

for buyers and sellers of radio advertising

VOL. 4—NO. 12

DECEMBER

1960

35 CENTS

COMM-RES DEPT
FEDERAL COMM. COMM. ASGN OF BRDCSTRS
WASHINGTON D C SUB 1
5-19-39-127B-21R

RADIO



**U.S. RADIO
ANNUAL
AIRFAK
1961**

and
res on Radio's
as a Medium
Advertising and
Communication

(Table of Contents, p. 4)

Rose of San Antonio

a McLENDON STATION

KTSA



MORNINGS: 31.9%

AFTERNOONS: 31.3%

These Hooper figures for October-November
make KTSA again San Antonio's undisputed
number one radio station!

KTSA — A MEMBER OF THE NATION'S HIGHEST RATED GROUP.

other McLendon Stations

KABL

San Francisco

KILT

Houston

KLIF

Dallas

WAKY

Louisville

KEEL

Shreveport

WYSL

Buffalo

U.S. RADIO
AIRFAK

SOUNDSMANSHIP

DEFINITION: Today's radio business. The business of creating that different, can't-be-copied sound-image for your radio station. The sound-image that produces peak sales. SOUNDSMANSHIP = RADIO SALESMANSHIP

How do you get SOUNDSMANSHIP?
EASY. Call your Ullman-Man. He'll tell you the facts about

THE
BIG
SOUND

the program and
production service
that digs more
dollar\$ for you

IMN JINGLES and TARGET JINGLES
the station jingles with the most ear appeal for every format

SPOTMASTER tape cartridge equipment
the complete hi-fi, low-cost recorder-playback unit

to put SOUNDSMANSHIP
to work for you now,

call your
Ullman-
Man



RICHARD  ULLMAN, INC.

1271 Avenue of the Americas, New York 20, N.Y. PLaza 7-2197

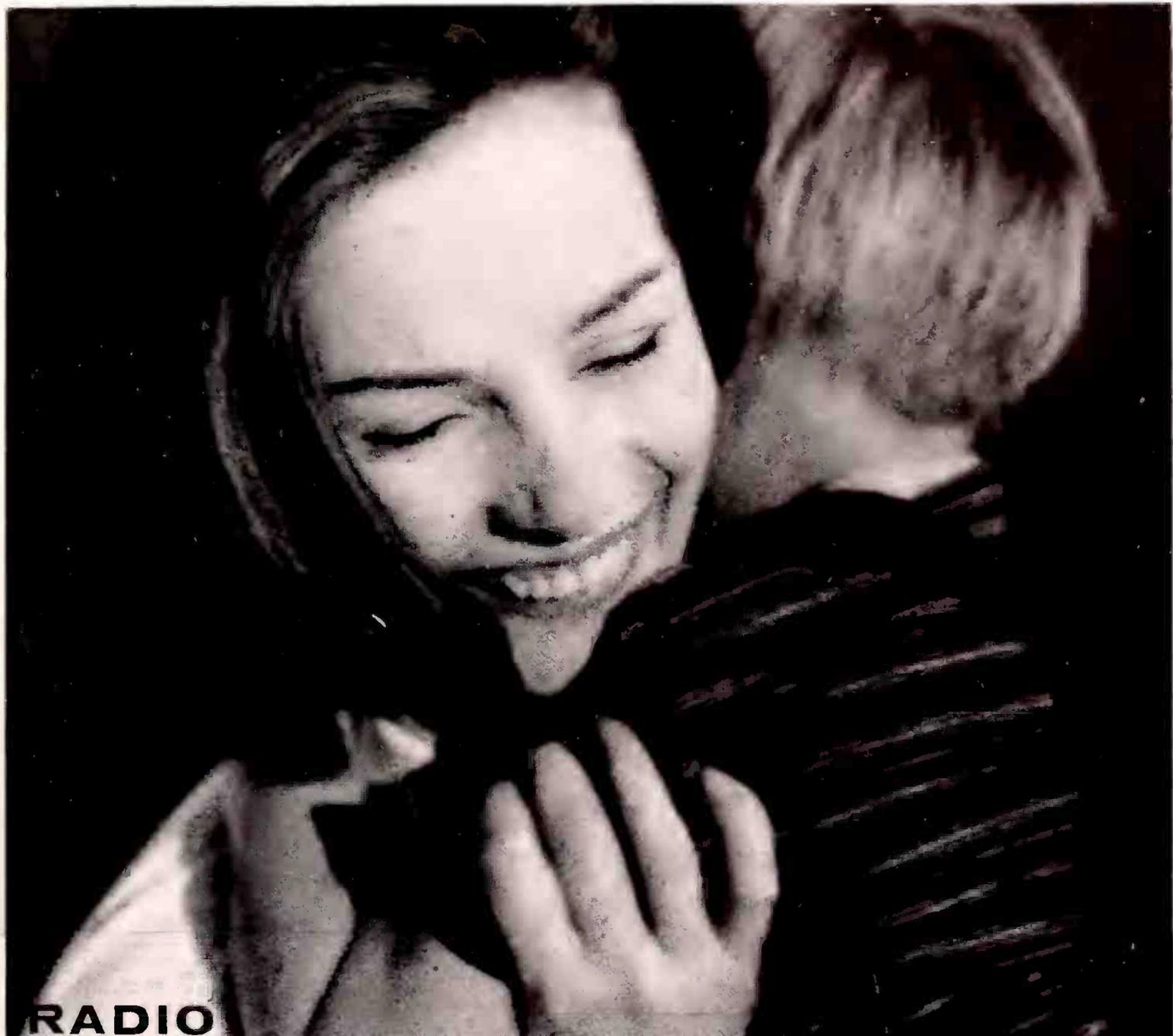
THE BIG SOUND is produced
by Stars International, Inc.
and sold exclusively in the U.S.A.
by Richard H. Ullman, Inc.,
both Divisions of



THE PETER FRANK ORGANIZATION, INC.

Hollywood, Calif.

New York, N.Y.



RADIO

is the
music to
a lyrical
moment

Who else makes music the magic that can fill a million rooms . . . make a million moods? Who else has the sound that is so entrancingly persuasive? Only Radio creates this warm *response* and only Spot Radio lets you choose the time and place to match it.

KOB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KPRC	Houston	WIP	Philadelphia	KREM	Spokane
WDAF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ONCE AGAIN... JACK GOULD!

THE NEW YORK TIMES
NOV. 9, 1960

and I
to Kennedy in

asset.

Ironically it was Station WTIC-TV in Hartford, Conn., which outdid all the fancy network computers. On the basis of returns collected with almost incredible speed, the combined staff of the station and The Hartford Courant predicted at 7:30 P. M. the victory of Kennedy in the state and reported that he would be a 10-to-1 favorite in the nation. By analyzing key precincts in the state, the staff also detected the major trends that were to appear later on a national basis.

lection nights p
it cannot be

THE NEW YORK TIMES
NOV. 6, 1958

all
impossib...

But one point did stand out in connection with the Connecticut race, the results of which gave the first hint of the strong Democratic sweep. Station WTIC in Hartford ran far ahead of the networks and other New York stations in giving details. Since at that early hour in the evening there wasn't much other news to report, it seemed odd that no network picked up the WTIC account.

Later in the evening out-of-town static heard giv'

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

BOTH SERVING SOUTHERN NEW ENGLAND FROM

HARTFORD, CONNECTICUT

Dear Reader:

With this issue, U.S. RADIO launches its first annual Airfax, a factual guide to the buying and use of radio that is designed to remain on the desks of advertiser and broadcast management for 52 weeks.

Actually, the idea for Airfax has been in the planning stage for the more than three years that U.S. RADIO has been in publication. But the gathering and presentation of such material requires an accumulation of information and experience that only time can bring about.

U.S. RADIO has always felt that the need was urgent for an annual radio-only publication providing the necessary facts and figures on the radio medium, how it is used and how it is progressing as a communications and advertising force.

What is Airfax? It is many things. It is a report on the forces creating the new shape of radio. It is a directory of the names of the firms that are using spot radio and their agencies as well as the cities from which it is bought. It is a listing of national network clients. It contains 21 different case histories on how radio is used. In a 27-page research section, it has the latest available facts on in-home and out-of-home listening patterns, cumulative audience measurements and market research, among many other areas of research.

Airfax is also a report on the latest trends in radio commercials as seen through the professional opinions of agencies and independent producers. It is a listing of national radio representatives, their offices, executives and stations. It contains, too, a listing of national radio networks and their executives. It is a description of the latest offerings in the field of program services as these firms attempt to keep pace with the renewed station interest in establishing individuality in programming content. It is a review of the latest developments in the broadcast equipment field, covering both consumer receiver sets as well as station equipment.

We believe U.S. RADIO Airfax will fill a vital need in the use of radio. The best way to get started in using it is to turn to the table of contents on page 4.

We believe that upon glancing at what Airfax has to offer you will be as enthusiastic about its use as we were about its preparation.

Arnie Alpert
Publisher

U.S. RADIO

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West Coast
Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUTter 1-4583

listened
to **most**
often **in**
Cincinnati

WKRC radio

	total adults	adult men	adult women
WKRC	20.9%	23.9%	18.1%
Station B	15.3	14.2	16.4
Station C	14.1	12.6	15.6
Station D	13.8	12.2	16.4
Station E	9.2	9.7	8.6

No other station has over 7.8%.

The station that has the adult audience with buying power!

... confirmed by the July 1960 findings of the Stephen H. Wilder Foundation Survey, "The Climate of Attitude in Cincinnati, Ohio," executed by Scripps-Howard Research! The tables on the right clearly indicate that the adult audience with buying power in Cincinnati is tuned in to WKRC radio.

The survey was made by personal interviews in homes of 1000 respondents (one person per household), 21 years or older and distributed by sex (48% men, 52% women). An area probability sample was employed which specified 39 different areas within the corporate limits of Cincinnati. For all the facts on WKRC's leadership in Cincinnati, call your nearest Katz office, or Hubbard Hood, WKRC, Cincinnati, for a copy of "The Climate of Attitude in Cincinnati, Ohio."



WKRC-AM-TV-FM, Cincinnati, O.
WTVN-AM-TV-FM, Columbus, O.
WBRC-AM-TV-FM, Birmingham, Ala.
WKYT-TV, Lexington, Ky.

Sales Representatives: The Katz Agency, Inc., The Young Television Corp.

first adults with good incomes

	over \$10,000	\$6,001-\$10,000	\$3,000-\$6,000	under \$3,000
WKRC	28.8%	26.4%	18.6%	14.5%
Station B	1.9	11.5	18.0	18.5
Station C	15.4	13.2	14.8	12.9
Station D	23.0	18.3	10.8	12.1
Station E	1.9	5.8	11.0	12.1

No other station has over 11.5%.

first adults with good jobs

	executives	white collar	housewives	unskilled
WKRC	31.7%	21.6%	19.2%	17.3%
Station B	8.9	10.5	15.7	20.5
Station C	7.3	15.0	15.7	15.9
Station D	24.4	12.4	16.8	6.0
Station E	3.3	12.4	8.8	10.6

No other station has more than 12.4%.

first adults with higher education

	college education	high school education	grade school education
WKRC	28.0%	19.7%	18.1%
Station B	4.1	17.7	18.5
Station C	12.4	14.9	14.2
Station D	19.2	13.0	11.2
Station E	4.7	9.9	10.8

No other station has more than 10.9%.

Airfax Index — 1961



NEGRO

Community Programming



SPANISH/PUERTO RICAN

Programming



of Whirl-Wind sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM

**5:30PM-10:00AM

ADVERTISERS

Air France	
Borden's Jingle Copy	
Bulova Watch Co.	
Champion Spark Plug Co.	
Charms Candy Jingle Copy	
Columbia Pictures	
d-Con Co.'s Rodenticide	
E. I. duPont de Nemours & Co.	
Fonda Container Corp.	
The Frito Co.	
Grosset & Dunlap	
Hamilton Watch Co.	
John Hancock Mutual Life Ins. Co.	
Harper's Magazine	
Charles E. Hires Co.	
Howard Clothes, Inc.	
Mary Ellen's, Inc.	
National Biscuit Co.	
National Spot Advertisers (A Listing)	
Paramount Pictures	
Pet Milk Co.	
Switzerland Cheese Assoc.	
Texaco	
Twentieth-Century Fox	
Wm. Underwood Co.	
United Artists	
Universal-International	
Western Mineral Products Co.	

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Stereo Showcase *where your sales message and particular people meet*

WGY initiated the first Stereo program in its market—adding to the initial excitement caused by the introduction of Stereophonic sound using AM and FM radio. The acceptance was immediate as hundreds of music lovers wrote to WGY for information on how to place their FM and AM receivers to enjoy Stereo to its fullest—Stereo on WGY and WGFM for 55 minutes each evening, Monday through Thursday, and again on Sunday at 2:00 on “Concert in Stereo.”

With this new dimension in sound, WGY and WGFM present the best in recorded music, all fitting our “smoothest sound” pattern. The music ranges from “Porgy and Bess,” to Dixieland, to Bach, to the exciting original sound tracks from Broadway shows such as “South Pacific.”

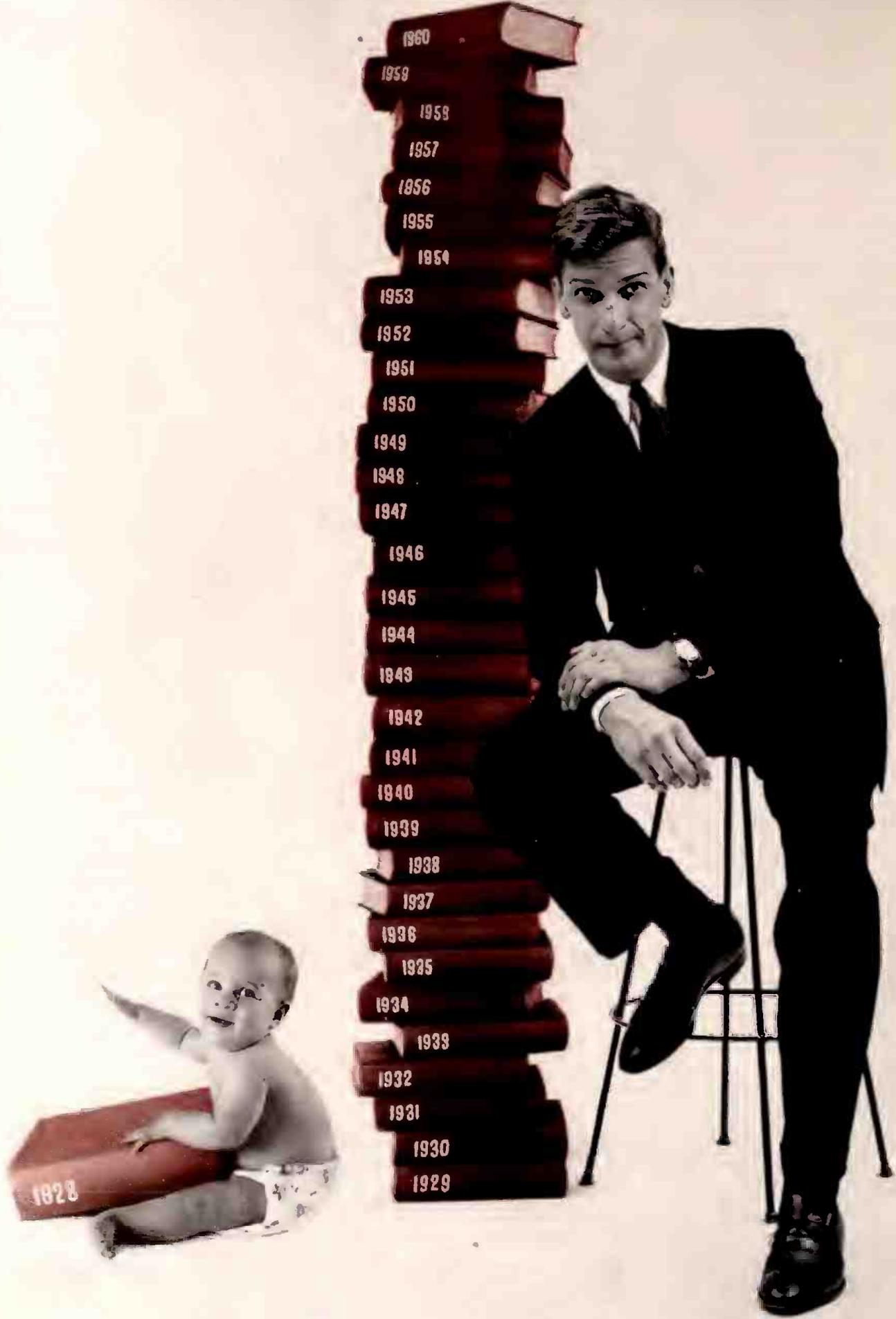
The people listening to Stereo are particular people—people who will spend money to satisfy their appetites for finer living. Perhaps your product fits into their scheme of daily life. Put a new dimension in your sales message—put your sales message in Stereo Showcase. 982-18



WGY-810KC • WGFM-99.5MC • General Electric Stations

Serving Albany, Schenectady, and Troy, plus Northeastern New York and Western New England

REPRESENTED BY HENRY L. CRISTAL CO., INC.



YOU LEARN A LOT IN 33 YEARS

Storer Broadcasting Company has learned that responsible, responsive audiences are the keys to success in broadcasting. We've learned that the best way to develop such audiences is to operate in the public interest.

We've learned, too, that before you can sell a product or an idea, you first must earn your position within the community, both as a good neighbor and as a broadcaster of integrity.

For 33 years Storer stations have had responsible, responsive audiences. We are appreciative of this continued interest and confidence; and we will do everything within the bounds of good taste and highest community service to keep them.

STORER BROADCASTING COMPANY

33 years of community service

Radio

DETROIT...WJBK
CLEVELAND...WJW
TOLEDO...WSPD
WHEELING...WWVA
PHILADELPHIA...WIBG
MIAMI...WGBS
LOS ANGELES...KGBS

Television

DETROIT.....WJBK-TV
CLEVELAND...WJW-TV
MILWAUKEE...WITI-TV
ATLANTA.....WAGA-TV
TOLEDO.....WSPD-TV

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

BUILDING AND CONSTRUCTION

Western Mineral's Zonolite

CLOTHING

Howard Clothes

FOOD AND BEVERAGES

Frito Corn Chips
 Charles E. Hires Root Beer
 Switzerland Cheese Assoc.
 Underwood Deviled Ham

PUBLISHERS

Grosset & Dunlap
 Harper's Magazine

WATCHES AND JEWELRY

Bulova Watch Co.
 Hamilton Watch Co.

MISCELLANEOUS

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 Paper Plates—Fonda Container Corp.
 Insurance—John Hancock Mutual Life

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 Pyggramatic Broadcast Service
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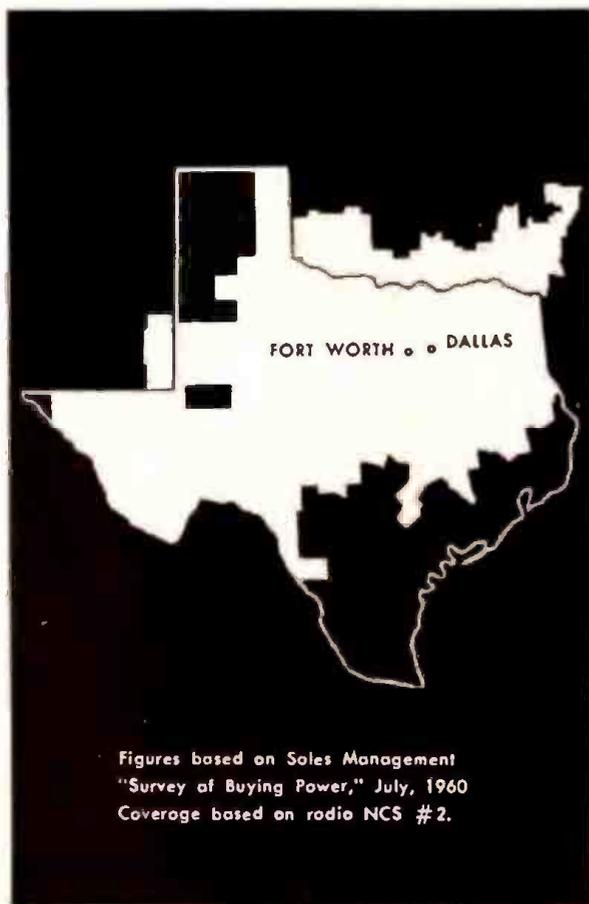
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 Sample List of Receivers on 1961 Market

REPRESENTATIVES

John Blair's Prize-Winning Commercials

(Cont'd on p. 14)

it takes a "QUALITY TOUCH" to cover a quality market of this magnitude!*



population 5,188,800
 families 1,508,800
 effective buying income . . \$8,062,930,000
 retail sales \$6,064,186,000



*820 KC - NBC
 Dallas 50,000 watts
 570 KC - ABC
 5,000 watts

Broadcast Services of The Dallas Morning News

BEN FRANKLIN

could have been "The Mr. Big" of WPTR

Because Ben wouldn't run "formula radio" any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated "Action — Central News"—it has a minimum of 48 newscasts every day—it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area

than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000
PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details - see your EAST/man. Foster & Creed, in New England.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

NOW READY TO USE BASED ON NEW

SRDS NOV. ISSUES REFLECT ESTIMATES OF JULY 1, 1960 MARKET CONDITIONS

Accessibility and convenience of up-to-date consumer market data and media maps in SRDS, prompt wide use by buyers of media

November issues of SRDS will have the only published data which projects complete estimates from the new 1960 census releases

Every 6 months STANDARD RATE & DATA SERVICE

publishes new and complete national market data—covering all counties in the United States. The data is kept current in interim months as significant changes occur.

This is the only service in the country that provides such frequent re-evaluation of the statistics upon which media and marketing decisions must be based.

SRDS Spot Radio, Spot TV and Newspaper books contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The Farm Section of the Consumer Magazine book also contains up-dated market information.

PANEL OF MEDIA BUYERS INDICATES RELIANCE ON SRDS MEDIA MAPS AND MARKET DATA

In 1959 a national panel of media buyers was formed to provide reliable information on the uses to which the SRDS books are put and to guide us in the development and improvement of SRDS services.

In the spring of 1960, two panel studies revealed the following pattern of use and indication of adequacy of SRDS maps and market data:

SRDS Editions	Maps or market data sections	% who USE	% who favorably evaluate ADEQUACY
Newspaper Rates & Data	Maps	90.4	86.2
	Consumer Market Data	83.0	84.1
	Ranking Tables	80.9	85.1
Spot Radio Rates & Data	Maps	97.7	89.5
	Consumer Market Data	94.2	94.2
	Ranking Tables	90.7	93.1
Spot TV Rates & Data	Maps	97.8	87.7
	Consumer Market Data	95.5	93.3
	Ranking Tables	92.1	92.1

From this panel response, it seems reasonable to conclude that, in the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time. So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.

note: To correlate USE of maps and data with user evaluation of ADEQUACY, only the 75% of panelists who answered BOTH questionnaires are recorded here.



"The Heartbeat of
the Corn Country"

5,000 WATTS 960 KC

Shenandoah
Iowa

Covers 67 Counties*
in 4 top farm states



*NCS #2 — Iowa, Nebraska, Kansas, Missouri
Total population 961,500

69% live on farms
or towns under 2,500

KMA has programmed to meet the needs
of this WHOPPING majority for
over a third of a century

KMA fills this BIG GAP between metro-
politan markets as no other medium
can

Total Consumer	
Spensible Income	\$1,350,273,000
Gross Farm Income	\$1,237,800,000
Retail Sales	\$1,122,062,000
(Income and sales source—SRDS est July '58-'59)	

**35 years of reliable
farm service radio**

KMA— Two full-time farm service men.

KMA— Two full-time veteran newsmen.

KMA— Seasoned air personalities. Ten have
an average of 21 years in radio.

KMA— Proved audience appeal with a
balance of farm service, news,
weather, markets, sports, home-
making, good music, and ABC net-
work.

KMA— Full-time merchandising promotion.

KMA— 35 years under same ownership.

KMA— Publishes KMA Guide Magazine
(\$1 per yr.), 11,000 paid.

KMA— Auditorium seats 800, popular
meeting spot for farm, civic, po-
litical organizations.

KMA— Twin Bonanza, full-time pilot, to
speed news, service, business.

**All adds up to
SELLING KNOW-HOW!**

Represented by Edward Petry & Company

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Topeka's
Have
Lost
Their Heads
Over ...

**KTOP
FM**
Kansas' Quality
Music Station

TOPEKA, KANSAS

F.M. in Topeka means more than
Fine Music. It also means a FINE
MARKET. Topeka's percentage of
professional people is far above the
national average. As the State
Capital, home of a growing uni-
versity, and the home of cultural-
precipitating influences like the
Menninger Foundation—Topeka is
an FM "natural." And immediate
reaction to KTOP-FM proves it.



Women

LOVE



WJAR
radio

and so do...

MEN



Studios and Offices
176 Weybosset Street
GAspee 1-8255

The Quality Sound
WJAR Radio
Providence, Rhode Island
Owned and Operated
By
The Outlet Company

NBC Affiliate
5000 Watts
920 KC

National Representative — Edward Petry & Company, Inc.



RADIO 55

BUFFALO'S FIRST STATION

ESTABLISHED 1922 . . . 5000 WATTS

***The finest sound in town – The finest sell in town
Serving Buffalo and the Niagara Frontier***

Van Beuren W. DeVries Vice President and General Manager
William P. Dix, Jr. — Station Manager Nat L. Cohen — Sales Manager

SYMBOL OF SERVICE WGR-AM 550 KC NBC BUFFALO, N. Y. • A TRANSCONTINENT STATION



WROC-FM, WROC-TV, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-AM, WGR-FM, WGR-TV, Buffalo, N. Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.

Represented by

 Edward Petry & Co., Inc.
 The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17

Spot Radio Volume

The following figures are supplied by Station Representatives Association:



Year	Annual Gross Billings
1954	\$120,168,000
1955	120,393,000
1956	145,461,000
1957	169,511,000
1958	171,939,000
1959	188,143,000
1960 — 1st nine months (Est.)	\$140,477,000
1959 — 1st nine months	139,416,000

The first nine months of 1960 showed a 0.8% increase over same period in 1959.

1961: Year of Expectation

Here are the factors affecting radio's evolving new shape as a communications and advertising medium par excellence



Economists have optimistically labeled this decade as the Golden Sixties.

Agencies, advertisers and the radio industry have speculated on what's in store for the sound medium for the years to come. Will it share in the economic pot of gold? Will it move ahead and enhance its role as a communications and advertising medium?

Based on 1960 performance, radio has jumped off to a fast start to earn a place for itself at the end of the rainbow. And 1961 is certain to see a quickening of effort and energy directed at shaping a vital and responsive medium attuned to the changing demands

of listeners and advertisers.

As a medium, radio is growing by leaps and bounds. Owning a radio station is an idea that continues to gain in popularity.

At the end of 1915, there were 1,056 am and 48 fm stations on the air, compared with 1955 when there were 2,824 am and 540 fm stations operating.

The figures through October 1960 show there has been little let-up in the pace. At that time, there were 3,526 am and 785 fm outlets on the air.

And according to the most recent financial figures published in fall 1960 by the Federal Communications Commission, radio, in general, has continued

'61 expectations

to be a profitable enterprise.

The FCC reports that 1959 total revenues for all non-network-owned stations were \$499.6 million, a 9.3 percent rise over 1958. And profits for these stations amounted to \$46.9 million, an 11.9 percent increase over 1958.

The majority of time sales in radio is still local, although national spot radio is holding its own and inching forward each year.

FCC figures state that local sales in 1959 came to \$359.1 million, 11.1 percent higher than 1958. And national spot time sales came to \$188.1 million, a gain of 9.4 percent over the previous year.

Station Representatives Association estimates that

spot radio time sales for the first nine months of 1960 totaled \$140,177,000, compared with \$139,416,000 for the similar 1959 period, an increase of .8 percent.

There are many ways to measure the changing face of radio:

- Increasing radio set sales and production
- New research services
- Programming that is aiming for individual identity
- Trend towards greater group ownership

One of the most accurate measures of radio's increasing stature as a communications medium is the rising production and sales of radio (am and fm) sets.

The year 1960 turned out to be the second highest in production and sales. The record year was in 1947 when, according to the Electronics Industries Association, 20 million sets were produced (including home, clock, portable and auto radios).

Retail sales that year totaled 17,360,000 sets, excluding the 3,459,000 auto sets that were produced that year. EIA estimates that the final 1960 tallies will show that about 17 million radio sets were produced in 1960. This would not only outstrip the 15,622,000 production of 1959 but would be the second highest annual output on record.

At press time, these were the 10-month totals (through October) in radio production:

- 14,135,937 total output of all radio sets.
- Of this total, 5,420,279 units were auto radios.
- And another 766,006 were fm sets.

The expansion of fm can be seen in the increasing fm set production. In 1959, EIA reports that 541,000 fm-equipped radios were manufactured compared with the 1960 figure of 766,006 for 10 months alone.

Rule of Thumb

The following guide to what a station can do revenue-wise was developed by the Paul H. Chapman Co. The materials used in the analysis were the FCC annual financial reports as well as *Sales Management's Survey of Buying Power*. The ratio figure compares total broadcast income with retail sales and shows the radio operator what percent of all dollars spent in the market place he can expect to receive, basing the final figure on the station's share of the market.

PROVEN AVERAGES

Ratio of Broadcast Revenues to Metro Area/Home County Retail Sales

Market group	Broadcast income (in thousands)	Retail sales (in thousands)	Ratio ¹
Major			
New York ²	\$ 34,078	\$18,838,362	.0019
Next 11 markets ³	102,752	46,769,550	.0023
Next 15 markets ⁴	51,619	20,066,790	.0027
Metropolitan ⁵	140,662	50,098,440	.0030
Medium ⁶	25,601	7,666,550	.0035
Small ⁷	121,407	35,322,450	.0036

¹ Adjusted to include revenue from incidental broadcast activities, an additional 5.2%, to broadcast revenues as per FCC report in each group.

² New York with its estimated metropolitan area population in excess of 14 million ranks by itself.

³ In order of population and all in excess of 1/2 million. Includes Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco-Oakland, Pittsburgh, St. Louis, Washington, Cleveland and Baltimore.

⁴ Range from 3/4 to 1 1/2 million. Included are Dallas-Ft. Worth, Minneapolis-St. Paul, Buffalo, Houston, Providence, Seattle-Tacoma, Milwaukee, Cincinnati, Kansas City, Miami, San Diego, Atlanta, New Orleans, Portland and Denver.

⁵ All metropolitan areas in FCC report except top 27 shown above.

⁶ Non-metropolitan areas of 3 or more stations, FCC report.

⁷ Non-metropolitan areas, one and two-station markets, FCC report.

Programming

From an industry point of view, the area of programming is receiving the greatest attention. Many innovations that started in 1960 are just beginning to take hold.

Among the most important trend is the movement towards more talk, information and news fare.

Many observers seem to believe that stations are finding "talk" programming the most effective way to create individual identity.

Both at the station and network levels emphasis is being put on solid news coverage. Stations, too, in growing numbers are finding editorializing an effective way to establish community responsiveness.

Early in 1960, U.S. RADIO asked agency executives to comment on what's in store for sound programming.

Jack W. Laemmar, J. Walter Thompson Co., Chicago, and co-author of "Successful TV & Radio Advertising" textbook, remarked:

"There is nothing magic or unusual about entering the sixties—yet it makes for an appropriate time to look ahead and try to view where radio is going during the . . . new decade.

"On a hypothetical balance sheet, we find one of radio's main assets to be its universal coverage. The

percentage of homes with radios is just a fraction under 100 percent. What a potential for a medium of entertainment, enlightenment and selling. But a potential is all it is—until people listen *actively*. . .

"We might call this necessary ingredient "active participation" listening . . . A program cannot be fully effective if the listener is no more conscious of its existence than the fact that the radio set is turned on.

". . . the listener must be actively aware of the program to which the set is tuned before its enjoyment is actually participated in. . .

"The old theory of 'programming opposites' could take on new life. A choice must be created for the listener. . .

"So as we enter the . . . new decade, radio should

take a square look at its varied audience; it should try to contribute to the welfare—which includes the entertainment, education, information and cultural aspects—of its audience. It can do this by a constructive and varied programming policy which invites and *earns* greater active attention by the audience."

And William J. Hoffmann Jr., director of radio, BBDO Inc., New York, stated that "programming should stress areas where radio can do a better, more effective job than, say, tv. For example, news and special events."

Research

The documentation of the radio audience and listening patterns is undergoing great transformation.

Spot Radio Time Sales

The following information was compiled by the Station Representatives Association from official figures issued by the Federal Communications Commission. It shows the dollar volume of spot radio time sales of national and regional advertisers market by market.

City or area ²	Years		% increase (decrease)	City or area ²	Years		% increase (decrease)
	1959 ¹	1958 ¹			1959 ¹	1958 ¹	
1. New York	\$26,597,178	\$24,569,699	8.3	45. Syracuse	926,532	750,282	23.5
2. Los Angeles-Long Beach	8,174,782	7,340,538	11.4	46. Rochester	1,092,912	930,736	17.4
3. Chicago	11,976,097	11,123,235	7.7	47. Gary-Hammond-East Chicago	105,079	—	—
4. Philadelphia	5,240,245	5,041,589	3.9	48. Akron	417,766	362,705	15.2
5. Detroit	6,196,002	5,897,405	5.1	49. Allentown-Bethlehem	311,448	279,376	11.5
6. San Francisco-Oakland	4,834,062	4,151,804	16.4	50. Youngstown-Warren	518,846	486,070	6.7
7. Boston	4,687,096	4,234,901	10.7	51. Honolulu, Hawaii	571,341	526,039	8.6
8. Pittsburgh	2,700,424	2,819,223	(4.2)	52. Oklahoma City	706,497	703,432	.4
9. Washington, D. C.	3,322,733	2,908,160	14.3	53. Hartford	1,754,084	1,582,400	10.8
10. St. Louis	3,791,141	3,399,394	11.5	54. Toledo	813,612	858,616	(5.2)
11. Cleveland	3,124,807	2,762,319	13.1	55. Jacksonville	666,225	571,534	16.6
12. Newark	*	—	—	56. Springfield-Holyoke	224,394	254,825	(11.9)
13. Baltimore	1,952,264	1,778,599	9.8	57. Sacramento	788,940	685,593	15.1
14. Minneapolis-St. Paul	2,625,052	2,326,788	12.8	58. Omaha	1,021,452	1,048,457	(2.6)
15. Buffalo	2,209,204	1,522,594	45.1	59. Richmond	813,419	832,321	(2.3)
16. Houston	1,932,679	1,771,695	9.1	60. Perth Amboy-New Brunswick	—	—	—
17. Milwaukee	1,998,781	1,481,124	35.0	61. Knoxville	417,313	426,099	(2.1)
18. Paterson-Clifton, Passaic	—	—	—	62. Wilkes-Barre—Hazleton	129,469	172,346	(24.9)
19. Cincinnati	2,874,872	2,758,008	4.2	63. Nashville	969,749	975,691	(.6)
20. Kansas City	2,044,554	1,871,952	9.2	64. Tulsa	614,715	636,599	(3.4)
21. Dallas	1,709,803	1,455,936	17.4	65. Flint	316,883	351,874	(9.9)
22. Seattle	1,364,457	1,342,634	1.6	66. Wilmington	189,097	180,904	4.5
23. San Diego	983,959	864,125	13.9	67. Salt Lake City	416,308	414,756	.4
24. Atlanta	1,849,545	1,668,591	10.8	68. Grand Rapids	593,993	538,761	10.3
25. Miami	1,745,521	1,422,490	22.7	69. Fresno	647,931	607,695	6.6
26. Denver	1,269,711	1,218,637	4.2	70. Canton	397,161	342,559	15.9
27. New Orleans	1,230,172	1,113,566	10.5	71. Wichita	519,180	498,573	4.1
28. Providence-Pawtucket	1,076,868	1,075,378	.1	72. Tacoma	93,974	62,554	50.2
29. Portland	1,349,015	1,178,796	14.4	73. Harrisburg	359,202	309,525	16.0
30. Louisville	1,523,325	1,149,173	32.6	74. Poughkeepsie-Newburgh-Beacon	—	—	—
31. San Bernardino-Riverside-Ontario, Calif.	420,354	361,101	—	75. Bridgeport	390,829	311,679	25.4
32. Jersey City	—	—	—	76. Lansing	*	*	—
33. Tampa-St. Petersburg	884,636	697,206	26.9	77. Worcester	543,099	507,714	7.0
34. Dayton	755,813	555,355	36.1	78. Johnstown	133,466	134,356	(.7)
35. Albany-Schenectady-Troy	1,345,431	1,310,322	25.0	79. Beaumont-Port Arthur	166,516	143,647	15.9
36. Columbus, Ohio	1,533,700	1,242,948	—	80. Orlando	205,227	167,413	22.6
37. Indianapolis	1,595,457	1,405,246	13.5	81. New Haven	479,331	394,095	21.6
38. Birmingham	817,660	792,337	3.2	82. El Paso	212,803	195,749	8.7
39. San Antonio	1,130,893	1,074,125	5.3	83. Peoria	406,388	388,607	4.6
40. Fort Worth	755,833	693,261	9.0	84. Utica-Rome	205,961	211,526	(2.6)
41. Norfolk-Portsmouth	480,592	529,499	(9.2)	85. Davenport-Rock Island-Moline	365,764	410,638	(10.9)
42. Phoenix	446,373	397,809	12.2	86. Chattanooga	184,931	207,689	(10.9)
43. San Jose	182,605	106,915	70.8	87. Mobile	170,188	211,771	(19.6)
44. Memphis	1,050,310	1,077,497	(2.5)	88. Spokane	618,970	623,337	(.7)

'61 expectations

Each of the major radio research organizations have taken important steps—some of them brand new—to keep research in step with the needs of broadcast and advertiser management, more so than at any other time in recent years.

Pulse has turned out a multitude of research projects covering, in addition to the usual listening surveys, such things as in-depth qualitative studies, about 40 special cumulative audience studies (see p. 23) and listening studies on specialized radio (Negro and Spanish radio).

In addition, Pulse alone among the major research services has done special studies on fm listening and the economic-social characteristics of the fm audience. Also, Pulse has just announced a new format for measuring fm on a regular basis.

This fm report shows each subscribing station the number of homes reached by it for varying periods. There are also daily, weekly and monthly cumulative "homes reached" figures. There are *no* ratings or

audience shares. (See *Breakthrough in Audience Research*, U.S. FM, December 1960.)

The A.C. Nielsen Co. is preparing the Nielsen Coverage Survey '61, which will be its first radio coverage study since 1956.

At press time, there were 300 station and 25 top agency subscribers to the new radio coverage study.

Expected delivery date is the summer 1961. The new Census figures on population will, of course, be integrated into the coverage survey.

Radio will be measured completely separate from tv. The field techniques include 100 percent mail balloting from a panel of approximately 375,000 homes. "These homes," states Nielsen, "have been carefully selected to represent a cross section of the total family population in each county."

NCS '61 will show station market coverage expressed in number of counties covered, total homes in area, radio homes in area, homes reached weekly, percent of total homes reached, percent of radio homes reached. Day-part circulation will report listener homes reached during the day and night for each county in the station's market coverage area.

City or area ²	Years		% increase (decrease)	City or area ²	Years		% increase (decrease)
	1959 ¹	1958 ¹			1959 ¹	1958 ¹	
89. Bakersfield	196,019	197,486	[.7]	133. Jackson	391,742	232,232	68.7
90. Fort Lauderdale-Hollywood, Fla.	—	—		134. Waterbury	75,459	*	
91. Duluth-Superior	269,052	253,028	6.3	135. Lubbock	111,877	102,545	9.1
92. Des Moines	1,500,390	1,491,733	.6	136. Ann Arbor-Saline	59,869	—	
93. Reading	161,210	155,569	3.6	137. Macon	211,879	199,411	6.3
94. Huntington-Ashland	190,077	213,948	[11.2]	138. Stamford, Conn.	*	*	
95. Tucson	168,206	134,070	25.5	139. Brownsville-Harlingen-San Benito, Texas	—	—	
96. Trenton	*	212,581		140. Montgomery	304,143	339,794	[10.5]
97. Little Rock	416,117	474,469	[12.3]	141. Steubenville, Weirton, O.	*	—	
98. Scranton	276,095	237,580	16.2	142. Kalamazoo	337,897	327,907	3.0
99. Shreveport	590,304	652,042	[9.5]	143. Waco	*	*	
100. Augusta, Ga.	134,045	147,586	[9.2]	144. Colorado Springs, Colo.	30,756	45,595	[32.5]
101. South Bend	259,003	183,395	41.2	145. Muskegon	129,429	85,048	52.1
102. Charleston, W. Va.	215,039	218,549	[1.6]	146. Galveston	62,502	57,134	9.4
103. Columbus, Ga.	147,813	158,298	[6.6]	147. Eugene, Oregon	154,576	171,550	[9.9]
104. Lancaster	254,642	214,205	18.9	148. Yakima, Wash.	155,653	151,489	2.7
105. Stockton	270,381	236,833	14.2	149. Battle Creek	—	—	
106. Erie	197,279	162,597	21.3	150. Raleigh	616,858	667,772	[7.6]
107. Charlotte	872,689	990,218	[11.9]	151. Roanoke	166,987	183,576	[9.0]
108. Baton Rouge	142,900	181,047	[21.1]	152. Springfield, Ill.	98,991	116,292	[14.9]
109. Corpus Christi	167,134	388,741	[57.0]	153. Atlantic City	134,045	126,120	6.3
110. Columbia, S. C.	238,887	274,747	[13.1]	154. Amarillo	249,398	240,092	3.9
111. Albuquerque	286,171	357,729	[20.0]	155. Jackson, Mich.	*	*	
112. Fort Wayne	587,143	533,609	10.0	156. Brockton	—	—	
113. Hampton-Newport News, Va.	249,318	182,181		157. New Bedford	—	—	
114. York, Pa.	134,662	137,110	[1.8]	158. Altoona	73,478	72,290	[.6]
115. Greensboro, N. C.	205,347	155,193	32.3	159. Wichita Falls, Texas	259,068	222,517	16.4
116. Evansville, Ind.	215,349	228,009	[5.6]	160. Asheville	121,284	133,390	[9.1]
117. Charleston, S. C.	178,153	186,615	[4.5]	161. Lincoln	58,163	52,085	11.7
118. Austin	218,624	240,714	[9.2]	162. Cedar Rapids	811,240	859,180	[5.6]
119. Binghamton	167,466	196,339	[14.7]	163. Santa Barbara	84,194	95,888	[12.2]
120. Greenville	210,297	213,590	[1.5]	164. Salem, Ore.	—	—	
121. West Palm Beach	46,745	54,603	[14.4]	165. Topeka	421,693	429,246	[1.8]
122. Pensacola	80,437	62,547	28.6	166. Fall River, Mass.	*	*	
123. Wheeling, W. Va.	459,561	498,951	[7.9]	167. Springfield, Ohio	*	*	
124. Madison	253,145	274,432	[7.8]	168. Portland, Me.	242,338	245,130	[1.5]
125. Lakeland, Fla.	33,991	27,988	21.4	169. Champaign-Urbana	*	*	
126. Rockford, Ill.	—	—		170. Lake Charles, La.	66,104	69,710	[5.2]
127. Lorain-Elyria, Ohio	—	—		171. Lowell, Mass.	—	—	
128. Saginaw	144,986	125,879	15.2	172. Racine, Wisc.	*	*	
129. Hamilton, Ohio	—	—		173. Fayetteville, N. C.	22,630	31,806	[288.]
130. Winston-Salem	134,078	127,808	4.9	174. Lexington	154,660	148,859	3.9
131. Lawrence-Haverhill, Mass.	46,002	—		175. Waterloo, Iowa	126,450	*	
132. Savannah	177,894	194,626	[8.6]				

The out-of-home listening will be included in the radio measurements.

C. E. Hooper Inc. at the close of 1960 released a new survey format for Fort Worth. The company hopes that it will gain acceptance in other markets.

The Fort Worth study breaks down the analysis of audience shares into *four* Monday-through-Saturday periods, rather than the former *two* weekly periods plus a Saturday category.

The actual time periods measured are 7 to 9 a.m., 9 a.m. to noon, noon to 4 p.m. and 4 to 7 p.m. The new format adds a full hour to evening driving times which formerly ended at 6 p.m.

Hooper believes that the new time periods reflect more accurately the way radio is bought today. The firm also feels that the breakdowns will serve as a more helpful programming guide to stations because the new periods are more indicative of the changes made in a normal day's schedule.

Finally, the Fort Worth study represents one additional major departure in "ratings," which Hooper hopes will meet with widespread acceptance. There will no longer be three-month reports showing Monday-through-Friday ratings. It is Hooper's contention that the audience shares as expressed in the new

time periods is a sufficient measure of programming acceptance.

Group Ownership & Trading

Radio station trading is at all-time high. Investor interest has never been greater.

This is leading to expansion of ownership into group operations. According to a U.S. RADIO survey of media brokers, the number of multi-station ownerships is growing fast. Moreover, a substantial portion of the "new" money in radio is coming from sources *outside* of the industry (see *Brokers See Big Year*, September 1960).

Alongside traditional names are newer groups whose identities are gaining circulation throughout the industry.

Many of the well-established groups have also enlarged their radio holdings, such as Westinghouse, Storer, McLendon and Storz.

Along with innovations in programming, research and management techniques, radio's forward movement is being sparked by positive selling efforts both locally and nationally.

All these factors blend to make 1961 a year of expectation. • • •

Source: "Spot Radio Rates and Data" of Standard Rate & Data Service Inc., arranged by Metro Area Population, Rank; Percent of U. S.—January 1, 1960.

City or area ²	Years		% increase (decrease)	City or area ²	Years		% increase (decrease)
	1959 ¹	1958 ¹			1959 ¹	1958 ¹	
176. New Britain	*	114,211		218. Abilene	67,763	71,637	(5.4)
177. Springfield, Mo.	193,858	203,587	(4.8)	219. Tyler, Texas	77,899	73,757	77.3
178. Durham	145,714	133,160	9.4	220. Reno	81,066	62,288	35.0
179. Pueblo	83,759	83,290	.6	221. La Crosse	62,474	68,237	(8.4)
180. Las Vegas	77,349	75,832	2.0	222. Pine Bluff, Ark.	32,483	29,379	10.6
181. Anderson, Ind.	*	*		223. Richmond, Ind.	—	—	
182. Decatur, Alabama	—	—		224. Tallahassee	52,878	31,699	66.8
183. Green Bay	182,263	190,406	(4.3)	225. Paducah	57,052	*	
184. Biloxi-Gulfport, Miss.	—	—		226. San Angelo, Texas	41,630	—	
185. Daytona Beach	46,713	31,292	49.3	227. Longview, Texas	—	—	
186. Mansfield, Ohio	—	—		228. Billings	117,898	126,401	(6.7)
187. Terre Haute	96,760	*		229. Fitchburg-Leominster, Mass.	—	—	
188. Muncie	—	—		230. Wilmington, N. C.	62,842	62,295	.9
189. Ogden	—	—		231. Owensboro, Ky.	—	—	
190. Gadsden, Ala.	40,073	31,968	25.4	232. Lewiston-Auburn, Me.	*	—	
191. New Castle, Pa.	—	—		233. Greenville, Miss.	33,547	31,698	5.8
192. Danville, Va.	46,409	53,929	(13.9)	234. Lafayette, La.	—	—	
193. Bay City, Mich.	—	*		235. Fort Smith, Ark.	78,039	77,595	.5
194. Sioux City, Iowa	89,101	91,246	(2.4)	236. Great Falls	65,453	61,764	6.0
195. Tuscaloosa	34,546	42,313	(18.4)	237. Quincy, Ill.	—	—	
196. Lima, Ohio	—	—		238. Pittsfield, Mass.	*	—	
197. Alexandria, La.	85,430	75,363	13.4	239. Meridian, Miss.	35,646	33,521	9.3
198. Oshkosh, Wisc.	—	—		240. Midland, Texas	72,221	59,838	20.7
199. Williamsport, Pa.	68,161	77,407	(11.9)	241. Laredo	*	—	
200. St. Joseph, Mo.	—	—		242. Kokomo, Ind.	—	—	
201. Lynchburg	77,820	68,883	13.0	243. Albany, Ga.	40,037	44,707	(10.1)
202. Texarkana	—	—		244. Rapid City, S. D.	85,187	—	
203. Fargo-Moorhead, N. D.	—	—		245. Bloomington, Ind.	—	—	
204. Portsmouth, Ohio	—	—		246. Columbia, Mo.	—	—	
205. Elmira	47,655	63,467	(24.9)	247. Key West, Fla.	—	—	
206. Appleton, Wisc.	—	—					
207. Odessa, Texas	50,922	36,731	38.6				
208. Manchester	92,804	116,275	(20.2)				
209. Sheboygan, Wisc.	—	—					
210. Huntsville, Ala.	51,617	34,497	49.6				
211. Kenosha, Wisc.	*	*					
212. Monroe, La.	73,742	82,835	(11.0)				
213. Sioux Falls, S. D.	90,457	92,220	(1.9)				
214. Dubuque	*	*					
215. Zanesville, Ohio	—	—					
216. Parkersburg, W. Va.	41,133	49,538	(17.0)				
217. Lawton, Okla.	—	—					

NOTES:

1. Dollar volume of sales compiled from information published by the Federal Communications Commission in annual "Public Notice," giving "Final Am-Fm Broadcast Financial Data."
2. Cities or areas listed from October 1, 1960 issue of "Spot Radio Rates and Data" of Standard Rate & Data Service Inc., arranged by Metro Area Population, Rank; Percent of U. S.—January 1, 1960."
3. Items marked * indicate data not published for groups of less than three stations.
4. Items marked — indicate no information published by F. C. C.

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- Radio Reports for 229 Markets
- Television Reports for 159 Markets
- FM Reports
- Negro Radio Reports
- Foreign Language Reports
- Area Reports
- Consumer Research Market Studies
- Audience Profiles of all Network TV Programs
- Annual Review TV-Radio Markets

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Radio Stations In the U. S.

The number of radio stations on the air in the United States tells a graphic story of growth from the medium's inception and continuing unabated up to the present. The figures through 1959 are from the Electronic Industries Association's annual fact book. Stations on air through October 1960 are reported by the Federal Communications Commission.

End of Year	Am Radio	Fm Radio	Total Radio
1945	1,056	48	1,104
1946	1,579	140	1,656
1947	1,621	374	1,995
1948	1,912	750	2,662
1949	2,085	733	2,818
1950	2,232	676	2,908
1951	2,330	637	2,967
1952	2,391	616	3,007
1953	2,521	560	3,081
1954	2,669	552	3,221
1955	2,824	540	3,364
1956	3,008	530	3,538
1957	3,180	537	3,717
1958	3,318	571	3,889
1959	3,450	665	4,115
1960 (through October)	3,526	785	4,311

NO MATTER HOW YOU MEASURE



“Read your Nielsen every day”

KTRH

Houston, Texas

CBS 50,000 Watts 740 KC

“Watch your advertising pay”

Houston merchants, brokers, factory representatives and advertising agencies will confirm our long established reputation in sales results: KTRH has the audience with the **INCOME** and **CREDIT RATINGS**. Represented Nationally by **PETERS, GRIFFIN, WOODWARD, INC.**

Radio Families in 100 Markets

Below is a list of the number of radio families in the metropolitan areas of 100 markets, arranged alphabetically. The list, prepared by Pulse, is taken from audience studies most of which were done in the last six months of 1960.

Akron	152,200	Grand Rapids	104,600	Portland, Ore.	285,100
Albany-Troy-Schenectady	207,300	Greensboro, N. C.	111,400	Providence, R. I.	203,400
Albuquerque	65,200	Harrisburg	100,400	Reading, Pa.	75,400
Allentown-Bethlehem	126,500	Hartford	137,400	Richmond, Va.	112,000
Atlanta	275,600	Honolulu	117,300	Rochester, N. Y.	179,000
Bakersfield, Calif.	82,800	Houston	359,300	Sacramento, Calif.	143,700
Baltimore	482,100	Huntington, W. Va.	71,200	Salt Lake City	108,200
Beaumont, Tex.	88,700	Indianapolis	204,300	San Antonio	176,400
Birmingham	175,400	Jacksonville, Fla.	124,900	San Diego	304,000
Boston	938,700	Johnstown, Pa.	37,700	San Francisco	883,200
Bridgeport, Conn.	49,000	Kansas City	339,500	Scranton, Pa.	69,700
Bristol, Tenn.	41,100	Knoxville	98,900	Seattle-Tacoma	
Buffalo	388,100	Lake Charles, La.	38,600	Seattle	354,300
Canton, O.	53,500	Lancaster, Pa.	67,900	Tacoma	95,900
Charleston, W. Va.	54,000	Lansing, Mich.	62,700	Shreveport	71,600
Charlotte	72,000	Little Rock	76,500	South Bend	50,600
Chattanooga	81,900	Los Angeles	2,181,500	Spokane	91,200
Chicago	2,013,300	Louisville	205,500	Springfield, Ill.	150,400
Cincinnati	337,600	Memphis	163,900	St. Louis	632,100
Cleveland	528,900	Miami-Ft. Lauderdale	277,200	Stockton, Calif.	72,900
Columbia, S. C.	56,900	Milwaukee	350,700	Syracuse	191,700
Columbus, O.	195,500	Minneapolis-St. Paul	417,900	Tampa	232,100
Dallas-Ft. Worth		Mobile	75,000	Toledo	142,500
Dallas	317,800	Nashville	104,200	Trenton	72,000
Ft. Worth	183,000	New Haven	85,700	Tulsa	117,500
Davenport-Rock Island-Moline	81,600	New Orleans	247,600	Tucson	71,100
Dayton, O.	201,800	New York	4,417,300	Utica, N. Y.	89,400
Denver	273,600	Norfolk	212,400	Washington, D. C.	579,800
Des Moines	85,000	Oklahoma City	143,700	Wheeling-Steubenville	83,600
Detroit	1,116,100	Omaha	131,300	Wichita	106,100
Duluth, Minn.	81,100	Orlando, Fla.	92,000	Wilkes-Barre, Pa.	101,200
El Paso	84,700	Peoria	89,900	Wilmington, Del.	98,300
Erie, Pa.	68,100	Philadelphia	1,253,400	York, Pa.	69,200
Flint, Mich.	104,600	Phoenix	169,100	Youngstown, O.	166,000
Fresno	101,700	Pittsburgh	673,500		

WEEKLY IN-HOME RADIO AUDIENCE

This analysis by A. C. Nielsen for in-home listening only shows the radio audience for the various dayparts.

