

U.S. RADIO



JANUARY

1961

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Robert Palmer
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The nation's 10th market — Minneapolis-St. Paul — 1960 census

in
MINNEAPOLIS
ST. PAUL

2nd*

DIAL
10 OR 100

WPBC **ADULT
RADIO**

Adventures
in
Better
Listening

*Average 1/4 hour share six a.m. to six p.m.—
Monday through Friday—July-August 1960 Nielsen,
And September 1960 Conlan, Metro Area.

William V. Stewart,
WPBC President

Broadcast Time Sales
National Representatives

NO MATTER HOW YOU MEASURE



Dewey Compton
Farm Director

KTRH

Key To Rural Homes
Houston, Texas

CBS 50,000 Watts 740 KC

L. O. Tiedt
Farm Reporter

The great farm advertisers remain with these two outstanding farm personalities on continuous schedules for leadership in both agricultural and industrial pursuits in this area of golden harvest. Represented Nationally by PETERS, GRIFFIN, WOODWARD, INC.

75% of Iowa's retail sales are made in areas covered by 50,000 watt WHO RADIO!

DES MOINES is the heart of Iowa. It is the state's largest city. But its Metropolitan Area accounts for only about 9% of Iowa's retail sales.

In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approxi-

mately 38% of Iowa's consumer spendable income.

This means approximately 62% of Iowa's retail sales are made *outside* of any metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (*plus* a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . *America's 14th largest radio market!*

WHO Radio is alert, alive, aggressive! It *belongs* on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. (*Source: SRDS—Oct. 1, 1960*)

IOWA POPULATION-DOLLAR DISTRIBUTION						
	Population	% of State Population	CS1	% of State's CS1	Retail Sales (\$000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,804,400	67%	2,275,489	62%	2,286,254	64%

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

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



Peters, Griffin, Woodward, Inc., Representatives

AWARD WINNERS



**Wilbur Levering,
WIBW FARM
DIRECTOR**

Regional Vice-President for West South Central Region of the National Association of Television and Radio Farm Directors.

Chairman for the State of Kansas of the Agricultural Hall of Fame drive.



Strong morning and noon-time farm news, markets, weather, technical and area news, and feature material.

**Don Edson,
WIBW ASSOCIATE
FARM DIRECTOR**

On leave from WIBW with United States Army until April.



**Charles Ross,
WIBW ASSOCIATE
FARM DIRECTOR**

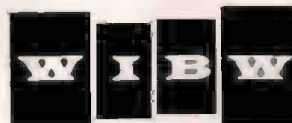
For the second consecutive year, recipient of the Farm Safety Award from the National Safety Council for both WIBW-TV and WIBW-Radio.

Closely allied with the farm activities at Kansas State University - participated in more than 250 farm organization meetings throughout 1960.



SPONSORS: Ralston Purina, Goach Feeds, International Harvester, Consumers Co-operative Association, Shawnee Milk Producers Association, Massey Ferguson, BMB Manufacturing Co., Olin Mathieson Chemical Corp., Spencer Chemical Co., KFU Hybrids, DeKalb Agricultural Association, Granite City Steel, Doane Agricultural Service, Willard Tablet Co., Pioneer Hybrid Corn, Davison Chemical Co., American Cyanamid, Sheffield Steel, Deere & Co., Oyster Shell, Kendall Mills, D-Con, MFA Mutual.

Represented Nationally by



580 KC.
CBS 5,000 W.

Topeka, Kansas



Radio's Barometer

Spot: A significant change in the representative field is due to go into effect at the start of next month. At that time, the sale of Headley-Reed to the Bolling Co. will become effective. The sale price has been estimated to be over \$500,000.

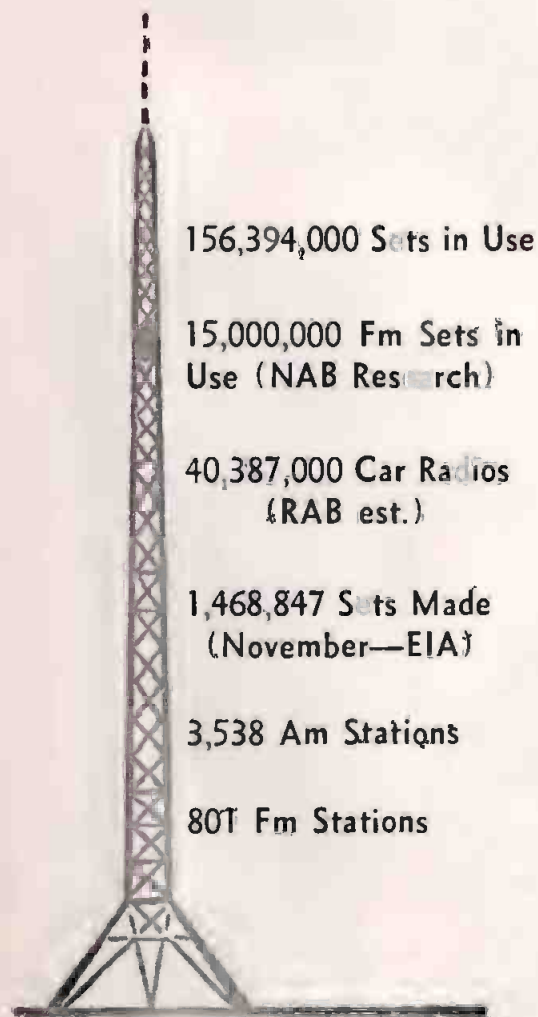
Network: The Pepsi-Cola Co. continued to hold its number one position as the top network advertiser in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending October 2. The firm used 379 broadcasts for a total of 138,361,000 home broadcasts delivered. Chevrolet-General Motors maintained its number two standing, and the Frito Co. moved into the third spot after having placed ninth in the previous four-week period. Pharmaco Inc. and Time Inc. filled out the top five positions. The three network leaders in total commercial minutes delivered, the Nielsen report shows, were Chevrolet-General Motors, Pharmaco and Time. Liggett & Myers Tobacco and Sylvania Electric Products rounded the five leaders in this category.

Local: Three stations—KNX Los Angeles, WEJL Scranton, Pa. and KSAN San Francisco—report increased billings. KNX sales for 1960, according to Gordon Mason, sales manager, showed an increase in local sales of 18 percent, and an over-all increase of 11 percent over 1959. The station also set a new record for orders booked in one week during December, Mr. Mason reports, reaching a total of \$225,000. In another year-end report, WEJL states that its 1960 billings showed an increase of 17 percent over the previous year. Billings at KSAN during 1960 also showed a rise when compared to 1959. According to the station, there was a 20 percent boost in business.

Stations: The number of am and fm stations on the air at the end of November totaled 4,339, an increase of 29 (12 am and 16 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,538	801
Applications pending	621	61
Under construction	112	211

Sets: Total radio production in November was 1,468,847, including 491,026 auto receivers, according to the Electronic Industries Association. Total radio production for 11 months in 1960, was 15,604,784, including 5,911,305 auto sets. This represents an increase in total radio production of almost 1.5 million units as compared to the same period in 1959. Total radio sales, excluding car radios, was 941,521; 11 month total was 8,326,275. Number of fm sets produced in November was 86,323. The 11-month cumulative figure for fm production was 852,329. Totals for the same period in 1959 were 480,894.





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

for buyers and sellers of radio advertising

U.S. RADIO

JANUARY 1961

VOL. 5 - NO. 1

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Member of Business Publications
 Audit of Circulations Inc.

BPA

U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Chicago, Ill.—161 E. Grand Ave. Whitehall 3-3686. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, for U.S.A., \$5 a year which includes U.S. FM, monthly publication also published by Arnold Alpert Publications, Inc. U.S. Possessions and Canada \$6 a year for both magazines. Please advise if you move and give old and new address. Copyright 1961 by Arnold Alpert Publications, Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

U. S. RADIO • January 1961

Interview: *Fletcher Richards Jr.*

Account Executive of Fletcher Richards, Calkins & Holden when asked why he selects WLW Radio-TV stations for U. S. Rubber Farm Boots:

"Our WLW advertising enabled U. S. Rubber Farm Boots to open 25 new dealerships in the WLW primary coverage area!"



"And this WLW campaign sparked dealers into unprecedented enthusiasm and cooperation in promotional tie-ins!"

"This first Radio attempt to sell these particular U. S. Rubber Farm Boots was so successful that we'll be back again and again on WLW with lots more advertising to boot!"

Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta



Crosley Broadcasting Corporation, a division of *Arco*

*in the
People's
Interest*



NATIONAL SAFETY COUNCIL

423 NO. MICHIGAN AVE.
CHICAGO 11, ILLINOIS

October 27, 1960

Mr. Edwin K. Wheeler
General Manager
WWJ - WWJ-TV
Detroit, Michigan

Dear Mr. Wheeler:

The march of time has caught up with me, and I'm retiring soon after 23 years as director of public information for the National Safety Council.

In ending my tenure of office, I have had occasion to run through the list of recipients of our Public Interest Award, which we confer annually upon media for exceptional service to safety. And I know you are as proud as I am that:

WWJ Radio

Has won more Public Interest Awards than any other radio station in the country.

Is the only radio station to win the award twelve consecutive times.

Has won the award every year since it was created.

Won the Alfred P. Sloan Award (administered by NSC) in 1948 and 1950.

WWJ-TV

Has won more Public Interest Awards than any other television station in the country.

Is the only television station to win the award eleven times.

Won the Sloan Award in 1956.

Under your leadership, WWJ-TV and WWJ Radio have avoided, and many accidents prevented, by your safety programs and messages your stations have broadcast.

I bespeak for the Council, for my successor, John Naisbitt, and for safety in general a continuation of what you have done in the public interest.

Cordially,

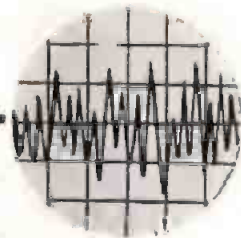
Paul Jones
Paul Jones
Director of Public Information

WWJ AM and FM
RADIO
Detroit's Basic Radio Station



WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS



Changes in Farm Radio Revealed in Third Survey

As farm radio keeps pace with growing technology and the new business aspects of farming, it is in the process of adjusting its programming content. Diversification in programming is being aimed at offering the farmer more information, especially on markets, and at appealing to a wider range of farm listeners (the housewife, the young farmer). These changes are among the many that are revealed in U.S. RADIO's third annual survey of this specialized medium (see *Farm Radio Keeps Pace*, p. 17).

Impact of "Great Debates" Reflected In Nielsen Rating Index Change

The cooperative efforts of the four networks in bringing the "Great Debates," between President John F. Kennedy and Vice President Richard M. Nixon, to the American radio audience marked an unusual departure in broadcast public service programming. The Nielsen Radio Index has surveyed the national in-home audiences reached by the "Great Debates" as a combined four-network broadcast. For the first of the debates (Monday, Sept. 26, 9:30-10:30 p.m. EST) Nielsen reports the total audience as 1,879,000 homes. The Nielsen average audience was 1,134,000 homes and the share of the audience was 51.8 percent.

Radio Set Sales for 1961 Expected to Better Last Year's Sales Increase

The general upswing in listener acceptance is reflected in increased set sales for the past year. With the sale of fm sets nearing its all-time record and the overall industry sales topping previous records, the Electronics Industries Association is looking forward with optimism. Says L. Berkley Davis, president of the association, "Radio sales are substantially ahead of last year with auto radios up perhaps as much as 15 percent. Radios containing fm tuners continued to grow in popularity and to increase fm's share of the radio market."

NAB Slogan and Material Set For National Radio Month in May

"Radio . . . the Best Sound Around" has been chosen by the National Association of Broadcasters as the theme for National Radio Month this coming May. For the third consecutive year, Faillace Productions, Inc., New York has been signed to prepare a new series of jingles for the event.

Survey Indicates Public Reliance Upon Radio During Disaster Events

The on-the-spot survey made by the Radio Advertising Bureau during the recent airliner crash in New York indicated public faith in the sound medium's ability to disseminate information at the time of a major disaster. The survey, which covered 596 households, revealed that 56.2 percent of those aware of the crash, first heard the news on radio.

BPA Selects New York Site For Fifth Annual Convention

The 1961 Broadcasters Promotion Association Convention has been set for November 6, 7 and 8. Meeting will be held at the Waldorf-Astoria in New York. BPA President John F. Hurlbut has appointed Dan Bellus, director of advertising and promotion for Transcontinental Television Corp., as program chairman for the convention. Arrangements chairman will be James Mullen, promotion manager of WCBS New York.

Farm Radio Adjusts to New Rural-Urban Interdependence

Report from WJAG Norfolk, Neb., reveals a major trend which farm radio programming is adjusting to. "Growing interdependence between the rural businessman and the town businessman" is the theme of a program that will be kicked off at a local Chamber of Commerce banquet early in February. Concept behind the program is to insure greater prosperity of both farmer and city businessmen through rural-urban area development.



FARM EXPERT NAMED DIRECTOR OF AGRICULTURAL RESEARCH FOR KSTP RADIO

Dr. William E. Petersen, internationally known Professor of Dairy Husbandry, University of Minnesota, has been named Director of Agricultural Research for KSTP Radio and is now reaching the important farm family market with two shows each weekday on KSTP.

From 5:00 to 6:30 A. M. and from 12:30 to 1:00 P. M., Dr. Petersen presents business and farm news, market and livestock trends and reports, plus interviews and discussions with visiting guests.

Joining Dr. Petersen on these shows is David Stone, popular KSTP personality and twice winner (1959-60) of the AFTRA award as "Best Farm

Personality," who provides entertainment, weather and news reports.

Knighted by the King of Denmark, listed in "Who's Who" and "American Men of Science," Dr. Petersen provides the authoritative farm news and commentary that builds faithful audiences. For information on availabilities, contact your nearest Petry office or a KSTP representative.

KSTP RADIO
1500 ON YOUR DIAL
MINNEAPOLIS · ST. PAUL 50,000 WATTS



American Airlines

Agency: *Young and Rubicam, New York*

Product: AIR TRAVEL

American has added one more city to its 52-week line-up for 1961: San Francisco. The Golden Gate City will get 40 spots per week. New York, Los Angeles and Chicago schedules have been renewed, with schedules closely following last year's. Special flights are in the offing throughout the year, but plans are not yet definite.

Braniff International Airways

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

Product: AIR TRAVEL

Braniff's recent move to Cunningham & Walsh means a great expansion in radio activity for the client. The airline used radio before in New York only, but now plans to go heavily in the key markets among 30 where it now operates. Although plans did not call for any schedules in January, Braniff asked for a special two-week campaign this month. All 30 markets got special schedules for the period beginning January 16. Bob Palmer, media supervisor, directs the buying.

E. T. Browne & Co.

Agency: *Kenneth Rader Co., New York*

Product: PALMER'S SKIN SUCCESS

A February start is planned for 15 to 30 markets. In the wind is a possible buy of stations in Central and South America. The campaign will last from three to six months. All spots are minutes. Buying is directed by Arthur Briskin, executive v.p.

Cerebelli & Co.

Agency: *Ellington & Co., New York*

Product: BRIOSCHI TABLETS

A five-week flight starts for Bri-

oschi in mid-February. Agency has added Chicago to the list of markets, which normally includes cities in the East and Northeast. From 20 to 25 spots per week will be scheduled in a minimum of 14 markets. Dan Kane is the buying contact.

Chesebrough-Ponds Inc.

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

Product: VASELINE HAIR TONIC

The first of a series of flights planned for the year starts this month in 75 markets. From six to 15 spots per week will go to each station. All spots are minutes, ETs, scheduled in driving times. Alan Silverman is the timebuyer.

Commercial Solvents Corp.

Agency: *Fuller & Smith & Ross Inc., New York*

Product: HI-D

Aiming for the farm audience with its ammonium nitrate fertilizer, Commercial Solvents will go into 30 markets for 13 weeks. Campaign will start in February with participation on farm programs. Bernie Rasmussen is the time buyer.

Corn Products Co.

Agency: *Donahue & Coe, Inc.*

Product: KASCO DOG FOOD

A 13-week campaign is planned for a February start. A minimum of 40 markets will be in on the buy, which is double the number of markets in the flight just ended. Minute spots will dot the schedules of at least 45 stations. Harry Durando is timebuyer.

Corn Products Co.

Agency: *Guild, Bascom & Bonfigli, New York*

Product: SKIPPY PEANUT BUTTER

A ten-week flight for Skippy be-

gins this month in up-state New York and Florida markets. As many as 40 spots per week will run on an undisclosed number of stations. Frank Gianatassio is the timebuyer.

d-Con Co.

Agency: *Thompson-Koch Inc., New York*

Product: RIDEX

Moving from network to spot radio, Ridex started a 50-week campaign in mid-January in 15 to 20 markets. A minimum of five spots a week are scheduled to run during driving times. The client is aiming for suburbia with this product, a septic tank cleaner. Timebuyer is Bob Hall.

Ford Dealers

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

Product: USED CARS

Ford dealers in the Minneapolis-St. Paul area are running a three-week spot radio drive featuring used cars. The campaign involves some 63 stations in the twin cities territory, with 15 spots a week on each station. Similar campaigns are in the offing for Ford dealers in Dallas, Memphis and Oklahoma City. Madeline Blum is timebuyer.

Robert Hall Clothes

Agency: *Arkwright Advertising, New York*

Product: SPRING CLOTHING

By February 19 or 26 the Robert Hall campaign for clothes for spring will be on the air in 100 to 150 markets. At least 200 stations will be included on this campaign, which will run for 13 weeks with minute spots. The agency reports plans are afoot for a change in media strategy that will put even more emphasis than before on spot radio. Jim Hackett is media director.

(Cont'd on p. 11)



The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Executive Vice President; Hal E. Rumble, Vice President and Manager of Media Department; Charles V. Hicks, Vice President and Creative Supervisor.

DOUBLE OR NOTHING

This decision calls for competent media information

Situation: . . . sudden change in client plans.

Requirement: *more space per ad; more time per commercial—with the same budget!*

Need: immediate access to capsuled reviews of the relative virtues of the media that had been painstakingly worked into the schedule before the change-order came through . . . and of others that may *now* be considered.

Solution: check SRDS media listings, market data and whatever good, pertinent information can be found in files, desk drawers and—*they hope*—in your Service-Ads in SRDS.

Question: . . . all of *your selling actions* have made their impressions on some or all of these decision makers—so have your competitors'—but right now, how well are you serving *their buying actions*?

Opportunity: with competent strategically positioned Service-Ads in SRDS

YOU ARE THERE selling by helping people buy

SRDS Standard Rate & Data Service, Inc.
the national authority serving the media-buying function

C. Laury Botthof, President and Publisher
5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500
SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA





(Cont'd. from p. 9)

P. Lorillard Co.

Agency: *Lennen & Newell Inc.*
New York

Product: OLD GOLD
CIGARETTES

Fifty-two week schedules for Old Gold were renewed this month in 50 markets for a campaign of 1D's and minutes. The campaign represents very little change from last year. Timebuyer is Sally Reynolds.

