

Artesia
Broadcasting
Company

KSVP-FM

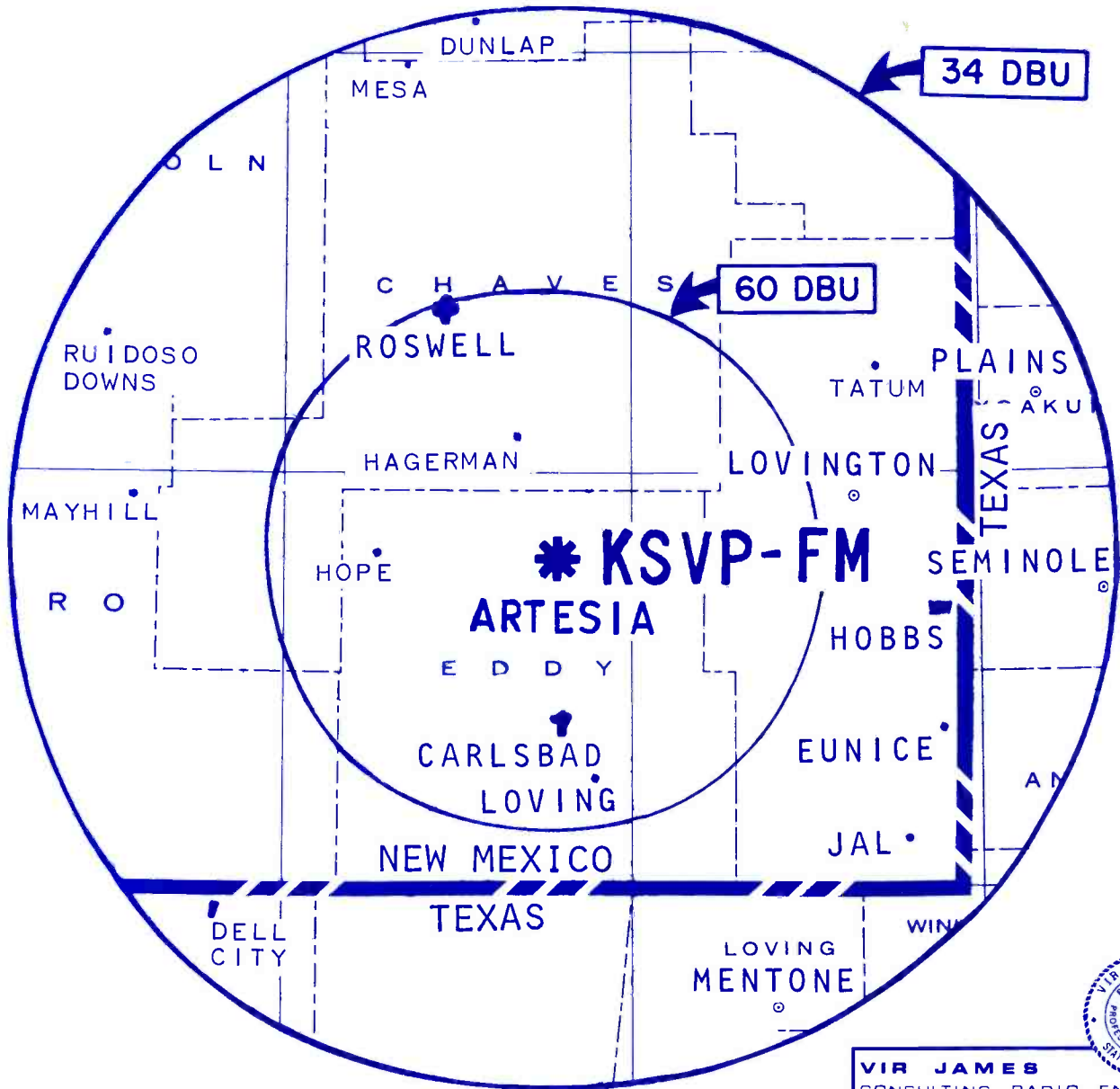
CH.225

92.9 MHz

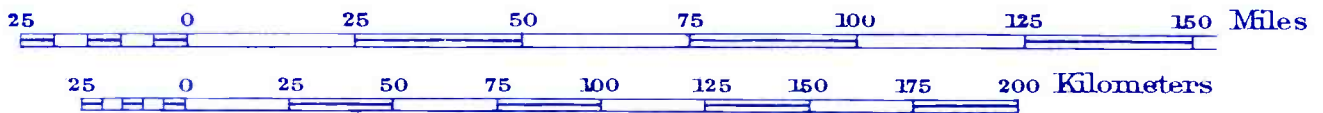
RADIATION
50 kW HORIZONTAL
50 kW VERTICAL

ARTESIA, NEW MEXICO

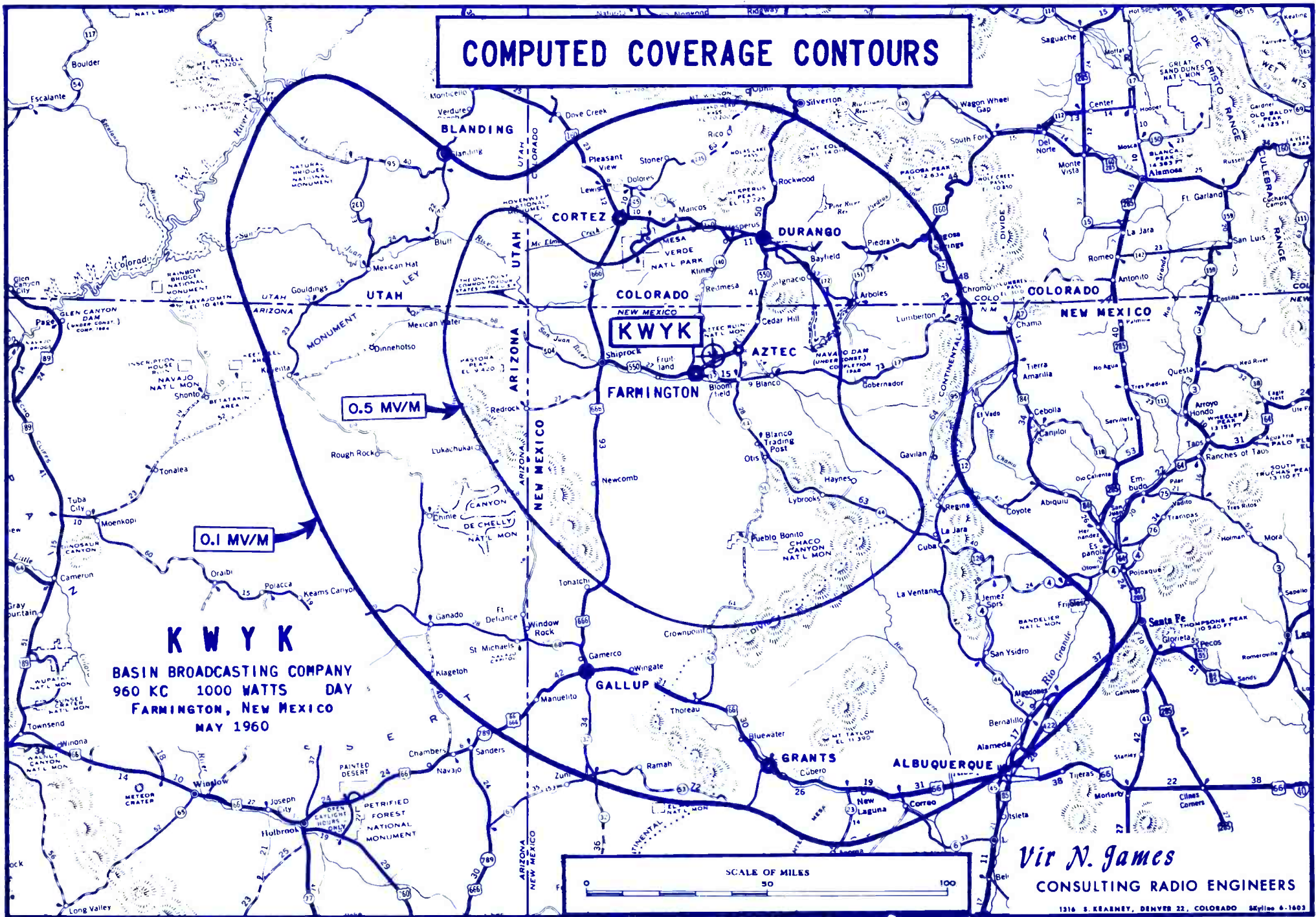
COMPUTED COVERAGE CONTOURS



VIR JAMES
CONSULTING RADIO ENGINEERS
345 COLORADO BLVD. DENVER, CO 80204
phone (303) 323-8888



COMPUTED COVERAGE CONTOURS



KWKY

BASIN BROADCASTING COMPANY
960 KC 1000 WATTS DAY
FARMINGTON, NEW MEXICO
MAY 1960

SCALE OF MILES



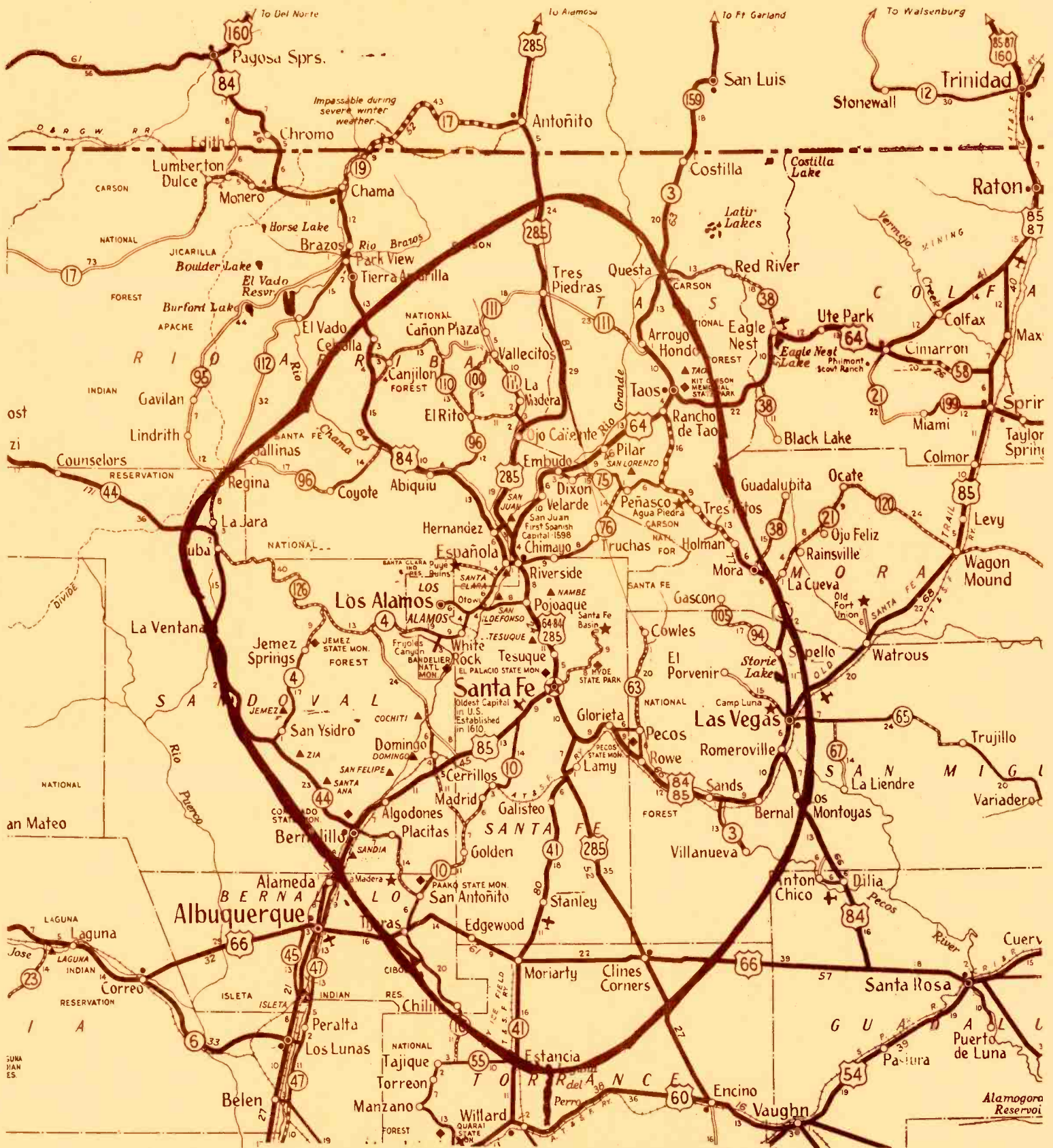
Vir N. James

CONSULTING RADIO ENGINEERS

1316 S. REARNEY, DENVER 22, COLORADO

PROGRAMMING WITH A PURPOSE

KVSF 1260 KC 1000 Watts Fulltime



"RADIO EFFECTIVE"

NUMBER ONE Station



KVSF RADIO

"RADIO EFFECTIVE"

UNLIMITED TIME

1000 WATTS

1260 KC

9

10

11

12

PET PATROL		MUSIC	
MUTUAL NEWS		MUSIC	
MUTUAL SPORTS	MUTUAL NEWS	MUSIC	
HEADLINES		MUSIC	
NEW MEXICO NEWS		MUSIC	
SWAP SHOP		MUSIC	
MUTUAL NEWS		MUSIC	
NEWS		Presbyterian Church Service	
MUTUAL NEWS		MUSIC	

4

5

6

7

MUSIC		MUSIC	
MUTUAL SPORTS	MUSIC	MUSIC	
PET PATROL		MUSIC	
HEADLINES		MUSIC	
MUTUAL NEWS		MUSIC	
HEADLINES		WORLD, NATIONAL, STATE NEWS ROUNDUP	
MUSIC		MUSIC	
MUTUAL NEWS		MUSIC	
NEWS		SANTA FE NEWS	
MUSIC		THE WORLD TODAY	
NEWS	FOOTBALL REPORT	MUSIC	
MUTUAL NEWS		MUSIC	
HEADLINES		MUSIC	

11

12

1

2

MUSIC		MUSIC	
NEWS		MUSIC	
HEADLINES		MUSIC	
NEWS		MUSIC	
HEADLINES		MUSIC	
NEWS		MUSIC	
HEADLINES		MUSIC	
NEWS		MUSIC	
HEADLINES		MUSIC	
<p>← Sign Off</p>			

NUMBER ONE NEWS STATION + NUMBER ONE SPORTS STATION



A
JOHN WALTON
STATION

kvod LAND

DIAL 730 kc ALBUQUERQUE
The marketplace of New Mexico

Greater Albuquerque (pop.) 316,770

Retail Sales \$401,391,000

Effective Buying Income 590,107,000

Motor Vehicles 160,440

PLUS THE TRAVELERS!