By Dayparts*	AVERAGE MINUTE			WEEKLY CUMULATIVE TOTAL		
	% of Weekly Radio Usage	% U. S. Radio Homes	No. Homes (000)	% U. S. Radio Homes	No. Homes (000)	Avg. Hrs. per Home Reached
Mon-Fri Morn.	34	15.7	7,764	71.0	35,110	6.63
Mon.-Fri. Aft.	23	10.6	5,242	57.9	28,632	5.46
Sunday Morn.	4	9.8	4,846	35.9	17,753	1.63
Sunday Aft.	4	10.2	5,044	31.1	15,379	1.96
Saturday Morn.	6	13.4	6,626	46.1	22,796	1.74
Saturday Aft.	5	12.1	5,983	33.9	16,764	2.14
All Evenings	18	6.0	2,967	53.5	26,456	4.73
12 Mdn.-6 am	6	1.8	890	16.4	8,110	4.60
24 Hr. 7 Day Total	100	8.3	4,104	82.3	40,697	16.86

*East & Central Time Zones: N. Y. Time; Pacific Time Zone: Local Time. Feb. 29-March 6, 1960.

Audience Composition

This report on audience composition for in-home listening for six selected markets across the country documents the preponderance of "men" and "women" listeners at any time period during the day. (HUR stands for Homes Using Radio.)

(All Figures Based on March-April 1960)

	HUR—%	Individuals—(000)	Audience Composition—(%)			
			Men	Women	Teens	Children
NEW YORK						
8-9 am	20.7	1,602.9	20	60	3	17
10-11	18.1	1,245.8	17	65	6	12
2-3 pm	7.6	555.7	17	64	9	10
5-6	9.4	808.8	28	48	11	13
8-9	5.4	580.0	20	36	29	15
MINNEAPOLIS-ST. PAUL						
8-9 am	23.3	158.3	21	62	8	9
10-11	15.6	93.5	16	68	9	7
2-3 pm	12.9	82.4	14	65	11	10
5-6	15.9	127.0	23	50	16	11
8-9	4.6	33.1	26	42	25	7
SEATTLE-TACOMA						
8-9 am	24.2	149.0	22	66	5	7
10-11	19.7	106.1	20	74	2	4
2-3 pm	14.8	79.8	28	64	3	5
5-6	17.4	120.6	35	48	10	7
8-9	5.3	36.7	33	35	24	8
MEMPHIS						
8-9 am	15.5	41.1	25	61	5	9
10-11	13.8	32.3	18	73	3	6
2-3 pm	9.6	22.5	18	66	7	9
5-6	14.4	45.0	19	55	13	13
8-9	6.4	20.0	31	44	19	6
DALLAS-FT. WORTH						
8-9 am	19.7	139.8	26	61	7	6
10-11	11.4	70.8	15	75	5	5
2-3 pm	8.6	53.5	16	70	6	8
5-6	8.7	65.6	30	51	13	6
8-9	4.0	35.6	27	48	11	14
SAN FRANCISCO-OAKLAND						
8-9 am	19.3	287.5	17	60	4	19
10-11	18.2	239.3	16	70	3	11
2-3 pm	12.7	167.0	13	67	8	12
5-6	14.4	227.2	25	52	10	13
8-9	4.7	90.6	15	40	24	21

Source: Nielsen Station Index

Auto Plus

Based on March-April 1960 (Except Boston)
Monday-Friday

Here are Nielsen calculations for auto tune-in in five markets in different parts of the country. The company explains its method: "Nielsen measures auto radio listening in the Nielsen Radio Index panel. The sample homes keep a record of auto radio listening in a closed-end diary (Audilog) attached to the car radio. This data is verified by the Auto Recordimeter. A sub-sample of our radio homes have a Recordimeter installed in their cars. This instrument records how long the radio is operated each day. This elapsed time count and auto diary records provide a measure of auto radio listening volume for the nation. Auto radio listening is expressed as a percentage of in-home listening (Homes Using Radio-HUR) because the family base for each figure is the same. A car radio used at a specific time may not count as another home since the family at home may also be tuned."

KANSAS CITY

	In-Home HUR (%)	Auto-Plus (% of HUR)	Home Plus Auto
8-9 a.m.	25.9	15	29.8
10-11 a.m.	17.6	12	19.7
2-3 p.m.	12.0	20	14.4
5-6 p.m.	15.6	30	20.3
8-9 p.m.	4.7	34	6.3

COLUMBUS, OHIO

8-9 a.m.	23.5	14	26.8
10-11 a.m.	17.1	10	18.8
2-3 p.m.	9.3	30	12.1
5-6 p.m.	9.9	44	14.3
8-9 p.m.	4.8	39	6.7

ATLANTA

8-9 a.m.	19.6	14	22.3
10-11 a.m.	16.1	8	17.4
2-3 p.m.	11.5	20	13.8
5-6 p.m.	10.7	33	14.2
8-9 p.m.	6.6	23	8.1

SAN DIEGO

8-9 a.m.	18.9	9	20.6
10-11 a.m.	19.2	10	21.1
2-3 p.m.	11.2	17	13.1
5-6 p.m.	12.0	36	16.3
8-9 p.m.	5.7	19	6.8

BOSTON (APR.-MAY 1960)

8-9 a.m.	17.2	18	20.3
10-11 a.m.	17.5	10	19.3
2-3 p.m.	10.8	22	13.2
5-6 p.m.	11.4	37	15.6
8-9 p.m.	5.2	34	7.0

AVERAGE HOURS RADIO USAGE PER HOME PER DAY

In-home radio listening in tv homes compared with radio-only homes. The latter represents about 10 percent of total U.S. homes (Nielsen).

	Television Homes	Radio-Only Homes
1960	1.85	2.71
1957	1.87	3.29
1955	1.91	3.72

March-April Each Year

AVERAGE HOURS RADIO USAGE PER HOME PER DAY

In-home radio listening in various county sizes and parts of the country (Northeast, East Central, West Central, South, Pacific). (Nielsen)

	Total					County Size				Territory		
	U. S.	A	B	C	D	NE	EC	WC	S	P		
1960	1.92	2.03	1.86	1.69	2.02	1.65	2.06	2.27	1.75	2.03		
1957	2.11	2.26	1.95	2.05	2.10	1.82	1.74	2.56	2.16	2.40		
1955	2.45	2.35	2.29	2.64*	1.95	2.38	2.63	2.69	2.80			

*C & D

March-April Each Year

VALUABLE MARKETING FACTS FOR YOU *in this book...*



WRITE FOR YOUR COPY

There are 1115 Hometown and Rural radio stations in the Keystone Network. You can buy the whole package or you can buy them in smaller packages—special marketing networks tailored to your advertising needs—100—200—300 stations or the whole list. And listen . . . nobody . . . but nobody covers the farm market like Keystone . . . and at a cost that will surprise you. When you advertise with Keystone you have a special merchandising representative in each and every Keystone market. We'd like to show you case histories from our file of leading Keystone advertisers whose products are household words in the U.S.A. Write for your copy of your station list.



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SAN FRANCISCO: 57 Post St., SUTter 1-7440 • DETROIT: 612 Penobscot Building, WO 2-4595

Cumulative Audience

The following Cumulative Pulse Audience analyses in 35 markets were done on special order in 1960. These studies show the net unduplicated radio homes reached by day and week parts and total day and total week. The daily "cume" is the number of *different* homes reached on the average day during the daypart designated; the weekly "cume" is the number of *different* homes reached in the course of a seven-day week during the daypart designated. (The complete study provides a breakdown by stations.) Estimates on the number of radio families or radio homes for the total market may differ slightly with figures on page 25 because, in most cases, the cumulative studies below were done earlier than the studies from which the radio families listed on that page were taken.

Akron (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	30,700	(20.3)
Daily Cume	65,900	(43.5)
Weekly Cume	93,000	(61.4)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	33,900	(22.4)
Daily Cume	62,400	(41.2)
Weekly Cume	90,500	(59.8)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	31,900	(21.1)
Daily Cume	61,600	(40.7)
Weekly Cume	90,800	(60.0)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	28,200	(18.6)
Daily Cume	59,000	(39.0)
Weekly Cume	93,000	(61.4)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	31,200	(20.6)
Daily Cume	97,000	(64.1)
Weekly Cume	116,300	(76.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	20,900	(13.8)
Daily Cume	43,600	(28.8)
Weekly Cume	62,800	(41.5)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	14,500	(9.6)
Daily Cume	39,800	(26.3)
Weekly Cume	56,900	(37.6)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	17,700	(11.7)
Daily Cume	64,600	(42.7)
Weekly Cume	83,000	(54.8)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	27,000	(17.8)
Daily Cume	122,500	(80.9)
Weekly Cume	135,800	(89.7)

This study covers Akron metropolitan area. This area is synonymous with Summit county. The total number of radio homes in this area is 151,400.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

Albany-Troy-Schenectady (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	42,700	(20.6)
Daily Cume	85,600	(41.3)
Weekly Cume	128,100	(61.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	49,500	(23.9)
Daily Cume	79,000	(38.1)
Weekly Cume	123,100	(59.4)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	46,400	(22.4)
Daily Cume	80,600	(38.9)
Weekly Cume	119,000	(57.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	47,900	(23.1)
Daily Cume	84,400	(40.7)
Weekly Cume	124,600	(60.1)

DAYTIME (6 A.M.—6 P.M.)

Average 1/4 hour audience	46,600	(22.5)
Daily Cume	125,600	(60.6)
Weekly Cume	158,800	(76.6)

NIGHTTIME (6 P.M.—9 P.M.)

Average 1/4 hour audience	39,400	(19.1)
Daily Cume	60,500	(29.2)
Weekly Cume	87,300	(42.1)

NIGHTTIME (9 P.M.—12 Mid.)

Average 1/4 hour audience	23,600	(11.4)
Daily Cume	46,200	(22.3)
Weekly Cume	86,900	(41.9)

NIGHTTIME (6 P.M.—12 Mid.)

Average 1/4 hour audience	31,500	(15.2)
Daily Cume	80,600	(38.9)
Weekly Cume	111,100	(53.6)

TOTAL DAY (24 hours)

Average 1/4 hour audience	41,700	(20.1)
Daily Cume	167,700	(80.9)
Weekly Cume	188,900	(91.1)

This study covers the Albany-Troy-Schenectady metropolitan area. This area includes the following counties: Albany, Rensselaer, Saratoga, Schenectady. The total number of radio homes in this area is 207,300.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

Baltimore (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	77,900	(16.9)
Daily Cume	195,000	(42.3)
Weekly Cume	303,900	(65.9)

MORNING (9 A.M.—12 Nn)

Average 1/4 hour audience	97,700	(21.2)
Daily Cume	179,400	(38.9)
Weekly Cume	275,300	(59.7)

AFTERNOON (12 Nn—3 P.M.)

Average 1/4 hour audience	89,900	(19.5)
Daily Cume	176,100	(38.2)
Weekly Cume	266,500	(57.8)

AFTERNOON (3 P.M.—6 P.M.)

Average 1/4 hour audience	88,100	(19.1)
Daily Cume	184,900	(40.1)
Weekly Cume	294,200	(63.8)

DAYTIME (6 A.M.—6 P.M.)

Average 1/4 hour audience	88,500	(19.2)
Daily Cume	287,300	(62.3)
Weekly Cume	343,000	(74.4)

NIGHTTIME (6 P.M.—9 P.M.)

Average 1/4 hour audience	70,100	(15.2)
Daily Cume	125,100	(27.2)
Weekly Cume	190,900	(41.4)

NIGHTTIME (9 P.M.—12 Mid.)

Average 1/4 hour audience	451,900	(9.8)
Daily Cume	104,200	(22.6)
Weekly Cume	191,300	(41.5)

NIGHTTIME (6 P.M.—12 Mid.)

Average 1/4 hour audience	57,600	(12.5)
Daily Cume	183,000	(39.7)
Weekly Cume	256,400	(55.6)

TOTAL DAY (24 hours)		
Average 1/4 hour audience*	78,400	(17.0)
Daily Cume	372,100	(80.7)
Weekly Cume	413,600	(89.7)

This study covers Baltimore metropolitan area. This area includes Anne Arundel, Baltimore and Carroll counties. The total number of radio homes in this area is 461,100.

*Excludes 12 Midnight to 6 A.M.

Billings, Mont. (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	5,900	(23.7)
Daily Cume	12,100	(48.6)
Weekly Cume	15,300	(61.5)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	6,700	(27.0)
Daily Cume	11,800	(47.4)
Weekly Cume	14,800	(59.8)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	6,000	(24.1)
Daily Cume	10,300	(41.5)
Weekly Cume	13,800	(55.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	5,200	(21.1)
Daily Cume	10,800	(43.7)
Weekly Cume	15,400	(62.1)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	6,000	(24.0)
Daily Cume	15,700	(63.4)
Weekly Cume	18,900	(76.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	4,100	(16.7)
Daily Cume	7,000	(28.4)
Weekly Cume	11,100	(44.6)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	2,700	(11.0)
Daily Cume	5,800	(23.2)
Weekly Cume	11,700	(47.1)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	3,400	(13.9)
Daily Cume	9,000	(36.3)
Weekly Cume	13,900	(56.1)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	5,100	(20.6)
Daily Cume	20,000	(80.7)
Weekly Cume	22,000	(88.7)

This study covers Billings, Montana [Yellowstone county]. The total number of radio homes in this area is 24,800.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

Boston (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	210,900	(22.7)
Daily Cume	503,600	(54.2)
Weekly Cume	611,300	(65.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	272,200	(29.3)
Daily Cume	489,600	(52.7)
Weekly Cume	602,100	(64.8)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	235,100	(25.3)
Daily Cume	384,600	(41.4)
Weekly Cume	553,700	(59.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	209,000	(22.5)
Daily Cume	449,700	(48.4)
Weekly Cume	556,500	(59.9)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	232,300	(25.0)
Daily Cume	656,900	(70.7)
Weekly Cume	695,900	(74.9)

NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	188,600	(20.3)
Daily Cume	359,600	(38.7)
Weekly Cume	453,400	(48.8)

NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	127,300	(13.7)
Daily Cume	291,700	(31.4)
Weekly Cume	396,700	(42.7)

NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	157,900	(17.0)
Daily Cume	446,900	(48.1)
Weekly Cume	544,500	(58.6)

TOTAL DAY (24 hours)		
Average 1/4 hour audience*	207,200	(22.3)
Daily Cume	699,600	(75.3)
Weekly Cume	801,800	(86.3)

This study covers the following 5 counties in the Boston metropolitan area: Essex, Middlesex, Norfolk, Plymouth and Suffolk. The total number of radio homes in this area is 929,100.

*Excludes 12 Midnight to 6 A.M.

Bristol, Tenn. (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	8,100	(19.6)
Daily Cume	17,400	(42.3)
Weekly Cume	24,700	(60.1)

MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	9,600	(23.3)
Daily Cume	19,300	(46.9)
Weekly Cume	24,500	(59.7)

AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience*	8,500	(20.7)
Daily Cume	16,600	(44.4)
Weekly Cume	24,100	(58.7)

AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	8,900	(21.7)
Daily Cume	18,800	(45.8)
Weekly Cume	25,600	(62.3)

DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	8,800	(21.3)
Daily Cume	26,100	(63.5)
Weekly Cume	31,200	(75.9)

NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	6,300	(15.3)
Daily Cume	14,300	(34.8)
Weekly Cume	16,500	(40.2)

NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	4,200	(10.3)
Daily Cume	12,900	(31.4)
Weekly Cume	18,400	(44.7)

NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	5,300	(12.8)
Daily Cume	17,800	(43.4)
Weekly Cume	24,100	(58.7)

TOTAL DAY (24 hours)		
Average 1/4 hour audience	7,600	(18.5)
Daily Cume	34,400	(83.7)
Weekly Cume	36,100	(87.8)

This study covers Bristol, Tennessee-Virginia area. This area includes Sullivan county, Tenn., and Washington county, Virginia. The total number of radio homes in this area is 41,100.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

Buffalo, N. Y. (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	80,800	(20.9)
Daily Cume	181,300	(46.9)
Weekly Cume	249,000	(64.4)

MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	97,400	(25.2)
Daily Cume	176,700	(45.7)
Weekly Cume	238,900	(61.8)

AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	89,700	(23.2)
Daily Cume	159,700	(41.3)
Weekly Cume	233,500	(60.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	89,300	(23.1)
Daily Cume	177,100	(45.8)
Weekly Cume	258,200	(66.8)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	89,300	(23.1)
Daily Cume	248,200	(64.2)
Weekly Cume	293,000	(75.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	72,300	(18.7)
Daily Cume	118,300	(30.6)
Weekly Cume	178,600	(46.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	44,500	(11.5)
Daily Cume	95,500	(24.7)
Weekly Cume	165,900	(42.9)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	58,400	(15.1)
Daily Cume	161,200	(41.7)
Weekly Cume	216,900	(56.1)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	78,900	(20.4)
Daily Cume	296,900	(76.8)
Weekly Cume	346,800	(89.7)

This study covers the Buffalo metropolitan area. This area includes Erie and Niagara counties. The total number of radio homes in this area is 386,600.

*Excludes 12 Midnight to 6 A.M.

Chicago (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	426,700	(21.7)
Daily Cume	922,600	(46.9)
Weekly Cume	1,314,000	(66.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	483,900	(24.6)
Daily Cume	855,700	(43.5)
Weekly Cume	1,184,200	(60.2)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	440,600	(22.4)
Daily Cume	822,200	(41.8)
Weekly Cume	1,146,800	(58.3)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	438,700	(22.3)
Daily Cume	879,300	(44.7)
Weekly Cume	1,262,900	(64.2)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	448,500	(22.8)
Daily Cume	1,253,000	(63.7)
Weekly Cume	1,483,200	(75.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	306,900	(15.6)
Daily Cume	566,500	(28.8)
Weekly Cume	863,500	(43.9)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	182,900	(9.3)
Daily Cume	474,100	(24.1)
Weekly Cume	753,400	(38.3)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	243,900	(12.4)
Daily Cume	824,200	(41.9)
Weekly Cume	1,117,300	(56.8)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	379,700	(19.3)
Daily Cume	1,542,200	(78.4)
Weekly Cume	1,744,800	(88.7)

This study covers the Chicago metropolitan area. This area includes Cook, DuPage, Kane, Lake (Ill.), McHenry, Will, Lake (Ind.) and Porter counties. The total number of radio homes in this area is 1,967,100.

*Excludes 12 Midnight to 6 A.M.

Colorado Springs, Colo. (June 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Daily Cume	19,300	(48.3)
Weekly Cume	26,600	(66.7)
MORNING (9 A.M.—12 Nn)		
Daily Cume	16,500	(41.3)
Weekly Cume	24,900	(62.3)
AFTERNOON (12 Nn—3 P.M.)		
Daily Cume	16,200	(40.6)
Weekly Cume	25,800	(64.7)
AFTERNOON (3 P.M.—6 P.M.)		
Daily Cume	19,000	(47.5)
Weekly Cume	27,100	(67.8)
DAYTIME (6 A.M.—6 P.M.)		
Daily Cume	26,500	(66.3)
Weekly Cume	31,700	(79.5)
NIGHTTIME (6 P.M.—9 P.M.)		
Daily Cume	11,400	(28.6)
Weekly Cume	17,000	(42.7)
NIGHTTIME (9 P.M.—12 Mid.)		
Daily Cume	9,900	(24.8)
Weekly Cume	18,100	(45.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Daily Cume	17,800	(44.6)
Weekly Cume	24,900	(62.4)
TOTAL DAY (24 hours)		
Daily Cume	33,600	(84.3)
Weekly Cume	37,000	(92.8)

This study covers Colorado Springs, Colo., metropolitan area. (This area is synonymous with El Paso county.) The total number of radio homes in this area is 39,900.

Dallas (March 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	68,600	(22.4)
Daily Cume	145,800	(47.7)
Weekly Cume	199,400	(65.1)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	76,000	(24.8)
Daily Cume	128,300	(41.9)
Weekly Cume	185,000	(60.4)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	70,100	(22.9)
Daily Cume	126,500	(41.3)
Weekly Cume	183,200	(59.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	74,400	(24.3)
Daily Cume	143,000	(46.7)
Weekly Cume	204,600	(66.8)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	72,300	(23.6)
Daily Cume	190,800	(62.3)
Weekly Cume	228,500	(74.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	57,900	(18.9)
Daily Cume	91,300	(29.8)
Weekly Cume	137,500	(44.9)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	39,500	(12.9)
Daily Cume	79,000	(25.8)
Weekly Cume	129,900	(42.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	48,700	(15.9)
Daily Cume	133,900	(43.7)
Weekly Cume	184,400	(60.2)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	64,300	(21.0)
Daily Cume	237,100	(77.4)
Weekly Cume	271,700	(88.7)

This study covers the Dallas metropolitan area. This area includes the following counties: Collins, Dallas, Denton, and Ellis. The total number of radio homes in this area is 306,300.

*Excludes 12 Midnight to 6 A.M.

Daytön, O. (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	42,900	(21.6)
Daily Cume	78,300	(39.4)
Weekly Cume	103,600	(52.1)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	46,500	(23.4)
Daily Cume	74,200	(37.3)
Weekly Cume	109,500	(55.1)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	42,900	(21.6)
Daily Cume	72,200	(36.3)
Weekly Cume	105,000	(52.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	45,500	(22.9)
Daily Cume	88,900	(44.7)
Weekly Cume	118,500	(59.6)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	44,500	(22.4)
Daily Cume	122,700	(61.7)
Weekly Cume	149,300	(75.1)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	32,600	(16.4)
Daily Cume	74,400	(37.4)
Weekly Cume	87,100	(43.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	24,100	(12.1)
Daily Cume	60,600	(30.5)
Weekly Cume	82,300	(41.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	28,400	(14.3)
Daily Cume	91,100	(45.8)
Weekly Cume	106,200	(53.4)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	39,200	(19.7)
Daily Cume	142,700	(71.8)
Weekly Cume	168,200	(84.6)

This study covers the Dayton metropolitan area. This area includes Greene, Miami and Montgomery counties. The total number of radio homes in this area is 198,800.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.-12 Midnight.

Detroit (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	189,100	(17.2)
Daily Cume	490,200	(44.6)
Weekly Cume	712,300	(64.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	236,300	(21.5)
Daily Cume	436,400	(39.7)
Weekly Cume	652,900	(59.4)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	231,900	(21.1)
Daily Cume	470,500	(42.8)
Weekly Cume	673,800	(61.3)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	228,600	(20.8)
Daily Cume	455,100	(41.4)
Weekly Cume	722,200	(65.7)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	220,900	(20.1)
Daily Cume	698,000	(63.5)
Weekly Cume	823,300	(74.9)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	169,300	(15.4)
Daily Cume	284,700	(25.9)
Weekly Cume	441,900	(40.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	114,300	(10.4)
Daily Cume	259,400	(23.6)
Weekly Cume	418,800	(38.1)

NIGHTTIME (6 P.M.—12 Mid.)

Average 1/4 hour audience	141,800	(12.9)
Daily Cume	435,300	(39.6)
Weekly Cume	584,800	(53.2)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	194,600	(17.7)
Daily Cume	850,800	(77.4)
Weekly Cume	973,900	(88.6)

This study covers the Detroit metropolitan area. This area includes Wayne, Oakland and Macomb counties. The total number of radio homes in this area is 1,099,200.

*Excludes 12 Midnight to 6 A.M.

Jacksonville, Fla. (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	27,300	(22.4)
Daily Cume	55,800	(45.7)
Weekly Cume	61,600	(50.5)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience*	30,900	(25.3)
Daily Cume	50,900	(41.7)
Weekly Cume	58,800	(48.2)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	28,400	(23.3)
Daily Cume	48,900	(40.1)
Weekly Cume	58,100	(47.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	31,000	(25.4)
Daily Cume	59,700	(48.9)
Weekly Cume	63,800	(52.3)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	29,400	(24.1)
Daily Cume	72,800	(59.7)
Weekly Cume	82,000	(67.2)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	21,000	(17.2)
Daily Cume	49,500	(40.6)
Weekly Cume	57,100	(46.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	13,500	(11.1)
Daily Cume	30,000	(24.6)
Weekly Cume	49,700	(40.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	17,300	(14.2)
Daily Cume	61,100	(50.1)
Weekly Cume	70,500	(57.8)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	25,400	(20.8)
Daily Cume	87,600	(71.8)
Weekly Cume	95,700	(79.9)

This study covers the Jacksonville metropolitan area. This area is synonymous with Duval county. The total number of radio homes in this area is 122,000.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.-12 Midnight.

Knoxville, Tenn. (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	22,800	(23.2)
Daily Cume	40,800	(41.5)
Weekly Cume	59,400	(60.4)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	23,500	(23.9)
Daily Cume	39,000	(39.7)
Weekly Cume	55,800	(56.8)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	23,400	(23.8)
Daily Cume	37,300	(37.9)
Weekly Cume	53,800	(54.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	23,900	(24.3)
Daily Cume	41,900	(42.6)
Weekly Cume	57,100	(58.1)

DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	23,400	(23.8)
Daily Cume	56,400	(57.4)
Weekly Cume	71,300	(72.5)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	17,500	(17.8)
Daily Cume	24,700	(25.1)
Weekly Cume	35,200	(35.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	10,800	(11.0)
Daily Cume	21,200	(21.6)
Weekly Cume	33,300	(33.9)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	14,200	(14.4)
Daily Cume	36,700	(37.3)
Weekly Cume	50,900	(51.8)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	20,300	(20.7)
Daily Cume	71,200	(72.4)
Weekly Cume	79,300	(80.7)

This study covers the Knoxville metropolitan area. This area includes Anderson, Blount and Knox counties. The total number of radio homes in this area is 98,300.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

Los Angeles (February 1960)

MORNING (6 A.M.—9 A.M.)		
All Stations		%
Average 1/4 hour audience	490,800	(22.5)
Daily Cume	953,300	(43.7)
Weekly Cume	1,435,400	(65.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	608,600	(27.9)
Daily Cume	901,000	(41.3)
Weekly Cume	1,306,700	(59.9)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	567,200	(26.0)
Daily Cume	979,500	(44.9)
Weekly Cume	1,332,900	(61.1)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	586,800	(26.9)
Daily Cume	999,100	(45.8)
Weekly Cume	1,448,500	(66.4)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	562,800	(25.8)
Daily Cume	1,394,000	(63.9)
Weekly Cume	1,751,700	(80.3)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	397,000	(18.2)
Daily Cume	667,500	(30.6)
Weekly Cume	957,700	(43.9)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	277,100	(12.7)
Daily Cume	573,700	(26.3)
Weekly Cume	909,700	(41.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	338,100	(15.5)
Daily Cume	951,100	(43.6)
Weekly Cume	1,335,100	(61.2)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	488,700	(22.4)
Daily Cume	1,869,500	(85.7)
Weekly Cume	1,965,500	(90.1)

This study covers the Los Angeles metropolitan area. This area includes Los Angeles and Orange counties. The total number of radio homes in this area is 2,181,500.

*Excludes 12 Midnight to 6 A.M.

Madison, Wisc. (March 1960)

MORNING (6 A.M.—9 A.M.)		
All Stations		%
Average 1/4 hour audience	25,700	(21.8)
Daily Cume	52,500	(44.6)
Weekly Cume	73,300	(62.2)

MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	28,300	(24.0)
Daily Cume	48,500	(41.2)
Weekly Cume	71,400	(60.6)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	28,500	(24.2)
Daily Cume	51,100	(43.4)
Weekly Cume	70,400	(59.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	29,500	(25.0)
Daily Cume	49,500	(42.0)
Weekly Cume	75,900	(64.4)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	28,000	(23.8)
Daily Cume	74,400	(63.2)
Weekly Cume	93,800	(79.6)

This study covers the Madison, Wisconsin, 11-county area. The area includes Adams, Columbia, Dane, Green, Green Lake, Juneau, Lafayette, Marquette, Richland, Sauk, Waushara counties. The total number of radio homes in this area is 117,800.

Memphis (January 1960)

MORNING (6 A.M.—9 A.M.)		
All Stations		%
Average 1/4 hour audience*	40,600	(25.5)
Daily Cume	79,200	(49.7)
Weekly Cume	89,900	(56.4)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	43,400	(27.2)
Daily Cume	77,500	(48.6)
Weekly Cume	86,100	(54.0)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	40,000	(25.1)
Daily Cume	76,500	(48.0)
Weekly Cume	84,200	(52.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	40,600	(25.5)
Daily Cume	85,600	(53.7)
Weekly Cume	100,600	(63.1)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	41,100	(25.8)
Daily Cume	103,900	(65.2)
Weekly Cume	109,700	(68.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	33,000	(20.7)
Daily Cume	67,700	(42.5)
Weekly Cume	83,400	(52.3)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	22,200	(13.9)
Daily Cume	48,100	(30.2)
Weekly Cume	75,600	(47.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	27,600	(17.3)
Daily Cume	77,900	(48.9)
Weekly Cume	99,000	(62.1)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	36,700	(23.0)
Daily Cume	115,400	(72.4)
Weekly Cume	137,600	(86.3)

This study covers the Memphis metropolitan area. This area is synonymous with Shelby county. The total number of radio homes in this area is 159,400.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

Milwaukee (February 1960)

MORNING (6 A.M.—9 A.M.)		
All Stations		%
Average 1/4 hour audience	74,900	(21.9)
Daily Cume	152,100	(44.5)
Weekly Cume	225,000	(65.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	93,300	(27.3)
Daily Cume	148,400	(43.4)
Weekly Cume	188,700	(55.2)

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AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	85,800	(25.1)
Daily Cume	141,900	(41.5)
Weekly Cume	200,400	(58.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	81,400	(23.8)
Daily Cume	142,600	(41.7)
Weekly Cume	219,500	(64.2)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	83,800	(24.5)
Daily Cume	207,200	(60.6)
Weekly Cume	258,500	(75.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	63,900	(18.7)
Daily Cume	97,100	(28.4)
Weekly Cume	144,600	(42.3)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	43,400	(12.7)
Daily Cume	85,100	(24.9)
Weekly Cume	137,400	(40.2)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	53,700	(15.7)
Daily Cume	142,200	(41.6)
Weekly Cume	185,000	(54.1)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	74,900	(21.9)
Daily Cume	255,700	(74.8)
Weekly Cume	296,400	(86.7)

This study covers the Milwaukee metropolitan area. This area includes Milwaukee and Waukesha counties. The total number of radio homes in this area is 341,900.

*Excludes 12 Midnight to 6 A.M.

Minneapolis-St. Paul (March 1960)

MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	95,900	(23.3)
Daily Cume	193,100	(46.9)
Weekly Cume	252,000	(61.2)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	109,100	(26.5)
Daily Cume	177,900	(43.2)
Weekly Cume	240,400	(58.4)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	99,600	(24.2)
Daily Cume	171,700	(41.7)
Weekly Cume	229,700	(55.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	105,800	(25.7)
Daily Cume	195,100	(47.4)
Weekly Cume	259,000	(62.9)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	102,500	(24.9)
Daily Cume	260,600	(63.3)
Weekly Cume	311,700	(75.7)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	75,300	(18.3)
Daily Cume	122,700	(29.8)
Weekly Cume	184,000	(44.7)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	100,900	(24.5)
Daily Cume	48,200	(11.7)
Weekly Cume	168,800	(41.0)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	61,800	(15.0)
Daily Cume	172,100	(41.8)
Weekly Cume	230,100	(55.9)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	88,900	(21.6)
Daily Cume	332,200	(80.7)
Weekly Cume	373,400	(90.7)

This study covers the Minneapolis-St. Paul 5-county area. This area includes the following counties: Anoka, Dakota, Hennepin, Ramsey and Washington. The total number of radio homes in this area is 411,700.

*Excludes 12 Midnight to 6 A.M.

New Orleans [February 1960]

MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	42,600	(17.2)
Daily Cume	108,400	(43.8)
Weekly Cume	163,200	(65.9)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	56,500	(22.8)
Daily Cume	98,000	(39.6)
Weekly Cume	151,800	(61.3)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	54,200	(21.9)
Daily Cume	100,500	(40.6)
Weekly Cume	147,300	(59.5)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	58,400	(23.6)
Daily Cume	115,900	(46.8)
Weekly Cume	160,200	(64.7)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	53,000	(21.4)
Daily Cume	149,300	(60.3)
Weekly Cume	180,500	(72.9)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	42,800	(17.3)
Daily Cume	73,800	(29.8)
Weekly Cume	107,500	(43.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	28,700	(11.6)
Daily Cume	66,400	(26.8)
Weekly Cume	113,600	(45.9)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	35,700	(14.4)
Daily Cume	105,500	(42.6)
Weekly Cume	138,200	(55.8)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	47,300	(19.1)
Daily Cume	186,700	(75.4)
Weekly Cume	213,700	(86.3)

This study covers the New Orleans metropolitan area. This area includes Jefferson, Orleans and Saint Bernard counties. The total number of radio homes in this area is 247,600.

*Excludes 12 Midnight to 6 A.M.

New York (March 1960)

MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	933,400	(21.4)
Daily Cume	2,076,200	(47.6)
Weekly Cume	2,795,800	(64.1)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	1,246,400	(28.6)
Daily Cume	1,927,900	(44.2)
Weekly Cume	2,467,600	(60.7)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	1,103,500	(25.3)
Daily Cume	1,770,900	(40.6)
Weekly Cume	2,582,100	(59.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	1,029,400	(23.6)
Daily Cume	1,993,300	(45.7)
Weekly Cume	2,896,200	(66.4)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	1,077,300	(24.7)
Daily Cume	2,822,000	(64.7)
Weekly Cume	3,515,500	(80.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	868,000	(19.9)
Daily Cume	1,421,900	(32.6)
Weekly Cume	1,932,200	(44.3)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	488,500	(11.2)
Daily Cume	1,059,900	(24.3)
Weekly Cume	1,818,800	(41.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	680,400	(15.6)
Daily Cume	1,949,700	(44.7)
Weekly Cume	2,556,000	(58.6)

POST MIDNIGHT (12 Mid—6 A.M.)		
Daily Cume	562,700	(12.9)
Weekly Cume	1,081,700	(24.8)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	946,500	(21.7)
Daily Cume	3,563,500	(81.7)
Weekly Cume	4,030,200	(92.4)

This study covers the New York metropolitan area. This area includes the following 17 counties: Bronx, Kings, New York, Queens, Richmond, Nassau, Rockford, Suffolk, Westchester in New York, and Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union in New Jersey. The total number of radio homes in this area is 4,361,700.

*Excludes 12 Midnight to 6 A.M.

Norfolk-Newport News-Hampton (May 1960)

MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	44,800	(21.1)
Daily Cume	89,800	(42.3)
Weekly Cume	132,500	(62.4)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	52,900	(24.9)
Daily Cume	84,500	(39.8)
Weekly Cume	126,200	(59.4)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	48,400	(22.8)
Daily Cume	78,000	(36.7)
Weekly Cume	124,500	(58.6)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	50,100	(23.6)
Daily Cume	99,200	(46.7)
Weekly Cume	138,700	(65.3)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	49,100	(23.1)
Daily Cume	135,500	(63.8)
Weekly Cume	160,600	(75.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	43,800	(20.6)
Daily Cume	64,100	(30.2)
Weekly Cume	92,200	(43.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	29,700	(14.0)
Daily Cume	56,300	(26.5)
Weekly Cume	87,900	(41.4)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	36,700	(17.3)
Daily Cume	86,200	(40.6)
Weekly Cume	122,100	(57.5)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	45,500	(21.2)
Daily Cume	163,100	(76.8)
Weekly Cume	185,600	(87.4)

This study covers the Norfolk-Newport News-Hampton metropolitan area. The total number of radio homes in this area is 212,400.

*Excludes 12 Midnight to 6 A.M.

North Jersey—Five County Area (February 1960)

MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	200,400	(20.8)
Daily Cume	453,900	(47.1)
Weekly Cume	610,900	(63.4)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	262,100	(27.2)
Daily Cume	434,600	(45.1)
Weekly Cume	586,800	(60.9)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	233,200	(24.2)
Daily Cume	398,000	(41.3)
Weekly Cume	584,900	(60.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	223,600	(23.2)
Daily Cume	447,100	(46.4)
Weekly Cume	643,700	(66.8)

DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	229,300	(23.8)
Daily Cume	625,400	(64.9)
Weekly Cume	780,500	(81.0)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	194,600	(20.2)
Daily Cume	319,000	(33.1)
Weekly Cume	428,800	(44.5)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	110,800	(11.5)
Daily Cume	235,100	(24.4)
Weekly Cume	399,900	(41.5)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	152,200	(15.8)
Daily Cume	428,800	(44.5)
Weekly Cume	561,800	(58.3)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	204,300	(21.2)
Daily Cume	784,400	(81.4)
Weekly Cume	887,500	(92.1)

This study covers the North Jersey 5-county area. The area includes: Bergen, Essex, Hudson, Passaic, Union counties. The total number of radio homes in this area is 963,600.

*Excludes 12 Midnight to 6 A.M.

Philadelphia (February 1960)

MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	270,200	(21.9)
Daily Cume	586,200	(47.5)
Weekly Cume	799,600	(64.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	292,500	(23.7)
Daily Cume	501,000	(40.6)
Weekly Cume	737,900	(59.8)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	277,700	(22.5)
Daily Cume	497,300	(40.3)
Weekly Cume	718,200	(58.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	304,800	(24.7)
Daily Cume	603,400	(48.9)
Weekly Cume	807,000	(65.4)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	286,300	(23.2)
Daily Cume	773,700	(62.7)
Weekly Cume	905,800	(73.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	253,000	(20.5)
Daily Cume	470,200	(38.1)
Weekly Cume	573,800	(46.5)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	164,100	(13.3)
Daily Cume	350,500	(28.4)
Weekly Cume	563,900	(45.7)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	208,500	(16.9)
Daily Cume	570,100	(46.2)
Weekly Cume	687,300	(55.7)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	260,400	(21.1)
Daily Cume	932,900	(75.6)
Weekly Cume	1,106,900	(89.7)

This study covers the Philadelphia metropolitan area. The counties included in this area are: Burlington, Camden and Gloucester, New Jersey; Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania. The total number of radio families in this area is 1,234,000.

*Excludes 12 Midnight to 6 A.M.

Pontiac, Mich. (January 1960)

MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	6,500	(23.3)
Daily Cume	11,400	(40.6)
Weekly Cume	18,400	(65.3)

MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	6,900	(24.6)
Daily Cume	10,100	(35.7)
Weekly Cume	16,500	(58.6)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	6,300	(22.3)
Daily Cume	10,000	(35.4)
Weekly Cume	15,300	(54.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	6,600	(23.4)
Daily Cume	10,700	(38.1)
Weekly Cume	16,100	(57.0)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	6,600	(23.5)
Daily Cume	17,000	(60.2)
Weekly Cume	21,300	(75.5)

This study covers the Pontiac, Michigan, urbanized area. This area includes the following communities: Pontiac Lake, Sylvan Lake, portions of Avondale and Bloomfield Townships. There are 28,200 radio families in this area.

*Average quarter hours audience is based only on Monday—Friday average 6 A.M.—12 Midnight.

Portland, Ore. (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	73,200	(26.2)
Daily Cume	124,900	(44.7)
Weekly Cume	175,500	(62.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	81,900	(29.3)
Daily Cume	115,200	(41.2)
Weekly Cume	163,200	(58.4)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	71,300	(25.5)
Daily Cume	110,700	(39.6)
Weekly Cume	157,600	(56.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	72,700	(26.0)
Daily Cume	129,100	(46.2)
Weekly Cume	179,700	(64.3)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	74,900	(26.8)
Daily Cume	175,800	(62.9)
Weekly Cume	223,000	(79.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	52,300	(18.7)
Daily Cume	82,200	(29.4)
Weekly Cume	123,500	(44.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	34,100	(12.2)
Daily Cume	69,300	(24.8)
Weekly Cume	115,400	(41.3)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	43,300	(15.5)
Daily Cume	119,300	(42.7)
Weekly Cume	164,100	(58.7)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	64,300	(23.0)
Daily Cume	205,400	(73.5)
Weekly Cume	242,300	(86.7)

This study covers the Portland metropolitan area. This area includes Clackamas, Multnomah, Washington and Clark counties. The total number of radio homes in this area is 279,500.

*Average quarter hour audience is based only on Monday—Friday average 6 A.M.—12 Midnight.

Richmond, Va. (March 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	20,900	(19.5)
Daily Cume	42,600	(39.8)
Weekly Cume	63,600	(59.4)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	25,300	(23.6)
Daily Cume	38,400	(35.9)
Weekly Cume	59,200	(55.3)

AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	23,900	(22.3)
Daily Cume	38,900	(35.3)
Weekly Cume	5,800	(54.2)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	23,300	(21.8)
Daily Cume	43,600	(40.7)
Weekly Cume	65,100	(60.8)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	23,300	(21.8)
Daily Cume	63,900	(59.7)
Weekly Cume	77,500	(72.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	16,900	(15.8)
Daily Cume	28,700	(26.8)
Weekly Cume	42,200	(39.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	11,000	(10.3)
Daily Cume	21,300	(19.9)
Weekly Cume	40,900	(38.2)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	14,000	(13.1)
Daily Cume	39,400	(36.8)
Weekly Cume	54,900	(51.3)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	20,200	(18.9)
Daily Cume	82,300	(76.8)
Weekly Cume	89,600	(83.7)

This study covers the Richmond metropolitan area. This area includes Henrico and Chesterfield counties. The total number of radio homes in this area is 107,100.

*Excludes 12 Midnight to 6 A.M.

Sacramento, Calif. (August 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	37,400	(26)
Daily Cume	70,400	(49)
Weekly Cume	92,000	(64)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	34,500	(24)
Daily Cume	66,100	(46)
Weekly Cume	87,700	(61)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	25,900	(18)
Daily Cume	48,900	(34)
Weekly Cume	64,700	(45)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	38,800	(27)
Daily Cume	73,300	(51)
Weekly Cume	99,200	(69)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	34,500	(24)
Daily Cume	86,200	(60)
Weekly Cume	104,900	(73)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	28,700	(20)
Daily Cume	53,200	(37)
Weekly Cume	80,500	(56)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	20,100	(14)
Daily Cume	37,400	(26)
Weekly Cume	60,400	(42)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	24,400	(17)
Daily Cume	73,300	(51)
Weekly Cume	89,100	(62)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	30,200	(21)
Daily Cume	115,000	(80)
Weekly Cume	127,900	(89)

This study covers the Sacramento metropolitan area. Interviewing was conducted in Sacramento county. The total number of radio homes in this area is 143,700.

*Average quarter hour audience is based only on Monday—Friday average 6 A.M.—12 Midnight.

St. Louis (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	123,900	(20.1)
Daily Cume	281,600	(45.7)
Weekly Cume	407,300	(66.1)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	151,600	(24.6)
Daily Cume	276,100	(44.8)
Weekly Cume	361,700	(58.7)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	150,400	(24.4)
Daily Cume	263,100	(42.7)
Weekly Cume	362,900	(58.9)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	146,700	(23.8)
Daily Cume	288,400	(46.8)
Weekly Cume	391,300	(63.5)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	143,000	(23.2)
Daily Cume	397,400	(64.5)
Weekly Cume	454,800	(73.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	112,800	(18.3)
Daily Cume	188,600	(30.6)
Weekly Cume	247,700	(40.2)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	70,900	(11.5)
Daily Cume	155,900	(25.3)
Weekly Cume	253,300	(41.1)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	91,800	(14.9)
Daily Cume	257,600	(41.8)
Weekly Cume	346,300	(56.2)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	125,700	(20.4)
Daily Cume	494,200	(80.2)
Weekly Cume	551,500	(89.5)

This study covers the St. Louis metropolitan area. This area includes Jefferson, Madison, Saint Charles, Saint Clair and Saint Louis counties. The total number of radio homes in this area is 616,200.

*Excludes 12 Midnight to 6 A.M.

San Antonio (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	44,800	(26.0)
Daily Cume	79,800	(46.3)
Weekly Cume	114,000	(66.1)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	43,600	(25.3)
Daily Cume	71,900	(41.7)
Weekly Cume	104,600	(60.7)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	41,200	(23.9)
Daily Cume	68,600	(39.8)
Weekly Cume	111,500	(64.7)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	41,500	(24.1)
Daily Cume	82,600	(47.9)
Weekly Cume	117,900	(68.4)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	42,800	(24.8)
Daily Cume	102,900	(59.7)
Weekly Cume	123,800	(71.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	31,500	(18.3)
Daily Cume	54,100	(31.4)
Weekly Cume	75,300	(43.7)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	19,100	(11.1)
Daily Cume	42,600	(24.7)
Weekly Cume	71,000	(41.2)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	25,300	(14.7)
Daily Cume	64,800	(37.6)
Weekly Cume	89,300	(51.8)

TOTAL DAY (24 hours)

Average 1/4 hour audience	37,200	(21.6)
Daily Cume	131,700	(76.4)
Weekly Cume	150,500	(87.3)

The study covers the San Antonio metropolitan area. This area is synonymous with Bexar county. The total number of radio homes in this area is 172,400.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

San Diego (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	58,700	(19.3)
Daily Cume	135,900	(44.7)
Weekly Cume	194,900	(64.1)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	78,100	(25.7)
Daily Cume	123,400	(40.6)
Weekly Cume	177,500	(58.4)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	74,200	(24.4)
Daily Cume	120,400	(39.6)
Weekly Cume	171,200	(56.3)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	75,700	(24.9)
Daily Cume	140,800	(46.3)
Weekly Cume	200,000	(65.8)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	71,700	(23.6)
Daily Cume	193,600	(63.7)
Weekly Cume	240,800	(79.2)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	58,400	(19.2)
Daily Cume	92,700	(30.5)
Weekly Cume	130,100	(42.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	38,000	(12.5)
Daily Cume	81,500	(26.8)
Weekly Cume	136,200	(44.8)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	48,000	(15.8)
Daily Cume	126,800	(41.7)
Weekly Cume	180,300	(59.3)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	63,800	(21.0)
Daily Cume	245,000	(80.6)
Weekly Cume	280,900	(92.4)

This study covers the San Diego metropolitan area. This area is synonymous with San Diego county. The total number of radio homes in the area is 304,000.

*Excludes 12 Midnight to 6 A.M.

San Francisco-Oakland (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	207,600	(23.5)
Daily Cume	405,400	(45.9)
Weekly Cume	572,300	(64.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	249,900	(28.3)
Daily Cume	369,200	(41.8)
Weekly Cume	527,300	(59.7)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	233,200	(26.4)
Daily Cume	354,200	(40.1)
Weekly Cume	522,000	(59.1)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	227,900	(25.8)
Daily Cume	418,600	(47.4)
Weekly Cume	575,000	(65.1)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	229,600	(26.0)
Daily Cume	558,200	(63.2)
Weekly Cume	710,100	(80.4)

NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	181,100	(20.5)
Daily Cume	337,400	(38.2)
Weekly Cume	418,600	(47.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	113,900	(12.9)
Daily Cume	301,200	(34.1)
Weekly Cume	378,000	(42.8)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	147,500	(16.7)
Daily Cume	462,800	(52.4)
Weekly Cume	532,600	(60.3)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	202,300	(22.9)
Daily Cume	745,400	(84.4)
Weekly Cume	792,200	(89.7)

This study covers the San Francisco metropolitan area. This area includes the following counties: Alameda, Contra Costa, San Francisco, Marin, San Mateo and Solano. The total number of radio homes in this area is 883,200.

*Excludes 12 Midnight to 6 A.M.

Seattle (February 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	72,700	(21.6)
Daily Cume	155,800	(46.3)
Weekly Cume	218,100	(64.8)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	89,900	(26.7)
Daily Cume	148,400	(44.1)
Weekly Cume	202,600	(60.2)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	85,200	(25.3)
Daily Cume	144,100	(42.8)
Weekly Cume	200,300	(59.5)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	83,800	(24.9)
Daily Cume	157,500	(46.8)
Weekly Cume	221,100	(65.7)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	82,800	(24.6)
Daily Cume	211,400	(62.8)
Weekly Cume	260,500	(77.4)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	59,600	(17.7)
Daily Cume	97,300	(28.9)
Weekly Cume	149,500	(44.4)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	38,400	(11.4)
Daily Cume	80,100	(23.8)
Weekly Cume	141,700	(42.1)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	49,100	(14.6)
Daily Cume	135,300	(40.2)
Weekly Cume	187,500	(55.7)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	71,700	(21.3)
Daily Cume	254,500	(75.6)
Weekly Cume	294,200	(87.4)

This study covers the Seattle metropolitan area. This area includes Kings and Snohomish counties. The total number of radio homes in this area is 336,600.

*Excludes 12 Midnight to 6 A.M.

Trenton, N. J. (July 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience*	14,900	(20.7)
Daily Cume	33,800	(46.9)
Weekly Cume	46,900	(65.2)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	17,200	(23.9)
Daily Cume	30,600	(42.5)
Weekly Cume	43,100	(59.8)

AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	15,600	(21.7)
Daily Cume	29,800	(41.4)
Weekly Cume	44,500	(61.8)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	15,200	(21.1)
Daily Cume	35,100	(48.7)
Weekly Cume	48,100	(66.8)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	15,800	(21.9)
Daily Cume	44,200	(61.4)
Weekly Cume	57,300	(79.6)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	12,400	(17.2)
Daily Cume	21,300	(29.6)
Weekly Cume	30,800	(42.8)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	7,700	(10.7)
Daily Cume	17,100	(23.8)
Weekly Cume	32,100	(44.6)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	10,100	(14.0)
Daily Cume	30,000	(41.7)
Weekly Cume	39,000	(54.1)
TOTAL DAY (24 hours)		
Average 1/4 hour audience	13,800	(19.2)
Daily Cume	57,300	(79.6)
Weekly Cume	64,200	(89.1)

This study covers the Trenton metropolitan area. The total number of radio homes in this area is 72,000.

*Average quarter hour audience is based only on Monday-Friday average 6 A.M.—12 Midnight.

Washington, D. C. (January 1960)

	All Stations	%
MORNING (6 A.M.—9 A.M.)		
Average 1/4 hour audience	104,800	(18.4)
Daily Cume	243,300	(42.7)
Weekly Cume	377,800	(66.3)
MORNING (9 A.M.—12 Nn)		
Average 1/4 hour audience	133,900	(23.5)
Daily Cume	250,200	(43.9)
Weekly Cume	334,500	(58.7)
AFTERNOON (12 Nn—3 P.M.)		
Average 1/4 hour audience	125,900	(22.1)
Daily Cume	231,900	(40.7)
Weekly Cume	321,400	(56.4)
AFTERNOON (3 P.M.—6 P.M.)		
Average 1/4 hour audience	124,800	(21.9)
Daily Cume	252,500	(44.3)
Weekly Cume	379,000	(66.5)
DAYTIME (6 A.M.—6 P.M.)		
Average 1/4 hour audience	122,500	(21.5)
Daily Cume	361,300	(63.4)
Weekly Cume	437,700	(76.8)
NIGHTTIME (6 P.M.—9 P.M.)		
Average 1/4 hour audience	99,700	(17.5)
Daily Cume	161,900	(28.4)
Weekly Cume	245,600	(43.1)
NIGHTTIME (9 P.M.—12 Mid.)		
Average 1/4 hour audience	63,300	(11.1)
Daily Cume	140,200	(24.6)
Weekly Cume	229,700	(40.3)
NIGHTTIME (6 P.M.—12 Mid.)		
Average 1/4 hour audience	81,500	(14.3)
Daily Cume	237,600	(41.7)
Weekly Cume	327,100	(57.4)
TOTAL DAY (24 hours)		
Average 1/4 hour audience*	110,600	(19.4)
Daily Cume	475,900	(83.5)
Weekly Cume	528,900	(92.8)

This study covers the Washington, D. C., metropolitan area. This area includes the following counties: Washington, D. C., Montgomery and Prince Georges, Maryland; Arlington and Fairfax, Virginia. The total number of radio homes in the area is 569,900.

*Excludes 12 Midnight to 6 A.M.

Spot Radio Market Research

The following is an analysis of population, households, retail sales and effective buying income (E.B.I.) in the top 100 markets based on total retail sales in the Standard Metropolitan Statistical Area (metro area). All figures are from *Sales Management's 1960 Survey of Buying Power*. The report was prepared by the research department of Adam Young Inc. In addition to the metro area figures, the firm includes the same market data for what it terms the "advertiser area," the area of maximum interest to an advertiser. The "advertiser area" indicated for each market was determined by Young by first extending the basic trading area 50 miles, using the Rand-McNally trading area maps as a base. Where the basic trading area itself extends well beyond the 50-mile limit, it is nevertheless included as the "advertiser area." There

are seven exceptions to the use of the Rand-McNally-based determinations. These are in markets where Pulse has surveyed the "advertiser area" using an area that was agreed upon by major advertising agencies. The seven markets are Pittsburgh, Tulsa, Hartford, Des Moines, Sacramento, Stockton (Calif.) and Allentown-Easton-Bethlehem. The Young firm is seeking additional agency cooperation for defining "advertiser areas." It has sent the adjacent analysis complete with maps to major agencies, asking them to add or delete counties in each "advertiser area" in the report. These "ballots" are being returned to Pulse for future audience surveys.

*Concentration Factor (C.F.) is that portion of the "advertiser area" represented by the metro area.