P. Lorillard Co.

Agency: *Lennen & Newell Inc.*
New York

Product: KENT CIGARETTES

Kent's renewal for 1961 includes 52-week schedules in 50 markets. All spots will be chainbreaks on 125 to 150 stations. From three to six spots a week will run in prime time. Timebuyer is Sally Reynolds.

The Mennen Co.

Agency: *Warwick & Legler Inc.*
New York

Product: SKIN BRACER,
SPRAY DEODORANT

Mennen's broadcast lineup for 1961 gives the budget exclusively to radio. Initial planning called for a heavy spot radio campaign, which began early this month, and sponsorship of shows on three networks. The spot radio campaign started January 9, will run for 26 weeks on a flight basis . . . four weeks in, three weeks out. Stations in the top 50 "Mennen" markets carry from 18 to 30 spots a week, all during driving times. Minutes and 20's are scheduled for 150 stations. Heavier frequencies are scheduled for the summer.

For network, Mennen is sponsoring sports fare: Phil Rizzuto on CBS, Howard Cassel on ABC and Bill Stern on Mutual. Approximately 700 stations carry these shows. Joe Hudlack handles the buying.

Nestle Co.

Agency: *Wm. Eddy Inc.*
New York

Product: INSTANT NESCAFE

The end of January marks the start of a 75 to 125 market campaign for this product. Frequencies will range from 10 to 100 spots per week according to market size. Markets were selected by the agency as "Nescafe's top markets." Spots are all minutes. Campaign is expected to run from eight to 13 weeks. Phil McGibben is timebuyer.

Lydia E. Pinkham Medicine Co.

Agency: *Cohen & Aleshire Inc.*
New York

Product: PROPRIETARY
MEDICINE

A campaign that started this month will run through May in 100 markets. From 10 to 50 spots a week are scheduled for 120 stations. ET minutes run during daytime segments to reach housewives. For this campaign, nearly 90 percent of the stations are either Negro or Spanish. Another campaign may run in October. Bob Turner is the timebuyer.

Potter Drug & Chemical Co.

Agency: *Kastor, Hilton, Chesley,
Clifford & Atherton Inc.*
New York

Product: CUTICURA AND
CUTITONE

A 13-week campaign started in mid-January for both products. Cuticura (complexion soap) spots are running in 18 markets, and Cutitone (medicated make-up base) schedules are set in 22 markets. Frequencies for each run from 10 to 12 spots a week, all minutes. Markets vary from medium to large, but the audience sought is the same: teenage girls. Rosanne Gordon is the timebuyer.

Standard Brands Inc.

Agency: *Ted Bates & Co.*
New York

Product: BLUE BONNET
MARGARINE

Blue Bonnet will start a four to five week campaign January 23 in a minimum of 14 markets in the Southeast. Frequencies will be moderate to heavy. Daytime periods will be bought in the 9 a.m. to 4 p.m. segment. All spots will be minutes, ETs. Timebuyers are Pete Schulte, Corant Sawyer.

Standard Brands Inc.

Agency: *Ted Bates & Co.*
New York

Product: ROYAL DESSERTS

A spot radio campaign is in the planning stages for the Royal desserts. At least 100 markets are contemplated for the campaign, which calls for 15 spots per week on as many as four stations in each market. Pete Schulte is timebuyer.

The Travelers Insurance Companies

Agency: *Young & Rubicam Inc.*
New York

Product: INSURANCE

A month-long spot radio campaign for Travelers and its agents is in the works for stations in Oregon. The campaign will include as many stations as possible, with the total running upwards of 60. Frequencies will be heavy, and all spots will be minutes, delivered live. A similar spot campaign to cover agents in Illinois is also in the planning stages. Timebuyer is Eleanor Paulson.

United Airlines Inc.

Agency: *N. W. Ayer & Son,*
Philadelphia

Product: AIR TRAVEL

United has renewed its contracts for 1961 in all markets, but big broadcast changes are pending United's acquisition of Capital Airlines. If the expected merger materializes, broadcast schedules will expand considerably. Timebuyer is Arne Ramberg. • • •



Over-the-Shoulder Look at 1960 Shows Broadcast Industry Gains

In taking a backward glance at the events of 1960, the National Association of Broadcasters said "broadcasting emerged from its year of trial in 1960 to reach the threshold of greater freedom and influence." The industry's success, the NAB points out, was achieved "primarily by mature and mutual efforts by individual stations and the networks to demonstrate their unmatched contributions to the public good."

Three Steps that Kept Industry On Right Road Cited by NAB

The NAB singled out three steps taken by broadcasters that helped to counteract the attacks of the industry's critics. These are: "The industry's fair and impartial handling of the presidential radio-tv debates without any legal requirements or restrictions for equal time. Its apparent success in winning acceptance of its view that broadcasters themselves should determine community needs and plan programming to meet them. Its determined effort to improve and expand its means of self-regulation through the NAB's radio and television codes."

NAB Policy Committee Ends Its Temporary Role on Optimistic Note

When Governor LeRoy Collins officially took over as NAB president this month, it marked the end of the special three-man Policy Committee. The Committee was established to oversee the operations of the organization after the death of the former NAB head, Harold E. Fellows. Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa., and chairman of the Policy Committee, said broadcasting has emerged "from its blackest days of 1959 and early 1960 to be accorded a higher degree of faith and freedom by the legislative and regulatory agencies of government. With initiative and vigor, the industry can now continue to move forward to grow in influence, both economic and social, and to work for the public interest less hampered than ever before by archaic and unnecessary legislative and regulatory controls."

Station Activities Reflect Growth of the Medium

The Policy Committee's year-end report highlighted a number of events which attested to the industry's growth. As of December 1, according to the report, there were 3,538 am and 801 fm radio stations on the air. This represents an increase of 82 am and 12 fm stations since last January 1. NAB membership climbed to a new high—2,623 radio and television stations, plus all the national networks—an increase of 260 stations since the first of 1960. There was also a generous increase in the number of stations that subscribe to NAB's Radio Code—a total of 1,093 radio stations as of December 1. Around the middle of last year, the Radio Code was extended to non-members, its administration was changed from an honor system to one with enforcement provisions and a full-time code staff was added at NAB headquarters.

McCollough Sketches in Four 'Touchstones' of the Future

In summing up the past 12 month period, and looking to the future, Mr. McCollough said "Broadcasting has much to talk about and to promote . . . much of excellence in our programming, much of our influence upon domestic and world affairs." He offered the following "touchstones of the future" for the industry: "A determined organized effort to bolster the economy through ethical advertising. . . . A dedication, within our capacities, to the cause of better education. . . . A comprehension of the public interest in order that we may meet in a climate of decision freely made. . . . A concentrated, organized effort to portray our industry to the public for what it is and aspires to become." • • •

the Silver Mike



THIS MONTH:

LEWIS HAVENS AVERY

President, Avery-Knodel Inc.

Industry Veteran Elected Head of SRA for 1961

In keeping with his active participation in industry affairs, Lewis Havens Avery has been elected president of the Station Representatives Association for the year 1961. Mr. Avery, president of Avery-Knodel Inc., brings to this post the experience and knowledge acquired over a span of 30 years in all phases of radio.

An enthusiastic advocate of radio, Mr. Avery made a prediction about the medium's future over 10 years ago. With the pressure of tv increasing daily, Mr. Avery said "... there's no reason why 10 years from now am broadcasting won't have as big or bigger billings than it has today." Sales figures recently issued by the Federal Communications Commission and the SRA testify to the accuracy of that prediction.

Mr. Avery succeeds H. Preston Peters, president of Peters, Griffin, Woodward Inc. Always interested in fostering the growth of the representative field, Mr. Avery was one of the organizers of the National Association of Radio Station Representatives, the predecessor of SRA. He served that group as its first treasurer, and later as its president.

A native of Seneca Falls, N. Y., Mr. Avery started out with ambitions of becoming an electrical engineer. However, after three years at Myn-dorse Academy and Union College, Schenectady, he made the switch to

business administration. He got his first taste of radio when he added announcing chores at WGY Schenectady to his regular position in the publicity department of General Electric. That was in 1926, and two years later he found himself conducting a five-day home economics program on WGY as part of his duties as assistant ad manager of the Mohawk Power Co.

The pace of his progress quickened. In 1930 he joined BBDO, and was soon handling all local radio activities of clients from Albany to Detroit. After two years with the agency, Mr. Avery took his first position in the representative field. He was sales manager of the Chicago office of Free and Peters until 1942, when he went to work for the National Association of Broadcasters as director of the Division of Broadcast Advertising.

In 1945, Mr. Avery started his own representative office, and one year later was joined by J. W. Knodel to form the firm of Avery-Knodel Inc. Today, the organization has seven offices throughout the country, and employs the services of almost 100 staff members.

Taking little time out from his work for hobbies and sports, Mr. Avery lives in Scarsdale, N. Y., with his wife, Helen Elizabeth. The Averys have a son and a daughter. . . .

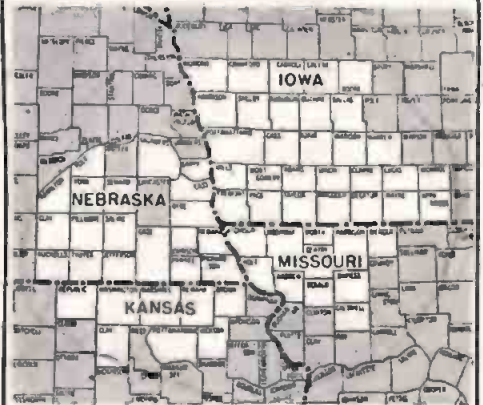


"The Heartbeat of
the Corn Country"

5,000 watts 960 KC

Shenandoah,
Iowa

Covers 67 Counties*
in 4 top farm states



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

69% live on farms
or in towns under 2,500.

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

KMA fills this BIG GAP between metropolitan markets as no other medium can

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

35 years of reliable farm service radio

KMA— Two full-time farm service men.

KMA— Two full-time veteran newsmen.

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

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

KMA— Full-time merchandising promotion.

KMA— 35 years under same ownership.

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

KMA— Auditorium seats 800, popular meeting spot for farm, civic, political organizations.

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

All adds up to
SELLING KNOW-HOW!

Represented by Edward Petry & Company



*WFBM's Mid-Indiana
leadership is earned!*

News sponsored before it happens- on WFBM

Eckrich renews
"blank check"
news contract
for third year!*

Wherever or whenever BIG news breaks in Indiana, WFBM keeps Hoosiers in touch with events as they happen. Eckrich likes WFBM's exclusive "news beats" . . . knows WFBM's mobile radio and television units will be in action at the scene, whether it's a fire in Elwood or a flood in Terre Haute.

Eckrich trusts our judgment as to whether an event warrants pre-emption of regular programming (when it does, automatic sponsorship results). Doesn't such performance of our 17-man news operation justify your confidence, too? Next time why not call us first!

* Peter Eckrich & Sons, Inc., Meat Specialties

TV
NBC **6** INDIANAPOLIS
WFBM
Radio
ABC **1260**

Represented Nationally by The KATZ Agency

LETTERS TO THE EDITOR

1961 Airfax

Your December 1960 book is one of the best in the young and vigorous history of U. S. RADIO. It will find many valuable applications in our organization throughout the year.

Congratulations on a most useful compendium of radio facts.

Ben H. Holmes
Radio Vice President
Edward Petry & Co., Inc.
New York, N.Y.

Negro Radio Issue

Congratulations on the Negro Radio supplement (U. S. RADIO, November). It did an excellent job in presenting the story.

Your editorial was especially appreciated. No one knows any better than I what it takes to get an association of radio station owners started. I do believe, however, that we are coming along nicely; and given a little time, we will start making the Association's presence felt in a big, big way.

Francis M. Fitzgerald
President
Negro Radio Association
Charlotte, N.C.

A magazine publisher once told me that the amount of space purchased by a client had absolutely no connection with the amount of coverage the client would receive editorially in his publication.

It is quite obvious, after careful examination of your Negro edition, that you are living up to these high ideals of the publishing profession. Congratulations!

John McLendon
President
McLendon Ebony Radio
Jackson, Miss.

I thought your Negro Radio supplement was very, very good. Congratulations.

Stuart J. Hepburn
President
KNOK
Fort Worth, Tex.

Salesmen First

I would sincerely appreciate your sending me a copy of your magazine directly to my home. Your book is

so popular I have to beat my salesmen to the mail.

Richard J. Kelliher
Eastern Sales Manager
Adam Young Inc.
New York, N.Y.

Media Aid

I am very much interested in becoming a subscriber to U. S. RADIO. As media director, I feel that such a publication would help this department immensely.

W. F. Frenslay
Media Director
Beals Advertising Agency
Oklahoma City, Okla.

U.S. FM

Let me take this opportunity to congratulate you, and your staff, for a job well done. U. S. FM is certainly a needed publication for a growing industry. Thanks to this fine publication, the fine "message" will reach every major agency in the country.

Ralph T. Hennen
Sales Manager
Eastern Broadcasting System, Inc.
Brookfield, Conn.

We have enthusiastically followed the emergence of U. S. FM. The future benefits that it will afford the advertisers considering FM are tremendous. Allow us to congratulate you.

Could you please forward to me the names and addresses of some of the manufacturers of reliable multiplex receivers.

George J. Sliman
Mayor Shrimp & Oyster Co.
Biloxi, Miss.

For the first time in three months, I took time out to read U. S. FM that I received in today's mail.

I immediately began a search for back issues, which I vaguely recall my chief engineer going over. He was no help in locating them.

Therefore, I have a favor to ask. I have Vol. 1—No. 4 and am missing the first three issues. Could you please send me the three back issues?

Your U. S. FM, I have discovered, is a highly informative paper.

Francis J. Stratman
General Manager
WCWC
Ripon, Wisconsin

Q Q Q Q Q Q Q

What station is best described by the word, "FRIENDLY?"*

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

A A A A A A A

WWDC—FIRST . . . and a runaway leader in the popularity poll for the friendliest radio voice in Washington, D.C. Which proves the effect of our often-aired slogan . . . "the station that keeps *people* in mind."

WWDC

Radio Washington

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR



The Minneapolis Grain Exchange, one of the nation's largest cash grain markets, is the scene of a WCCO farm market report. Here, Associate Farm Director Jim Hill interviews an exchange official.

U. S. RADIO • JANUARY
1961

Farm Radio Keeps Pace

**Third annual U.S. Radio survey
reveals many changes in
programming content and format,
and growing advertiser acceptance**

Also see:

- **List of major national and regional farm radio clients p. 24**
- **Farm advertiser use story p. 26**
- **Capsule farm success stories p. 30**



"There are a dozen different products that you could sell to the great benefit of your farm listeners—to the great benefit of the whole area."

This statement on the influence of farm radio was written not as a sales inspiration memo from a general manager to a sales manager, but by a regular *farm advertiser* to a farm station urging it to bring to the attention of farmers, for their own betterment, the product messages of the many new developments in the field of agricultural science.

The writer of the letter, Roswell Garst of Garst & Thomas Hybrid Corn Co., whose personal reputation is known the world over, commented to WOW Omaha on the effectiveness of the station for his products and then took it to task for not bringing



In one of the many KFRE Fresno farm department field interviews, reporter Jim Miller gets the story on new techniques employed today in the crossbreeding of cattle.



Farm personnel of WHO Des Moines are on location at the Iowa State Fair. L to r: Jack Dallas, farm dept. assistant; Herb Plambeck, farm director; Lloyd Albers, superintendent of the cattle show; Chet Randolph, farm news editor; Lee Kline, market editor, and Keith Kirkpatrick, associate farm editor. Scene is the last livestock judging.

to the awareness of listeners the farm products and services of certain additional companies.

"I think you and your station," he wrote to the general manager, "have a wonderful opportunity to help farmers produce better crops and that you are not taking full advantage of your opportunity."

Mr. Garst goes on to illustrate how the commercial messages of two nationally-produced products could make important differences in the outcome of farm production.

Conviction of this type by an interested advertiser on the strength and importance of farm radio is testimony enough to the medium's affluence.

And in the fast-changing world of agriculture, filled with wonderful new developments and beset with many critical problems, farm radio is attempting to keep pace with the needs of its listeners.

Questionnaires returned by stations to U.S. RADIO as part of the third annual survey of farm radio indicates that many adjustments are taking place within the medium:

- Programming is becoming more diversified to appeal to a wider range of farm listeners (i.e., the whole farm family).
- Information covered in farm programming is also broadening in scope across the country to include such things as general business news, gardening and expanded reporting on farm markets.
- The trend to shorter segments of farm programming—without

a necessary reduction in total farm radio activity—appears to be growing, according to the survey.

- Questionnaires also point to the fact that stations are providing more service to advertisers.

As a focal point for advertising, the farm market continues to grow in attractiveness. This is true for farm products as it is for standard consumer items. For a list of national and regional advertisers who buy farm programming—as reported by stations in their questionnaires—see p. 24.

The vastness of the farm market has been documented by Wildrick & Miller Inc., New York, advertising agency that specializes in the agricultural, building and chemical industries. Its appraisal of the farm market, issued last year, presented the farm story in a 32-page booklet called *Fewer, Larger, Richer*, a follow-up to a similar analysis published 10 years earlier. Calling upon government and industry figures, here are some of the facts the agency has gathered:

- The farming industry consumes 6.5 million tons of finished steel each year, equal to almost half what the entire auto industry uses.
- Farmers spend \$1.5 billion each year for petroleum products. They are the nation's biggest buyers of oil industry products.
- Farmers invest almost \$5 billion each year in new buildings, equipment and machinery, more than \$1,000 per farm.

- Farmers use enough rubber each year to put tires on six million automobiles.
- They spend more than \$9 billion annually for seed, stock, feed and fertilizer.
- Farm families each year buy about \$16 billion worth of consumer goods and services like food, clothing, furniture, insurance, appliances, medical care, among other things.

There is strong evidence that advertisers in greater numbers are realizing the value of the farm market for both specialized and consumer goods and services.

"Radio sales in 1961 are expected to rise in all product classifications," states Sidney J. Wolf, president of Keystone Broadcasting System Inc., "but should be especially marked among advertisers concerned with reaching the large farm market. Currently, eight national accounts are selling their various farm products, equipment or services via Keystone facilities. Many general product advertisers also are seeking this specialized consuming group."

He cites as an example the rise in automotive billing for Keystone in 1960. "We have many manufacturers using transcribed commercials to sell the general passenger car line to farmers as well as trucks." Mr. Wolf credits much of Keystone's sales gain of 25 percent last year to advertisers anxious to reach the rural markets.

Of the more than 1,100 stations in the Keystone network, 884 contain farm programming that collec-



Before the Heavy Machinery Rodeo held at Clemson College, S.C., Grady Cole, farm director of WBT Charlotte, interviews the 4-H Club participants in the rodeo.