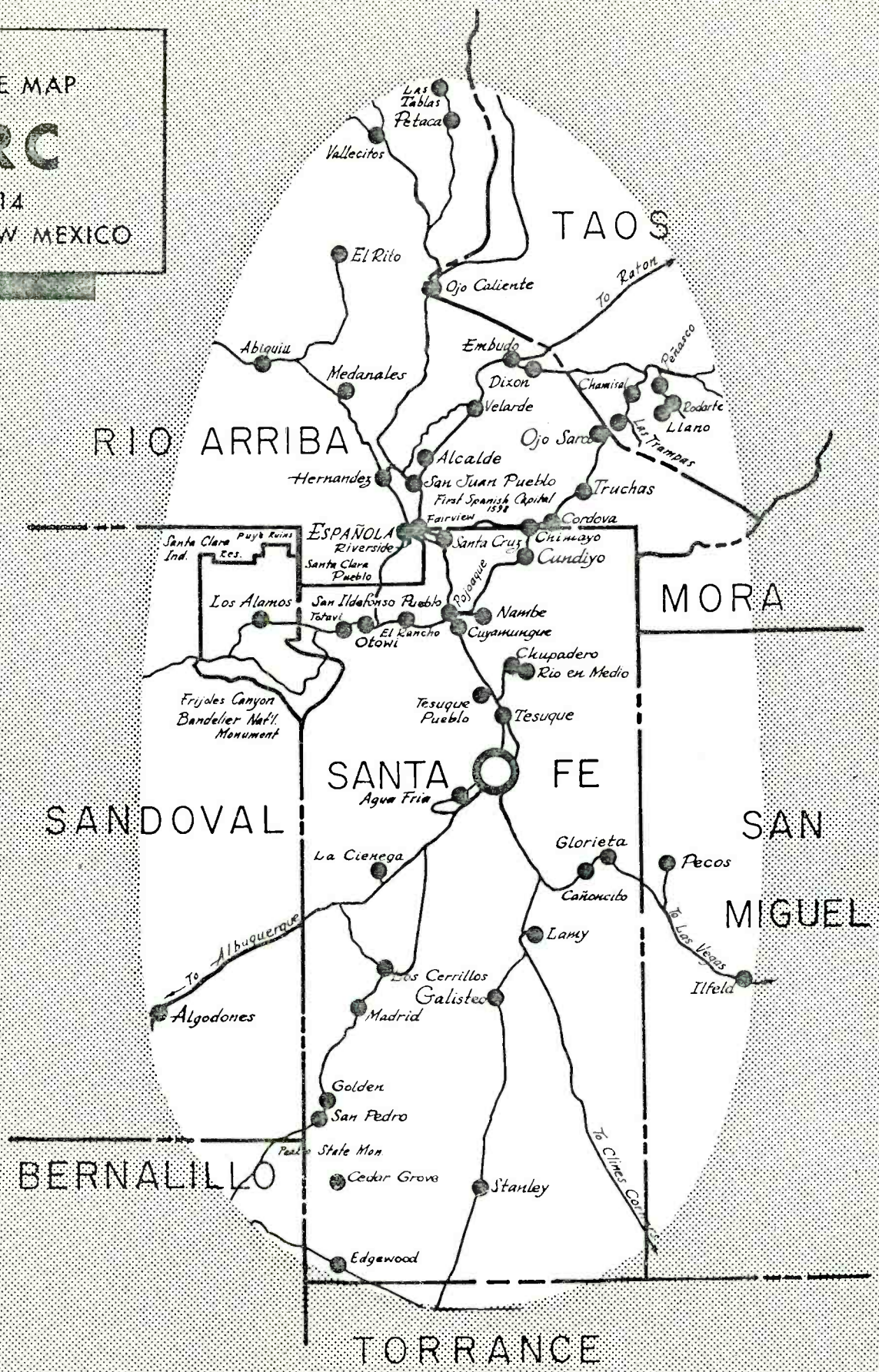
The kvod Audience is the Adult—Buying Public!

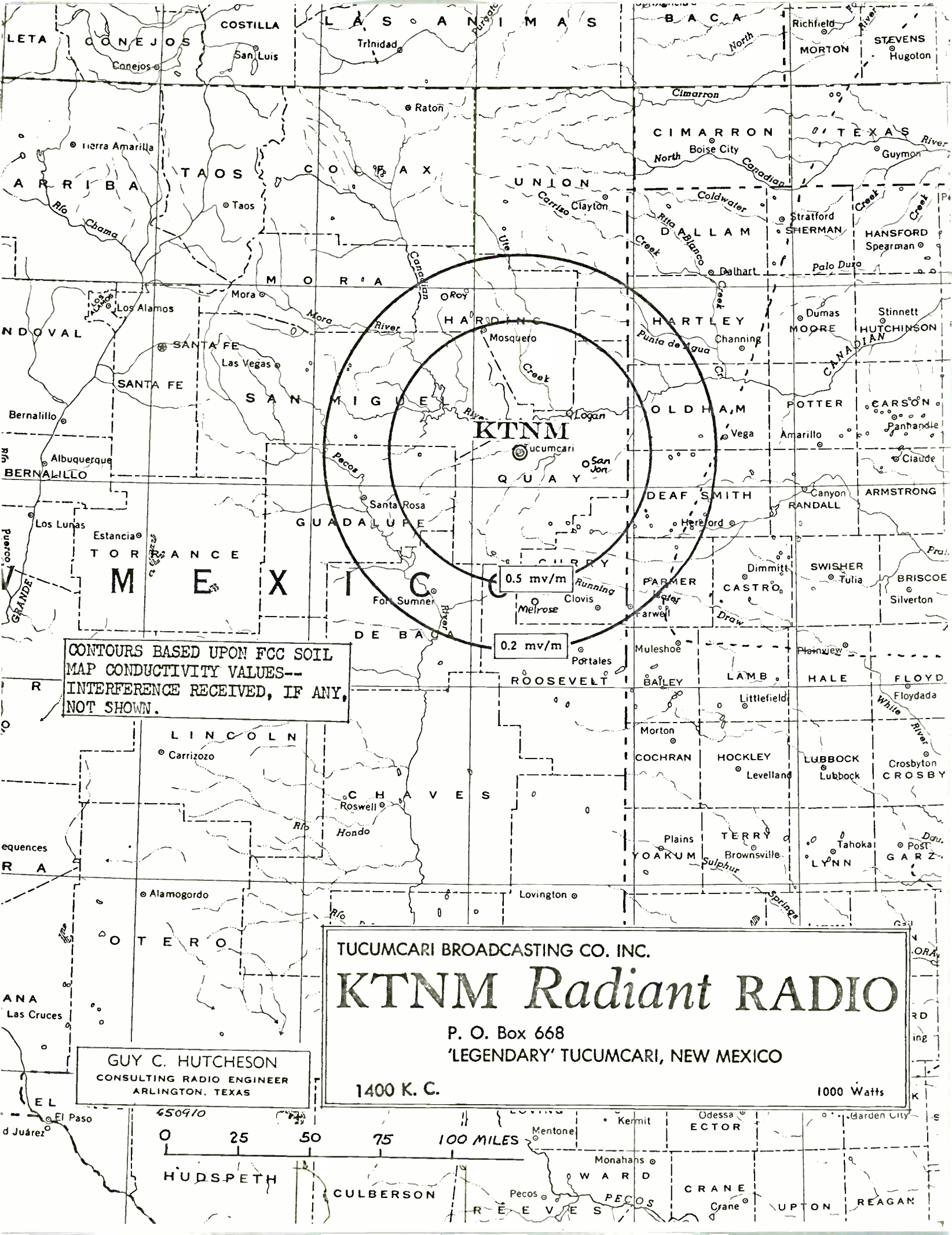
COVERAGE MAP

KTRC

DIAL 14

SANTA FE, NEW MEXICO





CONTOURS BASED UPON FCC SOIL MAP CONDUCTIVITY VALUES-- INTERFERENCE RECEIVED, IF ANY, NOT SHOWN.

0.5 mv/m

0.2 mv/m

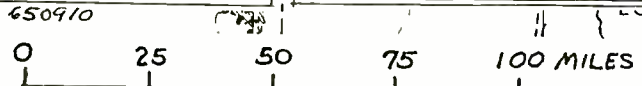
TUCUMCARI BROADCASTING CO. INC.

KTNM Radiant RADIO

P. O. Box 668
 'LEGENDARY' TUCUMCARI, NEW MEXICO

1400 K. C. 1000 Watts

GUY C. HUTCHESON
 CONSULTING RADIO ENGINEER
 ARLINGTON, TEXAS



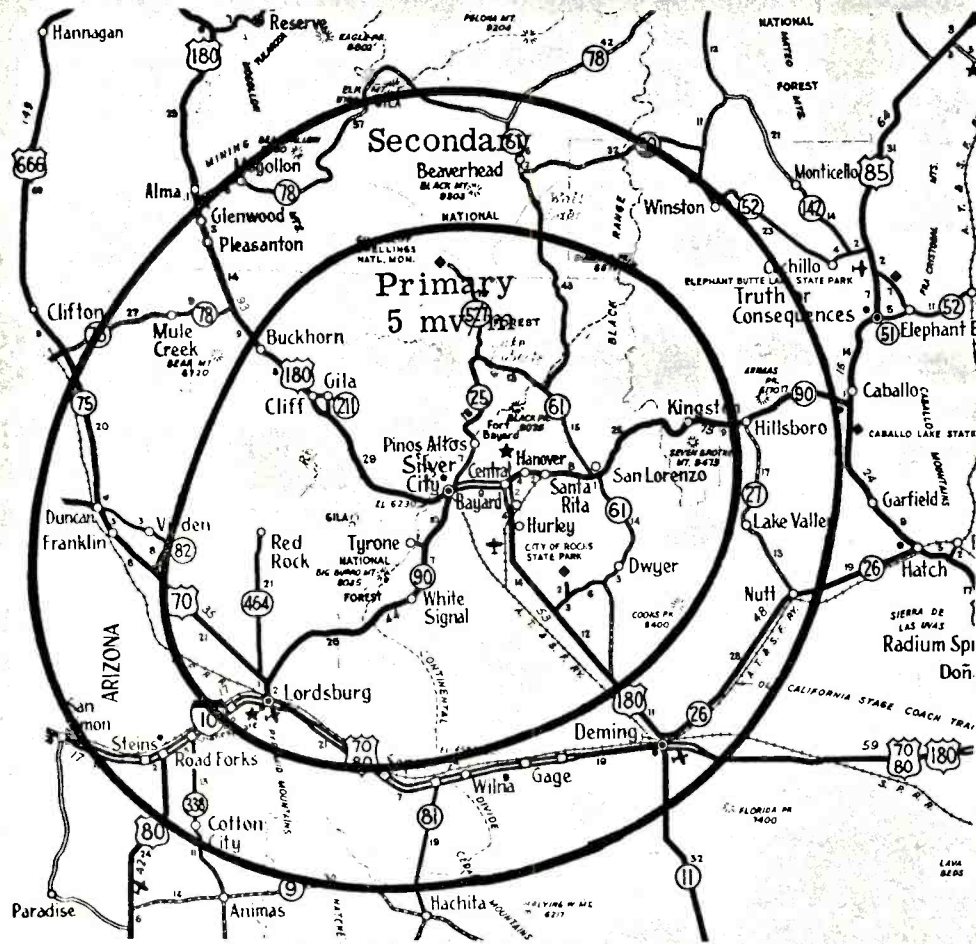
HUDSPETH CULBERSON REEVES PECOS CRANE UPTON REAGAN

KSIL *business barometer*

No. 4

SILVER CITY-GRANT COUNTY

NEW MEXICO



KSIL PRIMARY COVERAGE

Population 25,000

Retail Sales \$26,280,000

Spendable Income \$42,168,700

KSIL RADIO

SILVER CITY, NEW MEXICO

1000 Watts

1340 kc.

Local Rate Card

Eff. Sept. 1965

ABC Affiliate

ANNOUNCEMENTS

	1	10	20	50	156
Minutes	4.50	4.30	4.10	3.60	3.00
30 Sec.	3.00	2.85	2.65	2.40	2.20
	260	312	500	750	1000
Minutes	2.80	2.60	2.35	2.20	2.00
30 Sec.	2.10	2.00	1.90	1.80	1.70

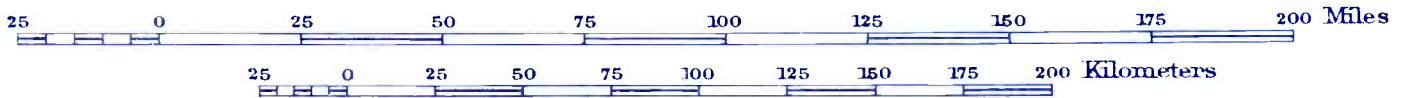
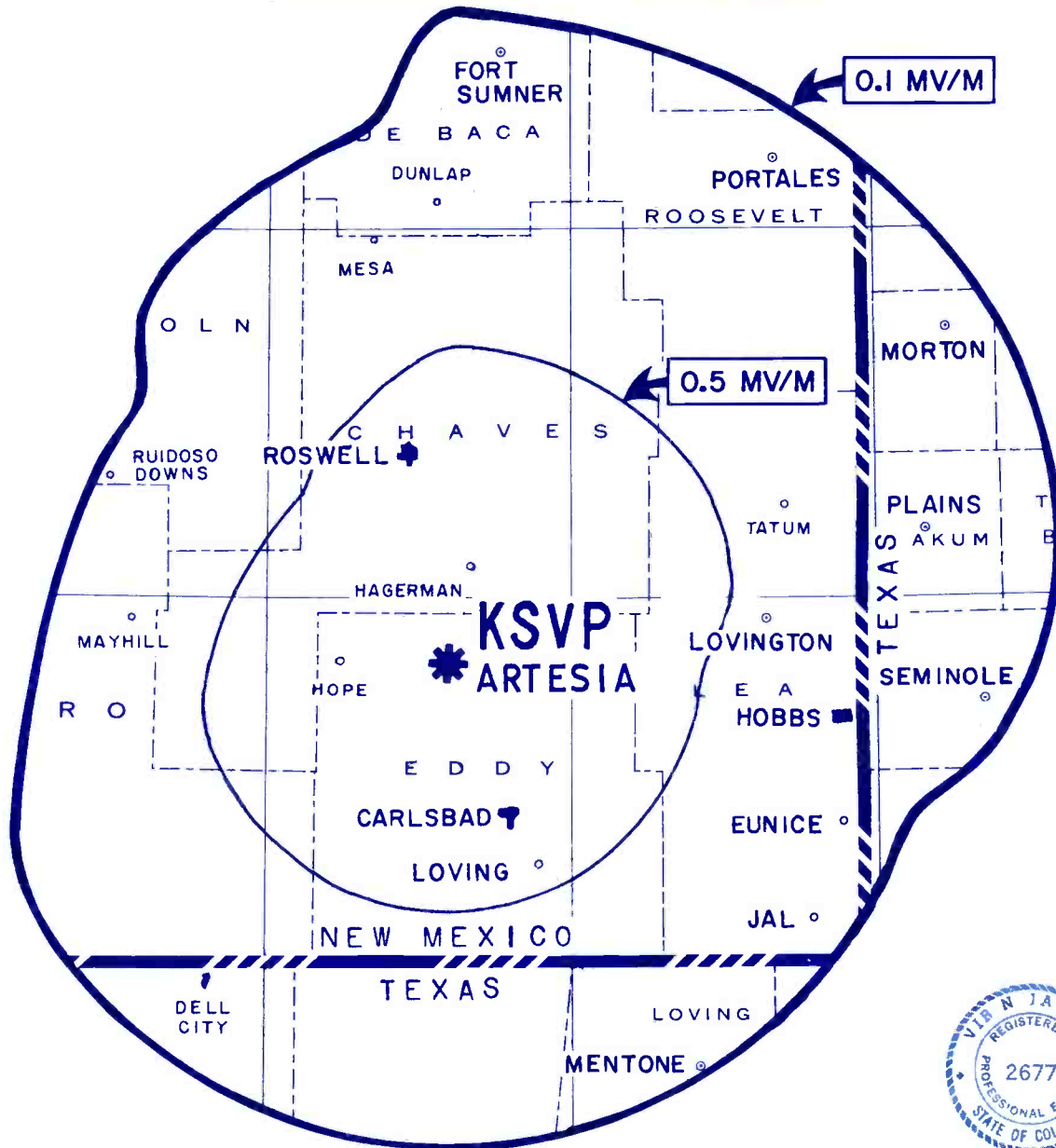
Artesia
Broadcasting Company

KSVP

990 kc
1000 watts

ARTESIA, NEW MEXICO

DAYTIME COVERAGE CONTOURS



DISTANCES TO CONTOURS DETERMINED
USING FCC M-3 GROUND CONDUCTIVITIES

Vir James
CONSULTING RADIO ENGINEERS
DENVER, COLORADO • 345 COLORADO BLVD. • 80206
phone (303) 333-5562

Which Roswell Radio Station Covers The West ?

