



OKLAHOMA

AM STATIONS

City	Frequency	Power	Net-work
Ada	KADA 1230	250	ABC
Altus	KWHW 1450	250	MBS-KBS
Ardmore	KVSO 1240	250	ABC-KBS
Bartlesville	KWON 1400	250	MBS
Chickasha	KWCO 1560	250-D	MBS-KBS
Clinton	*KWOE 1320	1,000-D	
Duncan	KRHD 1350	250-LS	MBS
Durant	KSEO 750	250-D	KBS
Elk City	KASA 1240	250	MBS-KBS
El Reno	*KCHE 1590	500-D	
Enid	KCRC 1390	1,000	ABC
Hobart	KTJS 1420	250-D	KBS
Hugo	*KIHN 1340	250	
Lawton	KSWO 1380	1,000	ABC
McAlester	KTMC 1400	250	ABC
Miami	*KGLC 910	1,000	
Muskogee	*KMUS 1380	500-N	ABC
		1,000-LS	MBS
Norman	**WNAD 640	1,000-D	
Oklahoma City	KBYE 890	1,000-D	
	KLPR 1140	1,000-D	
	KOCY 1340	250	MBS
	KOMA 1520	50,000	CBS
	KTOW 800	250-D	
	KTOK 1400	250	ABC
	CP-1000	CP-5,000-LS	
		1,000-N	
Oklmulgee	WKY 930	5,000	NBC
Pauls Valley	KHBG 1240	250	MBS-KBS
Pauls Valley	KVLH 1470	250-D	KBS
Ponca City	WBBZ 1230	250	MBS-KBS
Seminole	*KSMI 1260	500-D	MBS

City	Frequency	Power	Net-work
Shawnee	KGFF 1450	250	ABC
Stillwater	*KOAG 840	10,000-D	
	KSPI 780	250-D	MBS
Tulsa	KAKC 1570	1,000-D	
	KFMJ 1050	1,000-D	
	KOME 1340	250	MBS-ABC
	CP-1300	CP-5,000-LS	
		1,000-N	
	KTUL 1430	5,000	CBS
Woodward	KVOO 1170	50,000	NBC
	KSIW 1450	250	MBS

* Construction Permit.
** Non-Commercial Station.

See page 3 for key to map.

OKLAHOMA RADIO MARKET DATA BY COUNTIES

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes Jan. 1, 1945	Employment Mid-March 1946	Taxable pay-rolls—Jan. to Mar. '46, in 1,000's	Bank Deposits 1944, 1,000's	Retail Sales 1947, 1,000's
Adair	4,110	81.3	3,340	257	635	130	1,623	2,908
Alfalfa	4,130	93.0	3,840	2,221	647	208	4,747	7,010
Atoka	3,740	81.0	3,030	261	1,860	903	1,410	4,590
Beaver	2,320	90.1	2,090	620	248	88	2,462	2,719
Beckham	6,310	88.4	5,580	1,813	1,847	656	8,094	14,098
Blaine	4,430	88.5	3,920	1,829	1,205	423	5,606	10,012
Bryan	8,930	87.9	7,850	1,550	1,717	574	6,646	16,504
Caddo	10,350	88.4	9,150	3,140	2,053	715	10,966	19,599
Canadian	7,550	92.6	6,990	3,269	2,106	828	10,788	17,163
Carter	12,320	87.8	10,820	3,327	4,886	1,946	9,347	24,471
Cherokee	4,360	80.0	3,490	436	444	131	2,074	5,266
Choctaw	6,310	82.1	5,180	799	1,044	333	2,486	8,172
Cimarron	1,260	89.7	1,130	203	246	95	2,188	2,327
Cleveland	7,380	92.0	6,790	3,086	2,398	798	9,853	15,686
Coal	2,650	84.5	2,240	245	261	79	654	3,976
Comanche	9,810	88.3	8,660	5,674	4,902	1,856	12,741	27,128
Cotton	3,120	89.7	2,800	647	552	157	2,152	7,261
Craig	5,100	86.7	4,420	1,050	955	291	4,350	10,421
Creek	13,550	88.3	11,960	3,815	4,150	1,498	8,402	26,912
Custer	6,650	89.9	5,980	2,851	2,028	710	8,337	15,497
Delaware	3,790	83.6	3,170	165	185	48	897	3,222
Dewey	2,900	89.3	2,590	991	262	62	3,117	4,668
Ellis	2,490	90.4	2,250	986	326	96	2,409	4,699
Garfield	14,590	93.6	13,660	7,720	8,422	3,617	21,396	49,023
Garvin	7,810	85.8	6,700	1,417	1,479	444	9,127	12,463
Grady	10,810	88.1	9,520	3,383	2,880	999	12,800	21,989
Grant	3,830	95.0	3,640	2,308	524	170	5,625	6,947
Greer	3,800	87.4	3,320	1,101	678	222	4,030	7,591
Harmon	2,350	89.4	2,100	699	358	114	2,151	3,380
Harper	1,750	90.3	1,580	607	233	65	2,348	2,908
Haskell	3,920	85.5	3,350	425	338	92	1,522	4,511
Hughes	6,640	87.3	5,800	1,177	1,277	449	4,260	11,159
Jackson	6,400	89.2	5,710	2,023	1,694	589	7,075	12,055
Jefferson	3,780	87.8	3,320	656	397	114	3,940	5,736

Continued on page 193

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management."