Mike Nelson (l.), farm director of WJAG Norfolk, Neb., presents plaque to owner of prize-winning heifers at the Norfolk Chamber of Commerce-sponsored Baby Beef Show meet.

tively cover 3.7 million farms. Keystone states that these farms have an annual gross income of \$26.6 billion, about 70 percent of the total U.S. gross farm income of \$37.9 billion.

There are many developments taking shape in farm radio today, according to questionnaire returns.

"The farm director must spend more time in the field and less in the studio," states Herman Clark, director of radio, WBAP Fort Worth. "There should be more interviews in the field, more first-hand reports on crop conditions." As for farm clients, Mr. Clark declares, "Advertisers expect more service—dealer calls, attendance at sales meetings, assistance with point-of-sale material, dealer letters, contacts with sales managers. Consumer product advertisers, too, are showing an interest in the high-income farm audience."

The emphasis on markets and marketing information is explained by Maynard Speece, farm director of WCCO Minneapolis:

"The basics of farm service reporting—markets, weather and news of agriculture—remain the same. But each year there is more emphasis on markets and marketing. One big reason is that market activity is no longer seasonal.

"A few years ago, virtually all hogs came to market in the fall because practically all farrowing occurred in the spring. Today, multiple farrowing is the rule and the farmer is bringing hogs to market the year around.

"Also contributing to this picture is the fact that so many farmers are joining together in marketing groups to even the flow of livestock to mar-



Farm Director Arnold Peterson (r.) of WOW Omaha and Associate Farm Director Frank Arney prepare for on-the-spot interview to be run on one of station's farm programs.

ket, eliminating the great seasonal price fluctuations.

"Farm service broadcasting also has been greatly affected by the technological revolution on the farm. The farmer simply cannot keep up with all the new products and methods in such fields as chemicals, fertilizers, feed formulations and insecticides. He depends more and more on radio for news of these products and advice on when to use them. Often it is the kind of information the farmer needs *now* and he gets it *now* only on radio."

Changes in farm radio programming reflect a desire to broaden the scope of information as well as to appeal to a wider range of listener (for example, the farm housewife).

"We have expanded the scope of women in our farm programming," declares Robert Miller, director of agricultural activities for WLW Cincinnati. "More and more important

is the part played by Jean Conner, women's director of the farm program department, and thousands of letters from listeners attest to their confidence and loyalty. For example, just before Christmas Jean Conner offered to send a reprint of a Christmas cookie recipe upon receipt of a self-addressed, stamped envelope. By Christmas, more than 2,100 requests had been received and acknowledged.

"An increase in community relations also has been noted. More time has been given to personal appearances, speeches, remote broadcasts and activities at WLW's Everybody's Farm. Nowadays a farm broadcaster must have world-wide knowledge—he cannot limit himself to his own community."

Appealing to a wider range of listener with farm programming is pointed to by many stations as one of the newer developments in farm

FARM RADIO

FFA and other groups," says Leslie Kennon, vice president, KWTO Springfield, Mo. "We have also enlarged our scope of markets to include all important quotations in livestock and grain in the middle west."

And Jay Gould, farm director of WOWO Fort Wayne, adds the following emphasis to the growing diversification in programming content and approach:

"Two types of changes have come into our farm broadcasting. One type in program material and the other in program format. Emphasis has been changed considerably from our former efforts to raise production of crops and livestock to the problems of marketing and adjust-

ment of quality and amount to demand. There is also a considerable increase in the amount of time spent in explaining farm problems to non-farm people and the problems of non-farmers to the farmers. As with the extension service, farm broadcasting now includes an ever increasing amount of attention to suburban non-farm listeners.

"Our farm broadcast format has evolved to parallel an apparent change in listening habits—shorter information segments (for example, four-minute rather than 15-minute markets), shorter interviews (maximum six minutes) and general agriculture information. Along this line, local, national and international news is now embodied within our farm broadcasts."

Bill Hoeft, farm director of WTMJ Milwaukee, also states that "more consideration is being given to the non-farm listener in farm programming."

Some stations report adjustments in programming to appeal to urban listeners.

"Our farm programming attempts to bring the urban listeners closer to the farmer, providing information to the urban listener which tends to acquaint him with the farmer's problems," declares Robert (Doc) Webster, farm director of WJTN Jamestown, N. Y. "We have not sacrificed the farm content in the program, but tend to present it in a manner that will be not only of interest to the farmer, but the urban listener as well. We are keeping interviews to a maximum of three minutes in an effort to keep the program fast-moving."

Conway Robinson, farm director, WBAL Baltimore, underscores a similar point: "Farm programming—particularly in our eastern area—must include sufficient human and general interest material to attract the suburban 'farmer' since our so-called strictly agricultural listening area now is changing and to a large extent is assuming a more suburban appearance."

The appeal to the distaff side is explained by Howard Heath, farm director, WPAG Ann Arbor, Mich. "We are aiming the commercial pitches more and more toward the woman of the house, knowing very little is ever spent without her con-

radio.

"We are still employing our regular pattern of farm interviews, market information and news directed to the farmer, all the while directing more thought to the *young farmer* and participating more with the



This trio bids welcome to visitors to Everybody's Farm, owned and operated by WLW Cincinnati. L. to r.: George Logan, farm service director; Robert Miller, WLW's director of agricultural activities, and Jack Conner, manager of the farm.



U. S. Senate radio room is the scene of this farm broadcast by WGY Schenectady, N. Y. Station set up special two-way radio broadcast between these senators and four farmers in its home studios. Don Tuttle (r), WGY farm director, handles the Washington end of the discussion with Senators (l to r) Milton Young, William Proxmire, George Aiken and Allen Ellender. Northeast problems were aired.

sent."

An example of the increasing variety in information covered in farm fare is provided by Vern Stedry, manager of KRGI Grand Island, Neb. "Our farm director, Bill Macdonald, is making his farm program a bit more diversified. He covers lawn care, shrubs and plants a little more than he did a few years ago and has received excellent response to this programming."

Radio's ability to provide the farmer with fast and accurate reporting is being accentuated by a number of stations, according to questionnaire returns.

"Farm radio is continually becoming speedier and more informative in its reporting," states Orion Samuelson, farm director, WGN Chicago. "With the stepped-up pace of today's agriculture, farmers need up-to-the-minute market and weather reports and news of new agricultural developments."

And Wally Ausleg, farm director, WPTF Raleigh, N. C., declares, "The pace has been quickened. Shorter, but more meaningful interviews. More market reports. Wider diversification on farms, operators interested in more items. In our area, for instance, on broilers, eggs and live-stock, farmers desire more information on prices in distant markets, which affect local markets. Farmers are becoming better businessmen. They want to keep up with new developments."

In line with this, George Shannon, farm director of WWL New Orleans, says, "General business news is wanted by farmers." He also states that farmers want more markets, weather and live interviews.

"More emphasis on the business side of agriculture; farm market reports, too, are heavier," comments Ted Capener, farm director, KSL Salt Lake City.

In the area of remotes, Grady Cole, farm director of WBT Charlotte, N. C., believes major changes in programming include "more tapes of talks with agents and farmers as well as interviews at farm shows and exhibitions."

Carl Collins, farm director, WKZO Kalamazoo, also believes that "farm radio programming is more mobile these days. Examples on WKZO are direct reports from the Chicago



The WMT Cedar Rapids booth at the Iowa State Fair features such services as weather forecasts and market reports. Station has similar booths at all local fairs.

Collecting facts for his WBAP Fort Worth farm program is Calvin Pigg (l.), station's farm editor. This is one way the station keeps abreast of the views of cattlemen and farmers.



Stockyards, the local stock exchange and the area weather bureau. Another service that has been successful for us is *Spray Guide*, beeper reports from agriculture specialists in the field advising area fruit growers of spraying conditions and advice on what types of spray to use."

Another example of the far-reaching capabilities of today's farm programming is provided by WGY Schenectady, N. Y. Last spring, Don Tuttle, farm director, set up a two-way radio broadcast between four area farmers in its studios and four U. S. senators in Washington. The senators, members of the Senate Agricultural Committee, were George Aiken (R-Vt.), William Proxmire (D-Wisc.), Allen Ellender (D-La.) and Milton Young (R-N. D.).



KWKH Shreveport operates remote broadcasts from its own booth at the Louisiana State Fair. Farm Director Jack Dillard is shown getting farmers' opinions on the success of the show.

The farmers in the WGY studios fired questions dealing with north-eastern agricultural problems at the lawmakers. Listeners to the *Farm Paper of the Air* were given a chance to hear these matters discussed by these leading legislators and the local farmers.

A further indication of farm radio's increasing mobility is offered by George Haefner, farm director, WHAM Rochester, N. Y. "No longer are stereotype news or agricultural releases used. Rather, the story is re-told in specific terms of the WHAM farmer and his farm conditions. Each month we travel greater distances with our tape recorder, tailoring the farm programs to the highly-specialized needs of today's competitive farm business."



KDHL Faribault Minn., and the Ralston Purina Co. co-sponsored the "Beautena Royal Show and Sale." Farm Director Dean Curtis (l.) gets report on the scene.

The importance of on-the-scene reporting and the de-emphasis of news releases is underscored by Ray Wilkinson, farm director, WCEC, Rocky Mount, N. C. "Best results today are achieved by personal contact on the farm and full-time study of local and area problems through county agents and the state extension service. No more just reading bulletins and wire service reports. Complete coverage of all events in area, from on-the-farm demonstrations to livestock sales and auctions."

With the rapidly changing farm picture adding new responsibilities to farm broadcasters, many stations are in the process of modifying or altering their farm format and coverage.

One such station, WOW Omaha, reports it has just had the most extensive program "overhaul" in 38 years. Bill Wiseman, manager, describes the changes in farm content. "Our new format gives increased emphasis to three vital farm services—current complete markets, current complete weather and current complete farm news. These will be brought to the farmer in-depth twice daily.

"The award-winning program, *Farm Service Reporter*, featuring Arnold Peterson, farm director, and Frank Arney, associate farm director, has been split into two segments—at 6:15 to 6:30 a.m. and 12:15 to 12:30 p.m. This doubles WOW's farm service. In addition, recognizing that the farm family likes music and entertainment, we have added *Rise and Shine*, a musical show at 5:30 to 6 a.m. and 6:30 to 7 a.m., with both programs giving frequent weather reports, time and farm features.

"WOW also has increased its 6 a.m. news to 15 minutes and has inserted first market estimates and complete farm weather. Thus, the

entire period from 5:30 to 7 a.m. offers greatly improved farm service."

Farm programming has always consisted basically of providing information the farmer needs in his everyday operation. However, the growing complexity of farm technology coupled with new product developments are bringing about an expansion of information offered.

"Besides the usual weather, news, markets, U.S.D.A. and state school agricultural news, our station has added two new features within the last two years," states Harold J. (Smitty) Schmitz, farm director, KFEE St. Joseph Mo. "From February to August, we carry a weekly *Insect Report* consisting of taped interviews made with the extension entomologist of the University of Missouri School of Agriculture. This is a 10-minute feature, usually sold and broadcast on Mondays.

"Since last spring, KFEE has carried special weather forecasts at 6:55 a.m. and 6:25 p.m., Monday through Friday, from Midwest Weather Service of Kansas City, Mo. These forecasts are beamed at farmers."

The trend towards shorter farm program units, which started a few years ago, appears to be gaining in acceptance.

"We are in the process of shortening our program segments," says John Chase, farm program director, WHFB Benton Harbor Mich. "We are trying to streamline the information segments, but maintain the same amount of markets and weather. Actually, we are revising our *Michigan Farm Hour* (12:15 to 1 p.m.) despite the fact that the program was selected as the outstanding farm program in Michigan by the

Associated Press in 1958-1959 and 1959-1960.

"The objective is to provide a wider variety of information on each program. We have also expanded in the last two years our weather programs and local market coverage. During our morning program (5:30 to 6:45 a.m.), we are featuring more entertainment, but we still maintain basic farm features."

And Chuck Bill, farm director of WLS Chicago, declares. "There's a definite trend toward short segment programming. WLS has a one-hour morning show, *Farm Special*, which features short segments or vignettes by farm editors, interviews, market reports, among other things. Between these segments, we feature regular music, news and weather reports."

At noon, Mr. Bill notes, WLS has a half-hour news show, *Mid-Day*, which features three voices. Five-minute segments include local news, regional news, markets, weather, national news and a five-minute news summary.

"More short items, more music," states Stan Torgerson, station manager, WMC Memphis. "The major change in farm programming is to a more listenable format with less long discussions."

Wally Erickson, farm director, KFRE Fresno, analyzes the developments in shorter programming this way:

"Trend is not definite, but some stations are going into shorter programming segments. The *National Farm and Home Hour* was dropped by NBC, which now uses farm short subjects prepared by farm broadcasters for *Monitor*. By the same token, a few stations have eliminated block farm programming for more fre-

quent short segments; however, this is not a general practice.

"Most of us are streamlining our farm programming somewhat by keeping the features shorter, attempting to get frequent change of voices." He also states that many farm directors in more metropolitan areas are doing special service features (consumer tips, gardening) for urbanites.

"Capsule type reports inside of longer programs are becoming quite popular," declares Loyd Evans, farm director, KGBX Springfield, Mo. "Our *Farmorama* programming each morning is built around the NBC *Monitor* format with a farm slant all the way." He says the station has received "much good comment" from listeners on the market and weather briefings given every 20 minutes.

"We are scheduling more five-minute farm shows than ever before," asserts Howard Langfitt, farm director, WJDX Jackson, Miss. "We're providing our listeners with more thorough and complete market reports and information as well as more material of interest to consumers."

In support of the movement to shorter segments of farm programming, are such comments as these: "Farm programming includes shorter interviews and a greater number of them," says Mike Nelson, farm director, WJAG Norfolk, Neb.

"We have made a marked change in farm programming. The farm shows are worked into the news and morning record shows as one- to three-minute spots," states Wayne Rothgeb, farm director, WKJG Fort Wayne, Ind.

"Shortening of features to allow more variety is a major trend," declares Homer Quann, farm director, WSAV Harrisonburg, Va.

One of the big pluses of farm radio advertising is the merchandising and other services that a station provides a client. And reports from stations indicate that these services are taking on additional importance in the station-client relationship.

"More emphasis is being put on service to the farm radio client," states Phil Evans, farm director, KMBC-KFRM Kansas City, Mo. He cites such services as addressing and attending client sales meetings and working with area dealers as well as

providing mailings and point-of-purchase displays.

"Farm directors are putting more emphasis in helping co-ops and farm organizations market and merchandise their products," declares Cliff Allen, farm director, WNOX Knoxville, Tenn.

Bob Nance, farm director, WMT Cedar Rapids, Iowa, believes that a major change today is "more personal service to clients." In line with this, the station's merchandising and promotion activities are extensive.

Last October, WMT broadcast directly for a week from the site of the National Dairy Cattle Congress in Waterloo. About 35,000 people registered at the station's "Farm Service" booth in the main exhibition hall to register for prizes and to meet station personalities. One General Electric transistor radio and a 17-inch GE portable tv set were awarded daily.

Remote broadcasts included four *Farm Cavalcade* Cattle Congress reports sponsored by Northrup & King Co., seed and feed company.

An example of a well-rounded merchandising campaign is provided by WSJS Winston-Salem on behalf of one of its clients, International Harvester, sponsor of the *Piedmont Farm Program*.

Among the features of the merchandising support are: Personal visits by Harvey Dinkins, farm service director, to IH dealers; personal letters to dealers explaining this support; on-air work during the Dixie Classic Fair, conducted with personnel from the Forsyth-Stokes Tractor Co., an IH dealer; promotional placards for dealer showrooms; air promotion on behalf of the program; personal appearances at dealer meetings, and goodwill field trips.

Plans for the next Dixie Classic Fair will include on-air interviews from the IH display.

Questionnaires returned by stations also indicate that certain structural changes are being made in the station-client relationship as far as the handling of commercials is concerned.

"More leeway is being given farm directors by their advertisers in the presentation of commercials," states Jack Dillard, farm director, KWKH Shreveport, La.

"Some stations seem to be weaning the farm director away from com-



As a part of the farm programming at WWL New Orleans, George Shannon, farm director, often interviews members of the Louisiana chapters of Future Farmers of America group.



Harvey Dinkins (l.), WSJS Winston-Salem farm director, talks over his *Piedmont Farm Show* with sponsor D. C. Rankin, IH dealer,



Each year WOAI San Antonio reports on the Southwest Texas Soil Conservation Tour. Shown discussing conservation improvements are Bill McReynolds (r.), farm and ranch editor, and John White, Texas Commissioner of Agriculture.

mercials, thereby making it possible for competitive accounts to be on his program," comments Wilbur Levering, farm director, WIBW Topeka.

And in the selling of farm radio time, Bill McReynolds, farm director, WOAI San Antonio, states, "We have been giving increased attention to the participating spot campaign within the farm show as well as selling in five-minute segments." • • •



Farm Radio Advertisers

The following is a list of national and regional advertisers who regularly use farm radio in their advertising. The clients, arranged by product category, are taken from station questionnaires. Asterisk (*) indicates regional client.