KSWS nighttime
skywave coverage

KSWS 1020

delivers Roswell's message
AND

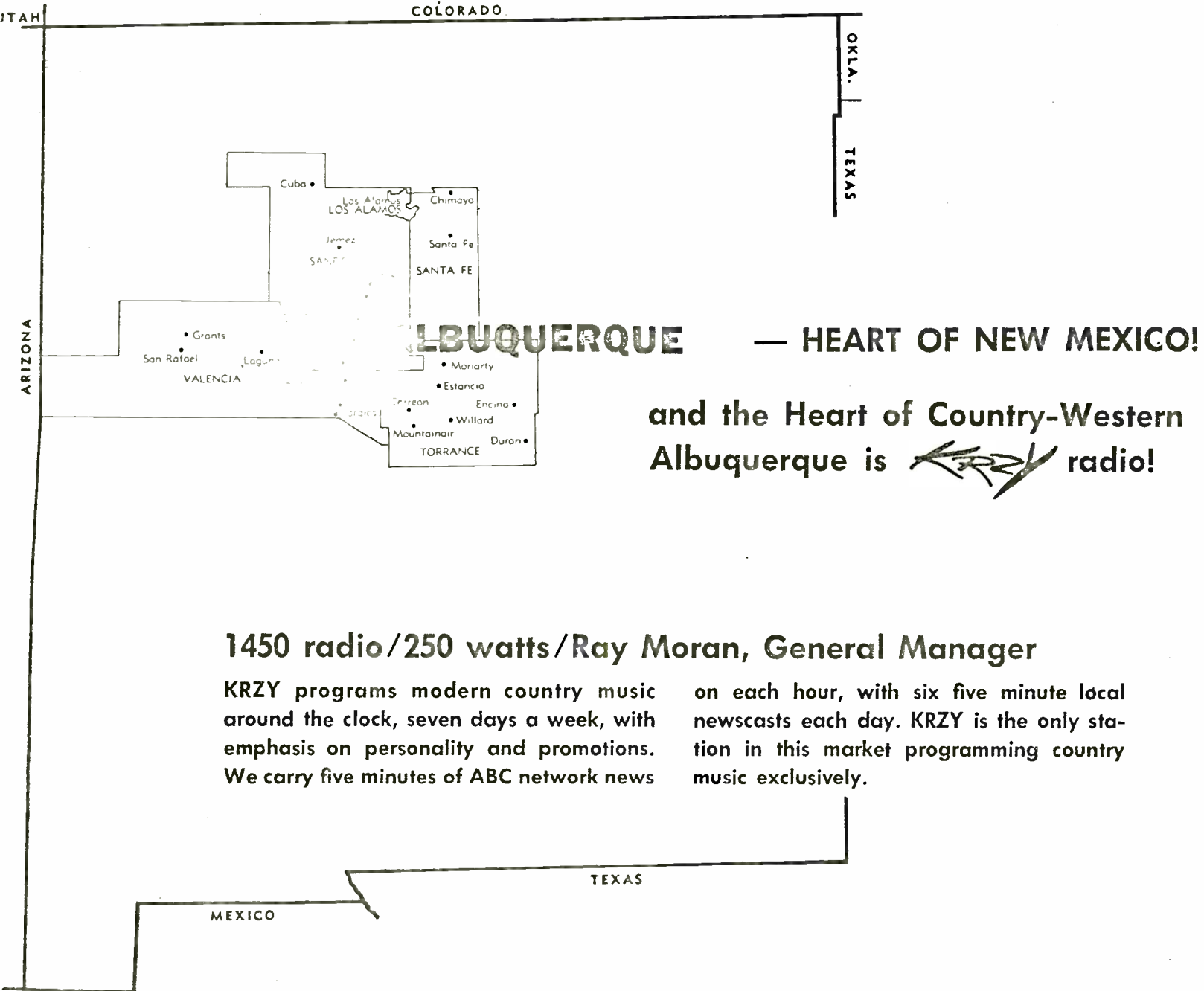
GOOD **MUSIC**

All of New Mexico by day
The entire Southwest at night

50,000 WATTS → THAT'S HOW !



2401 Quincy, N.E., P.O. Box 3280 • Albuquerque, New Mexico • 265-6951



ALBUQUERQUE

— HEART OF NEW MEXICO!

and the Heart of Country-Western
Albuquerque is radio!

1450 radio/250 watts/Ray Moran, General Manager

KRZY programs modern country music around the clock, seven days a week, with emphasis on personality and promotions. We carry five minutes of ABC network news

on each hour, with six five minute local newscasts each day. KRZY is the only station in this market programming country music exclusively.

MARKET DATA . . . Albuquerque Area

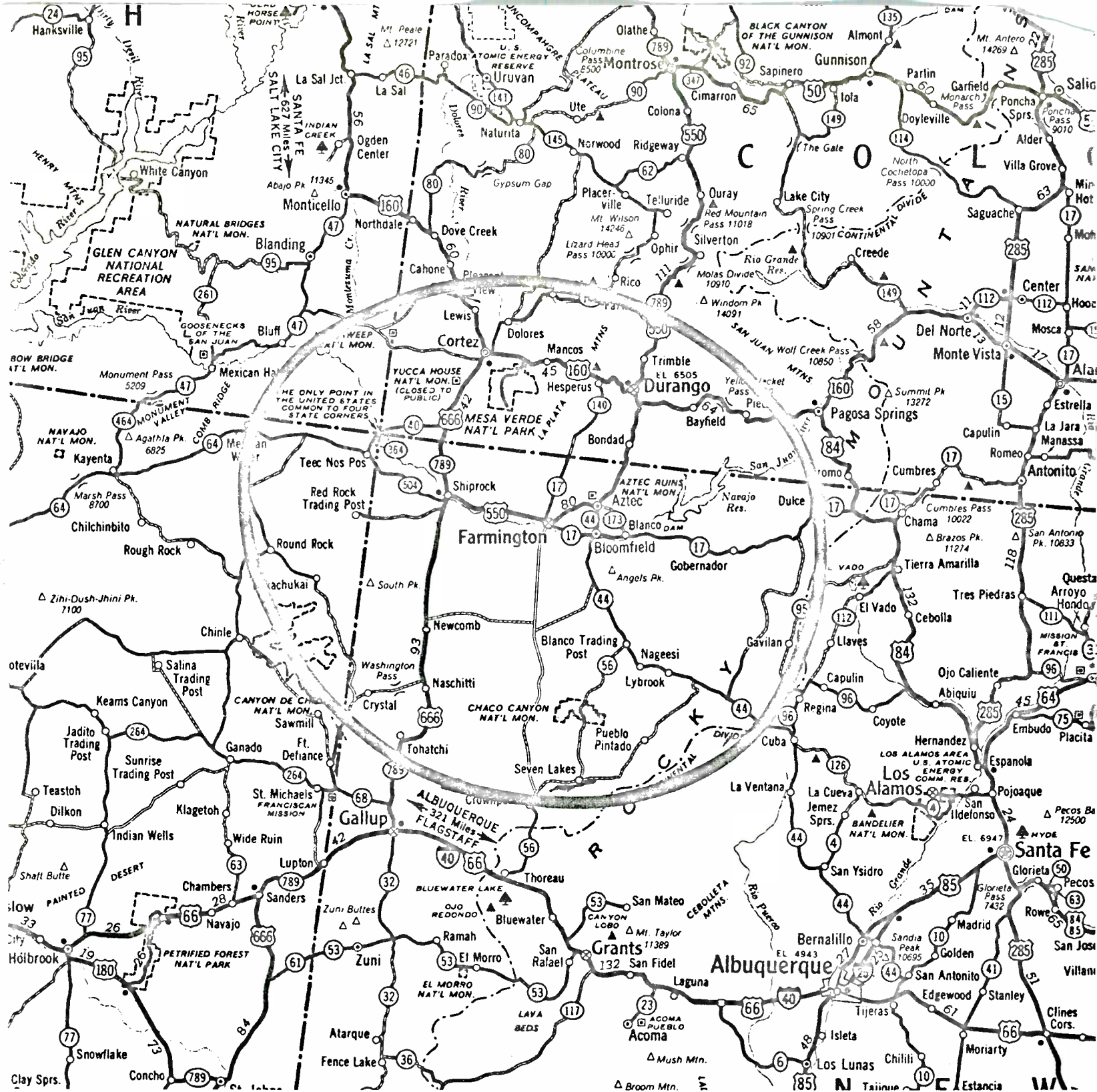
- MEDIAN AGE: 23.7 years
- FOURTH fastest growing U.S. city in last 25 years
- OVER THREE MILLION TOURISTS visited Albuquerque in 1967



Burroughs
Broadcasting
Company

	METROPOLITAN ALBUQUERQUE	5 COUNTY AREA	METROPOLITAN ALBUQUERQUE	5 COUNTY AREA
Population:	331,684*	443,184	Apparel:	28,811 35,993
Households:	87,700	115,050	Home furnishings:	25,680 29,185
Automobiles:	124,320	174,480	Auto dealers:	109,131 127,583
Spendable income:	697,246	895,479	Service Stations:	33,849 45,968
Food:	81,875	119,169	Retail total:	431,570 533,583
Drug:	19,542	24,410	Farm population:	— 3,600
General Merchandise	50,212	63,373	Gross farm income:	— 27,505

SOURCE: SRDS Consumer Data *Albuquerque Industrial Development Service



KRZE

0.5 MV/M

5000 WATTS 1280 KC

FARMINGTON, N. M.

A Sun Country Radio Station

DIAL 1190

KPAR

ALBUQUERQUE, N.M.



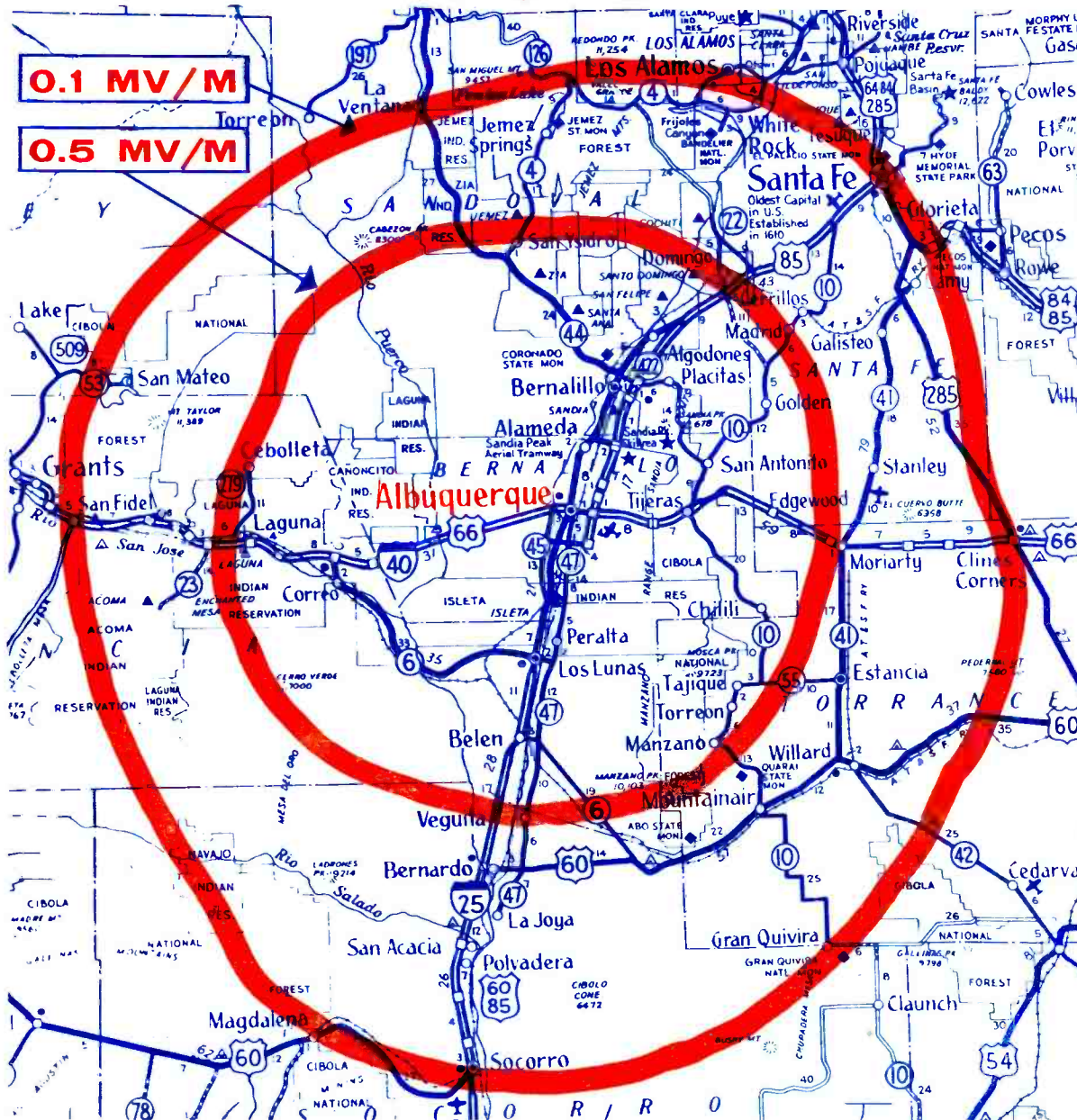
'The Station for YOUNG AMERICA'

MARKET DATA

GREATER ALBUQUERQUE.....	315,000
RETAIL SALES	\$401,391,000
EFFECTIVE BUYING INCOME	\$590,107,000
MOTOR VEHICLES	160,440

PLUS

HUNDREDS OF THOUSANDS OF
MOTORING VISITORS.



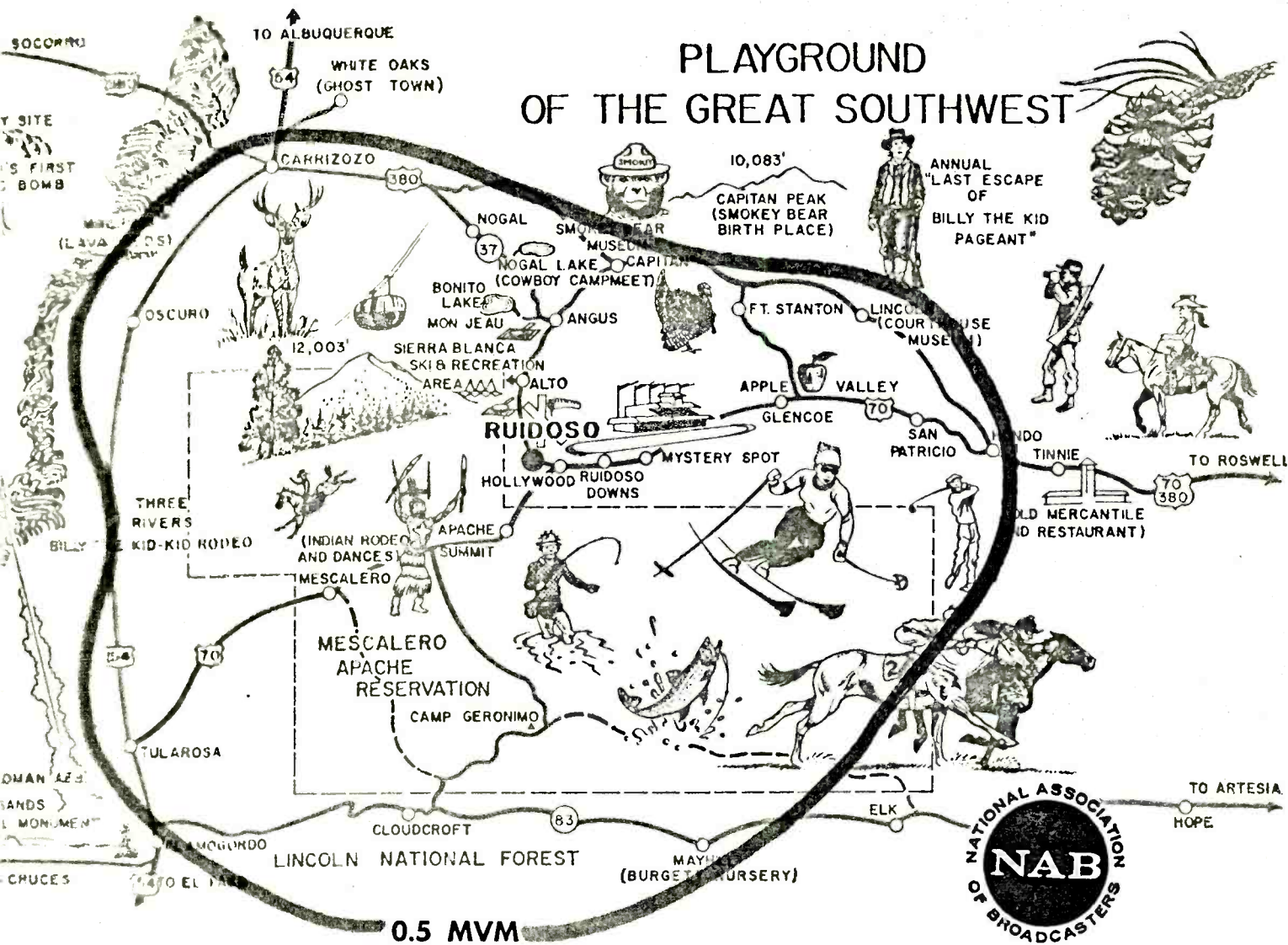
THERE ARE UPWARDS OF 600,000 PEOPLE IN OUR COVERAGE AREA

The Up—and Growing City of the Great Southwest!

