

*Library*

# S. RADIO

GOV LE R COLLINS-PALS  
NATIONAL ASSN OF  
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USA DA-10-15-0394-11



## WHY DETROIT LOVES RADIO

/ How agency man Arthur  
sells the medium / Governor Collins answers  
U.S. RADIO / Radio and the teenage market



## Have you seen our profile lately?

Nielsen now reflects Mutual Radio's new profile for coverage—better-looking than ever where the buying is biggest. 70% of all drugstore sales and 66% of all food store sales are in A and B markets.

Mutual now ties up 66% of its radio audience in these markets. Mutual also covers 87 of the top 100 markets with local affiliates—more than any other network. Got a food or drugstore account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

## MUTUAL RADIO

A Service to  
Independent Stations

Subsidiary of  
Minnesota Mining and  
Manufacturing Company



# American Broadcasting Company

7 WEST 66TH STREET - NEW YORK 23, N. Y.

SUSQUOHANNA 7-5000

ABC  
RADIO NETWORK

June 6, 1961

Mr. Arnold Alpert  
Asst. Publisher  
U.S. Radio  
40 East 49th Street  
New York, New York

Dear Arnie:

Congratulations on your new "book."

And speaking for ABC Radio, we're particularly delighted to see your youthful and vital new look. You know, that's what we sell, too - youth and vitality - backed by performance.

Last summer ABC Radio researched the young adult market. Found it big, bountiful and burgeoning. Last Fall ABC Radio went after the young adult market with programming and promotion. This Spring advertisers virtually own the young adult market with "Breakfast Club" on ABC Radio... "Flair" on ABC Radio... Sports on ABC Radio... News on ABC Radio. That's why, program for program, hour for hour, minute for minute, it costs advertisers less to sell more with ABC Radio.

And so sales are up... ratings are up... and of course our confidence in the future of Radio is boundless. We're so pleased to see that your confidence is showing, too!

Cordially,



Robert Pauley  
Vice President in Charge of  
ABC Radio Network

RP: jh

A DIVISION OF AMERICAN BROADCASTING - PARAMOUNT THEATERS, INC.



**OFFICERS:** Norman R. Glenn, *editor/publisher*; Bernard Platt, *executive vice president*; Arnold Alpert, *vice president/assistant publisher*; Elaine Couper Glenn, *secretary/treasurer*.

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**EDITORIAL:** Jane Pinkerton, *managing editor*; Mary Lou Ponsell, *senior editor*; Barry Mallin, *assistant editor*; Maury Kurtz, *art editor*.

**ADVERTISING:** Sal Massimino, *business manager*; Shirley Allison, *administration production*; (Los Angeles) Edith K. Whaley, 216 S. Vermont, DUnkirk, 7-6160; (San Francisco 11) Whaley-Simpson Co., 700 Montgomery Bldg., SUTter 1-4583.

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# U.S. RADIO

JUNE 1961/VOL. 5, NO. 5

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## ARTICLES

- 23 **WHY DETROIT LOVES RADIO** / *the story of America's automotive romance with radio and how the big agencies buy for autos against increased competition*
- 28 **THE GOVERNOR REPLIES TO OUR OPEN LETTER** / *LeRoy Collins, president of the NAB, answers U.S. RADIO on "Radio's Five Needs" and how they can be met*
- 30 **"MORE PERSONAL THAN TV"** / *radio's great closeness to its listeners makes it unique and important to Jerry Arthur, v.p. and media director, Donahue & Coe*
- 35 **\$10 BILLION TEEN MARKET—AND RADIO OWNS IT** / *probing report on the teen market today and why it is ever more important to radio and its advertisers*
- 38 **ANOTHER JOB THAT RADIO DID BEST** / *how radio reported and communicated the rise of the first American into space to millions of listeners across the land*
- 42 **\$650,000 SUCCESS** / *using radio and billboards as sole media, an unusual Milwaukee restaurant built success with classical music on WTMJ Milwaukee*
- 45 **SUMMER RADIO IS HOT** / *A. C. Nielsen provides some auto-plus figures which show car listening high all year 'round, peaks markedly during summer months*

## DEPARTMENTS

Commercial Clinic 49, Letters 20, Names and Faces 58, Radio Focus/Ideas 50, Radio Focus/People 54, Radio's Reach 14, Silver Mike 19, Soundings 9, Time Buys 16

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# MISS TEENAGE AMERICA CONTEST



**EXCLUSIVELY RADIO / EXC  
LUSIVELY YOURS / FOR INCREASED  
BILLING / FOR INCREASED AUDIENCE**

*... write, wire or call*

FUTURSONIC PRODUCTIONS, INC. / 3103 SOUTH ST., DALLAS, RH-6281

the simple  
facts about  
business  
magazine  
advertising  
& readership  
are these

1

In the 20 years since 1940, advertising dollars invested in trade publications have increased from \$64,000,000 to almost \$600,000,000 annually—a rate of growth second only to television.

2

Readership of business publications, according to McGraw-Hill study, is up sharply since 1950. The reason: Greater demands on the knowledge and ability of business executives who must keep up with the pace and competition of American business.

3

Today a great need exists for alert, courageous, professional business publications in every field—publications that really reach their fields.

4

The top book in the average trade field, according to a widely-quoted McGraw-Hill study, delivers 66% of the executives allied to that trade category. The top three publications deliver 92%. It was noted that an increased-cost-per-qualified reader and a reduced-degree-of-influence accompanied each publication in descending order.

the simple  
facts about  
**SPONSOR**  
advertising  
readership  
are these

**4**

SPONSOR tops its field by a wider margin than the average leader. A survey (not made by SPONSOR) based on the agency-advertiser mailing list of a big national rep showed SPONSOR ahead with 88.7% readership. A recent study of New York ad agency readership conducted by a general ad publication showed SPONSOR leading the next broadcast book by 27%; and 70% ahead in the "magazine read most" category.

**3**

SPONSOR's page rate (\$625) is about 8% less than the magazine that rates second in most surveys.

**2**

The busy ad executive is kept fully posted and protected with one broadcast book specializing in the things he wants to know. Its new SPONSOR-WEEK, added to the eight yellow pages, interpretive articles in depth, and informative departments, provide agency/advertiser readers with a complete weekly package.

**1**

Thus, SPONSOR is the one publication fully keyed to your spot sales objectives. It's the shortest distance between buyer and seller.

**SPONSOR**

**Shortest Distance  
Between Buyer  
And Seller**

# Memo to:

Col. John J. Barton  
*Superintendent, Indiana State Police*

Howard Seiler  
*Superintendent, Michigan State Police*

Col. L. E. Beier  
*Chief, Wisconsin State Patrol*

Sheriff Frank Sain  
*Sheriff of Cook County, Illinois*

Col. William Morris  
*Superintendent, Illinois State Police*

Governor Howard Pyle  
*President, National Safety Council*

Orlando W. Wilson  
*Superintendent, Chicago Police Department*

Flying Sergeant Clarence Erickson and  
Flying Officer Irv Hayden  
*Safety Education Section, Traffic Division,  
Chicago Police Department*

Sergeant Tim McCarthy  
*Safety Education Officer, Indiana State Police*

WGN Radio has won the  
Alfred P. Sloan Highway Safety Award  
for an unprecedented third consecutive  
year. Thank you for your cooperation—  
without it we could never have won  
this coveted recognition.

Ward L. Quaal

vice-president and general manager, WGN, Inc.

AWARD-WINNING  
WGN RADIO  
ACTIVITIES:

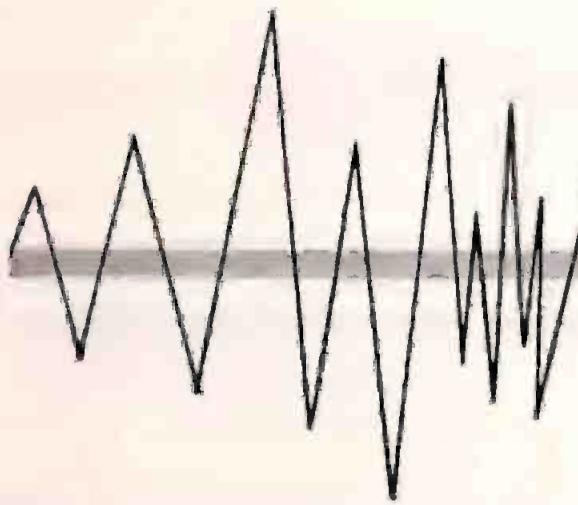
Signal 10

Trafficopter

Traffic Central

— plus many special  
highway safety campaigns.





# SOUNDINGS

news & interpretation

**New and more pointed hooks** have appeared in the Radio Code of the National Assn. of Broadcasters with the recent recommendation by the code board (subject to approval by the full board at a meeting in Washington later this month). Sections which heretofore warned against maltreatment of listeners' "sensitivities" were augmented with specific notice that:

**"Advertising of certain intimate personal products which might offend or embarrass the listening audience is unacceptable. Among these are products for the treatment of hemorrhoids and for use in feminine hygiene."**

This is the first time a direct veto has been suggested against specific product types, bringing to mind a recent (successful) radio test for a unique but highly unorthodox copy technique in behalf of a feminine hygiene item, Tassette through Weiss & Geller, N.Y.

**Single-rate issue continues apace**, with gaining number of stations converting their rate cards so that national and local advertisers respond to sales lures of the same announcement and program costs. Among the **newest in the one-rate lineup**: WHAT Philadelphia and KRAK Sacramento. Former station, specialist in Negro-appeal radio, is headed by President William A. Banks. His theory: "The single rate is fair to all advertisers, is the inevitable solution to many rate problems broadcasters and advertisers have faced." Manning Slater, president and general manager of KRAK, thinks the one-rate "is the only logical answer to the ever-present problem of 'who gets what rate when'."

**New Negro market information** from the Keystone Broadcasting System, which analyzed Negro-appeal programming for its 361 radio station affiliates in 23 states, finds that the average station programs 43 quarter-hours weekly to this specialized audience.

The breakdown as to total hours (not quarters) of Negro-appeal programming for the KBS Negro network: **20 hours or less per week**, 318 stations; **21 to 40 hours**, 36 stations; **41 and 100 hours**, 6 stations; **over 100 hours**, 1 station. (Highest amount of air time is for an Alabama affiliate, with 118 hours weekly of Negro-appeal programming.)

**Progressive legislation** was passed 1 June in California after strenuous efforts for 20 years by many groups, including the state's Associated Press Radio and Tv Assn. and its chairman, Don Mozley, news director of KCBS San Francisco, as well as the California Broadcasters Assn. The issue: whether air newsmen would have the same privilege of their print brethren in not disclosing confidential news sources. **The victory**: the state Senate judiciary committee voted approval before sanction by the governor and the state legislature.

**What makes selling ammunition?** A lot more than mimeographed station logs sent to reps or a re-hash of a program schedule multilithed for agency buyers and media supervisors. So said an agency media man commenting on the type of station information he wants to see and citing a recent two-color folder issued by WQXR New York. What do buyers want in a station folder? **"Market, market and MORE market information,"** he said. Among this station's facts: county-by-county primary and secondary areas with radio homes in each, audience composition analysis as to family income, education, occupation; net unduplicated homes reached daily and weekly.

# SOUNDINGS

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## news & interpretation

The "survey week" rash is being treated in Canada, the Bureau of Broadcast Measurement reports. Canadian stations followed the pattern of some U. S. colleagues in hyping activity before the scheduled measurement. But Duncan Grant, executive v.p. of the bureau, says his investigating committee—set up to "study formal complaints and to make recommendations for disciplinary action"—hasn't had anything to do so far.

This month one of the nation's oldest ad agencies, **Bozell and Jacobs**, observes its 40th anniversary at headquarters in Omaha with a "return to the fold" of more than 100 executive staffers from 12 cities where branch operations are located. The anniversary coincides with an annual meeting of key personnel and a re-appraisal of work which has been done, which is still to be done in the vast area of advertising and allied activity. A long-time radio pro who goes to these sessions, discussing the medium in New York before leaving to attend the conclave, is V.P. (for broadcast) **Harold Fair**. Said he: "No matter how big any other medium ever gets, the one which comes into the home locally with a purely local stamp is radio. Tv, which for awhile assumed the mantle of showmanship and new excitement, turned ears and eyes from radio. But today, with radio's news, information, immediacy and reliability, the older medium still has a vast potential."

**If you consider Memphis**, Tenn. a "typical Negro market," you'll be interested in getting a copy of a new study, "Pilot survey of a Negro market," published by Brick Muller & Associates, Falls Bldg., Memphis. The cost per copy: \$25; \$7.50 for each additional. Facts and figures on market, media, radio tune-in and consumer preferences are pegged on personal interviews.

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## NEXT MONTH:

Fall buying tactics and patterns for products in the big and booming drug field will kick-off the July issue, with a full report on what major national advertisers in the cold and headache remedy product categories, in particular, will air next fall to market their merchandise. Their heavy-up comes, of course, as the cold season descends on all sections of the country. Readers will also find a profile of a 30-year radio veteran, **Harold Fair**, broadcast v.p. for **Bozell & Jacobs**, New York, whose radio theories and practices are keyed to his quote from **Alistair Cooke**: "Radio is almost a talking wallpaper." There'll also be a penetrating analysis of some of the reasons why **FCC Chairman Minow's** concepts of "well advertised" public hearings for station licenses and renewals "are wrong." And a rundown on how a national radio advertiser, **Pet Milk**, tailors its own original program to a selected media pattern will highlight the advantages of a sponsor matching the physical buy to the entertainment program surrounding it. U.S. RADIO will also print in their entirety a selection of outstanding editorials—concerning much-fought-for issues—aired by leading radio stations throughout the country.

# WHO Radio should be No. 14 on any "Top Market" radio list!

## 50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

**E**VERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

*There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!*

WHO Radio reaches 865,350 homes in "Iowa PLUS!" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading

metro areas, including Des Moines, account for just 33%.)

Many surveys, for 23 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1960) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 85 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

*Sources: Pulse (March, 1960), NCS No. 2, SRDS.*

# 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 and WOC-TV, Davenport

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

# The "color house" that quality



Television studio control room.



Radio studio. Show in progress.



Sales reception room.

# nd integrity built



Color studio. Show rehearsal.



## The WGN Mid-America Broadcast Center

*finest in the nation*

The only broadcasting center conceived, designed and built for color—WGN's new, ultra-modern studios offer clients a total service. There are three complete color studios, containing every facility for the production of color programs, from ID commercials to hour-long musicals. And a mobile, remote-color-unit covers any news break, sports event or other program in any part of Chicago or its suburbs. WGN's remote color facility is one of only two in the entire country!

In addition to color . . . the exciting WGN Broadcast Center is the finest, best equipped broadcast plant in the land. Its facilities—including a turntable stage for automobile commercials—are unparalleled anywhere in radio and television, in audio and video taping and in all other related services.

Owned and operated by Chicagoans, this great new WGN "color house" is dedicated to rendering greater service to all Chicago-land—to advertisers, and to their agencies.

**WGN**  
Radio and  
Television



2501 Bradley Place, Chicago 18, Illinois

# RADIO'S REACH /

JUNE 1961

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<b>AM STATIONS ON AIR*</b> . . . . .	<b>3,572</b>
<b>FM STATIONS ON AIR*</b> . . . . .	<b>866</b>
<b>SETS MANUFACTURED**</b> . . . . .	<b>1,384,052</b>
<b>RADIO SETS IN USE</b> . . . . .	<b>156,394,000</b>
<b>CAR RADIOS†</b> . . . . .	<b>40,387,000</b>
<b>FM SETS IN USE†</b> . . . . .	<b>15,500,000</b>

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**AM STATIONS ON AIR:** The 3,572 am stations on the air at the end of April represent an increase of 11 stations over the previous month. Applications pending: 541; stations under construction: 153.

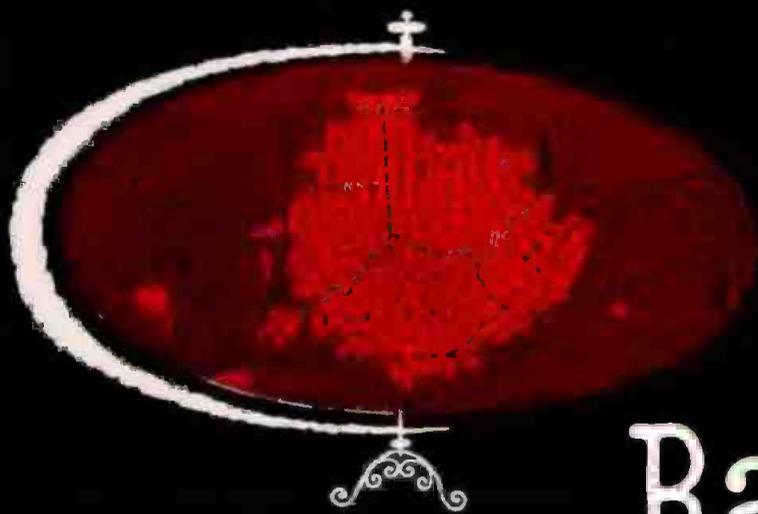
**FM STATIONS ON AIR:** Fm stations on the air at the end of April number 866, an increase of 11 stations compared with the previous month. Applications pending: 73; stations under construction: 210.

**SETS MANUFACTURED:** Total radio production in March, 1,384,052, includes 384,227 auto radios and 75,044 fm radios. This total is 271,023 sets higher than the previous month. Total radio sales for March, excluding auto radios, is 853,821, an increase of 187,593 over February. Cumulative radio sales for the year total 2,100,729, just above last year's mark of 2,079,308 sets. Radio production to date this year totals 3,589,154 sets against 4,465,706 sets produced last year.

**NETWORK:** Pepsi-Cola Co. leads network advertisers in terms of total home broadcasts according to A. C. Nielsen Co.'s monthly index for four weeks ending April 2, 1961. Pepsi registers 341 broadcasts for a total of 133,585,000 home broadcasts delivered. In the second position is Sylvania Electric Products with 239 broadcasts and 130,764,000 home broadcasts delivered. Liggett & Myers Tobacco, Pharmaco Inc. and R. J. Reynolds Tobacco follow in third, fourth and fifth position, respectively. Mennen Co. leads in total commercial minutes delivered, broadcasting 112,211,000. Sylvania Electric Products is second with 103,941,000 commercial minutes delivered. In third, fourth and fifth position are Liggett & Myers Tobacco, Pharmaco and Studebaker-Packard Corp.

**LOCAL:** An audience participation program aired six nights a week on KOOD Honolulu (formerly broadcast on another station there) began April 1 with 41 weekly sponsors. All sponsors are on 52-week contracts bringing \$2,600 in billings monthly to the station. Other new business signed by KOOD in April boosted the total increase in billings over March to \$3,300. ■

\*FCC April, \*\*BIA, March, †BIA 4/21/61



# The Big WLW Radio World!

...with audience among top 10 in America!...and first in Cincinnati!

WLW RADIO now commands an overwhelming 70% of the daytime total audience, more than twice as much as the other 4 Cincinnati Radio Stations combined! And WLW Radio also commands 38% of the daytime metropolitan Cincinnati audience.

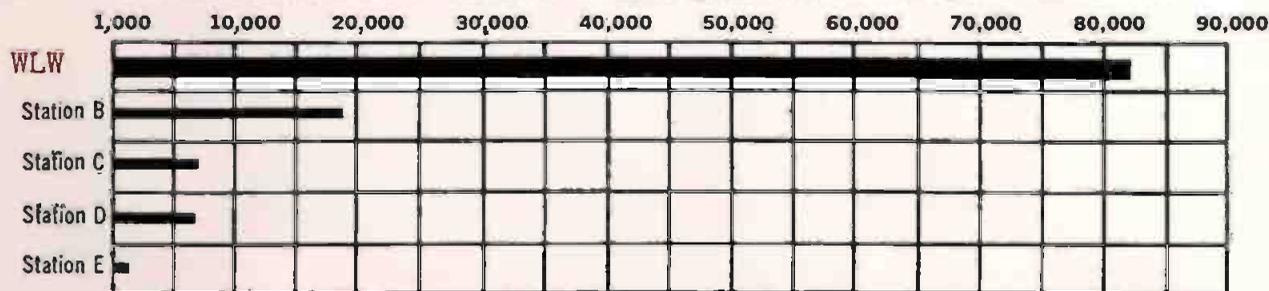
WLW Radio has increased its daytime total

audience 50% in one year! And has increased its daytime metropolitan Cincinnati audience 27% in one year!

So when you're buying Radio time, take a good look at these figures and charts... and you'll see why you should call your WLW Representative! You'll be glad you did.

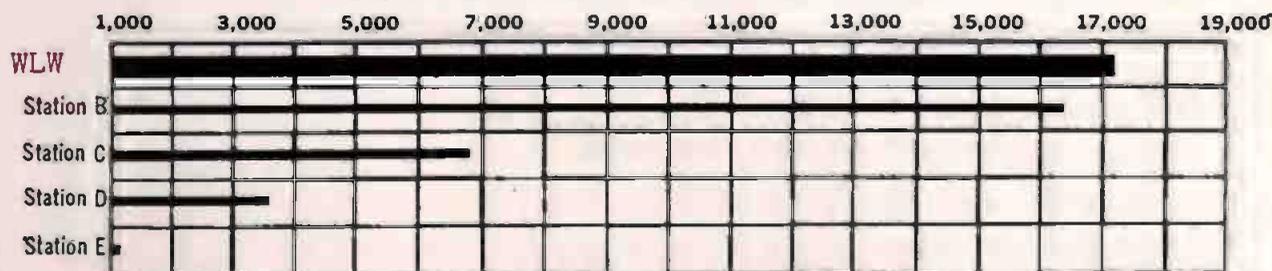
## TOTAL AUDIENCE (October–November 1960 NSI)

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



## CINCINNATI AUDIENCE (October–November 1960 NSI)

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,200 radio homes in metro Cincinnati.



World's Highest Fidelity Radio Station

Crosley Broadcasting Corporation, a division of **Ayco**



## TIME BUYS

### AMERICAN TOBACCO COMPANY

Agency: *Lawrence C. Gumbinner,*  
*New York*

Product: CIGARS

The tobacco company launches a 10-week drive beginning July 1 for Roi-Tan cigars. Spots have been placed in 15 top markets, predominantly on the west coast. Traffic and week-end times will receive the major portion of the schedule. Timebuyer is George Blinn.

### BRISTOL-MYERS

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: DEODORANT

With summer approaching rapidly, Bristol-Myers opens an eight-week campaign for Mum deodorant. The flight will hit 30 markets in the south and southwest, beginning July 3. Frequencies range from 12 to 30 per week for one-minute transcribed announcements. Both day and evening times throughout the week will be used. Don Miller is the timebuyer.

### CHURCH & DWIGHT CO.

Agency: *Charles W. Hoyt Inc., New York*

Product: BAKING SODA

A one-month campaign extolling the versatility of Arm & Hammer baking soda hits New York City and four major markets in Tennessee June 26. Besides its use in baking, says timebuyer Doug Humm, the product can soothe sunburned skin, wash cars and douse fires. Six stations in Chattanooga, Knoxville, Memphis and Nashville and three stations in New York (WOR, WNEW, WJGM) will carry the

spots both day and evening, primarily during weekdays. Frequencies range from 20 one-minute announcements per week in Tennessee to 25 to 50 20s and 30s per week in New York, depending on the station.

### HERTZ SYSTEM INC.

Agency: *Norman, Craig & Kummel Inc., New York*

Product: AUTOMOBILE RENTALS

The automobile rental service has begun a foray into about 10 or 12 selected markets. The starting time was June 5 for the eight-week campaign. All announcements are minutes.

### PUROLATOR

Agency: *J. Walter Thompson Inc., New York*

Product: AUTOMOBILE FILTER

Blanketing the country with radio, Purolator, the oil and air automobile filter, opens an eight-week staggered campaign in 81 markets on June 26. Concentrating on traffic hours, evening and weekends, the spots will run 30 seconds and one minute. Frequencies vary according to location. The announcements will be broadcast both live and recorded with the Blair Group forming a major portion of the stations used. Helen Davis is the timebuyer.

### SAVINGS BANK ASSOCIATION OF NEW YORK STATE

Agency: *Benton & Bowles Inc., New York*

Product: SAVINGS ACCOUNTS

The Savings Bank Association enters radio for the first time when it opens a 10-week campaign in New York State on June 25. In an effort to

persuade the consumer to spend less and save more, the association has purchased spots in 15 major New York State markets. About 30 stations will broadcast the one-minute and 30-second transcribed announcements, primarily during traffic, daytime and weekend times. Bob Silberberg is the timebuyer.

### TEXACO INC.

Agency: *Cunningham & Walsh Inc., New York*

Product: GASOLINE

A 100-market campaign, involving about 200 stations in all sections of the country, opens for Texaco on June 29. The drive will run through Labor Day, concentrating on traffic and week-end times. Frequencies average about 30 one-minute ets per week per market. Timebuyer is Bill Santoni.

### VOLVO

Agency: *Sind & Sullivan, New York*

Product: AUTOMOBILES

The Swedish import has begun a drive into 14 major markets from coast to coast. Starting date was May 22 for the 13-week staggered campaign. About 45 stations are involved, broadcasting 20s, 30s and minutes during traffic times. Frequencies range from 10 to 95 per week, depending on the size of the market. Timebuyer is Jean Simpson.

### BROOKS FOODS

Agency: *S. E. Zubrow Inc., Philadelphia*

Product: FOODS

A big flight of spots in 10 to 12 mid-western markets gets started the week of July 10 for Brooks best sell-

ers; catsup, barbecue sauce and baked beans. The Illinois food maker and packager, which uses radio as its only ad medium, will run this flight for four to six weeks. Markets to be saturated are St. Louis, Detroit, Chicago, Louisville, Grand Rapids, Peoria, Cleveland, Kansas City, Cincinnati, Milwaukee and Indianapolis. The agency has ordered a combination of 60- and five-second spots, with frequencies varied by market. The five-second announcements will get the most play in most markets. For instance, Chicago stations will be blitzed with 35 minutes per week and 70 fives. Weekday, daytime emphasis will lean toward Wednesday, Thursday and Friday, the favorite shopping days. Time-buyer is Yolanda Tini.

**FORD MOTOR CO.**

Agency: *Kenyon & Eckhardt Inc., New York*

Product: FORD INSTITUTIONAL

The *Ford Road Show*, in progress this year from March through July, moved into Minneapolis June 14 for a 10-day stay. A caravan of current Ford models that goes from city to city, the Road Show parks itself in a shopping center from which it sponsors live disc jockey broadcasts with commercials enticing the listener to "come see the Ford Road Show." In Minneapolis the show will be heard on four stations, using 18 20-second spots and six one-minute spots per station per day. All spots are live, promoting the Ford line. It is estimated that Kenyon & Eckhardt spent \$2,400 for the Minneapolis placements.

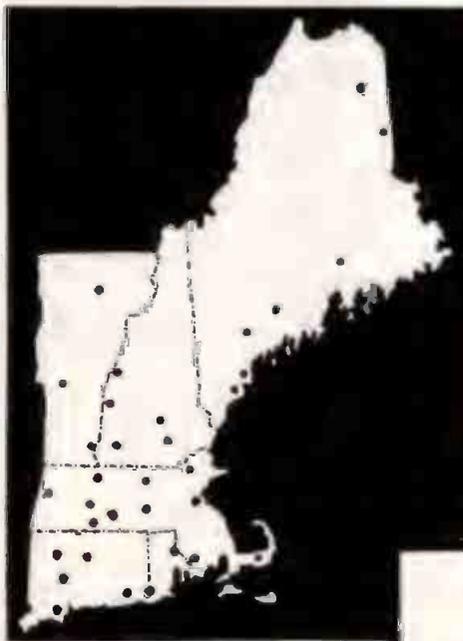
**GROVE LABORATORIES**

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: AMMIENS MEDICATED POWDER

A 13-week flight, centering on 20 major eastern markets, was initiated on May 22 by Grove for its Ammens Powder product. A total of 40 stations are broadcasting the one minute ads at the rate of 24 per week. Week-days, both day and evening, are handling the bulk of the schedule, although some week-end time has been purchased. Bob Widholm is the timebuyer.

**\$1 BILLION+**  
will pour into New England



during  
**SUMMER**  
**VACATION**  
**MONTHS**

**33** Strategically Located  
Radio Stations:

**MAINE**

- Augusta
- Bangor
- Biddeford
- Houlton
- Lewiston
- Portland
- Presque Isle

**N. H.**

- Claremont
- Concord
- Hanover
- Keene
- Manchester

**VERMONT**

- Brattleboro
- Rutland
- Waterbury

**MASS.**

- \*Boston
- Fall River
- Fitchburg
- Greenfield
- Hyannis
- Lowell
- Northampton
- Pittsfield
- Springfield
- Ware
- Worcester

**CONN.**

- Bridgeport
- Hartford
- New London
- Torrington
- Waterbury

**R. I.**

- Providence
- Westerly

\***BOSTON**  
**WNAC, 50,000 Watts**  
Key Station

**ONLY**  
The Yankee Network  
**DELIVERS**

**96%**

of this  
**RICH MARKET**

**PLUS**

*A Summertime Bonus*

OF  
MILLIONS OF TOURISTS,  
SPENDING MILLIONS OF  
DOLLARS, BUYING MILLIONS  
OF PRODUCTS!

THE *Yankee Network*

21 Brookline Avenue, Boston 15, Mass.

A Division of RKO General - Represented Nationally by H-R

**Sell Your Product to ALL New England**

**at 1 TIME WITH 1 BUY**

**When  
time**



**is money . . .**



**and  
quality  
counts**



**USE MACKENZIE "INSTANT" AUDIO**



**Proven by millions of hours of continuous service**

**NOTHING FASTER...  
NO HIGHER QUALITY!**

The completely transistorized 5CPB features perfect quality and greatest reliability. It is the fastest automated audio unit you can get... carefully designed and built to give you the continuous, dependable service you need.

**A PERFECT COMPANION!** MacKenzie 1CPR Instant Recorder—and single-channel playback repeater—assures perfect pre-recorded announcements...made in leisure time. Provides natural live quality reproduction...instant playback...instant automatic erasure, interlocked against accidental operation. Saves waste motion, lost time... makes every precious second count...for you!



Check how MACKENZIE "Instant" Audio can save you at least four minutes of saleable time each day . . . or at least 120 minutes of saleable time per month! Send coupon TODAY!

- MACKENZIE 5CPB Five-Channel Selective
- Program Repeater gives you quick returns on your investment
- **TIME IS MONEY!** And every second saved...every miscue or fluff that you eliminate means more time to be sold... fewer penalties...and all of these mean greater return on your investment.
- The ruggedly built, completely dependable MACKENZIE 5CPB contains five continuous loop tapes that may be used simultaneously or individually...plays pre-recorded spots, announcements, commercials, station breaks, jingles, music bridges, sound effects...any material requiring precision cueing and instantaneous stop-start operation. Saves seconds-minutes-hours...puts money in your pocket!

.....

Gentlemen,  Please contact us immediately.