EQUIPMENT, IMPLEMENTS & CONSTRUCTION

Alcoa Aluminum
 Allis Chalmers
(farm machines)
 American Steel & Wire
(fencing)
 Automatic Equipment Co.*
(farm machines)
 Bevis Construction*
(shell homes)
 Black, Sivalls & Bryson
(storage tanks)
 J. I. Case
(farm machines)
 Chevrolet Trucks
 Deere & Co.
(tractors and implements)
 DeLaval Separator Co.
(milk machines)
 Delco Batteries
 Dodge Trucks
 Eaton Metal Products
 Electric Service Systems
(electric fencing)
 Eveready Batteries
 Firestone Tires
 Flex-O-Glass
(glass substitutes)
 Ford Tractors
 Ford Trucks
 GMC Trucks
 Gehl Bros. Mfg.
 B. F. Goodrich Tires
 Goodyear Form Tire Service
 Granite City Steel*
(flat rolled steel)
 Homelite Chain Saw
 Honneggers & Co.
(farm buildings)
 International Harvester
(farm machines)
 Kaiser Aluminum Roofing
 The Kendall Co.
(milk filters)
 Kennecott Copper
 Keystone Steel & Wire
(fencing)
 Long Mfg.
(balers)
 Mossey Ferguson
(farm machines)
 Walter Moy Form Implements*
 McCulloch Chain Saws
 Minneapolis Moline
(farm machinery)
 Mono Chain Sows*
 National Pressed Steel*
(corrugated metal)

The Oliver Corp.
(farm machines)
 Pennsylvania Tire
 Pioneer Chain Saws
 Plymouth Cordage
(baler twine)
 Remington Chain Saws
 Reynolds Farm Buildings*
 Schwartz Mfg.
(milk filters)
 Sensation Mower
 Sheffield Steel
 Solar Permanent
(milk coolers)
 Southland Tractors*
 Speedy Mfg.*
(farm machinery)
 U. S. Rubber Co.
(tires)
 U.S. Steel
 Willys Motor
(trucks)

SEED & FEED

Allied Chemical
(feed supplement)
 Allied Mills
(feeds)
 American Salt*
 C. S. Bell
(seeds)
 Cargill
(seeds and Nutrena Feeds)
 Cocker's Pedigreed Seed*
 Cooperative G. L. F. Exchange*
(seeds and feeds)
 The Corn King Co.*
(feeds)
 Dannen Mills*
(feeds)
 DeKalb Seed Corn
 Delta Pine & Land
(cotton seeds)
 Diamond Crystal Salt*
 Doughboy*
(feeds)
 Form Bureau Co-Op*
(seeds and feeds)
 Former's Hybrid Seed Corn*
 Foxbilt Feeds
 Funk Hybrids
(seeds and feeds)
 Gorst & Thomas*
(seeds)
 Gooch Feed Mill*
 Hubbard Milling*
(feed)
 Jacques Seed*
 Louisiana Seed*
 Earl May Seed

McMillen Feed Mills*
 McNairs' Yield-Tested Seed*
 Moorman Feeds
 Murphy Products*
(feeds)
 Northrup-King
(seeds and feeds)
 Oelwein Chemical
(feeds)
 Oyster Shell Products
(feeds)
 Pay Way Feed Mills*
 Pfister Hybrid Seed
 Pioneer Seed Corn
 Quaker Oats
(seeds)
 Ralston Purina
(feeds)
 J. C. Robinson Seed*
 Schreiber Mills*
(feeds)
 Southern States Co-op*
(seeds and feeds)
 Spencer Kellogg & Sons
(feeds)
 Steckley Hybrid Corn Co.*
(seeds)
 Supersweet Feeds div. of
 International Milling Co.*
 Tennessee Formers Co-op*
(feeds)
 L. Tewles Seed*
 U. S. Industrial Chemical
 Vigortone Products
(feeds)
 Walnut Grove Products*
(feeds)

FERTILIZERS & CHEMICALS

Agricultural Laboratories
(chemicals)
 American Agricultural Chemical
(fertilizer)
 Chilean Nitrate
(fertilizer)
 Davison Chemical
(fertilizer)
 Dow Chemical
 Federal Chemical
(fertilizer)
 Geigy Chemical
 Hi-D Commercial Solvent
(fertilizer)
 International Minerals and
 Chemical
 Nitrogen, div. of Allied Chemical
(fertilizer)
 Monsanto
(fertilizer)
 QJin-Mathieson Chemical

Pox
(fertilizer)
Pfizer Laboratories
(chemicals)
Planter Cotton Oil & Fertilizers*
Rohm & Hass
(chemicals)
Royster Guano
(fertilizer)
Shell Chemical
Sohio Chemical*
Spencer Chemical
(fertilizer)
Stouffer Chemical
(fertilizer)
Swift & Co.
(plant food)
Tennessee Farmer's Co-op*
(fertilizer)
Union Carbide
(chemicals)
Virginio-Carolino Chemical
(fertilizer)

ANIMAL HEALTH

Abbott Laboratories
Americon Cyonamid
American Scientific Laboratories
Armour Laboratories
Dr. Legeor Inc.
Dr. Salisbury Laboratories
Geigy Agricultural Chemical
Hess & Clark
Merck & Co.
Myzon
National Serum
H. W. Naylor
The Smith Agricultural Chemical

INSECTICIDES, PEST & WEED KILLERS

BHC Insecticide
Carbolo Chemical
(insecticides)

Chopman Chemical*
(insecticides)
Chemarga
(insecticides)
d-Con
(pesticides)
Niagara Chemical
(rat poison)
Esso
(cotton weed killer)
Swift & Co.
(insecticides)
Worforot*
(rat poison)
Woodbury Chemical*
(insecticides and pesticides)

ASSOCIATIONS

The Burlap Council
Dairyman's League Cooperative Assac.*
Doone Agricultural Service
Grange League Federation
Milk Producer's Assoc.*
Rural Electric Assoc.

PETROLEUM PRODUCTS

DX Sunroy Oil
Ohio Oil*
Phillips 66
Pure Oil*
Sinclair Refining
Standard Oil
Sun Oil

CONSUMER PRODUCTS

Brown & Williamson Tobacco
Burrus Mills*
(flour)
Chottonaoga Medicine
(Black Draught)
Coco Colo
Creomulsion

Dr. Pierce's Golden Medical Discovery
General Mills
Great Atlantic & Pacific Tea Co.
Hopkinsville Milling*
(flour)
Luzianne Coffee*
McCall's Magazine
Montgomery Ward
J. C. Penny
Pet Milk
Prince Albert Tobacco
Reynolds Tobacco
Royal Crown Cola
SSS Tonic
Safeway Stores
Seely Mottress
Sears & Roebuck
Tubrose Snuff
Union Carbide
(Prestane anti-freeze)
Willard Tablet

MISCELLANEOUS

All-State Insurance
Bank of America*
Burnette-Corter*
(stock yards)
DX Sunray Form Information
Dixie National Stock Yards*
Farm Bureau Insurance
Hamilton Corhartt Overall Co.*
Hercules Powder Co.
(explosives)
Household Finance
MFA Insurance*
Mobile Homes*
(house trailers)
Northern States Power*
Oshkosh B'Gosh
(clothing)
Poole Trailer Sales*
(house trailers)
South Memphis Stock Yards*
Wilson & Co.
(meat packers)

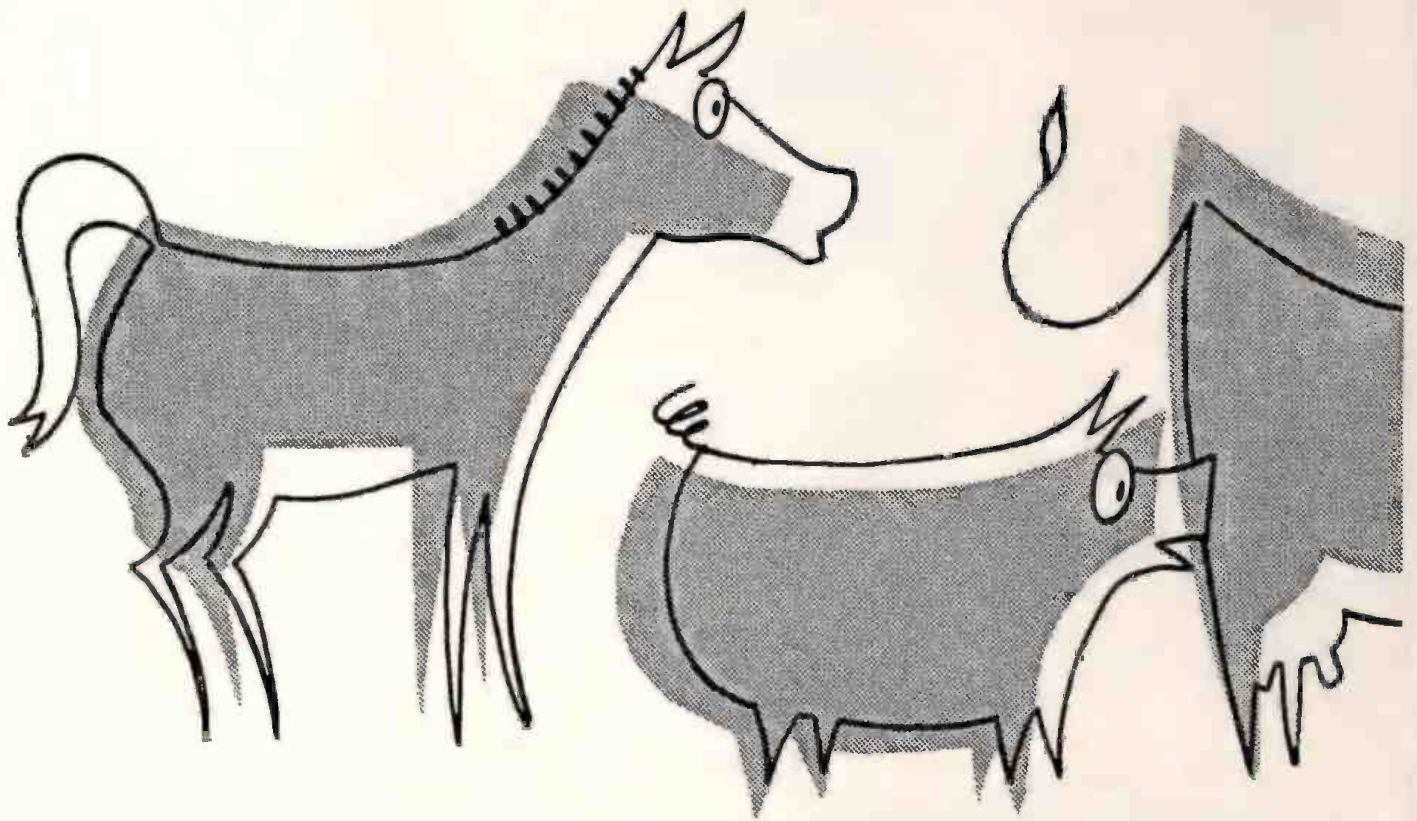
Station Sampling

Replies from the following stations were received for the farm survey:

KCMO Kansas City, Mo.
KDHL Faribault, Minn.
KFEQ St. Joseph, Mo.
KFH Wichita, Kan.
KFKA Greeley, Colo.
KFRE Fresno, Calif.
KFRM Concordia, Kan.
KGBX Springfield, Mo.
KGNO Dodge City, Kan.
KHOW Denver, Colo.
KMBC Kansas City, Mo.
KRGJ Grand Island, Neb.
KRYN Lexington, Neb.
KSL Salt Lake City, Utah
KSMN Mason City, Ia.
KYKN Monahans, Tex.
KWKH Shreveport, La.
KWTO Springfield, Mo.
KYW Cleveland, O.
WBAA W. Lafayette, Ind.

WBAL Baltimore, Md.
WBAP Fort Worth, Tex.
WBEN Buffalo N.Y.
WBT Charlotte, N.C.
WCCO Minneapolis, Minn.
WCEC Rocky Mount, N.C.
WGN Chicago, Ill.
WGY Schenectady, N.Y.
WHAM Rochester, N.Y.
WHDN Boston, Mass.
WHFB Benton Harbor, Mich.
WHO Des Moines, Ia.
WHOS Decatur, Ala.
WIBC Indianapolis, Ind.
WIBW Tapeka, Kan.
WISR Butler, Pa.
WJAG Norfolk, Neb.
WJDX Jackson, Miss.
WJTN Jomestown, N.Y.
WKJG Ft. Wayne, Ind.

WKTY La Crosse, Wisc.
WKZO Kalamazoo, Mich.
WLS Chicago, Ill.
WLW Cincinnati, O.
WMAZ Macon, Ga.
WMC Memphis, Tenn.
WMT Cedar Rapids, Io.
WNOX Knoxville, Tenn.
WOAI San Antonio, Tex.
WOW Omaha, Neb.
WOWO Farm Wayne, Ind.
WPAG Ann Arbor, Mich.
WPTF Raleigh, N.C.
WRFD Worthington, O.
WSJS Winston-Salem, N.C.
WSVA Harrisburg, Va.
WTAX Springfield, Ill.
WTMJ Milwaukee, Wisc.
WWL New Orleans, La.



Radio Plows Sales

for

CYANAMID

Farm Drugs

Farm Directors Form Nucleus

For American Cyanamid's 52-week

Campaign for Aureomycin; 40 Stations

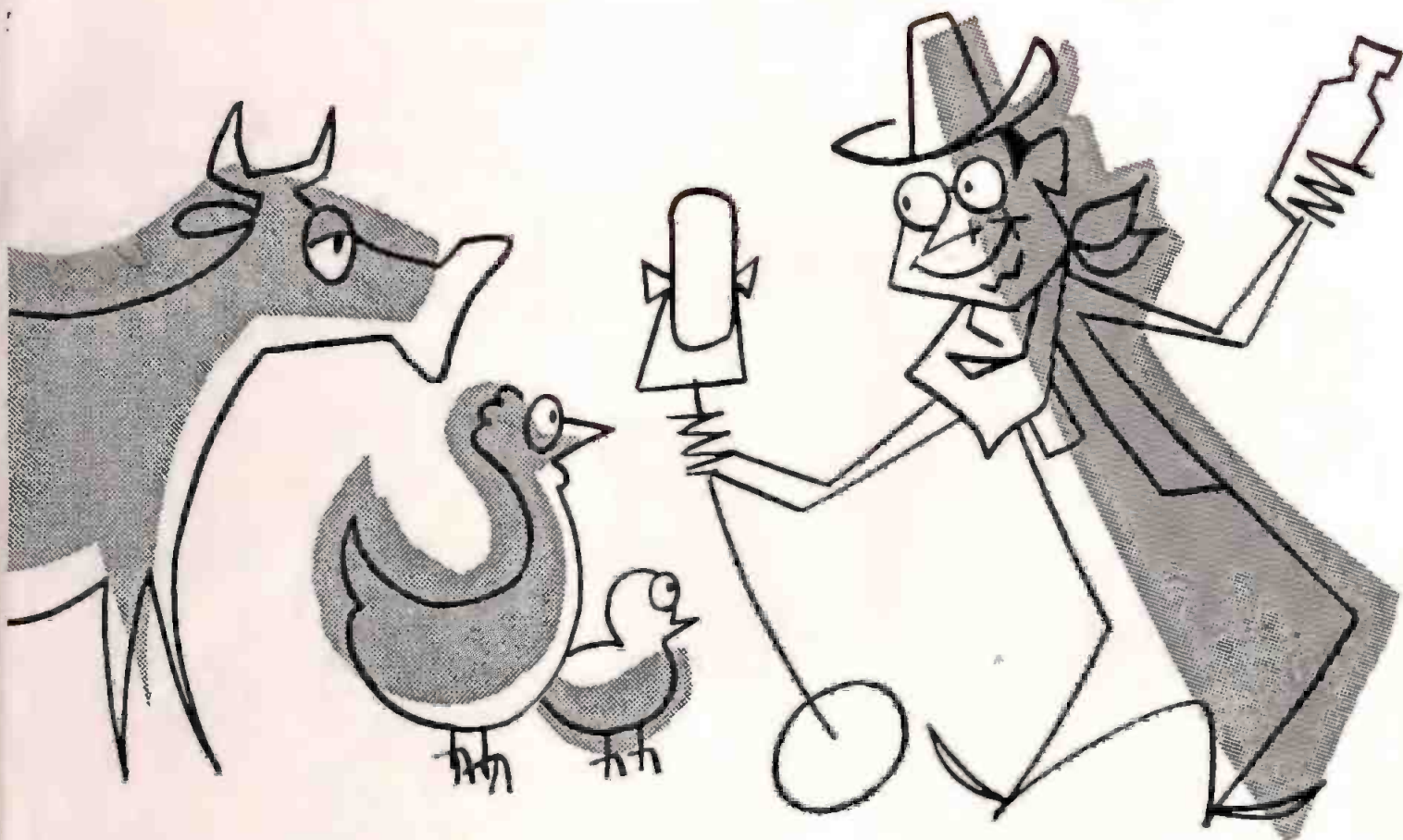
In 'Aureomycin Radio Network'



One of the most outstanding examples of cooperation between agency and station has developed over the past 10 months in farm radio.

Farm directors of 40 radio stations play the key role in radio advertising for the American Cyanamid Company, which manufactures Aureomycin for agricultural use.

Cunningham & Walsh Inc., New York, American Cyanamid's agency, calls its lineup of stations the Aureomycin Radio Network. When the program was initiated in April, 1960, there were 23 stations in the "network." Since then 17 stations have been added. (It is estimated that American Cyanamid will spend \$150,000 this year in farm radio, including special spot campaigns that are not a part of the 52-week "network" schedule. The budget for the "network" alone has been doubled since last year, according to Robert Palmer, Cunningham & Walsh media supervisor.)



"Our whole program hinges on the farm directors," explains Mr. Palmer. "As a matter of fact, we do not select stations simply on the basis of ratings or coverage. We feel that the farm director is in close contact with the people in his area and exerts a great influence through his personality. He not only knows farmers, but local businessmen, and many on a personal basis. He is a key factor in our decision as to what station to buy," Mr. Palmer says.

Once the station is selected, Cunningham & Walsh buys farm programs solely where possible. The usual practice is to sponsor a five-minute slot of a program, using an opening and closing billboard and a one-minute commercial. The frequency ranges from three to five programs a week. If time is unavailable on a farm program, the agency buys three one-minute adjacencies per week.

"All spots must be delivered live by a farm director," Mr. Palmer ex-

plains. "and this is the basis for what we believe to be a rather unique copy approach. The farm director receives no copy, transcription or fact sheet from the agency. Instead, we send him literature on Aureomycin and a list of 'ground rules' which covers the 'don't's' instead of the 'do's'."

Agency Suggestions

Here are excerpts from agency instructions to the farm directors:

"Enclosed you will find a booklet titled 'What An Antibiotic in Feed Can Do for You.' The first six pages of this booklet contain the basic story of Aureomycin, what it is, how it works and why it works. The remainder of the booklet discusses Aureomycin as a feed additive. Second is a folder called 'How to Use Aureomycin.' In its pages you will find a brief summary of the uses of Aureomycin in animal health (veterinary) products. The third book bearing

the label of 'Aureomycin Crumbles' is a rather comprehensive fact sheet on this new and important health product. The fourth item is a set of 13 'ground rules' governing commercial structure."

Armed with this material, the farm director prepares his own copy. Cunningham & Walsh prefers this method for a number of reasons: First, the farm director flavors the commercial with his own personality; second, he is aware of changes in agricultural conditions that would call for a change in copy; third, he can write the commercial on whatever farm animal is predominant in his area—livestock, poultry.

A fourth reason for giving the farm director a wide latitude with copy is the testimonial. Often a farm director, when in the field, will interview a farmer who uses one of the Aureomycin products. The farmer will explain why and how he uses Aureomycin and give a run-down of the results. Whenever adaptable, an



Farm directors prepare their own copy from background material furnished by C&W. They exercise almost complete autonomy in promotion, copy and sales contacts. Here John McDonald, RFD for WSM Nashville, gives commercial during one of Cyanamid's three weekly programs.

interview is used for a testimonial commercial.

"This approach gives the station's farm director standards commensurate with his position and gives the advertising the benefit of the farm director's experience. He can, and does, contribute a helpful editorial background to the commercials," according to Newman F. MacElroy, agency media director.

As an example of a farm director's activities in promoting American Cyanamid, here is part of a report from Chuck Muller, farm director at KOA Denver:

"Got together with Cyanamid's animal feed salesman, Rex McCullough, and developed special Western flavored commercials for Aureomycin in beef feeds.