KRRR

Radio Ruidoso
IN LINCOLN COUNTY, NEW MEXICO

1340 KC
1000 WATTS (DAYTIME)
250 WATTS (NIGHTTIME)



Lincoln County, New Mexico, because of its history and beauty is one of the leading resort areas of the Southwest. Forestry Service figures show over 500,000 tourists in 1964. Ruidoso is the fastest growing community in New Mexico and one of the fastest in the United States.

Because of our majestic mountains, no station other than KRRR can include our valley in their primary coverage area.

SKI AREA:

Winter Paid Skiers	62,000
Winter Visitors	24,000
Summer Visitors	82,000
	<hr/>
	168,000

RACE TRACK:

Attendance	246,000
Handle	\$12,308,448

MARKET DATA:	12 Months	Summer
Population	14,410	18,120
Households	4,060	5,174
Radio Homes	3,776	4,834
Tourists (Forest Service 1964 Figures)	746,000	
Spendable Income	\$12,684,000	

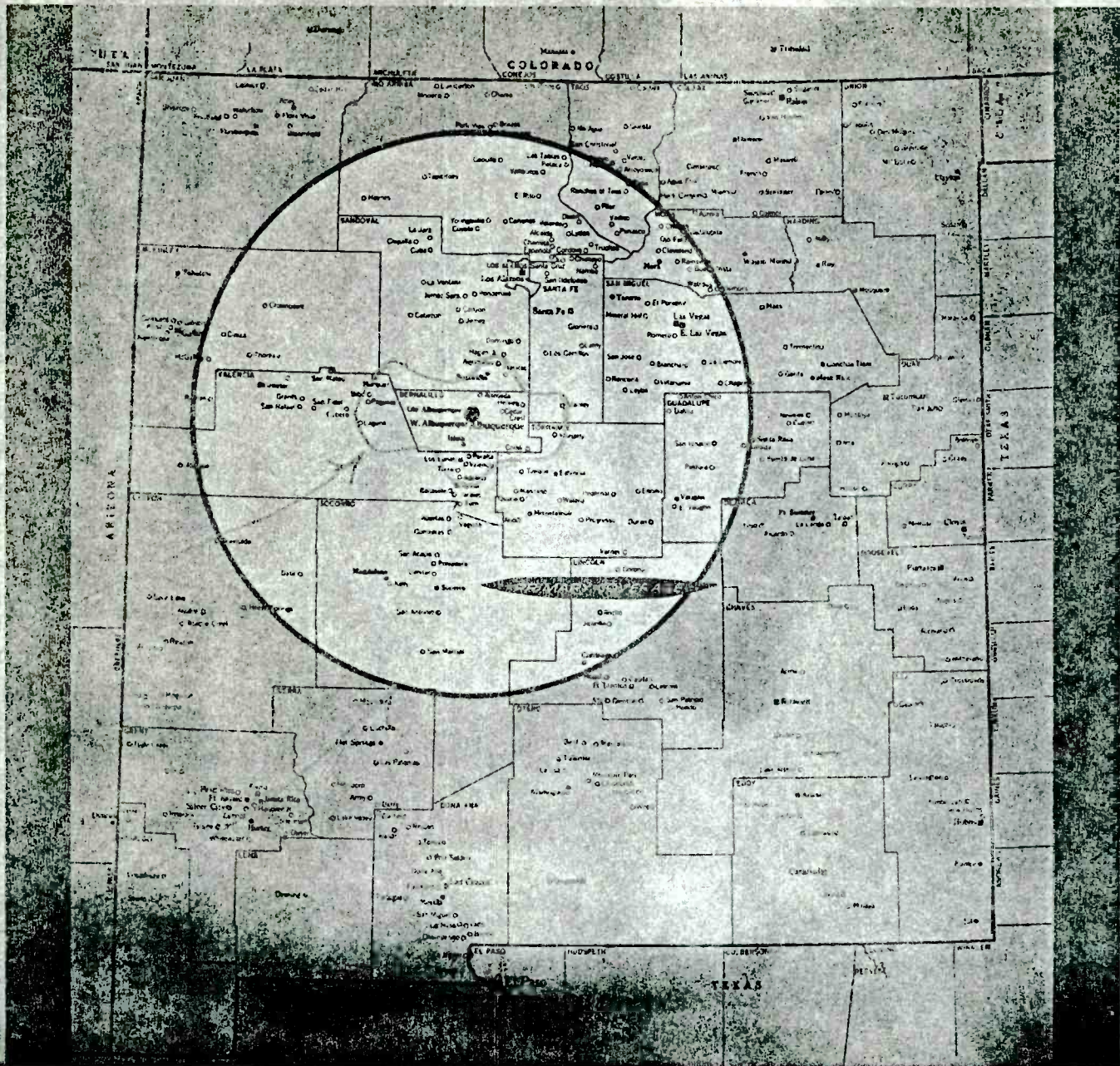
RETAIL SALES:	
Food Stores	\$ 1,671,000
Drug Stores	\$ 269,000
Auto Sales	\$ 807,000
Service Stations	\$ 3,117,000
Total Retail Sales	\$ 9,936,000
Farm Income (Separate)	\$ 5,613,000

with KQEO you cover "Occupied New Mexico"

COVERAGE

5 M. V. COVERAGE IS PRIMARY COVERAGE

1,000 WATTS DAYS 500 WATTS NIGHTS



THE 15 COUNTY
KQEO COVERAGE

Totals of ...
 Population 509,063
 Households 133,850
 Retail Sales \$544,310,000

ALBUQUERQUE METRO

Totals of ...
 Population 260,162
 Households 74,330
 Retail Sales \$344,365,000

A dynamic, growing market

An ideal test market

K

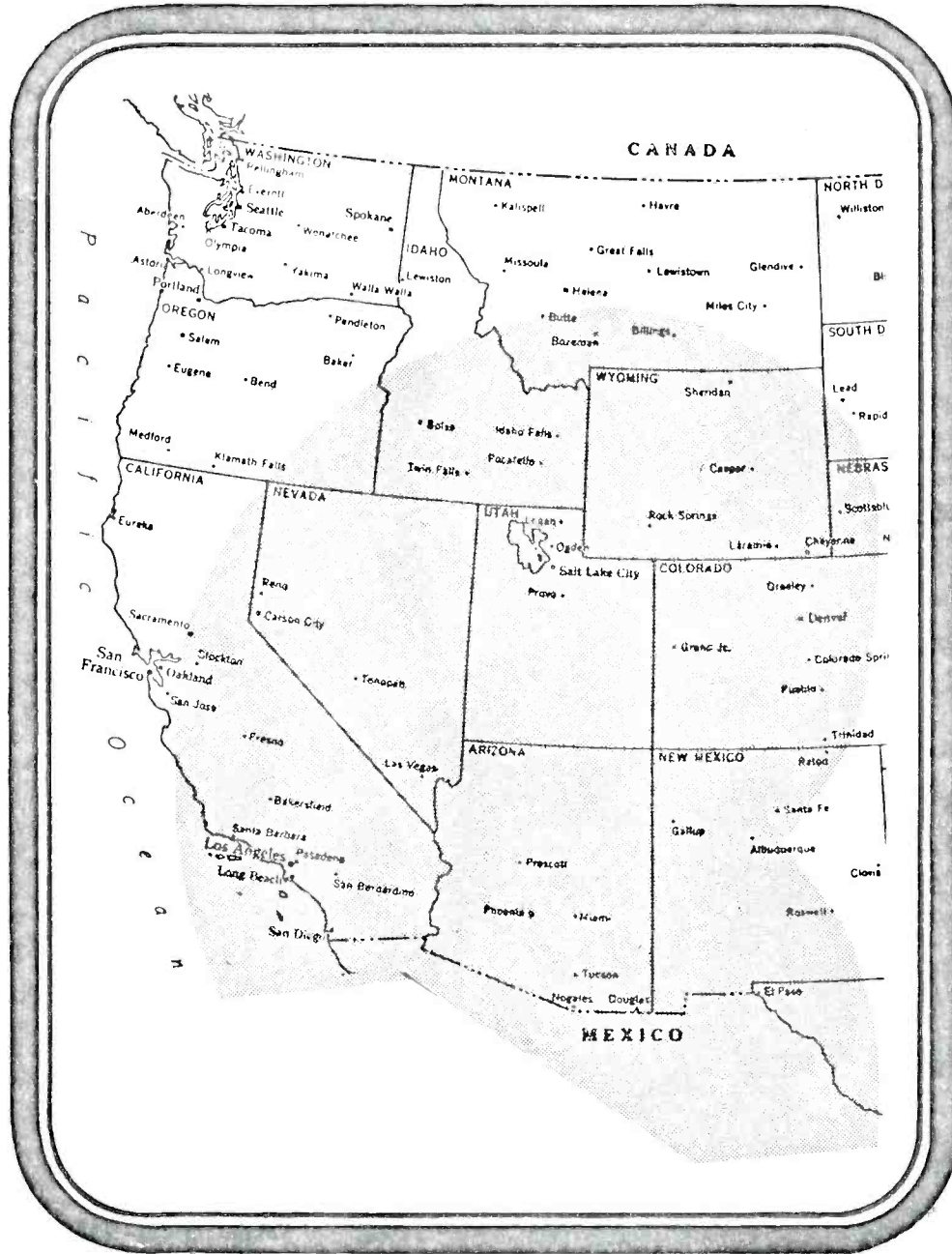
O

B

RADIO

77

KB



NIGHTIME COVERAGE

**The 50,000-Watt Giant
Voice of the West Serving
You 24 Hours Every Day!**

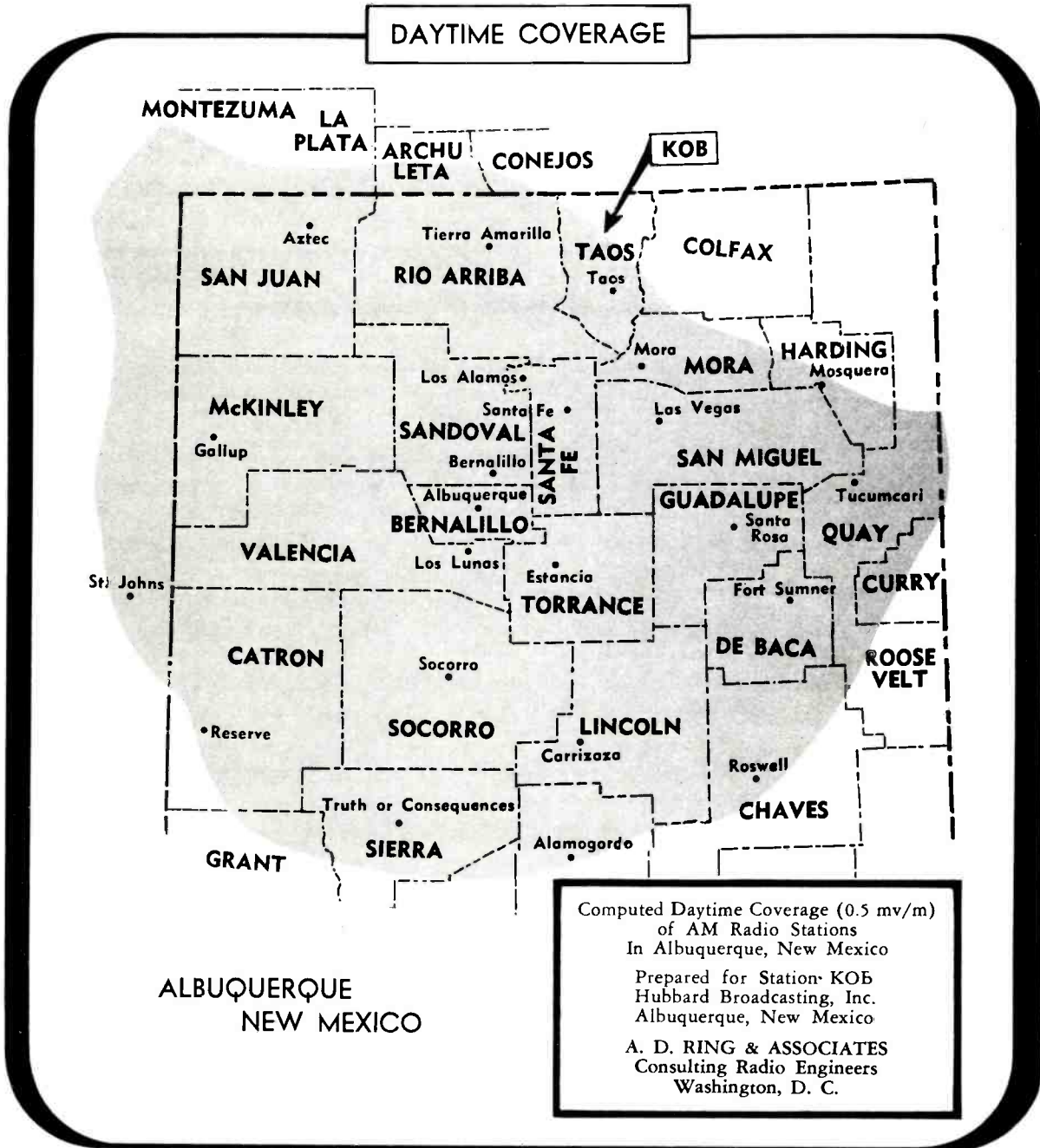
Represented by



RADIO 77



FIFTY YEARS

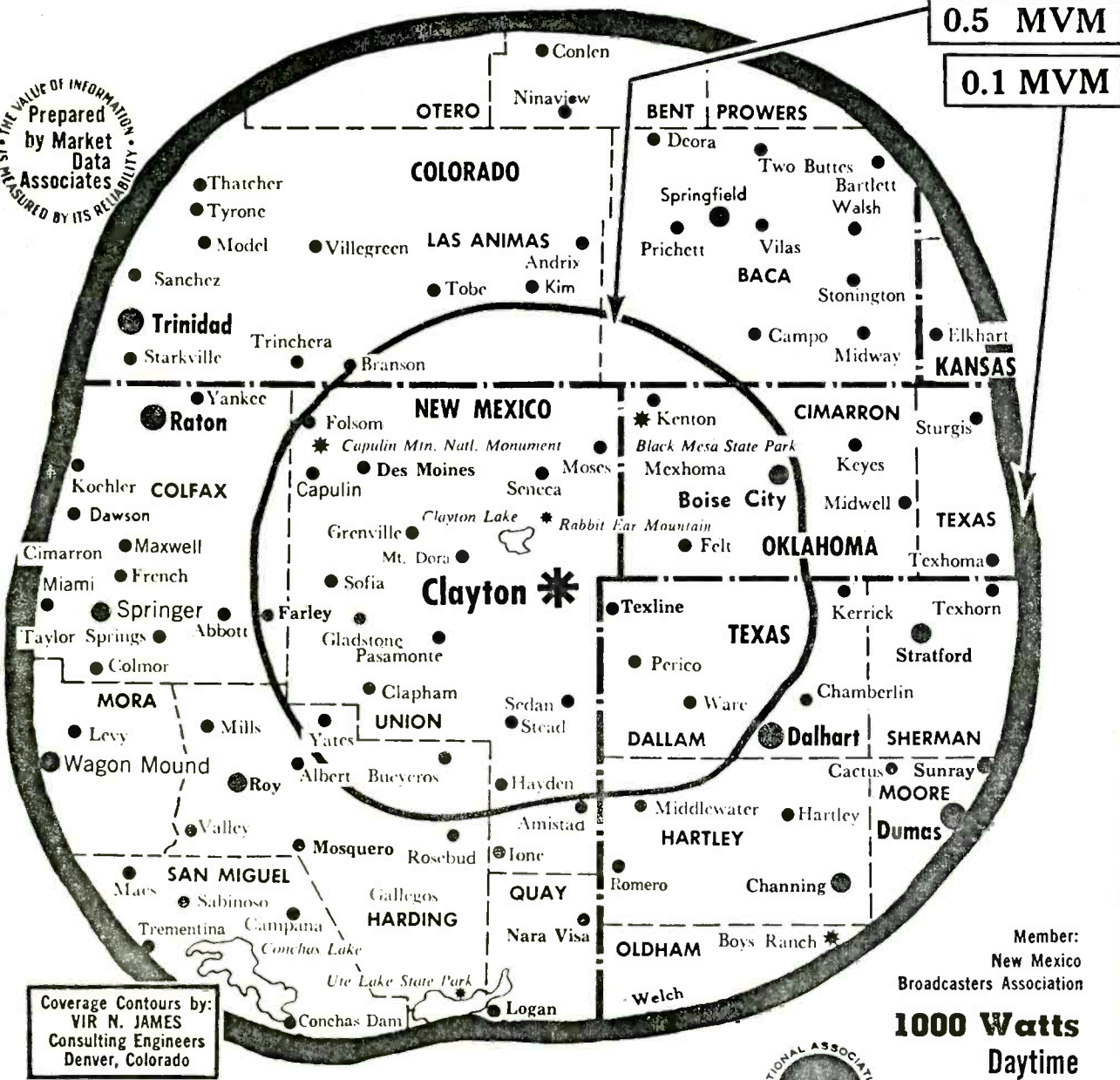


THE SOUTHWEST'S MOST POWERFUL VOICE
50,000 WATTS
24 HOURS A DAY

Represented by
 RADIO SALES

Serving Parts of Five States Since 1949. . .