1 NEW YORK METRO AREA			
	Total	% U. S.	
Population	10,628,400	5.9482	
Households	3,268,400	6.2600	
Retail Sales (000)	\$14,388,296	6.6544	
E. B. I. (000)	\$25,524,236	7.6562	

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	15,056,000	8.4261	70.6%
Households	4,585,300	8.7823	71.3
Retail Sales (000)	\$20,229,108	9.3557	71.1
E. B. I. (000)	\$35,952,453	10.7842	71.0

2 LOS ANGELES-LONG BEACH METRO AREA			
	Total	% U. S.	
Population	6,624,200	3.7072	
Households	2,220,800	4.2535	
Retail Sales (000)	\$ 9,796,184	4.5306	
E. B. I. (000)	\$15,318,459	4.5949	

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	6,804,400	3.8081	97.4%
Households	2,273,800	4.3550	97.7
Retail Sales (000)	\$10,010,518	4.6298	97.9
E. B. I. (000)	\$15,682,348	4.7040	97.7

3 CHICAGO METRO AREA			
	Total	% U. S.	
Population	6,117,900	3.4239	
Households	1,885,900	3.6121	
Retail Sales (000)	\$ 8,986,057	4.1560	
E. B. I. (000)	\$15,128,425	4.5379	

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	6,795,600	3.8032	90.0%
Households	2,081,900	3.9875	90.6
Retail Sales (000)	\$ 9,839,856	4.5508	91.3
E. B. I. (000)	\$16,490,856	4.9465	91.7

4 PHILADELPHIA METRO AREA			
	Total	% U. S.	
Population	4,439,100	2.4843	
Households	1,274,500	2.4411	
Retail Sales (000)	\$ 5,177,021	2.3943	
E. B. I. (000)	\$ 9,329,319	2.7984	

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	4,795,400	2.6837	92.6%
Households	1,383,000	2.6489	92.2
Retail Sales (000)	\$ 5,679,276	2.6266	91.2
E. B. I. (000)	\$10,039,576	3.0114	92.9

5 DETROIT METRO AREA			
	Total	% U. S.	
Population	3,963,500	2.2182	
Households	1,135,100	2.1741	
Retail Sales (000)	\$4,908,635	2.2702	
E. B. I. (000)	\$8,618,873	2.5853	

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	4,268,900	2.3891	92.8%
Households	1,219,400	2.3356	93.1
Retail Sales (000)	\$5,254,434	2.4301	93.4
E. B. I. (000)	\$9,186,033	2.7554	93.8

6 BOSTON METRO AREA			
	Total	% U. S.	
Population	3,074,400	1.7206	
Households	884,000	1.6931	
Retail Sales (000)	\$4,288,884	1.9836	
E. B. I. (000)	\$6,805,089	2.0412	

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	3,303,000	1.8485	93.1%
Households	954,200	1.8276	92.6
Retail Sales (000)	\$4,584,746	2.1204	93.5
E. B. I. (000)	\$7,255,819	2.1764	93.8

7 SAN FRANCISCO-OAKLAND METRO AREA			
	Total	% U. S.	
Population	2,731,200	1.5285	
Households	893,000	1.7104	
Retail Sales (000)	\$3,901,614	1.8045	
E. B. I. (000)	\$6,904,885	2.0712	

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	2,796,600	1.5651	97.7%
Households	911,500	1.7458	98.0
Retail Sales (000)	\$3,968,335	1.8353	98.3
E. B. I. (000)	\$7,016,185	2.1046	98.4

8 WASHINGTON, D. C. METRO AREA

	Total	% U. S.
Population	2,034,300	1.1385
Households	576,200	1.1036
Retail Sales (000)	\$2,825,891	1.3069
E. B. I. (000)	\$4,722,837	1.4166

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,281,200	1.2767	89.2%
Households	635,100	1.2164	90.7
Retail Sales (000)	\$3,042,053	1.4069	92.9
E. B. I. (000)	\$5,075,797	1.5225	93.0

9 PITTSBURGH METRO AREA

	Total	% U. S.
Population	2,381,500	1.3328
Households	683,700	1.3095
Retail Sales (000)	\$2,775,277	1.2835
E. B. I. (000)	\$4,668,686	1.4004

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,956,400	1.6545	80.6%
Households	844,900	1.6182	80.9
Retail Sales (000)	\$3,361,441	1.5546	82.6
E. B. I. (000)	\$5,604,307	1.6810	83.3

10 ST. LOUIS METRO AREA

	Total	% U. S.
Population	2,089,300	1.1693
Households	642,500	1.2306
Retail Sales (000)	\$2,527,105	1.1688
E. B. I. (000)	\$4,274,216	1.2821

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,474,200	1.3847	84.4%
Households	760,700	1.4570	84.5
Retail Sales (000)	\$2,930,016	1.3551	86.2
E. B. I. (000)	\$4,873,174	1.4617	87.7

11 CLEVELAND METRO AREA

	Total	% U. S.
Population	1,785,500	.9993
Households	537,500	1.0295
Retail Sales (000)	\$2,495,210	1.1540
E. B. I. (000)	\$4,144,597	1.2432

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	2,249,000	1.2587	79.4%
Households	674,200	1.2913	79.7
Retail Sales (000)	\$3,003,068	1.3889	83.1
E. B. I. (000)	\$5,046,651	1.5138	82.1

12 NEWARK, N. J. METRO AREA

	Total	% U. S.
Population	1,719,700	.9624
Households	506,600	.9703
Retail Sales (000)	\$2,414,298	1.1166
E. B. I. (000)	\$4,201,988	1.2604

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Newark is a part of the New York Advertiser Area		
Households			
Retail Sales (000)			
E. B. I. (000)			

13 MINNEAPOLIS-ST. PAUL METRO AREA

	Total	% U. S.
Population	1,410,200	.7892
Households	424,500	.8130
Retail Sales (000)	\$2,038,970	.9430
E. B. I. (000)	\$2,878,895	.8635

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,917,100	1.0729	73.6%
Households	564,800	1.0818	75.2
Retail Sales (000)	\$2,589,284	1.1975	78.7
E. B. I. (000)	\$3,632,787	1.0897	79.2

14 BALTIMORE METRO AREA

	Total	% U. S.
Population	1,748,000	.9783
Households	489,900	.9383
Retail Sales (000)	\$2,013,309	.9311
E. B. I. (000)	\$3,309,120	.9926

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,947,100	1.0897	89.8%
Households	543,800	1.0415	90.1
Retail Sales (000)	\$2,233,671	1.0330	90.1
E. B. I. (000)	\$3,627,981	1.0882	91.2

15 HOUSTON METRO AREA

	Total	% U. S.
Population	1,212,000	.6783
Households	362,400	.6941
Retail Sales (000)	\$1,626,062	.7520
E. B. I. (000)	\$2,313,109	.6938

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,696,200	.9493	71.5%
Households	497,800	.9534	72.8
Retail Sales (000)	\$2,155,944	.9971	75.4
E. B. I. (000)	\$3,015,003	.9044	76.7

16 BUFFALO METRO AREA

	Total	% U. S.
Population	1,338,300	.7490
Households	394,400	.7554
Retail Sales (000)	\$1,619,179	.7489
E. B. I. (000)	\$2,728,942	.8186

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,591,200	.8905	84.1%
Households	468,500	.8973	84.2
Retail Sales (000)	\$1,908,073	.8825	84.9
E. B. I. (000)	\$3,176,566	.9528	85.9

17 SEATTLE METRO AREA

	Total	% U. S.
Population	1,072,000	.5999
Households	363,200	.6956
Retail Sales (000)	\$1,607,945	.7437
E. B. I. (000)	\$2,291,519	.6874

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,609,300	.9006	66.6%
Households	529,900	1.0149	68.5
Retail Sales (000)	\$2,199,270	1.0171	73.1
E. B. I. (000)	\$3,268,773	.9805	70.1

Fort Worth Experiment

C. E. Hooper Inc. has tried a new audience report in Fort Worth, Tex., which it hopes will catch on in other markets. The study breaks down the analysis of audience shares into *four* Monday-through-Saturday periods, rather the former *two* weekday periods plus a Saturday daytime category. Among other innovations, the new format adds a full hour to evening driving times. Hooper believes that the new time periods reflect more accurately the way radio is

bought today by agencies. It also feels that the breakdowns will serve as a more helpful programming guide to stations because the new periods are more indicative of the changes made in a normal day's schedule. In Fort Worth, too, Hooper will no longer issue a three-month report showing Monday-through-Friday ratings. It believes the audience shares in the new time periods are a sufficient measure of programming acceptance.

THE NEW: SHARE OF RADIO AUDIENCE

TIME	RADIO SETS- IN-USE	A	B	C	D	E	F	G	H	I	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU SATURDAY 7:00 A.M.—9:00 A.M.	18.1	6.0	6.0	1.8	34.5	6.2	3.1	6.7	1.8	29.5	4.4	2,577
MONDAY THRU SATURDAY 9:00 A.M.—12:00 NOON	11.9	4.8	4.2	2.7	28.4	8.2	3.2	10.1	1.9	30.0	6.7	4,168
MONDAY THRU SATURDAY 12:00 NOON—4:00 P.M.	11.3	5.0	6.2	4.8	23.4	8.9	4.4	9.3	2.6	29.4	5.8	5,570
MONDAY THRU SATURDAY 4:00 P.M.—7:00 P.M.	13.0	7.8	9.5	3.9	28.0	1.7	2.7	4.6	2.7	31.5	10.2	4,152

THE OLD: SHARE OF RADIO AUDIENCE

TIME	RADIO SETS- IN-USE	A	B	C	D	E	F	G	H	I	J	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.—12:00 NOON	13.0	5.2	3.6	3.2	37.9	1.1	6.8	2.9	7.5	1.4	26.0	4.3	5,674
MONDAY THRU FRIDAY 12:00 NOON—6:00 P.M.	9.8	5.2	5.0	5.0	29.0	2.0	7.8	3.0	6.8	3.3	26.6	6.3	7,335
SATURDAY DAYTIME 7:00 A.M.—6:00 P.M.	13.9	3.9	7.5	2.9	29.7	2.2	6.5	6.8	11.1	0.4	24.0	5.0	2,544

18

DALLAS METRO AREA

	Total	% U. S.
Population	1,066,400	.5968
Households	324,500	.6215
Retail Sales (000)	\$1,592,770	.7366
E. B. I. (000)	\$2,009,542	.6028

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,222,800	.6843	87.2%
Households	370,700	.7100	87.5
Retail Sales (000)	\$1,739,791	.8046	91.5
E. B. I. (000)	\$2,205,152	.6615	91.1

19

PATERSON-CLIFTON-PASSAIC, N. J. METRO AREA

	Total	% U. S.
Population	1,185,400	.6634
Households	364,900	.6989
Retail Sales (000)	\$1,582,011	.7317
E. B. I. (000)	\$2,982,001	.8945

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population			
Households			
Retail Sales (000)			
E. B. I. (000)			

Paterson-Clifton-Passaic is a part of the New York Advertiser Area.

20

KANSAS CITY METRO AREA

	Total	% U. S.
Population	1,050,700	.5880
Households	344,700	.6602
Retail Sales (000)	\$1,560,337	.7216
E. B. I. (000)	\$2,298,408	.6894

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,408,000	.7880	74.6%
Households	456,400	.8741	75.5
Retail Sales (000)	\$1,941,702	.8980	80.4
E. B. I. (000)	\$2,869,794	.8608	80.1

21 MILWAUKEE METRO AREA

	Total	% U. S.
Population	1,202,000	.6727
Households	356,300	.6824
Retail Sales (000)	\$1,541,318	.7128
E. B. I. (000)	\$2,487,983	.7463

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,682,300	.9415	71.4%
Households	498,400	.9546	71.5
Retail Sales (000)	\$2,109,415	.9756	73.1
E. B. I. (000)	\$3,376,198	1.0127	73.7

22 MIAMI METRO AREA

	Total	% U. S.
Population	915,100	.5121
Households	281,500	.5392
Retail Sales (000)	\$1,504,984	.6960
E. B. I. (000)	\$1,923,074	.5768

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,290,600	.7223	70.9%
Households	395,400	.7573	71.2
Retail Sales (000)	\$2,082,911	.9633	72.3
E. B. I. (000)	\$2,605,160	.7814	73.8

23 CINCINNATI METRO AREA

	Total	% U. S.
Population	1,068,800	.5982
Households	338,700	.6487
Retail Sales (000)	\$1,410,190	.6522
E. B. I. (000)	\$2,141,245	.6423

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,708,600	.9562	62.6%
Households	524,300	1.0042	64.6
Retail Sales (000)	\$2,055,527	.9507	68.6
E. B. I. (000)	\$3,161,594	.9483	67.7

24 ATLANTA METRO AREA

	Total	% U. S.
Population	974,700	.5455
Households	280,000	.5363
Retail Sales (000)	\$1,369,742	.6335
E. B. I. (000)	\$1,849,800	.5549

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,335,300	.7473	73.0%
Households	372,400	.7133	75.2
Retail Sales (000)	\$1,659,571	.7675	82.5
E. B. I. (000)	\$2,254,281	.6762	82.1

25 DENVER METRO AREA

	Total	% U. S.
Population	895,200	.5010
Households	279,200	.5348
Retail Sales (000)	\$1,294,246	.5986
E. B. I. (000)	\$1,861,579	.5584

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,000,700	.5600	89.5%
Households	310,100	.5939	90.0
Retail Sales (000)	\$1,431,256	.6619	90.0
E. B. I. (000)	\$2,056,366	.6168	90.5

42

26 SAN DIEGO METRO AREA

	Total	% U. S.
Population	983,600	.5505
Households	290,200	.5558
Retail Sales (000)	\$1,283,812	.5937
E. B. I. (000)	\$2,106,045	.6317

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	983,600	.5505	100.0%
Households	290,200	.5558	100.0
Retail Sales (000)	\$1,283,812	.5937	100.0
E. B. I. (000)	\$2,106,045	.6317	100.0

27 PORTLAND, ORE. METRO AREA

	Total	% U. S.
Population	864,700	.4839
Households	290,700	.5568
Retail Sales (000)	\$1,129,234	.5223
E. B. I. (000)	\$1,646,714	.4939

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,194,800	.6687	72.4%
Households	393,200	.7531	72.4
Retail Sales (000)	\$1,500,350	.6939	75.3
E. B. I. (000)	\$2,204,082	.6611	74.7

28 TAMPA-ST. PETERSBURG METRO AREA

	Total	% U. S.
Population	717,500	.4015
Households	236,800	.4535
Retail Sales (000)	\$1,060,035	.4903
E. B. I. (000)	\$1,283,871	.3851

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	890,100	.4981	80.6%
Households	291,300	.5579	81.3
Retail Sales (000)	\$1,315,303	.6083	80.6
E. B. I. (000)	\$1,559,031	.4676	82.4

29 NEW ORLEANS METRO AREA

	Total	% U. S.
Population	839,800	.4700
Households	244,100	.4675
Retail Sales (000)	\$1,035,875	.4791
E. B. I. (000)	\$1,454,882	.4364

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,285,700	.7195	65.3%
Households	359,100	.6878	68.0
Retail Sales (000)	\$1,441,290	.6666	71.9
E. B. I. (000)	\$1,964,140	.5892	74.1

30 INDIANAPOLIS METRO AREA

	Total	% U. S.
Population	689,100	.3857
Households	217,800	.4172
Retail Sales (000)	\$1,007,866	.4661
E. B. I. (000)	\$1,516,230	.4548

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,330,500	.7446	51.8%
Households	416,300	.7973	52.3
Retail Sales (000)	\$1,703,301	.7878	59.2
E. B. I. (000)	\$2,637,130	.7910	57.5

31 SAN BERNARDINA-RIVERSIDE METRO AREA

	Total	% U. S.
Households	755,800	.4230
Households	243,800	.4670
Retail Sales (000)	\$ 976,163	.4515
E. B. I. (000)	\$1,438,416	.4315

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	768,400	.4300	98.4%
Households	248,100	.4752	98.3
Retail Sales (000)	\$1,000,293	.4626	97.6
E. B. I. (000)	\$1,467,575	.4402	98.0

32 HARTFORD-NEW BRITAIN METRO AREA

	Total	% U. S.
Population	660,100	.3694
Households	191,900	.3675
Retail Sales (000)	\$ 948,516	.4387
E. B. I. (000)	\$1,671,563	.5014

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	982,300	.5497	67.2%
Households	285,100	.5461	67.3
Retail Sales (000)	\$1,343,324	.6213	70.6
E. B. I. (000)	\$2,398,897	.7196	69.7

33 COLUMBUS, O. METRO AREA

	Total	% U. S.
Population	668,200	.3740
Households	198,500	.3802
Retail Sales (000)	\$ 917,770	.4245
E. B. I. (000)	\$1,486,049	.4458

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,307,700	.7319	51.1%
Households	386,200	.7397	51.4
Retail Sales (000)	\$1,590,826	.7357	57.7
E. B. I. (000)	\$2,537,901	.7613	58.6

34 DAYTON METRO AREA

	Total	% U. S.
Population	693,200	.3879
Households	205,900	.3944
Retail Sales (000)	\$ 899,933	.4162
E. B. I. (000)	\$1,495,325	.4485

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,113,400	.6231	62.3%
Households	332,500	.6368	61.9
Retail Sales (000)	\$1,367,991	.6327	65.8
E. B. I. (000)	\$2,244,166	.6732	66.6

35 BRIDGEPORT-STAMFORD-NORWALK METRO AREA

	Total	% U. S.
Population	633,100	.3543
Households	185,500	.3553
Retail Sales (000)	\$894,574	.4137
E. B. I. (000)	\$1,786,615	.5359

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	633,100	.3543	100.0%
Households	185,500	.3553	100.0
Retail Sales (000)	\$ 894,574	.4137	100.0
E. B. I. (000)	\$1,786,615	.5359	100.0

36 PROVIDENCE, R. I. METRO AREA

	Total	% U. S.
Population	715,900	.4007
Households	213,600	.4091
Retail Sales (000)	\$ 868,135	.4015
E. B. I. (000)	\$1,351,420	.4054

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	853,200	.4775	83.9%
Households	249,800	.4784	85.5
Retail Sales (000)	\$1,000,480	.4627	86.8
E. B. I. (000)	\$1,606,954	.4820	84.1

37 NEW HAVEN-WATERBURY-MERIDEN METRO AREA

	Total	% U. S.
Population	627,600	.3512
Households	184,900	.3541
Retail Sales (000)	\$ 866,985	.4010
E. B. I. (000)	\$1,515,833	.4547

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	627,600	.3512	100.0%
Households	184,900	.3541	100.0
Retail Sales (000)	\$ 866,985	.4010	100.0
E. B. I. (000)	\$1,515,833	.4547	100.0

38 ALBANY-SCHENECTADY-TROY METRO AREA

	Total	% U. S.
Population	668,600	.3742
Households	208,800	.3999
Retail Sales (000)	\$ 861,600	.3985
E. B. I. (000)	\$1,422,216	.4266

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,141,700	.6390	58.6%
Households	353,900	.6778	59.0
Retail Sales (000)	\$1,447,115	.6693	59.5
E. B. I. (000)	\$2,317,926	.6953	61.4

39 SAN JOSE METRO AREA

	Total	% U. S.
Population	613,000	.3431
Households	188,600	.3612
Retail Sales (000)	\$ 858,645	.3971
E. B. I. (000)	\$1,308,244	.3924

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	687,000	.3845	89.2%
Households	216,200	.4141	87.2
Retail Sales (000)	\$ 974,299	.4506	88.1
E. B. I. (000)	\$1,464,549	.4393	89.3

40 LOUISVILLE METRO AREA

	Total	% U. S.
Population	702,400	.3931
Households	211,400	.4049
Retail Sales (000)	\$ 851,973	.3940
E. B. I. (000)	\$1,225,445	.3676

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,143,000	.6397	61.5%
Households	324,200	.6209	65.2
Retail Sales (000)	\$1,162,753	.5378	73.3
E. B. I. (000)	\$1,759,488	.5278	69.6

41 PHOENIX METRO AREA

	Total	% U. S.
Population	630,200	.3527
Households	182,800	.3501
Retail Sales (000)	\$ 836,893	.3871
E. B. I. (000)	\$1,083,760	.3251

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	762,000	.4265	82.7%
Households	216,800	.4152	84.3
Retail Sales (000)	\$981,118	.4537	85.3
E. B. I. (000)	\$1,271,970	.3815	85.2

42 FT. WORTH METRO AREA		
	Total	% U. S.
Population	611,900	.3424
Households	186,700	.3576
Retail Sales (000)	\$ 798,401	.3693
E. B. I. (000)	\$1,100,240	.3300

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	728,600	.4078	84.0%
Households	222,800	.4257	83.8
Retail Sales (000)	\$ 924,683	.4277	86.3
E. B. I. (000)	\$1,269,108	.3807	86.7

43 ROCHESTER, N. Y. METRO AREA		
	Total	% U. S.
Population	585,000	.3274
Households	181,300	.3472
Retail Sales (000)	\$ 760,439	.3517
E. B. I. (000)	\$1,300,314	.3900

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	769,700	.4308	76.0%
Households	233,900	.4480	77.5
Retail Sales (000)	\$1,017,254	.4705	74.8
E. B. I. (000)	\$1,619,694	.4858	80.3

44 MEMPHIS METRO AREA		
	Total	% U. S.
Population	590,000	.3302
Households	168,100	.3220
Retail Sales (000)	\$ 758,755	.3509
E. B. I. (000)	\$1,015,759	.3047

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	1,006,900	.5635	58.6%
Households	274,300	.5254	61.3
Retail Sales (000)	\$1,016,541	.4701	74.6
E. B. I. (000)	\$1,428,318	.4284	71.1

45 SACRAMENTO METRO AREA		
	Total	% U. S.
Population	468,300	.2621
Households	146,400	.2804
Retail Sales (000)	\$ 738,865	.3417
E. B. I. (000)	\$1,086,008	.3258

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	780,300	.4367	60.0%
Households	245,700	.4706	59.6
Retail Sales (000)	\$1,238,642	.5729	59.7
E. B. I. (000)	\$1,694,958	.5084	64.1

46 SAN ANTONIO METRO AREA		
	Total	% U. S.
Population	660,100	.3694
Households	180,000	.3448
Retail Sales (000)	\$ 721,421	.3336
E. B. I. (000)	\$ 988,900	.2966

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	922,900	.5165	71.5%
Households	248,800	.4765	72.3
Retail Sales (000)	\$ 964,110	.4459	74.8
E. B. I. (000)	\$1,305,225	.3918	75.7

47 BIRMINGHAM METRO AREA		
	Total	% U. S.
Population	634,100	.3549
Households	179,500	.3438
Retail Sales (000)	\$ 710,774	.3287
E. B. I. (000)	\$1,082,017	.3246

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	995,200	.5570	63.7%
Households	269,800	.5168	66.5
Retail Sales (000)	\$ 961,924	.4449	73.9
E. B. I. (000)	\$1,479,751	.4439	73.1

48 GARY-HAMMOND-E. CHICAGO METRO AREA		
	Total	% U. S.
Population	556,600	.3115
Households	160,300	.3070
Retail Sales (000)	\$ 698,363	.3230
E. B. I. (000)	\$1,130,840	.3392

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	Gary-Hammond-E. Chicago is a part of the Chicago Advertiser Area		
Households			
Retail Sales (000)			
E. B. I. (000)			

49 SYRACUSE METRO AREA		
	Total	% U. S.
Population	547,600	.3065
Households	161,900	.3101
Retail Sales (000)	\$ 693,680	.3208
E. B. I. (000)	\$1,093,734	.3281

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	695,400	.3892	78.7%
Households	204,000	.3907	79.4
Retail Sales (000)	\$ 858,362	.3970	80.8
E. B. I. (000)	\$1,354,070	.4062	80.8

50 AKRON METRO AREA		
	Total	% U. S.
Population	515,000	.2882
Households	154,500	.2959
Retail Sales (000)	\$ 667,985	.3089
E. B. I. (000)	\$1,060,030	.3180

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	653,300	.3656	78.8%
Households	194,300	.3721	79.5
Retail Sales (000)	\$ 807,211	.3733	82.8
E. B. I. (000)	\$1,315,551	.3946	80.6

51 WORCESTER METRO AREA		
	Total	% U. S.
Population	589,500	.3299
Households	171,300	.3281
Retail Sales (000)	\$ 666,519	.3083
E. B. I. (000)	\$1,188,273	.3564

ADVERTISER AREA			
	Total	% U. S.	C. F.*
Population	589,500	.3299	100.0%
Households	171,300	.3281	100.0
Retail Sales (000)	\$ 666,519	.3083	100.0
E. B. I. (000)	\$1,188,273	.3564	100.0

52 JERSEY CITY METRO AREA		
	Total	% U. S.
Population	646,400	.3618
Households	190,400	.3647
Retail Sales (000)	\$ 655,370	.3031
E. B. I. (000)	\$1,369,295	.4107

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Jersey City is part of the New York Advertiser Area		
Households			
Retail Sales (000)			
E. B. I. (000)			

NEW BRUNSWICK-PERTH AMBOY, N. J. METRO AREA

	Total	% U. S.	C. F.*
Population	500,000	.2798	
Households	142,600	.2731	
Retail Sales (000)	\$ 648,881	.3001	
E. B. I. (000)	\$1,093,283	.3279	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	New Brunswick-Perth Amboy is part of the New York Advertiser Area		
Households			
Retail Sales (000)			
E. B. I. (000)			

SPRINGFIELD-HOLYOKE, MASS. METRO AREA

	Total	% U. S.	C. F.*
Population	472,300	.2643	
Households	136,200	.2609	
Retail Sales (000)	\$ 641,813	.2968	
E. B. I. (000)	\$1,015,329	.3046	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	527,400	.2952	89.6%
Households	153,500	.2940	88.7
Retail Sales (000)	\$ 707,850	.3273	90.7
E. B. I. (000)	\$1,121,745	.3365	90.5

YOUNGSTOWN METRO AREA

	Total	% U. S.	C. F.*
Population	501,200	.2805	
Households	141,900	.2718	
Retail Sales (000)	\$ 628,516	.2907	
E. B. I. (000)	\$ 992,346	.2977	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	617,500	.3456	81.2%
Households	175,100	.3354	81.0
Retail Sales (000)	\$ 771,875	.3570	81.4
E. B. I. (000)	\$1,220,168	.3660	81.3

TOLEDO METRO AREA

	Total	% U. S.	C. F.*
Population	474,700	.2657	
Households	144,700	.2771	
Retail Sales (000)	\$ 615,617	.2847	
E. B. I. (000)	\$1,105,190	.3315	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	893,900	.5003	53.1%
Households	271,900	.5208	53.2
Retail Sales (000)	\$1,095,754	.5068	56.2
E. B. I. (000)	\$1,870,268	.5610	59.1

OKLAHOMA CITY METRO AREA

	Total	% U. S.	C. F.*
Population	473,400	.2649	
Households	148,100	.2837	
Retail Sales (000)	\$ 608,551	.2814	
E. B. I. (000)	\$ 872,906	.2618	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	683,700	.3826	69.2%
Households	210,100	.4024	70.5
Retail Sales (000)	\$ 841,922	.3894	72.3
E. B. I. (000)	\$1,175,798	.3527	74.2

ALLENTOWN-BETHLEHEM-EASTON, PA. METRO AREA

	Total	% U. S.	C. F.*
Population	474,200	.2654	
Households	137,500	.2634	
Retail Sales (000)	\$ 600,853	.2779	
E. B. I. (000)	\$ 936,031	.2808	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	569,800	.3189	83.2%
Households	165,100	.3162	83.3
Retail Sales (000)	\$ 706,115	.3266	85.1
E. B. I. (000)	\$1,098,654	.3295	85.2

RICHMOND METRO AREA

	Total	% U. S.	C. F.*
Population	416,300	.2330	
Households	113,800	.2180	
Retail Sales (000)	\$ 591,774	.2737	
E. B. I. (000)	\$ 754,051	.2262	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	843,500	.4721	49.4%
Households	214,000	.4099	53.2
Retail Sales (000)	\$ 922,173	.4265	64.2
E. B. I. (000)	\$1,278,592	.3835	59.0

NORFOLK-PORTSMOUTH METRO AREA

	Total	% U. S.	C. F.*
Population	597,100	.3342	
Households	168,000	.3218	
Retail Sales (000)	\$ 589,193	.2725	
E. B. I. (000)	\$1,092,576	.3277	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	1,060,900	.5937	56.3%
Households	284,000	.5439	59.2
Retail Sales (000)	\$1,001,855	.4633	58.8
E. B. I. (000)	\$1,724,722	.5173	63.3

OMAHA METRO AREA

	Total	% U. S.	C. F.*
Population	444,300	.2487	
Households	134,000	.2567	
Retail Sales (000)	\$ 588,036	.2720	
E. B. I. (000)	\$ 853,887	.2561	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	807,900	.4521	55.0%
Households	246,700	.4725	54.3
Retail Sales (000)	\$1,006,690	.4656	58.4
E. B. I. (000)	\$1,430,055	.4290	59.7

JACKSONVILLE, FLA. METRO AREA

	Total	% U. S.	C. F.*
Population	451,500	.2527	
Households	127,400	.2440	
Retail Sales (000)	\$ 579,459	.2680	
E. B. I. (000)	\$ 788,027	.2364	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	643,500	.3601	70.2%
Households	175,900	.3369	72.4
Retail Sales (000)	\$ 756,136	.3497	76.6
E. B. I. (000)	\$1,022,107	.3066	77.1

FRESNO METRO AREA

	Total	% U. S.	C. F.*
Population	350,900	.1964	
Households	107,100	.2051	
Retail Sales (000)	\$ 540,526	.2500	
E. B. I. (000)	\$ 669,563	.2008	

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	585,200	.3275	60.0%
Households	176,400	.3379	60.7
Retail Sales (000)	\$ 866,726	.4009	62.4
E. B. I. (000)	\$1,071,486	.3214	62.5

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NASHVILLE METRO AREA

	Total	% U. S.
Population	380,100	.2127
Households	107,700	.2063
Retail Sales (000)	\$ 511,640	.2366
E. B. I. (000)	\$ 648,457	.1945

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	878,100	.4914	43.3%
Households	237,700	.4553	45.3
Retail Sales (000)	\$ 855,657	.3957	59.8
E. B. I. (000)	\$1,209,881	.3629	53.6

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SALT LAKE CITY METRO AREA

	Total	% U. S.
Population	380,100	.2127
Households	110,400	.2115
Retail Sales (000)	\$ 506,869	.2344
E. B. I. (000)	\$ 698,618	.2096

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	904,300	.5061	42.0%
Households	249,500	.4779	44.2
Retail Sales (000)	\$1,033,778	.4781	49.0
E. B. I. (000)	\$1,506,389	.4519	43.4

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FT. LAUDERDALE METRO AREA

	Total	% U. S.
Population	296,500	.1659
Households	91,700	.1756
Retail Sales (000)	\$ 506,706	.2343
E. B. I. (000)	\$ 548,864	.1646

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	Ft. Lauderdale is a part of the Miami Advertiser Area		
Households			
Retail Sales (000)			
E. B. I. (000)			

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WILMINGTON METRO AREA

	Total	% U. S.
Population	364,800	.2042
Households	104,900	.2009
Retail Sales (000)	\$ 497,683	.2302
E. B. I. (000)	\$ 917,894	.2753

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	597,200	.3342	61.1%
Households	171,900	.3292	61.0
Retail Sales (000)	\$ 802,540	.3712	62.0
E. B. I. (000)	\$1,329,746	.3989	69.0

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TULSA METRO AREA

	Total	% U. S.
Population	381,000	.2132
Households	120,500	.2308
Retail Sales (000)	\$ 492,491	.2278
E. B. I. (000)	\$ 726,875	.2180

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	810,600	.4537	47.0%
Households	242,300	.4641	49.7
Retail Sales (000)	\$ 851,571	.3938	57.8
E. B. I. (000)	\$1,296,718	.3890	56.1

69

GRAND RAPIDS METRO AREA

	Total	% U. S.
Population	349,400	.1955
Households	106,700	.2044
Retail Sales (000)	\$ 477,063	.2206
E. B. I. (000)	\$ 699,721	.2099

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	838,400	.4692	41.7%
Households	251,800	.4823	42.4
Retail Sales (000)	\$ 998,764	.4619	47.8
E. B. I. (000)	\$1,478,162	.4434	47.3

70

HONOLULU METRO AREA

	Total	% U. S.
Population	520,500	.2913
Households	119,700	.2293
Retail Sales (000)	\$ 476,615	.2204
E. B. I. (000)	\$ 937,973	.2814

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	658,900	.3691	79.0%
Households	158,300	.3038	75.6
Retail Sales (000)	\$ 579,058	.2678	82.3
E. B. I. (000)	\$1,146,440	.3439	81.8

71

FLINT, MICH. METRO AREA

	Total	% U. S.
Population	393,900	.2204
Households	116,000	.2222
Retail Sales (000)	\$ 471,136	.2179
E. B. I. (000)	\$ 842,992	.2529

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	865,200	.4842	45.5%
Households	249,900	.4786	46.4
Retail Sales (000)	\$1,000,701	.4628	47.1
E. B. I. (000)	\$1,634,841	.4904	51.6

72

WICHITA METRO AREA

	Total	% U. S.
Population	332,800	.1863
Households	109,400	.2095
Retail Sales (000)	\$ 454,234	.2101
E. B. I. (000)	\$ 652,954	.1959

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	570,800	.3194	58.3%
Households	186,000	.3562	58.8
Retail Sales (000)	741,323	.3429	61.3
E. B. I. (000)	\$1,042,576	.3127	62.6

73

FALL RIVER-NEW BEDFORD, MASS. METRO AREA

	Total	% U. S.
Population	398,400	.2230
Households	120,700	.2312
Retail Sales (000)	\$ 446,426	.2065
E. B. I. (000)	\$ 746,027	.2238

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	464,400	.2599	85.8%
Households	140,800	.2697	85.7
Retail Sales (000)	\$ 574,534	.2657	77.7
E. B. I. (000)	\$ 867,846	.2603	86.0

HARRISBURG METRO AREA		
	Total	% U. S.
Population	345,400	.1933
Households	102,400	.1961
Retail Sales (000)	\$ 436,748	.2020
E. B. I. (000)	\$ 672,466	.2017

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	858,700	.4806	40.2%
Households	250,200	.4792	40.9
Retail Sales (000)	\$1,037,752	.4799	42.1
E. B. I. (000)	\$1,544,523	.4633	43.5

75 ORLANDO METRO AREA

	Total	% U. S.
Population	305,100	.1707
Households	96,300	.1844
Retail Sales (000)	\$ 436,580	.2019
E. B. I. (000)	\$ 533,033	.1599

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	610,500	.3417	50.0%
Households	193,600	.3708	49.7
Retail Sales (000)	\$ 835,056	.3862	52.3
E. B. I. (000)	\$1,021,899	.3065	52.2

76 CANTON, O. METRO AREA

	Total	% U. S.
Population	332,200	.1859
Households	97,500	.1867
Retail Sales (000)	\$ 423,925	.1961
E. B. I. (000)	\$ 636,662	.1910

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	633,800	.3547	52.4%
Households	186,400	.3570	52.3
Retail Sales (000)	\$ 744,712	.3444	56.9
E. B. I. (000)	\$1,143,748	.3431	55.7

77 BAKERSFIELD, CALIF. METRO AREA

	Total	% U. S.
Population	277,700	.1554
Households	82,500	.1580
Retail Sales (000)	\$ 418,351	.1935
E. B. I. (000)	\$ 565,103	.1695

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	277,700	.1554	100.0%
Households	82,500	.1580	100.0
Retail Sales (000)	\$ 418,351	.1935	100.0
E. B. I. (000)	\$ 565,103	.1694	100.0

78 DES MOINES METRO AREA

	Total	% U. S.
Population	267,600	.1498
Households	86,700	.1661
Retail Sales (000)	\$ 407,987	.1887
E. B. I. (000)	\$ 544,266	.1633

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	1,183,000	.6625	22.6%
Households	363,000	.6953	23.9
Retail Sales (000)	\$1,537,814	.7112	26.5
E. B. I. (000)	\$2,183,556	.6550	24.9

79 LANSING METRO AREA

	Total	% U. S.
Population	303,700	.1700
Households	89,400	.1712
Retail Sales (000)	\$ 399,455	.1847
E. B. I. (000)	\$ 615,846	.1847

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	468,700	.2623	64.8%
Households	138,200	.2647	64.7
Retail Sales (000)	\$ 598,079	.2766	66.8
E. B. I. (000)	\$ 909,100	.2727	67.7

80 UTICA-ROME, N. Y. METRO AREA

	Total	% U. S.
Population	312,900	.1751
Households	92,300	.1768
Retail Sales (000)	\$ 397,901	.1840
E. B. I. (000)	\$ 581,935	.1746

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	367,400	.2056	85.2%
Households	109,400	.2095	84.4
Retail Sales (000)	\$ 464,853	.2150	85.6
E. B. I. (000)	\$ 682,730	.2048	85.2

81 PEORIA METRO AREA

	Total	% U. S.
Population	294,700	.1649
Households	91,300	.1749
Retail Sales (000)	\$ 391,350	.1810
E. B. I. (000)	\$ 640,902	.1922

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	659,100	.3689	44.7%
Households	206,100	.3947	44.3
Retail Sales (000)	\$ 856,228	.3960	45.7
E. B. I. (000)	\$1,360,610	.4081	47.1

82 CHARLOTTE METRO AREA

	Total	% U. S.
Population	275,300	.1541
Households	73,900	.1415
Retail Sales (000)	\$ 385,812	.1784
E. B. I. (000)	\$ 491,540	.1474

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	959,700	.5371	28.7%
Households	246,400	.4719	30.0
Retail Sales (000)	\$ 980,434	.4534	39.4
E. B. I. (000)	\$1,386,776	.4160	35.4

83 WILKES BARRE-HAZLETON METRO AREA

	Total	% U. S.
Population	366,100	.2049
Households	102,700	.1967
Retail Sales (000)	\$ 383,817	.1775
E. B. I. (000)	\$ 589,590	.1769

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	1,035,600	.5796	35.4%
Households	294,900	.5648	34.8
Retail Sales (000)	\$1,085,878	.5022	35.3
E. B. I. (000)	\$1,636,675	.4909	36.0

84 KNOXVILLE METRO AREA

	Total	% U. S.
Population	373,800	.2092
Households	100,900	.1933
Retail Sales (000)	\$ 381,335	.1764
E. B. I. (000)	\$ 565,919	.1698

ADVERTISER AREA

	Total	% U. S.	C. F. *
Population	707,100	.3957	52.9%
Households	182,800	.3501	55.2
Retail Sales (000)	\$ 599,061	.2771	63.7
E. B. I. (000)	\$ 892,051	.2676	63.4

85	SPOKANE METRO AREA	
	Total	% U.S.
Population	291,100	.1629
Households	95,100	.1821
Retail Sales (000)	\$ 379,688	.1756
E. B. I. (000)	\$ 578,498	.1735

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	451,200	.2525	64.5%
Households	143,400	.2747	66.3
Retail Sales (000)	\$ 564,971	.2613	67.2
E. B. I. (000)	\$ 867,365	.2602	66.7

86	TRENTON METRO AREA	
	Total	% U.S.
Population	272,200	.1523
Households	73,500	.1408
Retail Sales (000)	\$ 377,273	.1745
E. B. I. (000)	\$ 611,119	.1833

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	321,500	.1799	84.7%
Households	88,400	.1693	83.1
Retail Sales (000)	\$ 443,052	.2049	85.2
E. B. I. (000)	\$ 703,541	.2110	86.9

87	CHATTANOOGA METRO AREA	
	Total	% U.S.
Population	290,700	.1627
Households	83,500	.1599
Retail Sales (000)	\$ 364,898	.1688
E. B. I. (000)	\$ 442,603	.1328

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	636,100	.3560	45.7%
Households	169,500	.3246	49.3
Retail Sales (000)	\$ 611,019	.2826	59.7
E. B. I. (000)	\$ 808,194	.2424	54.8

88	DAVENPORT-ROCK ISLAND-MOLINE METRO AREA	
	Total	% U.S.
Population	279,700	.1565
Households	85,900	.1645
Retail Sales (000)	\$ 359,734	.1664
E. B. I. (000)	\$ 582,053	.1746

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	525,000	.2938	53.3%
Households	162,900	.3120	52.7
Retail Sales (000)	\$ 687,945	.3182	52.3
E. B. I. (000)	\$1,027,165	.3081	56.7

89	TACOMA METRO AREA	
	Total	% U.S.
Population	328,100	.1836
Households	97,900	.1875
Retail Sales (000)	\$ 357,965	.1656
E. B. I. (000)	\$ 608,404	.1825

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	Tacoma is a part of the Seattle Advertiser Area		
Households			
Retail Sales (000)			
E. B. I. (000)			

90	ALBUQUERQUE METRO AREA	
	Total	% U.S.
Population	252,800	.1415

Households	70,900	.1357
Retail Sales (000)	\$ 357,611	.1654
E. B. I. (000)	\$ 474,824	.1424

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	326,000	.1824	77.5%
Households	87,100	.1668	81.4
Retail Sales (000)	\$ 413,425	.1912	86.5
E. B. I. (000)	\$ 547,299	.1642	86.8

91 EL PASO METRO AREA

	Total	% U.S.
Population	330,000	.1847
Households	86,900	.1664
Retail Sales (000)	\$ 355,601	.1645
E. B. I. (000)	\$ 555,280	.1666

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	479,300	.2682	68.9%
Households	125,600	.2406	69.2
Retail Sales (000)	\$ 503,189	.2327	70.7
E. B. I. (000)	\$ 782,726	.2348	70.9

92 BEAUMONT-PT. ARTHUR, TEX. METRO AREA

	Total	% U.S.
Population	315,500	.1766
Households	91,400	.1751
Retail Sales (000)	\$ 354,989	.1642
E. B. I. (000)	\$ 547,449	.1642

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	396,300	.2218	79.6%
Households	112,500	.2155	81.2
Retail Sales (000)	\$ 431,390	.1995	82.3
E. B. I. (000)	\$ 636,355	.1909	86.0

93 LANCASTER METRO AREA

	Total	% U.S.
Population	267,500	.1497
Households	76,700	.1469
Retail Sales (000)	\$ 349,750	.1618
E. B. I. (000)	\$ 552,078	.1656

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	267,500	.1497	100.0%
Households	76,700	.1469	100.0
Retail Sales (000)	\$ 349,750	.1618	100.0
E. B. I. (000)	\$ 552,078	.1656	100.0

94 WEST PALM BEACH METRO AREA

	Total	% U.S.
Population	229,700	.1286
Households	79,000	.1513
Retail Sales (000)	\$ 348,236	.1611
E. B. I. (000)	\$ 424,360	.1273

ADVERTISER AREA

	Total	% U.S.	C. F.*
Population	322,000	.1802	71.3%
Households	104,900	.2009	75.3
Retail Sales (000)	\$ 470,124	.2174	74.1
E. B. I. (000)	\$ 562,359	.1687	75.5

95 GREENSBORO-HIGH POINT, N. C. METRO AREA

	Total	% U.S.
Population	233,800	.1308
Households	61,500	.1178
Retail Sales (000)	\$ 344,778	.1595
E. B. I. (000)	\$ 398,642	.1196

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	603,600	.5057	38.7%
Households	234,500	.4491	26.2
Retail Sales (000)	\$ 991,183	.4584	34.8
E. B. I. (000)	\$1,310,959	.3932	30.4

96

TUCSON METRO AREA

	Total	% U. S.
Population	265,100	.1484
Households	80,500	.1542
Retail Sales (000)	\$ 339,976	.1572
E. B. I. (000)	\$ 491,446	.1474

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	278,100	.1556	95.3%
Households	83,900	.1607	95.9
Retail Sales (000)	\$ 367,897	.1701	92.4
E. B. I. (000)	\$ 511,012	.1533	96.2

97

SHREVEPORT METRO AREA

	Total	% U. S.
Population	260,600	.1458
Households	72,700	.1392
Retail Sales (000)	\$ 332,071	.1536
E. B. I. (000)	\$ 441,019	.1323

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	566,100	.3168	46.0%
Households	157,300	.3013	46.2
Retail Sales (000)	\$ 629,904	.2913	52.7
E. B. I. (000)	\$ 832,974	.2499	52.9

98

FT. WAYNE METRO AREA

	Total	% U. S.
Population	229,200	.1283

Households	71,100	.1362
Retail Sales (000)	\$ 330,750	.1530
E. B. I. (000)	\$ 479,598	.1439

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	528,800	.2959	43.3%
Households	163,900	.3139	43.4
Retail Sales (000)	\$ 688,613	.3185	48.0
E. B. I. (000)	\$ 990,290	.2970	48.4

99

STOCKTON, CALIF. METRO AREA

	Total	% U. S.
Population	237,200	.1327
Households	74,000	.1417
Retail Sales (000)	\$ 329,083	.1522
E. B. I. (000)	\$ 490,613	.1472

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	406,100	.2273	58.4%
Households	127,000	.2432	58.3
Retail Sales (000)	\$ 603,661	.2792	54.5
E. B. I. (000)	\$ 805,887	.2417	60.9

100

MOBILE METRO AREA

	Total	% U. S.
Population	282,500	.1581
Households	78,200	.1498
Retail Sales (000)	\$ 322,178	.1490
E. B. I. (000)	\$ 428,116	.1284

ADVERTISER AREA

	Total	% U. S.	C. F.*
Population	570,700	.3194	49.5%
Households	151,700	.2906	51.5
Retail Sales (000)	\$ 566,733	.2621	56.8
E. B. I. (000)	\$ 783,066	.2349	54.7

Fm Profile

The National Association of Fm Broadcasters has compiled in a flip-card presentation a composite of the research gained in 16 separate Pulse studies of 1959. Here are the NAFMB figures:

Average fm set penetration	43.5 percent
Fm homes listening sometime each week	56.5 percent
Fm homes listening each and every day	51.3 percent
Fm listeners who are	
college graduates	37.0 percent
high school graduates	33.5 percent
some college	12.4 percent
some high school	8.9 percent
Fm listeners who are between the ages of	
19 and 35	25.0 percent
35 and 50	37.0 percent
over 50	35.0 percent
under 18	3.5 percent
Fm listeners with incomes between	
\$ 7,500 and \$10,000	21.4 percent
\$10,000 and \$15,000	14.4 percent
\$ 5,000 and \$ 7,500	28.4 percent
\$ 3,000 and \$ 5,000	15.2 percent
\$ 2,000 and \$ 3,000	4.2 percent
Over \$15,000	4.0 percent
Refused to answer	12.2 percent

Fm listeners who are	
professional men, proprietors,	
or business executives	29.0 percent
white collar workers	20.1 percent
laborers and skilled technicians	28.6 percent
miscellaneous	22.3 percent
Those who listen in the	
living room	47.3 percent
bedroom	22.8 percent
kitchen	14.0 percent
den	8.2 percent
other places	7.7 percent
Those who listen between	
6 a.m. and 9 a.m.	16.0 percent
9 a.m. and 12 Noon	13.0 percent
12 Noon and 6 p.m.	23.0 percent
6 p.m. and 9 p.m.	45.0 percent
9 p.m. and Midnight	20.0 percent
Those who listen to	
consoles	50.0 percent
table models	35.0 percent
component parts	15.0 percent
Multiple fm set homes	13.0 percent
Offices and business establishments with fm sets	10.0 percent



LEFT TO RIGHT FARRELL SMITH, SCOTT MUNI, BILL OWEN, JACK CARNEY, HERB OSCAR, ANDERSON, CHARLIE GREER, CHUCK DUNAWAY.
 1-3 PM 10 PM-12 M 4-6 AM 3-6 30 PM 6-10 AM 11 AM-1 PM 7-10-10 PM

The swingin' 7 from 77! All aboard for the big bright sound of Radio WABC! Listen to the Big 7 from Channel 77 make big things happen with just Your Kind of Music! First Person Features and First Person News

THE SOUND OF NEW YORK.

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on your sound dial

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Radio Advertisers

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PART I—National & Regional Spot Advertisers

The following list was compiled by U.S. RADIO through the facilities of major representatives with offices in cities across the country. This list includes the names of more than 750 national and regional spot radio users and their agencies.