"Imprinted Aureomycin Radio Network promotional material distributed to feed mills, farm stores and druggists in Colorado, Wyoming and Northern New Mexico.

"Learned that a prominent feeder-breeder featured in our Aureomycin testimonial commercials was showing at the Colorado State Fair. Invited listeners to stop by his show pens, view his cattle and find out face-to-face just what this cattleman thinks of Aureomycin.

"Visited with Cyanamid sales and technical people at the American Veterinary Medical Association Convention in Denver."

Typical Commercial

Here is one of the commercials that Mr. Muller prepared for American Cyanamid. It shows the advantage a local farm director has in knowing his territory and being able to personalize his commercials.

You've often heard us say that cattle fed a ration containing Aureomycin, that powerful broad spectrum antibiotic made by American Cyanamid Company, stay healthier and produce low cost gains at every stage of life. More and more Western ranchers are learning about the advantages of feeding Aureomycin every day. But if you want to hear a real success story, talk

How C&W Selects Farm Directors

1. Does the RFD work for a qualified station? (Ability to reach a sizable farm listenership).
2. Agency man must have met RFD personally.
3. Is he a member of the National Association of Television and Radio Farm Directors?
4. How active is the RFD in the NATRFD?
5. Airchecks of programs taken periodically.
6. Does station management have an active interest in farm programming?
7. Which geographic region is the RFD from? (Farm areas in order of importance: Midwest, Northeast, Southwest, Southeast and West.)

to some of your neighbors who have fed Aureomycin. For example, here's the experience of Dick Dickerson, the manager of the South Park Cattle Company up at Jefferson, Colorado. Dick reports that they have fed Aureomycin mixed with their creep ration for the past five years, and wouldn't be without it. As many other ranchers have found, Dick reports that he believes it has reduced the general run of sickness in small calves, and that there has been a noticeable increase in the gain of their feeder calves. That is the finding of Dick Dickerson in South Park, but ranchers and cattlemen in all parts of the region—up in the mountains or out in the plains—report the same thing. Talk to your dealer or feed manufacturer's representative about Aureomycin. By cutting down on diseases you permit the cattle to produce the best gains of which they are capable. Again, that's Aureomycin, a product of the American Cyanamid Company.

Both Cunningham & Walsh and American Cyanamid have expressed enthusiasm with the farm "network" plan. Frank Cappy, American Cyanamid's advertising manager for the agricultural division, says, "We think the farm directors are doing a good job. They are helping considerably to merchandise our products."

Dr. Larry Groves, Cyanamid's promotion manager for feed and health products, comments that "We're very happy with results since last spring, and we think the farm directors are doing a wonderful job. During the five years before we tried the network-type operation, we varied our use of broadcast. We used some spot radio, and bought a 13-week television participation. We went into the 'network' lineup of farm directors on an experimental basis. It has worked out very well. The farm directors, in effect, are 'salesmen-on-the-air' for our products."

As Bob Palmer explains it, before the "network" operation was proposed, the agency took a long look

at American Cyanamid's agricultural advertising and decided to develop much stronger local identification. "Since the 'network' plan has come into being, we have found that it has succeeded especially in bringing American Cyanamid salesmen closer to the company's advertising. One farm director was in contact with a company salesman 15 times in one month. Often when the farm director meets a farmer who has a need for one of the Aureomycin products, he will immediately contact a salesman."

Regular Radio User

Aside from its "network" plan which operates on a continuing 52-week basis, American Cyanamid is still active in spot radio, as it has been for the past 10 years, according to Mr. Palmer.

"Spot radio is important to our advertising because it enables us to get on the air quickly when regional circumstances demand it," explains Edward B. Shaw, promotion manager for pesticides. "Radio is one step away from the consumer and product, and is the first thing we turn to when anything unforeseen comes up."

As an example, he cites the spot campaign for Malathion that ran from April 11 to May 6 last year. "In this case, it was discovered that in certain states in the East there was a residue build-up in forage that threatened the purity of milk produced by cows. We went on the air almost immediately with spots for Malathion, a pesticide that can kill

the insect without harming the animal eating the forage."

For the Malathion campaign, American Cyanamid bought seven spots per week on 11 eastern stations, according to Frank Vernon, Cunningham & Walsh media buyer. In addition to the Malathion campaign, American Cyanamid used spot radio for six other products in 1960. The first campaign broke in February for a special two-week emphasis on Aureomycin Feed on 14 stations. At about the same time, a five-week campaign started on stations in the South and Southwest for Aureomycin Feed for egg layers. Also on the air at the same time was a four-month campaign in the midwest for Pigdex, a vaccine. In May and June, 12 stations in upper midwestern states carried 10 spots a week for Amino Triazole, a weed-killer. Cyprex, a chemical for treating cherries, got a one-month schedule on several New York State stations in April and May.

"At the present time," says Mr. Vernon, "two or three spot campaigns are scheduled for 1961. There probably will be more, but the scheduling will depend pretty much on local conditions. When the weather and marketing conditions are right, we are in a position to move in quickly with a spot radio campaign."

Anticipated Conditions

"We try to anticipate conditions as far ahead as possible," explains Mr. Shaw, "and usually have copy prepared ahead of time. All commercials for spot campaigns are prepared by the agency, not by farm directors as in the 'network' campaign. In some cases the commercials are in the hands of regional distributors who give the go-ahead to a spot radio drive if there is need for a crash program."

With its spot and "network" campaigns, American Cyanamid is one of the leading spenders for agricultural chemicals, according to Mr. Palmer. The company is one of the largest manufacturers of agricultural products in the United States, with about 20 percent of total revenue attributed to this source. In 1959, according to Mr. Cappy, the company's total revenue was \$500 million. • • •



ROBERT PALMER, Cunningham & Walsh media supervisor, directs the Aureomycin radio campaign for American Cyanamid. He says radio has brought Cyanamid salesmen closer to the company's advertising program.

Farm Radio Advertiser Case Histories

The following capsule success stories are reported by stations to U.S.RADIO.

Gas—Pyrane Gas Co., a local Benton Harbor, Mich., distributor, used mostly weekly newspapers and direct mail in its advertising until 1959. It then bought on WHFB a five-minute weather program at 12:30 p.m. Monday through Friday for 26 weeks. When the contract expired, the client renewed for a full year at a cost of \$42.50 a week. The company has just renewed a second time for another year and claims his business has increased in three counties despite additional competition and extension of natural gas lines. Direct mail has been dropped and weekly newspaper ads have been cut down.

Farm Buildings—Customcraft Inc. last fall contracted for a campaign on WGY Schenectady, N. Y., to run from October 10 through January 6 on the *Farm Paper of the Air* (12:15 to 1 p.m.). Using a one-minute spot, Monday through Friday, the client after seven weeks received more inquiries and effected more sales than it could handle that it had to change copy to sell another product.

Livestock Dealer—Henry Conklin & Sons, Plain City, O., first bought time on the farm programs of WLW Cincinnati to promote a cattle sale that was to start in January 1960. As part of the station's follow-through, Jack Conner, manager of WLW's *Everybody's Farm*, attended the sale to check on the turn-out of farmers. Pleased with the results in terms of the crowd and sales volume, Mr. Conklin later telephoned Mr. Conner from Plain City (100 miles away) expressing his satisfaction with the part radio played. The result? The firm bought six spots on *Chore-time* (6:10 to 6:45 a.m., Monday through Friday) one week per month to promote its 12 monthly sales of the year. Henry Conklin & Sons started their second year of advertising on WLW January 6. Last year, the firm spent \$4,100 with the station.

Equipment—Coushatta Farm Implement Co., an International Harvester dealer, sponsors a 15-minute program per week on KWKH

Shreveport, La. One example of the success the company has had was the sale of five used mechanical cotton pickers as a direct result of the sponsorship. A one-minute commercial was used in each of two programs calling attention to the sale.

Feed—Ralston-Purina Co. has been advertising on WJAG Norfolk, Neb., for over 15 years, according to Howard Murphy, district manager. The company now sponsors *Purina Market Time*, Monday through Friday, a program aimed especially at livestock feeders. During the years it is reported that Ralston-Purina has scored a 500 percent increase in business.

Chemicals—The Stull Chemical Co. of San Antonio had never done any radio advertising until it bought five minutes on the WOAI *Farm News* (6:25 a.m.) three days a week. The campaign started about a year ago with a 13-week buy. The campaign for the remainder of the year was renewed each time for 13 weeks, until recently when the company ordered a 52-week contract. Increased sales coupled with the "realization that the farm editor represented a highly respected 'travelling salesman'" are the reasons credited for the continuing radio use.

Rodenticide—The Lowman Co., Waterloo, Ind., manufacturer of Acorn Cheese Rat Killer, recently finished a campaign on WOWO Fort Wayne. L. L. Lowman last month commented on the results of the drive: "Even though our advertising budget was small, our early morning and *Jay Gould's Notebook* times were most effective. Without revealing any figures, we can say that WOWO was responsible for increasing our business 50 percent over last year. You can rest assured that we will be back on the air again next fall."

Construction—Atlantic Aluminum & Supply Co., Staunton, Va., bought one spot daily on WSWA Harrisonburg, Va., to promote the construc-

tion of farm buildings. The spots, heard between 6:16 and 6:45 a.m., were done from the advertiser's fact sheet with the content entirely the farm director's choice. In less than two weeks, 12 inquiries were received; three definite sales totaling \$7,500 were directly attributed to radio. The client has reportedly requested the assistance of WSWA in using other radio stations with the spots to be done by its farm director.

Feed—Ralston-Purina Co. for its Purina Chows has been a continuous advertiser on KCMO Kansas City since January 1954. At a weekly cost of \$330, the company uses six 10-minute programs a week, *Farm News* with George Stephens, farm director, Monday through Saturday, 12:10 to 12:20 p.m. Ralston Purina reports tonnage increased each year since the start of the program.

Tobacco Market—For the first time, Faquay-Varina Tobacco Market last year scheduled daily minute announcements on the 6 to 6:15 a.m. farm program of WPTF Raleigh, N.C. The announcements ran from opening day of the market in September until it closed in November. Announcements reported sales volume for the previous day, the average price paid to farmers and listed several sales by individual farmers. Tobacco market credited WPTF for making it the best year, with more tobacco sold than ever before at higher average prices for farmers from a wider area than ever before.

Services—Utah State Farm Bureau candy recipes were provided recently on *This Business of Farming* on KSL Salt Lake City. In one brief mention, Jeanne Lesson, ladies day director, stated that these candy recipes could be had by writing to the program. The next two mail calls brought nearly 150 requests from the station's coverage area.

Implements—Balster's Implement & Parts Co., Scotch Grove, Iowa, which sponsors *Tomorrow's Agriculture* on WAFI Cedar Rapids Sunday

7:15 to 7:30 a.m., ran two 1-minute commercials last year to promote tractor chains. It sold over \$1,000 worth of chains in one week as a result of the radio campaign.

Stockyard & Broker—The South Memphis Stockyards Co. and the Burnette-Carter Co., livestock brokers, have sponsored a Monday-through-Friday, 15-minute program (12:30 to 12:45 p.m.) on WMC Memphis for nearly 15 years. The two firms alternate sponsorship each day. J. H. Kiersky, general manager of South Memphis Stockyards, made this comment on the program: "From time to time, we make periodic checks with the customers on the stockyards and by the salesman who solicit business for the stockyards—directly inquiring as to whether or not they listen to our radio programs. Our reports have always been extremely favorable and we are pleased with the results."

Tractors—International Harvester Co. is now in its fifth year on KFRE Fresno, Calif. The company contracts for one year at a time and is presently sponsoring five minutes twice a week at 12:25 p.m. The station's farm department works closely with local dealers in promotion. KFRE reports that the dealers get much reaction from the show and that the local sales curve on the products advertised have been rising steadily.

Tractors & Equipment—International Harvester Co. for the past seven years has sponsored on WCCO Minneapolis the *Farm Service Review* each Monday, Wednesday and Friday at 6:30 to 6:45 a.m. A feature of the program is the "Bell Ringer" in which Jim Hill, associate farm director, who is featured on the show, rings a bell and salutes a farmer who has just purchased a new piece of I-H equipment; the individual dealer is also saluted. WCCO reports how this feature has been responsible for actually selling items in at least two cases. Paul Nelson, an I-H dealer in LeSeur, Minn., declares that a customer and he were having difficulty closing a deal on a new \$4,000 tractor. Finally, the farmer asked, "If I do buy this tractor, will Jim Hill give me a 'Bell

Ringer' on WCCO?" Mr. Nelson assured him that Jim Hill would and the farmer reportedly purchased the tractor on the spot. In another case, says the station, a St. Peter, Minn., farmer who was saluted following his purchase of a new tractor, returned to his dealer and said, "I guess I'll have to buy a new four row corn picker (\$700 item) if I am going to live up to the build-up Jim Hill gave me this morning."

Feed—The Ralston Purina Co. and 32 dealers in southern Minnesota have sponsored the *Purina Farm Forum* on KDHL Faribault, Minn., for eight years. The program, aired twice a day from 6:45 to 7 a.m. and 6:45 to 7 p.m., features farm interviews. The results are attested to by the Purina sales organization which states that Purina Chows have shown the biggest growth of any feed in the area.

Feed—Dannen Mills Inc. is a regular sponsor on KFEQ St. Joseph, Mo., presenting the *Market Gossip* program I to 1:15 p.m., Monday through Friday. The show contains market information, general farm news and musical entertainment by Slim and Mary, western entertainers. In addition, Dannen last fall sponsored the station's coverage of the State and National 1960 Mechanical Corn Picking Contests. In fact, the KFEQ studio and facilities were located at the Dannen exhibit during the national event. On October 19, the coverage consisted of four 5-minute "beep" telephone reports direct from the contest site near Chilli-cothe, Mo., by Harold J. (Smitty) Schmitz, farm director. On October 20, the national contest was held at the farm site with contestants from about 10 states. KFEQ broadcast interviews with winners and people in attendance as well as programs covering the events in general. The overall cost of the coverage to Dannen was \$500, including the line charges. It is interesting to note that Dannen Mills for the last three years has also used a participating one-minute announcement during the 154-game season broadcasts of the St. Louis Cardinals' baseball team on KFEQ. Because last year was Dannen's 25th anniversary, the first 10 seconds of each minute spot

carried a brief recap of the Cardinal game played 25 years ago, featuring the names of the famed St. Louis Gas House Gang. The commercial then lead into the anniversary copy and closed with a promotion for a specific feed product.

Seed—Garst & Thomas, Coon Rapids, Iowa, grower-distributor of Pioneer hybrid seed corn, has been using the WOW *Omaha Farm Service Reporter* for 12 years on a 52-week basis. Its first year it grew and sold 3,000 bushels. This year it sold over 600,000 bushels before October 15, greater than last year's April 1 total. The company credits its year-around advertising as a major factor. Roswell Garst last November had this to say to WOW: "You certainly have done a grand job helping us increase our sales . . . in recent years. We had by October 15 taken orders for more Pioneer hybrid seed corn for planting in Nebraska than we delivered in the state last year. Because you are our main station in Nebraska—the one we have most consistently used—I think you simply are deserving of a good deal of the credit."

Seed—Pfister seed corn started several years ago to use a few seasonal spots on WTMJ Milwaukee. It now has a 52-week schedule and sales in the station listening area have continued to climb.

Animal Health—The American Cyanamid Co. is a sponsor of the *RFD Review* on KFKA Greeley, Colo., Monday, Wednesday and Friday from 6:25 to 6:30 a.m. The sponsorship is part of American Cyanamid's "aureomycin network" (see story, p. 26). The station reports that all the local feed manufacturers have noted a significant increase in "both the inquiries about and the usage of feeds containing aureomycin."

Tobacco Market—Winston-Salem Leaf Tobacco Market Committee for many years has sponsored a quarter-hour segment of *Piedmont Farm Program* (12:15 to 12:30 p.m., Monday through Friday) on WSJS Winston-Salem beginning each June and running through mid-December. The program is beamed to farmers and tobacco growers. The show's aim is

to improve tobacco production and to advertise Winston-Salem as a trading center. Upon the opening of the Winston-Salem tobacco market, daily remote broadcasts are arranged to cover all selling warehouses. Market information and a complete report on the day's activity is provided by Bryan Harper, sales supervisor. These programs are fed to an additional six radio stations to reach all growers in the Old Belt market. The Winston-Salem Leaf Tobacco Market Committee feels that this is the most successful advertising it purchases because it sells the city not only as a tobacco market but also as a trading center.

Breeders Association—The Heart of the Ozarks Hereford Breeders Association, a small advertiser, spent \$18 on KWTO Springfield, Mo., to advertise its public sale. Two days prior to sale time, there was a blizzard. The advertiser called the station at 11:10 a.m. asking that it announce postponement of the sale. At noon, the association contacted all consignors and found that each had heard the spot over KWTO at 11:14 a.m.

Auctioneer—Harris Wilcox, a farm auctioneer in western New York State, has used WHAM Rochester, N.Y., for many years to advertise his sales in the upstate area. The schedule usually includes three 1-minute announcements per auction with as many as three auctions being adver-

tised per week on Farm Director George Haefner's *County Fare* program between 5:30 and 6:30 a.m. Repeated large turnouts and successful sales from listeners in both rural and urban areas offer continuing proof of the radio buy.

Sheller—Gravette Shelling Co. ran a one-week saturation campaign of 10 spots per day on KGBX Springfield, Mo., to appeal to farmers to sell their walnuts to it. Daily cost of the drive was \$27.50. The company commented, "We've been running two hullers with double crews 17 hours a day ever since we got our program underway with you."

Bank—The Marine Trust Co. of Western New York has been a regular participator on the WBEN Buffalo farm program conducted by Alden Fox, farm director, for over five years. Thomas Heard, senior vice president in charge of the bank's farm department, stated: "From comments made to us and surveys conducted, we know that this program, heard between 5 and 6 a.m., gets a fine reception throughout western New York. Al Fox does a grand job for us, not only as far as the program is concerned, but also because he attends many farm events throughout the area and has a wide personal acquaintanceship with farm people."

Insurance—MFA Mutual in its advertising over KRGJ Grand Island, Neb., offered red flags to those who wrote in for them during National

Farm Safety Week. As a result of that one-week promotion, about 800 flags were sent out. The company regularly has a spot on the Monday through-Saturday Bill McDonald show (6:30 to 6:45 a.m.)

Feed—P. J. Oesterling & Son Inc. used a 10-day campaign on WISR Butler, Pa., to introduce its new dog food. About 40 spots were used between the hours of 6 and 8 a.m. More than 600 inquiries were received in response to a free sample offer. There was also an increase in tonnage of more than 25 percent.

Feed—Dannen Mills Co. has been using three 10-minute programs per week on KHOW Denver at a cost of \$82.50 a week. In addition to the air activity, the station's farm director conducts field work for the sponsor. Dannen Mills has renewed for the second time.