Prepared by Market Data Associates
 THE VALUE OF INFORMATION MEASURED BY ITS RELIABILITY



0.5 MVM
 0.1 MVM

KLMX

The Area's Only Daily News-Ad Medium
CLAYTON, NEW MEXICO

CLAYTON is situated at the crossroads . . . where the Old Santa Fe Trail, now modern US Highway 56 and Continental Highway US 87 intersect.

KLMX RADIO serves a big farm and ranch area . . . and is the only Daily news and advertising medium within its 0.5 MVM coverage area!

KLMX RADIO is tuned by everybody because it is the only news source with a primary signal . . . local news coverage, including mobile on-the-spot units and beeper phones — statewide and UPI world news services.

ARI-NE-MEX Broadcasting Corporation
F. E. Vale, Vice-Pres.-General Manager
 P. O. Box 547 Phone (505) 374-2555
 CLAYTON, NEW MEXICO 88415

Coverage Contours by:
 VIR N. JAMES
 Consulting Engineers
 Denver, Colorado

Member:
 New Mexico
 Broadcasters Association

1000 Watts
 Daytime
250 Watts
 Nighttime



1450 KC

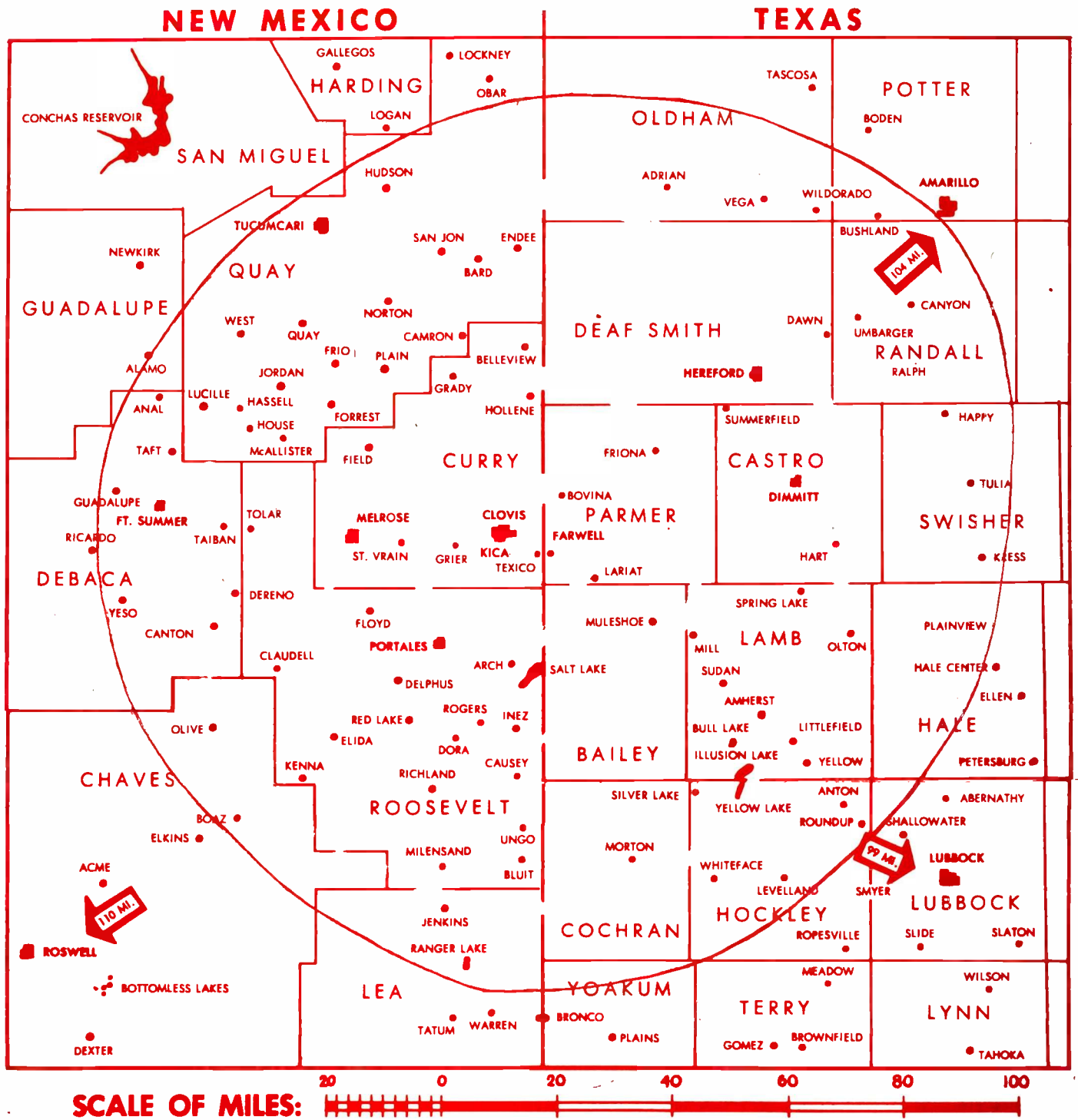
Turn Page for Rates and Market Information

KLMX

CLAYTON, NEW MEXICO

Market Data:	0.5 MVM	0.1 MVM
	Coverage	Coverage
Population	15,100	80,770
Households	4,930	25,650
Radio Homes	4,890	23,050
Number Automobiles	7,520	33,190
Spendable Income	\$ 37,818,000	161,895,000
RETAIL SALES:		
Food Stores	\$ 5,722,000	22,983,000
Drug Stores	\$ 977,040	3,382,000
Gen'l Merchandise	\$ 1,575,000	7,532,000
Apparel Stores	\$ 665,000	2,725,000
Home Furnishings	\$ 588,070	2,962,000
Auto Sales	\$ 6,544,000	19,719,000
Service Stations	\$ 5,003,000	13,765,000
*Total Retail Sales	\$ 29,821,000	118,045,000
FARM DATA:		
Farm Population	4,000	12,890
Gross Farm Income	\$ 50,031,000	125,991,000

SOURCE: SRDS Consumer Data exclusively.

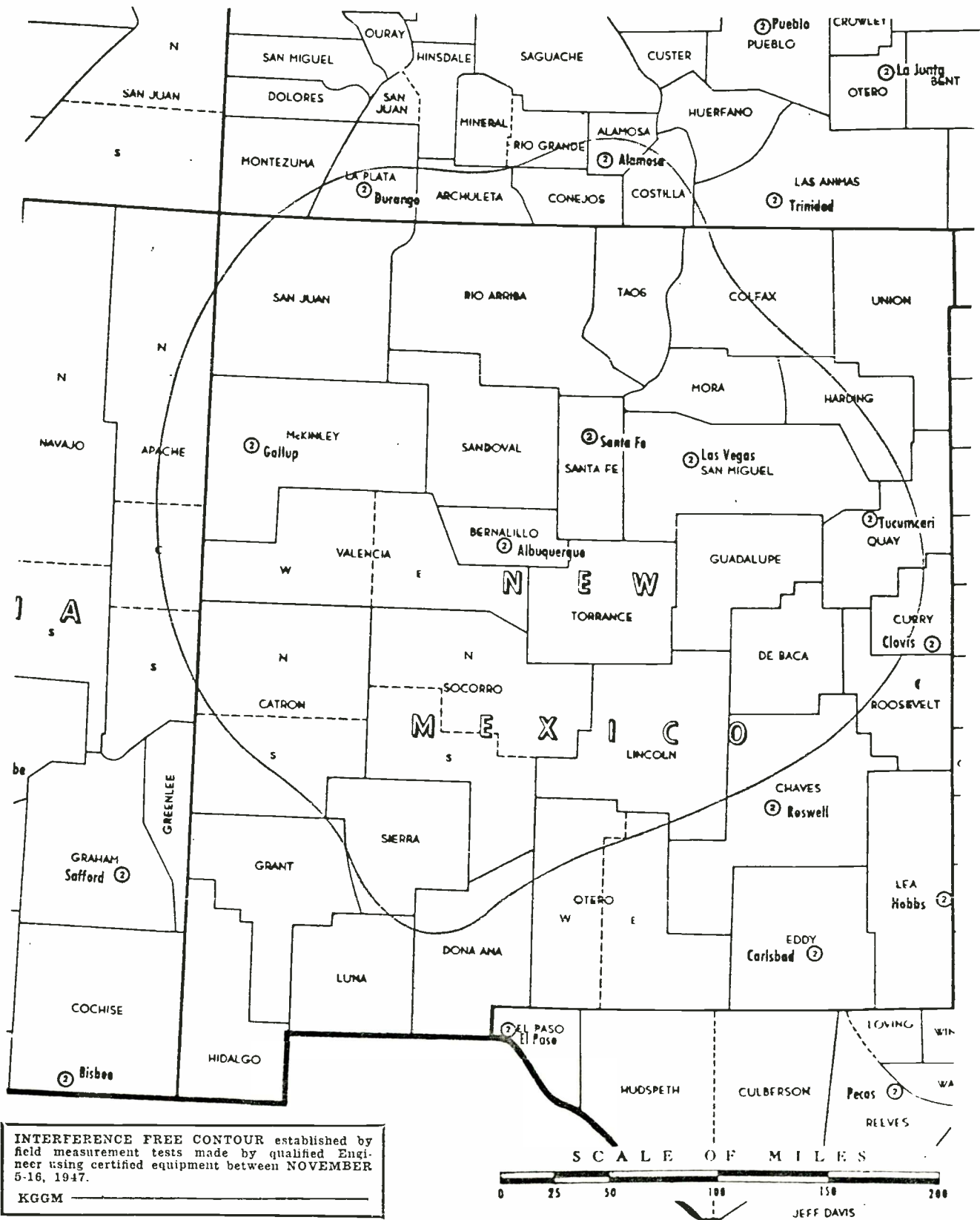


KICA Radio

Clovis, New Mexico

1000 Watts

Comparative INTERFERENCE FREE Areas of KGGM



Above is the interference free area combined with the 0.1 MV/M Contour, whichever was nearest. The condition under which this finding is presented is subject to seasonal and possibly hourly change and was an interference free condition on the date and at the hours measurement tests were made — during the period of Nov. 5th through 16, 1947.

The Red Contour Above Represents KGGM's Regular Listening Audience

*WITHIN NON-INTERFERENCE AREA COMBINED WITH 0.1 MV/M CONTOUR

KGGM	479,100	120,600	71,190	229,675,000	339,508,000
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5000 WATTS NON-DIRECTIONAL
570 ON YOUR DIAL

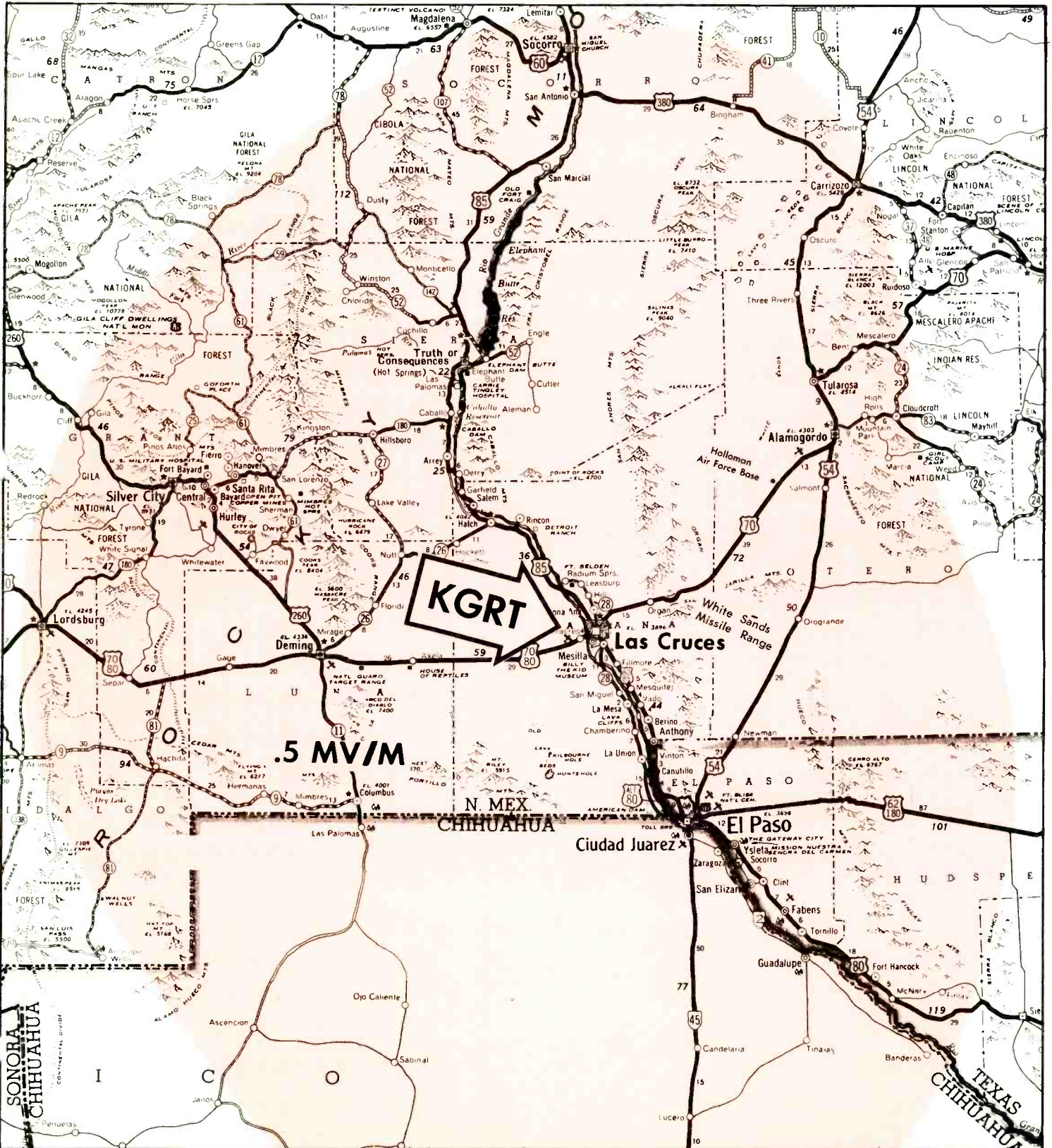
CHAPARRAL BROADCASTING SERVICES, INC.