Food, Flour, Fruit and Cereal

Accent Food Seasoning	<i>Needham, Louis & Brorby, Chicago</i>	California Cantaloupes	<i>Dancer, Fitzgerald & Sample, San Francisco</i>
American Bakeries		California Packing Co.	
Cookbook Bread	<i>Young & Rubicam, New York</i>	Del Monte Products	<i>McCann-Erickson, San Francisco</i>
American Home Foods Co.		Campbell Soup Co.	
Chef Boy-Ar-Dee	<i>Young & Rubicam, New York</i>	Campbell's heat processed soups	<i>BBD&O, New York</i>
American Molasses		Campbell's frozen soups	<i>Leo Burnett, Chicago</i>
Grandma's Old Fashioned Unsulphured Molasses		Franco-American Products	<i>Leo Burnett, Chicago</i>
<i>Kastor, Hilton, Chesley, Clifford & Atherton, New York</i>		Campbell's Pork and Beans	<i>Needham, Louis & Brorby, New York</i>
American Scientific Labs		Carnation Milk Co.	<i>Erwin Wasey, Ruthrauff & Ryan, Los Angeles</i>
Banably Syrups	<i>Arthur Towell, Madison, Wis.</i>	Chris & Pitts Bar B Q Sauce	<i>Curtis Advertising, Hollywood</i>
V. Arena & Sons Inc.		Chun King Sales Inc.	
Conte Luna Twistetti	<i>Torrieri Advertising, Baltimore</i>	Chow Mein Divider-Pak	<i>BBD&O, Minneapolis</i>
Conte Luna Elbow Macaroni	<i>Torrieri Advertising, Baltimore</i>	Church & Dwight Co.	
Armour Processed Meats		Cow Brand Baking Soda	<i>Charles W. Hoyt, New York</i>
Armour Frankfurters	<i>N. W. Ayer & Son, Philadelphia</i>	Coastal Foods Co.	
Arnold Bakeries		Phillips Beans and Franks	<i>W. B. Doner & Co., Baltimore</i>
Arnold Bread	<i>Kudner, New York</i>	Phillips Pork and Beans	<i>W. B. Doner & Co., Baltimore</i>
Beech-Nut Life Savers Inc.		Continental Baking Co.	
Beech-Nut Baby Food	<i>Young & Rubicam, New York</i>	Hostess Cakes	<i>Ted Bates, New York</i>
Bernstein's Food Products Co.	<i>Hal Stebbins, Los Angeles</i>	Hostess Handi Pie	<i>Ted Bates, New York</i>
Brock Hall Dairy Co.	<i>Charles W. Hoyt, New York</i>	Profile Bread	<i>Ted Bates, New York</i>
Buitoni Foods Corp.		Wonder Bread	<i>Ted Bates, New York</i>
Buitoni Macaroni	<i>Albert Frank-Guenther Law, New York</i>	Wonder Buns	<i>Ted Bates, New York</i>
California Asparagus Growers	<i>Evans-McClure, San Francisco</i>	Wonder Rolls	<i>Ted Bates, New York</i>

Advertisers (Spot)

Corn Products Company—Best Foods Division		Louis Milani Foods Inc.	Donahue & Co., Los Angeles
Best Foods Mayonnaise	<i>Dancer, Fitzgerald & Sample, New York</i>	C. F. Mueller	
Hellmann's Italian Dressing	<i>Dancer, Fitzgerald & Sample, New York</i>	Mueller's Macaroni	<i>Doherty, Clifford, Steers & Shenfield, New York</i>
Hellmann's Mayonnaise	<i>Dancer, Fitzgerald & Sample, New York</i>	National Biscuit Co.	
Nucoa Margarine	<i>Dancer, Fitzgerald & Sample, New York</i>	Millbrook Bread	<i>McCann-Erickson, New York</i>
Skippy Peanut Butter	<i>Guild Bascom & Bonfigli, New York</i>	Nabisco Crackers	<i>McCann-Erickson, New York</i>
Cream of Wheat Corp.	<i>BBD&O, Minneapolis</i>	National Cranberry Association	
Dannon Milk Products Inc.		Ocean Spray Cranberry Juice	<i>BBD&O, New York</i>
Dannon Yogurt	<i>The Zlowe Co., New York</i>	National Dairy Products Corp.	
Dean Milk Company	<i>Clinton E. Frank, Chicago</i>	Breakstone's Yogurt	<i>Mogul, Williams & Saylor, New York</i>
Diamond Walnut Growers Inc.	<i>McCann-Erickson, San Francisco</i>	Sealtest	<i>N. W. Ayer & Son, New York</i>
Dubuque Packing Co.	<i>Perrin-Paus, Chicago</i>	Oak State Products	
John H. Dulaney & Sons Inc.		Archway Cookies	<i>Grant Advertising, Chicago</i>
Dulaney Frozen Foods		Omar, Inc.	<i>Bozell & Jacobs, Chicago</i>
	<i>Arndt, Preston, Chapin, Lamb & Keen, Philadelphia</i>	Old Virginia Packing Co.	
Albert Dickenson Co.		Old Virginia Foods	<i>Cargill, Wilson & Acree, Richmond, Va.</i>
Big Buster Pop Corn	<i>Hanson & Starns, Chicago</i>	Oscar Mayer & Co.	<i>J. Walter Thompson, Chicago</i>
Duffy Mott Co.		Mrs. Paul's Kitchens	<i>The Aitkin-Kynett Co., Philadelphia</i>
Clapps Baby Food	<i>Sullivan, Stauffer, Colwell & Bayles, New York</i>	Penick & Ford Ltd. Inc.	
Durkee Famous Foods		Swel Frosting	<i>Crool & Brant, New York</i>
Durkee's Mayonnaise	<i>Cunningham & Walsh, San Francisco</i>	Brer Rabbit Molasses	<i>Grant Advertising, New York</i>
Eskimo Pie Corp.		My-T-Fine Pudding	<i>Grant Advertising, New York</i>
Eskimo Fruit Joy	<i>Eastern Advertising, New York</i>	Vermont Maid Syrup	<i>Grant Advertising, New York</i>
Eskimo Pies	<i>Eastern Advertising, New York</i>	Pet Milk Company	<i>Gardner Advertising, St. Louis</i>
J. H. Filbert Inc.		Pillsbury Mills Inc.	
Mrs. Filbert's Margarine	<i>Young & Rubicam, New York</i>	Pillsbury and Ballard products	<i>Campbell & Mithun, Minneapolis</i>
Foremost Dairies Inc.		Prince Macaroni Manufacturing Co.	<i>S. E. Zubrow, Philadelphia</i>
Dolly Madison Products		Procter & Gamble Co.	
The Frito Company		Duncan Hines Cake Mixes	<i>Gardner Advertising, St. Louis</i>
Fritos	<i>Dancer, Fitzgerald & Sample, Chicago</i>	The Quaker Oats Co.	
New Era Potato Chips	<i>Dancer, Fitzgerald & Sample, Chicago</i>	Aunt Jemima Easy Mixes	<i>John W. Shaw, Chicago</i>
General Foods Co.p.		Quaker Oats	<i>Baker, Tilden, Bolgard & Barger, Chicago</i>
All Products	<i>Renton & Bowles, New York</i>	Ful-O-Pep	<i>Compton Advertising, Chicago</i>
	<i>Foote, Cone & Belding, Chicago</i>	Ralston Purina Co.	
	<i>Ogilvy, Benson & Mather, New York</i>	Ralston Hot Cereals	<i>Guild, Bascom & Bonfigli, San Francisco</i>
	<i>Young & Rubicam, New York</i>	Ralston Chex	<i>Guild, Bascom & Bonfigli, San Francisco</i>
		Ry-Krisp	<i>Guild, Bascom & Bonfigli, San Francisco</i>
General Mills Inc.		River Brand Rice Mills Inc.	<i>Cunningham & Walsh, New York</i>
Betty Crocker Pizza	<i>Knox Reeves Advertising, Minneapolis</i>	Roman Products Corp.	
Gerber Food Products Co.	<i>D'Arcy Advertising, New York</i>	Roman Pizza	<i>Smith/Greenfield, New York</i>
Gravymaster Co. Inc.		Rold Gold Foods Inc.	
Gravy Master Seasoning	<i>Samuel Croot, New York</i>	Rold Gold Pretzels	<i>Rutledge Advertising, St. Louis</i>
Charles Gulden Inc.		C. F. Sauer Company	
Gulden's Mustard	<i>Charles W. Hoyt, New York</i>	Duke's Mayonnaise	<i>Van Sant-Dugdale & Co., Baltimore</i>
Hall Baking Co.	<i>Bozell & Jacobs, Chicago</i>	Sawyer Biscuit Co.	<i>George H. Hartman, Chicago</i>
Hawaiian Pineapple Co. Ltd.		Streitman Biscuit Co.	<i>Ralph H. Jones, Cincinnati</i>
Dole Products	<i>Foote, Cone & Belding, San Francisco</i>	Seabrook Farms Co.	<i>Kastor, Hilton, Chesley, Clifford & Atherton, New York</i>
Heckman Biscuit Co.	<i>George H. Hartman, Chicago</i>	Southern Bakeries Co.	
H. J. Heinz Co.	<i>Maxon, Detroit</i>	Southern Bread	<i>Burke, Dowling & Adams, Atlanta</i>
Heublein Inc.		Standard Brands Inc.	
Maltex Cereal	<i>Fletcher Richards, Calkins & Holden, New York</i>	Blue Bonnet Margarine	<i>Ted Bates, New York</i>
Hygrade Food Products	<i>W. B. Doner, Detroit</i>	Fleischmann's Margarine	<i>Ted Bates, New York</i>
Imperial Sugar Co.	<i>Tracy-Locke, Dallas</i>	Royal Gelatin Desserts	<i>Ted Bates, New York</i>
Interstate Bakeries Inc.		Stella D'oro Biscuit Co.	<i>Carlo Vinti Advertising, New York</i>
Weber's Bread	<i>Honig-Cooper & Harrington, Los Angeles</i>	Stokely-Van Camp	
St. John's Bread	<i>Honig-Cooper & Harrington, Los Angeles</i>	Canned Products	<i>Lennen & Newell, New York</i>
Jaka Ham Co.	<i>Kastor, Hilton, Chesley, Clifford & Atherton, New York</i>	Sugar Creek Co.	
Keebler Biscuit Co.	<i>Lewis & Gilman, Philadelphia</i>	National Dairy Honey Butter	<i>N. W. Ayer & Son, Philadelphia</i>
Kitchen Art Foods, Inc.		Sunkist Growers Inc.	<i>Foote, Cone & Belding, Los Angeles</i>
Py-O-My Mixes	<i>Wright, Campbell & Suitt, Chicago</i>	Swift & Co.	
Kraft Foods		Allsweet Margarine	<i>Leo Burnett, Chicago</i>
Miracle Whip	<i>J. Walter Thompson, Chicago</i>	Meat Packers	<i>McCann-Marschalk, Cleveland</i>
Kraft Lemon Mayonnaise	<i>J. Walter Thompson, Chicago</i>	Swift Hatcheries	<i>Guild Advertising, Milwaukee</i>
Kretschmer Corp.		TV Time Foods Inc.	
Wheat Germ	<i>George H. Hartman, Chicago</i>	TV Time Popcorn	<i>Stern, Walters & Simmons, Chicago</i>
Krey Packing Company		W. Underwood Co.	
Krey-Pac	<i>D'Arcy Advertising, St. Louis</i>	Red Devil Brand	<i>Kenyon & Eckhardt, Boston</i>
Lance Inc.		Van Camp Sea Food Co.	
Peanut Food Products	<i>D'Arcy Advertising, Atlanta</i>	Chicken of the Sea Tuna	<i>Ervin Wasey, Ruthrauff & Ryan, Los Angeles</i>
Langendorf United Bakeries		Vita Food Products Inc.	<i>Charles W. Hoyt, New York</i>
Langendorf Bread	<i>Young & Rubicam, New York</i>	Ward Baking Company	
Lever Brothers Co.—Food Division		Tip-Top Bread	<i>Grey Advertising, New York</i>
Imperial Margarine	<i>Foote, Cone & Belding, New York</i>	Weiland Packing Co.	<i>Baker, Johnson & Dickinson, Milwaukee</i>
V. La Rosa & Sons		Wheatina Corp.	<i>Charles W. Hoyt, New York</i>
Macaroni Products	<i>Hicks & Greist Inc., New York</i>	Wise Potato Chips	<i>The Lynn Organization, Wilkes-Barre</i>
Loma Linda Food Co.			
Gravy Quik	<i>Robinson, Penwick & Haynes, Los Angeles</i>		
Lynden Chicken and Turkey Products	<i>Rune Goranson, Seattle</i>		
Manchester Biscuit Co.	<i>George H. Hartman, Chicago</i>		
Mary Ellen's Inc.			
Jams and Jellies	<i>Guild, Bascom & Bonfigli, San Francisco</i>		
Mavar Shrimp & Oyster Co.	<i>Ervin Wasey, Ruthrauff & Ryan, Chicago</i>		
Merchant's Biscuit Co.	<i>George H. Hartman, Chicago</i>		

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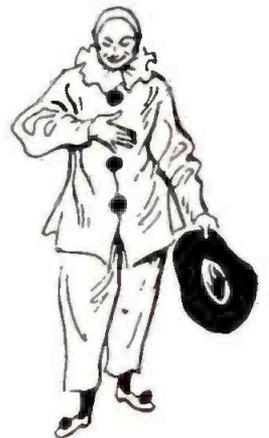
Abbott Laboratories Gallimycin	Tatham-Laird, Chicago	Mennen Co. DateLine Deodorant	Warwick & Legler, New York
American Home Products Co. Dristan	Tatham-Laird, New York	Mentholatum Co. Cough Syrup	J. Walter Thompson, New York
Ameril Drug Co. Alkaid and Cloramint	Kenneth Rader, New York	Mentholatum Deep Heat Rub	J. Walter Thompson, New York
Associated Sepian Products "BC" Headache Tablets and Powders	C. Knox Massey, Durham, N. C.	Miles Laboratories Alka Seltzer	Wade Advertising, Chicago
Blair Laboratories Kerrid	Doyle Dane Bernbach, New York	Monticello Drug Co. 666 Cold Tablets	J. Walter Thompson, New York
Block Drug Co. Minipoo Shampoo	L. C. Gumbinner, New York	Murine Co.	J. Walter Thompson, New York
Rem Cough Medicine	L. C. Gumbinner, New York	Norex Laboratories Amitone	Grey Advertising, New York
Bristol Meyers Co. Vitalis Hair Cream	Young & Rubicam, New York	Norkon Pharmacal Co. Norkon Tablets	Joe Gaus, New York
Sal Hepatica	Young & Rubicam, New York	Norwich Pharmacal Co. Pepto-Bismol	Benton & Bowles, New York
Bufferin	Young & Rubicam, New York	Noxzema Chemical Co. High Noon Suntan Lotion	Sullivan, Stauffer, Colwell & Bayles, New York
Mum	Doherty, Clifford, Steers & Shenfield, New York	Noxzema Skin Cream	Sullivan, Stauffer, Colwell & Bayles, New York
Trig	BBD&O, New York	Personal Products Corp. Modess Sanitary Napkins	Nationwide Network, New York
E. T. Browne Drug Co. Palmer's Skin Success	Kenneth Rader, New York	Pharmaco Company Feen-a-Mint	N. W. Ayer & Son, Philadelphia
Carter Products Colonoids	Kastor, Hilton, Chesley, Clifford & Atherton, New York	Chooz	N. W. Ayer & Son, Philadelphia
Cerebelli & Co. Brioschi	Ellington & Co., New York	Pharma-Craft Company Ting	Daniel & Charles, New York
Chap Stick Co. Chattanooga Medicine Co.	L. C. Gumbinner, New York	Pierce's Proprietaries Inc. Dr. Pierce's Golden Medical Discovery	Mogul, Williams & Saylor, New York
Cardui	Noble-Drury & Assoc., Nashville, Tenn.	Lydia E. Pinkham Medicine Co.	Cohen, Dowd & Aleshire, New York
Chesebrough-Pond's Inc. Pettussin	Compton, New York	Plough Inc. Coppertone	Lake-Spiro-Shurman, Memphis
Vaseline Hair Tonic	Norman, Craig & Kummel, New York	Mexsana	Lake-Spiro-Shurman, Memphis
Ciba Pharmaceutical Co. Serpasil	Hazard Advertising, New York	Musterole	Lake-Spiro-Shurman, Memphis
Colgate Palmolive Co. Colgate Dental Cream	Ted Bates, New York	Penetro Cough Drops	Lake-Spiro-Shurman, Memphis
Colonia Inc. 4711 Cologne	Kelly, Nason, New York	O. T.—Quick Tan Lotion	Lake-Spiro-Shurman, Memphis
Creomulsion Co. Creomulsion Cough Medicine	Tucker Wayne, Atlanta	Solarcaine	Lake-Spiro-Shurman, Memphis
Demert & Dougherty Co. Heet	Arthur Meyerhoff, Chicago	St. Joseph Aspirin for Children	Lake-Spiro-Shurman, Memphis
Drug Research Corp. Positan and Regimen	Kastor, Hilton, Chesley, Clifford & Atherton, New York	Potter Drug & Chemical Co. Cutanone	Kastor, Hilton, Chesley, Clifford & Atherton, New York
Dunbar Laboratories Sentor	Doherty, Clifford, Steers & Shenfield, New York	Revlon Inc. Revlon Sun Bath	Grey Advertising, New York
Eastco Clearasil Medicated Shampoo	BBD&O, New York	Revlon Sun Bath	BBD&O, Los Angeles
Esptotabs	Street & Finney, New York	Harold F. Ritchie Inc. Scott's Emulsion	J. Walter Thompson, New York
5 Day Laboratories 5 Day Roll-On	Doyle Dane Bernbach, New York	Rolley Company Tanfastic	Footc, Cone & Belding, San Francisco
Foster Milburn Co. Doan's Pills	Street & Finney, New York	Helena Rubinstein Inc. Bio Clear	L. W. Frolich, New York
Gillette Safety Razor Co. Grove Laboratories	Maxon, New York	S S S Co. S S S Tonic	Marschalk & Pratt, Atlanta
Ammens	Doherty, Clifford, Steers & Shenfield, New York	Shulton Inc. Smith Brothers Inc.	The Wesley Associates, New York
Bromo Quinine	Gardner Advertising, St. Louis	Cough Drops	Kastor, Hilton, Chesley, Clifford & Atherton, New York
4-Way Cold Tablets	Cohen & Alshire, New York	Stanback Co. Sterling Drug Co.	Thompson-Koch, New York
Minit-Rub	Doherty, Clifford, Steers & Shenfield, New York	Campho-Phenique	Thompson-Koch, New York
No-Doz	Gardner Advertising, St. Louis	Midol	Dancer-Fitzgerald-Sample, New York
Hudson Vitamin Products Inc. Kay Preparations Co.	Pace Advertising, New York	Dr. Lyon's Tooth Powder	L. C. Gumbinner, New York
Cosmedicake	Kenneth Rader Co., New York	Sutton Cosmetics Inc. Sutton Deodorant Stick	L. C. Gumbinner, New York
Kimberly-Clark Corp. Kleenex	Footc, Cone & Belding, Chicago	Swedish Shampoo Laboratories Blondex	Firestone, New York
Kretschmer Corp. Wheat Germ	George H. Hartman, Chicago	Vicks Chemical Corp. Vicks VapoRub	Morse International, New York
L. B. Laboratories Thomas Leeming Co.	Milton Carlson, Los Angeles	Vicks Cough Syrup	Morse International, New York
Pacquins	William Esty, New York	Vitamin "C" Cough Drops	Morse International, New York
Silk 'n Satin	William Esty, New York	Vicks Cold Tablets	Morse International, New York
Lehn & Fink Products Corp. Lysol	McCann-Erickson, New York	Warner-Lambert Emerson Drug Products Fizzies	Lambert & Feasley, New York
Stri-Dex	Ted Bates, New York	Warner-Lambert Family Products Bromo Seltzer	Warwick & Legler, New York
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Lucky Heart Cosmetics Co.	Maxwell Sackheim-Franklin Bruck, New York		



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Advertisers (Spot)

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 Listerine *Lambert & Feasley, New York*
 Whitehall Pharmacal Co.
 Sleep-eze *Ted Bates, New York*
 Preparation "h"
 Willard Tablet Co. *Ted Bates, New York*
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Advance Seed Company *Jennings & Thompson, Phoenix, Ariz.*
 Allied Mills
 Wayne Feeds *Western Advertising, Chicago*
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 New Idea Farm Equipment
MacManus, John & Adams, Bloomfield Hills, Mich.
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 Grain Sorghum *Klau-Van Pietersom-Dunlap, Milwaukee*
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 HI-D Fertilizer *Fuller & Smith & Ross, New York*
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 Real Kill Products *Allmayer, Fox & Reshkin, Kansas City, Mo.*
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 Doane Agricultural Service *Shaffer, Brennan & Margulis, St. Louis*
 Dr. Salsbury's Labs
 Poultry Medicine *Biddle, Des Moines*
 Dow Chemical Co.
 Crabgrass *MacManus, John & Adams, Bloomfield Hills, Mich.*
 Agricultural Chemicals
MacManus, John & Adams, Bloomfield Hills, Mich.
 E. I. DuPont de Nemours Co.
 Grasselli Garden Products *BBD&O, New York*
 Esso Standard Oil Co.
 Flit *McCann-Erickson, New York*
 The Farmhand Co. *Pidgeon, Savage & Lewis, Minneapolis*
 Geigy Agricultural Chemicals *Wildrich & Miller, New York*
 Hess & Clark Inc. *Klau-Van Pietersom-Dunlap, Milwaukee*
 Hydroponic Chemical Co.
 Hyponex Plant Food *Fred Bock Advertising, Akron, Ohio*
 International Harvester *Aubrey, Finlay, Marley & Hodgson, Chicago*
 Massey-Ferguson *Needham, Louis & Brorby, Chicago*
 Merck & Co.
 Fruit Freeze *Charles W. Hoyt, Chicago*
 Minneapolis Moline Co. *BBD&O, Minneapolis*
 Morton Chemical Co. *Aubrey, Finlay, Marley & Hodgson, Chicago*
 Murphy Feeds *Aubrey, Finlay, Marley & Hodgson, Chicago*
 Northrup, King & Co. *BBD&O, Minneapolis*
 Oyster Shell Products Inc.
 Pilot Brand Oyster Shells *Ridgway-Hirsch Advertising, St. Louis*
 Quaker Oats Co.
 Ful-O-Pep Feeds *Compton Advertising, Chicago*
 Ralston Purina Co.
 General Chow *Gardner Advertising, St. Louis*
 J. C. Robinson Seed Co. *F. H. Brown Advertising, Chicago*
 Shulton Products *Wesley Assoc., New York*
 Superior Feed Mills Inc. *James R. Reese, Kansas City, Mo.*
 Union Carbide Corp.
 6-12 Insect Repellent *J. M. Mathes, New York*

Gas and Oil

American Oil Co. *Joseph Katz, New York*
 Atlantic Refining Co. *N. W. Ayer & Son, Philadelphia*
 Bardahl Oil Co. *Miller, Mackay, Hoek & Hartung, New York*
 Cities Service Oil Co. *Ellington, New York*
 Continental Oil Co. *Benton & Bowles, New York*
 Crown Petroleum Co. *Al Paul Lefton, Philadelphia*
 Diamond Head Oil Co. *Felt Advertising, Newark, N. J.*
 Esso Standard Oil Co. *McCann-Erickson, New York*
 Ohio Oil Co. *N. W. Ayer & Son, Philadelphia*
 Oklahoma Oil Co. *Needham, Louis, Brorby, Chicago*
 South Penn Oil Co. *Eisaman, Johns & Laws, Hollywood*
 Phillips Petroleum Co. *Lambert & Feasley, New York*
 Pure Oil Co. *Leo Burnett, Chicago*
 Quaker State Oil Co. *Kenyon & Eckhardt, New York*
 Richfield Oil Co. *Hixson & Jorgensen, Los Angeles, Calif.*

Shell Oil Co.
 Signal Oil Co.
 Sinclair Refining Co. *Geyer, Morey, Madden & Ballard, New York*
 Site Oil Co.
 Skelley Oil Co.
 Socony-Mobile Oil Co.
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 Standard Oil of California
 Sun Oil Co.
 Texaco Inc.
 Tidewater Oil Co.
 Union Oil Co. *J. Walter Thompson, New York*
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Weintraub & Assoc., St. Louis
Bruce B. Brewer, Kansas City, Mo.
Compton Advertising, New York
D'Arcy, Chicago
BBD&O, San Francisco
William Esty, New York
Cunningham & Walsh, New York
Foote, Cone & Belding, Los Angeles
Erwin Wasey, Ruthrauff & Ryan, Los Angeles

Beer and Ale

Anheuser-Busch Inc.
 Budweiser Beer *D'Arcy, St. Louis*
 Busch Bavarian Beer *Gardner, St. Louis*
 Atlantic Brewing Co.
 Champagne Velvet Beer *W. B. Doner, Chicago*
 Atlas Brewing Co.
 Atlas Prager Beer *Olian & Bronner, Chicago*
 Edelweiss Beer *Olian & Bronner, Chicago*
 P. Ballantine & Son
 Ballantine Ale and Beer *William Esty, New York*
 Burgermeister Brewing Co. *BBD&O, San Francisco*
 Carlsberg Beer Breweries *Wexton, New York*
 Carling Brewing Co.
 Carling's Red Cap Ale
 Stag Beer *Benton & Bowles, New York*
 Carling's Black Label Beer *Edward H. Weiss, Chicago*
Aitkin-Kynett, Philadelphia
Lang, Fisher & Stashower, Cleveland
Dancer-Fitzgerald-Sample, New York
 Falstaff Brewing Co.
 M. K. Goetz Brewing Co.
 Country Club Malt Liquor *John W. Shaw, Chicago*
 Theo. Hamm Brewing Co.
 Hamm's Beer *Campbell-Mithun, Hollywood*
 Gunther Beer *Campbell-Mithun, Minneapolis*
 G. Heilman's Brewing Co. *McCann-Erickson, Chicago*
 Latrobe Brewing Co.
 Rolling Rock Beer *Robert Wiltman, Pittsburgh*
 Liebmann Breweries Inc.
 Rheingold Beer *Foote, Cone & Belding, New York*
 Lucky Lager Brewing Co. *McCann-Erickson, San Francisco*
 Miller Brewing Co. *Mathisson & Assoc., Milwaukee*
 National Brewing Co.
 National Bohemian Beer *W. B. Doner, Baltimore*
 Olympia Brewing Co. *Sotsford, Constantine & Gerinder, Seattle*
 Pabst Brewing Co.
 Old Tankard Ale *Kenyon & Eckhardt, Chicago*
 Pabst Blue Ribbon Beer *Kenyon & Eckhardt, Chicago*
 Piels Bros. *Young & Rubicam, New York*
 Pittsburgh Brewing Co.
 Iron City Beer *Smith, Taylor & Jenkins, Pittsburgh*
 F & M Schaffer Brewing Co. *BBD&O, New York*
 Joseph Schlitz Brewing Co. *J. Walter Thompson, Chicago*
 C. Schmidt & Sons
 Ram's Head Ale *Gray & Rogers, Philadelphia*
 Valley Forge Beer *Gray & Rogers, Philadelphia*
 Tuborg Breweries Ltd. *Erwin Wasey, Ruthrauff & Ryan, New York*
 George Wiedemann Brewing Co. *Doherty, Clifford, Steers & Shenfeld, New York*

Coffee and Tea

Beechnut Life Savers, Inc.
 Beechnut Coffee *Charles W. Hoyt, New York*
 Borden Co.
 Borden's Instant Coffee *Doherty, Clifford, Steers & Shenfeld, New York*
 Chock Full O' Nuts Corp. *Grey Adv., New York*
 General Foods Co.
 Maxwell House Coffee *Ogilvy, Benson & Mathez, New York*
 Great Atlantic & Pacific Tea Co.
 A & P Hot Beverages *Gardner Advertising, New York*
 J. G. F. Coffee Co. *D'Arcy, Atlanta*
 Jewel Tea Co. Inc. *Earle Ludgin & Co., Chicago*
 J. A. Folger & Co.
 Folger Coffee *Cunningham & Walsh, New York*
 Hills Bros. Coffee Inc.
 Hills Bros. Coffee *N. W. Ayer & Son, Philadelphia*

Thomas J. Lipton Inc.
Lipton's Hot and Iced Tea
Sullivan, Stauffer, Colwell & Bayles, New York

McCormick & Co.
McCormick Tea
Lennen & Newell, New York

W. F. McLaughlin & Co.
McLaughlin's Manor House Coffee
Earle, Ludgin & Co., Chicago

M J B Co.
M J B Coffee
Tree Tea
M J B Instant Coffee
BBD&O, San Francisco
BBD&O, San Francisco
BBD&O, San Francisco

Nestle Co. Inc.
Nescafe
Nestea
Nescafe Instant Coffee
William Esty, New York
William Esty, New York
William Esty, New York

Paxton & Gallagher Co.
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Tatham-Laird, Chicago

W. B. Reilly & Co.
Luzianne Coffee
Walker Saussy Advertising, New Orleans

Standard Brands Inc.
Chase & Sanborn Coffee
Siesta Coffee
Tenderleaf Tea
Ted Bates, New York
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Stewart's Private Blend Coffee Co.
Tea Council
Iced Tea
Tetley Tea Co.
Roche, Rickerd & Cleary, Chicago
Leo Burnett, Chicago
Ogilvy, Benson & Mather, New York

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Leo Burnett, Chicago

A. C. Allyn & Co.
George H. Hartman, Chicago

American Republic Insurance Co.
J. M. Hickerson, Des Moines

Bache & Co.
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Albert Frank-Guenther Law, New York

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Johnson & Lewis, San Francisco

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New York (Extension Phones)
Pennsylvania
Northwestern Bell Telephone Co.
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(Long Distance)
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J. Walter Thompson, New York

Central National Bank & Trust Co.
Klau-Van Pietersom-Dunlap, Milwaukee

Chicago Title & Trust Co.
Marsteller, Rickard, Gebhardt & Reed, Chicago

Continental Casualty Co.
George H. Hartman, Chicago

Farmer's Insurance Co.
Honig-Cooper & Harrington, Los Angeles

Gulf Guaranty Land & Title Co.
Paul Vonze Assoc., Baltimore

John Hancock Insurance
McCann-Erickson, New York

Household Finance Co.
Needham, Louis & Brorby, Chicago

Investor's Planning Corporation
Curtis Advertising, New York

Kemper Insurance
John W. Shaw Advertising, Chicago

King Merritt & Co. Inc.
Mutual Funds
Albert Frank-Guenther Law, New York

Life Insurance Co. of America
Liller, Neal, Battle & Lindsey, Atlanta

Metropolitan Life Insurance Co.
Young & Rubicam, New York

National Life & Accident Insurance Co.
Noble-Dury and Assoc., Nashville

Pacific Finance Co.
Erwin Wasey, Ruthrauff & Ryan, Los Angeles

Pacific Telephone & Telegraph Co.
(Long Distance)
(Princess Telephone)
BBD&O, San Francisco
BBD&O, San Francisco

Profit Research Co.
Robert M. Marks, New York

Prudential Insurance Co.
Reach, McClinton & Co., New York

Randolph Associates
Savings & Investment Consulting
Kenneth Rader, New York

Seaboard Finance Co.
Frank Bull & Co., Hollywood

Shearson, Hammill & Company
Bruce Friedlich, New York

Southern Bell Telephone
Tucker Wayne, Atlanta

Travelers Insurance
Young & Rubicam, New York

Utilities Engineering Institute
Muriel Wageman Adv., Chicago

Virginia Association of Insurance Agents
Doremus & Co., New York

Cleaners

Brillo Manufacturing Co.
Brillo
J. Walter Thompson, New York

Brondow Inc.
Breath O' Pine
Mohr & Eicoff, New York

Boyle-Midway
Griffin ABC Shoe Polish
Tatham-Laird, New York

Cadie Chemical Products Inc.
Glasskleer
Joe Gans, New York

Colgate Palmolive Co.
Fab
Ted Bates, New York

Super Suds
Street & Finney, New York

Continental Wax Corporation
Continental Wax
Product Services, New York

Economics Laboratories
Dip-It
Al Herr Advertising, Milwaukee

Fels & Co.
Aitkin-Kynett, Philadelphia

General Foods Corp.
S. O. S. Scouring Pads
Foote, Cone & Belding, Chicago

A. S. Harrison
Preen Wax
Charles W. Hoyt, New York

Kiwi Polish Co.
Cohen, Dowd & Aleshire, New York

Knomash Inc.
Esquire Shoe Polish
Mogul, Williams & Saylor, New York

Lever Bros.
Swan Liquid
Needham, Louis & Brorby, New York

Breeze
Sullivan, Stauffer, Colwell & Bayles, New York

Silver Dust
Sullivan, Stauffer, Colwell & Bayles, New York

Parsons New Sudsy Ammonia
Hedrick & Johnson, New York

Procter & Gamble Co.
Premium Duz
Compton Advertising, New York

Purex Corp.
Foote, Cone & Belding, Los Angeles

Trend Detergent
Courtland D. Ferguson, Washington, D. C.

Solarine Co.
Solarine Wax
Dancer-Fitzgerald-Sample, New York

Sterling Drug Co.
Energine
Guild, Bascom & Bonfigli, San Francisco

Tidy House Products Co.
William Esty, New York

Union Carbide Corp.
Prestone Auto Polish
Daniel & Charles Inc., New York

Woolite Co.
Woolite Soap

Juices and Soft Drinks

California Packing Co.
Del Monte Juice Drinks
McCann-Erickson, San Francisco

Canada Dry Corporation
J. M. Mathes, New York

Coca Cola Bottling Co.
Coca Cola
William Esty, New York

Veep
William Esty, New York

Duffy-Mott Co.
AM & PM Drinks
Sullivan, Stauffer, Colwell & Bayles, New York

Sunsweet Prune Juice
Sullivan, Stauffer, Colwell & Bayles, New York

General Foods Corp.
Kool Aid
Foote, Cone & Belding, Chicago

H. W. Given Co.
Tropicana
John Douglass & Assoc., Bradenton, Fla.

Charles E. Hires Co.
Maxon, New York

Kirsch Beverages Inc.
No-Cal Beverages
Gardner Advertising, New York

Lustig Food Sales
Punchenello 7 Fruit Drink
Storm Advertising, Rochester, N. Y.

Minute Maid Corp.
Ted Bates, New York

Mountain Valley Water Co.
Mineral Water
Direct, New York

Nehi Corporation
Royal Crown Cola
D'Arcy Advertising, Atlanta

Pepsi Cola Bottling Co.
Kenyon & Eckhardt, Chicago

Real Gold Co.
Orange Concentrate
Hixson & Jorgensen, Los Angeles

Seven-Up Co.
J. Walter Thompson, Chicago

Sparklett's Drinking Water Corp.
McCarty, Los Angeles

Sunkist Growers Inc.
Frozen Fruit Punch
Foote, Cone & Belding, Los Angeles

Vernors Ginger Ale Inc.
Vernors Ginger Ale
Denman & Baker Inc., Detroit

Mason's Root Beer
Denman & Baker Inc., Detroit

Wander Co.
Ovaltine
Tatham-Laird, Chicago

Welch Grape Juice Co.
Welchade
Richard K. Manoff, New York

Religious Organizations

Assemblies of God
 "Revivaltime" Walter F. Bennett, Chicago
 Back To The Bible J. M. Camp, Wheaton, Ill.
 The Calvary Hour Eastern Adv., Richmond, Va.
 The Christian Reformed Church Stoetzel & Assoc., Chicago
 Christian Science Committee On Publication
 for the State of Illinois Christian Science Committee, Chicago
 Church of God Walter F. Bennett, Chicago
 Good News Broadcasting Assn. Inc. J. M. Camp, Wheaton, Ill.
 Gospel Broadcasting Co. R. H. Alber, Los Angeles
 Billy Graham Evangelistic Assn. Walter F. Bennett, Chicago
 Lutheran Hour Gotham-Vladimir, New York
 Mennonite Broadcasts, Inc. Eastern Adv., Richmond, Va.
 New Testament Lights J. M. Camp, Wheaton, Ill.
 Radio Bible Class J. M. Camp, Wheaton, Ill.
 Rev. Oral Roberts Swann & Mason, New York
 Voice of Prophecy, Inc. Milton Carlson, Los Angeles
 Wings Of Healing Century Advertising, Los Angeles
 Word of Life Fellowship Inc. Walter F. Bennett, Philadelphia
 Seventh Day Adventists Milton Carlson, Los Angeles

Ford Cars J. Walter Thompson, New York
 Ford Dealers J. Walter Thompson, New York
 Los Angeles
 San Francisco
 Ford Institutional Kenyon & Eckhardt, New York
 Mercury Kenyon & Eckhardt, New York
 Tractor & Implement Div. Meldrum & Fewsmith, Cleveland
 Fiat Motor Co. Inc. Grant Advertising, New York
 General Motors Corp. McCann-Erickson, New York
 Buick
 Cadillac MacManus, John & Adams, Bloomfield Hills, Mich.
 Chevrolet Cars & Trucks Campbell-Ewald, Detroit
 Oldsmobile D. P. Brother, Detroit
 Opel McCann-Erickson, Detroit
 Pontiac MacManus, John & Adams, Bloomfield Hills, Mich.
 Tempest MacManus, John & Adams, Bloomfield Hills, Mich.
 Truck & Coach Div. McCann-Erickson, New York
 Import Motors Inc. Fuller & Smith & Ross, Chicago
 Studebaker-Packard Corp.
 Lark D'Arcy, New York
 Toyota Motors
 Toyota Advertising Agencies, Studio City, Calif.

Publications

Book Enterprises Inc. Schwab, Beatty & Porter, New York
 Book of the Month Club Inc. Schwab, Beatty & Porter, New York
 Cadillac Publishing Co. Joe Gans, New York
 Curtis Publishing Co. BBD&O, New York
 Holiday Magazine BBD&O, New York
 Ladies Home Journal Direct, Pittsburgh, Pa.
 Engineering News Report Wexton, New York
 Golden Press Inc.
 Harper & Brothers Magazine Joe Gans, New York
 Harper's Magazine Joe Gans, New York
 Books
 McCall Corp. Shaffer-Brennan-Margulis, St. Louis
 Redbook Magazine Shaffer-Brennan-Margulis, St. Louis
 McCall's Magazine
 Meredith Publishing Co. W. D. Lyons, Cedar Rapids
 Better Homes & Gardens
 Pocket Books Inc. Wexton, New York
 Golden Book Atlas Wexton, New York
 Golden Book Encyclopedia Wexton, New York
 Picture Atlas Wexton, New York
 Popular Science Monthly
 Popular Science Magazine Schwab, Beatty & Porter, New York
 Prentice-Hall Inc. Albert Frank-Guenther Law, New York
 Reader's Digest Assn., Inc. Schwab, Beatty & Porter, New York
 Reader's Digest Schwab, Beatty & Porter, New York
 Standard Reference Encyclopedia Inc. Direct, New York
 Grosset & Dunlap Inc.
 College Scholarship Contest Friend-Reiss Adv. Agency, New York
 Time Inc. Young & Rubicam, New York
 Life Joe Gans, New York
 Time
 Whitehouse Co. Maxwell, Sackheim, New York

Tobacco Products

American Snuff Co. Simon & Gwynn, Memphis, Tenn.
 Mild Garrett & Garrett Simon & Gwynn, Memphis, Tenn.
 Sweet Snuff Simon & Gwynn, Memphis, Tenn.
 Favorites Chewing Tobacco
 American Tobacco Co. BBD&O, New York
 Hit Parade BBD&O, New York
 Lucky Strike
 Pall Mall Sullivan, Stauffer, Colwell & Bayles, New York
 Riviera Menthol Sullivan, Stauffer, Colwell & Bayles, New York
 Herbert Tareyton L. C. Gumbinner, New York
 Brown & Williamson Tobacco Co. Ted Bates, New York
 Tube Rose Snuff
 Consolidated Cigar Inc. Compton Adv., New York
 La Palina
 G.H.P. Cigar Co. Compton Advertising, New York
 El Producto Compton Advertising, New York
 La Palina Compton Advertising, New York
 Lovera
 General Cigar Co. Young & Rubicam, New York
 White Owl
 George W. Helme Co. Kastot, Hilton, Chesley, Clifford & Atherton,
 Helme's Snuff New York
 Larus & Bros. Co. Cargill, Wilson & Acres, Richmond, Va.
 Domino Cigarettes Cargill, Wilson & Acres, Richmond, Va.
 Holiday Cigars
 Liggett & Myers Tobacco Co. McCann-Erickson, New York
 Chesterfield McCann-Erickson, New York
 Duke
 I.S.M. Dancer-Fitzgerald-Sample, New York
 Oasis McCann-Erickson, New York
 Redham Chewing Tobacco Dancer-Fitzgerald-Sample, New York
 P. Lorillard Co. Lemmen & Newell, New York
 Kent Lemmen & Newell, New York
 Newport Lemmen & Newell, New York
 Old Gold Lemmen & Newell, New York
 Spring Lemmen & Newell, New York
 Philip Morris Tobacco Co. Leo Burnett, Chicago
 Marlboro
 R. J. Reynolds Tobacco Co. William Esty, New York
 Camel William Esty, New York
 Winston William Esty, New York
 Salem William Esty, New York
 Prince Albert Tobacco William Esty, New York
 United States Tobacco Co. C. J. LaRoche & Co., New York
 King Sano

Automobiles

American Motors Corp. Geyer, Morey, Madden & Ballard, New York
 Rambler
 Chrysler Corp. BBD&O, New York
 Chrysler BBD&O, Detroit
 De Soto Grant Advertising, Detroit
 Dodge Grant Advertising, Detroit
 Dodge Dealers Ross Roy, Detroit
 Dodge Trucks
 Imperial Young & Rubicam, New York
 Plymouth N. W. Ayer & Son, Philadelphia
 Plymouth, Cordaga Fuller & Smith & Ross, New York
 Valiant BBD&O, Detroit
 Valiant Dealers N. W. Ayer & Son, Philadelphia
 Ford Motor Co. Kenyon & Eckhardt, New York
 Comet Hixson & Jorgensen, Los Angeles
 Kenyon & Eckhardt, New York
 Comet Dealers Hixson & Jorgensen, Los Angeles
 Kenyon & Eckhardt, New York
 English Ford J. Walter Thompson, New York
 Falcon

Sweets

Charms Co. Needham & Grohmann, New York
 Candy Rumrill, Rochester
 Fanny Farmer Candies MacManus, John & Adams, New York
 Good Humor Ice Cream Corp. L. S. Heath & Sons, Inc.
 Heath Toffee Ice Cream Bar Biddle Advertising, Bloomington, Ind.

Walter H. Johnson Candy Co.
Power House Candy
National Dairy Products Co.
Breyer Ice Cream Division
Sealtest Ice Cream (Southern Division)
Peter Paul Candies
Stephan F. Whitman & Son
Whitman Candies
William Wrigley Jr. Co.
Doublemint Gum
Juicy Fruit Gum
P. K. Chewing Gum
Spearmint Gum

Hicks & Greist, New York
Lewis & Gilman, Philadelphia
Tucker Wayne, Atlanta
Dancer-Fitzgerald-Sample, New York
N. W. Ayer & Son, Philadelphia

Swift & Co.
Pard Dog Food
Standard Brands Inc.
Hunt Club Dog Food
Van Camp Sea Food Co.
Captain Kitt Dog Food

Dancer-Fitzgerald-Sample, Chicago
Ted Bates, New York
Cunningham & Walsh, Los Angeles

Chemicals

Allied Chemical Co.
Nitrogen Div. Albert Sidney Noble, New York
Carbona Chemical Co. Wildrick & Miller, New York
Dow Chemical Co. MacManus, John & Adams, Bloomfield Hills, Mich.
E. I. duPont de Nemours & Co. BBD&O, New York
Thylate-Fermate
Hercules Powder Co. Fuller & Smith & Ross, New York
Toxaphine
International Minerals & Chemical Corp. Klaus-Van Pietersom-Dunlap, Milwaukee
Monsanto Chemical Co.
Polyethylene Film Needham, Louis & Brorby, Chicago
Charles Pfizer Inc. Leo Burnett, Chicago
Sohio Chemical So. Klaus-Van Pietersom-Dunlap, Milwaukee
Velsicol Chemical Co. Sander Allen, Chicago

Transportation

Air France BBD&O, New York
Alleghany Airlines VanSant, Dugdale, Baltimore
American Airlines Young & Rubicam, New York
Bekins Moving & Storage Co. Frederick E. Baker, Seattle
Capital Airlines Kenyon & Eckhardt, New York
Continental Airlines J. Walter Thompson, Chicago
Continental Trailways Bus System Sanders Advertising, Dallas
Delta Airlines Inc. Adams, Burke Dowling, Atlanta
Eastern Airlines Inc. Fletcher Richards, Calkins & Holden, New York
Greyhound Bus Corp. Grey Advertising, New York
Hertz Rent-A-Car Norman, Craig & Kummell, New York
K. L. M. Royal Dutch Airlines Erwin Wasey, Ruthrauff & Ryan, New York
Matson Navigation Co. Fuller & Smith & Ross, San Francisco
National Airlines McCann-Marschalk, Miami
North American Van Lines Inc. Biddle Advertising, Chicago
Northeast Airlines J. Walter Thompson, New York
Northwest Orient Airlines Campbell-Mithum, Minneapolis
Pan American Airlines J. Walter Thompson, New York
Piedmont Airlines Liller, Neal, Battle & Lindsey, Atlanta
Scandinavian Airlines System Inc. Adams & Keyes, New York
Trans World Airlines Inc. Foote, Cone & Belding, New York
United Airlines Inc. N. W. Ayer & Son, Philadelphia
United Fruit Co. Wendell P. Colton, New York
Western Airlines BBD&O, Los Angeles

Apparel and Clothes

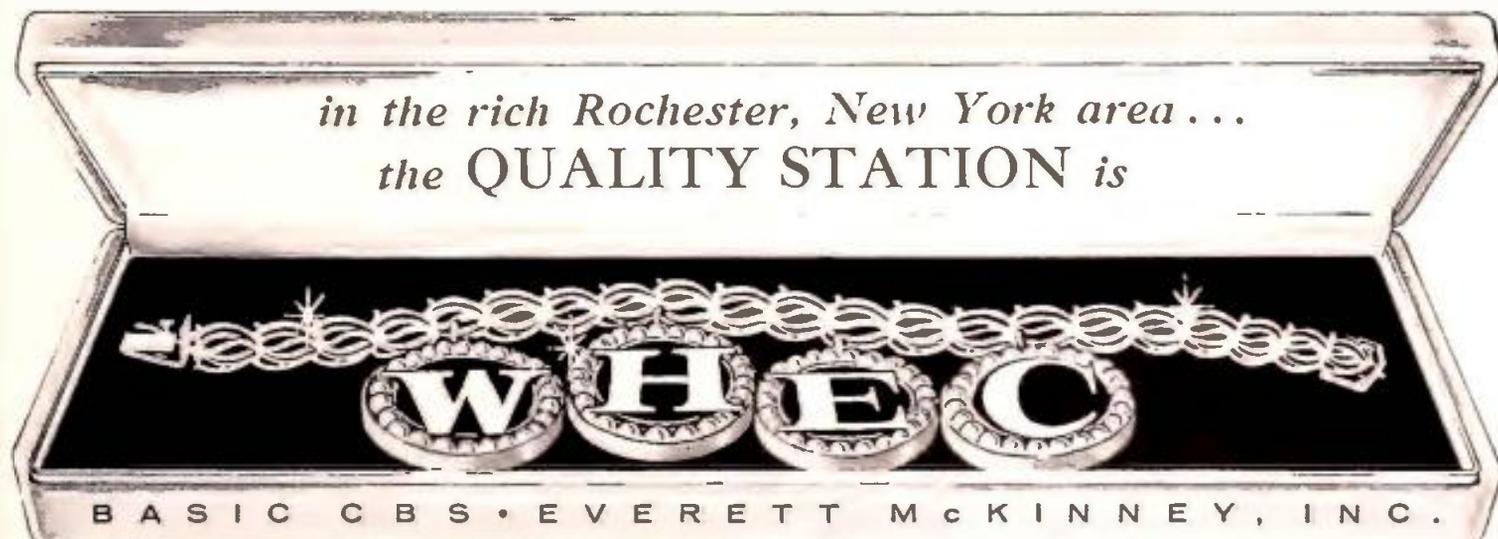
Bond Stores Inc.
Bond Clothes Wade Advertising, Hollywood
E. I. du Pont de Nemours & Co. BBD&O, New York
Du Pont Women's Wear Arkwright Advertising, New York
Robert Hall Clothes
Howard Stores Corp. Mogul, Williams & Saylor, New York
Howard Clothes Krupnick & Assoc., St. Louis
International Shoe Co. Daniel & Charles, New York
Kayser-Roth Hosiery Co. Frank B. Sawdon, New York
Supp-Hose Doyle Dane Bernbach, New York
G. R. Kinney Corp. Mogul, Williams & Saylor, New York
Kinney Shoes Direct, Chicago
Melville Shoe Corp.
Thom McAn Shoes
National Shoe Stores Inc.
National Shoes
Dr. Scholl's Foot Comfort Shops Inc.

Pet Foods

Armour & Co.
Dash Dog Food Foote, Cone & Belding, New York
Calo Pet Foods Foote, Cone & Belding, San Francisco
Corn Products Co.
Kasco Dog Food Donahue & Coe, New York
Doyle Packing Co.
Strongheart Dog Food Geyer, Morey, Madden & Ballard, New York
General Mills Inc.
Sure Champ Dog Food Tatham-Laird, Chicago
Lewis Food Company
Dr. Ross Dog Food Rockett-Lauritzen, Los Angeles
John Morrell & Co.
Red Heart Dog Food John W. Shaw Advertising, Chicago
Rival Packing Co.
Rival Dog Food Needham, Louis & Brorby, Chicago

Organizations

American Dairy Assoc. Campbell-Mithum, Chicago
American Lamb Producers Council Potts-Woodbury, Kansas City, Mo.
American Association of Retired People Maxwell Sackheim-Franklin Bruck, New York
Democratic National Committee Guild, Bascom & Bonfigli, New York
Gasoline Tax Education Committee Sullivan, Stauffer, Colwell & Bayles, New York
Indiana Committee for John Kennedy for President Smalley & Smith, Hollywood
New York & New England Apple Inst. Charles W. Hoyt, New York
Oregon-Washington Pear Bureau Pacific National Adv., Portland, Ore.
Texas State Optical Erwin Wasey, Ruthrauff & Ryan, Houston
United Auto Workers (A.F.L., C.I.O.) Maurer, Schuebel & Fleisher, New York



Advertisers (Spot)

Voice of China & Asia Inc. *Tom Westwood Adv., Glendale, Calif.*
 Washington State Apple Commission *Cole & Weber, Seattle*
 Watchmakers of Switzerland *Cunningham & Walsh, New York*

Accessories

Anderson Co. *Reincke, Meyer & Finn, Chicago*
 Windshield Wipers
 A R A *Sanders, Dallas*
 Auto Air Conditioner
 Champion Spark Plug Co. *J. Walter Thompson, New York*
 Dow Chemical Co. *BBD&O, New York*
 Dowgard *MacManus, John & Adams, Bloomfield Hills, Mich.*
 E. I. du Pont de Nemours & Co. Inc.
 Du Pont Anti-Freeze (Telar)
 Electric Storage Battery Co. *Howard H. Monk, Rockford, Ill.*
 Ray-O-Vac Batteries *Sweeney & James, Cleveland*
 Firestone Tire & Rubber Co. *J. Walter Thompson, New York*
 Ford Parts & Service
 General Motors Corp.
 A. C. Spark Plug *D. P. Brother, Detroit*
 Delco Batteries *Campbell-Ewald, Detroit*
 Fisher Body Div. *Kudner, New York*
 Guardian Maintenance *D. P. Brother, Detroit*
 G. M. A. C. *Campbell-Ewald, New York*
 Rayco Mfg. Co. *Mogul, Williams & Saylor, New York*
 Union Carbide Co.
 Prestone *William Esty, New York*
 Eveready *William Esty, New York*

Wines

DeGiorgio Co. *Cole, Fischer & Rogow, New York*
 Santa Fe Wines
 E & J Gallo Winery *BBD&O, New York*
 Gallo Wine *San Francisco*
 Thunderbird Wine *BBD&O, New York*
 Guild Wine Co. *Compton Adv., San Francisco*
 Monarch Wine Co.
 Manischewitz Wine *Lawrence C. Gumbinner, New York*
 United Vinters Inc.
 Italian Swiss Colony Wine *Honig-Cooper, Harrington & Miner, San Francisco*
 Arriba Wine *Honig-Cooper, Harrington & Miner, San Francisco*

Miscellaneous

Aluminum Corp. of America
 Chip N' Digs Mfgs. *Fuller & Smith & Ross, Pittsburgh*
 Allied Mills Inc. *Western Advertising, Chicago*
 American Cyanamid Inc.
 Malathion *Cunningham & Walsh, New York*
 American Laundry Machine Co.
 Econ-O-Wash *Farson, Huff and Northlich, Cincinnati*
 American Machinery
 Pac Rite Canning Equipment *Harris D. McKinney, Philadelphia*
 American Motors Corp.
 Kelvinator Div.—Ranges *Geyer, Morey, Madden & Ballard, Detroit*
 Armco Steel Corp.
 Sheffield Div. *N. W. Ayer & Son, Washington*
 Beam Products *Long-Skoll-Zuercher, Milwaukee*
 Boeing Airplane Co. *Fred Baker, Seattle*
 Walter N. Boysen Co.
 Boysen Paints *Reinhardt Advertising, Oakland, Calif.*
 Brunswick-Balke-Collender
 Bowling & Billiard Div. *McCann-Erickson, Chicago*
 Buena Vista Distributing Co. *Monroe Greenthal, New York*
 Bulova Watch Co. *McCann-Erickson, New York*
 Cannon Mills Inc. *N. W. Ayer & Son, Philadelphia*
 California McGulloch Co.
 J. I. Case *Merlo Advertising, Los Angeles*
 Colonial Stores Inc. *Western Advertising, Racine, Wisc.*
 Columbia Pictures *Liller, Neal, Battle & Lindsey, Atlanta*
 Cook & Dunn Paint Corp. *Donahue & Coe, New York*
 Del Air Photo Service *The Pam Institute, Newark, N. J.*
 Diamond Match Corp. *Lavenson Bureau, Philadelphia*
 Need Heat Charcoal Briquets *Gardner Advertising, New York*
 Dictograph Products Inc.
 Acousticon Division—Hearing Aids *Wexton, New York*
 E. I. du Pont de Nemours Co. *BBD&O, New York*

Flex-O-Glass Inc.
 Florists' Telegraph Delivery Assn.
 Fort Howard Paper Company
 General Electric Corp.
 G. E. Lamps *BBD&O, Cleveland*
 G. E. TV Picture Tubes *Maxon, New York*
 Glidden Paint Co. *Meldrum & Fewsmith, Cleveland*
 Grand Union Supermarket
 Kastor, Hilton, Chesley, Clifford & Atherton, New York
 Gardner Advertising, St. Louis
 Granite City Steel Co.
 Gulton Industries *W. B. Doner, New York*
 Life Lite Flashlights
 Hupp Corporation *Creative Group, Appleton, Wisc.*
 Gibson Refrigerators *N. W. Ayer & Son, Philadelphia*
 Hamilton Watch Co. *Chirug & Cairns, New York*
 Hotel Corp. of America *Aves, Shaw & Ring, New York*
 Jacobsen Power Mowers
 Illinois University Bond Issue *Erwin Wasey, Ruthrauff & Ryan, Chicago*
 Kaiser Aluminum Corp.
 Kerr Glass Mfg. Co. *Young & Rubicam, San Francisco*
 Home Canning Products *Honig-Cooper & Harrington, Los Angeles*
 Keystone Steel & Wire Co. *Fuller & Smith & Ross, San Francisco*
 Loew's Theatres *Donahue & Coe, New York*
 Marcell Paper Mills, Inc. *Riedl & Freede, Clifton, N. J.*
 Minnesota Mining & Mfg. Co.
 Scotch Brite *BBD&O, Minneapolis*
 Moto-Mowers Inc. *Ken Seitz & Assoc., Milwaukee*
 Murray Corp. of America—Eljer Div.
 Plumbing Equipment *Fuller & Smith & Ross, Pittsburgh*
 Nash-Kelvinator *Geyer, Morey, Madden & Ballard, New York*
 National Carbon Co. *William Esty, New York*
 National Home Study School
 Correspondence Courses *William Warren, Jackson & Delancy, New York*
 New York State Republicans *McCann-Marschalk, New York*
 Paramount Pictures *Direct, New York*
 Parker Bros. Inc.
 Games *Badger, Browning & Parcher, Boston*
 Pittsburgh Plate Glass Co.
 Pittsburgh Paints *Maxon, Detroit*
 Oglia Coal Co. *Bayless-Kerr, Cleveland*
 R.C.A. Society of Great Music *Schwab, Beatty & Porter, New York*
 Remington Rand
 Chain Saws *BBD&O, New York*
 Royal McBee Corp.
 Royal Typewriters *Young & Rubicam, New York*
 S & H Green Stamps *Sullivan, Stauffer, Colwell & Bayles, New York*
 Sandura Co. Inc.
 Sandran Floor Covering *Hicks & Greist, New York*
 Scot Foto Co. *Gramercy Advertising, New York*
 Scott Outboard Motot Co. *Campbell-Mithun, Minneapolis*
 Scott Paper Co.
 Cut-Rite *J. Walter Thompson, New York*
 Standard Packing Co.
 Fonda Container Div. *Smith, Hagel & Knudsen, New York*
 Stewart Warner Corp. *MacFarland, Aveyard, Chicago*
 H. S. Stuttmann Inc.—Cookindex Div.
 Colorfoto Recipe Cards *Joe Gans, New York*
 Sylvania Home Electronics *Kudner Agency, New York*
 Top Value Enterprises Inc. *Campbell-Mithun, Minneapolis*
 Twentieth-Century Fox Film Corp.
 "Esther And The King" *Direct, New York*
 "Sons and Lovers" *Direct, New York*
 United Artists Corp.
 "The Fugitive Kind" *Direct, New York*
 "The Unforgiven" *Direct, New York*
 United States Steel Corp.
 Tennessee Iron & Coal Div. *BBD&O, New York*
 Union Carbide Corp.
 CRAG Sevin *Albert Sidney Noble, New York*
 Universal-International *Charles Schlaifer, New York*
 Wander Co. *Clinton E. Frank, Chicago*
 Waring Products Corp.
 Guardaire Air Purifiers *Maxwell Sackheim-Franklin Bruck Inc., New York*
 Warner Bros. Co.
 "Sunrise at Campobello" *Blaine-Thompson, New York*
 Warp Brothers Co.
 Flexo-Glass *Presba, Fellers & Presba, Chicago*
 Westinghouse Electric Corp.
 Westinghouse Radios *Grey Advertising, New York*

Somebody went network and stayed local

"Somebody" like WJQS in Jackson, Miss., a station that had a wallet-stuffing boost in business of 100% since they became a Mutual affiliate. As Lew Heilbroner, General Manager, puts it: "We did not know what we were missing before we signed with Mutual. WJQS now does more local business than any other station in Jackson."

There's money for YOU in a Mutual Radio Network affiliation. Mutual gives you the most and requires the least. Mutual gives you 12 hours of news weekly to sell locally—Mutual asks 12 hours of local time for their use.

Your station has the Mutual advantage, too—the prestige of world-wide network news, plus sports and music. And you are still free to do your own profitable local programming—personalities, features, immediate area coverage.

Go network—stay local—that's the Mutual success story.

MUTUAL RADIO NETWORK

A Service to Independent Stations

Subsidiary of
Minnesota Mining
and Manufacturing
Company



LEWIS HEILBRONER



RADIO

W
J
Q
S

DUMAS MILNER
BROADCASTING
CO., INC.

LEWIS HEILBRONER
VICE PRESIDENT AND
GENERAL MANAGER

KING EDWARD
HOTEL
FL 4-5653

"Jackson's Good Music Station"

PART II— Network Advertisers

The following information on 1960 clients is reported by each network.

CBS

1960 Clients

AFL-CIO Textile Workers Union of America, AP Parts Corp., Aluminum Co. of America, Anana Refrigeration Inc., American Express Co., American Laundry Machinery Co. (Small Equipment Div.), American Molasses Co., American Oil Co., American Telephone & Telegraph Co., P. Ballantine & Sons, Ben-Mont Papers Inc., The Borden Co., Brigade Record Co., Bristol-Myers Co., CBS Electronics (Div. of Columbia Broadcasting System Inc.), Calgon Co., California Packing Corp., Campana Sales Co., Campbell Soup Co., Chrysler Corp., Clairol Inc. (Div. of Bristol-Myers Co.), Coats & Clark's Sales Corp., Cowles Magazines Inc., Curtis Circulation Co., Helene Curtis Industries Inc., Dumas-Milner Corp., Elgin National Watch Co., Ex-Lax Inc., Fels & Co., Foster-Milburn Co., Fram Corp., R. T. French Co., The Frito Co., General Cigar Co., General Electric Co. (Large Lamps Div.), General Foods Corp., General Mills Inc., General Motors Corp. (Chevrolet), General Motors Corp. (Oldsmobile), General Motors Corp. (Service), Grove Laboratories Inc. (Div. of Bristol-Myers Co.), Hartz Mountain Products Corp., Hearst Publications, Kellogg Co., Kitchens of Sara Lee, Liggett & Myers Tobacco Co., Longines-

Wittnauer Watch Co., Magirus Organ Corp., Maico Electronics Inc., Maremont Automotie Products Inc., McCall Corp., Mennen Co., Mentholatum Co., Meredith Publishing Co., Philip Morris Inc., Mutual Benefit Health & Accident Assoc., Nationwide Insurance Co., Niagara Therapy Mfg. Co., Norcross Inc., Northam Warren Corp., Pepsi-Cola Co., Peter Paul Inc., Pittsburgh Plate Glass Co., Puritron Corp., Real-Kill Co. (Div. of Cook Chemical Co.), R. J. Reynolds Tobacco Co., Thomas D. Richardson Co., Sandura Co., Joseph Schlitz Brewing Co., Scholl Mfg. Co., Scott Paper Co., Sea-Breeze Laboratories Inc., Seven-Up Co., Squirt Co., A. E. Staley Mfg. Co., Standard Brands Inc., Sterling Drug Inc., Stewart-Wanner Corp. (Alemite), Studbaker-Packard Corp., Sweets Co. of America Inc., Sylvania Electric Products Inc. (Electronic Tubes Div., Lighting Div., Photolamp Div.), Tetley Tea Co., Texaco Inc., Time Inc., Travelers Insurance Co., Turtle Wax Inc., Tyrex Inc., William Underwood Co., United States Plywood Corp., Vitamin Specialties Corp., Warner-Lambert Pharmaceutical Co., Welch Grape Juice Co., Westinghouse Electric Corp., Whitehall Laboratories Inc., William Wrigley Jr. Co.

