

RADIO BASICS

REC'D
7 1961
3 OUT
OF 4!!

THAT'S WHAT WE
CALL "REACH"!

There were only *FOUR* instances of Nielsen-surveyed stations in the U. S. reaching more than 1-million unduplicated homes for a 3 hr. day part in the month of May. WLS did it *THREE* out of the four times.

Look 'em over. These are the three day parts in which WLS reached over 1-million unduplicated homes (three-hour day part, Monday-Friday . . . four-week cume):

3-6 PM.....	1,142,900 homes
6-9 PM.....	1,202,300 homes
9-12 Mid.....	1,084,900 homes

That's what we call reach. The Nielsen Station Index for the Chicago Area, May, 1961, showed WLS was reaching 975,000 different homes in four weeks in an average day part . . . 49 percent more than the next Chicago station!

So . . . see your JOHN BLAIR man, put on your goggles, and climb in. WLS is flying high and reaching your customers!

Owned and operated by
AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.



WLS

Radio's annual factbook for advertisers and agencies

talk...

is only as good as the talker, and the talkers on one New York radio station bring entertaining and articulate conversation for more than 20 hours a day to America's largest station audience. A recommendation of your product by these personalities means a marked increase in sales. That's why, year after year, more advertisers use this radio station than any other in New York! The next time you buy radio, why not make it the one station where talk gets results —

WOR-RADIO 710/fm 98.7/An RKO General Station

You can
do better
with spot*

The KATZ
AGENCY INC.

NATIONAL ADVERTISING REPRESENTATIVE

*much better

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PROGRAMS AND COMMERCIALS

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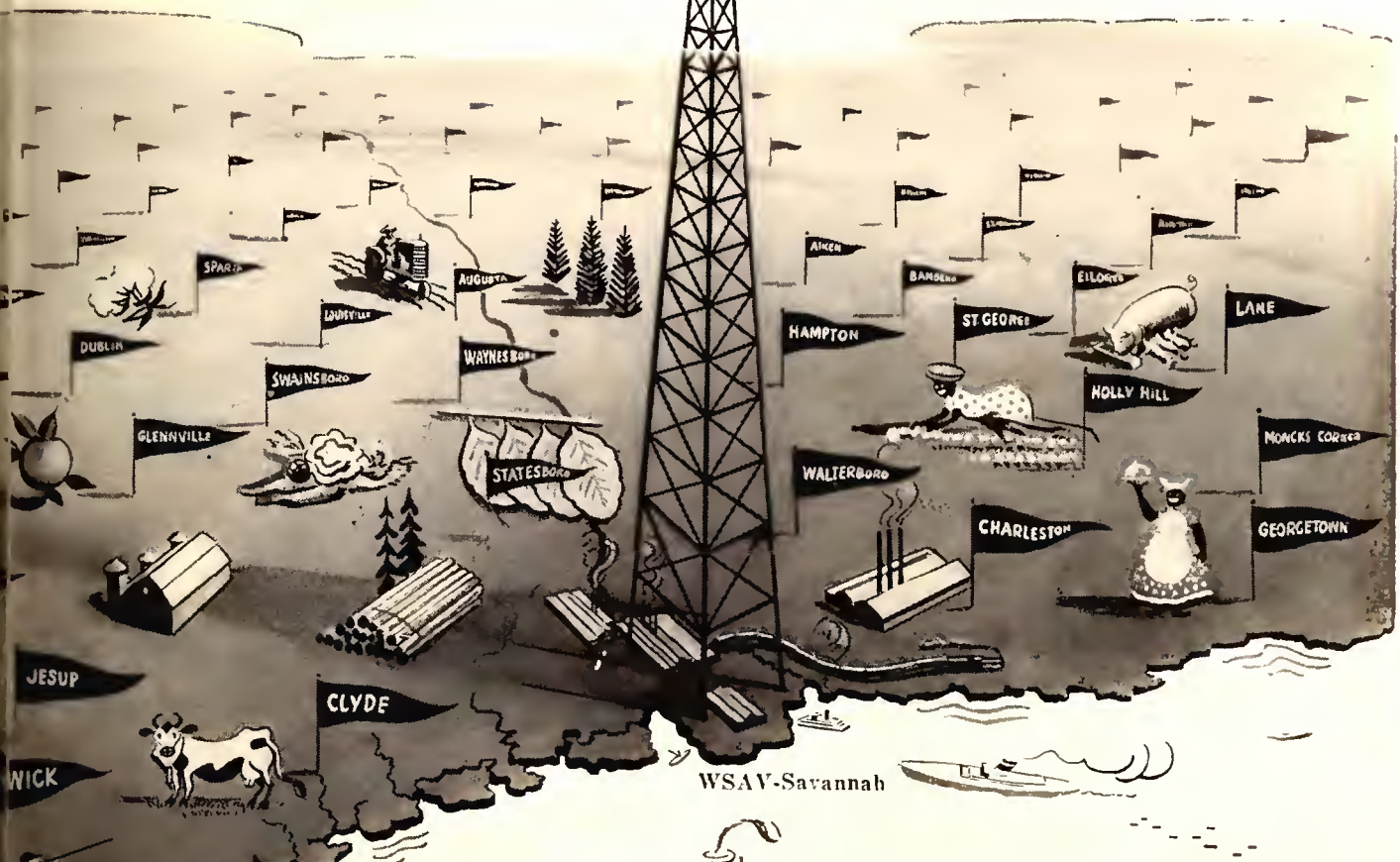
RADIO COSTS

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WSAV runs away with the ratings!



Wins top ratings in 47 of 52 daily quarter-hours surveyed in latest 21-County Savannah Retail Trading Area Pulse!

AVERAGE RATINGS

STATION	6-9 AM	9-12 AM	12-3 PM	3-7 PM
WSAV	4.6	3.7	3.3	3.7
STATION "A"	.7	.5	.6	.8
STATION "B"	2.5	2.9	3.1	3.1
STATION "C"	2.4	2.5	2.6	3.2
STATION "D"	3.3	2.8	2.5	2.6
STATION "E"	3.7	3.3	2.8	3.0

The PULSE proves it . . .
 the NIELSEN proves it—
 WSAV reaches more people
 at a lower per-person cost
 than any other Savannah medium!

It's **630** in Savannah
WSAV Radio



630 kc.
 5,000 watts
 NBC Network



represented by
eastman

**5.
RADIO
RESEARCH**

**RADIO
RESEARCH**

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SERVICES**

**BROADCAST
SERVICES**

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FM
RADIO**

**FM
RADIO**

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SOURCES**

**RADIO
SOURCES**

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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.

Have you seen our profile lately?

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



PBC

is proud
to be
in Radio

What is the place of radio today — and how has it changed or been forced to change? The idea that radio has to be a juke box, with a noisy cheap musical format carrying nothing but advertising announcements and pandering to the lowest tastes of the juvenile and the immature, is just not true. There are many stations in many different types of communities, who program differently, and successfully, and whose operation is certainly more “in the public interest.” P B C stations follow this kind of programming. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*



PEOPLES

BROADCASTING CORPORATION

246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. WMMN, Fairmont, W. Va.
WTTM, Trenton, N. J. WGAR, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KTVV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance
Company, Columbus, Ohio

RADIO BASICS

section

1

RADIO AUDIENCE

Where it is

What it earns and spends

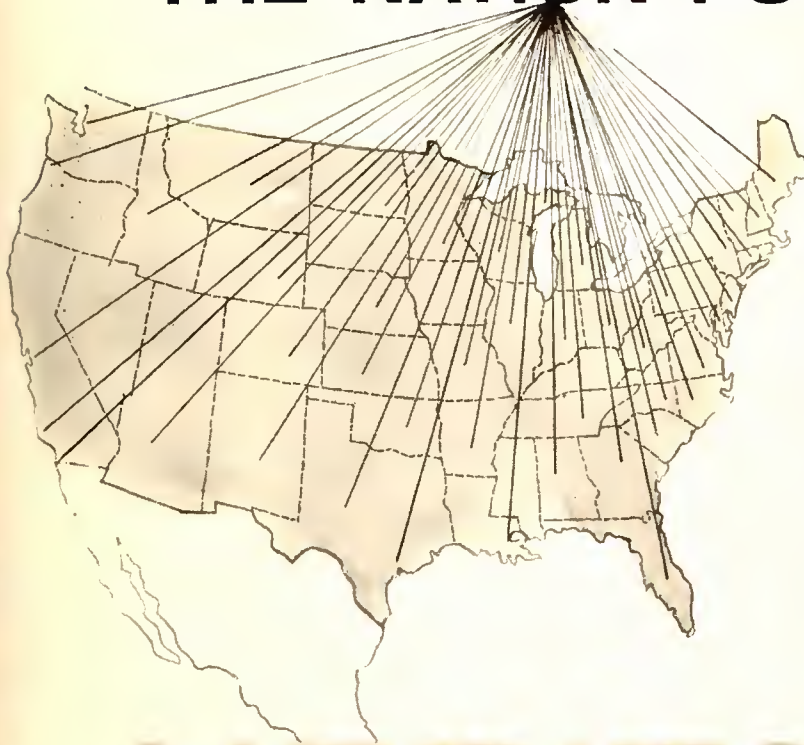
How and when it listens



**A record of 20,358,949
sets were sold in 1960.
This was nearly 6 million
more than 1959, and
3 million above 1947**

*The official RAB estimate in January 1961 was 20,358,948 sets sold in 1960. This brought the total of working-order sets up to 168,314,000, an average of 3.2 per home. Auto radios alone now are estimated to total 42,616,000. The latest count for radio penetration was 96.3 percent. This estimate was made by the A. C. Nielsen Company in 1959-60; Nielsen did not undertake another survey in 1960-61, since for all practical purposes the radio population could now be regarded as the U.S. total.

THE NATION FOR SALE



*by Heritage
Representatives...*

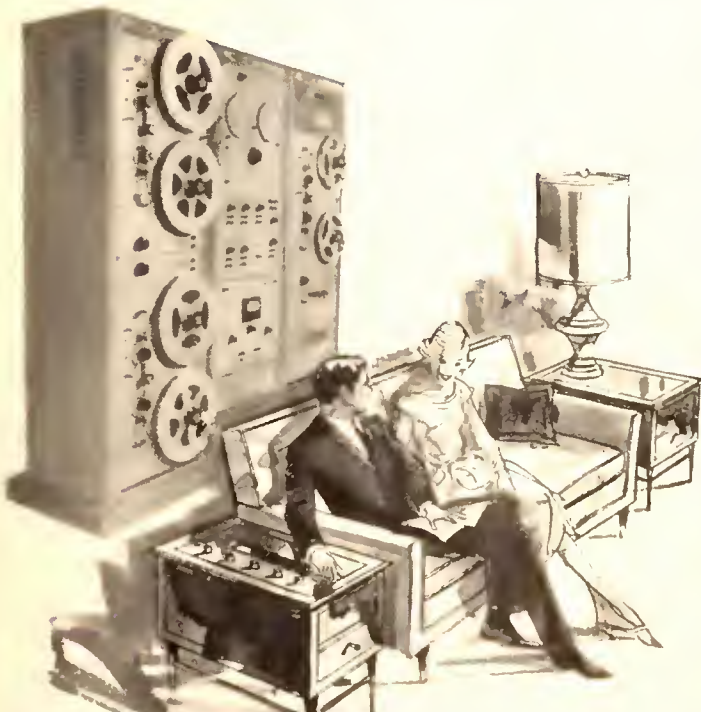
offering the dramatically burgeoning
national FM listening audience . . .
representing the most prominent FM
Stations in every important market area
throughout the country!

Get more information on the *National
Heritage FM audience . . .* call or wire
your nearest Heritage Stations
Representative in:

NEW YORK — LO 3-2942
CHICAGO — ST 2-5466
DETROIT — WO 2-6265
LOS ANGELES — DU 5-6401
SAN FRANCISCO — EX 7-2682
MINNEAPOLIS — FE 8-7017
SEATTLE — MA 3-0620

HERITAGE

SIMPLIMATION



*Modern listening
by Heritage*

a combination of masterful programming
and faultless reproduction that brings
an unprecedented selection of fine musical
entertainment TO THE NATIONS
LARGEST CAPTIVE FM AUDIENCE
. . . HERITAGE LISTENERS!

From the renowned Heritage Library
of International performances . . . great
orchestral and instrumental work . . .
Opera . . . light concert music . . .
masterpieces of song . . . jazz . . . and
selections from outstanding shows . . .
produced and aired in true high fidelity
using faultless automation techniques.

Heritage opens the door to better
listening . . . and better living!

A DIVISION OF INTERNATIONAL GOOD MUSIC, INC.
GENERAL OFFICES: 1151 ELLIS STREET, BELLINGHAM, WASHINGTON



Of the nearly 40 million housewives in America, 93.7 percent listen to radio for an average of 16 hours 45 min. weekly

*Ninety-three point seven per cent of all housewives listen to radio each week, according to a Pulse survey. Their average individual buying power is \$5,104 a year (as calculated by Sales Management). These housewives buy 79 per cent of all foods and groceries and 66 per cent of all drugs and toiletries, as well as directly influencing the purchase of 70 per cent of all men's clothing. (According to studies carried out by McCall's and Printer's Ink, 1957 and Pulse, 1959.)

DECISION MAKERS LISTEN TO WCBM RADIO IN BALTIMORE

She is a Decision Maker, homemaker, family purchasing agent—and typical of the WCBM Adult-Level Audience.

Tell her about your products and services on her terms with the programming she prefers—WCBM Radio in Baltimore!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 680 KC & 106.5 FM

Baltimore 13, Maryland

PETERS, GRIFFIN,
WOODWARD, INC.



*Exclusive
National Representatives*



1960 population figures in 105 metropolitan areas

Metropolitan Area	Population (000)
Abilene, Texas	119
Akron, Ohio	508
Albany, Ga.	74
Albany-Schnectady-Troy, N.Y.	652
Albuquerque, N. Mex.	260
Allentown-Bethlehem-Easton, Pa., N. J.	490
Altoona, Pa.	136
Amarillo, Texas	147
Ann Arbor, Mich.	172
Asheville, N. C.	127
Atlanta, Ga.	1,010
Atlantic City, N. J.	158
Augusta, Ga.-S. C.	214
Austin, Texas	210
Bakersfield, Calif.	288
Baltimore, Md.	1,707
Baton Rouge, La.	228
Bay City, Mich.	105
Beaumont-Port Arthur, Texas	304
Billings, Mont.	78
Binghamton-Endicott, N. Y.	211
Birmingham, Ala.	629
Boston, Mass.	2,566
Bridgeport, Conn.	333
Brockton, Mass.	148
Brownsville-Harlingen- San Benito, Texas	149
Buffalo, N. Y.	1,301
Canton, Ohio	337
Cedar Rapids, Iowa	135
Champaign-Urbana, Ill.	130
Charleston, S. C.	209
Charleston, W. Va.	250
Charlotte, N. C.	270
Chattanooga, Tenn.-Ga.	279
Chicago, Ill.	6,171
Cincinnati, Ohio-Ky.	1,067
Cleveland, Ohio	1,786
Colorado Springs, Colo.	142
Columbia, S. C.	257
Columbus, Ga.-Ala.	216
Columbus, Ohio	680
Corpus Christi, Texas	219
Dallas, Texas	1,071
Davenport-Rock Island-Moline, Iowa-Ill.	267
Dayton, Ohio	689
Decatur, Ill.	117
Denver, Colo.	925
Des Moines, Iowa	264
Detroit, Mich.	3,743
Dubuque, Iowa	79
Duluth-Superior, Minn.-Wis.	272
Durham, N. C.	113

Metropolitan Area	Population (000)
El Paso, Texas	311
Erie, Pa.	247
Eugene, Oreg.	160
Evansville, Ind.-Ky.	196
Fall River, Mass.-R.I.	113
Fargo-Moorhead, N. Dakota-Minn.	104
Fitchburg-Leominster, Mass.	81
Flint, Mich.	370
Fort Lauderdale-Hollywood, Fla.	329
Fort Smith, Ark.	66
Fort Wayne, Ind.	230
Fort Worth, Texas	557
Fresno, Calif.	360
Gadsden, Ala.	96
Galveston-Texas City, Texas	138
Gary-Hammond-East Chicago, Ind.	571
Grand Rapids, Mich.	360
Great Falls, Mont.	73
Green Bay, Wis.	124
Greensboro-High Point, N. C.	245
Greenville, S. C.	209
Hamilton-Middleton, Ohio	198
Harrisburg, Pa.	342
Hartford, Conn.	522
Honolulu, Hawaii	488
Houston, Texas	1,236
Huntington-Ashland, W. Va.	252
Huntsville, Ala.	116
Indianapolis, Ind.	690
Jackson, Mich.	130
Jackson, Miss.	186
Jacksonville, Fla.	448
Jersey City, N. J.	607
Johnstown, Pa.	279
Kalamazoo, Mich.	169
Kansas City, Mo.-Kans.	1,034
Kenosha, Wis.	99
Knoxville, Tenn.	364
Lake Charles, La.	142
Lancaster, Pa.	273
Lansing, Mich.	299
Laredo, Texas	64
Las Vegas, Nev.	125
Lawrence-Haverhill, Mass.-N.H.	188
Lawton, Okla.	89
Lewiston-Auburn, Maine	69
Lexington, Ky.	129
Lima, Ohio	102
Lincoln, Neb.	154
Little Rock-North Little Rock, Ark.	239
Loraine-Elyria, Ohio	215
Los Angeles-Long Beach, Calif.	6,668

Source: Bureau of Census, 1961. As no separate up-to-date radio homes census was available at the time of Radio Basics going to press, and since radio penetration in all markets is close to 100%, no separate radio statistics are included here.

960 population figures in 105 metropolitan areas

Metropolitan Area	Population (000)
Louisville, Ky.-Ind.	718
Lowell, Mass.	157
Lubbock, Texas	153
Lynchburg, Va.	110
Macon, Ga.	178
Madison, Wis.	221
Manchester, N. H.	93
Memphis, Tenn.	619
Miami, Fla.	921
Midland, Texas	67
Milwaukee, Wis.	1,184
Minneapolis-St. Paul, Minn.	
Mobile, Ala.	312
Monroe, La.	102
Montgomery, Ala.	168
Muncie, Ind.	110
Muskegon-Muskegon Heights, Mich.	148
Nashville, Tenn.	394
Newark, N. J.	1,682
New Bedford, Mass.	142
New Britain, Conn.	128
New Haven, Conn.	308
New Orleans, La.	861
Newport News-Hampton, Va.	223
New York, N. Y.	10,602
Norfolk-Portsmouth, Va.	541
Odessa, Texas	89
Ogden, Utah	189
Oklahoma City, Okla.	508
Omaha, Neb.-Iowa	456
Orlando, Fla.	316
Paterson-Clifton-Passaic, N. J.	1,183
Pensacola, Fla.	202
Peoria, Ill.	287
Philadelphia, Pa.-N. J.	4,301
Phoenix, Ariz.	657
Pittsburgh, Pa.	2,392
Pittsfield, Mass.	73
Portland, Maine	119
Portland, Oreg.-Wash.	818
Providence-Pawtucket-R.I.-Mass.	810
Provo-Orem, Utah	106
Pueblo, Colo.	117
Racine, Wis.	140
Raleigh, N. C.	168
Reading, Pa.	274
Reno, Nev.	83
Richmond, Va.	406
Roanoke, Va.	157
Rochester, N. Y.	582
Rockford, Ill.	208
Sacramento, Calif.	500
Saginaw, Mich.	189

Metropolitan Area	Population (000)
St. Joseph, Mo.	89
St. Louis, Mo.-Ill.	2,016
Salt Lake City, Utah	381
San Angelo, Texas	63
San Antonio, Texas	682
San Bernardino-Riverside-Ontario, Calif.	800
San Diego, Calif.	1,000
San Francisco-Oakland, Calif.	2,725
San Jose, Calif.	638
Santa Barbara, Calif.	167
Savannah, Ga.	186
Scranton, Pa.	233
Seattle, Wash.	1,098
Shreveport, La.	280
Sioux City, Iowa	107
Sioux Falls, S. Dak.	85
South Bend, Ind.	237
Spokane, Wash.	277
Springfield, Ill.	146
Springfield, Mo.	125
Springfield, Ohio	137
Springfield-Chicopee-Holyoke, Mass.	476
Stamford, Conn.	177
Steubenville-Weirton, Ohio-W. Va.	168
Stockton, Calif.	248
Syracuse, N. Y.	562
Tacoma, Wash.	320
Tampa-St. Petersburg, Fla.	759
Terre Haute, Ind.	107
Texarkana, Texas-Ark.	91
Toledo, Ohio	454
Topeka, Kans.	140
Trenton, N. J.	265
Tucson, Ariz.	261
Tulsa, Okla.	413
Tuscaloosa, Ala.	108
Tyler, Texas	86
Utica-Rome, N. Y.	328
Waco, Texas	148
Washington, D. C.-Md.-Va.	1,967
Waterbury, Conn.	179
Waterloo, Iowa	121
West Palm Beach, Fla.	224
Wheeling, W. Va.-Ohio	189
Wichita, Kans.	347
Wichita Falls, Texas	127
Wilkes-Barre-Hazleton, Pa.	345
Wilmington, Del.-N. J.	363
Winston-Salem, N. C.	188
Worcester, Mass.	322
York, Pa.	237
Youngstown, Ohio	507

Audience composition in selected markets by quarter hour

NEW YORK

(January-February 1961)

TIME	LISTENERS (000)	MEN %	WOMEN %	TEENS %	CHILDREN %
7:30-7:45 a.m.	1,874	25	46	13	16
1:30-1:45 p.m.	760	22	58	7	13
4:30-4:45 p.m.	547	22	55	7	16
10:30-11:00 p.m.	264	35	52	9	4

CHICAGO

(February-March 1961)

7:30-7:45 a.m.	1,066	18	47	16	19
1:30-1:45 p.m.	336	21	72	5	2
4:30-4:45 p.m.	441	31	47	15	7
10:30-11:00 p.m.	121	45	41	13	LT.

LOS ANGELES

(February-March 1961)

7:30-7:45 a.m.	658	24	46	14	16
1:30-1:45 p.m.	248	27	68	3	2
4:30-4:45 p.m.	392	21	60	10	9
10:30-11:00 p.m.	93	36	55	8	LT.

Source: Nielsen Station Index.

The weekly in-home radio audience

BY DAY PARTS	% weekly radio usage	AVERAGE MINUTE		WEEKLY CUMULATIVE TOTAL		
		% U. S. radio homes	No. homes (000)	% U. S. radio homes	No. homes (000)	Avg. hrs. per home reached
Mon.-Fri. morn.	34	12.7	6,280	62.4	30,857	6.11
Mon.-Fri. aft.	22	8.3	4,104	52.0	25,714	4.79
Sunday morn.	4	8.3	4,104	33.3	16,467	1.50
Sunday aft.	5	9.2	4,549	31.3	15,478	1.77
Saturday morn.	5	10.1	4,994	38.4	18,989	1.58
Saturday aft.	5	9.8	4,846	31.8	15,725	1.86
All eves.	19	5.1	2,522	50.1	24,774	4.28
12 midnight-6 a.m.	6	1.7	841	16.1	7,961	4.43
24 hr., 7-day total	100	6.8	3,363	79.8	39,461	14.31

Source: Nielsen Radio Index, Feb. 27-Mar. 5, 1961. East and Central Time Zones: New York Time. Pacific Time Zone: Local Time.



Good Music* rings up sales
in Southern California
over KFAC_{AM} and KFAC_{FM}

*two stations for the one price



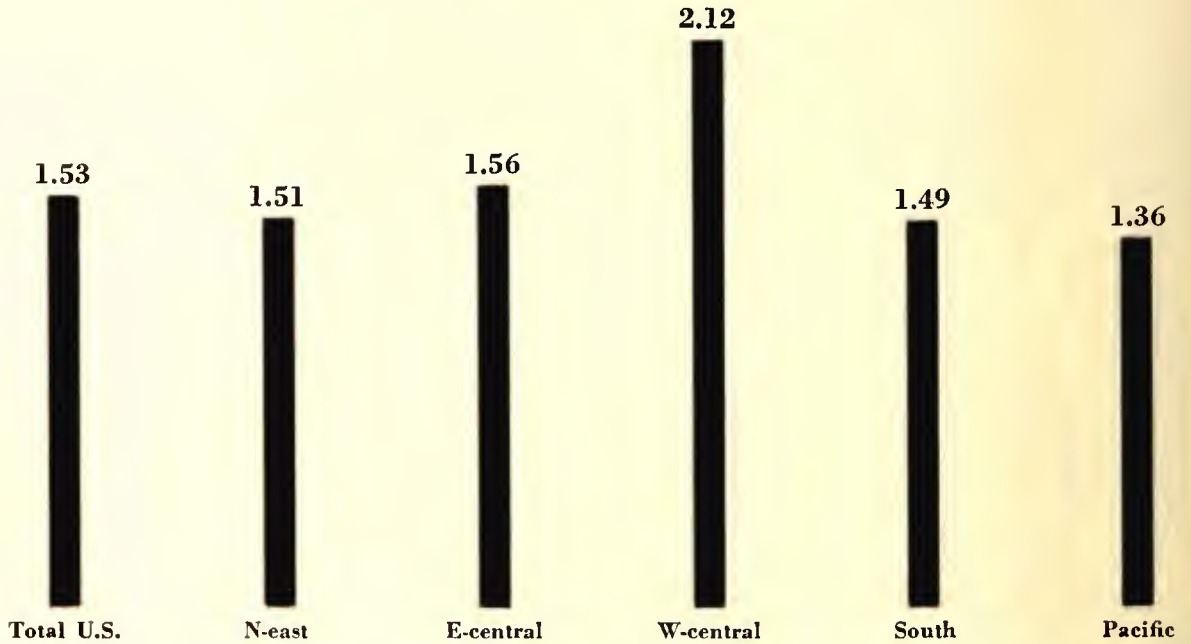
KFAC AM-FM

*The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.*

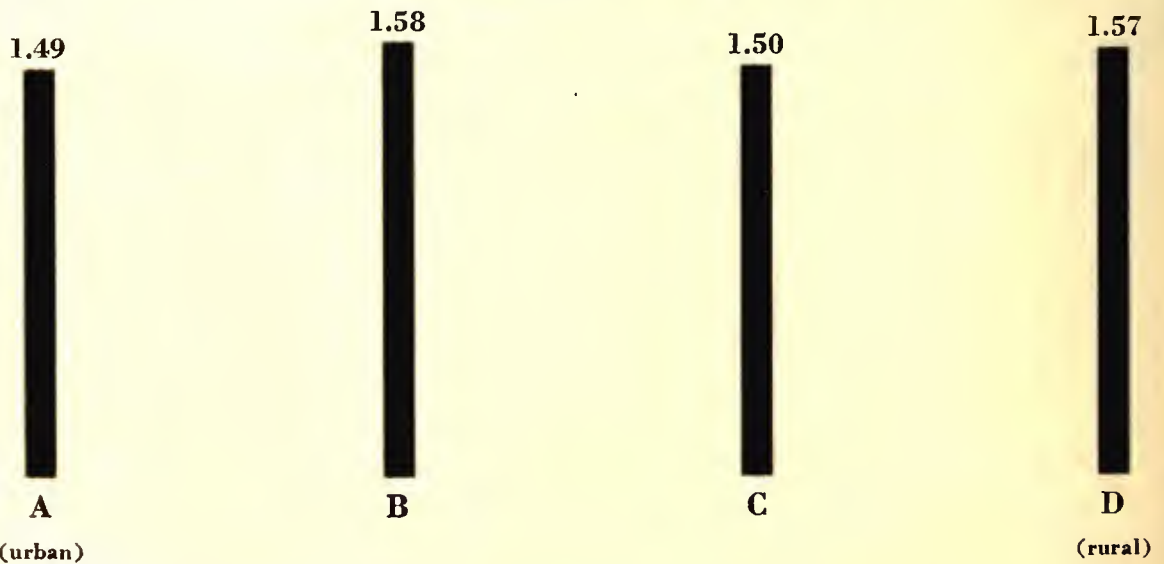
PRUDENTIAL SQUARE • LOS ANGELES

Regional variations of in-home listening

HOURS PER HOME PER DAY BY TERRITORY



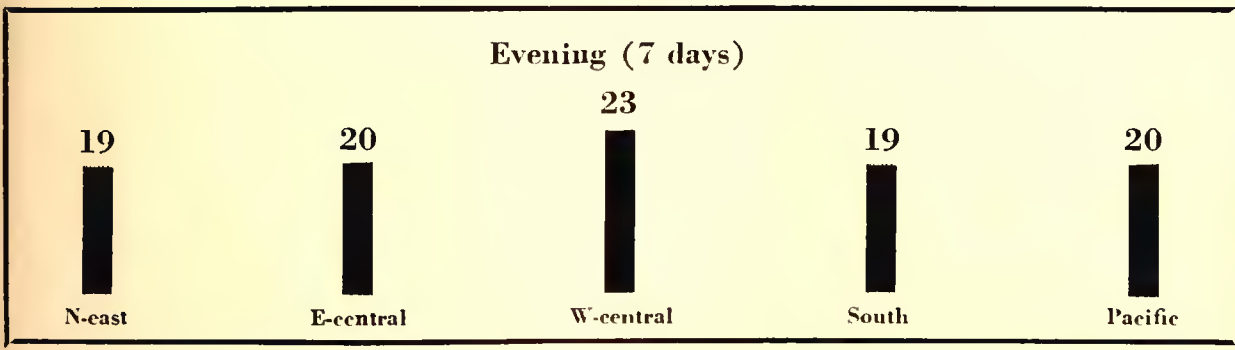
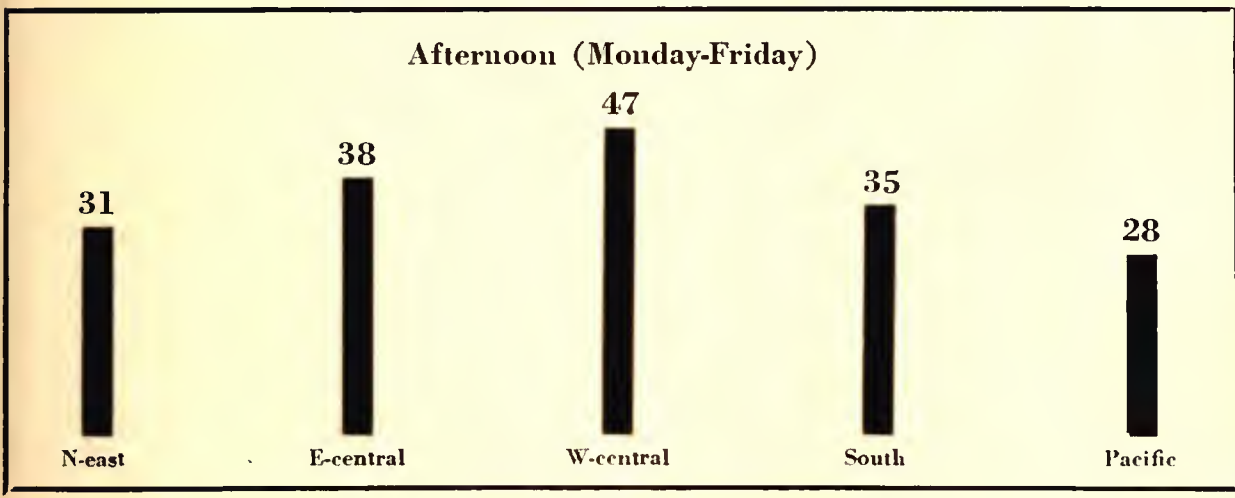
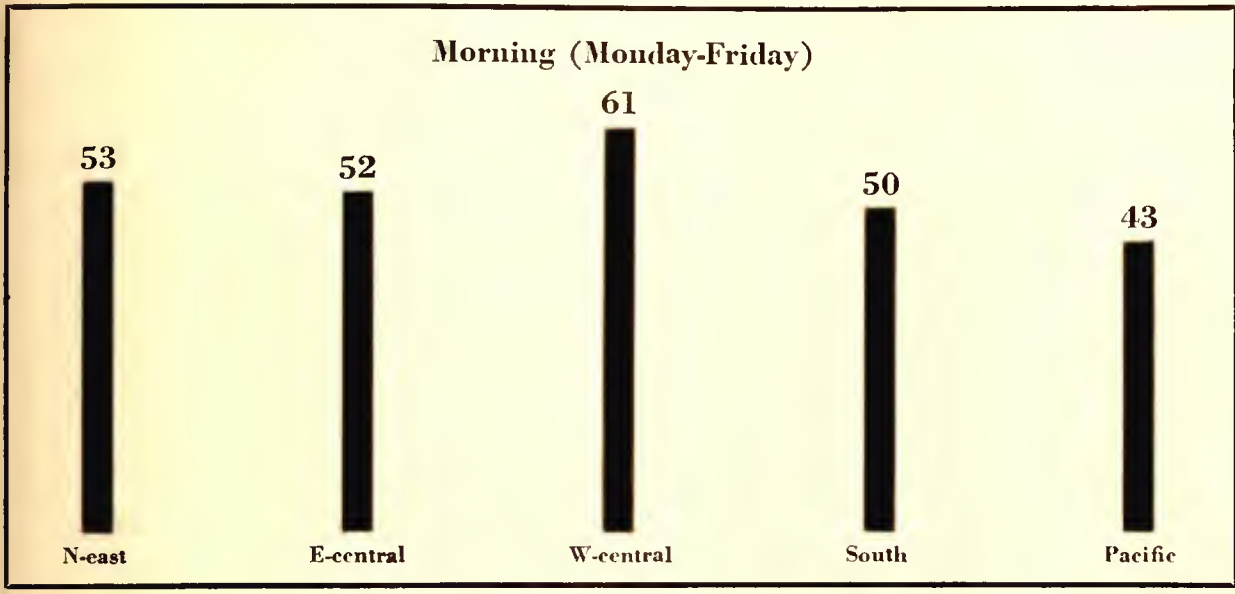
HOURS PER HOME PER DAY BY COUNTY SIZE



Source: A. C. Nielsen, January 1961

Regional variations of in-home listening (continued)

AMOUNTS OF LISTENING BY MINUTES PER HOME PER DAY



Source: A. C. Nielsen, January 1961

Seasonal listening variations

IN-HOME AND OUT-OF-HOME RADIO LISTENING—SUMMER 1960

(All Areas surveyed during July-August, 1960 except where otherwise noted)¹

Market	(Summer '60) Homes Using Radio In-Home	(Summer '60) Homes With Out-of-Home	(Summer '60) Total Audience	(Summer '60) % added by Out-of-Home Listening
Atlanta	11.6	4.4	16.0	38.0
Baltimore	11.9	4.8	16.7	40.4
Birmingham	12.3	4.6	16.9	37.4
Boston	14.3	4.1	18.4	28.7
Buffalo	15.9	6.2	22.1	39.0
Chicago	13.1	4.9	18.0	37.2
Cincinnati	11.7	4.6	16.3	39.3
Cleveland	16.5	5.3	21.8	32.1
Columbus, Ohio	15.4	3.7	19.1	24.0
Dallas	13.0	5.0	18.0	38.4
Detroit	11.9	4.9	16.8	41.2
Fort Worth	12.9	4.8	17.7	37.2
Houston	14.2	5.1	19.3	35.9
Kansas City	16.3	4.7	21.0	28.8
Los Angeles	16.8	5.7	22.5	33.9
Miami	17.2	5.2	22.4	30.2
Milwaukee	17.5	4.6	22.1	26.3
Minneapolis-St. Paul	15.1	3.8	18.9	25.2
New Orleans	11.3	3.5	14.8	31.0
New York	14.9	5.6	20.5	37.6
Philadelphia	15.2	4.7	19.9	30.9
Pittsburgh	13.6	4.9	18.5	36.0
Portland, Oregon (2)	18.5	3.8	22.3	20.5
Richmond	13.7	3.7	17.4	27.0
St. Louis	15.3	4.1	19.4	26.8
San Diego	15.3	4.8	20.1	31.4
San Francisco	16.6	4.6	21.2	27.7
Seattle	16.2	4.3	20.5	26.7
Washington	12.4	4.8	17.2	38.7
Average, 29 Markets		5.0	19.7	34.0%

Out-of-home listening during summer 1960 added 34 percent to the in-home audience, according to The Pulse Inc. The figure in 1959 was 30.5 percent. In 1958 the out-of home addition was 28.3 percent and in 1957, 25.7 percent. The 29 markets surveyed contained 20,514,100 radio homes, or 40.1 percent

of the US total. Five percent of all radio families reported listening in automobiles at work or in other away-from-home places during the average quarter-hour between 6 a.m. and midnight. A national projection of this figure would yield 2,558,000 families additional during the average quarter-hour.