P. O. Box 968, Las Cruces, N. M. 88001

STUDIOS • IDAHO STREET AT EL PASEO ROAD

Phone 526-6681

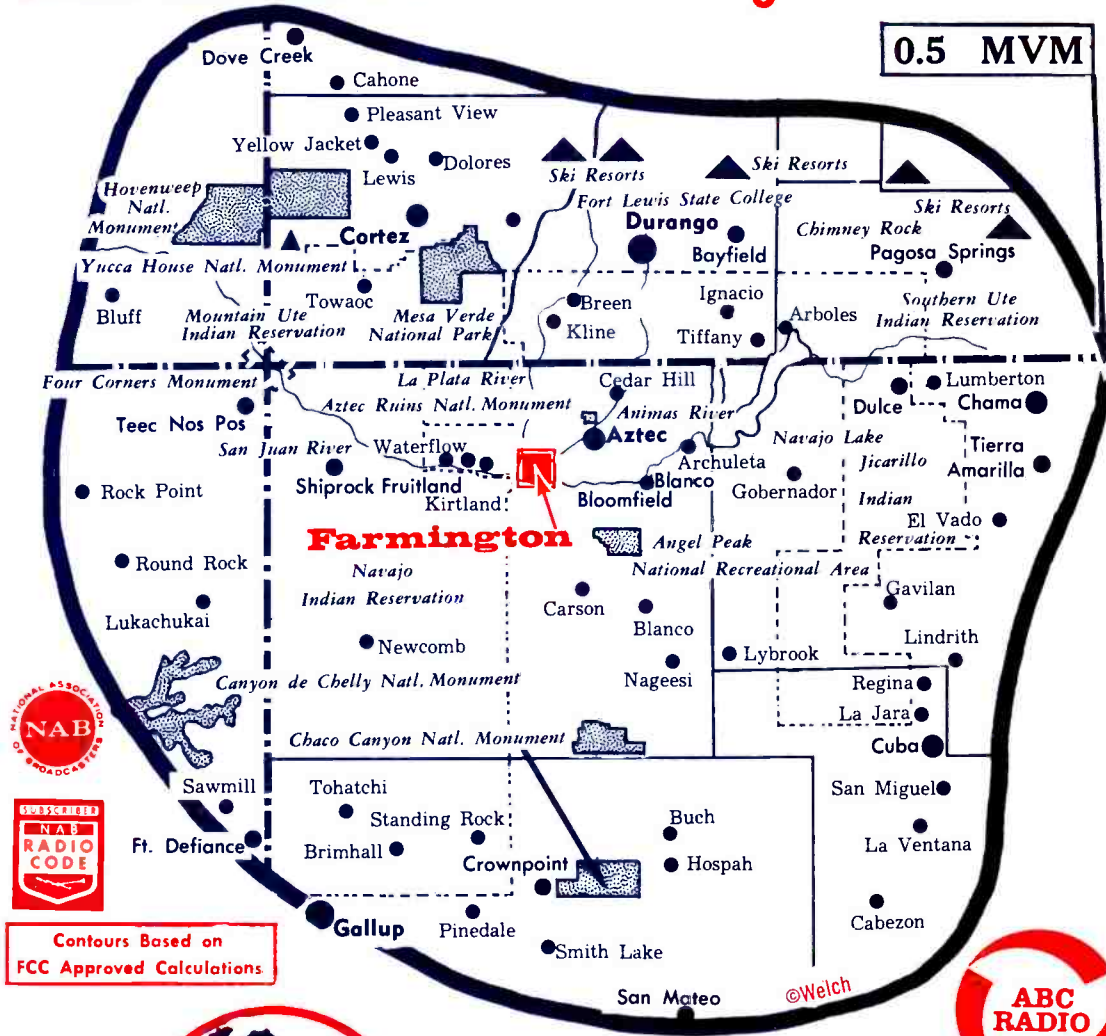
R E G I O N A L R A D I O F R O M L A S C R U C E S



Excellent Reception Area
Spendable Income — \$1,294,870,000.00
Population — Over 1,500,000

Radio Station KGRT Field Intensity Contours, Nov. 4, 5, 6, 7, 1960
Instrument Used: RCA WX-2C Serial 761
John Sellmeyer, Radio Examiner and Engineer

Adult **Fulltime** Radio for Farmington since 1951



FARMINGTON is a northwest New Mexico city of 25,000 . . . the largest retail center in a 175-mile radius with 700 firms in retail and service operations.

FARMINGTON is in the center of tourist meccas . . . Mesa Verde National Park, Aztec National Monument, Chaco Canyon National Monument, Navajo Lake State Park, Shiprock, the Navajo Reservation, the Ute Reservation, ski resorts, summer resorts, Angel Peak National Rec. Area, Monument Valley, Four Corners Monument.

FARMINGTON is the World's Amateur Baseball Capital . . . site of Babe Ruth World Series which drew 55,000 . . . home of the Connie Mack World Series.

FARMINGTON is an industrial center . . . 55 oil and gas service firms, including the El Paso Natural Gas Company have offices, supply houses and service centers here and employ 4,500 persons in the huge oil and natural gas production fields of the San Juan Basin. Nearby, Fairchild Electronics employs 1200 in one factory; one of the nation's largest thermal-electric power plant complexes is being constructed just west of Farmington . . . a 575,000 kilowatt plant was completed in 1964 . . . two new 750,000 kilowatt plants are now under construction, to be completed in late 1967.

. . . and, **FARMINGTON** has **KENN RADIO**, a fulltime (45 AM-11 PM) ABC Network station, programmed strictly for adults . . . the people who buy advertised products. **KENN RADIO** offers finest music format, combined with news, sports, variety, editorials and public service. Programming includes 2 hours daily in Navajo Indian language to 50,000 Navajos.

KENN RADIO . . . an award-winning affiliate of the InterMountain Network, serves New Mexico's Hottest Market . . . now entering a third era of development . . . an economy of diversified agriculture and industry, tourism and transportation.

MEMBER NEW MEXICO BROADCASTERS ASSOCIATION

Represented by: **Edward Petry & Co., Inc.**

AFFILIATE InterMountain Network

Market Data:

	0.5 MVM Coverage
Population	152,450
Households	39,060
Radio Homes	37,150
Private Autos	51,950
Spendable Income	\$ 224,063,000

RETAIL SALES:

Food Stores	\$ 37,722,000
Drug Stores	\$ 3,783,000
Genl. Merchandise	\$ 17,651,000
Apparel Stores	\$ 6,630,000
Home Furnishings	\$ 6,325,000
Auto Sales	\$ 33,483,000
Service Stations	\$ 17,372,000
TOTAL RETAIL SALES	\$ 188,416,000

FARM DATA:

Farm Population	17,900
Gross Farm Income	\$ 24,453,000

SOURCE: SRDS Consumer Data exclusively



Broadcasting 5 AM-11 PM

Farmington NEW MEXICO

**5000 Watts
Daytime
1000 Watts
Nighttime**

Owned and Operated by

KENNLAND BROADCASTING COMPANY
"Ken" Kendrick Bob Williams
General Manager Station Manager
P. O. Box "K"
PHONE (505) 325-3541

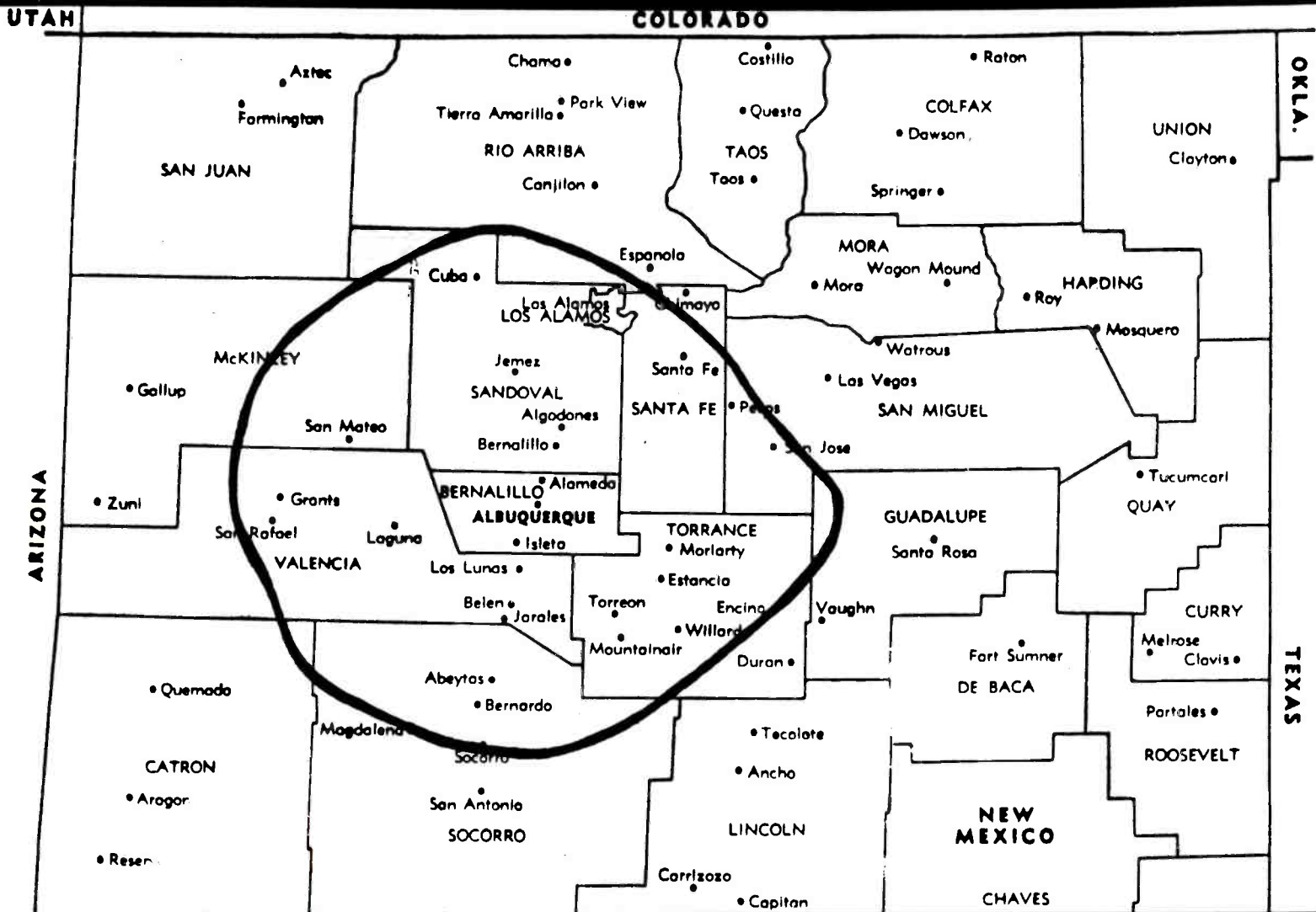
FARMINGTON, NEW MEXICO 87401

KDEF

ALBUQUERQUE, NEW MEXICO

5000 Watts - 1150 Kilohertz
0.5 MV/M Contour

Coverage Area



With the concentration of population within our coverage area, KDEF will reach over 500,000 people ... to the capitol city of Santa Fe in the North ... and Socorro in the South. Albuquerque's metropolitan area totals over 3,700 retail and selected service outlets. More than 350 manufacturing firms are located here, ranging from electronics to cement. The Albuquerque market is comprised of varied occupations and educations ... with a primarily youthful population, an above average income level ... and 95% of the labor force employed.