NBC

1960 Clients

Academy of Motion Picture Arts & Sciences, A.F.L.-C.I.O., A.L.D. Inc., Allis-Chalmers, Aluminum Co. of America, American Motors, American Telephone & Telegraph Co. (Long Lines Div.), Angerson Co., Associated Products (5 Day Labs), Bankers Life & Casualty Co., Billy Graham Evangelistic Assoc., Bowes Seal Fast Corp., Champion Spark Plug Co., Chapstick Co., Christian Reformed Church, Chrysler Corp., Curtis Circulation, DuPont de Nemours Co., El Producto Cigars, Electric Autolite Co., Evangelical Foundation, Ex-Lax Inc., Fedders Corp., Formica Corp., Foster-Milburn, R. T. French Co., Frito Co., Gabriel Co., General Mills Co., General Insurance Co., General Motors Corp. (Buick), General Motors Corp. (Chevrolet), General Motors Corp. (Fisher Body), General Motors Corp. (Oldsmobile), General Motors Corp. (Service), General Motors Corp. (Truck & Coach Div.), Gillette Safety Razor Co., Greyhound Corp., Grove Laboratories, Hamilton Beach, Hazel Bishop, Hess & Clark, Hollingshead Corp., Hygrade Food Products, I. J. Grass Noodle Co., ILGWU Committee, S. C.

Johnson, Johnson Motors, Kiplinger, Lewis Howe, Lever Brothers (Pepsodent), Liggett & Myers (Tobacco Co.), Lockheed Aircraft Corp. (Missile Div.), Longines-Wittnauer Watch Co., Lutheran Laymen's League, Mack Trucks Inc., McCall Corp., McCulloch Chain Saws, McGregor-Doniger, Mennen Co., Metro-Goldwyn-Mayer, Metropolitan Life Insurance Co., Midas Muller, Minneapolis-Honeywell Regulator Co., Mogen David, Morton Salt Co., Mutual of Omaha, Pepsi-Cola Co., PurOlator Co., Quaker Oats Co., Radio Corp. of America, Raybestos Div. of Raybestos-Manhattan Inc., Reader's Digest, Renault Inc., R. J. Reynolds Tobacco Co., Savings & Loan Foundation, Scott Paper Co., Sinclair Refining Co., Socony Mobile Oil Co., Standard Brands Inc., Sterling Drug Inc., Sun Oil Co., Sunsweet Growers Inc., Sylvania Electric Products Inc., Textile Mills Co., Time Inc., Tipon Corp., Turtle Wax-Plastone Co., Tyrex Inc., Union Carbide Chemicals Co., United Insurance Co. of America, Vick Chemical Co., Voice of Prophecy Inc., Wagner Electric Corp., William R. Wrigley Jr. Co.

ABC

1960 Clients

Apple Valley Development (real estate), All Purpose Gelatin Products (gelatin capsules), AFL-CIO, American Home Products-Whitehall Products (Dristan), Assemblies of God, American Laundry Machine Co.-Small Equipment Company Div. (coin operated laundries), American Telephone & Telegraph (long distance telephone service), A.L.D. Inc. (Westinghouse

Laundromat Stores), Bankers' Life & Casualty (White Cross Hospital Plan), Billy Graham Evangelistic Assoc., E. L. Bruce & Co. (cleaning wax and floor wax), Bristol-Myers Co. (Vitalis, Trig, Bufferin), Burma-Vita Co. (Burma-Shave), Curtis Publishing Co. (Ladies' Home Journal and Saturday Evening Post), Chrysler Corp. (Chrysler performance in Economy Run), Dr.

Pepper, Dow Chemical (Saran Wrap), Esquire Inc. (Coronet), Ex-Lax Inc., Exquisite Form Brassiere Inc., Fiat Motor Co., Foster-Milburn (Doan's Pills), R. T. French Co. (Worcestershire Sauce), Frigikar Corp. (Air conditioners for cars and trucks), Frito Co. (Frito Corn Chips), General Foods-Perkins Div. (Kool-Aid, D-Zerta), General Mills (Cheerios), General Motors (Cadillac), General Motors (Guardian Maintenance), General Motors (Oldsmobile), General Motors (Pontiac), General Nutrition (vitamin catalog), Gospel Broadcast Assoc., Grey-Rock Div. of Raybestos-Manhattan (brake linings), Grosset & Dunlap (books), Hastings Mfg. Co. (Castite oil additive), Highland Church of Christ, Hudson Vitamins, International Milling Co. (Robin Hood Flour), ILGWU (political speech), Johnson Motors-Div. of Outboard Marine, Kiplinger Washington Editors (Changing Times), KVP (freezer and wrapping paper), Lewis Howe Co. (NR Tablets), Levolor Lorentzen Inc. (venetian blinds), Lindsay Co. (water softeners), Magla Products (silicone ironing board cover), Martin Co. (institutional). Mc

Call Corp. (April issue, McCall's), Mennen Co. (deodorant, skin bracer, shaving cream), National I.P.—Gas Council (bottled gas), Oral Roberts Evangelistic Assoc. Inc., Parker Pen Co., Pepsi-Cola, Pharmaco Inc. (Feen-a-mint, Chooz), Pfaff American Sales Corp. (sewing machines), Profit Research (books), Philco Corp., Peter Paul Inc. (Mounds, Almond Joy), Peelers Co. (canned shrimp products), Plantabbs Corp., Radio Bible Class, R. J. Reynolds (Camel and Winston), F&M Schaefer Brewing Co., Scholl Mfg. Co. (Zino Pads), Sofskin Inc., Standard Labs Inc. (Sloan's Liniment), Swanson Cookie Co. (Archway Cookies), Standard & Poor's, Standard Oil of Indiana, Standard Brands Inc. (Chase & Sanborn), Sylvania Electric Products (flash bulbs), Tara 5th Avenue (jewelry), Tan-O-Rama Inc. (tanning lotion), Union Carbide (6-12 Insect Repellent), Vick Chemical Co. (Vicks Vapo-Rub), Voice of Prophecy, Vitamin Corp. of America (Rybutol), World Vision Inc., Dr. Thomas Wyatt, Winegard Co. (tv antenna), Woolite Inc. (Woolite soap).

MUTUAL

1960 Clients

A.L.D. Inc. (Westinghouse Laundromat Stores), America's Future Inc., American Assoc. of Retired Persons, American Machine & Foundry Co. (Pinspotter Div.), American Telephone & Telegraph (Long Lines Div.), Beltone Hearing Aid Co., Cadie Chemical Products Inc. (Glasskleer), Carter Products Inc. (drug products), Champion Spark Plug Co., Christian Herald Magazine, Christian Reformed Church, Chrysler Corp., Curtis Publications, Church & Dwight Inc. (baking soda), d-Con Co. (anti-pest products), Dawn Bible Students Assoc., Denver Chemical Co., Dictograph Products Inc. (Acousticon Div.), Ex-Lax Inc., F&F Laboratories (cough drops), First Church of Christ, Scientist, Fram Corp. (oil and air filters), R. T. French Co., General Foods Corp. (various Jello products), General Foods Corp. (other dessert products), General Mills Inc. (Wheaties), Billy Graham Evangelical Assoc., Highland Church of Christ, Hudson Vitamin Corp., H. D. Lee

Corp. (overalls), Revere Camera Co., Lever Brothers Inc. (Pepsodent products), Lewis Food Co. (pet foods), Liggett & Myers Tobacco Co. (L&M), Liggett & Myers Tobacco Co. (Oasis), Lutheran Laymen's League, Mennen Co., Minnesota Mining & Mfg. Co. (household tape products), Mohawk Business Machines Corp. (portable dictating machines), Monroe Automotive Equipment Co. (shock absorbers), National Brewing Co., Norwich Pharmacal Co. (Unguentine), Nylonet Corp. (foot lotion), Outdoor Life Magazine, Pepsi-Cola Inc., Pharmaco Inc., Popular Science Magazine, R. J. Reynolds Tobacco Co., Radio Bible Class, Scott Paper Co., Sinclair Refining Co., Standard Brands Inc. (Chase & Sanborn), Sterling Drug Co., Voice of Prophecy, Walker Marketing Corp. (automotive products), Watchmakers of Switzerland, Wings of Healing, Word of Life.

KEYSTONE

1960 Clients

Albers Milling Co. (Friskies), American Cyanamid Co. (Aureomycin Cattle Feed), American Motors Corp. (Rambler), American Tobacco Co. (Hit Parade), American Tobacco Co. (Lucky Strike), American Tobacco Co. (Pall Mall), Arizona Brewing Co. (A-1 Beer), Associated Sepian Products (Sulphur 8, Swamp Root and Skin Success), Carnation Co. (Evaporated Milk, Instant Milk and Instant Choc. Milk), Chattanooga Medicine Co. (Black Draught), Chilean Nitrate Education Bureau (Fertilizer), Continental Baking Co., Chrysler Corp. (Dodge), Chrysler Corp. (DeSoto), Democratic National Committee, Dow Chemical Co. (Zoamix Cattle feed additive), Ford Motor Co. (Lincoln-Mercury), Ford Motor Co. (Ford Trucks & Cars), Ford Motor Co. (Tractors & Farm Implements), General Foods Corp. (Sure Jell and Certo), General Foods Corp. (Post cereal), General Foods Corp. (Calumet Baking Powder), General Mills Inc. (Cheerios), General Mills Inc. (PurAsnow Flour and Red Brand Flour), General Motors Corp. (AC Spark Plug), General Motors Corp. (Oldsmobile), General Motors Corp. (Cadillac), General Motors Corp. (Pontiac), General Motors

Corp. (Chevrolet), Gospel Broadcasting Assoc., Junket Brand Foods, Lever Bros. (Breeze), Lever Bros. (Silver Dust), Liggett & Myers Tobacco Co. (L&M and Picayune), Lipton Tea, Lydia E. Pinkham Medicine Co., Massey-Ferguson Inc. (farm machinery), McCulloch Motors (chain saws), Miles Laboratories Inc. (Alka-Seltzer), Myzon Co. (Super Iron Plus), National Carbon Co. (Eveready batteries and Prestone Anti-Freeze), Nehi Beverage Co., Northeast Airlines Inc., Pepsi-Cola Co., Pet Milk Co. (Evaporated milk, Instant milk, and Pet Ritz frozen pies), Pierce's Proprietaries Inc., Pillsbury Co. (feeds), Procter & Gamble Co. (Tide), Rexall Drug Co. (One Cent Sale), R. J. Reynolds Tobacco Co. (Camel, Winston and Salem), Shell Chemical Corp. (Endrin), Shell Oil Co., Sinclair Refining Co., Star Import Co. (clocks), Sterling Drug Inc. (Bayer Aspirin and Phillip's Milk of Magnesia), Studebaker-Packard Corp. (Lark), Vick Chemical Co. (Va-tro-nol), Voice of Prophecy Inc., Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer), Wirthmore Feeds Inc.

PART III — Radio Advertiser Strategies

These National and Regional Spot and Network case histories are condensed from in-depth articles which appeared in U.S. RADIO and U.S. FM in 1960.

1

Air France

Agency: BBDO Inc., New York

Marketing Objective: *To introduce the airline's first regularly scheduled transatlantic jet service.*

Radio Solution: *Double previous expenditures in radio, coupled with revamped radio strategy.*

(Digested from U.S. RADIO, January 1960, p. 35)

EARLY in 1960, Air France embarked on one of the most extensive advertising campaigns in its 40-year history—a campaign precision-tooled to power the inauguration of the airline's regularly scheduled transatlantic jet service. The company's budget for 1960 continued to provide, with substantial increases—for radio support in 10 major markets across the country.

What was new for the sound medium was the doubling of its dollar share of the budget in the last two to three years, according to Paul Burrows, advertising manager for the firm's North American division, which has headquarters in New York.

With this increase, Air France and its American agency, BBDO Inc., New York, revamped their entire radio strategy, changing over from sponsored good music programming to spot announcements in all its markets.

"While we are still primarily on good music stations," Mr. Burrows said, "the switch from program to spot seemed to be in keeping for several reasons with the airline's major move from conventional engines to jets.

"We felt that a jolt in our radio maneuvers, which had remained largely unchanged for eight or nine years, would make our listening public sit up and take notice. We needed a new method to announce a new product.

Both the airline and agency were convinced that spot commercials could hit harder and generate great-

er immediate impact than institutional announcements between musical selections by a good emcee.

One factor in Air France's operations which had not changed was its cooperative relationship with the French Government Tourist Bureau, New York, with whom the airline co-sponsors all radio activities.

The tourist bureau and the airline shared 17 one-minute spots a week over WQXR in the New York market. Each organization got eight spots one week and nine the next. In the other nine radio markets each company got three announcements per week. Neither sponsor referred to the other in its commercials—the only connection from the public's viewpoint being the subject matter—France.

Aim For Family

The spots were aired primarily during the evening hours, aimed at reaching the entire family when it was most likely to be together.

"Both men and women are important to us," said Mr. Burrows, "because while the husband pays for the tickets, the wife can influence the choice of air carrier.

"We stick to good music stations for the obvious reason that we are selling a luxury product and we feel our best market is among the financial and cultural upper brackets. Our theory is that a family must have both the means to use our service and the desire to see faraway places."

In addition to New York, Air France and the tourist bureau aired regular schedules in Los Angeles, San Francisco, Philadelphia, St.

Louis, Baltimore, Boston, Chicago, Washington, D. C. and Miami.

The regular schedules in these cities were often supplemented with extra spot buys to advertise special travel features. For example, when the airline introduced its "Parisian Holiday" package tour in September, a seven-week campaign of additional spots was purchased on each station carrying the regular campaign. And in New York, the airline bought 26-week schedules on two stations beside the seven-week flight added to its regular station.

To stimulate interest in worldwide travel in general the airline's commercials emphasized the comfort of flying via Air France and the French atmosphere on the planes. This was in addition to the publicity given in each market to the new jet service.

The major copy points included: Largest and most dependable airline, jet speed, excellence of cuisine, interior comfort and Parisian decor, fares, schedules and addresses of district offices in each city for inquiries.

Air France, whose total revenue, according to Mr. Burrows, increased by 32 percent in 1959 over 1958, anticipated great growth in the American market as the result of its jet services.

"With seating capacity of our jet aircraft almost double that of conventional planes, and with the support of our advertising, it won't be long," Mr. Burrows declared, "before Air France makes a few new records in passengers carried and in revenue received." • • •

2

REPRODUCED FROM THE ORIGINAL SOURCE

Bulova Watch Co. Inc.

Agency: McCann-Erickson Advertising (U.S.A.)

Product: Watches

Marketing Objective: *To reach a mass audience with heavy impact only at certain specified times of the year.*

Radio Solution: *Heavy use of spot radio during gift-giving occasions.*

(Digested from U.S. RADIO, August 1960, p. 28)

LAST April 1, after 11 years off the soundwaves, the Bulova Watch Co. returned to a spot radio schedule in 25 markets, reminiscent of the B-U-L-O-V-A time announcements introduced to radio in the 1920's.

Tad Jeffery, vice president of advertising for Bulova, said, "Radio spot announcements enable the company to concentrate its advertising messages around major gift-giving occasions—in conjunction with print advertising during those periods."

Bill Frame, print/broadcast media supervisor at McCann-Erickson Advertising (U.S.A.), Bulova's agency, explained what Bulova wanted. "We were interested in reaching as many people as possible as often as possible. For this purpose, we scheduled 10-second ID's on a six-day basis with heavy emphasis on morning and evening traffic hours. These reached a total of up to 50 announcements per week in many markets."

Although Bulova had not used its famous time signal for 11 years, the agency found that people remembered the spot, and many thought it was still on the air.

"The relationship between the time signals and Bulova was a natural one, and one which had been established over a long period of time in radio's early years," stated William Fricke, associate media director who supervised media strategy for Bulova. "To take advantage of this situation, we decided to go back into radio last spring."

To insure the most efficient schedule, the agency in mid-March interviewed representatives from all markets involved, according to timebuyer Phil Stumbo. "In order to facili-

tate the purchase of time, we prepared individual forms, with information on the time and length of the campaign, frequencies we were considering and requests for availabilities and costs. These were sent to about 50 firms representing about 250 stations. With the forms went a letter explaining what we were looking for. The representatives, in turn, sent them on to the stations where they were filled out and returned.

Market Data

"We then set up appointments for the representatives to meet with us concerning each market in which they had a station. We found that as a result of this procedure, we were well informed on what the stations had to say, and the representatives were satisfied that they had had the chance to give us all the information they felt necessary.

"We were quite satisfied with results," Mr. Stumbo continues. "And since then, one of the agency's other big radio advertisers has begun to use similar forms to obtain timebuying information."

Bulova aims for the mass market, explained Mr. Fricke, and radio meant that the client had the ability to saturate 25 markets across the country within a limited budget, at specific periods during the year. Since the greatest number of watch sales are made at those times of the year which are considered gift-giving occasions, the company wanted advertising which would provide the greatest impact at those times.

As for budget, it is estimated that Bulova's total allocation for radio in

1960 was \$451,000. (Fiscal 1960 ends in March, 1961.) No funds were set aside for television advertising during needed for high quality jeweled medium used by Bulova in conjunction with radio.

"Eleven years ago, we moved into spot television," says Mr. Jeffery. At present, however, Bulova finds the tight market a difficult one in which to obtain the type of television selling needed for high quality jeweled watches and other products. • • •

NOW we can offer you

PROVEN RESULTS*

with these

TELE-BROADCASTER STATIONS

IN Hartford - (CONNECTICUT)	WPOP
IN Kansas City -	KUDL
IN Los Angeles - (SPANISH LANGUAGE MARKET)	KALI
IN San Francisco - (SAN MATEO)	KOFY

- ★ TOP RATINGS IN AUDIENCE
- ★ MORE LISTENERS PER DOLLAR
- ★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

3

Champion Spark Plug Co.

Agency: J. Walter Thompson Inc., Detroit

Product: Spark plugs

Marketing Objective: *To turn 'image-building' advertising into dollars at point-of-purchase.*

Radio Solution: *Spot and network radio saturation at peak selling seasons.*

(Digested from U.S. RADIO, June 1960, p. 30)

RADIO was the spark that set off buying action for the Champion Spark Plug Company. At peak selling seasons, when it's time to turn advertising into sales, the company takes aim at the automotive market and hits the buyer right in his car. In 1960, Champion spent in excess of \$400,000 in the sound medium.

The radio schedule consisted of two flights, each of six to seven weeks duration, beginning in the early spring and fall, the peak sales periods. The spot schedule covered 130 stations in about 40 markets.

In addition, 25 percent of the radio budget was allocated to network buys on NBC and MBS.

Distribution Pattern

"The reasoning behind the spot-network combination was based on Champion's distribution pattern," explained Warren Kruger, associate media director at the Champion agency, J. Walter Thompson Inc., Detroit. "There are two markets toward which the radio advertising must be geared. One is the car owners, whom we reach through the more than 40 million radio-equipped automobiles now in operation. The other is made up of the 350,000 outlets that sell spark plugs to motorists," he continued.

"Champion had two objectives in its overall advertising effort," explained Richard Kudner, account representative. "One was to build

the image of the Champion product and name to the public. Our extensive magazine program, carried on throughout the year, was intended to serve this purpose. The other objective was to spur car owners to action. For this we used radio tied in with point-of-sale, and supplemented by special magazine advertising."

Champion began using spot radio in 1958. During the past three campaigns, the use of the radio budget has been varied in order to take full advantage of the medium's flexibility, according to Mr. Kruger. "In 1958, we used radio for 39 weeks in about 37 markets. In 1959, the number of markets was increased to 49 and the campaign was scheduled in two flights, one in the spring and one in the fall, for a total of 17 weeks. The new element in the 1960 campaign was the networks," said Mr. Kruger.

Robert Gorby, Champion time-buyer in the agency's New York office, explained how the radio mix worked. "Spot radio alone did not seem to convey the impression of national advertising support to the dealers. On the other hand, dealers were impressed by the fact that we advertised on two national networks.

"Even more important, besides the prestige of a network buy, we were able to insure national coverage for the campaign. The two networks covered at least 95 percent of the country.

"As for the spot schedule, it gave us added weight in major markets, and provided flexibility in both time and markets. We preferred commercials aired during traffic time. Because of the time differentials and local options, we couldn't always arrange this with the networks.

"Spot also gave us the freedom to choose the station we wanted in any market," Mr. Gorby continued. "Our objective, of course, was to find the station which would give us our most efficient buy. In some markets we purchased spot announcements on stations already covered by our network schedule, because those stations also did the strongest local selling jobs.

Bought Packages

"To provide greater efficiency, the company also bought some weekly package plans," Mr. Gorby added. "Among the packages bought were helicopter reports in traffic times and sports capsules."

Champion employed extensive merchandising efforts that tied in with the national campaign. "The radio strategy was an integral part of the merchandising plan," according to Mr. Kruger. "With radio reinforcing the impact of our point-of-purchase material, we can provide an excellent link between Champion's leadership image at the national level and the product as it was sold at the local level." • • •

Acceptance of WSB radio proves... a radio station **CAN** please its audience, serve the community, satisfy sponsors and still maintain dominance in its market!



"WHITE COLUMNS," The home of WSB radio, Atlanta

For 38 years WSB Radio has been the overwhelming favorite of Georgia listeners. The latest Nielsen Station Index (July-August) for Atlanta shows WSB led in 213 of 216 rated quarter-hours. This is a direct result of WSB's imaginative programming devoted to the public interest. Melodic tunes and fanciful games are combined with coverage of community activities and programs devoted to farming, religion and news. Get the most out of your promotional dollars in Atlanta by advertising on WSB Radio. A member of the Quality Radio Group, Inc.

SUBSCRIBER

NAB

Radio Code of Good Practices

WSB
radio

"The Voice of the South"
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC /WSOC-TV, Charlotte; WHIO, WHIO-TV, Dayton.

4

d-Con Co.

Agency: Thompson-Koch Inc., New York

Product: Rodenticides

Marketing Objective: *To reach a specialized audience in farm areas at certain times of the year.*

Radio Solution: *Selection of farm radio as the major medium in promoting d-Con's rodenticide.*

(Digested from U.S. RADIO, February 1960, p. 28)

WITH the nation's rat "bill" estimated to be millions of dollars a year, radio—and farm radio in particular—has played an important part in combating the problem.

One of the most effective advertisers is the d-Con Co., a member of the Sterling Drug family. d-Con has been using farm radio to the tune of 75 to 80 percent of its total advertising expenditure each year since the product was marketed in 1951. (It was estimated that the firm spends \$500,000 in radio each year.)

In its winter drive early in 1960, d-Con was running spot campaigns in 312 farm markets over 321 stations. The firm also bought segments of the *Grand Ole Opry*, the *National Barn Dance* and a few other local farm programs.

Farm Radio Used

"Farm radio was the only medium used to test the rodenticide when it was first introduced in 1951," explained Frank A. Corbet, d-Con's president. "A small number of test spots were used to tell the story of the new product, and listeners were requested to send orders directly in to the company. Using no other form of advertising," he continued, "the response was so great that within two weeks orders poured in at a rate that taxed the production facilities of the plant. Radio got this company going, and it is still our most important medium."

d-Con's radio advertising philosophy hews closely to the line followed by the firm's education department. "One of our most important

tasks," Hamilton Hicks, the firm's educational director, said, "is to inform and educate the farmer in the proper use of our rodenticide." To accomplish this aim, he devotes considerable time to travel and interviews on the air with farm directors. "We try to pass along the latest information about the rat problem, and how the farmer can most effectively get rid of these pests."

d-Con's agency, Thompson-Koch New York, found that the best results from commercials came from programs designed to inform rather than entertain the farmer, according to Robert Hall, timebuyer.

"We concentrate our spots in the early morning and noon-time slots, since these are usually the segments devoted to farm news, market data and other 'use' material for farmers," he said.

The frequency of the d-Con spots varied with the individual market, with three to 12 announcements a week the average. The company placed its heaviest blanket of spots in five key states—Illinois, Missouri, Ohio, Indiana and Iowa—which represent the heart of the nation's corn belt.

The firm's advertising program is built around pointing out the advantages of the product, and the importance of correct application. Copy for the radio spots followed these general lines. Where possible, d-Con prefers that its announcements—52 seconds in length—be delivered by the station's farm director. The company believes that he lends his personality and knowledge of the market to the message, and thus can

more accurately peg a message than can an ET or rigid copy.

Fully aware of the importance of the merchandising support provided by farm stations, d-Con was continuing with a promotion designed to stimulate and reward these activities. For the past two years the company has presented a "Fact Award" to the station giving the most merchandising assistance to the company.

Station Cooperation

"As an indication of the appeal the award appears to have with farm stations," said Walter Camas, d-Con's advertising manager, "for our first award over 90 stations submitted material outlining their merchandising efforts for d-Con."

As an example of station merchandising cooperation, Mr. Camas cited the efforts of a station in Portland, Ore. "The station used a billboard facing a busy Portland street that had an estimated daily circulation of 6,400. The copy carried a station message and played up 'Featuring d-Con Rodenticides.' A total of 350 copies of a display card was sent to our primary outlets, 100 feed and seed stores, 100 hardware stores and 150 grocery stores.

"The card prominently displayed a d-Con ad and suggested that retailers hear the pre-sell on the station. To round out the promotion, the station ran a full-page back cover in a local magazine with 50,000 weekly distribution through a grocery chain, and a trade advertisement in the official publication of the Oregon Food Merchants Association," Mr. Camas concluded. • • •

5

E. I. du Pont de Nemours & Co.

Agency: BBD&O

Product: Telar Anti-Freeze

Marketing Objective: *To establish a new product in an already crowded market.*

Radio Solution: *Saturate 150 markets with radio spots.*

(Digested from U.S. RADIO, October 1960, p. 32)

AS cold weather snapped down around the ears of car-owners more than 500 stations in 150 markets were beaming a new word in the anti-freeze vocabulary to listeners.

The new word was "Telar," the name of a new "all-purpose, permanent" anti-freeze developed by E. I. du Pont de Nemours & Co. And du Pont was engaged in one of its most extensive campaigns in years to make the introduction of Telar a success.

With its entry into the anti-freeze market, du Pont's Telar was bringing over \$400,000 in business to spot radio. This figure was just about double the amount du Pont spent in spot radio in 1959, when du Pont allocated spot money to Telar's sister products, Zerone and Zerex.

To put new Telar in the running with competitive anti-freeze products, du Pont's advertising manager for anti-freeze, William W. Carty, reported, "Our advertising for Telar was running 'across the board' in all areas where it is distributed."

150 Markets

With the \$400,000 radio budget set up exclusively for Telar, du Pont was reaching into 150 radio markets. In each market, the company was buying the maximum number of stations. The range was from three to six stations per market, sometimes more. Mr. Carty considered an estimate of 500 stations in the total campaign a bit "conservative."

In scheduling the campaign, he explained that du Pont found radio's flexibility an extra "plus" for Telar. Depending on the whims of freezing

weather's entry in various markets, the Telar schedule had to have staggered starting states.

Spots, which were all minute ET's, broke as early as September 15 on northern stations. On the other end of the weather vane were stations in the south. Some started the Telar campaign as late as November, others waited until early December, Mr. Carty explained.

"In order to break the campaign in a market at the right time, we needed to know when the area would get its first freeze. Calculations were made in advance by a team of researchers, working with weather service firms," he said.

"We knew, for instance, that in Wilmington, Delaware, the first freeze was likely to be around November 11. Accordingly, our radio campaign there was scheduled to begin around that date."

Whether a campaign started early or late in the fall, he said, it was scheduled to run through December. Thus, the peak of the Telar push on radio was reached in all the 150 markets by the middle of November.

"du Pont took 30 spots a week per station," reported Bob Syers, du Pont timebuyer at BBDO Inc., New York, the company's agency. With all the 500 or more stations carrying the spots during November and December, the total coverage per week ran to 15,000 spots.

"We wanted to reach people when they woke up, while they drove to work, while they drove home. With radio we could be close to people wherever they may be," said Mr. Carty.

Although Telar is sold in service stations and auto supply stores, du Pont did not attempt dealer tie-in promotions for Telar, Mr. Carty pointed out.

"However," said the Telar ad manager, "transcriptions of our radio commercials were made available to our anti-freeze distributors at no cost to them. Many of our distributors sponsor local radio shows, and were able to use our commercials during their regular broadcasts. The distributor paid for the time. du Pont does not have a cooperative advertising program for any of its products."

Tie-In Material

"But," he added, "we offered tie-in material to radio stations which often added effectiveness to the spots themselves. Stations were informed that the services of our anti-freeze field representatives were always available to them. Their contributions might be helpful, for instance, in arranging programs on the proper care of a car."

With its budget enlarged over last year's for the annual anti-freeze campaign, du Pont was aiming to make a high brand impression on the consumer. In light of the heavy line-up of advertising for competitive brands, the bid for brand impression was a strong one.

Du Pont's radio campaign, with high traffic time frequencies, was aimed where it would hit the target closest to home—when the consumer was driving his car. • • •

6

Fonda Container Corp.

Agency: Smith, Hagel & Knudsen Inc., New York

Product: Paper plates

Marketing Objective: *To establish brand identification for paper plates.*

Radio Solution: *Radio saturation in 42 top retail food markets.*

(Digested from U.S. RADIO, June 1960, p. 38)

EVER since the family made a bee-line for the barbecue pit, mother has been looking for ways to cut down on work so she can join the family fun. One of her biggest boons was the paper plate. It ended the after dinner drudgery of dish washing, and freed her from the kitchen sink.

It seems logical that the housewife would know the brand name of the paper plate she buys. However, when the Standard Packaging Corp. surveyed the field for its Fonda Container Division in 1959, it discovered that the housewives interviewed were not completely familiar with the brand names of paper plates they bought.

Brand Identification

As a result, Smith, Hagel & Knudsen Inc., New York, agency for Standard Packaging and its divisions, undertook a campaign to encourage the housewife to buy the Fonda name. One of the big parts in building the brand name was played by radio.

In its 1960 campaign, Fonda invested 35 percent of its total advertising budget in radio. A total of 42 markets were covered by the campaign, which ran for 12 days on 58 stations.

To spread the Fonda name when it would do the most good, two flights were scheduled: three-day-a-week flights during two weeks before Memorial Day, and two weeks before the Fourth of July. Frequen-

cies varied with cities, with single station markets airing 12 to 15 spots a week, and multi-station markets as many as 60 a week.

For 1961, the agency reported that the spot radio schedule would be expanded to three two-week flights.

Strategy Considerations

"Our advertising strategy depends on our distribution, our sales curve and our budget," said Edward Van Horn, agency vice president. "Fonda used spot radio in 1960 for the first time. When radio was bought in 1959, we were on a network schedule. Since Fonda's distribution pattern did not fit the coverage of the network, we decided to support markets where our distribution was strongest with spot radio.

"We chose the 50 top markets for retail food sales, compared this to the distribution of our paper plates and cups, and selected our radio markets with these two factors as a basis."

As for sales curve, 65 to 70 percent of Fonda sales are made between Memorial Day and Labor Day. "The radio campaign was designed to give a boost to the sales curve as it begins to go up for the summer. The Fonda radio schedule began just as the housewife started to think of paper plates for the Memorial Day weekend," said Mr. Van Horn.

The best time to reach her, according to Eric Ainsworth, agency media director, is when she is thinking about her shopping list. "For

this reason the schedule was concentrated on Wednesday, Thursday and Friday. Thursday and Friday are the big shopping days of the week. Our Wednesday schedule allowed us to plant the Fonda name as the housewife started to plan her shopping list," he said.

"Announcements were scheduled from 9 a.m. to 1 p.m., based on the assumption that this is housework time," Mr. Ainsworth explained. In selecting the stations there were three considerations. First, the housewife listening figure. Second, the availabilities that presented themselves when it came time to buy. Third, the merchandising support offered by the stations.

"For Fonda's purposes, a company with a small sales force and no detail men covering the outlets, the help a station could offer in setting up Fonda displays and sparking enthusiasm among distributors was an important consideration," said Mr. Van Horn.

Campaign Strategy

By combining marketing common sense with a fresh creative effort, the agency developed a campaign strategy that included: Summer advertising when most sales were made; radio advertising at the beginning of the peak selling time; radio markets based on retail food sales figures; announcements scheduled on big shopping days; creative approach combining music, hard sell and a light touch. • • •

The Frito Company

Agency: Dancer-Fitzgerald-Sample Inc., Chicago

Product: Fritos Corn Chips

Marketing Objective: *To create and sustain a strong trademark and name identification for Frito corn chips.*

Radio Solution: *Pre-condition the shopper through repetition with heavy network radio saturation; use of seasonal tie-in promotions geared to the radio advertising.*

(Digested from U. S. RADIO, April 1960, p. 22)

TAKE a snack product that has the ability to keep taste buds tingling coast-to-coast; add an effective network of national distribution; mix in a consistent program of advertising and sales promotion with generous portions of radio. This is the recipe for sales success that has made it possible for The Frito Company, Dallas, to boost its sales by \$42 million since 1954.

A consistent user of radio since 1932, when the company was founded, Frito employed the sound medium in 1960 to spearhead its advertising and promotion efforts. It is estimated that \$950,000, representing 35 percent of the company's total budget, was spent over the facilities of NBC, CBS and ABC to tell the story of Frito corn chips.

"This was the largest radio network buy the company had ever made," said Thomas K. Denton, vice president of Dancer-Fitzgerald-Sample in Chicago, Frito's agency. After checking the coverage maps and the number of stations (700) that carried the Frito story, we determined that this campaign penetrated every county in the United States but one."

Citing depth as well as coverage, Mr. Denton pointed out that an average of 21,000 spot announcements were used each week, with listener impressions in the multi-billion category.

"Radio has always been one of our most important outlets," said John R. McCarty, advertising merchandising vice president for Frito. "Ra-

dio was the first medium employed to introduce corn chips when the company started. We have been regular users ever since.

"Our product," he continued, comes under the heading of an impulse item. In order to get the shopper to pick up a package of Frito corn chips, we have to 'pre-condition' her. This is done through concentrated exposure. Repetition and heavy frequency, therefore, are two of the things we look for in our advertising and promotion efforts. We have found that we can get this with radio. We have discovered that with the proper type of copy we are even able to get appetite appeal across on our radio announcements.

Varied Audience Groups

"In order to hit as many different audience groups as possible, the company bought announcements around news shows, comedy, drama, adventure, music and almost every type of program aired on the networks.

An example of the broad audience base was the Frito schedule on NBC. The Frito campaign involved participations on *News of the World*, *People Are Funny*, a news analysis show, *Emphasis* and *Monitor*, including the Paul Winchell show, Ernie Kovacs, Bob Hope and *Duffy's Tavern* segments.

To speak most directly to the wide variety of listeners tuned to these programs, and the programs on ABC and CBS as well, the agency pre-

pared as many as 15 copy approaches.

The company used extensive point-of-purchase promotion displays to tie in with the radio advertising. In order to keep the in-store displays fresh and interesting, the company conducted a new promotion each quarter year. The radio campaign was carefully geared to fit into the pattern. During one promotion, a radio commercial called attention to a free flower seed offer to purchasers of Fritos.

Each of the networks provided Frito with a variety of merchandising support designed primarily to alert the organization's selling force and dealers to the extent of the radio campaign. For example, one of the networks placed ads in food trade publications drawing attention to radio activity. Letters went out to dealers and distributors explaining the on-air support by Frito. Telegrams, post cards, books, dollar pocket watches and records were also part of the networks' efforts to back Frito's well-integrated merchandising concepts.

In addition to Frito, a national product, the company produces and sells six brands of potato chips sold under different brand names on a regional basis. Radio is used to merchandise these products, too.

"Since radio has always been able to reach our number one customer," Mr. McCarty says, "we expect the medium to retain its important place in all of our basic promotion planning." • • •

8

Grosset & Dunlap Inc.

Agency: Friend-Reiss Advertising Inc.

Product: Children's and juvenile books

Marketing Objective: *To develop and utilize new ways to reach potential customers for a line of nationally distributed children's and juvenile books.*

Radio Solution: *Spotlight the pre-holiday campaign with a contest tie-in through the combined efforts of network and local radio coverage.*

(Digested from U.S. RADIO, October 1960, p. 28)

UNTIL recently, the giant book publishing industry had never made use of nationwide radio as an advertising medium. But late in 1959, Grosset & Dunlap Inc. broke with tradition by putting radio to use to sell its line of juvenile books in book shops across the country. At that time, the firm bought an eight-week schedule on Don McNeill's *Breakfast Club* over the ABC network. In addition, book dealers purchased local spot announcements to tie in with the radio campaign.

"As a result of our first experience with radio," said Nils A. Shapiro, advertising director of Grosset & Dunlap, "we are repeating our campaign with an increased network air time of 25 percent. The previous campaign resulted in dealer participation in 160 markets, and we have experienced an even greater response this year."

The recommendation to use radio came from Lee Friend, president of Friend-Reiss Advertising Agency Inc., agency for the publishers. "The client presented us the problem of finding a sales-impelling replacement for the customary promotion efforts used in the book field," Mr. Friend explained. "Under Grosset's ground rules, there could be no giveaways; no cut prices; there had to be full children's and juvenile line promotion; continuity, originality, retail interest and participation, and of course, sales."

"Mail was ruled out," Mr. Friend said, "as this approach was already in use. Newspapers were hackneyed and could not give a fresh approach,

Television was discarded because of its excessive costs when purchased at a time when you can most effectively reach your target. The one medium that stood up against all our requirements, including the important one of cost, was radio."

Since it is generally agreed in the children's book field that women constitute the background of the market, the mother was considered to be the primary target. The immediate problem, then, was to determine how this group could be reached most effectively.

Develops Campaign

Working closely with the client, Friend-Reiss began to develop the campaign around Don McNeill and the *Breakfast Club*. Channeling the bulk of the promotion budget into network and cooperative local radio participations, a complete program was developed for the sound medium. Window material, counter material and newspaper ads were all geared to localize the national impact of the network show, and to take advantage of the strong audience appeal of Don McNeill.

The 1960 network and local radio effort for Grosset & Dunlap was launched on October 20. In addition to the increased amount of air time purchased, other changes were made. Of these, the most significant was a college scholarship contest. Entry blanks were made available to the public only in the local book store. Through the combined efforts of Don McNeill's network show and

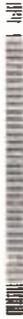
local spot announcements, potential contestants were guided to the stores.

Another important change from the previous campaign, made by the publisher, was the method of delivering the commercials. In 1959, all the sales messages were given by Don McNeill, both on the network and the local spots with open end ET's. For this year's pre-holiday sales effort, the announcements had lead-ins by Mr. McNeill, but the actual selling message was delivered by a Grosset & Dunlap salesman. In this manner, Grosset effectively personalized their sales approach.

An indication of the effectiveness of the new radio-oriented approach was seen in a letter which a station-owner in upstate New York wrote. He said, "I have yet to see a better, more effective follow-through than that done by Grosset & Dunlap. Their tie-in was a pre-sold job, and in our case, the book department of our largest department store contacted us because they wanted the complete package. The same was true of other dealers in our area."

"The best way to convince any businessman of the value of a new approach to promotion," Mr. Shapiro said, "is to show him that it brings in added business. The Grosset & Dunlap line of juvenile and children's books sold better than ever during and after the initial 1959 radio promotion. From indications of increased participation in the 1960 campaign, we at Grosset are convinced that radio can and definitely does do a very effective job of selling." • • •

9



Hamilton Watch Company

Agency: N. W. Ayer & Son, Philadelphia

Product: Watches

Marketing Objective: *To reach the mature, middle-income consumer.*

Radio Solution: *Utilize the soft sell approach primarily on fm "good music" stations.*

(Digested from U. S. RADIO, March 1960, p. 36)

TO THE Hamilton Watch Company, radio has proved its ability to sell quality items to an adult audience. Through its advertising approach of "good music programming," developed over a period of three years, the watch maker spent about 20 percent of its consumer advertising budget in radio during 1960. This percentage figure represented an outlay of approximately \$150,000.

"Our watch sales to retailers," said Ed Jones, Hamilton's consumer advertising manager, "were up about 15 percent in 1959, the first full year of our good music approach. We believe that our radio efforts were among the major reasons for the increase."

Radio Rides Sales Crest

These efforts in radio were applied to the two periods of the year in which most retail watch business is done, the spring and Christmas holiday season. Radio rode the crest of the retail sales waves in two flights that ran from six to eight weeks each.

The first campaign extended from mid-April to early June. Last spring, Hamilton scheduled 70 to 75 stations in about 50 markets. The second campaign ran from mid-October to the week before Christmas. In the 1959 campaign, 100 am and 85 fm stations were covered.

In addition, Hamilton got extra mileage out of its radio schedule by offering local jewelers the same spots

that were used nationally. It sent copy directly to the retailers and provided over 1,000 stations with its commercials on a regular basis. According to Mr. Jones, an increasing number of jewelers bought time on their local stations to run the Hamilton commercials.

Selecting Markets

"In choosing our markets at the national level," said Mr. Jones, "we made sure that each of our 42 sales territories received some local sales coverage with emphasis on the major trading areas. In choosing stations, we tried to select those that stressed good music programming so that we reached the mature adult listeners who, we have found, are the best prospects for our watches." It followed then, that about 80 percent of Hamilton's radio schedule was on fm stations.

"We have found," Mr. Jones continued, "that fm is a medium that most closely parallels our market. Hamilton's greatest sales are in the \$60 and up price range. This represents about 15 percent of the watch market. The profile we have developed has shown us that the most likely Hamilton prospect is a man in his late thirties or older. He has a reasonably good income, is married and has at least a high school education. His taste will tend toward good music fm in the evening. Hamilton, therefore, scheduled most of its commercials during the 6 to 10 p.m. prime evening period.

"Not only did good music programming offer Hamilton the audience it wanted, it also provided the soft, sincere atmosphere desired for the Hamilton commercials," Mr. Jones added.

"The music that surrounded our commercials was very important," said Walter Avis, plans-marketing supervisor at Ayer. "It set the mood for the dignified message that we strived for in our copy. We wanted the program to create an atmosphere for our commercials, and our commercials to sustain the same musical mood.

"We created special music for each of the four announcement series we use, to be aired on other types of programs. (Hamilton had commercials for its electric watches, its Weatherproof watches, its diamond watches and for the special gift seasons.) The music attempted to set a pertinent mood for each watch. For instance, the short, staccato sharps and flats in our electric commercial were created to convey an electric watch sound."

Finds Its Audience

"After three years of experimenting," Mr. Jones concluded, "we think we've found an audience which not only enjoys good music, but which also is able to respond to our advertising. Low pressure sells—when the medium, the audience, and the marketing approach are all in harmony." • • •

10

John Hancock Mutual Life Insurance Co.

Agency: McCann-Erickson Advertising (U.S.A.)

Product: Life insurance

Marketing Objective: *To reach a mass male audience in the medium and low income group, but in specific markets.*

Radio Solution: *Extensive use of national spot radio in top markets, with emphasis on driving times.*

[Digested from U.S. RADIO, August 1960, p. 28]

HOW to reach a mass male audience in the medium and low income group in specific markets, and be able to get copy points across that this group probably wouldn't take the trouble to read in print.

Basically, this was the problem confronting McCann-Erickson Advertising (U.S.A.) and its client, John Hancock Mutual Life Insurance Co. before it was decided to use radio last May.

Traditionally a print advertiser, John Hancock began a test campaign in its three largest markets. After one month on the air, the radio schedule was extended to include an additional 10 of the company's top markets.

Radio's flexibility was a significant fact in McCann's choice of the medium for John Hancock. This applies to programming, frequency, copy approach and selection of markets.

"Radio permits us to determine exactly how much advertising effort we wish to put into each market," explained Leavitt Howard, Hancock's director of advertising.

With its advertising geared closely to sales, the company wanted to enter a specific market as strongly as it felt it necessary, in order to build up the market's potential. "For example," pointed out William Fricke, McCann-Erickson associate media director, "when the company opened a new office on the West Coast, it wanted to build its prestige in that area at a cost in proportion to its budget."

Important Consideration

In confirmation, Mr. Howard stated, "It is important for us to be able to turn on or shut off the flow of promotion ad dollars whenever and wherever we want."

The company's magazine advertising gives it broad coverage and national prestige, Mr. Fricke explained. "To correct the balance between the coverage given by magazines and the potential in each market, however, the company was looking for addi-

tional efforts in key areas."

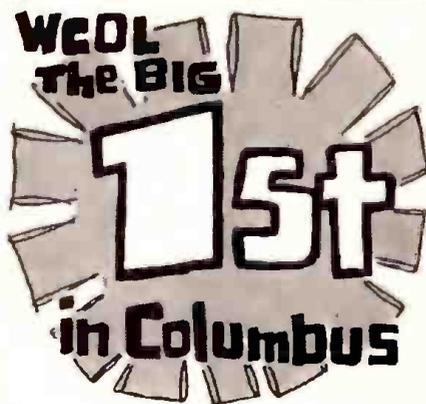
A second factor in the choice of radio was audience composition. "Since men do most of the buying when it comes to insurance, they are the main target of Hancock's advertising," said Mr. Fricke. "Radio was considered because it can provide the mass men's audience at specific times of the day, such as driving hours."

Receptive Audience

Another consideration, he added, is that radio provides a receptive audience. While the image is important, there are specific selling points that the company wants to stress. Potential customers are not likely to read many of the important details. The sound medium, on the other hand, provides a means of reaching an audience with the entire message.

Supported with these factors, the company went into 13 areas, led by its largest markets—San Francisco, Los Angeles and Chicago. The campaign was scheduled to run for 26 weeks, with emphasis on traffic times and public service programs, at frequencies of 10 to 12 a week. "A summer hiatus extended the campaign into the fall.

As for results, Mr. Fricke said they are "difficult to measure precisely, but it can be said that spot radio is now an integral part of Hancock's over-all advertising effort. The medium's selectivity, in conjunction with its economy, may be cited among the important factors that brought the company to the sound-waves." • • •



Pulse tells our story! (Aug. '60) From 8 a.m. to 6 p.m., Mon.-Fri., WCOL is rated first in total audience in every quarter-hour! Audience Composition shows that in this same period—8 a.m. to 6 p.m., Mon.-Fri., WCOL reaches more adult women listeners than the next two highest rated stations, combined! Need we say more?

24 hours a day broadcasting
1230 am 92.3 fm

p.s. The HOOPER Three Month Average Report (July-Sept., '60) tells another fantastic WCOL success story.

THE NEW
WCOL
The Capital Station
Columbus 15,
Ohio

Represented by:
Robert E. Eastman & Co., Inc.

11

Harper's Magazine

Agency: Joe Gans & Co.

Product: Consumer magazine

Marketing Objective: *To reach an audience of potential subscribers for Harper's: A better-educated, higher-salaried family group that spends time reading.*

Radio Solution: *The publication decided to test fm, whose audience embodied the characteristics of the most likely subscribers.*

(Digested from U.S. RADIO, July 1960, p. 36)

PRIOR to April 1959, Harper's magazine devoted all its advertising efforts to newspaper and direct mail—both traditional promotion avenues for magazines to travel.

And then it decided to try a new road—if it wasn't new at least it was re-discovered by a handful of new travelers. Through its radio-tv agency, Joe Gans & Co., New York, Harper's started a six-station, six-market test of fm. Cities selected were New York, Boston, Pittsburgh, San Francisco, Los Angeles and Chicago.

The immediate results prompted greater interest in the hi-fi medium, and soon Harper's station lineup grew to 15 stations, then 30.

Finally, in the span of six months, Harper's was promoting its monthly intellectual contents on 50 stations in 45 markets. In 1960, it was spending more money on radio than in newspapers. Radio accounted for about 15 percent of the total advertising budget. (The lion's share of the promotion outlay, as with most magazines, goes to direct mail.)

"When we first went into fm," explained John Hughes, publisher, "we felt that it would be an ideal medium. This view was based on information which showed that fm reached a better-educated, higher-salaried family. We were particularly interested in good music listeners."

Harper's scored significant circulation increases on all fronts during the first six months using fm. Although the average circulation increase for other major consumer magazines rose also, Harper's gains were considerably higher. A study of 172 publications showed these av-

erage circulation gains: Subscriptions, 6.8 percent; newsstand sales, 3.7 percent; and net paid, 5 percent.

Harper's registered the following circulation increases from July to December 1959, compared with the same period in 1958: Subscriptions, 18.2 percent; newsstand sales, 35.7 percent; and net paid circulation, 21.8 percent.

Not only has circulation risen, but advertising revenue rose 44.5 percent for the first six months of 1960, according to Mr. Hughes.

Station Selection

Explaining Harper's selection of fm, Mr. Gans stated that "Because of the high intellectual appeal of the magazine, we were interested in good music programming. And good music to us was classical music."

In seeking out classical music operations, the agency lined up approximately 40 fm stations and 10 am stations. "We were primarily interested in the quality fm audience, but used am stations in markets where there were no good music fm outlets."

Harper's used both announcements and programs. In general, frequencies ranged from 10 to 14 spots a week. Programs generally comprised musical specials.

Copy was delivered live, with commercials placed from 8 p.m. to 11 p.m. during the week. Daytime schedules were employed for week-end spots. Harper's was interested in the family audience," said its agency. And it found that the hours selected were those when the husband and wife are listening together.

"Radio is a highly personalized advertising medium and this applies to fm to an even greater extent because of the selective nature of its audience. There is an unspecified number of people, running in the millions, who are classical music fans. We know these people are prime prospects for Harper's. This makes good music radio the most likely choice of all media," Mr. Gans concluded. . . .

WARNING! RADIO ACTIVE MINUTES

KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack more sales power into every commercial.

Quote: Alpine Cooler campaign on KBIG an unqualified success ... 20% sales increase ... no other advertising used.

Quote: Response to Arrowhead-Puritas Water campaign on KBIG immediate and unmistakable ... proves So. Calif. listens alertly to KBIG.

Use KBIG, Radio Catalina ... the economical sales force for all Southern California ... 740 kc/10,000 watts.

KBIG
 JOHN POOLE BROADCASTING CO., INC.
 6540 Sunset Blvd., Los Angeles 28, Calif.
 Hollywood 3-3205
 National Representative: Weed Radio Corp..

12

Charles E. Hires Co.

Agency: Maxon, Inc., New York

Product: Hires Root Beer

Marketing Objective: *To meet the rising tide of large, aggressive competitors, and create a greater sales impact without expanding the advertising budget.*Radio Solution: *Apply a hard sell program to national saturation coverage in important markets.*

[Digested from U.S. RADIO, September 1960, p. 24]

THE Charles E. Hires Co., Philadelphia, probably the oldest and largest manufacturer of root beer in the country, found that its share of the soft drink market was "frozen." According to George F. Finnie, the firm's director of advertising and merchandising, Hires was "being crowded in the market place by aggressive competition enjoying the advantages of overwhelming advertising budgets."

To remedy this situation and broaden its sales base, Hires decided to overhaul and streamline its promotional activities and still remain within the confines of its budget. One major result of this effort was an expanded use of local radio to provide national coverage. Mr. Finnie reported that Hires was channeling 25 percent of its advertising and promotion budget, approximately \$200,000, to radio. Working cooperatively with its bottlers, the firm bought a spot radio campaign on 1,000 stations in 400 markets. Though the length of the campaign varied from market to market, Hires used radio on a 52-week basis. Spot frequencies ranged from 15 to 70 a week on the stations used.

"Using the strategy of the 'push market' program," Mr. Finnie said, "Hires was concentrating its heaviest promotional guns in selected territories across the country where market studies in depth have pinpointed the greatest potential for soft drinks. About 25 'push markets' are currently in operation, with an expected expansion to more than 50 by 1962." Among the markets making use of this program were New York, Philadelphia, Tampa, Miami, Salt Lake

City and Grand Rapids.

Through the combined efforts of the company, its agency, Maxon Inc., and the local bottlers, each program was custom-tailored to meet the needs of the individual market. "In all cases," said T. W. Prescott, the Hires director of marketing, "the approach upheld the firm's philosophy of sustained media activity throughout the year coupled with continuous activity at the point of sale. In this connection, we felt the flexibility of local radio spoke for itself. Within the framework of the economics involved, we saw the medium as ideal for reaching potential customers at the optimum moments for turning advertising into sales."

Reach Outdoor Audience

Because root beer is an outdoor drink, it has been heavily merchandised as a complement to picnics, barbecues and other outings, Mr. Finney noted. "We were interested to discover that some 70 percent of the nation's seven million pleasure boats have radio sets. The sea-going radio audience was estimated at some 37 million people. This made an excellent tie-in for Florida and the West Coast where boating is a year-round activity."

Capitalizing upon the natural companionship of root beer and ice cream, during the 1960 summer season Hires promoted an in-store campaign using the "Hires Float" theme. This proved an effective point-of-sale plan since it gave retail food outlets an excellent opportunity to move additional products with each soft drink sale. "Again,"

Mr. Finney said, "radio advertising was used to efficiently back up the in-store program.

"Using the 'hard sell' approach, we aimed for saturation coverage in those markets that warranted it in terms of sales potential," noted Tom P. Maguire, business manager of Maxon's radio and tv department. "Hires, like other soft-drink producers, makes a particular effort to reach the teen-age market," he continued. "This is a factor in selecting stations, and the programming format leaned heavily toward disc jockey shows as well as programs directed to the housewife."

Overall, Hires has developed the following benchmarks which guided its efforts in 'push market' territories:

1. Advertising should be directed as much as possible to the high potential consuming and buying groups—teen-agers, housewives, etc.
2. Advertising must be tied in closely with the in-store merchandising effort.
3. Continuity of advertising on a year-round basis is vital. At the same time, the means of delivering the advertising message must be flexible enough to take advantage of local variations in buying habits and other marketing considerations.
4. Hard sell copy is at least as important as entertainment in any given commercial.