Please mail me the complete story on MACKENZIE money-making equipment.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

AUTOMATED AUDIO


  
**MACKENZIE ELECTRONICS, INC.**  
 1023 NORTH Mc CADDEN PLACE, HOLLYWOOD 39, CALIF. / HOLLYWOOD 3-5186

Norman J. Ostby, General Manager



## HOPE MARTÍNEZ

*Timebuyer, BBDO Inc., New York  
Winner of the June Silver Mike Award*

She is not only the "happiest and luckiest timebuyer in New York"; she is also the most decorated woman timebuyer in the same city. Her name is Hope Martinez and she recently became the first woman to win the Silver Nail Timebuyer of the Year award of the Station Representatives Association.

"Although reps may complain about Hope because she is a tough individual," said Frank Pellegrin, executive vice-president of H-R Representa-

tives Inc., in presenting the award, "they know that when they make a sale, BBDO has made the top buy."

Hope takes her reputation as a tough-minded buyer with grace and good nature. This combination of qualities has easily made her one of the best known and most respected of female timebuyers along Madison Avenue during the 15 years she has been with BBDO Inc.

She stepped out of a "dull job in an accounting office" to walk into advertising in 1945. She did so on the advice of a friend who thought she should give advertising a whirl.

And give it a whirl she did. When she went to BBDO she started in the accounting department there. A year later she was in the hospital for the birth of her only child, Claudia, now 14. Within four months she was back in the office, this time in the media department as an assistant timebuyer.

It was during these years that television was a baby and radio enjoyed the prominence of big billings—whether stars or advertisers. Hope first worked on the American Tobacco account for Lucky Strike (she still does) and the New York Telephone Co. account.

"In those days I learned a lot about radio that I've never forgotten. I think radio is terrific and I never hesitate to tell an account group they ought to use it if it's what the client needs," she says. In the past few

years she has bought time for United Fruit as well as Luckies, two of the biggest radio users in the past decade.

Her real name is Esperanza, the Spanish word for hope. She was born in Spain, in the capital city of Madrid. Her parents brought the family to New York when she was very young.

She is married to John Anzolin, who works in New York in the automobile finance and insurance field. Of her career, she says, "Sometimes my husband doesn't exactly understand my work or why I find it so interesting. But we have always been able to keep a happy marriage in spite of my job. During a buying spree I may be in the office until 9 p.m., but we always make allowances for this because it is just unavoidable."

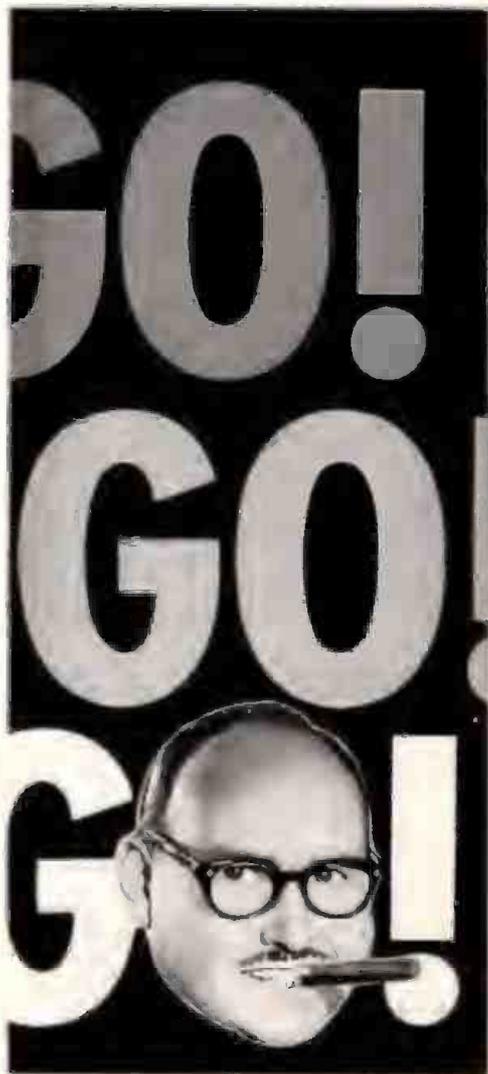
The Anzolins lived at one time in their own home in Nassau County, Long Island. But they now live in a Kew Gardens, Queens, apartment. "I just got slowly sick of pulling up weeds, cutting grass and commuting," she explains. It now takes her one-half hour to get to the office on the subway.

Hope says that daughter Claudia does not particularly want to be a timebuyer. "But if she did, I certainly wouldn't want to discourage her. I have loved my job. Claudia would like to study the dance. If she still wants to do that when she is old enough to start a career, I'll be 100 percent behind her." Claudia now attends a private school in Queens. Her mother would like to send her to college. But she thinks nothing can replace the education of learning the ropes on the job.

Recalling her own education, Hope says that she never planned on a particular career. She attended Washington Irving High School and Benjamin Franklin School of Business, both in New York City. "I liked my business courses, but I could never stand shorthand. All I knew was that I'd better train for something because I had to earn a living some day."

As the Silver Nail Timebuyer of the Year, Miss Martinez has not done badly at earning a living. Not badly at all. ■





## GO REGIONAL! COVER ALL KELO-LAND!

There's no stopping a radio spot when you place it on KELO Sioux Falls. 13,600-watt franklinized power hurls your message throughout all KELO-LAND. And KELO program power (built on sensible music picks, full NBC news, colorful weather reporting, on-the-spot sportscasts) drives your message home convincingly!

NBC

# KELO

13,600 WATTS RADIATED POWER

# 13,600

Sioux Falls, S. D. and all Kelo-land

JOE FLOYD, President

Jim Malohon, Mgr.; Evans Nord, Gen. Mgr.

Represented nationally by H-R

In Minneapolis by Wayne Evans & Associates

**MIDCO**

Midcontinent Broadcasting Group

KELO-LAND/TV and radio Sioux Falls, S. D.;  
WLOL/om, fm Minneapolis-St. Paul, WKOW/om  
and tv Madison, Wis; KSO radio Des Moines

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U.S. RADIO  
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radio st

## LETTERS

### A HIT!

The "new" U.S. RADIO is a hit.

Format, editorial treatment and content all add up to a book which is truly representative of our industry.

Ed Papazian says radio "has no central voice."

The article entitled *An Open Letter to Governor Collins* notes "radio . . . needs a powerful, vibrant and truly national voice of its own."

U.S. RADIO is a step in the right direction.

**ROBERT M. TETER**  
Vice-President-Radio  
Peters, Griffin, Woodward Inc.  
New York

Having just finished reading the first issue of the "new" U.S. RADIO, I must take this opportunity to add my congratulations to the many you have already received.

We derive a great deal of pleasure and inspiration from the fact that an excellent publication such as yours is dedicated to the same end we seek: the increase of "radio's power, prosperity and prestige."

We contemplate your future with excitement and anticipate your success with pride. May the coming years bring you that which you seek for others.

**JACK D. ALEXANDER**  
Executive Vice-President  
Futuristic Productions Inc.  
Dallas

I appreciate the personal copy of the first issue of U.S. RADIO under your new prestige format. I'm pleased to see this improvement in a magazine that devotes itself entirely to the subject of radio, which is so often overlooked in other publications. Congratulations and keep up the good work.

Best wishes from WBZ, which this year celebrates 40 years of broadcasting in the public interest.

**PAUL G. O'FRIEL**  
General Manager  
WBZ  
Boston

I read the April-May issue of U.S. RADIO from cover to cover upon my return from the convention and find it to be an all-radio journalistic masterpiece.

I was very much sold on the idea and philosophy behind U.S. RADIO previously, but the new approach, material and layout is certainly outstanding.

There's no question in my mind but what you are going to help radio's case in the years to come.

**SIMON GOLDMAN**  
President  
WJTN  
Jamestown, N.Y.

I just finished reading the April-May issue of U.S. RADIO.

I am deeply thrilled that the industry now has a fine magazine willing to stand up and be counted for radio.

**PHIL PHILLIPS**  
General Manager  
KBRS  
Springdale, Ark.

### DEAR GOVERNOR

I think your May issue of U.S. RADIO is great!

Believe me, U.S. RADIO has come a long way since its first publication when as director of advertising for WBBM Chicago I placed an ad.

Your open letter to Governor Collins is the sort of approach that will eventually make U.S. RADIO the spokesman for radio that it should be.

Again, my hearty congratulations and kudos to the staff!

**HARRY WILBER**  
*General Manager*  
**WBEE**  
*Chicago*

Seldom in 23 years of broadcasting have we written to a trade paper. Your *Dear Governor* letter, April-May issue, deserves commendation. It realistically outlines radio's challenges. It reflects mature and affirmative hope for an unfettered competitive mass media. It admonishes impassive industry leadership, selfish devisive actions, or petulant regulatory threats. We need greater unity.

**BOB THOMAS**  
*WJAG*  
*Norfolk, Neb.*

#### COMMERCIAL CLINIC

What a very nice article about our Mr. Julian Koenig and our agency. I know Mr. Koenig enjoyed reading it as I did.

I was wondering if you would kindly send me four or five copies of the magazine. Thank you for your attention and assistance.

**DIANE SHUGRUE**  
*Paperi, Koenig & Lois Inc.*  
*New York*

Thank you so much for the copy of U.S. RADIO with the Falstaff story. I think it is a great article and I am sure that everyone from Buddy Griesdieck on down at Falstaff will be similarly delighted.

**JOHN DICKSON**  
*KMPC*  
*Los Angeles*

#### SILVER MIKE

It was a most pleasant surprise to pick up the March issue of U.S. RADIO and find that I had won your Silver Mike Award.

So often there is previous notice when such an award is made. I feel that a completely unexpected award seems to have added luster. My second surprise came when I received the very handsome and useful ash-tray bearing the miniature silver mike. It is on my desk as I write you, and it will always have a place of honor in my office.

**ROBERT E. DUNVILLE**  
*President*  
*Crosley Broadcasting Corp.*  
*Cincinnati*

**REACH  
the  
BUYING  
ADULT  
\*(84.1%)  
audience on  
Houston's  
TOP  
station at the  
LOWEST  
COST PER  
THOUSAND**

\*Jan., 1961  
PULSE  
(Also confirm  
by  
Nielsen)



# IC-NUZ

THE LEADER IN HOUSTON — 24 HOURS  
Affiliated with K·QUE — Houston's  
TOP FM STATION  
MEMBER OF TEXAS QUADRANGLE  
IN HOUSTON, CALL DAVE MORRIS  
JACKSON 3-2581

**K THE KATZ AGENCY, INC.**  
*National Representative*

# QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH WORTHINGTON FORWARD SEAT SADDLE, CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794, THE SMITH WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER

**WTIC-TV 3** CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

**WTIC 50,000 watts** NBC Affiliate

REPRESENTED BY THE HENRY I. CRISTAL COMPANY



With \$25 million a year in radio, the auto makers can hit drivers right behind the wheel. This explains...

## WHY DETROIT LOVES RADIO

AS 1961 nears the midway, leaders of the United States automobile industry, who hold, it is said, the weights to the scale of the American economy, reflect on a selling season that fell short in a long way.

Although optimism from Detroit opened the model year last October with advertising budgets as high as ever, confusion within the industry sparked by the introduction of five additional compacts later caused the automakers to shift into low gear. The brakes were applied to all phases of manufacturing and marketing. Production skidded, layoffs began, and advertising, where possible, was reduced.

Restless admen then mused that radio, most flexible of media, might suffer the greatest from cutback of Detroit ad monies. Because automakers were under firm, long-term commitments for network television and national magazine space, the prophets of loss forecast that radio would be the chief nominee for the chopping block.

The prediction was never realized. In fact, it was reversed.

Radio, because of its very flexible



ity, became the medium on which Detroit could most lean. By checking business figures, (which automakers do regularly and often to map advertising), it was possible to order radio schedules immediately on the heels of a climb in sales. This condition produced a more than usual sporadic pattern for the buying of radio.

On the local scene, America's 32,896 automobile dealers kept a steady pace of local radio advertising. In most communities, dealers who have not been off the air in years insisted they do not intend to get off the air in 1961.

The introduction of eight new compact cars—in less than eighteen months—achieved part of Detroit's goal: Sales of imported cars in the U.S. dropped in 1960 for the first time in six years.

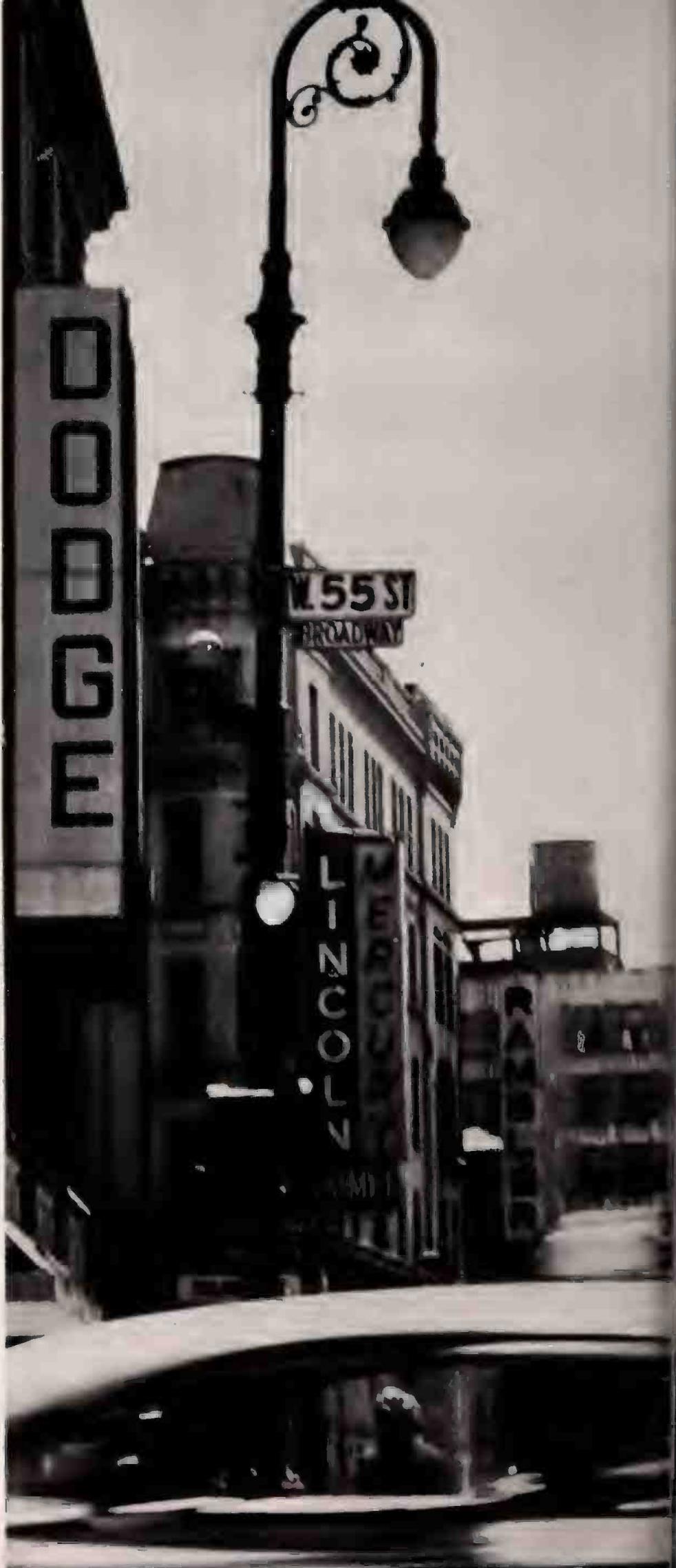
A rise in sales and production began to be felt as the automotive industry moved into the summer months. The last week in May became the second best production period so far this year. But the year-to-date total is 35 percent behind that of a year ago.

It is known that in 1960 the five major automotive manufacturers—American Motors Corp., Chrysler Corp., Ford Motor Co., General Motors Corp. and Studebaker-Packard Corp. — spent approximately \$120,000,000 on advertising. It is estimated that they spent \$25,000,000—give or take a few—on radio advertising during that year. This figure, of course, includes the outlays for introducing the 1961 cars.

Radio advertising for Chevrolet, which spent \$3 million, this year took three roads: national spot, network and local spot. The national spot campaigns began at introduction with 52-week contracts, while networks carried Chevy commercials via CBS and NBC news. Chevrolet also made extensive buys on stations of Keystone Broadcasting System, which the agency classifies as network purchases. In local markets, most of Chevrolet's 7,065 dealers participated actively in campaigns on their community's stations.

Chevy began its 29th year in radio last fall with a three-week introduc-

Levart



tory campaign that reached into 150 markets using 300 radio stations, according to Robert H. Crooker Jr. who is associate media supervisor on the account at Campbell-Ewald Inc., Detroit. During the announcement period Chevrolet's frequencies hit 36 spots a week per station, concentrated in drive times and on weekends. The announcements were one minute transcriptions.

"We purchased spots on at least two stations per market," reports Mr. Crooker. "During the introduction frequencies were as high as 36 spots a week including weekends. Most of our spots were run during drive times. The remaining 30 percent were scattered through the schedule, with some dropped in on weekends."

When the introduction ended, Chevrolet's radio campaign did not. Spots continued in selected markets, at least 60 strong, on 125 stations. However, according to the Campbell-Ewald, frequencies dropped to 10-12 spots per week. Again, Chevrolet used at least two stations per market. Spots were placed the same way everywhere: a minute in morning drive time and another in the afternoon drive period. Where 12 spots a week were bought, the extra two ran on Saturdays.

The spot campaign is still running in some markets. But some markets were dropped at the end of March, according to some trade sources. Chevrolet denies dropping any markets, but the fact that it was done is generally agreed.

As one industry source revealed, "Chevrolet was on a large number of stations in many markets on a 52-week basis which was terminated March 31." Another spokesman revealed that Chevrolet broke off its campaign in a "heartbreaking manner. It first cancelled completely, then reinstated some campaigns. It later changed its radio advertising to alternate-week-schedules in markets that were reinstated."

On the networks, Chevy has been and continues to be extremely active. CBS Radio reports that Chevrolet has renewed sponsorship of the "Chevy News" with Robert Trout and Allan Jackson. The auto firm

has sponsored Trout and Jackson newscasts since July, 1954. It takes 12 five-minute programs on Saturday and Sunday. The long-term tie-up between Chevrolet and these two radio reporters has linked them irrevocably in the public mind, thus providing a classic example of sponsor identification with a type of program.

Chevrolet has also sponsored such CBS radio programs as "Challenge of the Fifties," and "Years of Crisis."

On NBC, Chevrolet has 85 *News on the Hour* programs per week. The 10-minute newscasts are scheduled 17 a day, Monday through Friday, and are shared by four sponsors. Each program has a one minute announcement for the primary sponsor and 30-second announcement for the secondary sponsor. Sponsors are rotated in such a way that Chevrolet's commercials would be heard on eight news shows one day, nine the next.

Chevrolet reports that when its wholesale cancellation of spot radio was rumored its spot schedules were limited to those markets where there were no NBC or CBS network outlets carrying its programs, according to Carl Uren, assistant advertising manager.

Chevrolet dealers are active in their localities, but not on the scale of Ford dealers who benefit from J. Walter Thompson's determined organization of their ad programs into a tight network.

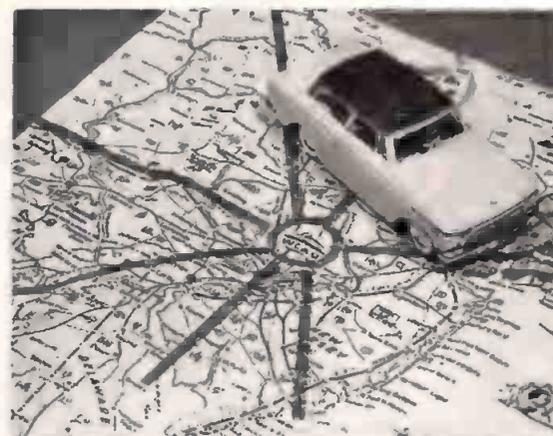
Most Chevy dealers have long contracts with one or more stations. Others stay off the air for a while and "heavy up" with saturation campaigns at sales-projected intervals.

The most spectacular local campaign for Chevy this past model year was the Chevrolet dealer association buy of the complete commercial schedule of a half-dozen stations in the Portsmouth, Va., area for an entire day.

"Chevrolet is heavy in radio, because, we feel that it gives us excellent coverage in major markets. It is sound and economical," says Jack Izard, Chevrolet's advertising manager since January, 1960. "We encourage our dealers to use radio



Carson Pontiac, St. Louis, celebrated first anniversary with painted Tempests Dealer advertised on WIL all year.



Rambler dealers of Philadelphia co-sponsor WCAU broadcasts of Eagles football and weekday sportscasts.

whenever the opportunity arises." Campbell-Ewald coordinates ad programs for several dealer associations, but the bulk of dealer advertising is handled direct by dealers or through local ad agencies.

In contrast, the Ford Division of Ford Motor Co. has perhaps one of the most streamlined dealer circuits of any new car manufacturer. It has been variously estimated that J. Walter Thompson places from \$5 million to \$7 million every year for Ford in radio. Most of this is spent on the local level by dealers. Less \$2 million, perhaps less than \$1 million has been spent on national spot this year, the second year that Ford has been all but off national airwaves except for announcement time.

Last fall, according to Thompson's chief timebuyer on the account, Harold Veltman, Ford opened the model year with national spot in its top 60 markets. The campaign was shared equally by the Ford car, the Falcon compact, with some time go-

ing to Ford's Thunderbird.

Ford went on the air for Falcon with a two-week campaign beginning April 19 in 60 markets. Using frequencies from 45 to 90 spots per week in this multiple-station buy, it is reported that Ford spent \$165,000 on the campaign. Most announcements were scheduled during drive times, but they were supplemented in a few cases with weekend spots.

The company used spot at one other instance in the Fall, 1960. Says Edward Rodgers, administrator of broadcast advertising for Ford Division, "We used radio to promote

our 12-month warranty last Fall. We went on the air so fast that we wired live copy to our field representatives and they had it on the air within 24 hours. This was a demonstration of great flexibility. It certainly met our demands. I would like to learn more about other ways in which radio can be used for its flexibility."

Ford does not advertise on network radio.

But it remains for the local activities of the 6,756 Ford dealers, organized into 36 dealer associations, to tell the real story of Ford's stake in radio.

In the New York district of Ford

Dealers Association, there are 126 dealers, according to Carl Rhodes, JWT's account executive for the district. "The 1961 radio budget for the New York FDA," he says, "is nearly one-fourth, or about 22½ percent of the total advertising budget. Keeping in mind that the local dealer is very much a part of his own community, we often place his schedules on low-power stations to avoid too much overlap into another dealer's area. Sure, we like the greater reach that the more powerful stations provide; but a dealer has a strong personal identification with his community and he likes to show

## The major automobile companies, their products, the advertising

ADVERTISER	ADVERTISING EXECUTIVES	AGENCY
<b>American Motors Corp.</b> Rambler, American	E. B. Brogan—AM	Geyer, Morey, Madden & Ballard Inc., N.Y., Detroit
<b>Chrysler Corp.</b> CHRYSLER DIV. Chrysler, Imperial	James L. Wichert—Dir. Adv. James A. Lawson—Dir. Sales Prom. Elmer W. Rupp—Adv. Coordinator	Young & Rubicam Inc., Detroit
<b>DODGE DIV.</b> Dodge Dart Dodge Polara Lancer Dodge Truck	Wendell D. Moore—Dir. Adv. & Sales Prom. Arnold C. Thomson—Adv. Mgr. (Car) R. L. Goodwin—Adv. Mgr. (Truck)	Batten, Barton, Durstine & Osborn Inc., N.Y., Detroit
<b>PLYMOUTH DIV.</b> Plymouth Valiant	John C. Guenther—Adv. Dir. William A. Hammond—Mgr. Adv.	N. W. Ayer & Son Inc., Philadelphia, Detroit
<b>Ford Motor Co.</b> FORD MOTOR DIV. Ford Falcon Ford Truck	John R. Bowers—AM Edward Rodgers—Adm. B'cast Adv. David W. Lee—AM—Ford Truck	J. Walter Thompson Inc., N.Y., Detroit
<b>LINCOLN-MERCURY DIV.</b> Comet Lincoln Mercury	Chase Morsey Jr.—Mgr. Gen. Mktg.—L-M Div. Robert J. Fisher—Adv. & Sales Prom. Mgr.—L-M Div. Bruce E. Miller—Adv. & Sales Prom. Mgr.—Mercury & Comet Harry L. Swan—Adv. & Sales Prom. Mgr.—Lincoln Continental	Kenyon & Eckhardt Inc., N.Y., Detroit

his loyalty to the community station. The dealer and the station manager are both local business men trying to strengthen business in their town."

In other Ford districts, radio gets an even larger share than the one-fourth of total budget allocated in New York. Murray Kester, vice president and general sales manager of New York's newest Ford agency, Gotham Ford Inc., has spent many years with agencies in smaller markets such as Wilkes-Barre and Doylestown, Pa.

"In the smaller towns," says Mr. *Continued on page 52*



## No. 1 agency radio buyer

*Some \$5 million of Ford radio advertising is placed annually by J. Walter Thompson timebuyers under the supervision of Ruth Jones, associate media director.*

# agencies and the men and women responsible for radio campaigns

### ACCOUNT EXECUTIVES

John F. Henry Jr.—VP-AS-Det.  
Neal Nylan—VP-Dealer Adv.-Det.  
Allen Gage—AE-Det.

J. J. Serigny—AS

Robert E. Anderson—VP-Det.  
John McKee—AS-Det.  
Albert J. Weinrich—VP-Admin.-Det.  
Scott Frampton—AE-NY  
Don Grant—AE-NY  
John Wilson—AE-Det. (Passenger Cars)  
William Gerstenberger—AE-Det. (Trucks)

R. T. O'Reilly—VP-Det.  
Louis T. Hagopian—AS-Det.

Franklyn R. Thomas—AE-Det.  
Robert Smith—AE-Det. (Ford Car)  
Ted Teagarden—AE-Det. (Falcon)  
William Carpenter—AE-Det. (Used Cars)  
Harry Clark—AE-Det. (Parts and Service)  
Joseph Swoyer—AE-Det. (Ford Dealers Assoc.)  
Burton Durkee—AE-Det. (Ford Dealers Assoc.)

G. P. C. Fry—Sr.VP-Det.  
Robert Black—AS-Det.—Lincoln & Ford Corporate  
David J. Gillespie—AS-Det.—Mercury & Comet  
Robert Fitzgibbon—AE-Det.—Lincoln Continental  
Robert Ellis—AE-Det.—Mercury

### MEDIA EXECUTIVES

Arthur L. Terry Jr.—Media Dir.-Detroit  
Jan van Emmerik—Assoc. Media Dir.,  
Broadcast—NY

Thomas R. Maynard Jr.—Dir., Media  
Relations

John Bestecki—Media Contact Liaison

Robert Rowen—Media Super.-Phila-  
delphia

Richard Jones—V.P., Media-NY  
Ruth Jones—Assoc. Media Dir.-NY

J. Clifford Wilson—V.P., Media-Det.  
A. F. Yagley—Media Super., Lincoln  
Continental-Det.  
John P. Hickey—Media Super., Mer-  
cury & Comet-Det.

### TIMEBUYERS

Eugene A. Letournéau—Detroit

Calvin Nixon

Woodruff (Woody) Crouse—Detroit  
Mal Murray—NY

Don Heller—Phil.  
Mrs. Billie Farren—Phil.  
Betty Kaufman, asst.—Phil.

Harold Veltman—NY-Chief  
Walter Riley—NY  
Richard Macaluso—NY  
Dorothy Thornton—NY  
John Flynn—NY  
Madeline Blount—NY  
Eric Selch—NY

Bob Morton—NY  
Ray Fertakos—NY

SEE PAGE 60  
FOR REMAINDER OF CHART

Last month the editors of the new  
president of the NAB,

# THE GOVERNOR

## U. S. RADIO SAID:

"It is unfortunate that television and radio are so often and so carelessly lumped under the general title of "broadcasting" . . . radio too frequently is short changed. Its distinctive mission, character and importance become blurred.

"Radio today has five great needs. They are:

1. *Radio needs more identity.* Radio men must express and emphasize those things which make the medium different, special and unique.

2. *Radio needs greater pride.* Many radio broadcasters have developed a sense of inferiority unjustified by the facts of radio's achievements.

3. *Radio needs higher goals.* Not one of the leading radio men we have talked to recently believes that the medium has yet achieved more than a fraction of its potential as a medium of communication and a medium of commerce.

4. *Radio needs real leadership.* This huge diversified business in which individual decision by hundreds of individual operators is the strongest guiding force, has nevertheless an urgent need for strong leaders.

5. *Radio needs a truly national voice.* Radio's story must be told on a broader scale, and it must be told in depth.

"These, Governor Collins, are the beliefs on which we are building the new U.S. RADIO.

"We commend these same goals and objectives to you in your radio work at the NAB."

U. S. Radio addressed an "Open Letter" to the new  
Governor LeRoy Collins, outlining radio's five great needs

## REPLIES TO OUR OPEN LETTER

### NAB'S PRESIDENT ANSWERS:

"It was with great interest and appreciation that I read your 'open report' addressed to me in your recent issue.

First, permit me to congratulate you on your expanded format.

This dynamic medium is too significant, immense and varied to be appraised briefly, and it is good to see additional coverage devoted to it in the trade press.

You have outlined five goals for radio—the needs for more identity, greater pride, higher goals, real leadership and a national voice.

They are all worthy, indeed necessary.

They are goals all of us who are interested in the improved welfare and stature of radio broadcasting support, and NAB welcomes strong allies in its continuing efforts to improve the estate of radio broadcasting.

As you know, NAB has been active in the promotion of radio—through such efforts as the 'Sell Radio With Radio' campaign and the National Radio Month observance. We intend to intensify and broaden our activities on behalf of radio in the months ahead.

At the NAB convention, I said that with better research we can find a much brighter future for radio in this country, and I added that in the research center I proposed for NAB to establish one of the first broad areas, out of which specific

assignments would arise, should be: 'Where do we go from here in radio?'

As for the increased stature of radio broadcasting, I can recommend no better prescription than an intelligently and fairly executed program of broadcast editorialization by radio stations. In this way radio cements its integral position in the overall positive forces for community improvement.

We will need, of course, continued improvement in and more effective enforcement of our Code of Good Practice. This is the public's best assurance of our commitment to quality, and our own best assurance of integrity.

By the combined efforts of all of us interested in radio's advancement, I am sure that we can contribute significantly to the greater future which will be radio's.

Toward that goal we need a chorus of voices, sounding in harmony the myriad virtues of radio broadcasting. Yours is warmly welcome."

Sincerely,

*Le Roy Collins*

"Radio has great flow. It follows people wherever they go. That's why it's a



*Gerald Arthur, Donahue & Coe v.p., listens to historic radio programs on client presentation tape he prepared*

good qualitative buy."



## "MORE PERSONAL THAN TV"

AGENCYMAN  
ARTHUR



Photography by Herb Levart

**J**ERRY ARTHUR of Donahue & Coe Inc., New York, is a soft touch for a radio schedule. His job as vice president and media director envelops all media, but he quickly confesses a warm, personal interest in radio. "I have been nuts about radio since I was a kid," he recalls. "When I got out of high school I started to learn everything I could about it. In college (Harvard), I wrote my thesis on radio as an advertising medium."