Bank—The First Federal Savings & Loan Association of Kalamazoo has used the WKZO noon-time program for over 15 years. During this time, the association has successfully increased the number of its rural customers.

Milk Filters—Kendall Mills, which runs three spots a week at \$11 each on WKTY La Crosse, Wis., asked farmers over a three-week period to send in two box tops of the Kendall brand for a box of filters. The mail pull was reportedly high with requests still coming in as long as three months later. • • •



MARTHA BROOKS
"MARTHA BROOKS
SHOW"

These People Capture Listeners!

WGY offers advertisers a unique (for its area) opportunity to sell specific adult groups

Through personality shows such as the "Martha Brooks Show" and "Farm Paper of the Air," WGY captures specific and mature audience groups in its market area: Northeastern New York and Western New England. This varied programming earns top listenership among all adults—listeners who spend the money for your products. With spots on WGY, you can pinpoint your sales message to individual buying groups (farmers, housewives, sports fans, many others)—an advantage no competing station offers. Varied programming makes WGY your best area buy for a class or mass message. For availabilities, contact the Henry I. Christal Co. or WGY, Schenectady, N. Y.

982-15



DON TUTTLE
"FARM PAPER
OF THE AIR"

50,000 Watts • NBC Affiliate • 810 Kilocycles
A GENERAL ELECTRIC STATION

Radio Brings Home The Rice

When Carolina Rice met radio, it was love with the first flight. Today, after 13 years of going steady, River Brand Rice Mills, Inc., and its agency, Donahue & Coe, Inc., know that Carolina Rice and radio are a combination that continues to have lots of sales appeal.

It all began in 1948. The River Brand Company's sales for that year were \$18 million. The company states its sale for 1960 were over \$31 million.

"The prime reason for Carolina's sales success has been the consistent heavy use of radio over these years," says A. B. Churchill, account supervisor for Donahue & Coe. "Though we use newspapers, magazines, television and car cards, the backbone of the campaign is radio. Our radio outlay is three times as great as all the other media expenditures combined." (It is estimated that the radio budget for 1960 is near the \$500,000 mark.)

James Bergman Jr., senior vice president of River Brand Rice Mills Inc., says, "Our sales figures are far more eloquent than any praise I could give to radio. When you are distributing a low-cost, mass produced item such as our rice package, you want to sell through a low cost medium that will hit the greatest number of consumers.

"No other medium can touch radio's ability repeatedly to stand out among all the impressions constantly made upon the people, and still accomplish this feat so economically," says Mr. Bergman.

Carolina Brand Extra Long Grain Rice is the most popular of the four rice packages produced by River Brand Rice Mills Inc. The other packages are River Brand White Rice, a regular grain natural white rice; River Brand Natural Brown Rice, and Aunt Caroline par-cooked rice.

Since 1948 Carolina Brand Rice has kept its pretty sales figure with a steady diet of radio.



carolina rice

"When Carolina opened up in radio," says Samm S. Baker, the agency's account executive for River Brand, "the New York market was our first target. Since then, our market expansion has been cautious but steady. We are now firmly entrenched in the East, with continuous expansion in the Midwest and some new openings on the West Coast. Among the many key radio markets now using Carolina schedules are New York, Philadelphia, Chicago, Cleveland, Baltimore, New England, Washington and Puerto Rico."

The scheduling within these markets has shown a marked improvement too. To illustrate how the agency has maintained pace with industry changes, Mr. Baker points to a product improvement that brought about an additional flight for the summer: "Preparation of rice for the table used to be a lengthy and hot procedure. The housewife had to let the rice steep for 30 minutes before it could be served. With improved processing, she can now accomplish the task in half that time. This means that a rice meal does not have to be a cold weather specialty. Whereas we ran our spots only in the cooler seasons, we now carry a summertime flight as well, stressing the ease with which the food can be prepared. During this warm weather period we run on Saturdays and Sundays, too, especially at the hours when the family is likely to be returning from a trip to the beach or the country."

Three Flights Used

"Our three flights vary in length up to 13 weeks," says Marie Coleman, timebuyer for the River Brand account. "We kick off in early January with a 13-week cycle that carries us through the big Lenten season; then we pick up again around Decoration Day and carry beyond Labor Day. We come right in again with our fall cycle beginning late in September and running through the first week in December. Then a lay-off for the holiday traffic until the first of the year when we resume with

the flight that carries us through Lent."

Speaking of the radio strategy, past and present, Gerald Arthur, media director for Donahue & Coe, states that when Carolina Brand was introduced in 1942, the first objective was to build up sales in the New York market. "The agency decided that radio would provide the best coverage," he notes. "At first, the campaign was directed toward the Negro consumer, traditionally a heavy user of rice. As the Puerto Rican population of the city blossomed, we began scheduling spots on Spanish stations as well.

"As the increasingly popular Carolina jingle established itself," says Mr. Arthur, "we began placing our spots on personality programs on a rotating basis. The reason for this was that we wanted to reach the greatest possible number of separate households while keeping within our budget. We would run our schedule on one personality show (this would often be the station's leading disc jockey) for a few weeks and then shift to another "name" announcer who was likely to have a different following. This rotating system proved successful enough to warrant its continuance. Though we don't use network, we take local spots on network stations, especially adjacencies or local cutaways on such shows as the *Breakfast Club*."

When the shift to suburbia gained momentum, Carolina merely followed the trend. "Our object is to reach the young housewife who is looking for thrifty meals," Miss Coleman points out, "and at the same time wants to prepare an interesting fare. We usually run the suburban spots early to catch the news, school and road report listeners. In the city we try to air our announcements during the mid-morning period when the housewife is doing her cleaning and is beginning to think about the evening meal. We also use the evening driving times in order to catch the husband on the way home. The live tags often feature menu suggestions that will appeal to the men. We currently have schedules on 25 stations in the metro-

politan area with a total weekly spot frequency of 200 on the city stations alone."

"When we established radio in New York," says Mr. Baker, "sales nearly tripled. By 1951 we led this market in rice sales. We then felt we were ready to extend our reach to other parts of the country.

"Carolina's market expansion has been cautious but steady. It is difficult to enter a new area because of the local and regional producers that are already firmly entrenched there. But when the underlying need for a national product is realized, and a solid distributorship has been established, Donahue & Coe begins its initial promotion. The first target is usually the Negro segment of the population (and/or the Spanish if it is warranted). When that portion of the market has been achieved, then the rest of the market is substantially covered.

Type of Station Sought

"We look for the solid, general appeal station that has a strong personality announcer," Mr. Baker states. "The distributor is alerted to have Carolina well stocked and openly displayed in the independent and chain groceries. Our saturation scheduling often results in a close working relationship with the stations who offer their merchandising facilities to promote the product. Shelf talkers that tie in with the commercial are a valuable aid to any campaign because they renew interest in the consumer who has received her first impression on radio and now has it strengthened at point-of-sale. The agency purposely strives for a close working relationship with the station in order to achieve maximum benefits in the areas of scheduling and merchandising."

Mr. Baker feels that rice, in its various forms, has a tremendously broad appeal. As noted earlier it is a traditional food for the Negro and Spanish peoples. This is largely due to its low cost, especially when purchased in bulk packages such as the popular three pound box that Carolina distributes. To higher income groups, rice has a specific appeal because of its versatility. "In the past few years," Mr. Baker says, "gourmet recipes have gained national recognition, especially in the Sunday supplements and the wom-

en's magazines, and rice is often one of the basic ingredients. In order to reach this substantial group we will place some of our spots on good music and even classical stations. At the opposite end of the rice spectrum there is the real delicacy, wild rice. Unpredictable as a vintage wine, the wild rice crop will vary in size each season and we must wait for a large crop before there can be any value at all in radio advertising. This year's crop was abundant enough to warrant some spot radio. We placed a small schedule on two New York stations, one a classical and the other a good music station.

"And yet, despite sound marketing strategy and careful planning," Mr. Baker points out, "we can't help but feel somewhat lucky to be blessed with a jingle that has been the backbone of Carolina's radio success since it was first heard 13 years ago."

The jingle utilizes the soft-sell approach. So, once it became well established the agency decided to add some variations. The first method was to alter the tempo. For the housewife, the classical touch was added; for Negro appeal, a Dixie-land beat, and for the Spanish, the cha-cha-cha. A later variation on this approach was to have a fellow at a piano apparently improvise these three beats.

Ever ready to wax enthusiastic over the jingle, Mr. Baker says, "When we occasionally take the jingle off the air for a short respite, we invariably get letters of complaint from listeners—or perhaps you could call them fans—demanding that it be returned to radio. The disc jockeys like it, and will often give it a mention before they play the ET. In print ads and car cards, we combine product advertising with radio merchandising by displaying the jingle in an impressionistic reproduction of a musical bar simulating the score and lyrics.

"Now that the jingle is so well entrenched," says Mr. Baker, "and we have firmly established the Carolina image in our older markets, we are eager to promote a sister package known as River Brand, an inexpensive, regular grain rice. To accomplish this, we take 10 seconds of the Carolina jingle, use it as an ID with a 50-second live announcement delivered by a radio personality." This

is an example of the new copy approach:

E. T. Carolina 10-Second Jingle Personality:

Serve the happiest meals to your family — luscious, low-cost "banquet dishes" — made with the famous RIVER BRAND Medium Rice, or Carolina Brand Extra Long Grain Rice, your best buys for nutrition, economy and flavor. They're the finest natural white rice, with that delicious RIVER BRAND and CAROLINA fresh natural flavor. You actually get up to three times as much rice

box. This is one time when the best costs less! So don't forget — get RIVER BRAND Medium Grain or CAROLINA Extra Long Grain Rice—next time you're shopping.

Personalities are given several copy sheets similar to the one above, and are then encouraged to revise and deliver it in their own words using their own best selling styles.

Mr. Bergman notes, "Because our major competition produces a pre-cooked rice that actually costs the consumer more per pound than does Carolina, we try to stress the 'natural flavor' and quality of the prod-



Donahue & Coe personnel who handle the River Brand Rice Mills account, are shown examining research material that will enable them to keep abreast of the current market trends. Present are (l. to r.) Samm S. Baker, account executive; A. B. Churchill, account supervisor; Gerald T. Arthur, vice president in charge of media and River Brand Rice timebuyer, Marie Colemand.

—and for more nutrition— for your money! And what a difference in flavor! No flat, "pre-cooked" or "cooked out" taste when you use RIVER BRAND or CAROLINA Rice. They're wonderfully fluffy and naturally fresh-tasting every time. So quick and easy, too—fast as pre-packed combinations. And—you get up to three times as much rice—and far more nutrition—

for your money! Look for simple, fast-cooking instructions and many delicious recipes on every

ucts, and the fact that the housewife will get up to three times as much rice . . . and nutrition, for her money."

On the subject of long and medium grain rice, Mr. Baker states, "The average American was at one time traditionally a short grain rice eater. But long grain rice gained its popularity during World War II when the military appropriated most of the available short grain rice for the troops. When short grain rice did return to the markets after the war, it would probably have resumed its former importance had it not been for the Carolina Extra Long Grain Rice campaign." • • •

Trends in Programming

Presiding at the RTES radio-only Round Table session will be Al Shepard (r.), member of the RTES board of governors, and Ed Reynolds, chairman of the Round Table committee.

RTES Round Table session on February 23 will feature second annual radio-only meeting; panelists will present changes and new developments in programming



Innovations and trends in radio programming will be featured at the Radio & Television Executives Society's second annual radio-only Round Table luncheon next month.

Date of the session is Thursday, February 23. Place: Hotel Roosevelt, New York.

In what is now an annual event, the RTES for the second year in a row will devote this monthly Round Table meeting to radio exclusively. This year's subject, "New Trends in Radio Programming," will deal with the forward strides radio is making at re-shaping programming content and format in cities across the country.

Many regard the programming developments in radio over the past year as among the most significant in recent memory. More effort and air time devoted to news; increased editorializing; better balance to music, and development of "talk" and information fare are among the many things that are happening.

The meeting will feature a panel of four key radio executives who will cover different aspects of pro-

gramming.

The panel will comprise:

- Robert Hyland, general manager, KMOX St. Louis, who will deal with the station's afternoon "talk" concept which has achieved much recognition; he also is expected to comment on editorializing.
- Frank Gaither, general manager, WSB Atlanta, who will talk on the general concept of radio programming with particular emphasis on radio in the public interest.
- A representative of the Storer Broadcasting Co., who will explain the group's new "beautiful music" concept which it recently installed at three of its stations.
- Gordon McLendon, McLendon Stations, who will discuss changes in the popular music concept.

Presiding at the radio session will be Al Shepard, sales manager, Select Station Representatives and member of the RTES board of governors, and Ed Reynolds, assistant director of

press information, CBS-TV, chairman of the Round Table Luncheon Committee. Mr. Shepard will moderate the panel session and Mr. Reynolds will introduce it.

RTES intends to make this year's session a dramatic experience. During lunch, each panelist will be able to play a five-to-eight-minute tape demonstrating the area of programming with which he is concerned.

Then, following lunch, eight minutes will be allotted to each participant to explain his views. After this, the discussion will be thrown open to the floor for questions. Any or all of the panelists will be permitted to answer the questions in true round table fashion.

Special mailings as well as personal calls by RTES members are expected to produce a heavy attendance of ad agency personnel.

"RTES believes that programming is the most important area in radio and the one that is undergoing great development," states Mr. Shepard. "This session will demonstrate radio's vitality, initiative and impact to advertisers and to the American public." • • •

question and answer

NAB LIBRARY

Q

A

THE QUESTION:

A New York or Chicago buyer can request copies of newspapers in outlying markets to judge framework for his ad. Similarly, he may watch network tv to learn of programming changes that occur in other markets. How can the buyer best keep up on programming changes in radio?



Richard Olsen is a media supervisor with Doherty, Clifford, Steers & Shenfield, Inc., New York. He notes that sudden fluctuations in ratings often indicate a programming change. If a buyer can study the ratings for one year he can pick up trends. Listening to station tapes is best, he says.

RICHARD OLSEN ANSWERS:

There are many ways that a timebuyer here in New York can learn about program changes. Essentially they are: *a.* through the representative, *b.* from visiting station personnel, *c.* listening to tapes, *d.* sudden mushrooming ratings.

I am firmly convinced that local New York media men are extremely well informed. Often we are told of program changes before they actually occur, and occasionally far in advance of the kick-off date.

Of course, the most common method by which we timebuyers learn of radio program changes is through the representatives. Most stations keep their representatives abreast of program changes. Frequently these changes are instigated by the representative who finds his station not performing well enough to share the business going into the market. It is also true that if a programming formula proves successful in one market, usually representatives will

suggest that the same change may prove successful in another market. Yet, generally speaking, most salesmen do a satisfactory job for their station by notifying the buyer of the latest program modifications, thereby enabling the buyer to do a more effective job.

'Station Men' Welcome

At DCS&S, the buyers are encouraged to see and speak with visiting "station men" when they are in town. This is an ideal method of getting first-hand information. Usually these station personnel (general managers, sales managers or commercial managers) bring with them the latest news of program revisions. The visitor will candidly appraise the change and the anticipated results that they expect.

It is also true that a buyer can learn valuable information about program changes by visiting station men from competitive stations. These competitors will give you the

other side of the story plus their opinions about the change. With both of these appraisals the timebuyer will get a comprehensive picture.

Of course, the best manner to acquaint oneself with program revisions is to listen to them. Whenever possible we have our timebuyers listen to program tapes to learn what various program types sound like. Then, either by request or voluntarily, stations send us tapes of their programming and we all listen to the "new programming." When we buy radio we are purchasing sound, and by listening to a station's voice one can learn more than from listening to numerous pitches.

If a timebuyer has the opportunity to study the ratings in a market for at least one year, he can find trends. Then, if there is a sudden revolution in the ratings, or apparent wide fluctuations in the position of one station, the ensuing investigation usually turns up a program change.

I must admit that the most prudent radio buyers are those who have lived with radio for some time. It takes considerably longer to become a top flight radio man than it does in other media. Modern radio is intricate, and it possesses many facets all of which should be considered in making a purchase. Every radio station on the air today has a story to tell and has a minimum of one good selling point. In conclusion, the timebuyer who employs this combination of tools will remain informed of program changes. Again, I think the New York timebuyer is the best informed in the U. S. • • •



A Quick Glance At People, Places And Events Around Radio-Land



MAJOR GENERAL Bela Kiraly (r.), Co-Chairman of the Hungarian Freedom Fighters Federation, exhibits model of the Iron Curtain to Henry M. Schachte, executive vice president of Lever Bros., Inc., and coordinator of the Radio Free Europe Fund advertising campaign. The General spoke at a kick-off meeting of the 1961 nationwide campaign for RFE.



"WHOOOPS!" Down goes Jackson Weaver on the ice at the Sheraton-Park Hotel in Washington, D. C. His not-too-helpful friend is Frank Hardin, the other half of the Hardin & Weaver comedy team of WMAL Washington. The hotel invited the pair of zanies to enliven the atmosphere at the recent opening of its new ice skating rink.



GENEROUS citizenry of Seattle saw their names in lights during the *Post-Intelligencer* Yule Fund. Station KOL offered the use of its moving letter sign to the newspaper so that Fund contributors could have the opportunity of seeing their names as they drove by.



JOE NIAGARA, disc jockey for KBIG Catalina, Calif., asked his listeners to send in the best of their worst Christmas ties. The results were horrendous . . . but good. Ties were then auctioned at a Cancer Clinic rummage sale.



A NEWS BROADCASTING conference sponsored by WSB Atlanta gave 100 high school news editors and their teachers the chance to learn the latest techniques in news broadcasting. Presiding were (l. to r.) Frank Gaither, manager of WSB radio, John E. Drewry of the University of Georgia School of Journalism, and Marcus Bartlett, manager of WSB TV.



THE LADY in the picture won the house cleaning services of these four KYW Cleveland deejays in a contest, "Why I'd like the KYW disc jockeys to clean my house." (L. to r.) Big Wilson, Ronnie Barrett, Tom Griffiths, and Swingin' Sweeney.



EACH SATURDAY station KLIV San Jose, Calif., comes up with a new promotion stunt to publicize the station. The one pictured above was used during the Christmas holiday season. The man with the hat is Continuity Director Tom Winther and his friend in the swaddling clothes is announcer Larry Mitchell.

FORSAKING REINDEER for a more modern method of chimney hopping, Santa is about to embark on a tour of the WCAU Philadelphia area where he passed out candy and supermarket "coupon specials." Santa is being interviewed by Bob Kimmel of WCAU.



THANKS are given to Milton H. Klein (l.), general manager of KEWB Oakland, Calif., by Richard H. Baird of the Christian Broadcasting System. KEWB has donated the 1,000 watt transmitter shown to the religious broadcaster for use in Korean radio station.