KBIM

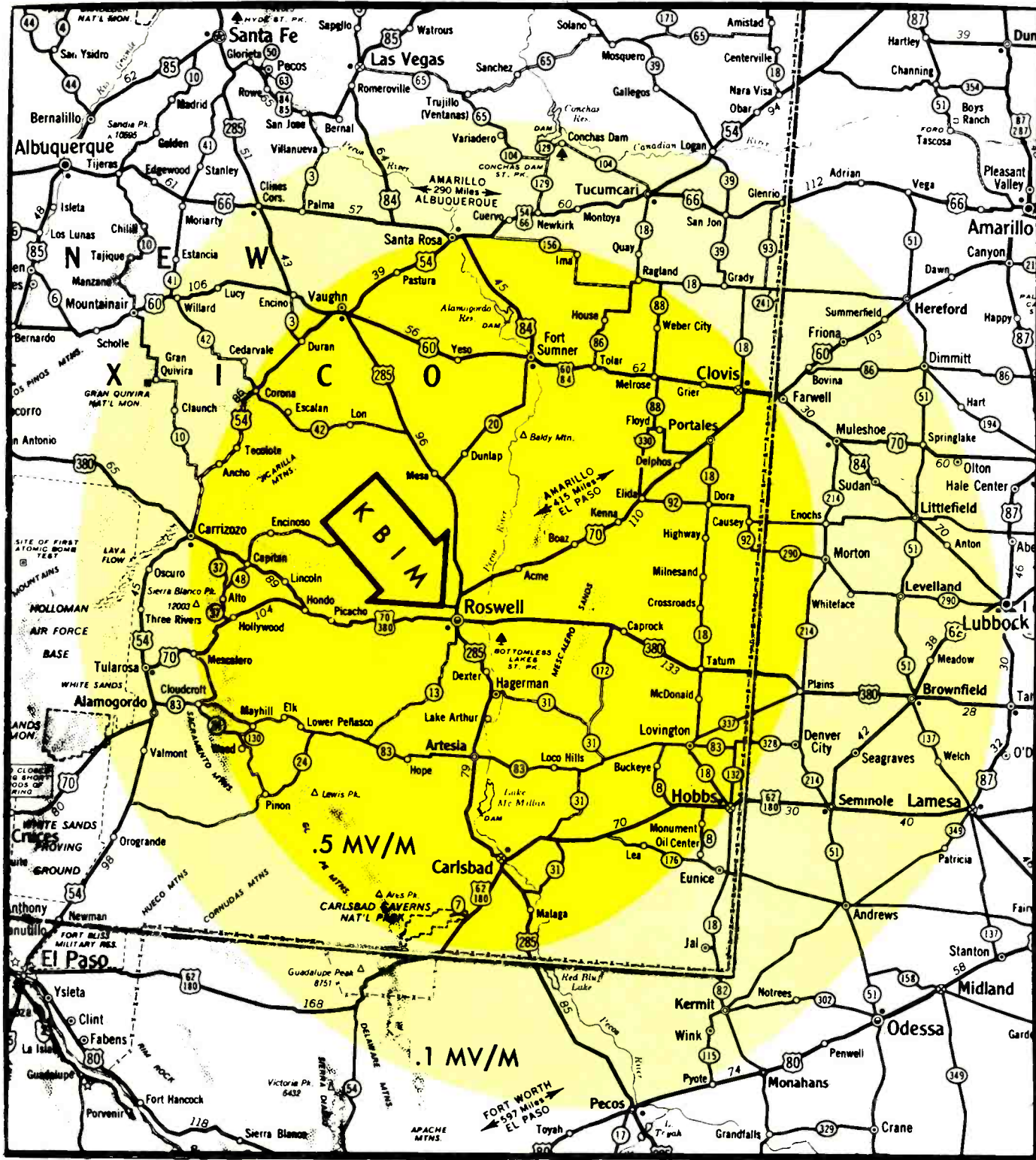
TAYLOR BROADCASTING COMPANY

ROSWELL, NEW MEXICO

5000 WATTS NON-DIRECTIONAL
910 ON YOUR DIAL

STUDIOS • 512 W. SECOND ST.
PHONE MA 2-2120

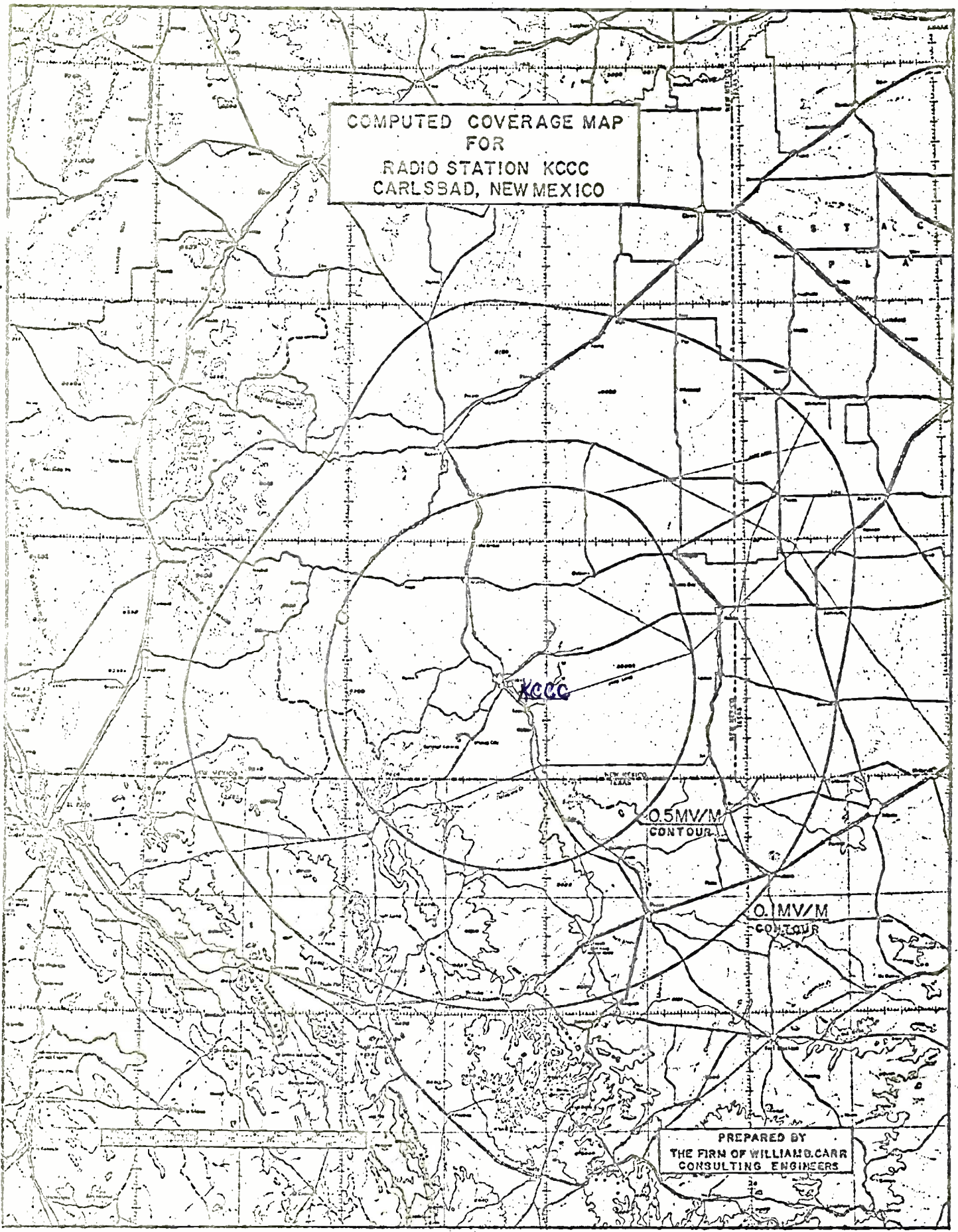
THE VOICE OF EASTERN NEW MEXICO



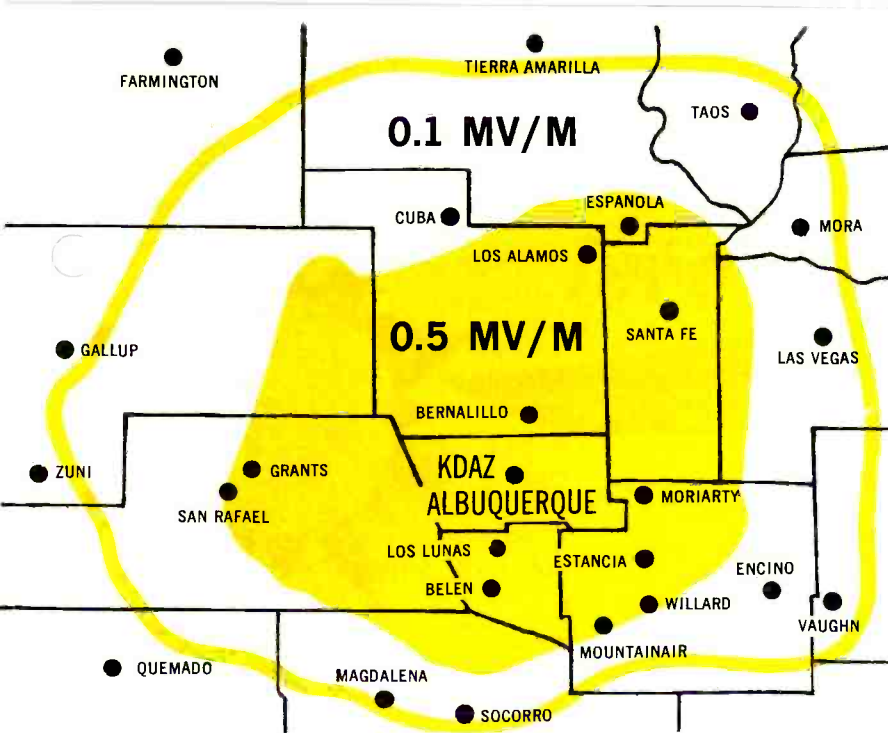
Excellent Reception Area
Population -- 261,200
Retail Sales -- \$328,675,000.00

Radio Station KBIM Field Intensity Contours, Sept. 2, 3, 4, 1954
Instrument Used: RCA WX-2C Serial 761
Vernon Hughes, Radio Examiner and Engineer

COMPUTED COVERAGE MAP
FOR
RADIO STATION KCCC
CARLSBAD, NEW MEXICO



PREPARED BY
THE FIRM OF WILLIAM G. CARR
CONSULTING ENGINEERS



Sunrise to Sunset
KDAZ beams in to
thousands of
listeners with the
swingin' country
sound.

KDAZ radio 730

A JOHN WALTON STATION

BILL MITCHELL, General Manager
Jack Masla & Co., Inc., Representatives

MUSICAL
FORMAT:

The popular modern swingin' country sound.

PRODUCTION
FACILITIES:

Complete facilities for reel or cartridge tapes. Excellent library of jingles,
sound effects and production aids. Engineer on duty.



KDAZ 730KC 1000 WATTS
A JOHN WALTON STATION

let a little sunshine in!
the swingin' country sound

RATE CARD no. 4

EFFECTIVE JANUARY 1, 1970

P.O. BOX 4338, ALBUQUERQUE, NEW MEXICO 87106

PHONE 268-4395

RADIO STATION KDAZ / 3100 CAMPUS BLVD., N.E. / ALBUQUERQUE, N.M. 87106 / P.O. BOX 4338 / 730 KC (505) 268-4395

FREQUENCY	WEEKLY PACKAGES	TIME SIGNALS
1X	(30) \$5.00	Open, \$1.50. Saturation rates
50X	3.25	on request.
100X	3.00	Political - regular rates apply.
250X	2.75	Cash in advance.
500X	2.50	(ALL RATES SUBJECT TO 4% SALES TAX)
1000X	2.00	

- RATE POLICIES**
1. Local and National Rate Same.
 2. Rates Include Music, Copyright Fees, News Services and Licenses.
 3. Six Months Protection From Increases On Existing and Continuous Schedules.
 4. 15% Agency Commission to Advertising Agencies Recognized by KDAZ.
 5. Statements Rendered Monthly, Payable by the 10th of the Month Following Broadcast.
- NEWSCASTS**
- National Newscasts - Every hour on the half-hour.
 - Local, State & Regional NEWSCASTS 5-minutes - on the hour - Monday thru Saturday.
 - 1 Program daily for 3 months - \$95.00 per mo.
 - 1 Program daily for 12 months - \$87.50 per mo.
 - News Service - A.P.

Our thousands of listeners are YOUR PROSPECTIVE CUSTOMERS. Let us "wake them up" with your advertising message. Buy KDAZ and let a little sunshine in



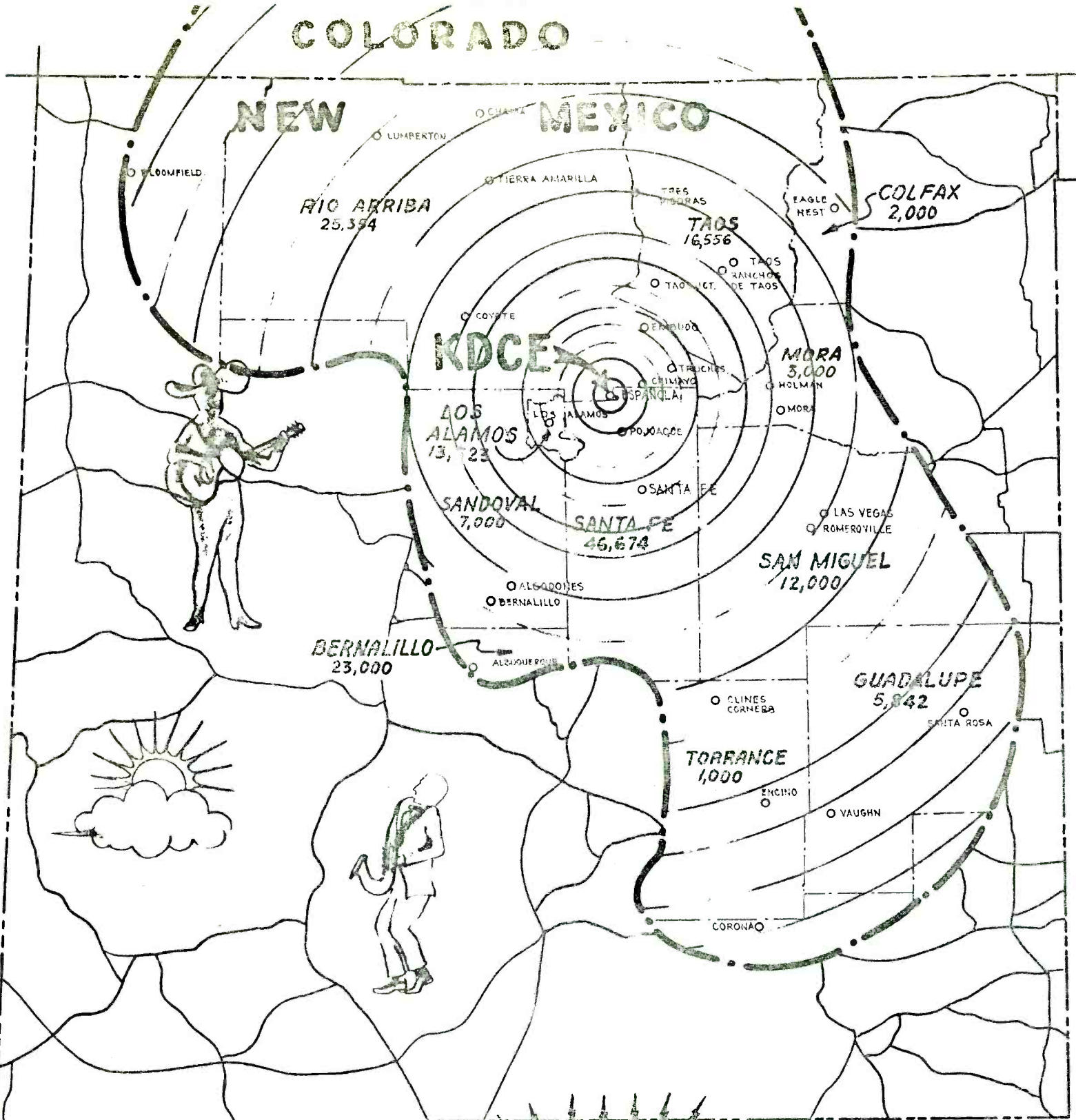
the awingun' country around

- SPECIAL FEATURES**
- ★ REMOTE BROADCASTS FROM YOUR LOCATION
 - ★ LIVE ENTERTAINMENT AND TALENT
 - ★ MERCHANDISING

COLORADO

NEW

MEXICO



PHONES
 753-5970 Española
 982-2897 Santa Fe

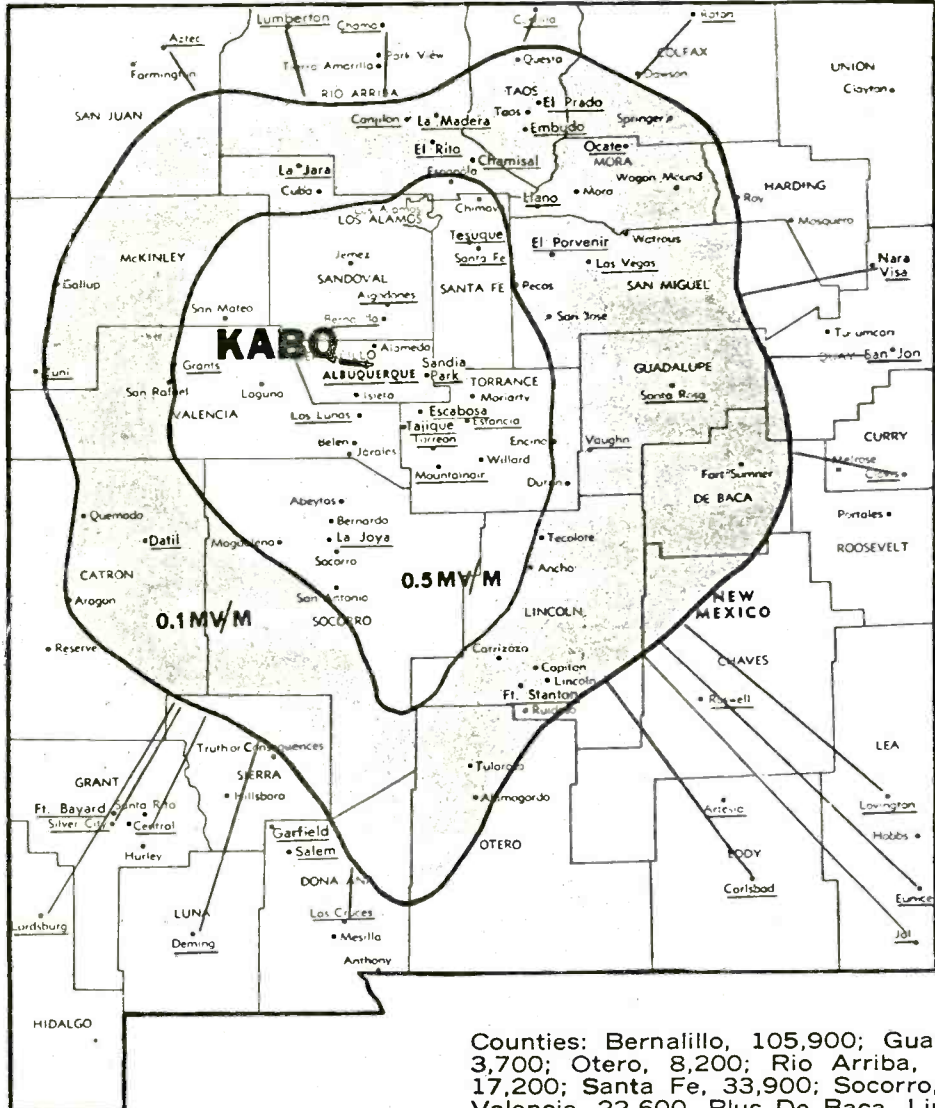
KDCE RADIO 
 970-ON YOUR DIAL 1000 WATTS

COVERS AN AREA WITH OVER 100,000 LISTENERS
 IN 10 COUNTIES

**SPANISH VOICE OF NORTHERN
 NEW MEXICO**
 ENGLISH NEWS ~ SPORTS ~ WEATHER ~ WESTERN  POPULAR MUSIC



SELL in KABO - LAND



**New Mexico's
Second
Largest City
with a
Quarter Million
Potential
Listeners!**

Check it in SRDS Spanish Population Data based on figures compiled by the U. S. Department of Commerce, J. Walter Thompson Company and others. THESE ARE LISTENERS WHO FOR THE MOST PART ARE NOT REACHED BY NATIONAL SURVEYS. THEY'RE ALL IN THE ALBUQUERQUE MARKET.

Counties: Bernalillo, 105,900; Guadalupe, 3,700; McKinley, 5,900; Mora, 3,700; Otero, 8,200; Rio Arriba, 18,200; Sandoval, 5,200; San Miguel, 17,200; Santa Fe, 33,900; Socorro, 5,700; Taos, 11,600; Torrance, 2,200; Valencia, 22,600. Plus De Baca, Lincoln and Catron, with a combined total population of 11,000.

**That's why KABQ Spanish Radio IS A MUST BUY TO REACH NEW MEXICO CONSUMERS
OTHER REASONS:**

- We believe we have the largest radio audience in New Mexico.
- Spanish speaking people listen to KABQ an average of 6 hours daily.
- 98% of the Spanish-speaking population in the KABQ coverage area own radios and about 50% own two or more radios.
- 11.3% of the Spanish homes have more than 7 in the household.