Winter audience in 29 markets

IN-HOME AND OUT-OF-HOME LISTENING—WINTER 1961*

(All areas surveyed during January-February 1961 except where otherwise indicated)¹

MARKET	HOMES USING RADIO IN-HOME (Winter 1961)	HOMES WITH OUT-OF-HOME LISTENING (Winter 1961)	OUT-OF-HOME LISTENING (Winter 1960)	TOTAL AUDIENCE (Winter 1961)	% ADDED BY OUT-OF- HOME LISTENING (Winter 1961)
Atlanta	13.6	4.1	4.0	17.7	30.2
Baltimore	13.5	3.8	3.6	17.3	28.1
Birmingham	15.0	3.8	4.1	18.8	25.4
Boston	14.6	4.2	4.8	18.8	28.8
Buffalo	17.1	4.3	4.5	21.4	25.1
Chicago	16.0	4.0	4.5	20.0	25.0
Cincinnati	14.0	3.6	3.9	11.6	25.7
Cleveland	15.7	3.5	3.8	19.2	22.3
Columbus, Ohio	15.8	3.4	3.9	19.2	21.5
Dallas	14.0	4.4	4.4	18.4	31.4
Detroit	13.3	3.8	4.1	17.1	28.6
Fort Worth	14.6	3.9	4.4	18.5	26.7
Houston	14.3	4.3	4.1	18.6	30.1
Kansas City	17.2	3.9	4.0	21.1	22.6
Los Angeles	15.0	4.9	5.2	19.9	32.7
Miami	15.1	4.6	4.5	19.7	30.4
Milwaukee	17.1	3.9	4.0	21.0	22.8
Minneapolis-St. Paul	15.5	3.4	4.1	18.9	21.9
New Orleans	13.4	3.1	3.2	16.5	23.1
New York	15.2	4.8	5.4	20.0	31.6
Philadelphia	15.4	3.7	3.8	19.1	24.0
Pittsburgh	13.8	3.7	3.9	17.5	26.8
Portland, Oregon ²	16.5	4.1	3.8	20.6	24.9
Richmond	14.6	3.5	4.0	18.1	24.0
St. Louis	16.2	3.8	4.2	20.0	23.4
San Diego	13.5	4.4	4.8	17.9	32.6
San Francisco	16.7	4.6	5.1	21.3	27.6
Seattle	15.3	3.8	4.2	19.1	24.8
Washington	14.6	3.7	4.1	18.3	25.3
Average, 29 Markets	15.1	4.0	4.2	19.1	27.6

Source: The Pulse Inc. *Figures on "homes using radio" cover 6 a.m. to midnight, Sunday-through-Saturday. All figures expressed as per cent of radio families surveyed. ¹ Baltimore, January-March. Chicago, New York, January only. Cleveland, Miami, February-March. ² Rating based on Monday-Friday only.

Auto listening in selected markets and time periods

NEW YORK

Day	Time	Homes Using Radio (%)	Auto Plus (%)
Sunday	8:30-9:00 p.m.	3	132
Saturday	8:30-9:00 p.m.	4	85
Mon.-Fri.	7:30-8:00 a.m.	16	29
Sunday	7:30-8:00 a.m.	5	8

NEW ORLEANS

Saturday	11:30-12:00 p.m.	1	64
Mon.-Fri.	6:00-6:30 a.m.	2	71
Mon.-Fri.	7:00-7:30 a.m.	4	100
Mon.-Fri.	10:30-11:00 a.m.	11	18

PHILADELPHIA

Sunday	3:30-4:00 p.m.	6	70
Sunday	8:30-9:00 p.m.	5	91
Mon.-Fri.	4:30-5:00 p.m.	7	78
Mon.-Fri.	12:30-1:00 p.m.	10	34

CHICAGO

Sunday	8:30-9:00 p.m.	4	81
Saturday	6:00-6:30 a.m.	4	36
Mon.-Fri.	4:30-5:00 p.m.	9	65
Mon.-Fri.	8:30-9:00 a.m.	8	31

LOS ANGELES

Saturday	7:00-7:30 p.m.	9	26
Sunday	5:00-5:30 p.m.	9	36
Mon.-Fri.	7:30-8:00 a.m.	11	58
Mon.-Fri.	9:00-9:30 a.m.	13	23

Source: Nielsen Station Index, Auto-Plus by Half Hour, Summer 1960.

4 stations in TOLEDO

yet 5 radios
of every 10*

are tuned to ...

WSPD

Around-the-clock
leadership
in circulation ...
plus
persuasion

*May-June '61 Hooper
Radio Audience Index

Katz will help you
pick the most per-
suasive times.

a **STORER**
station

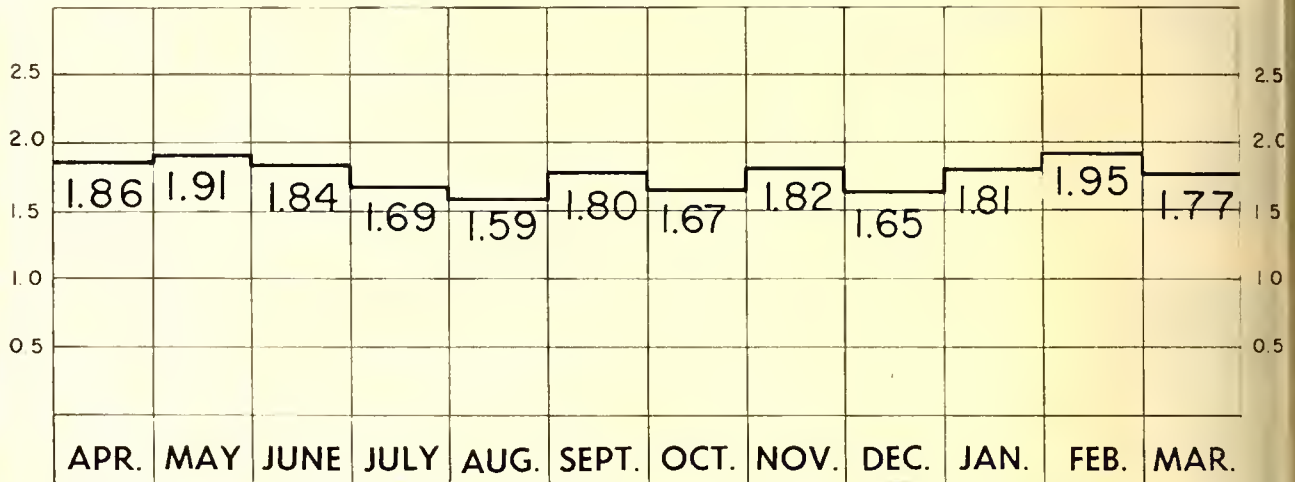
WSPD

NBC • RADIO

National Sales Offices:
625 Madison Ave., N. Y. 22
230 N. Michigan Ave., Chicago 1

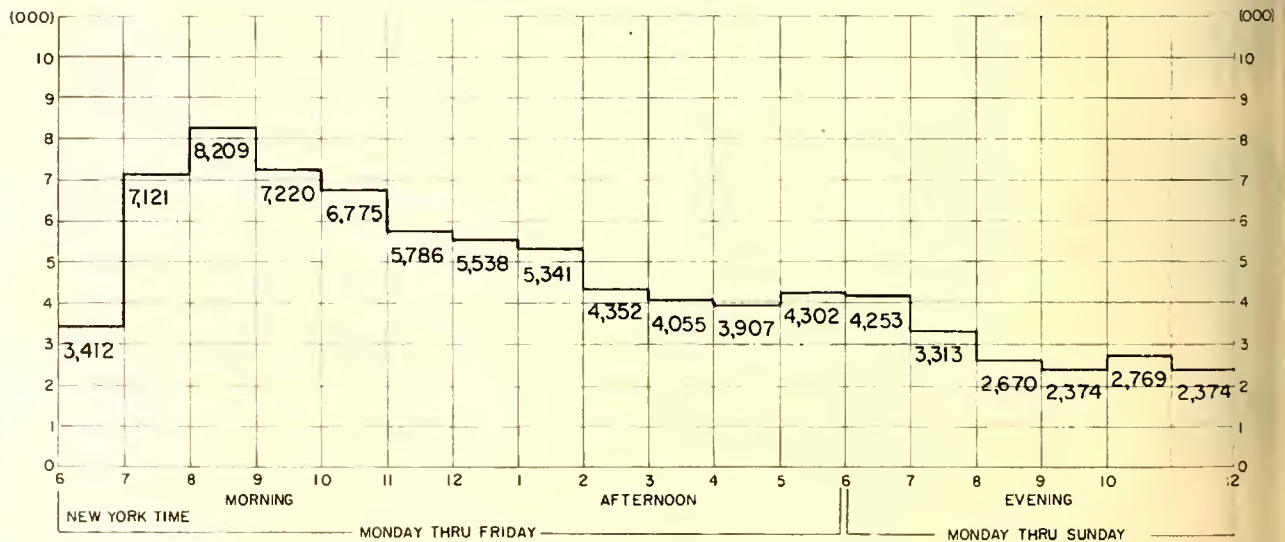
National Radio Audience Trends

Average hours radio usage per home per day



Source: A. C. Nielsen

Total U. S. radio homes using radio (000)—average per minute—
by hours of day, March 1961



Source: A. C. Nielsen

How the radio audience accumulates

CUMULATIVE AUDIENCES IN 16 MARKETS Daily & Weekly

	Average ¼ hour sets in use		Unduplicated homes (24-hour totals)			
	%	No. of homes	%	Daily cume No. of homes	%	Weekly cume No. of homes
BOSTON—FEB.	19.0	178,400	72	675,900	88	826,100
BUFFALO—FEB.	21.4	83,100	78	302,700	88	341,500
CHICAGO—MAR.	19.1	384,500	75	1,510,000	90	1,812,000
CINCINNATI—FEB.	17.6	58,700	65	216,800	84	280,200
CLEVELAND—MAR.	19.1	101,000	73	386,100	88	465,400
DETROIT—FEB.	17.0	189,700	72	803,600	84	937,500
LOS ANGELES—FEB.	19.9	434,100	87	1,897,900	91	1,985,200
MINN.-ST. PAUL—FEB.	19.3	80,700	72	300,900	88	367,800
NEW YORK—MAR.	19.8	925,100	80	3,737,800	90	4,205,000
PHILADELPHIA—FEB.	19.1	239,400	73	915,000	86	1,077,900
PITTSBURGH—FEB.	17.7	119,200	72	484,900	88	592,700
RICHMOND—FEB.	18.1	20,300	73	81,800	85	95,200
ST. LOUIS—FEB.	20.0	126,400	78	493,000	87	549,900
SAN FRANCISCO—FEB.	21.3	187,900	81	714,500	88	776,200
SEATTLE—FEB.	22.7	80,400	61	216,100	75	265,700
WASH., D. C.—FEB.	18.3	106,100	81	469,600	89	516,000

Source: The Pulse Inc., March 1961.

Four types of listening patterns

Material in these charts is drawn from a survey conducted by The Pulse, 1959. A total of 1200 young housewives was questioned, in the metropolitan areas of Baltimore, Dallas, Denver, Los Angeles, Milwaukee and New Orleans. (Survey commissioned by Radio Advertising Bureau.)

MARRIED WOMEN, 20-35 YEARS

Percentage listening through the day

	Morning	Afternoon	Evening
Weekdays	57	41.3	34.2
Weekends	49.7	42.5	34.5

Where they listen

	Kitchen	Bedroom	Living room	Auto	Other
Weekdays	34.7	21	15.2	13.5	9.8
Weekends	33	21.5	13.3	21.7	16.2

Where sets are located

	Kitchen	Bedroom	Living-room	Auto	Other
	22.5	22.9	13.5	29.6	11.5

SINGLE WORKING WOMEN

Percentage listening through the day

	Morning	Afternoon	Evening
Weekdays	53.3	28.8	45.5
Weekends	48.8	33.2	33.4

Where they listen

	Kitchen	Bedroom	Living room	Auto	Other
Weekdays	21.3	33.8	12.5	18.8	8.9
Weekends	17.1	40.2	19.5	20.0	12.9

Where sets are located

	Kitchen	Bedroom	Living-room	Auto	Other
	22.5	22.9	13.5	29.6	11.5

The listening habits of single working women were studied by The Pulse I. The sample consisted of 1200 single employed women, in the metropolitan areas of Boston, Detroit, Phoenix, St. Louis, Seattle, Tampa-St. Petersburg. (RAB 1959)

MARRIED WORKING WOMEN

Percentage listening through the day

	Morning	Afternoon	Evening
Weekdays	62.7	36.5	36
Weekends	48	34.7	28.3

Where they listen

	Kitchen	Bedroom	Living room	Auto	Other
Weekdays	30.8	25.5	13.0	20.3	7.8
Weekends	27.0	21.3	18.7	23.5	11.5

Where sets are located

Kitchen	Bedroom	Living-room	Auto	Other
21.3	28.2	16.3	25.1	9.2

HOUSEWIVES

Percentage listening through the day

	Morning	Afternoon	Evening
Weekdays	58.7	40.3	32.3
Weekends	49.3	34.3	28.5

Where they listen

	Kitchen	Bedroom	Living room	Auto	Other
Weekdays	37.7	23.2	16.5	14.0	10.4
Weekends	29.8	19.2	16.8	21.8	9.5

Where sets are located

Kitchen	Bedroom	Living-room	Auto	Other
23.1	26.8	15.4	23.6	11.1

Basic information on the use of radio by housewives was secured by The Pulse Inc. through 1200 direct interviews, which were carried out in the metropolitan areas of Atlanta, Chicago, Dallas, New York, St. Louis and Seattle. The survey was initiated by RAB, 1959

Radio usage among married working women was ascertained by The Pulse Inc. survey of 1200 married women with outside employment was conducted in the metropolitan areas of Atlanta, Chicago, Dallas, New York, St. Louis and Seattle. (RAB 1959)

Buying power of radio listeners

PURCHASING HABITS

Three major radio groups

	HOUSEHOLDS WITH		
	+ \$5000 income	Children	Head under 40 years
% of US HOUSEHOLDS	34	56	37
% of TOTAL BUYING			
<i>Baby foods</i>	38	88	79
<i>Beverages (soft)</i>	40	71	43
<i>Butter, margarine</i>	40	64	36
<i>Cereals</i>	37	71	43
<i>Cheese</i>	41	62	39
<i>Coffee</i>	38	60	33
<i>Desserts, ice cream</i>	47	71	39
<i>Fruits, vegetables, juice</i>	45	64	38
<i>Canned (jarred)</i>	42	62	39
<i>Frozen</i>	50	65	44
<i>Ingredients</i>	40	68	37
<i>Meat sauces</i>	43	71	45
<i>Prepared mixes</i>	38	71	44
<i>Soups</i>	43	68	45
<i>Beer, Ale</i>	46	62	45
<i>Wine, Liquor</i>	54	49	37
<i>Tobacco, products</i>	42	65	39
<i>Jewelry, watches</i>	54	63	36
<i>Drugs, remedies</i>	41	59	35
<i>Medical equipment and supplies</i>	41	62	49
<i>Cosmetics, beauty aids</i>	47	58	38
<i>Dental supplies</i>	46	63	42
<i>Shaving supplies</i>	51	64	43
<i>Tissues (toilet, facial)</i>	42	65	41
<i>Hair preparations</i>	44	67	43
<i>Appliances (major)</i>	38	68	48
<i>Appliances (smaller)</i>	46	60	39
<i>Bedding, linens</i>	47	62	42
<i>Household wax & polish</i>	43	68	44
<i>Laundry soaps & detergents</i>	47	75	41
<i>Games, toys</i>	48	83	53
<i>Pet foods</i>	54	61	34
<i>Photographic equipment</i>	59	63	48
<i>Radios, Tv, Phonographs</i>	39	63	49
<i>Sporting goods</i>	64	63	54
<i>Automobiles</i>	44	64	45
<i>Batteries, oil filters</i>	45	64	41
<i>Gasoline, oil</i>	44	66	42
<i>Tires & tubes</i>	44	66	44
<i>Writing equipment</i>	47	73	34

*Based upon the Politz Life studies, tabulated in this form by Adam Young Inc., 1961.

RADIO BASICS

section

2

PROGRAMS AND COMMERCIALS

**Preferences by listener category
Effectiveness of commercials**



72 percent of all news programs are locally produced by individual stations, an increase of 15 percent since 1953

*The 'typical' radio station devotes nearly three hours daily to news programs and almost three-quarters of these programs are locally produced, according to a survey by the National Association of Broadcasters. Comparison with a 1953 survey revealed that news production was up by 15 per cent at the station level, and that the average station broadcast about 100 hours of locally-originated programming each week, an increase of more than 22 hours.

how to buy and sell New York



Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS. And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

Locally Represented by The Katz Agency or call WINS, JU 2-7000

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.



90.5 percent of people name at least one radio personality that they listen to and in whom they have confidence

*Confidence in radio personalities was one of the outstanding facts to emerge from the massive study undertaken by Politz Research in 1957. Working on a national probability sample, Politz assessed that well over half the U.S. population, for example, would turn to radio to verify a rumor of war, or when seeking information about wind or snow storms. Similar preferences were uncovered in radio's standing as a general news source and a center of reliable information on many subjects of community and individual importance.



Stan Brown



Pat Gay



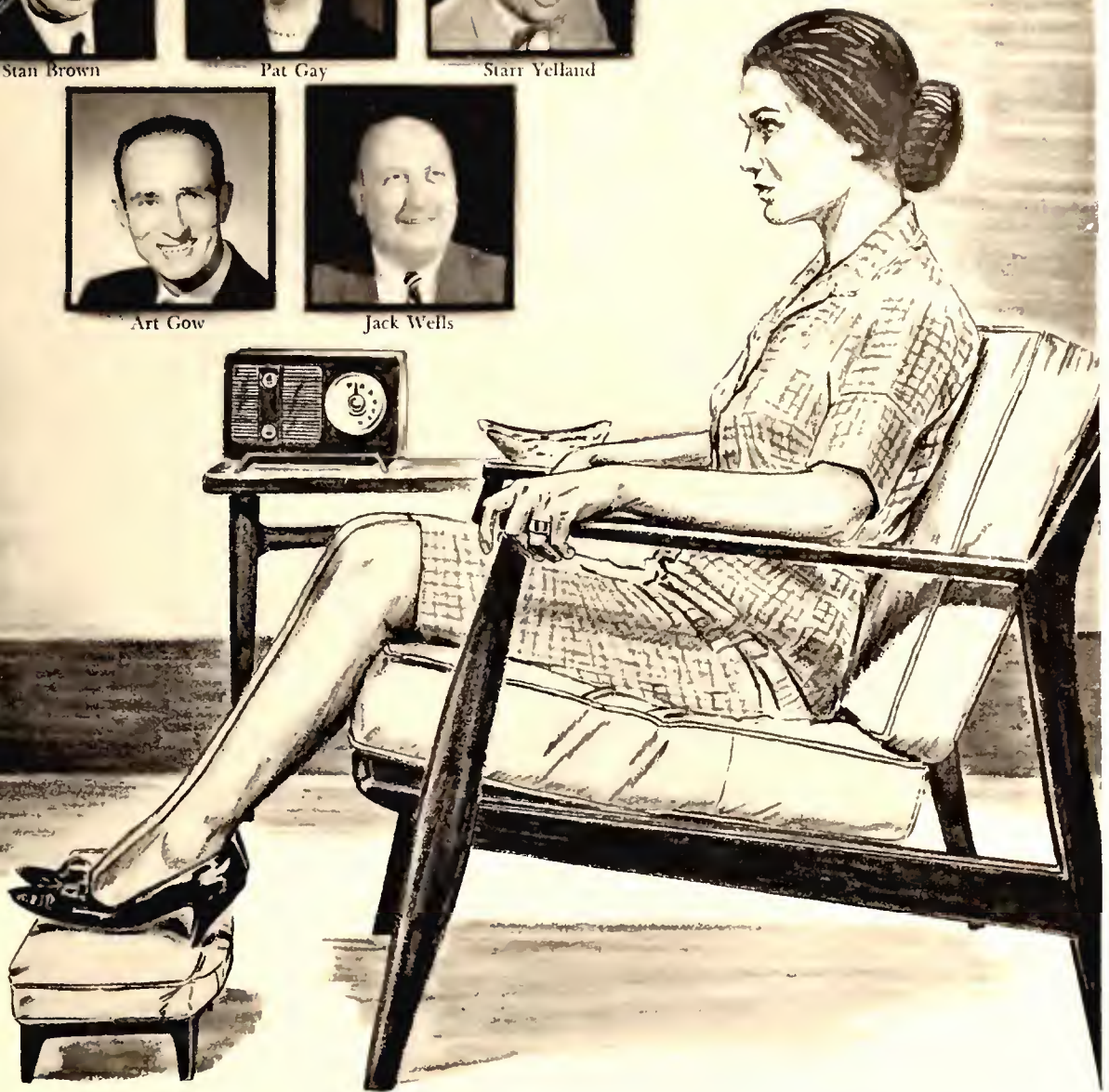
Starr Yelland



Art Gow



Jack Wells



If Whistler Painted "Mother" in Denver Today...

The product would probably look a lot like this! We can't honestly say that everyone in the Rocky Mountain Market displays portraits of their favorite KLZ Radio entertainers in the parlor . . . but we *can* say that KLZ's Stan Brown, Pat Gay, Starr Yelland, Art Gow and Jack Wells are the best known radio personalities in this area and that they are welcome guests in the homes of thousands of people of all ages every day!

The sponsor's products they bring with them into these homes are welcome too! The Rocky Mountain adult, buying audience believe your sales story when these personalities tell it!

For real *personality* sales it's KLZ Radio — CBS in Denver!



ational Representatives **THE KATZ AGENCY, INC.**

Developments in news programing

THE ROLE OF NEWS

	Small Stations		Medium Stations		Large Stations	
	1953	1960	1953	1960	1953	1960
Total on-the-air hours (Weekly)	120	119	112	114	139	142
Local programing (hours per week)	74	100	74	96.5	78.5	121
Local programing (% of total)	62	84	66	85	57	85
Total news programs (hours weekly)	17.5	20	18	18	21	23
Total news programs (% of total)	15	17	16	16	15	17
Network news programs (% of network programing)	14	32	16	29	15	37

SPONSORSHIP OF NEWS PROGRAMS

	Small		Medium		Large	
	1953	1960	1953	1960	1953	1960
Network (%)	65	66	64	69	65	65
(number of hours)	4.0	4.0	3.8	3.5	5.8	5.2
Station-originated local (%)	76	74	74	67	74	69
(number of hours)	8.7	10.3	8.8	8.7	9.1	10.5

LOCATION OF COMMERCIALS

	Open & Close		Middle Break		Both		Other*	
	1953	1960	1953	1960	1953	1960	1953	1960
Small Stations (%)	20	9	10	7	61	71	1	10
Medium Stations (%)	23	20	7	11	67	64	3	5
Large Stations (%)	33	19	18	7	49	59	0	15

Source: NAB questionnaires, 1953 and 1960. Latest figures were obtained from 756 returns; 423 from management and 333 from news directors. Some of the practices of the 'other' stations were: After the headlines and before the weather, open and before the closing story, two middle breaks, before the weather.

Musical preferences in four listener age-groups

POPULARITY OF MUSIC PROGRAMING

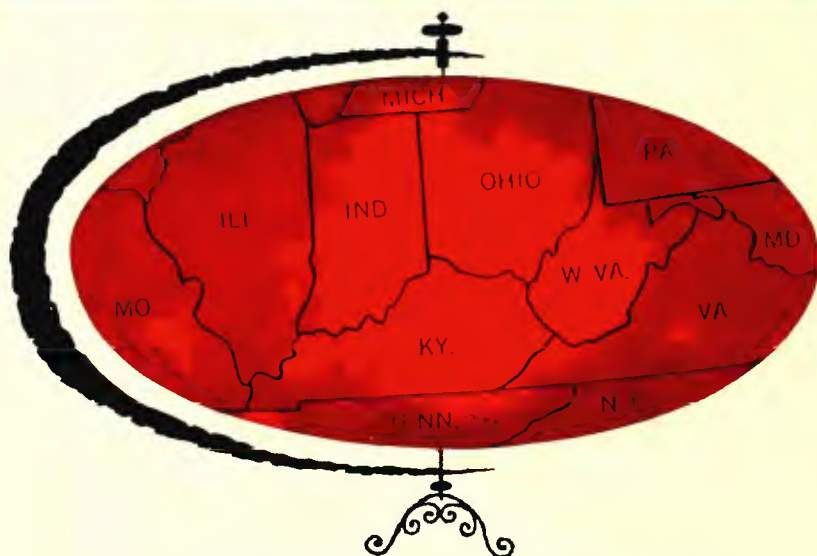
Music category	Preferences by age group		
	Percent strongly dislike	Percent like	Percent strongly like
12-16 YEARS			
<i>Current hits, except strong rock n'roll</i>	4	31	52
<i>Current hits, strong rock</i>	9	25	49
<i>Gold records, except strong rock</i>	13	34	24
<i>Familiar standards, clear melody</i>	22	26	11
<i>Unfamiliar tunes</i>	33	13	3
21 YEARS			
<i>Gold records</i>	8	35	39
<i>Current hits, without rock</i>	10	35	32
<i>Familiar standards</i>	10	37	27
<i>Current hits with rock</i>	18	21	24
<i>Unfamiliar</i>	28	19	8
39 YEARS			
<i>Gold records</i>	5	39	42
<i>Familiar standards</i>	5	43	34
<i>Current, without rock</i>	15	34	19
<i>Unfamiliar</i>	23	27	8
<i>Current, with rock</i>	23	14	5
40 YEARS & OLDER			
<i>Gold records</i>	7	43	32
<i>Familiar standards</i>	12	41	22
<i>Current, without rock</i>	16	34	14
<i>Unfamiliar</i>	31	18	4
<i>Current, with rock</i>	26	14	5

urvey conducted jointly by station KING, Seattle, and the IBM Corporation, in fall 1959. There were 9250 measurable responses from 100,000 questionnaire cards mailed to a random sample of households in Seattle and 5 counties of western Washington. Each respondent could listen to any one of a series of seven-minute survey broadcasts aired daily at 7:45 am., 9:45 am., 12:45 pm., 2:45 pm., 7:45 pm. Each of these 70 survey broadcasts

presented portions of 10 record selections. The respondent's survey card allowed him to rate each selection in five degrees between 'strong disliking' and 'strong liking'. Respondents did not know that the 10 tunes in each survey were divided into five categories. Music for the survey was compiled from four sources: music popularity charts in Billboard, Cash Box and Variety, as well as a KING weekly sales survey of 37 retail stores.

WLW RADIO

no m



**NOW REACHES
OVER 100,000
HOMES**

**... 91% ADULT AUDIENCE
PER AVERAGE ¼ HOUR 6 AM TO 6 PM**

WLW Radio daytime audience has soared to Number 2 spot in the Nation among the more than 4,400 U.S. Radio Stations. That's quite a position—second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

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!