Today, he still takes an active interest, both personal and professional, in radio. So much so, that he has given hours of his time to the preparation of a four and one-half hour tape that tells the history of radio through excerpts of famed programs. For this collection he researched in network tape libraries.

He plays the tape for anyone who has time to listen. Parts of it are integrated into the agency's radio presentation for its clients.

Donahue & Coe clients use a lot of radio, and, if they follow Mr. Arthur's prescription, they use it wisely.

He likes to point out to them that radio is one of the best media for reaching the qualitative audience, the "who," instead of the "how many." The "who," Mr. Arthur believes, is one of the most important elements in media selection.

"All advertisers should buy media on a qualitative basis," he is convinced, "but some don't. They don't because they have so much money to spend that they will spend it on the mass, reaching people who are not even prospective customers."

plays a vital role. "Radio," says Mr. Arthur, "being a highly personalized medium, lends itself to the qualitative approach. Unit-wise it is a low cost medium that can deliver very specific audiences.

"Radio offers the greatest possibilities for advertiser involvement in personal life. Television is mass, but radio is personal. You can get people at different times of the day—as they brush their teeth in the morning, cook breakfast, drive to work, clean the house, wash the car, go to bed. With this kind of personal listening, an advertiser can get mass *unduplicated* audience.

as he drives to the office or to a resort on a holiday."

But to use radio properly for its advantages is the trick, claims Mr. Arthur.

How does the media director advise his clients to use the medium?

"Units of audience in radio are not that big," according to Mr. Arthur. "You must use radio enough. We sometimes use it for what we call a 'tonnage' effect of total exposure.

"For one of our clients we recently ran six- and four-second announcements of frequencies from 100 to 400 a week. Campaigns like this offer the biggest challenge to an agency and an advertiser. They should be based on sound marketing judgment and intelligent creative planning.

"Another way in which we used the 'tonnage' principle was in a campaign a year ago for a drug company that wanted to revitalize a product that had been dormant for many years. So we conceived an all-media test campaign that ran in several markets. Radio announcements led up to the breaking of other media ads in each market.

"We ran 275 to 300 spots a week on behalf of this product. The results were outstanding and the campaign went national shortly after that."

Jerry Arthur stands firm on his opinion that it is foolish for an agency to buy a station on the basis of the "numbers."

"To us, the Number 1 station in a market is the station that can best fulfill the needs of our client," he defines. "You cannot approach a station buy in any other way. To do so is unrealistic.

"There is no slide-rule method of buying radio. The idea of buying the cost-per-thousand way is fraught with pitfalls.

"To be our Number 1 choice, a station must reach the audience we want to reach—efficiently enough to get impact. We go to great lengths to choose the kind of station that fits the bill for each campaign.

"The first step toward finding the right station is to analyze all available public information on that station.

"The second step is to carefully check the habits of people in the community. We find out such infor-



Taking time to relax in his office between client meetings, Jerry Arthur recalls Amos 'n' Andy days of radio when ratings were higher than tv shows' today.

Another reason advertisers favor the quantitative reveals a new angle. According to Jerry Arthur, "A lot of advertisers have the misconception that they are national advertisers. They are not. They may be strong in 50 or 60 top markets. Conversely, they may be strong in a few hundred small markets, weak in larger ones. The knowledge of where an advertiser is strongest determines the media approach to his marketing situation."

When the agency finds out where a client's prospective customers are, and who they are, then a media selection can be made in which radio

"Radio has great flow. It follows the people. This is its greatest virtue. Advertisers must realize this and change their creative approach often in order to match the listener's behavior at the time of day he is listening.

"And radio has a physical closeness to the listener that no other medium can duplicate. Television is still in a phase where it is a space apart from the viewer. There is a distance between the viewer and the set. But the radio is so close that it is right on the nightstand by the listener's ear as he goes to sleep, or next to his armchair as he relaxes, or in his car

mation as waking times, shopping habits, driving habits, community events, whether the city has public beaches, and so on. Our media research staff is constantly alert for changes in living and listening habits so that we can find new uses for radio.

"The third step is to take the program log of a station and analyze it carefully to see if it is truly programmed to its audience. If it is, and if in its total audience sit the people we want to reach, this is our Number 1 station."

When he buys a station, Mr. Ar-

thur does not like to buy it in a restricted way—weekdays, drive times, for example. He believes he can do a much better job for his clients by taking advantage of more total exposure.

the station rate card. Buying on a rotating plan would be better than the present fixed position. The rate card should provide some incentive for an advertiser to buy on a total exposure basis.

"Radio should be bought on a weekly instead of a daily basis. But a station must provide an advertiser with incentives."

Mr. Arthur believes that radio is missing a big bet by not promoting the use of regional networks. Regional networks would allow an advertiser to have continuous markets available to him. He could better

with stations was our recent merchandising in coordination with a radio campaign for Kasco dog food. We asked stations to help us conduct a 'Name the Pup' contest. They cooperated beautifully and I think we had a campaign that was more effective because of the way the merchandising was handled. It added depth to our campaign which showed in supermarket sales."

Donahue & Coe's media director stands apart from many of his industry counterparts in one opinion he holds. He has no axe to grind with the rating services. "I don't think



Walter Weir (second from l), chairman of Donahue's & Coe's executive committee, and Don West, agency president (r), take "five" for a hall conference with Jerry Arthur (l, back to camera) before an important client meeting in New York office.

thur does not like to buy it in a restricted way—weekdays, drive times, for example. He believes he can do a much better job for his clients by taking advantage of more total exposure.

"Agencies should unlock more of the magic power that radio has at all times of the day, or on weekends. The practice of limiting buys to a few hours a day is not sound. The logs are too crowded and impact is reduced.

"I would say that representatives can help to solve this problem. And the solution lies in the structure of

follow his distribution pattern.

"He would also be more in a position to benefit from station merchandising services. In the past few years, radio has become extremely merchandisable on the local level. Radio stations help in a campaign before and after the campaign is on the air, as well as during the campaign.

"Some of our timebuyers go into the field and do nothing but help a station set up merchandising and promotion programs for particular campaigns.

"An example," Mr. Arthur explains, "of how our timebuyers work

the rating services today hamper the media buyer at all. The more ratings, the more checks you have on what you are doing and how right it is. A central rating system is not only unfeasible, it is unnecessary."

But he does see ways in which radio would benefit by more research. In particular, he feels that more should be learned about out-of-home listening. He would also like to see research on the relationship of radio listening to magazine reading. And he would like to see radio establish more basic circulation values.

Another radio research area that has remained a constant void has

been fm. Donahue & Coe has been exploring fm for a year and a half. With no facts available, the agency decided to go after them itself. It has participated in a study with set manufacturers and stations that should be available soon.

"Fm can no longer be ignored," Mr. Arthur asserts. "We feel that it is important enough that we should give our clients all the facts about it we can. But fm is not a medium on its own. It is a medium within a medium, just as *Harper's* and *Look* are each a medium within a medium."

Jerry Arthur's personal interest in radio causes him to think pretty seriously about it. And he nurtures a few serious notions about what it would take to make spot radio gather more steam.

**"If children's programs were to return to radio, it is likely that radio's defectors, the breakfast cereals and other food advertisers, would come back."**

"Radio is so unique that it needs the concerted attention of those people who hold it apart from other media. I think there should be two national associations of broadcasters—one for television, the other for radio. As it stands today, television constantly overshadows radio in industry functions. Even on the local level, I don't think it's a particularly good idea for both a radio and television station to be owned by the same person.

"I also think it would be a good idea for radio stations to form a bureau of exchange so that there would be cross-pollination of ideas from market to market."

One of Mr. Arthur's pet subjects is how radio has changed and "grown up" since its birth. In fact, radio's history is important in the agency's client presentation on the medium. The presentation tells of radio's evolution, its recovery from the television threat.

"Radio has changed and will con-

tinue to change. It has changed so radically that the name 'radio' no longer applies. It is a misnomer and should be replaced. During the post-war period, a lot of people went into radio to make a fast buck. These non-broadcaster businessmen have hurt radio's integrity. And when television came on the scene, it came so fast that many of radio's talented people defected to the newer medium. It took radio a long time to recover.

"Radio today is a medium more clearly defined than it has been for 15 years. It has gone through its Dark Age and entered its Renaissance. Television has not.

"Radio's process of evolution has been reflective of the times. All media reflect the socio-economic condi-

ences of the people the station wants to reach.

"These sounds and identities vary in every market. That's why stations under group ownership have to be programed carefully. I think it is a big mistake for a group to have identical program philosophies or formats for each station it owns. The smart group owner will program each station to the audience he wants to reach as characterized by the market in which it is located."

Radio programing has become imaginative on the local level, Mr. Arthur observes, but there are still some old program types and new program tastes to be developed. He particularly singles out children's programing as being neglected by most radio stations.

"Radio has lost completely the children's audience. Many radio stations are able to put on fine children's programs. Radio through sound can create word pictures that stimulate the imagination of a child. Television cannot do this. Television, in fact, robs the young viewer of his imagination by supplying the picture to go with the words.

"If children's programs were to return to radio, it is likely that radio's defectors, the breakfast cereals and other food advertisers, would come marching back."

And what of the future? How will radio fit into the vast changes that will come into our lives through the achievements of science?

"In 15 years, we may not have broadcast media as we know them today. Instead, we may be able to go to entertainment stores and buy or rent taped shows. We may be able to take them home and play them on our own machines. This may be our leisure entertainment. Toll television will give us live coverage exclusively of sports, news.

"The housewife may use closed-circuit television to do her marketing. Through automated television she may see the supermarket shelves from her home, push buttons for her selections, and have the groceries delivered.

"If these changes occur, of course, the role of the advertising agency, the advertiser and media will be considerably different and considerably more complex." ■

# \$10 BILLION TEEN MARKET —AND RADIO OWNS 'EM

**O**NE subject seems to have produced a maximum of thought, wonder, amazement, despair and utter confusion: the teenager.

In dealing with the irascible teen, parents more often than not feel like a third baseman trying to pick up a ground ball with a baseball glove on each hand.

If the teen's bubbling, ebullient world produces more than its share of filial headaches, the marketing man can thank his stars.

For the lure of the teenage market is proving more attractive each



*Radio provides teenagers with companionship without invading privacy; thus, it enjoys greater acceptance than other media.*

**Radio, Seventeen study proves, can lure the teenagers, unique among consumers, to the advertiser who taps the resources of the airways**

day. Greater independence, assertiveness, speed-up in communications have all shaped a marketing universe that currently accounts for about \$10 billion a year in expenditures on all types of items and services.

And habit studies are continually demonstrating that the mass media choice of teenagers is radio.

In a study conducted for *Seventeen* magazine by the Eugene Gilbert research organization, teenage girls said they listen an average daily

## RADIO OWNERSHIP AMONG TEENAGE GIRLS \*

53.4% own portable radios

35.8% own table model radios

23.8% own clock radios

## TIME SPENT BY TEEN GIRLS WITH RADIO \*

Average daily (median) time girls spend with radio: 2 hours and 13 minutes.

	Weekdays	Weekend days
Don't listen	3.0%	2.7%
15 minutes or less	3.6	4.0
30 minutes	19.4	3.4
45 minutes	8.7	8.5
1 hour	7.9	23.2
2 hours	17.1	17.1
3 hours	18.8	19.0
More than 3 hours	14.0	15.2
No answer	7.5	6.9

\* Seventeen Magazine—Eugene Gilbert Research Organization.

(median) time of two hours and 13 minutes; about a third listen three hours or more a day.

The study was conducted among 4,532 teenage girls. The survey technique was in-depth interviews.

Radio's influence with this group can be seen in answers received to the following questions:

- "What did you do after getting up in the morning?"

Listened to radio, 16.5 percent; read newspaper, 14.4 percent, and watched television, 4.5 percent.

- "From the time you came home in the afternoon until you ate dinner, what did you do?"

Listened to radio, 16.5 percent; did homework, 16.3 percent; talked on phone, 15.4 percent; watched television, 11 percent; read, 5.8 percent (among other responses).

- "After dinner until bedtime, what did you do?"

Listened to radio, 22.1 percent; watched television, 10.2 percent;

read for pleasure, 6 percent; did homework, 53.9 percent; talked on phone, 43.7 percent.

Indications of the growing size of the teenage market are these facts from the Bureau of Census. The Census grouping of ages 15 to 19 alone shows that in 1960 there were 13.5 million teenagers in this category, representing eight percent of the total population. A decade before that in 1950, there were only 10.7 million, accounting for seven percent of the populace.

Intriguing from a marketing standpoint is the projection for 1970. According to estimates, there will be 19.2 million teens from 15 to 19, representing 9.2 percent of the total population.

And the lure of the teenage market is not because of her and his roles as homemakers or wage earners, or as buyers of cars or wedding gowns or as purchasers of homes and furniture in the future.

The appeal of this purchasing group is in the present, too.

In the study conducted for *Seventeen*, it was reported that 800,000 teenage girls become engaged each year; 565,000 own their own cars; 3.8 million work full or part time.

Teen girls, the study states, spend \$300 million annually on cosmetics.

They spend approximately \$3.2 billion annually on apparel and footwear. The average teenage girl spends \$300 a year on her wardrobe.

More than three million girls from 13 to 19 years of age drive a car.

Two out of five influenced the purchase of the last family car in some way.

51 percent of the girls interviewed in the *Seventeen* study traveled with their families on vacation and influenced decisions about the trip.

Four out of five teenage girls cook or bake everything from cookies to casseroles.

46 percent make their own breakfast.

51 percent who eat lunch at home or take their own lunch to school prepare it themselves.

4.8 million teenage girls have hobbies.

What makes the teenager tick? And why is he or she a special market?

## PROGRAM FAVORITES OF TEENAGE GIRLS \*

	AGE CLASS		
	13-15	16-17	18-19
DISC JOCKEY	80.5%	71.2%	75.4%
OTHER	11.8	15.5	17.8
NO ANSWER	7.7	13.3	6.8

\* Seventeen Magazine—Eugene Gilbert Research Organization.

Psychological research on the attitudes of teens can be related to marketing:

- A cultural lag between the age of physical maturity and the age of assuming adult responsibility obviously makes them different from any other group in the population.
- Awareness of their physical development combined with the need to submit to parental control or restraint engenders an atmosphere of rebellion and unwillingness to accept established patterns of social behavior.
- Teenagers, therefore, find a basic need to be "in" with their own group and sometimes "out" with all others.
- Such thinking embodies their reactions not only to social situations and issues, but also to products and services.
- Most teenagers like to feel that they exercise considerable control over purchases intended for them even when the parent is providing the necessary financial support.
- Similarly, for goods and services intended for family use, the teenager is keenly aware of his voting rights in a family system based on democratic ideals and will use considerable leverage to motivate parental choice in a purchase that he or she prefers.
- As evidenced by their attraction to trends, teenagers exhibit more symptoms of mass conditioning than any other segment of the population.
- And because of this, all types of mass stimuli have a greater chance of acceptance and for response with teens than with the adult audience.

And when it comes to mass media selection, studies continually prove that radio is the teenager's prime choice, the medium with which they spend the most time.

It is also ironic that advertisers with goods and services to sell to teenagers have not been standing on line with commercials in hand.

Part of the problem has been a lack of concerted selling effort by radio to show these advertisers the potential of sound advertising.

Another problem is one of radio's traditional hurdles—to overcome the "picture" argument. At the close of the story is a list of advertisers who are in the May issue of *Seventeen*.

Suffice it to say that only a small percentage can also be ranked among the users of radio. But those that are radio customers demonstrate that it can be done, even though they fall

What follows is one company's evaluation of the four major mass media and their ability to influence the teenage market:

*Newspapers* are the least used and least effective influence on teenagers. The small percentage of teens who pick up newspapers rarely do more than scan headlines and photographs or follow comic strips. Local news

## WHEN DO TEENAGERS LISTEN ON WEEK DAYS?\*

### What did you do after getting up (in the morning)?

Watched television	4.5%
Read newspaper	14.4
Listened to radio	16.5

### From the time you came home in the afternoon until you ate dinner, what did you do?

Watched television	11.0%
Read	5.8
Listened to radio	16.5
Did homework	16.3
Practiced instrument	2.9
Talked on phone	15.4
Prepared or helped with dinner	38.3

### After dinner, until bedtime, what did you do?

Watched television	10.2%
Read for pleasure	6.0
Listened to radio	22.1
Did homework	53.9
Talked on phone	43.7
Visited with friends	11.2
Had date	3.6

\* *Seventeen Magazine*—Eugene Gilbert Research Organization.

into the cosmetics, apparel and footwear categories that represent the bulk of specialized magazine advertising.

Radio's power in reaching the teenage market can be easily documented quantitatively. It has also been demonstrated qualitatively by a major research firm that deals in market research.

affecting them personally seems to be the only major factor which will induce active perusal of a news item.

*Magazines*—Those of a specialized nature having direct identification with teenage interests—hobbies, sports, fashions—enjoy some acceptance as major forms of escape. As a factual springboard to fantasy, they

*Continued on page 57*

Radio news re-proved its drama and power during the man-into-space launch by relaying the story to a waiting nation

## ANOTHER JOB THAT RADIO DID BEST

**I**N Los Angeles on the morning of May 5 as the clock passed 7:15, highway authorities confirmed that traffic was moving across arteries more slowly than usual. Drivers were going light on the gas and heavy on the radio volume.

While across the country in New York at about the same time, a Manhattan policeman—as the minute hand reached 10:20 EDT—was observed forgetting about traffic and listening to a radio in an illegally parked taxi.

These two incidents were not isolated. They were re-enacted that morning in various forms in cities, towns and villages from Washington to Walla Walla and from Bennington to Bakersfield.

The turned-up radio represented for millions upon millions of Americans the *only* way they could be part of the on-the-scene reporting of the most historic news story of this generation—the launching into space of the Redstone rocket with Commander Alan B. Shepard, Jr. aboard.

Instantaneous coverage of the 15-minute space ride was a radio triumph in every sense of the word. As radio's transmitters spanned a waiting nation with the story, the sound medium scored more than its share of exclusives as a purveyor of news and interpretation.

The radio delivery was exclusive to those busy Americans who were out the go and could keep up with

*Colonel John Powers (center), Project Mercury information director, shows astronaut pressure suit to Roy Neal (right) and James Kitchell, NBC newsmen.*

U. S. RADIO/June 1961



Robert Trout, veteran CBS newsmen, is at the microphone at the network's Cape Canaveral headquarters. Dan Bloom (left), managing editor, CBS Radio News, was producer of the network's broadcast and project coordinator.

the story no other way.

Moreover, while radio and tv shared portions of the coverage, radio was the only medium that kept up with Commander Shepard's exploits once he was out of camera range.

Typical of the plaudits handed to radio was this comment on the following morning by Jack Gould of the *New York Times*:

"The occurrence of the flight in mid-morning brought radio very much into its own on networks and independent stations. With so many persons away from home at that hour, it was the older medium that brought the news probably to as many millions as tv."

How was all this accomplished? Who were the personalities involved?

The nature and extent of the broadcast coverage was such that the four national radio networks and three tv networks agreed to pool their facilities for the basic story. The job of coordinating and directing the pool effort was assigned to Roy Neal and Jim Kitchell of NBC, following a drawing of names.

They worked with the crews of ABC, CBS, MBS and NBC.

The coordinated radio coverage was fed simultaneously to all networks, but each was free to exercise its own individuality in the handling

of the commentary and news presentation.

Once the astronaut was in flight, Colonel John Powers, information director for Project Mercury and official spokesman for the National Aeronautics & Space Administration, provided listeners with audio-only bulletins every two minutes. Operating from Mercury Control, brain site of the entire space experiment at Cape Canaveral, Colonel Powers provided progress reports on Commander Shepard's journey into space.

Radio was also present at the two key locations when the astronaut returned to earth.

The first effort was spotted with one of the destroyers near the site where Commander Shepard was picked out of the water. Mutual correspondent Fred Vandevanter coordinated this portion of the radio coverage.

The second location of radio's operation was Grand Bahama Island, where the astronaut was taken for preliminary examination. Charles Batchelder, also of Mutual, handled this pool assignment.

All the pooled facilities were fed to a main switching center, a unique control facility that is the equivalent of an entire network master control room contained in two 35-foot trailers. The center was constructed

specifically for the pooled coverage of Project Mercury and for similar presentation of developments in the future.

The center was designed, according to assignment by the pool, by technical supervisor Warren Phillips of NBC, and was constructed by network engineering personnel using NBC equipment.

Here's how the individual networks handled the presentation of the space story:

ABC Radio's Arthur Van Horn was the network's radio anchorman at the site. The first special broadcast over ABC occurred at 10:22 a.m. EDT.

The network then stayed with the story until the astronaut had successfully completed the space flight and had been picked up by the helicopter in the Caribbean and flown to the carrier *U.S.S. Lake Champlain*.

The network later interrupted its programming at about 11:48 a.m. EDT to carry various reports and comments regarding the successful flight and the physical condition of Commander Shepard.

Several hours later in the afternoon, ABC kept up with the Project Mercury story and presented a recapitulation of the astronaut's flight and a tape recording of his arrival on the aircraft carrier.

In the evening highlights of the space shot were presented at 9:30 to 9:55 p.m. EDT. In total, ABC Radio carried 17 special reports on the day of the shoot.

On the following Monday, May 8, the network carried a special broadcast from Washington, where Commander Shepard received the NASA medal presented by President Kennedy. And the network's radio coverage was in on the news conference held by Commander Shepard and

sible for the various technical groups at Cape Canaveral.

The program was produced by Dan Bloom, under the supervision of Robert Skegdell, assistant director, CBS News. Almost three hours were devoted by the network to the space ride that day.

The day that Commander Shepard arrived in Washington for the nation's official welcome Robert Trout was stationed at the White House. He was assisted by Bill Downs, who reported the arrival of the space man and his party at Andrews Air Force Base.

As the astronaut boarded helicopters for the short trip to the White House, Mr. Trout took up the commentary describing the Presidential party as it awaited the whirlybird landings on the lawn.

Mr. Trout observed that the flight from Andrews to the White House took almost as long as the 15-minute ride through space, 115 miles up and 302 miles down range. Later, the network's news facilities moved to cover the astronaut's first news conference.

An example of the many interesting background programs that were carried by the networks and stations was the CBS Radio "Mercury: The First American Spaceman."

These types of informational programs aired before the astronaut launching afforded American radio audiences with the same type of insight and detailed knowledge that is usually gained from a newspaper.

Four days before the launching CBS Radio interviewed on this program Dr. Kurt Debus, director of launch operations at Cape Canaveral.

Dr. Debus pointed out that the Redstone booster was one of the "oldest and most reliable" rockets the United States had developed.

As one of the developers of the German V-2 rockets, he declared that all the knowledge gained by the German scientists who worked on the weapon had been incorporated into the Redstone.

In another program interview, Dr. Clark Randt, of NASA's office of life science programs, said that radiation effects on the astronaut is what worries the doctors most.



*At ABC Radio's news headquarters at Cape Canaveral, Jules Bergman, ABC science editor, scans monitor as he interprets the dramatic developments.*

the other six astronauts.

CBS Radio, after leading up to the historic event with preliminary programming the week before the space shoot, launched its actual news coverage at 10:25 a.m. EDT. Under the direction of veteran network newsmen Robert Trout, the network provided a running description of the quarter-hour sub-orbital space ride including the moment when Commander Shepard actually assumed manual control of the flight.

During the final critical moments of the flight, CBS Radio presented reports from Charles Von Fremd at Mercury Control, Richard Bate at the Forward Observation Post and Robert Lodge from the U.S.S. *Lake Champlain*.

The commentary-broadcast concluded with a detailed post-flight mission report of the officers respon-

He said that scientists are also concerned "with man's reaction over a long period of time to the exposure of a single gas, such as 100 percent oxygen."

Certain cardio-vascular problems may confront the astronaut, stated Dr. Randt, such as faulty circulation of the blood to the vital organs. He also expressed concern that the space ride would have an effect on the astronaut's nervous system as well.

Mutual had a full complement of news executives and correspondents blanketing the space story for its listeners. Norman Baer, news and special events director, was in charge of the MBS Canaveral set-up. He was aided by newsman Bill Evenson of the Washington staff, who served as anchorman for the broadcasts.

In addition, MBS used the services of Earl Ubell, science editor, *New York Herald-Tribune*, and Ed Williams, correspondent for affiliate WMMB Melbourne, Fla., who served as Canaveral on-the-scene specialist.

On the programing and technical sides, Mutual supplied Frank Miller, program director, as production executive for the pool feeds, and had available for its own broadcasts its chief Washington engineer, Charles Ray, plus engineer Sam Hacker.

One feature of the MBS coverage was that it maintained silence on its news commentary while Colonel Powers was providing reports of Commander Shepard's flight through space.

News Director Baer would not let his newsmen either talk over Mr. Powers' commentary, nor would he let them talk during the eight- to 15-second pauses between the official interpretation. Mutual felt that these pauses actually accented the tenseness and drama of the situation from a listener's point of view.

Mutual also presented two 25-minute specials that day, wrap-ups of the flight itself plus domestic and overseas reactions. *The World Today* show featured an in-depth report of the space shoot.

In addition, the network provided a special informational closed-circuit for its affiliates throughout the morning starting at 6:15 EDT. These were fed via Washington, which had its lines open directly to Mr. Baer at

Cape Canaveral. When the countdown finally got under way, the closed-circuit broadcast gave the stations sufficient time to switch to the live broadcast at 10:25 a.m.

NBC Radio covered the flight in full both on its regular news programs and in special reports, some of which were nearly two hours in length.

Affiliates were kept posted on special developments through the network's "hot line" to affiliates. The radio coverage featured NBC News correspondents Merrill Mueller at Cape Canaveral and Peter Hackes with the recovery operation down range. NBC Washington newsman Russ Tornabene produced the radio presentation.

A special NBC Radio show evaluating and summarizing the space development was heard at night in an hourly presentation.

On the day of Commander Shepard's official welcome in Washington, NBC Radio provided affiliates with complete on-the-scene reporting and commentary.

Radio Press International provided its subscribing stations with voice reports and actualities direct from Cape Canaveral during Project Mercury's man-into-space triumph.

RPI's Gene Cobb, who has covered every missile shot from the Florida location, was joined by correspondents Dick Kidney and Paul Pierce. This special event was fed to the service's stations at no additional cost.

In addition, RPI's global team offered stations and their listeners overseas reaction to the astronaut feat. A special interview with the parents of Commander Shepard was a coverage highlight of the day.

Recently, as part of its background informational offerings, RPI's Mr. Kidney had traced the development of the astronaut training program, and Mr. Pierce had covered rocket and missile shots from Edwards Air Force Base, Calif.

For radio, the space achievement added up to a job well done.

For the networks, the cooperative effort represented a unique opportunity to show to the listening world what a coordinated pool effort can deliver in the way of reportage. ■

*ABC's Bergman checks script as he prepares post-launching commentary on the astronaut's ride into space.*





Recording session at WTMJ Milwaukee is directed by Willy Keller (c). Gilbert Jaskowski pulls record as Gordon Hinkley announces

Milwaukee restaurateur expands with local radio  
diet that draws diners through an hour of classical music weekly

## \$650,000 SUCCESS STORY

**I**N just 10 years, a restaurant placing 75 percent of its budget in radio skyrocketed its gross receipts from \$200,000 to better than \$650,000.

The local businessman hasn't the means to "sample" radio. He can't run a "test" of the medium's effectiveness on a budget that could go for a new neon sign or a new canopy over his entrance.

But once in radio, he can learn, as did Sam Perlson, owner of Milwaukee's Chalet on the Lake, that the "personal medium" is a most effective means of attracting customers.

The Chalet on the Lake is located in suburban Milwaukee, on the shore of Lake Michigan. And the single program that has enabled Sam Perlson to develop his restaurant

into one of the most successful in the Midwest, is a one-hour, Sunday morning classical music show entitled *Invitation to Beauty*.

On July 1, 1961, this program, broadcast over WTMJ Milwaukee, will celebrate 10 solid years of serving up customers to the Chalet on the Lake.

This success has enabled Mr. Perlson to completely remodel his operation. Ten years ago the Chalet seated only 235 diners; it can now accommodate 510. Owner Perlson has recently added the Motel Chalet, located close to the restaurant. As with most local radio stories, this one has a personal aspect. The Chalet success was not made "by-the-numbers"—it was achieved through Sam Perlson's "hunch" that radio could put his restaurant on the map. But there's nothing "folksy" about gross receipts that now approach the three quarters of a million dollar mark.

When Mr. Perlson, a Milwaukee lawyer, bought the restaurant in 1947, it was a run-down, out-of-the-way night spot. First, he renovated it and then looked around for the medium that would best expose it to the Milwaukee citizenry.

Donald Hacker of the Dayton Johnson & Hacker advertising agency, Milwaukee, and Mr. Perlson scrutinized all available media and finally picked radio for the lion's share of the budget. Once the medium was selected, they gave the job of delivering the message to WTMJ. But when it came to deciding just *how* that message should be delivered, disagreement arose between advertiser, agency and station as to the most effective means of creating a successful campaign.

A spot campaign was considered, but Mr. Perlson, highly concerned about creating the proper, definitive image for the Chalet, felt that spot was not the answer. More and more ideas were tossed into the hopper. Finally, Mr. Perlson decided that what he wanted to sponsor was a classical music program. It was argued that this would have no draw (this was before hi-fi and the classical music rage had begun to take hold). The station feared for the hold on its established audience if it

were to begin playing Beethoven. Mr. Hacker, of the agency, feared the restaurant would lose what few customers it had, because no one would listen to Tchaikowsky. But Sam Perlson was firm in his decision.

The second "taboo" he broke was to suggest that, rather than advertise the Chalet's "fine food," the copy should concentrate on the mood and atmosphere of the restaurant. He wanted to develop an elite clientele, and to do this the restaurateur felt it was not necessary to "hit them over the head." At last, the title of the program was chosen, *Invitation to Beauty*. This would be the keynote of the whole campaign, suggesting the romance of a restaurant chalet in the woods, overlooking the lake.

And so it was, that on Sunday, July 1, 1951, *Invitation to Beauty* took to the air . . . with a rousing rendition of "The Mexican Hat Dance."

It should be noted that the Chalet does not use radio exclusively. "The restaurant also maintains two billboards," says Mr. Hacker. He states that the radio expenditure of about \$12,500 yearly represents 75 percent of the total advertising budget (for every \$1 Mr. Perlson spends on radio, he gets back \$52).

When the program went on the air in 1951, it was only a 15-minute show. But as adjacent time segments became available, it expanded. On August 1, 1951, it was lengthened to 30 minutes; then to 45 on May 17, 1953, reaching its current, full-hour proportions, November 6, 1955.

Just as the program grew in length, so did its image begin to take a specific shape. A highly important radio factor—the "personal touch"—was established on that first broadcast. This "touch" was given by Gordon Hinkley, the only personality the show has had. Listeners soon began to associate Mr. Hinkley and his manner of presentation with a few satisfying moments of pleasurable listening each Sunday morning.

