

# FM FREQUENCY MODULATION

**RADIO-TELEVISION  
RETAILING**

JULY - 1950

## Major Market Areas with 91% of U.S. Population.

Areas in color show states now being served by 693 commercial FM stations and 74 educational non-commercial stations as of June, 1950. The three major population areas blocked off by dashed lines contain 91% of the population and are being served by 98% of all FM commercial stations. FM now covers 160 of the 200 leading retail markets.

Nearly 7,000,000 receivers with FM are in use.  
25,000,000 people listen to FM.



**FM** Black spots with colored numbers are FM.  
**AM** Black numbers in outline circles are AM. Figures below each spot and circle indicate number of networks heard during tests conducted to determine how many FM and AM stations could be heard without objectionable noise or fading. All controlled tests were made by independent and FM-AM affiliated stations. The 40 representative areas posted on map reveal an FM superiority of more than 2 to 1. FM and AM stations whose signals did not meet test standards were not counted.

Map No. 137 Copyright by American Map Co., Inc., New York

Content & station information furnished by NAB and FCC

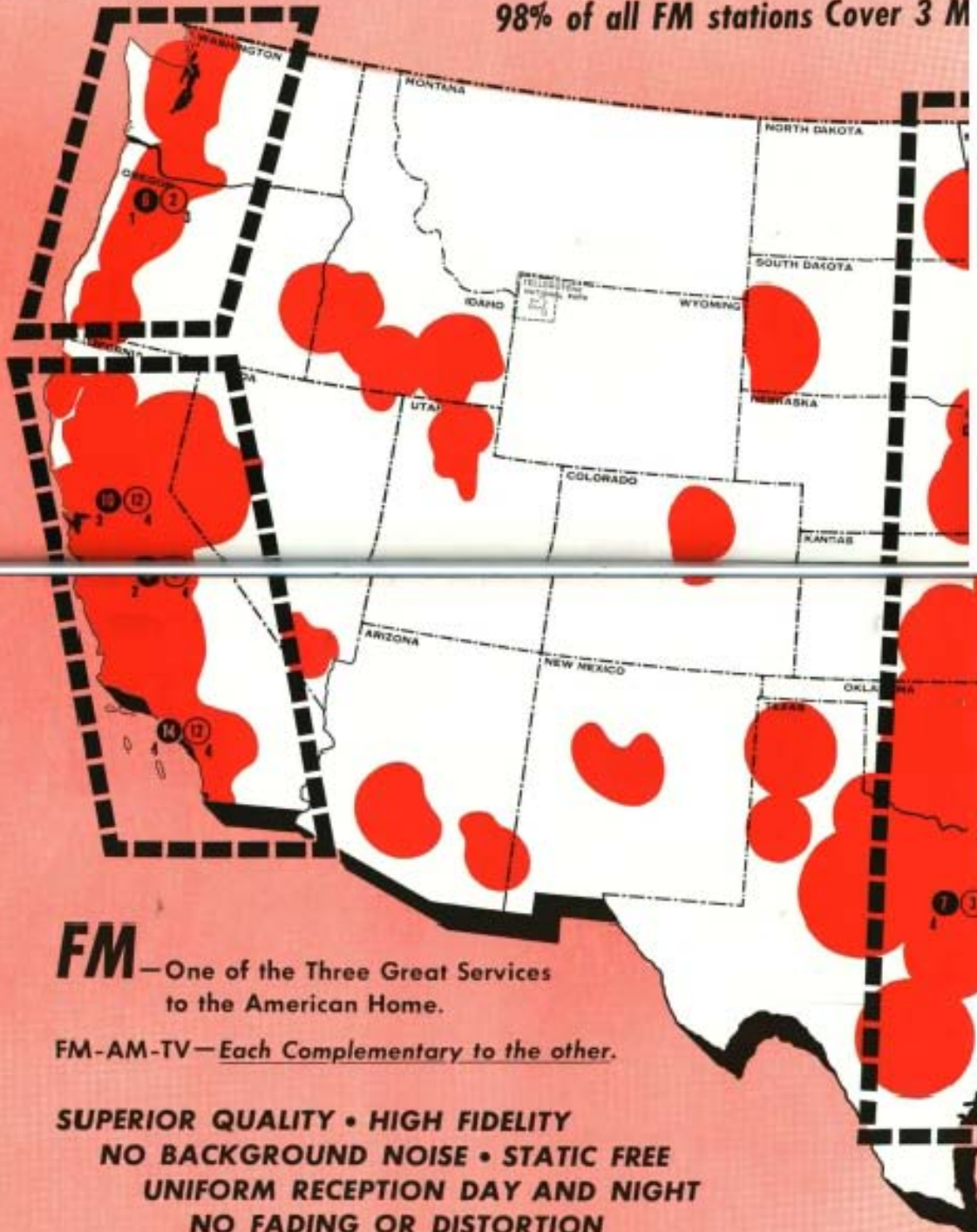
**TELE-TECH**

TELEVISION • TELECOMMUNICATIONS • RADIO

JULY • 1950

# 1950 Census of **FREQ**

98% of all FM stations Cover 3 M



**FM**—One of the Three Great Services  
to the American Home.

FM-AM-TV—*Each Complementary to the other.*

**SUPERIOR QUALITY • HIGH FIDELITY  
NO BACKGROUND NOISE • STATIC FREE  
UNIFORM RECEPTION DAY AND NIGHT  
NO FADING OR DISTORTION**

SEE ALSO ARTICLE ON FM IN PART 1 OF THIS ISSUE