊙ State Capital    Δ County Seats

### POPULATION KEY

⊙ 50,000 to 100,000    ⊙ 2,500 to 5,000  
 ⊙ 25,000 to 50,000    ⊙ 1,000 to 2,500  
 ⊙ 20,000 to 25,000    ⊙ 500 to 1,000  
 ⊙ 10,000 to 20,000    ⊙ 250 to 500  
 ⊙ 5,000 to 10,000    ⊙ Under 250

### COUNTIES (16 Counties)

Name of County	Population 1960
ANDROSCOGGIN	86,312
AROOSTOOK	106,064
CUMBERLAND	182,751
FRANKLIN	20,069
HANCOCK	32,293
KENNEBEC	89,150
KNOX	28,575
LINCOLN	18,497
OXFORD	44,345
PENOBSCOT	126,346
PISCATAQUIS	17,379
SAGadahoc	22,793
SOMERSET	39,749
WALDO	22,632
WASHINGTON	32,908
YORK	99,402
<b>TOTAL</b>	<b>969,265</b>

1150 KC

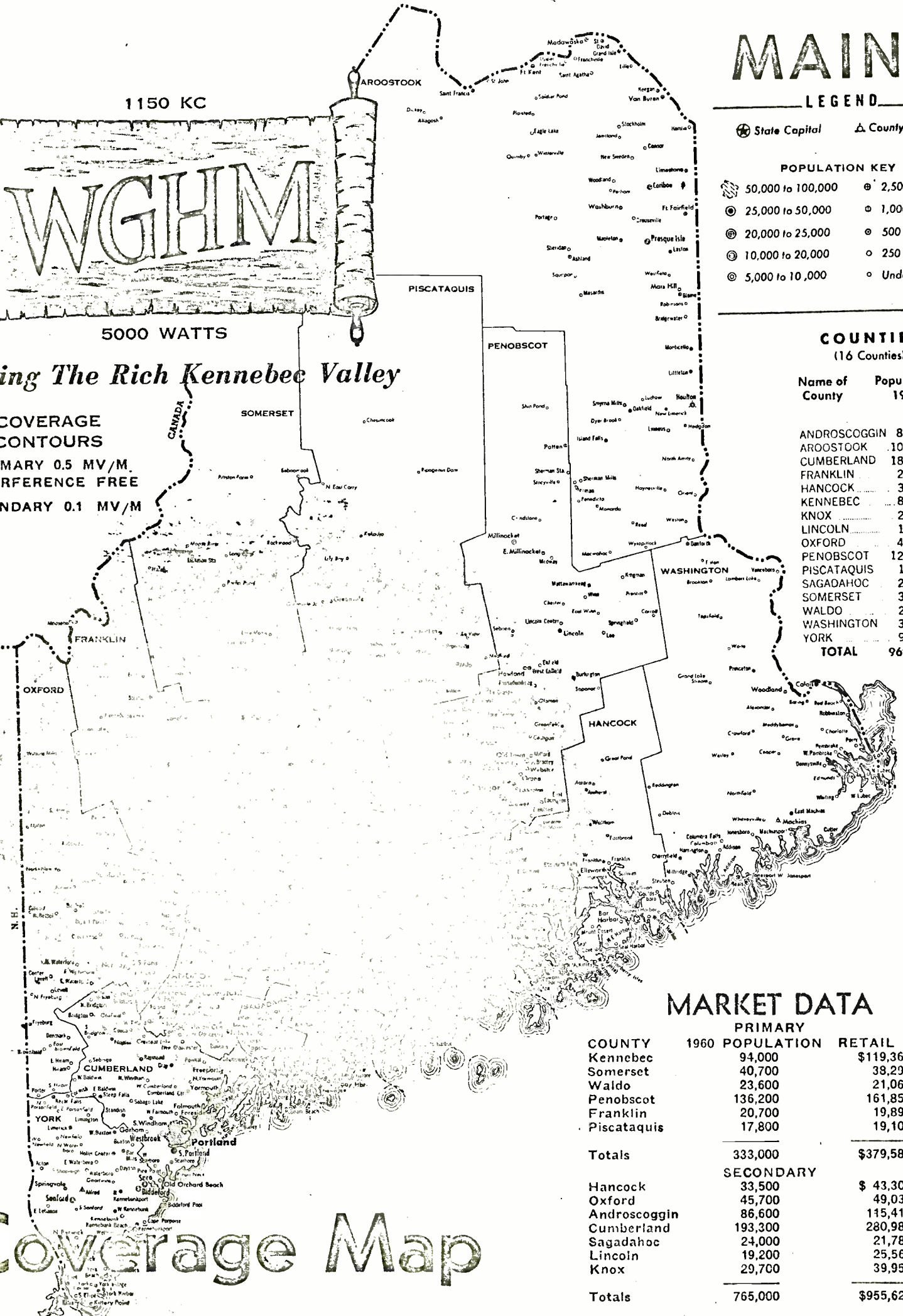
# WGHM

5000 WATTS

*Serving The Rich Kennebec Valley*

COVERAGE  
CONTOURS

PRIMARY 0.5 MV/M  
INTERFERENCE FREE  
SECONDARY 0.1 MV/M



## MARKET DATA

COUNTY	PRIMARY	
	1960 POPULATION	RETAIL SALES
Kennebec	94,000	\$119,369,000
Somerset	40,700	38,297,000
Waldo	23,600	21,068,000
Penobscot	136,200	161,854,000
Franklin	20,700	19,897,000
Piscataquis	17,800	19,101,000
<b>Totals</b>	<b>333,000</b>	<b>\$379,586,000</b>
	<b>SECONDARY</b>	
Hancock	33,500	\$ 43,305,000
Oxford	45,700	49,036,000
Androscoggin	86,600	115,419,000
Cumberland	193,300	280,983,000
Sagadahoc	24,000	21,781,000
Lincoln	19,200	25,564,000
Knox	29,700	39,952,000
<b>Totals</b>	<b>765,000</b>	<b>\$955,626,000</b>