Identification with the personality will often come more quickly than any other element of a program, and, this according to Mr. Hacker, "certainly proved to be true with *Invitation to Beauty*." The mello-voiced

announcer pitches his talk in a low key, so as not to intrude upon the congenial atmosphere of the classical music. Speaking of Hinkley's part in the program, Mr. Hacker says, "His job is to provide very brief introductory remarks about each selection and featured artist and to present the Chalet's commercials, which are spaced 15 minutes apart."

The prosperity of any program depends, in large, upon the careful weaving of the commercial copy into the over-all pattern. The weaver, in this instance, is Robert Vail, copy writer at Dayton Johnson & Hacker.

"In our copy," says Mr. Vail, "we try to make the point that 'to dine at the Chalet is to do the adventurous thing . . . to go out and beyond

## BEFORE

*Ten years ago the Chalet on the Lake restaurant had a sales gross of \$200,000 in an out-of-the-way location 12 miles from downtown Milwaukee.*



## AFTER

*Today, after a decade of program sponsorship, the restaurant is grossing more than \$650,000 annually and attracts customers from a wide area.*



the usual and the commonplace . . . to seek out a new and thrilling experience. . .

"We want listeners to feel that no matter what the time of year, it's always rewarding to drive to the Chalet for an experience above the commonplace . . . an experience that

fascinating place to dine. The food, of course, is positively out of this world. But further than that, there's always "something new" at the Chalet . . . as if you had never been there before. Each season, each month, each week brings new and delightful changes to the Chalet, with its mag-

magnificent Chalet Esplanade. Here, all the cliff-high lake shore beauty of the Chalet surrounds your affair with a special, continental character . . . Here is all the fabled beauty and romance of an Adriatic paradise—and yet, the Chalet on the Lake is just a short drive into suburban Milwaukee on the new Expressway 141.

The cumulative effect of copy, announcer and programing has developed a large and faithful following to *Invitation to Beauty*. Loyal listeners have become loyal customers. Many express their praises in a continual flow of letters to the station. The following is representative of the program's devoted following:

Gentlemen:

For many years now I have been listening to your program, "Invitation to Beauty." I have thoroughly enjoyed the music on this hour every Sunday, and felt it was about time to thank you for sponsoring a program of such high calibre.

Because of the delightful hour of fine music, I have made it a point to visit your lovely Chalet on the Lake and found it even as you claimed it to be—"An Invitation to Beauty" and truly a delight to the palate. . .

Sincerely yours,  
Pauline Goeltz

According to Mr. Hacker, it is more than a little surprising that the program has brought the restaurant such success, due to the Chalet's out-of-the-way location. "The restaurant is far from being readily accessible. It is located 12 miles from downtown Milwaukee and is well off the beaten track," Mr. Hacker explained.

Reflecting on his 10-year sponsorship of *Invitation to Beauty*, Mr. Perlson considers the program "indispensable" and adds that he plans no change in its highly successful format.

On the subject of radio's effectiveness, Mr. Hacker states, "There is no secret in how to use radio as a medium. We as an agency use a lot of radio for our clients with remarkable success. Frequency and consistency, combined with the buying of time adjacent to programs already established, are the keys to successful use of radio as a medium." ■

can be provided only by the Chalet. Of course we talk about the usual too," Mr. Vail continues, "such as 'service' and 'menus,' but we make an effort to endow these things with a special romantic charm. We might say, for instance, that 'the entire purpose in being of the Chalet is to please you . . . to please you superlatively well.' We tell the listener that 'it is a matter of personal pride that the Chalet on the Lake offers menus beyond compare . . . deft and courteous service . . . and all in a manner of magnificence that is unmatched anywhere in America.'"

The following excerpts from Chalet copy will indicate a few of Mr. Vail's methods of attracting customers:

*There are many reasons why the Chalet on the Lake continues, year after year, to be Milwaukee's most*

*nificent setting high on Lake Michigan's inviting shore. . .*

*. . . Here on Milwaukee's very doorstep, is the dining showplace of the nation, with magnificent menus created by one of America's truly great chefs. Here at the Chalet on the Lake, you will forget the worries and tensions of the day . . . here is beauty unsurpassed, high on Lake Michigan's beautiful shore just waiting for you. To dine at the Chalet on the Lake is to do the adventurous thing—to go out and beyond the usual and the commonplace . . . to seek out a new and thrilling experience that you will want to enjoy again, and yet again.*

*. . . The Chalet invites you to hold that summertime party, wedding reception, banquet or business conference in the Parisian elegance of the new Bistro Room overlooking the*



Sponsor, agency and station men lunch to discuss coming program. Sam Perlson (c), operator of restaurant, talks with Gordon Hinkley (l), WTMJ Milwaukee announcer, and Robert Vail, copywriter, Dayton, Johnson and Hacker advertising.

# SUMMER RADIO: BIG AUTO TUNE-IN FOR SPONSORS

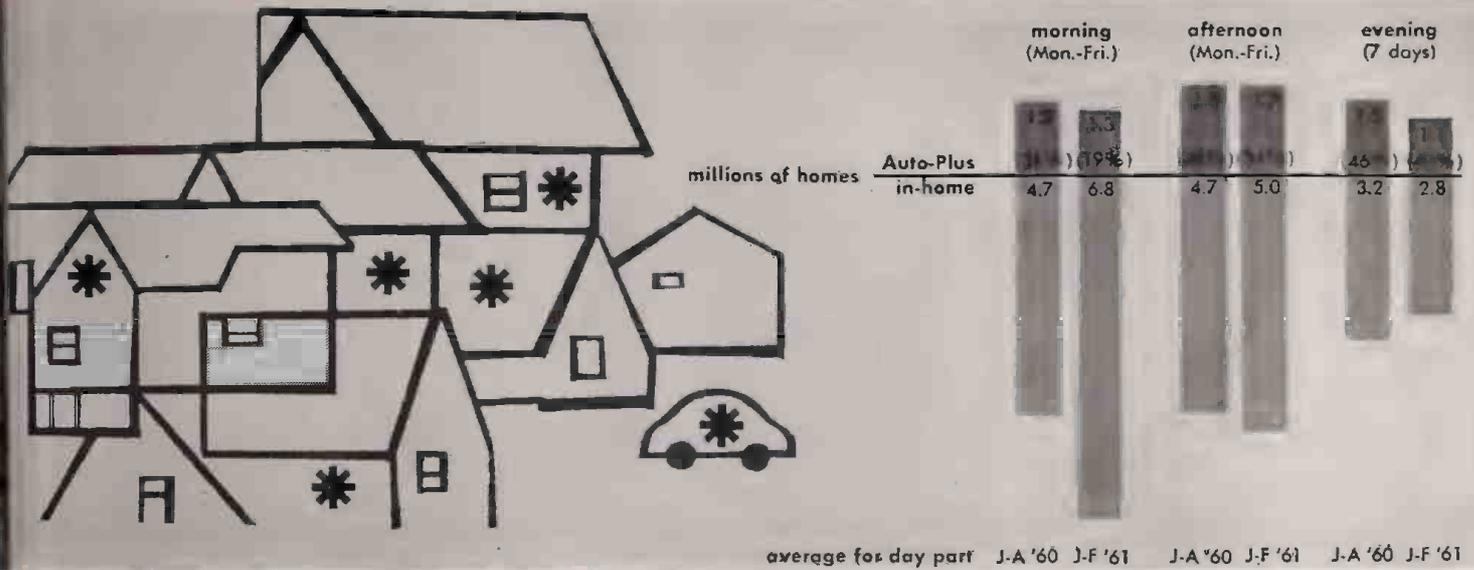
**O**UT-OF-HOME radio listening, too seldom taken into account by a buyer in consideration of cost-per-1,000, nevertheless is a vital element in the media strategy of advertisers moving into the medium and, most

particularly, to those who sponsor radio during the summer months.

These are the months of peak tune-in to automobile and portable radios. During the hot spell, when people are driving to and from en-

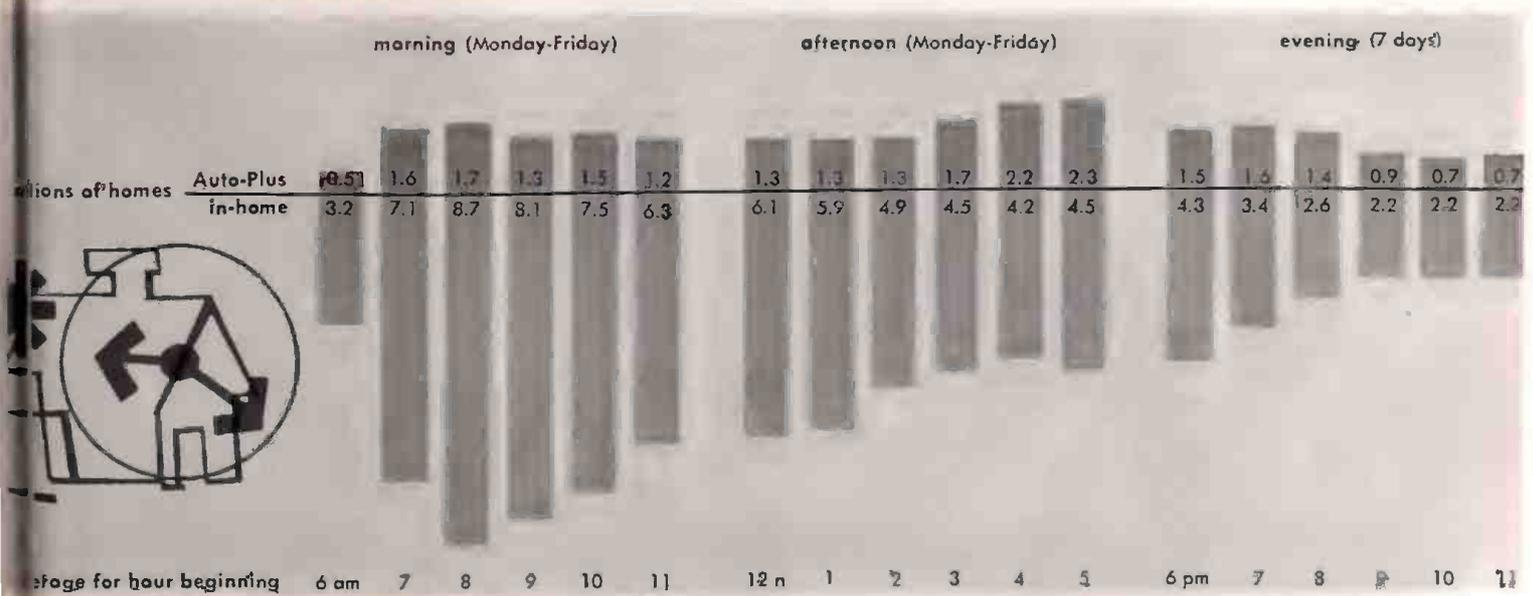
tertainment spots, to weekend resorts and on vacation, the out-of-home radio audience swells even beyond its gigantic all-year-round proportions.

Week in and week out during the



Summer radio sponsors get a surprising bonus in their time buys. This A. C. Nielsen analysis, for example, shows vividly that nighttime tune-in in automobiles adds 46% to the

in-home audience (based on a week-long average for July and August, 1960). The minimum bonus for sponsors, whose cpm's are based on in-home sets, is 19% even in wintertime.



year, car listening is high because of the number of radio-equipped cars and the number of people who drive to and from work. But summertime adds to the car tune-in a sizable segment of persons with portable radios or those listening to receivers in pub-

lic places (restaurants, hotels).

A. C. Nielsen, in its "Radio 61" report, details more precisely the auto-plus audience in giving radio's dimension in this year of a new decade.

It shows, for example, a whopping

46% of the in-home audience as the auto-plus contribution during the July-August period of last year for a week-long evening average. But even the comparable winter period, January-February of 1961, shows a high of 40% added by car listening.

And auto-plus listening peaks during the summer in the evening hours, a reversal of the winter pattern. For example, a winter measurement in the chart on page 45 shows an evening tune-in of 2.8 million homes which compares with 3.2 million for the same time period in the summer measurement.

The relationship between in-home and out-of-home tune-in remains fairly constant from hour-to-hour throughout the day in the 7 a.m. to 8 p.m. span, with the peak between 4 and 6 p.m. (presumably as drivers return from work and shopping).

Here's a day-long rundown on auto-plus audiences by day parts for a winter period (January-February, 1961), in millions of cars in terms of the average for the hour.

Morning (Monday through Friday): 6 a.m., .5 million; 7 a.m., 1.6; 8 a.m., 1.7; 9 a.m., 1.3; 10 a.m., 1.5; 11 a.m., 1.2 million.

Afternoon (Monday through Friday): 12 noon, 1.3 million; 1 p.m., 1.3; 2 p.m., 1.3; 3 p.m., 1.7; 4 p.m., 2.2; 5 p.m., 2.3 million.

Evening (averaged for all seven days): 6 p.m., 1.5 million; 7 p.m., 1.6; 8 p.m., 1.4; 9 p.m., .9; 10 p.m., .7; 11 p.m., .7 million.

Listening is less evenly spread throughout the daytime hours for in-home receivers. A typical week analyzed by Nielsen for March, 1960, for example, shows that 34% of the week's radio listening in the home occurs between 6 a.m. and noon on Monday through Friday.

The in-home tune-in as a percentage of the total week's listening by day parts shows in addition: 23% of the listening takes place on week days from noon to 6 p.m.; 11% on Saturdays from 6 a.m. to 6 p.m.; 8% on Sundays from 6 a.m. to 6 p.m. 18% from 6 p.m. to midnight (seven night average) and 6% from midnight to 6 a.m. (seven-day average).

During this measured week, 40.7 million families or 82.3% of the total U.S. radio homes tuned to radio for an average of 16 hours and

*Continued on page 51*

## RADIO REACHES 49.5 MILLION HOMES

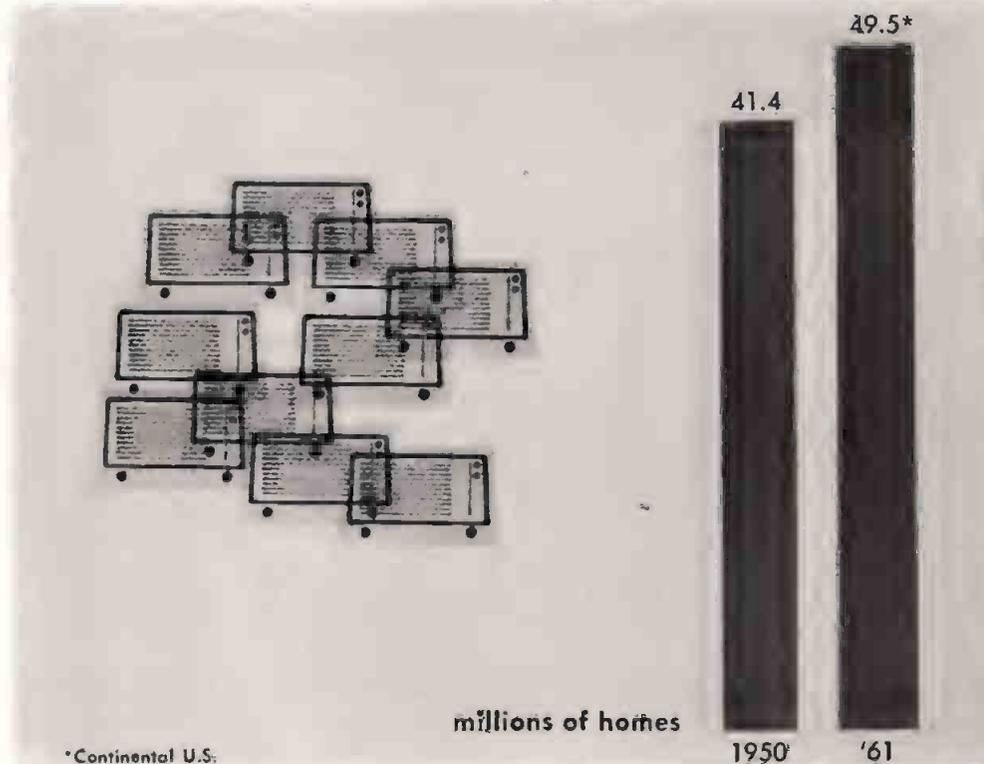
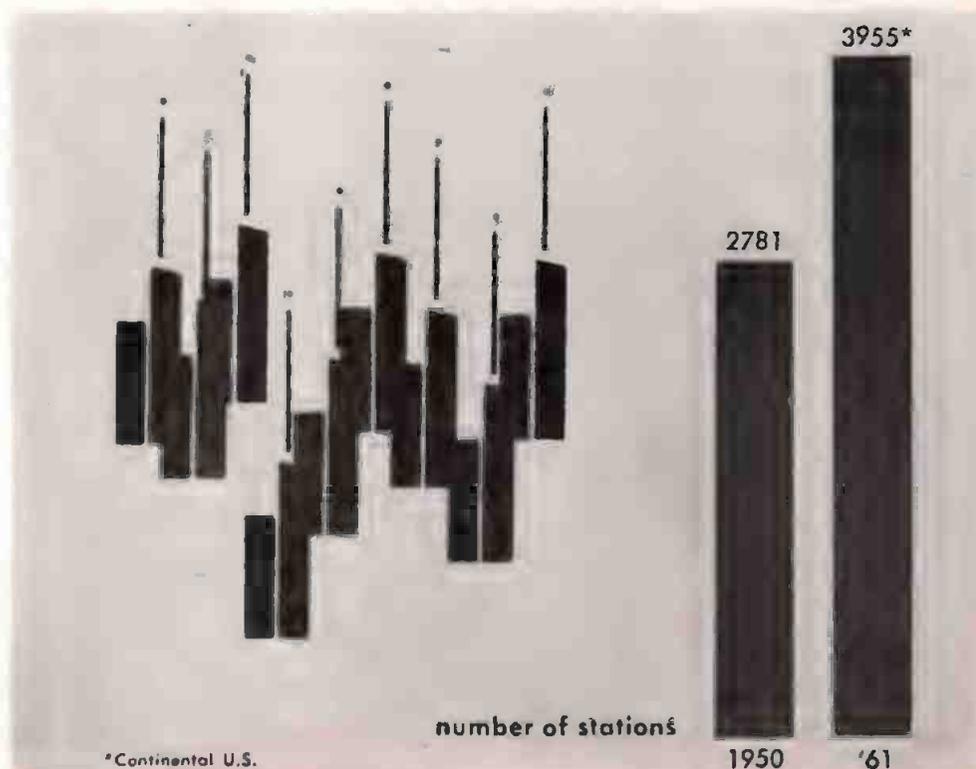


Chart above contrasts the number of homes reached in 1950 and 1961: 41.4 million vs. 49.5 million. Below, chart shows the growth of radio stations from 2,781 in 1950 to 3,955 this year. Facts from A. C. Nielsen, "Radio '61".



**This issue  
of U. S. RADIO  
is representative of  
those  
to come**

---

**If radio  
advertising is  
important to you  
then U. S. RADIO  
is, too**

---

**U. S. RADIO  
is dedicated to radio.  
It probes radio  
problems, checks  
radio facts, presents  
the true importance  
of radio—  
constructively,  
forcefully,  
impressively. It is  
your window to  
better use of radio.  
Its dedication to  
radio advertising  
is total and complete.  
You need  
U. S. RADIO  
in your own name.**

---

**USE CARD ATTACHED!**

...and there's this monster  
that keeps  
snatching away  
advertising  
contracts...



1| "This is the fourth time I've had that nightmare. But I think I've figured out what's bugging me.



2| "As promotion manager, I'm responsible for the ads that create a basic impression of our advertising medium.



3| "So, naturally, we play up our strongest sales point - to register a simple, convincing impression. But this puts all our eggs in one basket. It's a good, honest basket and we get business from it...



4| "but suppose some advertisers need what we've got, for some other good reason. We have at least ten reasons besides the one we're promoting, but how are those advertisers going to know we've got what they want? Get it?"



5| "I think so. And I have an idea! When I used to work at the ad agency I remember everybody using Standard Rate when they compared media. Why don't you put an ad in..."



6| "...in SRDS. Well, thanks, sweetie, but we have an ad in there featuring our one big-hey-



7| "-hey- that's it! That's the place to put all our sales angles. Every last one of them, anchored here where every prospect has to look before his schedule is frozen. Thanks a million, honey - that does it."

8| with *competent, strategically placed information in SRDS*  
**YOU ARE THERE**  
*Selling by helping people buy.*

## **SRDS** Standard Rate & Data Service, Inc.

*the national authority serving the media-buying function*

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL. - YORKTOWN 6-8500

SALES OFFICES - SKOKIE, NEW YORK, ATLANTA, LOS ANGELES





## BATTLE OF THE BUMPERS

# COMMERCIAL CLINIC

The great American steel and aluminum industries are waging the Battle of the Bumpers in Detroit and the radio airwaves are the battleground.

Commercial spots, using humor as the fire cap, have been canoodling back and forth challenging the merits of the opposing products.

The two antagonists are "Lulu La Lumium," a misguided young thing, and a rascally old steel pair called "Rusty" and "Salty." The cause is the automobile bumper. The spoils will be the automotive and bumper manufacturers' business.

On April 17, WJR Detroit listeners first heard the beguiling tones of "Lulu La Lumium," pretty, but of dubious character. "Lulu" represents Great Lakes Steel Co.'s ideas of new aluminum automobile bumpers and parts that Reynolds and other aluminum manufacturers are trying to sell to the auto industry.

Two years ago, Reynolds produced several comic radio spots featuring "Rusty" and "Salty" (Reynolds' image of the "old fashioned" steel bumper) who were depicted as two characters continually fattening themselves upon auto parts not made of aluminum.

In answer to this "affrontery," Great Lakes Steel, a division of the National Steel Corp., had its agency, Campbell-Ewald, Detroit, create a series of commercials that would depict aluminum parts as pretty, but flimsy.

The campaign, a 13-week schedule on WJR only, is aimed directly at the automotive industry and is supplemented by space ads in several automotive and business magazines and the Midwest edition of *The Wall Street Journal*.

Campbell-Ewald has prepared 11 of these one-minute comic spoofs. Conceived and written by C-E's ra-

dio-tv writer, Ken Raught, all but one (the first) of these commercials feature just two characters: "The Old Steel Bumper" and "Lulu La Lumium." In the first commercial Mr. Raught created, there is an additional character: a young, naive steel bumper. But all of them follow a very tight format intended to provide quick and easy identification.

Here are the basics of the format: Using a soap opera-type theme, an organ introduces an announcer who delivers a limerick on the topic of the playlet, then follows the dialogue between "Lulu" and the "Old Steel Bumper." The story concentrates on banter between the two about "Lulu's" doubtful merits. At the end, the organ plays a few sharp "stinger" chords, to indicate the plight of "Lulu's" situation (very much like the ending on a *Helen Trent Show*).

Among the titles of these commercials are "The Ram Test," "Locked Bumpers," "The Bumper-to-Bumper Brigade" and others that indicate the various scrapes "Lulu" finds herself in.

This is a portion of the first commercial that includes the third bumper:

*(A new and an old steel bumper, who can "bump with the best of 'em," are talking)*

*(Sound of "Lulu's" car driving up)*  
New Steel Bumper: Gee, you're cute.

Old Steel Bumper: Watch it, son. She's one of that light metal tribe. In a few months she'll look like a crumpled gum wrapper.

Lulu (mad): Look, old, crabby and frustrated: why don't you go out and bump a bulldozer?  
*(Lulu's car revs up and she pulls away)*

New Bumper: She looked so soft, too . . .

Old Bumper: Yea . . . soft enough to be dented by a rubber baby buggy bumper. . . Remember, you're Great Lakes Steel, son. Stick to your own kind. You wouldn't want an old cook-pot for a mother-in-law.

"We feel this campaign has been most effective," says Gerald Yarbrough, C-E account executive for Great Lakes Steel. "This aggressiveness has set a precedent in the usually staid steel industry. But it was worth it. Almost all the comment on these commercials, and we have had a lot of response, has been favorable. This shows us we have been able, through this comic approach, to reach the very people (engineers and management) we were aiming to hit. It is interesting to note," Mr. Yarbrough added, "that Reynolds has brought 'Rusty' and 'Dusty' out of their files and are running them in competition to our spots."

"Aluminum's advertising and sales promotion got ahead of its product development efforts," says Wilfred D. MacDonnell, president of Great Lakes Steel Corp. "Public opinion sampling revealed that many people think the aluminum bumper already is an accomplished fact on American-made automobiles. And we found that too many people think this non-existent aluminum bumper is superior to a steel bumper and less costly. Of course, the competitive aluminum bumper is still a dream.

"The consequence of the unusual marketing strategy has been to place the steel bumper in competition against a product which does not even exist," he added. "And now, we are taking our gloves off too." ■

# RADIO FOCUS / IDEAS



**LUCKY KEY** was needed to unlock disc jockey Keith James from his cage. In the promotion WGH Norfolk, Va., distributed 25,000 keys to promote a new local shopping center.



**THIS SPECIAL "Radio Month"** exhibit was put in the window of the Trenton Trust Co. by WTTM Trenton, N.J. Promotion was typical of many others around the U.S. in May.

**PICNIC** prizes for listeners to WIL St. Louis are provided by this WIL Picnic Patrol wagon. Listeners call in place of picnic and wagon meets them.



**"WHIRLING DERVISH"** is the name of this hardy rotating tape cartridge file. Styled after the paper book racks you see in drugstores, this file was created by Richard Parks, asst. chief eng., KGO San Francisco.



**HAVE TAPE, will travel...** is the message of William M. McCormick for WNAC Boston as he covers the country visiting timebuyers in various cities.



## SUMMER RADIO

*Continued from page 46*  
52 minutes for the week. On the average, each of these homes allotted three-fourths of its listening time to daytime hours.

Even without the addition of auto-plus figures, radio listening is up. A. C. Nielsen figures show that in the past year the daily rate of in-home listening had ranged from one and one-half to two hours per home, with the January-February level up from 1960 (one hour, 49 minutes, and one hour, 57 minutes, respectively, contrasted with one hour and 52 minutes for January of 1960 and one hour, 49 minutes for February of last year).

Morning (Monday through Friday): Northeast, 53 minutes; East central, 52 minutes; West central, 61; South, 50; Pacific, 43. Afternoon (Monday through Friday): Northeast, 31 minutes; East central, 38; West central, 47; South, 35; Pacific, 28. Evening (averaged for all seven nights): Northeast, 19 minutes; East central, 20; West central, 23; South, 19; Pacific, 20.

Radio's growth continues to be phenomenal. Even though the country long since has had near-saturation of radio receivers as radio purchase grows with population growth, the speed with which additional radio stations have been added is even more marked.

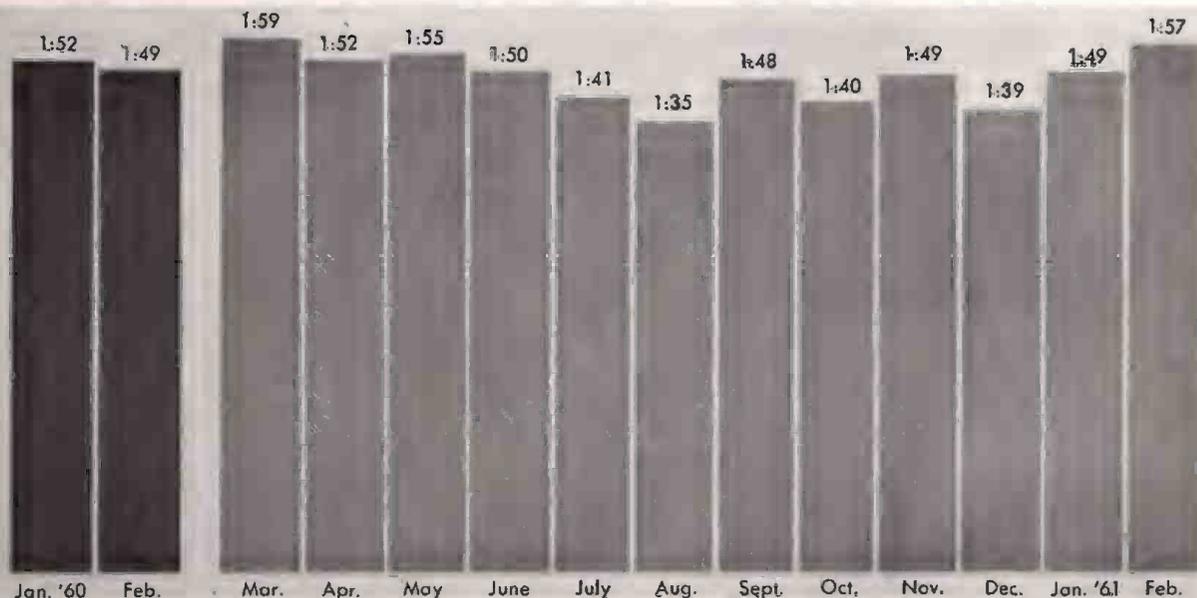
hours (6 p.m. to midnight) for an average of four and three-fourths hours per home.

The A. C. Nielsen analysis for the week's cumulative audience:

Five weekdays: morning—70.9% of total U. S. radio homes or 35.1 million homes tune for six hours and 38 minutes; afternoon—57.8% of all radio homes or 28.6 million homes listen for five hours, 28 minutes.

Saturday: morning—46.1% of all radio homes or 22.8 million homes tune for one hour, 44 minutes; afternoon—34% of all radio homes for 16.8 million homes listen for two hours and eight minutes.

Sunday: morning—35.9% of radio



Radio listening in the home keeps rising, Nielsen shows. In the past year, for example, the daily rate has changed from one and one-half to two years per home. The January-February level this year is slightly higher than a year ago, as shown above.

The month-by-month per home tune-in for the other months of 1960: March, one hour, 59 minutes; April, 1:52; May, 1:55; June, 1:50; July, 1:41; August, 1:35; September, 1:48; October, 1:40; November, 1:49; December, 1:39.

Nighttime listening follows pretty much the same pattern in all sections of the country, but daytime tune-in varies widely. The West central section, for example, has a considerably higher rate of listening than other sections of the country for Monday-through-Friday daytime periods.

Here are the sectional minutes spent with radio per home per day, by day parts:

Between 1950 and early this year, the number of radio stations has grown from 2,781 to 3,955 within the continental limits of the U. S. The number of homes equipped with one or more radios in this same period of time rose from 41.4 million to 49.5 million, also within the continental limits.

Accumulated audiences—and this is what advertisers buy—show that in a measured week more than seven in 10 (70.9%) radio homes have tuned in at some time during the morning hours for an average of more than six and one-half hours per home and that more than five in 10 (53.5%) of these radio homes have tuned in during the evening

homes or 17.8 million homes for one hour and 38 minutes; afternoon—31.1% of radio homes or 15.4 million homes tune for one hour and 58 minutes.

Seven nights: from 6 p.m. to midnight—53.5% of radio homes or 26.5 million homes for four hours and 44 minutes; from midnight to 6 a.m.—16.4% of all radio homes or 8.1 million homes listen four hours and 36 minutes.

Entire week: 82.3% of all U. S. radio homes or 40.7 million homes listen to radio for an average of 16 hours and 52 minutes per home.