"Radio," according to Mr. Finnie, "enabled us to live with these requirements very nicely. We like the way it can target a specific audience with accuracy and economy." • • •

13

Howard Clothes Inc.

Agency: Mogul, Williams & Saylor Inc.

Product: Retail clothing

Marketing Objective: *To arouse consumer interest in changes and expansion of Howard stores and still retain the previous image of Howard as a "tried and true place for solid values."*

Radio Solution: *Extensive use of spot radio with the company's "Little Howard Label" jingle, still recalled after years off the air.*

(Digested from U.S. RADIO, April 1960, p. 26)

A modern version of a famous old radio jingle in 1960 sparked an extensive return-to-radio drive for Howard Clothes Inc.

Campaign blueprints last spring called for 18 to 35 spots per week per station for 12 stations in nine eastern markets. The spring campaign ran from March 14 to July 17.

The fall campaign for Howard was highlighted by a substantial radio step-up in all markets. As many as 130 one-minute spots per week were scheduled in multiple station markets. Three new markets were added to the three-month campaign, and Howard's agency, Mogul, Williams & Saylor Inc., New York, was exploring stations in the mid-west for later schedules.

Heavy Ad Budget

Together, these campaigns took a 60 percent slice of the company's total 1960 advertising budget, according to Charles L. Rothschild, senior vice president of MW&S. (The total ad budget was estimated to be \$700,000. Radio, therefore, took an estimated \$420,000 of the ad expenditures in 1960.)

Both campaigns were built on an old success, the "Little Howard Label" jingle, used in 1960 with three new arrangements. The original song went off the air several years ago. However, so many Howard store managers and customers remembered, recited and even requested it that Howard and MW&S decided to construct an entire campaign to take advantage of both the

jingle's popularity and radio's recall and retention potential.

The campaign theme—"Where else but at Howard can you find . . ." recalled Howard's longtime reputation for dependability and value before combining it with news about the firm's renovations and expansions.

Founded in 1924 in the New York area where it still has headquarters, Howard acquired two years ago the stock of another men's retail outfit, and as a result made important management changes.

Firm Expanding

The firm has been expanding and restyling its stores, opening new stores (there are now 93) and introducing greater variety in its merchandise. When the new management appointed MW&S, the agency undertook to revamp Howard's advertising strategy to arouse consumer interest in the innovations. However, the company wanted to retain the public's enthusiasm for Howard as "a tried and true place to go when you want solid value for your money."

To accomplish this, the popular Howard jingle was updated. The commercials ran one minute, with part of the spot utilizing live copy. Both campaigns were principally spot, but the company sponsored or participated on well-rated sports and news programs in various markets. Most of the messages were aired during traffic hours to catch men and boys—and many women tuned in

as well. (According to Mr. Rothschild, women are always a welcome audience. Research has shown that they often persuade their husbands to buy a new suit—and sometimes two suits when the man intended to purchase only one.)

Markets carrying the Howard campaign were New York; Philadelphia; Boston; Buffalo; Paterson, N. J.; Bingham, Syracuse, N. Y.; Lynn, Salem, Peabody, Mass., and Orlando, Fla.

Howard originally started using radio back in the late 20's by sponsoring a comedy team, the Howard Dandies, on WMCA New York. By 1933, Howard began to sponsor musical programs over selected network stations, a series that lasted until World War II. The firm's radio activities continued into the 50's with the emphasis switching from programs to spot.

Coordinate Media

For the past several years, Howard's advertising has been concentrated in television and print. With the return to radio in 1960, print still remains an important part of all campaigns. According to Nat C. Wildman, vice president and creative director at MWS, considerable effort went into coordinating both print and radio advertising in order to carry over impact from one medium to the other.

"As far as we are concerned," he said, "the repetitive qualities of radio make the medium, when properly used, an excellent buy for retail outlets." • • •

14

THE ADVERTISING AGENCY OF THE FUTURE

Mary Ellen's Inc.

Agency: Guild, Bascom & Bonfigli Inc., San Francisco

Product: Mary Ellen's Jams & Jellies

Marketing Objective: *Provide an effective advertising and merchandising program to get results at point of sale.*

Radio Solution: *8,500 spots in 39 weeks on 19 stations.*

(Digested from U.S. RADIO, September 1960, p. 32)

GRANDMA may have spent long hours laboring in the kitchen making goodies for the family. She never came up with delicacies, however, that compare with jams and jellies her granddaughter can pick right from supermarket shelves. As grandma would say . . . "easier than pickin' berries."

That's the theory behind the major plank in the copy platform that Guild, Bascom & Bonfigli Inc., San Francisco, followed to prepare its near-exclusive spot radio campaign for Mary Ellen's Jams & Jellies, one of GB&B's several food accounts.

The regional saturation radio drive employed high frequency of 8,500 spots in a 39-week drive on 19 stations in six western cities, five days a week.

Mary Ellen's Inc., Berkeley, Calif., manufactures 33 varieties of preserves, distributed in 11 states by 20 jobbers. Although the company has used spot television and radio conjunctively in the past, the agency decided early in 1960 to spend 98 percent of its six-figure budget in spot radio on an exclusive basis. The remaining two percent was allocated to local newspaper promotion and shelf-talkers that promote the radio advertising rather than the product.

"We felt," said Robert Whitehead, account executive, "that the selection of spot radio in combination with entertaining—and at the same time selling—commercials and related point-of-sale material would produce effective sales results for Mary Ellen's. No other jam and jelly packed throughout the country had an advertising and merchandising program of this magnitude."

After a thorough analysis of all media, GB&B recommended that Mary Ellen's use radio almost exclusively. In making the decision, the media department took into consideration radio's audience selectivity, flexibility and economy.

"We believe that radio offered Mary Ellen's the highest degree of saturation pointed towards our best potential customer—Mrs. Housewife," Mr. Whitehead said. To reach her, the schedule of 8,500 spots for 39 weeks, Monday through Friday, was in these primary markets: San Francisco, Sacramento, Los Angeles, San Diego, Phoenix and Denver. The spots were scheduled on top "personality" programs in these cities.

The spot radio campaign started in June and will run through April 1961. The agency was planning to continue the campaign after that date was reached, possibly beginning another 39-week contract. Mr. Whitehead saw no reason to halt a campaign that seemed to be a "natural" for the client, distributor and retailer.

The spots—there were five cuts using different copy, but all holding to three key phrases—were 55 seconds for a rotating retail store tag.

The commercials themselves were humorous and original. They centered around the "Masked Grandma," a new name and radio personality created especially for the campaign. The "Masked Grandma's" exploits were told on imaginary police broadcasts and interviews between policemen and grocers. In each commercial, the grocer had just been re-

lieved, gratis, of all his Mary Ellen's Jam by the quick-fingered, nimble Grandma.

"Masked Grandma's" trade mark is a polka dot mask and each commercial closed with this Mary Ellen slogan: "Mary Ellen's—in the jar with the polka dot top."

The polka dot trademark was carried over in the client's in-store promotions. For example, the shelf-talkers, which advertised both the product and the radio commercials, pictured the "Masked Grandma" alongside a Mary Ellen's Jam jar with a polka dot lid. The copy read: "Be on the listen for Mary Ellen's 'Masked Grandma' . . . radio's funniest mystery minute."

The same copy was used in Mary Ellen's newspaper ad teasers which the agency offered to stations for local promotion. No copy reference was made to the product. Only the client's logo appeared, together with the call letters and dial locations of the station.

GB&B feels that the tremendous coverage afforded by leading radio personalities on stations was the major reason why radio was selected, especially in light of the client's desire to penetrate the housewife audience in scattered regional markets.

"Combining this coverage," said Mr. Whitehead, "with the use of retail tags at the end of each spot helped to give us the best campaign we could get. Add to that the complete merchandising and promotion cooperation from the stations, and Mary Ellen's was afforded a completely unitized program at both consumer and trade levels." • • •

Motion Picture Film Companies

Agency: Various agencies and direct

Product: Motion pictures

Marketing Objective: *To pinpoint the movie audience for individual film campaigns.*

Radio Solution: *Heavy use of spot on local and regional level.*

(Digested from U. S. RADIO, March 1960, p. 32)

THE advertising committee of the Motion Picture Advertisers Association estimated that the major domestic film companies would spend some \$70 million advertising the 225 to 250 pictures that were to be released in 1960. A large portion of these advertising dollars was spent on a co-op basis with the operators of the nation's 10,000 roofed theatres and 5,000 drive-ins. According to the Sindlinger research organization, the average attendance in 1959 was 41,954,000, with 2,333,000 more tickets sold per week than 1958. This increase meant heavier expenditures for selling efforts.

"Radio, at the price, can pinpoint the movie audience better than any other medium," said Jonas Rosenfeld Jr., executive in charge of advertising, publicity and exploitation at Columbia Pictures. The film company considers radio a basic part of its advertising program. Although the amount of money spent on radio varied with each picture, the average was usually from 10 to 25 percent of the budget. Mr. Rosenfeld anticipated the continued heavy use of radio.

Another strong advocate of radio is Universal-International. David A. Lipton, vice president of the company, pointed out the extensive use of the sound medium, especially in the area of the pre-sell campaign. An example was the company's film *Spartacus*. During the period of a few hours, no less than 3,870 separate spots were aired over 960 stations across the country through the facilities of three networks. The spot barrage consisted of 10-second announcements stating "1960 is the

year of *Spartacus* and *Spartacus* is the motion picture of the year."

As with most of the other major companies, Paramount Pictures prefers transcriptions as opposed to live spots. Also following industry policy, the firm supplies these ETs to stations and theatre owners free of charge. Joe Friedman, national exploitation manager, pointed out that for a major film such as *Samson and Delilah*, Paramount prepared and distributed over 1,000 radio transcriptions.

"Radio was used on nearly every picture released in 1959 by United Artists," stated Robert B. Weston, assistant advertising manager for the company. "We use radio for saturation campaigns, to pre-sell a picture and during the picture's run."

Enthusiatic Exhibitors

"Theatre operators are extremely enthusiastic about radio," Al Fisher, United Artists' assistant exploitation manager said. "In fact, we usually get direct requests from exhibitors for co-op money for local radio use. Our usual procedure is to saturate an area from five to seven days prior to the opening of the picture."

Martin Michel, director of radio and tv for 20 Century-Fox, said that although the company always used radio, a considerable increase was shown in the last half of 1959. Though most of the radio time is bought on the regular local co-op basis, the firm has also made some national buys, he said. Unlike many of the other film companies, Mr. Michel said that 20th Century Fox makes use of popular local personali-

ties to deliver live announcements when the picture lends itself to such a treatment. "We have found that radio is the best way to reach the teenage market," he noted, "but for a few exceptions, there is very little tv programming offered for this important group."

20th Century-Fox used radio spots on 75 to 80 percent of its releases in 1959, and that figure rose considerably during 1960. • • •

3 LOCAL RADIO **1**
STATIONS IN

That's what you get
when you buy time on

BIG 5,000-WATT

W F H R

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BIG Coverage at Lowest Cost-
Per-Thousand . . . 20 Years of
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16

National Biscuit Company

Agency: McCann-Erickson Advertising (U.S.A.)

Product: Milbrook bread

Marketing Objective: *To establish a brand image for a new product, reach mass female audience, reach Negro market.*

Radio Solution: *Heavy saturation with radio, which was used in summer months as the prime ad medium.*

[Digested from U.S. RADIO, August 1960, p. 28]

ESTABLISH a brand image for a fairly new product, reach a mass female market and also direct our efforts to the Negro market.

These were the objectives of the National Biscuit Company when it introduced Milbrook Bread in the fall of 1959. The company decided

to put its advertising budget last summer into radio.

"We used radio this summer because we believe listening increases considerably in that period. This is because of an increase in outdoor activities, backyard entertainment and traveling," reported D. P. Moss, assistant sales manager of Nabisco's bread division.

The bread had been marketed previously under varying names, but was reintroduced as Milbrook by a television campaign in the fall of 1959. "Our main task was to build a brand image," explains William Fricke, associate media director for McCann-Erickson Advertising (U.S.A.), Nabisco's agency. "This we did through a humorous character, 'Maestro Milbrook,' who could form a strong identification with the product."

Stumbo, McCann's timebuyer for the account. He pointed out that most of Milbrook's markets are in the Northeast, though some do extend to such places as Ohio and Texas. About 12 announcements, all minutes, were used during the summer campaign from 9 a.m. to 5 p.m., Monday through Friday. A token weekend schedule, consisting of two spots on Saturday and one on Sunday, was intended to reach housewives who work during the week.

WVET Radio



ROCHESTER, N.Y.

**ONLY SECONDS AWAY
FROM ANY NEWS CENTER
ON FACE OF THE GLOBE**

WITH COMPLETE NBC NEWS COVERAGE

WVET-RADIO - ROCHESTER 4, N. Y.
National Representative
Robert E. Eastman & Co., Inc.

Sound Summer Campaign

For the summer campaign, the product's image was carried through with the theme by sound alone. "I believe that such research evidence as the Sindlinger Reports, which have consistently shown high radio listening during the summer months, have been able to establish a pattern for summer radio which justified its use as a prime medium for Milbrook," said Mr. Fricke.

Milbrook, in aiming for the housewife, relied on local female personalities and some news and weather personalities, according to Phil

Reach Negro Market

To reach the Negro market, Milbrook went on a 52-week schedule on Negro stations in four cities: Birmingham, Houston, Pittsburgh and Cleveland. "We found that Negro personalities can exert a strong influence over a large and loyal following," Mr. Stumbo said. "In the Milbrook markets where Negroes represent more than 40 percent of the population, we will use radio right through the year."

"We have had the Nabisco account for several years," said Mr. Fricke. "Radio played an important part in the advertising of Milbrook for the first time this year. As an agency, we continually try to recommend the best combination of media, or single medium, for all our accounts. As marketing and advertising conditions change, we try new media approaches to fit new situations." • • •

Pet Milk Company

Agency: Gardner Advertising Company, St. Louis

Product: Pet evaporated milk

Marketing Objective: *To reach a larger portion of an important specialized consumer group.*

Radio Solution: *Year-round use of Negro-appeal radio stations.*

(Digested from U.S. RADIO, November 1960, p. 36)

“WE use radio because it seems the best way to reach the Negro customer.”

This statement from Ray Morris, evaporated milk advertising manager of the Pet Milk Company, St. Louis, gets to the core of why the firm has been heavily involved in Negro radio for some 12 years.

Initially starting out in a relatively few markets, Pet Milk has steadily increased its use of Negro-appeal radio based on both the development of this specialized aspect of the sound medium, and the satisfactory results, explained Earl Hotze, account executive for Pet Milk at the Gardner Advertising Company. In 1960, the evaporated milk product was being advertised in 64 Negro markets on a year-round schedule.

“This concentrated use of Negro radio,” Mr. Hotze said, “is in keeping with Pet Milk’s vertical market approach. The three vertical markets which are being given the most attention by Pet are the Negro, Spanish and farm. Of these three, the Negro market gets the largest share of the promotion budget.”

“The main reason why we buy Negro-appeal radio,” explained Mr. Morris, “is because throughout the country this group purchases one-and-one-half times as much of our product as do white people. And in the Southeast and Southwest, this purchase rate goes up to twice as much. Another favorable marketing factor is that the Negro, on the average, spends more on food than does the white.”

Changes in the Negro market are making it more difficult to check the effectiveness of media,” Mr. Morris

said. “Our buying, of necessity, has to be done on faith to a large degree. One reason for this is that store checks are more difficult to take than ever because the supermarket revolution has hit the South.

Educational Job

“In addition to trying to keep up with the shifting Negro market,” he continued, “we have a major educational job to do in getting people to use the dry evaporated milk. Consumption still tends to be higher on the liquid form. Radio helps us to do this. And we use radio because it seems the best way to reach the Negro consumer.” Robert W. Vanasse, a Negro market specialist in the Pet Milk advertising department, stated that the selected list of 64 radio stations carrying the Pet announcements in 1960, covered a potential of 90 percent of the total U. S. Negro population.

Also discussing the rapidly shifting elements that make up the Negro market, Mr. Vanasse said, “The market is a fast changing one. As soon as new data or research material is compiled, it is out of date. The population is continually shifting. The best way we have found to determine what the Negro market is really doing is to talk to the people in it. And that’s why we use radio to talk to them all the time.”

The programming format used by Pet Milk was developed by the firm and the Gardner agency about three years ago. It is built around a 30-minute transcribed feature that is broadcast between 10 a.m. and noon every Sunday. “In the more than a

decade that Pet Milk has been using Negro radio,” Mr. Hotze said, “spot announcements and 15-minute strips have been employed at various times. The decision to return to programming was made in order to help provide and control the environment that Pet felt necessary to most effectively promote and merchandise the product on a national basis.

“This is why we developed a gospel singing format on Sunday morning. We like to get our program and its commercials in a block programmed segment because we found that this brings more response, as well as receptivity. Negro stations carry a great many commercials. By developing our own program, we are able to get greater separation and product identification,” said Mr. Hotze.

Pet uses four commercials in the half-hour format, but the program is so designed that three minutes are left open at the close of each show for the local use of churches in the community.

Various themes are used for commercials, with some of them employing an emotional appeal, and others taking the form of hints to the housewife.

Constantly keeping track of the swiftly changing patterns of the Negro market, Pet Milk and its agency were confident that Negro-appeal radio would continue to be its most effective means of reaching this important consumer group. And they expect to continue using radio as a primary medium of advertising, promotion, education and public service. • • •

18

Switzerland Cheese Association

Agency: Williams & London, Newark, N. J.

Product: Swiss Cheese promotion

Marketing Objective: *To determine the value of fm programming for a quality product like imported swiss cheese.*

Radio Solution: *Run a four-week trial on one station.*

(Digested from U.S. FM, October 1960, p. 3)

LIKE many national advertisers, the Switzerland Cheese Association is a newcomer to fm. It tried it, found it appealing to the taste buds and is now ready to take a bigger bite.

It all started last April. At that time, it tried fm in New York on one station for a four-week trial. This was extended to a 13-week schedule; then it grew into a new contract for a year involving two shows.

And the association, through its advertising agency, Williams & London, Newark, N. J., was contemplating buying fm time in five additional markets.

The markets that were tentatively set for the added fm promotion were Washington, Baltimore, Philadelphia, San Francisco and Los Angeles.

It was estimated that when the expanded fm schedule got underway, the association would budget at the start about \$25,000 for fm out of a yearly advertising budget that ranges between \$150,000 and \$250,000.

The story of how the association came to use fm goes back to last spring. A salesman for WRFM New York, John Keeshan, approached Heinz Hofer, manager of the Switzerland Cheese Association in New York, on the idea of using fm.

Mr. Hofer candidly asserted, "We weren't really interested in fm, but we were interested in reaching people whom we felt had an appreciation for the kind of story we wanted to tell. We don't like hard sell. We wanted to talk to people about Switzerland, its history and geography and its many fine industries, especially the cheese business.

"Following the initial trial, we

considered the program to be successful. People were interested in what we had to say; they liked it and were talking about it."

The first program sponsored by the Swiss group was an hourly show of semi-classical music, film scores and show tunes. Called the *Hi-Fi Showcase*, it was heard on Sundays, from 1 to 2 p.m.

During the hour, there were four one-minute commercial and two 30-second messages.

Initial results, however, seemed to warrant additional thought and consideration.

Because the commercial messages dealt with the many aspects of Switzerland, an attempt was made to incorporate Swiss flavor in the content of the program.

It was decided to use Swiss classical music as well as other classical music performed by Swiss artists.

The Swiss Consul in New York cooperated by making available whatever records they possessed.

There then evolved two programs that started in August and were contracted to run for a year. The original Sunday program remained the same, except that it played Swiss classical music exclusively.

A second program was added. It was a Monday-through-Friday show that was aired from 7 to 7:15 p.m. The 15-minute program played light music, using Swiss and other classical music performed by Swiss orchestras.

In its continuing expansion of fm use, the Switzerland Cheese Association will have these two programs taped by WRFM and place them on fm stations in the other markets.

The association generally allocates between \$150,000 and \$250,000 a year for advertising. Mr. Hofer estimated that about \$25,000 would be budgeted for fm initially. He termed the contemplated expansion into fm as a "trial."

The rest of the advertising budget was spent on newspapers, radio and some tv in New York, Philadelphia, Washington, Baltimore and Wilmington, Del. In addition, the association was running a special premium offer in Los Angeles, San Francisco and Chicago.

Mr. Hofer referred to this aspect of the advertising program as the "hard sell."

The fm commercials were designed as basically institutional messages. Robert Allen of Allen Associates Inc., New York, public relations and advertising, was brought in to write the special fm commercials.

"The association was looking for a soft sell approach, one that would avoid repetition," explained Mr. Allen.

Other commercials may even put in a push for Swissair or for Swiss watches, but the quality of Swiss cheese was tied in with the "other" service or product mentioned.

How did Mr. Allen feel about fm after watching the results thus far?

"For a product of this type, which retails for twice the price of domestic cheese, fm is ideal. Response to air offers of material and recipes have been increasing steadily. We are sure fm will become a regular part of the Switzerland Cheese Association's advertising program." • • •

Texaco Inc.

Agency: Cunningham & Walsh, New York

Product: Texaco gas and oil

Marketing Objective: *Public service programming to create good will and establish a corporate image.*

Radio Solution: *Sponsor the Saturday afternoon Metropolitan Opera broadcasts.*

[Digested from U.S. RADIO, May 1960, p. 53]

THE unusual partnership between one of America's largest oil companies and her most famous opera house, the Metropolitan in New York, began on December 7, 1940, when Texaco took over the sponsorship of the Saturday afternoon opera broadcasts. During the two subsequent decades, it is estimated that the firm has expended more than \$10 million to bring opera to the American public. Approximately 12 million persons tuned in regularly during the 25-week season, which was run on 191 stations over the CBS network. (Texaco is currently using a "network" of local am and fm stations to carry the operacasts.)

Just what did Texaco expect to get out of these broadcasts? The answer was relatively simple—good will—that leads people to Texaco dealer service stations.

Public Service

Perhaps the most remarkable feature of this romance with the opera was that Texaco exchanged its millions of dollars for less than a minute-and-a-half of commercial time during the whole of each of the three-to-five hour broadcasts.

Such long-term dedicated devotion to the public service becomes even more impressive in the light of Texaco's easy admission that it possesses no accurate method to pinpoint the precise relationship between opera listening and product purchasing.

The firm and its agency, Cunningham & Walsh, must rely principally

on thousands of letters and cards received each season from satisfied opera fans—many of whom take the opportunity to express their loyalty and gratitude to the company which so faithfully brings to America music that was once the private preserve of a comparatively small group of Met patrons.

Cultural Gains

On a broader scale, Texaco has accomplished far more than improving its own corporate image and sales graph, more than making opera available to confirmed opera lovers. During the last 20 years, Texaco's greatest contribution undoubtedly has been to provide a touchstone for the changing musical tastes of millions of Americans. Interest in opera and good music is definitely on the increase.

Texaco's public service endeavors on behalf of the opera have also extended into the field of fund raising. Through the medium of the Saturday broadcasts, the Met has been able to appeal directly to the public for financial support with very gratifying results. Last year, for example, broadcast appeals resulted in 2,225 five-dollar national memberships in the Metropolitan Guild, and 2,187 one-dollar trial subscriptions to the "Opera News." In addition, Texaco itself has made substantial contributions to the opera for which it is reluctant to take any credit.

Under the direction of producer Geraldine Souvaine, Texaco devel-

oped a series of intermission features that contained a wealth of information about opera in general, and that Saturday's performance in particular. In order of airing, they were the *Opera News On The Air*, Texaco's *Opera Quiz*, and Texaco's *Roving Reporter* with Clifton Fadiman. The announcer was Milton Cross who, in addition to his other chores, gave story synopses before each act.

Although Texaco's opera sponsorship has been intended and accepted as an almost pure example of public service since 1940, it would seem that in radio, as elsewhere, virtue is often its own reward.

Loyal Listeners

Witness this typical letter received from an opera lover in St. Petersburg, Fla.:

"Please add my distant handclap to the general applause for the magnificent performance of *Tristan and Isolde* at the Metropolitan this afternoon. I hope you realize that in these days there may be many of us who prefer good live music and opera to tv westerns, or even a football game.

"And just to show that it is worthwhile commercially, I shall feel obligated from now on to switch to Texaco as a means of paying my subscription ticket to today's and future Metropolitan broadcasts."

It is perhaps through such letters that Texaco has discovered that enlightened public service may often be the key to substantial profit as well. • • •

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Wm. Underwood Co.

Agency: Kenyon & Eckhardt Inc., Boston

Product: Deviled ham

Marketing Objective: *To expand national sales and promote the product as a quality item.*

Radio Solution: *Purchase of a 33-week network radio schedule after a two-year test in regional markets.*

(Digested from U.S. RADIO, January 1960, p. 32)

AFTER two years of nibbling at radio in test campaigns, the Wm. Underwood Co., reportedly the largest seller of deviled ham in the world, took a full-sized bite into national radio in 1960 for its Red Devil brand.

The company had its first taste of sound in 1958 and a second one in 1959, apparently to confirm its earlier inclinations. The trial was pleasing enough for Underwood to take a slice of *Arthur Godfrey Time* over CBS for most of 1960. The campaign cost \$175,000 and ran 33 weeks on 199 stations.

Switch To Radio

Underwood, formerly a confirmed user of the magazine medium, made its decision to tell its story on radio after these tests convinced it that radio could sell their quality product. The company put an estimated \$50,000 into each of the tests.

The first test ran in the summer of 1958 in the New England area. The results were enough to make the Red Devil prick up its ears. To prove it wasn't a fluke, however, the test was repeated in 1959.

"Since the per capita consumption of Underwood's deviled ham is greatest in New England, we figured that if sales results were satisfactory there, the prognosis for success of national radio advertising would be excellent," said Ellen Stillman, Underwood's account executive at Kenyon & Eckhardt Inc., Boston.

The campaigns were the same both years. Each ran for 13 weeks during the late spring and summer. A total of 500 spots a week were scattered on stations throughout the New England area, averaging 20 to 30 spots a station. The company maintained its magazine schedule in New England as it did in the rest of the country. No other additions to any part of the advertising schedule were made. The only difference between the New England markets and the rest of the country, therefore, was radio.

The results both years, according to Underwood's marketing manager, James D. Wells, were "outstanding sales increases in areas where people already bought lots of Underwood Deviled Ham."

So successful, in fact, were the test campaigns, that Underwood decided on the 33-week participation on the Arthur Godfrey program, the company's first network buy. It was felt, according to Mr. Wells, that this would offer the best possible national coverage for the product. Underwood bought a 10-minute segment once a week.

Selecting A Show

Why the Arthur Godfrey show?

Before selecting a show, Underwood was undecided whether to use a humorous copy approach (as in both test campaigns) or one that relied on a personality. It was Mr. Godfrey's proved sales ability that attracted Underwood to the person-

ality approach. "We were convinced," said Mr. Wells, "that Arthur Godfrey's remarkable ability to make a strong product presentation would be highly effective in selling Underwood Deviled Ham."

It was interesting to note, Miss Stillman pointed out, that after Underwood decided on Arthur Godfrey, it had to sell him on the product. "He will only take a product he is sold on, so that he can mean what he says in his sales talk. The prestige from this kind of discrimination could only add to the quality image that Underwood wanted to portray," according to Miss Stillman.

Ad Budget Increased

Underwood's advertising budget was increased to allow for the radio buy. Its magazine schedule was continued, but radio became an integral part of 1960 radio plans, rather than a supplement.

The Underwood advertising story has two parts. One concerns the variety of uses to which deviled ham can be put. The other concerns the quality of the product. The job of the magazines, according to Miss Stillman, was to show the many different ways in which the ham can be used. Radio, while also suggesting uses, put stronger emphasis on quality.

The use of national radio in 1960 paralleled Underwood's growing concern for expansion and its interest in progressive marketing practices. • • •

Western Mineral Products Co.

Agency: Placed direct, Minneapolis, Minn.

Product: Zonolite (insulation material)

Marketing Objective: *Shore up sagging sales of insulation materials.*

Radio Solution: *Extensive use of local radio for the first time.*

(Digested from U. S. RADIO, January 1960, p. 28)

IN 1949, Western Mineral Products Co., Minneapolis, manufacturing distributors of Zonolite insulation materials, was struggling to reverse a downward sales trend in the industry. At that time, Harvey W. Steiff, vice president in charge of sales, decided that a concentrated campaign on radio would not only maintain but increase insulation business.

In 1960, Western Mineral, its distributors and dealers ran campaigns on 106 stations in nine states. The frequencies of the spots averaged 10 to 15 a week, with most of the activity concentrated in a mid-September through January period.

The amount of money spent in radio by Western Mineral itself has increased 500 percent since 1949, when the firm took its first step into the medium. The company co-ops on a 50-50 basis with its distributors. In addition, 155 dealers paid their own time costs for local campaigns.

"The decision to go into radio as an advertising medium," Mr. Steiff said, "went against the generally accepted feeling in the building materials industry that radio couldn't sell its products. However, we felt that local radio could reach our potential customers.

"In order to get the most mileage out of our radio efforts, radio personalities were featured in Zonolite newspaper mats, national magazine advertising, outdoor billboards and point-of-sale displays. The additional prestige that came from these campaigns was another factor in getting many dealers to participate in radio," according to Mr. Steiff.

The 1949 campaign not only halted the drop in sales but broke all

existing sales records for Western Mineral, according to the company. Zonolite spots were placed on 75 stations in the upper mid-west territory the company services.

The dramatic results of Western Mineral's first venture into radio, Mr. Steiff pointed out, warranted continued use of the medium.

Western Mineral limited its own radio buys to full power stations in 35 key markets in the nine midwestern states which comprise its sales territory. These spots provided an "umbrella" for the local spots and shows sponsored by the company's distributors and dealers.

Responsibility for placing local campaigns was placed with the individual distributors. However, the firm supplied complete assistance to its distributors.

"Our local dealers," Mr. Steiff said, "adopted our flexible attitude about programs. The end result was a wide variety of time buys. Many spots were used on early morning farm hour shows, high school basketball game broadcasts and newscasts."

Future campaigns will use more radio than ever before, Mr. Steiff forecast, basing his optimism on dealer reports. "When the Independent Lumber Co. in Sioux Falls, S.D., went on the air, it doubled its sales over the previous year. The Central Lumber Co., Stillwater, Minn., went on a local station with a concentrated campaign of several spots a day, and sold more Zonolite in 10 days than it had ever sold in 12 months. Let me assure you that results of this kind did not go unnoticed by other dealers in our territory."

Western Mineral Products has come to look upon the medium as a basic part of all its advertising and promotion activities. Radio's ability to permit the firm to blanket its territory, and still allow local distributors and dealers to pinpoint their markets, and mold the campaigns to their individual requirements, has proved to be a potent combination that pays off handsomely at the cash register. • • •

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Top Air-Sales Personalities

Tops In News Too—

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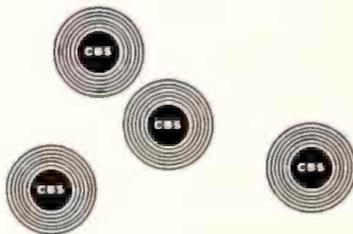
1410 on everyones RADIO dial
5,000 Watts—(1,000—Nite)

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George P. Hollingbery Co.
Clarke Brown Co.—Southern

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PART
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LARGEST DAILY AUDIENCES  **BIGGEST
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ADULT AUDIENCES**  **BROADEST COVERAGE
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PERSONALITIES**  **BRIGHTEST INFORMA-
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- **National Spot Radio Representatives, Their Executives, Offices, Stations** 87
- **National Networks and Their Top Executives** 97

Representatives & Their Stations; Networks

National Spot Radio Representatives

The following information is supplied by each national representative. It includes each firm's top executives, addresses and phone numbers of offices and stations represented.

AM RADIO SALES

New York—666 Fifth Ave., Pl 7-4567, Wil-mot Losee, gen. mgr. Chicago—400 N. Michigan Ave., Mo 4-6555, Jerry Glynn Jr., v.p.-midwest mgr. Detroit—2161 Penobscot Bldg., Wo 5-6454, Los Angeles—5939 Sunset Blvd., Ho 5-0695, Ray Taylor, mgr. San Francisco—950 California St., Ga 1-0716, Kenneth Carey, mgr.

Radio Stations:

Portland, Ore., KEX; Chicago, WIND; Cleveland, KYW; Pittsburgh, KDKA; Fort Wayne, Ind., WOWO; Boston, WBZ; New York, WMCA; Minneapolis, WLOL; Detroit, WCAR; Cincinnati, WCKY; San Francisco, KSFO; Seattle, KVI; Los Angeles, KMPC.

EVERY-KNODEL INC.

New York—720 Fifth Ave., Pl 7-1800, Lewis Avery, pres.; John Tormey, v.p.-radio sls. Chicago—3125 Prudential Plaza, Wh 4-6869, J. W. Knodel, exec. v.p.; Roger O'Sullivan, v.p.-radio sls. San Francisco—369 Pine St., Yu 1-2345, Paul Holter. Los Angeles—3325 Wilshire Blvd., Du 5-6394, William Moore. Atlanta—41 Marietta St., Ja 3-2545, Charles

Bldg., Ri 7-7761, Wallis Ivy Jr. Detroit—2226 Guardian Bldg., Wo 1-9607.

CHARLES BERNARD & CO.

New York—730 Fifth Ave., Ci 6-7242, Charles Bernard, pres. Atlanta—401 William Oliver Bldg., Ja 4-0454, Harry Cannon, mgr. Baltimore—New Howard Hotel, N. Howard St., Le 9-1680, Miss L. Wentworth, mgr. Chicago—6533 N. Sheridan Rd., Ro 1-4340, Julian Portnan, mgr. Los Angeles—672 S. Lafayette Park Pl., Du 2-3200, Harlan Oakes, mgr. San Francisco—260 Kearny St., Ex 7-4827, Ed Gamrin, mgr.

Radio Stations:

Baltimore, WBMD; Salt Lake City, KSOP; Chambersburg, Pa., WCBG; Augusta, Ga., WGUS; Atlanta, WTJH; Orlando, WHIY; Tallahassee, WRFB; Miami, WMIE; Deland-Daytona Beach, WOOO; Jacksonville, WQIK; Tampa, WHBO; Smithfield, N. C., WMPM; Raleigh, WSHE; Charlotte, N. C., WKTC; Nashville, WENO; Memphis, KWAM; Birmingham, Ala., WYAM; Louisville, Ky., WTMT; Charleroi, Pa., WESA; Denver, KLAK; Shreveport, La., KCIJ; Baton Rouge, La., WYNK; Fort Worth-

Dallas, KCU'L; Houston, KRCT; Phoenix, KHAT; Charleston, W. Va., WTIP; Norfolk, Va., WCMS; Warrenton, Va., WKCW; Washington, D. C., WARL; Kansas City, KCKN; Bakersfield, Calif., KUZZ; Knoxville, Tenn., WKXV; South Hill, Va., WJWS; Chicago, WTAQ; Apollo, Pa., WAVL; Atlantic City, WLDB; Annapolis, Md., WABW; Palm Beach, WQXT; Utica-Rome-Remsen, N. Y., WREM; * Tucson, KMOP; * Omaha, KOOO; * Oklahoma City, KLPR; * Spokane, KPEG; * Lubbock, Tex., KDAV; * Amarillo, Tex., KZIP; * Colorado Springs, Colo., KPIK; * Ocala, Fla., WMOP; *

(*Represented only as part of Country Music Network.)

JOHN BLAIR & CO.

New York—717 Fifth Ave., Pl 2-0400, John Blair, pres.; Arthur McCoy, exec. v.p.; Clifford Barboroka, v.p.-creative & marketing services div.; Ward Dorrell, v.p.-research dir. Chicago—520 N. Michigan Ave., Su 7-2300, Thomas Harrison, v.p. Detroit—617 Book Bldg., Wo 1-6030, Charles Fritz. Boston—118 Newbury St., Ke 6-1472, Ernest Kitchen. Los Angeles—3460 Wilshire Blvd.,

Du 7-1333, Charleton Coveny, v.p. San Francisco—155 Sansome St., Do 2-3188, Heber Smith Jr. St. Louis—937 Paul Brown Bldg., Ch 1-5686, Carlos Reese. Atlanta—101 Marietta St., Ja 5-6482, Charles Dilcher. Dallas—3028 Southland Center Bldg., Ri 1-4228, Frank Carter. Seattle—3319 White-Henry-Smart Bldg., Ma 3-6270, John Burr. Philadelphia—1617 Pennsylvania Blvd., Lo 8-0290, Henry Chadwick.

Radio Stations:

New York, WABC; Los Angeles, KFWB; Chicago, WLS; Philadelphia, WFIL; Detroit, WXYZ; Boston, WHDH; San Francisco, KGO; Pittsburgh, WWSW; St. Louis, KXOK; Washington, D. C., WWDC; Cleveland, WHK; Baltimore, WFBR; Dallas-Fort Worth, KLIF-KFJZ; Minneapolis, WDCY; Seattle, KING; Houston, KILT; Miami, WQAM; Milwaukee, WOKY; Providence, R. I., WPRO; Kansas City, WHB; Cincinnati, WCPO; San Diego, KCBQ; Denver, KTLN; New Orleans, WDSU; Portland, Ore., KGW; Tampa, WFLA; Norfolk, WGII; Louisville, WAKY; Indianapolis, WIBC; San Antonio, K TSA; Columbus, O., WBNS; Phoenix, Ariz., KOY; Albany, WTRY; Memphis, WMG; Rochester, N. Y., WBBF; Syracuse, N. Y., WNDR; Oklahoma City, KOMA; Jacksonville, Fla., WMBR; Omaha, WOW; Tulsa, KRMC; Salt Lake City, KSL; Fresno, KFRE; Knoxville, WNON; Wheeling, W. Va., WWVA; Wichita, KFH; Orlando, Fla., WDBO; Shreveport, La., KEEL; Binghamton, N. Y., WBNF; Bismarck, N. D., KFYR.

BOLLING CO.

New York—247 Park Ave., Yu 6-4545; George Bolling, pres.; Robert H. Bolling, treas.; G. William Bolling, pres.-radio div.; Arthur Miller Jr., radio sls. mgr. Chicago—435 N. Michigan Ave., Wh 3-2010, Ralph Kelley, mgr. Boston—80 Boylston St., Hu 2-0436, Miss Norma Walsh, mgr. Dallas—1008 Vaughn Bldg., Ri 8-2172; Thomas Murphy, mgr. Denver—260 Denver Club Bldg., Ch 4-7463, Mary Briley, mgr. Detroit—1761 First National Bank Bldg., Wo 2-6265, Larry Gentile, mgr. Kansas City—KMBC Bldg., Gr 1-7822, Eugene Gray, mgr. Los Angeles—1680 N. Vine St., Ho 2-6471, William Reitmann, mgr. Memphis—2158 Union Ave Bldg., Br 2-7503, Cecil Beaver, mgr. Minneapolis—1102 Northwestern Bank Bldg., Fe 3-4747, James Bowden, mgr. St. Louis—705 Olive St., Cl 1-4350, Gene Gray, mgr. San Francisco—5 Third St., Gr 1-6740, John Coy, mgr. Atlanta—254 East Paces Ferry Rd., N.E., Cecil Beaver, mgr.

Radio Stations:

Allentown, Pa., W SAN; Amarillo, KBUY; Austin, KOKE; El Paso, KROD; Escanaba, Mich., WDBC; Evansville, Ind., WJPS; Great Falls, Mont., KFBB; Harrisburg, Pa., WHP; Mount Kisco, N. Y., WVIP; New Rochelle, N. Y., WVOX; Garden City, N. Y., WFYI; Saugerties, N. Y., WGHQ; Jackson, Miss., WRBC; Knoxville, WKGN; Lowell, Mass., WLLH; Massena, N. Y., WMSA; Memphis, WDIA; Minneapolis, KRSI; Mobile, WALA; New Bedford, Mass.,

WBSM; Odessa, Tex., KOSA; Paducah, Ky., WYKB; Richmond, Va., WMBG; San Bernardino, Calif., KRNO; Shenandoah, Ia., KFNF; Springfield, Mass., WMAS; Terre Haute, Ind., W111; Waterloo, Ia., KNEL; Wilmington, Del., WILM; Wichita Falls, Tex., KTRN; Watertown, N. Y., WCNY. (*Denotes Herald-Tribune Radio Network.)

BRANHAM CO.

New York—99 Park Ave., Mu 2-4606, Joseph F. Timlin, exec. v.p.; Thomas B. Campbell, v.p.; W. B. Taylor Eldon, mgr. Chicago—360 N. Michigan Ave., Ce 6-5726; Eugene F. Corcoran, pres.; Lewis S. Greenberg, v.p. & treas.; John Murphy, mgr. Detroit—General Motors Bldg., Tr 1-0440, Fred A. Weber. Atlanta—Rhodes-Haverty Bldg., Ja 2-3025; H. L. Ralls, v.p. Charlotte—Liberty Life Bldg., Ed 2-8839, Berttram C. Finch. Minneapolis—Northwestern Bank Bldg., Fe 2-6522, Robert L. Brockman. Dallas—Fidelity Union Life Bldg., Ri 8-5831, George Harding, v.p. St. Louis—1015 Locust St., Ch 1-6192, John J. Schwarz. Memphis—Sterick Bldg., Ja 6-2344, Sidney L. Nichols. San Francisco—703 Market St., Yu 2-1582, Peter Childs. Los Angeles—6399 Wilshire Blvd., Ol 3-6363, Norman E. Noves. Miami—496 N.E. 29th Terrace, Fr 9-4685, Dan Gattoni.

Radio Stations:

Albany, N. Y., WOKO; Albuquerque, KGGM; Atlanta, WGST; Beaumont, Tex., KRKC; Cedar Rapids, Ia., KCRG; Charleston, S. C., WTMA; Chattanooga, WDEF; Colorado Springs, KRDO; Corpus Christi, Tex., KSIX; Dallas, KRLD; Duluth, Minn., WEBC; Elkhart, Ind., WTRC; Ft. Wayne, Ind., WKJG; Jackson, Tenn., WTJS; Los Angeles, KGIL; Macon, Ga., W NEX; Mason City, Ia., KGLO; Quincy, Ill., WTAD; Santa Fe, N. M., KVSF; Springfield, Mass., WHYN; Washington, D. C., WPIK; Lubbock, Tex., KDUB; Clovis, N. M., KVER. (*Member West Texas Radio Network.)

BROADCAST TIME SALES

New York—509 Madison Ave., Mu 8-1910, Carl Schuele, pres.; Mort Bassett, exec. v.p.; Peter Theg, v.p.-new business development. Chicago—333 N. Michigan Ave., St 2-1405, Earl Glickman, mgr. San Francisco—681 Market St., Su 1-8656, Ward Glenn, mgr. Los Angeles—1540 N. Highland, Ho 5-1755, Ho 5-8884. Philadelphia—123 S. Broad, Pe 5-3432.

Radio Stations:

Asheville, N. C., WISE; Baltimore, W AYE; Boston, WCRB; Charlotte, WAYS; Cincinnati, WZIP; Columbus, O., WMNI; Dallas, KIXL; Dayton, O., WAVI; Flint, Mich., WTRX; Ft. Worth, KJIM; Greensboro, N. C., WCOG; Kalamazoo, Mich., WKMI; Louisville, Ky., WKYV; Miami, WVCG; Milwaukee, WMIL; Minneapolis, WPBC; New York, WVNJ; Oklahoma City, KJEM; Philadelphia, WJMJ; Pittsburgh, WMCK; Portland, Ore., KGON; San Francisco, KYA; Seattle, KTIX; St. Louis, KXEN; Toledo, O., WTOD; Washington, D. C., WEAM; Wilmington, N. C., KWLM. (*Better Music Broadcasters.)

BURN-SMITH CO.

New York—19 W. 44th St., Mu 2-3124, C. Stanley Bailey, v.p., eastern mgr. Chicago—307 N. Michigan Ave., Ce 6-4437, John A. Toothill, pres., western mgr. Los Angeles—672 S. Lafayette Park Place, Du 2-3200, Harlan G. Oakes, Pacific Coast mgr. San Francisco—260 Kearney St., Ex 7-4827, Edward Gamrin, mgr.

Radio Stations:

Forrest City, Ark.—KNJK; Jonesboro, Ark.—KBTM; Bakersfield, Calif.—KPMC; Vero Beach, Fla.—WANE; Panama City, Fla.—WTHR; Danville, Ill.—WITY; Galesburg, Ill.—WAIK; Marion, Ind.—WMRI; Terre Haute, Ind.—WMFT; Bowling Green, Ky.—WLB; Harlan, Ky.—WHLN; Cumberland, Md.—WTBO; Hagerstown, Md.—WJJE; Salisbury, Md.—WBOC; Elmira, N. Y.—WELM; Buffalo-Niagara Falls—WJLL; Jamestown, N. Y.—WJOC; Kingston, N. Y.—WBAZ; Watertown, N. Y.—WOTT; Fayetteville, N. C.—WFLB; High Point, N. C.—WMFR; Rocky Mount, N. C.—WFED; Winston-Salem, N. C.—WAIR; Wilmington, N. C.—WMFD; Bellefontaine, O.—WOHP; Bradford, Pa.—WESB; Columbia, Pa.—WCOY; Lebanon, Pa.—WLBR; Lewiston, Pa.—WMRF; Mexico, Pa.—WJUN; Uniontown, Pa.—WMBS; Wilkes-Barre, Pa.—WBAN; Williamsport, Pa.—WWPA; Greenville, S. C.—WMBR; Bristol, Tenn.—WOPJ; Columbia, Tenn.—WKRMI; Kingsport, Tenn.—WKPT; Lynchburg, Va.—WVOD; Roanoke, Va.—WRIS; Beckley, W. Va.—WJLS; Clarkshurg, W. Va.—WJAR; Appleton, Wis.—WHBY; Sheboygan, Wis.—WHBL.

CBS RADIO SPOT SALES

New York—485 Madison Ave., Pl 1-2345, Milton Allison, v.p.-gen. mgr.; Ralph Glazer, eastern sales mgr. Chicago—630 N. McClurg Court, Wh 1-6000, Thomas Peterson, western sls. mgr. Hollywood—6121 Sunset Blvd., Ho 9-1212, Roland McClure, sls. mgr. San Francisco—Sheraton-Palace Hotel, Yu 2-7000, Joseph Marshall, sls. mgr. Detroit—932 Fisher Bldg., Tr 2-5500, Ralph Patt, Jr., sls. mgr. Atlanta—805 Peachtree St. N.E., Tr 4-4107, George Crumbley, Jr., sls. mgr. St. Louis—1144 Hampton Ave., Mi 7-5500, Eugene Myers, sls. mgr.

Radio Stations:

San Francisco, KCBS; St. Louis, KMOX; Hollywood, KNN; Chicago, WBBM; New York, WCBS; Boston, WEEI; Philadelphia, WCAU; Charlotte, N. C., WBT; Minneapolis, WCCO; Washington, D. C., WTOP; Portland, Ore., KOIN.

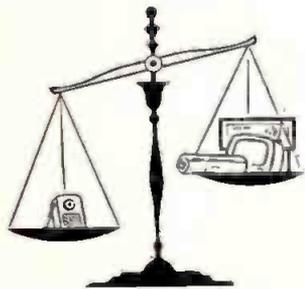
HENRY I. CRISTAL CO.

New York—579 Fifth Ave., Mu 8-4414, Henry I. Cristal, pres.; Irvin Gross, v.p.; Philbin S. Flanagan, eastern sales mgr. Detroit—2107 Book Bldg., Wo 3-2365, Joseph Spadea, mgr. Chicago—333 N. Michigan Ave., Ce 6-6357, Neil Cline, mgr. San Francisco—1569 Russ Bldg., Yu 2-1204, Richard Green, mgr. Boston—581 Boylston St., Co 7-1180, Richard Keating, mgr. Atlanta—972 Peachtree St., Tr 5-9311, Neal Robbins, mgr.

Great Moments



on a Great Radio Station



KMOX Radio outweighs
all other St. Louis media
in community impact!

The language was unfamiliar, but the sound was universal—the piping voice of a three-year-old singing his first song. In that moment, half a world of differences melted away. Because of young Tran-Van-Anh's song, Laos would never again be just a place on a map, nor its people nameless millions. Life among Tran-Van-Anh's people, in Communist-pressed Indochina, is brought home to KMOX Radio listeners through "Operation Medico"—a weekly report by Dr. Thomas Dooley, a St. Louis physician, on his mission to Laos. This is another example of the programming scope of the "Voice of St. Louis"—a voice that never talks down to its audience.

KMOX RADIO

CBS IN ST. LOUIS

50,000 WATTS, REPRESENTED BY CBS RADIO SPOT SALES

Radio Stations:

Los Angeles, KFI; Denver, KOA; Little Rock, KTHS; Shreveport, La., KWKH; Birmingham, Ala., WAPI; Buffalo, N. Y., WBBN; Cleveland, WGAR; Schenectady, N. Y., WGY; Rochester, N. Y., WHAM; Louisville, WHAS; Detroit, WJR; Syracuse, N. Y., WSYR; Worcester, Mass., WTAG; Hartford, Conn., WTIC; Milwaukee, WTMJ; Nashville, WSM.

THOMAS F. CLARK CO.

New York—230 Park Ave., Or 9-5866, Jack Boyd. Chicago—35 E. Wacker Dr., St 2-8196, Paul V. Elsberry. Detroit—658 Book Bldg., Wo 1-6036, Paul Pequinot. Atlanta—401 William-Oliver Bldg., Ja 4-0454, Harry J. Cannon. San Francisco—166 Geary St., Yu 6-9621, Don R. Pickens.

DONALD COOKE INC.

New York 666 Fifth Ave., Ju 2-2727, Donald Cooke, pres. Beverly Hills—111 N. La Cienega Blvd., Ol 2-1313, Mr. Lee O'Connell. Chicago—205 W. Wacker Dr., St 2-5096, Hooper Jones. San Francisco—681 Market St., Ted Hall.

Radio Stations:

Los Angeles, KRLA; Lakeland, Fla., WQNN; St. Petersburg-Tampa, WPIN; Detroit-Mt. Clemens, WBRB; Coldwater, Mich., WTVB; Alexandria, Minn., KNRA; Crookston, Minn., KRON; Morris, Minn., KMRS; Ortonville, Minn., KDIO; Butte, Mont., KBOV; Kalispell, Mont., KGEZ; Corning, N. Y., WCLI; Geneva, N. Y., AVGVA; Newport, N. H., WCNL; Charlotte, WKTC; Tiffin, O., WTIF; Eugene, Ore., KASH; Allentown-Bethlehem, WQPA; Scranton-Carbondale, WCDL; Erie, Pa., WLFV; Williamsport, Pa., WLYC; Columbia, S. C., WCAY; Myrtle Beach, S. C., WMYB; Georgetown, S. C., WGIN; Sioux Falls, S. D., KSID; Gonzales, Tex., KCTI; Longview, Tex., KFRO; Waynesboro, Va., WABY.

DEVNEY-O'CONNELL INC.

New York—535 Fifth Ave., Yu 6-1390, Edward J. Devney, pres.; Richard O'Connell, exec. v.p.; Arthur O'Connor, sls. mgr. Chicago—185 N. Wabash Ave., St 2-5282, John K. Markey. Hollywood—5746 Sunset Blvd., Ho 2-4253, James G. Gates. San Francisco—681 Market St., Ex 2-1507, Theo. B. Hall.

BOB DORE ASSOCIATES

New York—420 Madison Ave., Pl 3-8370, Bob Dore, pres.; Don Waterman, exec. v.p. Chicago—435 N. Michigan Ave., 467-5997, Clein O'Neill. San Francisco—681 Market St., Ex 7-7457, Dave Sandeberg. Hollywood—5746 Sunset Blvd., Ho 2-6989, Jim Gates.

Radio Stations:

Mobile, Ala., WMOZ; San Francisco, KSAN; Washington, D. C., WPGC; Pensacola, WPPA; Athens, Ga., WRFC; Atlanta, WERD; Macon, Ga., WCRY; Valdosta, Ga., WGOV; Lawrence, Mass., WCCM; Detroit, WCHB; Escanaba, Mich., WDBC; Reno, KDOT; Albuquerque, KLOS; Durham-Raleigh, WSRC; Winston-Salem, WAAA;

Camden, N. J., WKDN; Buffalo, N. Y., WNIA; Charleston, S. C., WPAL; Columbia, S. C., WOIC; Florence, S. C., WYNN; Yankton, S. D., KYNT.

ROBERT E. EASTMAN & CO.

New York—527 Madison Ave., Pl 9-7760, Robert Eastman, pres.; Joseph Cuff, eastern sls. mgr. Chicago—333 N. Michigan Ave., Fi 6-7640, Richard Arbuckle, exec. v.p.; George Dubinetz, v.p. San Francisco—1043 Russ Bldg., Yu 2-9760, Richard Schutte, v.p. Dallas—1606 Two-Eleven North Ervay Bldg., Ri 7-0095, Al Carrell, mgr. St. Louis—Syndicate Trust Bldg., Ce 1-6055, Robert Maier, mgr. Los Angeles—Taft Bldg., Ho 4-7276, John Thackaberry, mgr. Detroit—1033 Book Bldg., Wo 5-5457, Frank Boyle, mgr. Atlanta—1430 W. Peachtree St. N.W., 875-7418, William Marseilles, mgr.

Radio Stations:

New York, WNEW; Detroit, CKLW; Boston, WEZE; St. Louis, WIL; Milwaukee, WRIT; New Orleans, WFIX; Akron-Canton, O., WHLO; Louisville, WKLO; Scranton-Wilkes-Barre, Pa., WARM; Tampa, WINQ; Dayton, WING; Albany, WPTR; Indianapolis, WXLW; Columbus, Ohio, WCOL; Norfolk-Portsmouth, W NOR; Phoenix, Ariz., KRIZ; Oklahoma City, KTOK; Rochester, N. Y., WVET; York, Pa., WSBA; Wilmington, Del., WAMS; Wichita, KLEO; Worcester, Mass., WORC; El Paso, K11EY; Mobile, Ala., WABB; Little Rock, Ark., KXLR; Albuquerque, KQEO; Savannah, WSAV; Wichita Falls, Tex., KSYD.

EVERETT-McKINNEY INC.

New York—40 E. 49th St., Pl 3-9332, Max M. Everett, pres. Chicago—110 N. Michigan Ave., Su 7-9052, Thomas Buchanan, v.p. Beverly Hills—111 N. Cienega Blvd., Cr 5-2022, Lee O'Connell. San Francisco—681 Market St., Yu 6-1689, Ted Hall. Boston—401 Statler Office Bldg., Ha 6-2920, Charles Bell Jr.

