



index

SRDS consumer market maps and data

Market Data Revisions.....	27
Census Regions, Map of U.S.; with locations of Standard and Additional Standard Metropolitan Areas.....	42
Estimating procedures, explanation of SRDS market data.....	38-41
Farm Market Data.....	28-33
Estimates of Farm Markets.....	30
Explanation of Farm Market Data.....	28
Farm Map, U.S.....	29
Farm Population.....	31
Gross Farm Income.....	32
Number of Farms.....	33
Market Data and Maps, by States—see beginning of each state.	
Metropolitan Areas, Definitions.....	44-45
New England County Metropolitan Areas.....	48-49
Ranking Tables (All Standard and Additional Standard Metropolitan Areas):	
Apparel Store Sales.....	57
Automotive Sales.....	59
Consumer Spendable Income:	
C.S.I. per Household.....	51
Total Consumer Spendable Income.....	50
Drug Store Sales.....	55
Filling Station Sales.....	60
Food Store Sales.....	54
General Merchandise Store Sales.....	56
Home Furnishing Store Sales.....	58
Population.....	49
Retail Sales:	
Retail Sales per Household.....	53
Total Retail Sales.....	52
Summaries:	
Metropolitan Area Ranking Tables.....	46-48
Estimates of Consumer Markets, U.S., Regions and States.....	43

rate and data listings

Canada—see <i>Canadian Media Rates and Data</i>	
Bermuda.....	1084
Mexican Stations adjoining U.S.-Mexican Border.....	473
Networks and Group Listings:	
United States—	
National Networks—see <i>Network Rates and Data</i>	
Regional Networks and Groups.....	61-72
College Radio.....	72
State Networks.....	72
Radio Station Rates and Data listings by States and Cities.....	73-1084
NOTE: States and U. S. Territories (and Philippine Islands) listed alphabetically; cities listed alphabetically under States and Territories; stations listed alphabetically by call letters under cities.	

general information

Alphabetical list of Radio Stations (and locations).....	1085-1091
Calendar, Three-Year.....	1
Contents.....	3
Farm Programming.....	18-26
Foreign Language Programming.....	9-12
Metropolitan Areas, Radio Stations in.....	34-36
Negro Programming.....	13-15
Promotional Days, Weeks and Months.....	2
Representatives: Names, addresses, telephone numbers.....	5-8
Service-Ads, Index of.....	1092
SRDS Radio Households (estimated).....	37
NOTE: For county lists of Radio Households by State see first page of each state section.	