# Coverage Map







**WVGP**

**5000**

**1390 KC**

watts  
day and night

Directional Night

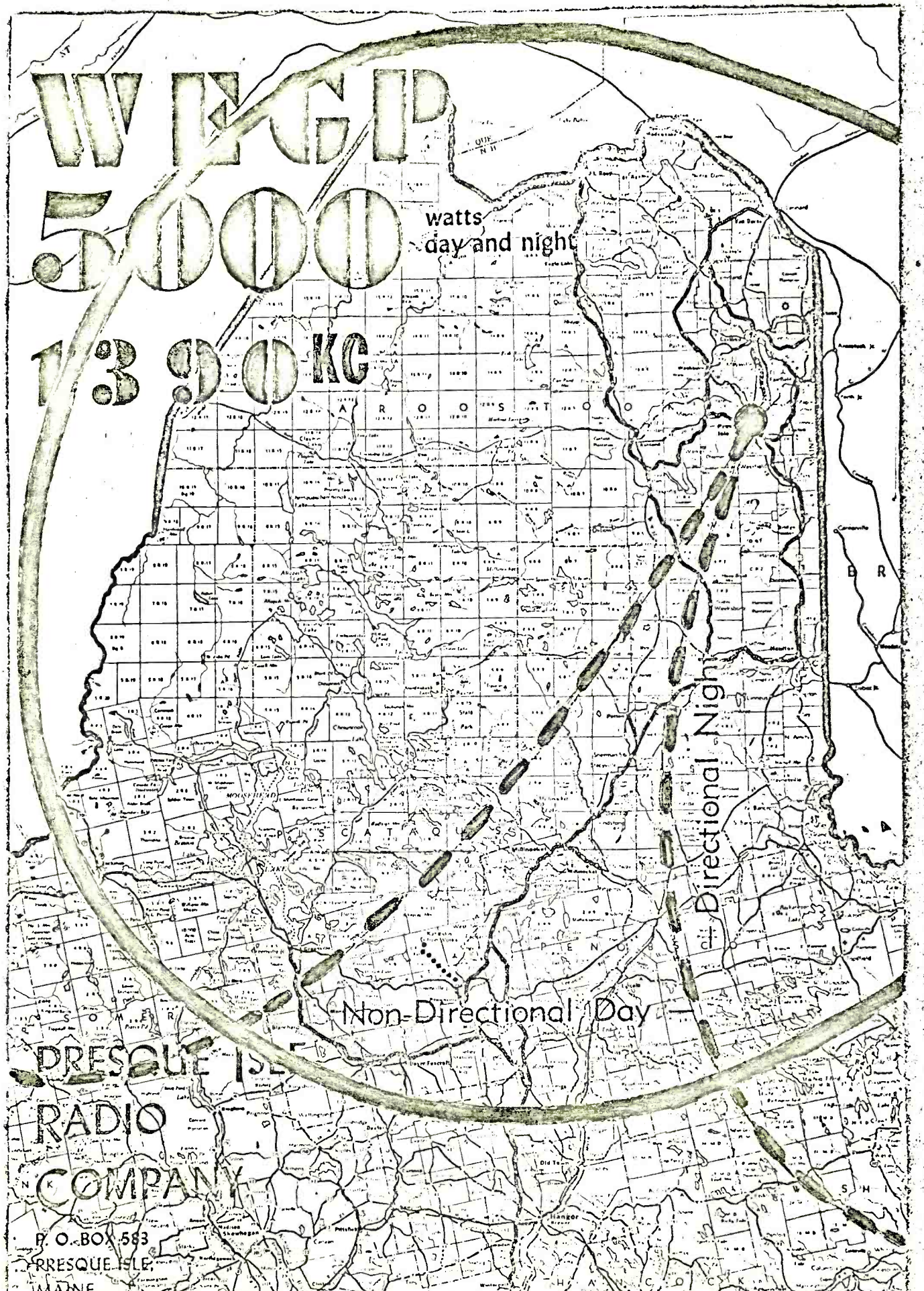
Non-Directional Day

**DRESQUE ISLE**

**RADIO**

**COMPANY**

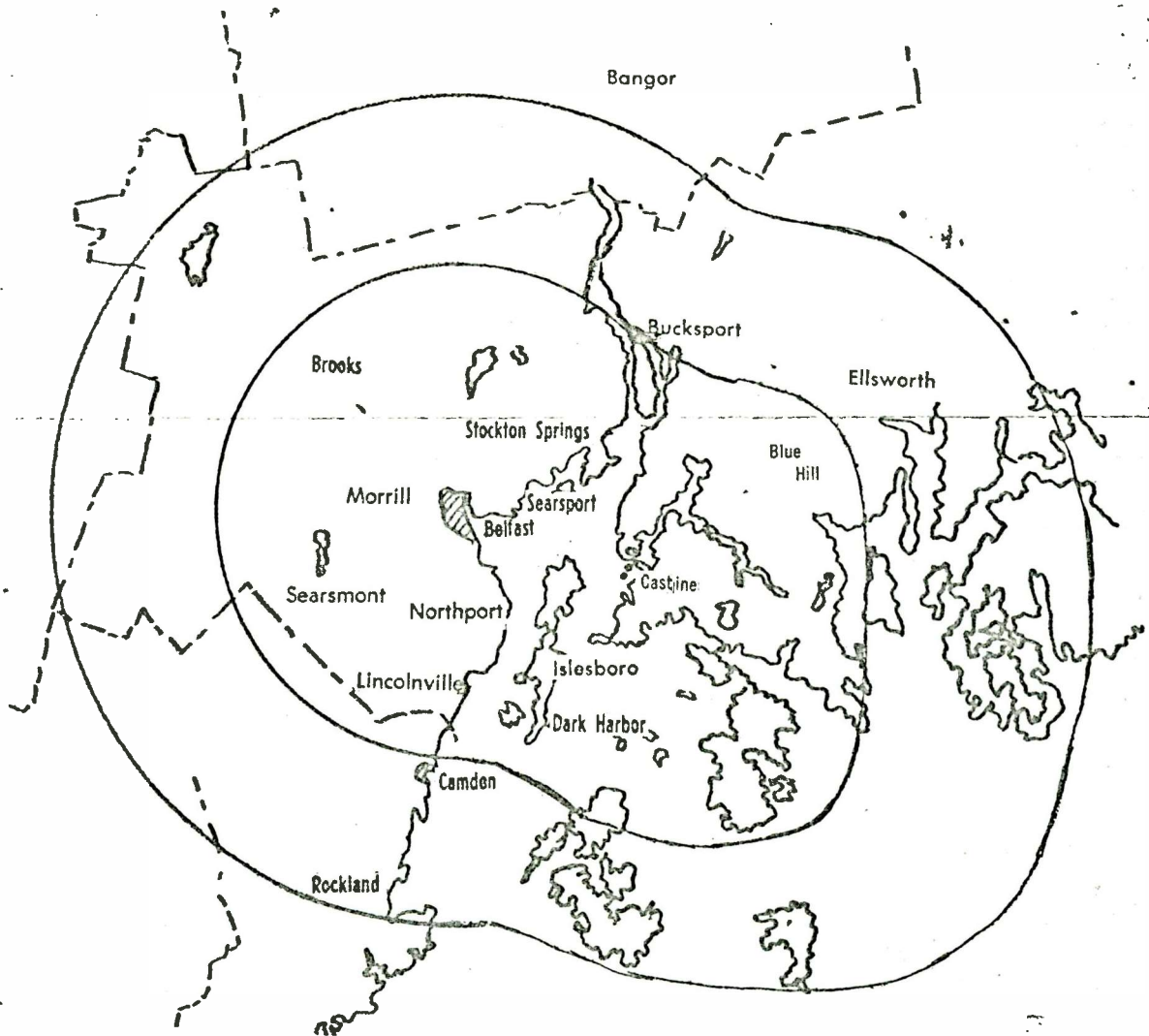
P. O. BOX 583  
DRESQUE ISLE,  
MAINE





1230

WBME covers the entire Penobscot Bay area like a blanket . . . gives you the only local DAILY advertising medium for Waldo County. Inner Circle on map denotes Primary Service Area. Outer Circle shows Secondary Service Area.