WLW Radio Nation's Highest Fidelity Radio Station

Number

ONE

in Cincinnati

in total audience per average ¼ hour 6 AM to 6 PM

Number

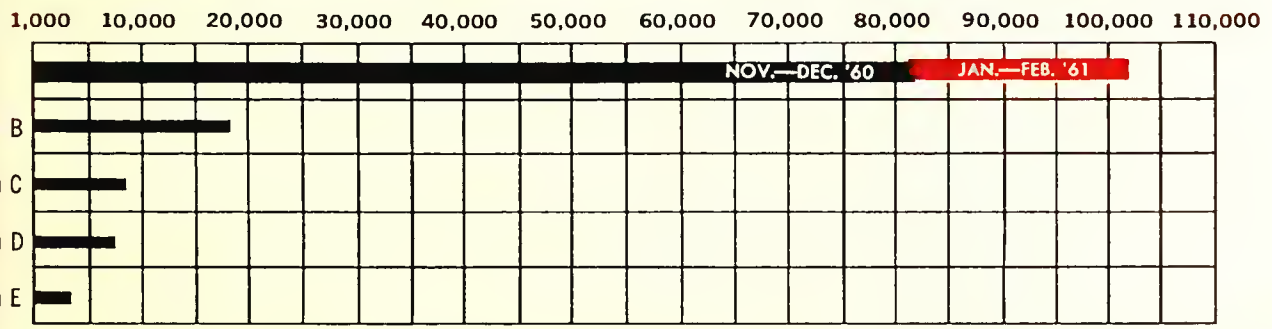
TWO

in the nation



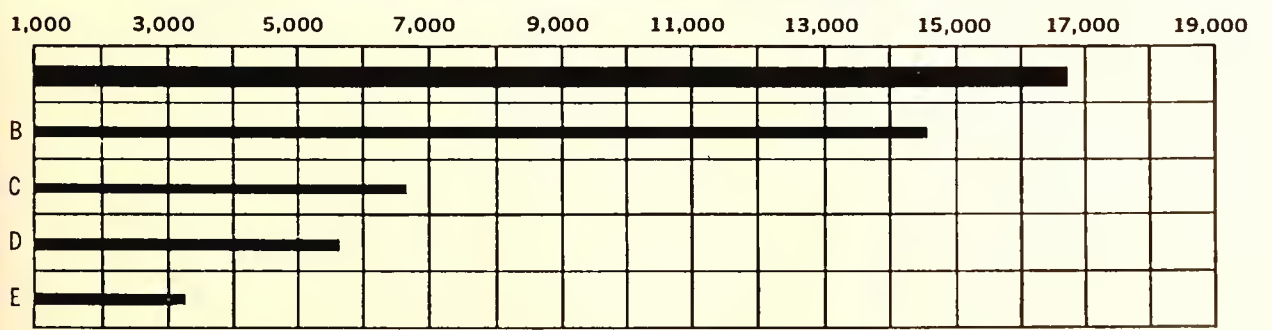
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January-February 1961 NSI)

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



CINCINNATI AUDIENCE (January-February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.



Programing and station choice

LISTENERS' PREFERENCE IN MUSIC

Rock 'n Roll	5.6	11.1	22.3	11.6	12.4	11.6	12.4
Big Band Music	24.6	17.2	21.9	18.6	20.3	25.8	23.6
Top 40	18.3	12.7	23.0	16.2	15.1	24.9	17.3
Classical	39.5	31.2	16.3	26.9	35.8	27.2	31.9
No preference	19.4	39.8	21.3	33.6	22.1	21.2	23.7
Total Percent*	107.4	112.0	104.8	106.9	105.7	110.7	113.9
Base for Percents	268	244	308	241	226	217	1000

*Totals over 100% due to multiple responses.

STATION FOR PREFERRED MUSIC

	Number	Percentage
Station A	112	22.4
Station B	55	11.0
Station C	166	33.2
Station D	13	2.6
Station E	39	7.8
Station F	8	1.6
Station G	60	12.0
Station H	10	2.0
Misc.	37	7.4
No Preference	5	1.0
Total Responses	505	101.0*
Total Respondents	500	

*Totals over 100% due to multiple responses.

PREFERRED STATION FOR NEWS

	Number	Percentage
Station A	78	15.6
Station B	59	11.8
Station C	165	33.0
Station D	14	2.8
Station E	44	8.8
Station F	7	1.4
Station G	108	21.6
Station H	8	1.6
Misc.	13	2.6
No. Preference	8	1.6
Total Responses	504	100.8*
Total Respondents	500	

*Totals over 100% due to multiple responses.

The material in these charts is drawn from studies made by The Pulse Inc. during the period March 19-May 15, 1960. A sample of 250 men and 250 women were interviewed in the surveys covering station preference, and the question relating to musical taste is drawn from a survey involving 500 men and 500 women. The two surveys in which these figures appear were published by The Pulse under the identity 'Metropolis USA': some of the responses were synthesized from existing studies, but most were drawn from an actual survey of a large metropolitan area.

Network and independent program preferences

Why do you prefer this network-owned station?

	Network Fans	Listeners to both stations	Total
<i>Personalities</i>	57%	50%	53%
<i>News coverage</i>	47	49	48
<i>Good variety— always entertaining</i>	27	30	28
<i>Daytime stories</i>	19	17	18
<i>Commentators</i>	16	7	11
<i>Sports</i>	7	10	8
<i>Time/weather</i>	10	4	7
<i>Familiar with it/habit</i>	12	3	6
<i>Best station for information flashes/emergency bulletins</i>	7	2	4

Significant differences in the program appeal of network and independent stations were revealed in this six-market survey (see below). Music was found to be the biggest single factor in appreciation of independent stations, but news was a clear leader with network fans.

Why do you prefer this independent station?

	Independent fans	Listeners to both stations	Total
<i>Music</i>	78%	69%	73%
<i>Disc-jockeys</i>	43	30	36
<i>News/hourly news</i>	36	31	34
<i>Time/weather/traffic</i>	17	18	18
<i>Local news</i>	11	16	13
<i>Cheers me up</i>	9	4	6
<i>Good variety</i>	9	3	6
<i>Habit</i>	7	2	5
<i>Good announcers</i>	5	1	3
<i>Informal, friendly</i>	2	2	2

Survey designed by Motivation Analysis Inc. Interviews with 1202 men and women in the metropolitan areas of Boston, Chicago, Los Angeles, New York, St. Louis, San Francisco. Respondents aged between 20 and 60 years were divided into three groups: (1) Those who spent more than half their time listening to a network-owned station (2) Those who spent more than half their time with the leading independent station (3) Those who spent more than half their time listening to both, and for approximately the same amount.

Programing reflected in audience share and composition

SHARES AND AGE BREAKDOWN IN THREE MARKETS

1. NEW YORK

	% of respondents	AGE OF RESPONDENTS		
		Under 18	18-39	40 and over
		12.3	48.8	38.9
	Total Share			
Station A	5.5	6.0	5.2	5.5
Station B	6.0	1.6	6.4
Station C	12.9	32.5	11.6	6.6
Station D	10.7	19.1	10.3	7.2
Station E	7.8	18.8	5.7	5.7
Station F	6.1	1.7	7.4	6.0
Station G	13.6	5.8	18.9	9.9
Station H	15.6	2.7	10.9	27.1
Station I	6.3	2.4	6.7	6.8
Station J	4.2	1.9	4.4	12.8

2. PHILADELPHIA

	% of respondents	12.4	45.0	42.6
Station A	10.2	2.4	8.9	13.5
Station B	2.3	1.8	3.5	1.4
Station C	11.5	7.3	8.7	15.1
Station D	3.2	3.8	3.8
Station E	2.7	2.8	3.0	2.6
Station F	27.5	58.0	26.1	16.3
Station G	12.0	9.8	12.3	10.6
Station H	0.6	0.9	0.6
Station I	2.4	0.4	2.1	4.5
Station J	12.9	7.2	11.6	15.8
Station K	6.3	4.6	8.4	6.0

3. MILWAUKEE

	% of respondents	6.2	49.1	44.7
Station A	1.4	1.4	1.9
Station B	18.3	10.8	25.5	15.3
Station C	1.6	1.4	2.2
Station D	6.3	2.7	6.5	8.6
Station E	1.4	1.4	1.1
Station F	10.2	9.2	10.4
Station G	5.8	2.7	4.1	9.0
Station H	14.7	35.1	13.3	10.8
Station I	11.0	37.8	8.8	7.5
Station J	25.6	10.8	23.8	29.9

These surveys were conducted by C. E. Hooper Inc., over one week in each month of January, February and March 1961. Surveys of New York and Philadelphia covered the time periods Monday-Friday, 7 am.-12 noon, 12 noon-6 pm., Saturday 10 am.-6 pm., Sunday 10 am.-6 pm., and Sunday through Saturday evening, 6 pm.-11 pm. Figures reproduced here are for total rated time periods with every rated hour given equal weight. However, the Milwaukee survey covered Monday-Friday, 7 am.-12 noon and 12 noon-6 pm. Milwaukee totals reproduced are weekday, 7 am.-12 noon. Daytime-only stations were weighted.

Trends in program categories

FAVORED LENGTH FOR DIFFERENT PROGRAMS

Category	Station Size	Program Length				
		1 Min.	5 Min.	10 Min.	15 Min.	30 Min.
WOMEN'S NEWS	Small	35	7	7	4	5
	Medium	18	7	3	4	8
	Large	55	8	5	8	6
SPORTS NEWS	Small	36	13	6	7	3
	Medium	32	12	6	7	1
	Large	11	13	6	7	...
BUSINESS & MARKET REPORTS	Small	14	9	5	3	6
	Medium	9	8	6	4	...
	Large	16	8	5	3	21
FARM NEWS & COMMODITY REPORTS	Small	12	11	8	6	3
	Medium	23	9	7	5	5
	Large	12	12	10	9	5
WEATHER REPORTS	Small	102	18	5	1	...
	Medium	124	20	12	8	...
	Large	93	28
WORLD OR DOMESTIC ROUNDUPS	Small	44	96	16	18	5
	Medium	71	89	11	17	10
	Large	66	104	12	21	...
NEWS COMMENTARY OR ANALYSIS	Small	...	25	4	8	1
	Medium	...	15	4	6	2
	Large	...	15	5	2	1
HUMAN INTEREST & NEWS FEATURE REPORTS	Small	...	13	5	8	4
	Medium	65	15	3	5	5
	Large	...	23	5	5	3
ON-THE-SPOT PICK-UPS & INTERVIEWS	Small	18	13	10	7	3
	Medium	29	13	5	7	1
	Large	56	15	...	5	...
NEWS ROUND-TABLE DISCUSSIONS	Small	...	6	1	4	3
	Medium	...	2	3	3	3
	Large	...	7	3	3	3

Source: NAB 1960 survey.

NEGRO-APPEAL PROGRAMING & STATIONS

NUMBER OF YEARS OF NEGRO PROGRAMING

No. of years	1-2 Yrs.	3-5 Yrs.	6-10 Yrs.	11-19 Yrs.	20 & over	N/A
No. of stations	16	29	59	59	7	1

STATION SHARE DEVOTED TO NEGRO APPEAL PROGRAMING

% hrs. on air of Negro-appeal shows	10-25%	25-49%	50-74%	75-99%	100%	No Answer
	71	34	8	5	37	16

Note: Total Responses 171

VOLUME OF NEGRO BUSINESS 1960 VS 1959

	Up	Down	Same	No Answer
No. of stations	132	8	22	9

Note: Total Responses 171

USE OF FACT SHEETS VS E.T.'S

% SPONSORS USING FACT SHEETS	0	25% or less	26-50%	51-75%	76-100%	No Answer
No. of stations reporting	15	44	42	19	32	19

NEGRO PROGRAM HOURS 1960 VS 1959

	Same	Increase	Decrease	No Answer
No. of stations	120	50	1	0

STATIONS WITH MERCHIANDISING SERVICES

	Yes	No	No Answer
No. of stations	132	30	9

Source: SPONSOR survey of 800 Negro-appeal stations, carried out in fall 1960. Approximately 200 respondents.

INCOME OF NEGRO FAMILIES AND INDIVIDUALS

Income	Non-White Families	Percent of total	Unrelated Individuals
Under \$500	5.7		19.7
\$500 to \$999	7.7		28.8
\$1000 to \$1499	10.2		12.5
\$1500 to \$1999	8.1		5.7
\$2000 to \$2499	8.1		8.0
\$2500 to \$2999	6.7		5.9
\$3000 to \$3499	7.5		4.0
\$3500 to \$3999	6.5		2.6
\$4000 to \$4499	5.3		3.9
\$4500 to \$4999	5.1		3.2
\$5000 to \$5999	8.7		3.3
\$6000 to \$6999	6.7		1.5
\$7000 to \$7999	4.5		0.3
\$8000 to \$9999	4.2		0.4
\$10,000 to \$14,999	4.3		0.4
\$15,000 to \$24,999	0.6		0.1
Median Non-White Income	\$3233		\$1064
Median White Income	\$5835		\$1860

Bureau of Census 1960



Left to right: Mary Dee, Fatman, Chuck James, Mark Hyman, Bill Curtis, Hotrod

Philadelphia's Strongest Selling Force To 700,000 Negroes...

NOW FOUR TIMES STRONGER!

WHAT's big, new 1,000 watt all-directional wallop gives you the only sure way to reach and sell all of Philadelphia's Negro spenders . . . America's solid third Negro Market.

Now WHAT's prestige personalities are carrying quality Negro Radio to thousands of new listeners. What's more, you're looking at the "sellingest" group of air people in Philadelphia, as scores of local advertisers will verify. Now, by a wider margin than ever, the strongest selling force you have to command in more than 26%* of Philadelphia's homes.



WHAT is Negro Radio in Philadelphia!

Represented by John E. Pearson Co.

*1960 U. S. CENSUS

GUARANTEEING A SINGLE EQUITABLE RATE TO ALL ADVERTISERS!

Agencies, representatives and broadcasters pick

Differing highlights of radio advertising are reflected in the three series of annual awards presented in these two pages. Outstanding Radio commercials are selected each year by the industry itself, through RAB, and by listeners through the John Blair poll. Reps assess overall campaigns in the SPONSOR survey.

1960 JOHN BLAIR COMMERCIALS AWARDS

Product	Agency
Clark Gasoline	Tatham-Laird, Chicago
Doublemint	Arthur Meyerhoff, Chicago
Kaiser Foil	Young & Rubicam, San Francisco
L&M Cigarettes	Dancer-Fitzgerald-Sample, NYC
Nescafe	William Esty Company, NYC

Honorable Mention

Chevrolet	Campbell-Ewald, Detroit
Chock full o'Nuts	Grey Adv., NYC
Coca-Cola	McCann-Erickson, NYC
Ford	J. Walter Thompson, NYC
Hoffman Beverages	Grey Adv., NYC
Pepsi-Cola	Kenyon & Eckhardt, NYC
Piels Beer	Young & Rubicam, NYC
Sav-on Drugs	Doyle, Dane, Bernbach, Los Angeles
Seven Up	J. Walter Thompson, Chicago
Winston Cigarettes	Arthur H. Meyerhoff, Chicago

Commercial awards sponsored by John Blair & Company are on the basis of listener-selection. The 1960 awards—sixth in a semi-annual series—represent the tabulation of over 1500 consumer interviews by The Pulse Inc. Families were interviewed in the spring in five major markets—New York, Chicago, Los Angeles, Philadelphia and Detroit. Number of interviews was in proportion to population. To eliminate bias, the interviews did not mention any product or commercial. One question was asked: "Which radio commercial heard during the past week impressed you most favorably?"

1960 RAB TOP TEN COMMERCIALS AWARDS

BUDWEISER
D'Arcy, St. Louis

CHUN KING
BBDO, Minneapolis

FORD
J. Walter Thompson, Detroit

L & M
Dancer-Fitzgerald-Sample, NYC

LUCKY STRIKE
BBDO, NYC

NESCAFE
William Esty, NYC

NORTHWEST ORIENT AIRLINES
Campbell-Mithun, Minneapolis

SCHLITZ
J. Walter Thompson, Chicago

WINSTON
William Esty, NYC

DOUBLEMINT
Arthur H. Meyerhoff, Chicago

The Radio Advertising Bureau makes an annual award, based on the choice of a 300-man jury of advertisers, agency and broadcast executives. For the 1960 awards—the sixth in the series—the final selection was increased from eight to 10: more than 30 commercials received a significant vote, and the margin between the eight and tenth commercials was four votes. In six years, the RAB notes, the number of commercials receiving 100 or more votes from the jury has quintupled. Selection is for the "most effective" commercial.

The outstanding commercials and radio campaigns of 1960

86 TOP CAMPAIGNS, CHOSEN IN A SPONSOR POLL OF NATIONAL REPRESENTATIVES

COMPANY & BRANDS	AGENCY
ALD	Herb. Baker, Chi.
AMERICAN AIRLINES	Y&R, N.Y.
AMERICAN CYANAMID	Cunningham & Walsh, N.Y.
AMERICAN MOTORS (<i>Rambler</i>)	GMM&B, N.Y.
AMERICAN TOBACCO CO. 1. <i>Pall Mall</i> ; 2. <i>Lucky Strike</i> ; 3. <i>Riviera</i> ; 4. <i>Tareyton</i>	1. SSC&B, N.Y.; 2. BBDO, N.Y.; 3. SSC&B, N.Y.; 4. L. C. Gumbinner, N.Y.
B. C. REMEDY	C. Knox Massey, Durham, N.C.
P. BALLANTINE (<i>Bcer, ale</i>)	Wm. Esty, N.Y.
BEECH NUT (<i>coffee</i>)	Chas. W. Hoyt, N.Y.
BEST FOODS (<i>Corn prods.</i>)	D-F-S, N.Y.
BROOKS FOODS (<i>Catsup, relish</i>)	Zubrow, Phil.
BULOVA WATCH CO.	McCann-Erickson, N.Y.
CAMPBELL SOUP CO.	BBDO, N.Y.
CERIBELLI & CO. (<i>Brioschi</i>)	Ellington & Co., N.Y.
CHEVROLET	Campbell-Ewald, Det.
CHOCK FULL O' NUTS	Grey Adv., N.Y.
CHRYSLER CORP. (<i>Valiant</i>)	N. W. Ayer, Phil.
CLARK OIL	Tatham-Laird, Chi.
CONTINENTAL BAKING	Ted Bates, N.Y.
CREAM OF WHEAT	BBDO, Mnpls.
CURTIS CIRCULATION CORP.	BBDO, N.Y.
DELTA AIR LINES	Burke Dowling Adams, Atl.
DODGE CORP. (<i>Trucks</i>)	BBDO, N.Y.
DUPONT (<i>Telar anti-freeze</i>)	BBDO, N.Y.
EASTERN AIRLINES	F. Richards, C&H, N.Y.
ELJER PLUMBING	F&S&R, Pitts.
FELS & CO.	Aitkin-Kynett, Phil.
FLORISTS TEL. DEL. ASSN.	Keyes, Madden & Jones, Chi.
FORD MOTOR CO.	J. Walter Thompson, N.Y.
GAS TAX EDUCATION COMM.	SSC&B, N.Y.
GENERAL MOTORS ACCEPT. CORP.	Campbell-Ewald, Det.
GILLETTE	Maxon, Inc., N.Y.
HARPER'S MAGAZINE	Joe Gans, N.Y.
HILLS BROS. COFFEE	N. W. Ayer, S.F.
HDUBIGANT (<i>April Showers</i>)	Ellington & Co., N.Y.
HOUSEHOLD FINANCE CORP.	NL&B, Chi.
INTERNATIONAL HARVESTER	McCann-Erickson, Chi.
INTERNATIONAL SHOE CO.	Gardner Adv., St. L.
KAISER ALUMINUM (<i>Foil</i>)	Y&R, S.F.

COMPANY & BRANDS	AGENCY
KASCO DOG FOOD	Donahue & Coe, N.Y.
KITCHENS OF SARA LEE	C&W, Chi.
KRAFT FOODS CO. (<i>Margarine</i>)	NL&B, Chi.
THDS. LEEMING CO. (<i>Ben Gay, Pacquin's</i>)	Wm. Esty, N.Y.
MENNEN (<i>Men's toiletries</i>)	Grey Adv., N.Y.
MUELLER'S MACARONI	DCS&S, N.Y.
THE NESTLE CO. (<i>Nescafe</i>)	Wm. Esty, N.Y.
NORTHWEST ORIENT AIRLINES	Campbell-Mithun, Mnpls.
ORE.-WASH.-CALIF. PEAR BUREAU	Pacific National Adv., Port.
PARKER BROS. (<i>games</i>)	B&B&P, Bost.
PEARL BREWING CO. (<i>beer</i>)	Pitluk Adv., San Ant.
PLOUGH CHEMICAL CO.	Lake-Spiro-Shurman, Memp.
PLYMOUTH	N. W. Ayer, Phil.
PRINCE MACARONI	Zubrow, Phil.
RAY-O-VAC	H. H. Monk, Rockford, Ill.
RED HEART (<i>dog food</i>)	John W. Shaw, Chi.
R. J. REYNOLDS (<i>Camel</i>)	Wm. Esty, N.Y.
ROLLEY CO. (<i>Tanfastic</i>)	Foote, Cone & Belding, S.F.
SHEDD-BARTUSH FOODS	Clark & Bobertz, Det.
SHULTON, INC. (<i>Old Spice</i>)	The Wesley Co., N.Y.
STANDARD BRANDS (<i>Hunt Club pet foods; Bluebonnet margarine; Siesta instant coffee</i>)	Ted Bates, N.Y.
STANBACK	Piedmont Adv., Salisbury, N.C.
STERLING DRUGS 1. <i>Campho-Phenique</i> ; 2. <i>D-Con</i> ; 3. <i>Energine</i> ; 4. <i>Midol</i>	1. Thompson-Koch, N.Y.; 2. Thompson-Koch, N.Y.; 3. D-F-S, N.Y.; 4. Thompson-Koch, N.Y.
SUN OIL CO. (<i>Sunoco</i>)	Wm. Esty, N.Y.
TWA	Foote, Cone & Belding, N.Y.
TEA COUNCIL	Leo Burnett, Chi.
TIME, INC. (<i>Life, Time</i>)	Joe Gans, N.Y.
TRAVELERS INS.	Y&R, N.Y.
UNION CARBIDE CO. (<i>Prestone, Eveready batteries</i>)	Wm. Esty, N.Y.
U. S. RUBBER (<i>tires</i>)	F. Richards, C&H, N.Y.
WARD BAKING CO.	Grey Adv., N.Y.
WASH. STATE APPLE ADV. COMM.	Cole & Weber, Seat.
WATCHMAKERS OF SWITZERLAND	Cunningham & Walsh, N. Y.
J. A. WRIGHT (<i>Silver cream</i>)	Chas. W. Hoyt, N.Y.
WM. WRIGLEY	A. Meyerhoff, Chi.

Effects of competitive programing

STATION CHANGES IN 22 MARKETS

Market	February 1960			August 1960			February 1961		
	1	2	3	1	2	3	1	2	3
New York	A	B	C	A	C	B	A	B	D
Los Angeles	A	B	C	A	B	C	A	B	C
Chicago	A	B/C	..	A	B	C	A	G	B
Philadelphia	A	B	C	A	B	D	A	B	D
Detroit	A	B	C	C	A	B	A	C	B
Boston	A	B	C	C	B	A	B	A	G
San Francisco	A	B	C	B	C	A	B	A	C
Washington	A	B	C	A	B	C	A	D	C
Pittsburgh	A	B	C	A	B	C	A	B	C
St. Louis	A/B	..	C	C	A	B	A	C	B
Minneapolis-St. Paul	A	B	C	A	B	D	A	G	B
Baltimore	A	B	C	D	A	C	A	E	C/B
Houston	A	B	C	B	A	C	A	B	E
Buffalo	A	B	C	A	B	D	A	B	D
Seattle	A	B	C	C	A	B	C	B	A
Dallas	A	B	C	A	B	C	A	B	C
Kansas City	A	B	C	A	D	C	A	C	D
Milwaukee	A	B	C	A	C	D	A	C	D
Cincinnati	A	B	C	B	A	C	B	A	D
Atlanta	A	B	C	A	B	C	A	G	B
San Diego	A	B	C	A	D	E	A	E	D
Portland, Ore.	A	B	C	C	B	A	C	A	B

CHANGE: Feb. 1960-Feb. 1961—19 out of 22 markets changed

CHANGE: Aug. 1960-Feb. 1961—15 out of 22 markets changed

CHANGE: Feb. 1960-Aug. 1960—15 out of 22 markets changed

The crucial importance of programing is highlighted in this chart of station rankings and the manner in which they fluctuate. In the 12 months ended February 1961, only nine stations were unaffected.

Source: The Pulse Inc.

RADIO BASICS

section

3

**ADVERTISERS
AND AGENCIES**

**Ad spending by company,
agency and market**



Use of radio by top ten agencies increased last year by 21 percent for network billings and six percent for spot radio

*The top ten agencies in network radio during 1960 were Campbell-Ewald, J. Walter Thompson, McCann-Erickson, Erwin Wasey, Ruthrauf & Ryan, Young & Rubicam, Cunningham & Walsh, N. W. Ayer, William Esty, Guild, Baseom & Bonfigli, Grey. Their network spending was \$34.7 million (SPONSOR estimate). The top ten spot radio agencies were BBDO, Esty, McCann-E, Y&R, Ayer, JWT, Dancer-Fitzgerald-Sample, Lennen & Newell, Grey, K&E; total was \$92.7 million.



Slightly over-dramatic...but
so are Cleveland listeners.
Their reaction to WHK has
resulted in the station's
audience being practically as
large as those of the second
and third rated stations
combined.* For over-dramatic

results, use **WHK**

CLEVELAND

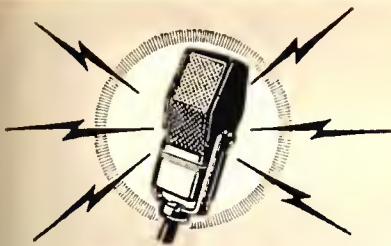
A Metropolitan Broadcasting station
V.P. and General Manager: Jack Thayer
National Rep.: John Blair & Co

Earresistible



Total home broadcasts for the three biggest network advertisers is now six percent above the 1960 levels

*The home broadcasts delivered by the top three network radio clients in April 1961 were: Standard Brands Inc., 137,373,000; Kellogg Co., 124,815,000; Time, Inc., 124,173,000, or a total of 386,361,000. In the same month last year, the top three were R. J. Reynolds, 128,720,000; Pharmaco, Inc., 125,652,000; Time, Inc., 117,791,000, or a total of 362,163,000. (Reported by A. C. Nielsen Co.)



CKLW

**PENETRATES AND
SELLS THE NATION'S
FIFTH MARKET!**



**... PLUS AN EXTENSIVE BONUS AREA
IN MICHIGAN, OHIO, INDIANA AND PENNSYLVANIA**

**POPULATION ... 19,416,868*
HOUSEHOLDS ... 5,757,128*
RADIO HOMES ... 5,625,538
BUYING INCOME ... \$40,540,706,450*
TOTAL RETAIL SALES ... \$23,997,514,410***

*Source: SALES MANAGEMENT
1961 Survey of Buying Power

SEE YOUR EAST/MAN FOR DETAILS

CKLW

**AN RKO GENERAL STATION
WINDSOR, SERVING THE WINDSOR AND DETROIT AREA**

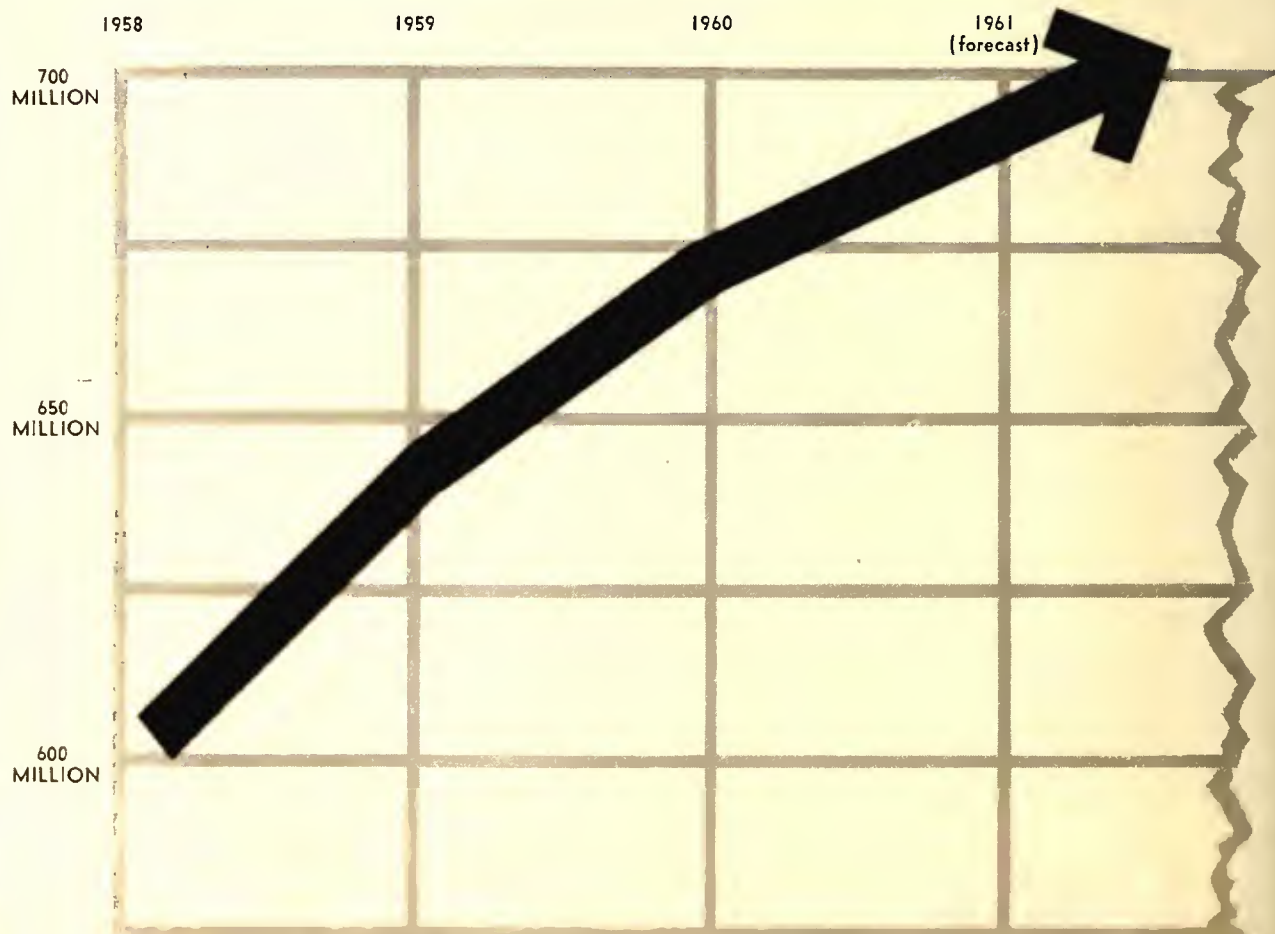
50,000 WATTS

ESSEX BROADCASTERS, INC., GUARDIAN BLDG., DETROIT
ROBERT E. EASTMAN & CO., NATIONAL RADIO REPRESENTATIVE

Radio ad volume broken down over 3 years

	\$ Millions		
	1958	1959	1960
NETWORK	57.8	48.1	47.1
SPOT	189.7	203.2	210.0
LOCAL	371.7	405.8	415.0
TOTAL	619.2	657.1	672.0

Radio's Ad Record and Future Outlook

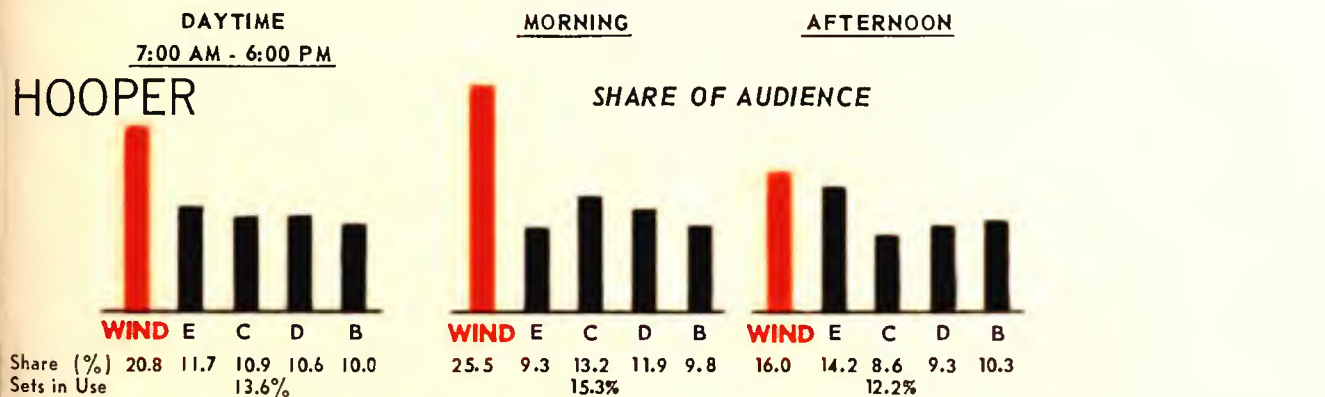
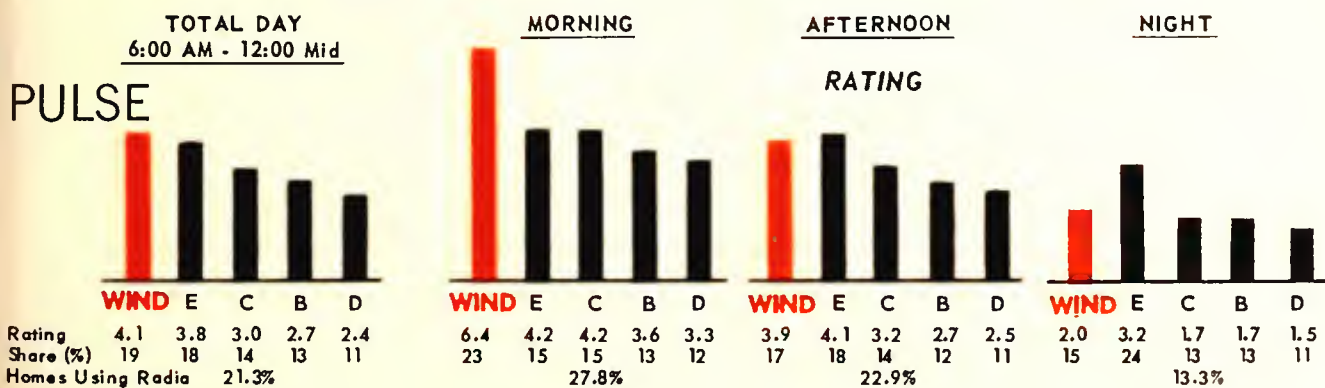
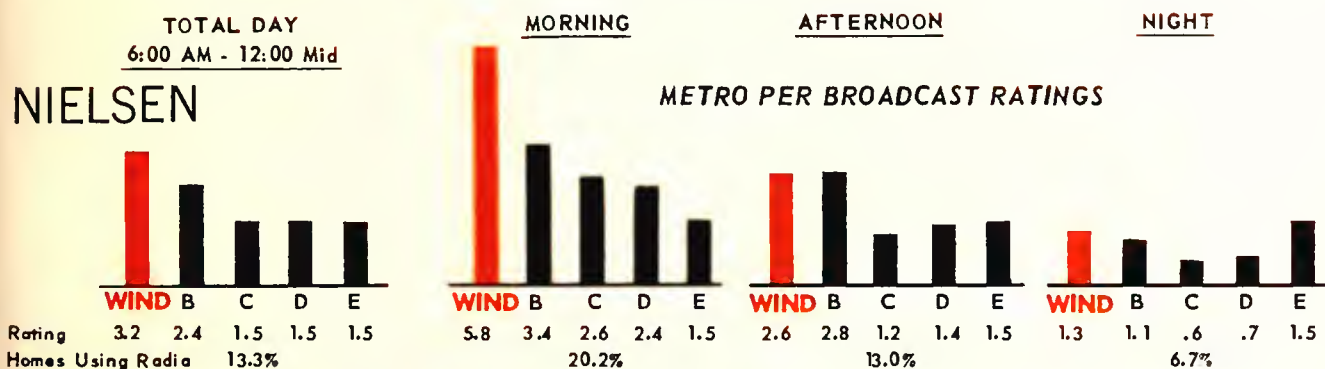


1958 and 1959 figures from McCann-Erickson-'Printers' Ink' compilations, 1960 estimate and 1961 forecast by Richard P. Doherty. All figures are for total radio ad expenditures, net, spot, and local

"Figures don't LIE...."

by all surveys* **WIND**
delivers the largest audience
in metropolitan Chicago

MONDAY-FRIDAY
Average Quarter Hour



ON THE WEEK-END WIND also reaches the largest metro audience according to Nielsen, Pulse and Hooper—Average quarter hour metro rating 6:00 AM-12:00 Midnight. Hooper, 10:00 AM-6:00 PM. Ask WIND or AM Radio Sales Co. for complete information.