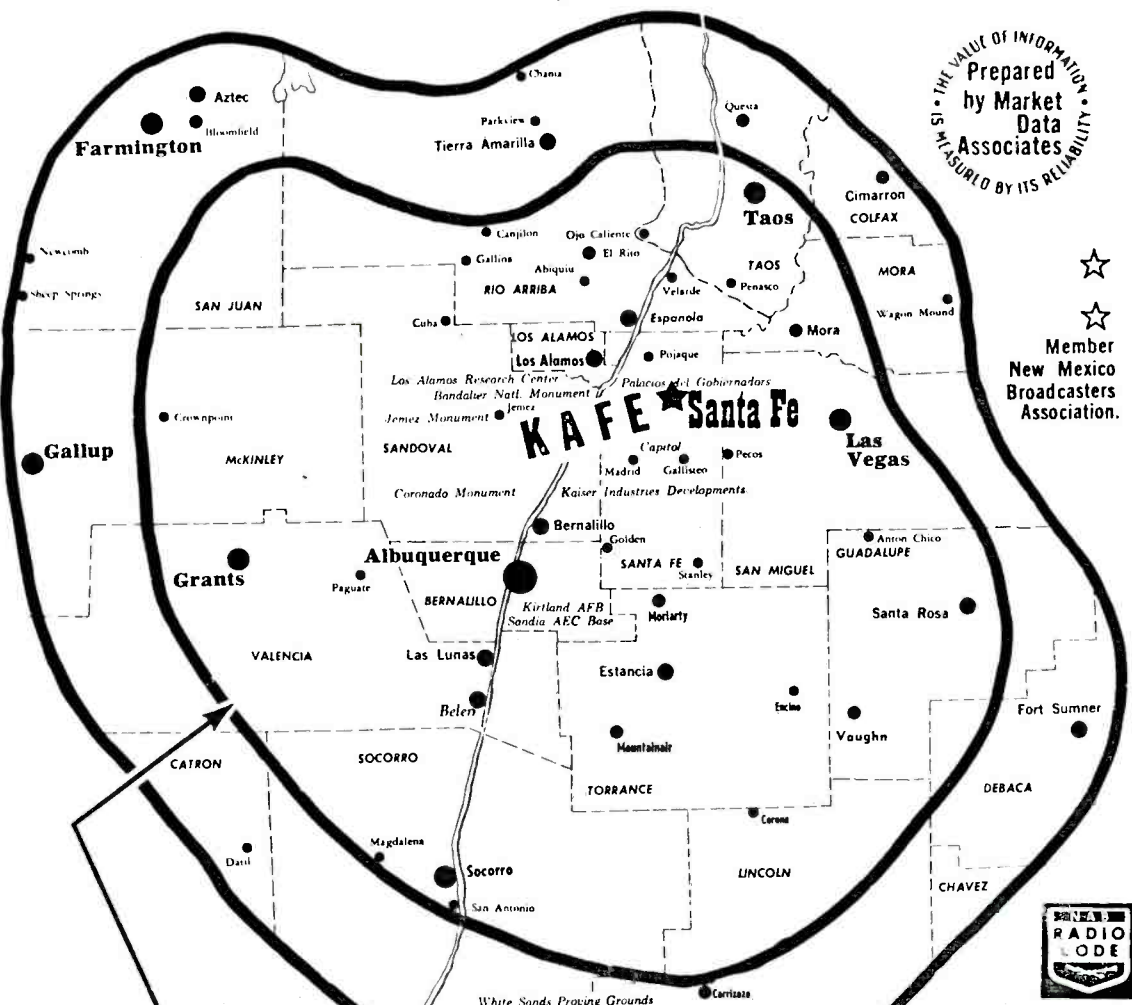
KABQ

DIAL 1350 ON YOUR RADIO

THE 5,000 WATT SPANISH VOICE
OF NEW MEXICO

ALBUQUERQUE'S AWARD-WINNING STATION

First in News The Best in Country and Western Music



Prepared by Market Data Associates
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Member New Mexico Broadcasters Association

0.5 MVM
0.25 MVM

Contour Measurements by VIR N. JAMES, Consulting Engineer, and on File with FCC.

Belarmino Gonzales, General Manager



KAFE RADIO

KAFE

Santa Fe, New Mexico
104 W. San Francisco

810 radio 5000 watts

Belarmino Gonzales
Guy Christian
Owners

Phone 505-982-4303
Santa Fe, New Mexico 87501
P.O. Box 4097

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	505,940	656,100
Households	137,080	181,970
Radio Homes	133,170	174,330
Automobiles	176,830	217,450
Spendable Income	\$901,869,000	1,173,505,000
RETAIL SALES:		
Food Stores	\$133,729,000	170,381,000
Drug Stores	\$ 24,588,000	27,834,000
Gen'l. Merchandise	\$ 62,110,000	75,364,000
Apparel Stores	\$ 36,151,000	41,726,000
Home Furnishings	\$ 28,393,000	32,140,000
Auto Sales	\$134,184,000	162,556,000
Service Stations	\$ 52,414,000	69,329,000
Total Retail Sales	\$598,417,000	751,988,000
FARM DATA:		
Farm Population	10,530	22,350
Gross Farm Income	\$ 37,795,000	63,705,000
SOURCE: SRDS Consumer Market Data 1966.		

SANTA FE, "a city on the move," trading center of central New Mexico for 125,000 people. SANTA FE, with population of 42,600 displays a growth rate of 9,000 over the past five years.

SANTA FE, the "city different", is the Capital of New Mexico. Seventy percent of employment is governmental. SANTA FE, host to 150 conventions and ONE MILLION TOURISTS ANNUALLY who spend \$25,000,000 while here!

SANTA FE is the tourist mecca of the Great Southwest, in close proximity to national monuments, Indian pueblos, nationally-prominent museums, national forests . . . ski areas, health spas, dude ranches, summer resorts.

SANTA FE is a quaint old city of world renown, yet it is a city "on the move" . . . more than 250 homes constructed annually, a new \$8 million-dollar state legislative building and \$2 million-dollar state library as part of the State Capitol complex.

SANTA FE is the home of ultra-modernistic St. John's College and the College of Santa Fe, also becoming an attractive campus.

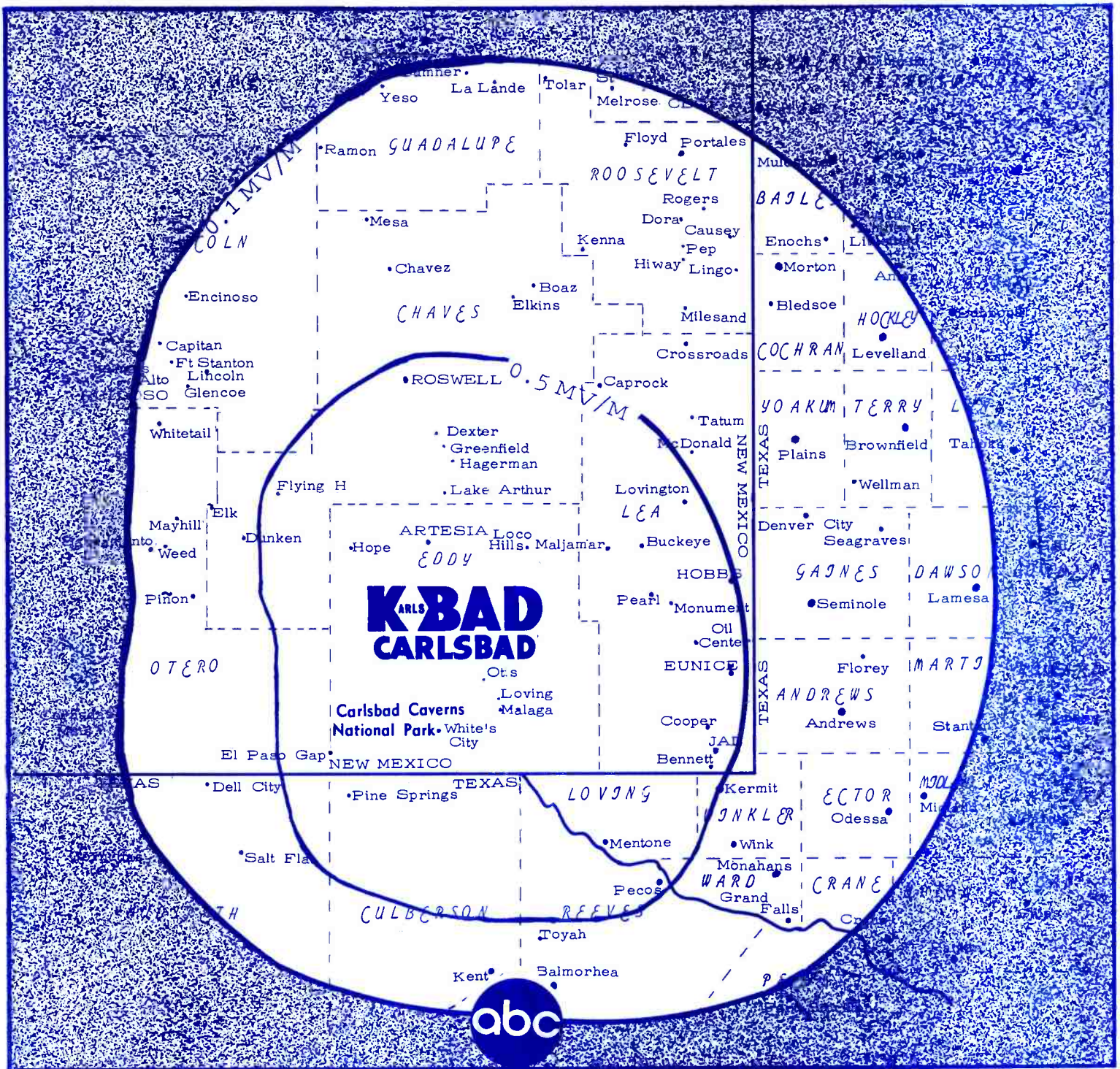
And, SANTA FE is the home of KAFE RADIO . . . the 5,000-watt voice of New Mexico at 810 on the dial . . . Power plus KC location makes KAFE RADIO EIGHT TIMES MORE POWERFUL than any other Santa Fe station.

KAFE RADIO is programmed for adults . . . the friendly people who buy advertised products.

KAFE RADIO present country and western music.

KAFE RADIO presents award-winning newsmen who report local and area news hourly, backed up with state, regional and world-wide wire news. KAFE RADIO, with strong emphasis on entertainment and information, is the undisputed big sound in Santa Fe, central and northern New Mexico.

Nationally Represented by:
GRANT WEBB & CO.



TRADE AREA DATA:	Within	Within
	0.5 MV Contour	0.1 MV Contour
POPULATION	179,000	613,863
Total Households	54,807	175,456
Radio Homes	53,911	173,110
Motor Vehicles	81,910	236,490
Spendable Income	\$420,872,000	\$1,454,600,000
RETAIL SALES BREAKDOWN:		
Food Stores	\$ 61,047,000	\$ 198,741,000
Drug Stores	\$ 8,747,000	\$ 32,451,000
Eat & Drink Places	\$ 17,211,000	\$ 78,311,000
Department Stores	\$ 25,112,000	\$ 69,106,000
Apparel Stores	\$ 15,061,000	\$ 45,540,000
Home Furnishings	\$ 12,599,000	\$ 34,466,000
Automobile Sales	\$ 63,265,000	\$ 207,764,000
Gasoline	\$ 23,453,000	\$ 75,833,000
Building Materials	\$ 26,039,000	\$ 76,672,000
Total Retail Sales	\$276,497,000	\$1,119,580,000
FARM DATA:		
Total Farm Population	11,021	31,172
Total Farms	2,856	8,521
Gross Farm Income	\$112,247,000	\$ 255,630,000

K^{ARLS}BAD 740 kHz

Carlsbad's Outstanding Radio
SINCE 1950!

A Great Salesman for Your Product!



**Top Ratings
Advertisers
Local News
Local Sports
Coverage!**

R. S. (BOB) SWAYZE
General Manager
J. M. DUSTIN
Sales Manager

OFFICES -- STUDIO
714 NORTH CANYON ST.
TELEPHONE
(505) 885-2151

K B A D AM & FM
740 kHz & 92.1 mc -- 3kw

BUT WHEN YOU'RE ON **KSWS**

YOU GET THE **WHOLE WEST**

KSWS's power — 50,000 watts daytime — 10,000 watts night — and excellent frequency — 1020 kilocycles — send a brilliant signal throughout the western states. From California to Texas, from Montana to Mexico, KSWS gets mail from housewives, ranchers, travelers, city-dwellers, farmers, all who say they are regular listeners to KSWS. They all prefer our highest-fidelity quality music and complete regional news coverage to anything they can get from closer to home stations.

But budgets are budgets, and markets are markets. For this reason KSWS rates are based on eastern New Mexico coverage — while advertisers get response from the whole west.

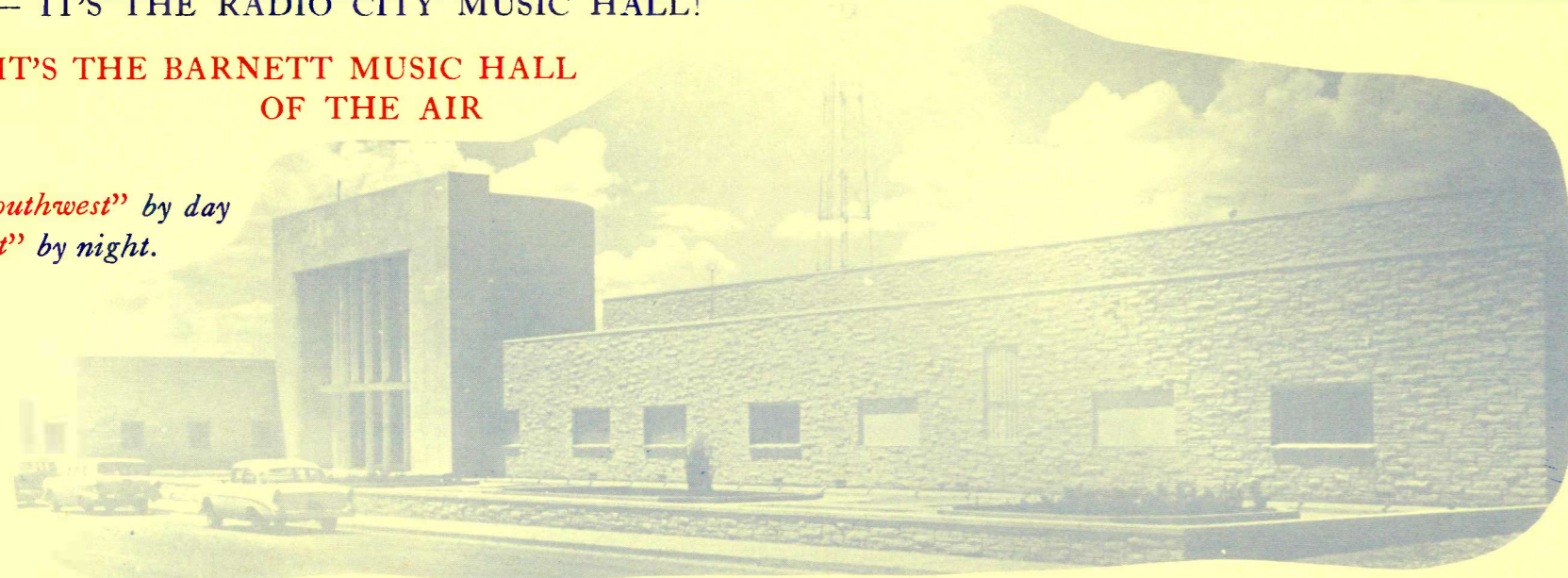


IN LONDON — IT'S THE PALLADIUM!

IN NEW YORK — IT'S THE RADIO CITY MUSIC HALL!

IN ROSWELL — **IT'S THE BARNETT MUSIC HALL
OF THE AIR**

*Serving the "Great Southwest" by day
and the "Golden West" by night.*



*It Costs Little More to Get the **Super Power Coverage**
and Extra **Audience Loyalty** of **KSWS Roswell**
— — — **But It's Worth A LOT More!***

	KSWS	KBIM	KRIK	KRSY	KRDD
Power — Days	50,000 W	5,000 W	1,000 W	1,000 W	1,000 W
Power — Nights	10,000 W	500 W	off air	250 W	off air
Frequency	1020	910	960	1230	1320

KSWS - ROSWELL AND ALL THE WEST

NBC RADIO NETWORK

SOLD NATIONALLY BY



EVERY-KEL, INC.

HERE'S THE
ROSWELL MARKET
YOU PAY FOR
WHEN YOU BUY
KSWS RADIO