**W  
B  
M  
E**

**STUDIO AND OFFICES**

SCHOOL STREET

BELFAST, MAINE

Telephone

338-2277

1230 ON YOUR DIAL DAY AND NIGHT

**250 Watts**

**Unlimited**

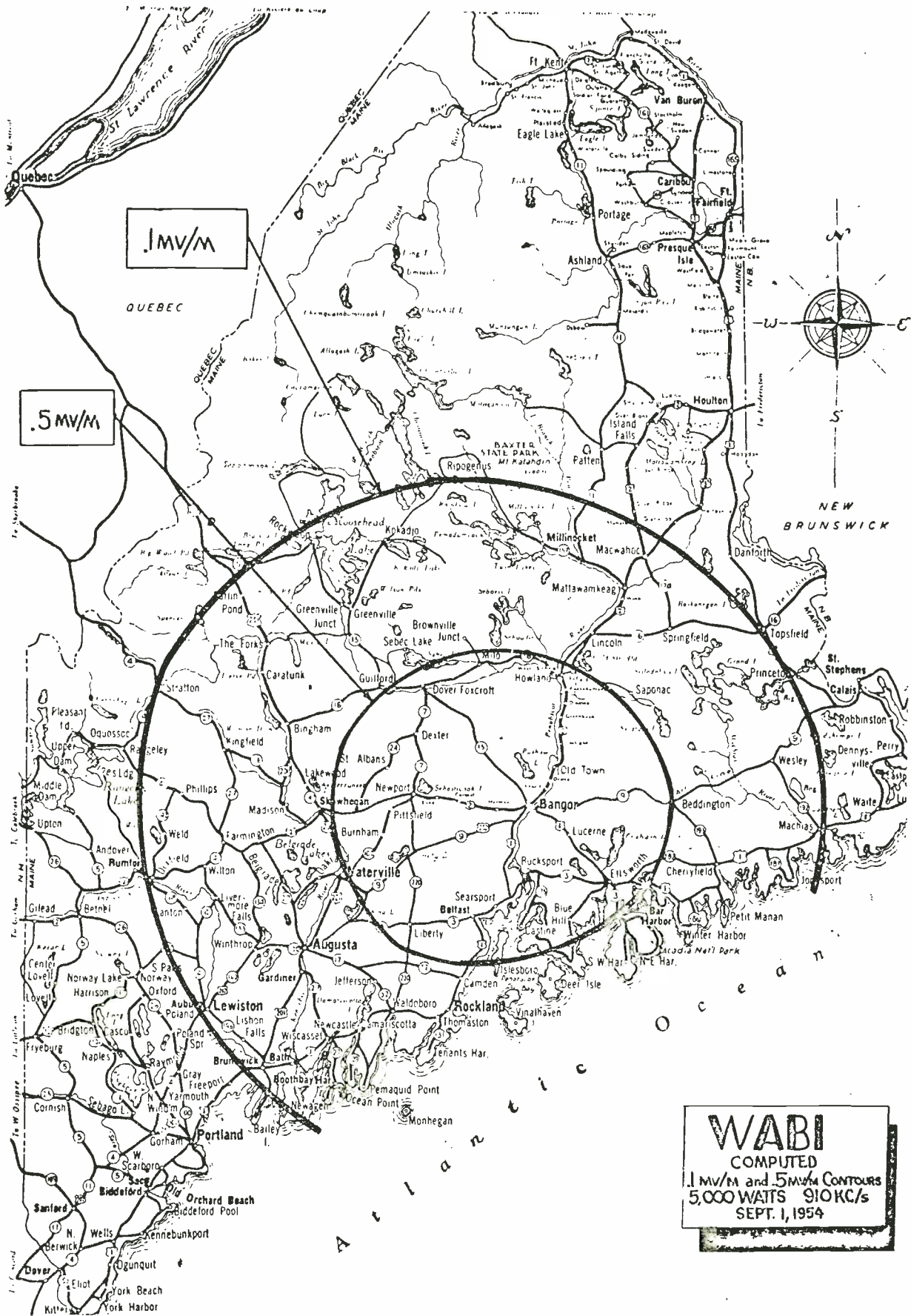
**Hours**

**Rate Card #1**

**September, 1964**

**YOUR GUIDE TO MORE VALUE  
PER ADVERTISING DOLLAR**





.1 MV/M

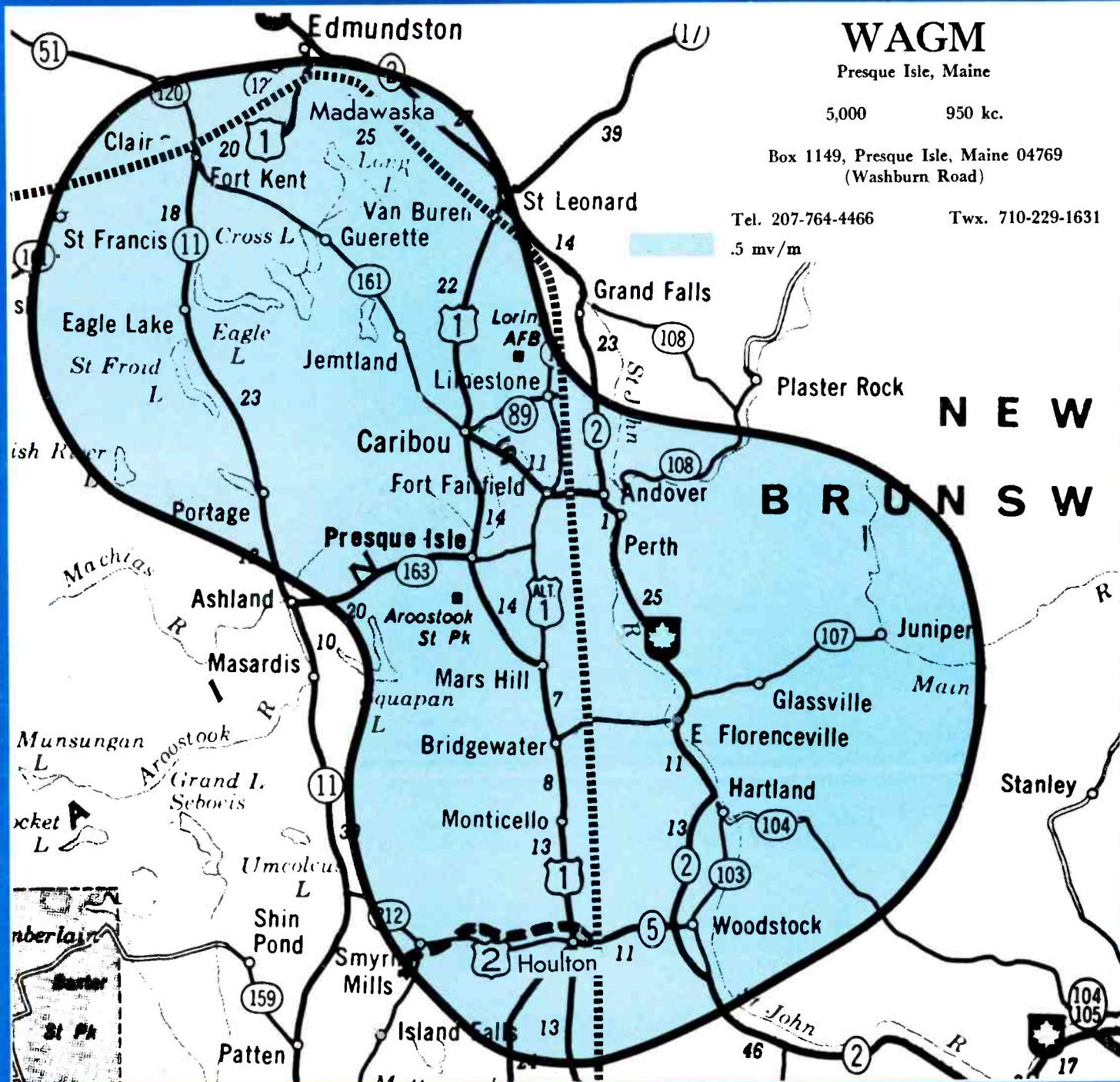
.5 MV/M

**WABI**  
 COMPUTED  
 .1 MV/M and .5 MV/M CONTOURS  
 5,000 WATTS 910 KC/S  
 SEPT. 1, 1954



# ONE OF THE HILDRETH STATIONS

SERVING MAINE



## AROOSTOOK COUNTY, MAINE \*

TOTAL HOMES:	26,770	POPULATION:	107,200
SPENDABLE INCOME (1969):	\$237,109,000		
TOTAL RETAIL SALES (1969):	\$153,277,000		
FARM POPULATION (1970):	5,400		
GROSS FARM INCOME (1969):	\$ 59,887,000		
Food	\$37,079,000		
Automotive	29,860,000		
Gen. Merchandise	20,956,000		
Service Stations	11,045,000		
Apparel	7,444,000		
Home Furnishings	3,853,000		
Drug	3,710,000		

\*SRDS March 1971

## REPRESENTED BY:

- ALAN TORBETT ASSOCIATES, INC., New York
- KETTELL-CARTER, INC., Boston
- ANDY MC DERMOTT SALES, LTD., Toronto, Canada

Walter L. Dickson, President  
Stanley A. Lyons, VP & General Manager  
Ken Theobald, Local Sales Manager