*Source: Nielsen Chicago NSI Report, April-May, 1961 (Auto-plus listening not included in above figures)

Pulse, Chicago 8 County, April, 1961

Hooper, Chicago, Illinois, April-June, 1961



WESTINGHOUSE BROADCASTING COMPANY, INC.

Billings of 1960 top ten radio agencies over four years

SPOT RADIO

	1957 \$ millions	1958	1959	1960
BBDO	31	*	*	15
Esty	*	9	11.6	12.4
McCann-Erickson	12	13	16	12
Young & Rubicam	10	9.4	11	12
Ayer	6	10	11	12
J. Walter Thompson	6	11.8	*	8
Dancer-Fitzgerald-Sample	8.5	7	8	8
Lennen & Newell	2.9	8	*	8
Grey Advt.	*	4.4	5.5	6.2
Kenyon & Eckhardt	*	*	6	6

NETWORK RADIO

	1957 \$ millions	1958	1959	1960
Campbell-Ewald	3.2	2.5	6.2	8
J. Walter Thompson	6	4.5	*	5.5
Erwin Wasey, Ruthrauff & Ryan	2	*	3.8	5.2
McCann-Erickson	*	2	2	4
Young & Rubicam	5	3.8	3	3.7
Cunningham & Walsh	1.5	2	3	3
N. W. Ayer	2	3	4	3
Esty	1.5	3.5	2	2.6
Geyer, Morey, Madden & Ballard	*	*	*	2.0
Grey Advt.	*	*	*	1.6
Guild, Bascom & Bonfigli	*	*	*	1.6

*Indicates agency was not in top ten. Figures supplied by agencies in SPONSOR survey.

Top 10 radio agencies and how they ranked over four years

THE TOP 10 SPOT AGENCIES

Rank	1	2	3	4	5	6	7	8	9	10
1960	BBDO	Esty	Mc-E	Y&R	Ayer	JWT	D-F-S	L&N	Grey	K&E
1959	Mc-E	BBDO	Esty	Y&R	Ayer	D-F-S	SSC&B	K&E	C&W	Grey
1958	BBDO	Mc-E	JWT	Ayer	Y&R	Esty	D-F-S	SSC&B	D'Arcy	Grey
1957	Mc-E	BBDO	Y&R	D-F-S	FC&B	Grant	Ayer	JWT	SSC&B	L&N

Comparison of the top 10 spot and network radio agencies, in terms of billing, over the past four years shows that most of the agencies listed remain about the same but shuffle ranking from year to year. (1961 SPONSOR survey.)

THE TOP 10 NETWORK AGENCIES

Rank	1	2	3	4	5	6	7	8	9	10
1960	C-Ewald	JWT	Mc-E	EWR&R	Y&R	C&W	Ayer	Esty	Geyer	GB&B
1959	C-Ewald	Ayer	EWR&R	W&L	C&W	Y&R	Esty	Bates	BBDO	Mc-E
1958	JWT	FC&B	Y&R	Esty	Ayer	C-Ewald	Mc-E	BBDO	Bates	C&W
1957	JWT	Y&R	Bates	C-Ewald	Ayer	Grant	BBDO	EWR&R	C&W	Esty

THE TOP FIFTY ADVERTISING AGENCIES IN RADIO BUYING—

1960 Rank	1959 Rank	Total air \$ (millions)		Total agency \$ (millions)		% Air to total		\$ Spent on radio '60 (millions)	
		1960	1959	1960	1959	1960	1959	Network	Spot
1. JWT*	1	151.4	135.5	275.0	275.0	55	49	5.5	8.3
2. Y&R*	3	112.7	105.0	230.0	220.0	49	48	3.7	12.0
3. BATES	4	105.0	95.0	130.0	120.0	81	80	0.5	2.5
3. McCANN	2	105.0	108.0	218.8	220.0	48	49	4.0	12.0
5. BBDO*	5	92.5	88.0	222.0	210.0	42	42	1.5	15.0
6. B&B	6	88.0	75.1	140.0	109.0	63	69	†	†
7. BURNETT	7	65.6	58.6	115.0	113.0	57	52	0.5	3.8
8. D-F-S*	8	62.0	57.0	97.0	88.0	63	65	1.0	8.0
9. ESTY*	11	60.0	47.6	75.0	68.0	80	70	2.6	12.4
10. AYER*	9	57.0	55.0	137.0	130.0	42	42	3.0	12.0
11. COMPTON	12	50.0	43.8	80.7	78.0	62	56	1.1	1.5
12. K&E	10	47.6	47.0	95.1	90.0	50	52	1.3	6.0
13. L&N ¹	13	45.1	42.0	85.0	83.0	53	51	†	0.8
14. FC&B*	14	44.1	40.0	89.0	90.0	49	44	0.6	3.8
15. C-E*	17	36.0	27.7	91.0	82.0	39	34	8.0	3.0
16. C&W	15	34.5	33.5	60.0	65.0	58	52	3.0	5.5
17. SSC&B	16	32.0	32.0	53.0	53.0	60	60	†	5.5
18. EWR&R	22	29.1	20.0	75.0	70.0	38	29	5.2	4.9
19. GREY	18	26.2	22.1	51.0	45.5	51	49	1.6	6.2
19. NL&B	23	26.2	19.2	44.0	38.1	59	51	0.2	3.4
21. T-L ²	21	24.2	20.2	35.5	30.4	66	66	0.4	1.6
22. WADE*	20	23.5	21.6	28.1	24.3	83	89	†	1.0
23. D'ARCY*	19	23.0	22.0	77.0	75.0	30	29	†	5.0
24. GARDNER	25	19.8	16.3	42.6	36.1	46	45	0.4	3.1
25. MAXON	31	18.1	14.0	31.0	26.8	58	52	0.3	2.8

*SPONSOR estimate for all or part of figures. **Agency was not in the top 50 during 1959. †No billings or less than \$0.1 million. 1—Lennen & Newell; 2—Tatham Laird; 3—Ogilvy, Benson & Mather; 4—Campbell-Mithum; 5—Norman, Craig & Kummel; 6—Fuller & Smith & Ross; 7—Keyes, Madden & Jones; 8—Geyer, Morey, Madder

INCLUDING TOTAL, NETWORK, AND SPOT BILLINGS

1960 Rank	1959 Rank	Total air \$ (millions)		Total agency \$ (millions)		% Air to total		\$ Spent on radio '60 (millions)	
		1960	1959	1960	1959	1960	1959	Network	Spot
26. PARKSON	24	12.5	16.9	14.0	18.0	89	94	†	0.1
27. DCS&S	32	17.3	13.5	28.0	25.2	61	54	0.5	2.0
28. OBM ³	27	17.2	15.0	29.4	24.1	58	62	0.3	0.9
29. C-M ⁴	26	17.0	16.0	49.0	39.0	34	41	†	4.5
30. NC&K ⁵	30	16.7	14.5	35.5	31.3	47	46	†	1.5
31. GRANT	29	13.8	14.7	39.4	44.4	35	33	0.1	2.2
32. F&S&R ⁶	34	13.7	11.0	50.0	44.0	27	25	1.4	1.2
33. KM&J ⁷	37	12.5	9.8	20.0	20.0	62	49	0.3	1.3
34. DONER*	33	12.3	11.7	21.0	20.0	59	59	0.3	4.0
35. GEYER ^{8*}	39	12.0	9.6	38.0	30.0	31	32	2.0	3.0
36. GB&B ⁹	35	11.8	10.6	15.0	13.5	79	79	1.6	†
37. KHCC&A ¹⁰	**	10.1	**	22.0	**	46	**	0.3	2.5
38. DDB	38	9.8	9.8	42.0	29.0	23	34	0.1	0.8
39. D&C ¹¹	**	9.6	**	34.0	**	28	**	0.3	1.7
40. BROTHER ^{12*}	42	9.5	9.0	36.0	36.0	26	25	0.3	0.7
41. L&F ¹²	43	9.5	8.7	19.0	18.6	50	47	0.1	0.3
42. MW&S ¹³	39	9.4	9.6	19.6	19.3	48	50	†	2.2
43. WEISS	47	9.0	7.5	16.9	15.0	53	50	0.8	0.1
44. NORTH	41	8.5	9.5	15.5	15.0	55	63	†	0.1
45. FRC&H ^{14*}	36	8.2	10.1	25.0	31.0	33	33	0.1	2.0
46. R-McC ¹⁵	46	8.0	7.5	24.0	22.5	33	33	†	8.0
47. FRANK	**	7.5	**	15.0	**	50	**	†	0.4
48. GUMBINNER	**	7.5	**	22.9	**	32	**	0.2	0.8
49. LaROCHE	45	7.5	7.7	17.0	18.5	44	41	†	0.6
50. H&G ^{16*}	**	6.9	**	11.2	**	62	**	0.1	0.6
51. W&L ¹⁷	27	6.9	15.0	21.6	25.0	31	60	0.1	2.0

*Ballard; 9—Guild, Bascom & Bonfigli; 10—Kantor, Hilton, Chesley, Clifford & Atherton; 11—Donahue & Coe; 12—Lambert & Feasley; 13—Mogul, Williams & Saylor; 14—Teicher Richards, Calkins & Holden; 15—Reach, McClinton; 16—Hlebs & Grelst; 17—Warwick & Legler.

Ad spending in 280 metropolitan and non-metropolitan markets*

Market	Networks	National & Regional	Local	Stations Reporting	Total
Total United States Commonwealth & Poss.					
United States Metropolitan Areas	\$8,891,411	\$188,143,289	\$359,138,004	3380	\$525,704,227
Akron, Ohio	34,419	417,766	1,507,190	4	1,745,150
Albany-Schenectady-Troy, N. Y.	68,467	1,345,431	1,126,874	7	2,238,599
Albuquerque, N. M.	14,191	286,171	1,005,886	9	1,193,688
Allentown-Bethlehem	9,300	311,448	1,143,463	8	1,432,130
Altoona, Pa.	5,193	73,478	380,975	5	475,878
Amarillo, Tex.	9,947	249,398	596,277	6	818,411
Anderson, Ind.	-----	-----	-----	2	-----
Ann Arbor, Saline, Mich.	-----	59,869	282,396	3	338,536
Asheville, N. C.	2,647	121,284	358,578	4	497,110
Atlanta, Ga.	84,809	1,849,545	2,587,726	16	4,060,647
Atlantic City, N. J.	4,974	145,215	320,218	4	452,714
Augusta, Ga.	8,234	134,045	601,623	7	766,368
Austin, Tex.	4,317	218,624	571,247	5	759,718
Bakersfield, Cal.	25,407	196,019	541,108	8	727,927
Baltimore, Md.	113,273	1,952,264	3,620,307	14	4,971,141
Baton Rouge, La.	16,383	142,900	905,616	6	1,019,256
Bay City, Mich.	-----	-----	-----	2	-----
Beaumont-Port Arthur	4,088	166,516	744,030	7	871,159
Binghamton, N. Y.	9,152	167,466	514,154	4	700,705
Birmingham, Ala.	23,494	817,660	1,358,490	11	2,211,685
Boston, Mass.	104,417	4,687,096	5,119,990	17	9,037,385
Bridgeport, Conn.	16,316	390,829	692,509	3	975,222
Brockton, Mass.	-----	-----	-----	1	-----
Buffalo, N. Y.	53,323	2,209,204	2,260,300	11	4,127,157
Canton, Ohio	31,416	397,161	535,007	5	957,466
Cedar Rapids, Iowa	2,572	811,240	482,163	3	1,260,843
Champaign-Urbana, Ill.	-----	-----	-----	2	-----
Charleston, S. C.	11,503	178,153	456,843	5	632,785
Charleston, W. Va.	29,953	215,039	667,005	6	898,480
Charlotte, N. C.	9,493	872,689	737,785	7	1,495,686
Chattanooga, Tenn.	14,264	184,931	1,101,728	8	1,261,839
Chicago, Ill.	485,266	11,976,097	10,169,291	23	22,122,627
Cincinnati, Ohio	589,125	2,874,872	2,028,357	8	5,078,014
Cleveland, Ohio	142,662	3,124,807	3,027,130	9	6,082,879
Columbia, S. C.	8,905	238,887	683,085	7	934,618
Columbus, Ga.	8,640	147,813	522,811	6	681,072
Columbus, Ohio	13,050	1,533,700	1,868,667	6	3,163,989
Corpus Christi, Tex.	3,050	167,134	211,525	3	354,924
Dallas, Tex.	53,605	1,709,803	2,920,503	11	4,083,524
Davenport-Rock Is., M.	13,549	365,764	652,879	5	1,011,959
Dayton, Ohio	140	755,813	1,733,998	5	2,368,565
Decatur, Ill.	-----	-----	-----	2	-----
Denver, Colo.	151,023	1,269,711	2,871,816	18	3,960,665

*This material covers 3380 commercial AM stations. It was prepared by the FCC for the 1959 fiscal year, and is the most recent available information.

Market	Networks	National & Regional	Local	Stations Reporting	Total
Des Moines, Iowa	84,498	1,500,390	1,009,511	6	2,313,351
Detroit, Mich.	213,899	6,196,002	5,380,676	10	10,294,887
Dubuque, Iowa				2
Duluth, Minn.-Superior	14,823	269,052	618,279	8	914,521
Durham, N. C.	5,319	145,714	369,156	4	516,502
El Paso, Tex.	7,105	212,803	687,869	7	848,518
Erie, Penn.	13,776	197,279	473,092	5	644,179
Evansville, Ind.	9,369	215,349	519,206	5	718,063
Fall River, Mass.				2
Flint, Mich.	21,297	316,883	861,666	6	1,131,993
Fort Smith, Ark.	7,641	78,009	321,780	4	398,738
Fort Wayne, Ind.	19,209	587,143	973,615	4	1,582,098
Fort Worth, Tex.	47,581	753,833	1,541,374	7	2,147,920
Fresno, Cal.	39,527	647,931	1,105,717	8	1,625,775
Gadsden, Ala.		40,073	233,811	3	266,629
Galveston, Tex.		62,502	227,511	3	287,628
Gary-Hammond-East Chicago, Ind.	4,210	105,079	563,129	3	747,622
Grand Rapids, Mich.	13,036	593,993	898,796	6	1,382,811
Green Bay, Wisc.	9,873	182,263	444,346	3	614,386
Greensboro, High Pt.	2,888	205,347	719,420	7	924,872
Greenville, S. C.	6,908	210,297	712,746	8	960,561
Hamilton-Middleton, O.				2
Harrisburg, Penn.	17,234	359,202	560,008	5	933,952
Hartford, Conn.	63,883	1,754,084	579,087	5	2,107,655
Honolulu, Hawaii	61,902	571,341	1,380,750	10	1,880,336
Houston, Tex.	116,860	1,932,679	2,634,605	11	4,080,222
Huntington, W. Va.-Ashland	8,456	190,077	452,886	5	641,604
Indianapolis, Ind.	22,455	1,595,457	2,175,611	6	3,453,946
Jackson, Miss.	7,385	391,742	485,719	6	850,765
Jackson, Mich.				2
Jacksonville, Fla.	23,836	666,225	1,001,194	11	1,556,732
Johnstown, Penn.	5,271	133,466	353,624	4	475,141
Kalamazoo, Mich.	955	337,897	545,617	3	855,559
Kansas City, Mo.	57,174	2,044,554	2,737,754	9	4,164,242
Kenosha, Wisc.				1
Knoxville, Tenn.	24,854	417,313	999,818	9	1,441,115
Lancaster, Penn.	6,286	251,642	512,285	7	770,991
Lansing, Mich.				2
Laredo, Tex.				1
Lawrence-Haverhill, Mass.		46,002	341,307	3	379,029
Lewiston-Auburn, Me.				2
Lexington, Ky.	4,733	154,660	555,902	3	698,561
Lima, Ohio				1
Lincoln, Nebr.		58,163	553,271	3	619,557
Little-N. Little Rock	52,453	416,117	600,002	8	963,634
Lorain-Elyria, Ohio				2
Los Angeles-Long Beach, Cal.	289,313	8,174,782	12,519,338	29	18,183,121
Louisville, Ky.	61,694	1,523,325	1,706,976	6	2,961,689
Lowell, Mass.				2
Lubbock, Tex.	9,785	111,877	862,274	6	978,950
Lynchburg, Va.	613	77,820	225,544	3	327,397

(continued on page 62)

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 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.

he simple
cts about
SPONSOR
dvertising
eadership
are these

4

SPONSOR tops its
list by a wider
margin than the
average leader. A
survey (not made
by SPONSOR)
based on the agen-
cy advertiser mail-
ing list of a big na-
tional rep showed
SPONSOR ahead
with 88.7% reader-
ship. A recent study
of New York ad
agency readership
conducted by a
general ad publica-
tion showed that
SPONSOR leads the
broadcast book
category by 27%; and 70%
ranked in the "mag-
azine read most"
category.

3

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

2

The busy ad execu-
tive is kept fully
posted and pro-
tected with one
broadcast book spe-
cializing in the
things he wants to
know. Its new
SPONSOR-WEEK,
added to the eight
yellow pages, in-
terpretive articles
in depth, and in-
formative depart-
ments, provide
agency/advertiser
readers with a com-
plete weekly pack-
age.

1

Thus, SPONSOR is
the one publication
fully keyed to your
spot sales objec-
tives. It's the short-
est distance be-
tween buyer and
seller.

SPONSOR

Shortest Distance
Between Buyer
And Seller

Ad spending in 280 markets

Market	Networks	National & Regional	Local	Stations Reporting	Total
Macon, Ga.	3,050	211,879	523,939	7	699,090
Madison, Wisc.	16,821	253,145	624,779	3	874,779
Manchester, N. H.	14,563	92,804	501,462	3	613,601
Memphis, Tenn.	39,520	1,050,310	1,707,573	10	2,582,451
Miami, Fla.	59,135	1,745,521	2,764,831	13	4,057,149
Milwaukee, Wisc.	19,565	1,990,781	2,139,083	8	4,364,648
Minneapolis-St. Paul, Minn.	41,443	2,625,052	3,171,000	11	5,359,439
Mobile, Ala.	9,404	170,188	665,534	7	806,274
Montgomery, Ala.	11,295	304,143	412,546	6	744,415
Muncie, Ind.	-----	-----	-----	1	-----
Muskegon-Muskegon Heights, Mich.	1,783	129,429	281,662	3	392,326
Nashville, Tenn.	75,858	969,749	1,646,958	8	2,422,024
New Bedford, Mass.	-----	-----	-----	2	-----
New Britain, Conn.	-----	-----	-----	2	-----
New Haven, Conn.	3,410	479,331	747,336	3	1,087,106
New Orleans, La.	42,076	1,230,172	1,630,866	10	2,513,782
New York	414,011	26,597,178	11,510,626	30	33,816,354
Newark, N. J.	-----	-----	-----	1	-----
Newport News-Hampton, Va.	-----	219,318	391,815	3	616,554
Norfolk-Portsmouth, Va.	8,336	490,592	1,363,102	7	1,724,437
Ogden, Utah	-----	-----	-----	2	-----
Oklahoma City, Okla.	29,330	706,497	1,385,823	8	1,965,055
Omaha, Nebr.	33,355	1,021,452	1,532,202	7	2,270,928
Orlando, Fla.	21,179	205,227	871,070	9	1,100,539
Pensacola, Fla.	7,165	80,437	521,942	8	634,290
Peoria, Ill.	13,995	406,308	812,883	5	1,146,634
Philadelphia, Penn.	68,560	5,270,245	6,365,432	20	10,816,217
Phoenix, Ariz.	125,704	446,373	1,764,389	12	2,244,778
Pittsburgh, Penn.	98,592	2,700,424	4,118,707	20	6,512,175
Pittsfield, Mass.	-----	-----	-----	2	-----
Portland, Me.	37,287	242,338	448,234	5	721,271
Portland, Ore.	59,574	1,349,015	1,805,374	16	3,035,609
Providence, R. I.	57,254	1,076,868	1,376,030	12	2,233,688
Pueblo, Colo.	11,294	83,759	380,603	6	478,211
Racine, Wisc.	-----	-----	-----	2	-----
Raleigh, N. C.	57,808	616,858	432,330	5	1,021,742
Reading, Penn.	11,360	161,210	512,745	3	639,346
Richmond, Va.	52,953	813,419	1,031,040	8	1,832,528
Roanoke, Va.	17,871	166,987	587,651	6	759,229
Rochester, N. Y.	42,237	1,092,912	977,154	6	1,885,037
Rockford, Ill.	-----	-----	-----	2	-----
Sacramento, Cal.	13,457	738,940	1,155,140	5	1,766,510
Saginaw, Mich.	13,932	144,986	393,631	3	525,897
St. Joseph, Mo.	1,608	137,474	370,048	3	465,124
St. Louis, Mo.	68,635	3,791,141	3,825,150	13	6,720,646
Salt Lake, Utah	120,490	416,308	1,309,742	9	1,858,984
San Angelo, Tex.	2,664	41,630	264,880	4	297,924
San Antonio, Tex.	97,978	1,130,893	1,531,641	8	2,492,441
San Bernardino-Riverside	-----	-----	-----	-----	-----
Ontario, Cal.	8,708	420,354	1,429,390	20	1,781,865
San Diego, Cal.	49,530	983,959	1,547,173	9	2,456,062

AT YOUR SERVICE ON KMOX RADIO

The program with a purpose
... to serve the listener
with provocative, cultural,
informative entertainment
... to serve the advertiser
with a sales vehicle
that is believable, productive,
merchandisable
... to serve the radio industry
by leading the way
in creative and imaginative
radio programming.

KMOX RADIO

"The Voice of St. Louis"

CBS RADIO SPOT SALES
represents KMOX, St. Louis
and these outstanding

CBS OWNED RADIO STATIONS

WCBS, New York • WBBM, Chicago

WCAU, Philadelphia • WEEI, Boston

KNX, Los Angeles • KCBS, San Francisco

Ad spending in 280 markets (continued)

Market	Networks	National & Regional	Local	Stations Reporting	Total
San Fran.-Oakland	145,754	4,534,062	4,907,539	18	8,894,576
San Jose, Cal.	18,570	182,605	956,270	6	1,234,736
Santa Barbara, Cal.	9,356	84,194	637,231	6	726,817
Savannah, Ga.	11,105	177,894	510,643	6	664,185
Scranton, Penn.	9,760	276,095	659,513	6	900,488
Seattle, Wash.	72,864	1,364,457	2,587,738	17	3,878,837
Shreveport, La.	47,844	590,304	625,419	8	1,111,858
Sioux City, Iowa	60	89,101	328,836	3	402,315
Sioux Falls, S. D.	5,299	90,457	407,588	4	498,834
South Bend, Ind.	1,326	259,003	418,541	3	636,982
Spokane, Wash.	22,326	618,970	1,048,136	9	1,539,222
Springfield, Ill.	3,402	98,991	652,636	3	751,452
Springfield-Holyoke Mass.	34,192	224,394	864,136	9	1,094,057
Springfield, Mo.	7,590	193,868	520,636	4	678,053
Springfield, Ohio	-----	-----	-----	2	-----
Stamford, Ct.	-----	-----	-----	1	-----
Steubenville-	-----	-----	-----	-----	-----
Weirton-Ohio-W. Va.	-----	-----	-----	2	-----
Stockton, Cal.	12,925	270,381	681,157	5	933,895
Syracuse, N. Y.	38,406	926,532	1,334,295	8	2,042,797
Tacoma, Wash.	7,803	93,974	404,351	4	508,875
Tampa-St. Petersburg, Fla.	11,286	884,636	1,600,484	14	2,316,973
Terre Haute, Ind.	570	96,760	276,407	3	353,374
Toledo, Ohio	20,344	813,612	966,783	4	1,683,327
Topeka, Kan.	4,137	421,693	608,732	4	989,541
Trenton, N. J.	-----	-----	-----	2	-----
Tucson, Ariz.	41,528	168,206	753,972	8	907,412
Tulsa, Okla.	62,996	614,715	1,064,001	6	1,596,341
Utica-Rome, N. Y.	14,309	205,961	592,837	8	816,076
Waco, Tex.	-----	-----	-----	2	-----
Washington, D. C.	63,672	3,322,733	4,481,831	17	7,248,893
Waterbury, Conn.	16,071	75,459	287,745	3	358,010
Waterloo, Iowa	2,415	126,450	394,641	3	510,926
W. Palm Beach, Fla.	2,974	46,745	537,319	7	574,922
Wheeling, W. Va.	8,521	459,561	516,536	4	923,882
Wichita Falls, Tex.	3,049	259,068	365,942	3	589,029
Wichita, Kan.	2,645	519,180	1,046,013	6	451,252
Wilkes Barre-Hazleton	35,865	129,469	597,158	6	797,052
Wilmington, Dela.	10,815	189,097	778,608	4	970,965
Winston Salem, N. C.	8,249	134,078	647,722	4	805,210
Worcester, Mass.	49,355	543,099	631,533	4	1,067,371
York, Penn.	8,971	134,662	471,668	4	588,762
Youngstown, Ohio	54,203	518,846	817,021	5	1,321,311
	6,626,991	161,537,670	216,070,061	1205	355,034,677
Non-metro. areas of 3 or more stations					
Anniston, Ala.	744	25,973	200,508	3	225,074
Decatur, Ala.	3,743	21,568	130,111	3	154,086
Dothan, Ala.	614	51,258	159,665	3	209,079
Huntsville, Ala.	9,798	51,617	277,311	4	326,841
Selma, Ala.	-----	6,870	124,143	3	127,325

Market	Networks	National & Regional	Local	Stations Reporting	Total
Tuscaloosa, Ala.	1,432	31,546	357,361	5	417,301
Flagstaff, Ariz.	-----	-----	-----	3	-----
Prescott, Ariz.	-----	-----	-----	3	-----
Yuma, Ariz.	20,951	51,288	178,709	4	251,537
Hot Springs, Ark.	36	40,380	135,211	3	171,803
Pine Bluff, Ark.	-----	32,480	200,719	3	233,271
Eureka, Cal.	4,594	80,196	276,681	3	374,668
Modesto, Cal.	-----	91,463	451,472	3	549,757
Redding, Cal.	10,621	65,698	198,586	4	257,575
Colorado Springs, Colo.	34,915	30,756	498,859	5	577,056
Grand Junction, Colo.	3,189	55,713	291,365	3	344,564
Daytona Beach, Fla.	736	16,713	225,107	3	264,371
Gainesville, Fla.	25,380	23,551	228,786	3	275,966
Lakeland, Fla.	4,405	33,991	186,297	3	218,485
Ocala, Fla.	-----	15,757	211,778	3	223,148
Tallahassee, Fla.	-----	52,878	248,137	4	306,629
Albany, Ga.	-----	40,077	224,583	3	257,046
Athens, Ga.	1,000	40,872	278,751	3	353,613
Gainesville, Ga.	-----	56,316	329,124	3	406,454
Rome, Ga.	-----	64,594	287,548	3	368,670
Valdosta, Ga.	-----	58,663	177,165	4	231,866
Boise, Ida.	57,424	82,189	368,374	4	469,706
Idaho Falls, Ida.	13,808	63,105	238,049	3	303,191
Pocatello, Ida.	22,138	43,969	214,178	3	271,796
Twin Falls, Ida.	24,224	24,255	217,801	3	272,567
Mason City, Iowa	1,735	107,853	353,666	3	445,840
Bowling Green, Ky.	-----	-----	-----	3	-----
Paducah, Ky.	4,421	59,062	195,431	3	253,886
Alexandria, La.	9,401	85,430	387,580	3	475,734
Lake Charles, La.	1,298	66,104	307,091	3	381,960
Monroe, La.	2,786	73,742	227,481	3	299,417
Bangor, Me.	42,600	88,250	219,653	3	346,150
Salisbury, Md.	-----	106,500	223,083	3	314,273
Greenville, Miss.	551	33,547	184,337	3	211,774
Hattiesburg, Miss.	1,619	30,546	250,081	4	306,637
Laurel, Miss.	1,425	10,715	255,850	3	275,284
Meridian, Miss..	1,726	36,646	287,027	5	322,337
Joplin, Mo.	1,532	41,518	256,988	3	289,588
Billings, Mont.	24,338	117,898	399,028	5	544,677
Butte, Mont.	70,018	22,374	126,131	3	274,646
Great Falls, Mont.	43,551	65,453	372,076	4	542,389
Missoula, Mont.	13,978	22,187	224,338	4	294,695
Las Vegas, Nev.	5,837	77,319	430,431	5	490,216
Reno, Nev.	10,984	84,066	322,142	5	400,450
Farmington, N. M.	-----	36,900	319,935	3	350,108
Roswell, N. M.	5,537	46,254	215,279	3	258,196
Elmira, N. Y.	10,609	47,655	303,128	3	359,214
Watertown, N. Y.	-----	-----	-----	3	-----
Fayetteville, N. C.	9,495	22,630	441,162	4	467,579
Goldsboro, N. C.	8,673	21,147	245,564	3	280,490
Kingston, N. C.	190	70,539	180,354	3	246,613