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*†Jams, Jellies (Mary Ellen's Inc.)	Sept.	32
*†Root Beer (Hires)	Oct.	24
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* Indicates feature length article—† Use Story

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*†John Hancock Mutual Life		ABC's <i>Flair</i>	Aug. 66	Spot Time Sales Inc. Formed	Sept. 53
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*†Bulova Watch Co.	Aug. 29				
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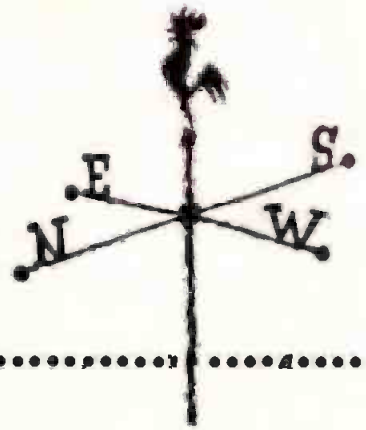
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hometown USA

- Commercial Clinic
- Station Log
- BPA Memo
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- Radio Registers



Qualitative Research Helps Establish Local Image

According to the latest figures from the Federal Communications Commission, there are 4,339 am and fm stations currently on the air. In keeping with the evolutionary process which radio has been undergoing in recent years, it appears safe to assume that each of these 4,339 radio stations is making a major effort to develop and improve its individual image. This applies both to the station's role as a medium of advertising and as a member of the community.

The roads which local stations have been travelling in their quest for a separate and distinct personality are many and varied. One of the most widely used tools is qualitative research. By employing this research technique stations have been able to check on the effectiveness of their programming, listening habits, a profile of audience characteristics and many other items of importance.

An indication of the scope of qualitative research can be seen in some of the special studies conducted for stations throughout the country by The Pulse, Inc., during 1960. Included among these research projects were audience shares by occupation

of listeners, a qualitative news study, station and personality preferences, income level and family size of listeners, age and sex of listeners, radio habits and audience characteristics, and so on.

An example of the type of data that can be obtained from a qualitative research study is one conducted by Pulse in the Los Angeles area. The survey centered around three broad areas—station image, audience image and radio listening habits. To achieve these objectives, three sets of questions were used. These were:

A. Radio Listening Habits

1. Time spent listening to selected stations.
2. Automobile ownership.
3. Automobile usage, including purpose and age and sex of driver.
4. Time of day selected stations are listened to.
5. Person responsible for initial radio usage.

B. Station Image

1. Station preferred for news.
2. Station preferred for emergency announcements.

3. Station giving confidence in advertising.
4. Station playing music most liked.
5. Station preferred for retention.
6. Personality description of station.

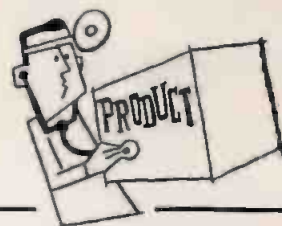
C. Station Audience Image

1. Ownership of pets.
2. Ownership vs. rental status.
3. Education.
4. Family income.
5. Age and sex.
6. Occupation.

The results of such a study can, obviously, provide a station with additional support for its sales arguments, uncover new sales approaches and indicate new areas for possible sales on both the local and national levels. For example, a station may discover that it has the audience with highest proportion of pets. Armed with this information, the station's salesmen could contact the pet shops and pet departments of the local department stores, kennels, and so on. On the national level, the station could see that its story is told to major advertisers of pet foods and simi-

(Cont'd on p. 50)

commercial clinic



Words Commonly Used in Copy May Have Low Emotional Impact

Aspiring copywriters take note: A good many of the "standard" advertising words, hallowed by years of advertising agency tradition and use, turn out to have relatively low emotional impact on housewife radio listeners, according to a recent survey by a Seattle radio station.

Some of the results are surprising. Among the low fun-content words are "saving," "economical," "rich," "generous," "sophisticated" and that old stand-by, "magic." The word "instant" is a real clinker, the sur-

vey revealed. It evokes feelings of enjoyment in only 7.3 percent of the housewives.

Radio station KOL Seattle conducted the survey to help improve station written commercials. A printed questionnaire was sent to a random sample of women listeners who had been in contact with the station for some purpose. Of the 250 listeners polled, 138 filled out and returned the questionnaires. Answering housewives ranged in age from

19 to 69, with the average age 37.4 years.

Topping the list are "rhythm," "excitement," "relax," "lovable," "alive." The word "color" rated relatively high. Specific color words meant "fun" to the housewives in this order: "Red," "green," "blue" and "yellow."

As a result of the survey, KOL has eliminated some words from general usage, and adopted others not used previously—dutifully following the dictates of housewives' fancies. • • •

Following is a partial list of the words in order of their preference:

Word	% Check	Word	% Check
rhythm	69.6	energetic	36.3
excitement	65.2	masculine	35.5
relax	60.8	new	34.8
lovable	60.1	quiet	34.8
alive	59.4	easy	34.8
variety	58.6	stimulate	34.8
informal	56.5	get things done	34.8
company	55.0	take it easy	34.0
tuneful	54.3	emotion	34.0
take part in	50.7	bounce	34.0
easy-going	47.1	cooling	31.9
tempo	47.1	impulse	31.2
fragrant	45.7	satisfy	31.2
comfort	44.2	modern	29.0
warm	43.5	feminine	28.3
fresh	42.7	exotic	27.6
after dinner	42.0	familiar	26.8
planning	40.5	sip	26.1
smooth	40.5	informative	25.4
on-the-go	39.9	curiosity	25.4
color	39.9	downtown	24.6
bright	39.9	generous	23.9
shopping	39.1	smart	23.9
athletic	38.4	light	23.2
freedom	36.3	alert	23.2
		but worth it	23.2
		magic	22.4
		rich	21.8
		feeling	21.8
		safety first	21.8
		afternoon	21.0
		hit	21.0
		bargain	21.0
		spending	20.3
		helpful	20.3
		fast	19.6
		saucy	19.6
		red	19.6
		agile	18.8
		dynamic	18.8
		green	18.8
		morning	18.1
		blue	17.4
		grownup	17.4
		frivolous	16.7
		hot	15.9
		liberal	15.2
		economical	14.5
		sophisticated	13.8
		important	13.0
		first	13.0
		swift	13.0
		saving	13.0
		purpose	12.3
		strange	12.3

Station log



► **News:**

The concept of radio editorializing using the talents of either the station's staff, responsible citizens in the community or the listeners themselves has been gaining impetus in the past few months. Among the many stations reporting their addition of this feature to their programming is KQBY San Francisco. Sherwood R. Gordon, president of Gordon Broadcasting and owner of KQBY, delivers the editorials himself. He states "Our approach to editorializing is based on our belief that the broadcast medium has a responsibility to stimulate thought on matters of community concern."

WLOD Ft. Lauderdale has followed the trend by introducing its "Minitorials." KMOX St. Louis includes in its lineup a daily program entitled "Sounding Board," featuring different civic or business leaders who answer questions phoned in by listeners. A similar programming plan has been reported by WTOP Washington, entitled "Opinion Please." Volatile topics such as crowded court dockets, crowded hospitals and segregation have led to the creation of a one-hour broadcast series carried by station WMCA New York.

Radio editorialists have been honored recently with a number of awards. Reporter Dick Blumenshine of WOOD Grand Rapids was honored by the Radio and Television News Directors Association, according to the station, for presenting his editorial series "The Wasted World," a discussion of Grand Rapids' skid row. Another award winner for editorializing on the air was Carl de Suze, WBZ Boston. The New Hampshire Council on World Affairs awarded Mr. de Suze the Annual World Affairs Citation for his broadcasts on world affairs.

A continuous news service has been reported by WIS Columbia,

S. C. The WIS "Radio Newsreel" service is produced in 15 minute blocks, each with five minutes of world news from NBC and 10 minutes of local news, sports and weather. Listeners can tune in anytime from 10 p.m. to midnight Monday through Friday and hear a newscast within 15 minutes.

► **Programming:**

A new idea in audience participation programming has gathered some momentum over the past few months as stations have picked up the "sing along" format.

Based on the "Sing Along" type of recordings made popular by Mitch Miller, the program depends on audience participation. Listeners who wish to participate send their names and phone numbers to the station. If they are called by the station and can sing the lyric to the recording on the air, they receive a prize.

WEBR Buffalo, one of the first stations to use the "sing along" format, devotes its entire programming structure to the theme. In the program's promotion, WEBR prepared a newspaper tabloid section that carried lyrics to 200 songs which listeners can use if and when they

are called. Other promotion schemes include taped station ID promos by Mitch Miller and Les Paul and Mary Ford. Six "sing along" numbers are played on the air each hour.

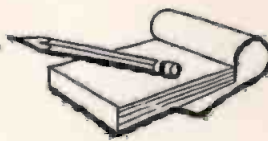
WABC New York used the "sing along" format for two days; other stations applying the format to either programming or promotion are WMNI Columbus and WMIL Milwaukee.

► **Public Service:**

Four Chattanooga stations, WAPO, WDEF, WDOE and WDXB last month banded together for an "intra-city network program" to help sell Christmas seals. Disc jockeys programmed music alternately in 15-minute segments, using public service ET's and spots provided by the Hamilton County Tuberculosis Association. Transcriptions featured the voices of local people speaking for the drive. Fact sheets provided by the association listed such facts as "84 percent of the money collected stays here," and "you got your Christmas Seals in mail today . . . mail back tomorrow." Stations cut in and out of each segment with the cue "This is Intra City T.B. Network." • • •

CALIFORNIA BROADCASTERS ASSOC. elected new officers and directors at annual meeting held in Fresno. Back row (l. to r.): Ellsworth Peck, District 3 Director (KWIP Merced); William E. Goetze, outgoing president and ex-officio member of the 1961 Board (KFSD San Diego); Hugh Turner, District 2 Director (KTIM San Rafael); M. F. Woodling, District 1 Director (KHSL-TV Chico). Front (l. to r.): Alan Lisser, re-elected vice-president for radio (KWIZ Santa Ana); Joe Drilling, president (KJEO [TV] Fresno); and Louis S. Simon, the vice-president for television (KPIX San Francisco).





Homebuyers See Land Tracts From Helicopter Flight

The birds didn't have a thing on nearly 300 prospective homebuyers who toured a new homes tract as part of KFMB* San Diego's operation Bird's Eye View.

The homebuyers got a look at the community from the air, riding in a helicopter as part of a station promotion coupled with spots run by the builder, Berlin Construction Co.

In addition to the 300 air-borne visitors, an estimated 500 persons toured the homesite on the ground.

Montreal Station Aids IGA Promo to "Check" Response

Working with the independent grocer chain, IGA, station CJBS Montreal mailed out 320,000 numbered \$50 checks throughout the station's

coverage. Twice daily winning numbers were announced over the air, and the holder of a lucky check was asked to call the station within 30 minutes. To redeem the check, winners took them to their local IGA managers to have them stamped. IGA assisted in its own promotion by carrying banners relating to the contest. Both the station and the grocer reported high response to the campaign that was booked directly by Guy Hudon, advertising manager for IGA.

Free Movies Offer Mass Baby Sitting For Mothers

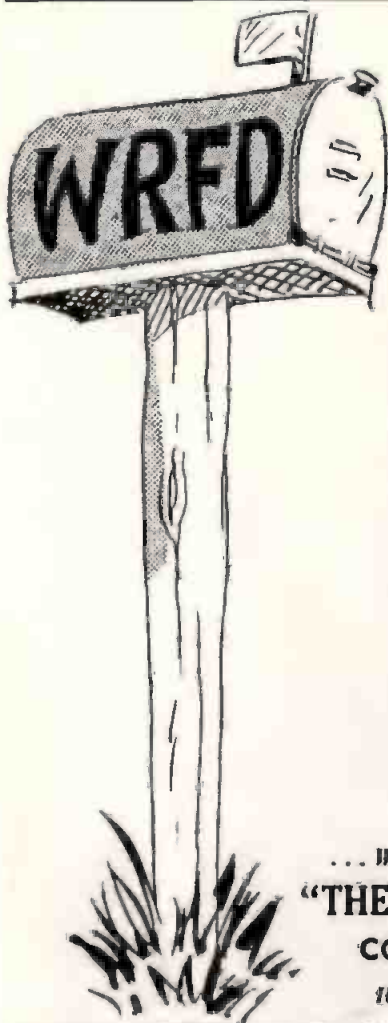
How can Mom get the kiddies off her hands while she does her Saturday afternoon shopping? In Palm Springs, Calif., she lets them attend free movies provided by KDES and a selected group of the station's spon-

sors. For the past five years, the KDES Kiddies Klub has been presenting free movies for children at the Palm Springs Theatre. Various public spirited local merchants make the tickets available to parents at their stores.

For this participation, the sponsor receives daily advertising on the theatre screen, announcements on KDES, periodic newspaper ads, a poster for his store and a new supply of tickets each week.

Ad Execs Are Feted By Twin Cities Station

Over \$7,000 in prizes were distributed among the winners of an exclusive treasure hunt sponsored by KDWB Minneapolis-St. Paul. In this instance, the fortune hunters were comprised of media and agency executives from the Twin City area.



LEADS AGAIN!

DURING 1960 WRFD RAN MORE ADVERTISING FOR FARM PRODUCTS AND SERVICES THAN ANY OTHER OHIO STATION

Partial List of 1960 Advertisers

EQUIPMENT

International Harvester
Massey-Ferguson
Minneapolis-Moline
Ford Tractors
Speedy Manufacturing Co.
John Deere

FEEDS & SUPPLEMENTS

Allied Mills
Armidexan
McMillen Feed Mills
Moorman Manufacturing Co.
Murphy Products Co.
Oyster Shell Products Co.
Ful-O-Pep Feeds
Myzon, Inc.
Honnegger Mills

SEED & FERTILIZER

Funk "6" Hybrids
Davison Chemical Co.
DeKalb
Farm Bureau Co-op
Federal Chemical Co.
Sohio Chemical Co.
Spencer Chemical Co.
Allied Chemical
Northrup-King

ANIMAL HEALTH

Anchor Serum
Geigy Agricultural Chemical
Hess & Clark, Inc.
Dr. Salsbury Labs

PETROLEUM PRODUCTS

Sinclair
Standard Oil Co.
Sun Oil Co.
Ohio Oil Co.
Pure Oil Co.

MISCELLANEOUS

D-Con
Livestock of Omaha
Ohio Guernsey Breeders
Ohio Holstein Ass'n.
Ohio Rural Electric Coop Ass'n.
Ohio Wool Growers Ass'n.
Producers Livestock Ass'n.
Independent Livestock Ass'n.

... Why not join this group of satisfied advertisers?

"THE VOICE OF OHIO AGRICULTURE"

COLUMBUS - WORTHINGTON, OHIO

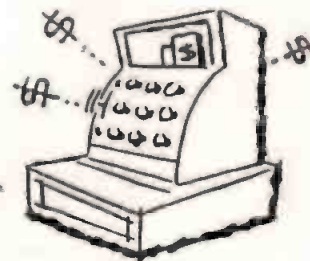
Represented by **GILL-PERNA, INC.**

The DIFFERENT Station

WRFD

880
on
radio

radio registers



Meeting at the Criterion Restaurant in St. Paul, 50 contestants were given their first clues that carried them on a wild chase through town, and even brought them to a haunted house where a "corpse" was discovered. When the course was completed, a drawing was held among the four members of the winning team. The grand prize went to Art Lincoln of the Bolin-Smith Agency in Minneapolis, who received an am-fm combination stereo and tv set. Other prizes included stereo sets, cultured pearls, wrist watches, cameras and transistor radios. Afterwards, the hungry hunters were provided a dinner and a program emceed by Don French, KDWB's Program Director.

Radio Contest Improves Department Store Sales

There were 5,000 entries in the recent Brandeis \$1,000 Christmas Contest on KBON Omaha. Brandeis, a large Omaha department store, reportedly moved a great deal of merchandise in the final Christmas shopping weeks as a result of the contest. The object of the game was to identify a mystery object. In the two weeks that the contest ran, 28 clues were given. Clue announcements totaled nearly 250; and 500 promotional announcements were also aired.

Contest For Retailers Helps Promote New Candy Bar

In support of a ten-a-day, six-week saturation schedule to introduce a strawberry flavored candy bar made by Cadbury, CFPL* London, Canada, set up a "Mystery Shopper Promotion" designed to gain attention of retailers in the city. The "mystery" shopper was sent into the stores to ask for candy. When the clerk recommended the Cadbury Strawberry Bar, he was awarded four silver dollars. If the store featured CPFL radio display tie-ins, and had a radio tuned into the station, the clerk would receive additional silver dollars. By the end of the second week, 75 percent of London's candy counters were featuring the Cadbury bar, the station reports. • • •

* Denotes stations that are members of BPA (Broadcasters' Promotion Association)

FURRIER

Unable to obtain spot time for a weekend "unexpected sale," Holt-Renfrew, Furriers, of London, Ontario, purchased a four-hour remote from station CFPL. The remote was scheduled from 10 am to 2 pm on a Thursday and Friday. The results, said the store manager, were "phenomenally high for the fur business." The radio remote resulted in the sale of 50 coats, jackets and stoles, ranging in price from \$100 to \$1,000.

REAL ESTATE

The cost of a six-hour remote, plus 72 one-minute spots, resulted in the sale of at least eight homes at the opening of the new Shamrock Homes sub-division of Bismark, N. D. The station providing this high-result program was KBOM. Lyle Porter, the real estate agent, was so pleased with the results of the radio response that he submitted a testimonial letter to KBOM stating that during the two day ceremonies, over 10,000 persons attended the opening. Cost of campaign was \$458.

OIL COMPANY

When KAPE San Antonio contracted for a Conoco Oil Company campaign, the station promised to bring in 2500 customers. After a six-week schedule was completed, the response had nearly quadrupled the original estimate, the station reports. As an incentive to buy Conoco gas, listeners who purchased 10 or more gallons were entitled to receive a thermos jug at a special price of 99 cents. According to the station, more than 9,000 jugs were sold during this radio-only promotion.

CLOTHING CHAIN

When the Richman Brothers clothing store ran a close-out sale, because they had lost their lease, they turned to station KMEQ Omaha to promote the end of the sale. Purchasing a 100 spot saturation package at a cost of \$400, the store did more business on the first day of the radio promotion than on any previous day of the entire sale, the station reports. Until radio entered the campaign, only newspaper advertising had been used.

WJDX

1
in

FARM

PROGRAMS in MISSISSIPPI...

**WJDX has
the only
full-time
radio farm
department
in Mississippi.**

*Howard Langfitt
and Forrest Cox, NATRFD
accredited members,
broadcast 6 hours, 35
minutes weekly.*

WJ DX

First in
Nielsen,
Pulse
Area
Surveys

5 kw Day, 1 kw Night

radio 620

JACKSON, MISSISSIPPI

See Hollingbery

report from RAB

Quiz on Some Important Facts About Radio

In the business of buying or selling radio time, it's important to know all you can about your product. As an informal barometer of your own knowledge, take a minute out for this brief quiz on some pertinent facts about radio.