Radio Stations:

Montgomery, Ala., WRMA; Norwich, Conn., WICH; Stamford, Conn., WSTC; Gainesville, Fla., WDVH; Augusta, Ga., WBBQ; Danville, Ill., WDAN; Marion, Ind., WBAT; Richmond, Ind., WKBV; Cedar Rapids, Ia., KPIC; Fort Dodge, Ia., KWMT; Sioux City, Ia., KTRI; Owensboro, Ky., WOMI; Alexandria, La., KSLY; Lewiston, Me., WLAM; Portland, Me., WJAB; Pittsfield, Mass., WBEK; Fitchburg, Mass., WFGM; Lowell, Mass., WCAP; Springfield, Mass., WACE; Detroit, WKMH; Ann Arbor, WPAG; Benton Harbor, Mich., WHFB; Grand Rapids, WLAV; Muskegon, Mich., WKBZ; Battle Creek, WELL; Flint, Mich., WKMF; Jackson, Mich., WKHM; Saginaw, Mich., WSAM; Bad Axe, Mich., WLEW; Port Huron, Mich., WHLS; Bemidji, Minn., KBUN; Clarksdale, Miss., WROX; * Columbia, Miss., WCBI; * Grenada, Miss., WNAG; * Meridian, Miss., WMOX; * Tupelo, Miss., WELO; * Lincoln, Neb., KLIN; Binghamton, N. Y., WINR; Elmira, N. Y., WENY; Olean, N. Y., WHDL; Poughkeepsie, WEOK; Rochester, N. Y., WHEC;

Grand Forks, N. D., K1LO; Corvallis, Ore., KFLY; ** Eugene, Ore., KORE; ** Salem, Ore., KSLM; ** Bend, Ore., KGRJ; *** Grants Pass, Ore., KAJO; *** Klamath Falls, Ore., KLAD; *** Roseburg, Ore., KQEN; *** Coos Bay, Ore., KYNG; *** Medford, Ore., KBOY; *** Burlington, Vt., WJOY; Waterbury, Vt., WDEV; Janesville, Wisc., WCLO; Kenosha, Wisc., WLIP; Appleton (Neenah, Menasha), Wisc., WNAM. (* Denotes member Mid-South Network; ** denotes member Tri-Mart Network; *** denotes member Jefferson Empire Group.)

FINE MUSIC HI-FI BROADCASTERS INC.

New York—8 W. 40th St., Br 9-3576, Robert E. Ward, pres.; Joel B. Fairfax, v.p.-dir. of sales; Kenneth C. Schwartz, sec.-treas. Chicago—410 S. Michigan Ave., Wa 2-1000, Howard Grafman. San Francisco—41 Sutter St., Yu 1-1199, Albert Chance.

Radio Stations:

New York, WBFM-FM; Brookfield, Conn., WGHF-FM; Wilmington, Del., WJBR-FM; Baltimore, WRBS-FM; Rocky Mount, N. C., WFMA-FM; Dallas, WRR-FM; Jackson, Miss., WJDX-FM; Toronto, CHFI-FM; Toledo, WTRT-FM; Detroit, WMZK-FM; Jackson, Mich., WBBC-FM; Chicago, WXFH-FM; Madison, Wis., WRVB-FM; Milwaukee, WBKV-FM; Denver, KTGM-FM; Seattle, KISW-FM; San Francisco, KPEN-FM; Palm Springs, KPSR-FM; Honolulu, KAIM-AM-FM; San Francisco, KJAZ-FM; San Jose, Calif., KRPM-FM; Walnut Creek, Calif., KWME-FM; Sacramento, K11Q-FM; Los Angeles, KNLA-FM.

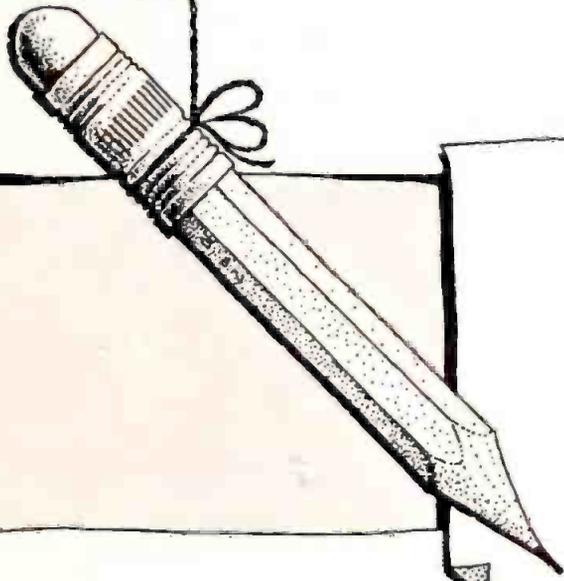
FORJOE & CO.

New York—230 Park Ave., Or 9-6820, Joseph Bloom, pres., Jack White, sls. mgr.; Herb Hahm, asst. sls. mgr. Chicago—435 N. Michigan Ave., De 7-3501, Robert A. Lazar, gen. mgr. San Francisco—681 Market St., Su 1-7569, J. Merrill Pietila, mgr. Los Angeles—6362 Hollywood Blvd., Uo 2-1397, Joe Rolfe, mgr. Atlanta—1371 Peachtree St. N.E., Tr 5-0404, Robert W. Jensen, gen. mgr. Philadelphia—310 W. Glen Echo Rd., Ch 7-4510, Morton Lowenstein, mgr. Detroit—1761 National Bank Bldg., Wo 2-3524, Larry Gentile.

Radio Stations:

San Antonio, KAPE; Austin, KASE; Omaha, KBON; Tucson, KCEE; Lincoln, Neb., K1MS; Houston, KRCT; Shreveport, KSTL; Salt Lake City, KSNX; Davenport, Ia., KSTT; Portland, Ore., KWJJ; Chicago, WAAF; Macon, Ga., WBML; Virginia Beach, Va., WBOF; Hamden, Conn., WDEE; New Britain, Conn., WHAY; Memphis, WHER; Medford, Mass., WHIL; Baton Rouge, W1BR; Birmingham, Ala., WJLD; New Orleans, WJBW; New York, WL1B; Newark, N. J., WNTA; Chattanooga, WOGA; Pleasantville, N. J., WOND; Jacksonville, Fla., WQ1K; Louisville, WTMT; Buffalo, WAVOL; Topeka, Kan., KTOP; United Spot Sales: Palm Springs, Calif., KCMJ; Eureka, Calif., KDAN; Lake Charles, La., KLOU; Oxnard, Calif., KOXR; Bill-

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WWJ STATIONS
in your figuring!*

IMPORTANT FACTS
ABOUT THE DETROIT
STANDARD METROPOLITAN
STATISTICAL AREA

48% of Michigan's population
50% of Michigan's retail sales
55% of Michigan's drug store sales
50% of Michigan's food store sales
60% of Michigan's department store sales

Important FACTS about the WWJ Stations' Coverage

Blanketing the Standard Metropolitan Area, Detroit's basic stations also cover southeastern Michigan, thrust deep into northwestern Ohio and western Ontario—a rich, big-spending market of over 7,000,000 people.

*Sources: Sales Management Survey of Buying Power
Michigan Department of Revenue
Fifth Quinquennial Survey of the Detroit Market*

WWJ AM and FM
RADIO

Detroit's Basic Radio Station



WWJ-TV

Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

ings, Mont., KOYN; Bismark, N. D., KQDI; Minot, N. D., KQDY; Everett, Wash., KQTY; Lewiston, Idaho, KRLC; Ogden, Utah, KSVN; Great Falls, Mont., KUDI; Walla Walla, Wash., KUJ; Fargo, N. D., KUIT; Pensacola, Fla., WDEB; Fort Myers, Fla., WINK; Fort Pierce, Fla., WIRA; Shamokin, Pa., WISL; Melbourne, Fla., WMMB; West Warwick, R. I., WWRI.

GILL-PERNA INC.

New York—651 Madison Ave., Te 8-4740, Helen Gill, pres.; John J. Perna Jr., v.p. Chicago—75 East Wacker Dr., Fi 6-9393, Walter Beadell. Detroit—2915 Book Building, Wo 2-7022, Daniel W. Bowen. Los Angeles—730 South Western Ave., Du 7-4388, Bambi C. Harrington. San Francisco—57 Post St., Su 1-5568, Allan S. Young. Atlanta—401-2 William Oliver Bldg., Ja 4-0454, Harry J. Cannon. Boston—80 Boylston St., Li 2-6481, George Eckels.

GOOD MUSIC BROADCASTERS INC.

New York—355 Lexington Ave., Yu 6-2680, Herbert Groskin, national sls. mgr. Philadelphia—8200 Ridge Ave., Iv 2-6000.

Radio Stations:

Los Angeles, KDUO; Chicago, WEAU; Philadelphia, WFNL; Detroit, WDTM; San Francisco, KSFR; Pittsburgh, WLOA; St. Louis, WAMV; Houston, KHGM; Milwaukee, WFMR; Cincinnati, WKRC-FM; Kansas City, KCMK; Atlanta, WGKA; Miami, WAFM; New Orleans, WWMF; Tampa, WPKM; Columbus, O., WTVN-FM; Indianapolis, WFMS; San Antonio, KEEZ-FM; Norfolk, WRVC; Oklahoma City, KEFM; Omaha, KOIL-FM; Nashville, WFMB; Tulsa, KOCW; Tucson, Ariz., KFMM; Austin, KHFJ; Pensacola, WPEN; Winston-Salem, N. C., WFMX.

H-R REPRESENTATIVES INC.

New York—375 Park Ave., Pl 9-6800, Frank Headley, pres. & treas., Frank Pellegrin, exec. v.p., James Alspaugh, v.p. in charge of radio, Miss Avery Gibson, v.p. in charge of sls. development. Chicago—35 E. Wacker Dr., Fi 6-6440, Dwight Reed, exec. v.p. Des Moines—509 Grand Ave., At 2-0201. Detroit—1065 Penobscot Bldg., Wo 1-4140. Los Angeles—6253 Hollywood Blvd., Ho 2-6453. Minneapolis—Northwestern Bank Bldg., Fe 8-7017. San Francisco—321 Bush St., Yu 2-5037. St. Louis—915 Olive St., Ch 1-4193. Atlanta—1182 Peachtree St. N.W., Tr 5-9539. Dallas—211 North Ervay Bldg., Ri 8-6035.

Radio Stations:

Asheville, WUNC; Atlanta, WAKE; Birmingham, WYDE; Boston, WNAC; Buffalo, WEBR; Chattanooga, WDXB; Cleveland, WDOK; Denver, KICN; Des Moines, KSO; Fort Wayne, Ind., WANE; Grand Island-Colby, Neb., KMMJ-KXXX; Harrisonburg, Va., WSWA; Houston, KXYZ; Indianapolis,

WISH; LaCrosse, Wis., WKBH; Los Angeles, KHJ; Memphis, WHBQ; Miami, WSKP; Monroe, La., KNOE; New Haven, Conn., WELI; New York, WOR; West Coast and Southern only; Norfolk, WAVY; Raleigh, N. C., WRAL; Rockford, Ill., WROK; San Diego, KGB; San Francisco, KFRC; Scranton, Pa., WGBI; Seattle-Tacoma-Everett, Wash., KOL-KMO-KRKO; Sioux Falls, S. D., KFLO; Spokane, Wash., KNLY; Washington, D. C., WMAL; Wichita Falls, Tex., KWFT.

THEO. B. HALL & CO.

San Francisco—681 Market St., Ex 2-1507, Ted Hall, pres. New York—230 Park Ave., OR 9-5866, Jack Boyd. Chicago—35 E. Wacker Dr., St 2-8196, Paul V. Elsberry. Detroit—658 Book Bldg., Wo 1-6036, Paul Pequinot. Atlanta—401 William Oliver Bldg., Ja 4-0454, Harry J. Cannon. Hollywood—5746 Sunset Blvd., Ho 2-4253, Jim Gates.

HEADLEY-REED CO.

New York—750 Third Ave., Yu 6-5800, John Wrath, pres.; I. N. Hardingham, senior v.p., Robert A. Schmid, exec. v.p.; Kenneth H. Goldblatt, radio sls. mgr. Chicago—230 N. Michigan Ave., Fr 2-4686, William H. Shaw, v.p. Atlanta—800 Peachtree St. Bldg., Tr 4-2736, Frank A. Cason, Jr. Dallas—211 N. Ervay Bldg., Ri 8-7120, Charles H. Boland. St. Louis—915 Olive St., Ce 1-9151, Earl Gallagher. Hollywood—Taft Bldg., Hollywood & Vine, Ho 4-8248, Art Astor. Philadelphia—Philadelphia Bank Bldg., Lo 4-6027, Robert Doune. San Francisco—110 Sutter St., Yu 2-4912, James Ingram.

Radio Stations:

Fort Smith, Ark., KFSK; Chico, Calif., KHSL; Fresno, Calif., KYNO; Bakersfield, Calif., KHS; Redding, Calif., KVCV; Jacksonville, Fla., WJAX; Columbus, Ga., WDAK; Cairo, Ill., WKRO; Freeport, Ill., WFRI; Fort Wayne, Ind., WGL; Wichita, Kan., KAKE; Boston, WORL; Fall River, Mass., WSAR; Cape Girardeau, Mo., KFVS; Jefferson City, Mo., KLIK; St. Joseph, Mo., KFEQ; St. Louis, KWK; Las Vegas, KORK; Reno, KOLO; Niagara Falls, N. Y., WHLD; Rochester, N. Y., WRVM; White Plains, N. Y., WFAS; Washington, N. C., WRRF; Dayton, O., WONE; Youngstown, O., WFMJ; Easton, Pa., WEFN; Lancaster, Pa., WLN; Reading, Pa., WEEV; Scranton, Pa., WSCR; Wilkes-Barre, Pa., WBRE; Greenville, S. C., WESC; Rapid City, S. D., KOTA; Abilene, Tex., KRBC; Dallas, KVIL; McAllen, Tex., KRIO; Bristol, Va., WCYB; Norfolk, Va., WLOW; Madison, Wisc., WKOW; Milwaukee, WEMP; Washington, D. C., WQMR.

GEORGE P. HOLLINGBERRY CO.

New York—500 Fifth Ave., OX 5-5560, F. Edward Spencer Jr., vice chmn. board; Frederick F. Hague, pres., radio; Edward R. Eadch, dir. sales development. Chicago

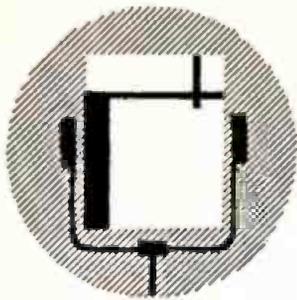
—307 N. Michigan Ave., Dje 2-6060, George P. Hollingbery, chmn. board; Frank McCarthy, v.p. radio, mgr. Detroit—500 Griswold St., Wo 1-3555, Harry W. Betteridge, mgr. Atlanta—134 Peachtree St., N.W., Ja 4-8081, Richard N. Hunter, v.p., mgr. Dallas—211 N. Ervay, Ri 8-0057, George L. Pettett, mgr. Los Angeles—3325 Wilshire Blvd., Du 5-2071, Roy S. Edwards, v.p., mgr. San Francisco—110 Bush St., Yu 1-2110, George Hemmerle, mgr. Seattle—Tower Bldg., Ma 3-1868, Hugh Feltis, mgr.

GEORGE T. HOPEWELL INC.

New York—101 Park Ave., Le 2-3783, George T. Hopewell, pres.; Joseph S. Cannon, v.p. & gen. mgr. Chicago—205 W. Wacker Dr., St 2-5096, Hooper Jones; Betty Palmer. Beverly Hills—111 N. La Cienega Blvd., Ol 5-8326, Jim Walsh. Atlanta—1021 William Oliver Bldg., Ja 4-7088, Harry Cannon.

Radio Stations:

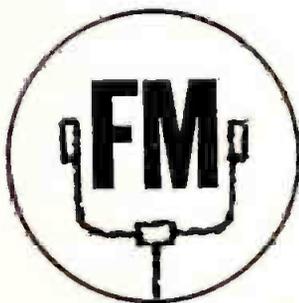
Brinkley, Ark., KBRI; Crossett, Ark., KAGH; DeQueen, Ark., KDQN; Ft. Smith/Van Buren, Ark., KFDF; Monticello, Ark., KPBM; Delta, Colo., KDTA; Loveland, Colo., KLOV; Salida, Colo., KVRH; Old Saybrook, Conn., WLIS; Seaford, Del., WSUX; Clewiston, Fla., WSUG; Ft. Walton Beach, Fla., WNUE; Lake City, Fla., WGRO; Milton, Fla., WSRM; Naples, Fla., WNOG; Sarasota, Fla., WYAK; Moultrie, Ga., WMGA; Rupert, Idaho, KAYT; Weiser, Idaho, KWEI; North Vernon, Ind., WOCH; Charles City, Ia., KCIA; Garden City, Kans., KNCO; Fulton, Ky., WFUL; Harrodsburg, Ky., WHBN; Hopkinsville, Ky., WKOA; Mt. Sterling, Ky., WMST; Williamsburg, Ky., WEZJ; Haynesville, La., KLUV; Minden, La., KASO; Monroe/West Monroe, La., KUZN; Shreveport, KBCL; Alma, Mich., WFYC; Charlotte, Mich., WGER; Ishpeining, Mich., WJPD; St. Johns, Mich., WJUD; Centerville, Miss., WGLC; Columbus, Miss., WACR; Iuka, Miss., WVOM; Macon, Miss., WMBC; Magee, Miss., WSJC; Picayune, Miss., WRJW; Vicksburg, Miss., WVIM; Caruthersville, Mo., KCRV; Clovis, N. M., KCLV; Little Falls, N. Y., WLFH; Port Jervis, N. Y., WDLG; Asheboro, N. C., WGWR; Farmville, N. C., WBTC; Lexington, N. C., WBUY; Mt. Airy, N. C., WSYD; The Dalles, Ore., KACI; Henryetta, Okla., KHEN; Connellsville, Pa., WCVI; South Williamsport, Pa., WMPF; Fountain Inn, S. C., WFIS; York, S. C., WYCL; Tazewell, Tenn., WNTT; Bay City, Tex., KION; Borger, Tex., KBBB; Bowie, Tex., KBAN; Carthage, Tex., KGAS; Clarksville, Tex., KCAR; Texas City, Tex., KTLW; Brigham City, Utah, KBUH; Logan, Utah, KLGK; Tooele City, Utah, KDYL; Bassett, Va., WODY; Clifton Forge, Va., WCFV; Fredericksburg, Va., WFLS; Princeton, W. Va., WLOH; Ronceverte, W. Va., WRON; Menominee, Wisc., WMNE; Watertown, Wisc., WTTN; Colfax, Wash., KCLX.



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Radio Stations:

Mobile, Ala., WGOK; Tucson, KMOP; Los Angeles, KGFJ; San Francisco, KDLA; Miami, WFEC; Tallahassee, WMEN; Pensacola, WCOA; Columbus, Ga., WCLS; Macon, Ga., WIBB; Savannah, WSOK; Chicago, WOPA; Paducah, Ky., WPAD; Baton Rouge, WXOK; Lake Charles, La., KAOK; New Orleans, WBOK; Baltimore, WEBB; Detroit, WJLB; St. Louis, KNIAW; Charlotte, N. C., WGIV; Cleveland, WABQ; Chambersburg, Pa., WCHA; Philadelphia, WDAS; Pittsburgh, WAMO; Greenville, S. C., WQOK; Knoxville, Tenn., WIVK; Memphis, WLOK; Chattanooga, Tenn., WNOO; Beaumont, Tex., KJET; Dallas-Ft. Worth, KNOK; Houston, KYOK; Richmond, Va., WEZL.

KATZ AGENCY INC.

New York—666 Fifth Ave., Ju 2-9200, G. R. Katz, chmn.; Eugene Katz, pres.; Edward Codel, v.p.-client rel.; Morris Kellner, v.p.-radio sls. mgr.; Daniel Denenholz, v.p.-research & promo. Chicago—Prudential Plaza, Mo 4-7150. Detroit—3166 Penobscot Bldg., Wo 3-8420. Atlanta—1393 Peachtree St. N.E., Tr 5-1627. St. Louis—915 Olive St., Ce 1-1868. San Francisco—1823 Russ Bldg., Do 2-7628. Los Angeles—3325 Wilshire Blvd., Du 5-6284. Dallas—2006 Bryan St., Ri 1-4036. Minneapolis—2305 First National Bank Bldg., Fe 3-6201.

Radio Stations:

Amarillo, KGNC; Birmingham, WBRC; Cedar Rapids, Ia., WMF; Cincinnati, WKRC; Cleveland, WJW; Columbus, O., WTVN; Dallas, KBON; * Denver, KLZ; Des Moines, KRNT; Detroit, WJBK; Flint, Mich., WFDF; Fort Worth, KNOL; * Grand Rapids, Mich., WOOD; Green Bay, Wis., WBY; Houston, KNUZ; * Huntington, W. Va., WSAZ; Charleston, W. Va., WKAZ; Indianapolis, WFBM; Kansas City, KCMO; Los Angeles, KABC; Lubbock, Tex., KFYO; Memphis, WREC; Miami, WGBS; Minneapolis, WTCN; Nashville, WLAC; New Orleans, WWL; New York, WINS; Oklahoma City, WKY; Philadelphia, WIBG; Phoenix, Ariz., KPHO; Salt Lake City, KCPX; San Antonio, KONO; * San Diego, KFSD; San Francisco-Oakland, KEWB; Seattle, KOMO; Spokane, Wash., KHQ; Syracuse, N. Y., WHEN; Tampa, WDAE; Toledo, WSPD; Yankton, S. D., WNAX. (*Denotes member of Texas Quadrangle.)

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New York—72 Barrow St., Wa 1-6599, Robert S. Keller, pres. Chicago—205 W. Wacker Dr., St 2-5096, Hooper Jones, mgr.

JACK MASLA & CO.

New York—40 E. 49th St., Pl 3-8571, Jack Masla, pres.; Alan Kramer, v.p. Chicago—75 E. Wacker Dr., Ce 6-7974, Donald A. Wolff, mgr. Kansas City—11th & Central, Gr 1-7822, Eugene F. Gray, mgr. St. Louis—705 Olive St., Ch 1-4350, Eugene F. Gray, mgr. San Francisco—249 Pine St., Ex 7-6187, Alan Torbet, Robert Allen, mgrs. Los Angeles—1213 N. Highland Ave., Ho 2-4939.

Radio Stations:

San Francisco, KSAY; Bridgeport, Conn., WNAB; New London, Conn., WNLG; Waterbury, Conn., WATR; Daytona Beach, Fla., WMFJ; Fort Lauderdale, Fla., WFTL; Jacksonville, WIVY; Pensacola, WNVY; West Palm Beach, Fla., WIRK; Honolulu, KPOI; Baton Rouge, La., WLCS; Boston, WBOS; Worcester, Mass., WAAB; Lansing, Mich., WJIM; Las Vegas, KENO; Babylon, N. Y., WGLI; Binghamton, N. Y., WKOP; Buffalo, WBNY; Ithaca, N. Y., WHCU; Newburgh, N. Y., WGNV; Plattsburg, N. Y., WEAV; Poughkeepsie, N. Y., WKIP; Portland, Ore., KWJJ; Chattanooga, Tenn., WDOJ; Clarksville, Tenn., WJZM; Richmond, Va., WEEI; Roanoke, Va., WROV.

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Radio Stations:

Phoenix, KRUN; Tucson, KTCT; Salinas, Calif., KSBW; Bakersfield, Calif., KAFY; Fresno, Calif., KEAP; Los Angeles, KLAC; Sacramento, KXOA; San Bernardino, KFXM; San Diego, KDGO; San Francisco, KABL; San Jose, Calif., KLIV; Stockton, Calif., KJOY; San Luis Obispo, Calif., KVEC; Denver, KOSI; New Haven, WNHG; Miami, WCKR; Orlando, Fla., WLOF; Atlanta, WAOK; Honolulu, KULA; Chicago, WCFL; Springfield, Ill., WMAY; Peoria, Ill., WIRL; Louisville, WINN; Baltimore, WBAL; Springfield, Mass., WTYM; Minneapolis-St. Paul, KDWB; Buffalo, WYSL; Akron, WAKR; Portland, Ore., KXL; Altoona, Pa., WFBG; Pittsburgh, WCAE; Providence, R. I., WLKW (scheduled to go on air Feb. 1, 1961); Nashville, WKDA; Amarillo, Tex., KIXZ; Seattle, KJR; Spokane, KNEW; Yakima, Wash., KIT; Wheeling, W. Va., WKWK.

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New York—521 Fifth Ave., Mu 2-2170, Robert Mecker, pres.; Charles Standard, v.p.-gen. sls. mgr. Chicago—333 N. Michigan Ave., Ce 6-1742, Carl Jewett, v.p.-midwest. Lancaster, Pa. (covering Philadelphia, Pittsburgh and Baltimore)—8 W. King St., Ex

7-5251, Dick Sheetz, mgr. Hollywood—6362 Hollywood Blvd., Ho 2-6501, Donald Palmer, mgr. San Francisco—55 New Montgomery St., Yu 6-4940, Ed Filion, v.p.-west coast; Don Pontius, mgr. Omaha—807 Kilpatrick Bldg., At 7535, Harold Soderlund.

Radio Stations:

Wilmington, Del., WDEL; Keene, N. H., WKNE; Kingston, N. Y., WKNY; Utica, N. Y., WIBX; Easton, Pa., WEST; Harrisburg, Pa., WKBO; Johnstown, Pa., WJAC; Lancaster, Pa., WGAL; Scranton, Pa., WEJL; Williamsport, Pa., WRAC; York, Pa., WORK; Brattleboro, Vt., WKVT; Denver, KFML; Pueblo, Colo., KCSJ; Bloomington, Ind., WTTS; Champaign, Ill., WDWS; Albert Lea, Minn., KATE; Mankato, Minn., KYSM; Joplin, Mo., KFSB; North Platte, Neb., KODY; Albuquerque, KDEF; Roswell, N. M., KSWS; Grand Forks, N. D., KNON; Newark, O., WCLT; Milwaukee, WFOX; Wausau, Wis., WSAU; Beloit, Wis., WGEZ; Tallahassee, Fla., WTAL; W. Palm Beach, WJNO; Lexington, Ky., WBLG; Lafayette, La., KVOL; Columbia, S. C., WCOS; Phoenix, Ariz., KUEQ; Tucson, Ariz., KCUB; Fresno, KMAK; Santa Ana, Calif., KWIZ; San Luis Obispo, Calif., KATY; Bend, Ore., KBND; Eugene, Ore., KUGN; Medford, Ore., KMED; Pendleton, Ore., KUMA; Roseburg, Ore., KRNR; Salem, Ore., KBZY; Seattle, KXA; Casper, Wyo., KTWO.

NATIONAL TIME SALES

New York—122 E. 42nd St., Mu 2-4500, Arthur Gordon, gen. sls. mgr. Chicago—new office, H. H. Harris, midwest sls. mgr. Los Angeles—672 S. Lafayette Park Pl., Du 2-3200, H. G. Oakes, western sls. mgr. San Francisco—260 Kearney St., Ex 7-4827, Ed Gamrin, mgr. Atlanta—1401 Peachtree St., N.E., Tr 5-9103, Barney Ochs, mgr.

Radio Stations:

Anchorage, Alaska, KBYR; El Paso, NEJ; Corpus Christi, Tex., KCCT; Brownsville, Tex., XEO; McAllen, Tex., XEOR; San Antonio, KUBO; Houston, KLVJ; Laredo, Tex., XEAS; Fairbanks, Alaska, KFRB; Fresno, Calif., KGST; San Diego, NEXX; Los Angeles, KVKW; Denver, KFSC; Pueblo, Colo., KAPI; Calexico, Calif., NED; Rochester, N. H., WWNH; Juneau, Alaska, KJNO; Albuquerque, KABQ; Phoenix, KIFN; Tucson, KEVT; Tampa, WSOL; Pensacola, WBOP; Tuscaloosa, Ala., WTUG; Orlando, Fla., WOKI; Kingman, Ariz., KAAA; Portland, Ore., KLIQ.

NBC SPOT SALES

New York—RCA Bldg., Radio City, Ci 7-8300, Richard H. Close, v.p.; Frederick T. Lyons, dir., NBC Radio Spot Sales; Lewis P. Johnson, eastern div. mgr. Chicago—Merchandise Mart, Su 7-8300, Frank De Rose, central div. mgr. San Francisco—Taylor & O'Farrell Sts., Gr 4-8700, Edward H. Macauley, western div. mgr. Detroit—1165 Penobscot Bldg., Wo 1-1610, William Buschgen, mgr.

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In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approxi-

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This means approximately 62% of Iowa's retail sales are made *outside* of any metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (*plus* a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . *America's 14th largest radio market!*

WHO Radio is alert, alive, aggressive! It *belongs* on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. (*Source: SRDS—Oct. 1, 1960*)

IOWA POPULATION-DOLLAR DISTRIBUTION						
	Population	% of State Population	CSI	% of State's CSI	Retail Sales (\$000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,482	62%	2,286,754	64%

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

Radio Stations:

New York, WNBC; Philadelphia, WRCV; Washington, D. C., WRC; Pittsburgh, WJAS; Chicago, WMAQ; San Francisco, KNBC; St. Louis, KSD; Louisville, WAVE; Honolulu, KGU.

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New York—405 Park Ave., Pl 1-3366, John E. Pearson, chmn.; Raymond F. Henze, Jr., pres. Chicago—333 N. Michigan Ave., St 2-7494, Bob Flanigan. Atlanta—1371 Peachtree, Tr 5-6644, Jon Farmer. Los Angeles—1901 W. 8th St., Du 5-5084, Clark Barnes. Dallas—511 N. Akard Bldg., Ri 7-3723, Allen Hundley. San Francisco—58 Sutter St., Do 2-7159, John E. Palmer.

PETERS, GRIFFIN, WOODWARD INC.

New York—250 Park Ave., Yu 6-7900; H. Preston Peters, pres.; Russel Woodward, exec. v.p.; Robert Teter, v.p.-dir. of radio; John Thompson, v.p.-radio sls. Chicago—Prudential Plaza, Fr 2-6373, Arthur Bagge, v.p.-midwest sls. mgr. Detroit—Penobscot Bldg., Wo 1-1255, William Bryan, v.p. Boston—Statler Office Bldg., Hu 2-6884, John King II. Atlanta—1372 Peachtree St. N.E., Tr 5-7763, William Jones. St. Louis—Paul Brown Bldg., Ch 1-3171. Dallas—Fidelity Union Life Bldg., Ri 7-2398. Fort Worth—406 W. Seventh St., Ed 6-3349. Hollywood—1750 N. Vine St., Ho 9-1688, Hal Hoag, v.p. San Francisco—1357 Russ Bldg., Yu 2-9188, Edward McLaughlin Jr.

Rodio Stations:

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New York—3 E. 54th St., Mu 8-0200, Edward Petry, chmn.; Edward Voynow, pres. (Chicago); Martin Nierman, exec. v.p.; Ben Holmes, v.p. in charge of radio. Chicago—400 N. Michigan Ave., Wh 4-0011, William Pipher, sls. mgr. Atlanta—101 Marietta St. Bldg., Ja 4-8861, Joe Sierer, sls. mgr. Boston—801 Statler Bldg., Hu 2-6440, Frank Howard, sls. mgr. Dallas—211 N. Ervay St., Ri 1-9454, Dave Milam, sls. mgr. Detroit—645 Griswold St., Wo 3-0125, Bill Cartwright, sls. mgr. Los Angeles—3424 Wilshire Blvd., Du 8-1143, Garry Hollihan, sls. mgr. San Francisco—Russ Bldg., Yu 2-3631,

Lloyd McGovern, sls. mgr. St. Louis—915 Olive St., Ch 1-7191, Bill Oldham, sls. mgr.

Rodio Stations:

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New York—7 E. 47th St., Mu 8-4310, Harry Goodman, board chmn.; Peg Stone, pres.; Tom Carroll, v.p. Chicago—75 E. Wacker Dr., Fi 6-0982, Ed Nickey, v.p. Los Angeles—111 N. LaCienega Blvd., Ol 5-7597, Lee F. O'Connell. San Francisco—681 Market St., Ex 2-1507, Ted Hall. Seattle-Portland-Tower Bldg., Ma 3-1868, Hugh Feltis.

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VENARD, RINTOUL & McCONNELL INC.

New York—579 Fifth Ave., Mu 8-1088, Lloyd George Venard, pres.; James V. Mc-

Connell, v.p.; Stephen R. Rintoul Jr., v.p. Chicago—35 E. Wacker Dr., St 2-5260, Howard B. Meyers, v.p. Detroit—808 Penobscot Bldg., James A. Brown Jr. Los Angeles—1213 N. Highland Ave., Ho 2-4939, Frank Crane. San Francisco—249 Pine St., Ex 7-6187, Alan Torbet and Robert Allen.

Rodio Stations:

Montgomery, Ala., WCOV; San Jose, Calif., KITO; Jacksonville, Fla., WPDO; Tampa-St. Petersburg, WSUN; Albany, Ga., WALB; Peoria, Ill., WAAP; South Bend, Ind., WNDU; Lansing, Mich., WILS; Pontiac, Mich., WPON; Rochester, Minn., KROC; Kansas City, KBKC; Springfield, Mo., KGBX; St. Joseph, Mo., KUSN; Jamestown, N. Y., WJTN; Utica, N. Y., WTLB; Winston-Salem, N. C., WTOB; Canton, O., WHBC; Cleveland, WERE; Columbus, O., WKBO; Mansfield, O., WMAN; Sandusky, O., WLEC; Erie, Pa., WERC; Providence, R. I., WEAN; Abilene, Tex., KWKL; Austin, Tex., KVET; Lufkin, Tex., KTRC; Texarkana, Tex., KERC; Victoria, Tex., KTAL; Waco, Tex., KWTX; Enid, Okla., KGWA; Dixie Network (Tennessee); Tall Corn Network (Iowa); Paul Bunyon Network (Michigan); Goldman Network (New York State).

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New York—317 Madison Ave., Mu 3-5830, J. Wythe Walker; Roy H. Holmes; C. Otis Rawalt. Chicago—360 N. Michigan Ave., An 3-5771, Lionel Colton. Boston—100 Boylston St., Hu 2-1370, George Bingham. Los Angeles—672 S. Lafayette Park Pl., Du 2-3200, Harlan G. Oakes. San Francisco—260 Kearney St., Ex 7-4827, Edward Ganrin. Kansas City—KMBC Bldg.—1114 & Central, Gr 1-7822.

WEED RADIO CORP.

New York—579 Fifth Ave., Pl 9-4700, Joseph J. Weed, v.p.; Edwin J. Fitzsimmons, v.p. & gen. mgr.; Winifred Schaefer, sls. promo. mgr. Chicago—Prudential Plaza, Wh 4-3434, C. C. Weed, pres.; Neal Weed Jr. Atlanta—1182 Peachtree, N.W., Tr 5-9539, Richard M. Walker, mgr. Boston-Statler Building, Hu 2-5677, Bob Reardon. Dallas—1507 Southland Center, Ri 2-5148, Clarke R. Brown, v.p. Denver—233 Guaranty Bank Bldg., Ta 5-7585, John L. McGuire. Detroit—1610 Book Bldg., Wo 1-2685, Bernard P. Pearse. Hollywood—6331 Hollywood Blvd., Ho 2-6676, Paul Kennedy. Houston—3520 Montrose Blvd., Ja 8-1601, Jack Eisele. New Orleans—910 Royal St., Ja 2-3917, Nancy Boyle. St. Louis—7603 Forsythe Blvd., Pa 7-7375, Jack Hetherington. San Francisco—625 Market St., Ex 7-0535, Boyd Rippey. Seattle—1001 Tower Bldg., Ma 4-6333, William J. Wagner. Portland, Ore.—807 Wilcox Bldg., H. S. Jacobson.

Radio Stations:

Birmingham, Ala., WCRT; Little Rock, KLR; Eureka, Calif., KINS; Fresno, Calif., KBIF; Los Angeles, KBIG & KBIQ (FM); Denver, KGMC; Fort Lauderdale, WWIL;

Jacksonville, Fla., WZOK; West Palm Beach, Fla., WEAT; Atlanta, WGUN; Boise, Idaho, KIDO; Pocatello, Idaho, KSEI; Twin Falls, Idaho, KTFI; Decatur, Ill., WSOY; Rockford, Ill., WJRL; Springfield, Ill., WCVS; Evansville, Ind., WGBF; Kokomo, Ind., WIOU; Terre Haute, Ind., WBOW; Daveypoit, Ia., KWNT; Alexandria, La., KALB; Lake Charles, La., KPLC; Shreveport, La., KRMD; New Orleans, WJMR; Augusta, Me., WRDO; * Bangor, Me., WLBZ; * Portland, Me., WCSH; * Jackson, Mich., WIBM; Minneapolis, KEVE; Rochester, Minn., KVEB; Jackson, Miss., WSLI; Springfield, Mo., KTFI; Charlotte, N. C., WWOK; Wilson, N. C., WGTM; Fargo, N. D., KVON; Jamestown, N. D., KSJB; Minot, N. D., KCJB; Youngstown, O., WBBW; Eugene, Ore., KERG; Portland, Ore., KPAM; Altoona, Pa., WVAM; Erie, Pa., WICU; Harrisburg, Pa., WCMB; Johnstown, Pa., WARD; New Castle, Pa., WKST; Pittsburgh, WEDO; Reading, Pa., WHUM; Aberdeen, S. D., KSDN; Johnson City, Tenn., WJCW; Amarillo, Tex., KBUY; Corpus Christi, Tex., KCTA; Lubbock, Tex., KSEL; San Antonio, KMAC; Burlington, Vt., WCAX; Roanoke, Va., WHYE; Aberdeen, Wash., KNRO; Bellingham, Wash., KVOS; Richland, Wash., KALE; Wenatchee, Wash., KPQ; Tacoma-Seattle, KTNT; Yakima, Wash., KUTI; Green Bay, Wisc., WJPG; Anchorage, KFQD; ** Sitka, Alaska, KIFW; ** Seward, Alaska, KIBH; ** Juneau, ; KINY; ** Cordova, Alaska, KLAM; ** Great Western Network. (*Denotes members of Maine Broadcasting System; ** denotes members of Alaska Broadcasting System.)

ADAM YOUNG INC.

New York—3 E. 54th St., Pl 1-4848, Adam Young, pres.; Stephen Machcinski Jr., exec. v.p.-radio; Frank Boehm, v.p.-research & promo. San Francisco—155 Montgomery St., Yu 6-6769, Frank Waters, mgr. Los Angeles—6331 Hollywood Blvd., Ho 2-2289, William Wallace, mgr. Dallas—211 N. Ervay St., Ri 8-6957, Fred Edwards, mgr. Atlanta—1182 W. Peachtree St., Tr 3-2564, Harold Parks, mgr. Detroit—2940 Book Bldg., Wo 3-6919, William E. Morgan, mgr. St. Louis—915 Olive St., Ma 1-5020, Dell Simpson, mgr. Chicago—Prudential Plaza, Mi 2-6190, Robert Lobdell.

Radio Stations:

Allentown, Pa., WKAP; Baltimore, WITH; Beckley, W. Va., WVNR; Boston, WMEX; Bridgeport, Conn., WICC; Charlotte, N. C., WIST; Des Moines, KIOA; El Paso, KELP; Eureka, Calif., KIEM; Grants Pass, Ore., KAGI; Hartford, WPOP; Honolulu, KHVH; Kansas City, KUDL; Kennewick, Wash., KEPR; Miami, WAME; Moses Lake, Wash., KWIQ; Norristown, Pa., WNAR; Oklahoma City, KOCY; Omaha, KMEQ; Peoria, Ill., WPEO; Pittsburgh, KQV; Raleigh, N. C., WKIX; Richmond, Va., WLEE; * Sacramento, KRAK; Salt Lake City, KNAK; San Antonio, KITE; St. Petersburg, Fla., WLCY; Tulsa, KAKC; Yakima, Wash., KIMA; San Diego, KSIO; Worcester, Mass., WNEB. (*Denotes representation in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles and Seattle only.)

Networks and Their Executives

CBS Radio

485 Madison Ave., New York 22, Pl 1-2345

Arthur Hull Hayes, president
James M. Seward, executive vice president
I. S. Becker, vice president in charge of business affairs
Jules Dundes, vice president in charge of station administration
George M. Perkins, vice president in charge of network programs
Lucian Davis, director of network programs (Hollywood)
Davidson M. Vorhes, vice president in charge of operations
W. Thomas Dawson, vice president in charge of advertising-sales promotion
George J. Arkedis, vice president, network sales
William A. Schudt Jr., vice president in charge of affiliate relations
Geraldine B. Zorbaugh, vice president-general attorney

NBC Radio

RCA Building, Radio City, New York 20, Ci 7-8300

William K. McDaniel, vice president in charge
George A. Graham Jr., vice president-general manager
Albert L. Capstaff, vice president-programs
William F. Fairbanks, vice president-radio network sales
Howard G. Gardner, manager-sales development
Robert C. Hitchens, manager-sales presentations & promotion
Ludwig W. Simmel, manager-sales service & traffic
Miss Marion Stephenson, manager-business affairs
Robert Wogan, manager-operations

ABC Radio

7 W. 66th St., New York 23, Su 7-5000

Robert R. Pauley, vice president in charge
James E. Duffy, national director of sales
Jack Mann, director of sales development & program coordination
Earl Mullin, national director of station relations
William Rafael, national program director
William MacCallum, assistant to program director
Morris Wattenberg, director of research, advertising and sales presentations
Elizabeth B. Kelley, director of sales service

Mutual Broadcasting System

1440 Broadway, New York 18, Br 9-7600

Robert F. Hurleigh, president
Charles W. Godwin, vice president-stations
Joseph F. Keating, vice president-programs & operations
Stephen J. McCormick, vice president-news & Washington operations
Robert L. Post, secretary
Frank W. Erwin, assistant secretary & assistant to president
I. R. Hansen, treasurer
Dudley J. Cox, assistant treasurer
Stuart Melvin, assistant treasurer

Keystone Broadcasting System

111 W. Washington St., Chicago, St 2-8900

Sidney J. Wolf, president
Edwin R. Peterson, senior vice president
Arthur Wolf, secretary-treasurer
Noel Rhys, executive vice president (New York)
Charles A. Hanmarstrom, vice president (New York)
William Bayer, vice president (Los Angeles)
E. Richard Peterson Jr., general manager (Detroit)
Jerry Holtman, account executive (San Francisco)

What makes RCA

FM Transmitters

better...



If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail... We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will

find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value...

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department O-337, Building 15-1, Camden, New Jersey.

RCA Broadcast and Television Equipment, Camden, New Jersey



The Most Trusted Name in Radio
RADIO CORPORATION OF AMERICA



Radio Equipment

 A high level of sales, the development and marketing of new and improved products and a generally optimistic attitude towards the future. This would appear to be a fair description of the conditions to be found among the majority of manufacturers of radio broadcasting and receiving equipment.

Set Production Rises

Total set production for 1960, according to an estimate from the Electronic Industries Association, was about 17 million units. This represents the second highest total of radios produced since the EIA started gathering statistics in 1922. (In 1947, over 20 million sets were produced.) Production and sales of broadcasting equipment reflected the continuing large number of new am and fm stations going on the air. In addition, the growing number of existing stations that have been remodeling, modernizing their equipment and increasing their power has also contributed to the "firm" market in broadcasting equipment.

BROADCASTING EQUIPMENT

A profile of the broadcast equipment field was found in a study conducted by Industrial Marketing Studies for the Collins Radio Company, a manufacturer of am and fm broadcasting equipment. According to the study, "The expansion plans of broadcasters for the 60's show that the broadcasting industry is optimistic and vigorous."

Describing current conditions, the report showed that the replacement market for radio broadcast equipment (excluding studio furniture and equipment) would probably average about \$14.5 million per year. Interestingly, the study pointed out that the replacement outlay would "greatly exceed the purchases by new stations," and that the total annual expenditure for replacement and new stations would be more than \$17 million.

Going into more detail about new station and replacement requirements, the Collins study stated that the Federal Communications Commission estimates that 200 new radio stations will be added yearly for the next few years, eventually reaching about 5,500 radio stations. It

Review of Current and Future Trends in Radio Broadcast Transmitting and Receiving Equipment, Including Stereo, Automation and Fm

was also pointed out that the greatest tendency for replacement of transmitters was found among 250-w class stations. Most of these replacements, depending upon FCC approval, probably would be 1 kw transmitters "even though many of the 250-w stations say they plan to replace their present transmitters. After another four years, these replacement sales should increase about 10 percent each year over the previous year," according to the survey.

Transmitter Replacement

For all radio stations in the United States, the expected outlay for replacement of transmitters over the next five years was expected to average \$2,630 per station, the study showed. Those stations located in a market area of under 100,000 population will average \$1,756 per station; \$2,771 per station in areas with a population of 100,000 to 500,000, and in areas with a population of 500,000 or more, the average will be \$5,248.

At the time the study was released it was estimated that in the next 12 months, am stations would spend

\$3.19 million for replacement transmitters and parts. The average age of am transmitters now in use, the study mentioned, is 7.7 years, with 16.88 years the average life reached before replacement.

Turning to other areas, the study stated that during 1960 it was anticipated that each am station would spend an average of \$1,690 for studio sound equipment. Another \$716 was also anticipated for studio furniture and fixtures for each am station. It was pointed out that new stations going on the air during the year would spend an average of \$2,101 for sound equipment and \$1,172 for furniture and fixtures.

Assets of all am, fm, commercial and educational radio stations in the country totalled approximately \$346 million, the study claimed. Of this, 43.88 percent, or about \$152 million, was in technical equipment, including transmitters, antennas and phasing equipment, studio and speech equipment, and others. The same equipment, if purchased new, according to the survey, would cost about \$253 million.

The total investment on a per-station basis averaged \$90,381. Of this sum, an average of \$39,659 was for technical equipment at its current condition and value. This is 60 percent of the estimated replace-

ment cost, it was pointed out.

Focusing on fm, the study said "There is every indication that fm has actually turned the corner which has so long been predicted. Beginning in 1958, the long decline in the manufacture of fm receivers turned back up significantly . . . Once fm begins to expand on a larger scale, with a significant increase in receiver sets (fm-only or stereo), the growth of this phase of broadcasting could snowball with more receiving sets encouraging broadcasters and vice versa."

In giving a financial portrait of fm stations, the Collins survey noted that purchases of fm equipment by existing fm stations and by new operations, totalled approximately \$3 million per year. One-third of the existing fm stations intended to make expenditures averaging \$10,635 on equipment during the next 12 months. Expected expenditures for all fm stations for fm equipment during the next five years would average \$13,913. This included those stations which expected to spend nothing, the study stated. Additions and replacements of equipment at existing fm stations would average approximately \$2.33 million during the next 12 months, and \$1.88 million during each of the next five years.

Growing Fm Interest

The growing interest in fm is reflected in the attention the medium is getting from broadcast equipment manufacturers. The Gates Radio Company, for example, estimates that the sale of fm transmitters is approaching 10 percent of its total sales volume. Larry Cervone, sales vice president for the firm, explained that "during the past three years, Gates has delivered more than 185 fm transmitters."

Most producers of broadcasting equipment are enthusiastic about the sales potential resulting from two developments—stereo multiplexing and automation.

Discussing automation, Bernard Wise, president of Industrial Transmitters and Antennas Inc. (ITA), stated that "Automation is the key

RADIO PRODUCTION

(000 Omitted)

Year	Home	Clock	Portable	Auto	Total	Value
1922	100				100	\$ 5,000
1923	500				500	13,326
1924	1,500				1,500	50,000
1925	2,000				2,000	82,500
1926	1,750				1,750	100,000
1927	2,350				2,350	137,000
1928	3,250				3,250	194,000
1929	4,428				4,428	222,000
1930	3,755			34	3,789	155,432
1931	3,484			110	3,594	104,706
1932	2,301			145	2,446	54,375
1933	3,432			725	4,157	70,269
1934	3,699			780	4,479	94,859
1935	4,840			1,190	6,030	128,399
1936	6,849			1,400	8,249	169,360
1937	6,193			1,890	8,083	165,391
1938	6,342			800	7,142	112,263
1939	8,547		616	1,600	10,763	153,421
1940	8,482		1,219	2,130	11,831	176,627
1941	9,470		1,572	2,600	13,642	233,841
1942*	3,374		573	360	4,307	102,969
1946	13,276		1,069	1,610	15,955	434,244
1947	14,083		2,458	3,459	20,000	650,000
1948	9,630		2,630	4,240	16,500	525,000
1949	5,961		1,843	3,596	11,400	310,000
1950**	7,053		1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	314,585
1959	3,145	2,794	4,128	5,555	15,622	330,874

* Civilian production terminated April 1942.

** Radio-Phonograph Combinations are included in figures prior to 1950 only. Statistics supplied by the Electronic Industries Assoc.

"This Is No Line"

WOR

1500 BROOKLYN ST., NEW YORK 18
LONG ISLAND CITY 4, N.Y.

Mohawk Business Machines Corp.
944 Halsey Street
Brooklyn 33, New York

Gentlemen:

Being a "Doubting Thomas" is so much a part of me that when I come across something that not only lives up to, but exceeds, expectations and advertising claims, well, I find it difficult to contain myself.

I always thought my Mohawk Model 300 was a great value, and I still do; after all, it did me yeoman service. However, my new Mohawk "Professional 500" is without peer -- it's just the greatest!

I simply cannot get over the superior playback quality. Altho, in our studios we have magnificent recording equipment worth many thousands of dollars, I feel that, in comparison as to quality and dollar-value, my new Mohawk "Professional 500" leaves little, if anything, to be desired.

All my "on-the-spot" work will be done with my Mohawk "Professional 500".

Cordially,

Long John
LONG JOHN NEBEL

November 25th, 1958

:jrm

RKO TELE-RADIO PICTURES, INC.
WOR, New York - WOR-TV, New York

FEATURES

- Exclusive VU METER for distortion control
- TAPE SPEED: 3 3/4" per second
- WOW & FLUTTER: 0.3%
- FREQUENCY RESPONSE: 50-10,000; ± 3 db range 100-8000
- OUTPUTS: 2-One 10mw at 2,000 ohms; Two Zero VU at 600 ohms
- Requires NO ELECTRICITY
- Operates on a SINGLE battery
- Completely TRANSISTORIZED
- Weighs ONLY 3 lbs.
- All recordings can be MONITORED
- Optional accessories for every conceivable use

MOHAWK midgetape PROFESSIONAL 500

World's First Broadcast Quality
Pocket Tape Recorder

A Palm-size Engineering Masterpiece that instantly captures and records any conversation, music or other sound and plays it right back in rich, professional Hi-Fidelity quality for radio broadcasting — TV — and many other business and personal uses.

HEARING IS BELIEVING

For literature and a Free Demonstration in your office, write Dept. USR

Mohawk

business machines corporation

944 halsey st., brooklyn 33, new york

telephone glenmore 5-9570

RADIO RETAIL SALES

(000 Omitted)

Year	Home	Clock	Portable	Total
1922	100			100
1923	500			500
1924	1,500			1,500
1925	2,000			2,000
1926	1,750			1,750
1927	2,350			2,350
1928	3,281			3,281
1929	4,435			4,435
1930	3,793			3,793
1931	3,312			3,312
1932	2,477			2,477
1933	3,082			3,082
1934	3,304			3,304
1935	4,375			4,375
1936	6,746			6,746
1937	6,631			6,631
1938	5,823			5,823
1939	8,900		600	9,500
1940	8,900		1,100	10,000
1941	9,650		1,450	11,100
1942*	3,400		700	4,100
1943	589		130	719
1946	12,113		939	13,052
1947	14,972		2,388	17,360
1948	10,325		2,585	12,910
1949	5,127		1,799	6,926
1950**	7,818		1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,499	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989
1959	2,729	2,481	3,687	8,897

* Civilian production terminated April 1942.

** Radio-Phonograph Combinations are included in figures prior to 1950 only.

Statistics supplied by the Electronic Industries Assoc.

Broadcasting Equipment Expenditures*

- Total equipment expenditures for replacement and new stations will average \$17 million annually.
- Expected outlay for replacement of transmitters over next five years should average \$2,630 per station.
- Station investment in technical equipment amounts to 43.8 percent of total assets.
- This amounts to a per station investment of \$39,659 for equipment at its current condition and value.

*These statistics are drawn from a survey conducted by Industrial Marketing Studies for the Collins Radio Co.

to the success of the fm broadcaster. Equipment offered today to the broadcaster is technically far superior to that available 10 years ago, and considerably less expensive. However, the major saving the new fm broadcaster will have will be in the utilization of automatic programming techniques that will reduce his operational expenses considerably."

Taking a more conservative attitude, Collins Radio has said "Automation may play a big part in broadcasting. However, it is dependent upon the programming planned by the broadcaster. To date, no major trend towards automation of fm main channel programming has developed to the extent that multiplexing has developed."

On the stereo question, most manufacturers appear to agree that it will be a factor in the sale of fm equipment. However, there is also general agreement that until the FCC establishes a standard stereo system, no major progress will be made. The FCC is currently studying the results of a series of field tests of six stereo systems conducted by the special EIA committee organized for this purpose (see U.S. FM, November, 1960). It is expected that a decision will be made by the FCC in the early part of 1961.

Typical of the attitude of many manufacturers was the one expressed by RCA Victor. A company spokesman said "Stereo-multiplexing may play an important role in the future, but the lack of standards makes it almost impossible to make any predictions. When firm standards are established stereo may play a significant role."

Broadcast Equipment Lines

The following is a rundown of the equipment available from some of the manufacturers. Although not intended to be a complete listing, it does help provide some indication of the scope and variety of radio broadcasting equipment that is or will soon be available.

Gates Radio Company manufactures a complete line, including air transmitters from 250 watts to 100,-

000 watts, fm transmitters from 10 watts to 50,000 watts, audio consoles and amplifiers, turntables, recording equipment, monitoring equipment, directional phasing equipment, remote control equipment, remote amplifiers and automatic programming for full time and spot broadcasting. Latest products include a spot tape recorder, the "Carritape" cartridge tape system, a professional turntable and new am and fm transmitters.

RCA Victor produces and sells a full line of radio broadcasting equipment. This includes microphones, turntables, tape recorders (both open reel and cartridge), loudspeakers, amplifiers, monitoring equipment, am transmitters from 250 watts to 50,000 watts, fm transmitters from 1,000 watts to 50,000 watts, fm antennas, towers. Latest additions to the line include a cartridge tape recorder, a 50,000 watt am transmitter and a 10,000 watt and 20,000 watt fm transmitter.