(continued on page 66)

Ad spending in 280 markets

Market	Networks	National & Regional	Local	Stations Reporting	Total
Rocky Mount, N. C.	3,340	25,092	210,296	3	238,019
Wilmington, N. C.	3,509	62,842	236,404	3	308,111
Minot, N. D.	2,101	70,809	274,257	3	327,770
Eugene, Ore.	8,779	154,576	413,489	4	578,915
Klamath Falls, Ore.	9,518	54,543	226,465	3	283,668
Medford, Ore.	7,617	68,843	279,170	4	346,411
Pendleton, Ore.	-----	40,718	145,068	3	183,972
Roseburg, Ore.	3,698	21,996	156,548	3	177,088
Williamsport, Pa.	8,134	68,161	228,654	3	308,672
Florence, S. C.	1,995	42,996	183,608	3	224,467
Orangeburg, S. C.	-----	20,197	216,519	3	234,522
Spartanburg, S. C.	5,754	105,925	325,213	3	449,212
Rapid City, S. D.	3,392	85,187	263,344	3	351,195
Jackson, Tenn.	1,154	62,567	169,432	3	227,450
Abilene, Tex.	4,539	67,763	369,965	3	452,000
Big Springs, Tex.	1,512	24,955	194,346	3	222,798
Corsicana, Tex.	7,773	164,013	285,040	3	410,639
Midland, Tex.	8,495	72,221	311,012	3	384,269
Odessa, Tex.	456	50,922	350,580	4	389,936
Tyler, Tex.	1,942	79,899	279,138	4	345,941
Provo, Utah	26,137	13,898	220,919	3	268,985
Burlington, Vt.	1,836	76,677	276,305	3	381,478
Charlottesville, Va.	540	53,263	264,562	3	344,014
Danville, Va.	981	46,409	385,950	4	443,915
Bellingham, Wash.	50	67,710	284,809	3	331,469
Walla Walla, Wash.	1,214	58,793	172,910	3	226,690
Wenatchee, Wash.	1,424	70,424	234,945	3	301,862
Yakima, Wash.	4,892	155,653	321,160	4	440,525
Clarksburg, W. Va.	3,039	27,926	213,416	3	243,977
Parkersburg, W. Va.	2,039	41,133	178,760	3	226,789
Eau Claire, Wisc.	5,892	140,386	268,706	3	404,051
La Crosse, Wisc.	10,938	62,474	275,163	3	369,321
Wausau, Wisc.	2,829	100,496	227,165	3	310,463
Casper, Wyo.	5,576	23,454	182,891	3	207,358
Cheyenne, Wyo.	-----	-----	-----	3	-----
Anchorage, Alas.	-----	-----	-----	2	-----
Hilo, T. H.	34,222	4,568	145,508	3	180,725
	764,411	5,196,247	23,551,621	306	29,512,622
Commonwealth & Poss. 3 or more stations					
Mayaguez, Puerto Rico	68,669	137,687	186,232	5	335,980
Ponce, Puerto Rico	99,301	232,731	118,023	5	433,545
San Juan, Puerto Rico	148,063	859,190	796,165	9	1,591,958
	316,033	1,229,608	1,100,420	19	2,381,483
Other Communities	31,639	547,037	343,776	14	855,990
	347,672	1,776,645	1,444,196	33	3,237,473

RADIO BASICS

section

4

RADIO COSTS

**How media costs compare
Cost efficiency studies**



Typical cpm of network radio is between \$0.75 and \$1.50. CPM of the five leading magazines runs \$4.52 to \$10.43

*A typical minute on network radio will yield a cost per thousand homes of between 75¢ and \$1.50, according to calculations of BBDO's media planning department. The cpm circulation for regional editions of national magazines was computed by Leber & Katz, who assessed the range of cpm for Esquire at from \$8.76 to \$10.43; Time, \$6.73 to \$6.74; Life, \$5.33 to \$6.63; Better Homes & Gardens, \$4.52 to \$5.86, and Reader's Digest at \$3.19 to \$5.00.

How to calculate the cost of a spot radio campaign

COST PER MINUTE ANNOUNCEMENT IN 150 MARKETS OR LESS

Based on a weekday schedule of 12 one-minute announcements per week for 13 weeks.

No. of markets	Early morning-late afternoon	Daytime	Evening	One-time rate daytime
1st 10 markets	\$ 761.18	\$ 661.30	\$ 523.05	\$ 906.00
1st 20 markets	1163.27	1011.26	868.01	1352.00
1st 30 markets	1551.17	1340.86	1109.07	1785.00
1st 40 markets	1804.05	1556.86	1241.07	2084.75
1st 50 markets	2053.75	1778.06	1419.27	2372.75
1st 60 markets	2241.68	1934.01	1546.53	2579.25
1st 70 markets	2400.51	2061.44	1655.46	2753.25
1st 80 markets	2558.21	2195.54	1765.46	2925.75
1st 90 markets	2660.38	2284.64	1836.39	3049.95
1st 100 markets	2769.69	2386.50	1927.65	3183.15
1st 110 markets	2864.35	2474.67	1999.45	3301.05
1st 120 markets	2959.91	2561.78	2064.46	3423.05
1st 130 markets	3050.34	2644.46	2142.64	3541.30
1st 140 markets	3132.69	2714.96	2183.44	3643.80
1st 150 markets	3212.69	2783.72	2248.40	3738.30

This summary, prepared by the radio division of the Katz Agency, is based on the cost of one-minute announcements in 150 markets. It is designed for quick estimates and does not take the place of individual station rate cards. Costs are based on the use of one station in each market. Markets are ranked in order of the largest daytime weekly circulation in each market based on NCS#2, as furnished in a special tabulation made for the Katz Agency by the A. C. Nielsen Company. Since the rates tabulated are those of the station in each market with the largest daytime weekly circulation, they tend to reflect, in most cases, the highest cost station.

The summary shows the total cost, in each group of markets, based on a weekday schedule of 12 one-minute announcements per week for 13 weeks in each of three time classifications:

Early-morning-late afternoon: Early Morning refers

to 7 am. to 9am; late afternoon, from 4pm. to 6pm. Where the late afternoon rate differs from the early morning rate, the rate for the two periods has been averaged.

Daytime refers to the rate in effect for the most hours between 9am. and 4pm.

Evening refers to the rate in effect for the most hours between 6pm. and 11pm.

Rates reflect multi-spot plans, saturation plans, ROS discounts and other special discount plans where available, with the following exceptions:

(a) In those cases where a plan or discount is offered on an 'ROS' or 'fixed but pre-emptible' basis, the plan discount has not been used for the early morning-late afternoon classification, unless the conditions of the plan clearly apply to that classification.

(b) Special weekend plans have not been used.



In the top 50 TV markets an advertiser may buy 14 times more radio than TV announcements, at similar cost in key times

***This statement is based on a 13-week schedule in the daypart 9 a.m.-4 p.m. for radio and 7 p.m.-10 p.m. for television. The Katz Agency has estimated that comparable budgets (\$1,219,263 for radio and \$1,243,775 for television) will produce 70 minute announcements per week for radio and five for tv; that the total number of announcements per market will be 910 for radio and 65 for television, and that the total number of announcements in 50 markets will be 45,500 for radio and 3,250 for television, a difference of 14x.**

Calculating the cost of spot campaigns of varying length

The estimating formula was developed by the Katz Agency. In this formula, as in the 150-market summary, the rates used were those published by SRDS in November, 1960. The formula has been derived from a complete tabulation of the rates of the stations in the top 50 markets. Test tabulations, according to the Katz Agency, indicate that the relationship of specified rates to each other among the top 50 markets is essentially the same as that among all 150 markets.

Cost of campaigns of varying length in 100 markets were estimated by the media planning division of BBDO, in the spring of 1961. BBDO point out that costs vary sharply by station and time of day, and that cost estimators should therefore be used only as a guide and not for actual budgeting purposes. Among the qualifying factors are the practice of offering package plans featuring large discounts.

SPOT RADIO ESTIMATING FORMULA

Based on One-Minute Announcement Rates
100% = Daytime One-Time Rate

	Daytime	Early Morning- Late Afternoon	Evening
One-Time Rate	100⁰⁰/₀	112⁰⁰/₀	79⁰⁰/₀
12 announcements weekly			
1 week	80 ⁰⁰ / ₀	93 ⁰⁰ / ₀	65 ⁰⁰ / ₀
6 weeks	77	90	62
13 weeks	75	87	60
26 weeks	71	81	56
39 weeks	70	80	55
52 weeks	68	78	54
24 announcements weekly			
1 week	70 ⁰⁰ / ₀	84 ⁰⁰ / ₀	57 ⁰⁰ / ₀
6 weeks	67	79	54
13 weeks	64	75	51
26 weeks	61	72	49
39 weeks	60	71	48
52 weeks	59	69	47

COSTS BY MARKET BLOCKS

(Minute Announcements Only)

	Cost Per Week	26-Week Cost
10 Top markets combined		
12 spots per week	\$ 8,000	\$ 208,000
24 spots per week	14,000	364,000
36 spots per week	19,000	494,000
48 spots per week	25,000	650,000
50 Top markets combined		
12 spots per week	20,000	520,000
24 spots per week	36,000	936,000
36 spots per week	50,000	1,300,000
48 spots per week	66,000	1,716,000
100 Top markets combined		
12 spots per week	28,000	728,000
24 spots per week	49,000	1,274,000
36 spots per week	69,000	1,794,000
48 spots per week	91,000	2,366,000

Network efficiency on national accounts based on four weeks*

Comparison of "home broadcasts" and "commercial minutes" 1961 Nielsen rankings.

HOME BROADCASTS

Rank	Advertiser	No. of B'dcasts	Total Home B'dcasts Delivered (000)
1	Pepsi-Cola, Co.	341	133,585
2	Sylvania Electric Products	239	130,764
3	Liggett & Myers Tobacco	310	130,651
4	Pharmaco, Inc.	261	114,642
5	Reynolds, R. J., Tobacco	265	108,858
6	Time, Inc.	170	96,334
7	Mennen Co.	219	93,718
8	Kellogg Co.	177	90,355
9	Standard Brands, Inc.	180	88,125
10	Mentholatum Co.	153	77,004
11	Metropolitan Life Insurance	125	72,058
12	Monarch Wine Co., Inc.	173	71,514
13	Minnesota Mining & Mfg.	187	71,120
14	CBS Electronics-CBS, Inc.	147	68,694
15	Ex-Lax, Inc.	162	64,190
16	Lever Brothers Co.	146	61,519
17	Mogen David Wine Corp.	132	61,383
18	Int. Min. & Chem. Corp.	103	48,908
19	Grove Div.—Bristol-Myers	63	43,169
20	Studebaker-Packard Corp.	74	39,417

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Mennen Co.	178	112,211
2	Sylvania Electric Products	199	103,941
3	Liggett & Myers Tobacco	237	92,442
4	Pharmaco, Inc.	198	81,271
5	Studebaker-Packard Corp.	63	74,262
6	Time, Inc.	128	68,196
7	Standard Brands, Inc.	146	65,495
8	Pepsi-Cola Co.	170	62,520
9	Metropolitan Life Insurance	105	57,330
10	Kellogg Co.	121	57,151
11	Reynolds, R. J., Tobacco	151	56,980
12	Monarch Wine Co., Inc.	145	56,913
13	Mentholatum Co.	122	56,724
14	CBS Electronics-CBS, Inc.	133	56,342
15	Carling Brewing Co.	7	46,732
16	Chevrolet-Gcn. Motors	72	44,820
17	Mogen David Wine Corp.	100	42,488
18	Minnesota Mining & Mfg.	117	40,090
19	Ex-Lax, Inc.	95	38,059
20	Int. Min. & Chem. Corp.	78	34,208

Drawn from Nielsen's national radio index. Rankings are for individual advertisers by all programs and participation on all radio networks used. From 8 May 1960, other advertisers who showed up in this rating included: R. T. French, Midas Inc., General Foods, Seven Up, Bristol-Myers Co., Electric Autolite, Renault, American Motors, General Mills, Wagner Electric Curtis Pub., Sunsweet Growers, Staley Mfg., Hudson Vitamin, S. C. Johnson, Sterling Drugs, General Insurance, Chevrolet-GM, R.C.A. Aluminum Co. of America, Frito, A.T.&T., Sinclair Refining, Socony Mobiloil, Buick-GM, Foster Milburn Co., Readers Digest, Philip Morris, Nyolet Corp., Vick Chemical, Longines-Wittnauer.

*Four weeks ending April 2, 1961

Penetration and cost of spot by market groups

MONDAY-FRIDAY, 9 A.M.-3 P.M.

Markets 1 to 5

Avg. No. spots weekly	No. of stations	Weekly rating points	Weekly cost mins. 13 wks.	Times heard, 1 week	Times heard, 4 weeks	Unduplicated metro radio homes —1 week	Unduplicated, 4 weeks
23	3	40	\$ 8,000	2.2	5.0	18.6	33/37
38	3	70	11,600	3.0	7.5	22.4	36/40
102	4	160	26,000	5.2	13.9	32.0	48/54

Markets 6 to 12

16	3	40	3,390	2.0	4.9	22.2	36/40
26	3	70	4,300	2.5	6.2	26.8	43/48
70	4	160	9,700	4.3	11.1	37.9	57/61

Markets 13 to 20

14	3	40	3,880	1.8	4.5	22.1	35/40
24	3	70	5,600	2.4	5.9	27.2	44/49
62	4	160	14,800	4.4	11.7	38.5	58/65

Markets 21 to 100

14	3	40	14,680	1.8	4.5	22.4	36/40
24	3	70	20,500	2.3	5.8	29.0	46/52
66	4	160	57,400	4.1	11.0	38.1	57/65

These schedules are drawn from material prepared by the A. C. Nielsen Company at the request of the representative firm, Peters Griffin Woodward Inc. In this PGW-Nielsen study, the system was to create four groups of markets, ranked in descending size. Within each of the four groups, several representative markets were selected. In each market, the station(s) with highest average weekday ratings was chosen, using NSI reports (late 1959 and early 1960). A fixed position schedule was calculated, distributed among the three-hour dayparts. (The average rating of the daypart was credited). Costs were calculated on the highest minute rates less applicable discounts for fixed position. The purpose of the study was to find out how many different homes were actually reached by various radio schedules, and at what cost. By grouping the findings in terms of market size and by schedule selection, the resulting comparisons are highly indicative of the results to be expected under these purchase plans.

(continued on page 74)

Penetration and cost of spot by market groups

WEEKEND 9 A.M.-6 P.M. SATURDAY & SUNDAY

Avg. No. spots weekly	No. of stations	Weekly rating points	Weekly cost mins. 13 wks.	Times heard, 1 week	Times heard, 4 weeks	Unduplicated metro radio homes —1 week	Unduplicated, 4 weeks
Markets 1 to 5							
15	2	35	\$ 4,634	1.9	4.2	18.2	33/36
44	2-3	85	10,300	3.0	7.5	28.3	45/51
Markets 6 to 12							
12	2	35	2,000	1.8	4.1	18.0	32/36
36	2-3	85	4,750	2.8	7.5	30.1	45/51
Markets 13 to 20							
16	1-3	35	3,880	2.1	5.3	20.1	32/36
40	2-4	85	8,500	3.3	8.7	31.0	47/53
Markets 21 to 100							
14	2-3	35	9,700	1.8	4.5	20.1	32/36
35	3-4	85	28,900	3.0	8.0	32.0	48/54

MONDAY-FRIDAY 6-9 A.M. PLUS 3-6 P.M.

Markets 1 to 5							
23	3	40	\$ 8,720	1.8	4.5	22.6	36/41
37	3	70	13,770	2.5	6.3	28.9	46/52
98	4	160	29,000	4.1	10.9	38.4	58/65
Markets 6 to 12							
18	3	40	4,150	1.9	4.8	22.5	36/41
29	3	70	6,140	2.4	5.9	28.5	46/51
Markets 13 to 20							
14	3	40	4,160	1.7	4.3	22.7	36/41
23	3	70	6,710	2.4	6.0	28.0	45/50
63	4	160	16,700	4.0	11.5	41.6	58/62
Markets 21 to 100							
16	3	40	16,290	1.5	3.8	25.1	40/45
27	3	70	24,580	2.2	5.5	28.8	46/52
69	4	160	68,500	3.6	10.3	43.6	61/65

**TOTAL WEEK 6 A.M.-9 P.M. MONDAY-FRIDAY, PLUS
9 A.M.-6 P.M. SATURDAY & SUNDAY**

Avg. No. spots weekly	No. of stations	Weekly rating points	Weekly cost mins. 13 wks.	Times heard, 1 week	Times heard, 4 weeks	Unduplicated metro radio homes —1 week	Unduplicated, 4 weeks
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Markets 1 to 5

34	1	80	\$12,900	3.9	9.8	21.4	34/38.5
49	3	80	15,350	2.4	6.4	33.4	50/57
89	3	160	26,210	4.1	11.7	40.0	56/60

Markets 6 to 12

28	1	80	4,420	4.0	10.0	20.5	33/37
39	3	80	6,970	2.3	6.2	36.2	54/62
70	3	160	11,350	3.8	10.8	42.9	60/64
241	4	480	31,260	8.1	24.9	59.9	78/81

Markets 13 to 20

23	1	80	6,810	3.9	9.8	22.6	36/ 41
33	3	80	8,240	2.3	6.1	35.3	53/60
65	3	160	14,600	3.7	10.5	43.4	61/65

Markets 21 to 100

28	1	80	23,700	3.6	8.9	23.6	38/42
36	3	80	35,800	2.0	5.3	39.1	59/67
65	3	160	58,500	3.2	9.2	47.3	66/71
208	4	480	155,000	7.5	24.0	62.5	78/84

A BROADCASTER'S CREED FOR AMERICAN BUSINESS



Frank P. Fogarty's seven-point creed was delivered to the Henry Monsky Lodge of the B'nai B'rith, Omaha, on his acceptance of an Americanism Citation Award from that organization. Only a small group heard the speech, but it aroused tremendous interest among businessmen with the result that Meredith Broadcasting Company, of which Mr. Fogarty is executive vice president, was deluged for copies locally. Copies of the full speech can be obtained by writing Meredith WOW, Inc., Omaha, of which Mr. Fogarty is vice president and general manager. He is also Chairman of the Board of Radio Advertising Bureau.

1. We believe that business should earn a profit, and that it should wear its profits proudly. Too long have we permitted short-sighted critics to point the finger of shame at profits, as something to be schemed, bargained and taxed out of existence.

2. We believe that business should be more eloquent and evangelistic in explaining and defending the profit system, otherwise known as free enterprise. We have failed to convince the people that out of profits must come the money to make jobs, to promote philanthropy, to support the government, and to finance the growth of the country. We have erected what we fondly hope are adequate defenses for the physical targets of the Communists, but we have failed to provide for the defense of their ultimate targets, our profit system, our democracy and our faith in God.

3. We believe that a business should be deeply integrated into the community it serves so that it will know the needs, desires and problems of that community.

4. We believe that a business should accept its full share of responsibility for the things that make a community a better place in which to work and live. Concretely, this means that a business should interest itself in schools, churches, hospitals, parks, museums, settlement houses, health and welfare organizations, old people's homes, and nurseries, among other institutions. . . .

We believe that a business should be a good citizen in the formal or political sense of the word. It should of course pay its just share of taxes fully and promptly. Over and above that, it should take an interest

5. in government and encourage its employees, customers and associates to do so. Business should support city planning and foster soundly conceived public works, looking upon them, not as a burden, but as an investment.

6. We believe that business should sweep broad horizons in its thinking, that business should be accurately informed about and emotionally involved in the problems that confront the United States, both in so-called normal times, such as you and I have seldom experienced in our lives, and also in these days of cold war and hot peace. We believe business should contribute to the nation its full share of thinking and leadership. We think business should speak out more frequently, more clearly, more bravely.

7. We believe that a business should contribute to the economic health of its community. It should work vigorously for a political climate in which business can prosper, thereby broadening the base for taxation, creating jobs and developing opportunity for the young. Business should lay out the welcome mat for other businesses, even though of the same type.

an industry
service of

SPONSOR

Winter/Summer exposure to four media compared

AVERAGE DAILY EXPOSURE, SUMMER-WINTER 1960-1961

	Number of People (000)	Total Time Spent (millions of hours)
RADIO		
June, 1960	75,757	183.27
July, 1960	82,865	203.68
August, 1960	85,099	203.58
November, 1960	74,835	150.56
December, 1960	73,216	148.87
January, 1961	72,335	146.57
TELEVISION		
June, 1960	88,354	246.91
July, 1960	84,416	243.05
August, 1960	82,233	247.44
November, 1960	93,546	280.31
December, 1960	93,897	281.85
January, 1961	96,593	288.74
NEWSPAPERS		
June, 1960	107,400	67.54
July, 1960	108,504	67.76
August, 1960	107,941	68.25
November, 1960	109,928	71.97
December, 1960	108,755	70.85
January, 1961	107,956	70.61
MAGAZINES		
June, 1960	39,515	25.27
July, 1960	40,046	27.55
August, 1960	39,656	27.26
November, 1960	39,605	26.25
December, 1960	37,064	24.70
January, 1961	39,188	26.30

Media exposure figures calculated by Sindlinger & Company, market analysts, on the basis of national probability samples in personal interviewing. The company points out that in using these data it would be statistically correct to average the figure for the summer months, to derive a summer month average, and similarly to average the winter month figures.

The background of the cover is a black field filled with a grid of light gray circles. The circles are arranged in a regular pattern, with some text overlaid on them.

RADIO BASICS

Section

5

RADIO RESEARCH

Measurement systems analyzed

Qualitative studies



In the metro areas of tv's own top 50 markets, radio reaches over 1,800,000 more homes than does tv

*The number of radio homes in the top fifty television markets is about 21,675,000 according to figures developed by the Katz Agency from A. C. Nielsen data. The number of television households is 19,849,800, creating a difference in favor of radio of 1,825,200 homes. In the top fifty television markets, Katz estimates that a one-time, one-minute announcement on daytime TV costs a total of \$7,884; a one-time, one-minute on daytime radio in the top fifty radio markets will cost the advertiser about \$2,372.

TERMINOLOGY OF RADIO RESEARCH

The following paragraphs define and describe terms and procedures used in the calculation of various audience figures. Steps A through J spell out the method of computing cost per thousand starting with total U. S. Homes as a base.

It must be borne in mind that all such audience calculations are estimates subject, at the least, to statistical sampling errors which can produce variations up to 10 or 15%. These calculations also assume that source data—NRI, ARB, Hooper, etc.—are unbiased representative samples projectable to U. S. totals. Such assumptions are not entirely valid. Therefore, the most that can be said for such calculations is that they are the best we can do with basic data available and are considerably more realistic than estimates made by print media.

A. S. HOMES

A "home" includes all persons living in a dwelling unit including lodgers or servants. A person living alone or a group of unrelated persons sharing living accommodations is also a "home." (Census now calls them "households" but networks have agreed to standardize on "homes.")

RADIO HOMES

Homes with at least one radio—now estimated at 95% of U.S. Homes.

RADIO HOMES—BMB AREA

The total number of radio homes in the counties comprising a station network area which includes counties where 10% or more of the radio homes reported listening to the station one or more times per week.

WEEKLY AUDIENCE (CIRCULATION)

Number of homes listening to a station or network once a week or more. The weekly figure, which is a reflection of the combined effect of physical coverage and program pop-

ularity, is a counterpart of circulation in printed media.

PROGRAM AUDIENCE (HOMES REACHED)

The number of homes reached by 6 minutes or more of a program. Calculated by multiplying total radio homes by Nielsen rating. Other ratings can also be used but Nielsen Ratings is most commonly used.

PROGRAM LISTENERS

The number of individuals reached by a program. Calculated by multiplying Program Audience (Homes) by listeners-per-set figure obtained either from Hooper coincidental telephone surveys or from ARB diary studies.

COMMERCIAL AUDIENCE

1. *Commercial Audience Rating:* Homes tuned to one or more commercial announcements of a program expressed as a percent of all radio homes. Obtained from Nielsen as average commercial rating per broadcast during current two report weeks.

2. *Commercial Audience (Homes):* The number of homes tuned to one or more commercials of a program. Obtained by applying Commercial Audience Rating to total radio homes.

3. *Listeners Reached by Commercials:* The number of listeners tuned to one or more commercials of a program. Obtained by applying listeners per set (from Hooper or ARB) to Commercial Audience (Homes).

COMMERCIAL IMPACTS

Average number of commercial announcements on the program received per home. Data are reported as average number per broadcast during current two report weeks.

COMMERCIAL IMPRESSIONS

Number of listener-advertising-messages delivered. (One listener hearing three commercials is recorded

as three commercial impressions). This measurement is obtained by either of the following methods:

1. Multiplying "Listeners Reached by Commercials" by "Commercial Impacts." Used when NRI data on Commercial Impacts is available.
2. Multiplying Average Program Audience (using average audience rating rather than Nielsen rating) by number of listeners per set and then by number of separate commercials. This is a rough estimate method. Used when NRI data on commercial impacts not available.

Cost per Thousand

Just as there are many ways to calculate audience (in terms of homes, listeners, or impressions) there are many bases for "cost per thousand" calculations. There are likewise various cost figures which may be used (gross hour, net half-hour, time and talent combined, etc). Mathematically cost per thousand is computed by dividing cost (in dollars) by audience (in thousands). Below are presented the most commonly used cost per thousand calculations.

1. *Cost per thousand—Gross Circulation:* This calculation is used largely for internal purposes in connection with rate studies and future forecasts. It employs Audience (Home) and the gross hour card rate.

Example: NBC Continental U. S.—Network of 168 stations now costs \$25,215 gross per hour. Dividing this by network audience of 34,900,000 gives Gross Hour costs per thousand of 72 cents.

2. *Cost per thousand — Homes Reached:* This index divides the net time and talent cost per program by number of homes reached. The calculations can be made for a particular advertiser or on a basis of the average of all half hour shows on a network or on all networks.

3. *Cost per thousand—Commercial Impressions:* The cost per thousand using net time and talent and number of commercial impressions as defined above. Generally used (1) when five-a-week daytime show is being compared with half hour eve-

Buy... Sell... or Hold?

Sometimes it *is* hard to make up your mind about certain securities, particular stocks.

Too many important facts just don't seem to add up.

In such confused times, almost every investor finds it more difficult to make clear-cut decisions—so a lot of them don't even try.

We think that's bad.

Because very often the right answer today means the difference between profit and loss tomorrow...

Because there are any number of places an investor can go for the help he needs in reaching the right answers—for him.

Here at Merrill Lynch, for instance, our Research Department gets a steady stream of facts and information from all over the country, works constantly to sort out the important ones, carefully evaluates them all in terms of the investor's interest. So maybe that's why Research can usually come up with a pretty good answer to any question concerning buy... sell... or hold.

If you'd like to know what that answer would be as regards any particular stock...

Or if you'd like to have a detailed analysis of your complete portfolio in the light of your over-all financial situation... just ask.

There's no charge or obligation. Simply address—

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ning; (2) when announcements are being compared with programs; or (3) when radio is being compared with printed media where net unduplicated homes or listeners cannot be determined.

Homes-per-Dollar

This is the Nielsen reverse switch of cost per thousand. It is calculated by dividing number of homes reached by net cost of time and talent. The virtue of this method is that the better the buy the higher the resulting figure. This procedure is useful when rankings are desired. The term "homes-per-dollar" is confined to radio and TV where NRI is generally used. Where printed media are involved, cost per thousand is still the standard of comparison.

Additional Measurements

1. *Total Audience:* Audience tuned to the program for one minute or more. Total audience is always larger than Program Audience (Homes Reached—4,902,000) which includes those who remain tuned for six minutes or more. Total Audience includes accidental listening at the beginning and end of programs as people tune from one station to another.

2. *Cumulative Audience:* Audience reached by successive broadcasts of the program. This includes the total number of homes tuned to the program for at least six minutes during four weeks with duplication eliminated.

3. *Frequency:* Homes listening one week, two weeks, three weeks or all four weeks during a four-week period.

4. *Duplication:* Homes listening to Program A and Program B separately and to both programs. This measure is useful to an advertiser having two or more programs who desires to know the extent to which homes listening to one program also listen to the other and to both programs.

5. *Minute-by-Minute Audience:* Homes listening to the program the first minute, the second minute, third minute, etc. Useful in revealing the best locations within the program for commercials; also to determine whether program builds or loses audience from open to close.

CHICAGO'S GOOD* MUSIC STATION WCFL 50,000 WATTS

1000 ON THE DIAL

also

Chicago's leading
sports station

- ★ White Sox Baseball
- ★ Northwestern Football
- ★ Northwestern Basketball
- ★ Hockey Playoffs

Full-scale merchandising
and promotion programs
for station clients

*Good Music—Not merely the finest popular, classical and show tunes—but some unusual albums—all intelligently programmed to appeal to the adult buying audience.

Contact Tom Haviland, Manager

WCFL

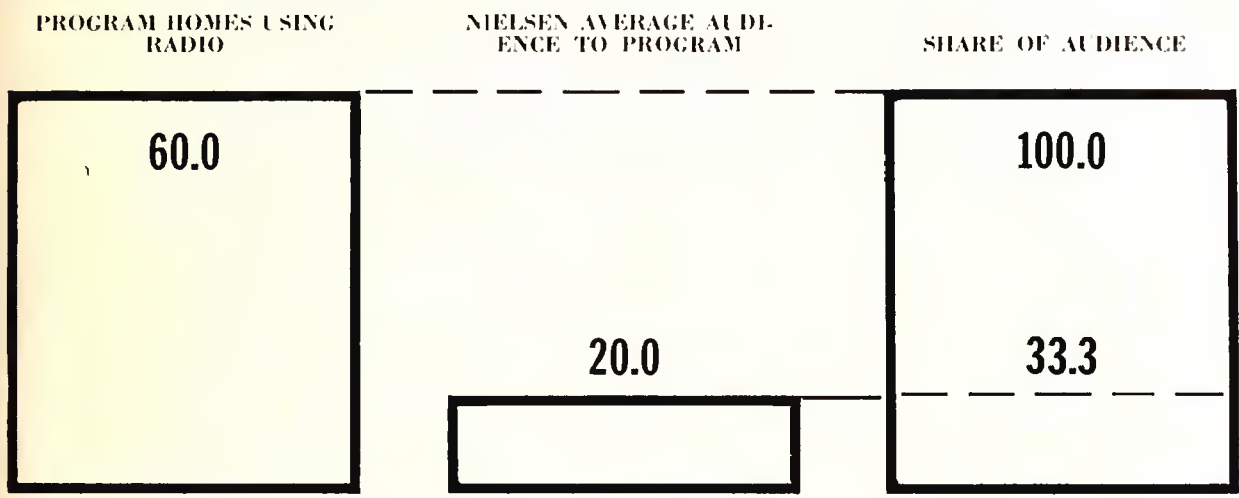
666 Lake Shore Drive, Chicago

Or see your representative
Daren F. McGavren Co., Inc.
60 E. 56th St., New York 22, N. Y.