Accumulated audience are what the preponderance of sponsors seek. ■

**NOW** we can offer you

# PROVEN RESULTS\*

with these

**TELE-BROADCASTER STATIONS**

IN Hartford - **WPOP**  
(CONNECTICUT)

IN Kansas City - **KUDL**

IN Los Angeles - **KALI**  
(SPANISH LANGUAGE MARKET)

IN San Francisco - **KOFY**  
(SAN MATEO)

- ★ 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**

Cuisine Exquise . . . Dans  
Une Atmosphère Élégante



575 Park Avenue at 63rd St  
NEW YORK

Lunch and Dinner Reservations  
Michel TEmpleton 8-6400

## WHY DETROIT LOVES RADIO

*Continued from page 27*

Kester, "radio is the car dealer's biggest friend. Radio will reach the people far more effectively than newspapers or television, and it is certainly more economical. In the small town, the dollar spent for radio is the best dollar you can spend." He believes that identification with a single announcer as well as a station is very effective, and that public service, news and weather are the best programs for spot adjacencies. And he notes that use of summer radio is good because "We can hit them while they're driving."

Ford Motor has commissioned a lengthy study of media effectiveness which is expected to be completed in about one year. The research will examine comparative media values and is said to be the first such work undertaken by an automotive advertiser. It is being conducted under the supervision of George H. Brown, marketing research manager, in cooperation with J. Walter Thompson.

Radio spending for Chrysler Corp.'s Plymouth Division may have neared Chevrolet's output this year if production had remained steady. It was revealed by an agency source that Plymouth radio spending for this year may hover around the \$2 million mark and total advertising outlays will reach \$11 million.

Plymouth started at announcement time with intentions of carrying spot radio campaigns in about 65 markets for 52 weeks. Introduction started in 65 markets with frequencies ranging from 25 to 100 spots per week, the heavier amount going into Plymouth's top 10 or 15 markets. The goal of the campaign, according to Robert Rowen, media supervisor at N. W. Ayer & Son, was to reach as many radio homes as possible as often as possible. Another goal, Mr. Rowen explains, was to concentrate on reaching men through heavy spot buys during drive times. But if a station demonstrated a good male audience at other times of the day, Mr. Rowen recalls that he would place Plymouth spots there. The campaign used a variety of commercial lengths, but the main vehicles were minutes and 30s.

Although the time purchased by Plymouth was split about 50-50 be-

tween the Plymouth and compact Valiant, Mr. Rowen maintains that the agency strives for individual entity for each car.

"After four to six weeks our campaign tapered off in all markets," Mr. Rowen admits. But other media were cut, too, he says, and Plymouth always spends a proportionate amount on radio. "Of course, at announcement time radio is a major ingredient in our plans. During the rest of the year we use it more as a supporting force, or as a major part of the total effort during special promotions. But we would like to use more radio all year around, as was our intention this year."

Plymouth, like Ford, this year observed and capitalized on radio's flexibility and ease of buying. A mechanical feature of the Plymouth and Valiant this year, first to appear in American-made cars, is an alternator instead of the conventional generator. The advantages of the alternator are especially felt in cold weather, which generally causes the generator to perform below standards.

To promote this feature, Plymouth went to radio as the result of long-range weather forecasts received in mid-winter. A bad snow storm was predicted for the mid-western states. N. W. Ayer quickly whipped up radio copy on the alternator vs. generator, wired the spots to stations in Detroit, Cleveland, Chicago and Pittsburgh for a major saturation on a weekend.

"We were extremely impressed with the speed and efficiency with which we were able to get this special campaign on the air," remarks Louis T. Hagopian, account supervisor for Plymouth at Ayer in Detroit. Mr. Hagopian is a client alumnus, formerly director of advertising and sales promotion for Plymouth-DeSoto-Valiant Division of Chrysler before joining the agency in the past year.

Neither Plymouth nor Valiant participate in network radio sponsorship.

But Plymouth-Valiant activity on the local scene is akin to Ford in its coordination by Ayer. Plymouth tots up 3,573 dealers this year. They are organized into 18 dealer associations, all of which work through N. W. Ayer in placing their time. Ac-

ording to an N. W. Ayer timebuyer, most dealers use radio and newspaper heavily, and it varies from market to market which medium is first. Very few dealers use television.

Rambler, the network radio success story of the '50s, continues this year to follow its established pattern as a newscast sponsor on NBC's *Monitor*. American Motors is going into its sixth year on the NBC weekend schedule. Each weekend it takes from 20 to 24 five-minute newscasts in which it uses one-minute and 30-second announcements. In spot radio American Motors has been absentee. Even at announcement time, the company uses spot radio in only a few selected markets, according to its agency, Geyer, Morey, Madden & Ballard Inc., Detroit.

American has 2,975 dealers throughout the country who are extremely active. An example of their participation is the sponsorship by the Southern California Rambler dealers of 15-minute segments before and after games of the Los Angeles *Angels* baseball team broadcast by KMPC Los Angeles. The dealers share with two other sponsors the quarter-hour *Angel Warmup* preceding the game and the 15-minute *Angel Report* immediately following the broadcast.

In Philadelphia, the Rambler Dealers of Philadelphia are similarly sports-minded. Four months before the start of the Philadelphia *Eagles* pro football season, the dealers have already signed for one-half sponsorship of the 14 league games to be broadcast by WCAU Philadelphia. They will share these broadcasts with Household Finance Corp. and Dow Chemical Co., who each have bought one-quarter sponsorships.

Also competing for the dollar in the low-priced car field is Studebaker-Packard Corp., which, with its Studebaker Lark and Hawk models, is also consistently more active in network radio than in national spot. Studebaker, whose estimated annual radio budget is well above \$500,000, made a broad purchase at announcement time, according to James W. Orr, the company's director of advertising and merchandising. At that time the national campaign involved from 1,300 to 1,800 radio stations.

On network, Studebaker is active with newscasts on weekdays and weekends. On ABC Radio, the car company sponsors 15 five-minute news shows Monday through Friday, taking three newscasts per day. On weekends, Studebaker is heavier on ABC, with a total of 21 news programs scattered throughout the Saturday and Sunday schedule. These shows are in flights of three: the first ran four weeks from March 20 through April 16; the second from May 1 through May 28, and the third from June 12 through June 28.

"We like to use network radio," says Mr. Orr, "because it is much easier for us to cover our dealers this way. By using the network we have exposure on 350 to 400 stations which covers 90 percent of our dealers. We also feel that network radio is far more economical for us from a production point of view. For instance, if we were on national spot radio in 400 markets, with one station in each market, we would have to cut 400 transcriptions. The cost of this is enormous. But on network, we have to produce and pay for just one ft."

Studebaker also sponsored on ABC on March 13 one-half of the network broadcast of the heavyweight championship broadcast, plus the pre- and post-fight programs in five markets.

The dealers lend good support on the local level, Mr. Orr explains. "We always encourage them to use radio," he emphasizes, "and we have found that the smaller the market, the more important radio becomes to the dealer." Studebaker has 2,258 dealers in the U.S., and with Cadillac and Chrysler, was one of the three companies or divisions that scored gains in dealerships in 1960. The firm's advertising agency is D'Arcy Advertising Co., St. Louis.

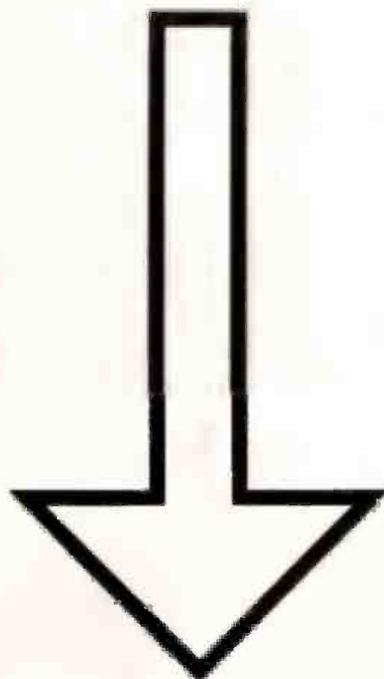
Chrysler's Dodge Division, by design, has moved into a marginal position where it has models that compete with the low-priced cars, Ford and Chevrolet, and the medium-priced cars, Oldsmobile, Mercury and Pontiac.

Hitting both the low-income and medium-income consumer, plus the family who has the money for a second car compact like the Lancer, Dodge has done well this year, al-

*Continued on page 55*

**Review, please,  
the latest  
accepted survey  
of your choice:**

**ANY or ALL!**



**The unbelievable Family  
audience in the  
Louisville Metro Area  
belongs to WKLO**

**Need we say more?**

Call Bill Spencer

or



**Robert E.  
Eastman & Co., Inc.**

Other Air Trails Stations:

**WING**, Dayton, O.

**WCOL**, Columbus, O.

**WIZE**, Springfield, O.

**WEZE**, Boston, Mass.

# RADIO FOCUS/PEOPLE

**WATCHMAKERS** of Switzerland award for merchandising given by Cunningham & Walsh Inc., New York, to WCOL Columbus, is held by Lee Lahey of Robert Eastman Co.



**FIRST ANNUAL** California Mental Health Award presented to Evangeline Baker of KNBC San Francisco. Presenting the plaque to Miss Baker and KNBC program manager Jack Wagner (l), is California Governor Edmund G. (Pat) Brown.

**TOASTING** the new all night news cast schedule over KSFO San Francisco are Herb Kennedy KSFO, Anne Tuten, Simon Siegle and Paul Lucido. Mr. Siegel and Mr. Lucido are president and general manager of Lucky Lanes, sponsor of new program format of newscasts to run from midnight to dawn.



**ROCKIN' CHAIR RAGE** swept over the BPA hospitality suite at NAB Convention in Washington. John Hurlbut, BPA president, rocks and talks to (l to r) L. Walton Smith, WROC-TV Rochester, N.Y., Don Curtan, ABC Radio, and Doug Holcomb, WGBI Scranton, Pa.



**TOP GUNS** at Metropolitan Broadcasting Corp. recently met in New York. Seated (l to r): Jack Thayer, general manager, WIK Cleveland; John Kluge, president and board chairman of MetroMedia Inc., and John B. Sullivan, general manager, WNEW New York. Standing: Harvey Glascock, general manager, WIP Philadelphia; Daniel Hydrick, assistant to Kluge.

## WHY DETROIT LOVES RADIO

*Continued from page 53*

though expectations have fallen short of the projected goal, according to one Dodge executive. And when production falls short, so does advertising, because the company does not generate as many funds. Dodge, like all other auto manufacturers, budgets its advertising per car produced.

"We have used radio every year," says Wendell D. "Pete" Moore, director of advertising and sales promotion for Dodge car and truck. "We have used it more heavily in 1961 than in 1960," he says, attributing the rise in radio expenditure to the counsel of the BBDO Inc., Detroit, the company's agency. "Radio is an effective medium, a medium that is necessary to use when we want to reach large masses of people in a hurry."

It has been estimated that Dodge spent nearly \$1.5 million in national spot radio this year, while its dealers spent approximately \$2 million. The combined expenditures nearly parallel the funds allocated to radio by Chevrolet and its dealers.

Dodge opened the model year on radio with minute announcements in Dodge's top 50 markets, according to Woody Crouse, BBDO, Detroit, timebuyer. Beginning in November, the campaign ran for eight consecutive weeks. Frequencies were extremely high, and the agency tried for total exposure including drive times and others for unduplicated reach. The campaign, as its successors, was split 50-50 between the Dodge Dart and the Lancer.

A second national spot campaign came out of BBDO for Dodge in January. A flight opened January 22 and ran through March 18, again in Dodge's most productive 50 markets.

In February, Dodge opened a campaign sponsoring Alex Dreier on ABC Radio in behalf of Dodge truck and the nsupplemented it with a spot buy in their top markets.

The network campaign began February 6 for 13 weeks, and has been renewed to run through August 4. The schedule consists of one 10-minute newscast per day, Monday through Friday, 6:30 to 6:40 p.m. EDT.

This campaign was so successful in

behalf of Dodge truck, says the agency, that the client decided to supplement it with national spot support. By March 20 Dodge truck announcements were on the air in the top 40 Dodge truck markets for a campaign of six to eight weeks. The spots were scheduled in the evening and early in the morning, the strategy being to hit the small business man in the market for a delivery truck. Morning spots were placed around 7:30 a.m.; evening spots went in between 6 and 6:30 p.m. Most of these spots were heard during local newscasts; outside the peak traffic time, the frequency was 12 newscasts per week.

Dodge car began its third radio campaign of the model year on May 15. Again, Dodge went into its top 50 markets in flights of two. After a run of two weeks and a two-week hiatus, the commercials were back on the air June 11 for two weeks for a total of four on the air.

"The Dodge Division," remarks the Detroit manager for one of the leading station representatives, "has unquestionably been the most active car division from Detroit in 1961."

"BBDO has a rather unique way of measuring radio stations in their respective markets," he continues. "It is a combination of the circulation pattern in conjunction with the sound of the station's programming. They keep a sheet on each market this is continually updated as stations change format, rise or fall in circulation. This approach allows them to gain for Dodge the largest unduplicated audiences as they purchase the highest circulation stations in each of three different 'sound' categories."

He also explains that the largest percent of the Dodge budget for the market goes to the station whose audience has the largest spendable income. And if there is money left after the buy is complete, the time-buyer might go back and buy more frequencies on the lower-priced stations.

Dodge dealers are heavy in local markets, too, spending an estimated \$2 million this year. BBDO does not currently buy for all dealer associations, although it is trying to establish a thoroughly coordinated plan for the division's franchises. It now



## Hire a Rolls Royce Limousine

For just a trifle higher cost, enjoy the luxury of a chauffeur-driven 1961 Rolls Royce. Special theatre and shopping rates. Airport and pier service. Inquire about corporate and personal charge accounts.

### Buckingham Livery

349 E. 76th St., N.Y.C. YU 8-2200  
\$9 per hour, Diners Club honored.



Effective  
July 1st it's  
**koda 99 fm**

(formerly KHGM)

Houston's Established  
Leader in FM Radio



**KODA - 1010 KC**  
Houston's first new AM Station in thirteen years, premieres in early August.

**TAFT BROADCASTING CO.**  
Houston, Texas  
Lynn Christian, Mgr.



**ONE OF NEW YORK'S  
FINER HOTELS**

On the city's most famous thoroughfare, 5th Avenue in exclusive Washington Square. Spacious single rooms from \$10 daily. With air-conditioning from \$12-\$14. Lavish 2 & 3 room apartments with serving pantries. Television available.

**SPECIAL RATES**  
on a monthly basis. Additional substantial savings, on unfurnished and furnished apartments on lease.



Write for descriptive brochure  
N. Scheinman, Managing Director

**fifth Avenue  
Hotel**

24 FIFTH AVENUE at 9th STREET

buys, among others, for dealer groups in Chicago, Cleveland, Detroit and the Delaware Valley. The agency reports that the latter group is one of the more active. There are 2,740 Dodge dealers.

The more expensive the car, the more it is presumed that the advertiser makes use of class and mass magazine space. This is not true. Cadillac, the top-priced luxury car made in this country, uses large and frequent portions of spot radio.

The medium-priced car advertisers are all active and ardent radio users.

Oldsmobile and the compact F-85 have continuing spot campaigns in addition to announcement radio, as well as sponsorship of a network news program.

When the 1961 models were introduced, Oldsmobile went on the air on 200 stations for two to three weeks. Frequencies were low, numbering only three spots per week. They were placed on weekdays, in either morning or afternoon drive times. This year's campaign for Oldsmobile was notable in that it included many fm stations in top markets. These buys were made with money left if am time purchases allowed it.

In addition, Oldsmobile has a 52-week radio campaign going that is subject to renewals every 13 weeks. This campaign uses 125 stations, each getting three spots per week. The strategy behind this continuing campaign, according to Jack Walsh, chief timebuyer at Oldsmobile's agency, D. P. Brother & Co., Detroit, is to support the dealers in these markets, who are expected to supplement with campaigns of their own. "Two years ago," says Mr. Walsh, "we studied the sales and advertising programs of 100 dealers. We found that those dealers getting factory support of three spots per week in their markets had 100 percent better sales."

But, he explains, each dealer is subject to monthly review; if his own advertising or sales do not meet a standard, the national schedule is placed in another market for the next cycle.

Oldsmobile has no dealer associations, but its 3,545 dealers are active radio users. One of the most active is Charles Story, who advertises that he is "The World's Largest Olds

Dealer." Story Oldsmobile, Lansing, Mich., is a frequent advertiser on WILS Lansing. The dealer often rents the station's mobile unit for two or three weeks, and WILS broadcasts right from his showroom or some other location. During these periods he also buys 20 one-minute spots a day. Story spends roughly \$2,000 for each campaign on WILS, the station reports.

On CBS, Oldsmobile is now in the middle of its second year sponsoring *Lowell Thomas and the News*, 6:45 to 7 p.m., EDT Monday through Friday. The newscast is heard on 196 stations of the network, and is fed to additional selected markets where Oldsmobile wants coverage.

Pontiac Division, which sells its standard size car at a slightly lower price than Oldsmobile, is also slightly less active in radio advertising. The division's only national spot campaign was delivered at announcement time in two flights—one for Pontiac, the other for Tempest. Both flights went into 160 to 170 markets on a saturation basis, using 40 to 60 spots per week placed during drive times on weekdays, and daytime on weekends. Spots were of one-minute and 10-second duration, using the personality of Victor Borge. The Pontiac campaign ran two weeks in October, while Tempest took two weeks in November.

Pontiac sponsors no network radio, and routes the remainder of its radio through dealers, according to advertising manager John F. Malone. "We would like to use more spot radio," says Mr. Malone, "but we have 3,580 dealers who all want support in their markets. We can't possibly schedule enough national spot to cover them all, so we just go in at announcement time. The rest is up to the dealers. We think radio is wonderful, and we would use it seven days a week if we could."

Pontiac's agency, MacManus, John & Adams Inc., Bloomfield Hills, Mich., does prepare scripts for dealer use which are sent to all dealers. One Pontiac dealer who has taken advantage of agency support is Carson Pontiac, St. Louis, which has been in business only one year. The dealer wanted to celebrate its first anniversary in a creative but reasonable-cost way.

Carson had already been running

a schedule on WIL St. Louis, and the station suggested anniversary contest. The idea: Display a Temp-est with the station call letters painted all over it. The public would be invited to estimate the number of times the call letters appeared on the car. In addition to buying a schedule on radio, the client paid for the painting of the car, and then loaned the car to the station for use in outdoor promotion. Carson also bought ads in two local newspapers promoting the WIL contest.

Buick cars are equivalent in price to Oldsmobile's, and it is reported that Buick has been more active in spot radio this year than in any previous year. During the current model year, Buick bought saturations at announcement time and in February-March.

The introduction campaign was placed in 83 markets for three weeks, and was a multiple-station buy. Frequencies ranged from 25 to 50 one-minute announcements per week, which were split evenly between Buick's standard size car and its new compact, the Buick Special.

On February 16, Buick opened a national campaign for new and used cars which ran through March 4. About 75 markets were included in this campaign, according to McCann-Erickson Inc., Detroit, Buick's agency. Frequencies numbered from 12 to 36 spots per week placed during traffic times.

In May, Buick saturated the Los Angeles market on behalf of its dealers there. Heavy use of four-second announcements in conjunction with minutes (up to 140 four-second spots per week) was placed on approximately 10 stations. The campaign is on seven days a week and will terminate on June 31. One prominent Los Angeles station reports the Buick saturation to be "one of the heaviest in the station's history."

Vincent Valek, assistant advertising manager for Buick, reports that dealer use of radio is sporadic. But, he says, dealers that do use radio like it and use it extensively.

"Buick used NBC *Monitor* at announcement time for about seven weeks," Mr. Valek recalls. "We bought participations in five-minute *Bob Hope* segments, taking from 10

to 12 programs each weekend."

McCann-Erickson claims that Buick has no plans for a late summer campaign at this time. However, an industry figure close to automotive buying trends feels that Buick's purchases in Los Angeles may be a prelude to additional Buick radio.

In Ford's Lincoln-Mercury Division, Mercury and her younger sister, the compact Comet, have used radio this year on a continuing basis.

Announcement schedules for Mercury were placed in 70 top automotive markets for six to 10 weeks. Frequencies varied from 25 to 75 one-minute spots per week per market. These spots were scheduled in morning and evening drive periods.

Spot activity out of Kenyon & Eckhardt Inc., New York and Detroit, has been coming in an off-again, on-again basis since announcement. K&E has just put out an availability call for a new flight.

The agency also operates advertising programs for 22 regional divisions of the Lincoln-Mercury Dealers Association, including the Cleveland, Buffalo, Minneapolis-St. Paul, Pittsburgh, New York and St. Louis associations. Both New York and St. Louis have radio campaigns running now, as does Buffalo, which started June 7, and Minneapolis-St. Paul, which began June 5. In the Pittsburgh area, K&E opened a drive for Mercury in May that utilized at least 50 radio stations.

A Detroit dealer campaign attracted unusual attention as a spectacular use of radio earlier this year, when a Mercury campaign on WJBK Detroit made use of 1,300 spots

*Continued on page 60*

## TEEN MARKET

*Continued from page 37*

influence their readers in greater proportion than the small time they spent reading them would indicate.

**Tv**—Similar to magazines in its escapist role. Programs selected are normally related to some self-image which identifies with actors or actresses in the program. Rarely can tv attract a large teen audience for shows other than dramas and sports.

**Radio**—Enjoys the greatest measure of acceptance among teenagers for two reasons. In the first place, it fills a need for companionship and belonging. It also provides them with minimal reality contacts—news and weather—without intruding on their privacy. Studies show that teenagers are more likely to accept guidance and direction from radio than from any other medium.

Figures from *The Pulse* indicate that—on the average—a teen-age girl tunes to radio about two hours daily for a weekly total of 14; the teen-age boy, a weekly total of almost 18 hours (97.4% of the boys listen 17 hours, 46 minutes). Life-Politz studies indicate similarity in findings to the *Seventeen* study.

For example, teenagers—as a group—are thought to spend about \$10 billion each year. They own 10 million phonographs, 13 million cameras. More than one and one-half million teens own their own cars, and more than 60% of teen boys have a direct influence on the brand of car next purchased by the family. ■

**KEEP YOUR EAR ON . . .**

## **RADIO PULSEBEAT NEWS**

***Bringing the news sounds of the nation ALIVE!***

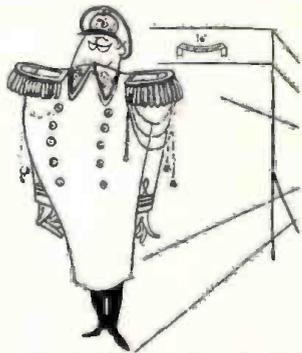
—SOUNDS THAT ATTRACT LISTENERS  
AND RING CASH REGISTERS—

**JOIN THE GROWING RPN FAMILY OF STATIONS NOW!**

**RADIO PULSEBEAT NEWS**

153 - 27 Hillside Ave., Jamaica 32, N. Y.

**AX 1-4320 (For Sample Feed—AX 1-6677)**



INTRODUCING THE NEW  
**DRYDEN-EAST**  
HOTEL

39th St., East of Lexington Avg.  
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60  
Special rates by the month or lease

Robert Sarason, General Manager  
ORegon 9-3900

the one  
and only  
radio  
advertising  
magazine  
devoted  
only to  
radio is  
U.S. RADIO



## NAMES & FACES



Thomas B. Campbell is the president of the newly formed Advertising Time Sales Inc., New York. The new radio-tv rep firm has been organized from The Branham Co., and will replace Branham's broadcast division. The firm will maintain sales offices in major markets throughout the country. Mr. Campbell started with Branham in 1941 as a radio salesman. After a four-year stint with the Navy, where he became commander of a torpedo boat, he returned to his sales work with Branham. In 1951, he joined Blair-TV for a short time, and then returned to Branham as a sales manager. In 1957, he became vice president and director of sales for radio and television. Later he was made executive vice president, a position he maintained until his recent appointment as president of the new Advertising Time Sales Inc.



Esther Rauch, former director of sales development for John Blair & Co., New York, is a co-founder and vice president of the newly created Better Broadcast Bureau, New York. Miss Rauch began her broadcast experience at KSTP Minneapolis-St. Paul, after which she became manager of the fashion department for a leading Milwaukee department store. She was instrumental in initiating programming activities at KWDM Des Moines, when it first went on the air. She later served as music director at WMT Cedar Rapids. In 1951, she entered the agency business in Chicago with Leo Burnett, first as a timebuyer and later, chief timebuyer on the Tea Council account. She then joined Blair, Chicago, and became manager of midwest sales development. After two years, she went to New York in a similar post.



John Hoagland, vice president of Ogilvy, Benson & Mather, New York, was recently appointed to the position of director of broadcasting there. A graduate of Princeton, Mr. Hoagland began his career as a page boy at NBC in 1938. Next, he worked in program development and sales at ABC. During the war he was a fighter pilot in the African campaign and, upon returning, he became director of the radio department at Robert Orr Assoc., New York. Next, he was supervisor of radio-tv for the Campbell Soup Co. In 1954, he joined BBDO as vice president and broadcast account supervisor. Among the accounts he handled were General Mills, Minnesota Mining and Lever. In February 1959, he left BBDO for Ogilvy where he became a vice president and associate director of the broadcast department.

# KFAL RADIO

FULTON, MISSOURI

## DOMINANT FARM RADIO SERVICE

*16 hours of farm radio a week  
... Interesting, pertinent and  
factual information and pro-  
gramming for farmers.*

"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 transcontinental 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



Morton J. Wagner, head of his own organization, Wagner Assoc., a station management firm, has joined the Gordon Broadcasting Co., San Francisco, as executive vice president and managing director. Mr. Wagner left his post as executive vice president and director of the Bartell group last November in order to develop his own firm. He had been with Bartell for eight years. Mr. Wagner is a graduate of the University of Wisconsin. For many years he served as program and sales manager

in local radio facilities. Later, he became a staff member of WHA Madison, educational outlet for the State of Wisconsin. He then served as general manager of WMTV (TV) Madison for a period of four years. As Wagner Assoc. makes additional broadcast acquisitions, the company will become part of the Gordon group for operational supervision.



Joel Fleming has taken over as vice president and general manager of all broadcasting operations owned by, or associated with the Ivy Broadcasting Co. In his new position, Mr. Fleming will manage the firm's fm stations operated as the Northeast Radio Network, as well as WOLF Syracuse and WTKO Ithaca, owned by Radio Ithaca Inc., and operated in association with the Ivy radio stations and enterprises. After graduating from Pennsylvania State University, Mr. Fleming began his

broadcasting experience with local station operations moving then to network. In addition, he has been associated with other media, including magazine publishing and major market newspaper work. Mr. Fleming assumes the managership duties of company president, E. E. Erdman, who will now devote his time to executive affairs.



Charles A. Winchester is the newly appointed vice president and supervisor of all radio/tv activities at Doherty, Clifford, Steers & Shenfield, New York. After graduating from Harvard, Mr. Winchester started out as a copywriter for a Boston agency. Later he joined Ogilvy, Benson & Mather, New York, as a media researcher, and from there he went to DCS&S as an assistant researcher on the Bristol-Myers account. In 1945, he joined the Biow Co. as an account executive on the

Procter & Gamble account. When Biow was disbanded, he moved over to Young & Rubicam, which had absorbed the Spic & Span account he handled for Biow. In 1958, he returned to DCS&S as client contact man on the Bristol-Myers account. Later that same year he was made vice president and account supervisor. He now lives with his family in Scarsdale.

**DINING**  
at New York's elegant

**MALMAISON**  
is a delightful experience



**MALMAISON**  
**RESTAURANT**

10 East 52nd St., New York

LUNCHEON... COCKTAILS... DINNER  
At the piano: Jules Kufi, 5 to 11 P.M.  
PLaza 1-0845 • Closed Sundays

## WHY DETROIT LOVES RADIO

*Continued from page 37*

within a one- to two-week period.

According to J. Clifford Wilson, vice president and media director for K&E in the Detroit office, Mercury and Comet have been out of network radio this year, although there was some activity in 1960. "We have used network radio," says Mr. Wilson, "when we found it necessary to extend our reach. But we have a much greater interest in spot radio and use it with generous frequencies."

Chrysler sits in two price categories, the medium-price and luxury class with its various models that range from \$2,900 to \$5,900. In its magazine advertising Chrysler tends to push the luxury and quality image. But in radio, as evidenced by a major campaign last February, the company has tried to push the low price economy with Chrysler quality.

On February 15, Chrysler opened

a three-week national radio campaign in its top 50 markets. Key-note of the campaign was the Chrysler low price, and the campaign has been referred to as the "\$2964" campaign. Frequencies ran as high as 30 per week in morning and evening drive times.

At the same time, according to Young & Rubicam Inc., Detroit, Chrysler Division's agency, the \$2964 spot campaign was supplemented with NBC *Monitor* weekend spots.

Calvin Nixon, Y&R timebuyer, reports that Chrysler radio activity this year is nearly 100 percent above last year.

Chrysler is trying hard to organize its dealers to a point where Young & Rubicam can efficiently plan campaigns for the associations. There are now about 10 dealer associations under the agency's wing. Their use of radio has consisted mainly of short two-week flights. Among all

the associations, the Cleveland group seems to have been the most radio conscious, the agency says.

In the luxury class, dominated by Cadillac, Imperial and Lincoln Continental, the use of radio noticeably dwindles, with the exception of Cadillac. Lincoln Continental, according to Kenyon & Eckhardt, has not advertised on radio at all in 1961. Lincoln has not even gone near fm, which its competitor Imperial has discovered to be extremely worthwhile, and which Cadillac has experimented with in numerous markets.

Cadillac will probably spend at least \$1 million in radio this year. A large portion of this money will introduce new models. Last year, Cadillac announced the new cars in a three-week campaign on 1,230 radio stations. In major markets, the buy included from five to 10 stations, reaching frequencies of 45 one-minute announcements per week in

Chart continued from page 27

## The major automobile companies, their products, the advertising

ADVERTISER	ADVERTISING EXECUTIVES	AGENCY
<b>General Motors Corp.</b> BUICK MOTOR DIV. Buick Buick Special	Richard B. Cogswell—Dir. Mdsg. Gerald M. Millar—Adv. Mgr.—Mdsg. Dept. Vincent Valek—Asst. Adv. Mgr.	McCann-Erickson Inc., Detroit
<b>CADILLAC MOTOR DIV.</b> Cadillac	J. Phillip Schaupner—Mdsg. Mgr. Kenneth R. Wolf—Asst. Adv. Mgr.	MacManus, John & Adams Inc., Bloomfield Hills, Mich.
<b>CHEVROLET MOTOR DIV.</b> Chevrolet, Corvair Chevrolet Truck	Jack Izard—Adv. Mgr. Carl Uren—Asst. Adv. Mgr.	Campbell-Ewald Inc., Detroit
<b>OLDSMOBILE DIV.</b> Oldsmobile, F-85	James F. Mattox Jr.—Dir. Adv. C. D. Barker—Asst. Adv. Mgr.	D. P. Brother & Co., Detroit
<b>PONTIAC MOTOR DIV.</b> Pontiac, Tempest	John F. Malone—Adv. Mgr.	MacManus, John & Adams Inc., Bloomfield Hills, Mich.
<b>Studebaker-Packard Corp.</b> Studebaker	James W. Orr—Dir. Adv. & Mdsg.	D'Arcy Advertising Co. Inc., New York and South Bend, Ind.

drive times. In smaller markets, frequencies hovered around the 18 to 20 per week mark. Fm radio played a significant role in this campaign, as MacManus, John & Adams Inc., Cadillac's agency, reports that one or two fm stations were used in major markets.