Collins Radio Company has a complete line of broadcasting equipment. This includes a wide range of am transmitters, fm transmitters of 250 watts to 15,000 watts, studio consoles, microphones, custom phasing equipment, turntables and a whole group of automatic devices.

Ampex Professional Products Company has a full line of professional tape recorders in portable, rack and console mountings. Included are stereo reproducers which play two-track and four-track tapes, and a new tape recorder series that has among its new features an automatic tape threading accessory.

Continental Electronics produces am transmitters ranging in power levels from 1,000 watts to 50,000 watts. The firm also makes remote control equipment for unattended operation, dummy antennas for all power levels and line protection equipment. The latest product is a fault alarm system, which is a monitoring system for use at unattended transmitting stations.

Industrial Transmitters & Antennas has recently broadened its scope and has added am and short wave transmitters to its regular line of fm transmitters. The fm transmitter line features ceramic tubes and ranges from 10 watts to 15,000 watts.



Tighten Up Your Programming Format with the

GATES SPOT TAPE RECORDER



A tight, on-the-nose format means more *sales appeal* for your station.

With the Gates Spot Tape Recorder, control room operations are greatly simplified and perfect program continuity is maintained. **You stop wasted motion!** Operation is simple and exact . . . you simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest.

On *one* tape 13" wide are 101 announcements, jingles, themes, station breaks or any other program content up to 90 seconds duration each. **This is versatility!**

Through planned rehearsals using multiple voices, background effects and themes, each announcement is aired with *professional perfection*. When complete, the tape automatically reverses and then cues up for *split-second* airing of the next spot. Erase any track not needed and record a new one as schedules change. The adjacent track is not affected.

Spot Tape Recorders are now available for immediate delivery.

Place your order today.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

**HARRIS
INTERTYPE
CORPORATION**

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

Radio Receiver Market

Sampling of Growing Number of Radio Set Lines

BRAND	TABLE MODELS	CLOCK RADIOS	TRANSISTORS	PORTABLES (tube)
Admiral	5—Am \$9.95-29.95 2—Fm 29.95 & 39.95 1—Am/Fm 59.95	3—Am \$17.95-39.95	6—Am \$29.95-49.95 2—Am/Sw 99.95 & 275.00	1—Am, Phono \$69.95
Blaupunkt	4—Am/Fm/Sw \$99.95-199.95 2—Am/Fm/Sw/Stereo 239.95 & 259.95			
Columbia	1—Am/Fm \$49.95 1—Am/Fm/Sw 119.95		1—Am \$29.95 1—Am/Fm Sw 99.95 1—Am/Transistor/ Tube-Convertible 49.95	
Emerson	3—Am \$19.88- 24.88 2—Fm 34.88 & 36.88 1—Am/Fm/Stereo 98.00	4—Am \$22.88-38.00	7—Am \$24.88-68.00	1—Am Fm Phono \$168.00
General Electric	5—Am \$19.95- 49.95 3—Am/Fm \$59.95- 99.95	6—Am \$24.95-59.95 1—Am, Fm 69.95	10—Am \$29.95-75.00 1—Am/Clock 59.95	1—Am \$29.95
Granco (Prices unavailable)	3—Fm 3—Am/Fm	1—Am, Fm		
Grundig	3—Am/Fm \$79.95- 104.95 2—Am/Fm/Sw 139.95-169.95 3—Am/Fm/Sw/Stereo 199.99-279.99		2—Am \$39.95 & 59.95 1—Am/Sw 99.95 1—Am/Fm \$139.95 1—Am/Fm/SW 159.95	
Magnavox	Several Am/Fm \$49.95-125.00		5—Am \$24.95 up 1—Am/Sw (price unavailable)	
Motorola	6—Am \$14.95-39.95 1—Fm 49.95 2—Am/Fm 59.75 & 79.95	7—Am \$19.95-49.95	7—Am \$27.95- 49.95	4—Am \$27.95-49.95
Olympic (Prices unavailable)	5—Am 2—Am/Fm/Sw	3—Am	1—Am	
Philco	6—Am \$19.95-39.95 1—Fm 44.85 2—Am/Fm 59.95 & 69.95	5—Am \$24.95-49.95	9—Am \$24.95-59.95 1—Am/Sw 229.95 2—Am/Clock 59.95 & 75.00	
RCA Victor	6—Am \$19.95-44.95 2—Fm 39.95 & 42.95 3—Am/Fm 54.95-99.95	5—Am \$24.95-39.95	7—Am \$29.95-59.95 1—Am/Clock 65.00	
Roland (Prices unavailable)	5—Am 1—Fm 2—Am/Fm	5—Am	4—Am 1—Am/Sw 1—Am/Clock	1—Am/Sw
Sarkes Tarzian	1—Fm \$29.95 1—Am/Fm Price unavailable			
Westing- house	6—Am \$14.95-42.95 1—Fm 39.95 3—Am/Fm 59.95-129.95	5—Am \$24.95-49.95	5—Am \$29.95- 49.95 1—Am/Sw 69.95 1—Am/Clock 75.00	1—Am \$34.95
Zenith (Prices unavailable)	4—Am 5—Am/Fm 1—Fm	7—Am 1—Am/Fm	7—Am 1—Am/Sw 1—Am/Clock	1—Am Sw

Broadcast Electronics has just marketed its Spotmaster, a new playback device for tape recorded cartridges. The firm also produces a combination recorder-playback unit with synchronized automatic pulse cueing. This unit can be moved from the master control room for recording or remote use.

Standard Electronics emphasizes its line of fm radio equipment. The firm has a line of fm multiplex transmitters ranging in power from 250 watts to 10,000 watts. Also included are 5 kw and 10 kw fm amplifiers, a multiplex exciter, limiting amplifiers and multiplex subcarrier generators.

Mohawk Business Machines Corp. has a line of tape recorders designed for broadcasters. The recorders are completely transistorized and battery-operated. The top of the line is a unit which includes a V.U. meter, and is said to produce tape of a quality suitable for immediate rebroadcasting.

Continental Manufacturing produces and sells fm multiplex receivers, fixed frequency receivers, custom designed receivers and monitors. In addition, the firm has a line of audio amplifiers, am and fm tuners, stereo amplifiers and radio intercom systems.

Schafer Custom Engineering features automated devices including various pieces of remote control equipment and a tape cartridge recorder and playback unit.

Jampro Antenna Company has a complete line of fm broadcasting antennas. These units range from two bay models to 16 bay models with omni-directional radiation pattern.

RADIO RECEIVERS

During the year of 1960, American consumers were offered radios in almost every conceivable shape, color, style and price. There were transistors that could fit into a shirt pocket, portable clock radios, am and fm auto sets, table models in sculptured wood cabinets, am-fm stereo units and so on.

Although the final figures for the year are not yet available, the Electronic Industries Association has predicted that about 17 million radio sets of all types will have been produced in 1960. The figures for the first 10 months of the year show that 14,135,937 sets were produced.

This included 5,420,279 auto radios and 766,006 fm units. It should be noted that, according to the EIA, 5.6 million auto sets were produced during the 12 months of 1959. With the 10 month total of 5.4 million sets, it is obvious that the 1960 production will exceed that of the previous year.

The statistics on fm radio production are even more impressive. The EIA figures show that 541,000 fm-equipped sets were produced in all of 1959. As stated previously, the 10 month total for 1960 was 766,006, and it is expected that the final production figure will be approximately 800,000. This would establish a new fm production record, and exceed the most optimistic estimates of industry leaders.

In addition to the radio production totals, which include table models, clock radios, portables and auto sets, it should be noted that many phonograph consoles come equipped with am, fm, or am-fm tuners as either standard or optional equipment. This would tend to add thousands of additional radio outlets.

It is generally agreed that the higher priced stereo phonograph units would be more likely to have a radio included. For example, in the Zenith line of 20 stereo consoles, four have a provision for an am-fm tuner; 13 others are standard equipped with am-fm radio, and three others are am-fm-tv combinations. Therefore, it is significant to note that in the EIA figures for the first nine months of 1960, 2.3 million stereo phonographs were produced as compared to 738,671 monaural units. The EIA figures also show that the 2.3 million stereo units turned out in the first three quarters of 1960 compared with only 1.7 million stereo units produced during the entire year of 1959.

Looking ahead, most set manufacturers expect the upward trend to continue in 1961. This is based on the growing demand and acceptance of transistor sets, the opening of a real market for fm and am-fm auto radios, the adaptation by the fm broadcasters of a stereo multiplexing system, the tendency to install radios in the booming pleasure boat field, the wide spread of retail prices which appeal to all age and income groups. • • •

ITA... WORLD LEADER IN FM BROADCAST TRANSMITTERS OFFERS YOU ...

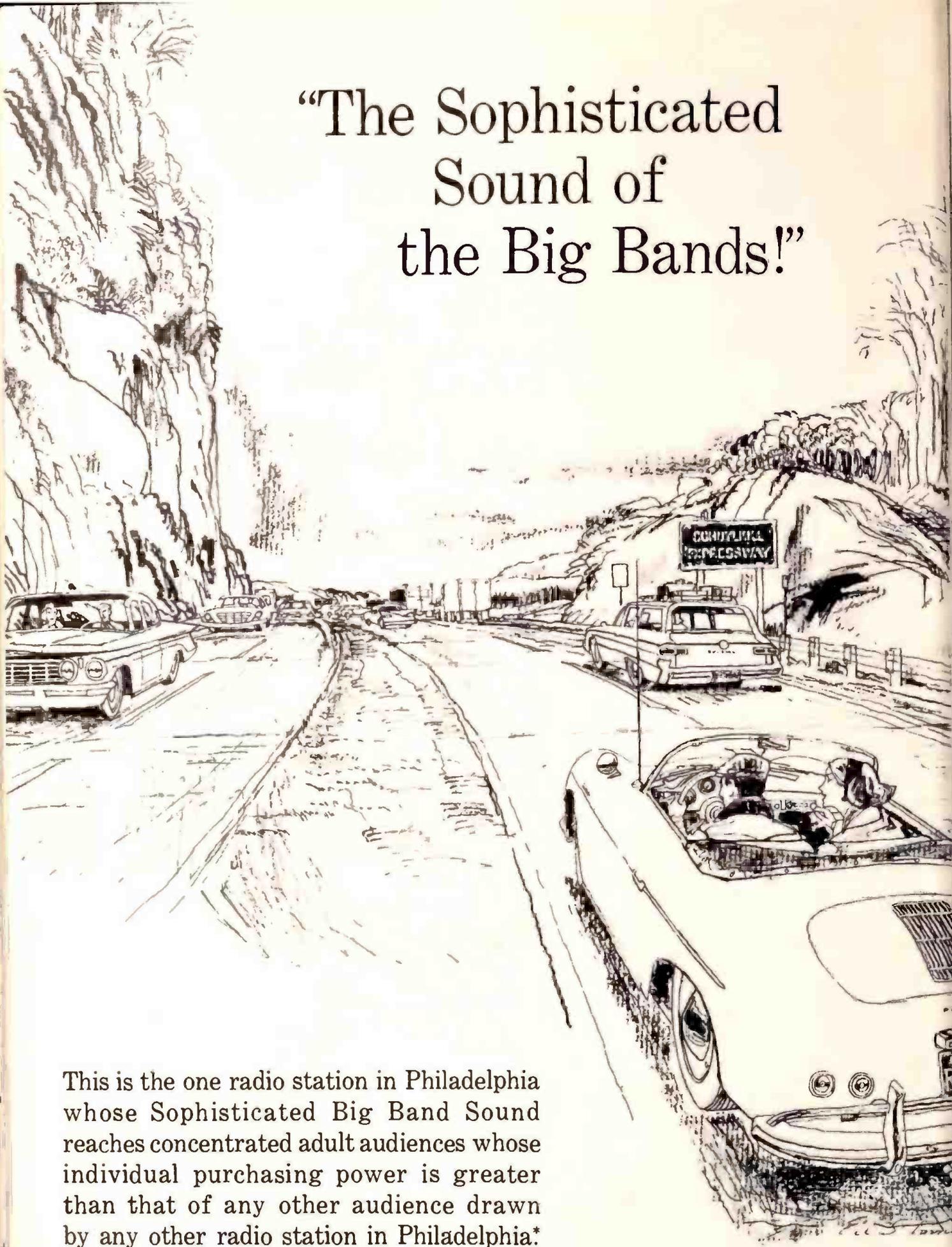


ITA FM 1000 B

- **A FULL LINE OF EQUIPMENT**
transmitters from 10 W to 50 KW are available.
 - **ON SITE INSTALLATION SERVICE**
on a "no charge" basis our project engineers supervise the installation and tune-up of each ITA transmitter at the site of the installation.
 - **PROMPT DELIVERY**
shipment of any ITA-FM transmitter can be made in 30 days or less.
 - OUTSTANDING VALUE**
while priced competitively ITA transmitters are made with the finest quality standard components and offer these "extras"—
 - Remote control
 - Multiplexing
 - Modern Ceramic Tubes
 - Reserve RF Drive
 - Self Neutralization
 - Accessibility
 - Simplicity
 - RF Power Cutback
- For detailed information on any of our FM transmitters call collect or write us.

**INDUSTRIAL TRANSMITTERS
AND ANTENNAS, INC.**
LANSLOWNE, PA. PHONE: CL 9-8200

"The Sophisticated Sound of the Big Bands!"



This is the one radio station in Philadelphia whose Sophisticated Big Band Sound reaches concentrated adult audiences whose individual purchasing power is greater than that of any other audience drawn by any other radio station in Philadelphia.*

WRCV RADIO • 1060 • PHILADELPHIA

Sold by NBC Spot Sales - Owned and Operated by the National Broadcasting Company

**Source: Pulse, Qualitative Report, May 1960*



Agencies and Independent Commercial Producers View Current Trends in Music and Copy for Radio Spots

Radio Commercials

 The past year has seen a continuation and intensification of recent trends in radio commercials. In general, these trends have revolved around the use of music, humor and off-beat copy approaches, and the full utilization of the latest recording and production techniques. The result has been radio announcements that can compete successfully, in terms of musical content and quality of sound, with any professional recording being aired.

In a discussion of radio commercials, Richard J. Mercer, vice president and a radio and tv copy head at BBDO Inc., New York, voiced an opinion held by many agencies and advertisers. He said "American taste in advertising art has grown up. American taste in advertising copy has certainly become more sophisticated. . . . With so much advertising being broadcast and telecast and printed and painted and mailed and sky-written and theatre-screened at the public every waking minute, competition for adult attention is tougher than it has ever been in history. Advertising has had to improve to get noticed. You can no longer get adults to waste their time. You

must give them something worthwhile in return for their attention."

Expanding on his remarks, Mr. Mercer said that while specific devices, such as humor, might be in and out of favor at various times, commercials will continue to reflect the higher priority that people put on their listening time. "I doubt," he stated, "if we will ever return to the days when two announcers shout at each other."

Turning to one of the major ingredients found in radio commercials today — music — Mr. Mercer forcefully expressed his views. "I say to any advertiser who wants to reach an adult radio audience with a musical message today—it's got to be good music before it can even begin to be good advertising. Good music doesn't necessarily mean corn ball or nursery rhyme. The old rule of 'just make sure I can hum it the first time I hear it' is a nice, comforting prejudice—but life in our business is no longer that simple. There is much more to music than a melody line, just as there is more to an advertising theme than a rhyme or alliteration or clever pun. . . . A piece of music must have a point of view.

And all the simplicity in the world won't help it—if it's dull."

One of the major causes behind the rise in the quality of the music being used in radio commercials is the effort of jingle specialists working closely with agencies and advertisers. The firm of Sande & Greene is one of the pioneers in this area, and has developed some definite points of view about what can and cannot be done with music.

"Whether the music is as simple as a children's nursery jingle, or as complex as modern, 'progressive jazz,'" Larry Greene said, "the objectives are always the same. These are to enhance and heighten the effect of the actual message; to act as one of the dominant themes of the radio campaign, or possibly the overall marketing approach, and to help establish and sustain brand identity through a combination of words and music, or just the music itself."

The importance of the repetition of a musical commercial series in helping to establish brand identity, Mr. Greene pointed out, should not be underestimated. "We have often found that when a sponsor gets tired of the campaign it is just starting to

do the most effective job. This, however, does not mean that the commercials must be static. Many of the most successful jingle campaigns today use one basic theme with a number of variations that help provide changes in mood and emphasis."

Although each product presents individual problems, the Sande & Greene organization has developed certain basic approaches to the preparation of musical jingles. "Naturally," Mr. Greene said, "the sound is extremely important, and it should be in keeping with the character of the product. For example, a bank or cosmetic firm ordinarily would not want to use rock and roll to help project its public image."

Original Music

"We also believe that it is much better to use original music and production techniques than music in the public domain, or adaptations of popular song hits. Since many people listen to radio while they are driving, doing household chores and other activities," Mr. Greene continued, "their attention is often divided. If the commercial sounds too much like a piece of entertainment, it is possible that the impact of the message might be seriously diluted. This can also apply to using a popular artist. A completely original approach can usually do a more effective job of establishing product identification."

Turning to what should be expected of a musical jingle, Mr. Greene stated that any one jingle

should be limited to delivering only one sales point. He believed that since these spots are usually limited to a maximum length of 60 seconds, it would be unwise to try to cram too much into them.

Today's integrated musical jingles can be used by the advertiser both on and off the air. Mr. Greene stated that a number of clients use the jingles at sales conventions and similar gatherings to help set the mood. He also mentioned that an auto manufacturer supplied copies of musical spots to dealers who played them over the p.a. systems in their showrooms.

Offering his firm's views on music and its role in radio commercials, Herman Edel, executive vice president of Music Makers Inc., New York, said that any successful spot must have two elements. "The idea is the first element," he said. "And it is our feeling that this should come from the agency. We base this on the fact that the agency knows the product involved and the marketing objectives of the advertiser far more completely than we as an outside organization."

"The second element, of course, is the music," he continued. "If properly used, music will enhance a good idea. It can never, however, repair or substitute for any basic faults or flaws in that idea."

Mitch Leigh, the young president of Music Makers, and the man directly involved in creating and/or directing the music, pointed out that the musical idiom used in a radio commercial must be honest and ac-

curate. "Today, you can't get by with music that either looks up to or down on the listener. As an example, if the jingle is being aimed at youngsters and rock and roll is being employed, it must be genuine and up-to-date."

"The rock and roll being heard now is different than it was two or three years ago," Mr. Leigh said. "And if your jingle doesn't reflect the change, the youngsters spot it immediately. When this happens not only does the music do nothing to help sell the product, it might even create a negative effect that could be detrimental."

In the 20 to 60 seconds in which a spot announcement has to get across its message, Mr. Leigh pointed out, there is usually only enough time to create an emotional image of the product. If the music is performing its proper function, it will be able to help produce a favorable climate of emotional involvement with the listener.

Jazz Idiom

Another facet of the role of music in commercials was touched upon by Alexander "Sascha" Burland, president of C/Hear Services Inc., New York. "One way to get the audience to wake up and listen," Mr. Burland noted, "is to use jazz as the musical background. Jazz has a beat and emotional quality that gets under the skin of people. And after all, that's what the advertiser wants to do in his commercial—get under the skin of people."

"Jazz," Mr. Burland continued, "is the only music that is truly American in character. It is our own form, not borrowed from that of another culture. For this reason, it elicits an emotional response from people that no other type of music can simulate on such a broad scale. Jazz has a mass appeal as well as a class appeal. When identified with a product in a commercial, it stands out against other commercials as well as most popular records."

"The music of the regular program fare is written, produced and performed by the top artists in show business. And the only way to hold the listener's attention over long

Comments on Commercials

- "A piece of [commercial] music must have a point of view. And all the simplicity in the world won't help it—if it's dull." BBDO
- "Often, when a sponsor gets tired of the campaign it is just starting to do the most effective job." Sande & Greene
- "Music will enhance a good idea. It can never repair or substitute for any basic flaws in that idea." Music Makers
- "It is never enough to merely catch the ear of the listener; you've got to hang onto it or the whole point of the commercial—selling the product—is lost." Guild, Bascom & Bonfigli

enough to hear the commercial is to use an exciting combination of sounds," said Mr. Burland. And although the type of music Mr. Burland writes depends on the campaign and the product, he prefers to work with jazz.

With the continued growth in the popularity and acceptance of musical commercials, more and more local and smaller regional advertisers are also including these spots in the radio plans. What has made this economically feasible is the growing number of firms specializing in the high volume production of low cost commercials. One of these firms is the Jingle Mill, New York.

"We have about 600 pre-recorded tapes on file, Mort Van Brink, president of the firm, said, "from which jingles can be drawn. When we receive an order for a jingle we are provided with a data sheet from the advertiser listing the salient copy points and any additional information he would like to include in the jingle.

"The client also tells us the type of music he would like, whether it be

a waltz or a cha cha cha. When available, we can pick the music from our files. Or we write new music to fit the situation. In the latter case, the jingle goes into our file of pre-recorded tapes so that the music can be used again," Mr. Van Brink stated.

Divided Opinion

Moving into an area in which there appears to be some divided opinion, Mr. Van Brink declared that many advertisers tend to over-emphasize the importance of the originality of the music in a jingle. "The main job of a commercial is to sell," he said. "The effectiveness of the jingle depends not so much on its originality as on its memorability. One piece of music can be used to sell several types of products. For example, a march might be just as appropriate for an ice cream product or a men's toiletry line as it could be for a sporting event or a political candidate.

"We might be using the same music," Mr. Van Brink continued, "in four different parts of the coun-

try for four different products. Each commercial will be doing an effective job so long as the salient points are included and the music can be easily identified with the product.

"The lyric, on the other hand," he said, "must be custom-tailored to the advertiser. In addition to the copy points, many advertisers request their names, addresses or company slogans. These can be included in the jingle, which then becomes more personally identified with the sponsor."

Fresh Copy Approaches

In addition to making more imaginative uses of music, radio commercials have also benefited from a fresh approach to copy. Many of the techniques used in the world of show business have been adapted to develop commercials that will attract and hold the listener.

Commenting on the improvement in the general level of commercials, a spokesman for the D'Arcy Advertising Co. said "The younger generation today probably has committed more radio commercials to memory

COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 station!

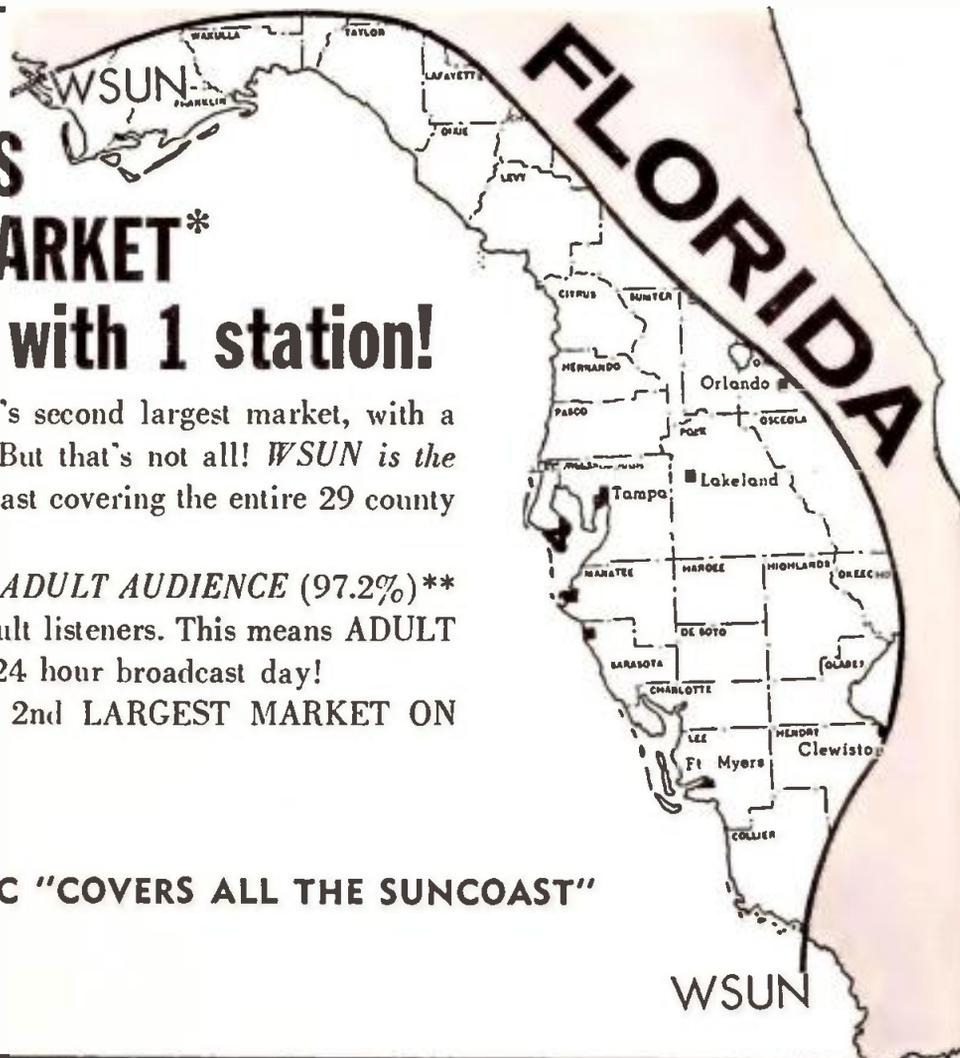
Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! *WSUN* is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS *WSUN*'s GREAT ADULT AUDIENCE (97.2%)**
... the greatest percentage of adult listeners. This means **ADULT BUYERS** throughout the entire 24 hour broadcast day!
REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!



620 KC "COVERS ALL THE SUNCOAST"

*1960 Census **Pulse 6/60



than nursery rhymes because the theme music of advertisers' jingles has become a part of the pattern of daily living.

"No one would have believed a few years ago that advertising messages would win such great popularity, but their creators have since added a new ingredient to their campaign—entertainment. Not only do they create a mood to hold the listener, but entertain them while a low pressure selling message is aired."

Effective Use of Humor

Humor was put to effective use by Young & Rubicam Inc. in Chicago for the Borden Co.'s Chicago milk division. "The problem we faced," said Karl Vollmer, vice president and Chicago manager, Y & R, "was to attract a larger market for Borden's vegetable salad cottage cheese. Although the product is a good one, there were many similar products available.

"We wanted to come up with a different approach for our radio campaign which, naturally, was aimed primarily at women. Tom Rogers of our copy department came up with an off-beat, humorous idea which we developed. Our initial effort consisted of three spots for the

vegetable salad cottage cheese. After several weeks, the client informed us that the results were good and that he wanted additional spots of this type.

Here is a sample of one of the 60-second spots used.

SOUND EFFECTS: Bad piano playing. . . doorbell. . . door opening. Piano continues under.

WIFE: Yes?

MAN: Could I speak to your husband?

WIFE: Not now. As you can hear he's busy composing.

MAN: He's a songwriter?

WIFE: A steamfitter. But since we got the piano he's got this idea to make a million dollars writing radio jingles. This one's about Borden's vegetable salad cottage cheese. Look at him concentrate. Cute? He spent two whole days just analyzing the commodity. Ate thirty-two dollars worth.

MAN: Uh! Huh!

WIFE: He says it's all them fresh crispy little bits of vegetables they put in there that makes Borden's

vegetable salad cottage cheese. (RAISES VOICE) Lou, honey, . . . sing it for the man.

LOU: (SINGS VERY BADLY) Oh, I could eat a ton if I was able since they put in all that crispy vege-table! Borden's vegetable salad cheese!

WIFE: Cute (PAUSE) Now, what was it you wanted?

MAN: That piano. I'm from the finance company.

Commenting on the favorable reaction to the campaign, Mr. Vollmer said "This series seems to indicate that perhaps the approach to messages aimed at women has been more somber than necessary. Apparently, the housewife enjoys a laugh as much as anyone else."

Copy Objectives

If the copy in a commercial is to be effective it must fit in with the marketing objectives of the advertiser. An example of the various ingredients that go into preparing a series of radio commercials could be seen in the one prepared for Charms candy by its agency, Needham & Grohmann Inc.

The objective of the commercial announcements was to show that eating Charms could be fun for the entire family. Taking its cue from the soap operas, the one-minute spots told a story based on the daily activities of family life.

"We wanted to create a story that listeners would look forward to hearing," said John Keil, vice president and copy director of the agency. "We felt that a family situation which lends itself to carefree humor would enable us to exploit both the adult and juvenile markets, and would project a happy, family-like image of the Charms name."

The first two characters to be developed were the father and son, Mr. Kiel explained. "Much thought was given to their names, which had to convey the warmth and closeness of a family relationship. We finally decided on Pop and Boomer. No family is complete without a mother,

Award Winning Commercials

John Blair & Co. has sponsored twice every year for the last three years a poll of leading commercials. The survey is taken by The Pulse Inc. through 1,500 consumer interviews in five major markets—New York, Chicago, Los Angeles, Philadelphia and Detroit. Only one question was asked: "Which radio commercial heard during the past week impressed you most favorably?"

The winners of the most recent poll were announced mid-way in 1960. Here are the top five, in alphabetical order, and their agencies:

- Doublemint Gum (Arthur Meyerhoff Co., Chicago)—light, airy jingle in different rhythms. The word "double" is mentioned 22 times in one minute.
- Clark Gasoline (Tatham-Laird Inc., Chicago)—Humorous approach built around Mr. Frisbee character. Over 100 variations.
- Kaiser Foil (Young & Rubicam Inc., San Francisco)—Humorous takeoff on soap opera theme, with Stan Freberg as Clark Smathers.
- L&M Cigarettes (Dancer-Fitzgerald-Sample Inc., New York)—Strong pull-in theme at beginning, then jingle. A winner in last three surveys.
- Nescafe (William Esty Co., New York)—Using many variations, the spot series has a different "43-bean" beginning, the same middle and musical identification at the end.

however, so we added Florence to make it a happy threesome.

"The commercials were based on repetitive classic situations involving some kind of daily family activity," he continued. "One of the most effective of the 60-second messages shows how the family situation was exploited."

(SOUND: Supermarket noise in background)

POP: (muttering) Ah—I wish Florence would do this Saturday morning shopping. I never can find anything—eggs.

BOY: Pop—hey, Pop! How about the Charms candy?

POP: (preoccupied)—eggs where the heck are eggs...

BOY: Right in front of you.

POP: I'd like a Charm right now.

POP: Ah, thanks...(still to himself) butter...butter where do they hide the butter?

BOY: I'll help you find it, Pop. Look, here's a six pack of raspberry Charms. Let's have one.

POP: Now..cheese ahggg where's the cheese?

BOY: Next to the butter, Pop. Good old lime Charms, Pop. How about some good old lime Charms?

POP: Well, that's about it. C'mon, dishcloth, let's go.

BOY: (dismay) But what about the Charms?

POP: Ah, Boomer, my boy, Charms are the one thing I can find. Look—I loaded up on Charms the first thing.

BOY: (admonishingly) Pop!

Continuing with the evolution of the Charms series, Mr. Kiel said "When we began the series we capitalized on the device of calling Boomer by lovable pet names. He was referred to at times as 'Stovepipe,' 'Gas Pump,' 'Wash Cloth,' and many others. However, after a while we felt that the device began to

overshadow the product. Instead of saying 'Here comes the Charms commercial with 'Stovepipe,' we were afraid they were saying, 'Here comes the Stovepipe commercial,' period. So we cut down on the nicknames to put the message in its proper perspective."

Agency Approach

Discussing its approach to radio commercials, Guild, Bascom & Bonfigli, San Francisco, said "If a product story is exciting all by itself, you don't want to obscure that story. On the other hand, when you have nothing startling to say about your product, the listener's attention must be attracted and held by telling the product story in an entertaining fashion.

"We faced the latter situation in making a radio spot for Ry-Krisp crackers. We chose to stir up interest by means of a musical spot because our Ry-Krisp product was simple and fit well into lyrics. The agency looked for a singing group to perform the jingle. What we looked for, mainly, was entertainment value. Our eventual choice was the Kingston Trio."

Two reasons were given for the choice of the singing group. One, the fact that the trio had started to build a big name in show business. It was felt that when the spot opened with, "Here's the Kingston Trio," that it would immediately attract attention. Second, "a group like the Kingston Trio has such strong entertainment value that the listener's attention is held throughout the announcement. It is never enough to merely catch the ear of the listener; you've got to hang onto it or the whole point of the commercial—selling the product—is lost."

Trend Established

Whether or not the approach is off-beat humor, parodies of hit songs, interesting dramatizations or original music, there is every indication that radio commercials are more and more becoming a blend of Broadway and Madison Avenue. • • •

In
New York,
nothing
takes the
place of
good music



nothing
takes the
place
of WQXR

Where do New Yorkers turn for the best in music? To WQXR, of course. America's Number One Good Music Station is the favorite of more than 1,250,000 metropolitan area families. And a favorite of many of America's biggest advertisers, too. They use WQXR to make profitable sales to better-income families in the world's biggest market.

WQXR

Radio station of The New York Times
AM 50,000 watts, and FM

ANOTHER FIRST FROM CRC

"SING ALONG" JINGLES (VOL. 1)

12 STATION PROMOTION JINGLES  EACH
JINGLE A PARODY OF A FAMOUS AMERICAN
TRADITIONAL  YOUR AUDIENCE SINGS
ALONG WITH YOUR STATION IDENTIFICATION
JINGLE  TREMENDOUS PROMOTIONAL
POSSIBILITIES   THE COUNTRY'S
NEWEST CRAZE 



Write, wire or call now for Free audition.

COMMERCIAL RECORDING CORP.

Box 6726, Dallas 19, Texas RI8-8004

*piloted by WABC, New York, WIL, St. Louis,
WRIT, Milwaukee, and KVIL, Dallas*



Renewed Interest in Programming Fare Sparks New Activity in Program and Services Packaging

Program Services

 The increasing demand among radio stations for more and more creative programming to supplement music and news formats has resulted in a flurry of new features from program packagers.

These features reflect the diversity of program material sought by stations today: there are programs of disc jockey chatter, talk and interview programs, sound libraries to tone up station programming and showcases for commercial messages.

Short Features Popular

And as the emphasis on tight production in programming continues, increasing numbers of new program releases are one minute or less in length. Although new 15- and five-minute shows are being released, the short features are being eagerly snapped up because they can be easily integrated into existing schedules.

However, a number of producers predict that the five-minute program will come back into vogue within two years, replacing the one-minute capsules which will have served their purpose: to put local radio in the

highlight as a medium with top creative and informative programming.

A majority of the new material comes from firms that have been doing business for years, but it is significant that much of it emanates from new entries into the field of syndicated radio services. And producers, whether old-timers or newcomers, are more enthusiastic than ever over the mushrooming demand for these services.

Following is a rundown of what's happening in the way of new program production at various firms:

- A series of comedy vignettes for radio stations has been produced by Commercial Recording Corporation of Dallas, Tex. The features are less than a minute long and include personalities such as Mel Blanc, Hal Peary and Sterling Holloway.

The comedy features make up half of a two-part package sold as "Radio U.S.A." A series of twenty musical bridges of various lengths make up the rest of the package.

- From RCA Recorded Program

Service, New York, comes a three-part package of one-minute automotive shows, tentatively scheduled for distribution early in 1961. Called the *Automotive Sales Library*, the package contains a total of 736 capsules ideally suited for sponsors in any line of the automotive field. One part of the library is a selection of 400 tips on auto care, delivered by Ed McCrea, with a 14- to 20-second sound effect opening. Each spot is toned away from technical language so that the layman may hear apt information on the care of his car.

Used car spots, 124 in all, give descriptions of the best mechanical features of car models from 1954 to 1959. Spots are in production now for 1960 models. Spots are from 35 to 40 seconds long, and suited especially for sponsorship by used car dealers.

Minute Motor Memos comprise the final part of the package. There are 212 in all, each one minute long, with more detailed information on car care.

The entire package sells for a minimum of \$600 and a maximum



In LOUISVILLE
the Big Change
was - and
still is - to

WKLO

family radio
check and double check
your July - August
Nielsen—Monday - Friday
per broadcast
quarter-hours reveal
WKLO first from 6 a.m.
to 12 midnight
plus wonderful weekends
WKLO offers a perfect
audience composition
seven days a week for
consumer spendable
income.

robert e. eastman
& CO., Inc.



national representative

AIR TRAILS stations are WEZE, Boston;
WKLO, Louisville; WING, Dayton; WCOL,
Columbus; and WIZE, Springfield, Ohio.

Program Services

of \$3,000 a year. The package is sold on a 24-month basis. G. Norris MacKenzie, Ltd., Toronto, produced the series. RCA Recorded Programs has developed a series of 10 special promotion packages to promote the show with stations, advertising agencies and sponsors.

Another new entry from RCA is *Doctor's House Call*, a five minute series available for broadcast by stations five times a week. A noted physician gives medical advice and explains such ailments as heart disease. Symptoms only are described, and the listener is cautioned for the best advice to see a doctor.

Each program has an opening and closing, with additional time for a full length commercial. Prices for the series range from \$20 to \$500 a week.

Also in the works is a five-minute inspirational series, *The Joy We Share* narrated by Allan Roberts. The program will be available in series of 65 shows suitable for broadcast five times a week. It was produced by DDR Productions.

A new issue for the RCA Thesaurus Library breaks tradition with a 12 inch, 33 $\frac{1}{3}$ r.p.m. disc, which is an improvement on the old 16-inch record. Each side of the record holds a quarter-hour of programming featuring tunes by top vocal artists. Over 2,000 selections are in the basic library, to be released in March. Thesaurus records are distributed monthly.

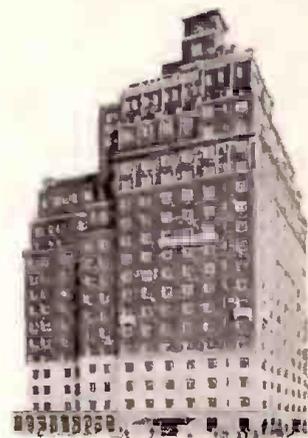
• "The Big Sound" library, produced and sold by divisions of the Peter Frank Organization Inc., is now in its third year of distribution and has expanded to include 21 program and production aids. Two new programs included in "The Big Sound" are *Your Hollywood Reporter* and *Terry's Kitchen*, which can be customized to program from 10 seconds to half an hour.

"The Big Sound" provides programming aids for commercials, music, news, sportscasts and special events, featuring the talent of top stars. These are intros for temperature, time signals, weather and sportscasts. The library gives musical

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere...
now with 500 individually decorated
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The magnificent new

BARBERRY

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Your rendezvous for dining
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open every day of the week
for luncheon, cocktails,
dinner, supper.

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U. S. RADIO • AIRFAX 1964



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually

forced into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



*Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education*



THE DYNAMIC
NEW LEADER IN
SPANISH RADIO
KCCT

Corpus Christi, Tex.

Delivers the largest cumulative total of Spanish radio homes* over the 8-county Corpus Christi trade area . . . at **LOWEST COST-PER-THOUSAND!**

Example: 15 spots wkly — 91,045 homes wkly — \$85 wkly — 92¢ M
*Spanish Pulse—May, 1930

KCCT

Corpus Christi, Tex.

Affiliate of
Texas Spanish Language Network
National Spanish Language Network

Represented by
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TEXAS SPANISH LANGUAGE NETWORK
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Represented by
NATIONAL TIME SALES
New York/Chicago
HARLAN G. OAKES & Assoc.
Los Angeles/San Francisco

Program Services

program themes, single record and album intros and comedy vignettes. The package also includes newscast introductions and headline background sound effects, with three- and four-and-a-half second pauses. Space age sound effects range from a single-tone news effect to a drum oscillator news effect.

The library, when originally started, featured two-minute star interviews; it now has, in addition to the sound effects library, a diversified service for disc jockeys (comedy vignettes, one-liners and other quick "drop-ins." The disc jockey material enables announcers to use commercial separators, musical cues and separators, time, temperature and weather reports.

Produced by Stars International, Hollywood, and sold by Richard H. Ullman Inc., New York, (both divisions of the Peter Frank Organization, "The Big Sound" is now distributed to 300 station subscribers in the U.S., Canada and Australia. Peter Frank, president, refers to the library as "Soundsmanship." He defines this as radio salesmanship, one of the keys to which is the entire process a station goes through to give itself a distinct sound image. The growth of radio, in the face of television, he feels, is largely due to the success stations enjoy in establishing their own unique sounds.

"The Big Sound" is provided to one station in a market, enabling it to develop or enhance a sound image no station in its market can duplicate or copy.

A station that subscribes receives an initial package of 12 discs; each month it then receives five discs and four tapes. The current library has 8,886 individual program aids.

• Harry S. Goodman Productions, New York, has recently developed an umbrella concept for presentation of its complete line of one-minute features. Fourteen programs are listed under the over-all title *Listener's Digest*. Here is a complete run-down of the titles available in the digest: *Simple Science, Your Child and You, Your Guide to Good Health, Your Home Handy Man, Your Money and You, Miracle Gardening Tips, Dear Shirley*, (advice

to the Lovelorn), *Cal Timney Time* (humor), *Pardon My Blooper, How Come?* (e.g., how did "OK" get into the language?), *Sport Shorts, Boating Tips, Woman's World*, and *Young Hollywood*.

Each series is sold to either stations or sponsors for a period of 26 weeks. The number of capsules in each series ranges from 260 to 1,000. Prices are based on market population, and range from \$6.60 to \$100 per week.

Stations may buy an unlimited number of programs, and some are scheduling the features as often as every 20 minutes. A station has exclusive rights to the service in its market; but any show sold directly to a sponsor may run on more than one station in a city.

• Radio Programming Service, Inc., New York, has offered for the first time a series of features entitled "Minit Mats." Currently the company has three programs in this series—one on the stock market, an-

Cuisine Exquise . . . Dans
Une Atmosphere Élegante



575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel: TEmpleton 8-6490

Two new distinguished books come out of BMI's Award Winning Program Series

CONGRATULATIONS! To the more than 1,200
broadcasters who presented these program series
over the past several years.

You should feel extremely proud of having played a vital
role in the birth of these important books on
American history.

LINCOLN FOR THE AGES



76 Distinguished
Americans
Tell His Story
Edited by
RALPH G. NEWMAN
Published by
Doubleday—\$5.95

Chicago Tribune:
"Contributions are
of outstanding
excellence."
"Lincolniana of
enduring merit."
Fort Wayne
News Sentinel:
"magnificent book"

THE UNFORGETTABLE AMERICANS



Developed by
ALLAN NEVINS as a
Society of American
Historians project
Edited by
JOHN A. GARRATY
Published by
Channel Press, Inc.
Great Neck, N.Y.
—\$6.00

THE AMERICAN STORY



Edited by EARL SCHENCK MIERS
Published in 1956 by Channel Press, Inc.—\$5.00
ALLAN NEVINS, eminent author, historian and
twice winner of the Pulitzer Prize, in his Intro-
duction to THE AMERICAN STORY, writes: "The book
is unique, also, in that it grew out of an applica-
tion of scholarly talent to the mass media... These
papers, now somewhat revised, first reached the
public over the radio. They were heard by
audiences which certainly aggregated millions of
people."



**BROADCAST
MUSIC, INC.**

589 FIFTH AVENUE
NEW YORK 17, NEW YORK

Program Services



A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

FREE BOOKLET! Measure the quality of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.

Yardsticks
for
Public
Schools



other on marriage counseling and a third on sports.

A one-minute stock market report heads up the three talk shows. Sam Shulsky, financial writer for a New York metropolitan daily newspaper, delivers the market report. The program is not of the news variety, but caters to general economic trends. The capsules come in a package of 260 programs, which are leased to the station for 52 weeks. The cost of the entire program is \$300, or a little more than \$1 per program.

Dr. Paul Popponoe is featured on the minute capsules on marriage counseling. This program is also distributed in a block of 260 features for 52 weeks.

Don Dimphy, noted sportscaster and fight announcer, does a series of minute capsules on sports which is distributed on a contract basis by arrangement with the station. Twenty sports features on current activities in sports are available for broadcast each week, at a cost ranging from \$15 to \$30 per week.

According to Miss Leslie Roberts, partner in the New York firm, several new "Minute Mats" are in the thought stages.

- More evidence of the trend toward talk features comes from George Skinner Radio Featurettes, New York, which now has in the works a series of five programs, all under one minute. The programs are designed for sale to national advertisers for use in national spot campaigns as well as to local stations.

Now in production are *Strictly for Men*, with Bert Bacharach; *Tips to Mother*, with Charles Heinmann and Betsy Pearson of Herald-Triune Syndicated Box Features; *Wonderful World of the Automobile* with Ken Purdy; *The Glamour Point* with Kate Lloyd; and *Tasty Tips on Food* with Poppy Cannon.

The programs will be available for broadcast at the rate of 10 capsules per week, with a minimum contract length of 13 weeks.

George Skinner, who is director of programming services for the Katz Agency, New York, is supervising the production of the programs, which will be sold through

Lang-Worth Feature Programs, New York.

- Program Development & Research Corp., a recent entry, is packaging a monthly service of capsule programs, approximately one minute long. Called "Informacast," the service provides researched scripts on various subjects that can be inserted anywhere in the regular schedule. The "Informacast" offers a basic library of 250 scripts, which is augmented by 50 new ones each month. There are bonus "Informacasts" during the year to cover special events.

Each script is categorized by subject matter so that it can be arranged in a binder that is provided. Subjects cover a wide range of topics—great literature, taxes, nature, boating, camping and outdoors, photography, auto care, cooking, gardening, health, money management and household hints, among others.

A leather-covered binder with dividers for the separate categories is also part of the basic service, which is made available on an exclusive basis to one station in its primary area.

A suggested way in which stations can use the "Informacast" service is by having, for example, a drug store chain sponsor health scripts or a hardware store sponsor the gardening hints.

Subscription rates for the service are based on U.S. Census population figures. According to the rate card, the cost varies from a low of \$20 a month in cities of under 50,000 population to a monthly high of \$75 for cities of over one million population. In cases of multiple station ownership, a discount of five percent is allowed for each additional station up to 20 percent.

- Public Affairs Radio Inc., New York, offers syndicated financial news, wrapped in two separate program packages. One is a 15-minute weekly survey, *Dateline Wall Street*, available for weekend broadcast at a flat rate of \$17.50. The show gives a wrap-up of the week's news in the financial world, as well as a six-minute feature on one company.

A daily program, *This Is Wall Street*, is the most recent short offered by Public Affairs. Available in three separate time lengths—one minute, minute-and-a-half, and two-and-a-half minutes—the program is distributed daily Monday through Friday on regular phone lines by special arrangement. A stock market report direct from the New York Stock Exchange and a comment on the market by a financial analyst comprise the program. Rates for this feature range from \$2.50 to \$12.50 a day. Each report can be custom-tailored to the market.

The services of Public Affairs Radio are expected to be expanded as rapidly as possible to include other direct-voiced news reports (both domestic and overseas), discussion of public issues, coverage of public events and other public affairs programs.

Guthrie Janssen, the firm's president, declares that it is the company's intention to make available to stations a selection of quality voiced public affairs programs in a variety of lengths, styles and formats.

- Trand Associates, New York, a relatively recent arrival in the program packaging field, distributes two five minute shows to approximately 200 stations. Morton Katok, a Trand executive, estimates that 500 to 600 stations cater to feature material, and the number is increasing.

At Home with Virginia Graham is a daily five-minute feature for broadcast Monday through Saturday. Miss Graham discusses such topics as new products, men's gifts and food.

Celebrity Talk is a 10-minute interview program featuring Maggi McNellis. She conducts interviews with prominent personalities in the theatre, public affairs and other walks of life. The show is currently heard on 302 stations plus 180 outlets of the Armed Forces Radio Service.

Another show offered by Trand is *Weekly News Analysis* with John Cameron Swayze. The 10-minute show has two openings per local show for commercials. Mr. Katok

reports that 85 percent of the sponsors on local stations are banks and insurance firms.

- Allen Sands Productions, New York, distributes three programs, all of the one-minute variety. *The Amy Vanderbilt Show* is packaged in a group of 130 one-minute features with tips on manners. Another one-minute show *Your Child and You*, formerly a five minute program is now packaged as a one-minute show of 260 features. Each capsule is narrated by a pediatrician who gives advice on young mothers. Now in 23 markets, it is adaptable to sponsorship by banks, drug stores, dairies and department stores.

Your Guide to Good Health is available in a package of 390 one minute capsules, and is currently running in 16 markets in the United States and Canada.

Allen Sands, president of the firm, sees a return to five minute features in the next few years.

- A combination of comedy and record hits is in the offing from C/Hear Services, Inc., New York. Sascha Burland, creator of the programs and president of the firm, points out that the capsules are of varied lengths, ranging from three-and-a-half to five minutes. Each program involves a one-minute dialogue that plays on an aspect of the record that follows. The programs can be scattered through the day, or grouped together for one program as long as a half-hour. From 50 to 100 features will be available in each package.

The series will be called *The Touchables*, and features Mr. Burland and Mason Adams (formerly Pepper Young on *Pepper Young's Family*).

- A new service that supplies both single records and albums in a program package is Record Source, Inc., New York. The records are chosen from the catalogs of over 60 record companies by Bernard Bradton, executive buyer for the Liberty Music Shops, New York, and authenticated by *Billboard*. Over 550 LP albums in sixteen different repertoire areas are available in quan-

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA

- JEFFERSON CITY

- MEXICO

- FULTON

A tip to Timebuyers—

... There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—SELL!

... and "Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both trans-continental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: Midway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

Program Services

titles from 25 to 100. Cost of the albums runs to approximately \$1.00 per album.

Albums cover the repertoire areas of popular, country, classical, semi-classical, jazz, opera, continental, band concert and march, rhythm and blues, religious, children, folk and chorale.

Record Source was formed earlier this year and is a division of Scott-Textor Productions Inc. Hal Cook, president, was a sales executive with several major record manufacturers previous to his association with RS1.

Over 500 records are listed in a catalog from which a station may select for its programming. In addition to the yearly subscription service, popular albums are available on a basis of 10 new records a month, classical albums on a basis of five new selections a month.

- Programatic Broadcast Service, a division of Muzak, New York, produces up to 24 hours a day of automatic musical programming.

Programatic supplies the automated equipment as well as a monthly package of tapes. Each program unit is eight hours in length, with each hour divided into quarter-hour blocks. Each quarter-hour contains 13 minutes of music and two minutes of commercial time.

The music repertoire includes more than 10,000 selections, featuring the all-time favorites of adult

listeners, plus new recordings of current adult favorites.

Provisions are made for the automatic injection of commercials, call letters, time signals. There are three optional plans for program injection: 1) at both the mid-point and the end of every quarter-hour, of any length the station desires. Programatic music fades in at the conclusion; 2) Programatic cuts in and out of pre-recorded local programs and network lines at pre-determined times during the day; 3) automatically switch back and forth between program music segments and "announce" segments of any length.

Programatic each month supplies 18 different eight-hour music tapes for use during a 36-day period. With each supply of tapes goes complete information on titles, artists, music clearance and timing.

Purchase price of Programatic is \$3,145, or it can be leased at a cost of \$115 a month. The monthly charge for the tape service is based on market size and varies from \$200 to \$400.

- Roffman Associates, New York, is currently distributing three programs and has a fourth in production stages.

Adventures in Jobs, a 15-minute program of interviews with people from various occupations of unusual interest, has openings for two-and-a-half minutes of commercial time.

The show is available in either script or transcription form for a minimum cost of \$25 and maximum \$100.

Business Clinic of the Air, a half-hour program suitable for once-a-week broadcast, touches on subjects such as how to start in business, how to advance in business and other guides to success. The show's price runs from \$50 to \$200, depending on the size of the market.

Cocktail Party, a 15-minute program, covers interviews with hosts and hostesses of celebrity cocktail parties. Taping is done at the party.

Each of the Roffman programs is sold on a 13-week basis.

- World Broadcasting Inc., Philadelphia, is continuing its emphasis, started two years ago, on production of commercial features. The latest series added to the World package is *Singing, Selling Sentences*. The "sentences" are usable by a variety of advertisers, giving broadcasters a singing phrase with four voices and instrumental backing. More "sentences" are in production for expansion of the service.

Coming up in February is a new series entitled *Activators*, which are big band "stings" in the modern manner. They provide stations with full-band flairs and flourishes usually associated with blue chip sponsor's commercials. *Activators* will be available in varied lengths. • • •



THE SOUND THAT SELLS DAYTON

- 3rd Largest Market in Ohio
- Nation's 32nd Radio Market
- 23rd in Nation in Buying Power

Buy WING and you buy Dayton! WING carries more national and local advertising than any other Dayton station, because WING delivers more audience and sales!



REPRESENTED BY:
robert e. eastman & co. inc.



In these days of confusion . . .

. . . concerning "single," "national," "local" and "retail" rates, and flying charges and counter-charges of "rate-cutting" and "deals," the KSTP Gold Seal remains — as it has for 32 years — your pledge of honesty and integrity in the commercial operation of Radio and Television.



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50,000 WATTS

KSTP

TELEVISION
CHANNEL 5

MINNEAPOLIS • ST. PAUL

Basic NBC Affiliate

KOB AM-TV

W-GTO AM

Albuquerque, New Mexico

Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives



TTC—A symbol of service...
service that earns loyalty and
acceptance from an audience...
service that offers a high
degree of cooperation and
guarantees integrity to its
advertisers. In program plan-
ning, in daily operation, in
creative public service, Trans-
continent stations give depth
to this symbol of service
as they constantly strive
to fulfill the finest objec-
tives of broadcasting today.

WROC-TV, WROC-FM, Rochester, N. Y. • KERO-TV, Bakersfield, Calif.
WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,
KFMB-FM, San Diego, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Penn.
WDAF-TV, WDAF AM, Kansas City, Mo

Represented by

The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N. Y. 17



ETUDE FOR

ICE CREAM

Lady Borden has Victor Borge on a spot . . . in fact, on several spots, because spots are good for sales. And Victor Borge's good for spots — especially Lady Borden Ice Cream Spots. It's another example of how the Spot Medium has gone big time. Successful advertisers like Borden's know the power of spots well placed . . . know the wonderful flexibility. Most likely you should be using the spot medium right now. Call your nearest H-R salesman. He's an expert on spot and will show you how spot will work for you.



IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK
(and he should be; it's the biggest market in the U.S.)



START WHERE THE SELLING IS EASY
(easier because the N.Y. market is bigger than the next 3 combined)



START WITH WINSLAND
(the proven path for reaching these people)



WHERE THE MARKET IS HAPPILY HOMOGENEOUS
(all ages, all interests, all incomes)



No matter what walk of life they come from, WINSLANDERS have one thing in common. They all like to eat. They spend almost a billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUDson 2-7000



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