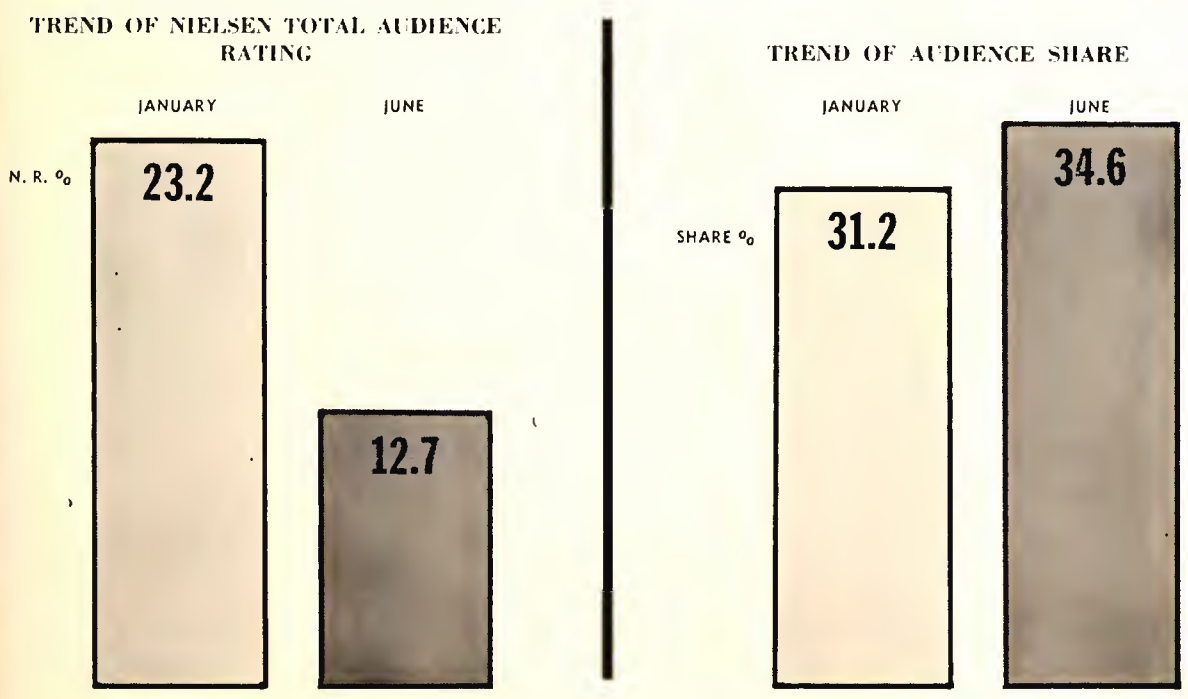
Also Chicago • Detroit • San Francisco •
Los Angeles • St. Louis • Atlanta

Basic measurements: rating and share of audience

A. How to compute share of audience



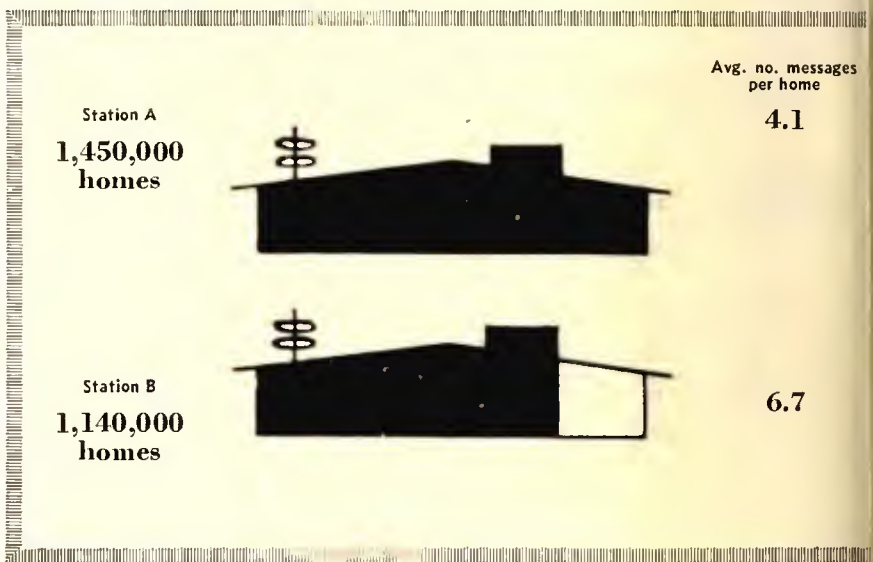
B. How to use share to evaluate programing



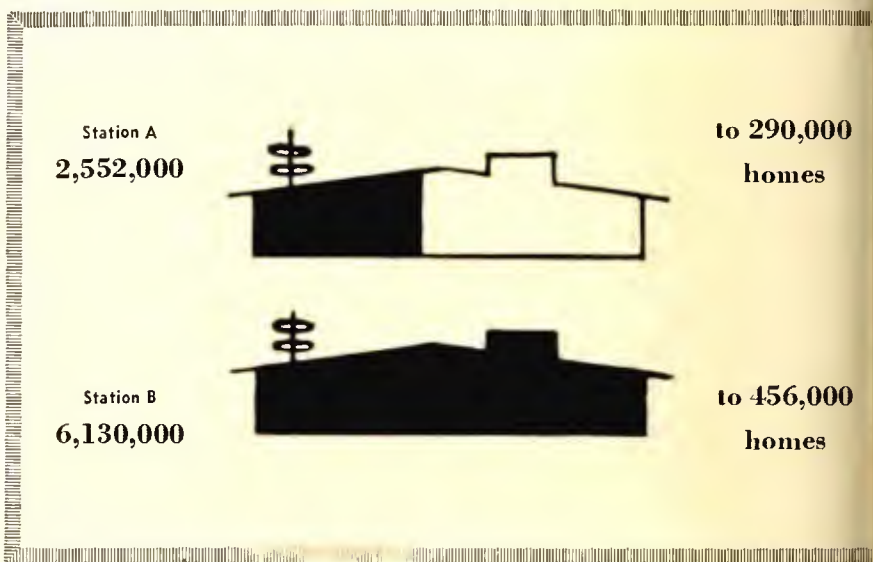
The performance of a radio program is reflected in two measurements, the 'rating' and the 'share of audience'. Where there is a sharp fluctuation in the program's performance, as in the seasonal change between winter and summer, the rating ceases to be a completely accurate gauge and the share-of-audience must also be considered to obtain the true picture. In the hypothetical case illustrated here, the program suffered a severe drop in ratings during June. However, this was not due to a failure of the particular program, but was a consequence of fewer homes using radio overall. On the homes available, this program fully maintained its share of audience.

Reach and frequency compared for maximum efficiency

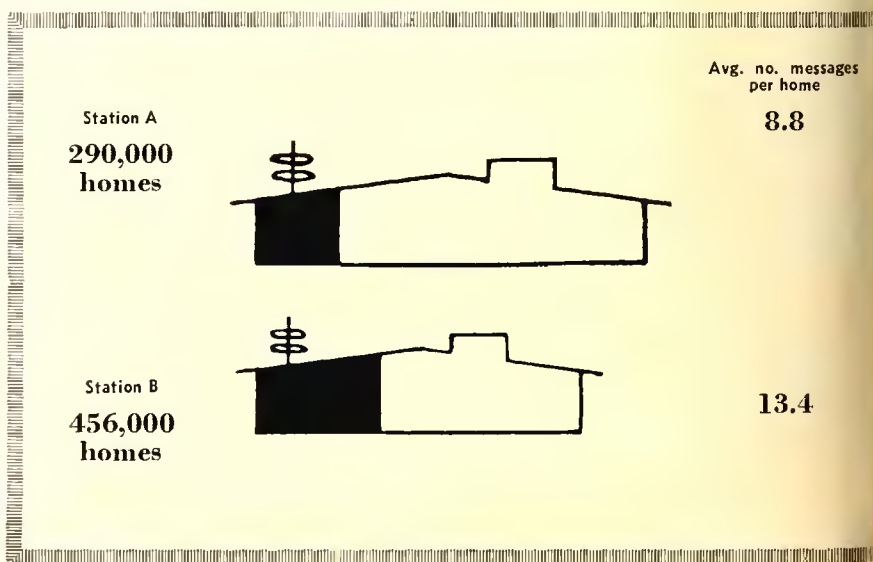
**Total homes reached
in four weeks**



**Total messages to
"high-frequency"
homes**



**Homes reached
at high frequency**

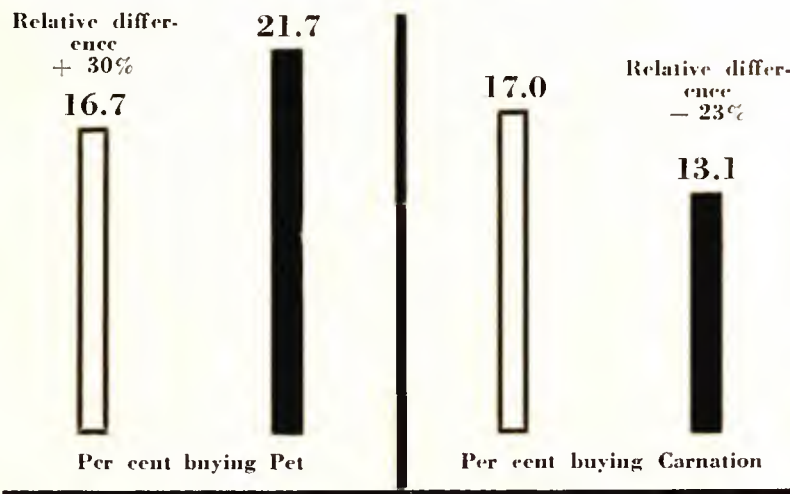


An advertiser who needs relatively high frequency must select his station. On two similar schedules, station 'A' has the greater reach, but 'B' has higher frequency. Next chart shows homes reached at a specified frequency level (six or more times per month). In the last chart (frequency \times no. of high frequency homes) station 'B' emerges with more than twice the number of important homes delivered than 'A'.

Measuring the impact of radio

COMMERCIAL EFFECT REFLECTED IN LISTENING & BUYING

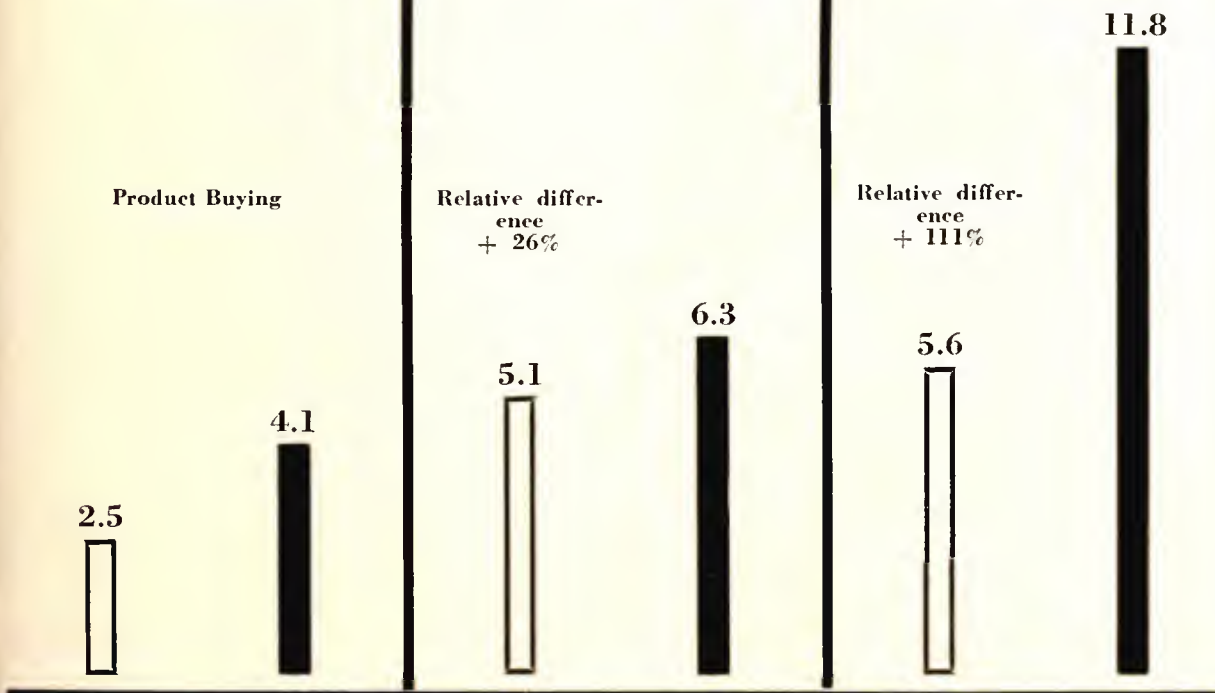
In the markets on which this study was based, Pet milk was a radio advertiser and Carnation was not. Non-listeners were shown about equal in their buying of the two brands, but there was a relative difference of nearly 60 per cent between two-brand buying by listeners and non-listeners. Other examples:—



DR. LYONS TOOTHPASTE
 Listeners 4.1%
 Non-listeners 2.5%

SCHLITZ BEER
 Listeners 6.3%
 Non-listeners 5.1%

TUMS
 Listeners 11.8%
 Non-listeners 5.6%



Studies based on interviews with male and female household heads in the metropolitan areas of Davenport, Iowa, and Fort Wayne, Indiana. Designed by W. R. Simmons and Associates, for the National Broadcasting Company, this project involved 8,027 interviews. Several matching techniques were independently employed in the analysis, to arrive at a reliable weighting for non-listening percentages. Those quoted here are derived from cellular matching. (Graphic scale of top and bottom illustrations is not identical.)

Typical duplication analyses



*A combination of network programs purchased by the advertiser

These two Nielsen charts illustrate different kinds of duplication analysis. These calculations are made by advertisers to determine the audience overlap using two or more media. Combined total represents unduplicated homes.

RADIO BASICS

section

6

BROADCAST SERVICES

Stations and Reps
Equipment manufacturers
Program suppliers



More than four million homes are receiving a radio broadcast each average minute; and 40 million weekly

*Taking a seven-day total for 24 hours daily, A. C. Nielsen estimates that the number of homes listening per average minute during 1960 (Feb.-Mar.) was 4,104,000. This represents 8.3 per cent of all U.S. radio homes in any given minute. The weekly accumulation will build up to 40,697,000 homes, which is 82.3 per cent of all radio homes. (Out-of-home listening is not included.)

NATIONAL REPRESENTATIVES AND THE STATIONS THEY SERVE

Listing of national spot radio reps and stations served is compiled from information supplied. *Where there is no list of stations, this is at the request of the representative.*

AM RADIO SALES

66 Fifth Avenue, N. Y. 19, PLaza 7-4567, *Vilnot H. Losee*, v.p. and general mgr. Chicago—400 North Michigan Ave. (11), *DHawk* 4-6555, *Jerry Glynn, Jr.* Detroit 2768 Penobscot Bldg. (26), WOODWARD 2-420, *Gleun Gilbert*. Los Angeles—5939 Sunset Blvd. (28), HOLLYWOOD 5-0695, *Ray Taylor*. San Francisco—950 California St. (8), GARFIELD 1-0716, *Frank A. Tessin*.

Radio Stations:

Boston, WBZ; Chicago, WIND; Cleveland, WYAR; Cincinnati, WCKY; Detroit, WCAR; Fort Wayne, WOWO; Los Angeles, KMPC; Minneapolis, WLOL; New York (except NYC), WMCA; Pittsburgh, DKA; Portland, Ore., KEX; San Francisco, KSFO; Seattle, KVI.

VERY-KNODEL

20 Fifth Avenue, N. Y. 19, Plaza 7-1800, *Lewis H. Avery, John J. Tormey*. Chicago 2206 Prudential Plaza (1), Phone 467-11, *J. W. Knodel, Roger H. O'Sullivan*. San Francisco—369 Pine Street (4), YUkon 1-2345, *Paul C. Holter*. Los Angeles—25 Wilshire Blvd. (5), DUNKIRK 5-6394, *William E. Moore*. Atlanta—120 Marietta Street, N.W. (3), JACKSON 3-2545, *Charles Coleman, Jr.* Dallas—Fidelity Union Tower Bldg., Riverside 7-7761, *Wallis S. Le, Jr.* Detroit—2226 Guardian Bldg. (6), WOODWARD 1-9607, *Stuart I. Mackie*. Boston—625 Statler Office Bldg. (16), LIBERTY 2-2218, *Santo J. Crupi*.

JOHN BLAIR & COMPANY

New York 22—717 5th Ave., *John Blair, Arthur H. McCoy*, Plaza 2-0400. Chicago 1-645 N. Michigan Ave., *Thomas C. Frison*, Superior 7-2300. Atlanta 9—15 Peachtree St., N. E., *Charles F. Dilger*, Phone 875-7657. Boston 16—118 Newbury St., *Ernest W. Kitchen*, Kenmore 6-472. Dallas—3028 Southland Center Bldg., *Frank J. Carter*, Riverside 1-4228. Detroit 26—617 Book Bldg., *Charles D. Fitz*, Woodward 1-6030. Philadelphia—Spurhan Station Bldg., I617 Pennsylvania Bld., *Henry Chadwick*, Locust 8-0290. St. Louis 1—White-Henry-Stuart Bldg., *John Burr*, Main 3-6270. St. Louis 1—Paul Brown Bldg., *Carlos Reese*, Garfield 1-52. Los Angeles 5—3460 Wilshire Blvd.,

Carleton E. Coveny, DUNKIRK 7-1333. San Francisco 4—155 Sansome St., *Heber H. Smith, Jr.*, Douglas 2-3188.

Radio Stations:

Albany, WTRY; Atlanta, WQXI; Baltimore, WFBR; Binghamton, WNBF; Bismarck, KFYZ; Boston, WHDH; Charleston, W. Va., WCHS (eff. Aug. 1, 1961); Chicago, WLS; Cincinnati, WCPO; Cleveland, WHK; Columbus, WBNS; Dallas, KLIF; Fort Worth, KFJZ; Denver, KTLN; Detroit, WXYZ; Fresno, KFRE; Houston, KILT; Indianapolis, WIBC; Jacksonville, WMBR; Kansas City, WHB; Knoxville, WNOX; Los Angeles, KFWB; Louisville, WAKY; Memphis, WMC; Miami, WQAM; Milwaukee, WOKY; Minneapolis, WDG; New Orleans, WDSU; New York, WABC; Norfolk, WGII; Okla. City, KOMA; Omaha, WOW; Orlando, WDBO; Philadelphia, WFIL; Phoenix, KOY; Pittsburgh, WWSW; Portland, KGW; Providence, WPRO; Rochester, WBBF; St. Louis, KXOX; Salt Lake, KSL; San Antonio, KTSA; San Diego, KCBQ; San Francisco, KGO; Seattle, KING; Shreveport, KEEL; Syracuse, WNDR; Tampa, WFLA; Tulsa, KRMG; Washington, WWDC; Wheeling, WWVA; Wichita, KFH.

BOLLING COMPANY

247 Park Avenue, N. Y. 17, YUKON 6-4545. *George W. Bolling*, president; *G. William Bolling*, pres. radio; *Robert H. Bolling*, treasurer; *Robert A. Schmid*, exec. v.p.; *Arthur J. Miller*, radio sales mgr.; *John F. Falcetta*, director of promotion; *Nina Flinn*, research mgr. Chicago—435 North Michigan Avenue (1), WHITEHALL 3-2040, *John Wrath, Ralph Kelley*. Atlanta—800 Peachtree Street, TRINITY 4-2736, *Frank Cason, Jr.* Boston—80 Boylston St. (16), HUBBARD 2-0346, *George Eckels*. Dallas—1008 Vaughn Bldg., Riverside 8-2172, *Thomas R. Murphy*. Denver—209 16th St. (2), AC 2-5465. *Bob Hix*. Detroit—1761 First National Bank Bldg. (26), WOODWARD 2-6265, *Larry Gentile*. Kansas City—KMBC Bldg., 11th & Central, GRAND 1-7822, *Eugene F. Gray*. Los Angeles—1680 North Vine St., HOLLYWOOD 2-6471, *William Reimann*. Philadelphia—Philadelphia National Bank Bldg., LOCUST 4-6027, *Robert Doue*. Memphis—2158 Union Avenue Bldg. (4), BRADWAY 2-7503, *Cecil K. Beaver*. Minneapolis—1102 Northwestern

Bank Bldg., FEDERAL 3-4747, *James D. Bowden*. St. Louis—915 Olive Street, CENTRAL 1-9151, *Gene Gray*. San Francisco—5 Third Street (3), GARFIELD 1-6740, *John T. Coy*.

BRANHAM COMPANY

99 Park Avenue, N. Y. 16, MURRAY HILL 2-4606, *Thomas B. Campbell*, exec. v.p.; *W. B. Taylor Eldon*, mgr.; *Walter Cortese, Joseph P. Aley, Ray Kaelin*. Chicago—360 North Michigan Avenue (1), CENTRAL 6-5726, *Eugene F. Corcoran*, pres.; *Lewis S. Greenberg*, v.p.; *John Murphy*, mgr.; *Ted Giovan, Jack Hughes, William Travis*. St. Louis—1015 Locust St. (1), CHESTNUT 1-6192, *John Schwarz, Jack Henderson*. Memphis 627 Sterick Bldg. (3), JACKSON 6-2344, *Sidney L. Nichols*. Charlotte—2001 Liberty Life Bldg. (2), EDISON 2-8839, *Bertram C. Finch*. Detroit—6235 General Motors Bldg. (2), TRINITY 1-0440, *Fred A. Weber*. Dallas—1005 Fidelity Union Life Bldg. (3), RIVERSIDE 8-5831, *George Harding*, v.p.; *Owen D. Elliot, Emory G. Durrett*. Atlanta—Rhodes-Haverty Bldg. (3), JACKSON 2-3025, *H. L. Ralls*, v.p.; *Harry Watkins*. San Francisco 703 Market Street (3), YUKON 2-1582, *Charles P. Rembert*. Los Angeles 6399 Wilshire Blvd. (48), OLIVE 3-6363, *Norman Noyes*. Miami—496 North East 29th Terrace, FRANKLIN 9-4685, *Dan Gattoni*. Minneapolis—Northwestern Bank Bldg. (2), FEDERAL 2-6522, *Robert Brockman*.

Radio Stations:

Colorado Springs, Colo., KRDO; Atlanta, Ga., WGST; Macon, Ga., WEX; Quincy, Ill., WTAD; Mason City, Iowa, KGLO; Elkhart, Ind., WTRC; Fort Wayne, Ind., WKJG; Cedar Rapids, Iowa, KCRG; Springfield, Mass., WIIYN; Albuquerque, N. M., KCGM; Santa Fe, N. M., KVSE; Albany, N. Y., WOKO; Charleston, S. C., WTMA; Chattanooga, Tenn., WDEF; Jackson, Tenn., WTJS; Corpus Christi, Tex., KSIX; Corsicana, Tex., KAND; Dallas, Tex., KRLD; Beaumont, Tex., KRIC; Lubbock, Tex., KDUB; Clovis, N. M., KVER; Alexandria, Va., WPIK.

HENRY I. CRISTAL

579 Fifth Ave., N. Y. 17, MURRAY HILL 8-4414, *Henry I. Cristal*, pres.; *Irvin Gross*, v.p.; *Philbin S. Flanagan*, sales mgr. Atlanta—972 Peachtree Street, N. E. (19),



Listening to radio has increased six percent in the past year and 75 million people now listen to radio each day

*Comparing the first quarter of 1960 with the first quarter of 1961, analysts of the Singlinger Company find that the number of people who 'listened to some radio yesterday' now is 75.1 million, an increase of 6.1 per cent over the same quarter last year. This is the largest gain in any medium; gain by TV is 1.9 per cent; newspaper 0.7 per cent, with magazines down 10.8 per cent.

Trinity 5-9311, Neal W. Robbins. Boston—581 Boylston Street (16), Copley 7-1180, Richard A. Keating. Chicago—333 North Michigan Avenue (1), Central 6-6357, Neil D. Cline. Detroit—1907 Book Bldg. 26), Woodward 3-2365, Joseph R. Spadea. Los Angeles—3440 Wilshire Blvd. (5), Dunbar 8-1271, Kirk Munroe. San Francisco—1646 Russ Bldg. (4), Yukon 2-204, Richard E. Green.

Radio Stations:

Birmingham, Ala., WAPI; Buffalo, N. Y., WEN; Cleveland, O., WGAR; Denver, Colo.; KOA; Detroit, Mich., WJR; Hartford, Conn., WTIC; Little Rock, Ark., THIS; Los Angeles, Calif., KFI; Louisville, Ky., WHAS; Milwaukee, Wis., WTMJ; Nashville, Tenn., WSM; Rochester, N. Y., WHAM; Schenectady, N. Y., WGY; Shreveport, La., KWKH; Syracuse, N. Y., WSYR; Worcester, Mass., WTAG.

ROADCAST TIME SALES

19 Madison Avenue, N. Y. 22, MU 8-1910, Carl L. Schuele, Mort Bassett, Peter P. Heg, Norman F. Flynn, Thomas P. White, Bill Thomas, Christine Godsey. Chicago—15 East Wacker Drive (2), AN 3-1913, Robert Cronin, Robert Wencel, Diane Ace. Los Angeles—1540 N. Highland Avenue, HO 5-1744, 5-5884, James Lucas, Terrance Orescan. San Francisco—681 Market Street, SU 1-8656, Ward Glenn, John Palmer. Philadelphia—123 S. Broad Street, PE 5-3432, Paul S. O'Brien.

Radio Stations:

Asheville, N. C., WISE; Baltimore, Md., WJAY; Boston, Mass., WCRB; Charlotte, N. C., WAYS; Chicago, Ill., WNMP; Cincinnati, O., WZIP; Columbus, O., MNI; Dallas, Tex.; KIXI; Dayton, O., WTV; Flint, Mich., WTRX; Ft. Worth, Tex., KJIM; Greensboro, N. C., WCOG; Hamamazo, Mich., WKMI; Louisville, Ky., KYW; Los Angeles, Calif., KRKD; Miami, Fla., WYCG; Milwaukee, Wis., WISN; Minneapolis, Minn., KRSI; New York, N. Y., WVNJ; Oklahoma City, Okla., KJEM; Omaha, Neb., KMEQ; Philadelphia, Pa., WJMJ; Pittsburgh, Pa., WPKD; Portland, Ore., KGON; Seattle, Wash., KTIK; St. Louis, Mo., KXEN; Toledo, O., WTOD; Washington, D. C., WJLA; Wilmington, N. C., WKLM.

SPOT SALES

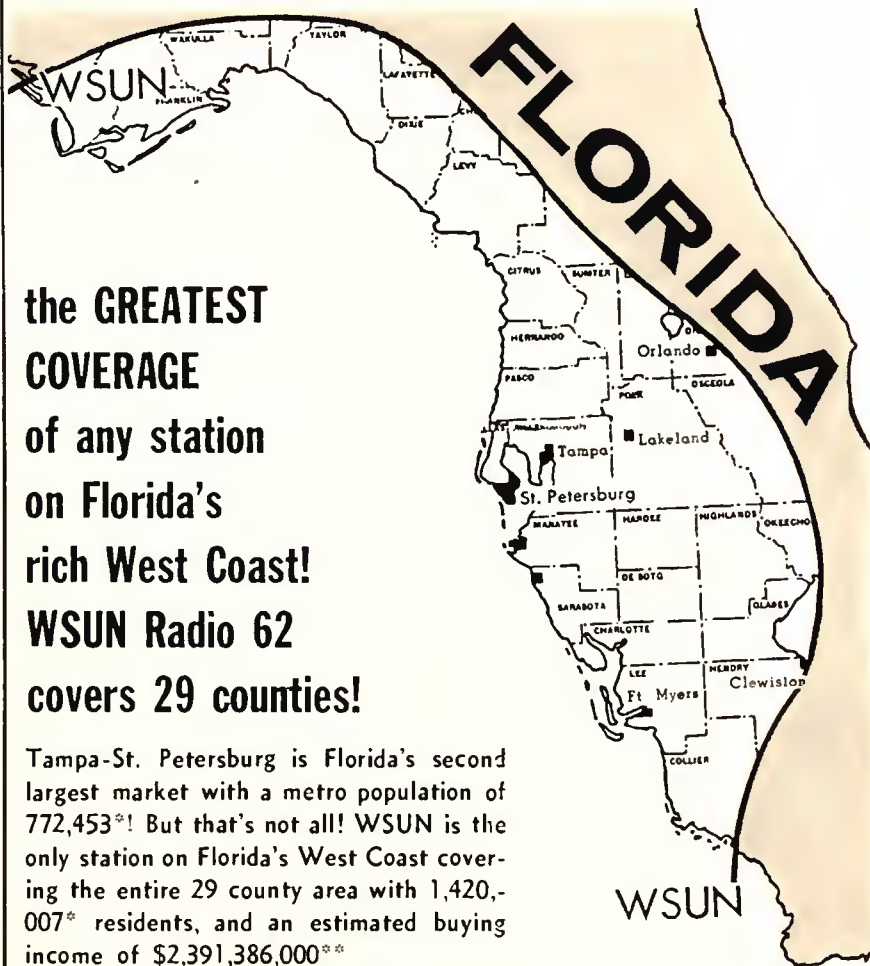
15 Madison Ave., N. Y. 22, PL 1-2345, Laurie Webster, vp.-gen. mgr., Ralph Tazer, eastern sales mgr. Detroit—932 Fisher Bldg., West Grand Boulevard, TR 2-5500, Ralph Patt, Jr. Chicago—630 North McClurg Court, WH 4-6000, Jack Burke. St. Louis—1144 Hampton Ave., SL 1-2345, Eugene Myers. Los Angeles—121 Sunset Blvd., HO 9-1212, Roland Clure. San Francisco—Sheraton Palace Hotel, YU 2-7000, Joseph Marshall. Atlanta—805 Peachtree St., NE., TR 4-4407, George Crumbley.

Radio Stations:

Boston, Mass., WEEL; Charlotte, N. C., WBT; Chicago, Ill., WBBM; Los Angeles,

the BASIC buy

IN FLORIDA'S 2nd LARGEST MARKET . . . TAMPA-ST. PETERSBURG



the **GREATEST**
COVERAGE
of any station
on Florida's
rich West Coast!
WSUN Radio 62
covers 29 counties!

Tampa-St. Petersburg is Florida's second largest market with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West Coast covering the entire 29 county area with 1,420,007* residents, and an estimated buying income of \$2,391,386,000**

*U. S. Census, 1960

**Sales Management May 10, 1961



RADIO and TV

NAT'L. REP.: VENARD, RINTOUL & McCONNELL
S. E. REP.: JAMES S. AYERS



NEGRO
Community Programming



SPANISH/PUERTO RICAN
Programming



of Whirl-Wind sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM

**5:30PM-10:00AM

Calif., KNX; Minneapolis, Minn., WCCO; New York, N. Y., WCBS; Portland, Ore., KOIN; Philadelphia, Pa., WCAU; San Francisco, Calif., KCBS; St. Louis, Mo., KMOX; Washington, D. C., WTOP.

THOMAS F. CLARK

230 Park Avenue, N. Y. 17, Oregon 9-5866, *John H. Boyd*. Atlanta—William-Oliver Building, Jackson 4-0454, *Harry J. Cannon*. Chicago—35 E. Wacker Drive, State 2-8196, *Paul V. Elsberry*. Detroit—658 Book Building, Woodward 1-6036, *Paul Pequinot*. San Francisco—166 Geary Street, Yukon 6-0621, *Don R. Pickens*.

DONALD COOKE

666 Fifth Avenue, N. Y. 19, JUDson 2-2727. Chicago—205 W. Wacker Drive, (6), STate 2-5096, *Hooper Jones*. Los Angeles—111 Nth. La Cienega Blvd., OLYmpia 2-1313, *Lee O'Connell*. San Francisco—249 Pine St., (4), EXbrook 7-6187, *Alan Torbet*.