Fm is used by Cadillac in San Francisco on a 52-week basis, where the company sponsors light classical music on KPEN from 7 to 8 p.m., Monday through Friday. Each program includes four commercial minutes for Cadillac "prestige" announcements. MacManus, John & Adams is reportedly investigating other markets for fm advertising, and is expected to steadily increase its use of the quality frequency.

Cadillac's other 52-week radio campaigns are currently running in two markets. In Detroit, the company sponsors a 6 to 6:15 p.m. newscast on WWJ Monday through Friday. In Los Angeles, Cadillac is on

KFI five times a week with the 15-minute *Sid Fuller Cavalcade*.

Last summer, Cadillac ran a summer mop-up campaign in 60 markets from July until announcement time. The promotion was broken into two-week alternating flights. As for its plans to repeat that campaign this year, both agency and client are silent.

Imperial's most talked about move in radio since new model time has been its purchase of the *Imperial Press Club*, five minutes of news interpretation Monday through Friday on stations of the QXR network. The purchase represents a 52-week investment of \$125,000—the largest sum that any national advertiser has spent on fm radio. Young & Rubicam, Imperial's agency, has found the fm buy "extremely satisfactory," and is gradually adding more stations to the list.

The investment by the automakers in radio is considerable.

They believe in radio, primarily because it gives them a captive prospect—the man behind the wheel. And Detroit, generally, is increasingly aware of radio's importance in drumming up local sales.

The dealer is realizing his important returns from radio, too, and is gradually learning how to get the most dramatic results. "Gone are the days," says one radio man, "when the dealer gets an et from the factory as part of a promotional kit. Some of the best sounding commercials in many major markets are being played by automobile dealers, some of whom have paid as much as \$10,000 for a musical theme."

With this kind of dynamic action by dealers, together with a full measure of support from the factory in national spot, the automobile industry can have one of the most effective media programs in advertising. ■

## agencies and the men and women responsible for radio campaigns

### ACCOUNT EXECUTIVES

### MEDIA EXECUTIVES

### TIMEBUYERS

E. McCord Mulock Jr.—VP-Mgmt. Svce. Dir.  
Charles Flynn—AS

Kelso M. Taeger—VP-Media Dir.  
William Davis—Media Super.

Judy Anderson

Charles Adams—Exec. VP-AS  
Robert E. Field—AE

Ray Reiss—Media Dir.  
Lee Hanson—B'cast Super.

Richard Sheppard

Colin Campbell—Exec. VP-AS  
John L. Thornhill—VP-AS

Carl Georgi Jr.—VP-Dir. Media

Robert H. Crooker Jr.—  
Asst. Media Super.

Sheldon Moyer—Sr. VP-AS  
Val Corradi—Sr. VP-AE

C. Watts Wacker—VP-Media Dir.

Jack Walsh—Chief  
Dick Hoffman

James H. Graham—VP-AS  
Colin J. John—VP-AE

Ray Reiss—Media Dir.

Richard Sheppard

Frank Weber—AS-NY  
Gordon Baird—AE-NY  
David Bogle—AAE-NY  
William Straub—AE-South Bend, Ind.

Frank Ott—Media Dir.-NY

Frances Velthuys—NY-Chief  
Robert Lazatera—NY



# EDITORIAL PAGE

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## OUR POSITION ON CHAIRMAN MINOW

**T**HOUGH most of FCC Chairman Newton Minow's remarks at the NAB convention last month were directed at television, there were ominous implications in his speech for radio, and we feel we owe it to our readers to let them know exactly where we stand on the matter of this highly controversial public servant.

We think Mr. Minow was wrong, outrageously wrong.

We think he was wrong in the threatening tones he adopted toward broadcasters, tones which ill become any government official addressing any group of free American citizens.

We think he was wrong in making the kind of sensational, rabble-rousing speech which, as almost any child could have told him, would be luridly played up in the press.

We think he was wrong in not recognizing his own status as a kind of "90-day wonder" who was presuming to give all the answers to difficult questions which many intelligent men have been trying for years to find.

We think he was wrong in many of the solutions he proposed, particularly those "well-advertised" public hearings to determine license renewals.

In short, we think young Mr. Minow made an unfortunate start, and we hope that it was just one of those errors which bright, energetic, ambitious young men are apt to fall into.

If it was, and if increasing maturity shows him that his first responsibility is within the FCC—to make it honest, impartial, efficient and intelligent (which it has not always been)—then we shall have no quarrel with Mr. Minow.

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VOL. 2 — NO. 5

**JUNE • 1961**

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## Profile of a mass audience

New Politz study conducted in five major  
markets reveals fm has quantity, too

## Fm profits are up

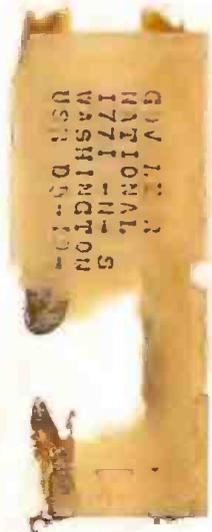
More fm stations are in the black as  
profits climb higher, NAFMB study proves

## Can fm sell an idea?

American Medical Association and its ad  
agency await major campaign results

## Major agency study on fm

Young & Rubicam, New York, releases  
extensive fm study for public perusal



**FM is  
on the  
move!**

**so is  
U. S. FM,  
the magazine  
that sells your  
medium to  
agencies and  
advertisers!**

# FORE MOST

## **Y&R's fm audience study is pace-setting the field**

The Young & Rubicam survey of "The Fm Audience," showcased at the National Assn. of Broadcasters convention, continues to create a stir among fm stations as well as advertising agencies and client companies, all of whom continue to seek desperately for illuminating, lucid analyses as to fm's capabilities and potentials. Dr. Frank Mayans, v.p. and associate director of research for the agency, said it was at media's request the costly and comprehensive study was released publicly, an all-too-rare move for industry researchers. Y&R's goal: to provide information on which fm values could be assessed more accurately, with results "for the media man's use to correlate with his background and experience."

## **Two midwest groups survey possible fm rep formation**

There's growing interest in banning together fm stations in the top major markets under a station representative umbrella, with two such schemes burgeoning now in the midwest. Leadership in both proposed companies would (1) confine representation to stations in the top 20 or 25 markets, by population size and therefore by fm density, and (2) accept only one station per market on the basis of its programming (as matched to others in the line-up). Both are being thought of as answers to buying bottlenecks, when agencies and sponsors evince most interest in the largest markets.

## **First stereo fm stations; GE's WGFM, Zenith's WEFM**

Difference in time focuses rival claims of two fm stations that they were the first in the country to go on the air with stereo under the new FCC standards. WGFM, Schenectady, N. Y., the General Electric station, took to the air June 1 between midnight and 1 a.m. eastern time. At the same time in the midwest, the Zenith station, WEFM, Chicago, started stereo operations. WGFM stereo is aired 20 hours weekly in the afternoon and evening hours.

## **Harold Neal foresees fm's "complete maturity" in '61**

FCC's approval of stereo-fm broadcasting spurs a new facet of the medium, in the view of Harold L. Neal Jr., v.p. and general manager of WABC-FM, New York. He sees this as forecasting "the complete maturity of the medium this year." Among his station's recent account acquisitions: Hamilton Watch Co., Ford Motor Co., Beekman Towers (New York hotel), H. H. Scott Co., Pique Products.

## **Scott makes a wider-band tuner for stereo reception**

H. H. Scott (see above), Maynard, Mass. manufacturer, is pushing hard on the sale of a new wide-band fm multiplex stereo tuner which dealers throughout the country are now receiving. It retails for \$199.95 and includes circuitry keyed to a wide band which, Scott reports, with a wider width needed more for "optimum stereophonic reception" than for monophonic tuners.

## Duplicate or separate

I am writing regarding the survey you have taken concerning the publication of U. S. FM.

I strongly urge that you continue the separate publication of U. S. FM. One of the greatest obstacles fm faces is lack of prestige. By combining U. S. FM and U.S. RADIO, fm becomes the stepchild that the am owners wish it to be.

After 27 years in am radio, I feel qualified to say that the two are entirely different industries. They require different concepts of commercials, programing and sales.

The more support we have as a separate medium, such as your fine publication, the sooner it is a saturation medium. Our sincerest congratulations to you for pioneering this publication. Please keep it separate.

**Coy Palmer**  
KBMF-FM  
Pompa, Tex.

We would like to submit our vote concerning the issue of making U. S. FM a part of U.S. RADIO magazine. It costs extra unnecessary dollars to buy printed pages of superfluous material which would be the case if you were to combine the magazine. Please continue to publish it as a separate entity. It attracts many more vitally interested people this way.

We would like to extend our appreciation to you for making this magazine available. It has certainly been of excellent quality.

**Karen Hillstead**  
Program Director  
KSL-FM  
Salt Lake City

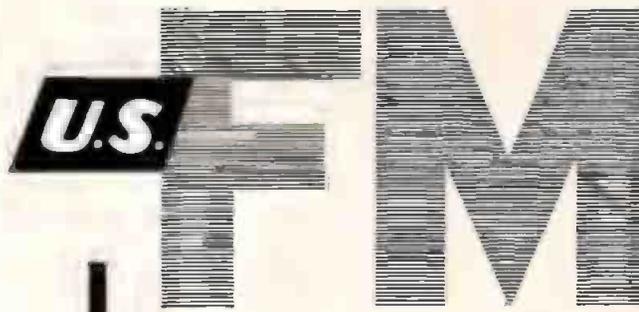
Many thanks for including my letter in your letters column in the April-May issue. May I call to your attention, however, that WFMF is in Chicago. We are not located in Pittsburgh.

**Sid Roberts**  
Station Manager  
WFMF  
Chicago

## Merger

Congratulations on your merger with *Sponsor Publications*. We hope that your two fine publications, U.S. RADIO and U. S. FM, will continue to prosper.

**C. L. Doty**  
General Manager  
WSAI  
Cincinnati



## IN THIS ISSUE

<b>Fore Most</b>	Trends and highlights in fm radio; reports on fm advertisers and stations	1
<b>Fm radio: profile of a mass audience</b>	Politz study in five major markets points up both quantity, quality factors	3
<b>Tight squeeze but growing profits</b>	NAFMB survey shows gaining number of fm-ers are in the black; high hopes for stereo	6
<b>Can fm sell an idea?</b>	American Medical Assn. and Klau-Van Pietersom-Dunlap ad agency await fm campaign results	8
<b>Favorable Mentions</b>	Capsule success stories of hometown fm advertisers; what they buy and why	9
<b>Fm station key</b>	Up-to-date listing of fm stations, including programing, market penetration, representative	11

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# Fm radio: Profile of a mass audience

**New Politz study of fm tune-in and fm listeners in five major market areas on the west coast points up quantity as well as quality factors**

**A**DVERTISERS and agencies are closely checking a new analysis in depth of the fm markets serviced by five stations in the Heritage group.

Although the stations are located in major metropolitan areas along the west coast, the audience samples and survey question techniques are broad enough so that many buyers think the patterns emerging typify the national fm listener as well as the west coast regional listener.

The study is an answer to questions posed by the Heritage stations themselves as well as by prospective advertisers, attempting to give specific dimension to the characteristics of the fm family as listeners as well as consumers. Patterns were correlated for audiences in Los Angeles, San Francisco, San Diego, Seattle and Portland, based on field inter-

views conducted at the turn of the year and recently published.

Forty-four pages of charts and statistical documentation back-up some of these general conclusions:

Fm's reach is vast, going into such a large number of homes that the fm audience is conclusively a mass audience rather than a limited-appeal audience as may have been true in the early days of the medium.

Almost one-third—30.3%—of the private households have an fm set in working order.

Fm still has a built-in selective factor, however, making it an "exclusive" medium in the sense that it reaches an advertiser's best prospects—families with the most income, the highest educational levels, the most sophisticated consuming tastes.

For example, 42.7% of the house-

holds which report an annual income of more than \$7,000. And 38.3% of all fm households report this high income figure, contrasted with 27.2% of all households.

Of the households where the head of the family reports college or other advanced education, 37.8% are fm-equipped, a third—33.4%—of all households have the head of the family in this classification, significantly lower than the figure for fm household heads, 41.7%.

The biggest percentage of fm listening is in the home of professional, managerial, sales and clerical persons, with 36.6% of their homes fm equipped. Almost half—48.5%—of these homes have household heads in this work classification, contrasted with 40.1% of the total households.

Fm receivers tend to be located in homes with three or more persons. Of these three-person-plus homes, 35.1% are fm-equipped, with 57.7% of total fm homes including three or more persons and 42.3% including one or two.

The most-tuned-to time among fm homes is from waking through breakfast, but fm listening is fairly even throughout the day until the post-bedtime hours.

The pattern for an average day: 59.5% of the homes use fm from waking through breakfast; 47.3%, after breakfast through lunch; 55.2%, after lunch through dinner; 50.2%, after dinner through going to bed, and 25.3%, after going to

bed until the going-to-sleep hour.

The peak listening times are in the hours after breakfast and through lunch, when the household using fm tunes for an average of 116 minutes or almost two hours. Of the homes using fm during at least one period of the day the receiver is turned on for an average total of 202 minutes throughout the full day.

Other minutes spent with fm, by day parts: from waking through breakfast, 64; after breakfast through lunch, 116; after lunch through dinner, 92; after dinner through going to bed, 92; after going to bed until going to sleep, 48.

More than eight in 10—87.9%—of all fm households have only one

receiver in the home, with 8.3% reporting two and 3.8% reporting three or more. The average number of fm sets per household is 1.17.

Most fm receivers are located in the living room, 55.2% of the total home sets. Others: bedroom, 21.7%; kitchen, 11.3%; den, study or library, 7.6%; dining room, 3.1%; other places, 1.1%.

The study also analyzes consumer use and buying habits, as shown in the following statistics:

Automobile ownership: 32.5% of all fm households own one or more passenger cars; 28.8%, one car; 42.5%, two or more cars; 37.1% bought the car new; 27.1% bought only used cars.

## MAJOR POLITZ STUDY CONCLUSIONS

### **Fm's reach is significant.**

*Of the 4,130,000 private households in the metropolitan areas of five major west coast markets (San Diego, Los Angeles, San Francisco, Portland, Seattle) almost one-third—30.3%—have an fm receiver in working order.*

### **Fm ownership grows as income does.**

*Of those homes with an annual income of \$7,000 or more, 42.7% have an fm set, contrasted with 27.2% of homes with 27.3% of those with incomes from \$4,000 to \$6,999 and 21.5% for those under \$4,000.*

### **Education is higher in fm homes.**

*Of those homes where the head of the household has college or other advanced education, 37.8% are fm-equipped; 31.6% when the household head has finished high school; 21.4%, in homes where the head did not finish high school.*

### **Professional people own the greater number of sets.**

*31.6% of the homes in which there is an employed household head are fm-equipped, contrasted with a higher 36.6% of the homes in which the head is in the professional, managerial, sales and/or clerical category and a lower 24.4% in homes where the household head is a craftsman, service worker, farmer or laborer. The lowest saturation, 24.4%, appears in homes of the unemployed house head.*

### **Fm is more popular with home owners than with renters.**

*35.8% of the owned homes are fm-equipped; 24.6% of rented homes.*

Appliance ownership: 42.7% of all fm households have an automatic clothes dryer; 36.6%, automatic washer; 32.2%, still camera; 42.2%, record player; 51.6%, hi-fi record player; 48.5%, food freezer; 31.8%, television set.

Possession of life insurance, stocks or securities, charge account: 32.2% of the fm households have life insurance; 38.2% own stocks or securities; 37.8% have a department store charge account.

Food product usage: 32.6% of all fm households in the area used canned soup in the previous two weeks; 32.1%, ready-to-eat cereal; 29.5% cooked cereal; 35.0%, instant coffee; 30.6% regular coffee; 30.1%,

evaporated or condensed milk; 15.1%, powdered milk; 35.6%, prepared mixes (cake, pie crust, pancake, biscuit).

Beverage usage: 34.3% of the fm households in the previous two weeks served wine, soft drinks, beer or ale; 42.0% wine; 35.8%, soft drinks; 35.4, beer or ale.

Tobacco usage: 31.8% of the fm households reported someone in the home smoked cigarettes or cigars in the preceding two-week period.

Cosmetic and drug usage: 31.9% of the fm households reported someone in the household used face make-up, face preparations or eye make-up in the previous two weeks; 36.0%, perfume; 31.0%, vitamins.

Home improvements: 42.7% of the fm households painted or wall-papered some room in the previous year; 43.7% put in new drapes, rugs or other floor coverings.

Social activities: 32.5% of the fm householders had dined out in the preceding month; 39.3% had gone to the movies; 54.4% had gone to a musical event; 42.7% had attended a sporting event. In 37.2% of the homes someone in the household during the past year had cooked out; 74.7% had done some gardening.

This is the kind of detailed fm information that an increasing number of researchers are gathering. ■

## ON THE NATURE OF FM'S AUDIENCES

### Fm appears most often in homes with older children.

*In those homes where children are under 20, the proportion with fm is 33.6%; youngest child under 10, 29.9%; youngest child from 10 to 19, 40.3%; no children, 27.5%.*

### The larger family prefers fm.

*35.1% of the households with three or more persons of all ages are equipped with fm, compared with 25.5% of those homes with one or two persons.*

### Fm tune-in increases with family income, advanced education, occupation of the household head and home ownership.

### Fm listening peaks in the morning but is fairly even all day.

*Households tuning to fm on the average day with average number of minutes for each:*

From waking through	After dinner through
breakfast 59.5%	going to bed 50.2%
After breakfast through	After going to bed until
lunch 47.3	going to sleep 25.3
After lunch through	
dinner 55.2	

### Most fm homes have only one fm receiver.

*87.9% of the fm homes have one set; 8.3%, two; 3.8%, three or more receivers. The average per fm household is 1.17 sets.*

### Most fm sets are located in the living room.

*55.2% of the receivers are installed in the living room; 21.7%, bedroom; 11.3%, kitchen; 7.6%, den, study or library; 3.1%, dining room; 1.1%, other places.*

# It's a tight squeeze but profits are growing

**NAFMB industry survey shows more fm stations with black ink, with storecasting responsible for some gains as industry looks forward to stereo**

Where does the fm broadcaster stand today?

In a year when the major cry among advertisers and agencies has been for more fm audience and market research the National Assn. of Fm Broadcasters has taken a step toward unveiling at least one unknown: it has held a mirror to the

broadcasters themselves.

The reflection, as seen through a study prepared by the John B. Knight Co., Los Angeles, shows that fm—from a profit and loss point of view—is gaining strength rapidly.

Conducted this spring among members of NAFMB as well as non-members, the report shows that the

majority of fm stations are making strides in picking up revenue. The report further supports the long-held opinion that an overwhelming portion of fm business is local.

Following are some of the major results of the survey:

Most stations are moving into the black far more quickly than generally believed, even among the more optimistic. However, the stations that are in the best financial shape still seem to be those which rent their sub-carrier channel for background music or storecast purposes.

Of fm stations that do participate in storecasting, 44.9% report they are making money, and 77.9% claim that their profits have risen in the past year.

But of stations who receive revenue from fm air time sales alone, only 27.3% could say they are in the profit column. However, 96.2% of these report that their margin of profit has increased over the previous year.

Facts of the industry survey scoff at the popular opinion that the majority of broadcasters have a long pull before they can realize a return. Just under three-fourths, or 69.7%, report that they were out of the red in a year or less after going on the air. And 27.3% report that they lost less than \$10,000 before becoming profit-makers.

Fm broadcasters' efforts to promote and sell the medium are reflected well in data tabulated on station sales forces.

Fully 78.6% of stations reply that they employ from one to five full-time fm salesmen. As for part-time



New officers of NAFMB elected at second annual convention: (kneeling, l to r) Fred Rebell, pres.; T. Mitchell Hastings Jr., v.p.; William Tomberlin, treas.; Lynn Christian, sec'y; (directors, standing, l to r) Raymond Hard, John Reynolds, Will C. Baird, Robert Minners, S. K. Evans, William Drenthe, David Green, Arthur Crawford and Jack Kennedy.

Fred Rebell (r) NAFMB pres., receives group's F-Emmy from William Tomberlin, NAFMB treas., in recognition of outstanding fm work.



salesmen (including staff and management personnel who perform other duties), 61.4% have at least one or two.

Earnings of fm time salesmen are provided for in various ways. Half of the stations report that they pay their salesmen salary plus commission. One-fourth pay on a straight commission basis; the remainder have a draw against commission plan. The base pay per week for those who receive salary or draw ranges from \$50 to \$140 a week.

The amount of local business going to fm still outweighs national advertising by far, the survey concludes. Two-thirds of the stations responding indicate that 90% of their sales are transacted for local goods and services. Less than half, or 43.0%, have a national representative. But of these nationally repped stations, 26% report that 10% or more of their income comes from national advertisers.

Concerning the role advertising agencies play in fm business, 54.1% of stations surveyed said that they make at least 10% of their sales through agencies.

More than half are affiliated with an am stations and 72.2% of these stations program separately. A high percentage, with or without am affiliates, are on the air from 110 to 140 hours per week, or an average of 17 hours per day.

A question on stereo programing (FCC approval for multiplexing came two days after tabulation of the survey) reveals that 72% have never done stereo broadcasting in conjunction with an am station. However, 41% predict they will broadcast in stereo, at least part of the time, after FCC approval.

Because this is the first such survey done in the industry, there are no comparative data by year. However, any documentation of fm's dimensions is welcomed by most broadcasters, who see the survey as charting a much needed course of industry cohesion. Copies of the 28-page report may be obtained by sending \$2.50 to: NAFMB, Treasurer's Office, 2917 Temple St., Los Angeles, Calif.

## Highlights of NAFMB's first industry survey profile fm broadcasters

### 78% HAVE ONE OR MORE FULL-TIME SALESMEN

*Fm stations usually pay salesmen salary plus commission. Weekly base on salary or draw against commission ranges from \$50 to \$140. Commission on agency business: 5 to 24%; direct sales: 5 to 30%.*

### 7 IN 10 STATIONS REPORT AGENCY BUSINESS

*Advertising agencies are responsible for 10 to 90% of business placed on 60% of fm stations. 31% receive no sales through agencies, while 7% attribute 90% or more to agencies.*

### 4 IN 10 PUT \$20-\$40,000 INTO EQUIPMENT

*The cost of fm antenna, transmitter and studio equipment ranges from \$10,000 to \$100,000 and more. The majority of fm stations invest an average of \$35,000 in equipment, not including cost of buildings.*

### STORECASTING, BACKGROUND MUSIC LEAD TO PROFITS

*45% of all stations leasing main-carrier or sub-carrier channels for storecasting and/or background music now show a profit in combination with spot sales. 78% registered increases in profit this year.*

### SALES AND PROFIT MARGIN ARE UP

*27% of the stations that do not lease a channel are making profits. 96.2% scored increases in profits as compared with a year ago. 63.3% produce net operating profits after taxes.*

### PROFIT USUALLY STARTS AFTER 1 YEAR

*Three in 10 stations lost less than \$10,000 before registering profits; two in 10 lost from \$20,000 to \$30,000; one in 10 lost \$150,000 or more. Five in 10 were showing profits in less than one year of operation.*

### SOME ARE STILL IN THE RED

*Among the stations which are still in the red, 40% have lost less than \$10,000 thus far. The remainder report losses ranging from \$10,000 to \$200,000. 55% have been operating one year or less.*

### 9 OF 10 STATIONS LIMIT COMMERCIAL FREQUENCIES

*The maximum number of announcements per hour allowed by fm stations ranges from three to 10. 28.8% exercise a six-spot limit; 25.3% prefer an eight-spot limit; 2.6% impose a four-spot limit.*

### 3 IN 10 STATIONS PROGRAM AM-FM STEREO

*Only four percent program stereo with another fm station, but 28% combine with am stations. 56% have sponsors for all or part of stereo broadcasts. Two-thirds program four stereo hours per week.*

# Can fm sell an idea?

American Medical Assn. awaits results of fm idea campaign



Results of fm campaign in 39 markets are now being analyzed by the American Medical Assn. and its ad agency, Klau-Van Pietersom-Dunlap, Milwaukee. Planners included, seated, l and r, Joseph C. Stodola, senior v.p. and agency creative dir.; Thomas F. Scannell, Jr., v.p.; standing, l to r, John Wussow, media buyer; Roy Heckenbach, ass't. media dir.; Fred Crowl, radio-tv dir.

How does fm build an "image" with opinion-molders?

This is the question now being answered by the American Medical Assn., Chicago, and its advertising agency, Klau-Van Pietersom-Dunlap, Milwaukee. They're analyzing the media returns from their fm-sponsored "vote" regarding the government's proposed plan for medical care for the aged.

The inherent value of the fm audience and the static-free medium which reaches them is seen in these media facts:

- The behemoth association of more than 180,000 physicians selected only fm, newspapers and one health magazine to carry its message propounding the worth of the Kerr-Mills legislation.

- It selected 39 major fm radio markets contrasted with 26 news-

paper markets, all chosen by agency media and account people to reach opinion-molders and decision-makers at a level of influence in their communities.

- One major plus for fm, of course, is the fact that many physicians have installed fm receivers in their waiting rooms and that the AMA "commercials" would reach a double audience of the group's own members as well as their patients.

The fm radio campaign provided for the following media pattern:

- 101 one-minute transcribed announcements,
- aired over a five-week period this spring on
- these 39 major-market outlets.

Fm was selected "because the campaign was aimed basically at the opinion leader—the individual with a college degree, with a better edu-

cation than the average person." So said Ed Ritz, v.p. in charge of media at the agency.

He thinks fm attracts listeners who "fit this profile quite well." The agency is now checking consumer as well as professional reaction to the special drive.

Supplementing the campaign to back "the present Kerr-Mills law as a common sense approach to solving the problem (of medical care for the aged) that concerns us all" was an extensive merchandising program which provided for a "communication kit" distributed to all local medical societies.

Many of these kits were sent out by the agency with print and broadcast material. For the latter, the kit contained scripts for one-minute announcements as well as transcriptions.

Commenting on the copy themes, Joseph C. Stodola, senior vice president and creative director of Klau-Van Pietersom-Dunlap agency said: "The social security approach seems to take all of the problems of the aged and hang them on the doctors, rather than society facing up to the problem.

"Need for medicine is one part, but other factors include giving the aged outlets in the way of activities." He said the American Medical Assn.'s idea is "to help those who need help."

Fm markets used in the campaign included: Beverly Hills, San Diego, San Francisco, Denver, Hartford, Washington, Miami, Atlanta, Chicago, Indianapolis, Baltimore, Boston, Worcester, Detroit, Minneapolis, Kansas City, St. Louis, Buffalo, Albany-Troy-Schenectady, Binghamton, Ithaca-Elmira, Jamestown, Syracuse, Olean, Poughkeepsie, Rochester, Utica-Rome, Cincinnati, Cleveland, Portland (Ore.), Pittsburgh, Allentown-Bethlehem-Easton, Philadelphia, Providence, Dallas, Seattle, Houston, Memphis, and Milwaukee, a total of 39. ■

# FAVORABLE MENTIONS

**Fm converter**—Emerson Radio of Maryland, Baltimore distributor for the Granco division of the Du Mont Emerson Corp., has taken an extensive schedule of spots and program sponsorship with WFMM Baltimore. The station reports that the product involved is the Granco model AR-60 converter for auto/radios. Spot schedule is concentrated between the *Candlelight & Silver* and *Hi Fi at 10* shows. The 6-7 p.m. segment of *Candlelight* is sponsored in full Mondays, Wednesdays and Fridays and is titled *The Granco Hour*. On Tuesdays and Thursdays, the Granco product is featured on *Hi Fi at 10* from 10-11 p.m. The distributor reports strong sales as a result of the WFMM contract.

"We're very happy to have Granco with us," says a station spokesman, and pleased with the results. And let's not forget, the sale of these units has added many, many hours of fm listening time in Baltimore."

**Wallpaper studio**—After a one-month trial run on KPFM Portland, Ore., the Portland Wallpapers Inc., specialists in wallpaper panels, has taken a 52-week schedule with the station. According to KPFM, the account, which is handled by the Kennedy-Hannaford Agency in Oakland, Calif., "will use six announcements per week on KPFM in evening times, buying 30-second adjacencies to locally sponsored programs Monday through Saturday. The agency is using KPFM's 'bank plan' of the blanket purchase of announcements to be used on any frequency schedule it desires from month to month with the total to be used within the frequency year."

**Bank**—The National Bank of Detroit, through Campbell-Ewald, is sponsoring *Conversations in the Arts*, a Sunday night discussion program on WDTM Detroit. The station reports that these broadcasts "present the discussions of different groups led by outstanding artists, performers and community leaders in fields ranging from music to architecture,

poetry, theatre arts and urbanization."

**Soft water dealers**—KPRI-FM San Diego and the Culligan Soft Water Dealers of San Diego staged a promotion aimed at getting telephone response. The copy read: "If you call for the Culligan man to come to your home to tell you about Culligan soft water, he'll bring you a new Harry Belafonte album." Account Executive Frank Seeley, of the Alexander Seeley agency, reported a "phenomenal" response to the promotion. KPRI-FM also reports that the RCA Records Distributing Corp. has bought a series of spots on the station. The station says this is a "non-co-op 'direct' purchase with dealer tags. A new RCA release is chosen each week as the featured album of the week. A track from the album is played, then the commercial, and then another cut from the album."

**Air conditioning**—The Bryant Air Conditioning Corp. has purchased 500 weather spots on WLIR Garden City, New York, through the Herbert Margill Advertising Agency. Station says the spots will run for 10 weeks.

## Sponsor successes

WBOS-FM Boston reports several successful sponsor affiliations. The Guild House, a quality women's shoe salon, had never used radio before going on WBOS, but its campaign has been so successful that Guild House signed a second 52-week contract. Wheelock-Lovejoy, makers of heavy steel display equipment, was considered an unusual client for radio advertising, but response has been so strong that it is now in its third year with the station.

Tetley Tea took a five-week flight over WBOS and ran tests on its reach. Tetley's district manager was so pleased with the results that he signed for a second, longer flight. Through an in-store merchandising tie-in with a series of Pepperidge Farm bread spots, Pepperidge's district manager attributed a rise in product sales to the WBOS campaign.

## New stereo station

Coinciding with the FCC stereo approval, WUPY Boston goes on the air this month with round-the-clock broadcasting in stereo. According to the station, the format will include:

"Miss Fm Week" in San Diego, Jo Ann Shoblin, is attended by (l to r) Arthur Crawford, KCBH Los Angeles, Ray Baker, KFSD-FM San Diego, and William Tomberlin, KMLA Los Angeles.



# FAVORABLE MENTIONS Continued from page 9

five minutes of news on the hour and two minute show business specials on the quarter hour and five minutes of sports specials on the half hours. Musical programming will be mostly jazz, popular and standards, and the rest of the daily schedule will consist of "talk" and discussion" programs.

WUPY has signed a 52-week contract with the Franklin Life Insurance Co., as well as spot schedules with several Boston-area restaurants and businesses.

## Fm bumper stickers

A colorful bumper sticker that says "VOTE YES ON FM," is being of-

press runs to even the smallest stations in the smallest markets. . . .

"If you would like to do something similar in your market, either individually or as an association, you can save a considerable amount of money by taking advantage of the art work and production we have already paid for and ordering your bumper stickers along with our next press run."

Stickers are 10¢ each with a minimum order of 100 for \$10. For those interested in purchasing the stickers, orders may be sent to: Fm Broadcasters Assoc. of Southern Calif., 3421 West 8th St., Suite #3, Los Angeles 5, Calif.

was so overwhelmed at fm's ability to attract customers.

## Another new station

KGGK-FM Garden Grove, Calif., is due to go on the air shortly, according to owners Jeannette and Jack Banoczi, who have announced the appointment of Frank R. Brown as station manager. Mr. Brown formerly was manager of KHUM Eureka, Calif. The Banoczi's state that programming will consist of music, news, sports, special events, public service and spiritual presentations.

## Fm market data chart

Agency personnel in seven cities this month received fm market information on a "Wheel of Fortune" chart from the Fm Broadcasters of Greater Kansas City.

Data were tabulated from the results of three surveys recently undertaken in the Kansas City market by R. S. Conlan Inc., The Pulse Inc. and Verifak Surveys Inc. It shows Kansas City as the tenth largest fm market with set penetration of 136,000 homes.

The wheel breaks listenership into six divisions including age, income, occupation, education, location of set and time of day audience peaks. This information is tabulated for the top 10 fm markets, as designated in the survey: New York, Los Angeles, Chicago, Philadelphia, Baltimore, San Francisco, Boston, Houston, San Diego and Kansas City.

The broadcasters association has been in existence for one year, and includes as members all six commercial fm stations and three educational facilities serving the market. Members of the association are KCUR-FM, KTSR-FM, KCMK-FM, KXTR-FM, WDAF-FM, KCMO-FM and KBey-FM, Kansas City, Mo.; KCJC-FM, Kansas City, Kan., and KANU-FM, Lawrence, Kan.

Copies of the chart may be obtained by writing John S. McDermott, executive manager, The Electric Association of Kansas City, 2201 Grand Avenue, Kansas City 8, Mo.

The Fm Broadcasters Association is a division of the Electric Association of Kansas City. ■



New low-priced am-fm receivers form part of display by New Orleans Public Service Inc., electric utility, in recognition of fm's growing influence.

ferred to fm broadcasters across the nation. The promotion is being handled by the Fm Broadcasters Assoc. of Southern California.

Stickers were passed out at the High Fidelity Music Show in Los Angeles, and the association reports that cars wearing these stickers are beginning to be seen all over town.

In a letter to fm broadcasters, Arthur K. Crawford, commercial manager of KCBH Beverly Hills, says: "We are making our 'Vote Yes on Fm' promotion available to all stations. . . . By doing this, we are able to pass on the savings of volume

## Mixup proves fm's pull

A commercial, on a cartridge tape recording, that announced the opening of a Rexall "Annual 1¢ Sale," which stated that the sale was already in progress was run (just once) on a Saturday afternoon instead of on the following Monday when the sale actually commenced.

As a result of this error, the station received a call from one of the five participating Rexall druggists, stating that within two hours, over 50 customers had come into the store asking about the sale. Apologies were hardly necessary since the druggist

# Fm station key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 459 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

## Abbreviations

Rep.—representative; ERP—effective radiated power; pen.—penetration; prog.—programming; where there is an am affiliate, sep.—refers to the fm being separately programmed and dup. refers to the fm station duplicating the am programming; cl—classical; con—concert; op—opera; s-cl—semi-classical; pop—popular; st—standards; shw—show; flk—folk; jz—jazz; nws—news; wthr—weather; dr—drama; intvw—interview; cmtry—commentary; rel—religious; sprts—sports; educ—educational programming; disn—discussion.

## ALABAMA

**Albertville**  
WAVU-FM (Am: WAVU)  
Counties: 15; ERP: 4,700 w  
Prog. (Dup.): Pop, nws, wthr, sprts

**Birmingham**  
WAPI-FM (Am: WAPI)  
National Rep.: Henry I. Christal  
Counties: 47; ERP: 72,000 w  
Prog. (Dup.)  
WJLN (Am: WJLD)  
National Rep.: Forjoe  
Counties: 28; ERP: 23,000 w  
Prog. (Dup.)

**Decatur**  
WHOS-FM (Am: WHOS)  
Counties: 6; ERP: 2.35 kw  
Prog. (Sep.): St, pop, shw, cl, sprts

**Sylacauga**  
WMLS-FM (Am: WMLS)  
Counties: 4; ERP: 693 w  
Prog. (Sep.): St, shw, pop, wthr, cl

## ALASKA

**Anchorage**  
KTVA-FM (Tv; KTVA)  
ERP: 750 w  
Prog.: Cl, con, op, s-cl, shw

## ARIZONA

**Phoenix**  
KELE  
ERP: 18,000 w  
Prog.: Country & Western  
KITH  
Counties: 7; ERP: 5,000 w  
Prog.: St; s-cl, shw, nws, rel  
KYEW  
Prog.: Cl, shw

## Tucson

KFMM  
National Rep.: Good Music Broadcasters  
Counties: 3; ERP: 7,200 w  
Prog.: Cl, con, s-cl, st, dr

## ARKANSAS

**Jonesboro**  
KBTM-FM (Am: KBTM)  
National Rep.: Burns-Smith  
ERP: 8,000 w  
Prog. (Dup.): St, sprts, nws, wthr, con

**Little Rock**  
KMMK  
Counties: 52; ERP: 31,000 w  
Prog.: Music

**Osceola**  
KOSE-FM (Am: KOSE)  
Counties: 12; ERP: 2,200 w  
Prog. (Sep.): Cl, s-cl, st, pop, sprts

**Pine Bluff**  
KOTN-FM (Am: KOTN)  
Counties: 19; ERP: 3,200 w  
Prog. (Dup.): S-cl, st, shw, con, pop

## CALIFORNIA

**Alameda**  
KJAZ  
National Rep.: Albert Chance  
Counties: 6; ERP: 1,000 w  
Prog.: Jz

**Beverly Hills**  
KCBH  
National Rep.: Walker-Rawalt  
Counties: 8; ERP: 75,000 w  
Market Pen.: 48.9% (Pulse)  
Prog.: Cl, con, s-cl, op, shw

**El Cajon**  
KUFM  
Counties: 1; ERP: 3.5 kw  
Prog.: Cl, con, op, s-cl, nws

**Fresno**  
KRFM (Am: KFRE)  
Counties: 12; ERP: 70,000 w  
Prog. (Sep.): St, pop, s-cl, cl, shw

**Glendale**  
KUTE  
Counties: 7; ERP: 23,800 w  
Prog.: Shw, s-cl, pop, nws, wthr

**Indio-Palm Springs**  
KCHV-FM (Am: KCHV)  
National Rep.: Tracy Moore and Hal Holman  
Counties: 2; ERP: 25,000 w  
Prog.: Pop, st, con, flk, shw

**Los Angeles**  
KBIQ (Am: KBIG)  
National Rep.: Weed  
Counties: 7; ERP: 110,600 w  
Market Pen.: 48.9% (Pulse 6/59)  
Prog. (Sep.): St, pop, jz, shw, flk  
KFMU

National Rep.: Heritage Stations  
Counties: 3; 58 kw  
Market Pen.: 31.3% (Politz 1960)  
Prog.: Cl, con, op, nws, jz

**KMLA**  
National Rep.: Albert Chance  
Counties: 6; ERP: 60,000 w  
Market Pen.: 48.9% (Pulse)  
Prog.: Con, shw, st, nws, pop

**KNOB**  
National Rep.: Modern Media Fm Sale  
Counties: 7; ERP: 79,000 w  
Market Pen. 49.1% (Pulse)  
Prog.: jz  
KRHM  
Counties: 8; ERP: 58,000 w  
Market Pen.: 48.9% (Pulse)  
Prog.: Pop, st, jz, flk, shw

**Oxnard**  
KAAR (Am: KOXR)  
National Rep.: Forjoe  
Counties: 2; ERP: 10,000 w  
Prog. (Sep.): Nws, cl, shw, s-cl, st

**Riverside**  
KDUO  
National Rep.: Good Music Broadcaster  
Counties: 5; ERP: 72,000 w  
Market Pen.: 50% (Pulse 1958)  
Prog.: S-cl, cl, con, op, rel  
KPLI  
ERP: 1,570 w  
Prog.: S-cl, st, shw, nws, wthr

**Sacramento**  
KCRA-FM (Am: KCRA)  
National Rep.: Petry  
Counties: 14; ERP: 11,000 w  
Prog. (Sep.): St, pop, cl, con, shw  
KHIQ

National Rep.: Albert Chance  
Counties: 14; ERP: 17,300 w  
Prog.: S-cl, cl, nws, wthr, rel  
KJML  
National Rep.: Walker-Rawalt  
Counties: 5; ERP: 2,700 w  
Prog.: Cl, con, shw, s-cl, comtry

**KSFM**  
National Rep.: Meeker Co.  
ERP: 60,000 w  
KXRQ  
National Rep.: W. S. Grant  
Counties: 11; ERP: 35,000 w  
Prog.: Pop, jz, shw, s-cl, flk

**Salinas**  
KSBW-FM (Am: KSBW)  
Counties: 6; ERP: 18.5 kw  
Prog. (Sep.): Cl, pop, s-cl, con, op

FM STATION KEY (Cont'd)

San Bernardino

KFMW  
National Rep.: Heritage Stations  
Counties: 8; ERP: 30,000 w  
Market Pen.: 31.3% (Politz 1960)  
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)  
National Rep.: Petry  
ERP: 18400 w  
Market Pen.: 39.4% (Pulse 10/59)  
Prog.: St, shw, nws

KFMX

National Rep.: Heritage Stations  
Counties: 1; ERP: 30,000 w  
Market Pen.: 40% (Pulse)  
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)

National Rep.: QXR Network  
Counties: 8; ERP: 100,000 w  
Market Pen.: 39% (Pulse)  
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)

National Rep.: H-R  
Counties: 1; ERP: 37,000 w  
Market Pen.: 39.4% (Pulse 10/59)  
Prog.: St, pop, s-cl, cl, shw

KITT

Counties: 1; ERP: 56,000 w  
Market Pen.: 40% (Pulse)  
Prog.: St, shw, flk, pop, s-cl

KPRI

National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 1; ERP: 25,000 w  
Market Pen.: 42.5% (Pulse)  
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM  
Counties: 1; ERP: 860 w  
Market Pen.: 48.7% (Pulse)  
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE  
National Rep.: QXR Network  
ERP: 100 kw  
Prog.: Cl, bp, s-cl, shw, nws

KBAY

National Rep.: Heritage Stations  
Counties: 8; ERP: 30,000 w  
Market Pen.: 47.3% (Pulse)  
Prog.: Cl, con, op, jz

KEAR

Counties: 24; ERP: 82,000 w  
Market Pen.: 47.3% (Pulse 9/57)  
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)

National Rep.: Peters, Griffin, Woodward  
Counties: 10; ERP: 10,500 w  
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN

National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 8; ERP: 120,000 w  
Market Pen.: 47.3% (Pulse)  
Prog.: Cl, s-cl, pop, st, shw

KSFR

National Rep.: Good Music Broadcasters  
ERP: 100,000 w  
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM  
Counties: 1; ERP: 4 kw  
Prog.: Cl, s-cl, op, flk, cmtry

KSJO

Counties: 16; ERP: 1,500 w  
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)  
National Rep.: Meeker  
Counties: 3; ERP: 3.8 kw  
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW  
National Rep.: Walker-Rawalt  
Counties: 3; ERP: 18 kw  
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH  
Counties: 26; ERP: 23,000 w  
Market Pen.: 25% (Pulse 3/60)  
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)  
National Rep.: Heritage Stations  
Counties: 12; ERP: 30,000 w  
Market Pen.: 38.5% (Pulse 6/60)  
Prog. (Sep.): Cl, con, op, s-cl, jz

KOA-FM (Am: KOA)

National Rep.: Christal  
ERP: 57,000 w  
Prog. (Dup.)

Grand Junction

KREX-FM (Am: KREX)  
Counties: 5; ERP: 3 kw  
Market Pen.: 29% (Pulse 1961)  
Prog. (Sep.): Cl, con, op, st, jz

Manitou Springs

KCMS-FM (Am: KCMS)  
National Rep.: Fm Media  
ERP: 22,000 w  
Market Pen.: 25% (Pulse 3/60)  
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF  
National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 7; ERP: 20 kw  
Market Pen.: 39.7% (Pulse 12/58)  
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ  
Counties: 20; ERP: 9,000 w  
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)  
National Rep.: QXR Network  
Counties: 7; ERP: 6.8 kw  
Prog.: Cl, s-cl, con, shw, jz  
WDRG-FM (Am: WDRG)  
National Rep.: Peters, Griffin, Woodward  
Counties: 12; ERP: 20,000 w  
Prog.: Pop, nws

WHCN

ERP: 7,000 w  
Market Pen.: 39.7% (Pulse 11/58)  
Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)

National Rep.: Christal  
ERP: 8 kw  
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI  
ERP: 20,000 w  
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)  
National Rep.: Daren McGavren  
Counties: 3; ERP: 12,500 w  
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)  
National Rep.: Everett-McKinney  
Counties: 1; ERP: 650 w  
Market Pen.: 30% (Pulse)  
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)  
National Rep.: Meeker  
Counties: 21; ERP: 20 kw  
Market Pen.: 37.6% (Pulse 5/60)  
Prog. (Sep.): Cl, s-cl, pop, shw, nws

WJBR

National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 22; ERP: 20,000 w  
Market Pen.: 44.5% (Audience Analysts)  
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)

National Rep.: QXR Network  
Counties: 37; ERP: 15,000 w  
Market Pen.: 41% (Pulse 12/56)  
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN

National Rep.: United Broadcasting  
ERP: 20,000 w  
Prog.: Latin American music  
WGAY (Am: WQMR)  
National Rep.: Grant Webb  
ERP: 20,000 w  
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr  
WGMS-FM (Am: WGMS)  
National Rep.: Avery-Knodel  
Counties: 23; ERP: 20,000 w  
Prog.: Cl, con, op, s-cl, nws

Denver's Most Powerful  
FM Station  
**KDEN**

99.5 Megacycles

Serving 63,117\* homes in the  
Denver Metropolitan area.

KDEN-FM is a Heritage Good  
Music Station, programming 18  
hours of music daily—music de-  
signed for our listeners' taste.

**KDEN-FM**

30,000 Watts

1601 West Jewell Avenue  
Denver 23, Colorado

or contact

International Good Music  
New York—Chicago—Los Angeles

\*Pulse, Inc., June, 1960

FM STATION KEY (Cont'd)

WJMD  
ERP: 20,000 w  
Prog.: S-cl, shw, con, nws, wthr  
WMAL-FM (Am: WMAL)  
National Rep.: Heritage Stations  
Counties: 27; ERP: 27,000 w  
Market Pen.: 40.3% (Pulse 1959)  
Prog. (Sep.): Cl, con, s-cl, shw, nws

WTOP-FM (Am: WTOP)  
National Rep.: CBS Spot Sales  
ERP: 20 kw  
Prog.: S-cl, st, cl, pop, nws  
WWDC-FM (Am: WWDC)  
National Rep.: Blair  
Counties: 12; ERP: 20 kw  
Market Pen.: 40.3% (Pulse 1959)  
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables  
WVCG-FM (Am: WVCG)  
National Rep.: Broadcast Time Sales  
Counties: 7; ERP: 18.5 kw  
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM  
National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 3; ERP: 3,500 w  
Prog.: St, cl, s-cl, shw, op  
WWIL-FM (Am: WWIL)  
National Rep.: Rambeau-Vance-Hopple  
Counties: 5; ERP: 31,000 w  
Prog. (Sep.): St, s-cl, con, shw, iz

Jacksonville

WMBR-FM (Am: WMBR)  
National Rep.: John Blair  
Counties: 9; ERP: 40,000 w  
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)  
National Rep.: Thomas Clark  
Counties: 16; ERP: 12,000 w  
Market Pen.: 31.7% (Pulse 1956)  
Prog. (Sep.): Op, st, con, shw, cl

Miami

WWPB  
National Rep.: QXR Network  
Counties: 5; ERP: 9, 200 w  
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)  
Counties: 4; ERP: 13,000 w  
Prog. (Dup.): Pop, st, shw, iz, nws

Orlando

WHOO-FM (Am: WHOO)  
National Rep.: Hollingbery  
Counties: 9; ERP: 59,000 w  
Prog. (Sep.): Cl, con, s-cl, st, iz, nws, wth.

Pensacola

WPEX  
National Rep.: Good Music Broadcasters,  
Western FM Sales  
Counties: 5; ERP: 2,500 w  
Prog.: Cl, s-cl, st, shw, iz

Sarasota

WYAK  
National Rep.: George Hopewell  
Counties: 9; ERP: 2,750 w  
Prog.: Pop, st, shw, s-cl, cl

Tampa

WDAE-FM (Am: WDAE)  
National Rep.: Katz  
Counties: 16; ERP: 65,000 w  
Prog. (Dup.): St, shw, flk, con

WFLA-FM (Am: WFLA)  
National Rep.: John Blair  
Counties: 34 ERP: 46,000 w  
WPKM  
National Rep.: Good Music Broadcasters  
Counties: 7; ERP: 10,500 w  
Prog.: Pop, st, shw, s-cl, iz

GEORGIA

Athens  
WGAU-FM (Am: WGAU)  
National Rep.: John E. Pearson  
Counties: 25; ERP: 4,400 w  
Prog. (Dup.): Std, iz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)  
National Rep.: Good Music Broadcasters  
Counties: 10; ERP: 9.4 kw  
Prog. (Sep.): Cl, s-cl, shw, op, flk  
WPLO-FM (Am: WPLO)  
National Rep.: Heritage Stations  
Counties: 82  
WSB-FM (Am: WSB)  
National Rep.: Peñry  
Counties: 204; ERP: 49,000 w  
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta

WAUG-FM (Am: WAUG)  
ERP: 9,000 w  
Prog. (Sep.): Cl, s-cl, pop  
WBBQ-FM (Am: WBBQ)  
National Rep.: Everett McKinney  
Counties: 31; ERP: 19,300 w  
Prog. (Dup., Sep.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)  
National Rep.: Hollingbery  
Counties: 50; ERP: 21.2 kw  
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)  
National Rep.: Thomas Clark  
Counties: 11; ERP: 300 w  
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)  
National Rep.: Indie Sales  
Counties: 8; ERP: 2.3 kw  
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)  
Counties: 21; ERP: 3.5 kw  
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan

WCOH-FM (Am: WCOH)  
National Rep.: Bernard Ochs  
Counties: 11; ERP: 330 w  
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah

WTOC-FM (Am: WTOC)  
National Rep.: Avery-Knodel  
Counties: 24; ERP: 8 kw  
Prog. (Dup.)

Toccoa

WLET-FM (Am: WLET)  
National Rep.: Thomas F. Clark  
Counties: 10; ERP: 730 w  
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise  
KBOI-FM (Am: KBOI)  
Counties: 17; ERP: 17.5 kw  
Prog. (Dup.)

Lewiston

KOZE-FM (Am: KOZE)  
National Rep.: Gill-Perna  
Counties: 6; ERP: 903 w  
Prog. (Sep.): S-cl, st, shw, iz, nws

ILLINOIS

Anno

WRAJ-FM (Am: WRAJ)  
National Rep.: Bernard Howard  
Counties: 6; ERP: 1,000 w  
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington

WJBC-FM (Am: WJBC)  
National Rep.: John Pearson  
Counties: 13; ERP: 15,300 w  
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign

WDWS-FM (Am: WDWS)  
Counties: 11; ERP: 27,000 w  
Prog. (Sep.): Pop, st, shw, nws, iz

Chicago

WCLM  
ERP: 60,000 w  
Prog.: S-cl, iz, st, hawaiian  
WDHF  
Counties: 9; ERP: 52,000 w  
Market Pen.: 42.4% (Pulse 10/59)  
Prog.: Pop, shw, s-cl, st, flk

WFMF

National Rep.: Walker-Rawalt  
Counties: 15; 33,000 w  
Prog.: St, s-cl, shw, iz, nws  
WFMT  
Counties: 38; ERP: 29,500 w  
Market Pen.: 42.4% (Pulse 10/59)  
Prog.: Cl, op, dr, nws, intvw

WJJD-FM (Am: WJJD)

National Rep.: Heritage Stations  
Counties: 141

WKFM

National Rep.: Modern Media Fm Sales  
Counties: 38; ERP: 50,000 w  
Market Pen.: 42.4% (Pulse)  
Prog.: St, s-cl, shw, nws, wthr

WNIB

Counties: 10; ERP: 11 kw  
Market Pen.: 42.4% (Pulse)  
Prog.: Cl, con, iz, op, shw

WSBC-FM (Am: WSBC)

National Rep.: Devney-O'Connell, FM  
Unlimited  
Counties: 5; ERP: 27,400 w  
Prog. (Sep.): Cl, flk, iz, dr, nws  
WXFM  
ERP: 32,000 w  
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)  
National Rep.: Weed  
Counties: 19; ERP: 30,000 w  
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham

WSEI  
ERP: 20 kw  
Dup. programming of WSOY-FM Decatur

Elgin

WRMN-FM (Am: WRMN)  
National Rep.: Devney-McConnell  
Counties: 5; ERP: 1,000 w  
Prog. (Sep.): Cl, con, s-cl, st, nws

FM STATION KEY (Cont'd)

**Evanston**

WEAW-FM (Am: WEAW)  
National Rep.: Good Music Broadcasters  
Counties: 6; ERP: 180,000 w  
Prog. (Sep.): S-cl, st, shw, con, nws

**Harrisburg**

WEBQ-FM (Am: WEBQ)  
Counties: 11; ERP: 4,200 w  
Prog. (Sep.): Sprts, nws, wthr, educ, cl

**Jacksonville**

WLDS-FM (Am: WLDS)  
National Rep.: Holman  
Counties: 5; ERP: 9 kw  
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

**Joliet**

WJOL-FM (Am: WJOL)  
National Rep.: Pearson  
Counties: 7; ERP: 1,000 w  
Prog. (Sep.): St, nws, pop, s-cl, cl

**Litchfield**

WSMI-FM (Am: WSMI)  
Counties: 6; ERP: 6,100 w  
Prog. (Sep.): St, nws, sprts

**Mattoon**

WLBH-FM (Am: WLBH)  
National Rep.: Hal Holman  
Counties: 12; ERP: 23,000 w  
Prog. (Dup.)

**Mt. Carmel**

WSAB (late fall start)  
Counties: 12; ERP: 37.4 kw  
Prog.: S-cl, cl, con, st, shw

**Mt. Vernon**

WMIX-FM (Am: WMIX)  
National Rep.: John E. Pearson  
Counties: 40; ERP: 50,000 w  
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

**Paris**

WPRS-FM (Am: WPRS)  
Counties: 7; ERP: 1,000 w  
Prog. (Dup.): St, shw, pop, nws, wthr

**Quincy**

WGEM-FM (Am: WGEM)  
ERP: 8.9 kw  
Prog. (Dup.)  
WTAD-FM (Am: WTAD)  
National Rep.: Branham  
Counties: 23; ERP: 27 kw  
Prog. (Dup.)

**Rock Island**

WHBF-FM (Am: WHBF)  
National Rep.: Avery-Knodel  
Counties: 14; ERP: 39 kw  
Prog. (Sep.): Con, s-cl, st, shw

**Springfield**

WTAX-FM (Am: WTAX)  
National Rep.: Gill-Perna  
Counties: 12; ERP: 6.7 kw  
Prog.: (Sep. early evenings)

**INDIANA**

**Bloomington**

WTTV (Am: WTTT)  
National Rep.: Meeker  
Counties: 54; ERP: 37.2 kw  
Prog. (Dup.): St, nws, flk, sprts, cl

**Columbus**

WCSI-FM (Am: WCSI)  
National Rep.: Thomas Clark  
Counties: 12; ERP: 760 w  
Prog. (Sep.): St, shw, sprts, s-cl

**Elkhart**

WTRC-FM (Am: WTRC)  
National Rep.: Branham  
Counties: 13; ERP: 9.7 kw  
Prog. (Dup.)

**Evansville**

WIKY-FM (Am: WIKY)  
National Rep.: John Pearson  
Counties: 34; ERP: 36 kw  
Prog. (Dup.): St, shw, s-cl, con, cl

**Fort Wayne**

WPTH-FM  
Counties: 20; ERP: 44.4 kw  
Prog.: St, shw, pop, jz, s-cl

**Hammond**

WYCA  
Counties: 5; ERP: 31,000 w  
Prog.: Rel, nws, s-cl, sprts, wthr

**Indianapolis**

WFBM-FM (Am: WFBM)  
Counties: 50; ERP: 51,875 w  
National Rep.: Walker-Rawal  
Prog. (Sep.): St, s-cl, cl, jz, cmtry  
WFMS  
ERP: 4.5 kw  
Prog.: St, shw, pop, s-cl, cl  
WIBC-FM (Am: WIBC)  
Counties: 40; ERP: 24,000 w  
Prog. (Sep.): Cl, s-cl, con, jz, op

**Madison**

WORX-FM (Am: WORX)  
National Rep.: Hil Best  
Counties: 6; ERP: 350 w  
Prog. (Dup.): St, s-cl, sprts, shw, con

**Marion**

WMRI-FM (Am: WMRI)  
National Rep.: Burn-Smith  
Counties: 27; ERP: 31,000 w  
Prog. (Sep.): S-cl, st, shw, nws, sprts

**Muncie**

WMUN (Am: WLBC)  
National Rep.: Hal Holman  
Counties: 17; ERP: 14.4 kw  
Prog. (Sep.): Programatic

**Richmond**

WKBV-FM (Am: WKBV)  
National Rep.: Everett-McKinney  
Counties: 20; ERP: 23,000 w  
Prog. (Sep.): Pop, s-cl  
WGLM  
Counties: 23; ERP: 32,000 w  
Prog.: Cl, con, s-cl, st, jz

**Terre Haute**

WTHI-FM (Am: WTHI)  
National Rep.: Bolling  
Counties: 20; ERP: 7,400 w  
Prog. (Sep.): Cl, con, op, s-cl, pop

**Warsaw**

WRSW-FM (Am: WRSW)  
Counties: 60; ERP: 34,000 w  
Prog. (Dup.): Cl, con, s-cl, pop, nws

**Washington**

WFML (Am: WAMW)  
National Rep.: Hil Best  
Counties: 14; ERP: 14,000 w  
Prog. (Dup.): Sprts, nws, st, pop, shw

**IOWA**

**Des Moines**

KDMI  
ERP: 115,000 w  
Prog.: Rel, sacred, nws, wthr, cl

**WHO-FM (Am: WHO)**

National Rep.: Peters, Griffin, Woodward  
ERP: 25 kw  
Prog. (Sep.): St, pop, shw, s-cl, nws

**Muscotone**

KWPC-FM (Am: KWPC)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 7; ERP: 780 w  
Prog. (Sep.): Sprts, con, s-cl, nws, st

**Sioux City**

KDVR  
Counties: 11; ERP: 3,000 w  
Prog.: Cl, s-cl, jz, nws, wthr

**KANSAS**

**Salinas**

KAFM  
Counties: 9; ERP: 3.6 kw  
Prog.: Cl, con, s-cl, pop, st

**Topeka**

KTOP-FM (Am: KTOP)  
National Rep.: Heritage  
Counties: 1; ERP: 3,200  
Prog. (Sep.): Cl, con, op, nws, jz

**Wichita**

KFH-FM  
Counties: 12; ERP: 10.6 kw  
Prog. (Dup.)