Radio Stations:

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7 E. 47th St., N. Y. 17, MUrray Hill 8-4340, *Peggy Stone*, pres.; *Tom Carroll*, exec. v.p.; *Fred Bernstein*, v.p. & sta. relations. Boston—507 Statler Office Bldg. (16), Hubbard 2-6117, *Nona Kirby*. Chicago—75 E. Wacker Dr. (1), FInancial 6-0982, *Ed Nickey*. Los Angeles—111 North La Cienega Blvd., Beverly Hills, OLeander 5-7597, *Lee O'Connell*. Portland—Wilcox Bldg. (4), CA 3-0151, *Howard Jacobson*. San Francisco—681 Market St. (5), EXbrook 2-1507, *Ted Hall*. Seattle—Tower Bldg. (1), MAine 3-1868, *Hugh Feltis*. Atlanta, WX 4000; Baltimore, ENterprise 9-6093; Cleveland, ENterprise 7455; Detroit, ENterprise 7455; Kansas City, ENterprise 7455; Minneapolis, ZENith 0340; Philadelphia, ENterprise 6093; Pittsburgh, ZENith 7455; St. Louis, ENterprise 7455.



N. Joe Rahall

Quality—

"there's no substitute"

and in RADIO—

it's a "Joe Rahall" Station



WLCY- St. Petersburg-Tampa, Fla.

First—Hooper & Pulse
Sam. Rahall, Manager

WKAP- Allentown, Pa.

First—Hooper & Pulse
"Oggie" Davies, Manager

WNAR- Norristown, Pa.

First in Hooper
John Banzhoff, Manager

WWNR- Beckley, W. Va.

First—Hooper & Pulse
Toney Gonzalez, Manager

WQTY- Jacksonville, Fla.

"our New Baby"
Jack Faulkner, Manager



RAHALL RADIO GROUP

Represented by Adam Young

WIBG

DOMINATES PHILADELPHIA

TOTAL AUDIENCE



WIBGLAND PHILADELPHIA

because

WIBG NEWS

features

RADIO PRESS INTERNATIONAL

A news network of

50 CORRESPONDENTS

around the world

THE KATZ AGENCY, INC.
National Representatives

WIBG

ANOTHER GREAT STORER STATION
PHILADELPHIA

Pulse 8-county and Hooper index—June 1961

Radio Stations:

Birmingham, Ala., WVOK; Montgomery, Ala., WBAM; Tucson, Ariz., KTUC; Yuma, Ariz., KVOY; Waterbury, Conn., WWCO; Jacksonville, Fla., WAPE; Atlanta, Ga., WPLO; Chicago, Ill., WJJD; Kankakee, Ill., WKAN; Rockford, Ill., WRRR; Baltimore, Md., WCAO; Boston, Mass., WCOP; Grand Rapids, Mich., WMAX; Dover, N. H., WTSN; Keene, N. H., WKBK; Manchester, N. H., WKBR; Allentown, Pa., WAEB; Johnstown, Pa., WCRO; York, Pa., WNOW; Charleston, S. C., WQSN; Columbia, S. C., WCOS; Chattanooga, Tenn., WELI; Memphis, Tenn., WMPS; Eau Claire, Wisc., WEAQ; Green Bay, Wisc., WDUZ; La Crosse, Wisc., WKTY; Madison, Wisc., WISM; Manitowoc, Wisc., WCUB; Waupaca, Wisc., WDUX.

SPOT TIME SALES, INC.

40 E. 49th St., N. Y. 17, PLaza 3-3337, William T. Heaton, pres.; Carl Loucks, eastern sales mgr. Chicago—360 N. Michigan Ave. (1), CEntal 6-6269, John Erickson. San Francisco—41 Sutter St. (4), YUkon 1-1119, Bert Chance. Hollywood—6362 Hollywood Blvd. (28), TR 7-7753, Miss Bj Hamrick.

Radio Stations:

Anniston, Ala., WDNG; Montgomery, Ala., WAPX; Bakersfield, Cal., KMAP; Colorado Springs, Colo., KYSN; Washington, D. C., WQMR; Sarasota, Fla., WSAF; Champaign-Urbana, Ill., WKID; Freeport, Ill., WFRL; Baltimore, Md., WBAL-FM; Albion, Michigan, WALM; Greenville, Mississippi, WJPR; Syracuse, N. Y., WSEN; Patchogue (L. I.) N. Y., WPAC; Pittsburgh, Pa., WKJF-FM; Providence, R. I., WPAW; Morristown, Tenn., WMTN; Fairmount, W. Va., WTCS; Huntington, W. Va., WTCR; Wheeling-Moundsville, W. Va. & Ohio, WEIR. Green Valley Group: Winchester, Va., WINC; Fredericksburg, Va., WFVA; Mt. Jackson, Va., WSIG; Carlisle, Pa., WHYL; Waynesboro, Pa., WAYZ; Fisher, W. Va., WELD. Concert Network: Hartford, Conn., WHCN-FM; Boston, Mass., WBCN-FM; New York, WNCN-FM; Providence, R. I., WXCN-FM.

VENARD, RINTOUL & McCONNELL

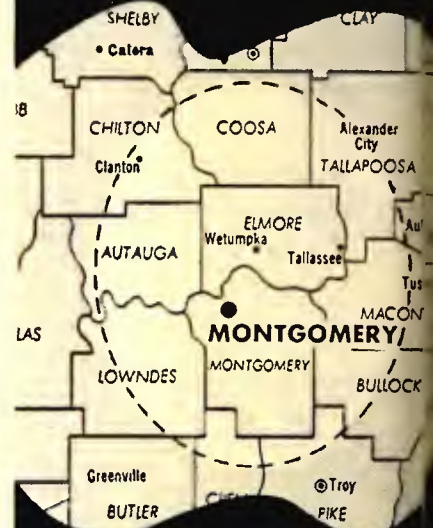
579 Fifth Ave., N. Y. 17, Murray Hill 8-1088, Lloyd George Venard, pres.; James V. McConnell, v.p.; Stephen R. Rintoul, v.p. Chicago—35 E. Wacker Dr. (1), SState 2-5260, Howard B. Meyers. Detroit—808 Penobscot Bldg. (26), WOODward 3-4075, James A. Brown, Jr. San Francisco—249 Pine St. (4), EXbrook 7-6187, Alan Torbet, Robert Allen. Los Angeles—1213 N. Highland Ave., HOLlywood 2-4939, Frank Crane.

Radio Stations:

Birmingham, Ala., WSGN; Mobile, Ala., WKAB; Montgomery, Ala., WCOV; Bakersfield, Calif., KPAC; Fresno, Calif., KYNO; Sacramento, Calif., KROY; San

WE·TU

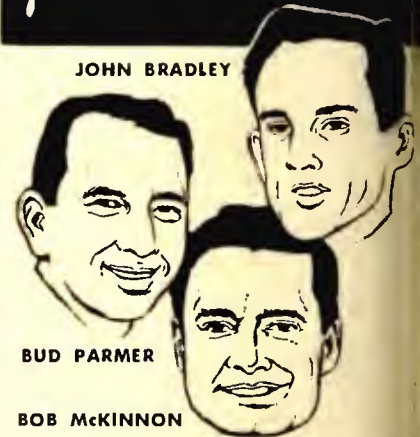
BIG AREA RADIO



COVERS THIS HAL BILLION \$ ALABAMA MARKET (MONTGOMERY - 89TH MARKET IN U.S.)

with
Personality Sell

JOHN BRADLEY



BUD PARMER

BOB McKINNON

Originating Station
RADIO ALABAMA NETWORK
Statewide Coverage

REP ▶ HAL WALTON, NYC
MU 8-6380

SEARS & AYERS, Chicago
ST 2-7493

WE·TU

TRANSMITTER
AND STUDIOS
WETUMPKA, AL

5,000 WATTS

Bernardino, Calif., KITO; San Jose, Calif., KXRX; Jacksonville, Fla., WPDQ; Pensacola, Fla., WNVY; Tampa-St. Petersburg, Fla., WSUN; Peoria, Ill., WAAP; Ft. Wayne, Ind., WGL; South Bend, Ind., WNDU; Tall Corn Radio Sales Network, Iowa; Lafayette, La., KKKW; Lansing, Mich., WILS; Pontiac, Mich., WPON; Paul Bunyan Radio Network; Rochester, Minn., KROC; Kansas City, Mo., KBEA; Springfield, Mo., KGBX; St. Joseph, Mo., KUSN; Dunkirk, N. Y., WDOE; Jamestown, N. Y., WJTN; Salamanca, N. Y., WGGC; Plattsburgh, N. Y., WIRY; Utica, N. Y., WTLB; Winston-Salem, N. C., WTOB; Washington, N. C., WRRF; Canton, O., WHBC; Cleveland, O., WERE; Columbus, O., WVKO; Mansfield, O., VMAN; Sandusky, O., WLEC; Erie, Pa., WERC; Providence, R. I., WEAN; Enid, Okla., KGWA; Lawton, Okla., KSWO; Dixie Network, Tenn.; Abilene, Tex., KWKC; Austin, Tex., KVET; Lufkin, Tex., KTRE; Tyler, Tex., KTBB; Victoria, Tex., KNAL; Waco, Tex., KWTX; Harrisonburg, Va., WSVA.

WEED RADIO

79 Fifth Ave., N. Y. 17, PLaza 9-4700, Joseph J. Weed, v.p.; Edwin J. Fitzsimmons, v.p. & gen. mgr.; H. W. (Bud) Simons, eastern sales mgr. Chicago—Prudential Plaza (1), Whitehall 4-3434, C. C. Weed, pres. Atlanta—1182 W. Peachtree St., N. W. (9), TRinity 5-9539, Richard J. Walker, Boston—Statler Bldg. (16), Hubbard 2-6117, Mrs. Nona Kirby, Dallas—1507 Southland Center (1), Riverside 2-148, Clarke R. Brown, v.p. Denver—1150 Delaware St., TAbor 5-7585, John L. McGuire, Detroit—1610 Book Bldg. (26), Woodward 1-2685, Bernard P. Pearse, Hollywood—6331 Hollywood Blvd. (28), Hollywood 2-6676, Paul Kennedy, Houston—3520 Montrose Blvd., Jackson 8-1601, Jack Eisele, New Orleans—910 Royal St., Jackson 2-3917, Jack Eisele, Nancy Boyle, Portland—807 Wilcox Bldg., CApitol 6-973, H. S. Jacobson, St. Louis—7603 Forthe Blvd. (5), PARKview 7-7375, Jack Vetherington, San Francisco—625 Market St. (5), EXbrook 7-0535, Boyd Rippey, Seattle—1001 Tower Bldg. (1), MAIn 4-333, William J. Wagner.

Radio Stations:

Birmingham, Ala., WCRT; Little Rock, Ark., KLRA; Los Angeles, Calif., KBIG; Denver, Colo., KGMC; Ft. Lauderdale, Fla., WWIL; Jacksonville, Fla., WZOK; Rockford, Ill., WJRL; Evansville, Ind., WGBF; Shreveport, La., KRMD; New Orleans, La., WJMR; Portland, Me., WCSH; Jackson, Mich., WIBM; Minneapolis, Minn., KEVE; Kansas City, Mo., KANS; Charlotte, N. C., WWOK; Youngstown, O., WBBW; Portland, Ore., KPAM; Erie, Pa., WICU; Harrisburg, Pa., WCMB; Johnson, Pa., WARD; Lancaster, Pa., WLAN; Pittsburgh, Pa., WEDO; Reading, Pa., WHUM; San Antonio, Tex., KMAC; Roanoke, Va., WHYE; Tacoma-Seattle, Wash., KTNT; Maine Broadcasting System; Eureka, Calif., KINS; Fresno, Calif., WIF; West Palm Beach, Fla., WEAT; Boise, Idaho, KIDO; Pocatello, Idaho, SEI; Twin Falls, Idaho, KTFI; Decatur,

Ill., WSOY; Springfield, Ill., WCVS; Anderson, Ind., WHUT; Kokomo, Ind., WIOU; Terre Haute, Ind., WBOW; Davenport, Ia., KWNT; Alexandria, La., KALB; Lake Charles, La., KPLC; Augusta, Me., WRDO; Bangor, Me., WLBZ; Rochester, Minn., KWEB; Jackson, Miss., WSLI; Springfield, Mo., KTTS; Wilson, N. C., WGTM; Jamestown, N. D., KSJB; Minot, N. D., KCJB; Eugene, Oreg., KERG; Ada, Okla., KADA; Wewoka, Okla., KWSH; Altoona, Pa., WVAM; New Castle, Pa., WKST; Aherdeen, S. D., KSDN; Johnson City, Tenn., WJCW; Corpus Christi, Tex., KCTA; Lubbock, Tex., KSEL; Big Lake, Tex., KBLT; Aberdeen, Wash., KXRO; Bellingham, Wash., KVOS; Wenatchee, Wash., KPQ; Bluefield, W. Va., WHIS; Green Bay, Wisc., WJPG; Anchorage, KFQD; Seward, KIBH; Sitka, KIFW; Juneau, KINY; Cordova, KLAM.

WALKER-RAWALT CO.

347 Madison Ave., N. Y. 17, MURray Hill 3-5830, J. Wythe Walker, Roy H. Holmes, C. Otis Rawalt. Chicago—360 N. Michigan Ave., ANdover 3-5771, Lionel Colton. Boston—100 Boylston St., HUbbard 2-4370, George Bingham. Los Angeles—1680 Vine St., HOLlywood 4-7395, HArrlan G. Oakes, Hugh Wallace. San Francisco—166 Geary St. (8), EXbrook 7-4827, Don Pickens. Phil Sheridan. Kansas City—KMBC Bldg., 11th & Central (5), GRand 1-7822, Eugene F. Gray. St. Louis—Syndicate Trust Bldg., 915 Olive St. (1), CHestnut 1-4350, Betty Moran.

ADAM YOUNG INC.

2 East 54th St., N. Y. 22 Adam Young, Lee Redfield, PLaza 1-4848. Chicago 1—Prudential Plaza, Michigan 2-6190, Robert J. Lobdell. Atlanta—1182 West Peachtree Et., TRinity 3-2564, Harold M. Parks. St. Louis 1—Syndicated Trust Bldg., 915 Olive St., MAIn 1-5020, Dell Simpson. Boston 16—129 Newbury St., Congress 2-1145, James P. Smith. Detroit 26—2940 Book Bldg., WOODward 3-6919, William E. Morgan. Los Angeles 28—6331 Hollywood Blvd., HOLlywood 2-2289, William L. Wallace. San Francisco 4—105 Montgomery Et., YUKon 6-5366, Frank A. Waters.

Radio Stations:

Allentown, WKAP; Baltimore, WITI; Beckley, W. Va., WWRN; Boston, WMEX; Davenport, KSTT; Des Moines, KIOA; El Paso, KERP; Eureka, WIEM; Fairfield, WICC; Grants Pass, KAGI; Hartford, WPOP; Honolulu, KHVH; Kansas City, KUDL; Kennewick, Wash., KEPR; Los Angeles, KLAC; Miami, WAME; Moses Lake, Wash., KWIQ; Norristown, WNAR; Oklahoma City, KOCY; Pittsburgh, KQV; Phoenix, KBUZ; Poughkeepsie, WEOK; Raleigh, WKIK; Richmond, WLEE; Sacramento, KRAK; Salt Lake City, KNAK; San Antonio, KITE; San Diego, KSDO; San Francisco, KQBY; St. Petersburg-Tampa, WLCY; Syracuse, WOLF; Tulsa, KAKC; Worcester, WNEB; Yakima, KIMA.

memo to:
Phil McGibbon

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is a unique buy:

COST PER THOUSAND
26c

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.5	22.3
M-F noon-6 pm	62.7	18.7

C. E. HOOPER, JAN.-MAR. '61

114

RADIO
WILS
LANSING
1320

24 HRS/DAY

5000 WATTS DAYS

1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

AM AND FM EQUIPMENT MANUFACTURERS

Note: This is not an inclusive listing, but is intended rather to reflect the diversity of services available in the radio broadcast field.

AITKEN COMMUNICATIONS, INC.
305 Harrison St., Taft, California.
Kenneth Aitken, pres.
Complete program automation.

ALTO FONIC TAPE SERVICE, INC.
211 P Lambert St., Palo Alto, California.
Automation & music service.

AMPEX CORPORATION
934 Charter St., Redwood City, Calif.
C. R. Paulson, Professionnl Audio Div. mgr.
Professional recording equipment.

AUDIOMATION LABORATORIES
7320 Clinton Road, Upper Darby, Penn.

AUTOMATIC TAPE CONTROL, INC.
Bloomington, Ill.
Complete tape automation.

BAUER ELECTRONIC CORP.
1663 Industrial Rd., San Carlos, Calif.
Fritz Bauer, pres.
Transmitters & antenna equipment.

BROADCAST ELECTRONICS
8800 Brookeville Rd., Silver Spring, Md.
John L. Neff, v.p. sales.
Tape cartridge equipment.

COLLINS RADIO CORPORATION
5200 C Avenue, NE, Cedar Rapids, Iowa.
Edwrd S. Gagnon, broadcast sales mgr.
AM-FM transmitters, antenna & studio equipment.

CONTINENTAL ELECTRONICS
4212 So. Buckner Boulevard, Dallas 27, Texas.
Thomas B. Moseley, director of sales.
AM transmitters & remote equipment.

CONTINENTAL MFG., INC.
1612 California St., Omaha, Neb.
AM-FM receiver components monitors.

ELECTRONIC APPLICATIONS, INC.
194 Richmond Hill Avenue, Stamford, Connecticut.
Recording and playback equipment.

E.M.I./U.S. LTD.
1750 N. Vine St., Hollywood, Calif.
Professional recording equipment.

FISHER RADIO CORP.
21-21 44th Drive, Long Island City 1, N. Y.
Audio control/recording equipment.

GATES RADIO CO.
123 Hampshire St., Quincy, Ill.
Parker S. Gates, pres.
Complete AM-FM transmitter/studios.

GENERAL ELECTRIC CO.
(Communications Products Dept.)
Electronics Park, Syracuse, N. Y.
John Wall, mgr. of broadcast sales.
Complete transmitter/studio equipment.

GENERAL ELECTRONIC LABORATORIES
195 Massachusetts Ave., Cambridge 39, Mass.
SnI Fulchino, sales mgr.
FM trnsmitters and multiplex.

GOTHAM AUDIO CORP.
2 West 46th St., New York 36, N. Y.
Recording & cutting equipment.

HUGHEY & PHILLIPS, INC.
3200 N. San Fernando Blvd., Burbank, Calif.
J. H. Ganzenhuber, general mgr.
Tower equipment.

INTERNATIONAL BUSINESS MACHINES
590 Madison Ave., New York.
Automatic program logging/billing.

INTERNATIONAL GOOD MUSIC, INC.
1151 Ellis St., Bellingham, Washington
Automated program equipment

ITA ELECTRONICS CORPORATION
130 E. Baltimore Ave., Lansdowne, Pa.
Bernard Wise, pres.
AM/FM transmitters/studio; FM nntenna.

JAMPRO ANTENNA CO.
7500 14th Ave., Sacramento 20, Calif.
Peter K. Onnigian, sales mgr.
FM antennas.

KAHN RESEARCH LABORATORIES
81 South Bergen Place, Freeport, N. Y.
Leonard R. Kohn, pres.
AM stereo transmitters; AM-FM boosters.

MACKENZIE ELECTRONICS
1925 N. McCadden Place, Hollywood 38, Calif.
Louis G. Muckenzie, pres.
Automated program equipment.

MAGNE-TRONICS, INC.
49 West 45th St., N. Y.
Automated programing/multiplex.

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Wayne & Windrim Aves., Philadelphia 44, Pa.
Transmitters & data logging.

MINNESOTA MINING & MFG.
900 Bush Avenue, St. Paul 6, Minnesota.
W. H. Madden, sales mgr., magnetic products.
Magnetic tape.

MIRATEL ELECTRONICS
1st St., S.E., & Richardson, New Brighton, Minnesota.
W. S. Sadler, pres.
Regulated power supplies.

MOHAWK BUSINESS MACHINES
944 Halsey Rd., Brooklyn 33, N. Y.
Addison R. Taylor, sales mgr.
Professionnl recorders.

MOSELEY ASSOCIATES
4416 Hollister Ave., Box 3192, Santa Barbara, Calif.
Remote systems & multiplex.

PROFIT PROGRAMING, INC.
1151 Ellis St., Bellingham, Washington.
Program automation.

PROGRAMATIC BROADCASTING SERVICE
229 Park Avenue South, New York 3.
Programme automation & multiplex.

RADIO CORP. OF AMERICA
(Industrial Electronic Products)
Front and Cooper Sts., Camden, N. J.
C. H. Colledge, gen. mgr. broadcast div.
Complete broadcasting equipment.

SCHAFER CUSTOM ENGINEERING
235 South Third St., Burbank, Calif.
Paul C. Schafer, pres.
Automated programing equipment.

SONY CORP. OF AMERICA
514 Broadway, New York 12.
Professional recording equipment.

STANDARD ELECTRONICS
Lakewood Road, Farmingdale, N. J.
William H. Zillger, v.p., broadcast.
FM-AM transmitters/multiplex.

TOWER CONSTRUCTION CO.
2700 Hawkeye Drive, Sioux City, Iowa.
C. A. Wright, sales mgr.
Radio & microwave towers.

UTILITY TOWER CO.
3140 N.W. 38th St., Oklahoma City, Okla.
Verle G. Duvall, mgr.
AM-FM tower systems.

New RCA Cartridge Tape System with "TRIP CUE"



Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotten until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. Y-264, Building 15-5, Camden, N. J.



The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

PROGRAM, MUSIC AND TAPE SERVICES

AD-IMAGE, INC.

527 Madison Ave., N. Y.
Singing commercials.

ASSOCIATED STUDIOS

1409 4th St. South, St. Petersburg, Fla.
C. Christopher Roger, mgr.
Complete station formats.

AUDIO DUPLICATION SERVICE

239 E. Church St., Marion, Ohio
Gene Dasher, pres.
Background music & equipment; tape duplication.

BASCH RADIO PRODUCTIONS

17 E. 45th St., N. Y.
Charles J. Basch, Jr., pres.
Programs & jingles.

BROADCAST EDITORIAL REPORTS

33 E. 39th St., N. Y.
A. Maxwell Hage, pres.
Editorial & news services.

BROADCAST MUSIC INC.

589 Fifth Ave., N. Y.
Carl Haverlin, pres.
Program scripts & performing rights.

C/HEAR SERVICES

210 E. 47th St., N. Y.
Comedy introductions.

CAPITOL TRANSCRIPTIONS

620 11th St., N. W., Washington, D. C.
H. Edward Behre, pres.
News tapes; jingles & sales aids.

COMMERCIAL RECORDING CORP.

Box 6726, Dallas, Texas.
J. J. Coyle, pres.
Jingles & commercials.

CONTEMPORARY PRODUCTIONS

8332 Sagamore, Kansas City, Mo.
David Green, pres.
AM-FM programing aids.

CORELLI-JACOBS FILM MUSIC

732 Seventh Ave., N. Y.
Fred Jacobs, pres.
Background music; editing.

CRAMER PRODUCTIONS

Box 75872 Sanford Station, Los Angeles
Douglas Cramer, pres.
Program production & syndication.

CRANE PUBLICATIONS

1826 Jewett Drive, Los Angeles
Edunrd Truman, pres.
Cue music & services.

CREATIVE SERVICES

75 East Wacker Drive, Chicago.
Program production.

PHIL DAVIS MUSICAL ENTERPRISES

59 E. 54th St., N. Y.
Phil Davis, pres.
Musical commercials.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., N. Y.
Gardan M. Day, pres.
Jingles, spats, IDs.

CHARLES FULLER PRODUCTIONS

Box 10513, Tampa, Fla.
Charles Fuller, pres.
Programs & commercials

FUTURSONIC PRODUCTIONS

3103 Routh St., Dallas, Texas
IDs; music & jingle services.

GLOBE RECORDING STUDIO

420 Broad St., Nashville, Tenn.
James F. Moxwell, pres.
Commercials, jingles, programs.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., N. Y.
Horry S. Goodman, pres.
Program packages.

FREDERICK JACKY PRODUCTIONS

230 N. Michigan Ave., Chicago
Frederick Jacky, pres.
Commercials & jingles.

KAY-TEE PRODUCTIONS

5035 Brookfield Lane, Clarence, N. Y.
Preston L. Topler, pres.
Monthly continuity service.

LANG-WORTH FEATURE PROGRAMS

1755 Broadway, N. Y.
John D. Longlois, pres.
Commercials & jingles

MODERN SOUND

312 W. 58th St., N. Y.
Effects & music.

PROGRAM DEVELOPMENT & RESEARCH

33 W. 60th St., N. Y.
Script reserching.

PUBLIC AFFAIRS RADIO

150 Broadway, N. Y.
Financial newscasts.

RCA RECORDED PROGRAM SERVICES

155 E. 24th St., N. Y.
A. B. Sambraok, mgr.
Music, commercial & program services.

RADIO PRESS INTERNATIONAL

18 E. 50th St., N. Y.
News services.

RADIO PROGRAMING SERVICE

38 E. 57th St., N. Y.
Finoncial news & ather programing.

RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.
W. H. Bertenshaw, gen. mgr.
Feature services.

RADIOZARK ENTERPRISES

Radio-Tv Bldg., Springfield, Mo.
Jahn B. Mahaffey, E. E. Siman, Jr.
Programing.

RECORD SOURCE

333 E. 46th St., N. Y.
Provides records & olbums.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., N. Y.
Programing & production aids, contests.

JACK RUSSELL ASSOCIATES

203 N. Wabash Ave., Chicago.
Jack Russell, pres.
Commercials & jingles.

ALAN SANDS PRODUCTIONS

565 Fifth Ave., N. Y.
Alan Sands, gen. mgr.
Health & bnby-core programs.

SESAC INC.

10 Columbus Circle, N. Y.
Everard S. Prager
Soles & programing aids.

SIGNAL PRODUCTIONS

6223 Selma Ave., Hollywood, Calif.
Program producers & syndicators.

SIGMUND SPAETH

400 E. 58th St., N. Y.
Sigmund Spaeth, pres.
Musical features.

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago.
Quiz features.

TELE-SOUND PRODUCTIONS

1026 Pennsylvania Bldg., Washington, D. C.
IDs, jingles, promotions

TRAND ASSOCIATES

13 E. 53rd St., N. Y.
Features & news onolysis

RICHARD H. ULLMAN INC.

1271 Sixth Ave., N. Y.
Richard H. Ullman, pres.
Complete program, commercial, jingle aids.

WGN SYNDICATION SALES

2501 Bradley Place, Chicago.
Internotionol Showraam program.

WICH SYNDICATION

Box 551, Norwich, Conn.
Danold Lasser, pres.
Sporting & cooking features.

WORLD BROADCASTING SYSTEM

Suburban Station Bldg., Phila.
Poul F. Horron, pres.
Complete program farmnts, jingles, etc.

“In our generation, the most profound change to come upon the music scene undoubtedly was the formation of Broadcast Music, Inc. . . . Tin Pan Alley is now the United States of America.”

An Editorial by

PAUL ACKERMAN, Music Editor

Billboard Music Week

January 30, 1961

“Music—both as an art and an industry—is dynamic and ever-changing. To maintain a state of health it must be ever-seeking; it must always reach out and embrace new ideas and forms. It must avoid the status quo, for when an art and an industry lapses deeply into rut, it can only decline and lose importance as a facet of the nation’s culture.

“In our generation, the most profound change to come upon the music scene undoubtedly was the formation of Broadcast Music, Inc. The creation of BMI set up a chain reaction of developments which brought American music a richer repertoire and a broader base. In a phrase: Tin Pan Alley is now the United States of America.

DEPTH OF CHANGE

The drama of this statement needs no undue emphasis. The simple statement of fact indicates clearly the depth of change that has come upon the music industry—upon its songwriters, publishers, artists and recording executives. And, of course, upon the people—the last and most important link to be effected.

“BMI brought to the music business not only dramatic change, but a large measure of romance. New sounds and new writers from faraway cities emerged to leave fresh impressions upon a musical scene.

“As is true of all major departures from the norm, the changing patterns dislocated writers and publishers

of the old school. All who were solidly entrenched viewed the new era with irritation—if not loathing. The day of sleek comfort was dissipated by the onset of sharp competition.

A RICHER ART

“Yet, in our view, this competition has resulted in a richer musical art and a more progressive music business. This we feel is true not only in the fields of concert and jazz music, but also in the pop category where BMI has been most strongly attacked by adherents of the older music business. We feel that when serious composers begin the task of capturing the essence of musical America in major works, they will find that their basic material is all the richer because of the folk-oriented repertoire which BMI brought to the mainstream of pop music. When the tumult dies, it will be realized that this repertoire, neglected through the years, represents much of the musical heartland of the continent.

“Competition has made this musical growth possible. It is worth remarking that this competition was created by the broadcasting industry. It was not imposed by a governmental agency; rather, it is one of the notable examples of an industry facing a problem—the need for competition—and solving that problem from within.”



*

BROADCAST MUSIC • INC

589 FIFTH AVE. • NEW YORK 17, NEW YORK
SERVING MUSIC SINCE 1940



**GOOD
NEWS!**

**6 out of 10 copies
of SPONSOR go to
BUYERS OF TIME!**

RADIO BASICS

section

7

FM RADIO

Broadcasters

Audience composition

Market data



**One-third of all FM
listeners earn more than
\$7500 annually. Such
families buy 14%
of all goods and services**

*The relatively favorable status of FM listeners was highlighted in studies by Politz, released March 1960. In a five-market study, Politz found that 30.3 percent of families owned an FM receiver, but that in households with an income of \$7,000 or more, the percentage was 42.7. Of all households, 27.2 percent had an income of more than \$7,000, compared with 38.3 percent of FM households.

FM penetration in 49 markets served by Pulse

CITY	DATE	PERCENT
Albany, New York	October, 1958	33.1
Akron, Ohio	April, 1960	26.6
Atlanta, Georgia	October, 1960	19.2
Bakersfield, California	October, 1958	32.4
Baltimore, Maryland	February, 1961	32.7
Boston, Massachusetts	February, 1959	50.1
Buffalo, New York	September, 1959	34.8
Charlottesville, Virginia	November, 1958	15.3
Chicago, Illinois	October, 1959	42.4
Cincinnati, Ohio	June, 1960	30.6
Cleveland, Ohio	May-June, 1959	36.1
Colorado Springs, Colorado	March, 1960	24.2
Columbus, Ohio	November, 1958	37.4
Dayton, Ohio	June, 1960	22.8
Delaware Valley	May, 1960	37.6
Denver, Colorado	June, 1960	38.5
Eau Claire, Wisc. (11 county)	June, 1960	17.7
Fort Worth, Texas	January-February, 1961	21.9
Harrisburg, Pennsylvania	May, 1960	13.0
Houston, Texas	January-February, 1961	31.8
Johnstown, Pennsylvania	April, 1960	28.5
Kansas City, Missouri	February, 1961	32.8
Los Angeles, California	June, 1959; March-April, 1961	49.3
Memphis, Tennessee	March, 1961	10.1
Miami, Florida	October, 1958	31.7
Middletown, Ohio	June, 1960	23.6
Milwaukee, Wisconsin	April, 1958	22.1
New Orleans, Louisiana	November, 1958	24.1
New York, New York	April, 1960	56.7
Norfolk-Tidewater, Virginia	May, 1959	29.4
Omaha-Council Bluffs	December, 1960	14.2
Orange County, California	April, 1959	39.1
Philadelphia, Pennsylvania	February, 1958	36.3
Pittsburgh, Pennsylvania	February, 1959	30.1
Portland, Oregon	November, 1957	46.1
Providence, Rhode Island	October, 1958	35.1
Richmond, Virginia	July-August, 1959	28.1
Rochester, New York	October, 1958	41.9
Sacramento, California	August, 1960	27.0
San Antonio, Texas	July, 1958	17.1
San Bernardino-Riverside, California	April, 1959	25.7
San Diego, California	January-February, 1961	42.5
San Francisco, California	March-April, 1961	48.0
Seattle, Washington	February, 1960	21.3
Syracuse, New York	July, 1959	24.1
Trenton, New Jersey	November, 1958	32.9
Tucson, Arizona	March, 1961	11.0
Washington, D. C.	April, 1959	40.3
Westchester County, New York	March, 1958	61.4



The number of FM stations increased by 149, or 20 percent in 12 months. AM grew three percent in 1960

*From April 1960 to April 1961 the number of AM radio stations on the air rose from 3,469 to 3,572, according to the FCC. In the same year the number of FM stations in operation rose from 717 to 866. The backlog of construction permits not yet on-air also increased, from 84 to 153 AM, and 161 to 210 FM. However, there was a drop in the number of requests for new permits.