**KENTUCKY**

**Hopkinsville**

WKOF (Am: WKOA)  
Counties: 10; ERP: 3.73 kw  
Prog. (Sep.): Pop, st, shws, nws, sprts

**Louisville**

WLVL  
National Rep.: Walker-Rawal  
Counties: 16; ERP: 35,000 w  
Prog.: Cl, pop, s-cl, shw, flk

**Mayfield**

WNGO-FM (Am: WNGO)  
Counties: 5; ERP: 600 w  
Prog. (Dup.): Pop, st, nws, wthr, sprts

**Owensboro**

WOMI-FM (Am: WOMI)  
National Rep.: Everett-McKinney  
Counties: 14  
Prog. (Dup.): Cl, con, op, nws, sprts

**Paducah**

WKYB-FM (Am: WKYB)  
National Rep.: Bolling  
Counties: 40; ERP: 32,000 w  
Prog.: S-cl, pop, st, nws

**LOUISIANA**

**Baton Rouge**

WBRL (Am: WJBO)  
Counties: 64; ERP: 2,450 w  
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

**New Orleans**

WDSU-FM (Am: WDSU)  
National Rep.: John Blair  
ERP: 42,000 w  
Market Pen.: 24.1% (Pulse)  
Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws  
WWMT  
National Rep.: Good Music Broadcasters  
Counties: 17; ERP: 48,000 w  
Prog.: St, s-cl, shw, cl, con

FM STATION KEY (Cont'd)

Shreveport

KWKH-FM (Am; KWKH)  
National Rep.: Henry I. Christal  
Counties: 6; ERP: 17,000 w  
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Bangor

WABI-FM (Am: WABI)  
National Rep.: George P. Hollingbery  
Counties: 7; ERP: 6,100 w  
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou

WFST-FM (Am: WFST)  
National Rep.: Devney O'Connell and  
Daren F. McGavren  
Counties: 2; ERP: 250 w  
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston

WCOU-FM (Am: WCOU)  
National Rep.: Devney O'Connell  
Counties: 8; ERP: 13,800 w  
Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring

WMTW-FM  
Counties: 36; ERP: 49.1 kw  
Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)  
Counties: 4; ERP: 3,700 w  
Prog. (Sep.): Programatic

MARYLAND

Annapolis

WXTC (Am: WANN)  
Counties: 25; ERP: 20,000 w  
Prog. (Sep.): Cl, con, s-cl, pop, sf

Baltimore

WBAL-FM (Am: WBAL)  
National Rep.: Spot Time Sales  
Counties: 33; ERP: 20,000 w  
Prog. (Sep.): Cl, s-cl, shw, flk, jz  
WCAO-FM (Am: WCAO)  
National Rep.: Heritage Stations  
Counties: 23

WFMM

National Rep.: Walker-Rawalt  
Counties: 30; ERP: 20,000 w  
Prog.: S-cl, st, flk, cl, op

WITH-FM (Am: WITH)

National Rep.: QXR Network  
Counties: 31; ERP: 20,000 w  
Market Pen.: 33.7% (Pulse)  
Prog. (Sep.): C, con, nws, op, s-cl

WRBS

National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 30; ERP: 20,000 w  
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace

WASA-FM (Am: WASA)  
Counties: 5; ERP: 3,000 w  
Prog. (Dup. days, sep. nights): St, pop, shw,  
nws, wthr

Westminster

WTTR-FM (Am: WTTR)  
Counties: 5; ERP: 4,600 w  
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN  
Counties: 3; ERP: 25,900 w  
Market Pen.: 50.1% (Pulse 2/59)  
Prog.: Cl, con, s-cl, op, shw

WBOS-FM (Am: WBOS)

Counties: 7; ERP: 15 kw  
Market Pen.: 50.1% (Pulse 1959)  
Prog. (Dup.): St, nws, con, cl, flk  
WCOP-FM (Am: WCOP)  
National Rep.: Heritage Stations  
Counties: 12

WCRB-FM (Am: WCRB)

National Rep.: Broadcast Time Sales  
ERP: 3.3 kw  
Market Pen.: 50.1% (Pulse 2/59)  
Prog. (Dup.): Con, cl, s-cl, nws, shw

WHDH-FM (Am: WHDH)

National Rep.: Blair  
Counties: 25; ERP: 3.3 kw  
Prog. (Dup.): Pop, st, nws, sprts, wthr  
WUPY

Counties: 25

Market Pen.: 61.5% (Pulse 1960)  
Prog.: Jz, nws, sprts, wthr, educ

WXHR (Am: WTAO)

National Rep.: QXR Network  
Counties: 9; ERP: 20,000 w  
Market Pen.: 50.1% (Pulse)  
Prog. (Sep.): Cl, con, shv, nws, intw

Cambridge

WHRB-FM (Am: WHRB)  
National Rep.: Ivy Network  
Counties: 3; ERP: 796 w  
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Springfield

WMAS-FM (Am: WMAS)  
National Rep.: Bolling  
Counties: 3; ERP: 1.35 kw  
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)  
National Rep.: QXR Sales  
Counties: 15; ERP: 10 kw  
Market Pen.: 33.7% (Pulse 1959)  
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)  
National Rep.: Hollingbery  
Counties: 20; ERP: 41,000 w  
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)  
National Rep.: Donald Cooke  
Counties: 8; ERP: 7,900 w  
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX  
Counties: 14; ERP: 36,400 w  
Prog.: Cl, con, s-cl, op

WDTM

National Rep.: Good Music Broadcasters  
Counties: 20; ERP: 61,125 w  
Prog.: Con, nws, cintry, flk, shw

WJR-FM (Am: WJR)

National Rep.: Christal  
Counties: 6; ERP: 24,000 w  
Prog.: Cl, con, nws, st

WLDM

National Rep.: Walker-Rawalt  
Counties: 6; ERP: 20,000 w  
Prog.: St, shw, s-cl, cl, con

WMUZ

Counties: 8; ERP: 115,000 w  
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)

Counties: 20; ERP: 61,000 w  
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)

National Rep.: Peters, Griffin, Woodward  
Counties: 26; ERP: 50,000 w  
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM

National Rep.: Walker-Rawalt  
Counties: 10; ERP: 30,000 w  
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)  
National Rep.: Avery-Knodel  
Counties: 32; ERP: 115,000 w  
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)

National Rep.: Everett-McKinney  
Counties: 7; ERP: 1750 w  
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Holland

WJBL-FM (Am: WJBL)  
National Rep.: Walker-Rawalt  
Counties: 23; ERP: 37,000 w  
Prog. (Sep.)

Inkster

WCHD (Am: WCHB)  
National Rep.: Bob Dore  
Counties: 6; ERP: 34,000 w  
Prog. (Sep.): Cl, s-cl, pop, st, flk

Kalamazoo

WMCR

Counties: 15; ERP: 36 kw  
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)  
National Rep.: Donald Cooke  
Counties: 4; ERP: 61 kw  
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)  
National Rep.: Everett-McKinney  
Counties: 6; ERP: 1,700 w  
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR

National Rep.: Masla Assoc.  
ERP: 1,000 w  
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)  
National Rep.: Walker-Rawalt  
Counties: 7; ERP: 15,000 w  
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM

National Rep.: Walker-Rawalt, QXR Network  
ERP: 22.5 kw  
Prog.: Cl, s-cl, jz, nws, st

**WLDM**  
DETROIT'S OLDEST  
INDEPENDENT STATION  
165,000 WATTS

FM STATION KEY (Cont'd)

WAYL

Counties: 8; ERP: 10 kw  
Prog.: St, shw, iz, flk, spoken word

WLOL-FM (Am: WLOL)  
National Rep.: Heritage Stations  
Counties: 5; ERP: 9.7 kw  
Prog. (Sep.): Cl, con, op, s-cl, iz

WPBC-FM (Am: WPBC)  
National Rep.: H-R  
ERP: 5.4 kw  
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)  
National Rep.: John E. Pearson  
Counties: 11; ERP: 15,000 w  
Prog. (Dup.): St, nws, wthr, sprts, disn

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)  
National Rep.: Hollingbery  
ERP: 50 kw  
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)  
National Rep.: Grant Webb  
Counties: 34; ERP: 4,700 w  
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK  
National Rep.: Good Music Broadcasters  
Counties: 8; ERP: 35,000 w  
Prog.: St, wthr, iz, shw, pop

MEMO TO ALL  
WHO BUY TIME:

Where else can you buy time  
with no waste coverage than  
in FM?

1. An adult audience in the age of accumulation,
2. An audience with the money to buy.

The FM audience are the  
people who are NOT unem-  
ployed . . . YOUR BEST  
MARKET TODAY.

THE NATIONAL ASSOCIATION  
OF FM BROADCASTERS

"Dedicated to the promotion of FM"

KCMO-FM (Am: KCMO)  
Counties: 54; ERP: 65,000 w  
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR

National Rep.: Walker-Rawalt  
Counties: 18; ERP: 58,200 w  
Market Pen.: 35.2% (Pulse)  
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)  
National Rep.: Broadcast Time Sales  
ERP: 24,700 w  
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM

National Rep.: Walker-Rawalt  
ERP: 96 kw  
KMOX-FM (Am: KMOX)  
National Rep.: CBS Spot Sales  
Counties: 4; ERP: 47.3 kw  
Prog. (Dup.)

KSTL-FM (Am: KSTL)  
Counties: 88; ERP: 78,000 w  
Prog. (Sep.): St, store casting

KWIX

Counties: 14; ERP: 25.5 kw  
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)  
National Rep.: Eastman  
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)  
National Rep.: Weed  
ERP: 9.1 kw  
Prog. (Sep.): Pop, st, s-cl, cl, iz

NEBRASKA

Kearney

KHOL-FM  
National Rep.: Meeker  
Counties: 19; ERP: 56,750 w  
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ  
National Rep.: Walker-Rawalt  
Counties: 7; ERP: 363 w  
Prog.: Cl, s-cl, st, iz, disn

Omaha

KFAB-FM (Am: KFAB)  
National Rep.: Petry  
Counties: 50; ERP: 58,000 w  
Market Pen.: 12.4% (Pulse 12/59)  
Prog. (Sep.): S-cl, st, shw, nws, wthr  
KOIL-FM (Am: KOIL)  
National Rep.: Good Music Broadcasters  
Counties: 32; ERP: 3,400 w  
Prog. (Sep.): S-cl, pop, st, shw, nws  
KQAL  
National Rep.: Walker-Rawalt  
ERP: 70,000 w  
Prog.: Cl

NEVADA

Reno

KNEV  
Counties: 14; ERP: 35,000 w  
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)  
National Rep.: Grant Webb  
Counties: 12; ERP: 1,000 w  
Prog. (Dup.): St, shw, s-cl, nws, wthr

WJLK-FM (Am: WJLK)  
Counties 3; ERP: 1,000 w  
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)  
National Rep.: Thomas Clark  
ERP: 15.2 kw  
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Dover

WDHA  
Counties: 14; ERP: 675 w  
Prog.: Cl, con, op, nws, wthr

Long Branch

WRLB  
Counties: 12; ERP: 1 kw  
Prog.: St, s-cl, cl, shw, con

Pateron

WPAT-FM (Am: WPAT)  
Counties: 31; ERP: 4,400 w  
Prog.: (Dup.) St, s-cl, shw, cl, iz

Red Bank

WFHA  
ERP: 1,000 w  
Market Pen.: 56% (Pulse)  
Prog.: Pop, st, shw, s-cl, iz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KHEM  
National Rep.: Modern Media Fm Sales  
Counties: 6; ERP: 1,500 w  
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)  
National Rep.: Bob Dore (East)  
Torbet, Allan & Crane (West)  
Counties: 4; ERP: 4,600 w  
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WTFM (Am: WGLI)  
Counties: 8; ERP: 15,000 w  
Market Pen.: 56% (Pulse)  
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)  
Counties: 9; ERP: 33 kw  
Market Pen.: 17% (Pulse 1957)  
Prog. (Sep.): Pop, st, shw, educ, nws  
WNB-FM (Am: WNB-F)  
ERP: 4.6 kw  
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)  
National Rep.: Henry I. Christal  
Counties: 17; ERP: 110,000 w  
Prog. (Sep. and Dup.)

WBUF

Counties: 15; ERP: 100,000 w  
Prog.: Music, rel, educ  
WWOL-FM (Am: WWOL)  
National Rep.: Heritage Stations  
Counties: 2; ERP: 750 w  
Market Pen.: 34.8% (1960 Pulse)  
Prog. (Sep.): Cl, con, op, iz

WYSL-FM (Am: WYSL)

National Rep.: McGavren  
Counties: 8; ERP: 5,000 w  
Prog. (Sep. nights): Disn, s-cl

FM STATION KEY (Cont'd)

Corning  
WCLI-FM (Am: WCLI)  
National Rep.: Donald Cooke  
ERP: 14,000 w  
Prog. (Dup.): Cl, educ, coj, s-cl, shw  
Garden City  
WLIR  
Counties: 4; ERP: 1,000 w  
Market Pen.: 56.7% (Pulse)  
Prog.: Shw, st, cl, jz, nws

Hempstead  
WHLI-FM (Am: WHLI)  
National Rep.: Gill-Perna  
Counties: 6; ERP: 1,000 w  
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell  
WWHG-FM (Am: WWHG)  
National Rep.: John Pearson  
Counties: 23; ERP: 8,300 w  
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown  
WJTN-FM (Am: WJTN)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 15  
Market Pen.: 33.7% (Pulse 1959)  
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle  
WVOX-FM (Am: WVOX)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 7; ERP: 1,000 w  
Prog. (Dup.): Shw, st, cl, nws, wthr

New York  
WABC-FM (Am: WABC)  
National Rep.: Blair  
Counties: 17; ERP: 1.5 kw  
Market Pen.: 53.4% (Pulse 7/60)  
Prog. (Sep.): Cl, con, s-cl, shw, flk  
WNCN  
Market Pen.: 53.4% (Pulse 7/60)  
Prog.: Cl, con, s-cl, op, shw  
WQXR-FM (Am: WQXR)  
National Rep.: Raymer  
ERP: 11,000 w  
Market Pen.: 53.4% (Pulse 7/60)  
Prog. (Dup.): Cl, nws, con, op, s-cl  
WRFM (Am: WWRL)  
Counties: 20; ERP: 20,000 w  
Market Pen.: 53.4% (Pulse 7/60)  
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls  
WHLD-FM (Am: WHLD)  
National Rep.: Headley-Reed  
ERP: 46,000 w  
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean  
WHDL-FM (Am: WHDL)  
National Rep.: Everett-McKinney  
Counties: 9; ERP: 43,000 w  
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue  
WALK-FM (Am: WALK)  
National Rep.: Grant Webb  
Counties: 20; ERP: 15,000 w  
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill  
WLNA-FM (Am: WLNA)  
National Rep.: Grant Webb  
Counties: 23; ERP: 20,000 w  
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh  
WEAV-FM (Am: WEAV)  
National Rep.: Jack Masla  
Counties: 6; ERP: 3,700 w  
Prog. (Dup.)  
Poughkeepsie  
WKIP-FM (Am: WKIP)  
National Rep.: Jack Masla  
Counties: 5; ERP: 2,300 w  
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR  
Rochester  
WBBF-FM (Am: WBBF)  
National Rep.: Blair  
ERP: 27.4 kw  
Prog. (Sep.): Cl  
WCMF  
ERP: 1.35 kw  
Market Pen.: 49.2% (Pulse 1959)  
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse  
WDDS  
ERP: 100,000 w  
Prog.: Music, nws, rel, educ  
WONO  
Counties: 8; ERP: 1 kw  
Prog.: S-cl cl, shw, jz, con  
Utica  
WRUN-FM (Am: WRUN)  
National Rep.: QXR Network  
Counties: 12; ERP: 4,300 w  
Prog. (Sep.): QXR  
White Plains  
WFAS-FM (Am: WFAS)  
Counties: 3; ERP: 1,000 w  
Market Pen.: 61.4% (Pulse)  
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington  
WBAG-FM (Am: WBAG)  
National Rep.: Walker-Rawalt  
Counties: 9; ERP: 2,800 w  
Prog. (Dup.): Pop, st, nws, sprts, wthr  
WBBB-FM (Am: WBBB)  
National Rep.: Thomas Clark  
Counties: 10; ERP: 3.8 kw  
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte  
WSOC-FM (Am: WSOC)  
National Rep.: Peters, Griffin, Woodward  
ERP: 36,000 w  
Prog. (Dup.): St, nws, pop, wthr, sprts  
WYFM  
Counties: 12; ERP: 3,800 w  
Prog.: Cl, con, s-cl, shw, wthr

Durham  
WDNC-FM (Am: WDNC)  
National Rep.: Paul H. Raymer  
Counties: 30; ERP: 36,000 w  
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City  
WAGY-FM (Am: WAGY)  
Counties: 7; ERP: 3,333 w  
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia  
WGNC-FM (Am: WGNC)  
National Rep.: Continental  
ERP: 11,000 w  
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro  
WMDE  
Counties: 9; ERP: 5.8 kw  
Prog.: S-cl, cl, st, rel, cmtry

Laksville  
WLOE-FM (Am: WLOE)  
Counties: 12; ERP: 13,500 w  
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington  
WBUY-FM (Am: WBUY)  
National Rep.: George Hopewell  
Counties: 4; ERP: 300 w  
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell  
WMIT  
National Rep.: Walker-Rawalt  
Counties: 85; ERP: 36,000 w  
Prog.: Cl, con, op, s-cl, st

Raleigh  
WPTF-FM (Am: WPTF)  
National Rep.: Peters, Griffin, Woodward  
Counties: 32; ERP: 50 kw  
Market Pen.: 27.2% (Pulse)  
Prog. (Dup.): Cl, con, op

Rocky Mount  
WFMA (Am: WCEC)  
National Rep.: John Pearson  
Counties: 29; ERP: 33,000 w  
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury  
WSTP-FM (Am: WSTP)  
National Rep.: Walker-Rawalt  
ERP: 15 kw  
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford  
WWGP-FM (Am: WWGP)  
ERP: 490 w  
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville  
WFMX (Am: WSIC)  
National Rep.: Good Music Broadcasters  
ERP: 3,000 w  
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem  
WSJS-FM (Am: WSJS)  
National Rep.: Peters, Griffin, Woodward  
Counties: 36; ERP: 15,000 w  
Prog. (Dup.): Cl, s-cl, st, shw, nws

OHIO

Akron  
WAKR-FM (Am: WAKR)  
National Rep.: McGavren  
Counties: 6; ERP: 5,000 w  
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance  
WFAH-FM (Am: WFAH)  
National Rep.: Grant Webb  
Counties: 6; ERP: 1,000 w  
Prog. (Dup.): Sprts, st, s-cl, con, jz

Canton  
WCNO (Am: WCNS)  
National Rep.: Frederick W. Smith  
Counties: 28; ERP: 28,000 w  
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)  
National Rep.: Venard, Rintoul & McConnell  
ERP: 15,000 w  
Prog. (Dup.): St, pop, s-cl, nws, sprts

FM STATION KEY [Cont'd]

Cincinnati

WAEF  
National Rep.: Walker-Rawalt  
Counties: 13; ERP: 4.8 kw  
Market Pen.: 29.1% (Pulse)  
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)  
National Rep.: Good Music Broadcasters  
Counties: 8; ERP: 15,500 w  
Prog. (Sep.): Cl, s-cl, shw, con, sp

WSAI-FM (Am: WSAI)  
National Rep.: Heritage Stations  
Counties: 41; ERP: 14.7 kw  
Market Pen.: 30.6% (Pulse 1960)  
Prog. (Sep.): Cl, con, op, nws, jz

Cleveland

KYW-FM (Am: KYW)  
Counties: 27; ERP: 21,500 w  
Market Pen.: 33% (Pulse)  
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY  
National Rep.: United Broadcasting  
ERP: 20 kw  
Prog.: Jz

WDOK-FM (Am: WDOK)  
National Rep.: H-R  
Counties: 7; ERP: 34,000 w  
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)  
National Rep.: Christal  
Counties: 12; ERP: 31,000 w  
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)  
National Rep.: Katz  
Counties: 5; ERP: 19 kw  
Prog. (Dup.): St, shw, nws, educ, con

WNOB  
National Rep.: Walker Rawalt  
Counties: 24; ERP: 135,000 w  
Market Pen.: 36.1% (Pulse)  
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)  
National Rep.: John Blair  
Counties: 20; ERP: 54,000 w  
Market Pen.: 37.4% (Pulse)  
Prog. (Sep.): Cl, con, op, s-cl, pop, shw, jz

WTVN-FM (Am: WTVN)  
National Rep.: Good Music Broadcasters  
Counties: 10; ERP: 26 kw  
Market Pen.: 37.4% (Pulse 2/60)  
Prog. (Sep.): Cl, con, s-cl, pop, sp

WVKO-FM (Am: WVKO)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 33; ERP: 52 kw  
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)  
ERP: 20,000 w  
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)  
National Rep.: Headley-Reed  
Counties: 16; ERP: 24 kw  
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)  
National Rep.: Thomas F. Clark  
Counties: 20; ERP: 8,200 w  
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)  
Counties: 6; ERP: 16,000 w  
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)  
National Rep.: Daren McGavren  
Counties: 20; ERP: 15,000 w  
Prog. (Sep. and Dup.): Pop, st, nws, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)  
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR  
Counties: 6; ERP: 600 w  
Prog.: St, pop, shw, flk, tel

Portsmouth

WPAY-FM (Am: WPAY)  
National Rep.: Devney-O'Connell  
ERP: 7 kw  
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 6; ERP: 6,000 w  
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE  
Counties: 10; ERP: 10,000 w  
Prog.: St, s-cl, shw, cl, con  
WTOL-FM (Am: WTOL)  
ERP: 50,000 w  
Prog. (Sep.): Cl, con, s-cl, pop, st

Youngstown

WKBN-FM (Am: WKBN)  
National Rep.: Paul H. Raymer  
Counties: 26; ERP: 50,000 w  
Prog. (Dup.)

OKLAHOMA

Oklahoma City

KEFM  
National Rep.: Good Music Broadcasters  
ERP: 3.7 kw  
Prog.: Pop, cl, shw, jz, wthr  
KYFM  
National Rep.: Walker-Rawalt  
Counties: 10; ERP: 1,500 w  
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)  
National Rep.: Thomas E. Clark  
ERP: 4,000 w  
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa

KIHI  
Counties: 8; ERP: 2.95 kw  
Prog.: Cl, s-cl, pop, shw, jz  
KOCW  
National Rep.: Good Music Broadcasters  
Counties: 6; ERP: 1,500 w  
Prog.: Cl, s-cl, pop, shw, jz  
KOGM  
Counties: 8; ERP: 4.1 kw  
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY  
Counties: 3; ERP: 3,600 w  
Prog.: St, s-cl, cl, shw, jz

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FM STATION KEY (Cont'd)

Portland

KEX-FM (Am: KEX)
National Rep.: AMRadjo Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws
KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Hazleton

WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown

WARD-FM (Am: WARD)
National Rep.: Weed
Prog. (Dup.): Pop, st, nws, sprts
WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl, QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI

National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)

National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL

Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am: KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)

ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog.: Jz

WCAE-FM (Am: WCAE)

National Rep.: Daren McGavran
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM

National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)

National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)

ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)

National Rep.: Blair
ERP: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ

National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WLOV.
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM

National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)

National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WXCN

National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Anderson

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

FM STATION KEY (Cont'd)

WMUU-FM (Am: WMUU)  
National Rep.: Beattie  
ERP: 840 w  
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

Spartanburg

WSPA-FM (Am: WSPA)  
National Rep.: Hollingbery  
Counties: 21; ERP: 4.85 kw  
Prog. (Dup.): Nws, wthr, intvw, cmty, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)  
ERP: 12.6 kw  
Prog. (Dup.): Pop, nws, cl

WLOM

Counties: 53; ERP: 33,000 w  
Prog.: Cl, con, s-cl, jz, shw

Gallatin

WFMG  
Counties: 10; ERP: 8,200 w  
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)  
National Rep.: Branham  
ERP: 50,000 w  
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)  
Counties: 37; ERP: 3,300 w  
Prog. (Sep.): St, shw, pop, s-cl, nwg

Memphis

WMCF (Am: WMC)  
National Rep.: John Blair  
ERP: 300,000 w  
Prog. (Sep.): St, shw, s-cl, cl, con

WMPS-FM (Am: WMPS)

National Rep.: Heritage Stations  
Counties: 5; ERP: 6,600 w  
Prog. (Sep.): Cl, s-cl, con, shw, op, rel

Nashville

WFMB  
National Rep.: Walker-Rawalt  
Counties: 10; ERP: 3.4 kw  
Prog.: Cl, con, s-cl, jz, st  
WSIX-FM (Am: WSIX)  
National Rep.: Peters, Griffin, Woodward  
ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)  
National Rep.: KATZ  
Counties: 18; ERP: 14.6 kw  
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI  
National Rep.: Good Music Broadcasters  
Counties: 5; ERP: 780 w  
Prog.: Cl, s-cl, op, st, shw

KTBC-FM (Am: KTBC)

National Rep.: Paul H. Raymer  
Counties: 29; ERP: 94 kw  
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas

KCPA  
National Rep.: Walker-Rawalt  
Counties: 20; ERP: 4.83 kw

KIXL-FM (Am: KIXL)

National Rep.: Broadcast Time Sales  
Counties: 8; ERP: 20.5 kw  
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)

National Rep.: Branham  
Counties: 58; ERP: 59 kw  
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WBAP-FM (Am: WBAP)

National Rep.: Peters, Griffin, Woodward  
Counties: 27; ERP: 52 kw  
Prog. (Sep.): Con, s-cl, st, shw, wthr

WRR-FM (Am: WRR)

National Rep.: Adam Young Fm  
Counties: 123; ERP: 68,000 w  
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)  
Counties: 8; ERP: 6.5 kw  
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS  
National Rep.: Western Fm, Modern Media Fm  
Counties: 3; ERP: 2,550 w  
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)  
National Rep.: Blair  
Counties: 16; ERP: 28.1 kw  
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)  
ERP: 215 kw  
Prog. (Sep.): Pop, st, nws, wthr, shw

Hgrlingen

KELT (Am: KGBT)  
Counties: 4; ERP: 3 kw  
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK  
National Rep.: Walker-Rawalt  
Counties: 12; ERP: 10,500 w  
Market Pen.: 30.9 (Pulse 1/60)  
Prog.: Pop, st, shw, jz, wthr

KHGM

National Rep.: Good Music Broadcasters  
Counties: 14; ERP: 49,000 w  
Prog.: S-cl, shw, con, st, nws

KHUL

Counties: 9; ERP: 15,500 w  
Market Pen.: 31.2% (Pulse '60)  
Prog.: Pop, st, nws, wthr, shw

KRBE

Counties: 88; ERP: 79,100 w  
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)

Counties: 17; ERP: 29,500 w  
Market Pen.: 30.9% (Pulse 1/60)  
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM  
Counties: 9; ERP: 3.6 kw  
Prog.: St, shw, s-cl, jz, cl

KRKH

Counties: 15; ERP: 3 kw  
Prog. Pop, cl, s-cl, shw, op

Pampa

KBMF-FM  
Counties: 16; ERP: 3,034 w  
Prog.: St, con, s-cl, cl, shw, jz

Port Arthur

KFMP  
Counties: 5; ERP: 3.2 kw  
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ  
National Rep.: Good Music Broadcasters  
Counties: 17; ERP: 17,300 w  
Market Pen.: 22.2% (Pulse)  
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)

National Rep.: Weed  
ERP: 12.9 kw  
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)

Counties: 13; ERP: 4,400 w  
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC  
Counties: 13; ERP: 4,400 w  
Prog.: Cl, con, s-cl, st, nws, wthr, rel  
WACO-FM (Am: WACO)  
Counties: 13; ERP: 4,400 w  
Prog. (Dup.): Cl, con, s-cl, pop, nws

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)  
National Rep.: Hollingbery  
Counties: 5; ERP: 15,000 w  
Prog. (Sep.): Cl, s-cl, st, shw, nws

KSL-FM (Am: KSL)

Counties: 18; ERP: 4 kw  
Prog. (Sep.): S-cl, st, shw, nws, wthr

VIRGINIA

Charlottesville

WCCV-FM (Am: WCHV)  
National Rep.: Thomas Clark  
Counties: 23; ERP: 3.4 kw  
Prog. (Sep.): Cl, con, nws, wthr

WINA-FM (Am: WINA)

Counties: 13; ERP: 620 w  
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)  
Counties: 19; ERP: 5.1 kw  
Prog. (Dup.): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSWA)  
Counties: 11; ERP: 7.2 kw  
Prog. (Sep.):

Martinsville

WMVA-FM (Am: WMVA)  
National Rep.: Bob Dore  
Counties: 8; ERP: 2,900 w  
Prog. (Dup.): St, pop, nws, wthr, sprts

FM STATION KEY (Cont'd)

Norfolk

WRVC  
Counties: 20; ERP: 8,700 w  
Prog.: Cl, s-cl, jz, op, nws

WYFI

National Rep.: Fred Smith  
Counties: 20; ERP: 13,500 w  
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)  
National Rep.: Blair  
Counties: 20; ERP: 37,000 w  
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)  
National Rep.: Petry  
ERP: 50,000 w  
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)  
National Rep.: Peters, Griffin, Woodward  
Counties: 46; ERP: 25,000  
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)  
National Rep.: Peters, Griffin, Woodward  
Counties: 27; ERP: 14,350 w  
Prog.: (Dup.) S-cl, pop, st, shw, flk

WLSL-FM (Am: WLSL)  
Counties: 66; ERP: 21,100 w  
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)  
National Rep.: Thomas Clark  
Counties: 19; ERP: 500 w  
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)  
ERP: 22.2 kw  
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI  
National Rep.: Heritage Stations  
Counties: 11; ERP: 16,500 w  
Market Pen.: 30.3% (Politz 1960)  
Prog.: Cl, con, op, nws, jz

Seattle

KETO  
Counties: 10; ERP: 17,700 w  
Market Pen.: 21.3% (Pulse 2/60)  
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)  
National Rep.: Western FM Sales  
Counties: 15; ERP: 120,000 w  
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ  
National Rep.: Heritage Stations  
Counties: 14; ERP: 71,000 w  
Market Pen.: 30.3% (Politz 1960)  
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)  
National Rep.: Blair  
Counties: 3; ERP: 16,000 w  
Prog. (Dup.): Cl, op, jz, flk, shw

KISW  
National Rep.: Hi-Fi Music Broadcasters  
Counties: 13; ERP: 10.5 kw  
Prog.: Cl, con, op, cmtry, dr

KLSN  
National Rep.: Walker-Rawalt  
Counties: 13; ERP: 19,000 w  
Prog.: Cl, con, s-cl, shw, jz

KMCS  
ERP: 17.5 kw  
Prog.: St, wthr, flk

Spokane

KREM-FM (Am: KREM)  
National Rep.: Petry  
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)  
National Rep.: H-R  
Counties: 7; ERP: 2,000 w  
Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)  
National Rep.: Weed  
Counties: 7; ERP: 10,000 w  
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR

National Rep.: Fm Unlimited  
Counties: 3; ERP: 10 kw  
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Bekley

WBKW (Am: WJLS)  
Counties: 55; ERP: 34,000 w  
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA  
Counties: 15; ERP: 2,600 w  
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)  
National Rep.: Raymer  
Counties: 43; ERP: 53,000 w  
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)  
National Rep.: Hollingbery  
Counties: 12; ERP: 10,000 w  
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)  
National Rep.: Hollingbery  
Counties: 11; ERP: 60,000 w  
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW  
Counties: 4; ERP: 3,000 w  
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)  
National Rep.: Avery-Knode  
Counties: 15; ERP: 11 kw  
Prog. (Dup.)

WISM-FM (Am: WISM)  
National Rep.: Radio-Tv Representatives  
Counties: 9; ERP: 1 kw  
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM

Counties: 6; ERP: 7,500 w  
Prog.: St, cl, s-cl, flk, disn

WRVB

Counties: 5; ERP: 3.9 kw  
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR  
National Rep.: Good Music Broadcasters  
Counties: 5; ERP: 22,000 w  
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)  
National Rep.: Edward Petry  
Counties: 5; ERP: 3,600 w  
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)  
Counties: 5; ERP: 25,500 w  
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)  
National Rep.: Henry I. Christal  
Counties: 12; ERP: 2,800 w  
Prog. (Sep.): St, cl, s-cl, shw, jz

Racine

WRJN-FM (Am: WRJN)  
Counties: 3; ERP: 15,000 w  
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)  
National Rep.: Rambeau  
Counties: 18; ERP: 16,000 w  
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)  
National Rep.: Meeker  
Counties: 18; ERP: 20,000 w  
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)  
National Rep.: George Hopewell  
Counties: 5; ERP: 10,000 w  
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)  
National Rep.: Walker-Rawalt  
Counties: 9; ERP: 18,000 w  
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)  
National Rep.: Devney-O'Connell  
Counties: 10; ERP: 2,100 w  
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

Mayaguez

WORA-FM  
Counties: 7  
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)  
Counties: 17

WPRM

Counties: 5; ERP: 17,500 w  
Prog. S-cl, st, cl, con, shw

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SEATTLE-TACOMA  
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# WUPY! FM 105.3mc. COVERAGE MAP



## MARKET DATA

### PRIMARY COVERAGE BOSTON METROPOLITAN AREA

POPULATION  
3,003,400

FAMILIES  
866,975

EFFECTIVE BUYING INCOME  
\$5,994,375,400

TOTAL RETAIL SALES  
\$3,978,356,219

FOOD SALES  
\$1,053,785,000

AUTOMOTIVE SALES  
\$629,097,764

GAS SALES  
\$199,376,000

DRUG SALES  
\$128,475,600

Boston, the nation's sixth market in retail sales as well as population is first in consumer spendable income per household.

## WUPY! FM

- First 24 hr.—7 day a week—Stereo Broadcast Commercial Station
- Broadcasting America's only contribution to the fine arts—JAZZ
- Reaches ¾ million college students—35 college universities
- Young Adult Audience who have not established any particular buying habits

23 Central Ave., Lynn, Mass., Lynn 9-2211—Harvey Sheldon, Pres.