Comparisons by fm & am homes in five markets

APPLIANCE OWNERSHIP

Appliance	All Homes % owning	% of total	FM homes % of FM homes	AM Homes % owning
Auto clothes dryer	16.0	42.7	22.6	13.6
Auto washing machine	54.5	36.6	65.9	49.6
Camera, still	69.9	32.2	74.4	67.9
Record player	59.1	42.2	82.4	48.9
Hi-fi record player	25.5	51.6	43.5	17.7
Separate food freezer	17.6	48.5	28.1	13.0
Television	92.1	31.8	96.7	90.1
Sample Base:	948	254		694

HOME OCCUPANCY

	All Homes %	% of total	FM homes % of FM homes	AM Homes
Owned homes	50.7	35.8	59.9	46.7
Rented homes	49.3	24.6	40.1	53.3

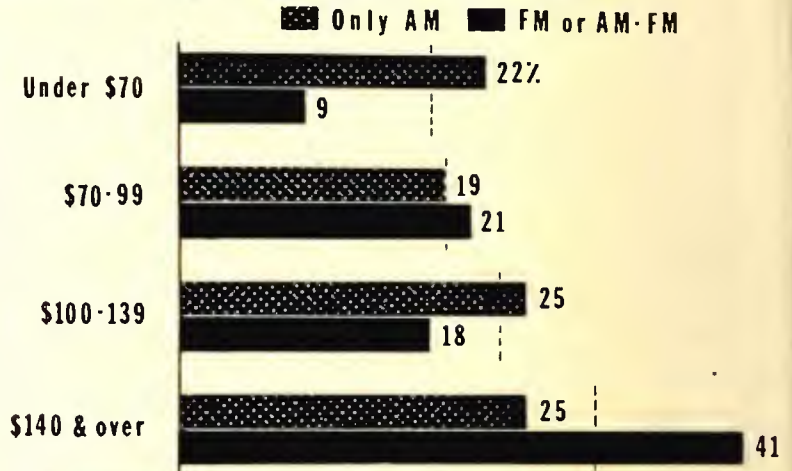
HOME IMPROVEMENTS

	All Homes %	FM Homes % of total	% of FM homes	AM Homes
<i>Painted or wallpapered any rooms</i>	25.0	42.7	35.3	20.6
<i>New drapes, rugs or other floor covering</i>	19.4	43.7	28.0	15.7
<i>Painting, added rooms or partitions</i>	39.8	40.3	52.9	34.0

Source: Alfred Politz Media Studies, for the Heritage Stations. Personal interviews made in 948 households comprising a probability sample of all homes within the metropolitan areas of Los Angeles, San Francisco, San Diego, Seattle, Portland. Field work conducted in December and January 1959-60.

Fm's audience and coverage

FM OWNERSHIP BY INCOME



FM OWNERS BY SPECIAL CATEGORY

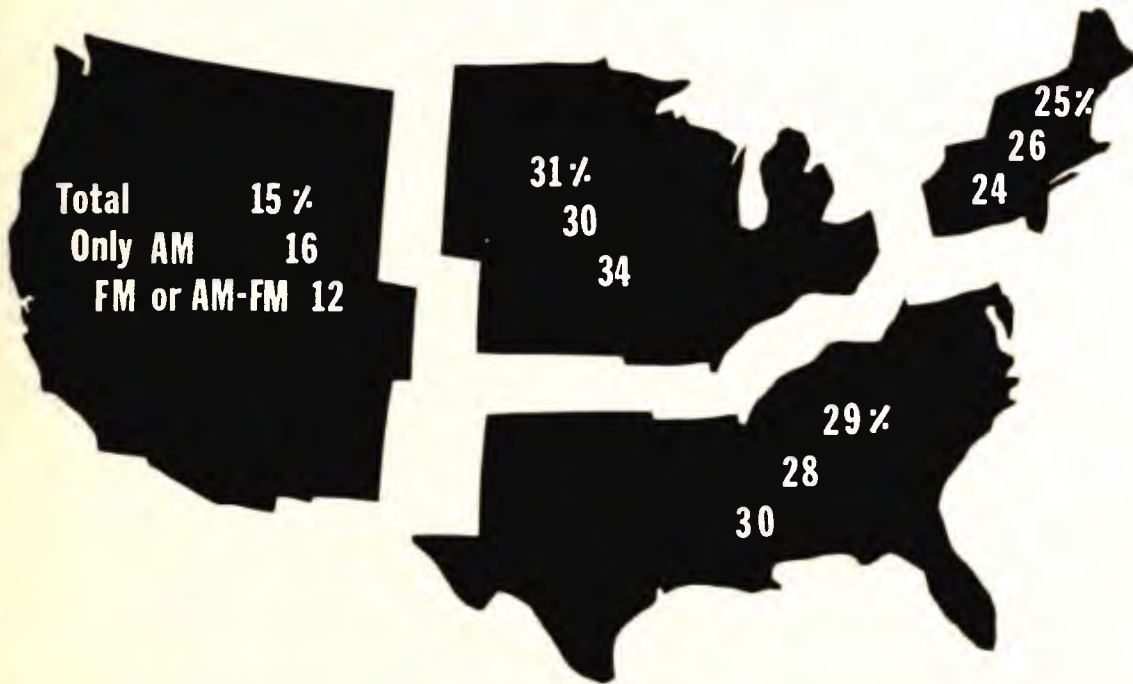
	Total	Only AM	FM or AM-FM
Own Home	70%	68%	74%
Rent	30	32	25
No Report	-	-	1
Farm	14	14	11
Non-Farm	86	85	89
No Report	-	1	-
Own TV	91	89	95
Do not own TV	9	11	5
White	92	94	91
Non-white	7	6	8
No Report	1	-	1

FM OWNERS BY COMMUNITY SIZE

	Total	Only AM	FM or AM-FM
Metro	59%	57%	67%
1,000,000 +	29	27	35
500,000-1,000,000	12	14	10
50,000-500,000	18	16	22
Non-Metro	41%	43%	33%
Urban Places	14	13	13
Rural Places	27	30	20

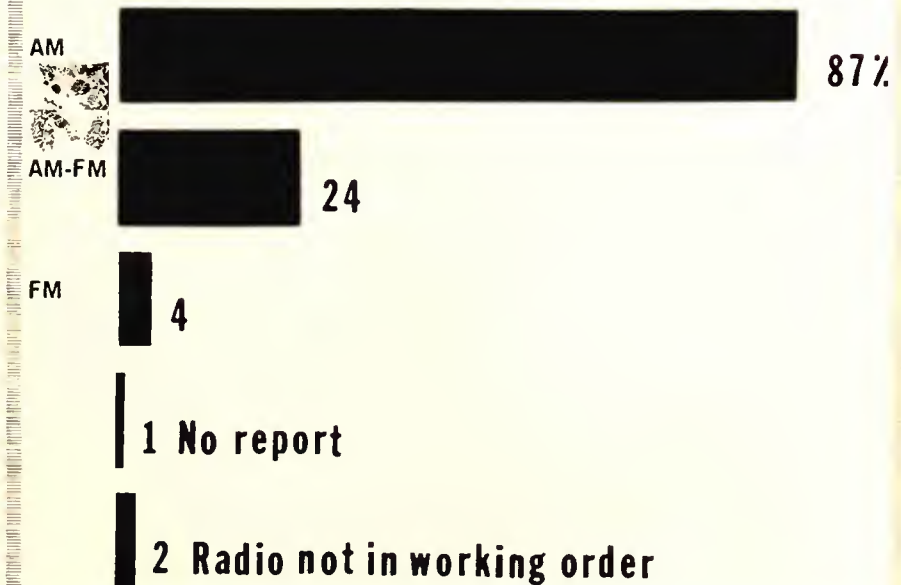
The charts on this and the following two pages are drawn from a study by the research department of Young & Rubicam. Method was personal interview of a national probability sample of 1,364 female homemakers, conducted in the fall of 1959.

OWNERSHIP BY GEOGRAPHICAL AREA



even geographic distribution was found in this 1959 Young & Rubicam study. The west, with 15 percent of the sample, had 16 percent of the AM-only homes but only 12 percent of the FM; proportions were reversed in the north central, where FM was leader with 34 percent of the FM homes.

TYPES OF RADIO OWNED



sample had a 93 percent radio ownership. Where homemakers could not readily identify set-type, with recall of typical dial face facsimilies, the interviewer personally checked the set. 28 percent of female household heads had an FM set in their home, and in most cases this was found to be an AM-FM combination.

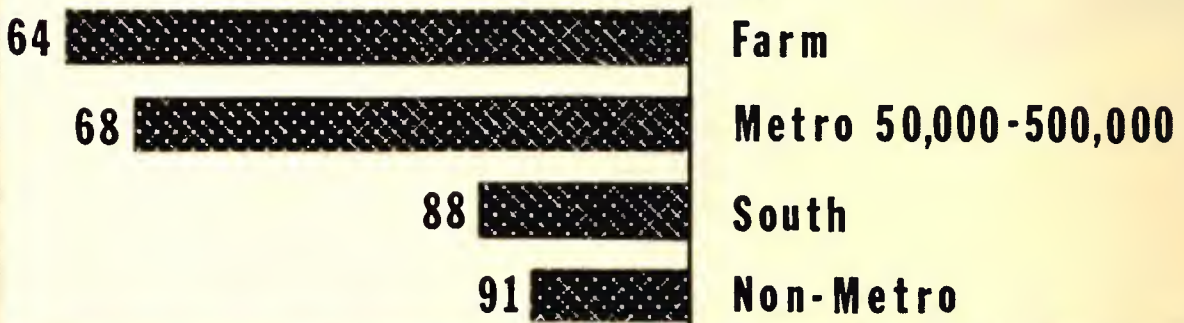
Fm's audience and coverage (continued)

FM LISTENING INDEX—PAST WEEK

Relatively High



Relatively Low



Weekly and daily usage

AM AND FM COMPARED

FM LISTENING

▨ All Radio Owners ■ FM owners



Time spent by listeners the previous day

PERCENTAGE LISTENING

TIME SPENT



By those who own and listened to FM during previous day

UNDER ½ HR.	19%
½ - 1½ HRS	30
1½ - 2½ "	21
2½ - 3½ "	11
3½ - 4½ "	9
OVER 4½ "	10

RADIO BASICS

section

8

RADIO SOURCES

**Key material summarized on
all facets of the radio medium**

MAJOR SOURCES OF RADIO RESEARCH MATERIAL

This selected and annotated bibliography is drawn from material prepared by the U. S. Office of Education and American University, Washington, D. C. Included are volumes reporting findings on research and experimentation, on broadcast advertising and management, and the professional skills of the broadcasting profession. Notes on research material have also been contributed by the American Research Foundation, the non-profit organization whose basic purpose is to promote greater effectiveness of advertising and marketing.

GENERAL

Chappell, Mathew N., and Hooper, C. E. *Radio Audience Measurement*. New York, Stephen Daye, 1944.

Principles of measurement by which listener reaction can be gauged. Combines observations in the technical, professional, and commercial fields.

* * *

Batten, Barton, Durstine, and Osborn, Inc. *A Discussion of Radio*. New York, Batten, Barton, Durstine, & Osborn, Inc., 1956.

Contains a brief summary of radio's accomplishments up to 1948, a review of television's effects on radio after 1948, and a presentation on the values of radio and how to utilize them fully.

——— *Time for Reason*. New York, George W. Stewart Publishers, Inc., 1948.

A discussion of the general organization and philosophy of American radio, based on a series of CBS broadcasts dealing with the problems and potentialities of radio broadcasters and with criticisms and opinions of listeners.

* * *

Digges, I. W. *The Modern Law of Advertising and Marketing*. New York, Funk & Wagnalls, 1948.

A concise, comprehensive, and authoritative handbook of the legal aspects of advertising. Includes 16 pages on radio broadcasting and TV.

* * *

Evans, Jacob A. *Selling and Promoting Radio and Television*. New

York, Printers' Ink Books, 1954.

A comprehensive guidebook providing practical information on many facets of selling and promotion.

* * *

Head, Sydney W. *Broadcasting in America*. Boston, Mass., Houghton Mifflin Co., 1956.

An inclusive survey of the many phases of the radio and TV industry today. Explains operation, policies, and programing.

* * *

——— **and Field, Harry.** *The people Look at Radio*. Chapel Hill, N.C., University of North Carolina Press, 1946.

A survey by the National Opinion Center of the University of Denver, by Columbia University's Bureau of Applied Social Research.

* * *

——— **and Kendall, Patricia R.** *Radio Listening in America*. New York, Prentice-Hall, Inc., 1949.

An analysis of listening habits and of radio as a medium of mass information and entertainment, based on nationwide surveys by the National Opinion Research Center at the University of Chicago.

* * *

——— **and Stanton, Frank.** *Radio Research, 1941*. New York, Duell, Sloan & Pearce, Inc., 1941.

The first in a series planned to supplement Dr. Lazarsfeld's study, "Radio and the Printed Page." Contains three reports on different types of programs and three on listener reactions.

NAEB publications. National As-

sociation of Educational Broadcasters. Urbana, Ill. Titles and dates as indicated below:

Radio-Television Bibliography. Burton Paulu, ed. Urbana, Ill., National Association of Educational Broadcasters, 1952.

A listing of books and articles on the non-technical aspects of broadcasting from Jan. 1, 1949, to July 30, 1952.

* * *

Nafziger, Ralph O. and White, David M., eds. *Introduction to Mass Communications Research*. Baton Rouge, La., Louisiana State University Press, 1958.

Collection of discussions by leaders in the field on general aspects, research planning, methods, field methods, statistical analysis, measurements, and scientific method in communications research. Bibliographic.

* * *

Reinsch, J. Leonard. *Radio Station Management*. New York, Harper & Bros., 1948.

A source book based on years of practical experience in radio station management. Explores many facets and treats them one by one.

* * *

Settel, Irving; Glenn, Norman, and Associates. *Television Advertising and Production Handbook*. New York, Thomas Y. Crowell Co., 1952.

For the advertising or businessman, the copy writer, director, and other, this reference book attempts to provide answers to problems most frequently encountered by those engaged in buying, selling, and producing te-

ision programs and advertising.

* * *
Siepmann, Charles A. *Radio, Television, and Society.* New York, Oxford University Press, 1950.

A history of radio and television and a study of their social and psychological effects on our tastes, opinions, and values.

* * *
Ulin, Arnold A. *Small Station Management and the Control of Radio Broadcasting.* Littauer Center, Harvard University, 1948.

A case study of the role of radio-
television management in the complex
pattern of influences that divide the
control of broadcasting. Preface by
Dr. C. J. Friedrich.

* * *
Warner, Harry P. *Radio and Television Law.* Albany, N. Y., Matthew Bender & Co., 1948.

A comprehensive reference book
on the regulatory structure of radio
and television law.

* * *
White, Llewellyn. *The American Radio.* Chicago, University of Chicago Press, 1947.

A report on the broadcasting industry prepared by the Commission
on Freedom of the Press.

PRODUCTION

Brown, Donald E., and Jones, John Paul. *Radio and Television News.* New York, Rinehart and Co., Inc., 1954.

A classroom textbook containing
5 units, each with an introduction
written by an expert in the field, followed by practical exercise materials.

* * *
Charnley, Mitchell V. *News by Radio.* New York, The Macmillan Co., 1948.

A text describing the special practices, principles, and characteristics of radio news and an evaluation of their effectiveness or failure.

* * *
Chase, Gilbert. *Music in Radio Broadcasting.* New York, McGraw-Hill Book Co., 1946.

A collection of articles on the planning, production, and broadcasting of music programs.

* * *
Chester, Giraud and Garrison, Garnet, R. *Radio and Television—An Introduction.* New York, Appleton-Century-Crofts, 1950.

A textbook based on the practical experience of the authors in teaching college radio courses, research in radio, and professional broadcasting.

—*Television and Radio*, 2d ed. New York, Appleton-Century-Crofts, Inc., 1956.

A comprehensive text on many phases of broadcasting. This revision contains changes of content and emphasis to reflect developments in the field, especially in educational uses, TV production, and film.

* * *
Hoffman, William G., and Rogers, Ralph L. *Effective Radio Speaking.* New York, McGraw-Hill Book Co., 1944.

Under the headings Psychology, Strategy, Organization, Language, Writing, and Reading of a Radio Speech, practical pointers are given to help overcome mike fright and add color and interest in the delivery of an effective radio speech.

* * *
Hoteling, Burton L. *A Manual of Radio News Writing.* Milwaukee, Wis., *The Milwaukee Journal*, 1947.

Discusses various types of radio news from writing to editing.

* * *
Turnbull, Robert B. *Radio and Television Sound Effects.* New York, Rinehart & Co., Inc., 1951.

A comprehensive analysis of the part that sound plays in the radio and television drama how it is affected by writing and production, and some of the problems of the sound technician.

RESEARCH

An Appraisal of: "The Importance of Radio in Television Areas Today," *Advertising Research Foundation*, 1955. 14 pages.

Analysis of an exploratory study sponsored by the Henry I. Christal Company, about the importance of radio in television areas.

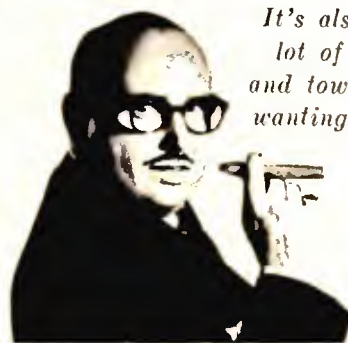
* * *
Male vs. Female Influence on the Purchase of Selected Products as Revealed by an Exploratory Depth Interview Study With Husbands and Wives, 1958. 272 pages. By Daniel Starch and Staff.

An exploratory study covering 12 different products and services: air travel, automobiles, automobile tires.

REGIONAL RADIO

(KELO-LAND STYLE)

IS NOT JUST A STATION REACHING OUT!



It's also a lot of cities and townships wanting you in!

KELO Regional Radio gets a hearty welcome every mile of the vast area it spans! That's because KELO-LAND, big as it is, is one audience in its community of interests. Its scores of counties have listening tastes in common—and KELO RADIO knows those tastes like a book!

NBC
KELO
13,600 WATTS RADIATED POWER
13,600
Sioux Falls, S. D. and all Kelo-land

JOE FLOYD, President
Jim Molohon, 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/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

Major sources of research material (continued)

beer, business shirts, life insurance, liquor, room air conditioners, shavers (electric), shaving cream, television sets (portable), and outboard motors. Unstructured interviews, and in some instances projective techniques, were used to collect data on the relative influence of husband and wife on such things as: decision to buy product; selection of such product features as model, color, and design; choice of brand; and selection of dealer.

* * *

National Survey of Radio and Television Sets Associated with U. S. Households—May 1954, A.R.F., 1954. 120 pages. Field work and tabulations by Alfred Politz Research, Inc.

Reports the number of radio and television sets associated with United States households, and presents data about the location of these sets. Estimates of the total number of radio sets in automobiles used for private transportation are also given. Conducted in cooperation with American Broadcasting Company; CBS Radio, a Division of Columbia Broadcasting System; Mutual Broadcasting System; National Broadcasting Company; and Radio Advertising Bureau.

* * *

A study of Printed Advertising Rating Methods, A.R.F., 1956. 811 pages (Five volumes). Field work and tabulations by Alfred Politz Research, Inc.

Investigates three methods of rating printed advertisements—aided-recall, recognition and reader interest. Designed to provide data for comparing measurements obtained by the different methods, and for discovering the variations in ratings associated with particular factors thought to influence the measurements. The study was based on the May 16, 1955 issue of Life Magazine. Data were collected under uniform and controlled conditions. The aided-recall and recognition tests are based on two matched samples totaling 12,196 personal interviews. The reader interest test is based upon 249 mailed questionnaires received

from a sample of subscribers of Life Magazine. Basic findings are presented in a three-volume report. A series of interpretive bulletins and a volume of special tabulations help crystallize the wealth of information contained in the basic reports. A total of 59 ARF members made special contributions to help defray the cost of this study.

* * *

Directory of Audience Size Measurement Services, A.R.F., 1954. 27 pages.

Information on the services provided by seven radio and television "ratings" companies. It is an unedited compilation of material supplied by the companies in answer to an ARF questionnaire.

* * *

Recommended Standards for Radio and Television Audience Size Measurements, A.R.F., 1954. 70 pages.

Recommends standards for broadcast audience size measurements. First, 22 standards are established to define the type and amount of information to be provided, and the degree of accuracy required and the procedures to be followed. Then, ten different program audience measurement methods are examined to determine whether they meet the standards set forth. Not a critique of any individual rating service, but rather a study of what different rating methods can and cannot accomplish.

* * *

An Appraisal of: "A Study of Duplication," Advertising Research Foundation, 1954. 8 pages.

Technical Committee's analysis of *A Study of Duplication*, a selected group of additional tabulations based on Life's *A Study of Four Media*.

* * *

On the Possible Types of Sampling Unit in the Last Stage of Selection in a Probability Sample, W. Edwards Deming, Advertising Research Foundation, 1955. 16 pages.

A summary statement prepared for

ARF by a recognized authority, help clarify some of the problems involved in the use of listings or frames in probability sample design.

* * *

Radio-TV Bibliography, Advertising Research Foundation, 1954. 17 pages.

A bibliography of material concerned with broadcast audience measurements. The items deal with methods, objectives, standards and validation of ratings and coverage data.

* * *

How Is Your Cost per Thousand?, D. B. Lucas, Advertising Research Foundation, 1956. 10 pages.

Talk given at the 13th Annual Advertising Conference at the Ohio State University, Columbus, Ohio, October 26, 1956. Reviews history and limitations of cost-per-thousand evaluation of media.

* * *

Talks by Members of an Advertising Research Foundation Panel to the New York Chapter of American Marketing Association, Advertising Research Foundation, 1955. 17 pages.

Contains four talks: *Highlights ARF Progress*, Fred B. Manche; *The Broadcast Ratings Project*, E. L. Deckinger; *PARM Study Ready for Field*, Sherwood Dodge; *Something New — Consumer Dynamic*, W. H. Wulfeck.

* * *

How and Why Ad Scores Vary, Seymour Banks, Printers' Ink, September 6, 1957. 4 pages.

Tells factors that affect Starch and Gallup readership scores, based on information provided by ARF's *Study of Printed Advertising Rating Methods*.

* * *

Radio Audience Measurements, National Association of Broadcasters, Radio Research Committee, 1958. 23 pages.

An inquiry aimed primarily at determining what existing radio measurement techniques might com-

(Please turn to page 118)

**A monthly publication designed
to reflect credit on a
great advertising medium**

**Designed for you and
your national clients**

U. S. RADIO

Major sources of research material (continued)

closest to measuring accurately the amount of radio listening both inside and outside the home. Re-examines some of the basic problems involved in radio audience research and evaluates current rating methods.

* * *

Sampling as an Exact Science, M. G. Kendall, Lloyds Bank Review, January 1959. 10 pages.

An article by one of England's leading statisticians explaining the basic concepts of sampling in non-technical language. Successfully bridges the gap between the practitioner and the layman.

* * *

The Application of Subliminal Perception in Advertising, Advertising Research Foundation, 1958. 9 pages.

A simple and forthright statement on subliminal perception. Describes subliminal perception, outlines some of the problems involved in its application to advertising, and illustrates the types of experiments that have been conducted in psychological laboratories. Two bibliographies are included, one listing articles in psychological journals, the other listing those that have appeared in the business papers.

* * *

A Bibliography of Theory and Research Techniques in the Field of Human Motivation, Advertising Research Foundation, 1956. 117 pages.

A guide to available literature on the research techniques used to explore human motivation and the application of these techniques, particularly in the fields of marketing and advertising.

* * *

Criteria for Marketing and Advertising Research, Advertising Research Foundation, 1953. 15 pages.

Designed to aid in the evaluation of research studies. Indicates the points where inspection should be made and the type of examination that will properly test the validity of this particular segment. These cri-

teria have been widely accepted as standards for marketing and advertising research; are used as guideposts by the Technical Committee.

* * *

From "Habit-Lag" to "Habit-Leap" in the Magic Sixties, Arno H. Johnson, 1960. 55 pages.

Given by ARF Board Chairman Arno H. Johnson at the 50th Anniversary Advertising Forum of the Houston (Texas) Advertising Club on February 11, 1960. Spells out the challenges the next decade will make upon advertising, marketing and selling. Offers figures on anticipated national production, personal consumption, standard of living, family income, discretionary spending power, education levels, drug products, business opportunities, family composition, women workers, population mobility, distribution, advertising budgets, etc. Contains 21 charts.

* * *

New York Spanish Radio Survey, August 1960, Audience Analysts, Inc., Bala-Cynwyd, Pa.

Analysis of radio listening by Spanish-speaking residents of New York:

To conduct an impartial study of radio listening among a random sample of Spanish-speaking people, it was first necessary to obtain a reasonable sample of households to receive a post card questionnaire, printed in Spanish, and sent by first-class mail to those areas of Manhattan, Brooklyn, and the Bronx where Spanish is spoken in the household.

A random sampling of Spanish names was selected and the questionnaires were personally addressed to more than 6,000 households. Because of families that moved and left no address, new housing developments being built, etc., approximately 1,000 questionnaires were returned unanswered. From a net mailing to 5,830 households, completed questionnaires were received from 558 families, or 9.6%. This sample may be considered a reasonable cross-section of Spanish-speaking households in the New York area.

All percentage figures are based

on the total sample of 558 respondents. Tabulation and analysis were conducted in accordance with professional standards by trained personnel of Audience Analysts, Inc.

* * *

A study of radio ownership and listening, Alfred Polit March 1960, 41 pages.

This study concerns ownership and listening to FM radio by the population residing in five Pacific Coast markets: Los Angeles, San Francisco, San Diego, Seattle, and Portland. Personal interviews were made in 948 households which comprise a probability sample of all private households within the metropolitan areas of these five cities. Field work was conducted in December and January, 1959-60.

Specifically, this study tries to answer these principal questions:

1. Of all the households in the five markets, how many and what kinds of households have FM radio in working order?

2. Of the FM households, how many and what kinds use their FM sets during a day and during a week? What is the pattern of home FM use by periods of the day?

3. Of the people aged 15 and over in FM households, how many and what kinds listen to their FM sets during a day and during a week? What is the pattern of individual FM listening by periods of the day?

4. Of the FM households, how many FM sets do they have, how old are they, and where are they kept.

* * *

Legal Aspects and Regulation of Broadcast Regulation and Joint Ownership of Media, By Harvey J. Levin, New York University Press, Washington Square New York 3, Sept. 1960. 208 p \$4.50.

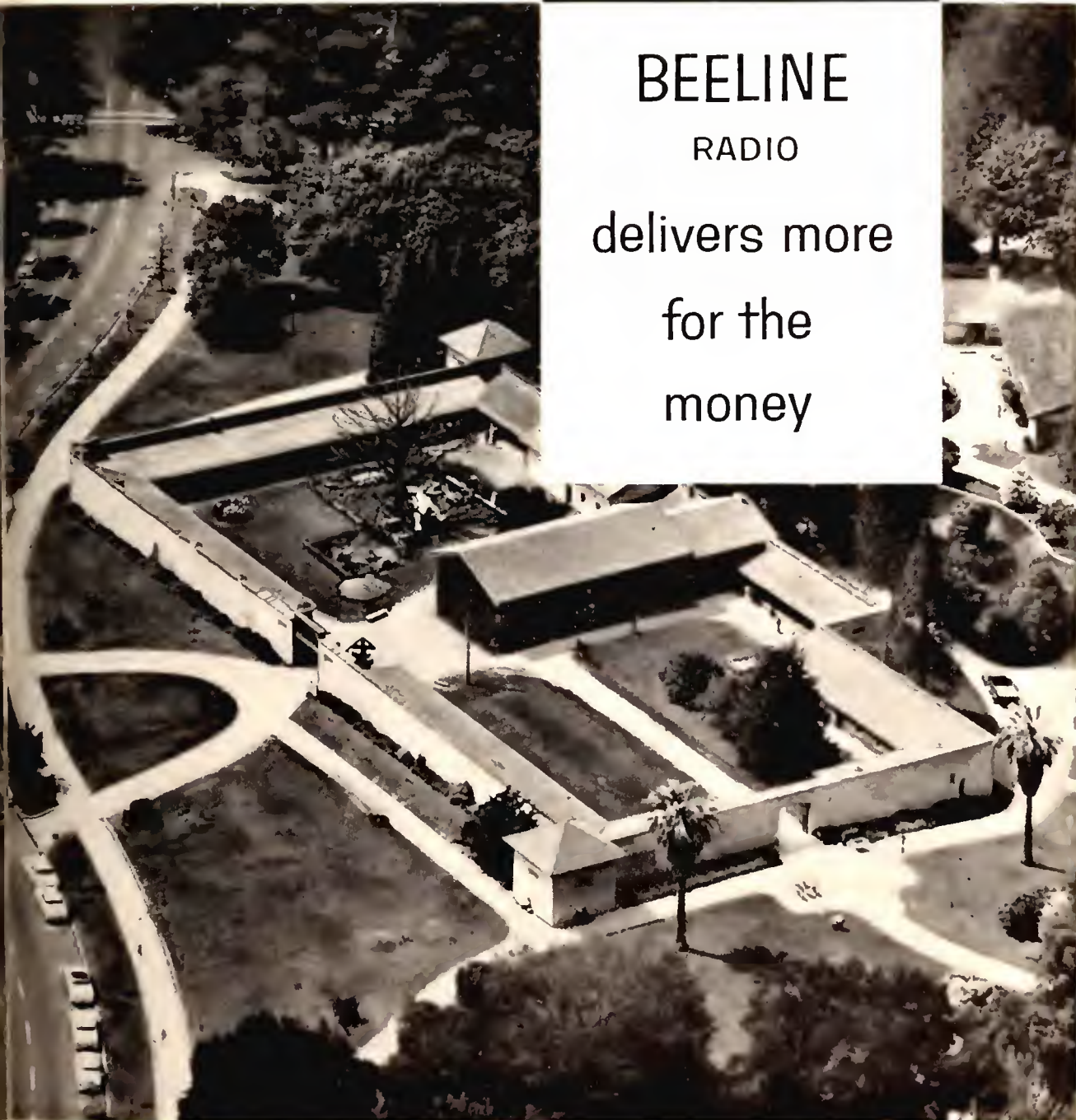
Significant questions of ownership tie-ins between broadcast stations and their older rivals, the newspapers and movies, are explored by Prof. Levin, concluding with a review of specific ways to strengthen the regulatory policy.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE

RADIO

delivers more
for the
money



Sutter's Fort, today an historical monument, is visited annually by more than 300,000 persons

Sacramento always has been a leader in California history and development. Even in the pioneer days of Sutter's Fort it was the center of an area obviously destined for a great future. Sacramento, today, has fulfilled that early promise and is one of California's most prosperous markets. KFBK, the Beeline station in Sacramento, reaches the listeners who do the biggest share of the buying in this market.

Sacramento is one of the *five* important markets in Inland California and Western Nevada where Beeline stations reach more radio homes than any other combination of stations — *at the lowest cost per thousand*. (Nielsen, SR&D)

Better check the Beeline stations for your next campaign in this vital area.

Mc Clatchy
Broadcasting
Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



**IF THE
YOUNG ADULT
IS YOUR
MARKET
ABC RADIO
IS YOUR
NETWORK
BUY**



ABC Radio researched the young adult market. Found it big, bountiful and burgeoning. ABC Radio went after the young adult market with programming and promotion. Now you virtually own the young adult market with "Breakfast Club" on ABC Radio . . . "Flair" on ABC Radio . . . Sports on ABC Radio . . . News on ABC Radio. On the average, program for program, hour for hour, minute for minute, it costs you less to sell with ABC Radio. So ask your ABC Radio salesman for all the facts and figures.

ABC RADIO
FOR A YOUNG ADULT AUDIENCE