Some of the questions are based upon information contained in "Radio Facts Pocketpiece," a guide to the latest in radio's dimension, prepared by the Radio Advertising Bureau. You can request a copy of this booklet by writing to Radio Advertising Bureau, 460 Park Ave., New York 17, N. Y.

Radio Questions

(1) Radio is the advertising medium which most closely approaches complete saturation of the nation's homes. According to RAB's 1960 estimate, how many million working order radio sets are there in the U. S.?
100 146.2 156.4 181

(2) Recently, RAB estimated that 1960 would be the biggest year ever of radio set sales. The Bureau estimated radio set sales at better than 20 million, toppling a record set some years ago. The old record was made in:
1935 1946 1958 1952

(3) Radio constantly rates as the number one "necessary accessory" for automobiles. According to the latest RAB estimate, how many millions of cars are radio equipped?
36.2 38 40.0 41.6

(4) People rely upon radios in bedrooms to wake them in the morning, with music, news, time checks, weather reports. How many families have at least one radio in their bedrooms?
50% 66% 75% 90%

(5) Housewives are a force in most

product purchases, and radio commands a large, faithful female audience. Housewives, for example, listen to radio every week a total of

- 10 hours, 20 minutes
12 hours, 9 minutes
16 hours, 46 minutes

(6) Japanese transistor sets are becoming more popular all the time. In 1959, how many of these compact radios were sold in the U. S.?
3 million 4 million 5 million

(7) Many of the nation's leading advertisers invest heavily in spot radio sponsorship. In 1959, which of the following advertisers was *not* a heavy spot advertiser?

- Ford R. J. Reynolds
Chrysler Hershey Choc.

(8) Which medium attracts more adults—the people with the buying power—during the daytime?
Radio Tv Skywriting

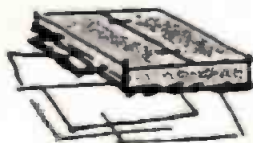
(9) "The radio says its going to rain," is a phrase commonly echoed by disappointed picnickers. But actually how many people do turn to their radio sets to learn what the day's weather will be?
40% 50.5% 55.5% 65.5%

(10) One of the world's largest ad agencies did a study of media costs. Radio was by far the most economical medium. The agency discovered that with radio it cost \$1.09 to reach 1,000 adults. What does it cost to reach the same 1,000 adults with newspapers?

- \$4 \$6 \$8 \$10

*The answers to RAB's quiz:
(1) 156.4 million; (2) 1946; (3)
40.4 million; (4) 66%; (5) 16 hours,
46 minutes; (6) 4 million; (7) Her-
shey; (8) Radio; (9) 55.5%; (10)
\$10.*

report from representatives



Advertisers Eager for More Calls from Representatives

Why is it that the national spot radio medium, despite outstanding cost efficiency advantages and a proven selling force, is sometimes bypassed for other media?

Long asked and often unanswered, the question was recently put to executives of the top 120 advertisers headquartering in New York by Trendex Inc., in a study for Broadcast Time Sales Inc., New York. Carl Schuele, BTS president, outlined a plan to improve selling, based on the survey's results.

Major revelations of the survey are these: National radio salesmen are not making enough calls on the client level; those who have made calls are making only fair impressions, generally speaking; clients would be willing to hear more often from radio salesmen with creative ideas.

Here are seven questions that Trendex asked, with summaries of the responses:

1. *Have you had any spot radio presentations (not informal pitches) lately?*

Some 42.8 percent answered "no," with many indicating they never had contact with radio salesmen.

2. *Have the radio salesmen made as convincing presentations as print and tv men?*

Voting in the affirmative were 57.2 percent of the respondents, as against 21.4 percent who replied "no."

3. *Are tv and print salesmen out-selling spot radio salesmen?*

At least 48.1 percent replied "yes," while 18.5 percent said "no." One executive summed it up with the words, "We see more print people. It does not necessarily mean they outsell tv or radio people." Another commented that "When radio people do show up, they can be quite convincing."

4. *Does today's programming have a bearing on radio's national sales?*

A lopsided 57.7 percent of the respondents thought that it did, against 19.2 percent who held the opposite view.

5. *Do advertising agencies "short change" radio?*

Only 38.8 percent of advertisers felt that this was true, compared to 57.7 percent who believed the opposite. However, of those who replied in the affirmative, many felt strongly that agencies designate too small a role to radio.

6. *Are you willing to devote time for presentations on what today's spot radio has to offer your product?*

A strong majority of 80.8 percent said they would, against 19.2 percent who would refuse. One executive commented that "It would not hurt if radio salesmen came around with valid research findings that proved they have been successful selling products like ours."

7. *What have been your chief gripes about radio?*

Advertisers pointed to rates, research, lack of consistency as to billing being local or national. Some pointed out that radio does not offer enough product separation, according to the survey. Others replied that radio cannot be used properly to reach a specific audience.

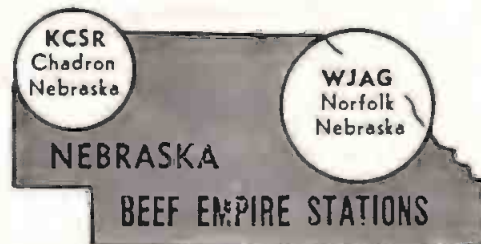
Study Points Way

"Such comments as these," said Mr. Schuele, "prove that spot radio has failed to put over a number of the medium's basic advantages and sales points. "This survey points the way for the spot radio industry to triple its billings," he summarized. "But this can come about only if all national sellers adopt a comprehensive program to plug the holes revealed by this survey." • • •

WJAG-KCSR

Covering Nebraska's
Rich Beef Empire

Where Agri-Business is Big Business



WJAG

1000 w.-780 K.C.

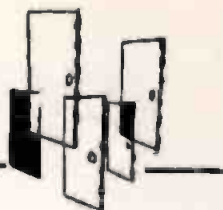
Independent farm voice
NE Nebraska since 1922.

29-county (NCS) market—
\$498,675,000 Consumer
Spendable Income — Re-
tail Sales \$424,447,000—
124,740 radio homes —
42% more listeners.

KCSR

Chadron, Nebraska, "Beef
Empire" market — \$411,-
870,000 Consumer Spend-
able Income — \$297,120-
000 Retail Sales — 70,540
radio homes. Commands
22% to 56% more "un-
duplicated homes."

Represented Nationally By
WALKER-RAWALT CO.
New York — Chicago — Boston
Kansas City — Los Angeles



Agency Teams Up with Sound Medium on Public Service Campaigns

Agency cooperation in the area of public service broadcasting is well exemplified by the Ted Bates & Co. volunteer participation in the Radio Free Europe campaign. The agency works hand-in-hand with The Advertising Council, organizer of the RFE and similar campaigns.

"Since RFE itself is a broadcast operation," says Allen Patterson, a Bates vice president and head of the agency RFE task force, "radio is one of the most important media for disseminating information on its activities."

The basic operation follows the general pattern applied to any client with the exception that there is, of course, no fee involved. The campaign is developed by Jeremy Fury and Norman Metcalf copywriters in the Bates creative department. Patterson then submits the plans to the Advertising Council and RFE for approval. When this is accomplished he turns the format over to the radio-tv production department which prepares RFE Radio Kits containing spot copy for 15 one-minute, 20-second, 10-second and two three-minute spots, plus a radio fact sheet of general information on the campaign.

Transcriptions and tapes are prepared from recordings of well known personages such as Benny Goodman and Eleanor Roosevelt, endorsing RFE. Once the production is completed, the Ad Council assumes the task of distributing the packages to every radio station in the country.

"Our work load reaches its peak in the summer and fall," continues Mr. Patterson. "At this time we research and create our copy platform. In 1958, I spent a month in Europe inspecting RFE installations in order to gather material for our next campaign. This year, our chief source of copy came from no less a PR man than Nikita Khrushchev. His antics at the UN this past sum-

mer proved to be excellent source material. In fact our lead phrase "Your grandchildren will grow up under communism!" is a direct quote from the Premier. Since we began servicing this account three years ago, our copy approach has remained unchanged, but we have varied the slant each year. The basic aim is to educate the American people, in their own self-interest, to the needs of the oppressed nations behind the iron curtain. The need for an understanding of freedom and democracy.

"Our campaign then offers answers to these three questions: "What is it? . . . Does it work? . . . What is its significance? The slant will vary in order to point up the various techniques applied by one side or the other in the cold war. Last year we broadcast letters from RFE listeners and exhibited posters of the fight against communist propaganda; this year we utilized the Khrushchev speeches. But in every instance we try to impress upon the American public that RFE can only exist through dollar support."

In its annual report, the Advertising Council points out that their 13 major campaigns over the past year were fully supported by broadcasters and their advertisers who contributed their time and talent to the worthy causes. (A few of the Council's campaigns are: Better Schools, Red Cross, Mental Health, Savings Bonds.) Over a billion and a half radio home impressions were made for these and other causes, according to the A. C. Nielsen Company.

John M. Lyden, vice chairman of the board for Bates says, "The American people too often take their own free radio for granted. They are unaware that many areas do not have this same privilege, but our campaign can bring home this point through the combined efforts of network and local broadcasters." • • •

lar items. To provide a better "climate," the station might also consider inserting some programming into its schedule that would appeal directly to this segment of its audience.

On the subject of programming, more and more stations are modifying or completely changing their formats. Qualitative research has been helping to check on the results of these changes, and indicate areas that might require additional change or study. An example of this type of research is a survey conducted by Pulse for a station in Seattle that had changed its format. The study was designed, in part, to show the likes and dislikes of the respondents according to sex.

The results showed that, in general, the format had greater appeal to males than females. For example, 16.2 percent of the males said they like the station's personalities while only 6.3 percent of the females expressed the same opinion; 16.7 percent of the males liked the news or weather programs, and 12.6 percent of the females. It is interesting to note, however, that only 3.8 percent of the males said they liked the general programming, while 4.9 percent of the females held a similar opinion.

Additional Light Shed

A recent Pulse study in Philadelphia throws additional light on the kind of data that can be developed to provide a complete picture of a radio station's image. For example, the study brought out some revealing facts about the radio audience in terms of expenditures for food and groceries.

According to the survey, only 19 percent of one station's audience spent less than \$21 per week for food. However, this same station showed that 50 percent of its audience spent \$30 to \$35 per week for food and groceries—nine percent above the average—and 9.8 percent spent \$40 or over—almost two percent above the average. This information could be of considerable interest to grocery chains and advertisers of food products.

In this same category, the survey showed that the station with the highest percentage of listeners spend-

ing from \$30 to over \$40 a week for food and groceries showed up fifth (out of a list of six) among radio stations listened to in the past 24 hours. It can be seen, therefore, that there are many ways to interpret a station's comparative standing. In the case of this particular station, additional proof that it appealed to a particular segment of the audience was found in the data on family income. This station, the survey showed, had 13.3 percent of listeners with a family income of \$10,000 and over. This compared to the average of 7.4 percent for all stations.

Specialized markets is another area which has been making use of qualitative studies to help define and broaden its scope. In addition to such obvious special interest markets, such as Negro, foreign language, farm and others, research is being done to shed more light on the elements that make up such groups as the country-western music audience.

Purchasing Habits

A Pulse study in this area provided some insight into the purchasing habits of this group. The survey showed that 65.4 percent of the families responding smoke, and that Winston was the favorite filter brand, and Pall Mall the non-filter favorite. It was interesting that 73 percent of the respondents did not serve beer or ale in their home. In other product categories, the study showed that 71 percent of the country-western music families served regular coffee; 55 percent used instant coffee; 69 percent served tea.

In the important area of family income, the study revealed that over 31 percent earned \$3,000 to \$4,999; over 34 percent had incomes of \$5,000 to \$7,499, and almost nine percent earned \$7,500 to \$9,999.

As can be seen from this partial review, qualitative research can and is uncovering new dimensions to the radio picture. This applies to a station in selling itself to the public and advertisers, and to advertisers seeking more effective and economical ways and means of reaching his potential customers. • • •

report on



Grace Lines Moves Travelers On Board with Heavy Fm Campaign

(For full details see U. S. FM, p. 3)

Fm has attracted a long list of national advertisers in the travel category. Among them are Pan American Airlines, Simmons Tours, and British Overseas Airways. One of the heaviest purchasers of the medium from the travel business is Grace Lines, Inc., New York, which broadcasts in 25 cities for its passenger cruises.

Grace Lines will start its second year on the fm airways this spring with a 15-week campaign to seek spring and summer travelers. Another campaign will follow in the fall, beginning in September for 13 weeks.

"Our investment for 1961 represents an outgrowth of what began as a trial of the medium last spring," according to Frederic P. Sands, who directs the company's advertising. "We started then with programs on WQXR and the QXR Network stations," he said. "By the time the fall campaign was ready to start, we had added more fm stations, bringing the total to 25 stations."

The company advertises on a seasonal basis in order to accommodate travel cycles. For instance, the spring campaign develops summer business, which is traditionally larger than winter tourist activity. For that reason, the campaign is longer than the fall program.

For the spring campaign coming up in March, April and May, the station and market lineup will follow the pattern set last fall. In addition to the QXR stations, Grace will use WKJF Pittsburgh, WFME Chicago, WJBR Wilmington, WGHF Brookfield, Conn., and WLOB Cleveland. All of these stations, except WFME, fall into what Mr. Sands calls Grace's "primary" market area.

"Our primary market area in-

cludes points that are one day's traveling distance from New York by car or train. States in this area are New York, Connecticut, New Jersey, Pennsylvania, Rhode Island, Massachusetts, Maryland, District of Columbia, northern Virginia and eastern Ohio, including Cleveland. Sixty-five percent of our cruise business comes from people living in this region."

On each station the company sponsors at least one half-hour program per week. On one station Grace buys two programs, and on others there are six one-minute spots a week in addition to the program.

In relating his company's enthusiasm for fm, Mr. Sands recalls an early promotion on WQXR. "We offered a kit of travel literature, 'Caribbean Vacationlands,' to listeners who would write in. In two weeks there were 1,000 requests. We had to discontinue the offer because we were running out of booklets."

Although basically a newspaper advertiser, Mr. Sands explains that Grace is not satisfied with newspaper advertising alone, because of the limited coverage based on cost.

Fm, therefore, is an important medium for Grace in several ways, Mr. Sands points out. "It has greater selectivity than other media and enables us to reach a prestige audience.

"The medium gives us greater flexibility in our advertising, because the travel business depends on fluctuations in the weather," he continues. "Fm has the additional value of giving us a chance to concentrate our advertising toward a specific audience in our primary market area."

As time goes by, Mr. Sands points out, the fm advertising may be expanded to cities beside Chicago outside the primary market. Detroit is a possibility, as well as stations in Florida. • • •

WVET Radio



ROCHESTER, N. Y.

**ONLY SECONDS AWAY
FROM ANY NEWS CENTER
ON FACE OF THE GLOBE**

**WITH COMPLETE
NBC NEWS
COVERAGE**

WVET-RADIO - ROCHESTER 4, N. Y.,
National Representative
Robert E. Eastman & Co., Inc.

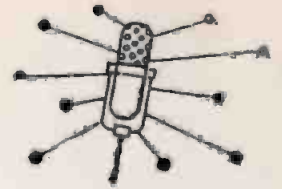
Cuisine Exquise . . . Dans
Une Atmosphère Élegante



575 Park Avenue at 63rd St
NEW YORK

Lunch and Dinner Reservations
Michel TEmpleton 8-6490

report from networks



► NBC:

A combined public service campaign incorporating the joint efforts of NBC and the National Automobile Dealers Association is now being broadcast on *Monitor*.

The announcements, 10 a week, emphasize highway and driver safety, and were produced under the auspices of NADA, a national trade organization of 22,000 franchised new car and truck dealers.

Member dealers in each city work with NBC stations to increase audience as well as local sales. Dealers pre-set pushbutton radios on new cars to the frequency of the local NBC outlet.

In other activity at the network, officials are exploring the possibility of extending its network radio service around the clock. In announcing the plan, Robert W. Sarnoff, chairman of the board, commented "One growing market that we are not reaching on the network level consists of night workers and early risers. These are the people whose cars account for the steady increase in automobile traffic through the night."

Another reason for extension of service from the present 18 hours to a full 24 hours is the coast-to-coast time differential, which shortens the night on a national basis and makes more listeners available. "For example," Mr. Sarnoff said, "a network news broadcast for those who stay up late at night in Los Angeles can also serve the pre-dawn risers in New York."

► ABC:

Four new sponsorships for "Weekday News" on ABC were announced recently by Robert R. Pauley, ABC vice president in charge of the radio network.

Mr. Pauley also reported one new order and one renewal for "Paul Harvey News," and three renewals for the Pacific coast regional "Cliff Engel News."

The four new "Weekday News" orders were placed by Ex Lax (Warwick & Legler), Pharmaco Inc.

(N. W. Ayer & Son), Philip Morris Inc. (Leo Burnett) and Vitamin Corp. of America (Dunham & Jeffrey).

A new order for "Paul Harvey News" was placed by Hastings Manufacturing Co. through Bozell & Jacobs Inc., and a renewal was signed by Bankers Life & Casualty Co. through Phillips and Cherbo Inc.

The three renewals for "Cliff Engel News" were placed by Lyon Varr & Storage Co. through Smally & Smith Inc.; Signal Oil Company through Barton A. Stebbins Advertising; and Whitehall Laboratories, Division of American Home Products Corporation through Ted Bates & Co.

Two new affiliates, KRKS Ridgecrest, Calif., and KMYC Marysville, Calif., bring the total number of ABC stations to 336.

► CBS:

CBS reports over 50 percent sponsorship lined up for its special information features, which are important parts of network programming supplanting the now defunct serials. The programs are five-minute featurettes broadcast on the half-hour for station use whenever local programming permits.

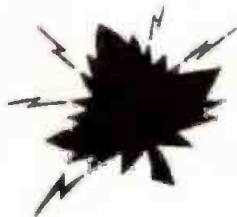
Among new business and renewal of contracts for 1961 business are Curtis Circulation Co., Meredith Publishing, Grove Laboratories, Mentholatum Co., Sylvania, Tetley Tea, Standard Laboratories, Foster-Milburn, Philip Morris (for Commander).

► MBS:

Reflecting on Mutual's changeover to a basic formula of news, sports and public service three years ago, network President Robert F. Hurleigh recently cited the "repeating customer theory" as a factor in the change.

In a recent article in Mutual's newsletter, Mr. Hurleigh commented that "the repeating customer theory applies in the business of operating a network just as it does in other enterprises." • • •

report from Canada



BBG Radio Hearing Creates Consternation and Confusion

The Board of Broadcast Governors' public hearing held last month in Ottawa "wasn't too helpful," according to Carlyle Allison, vice-chairman of the BBG. "We had intended this preliminary meeting to be an examination for the possible discovery of day programming deficiencies in the broadcasting field. The hearing was not called to create the alarmed confusion that resulted."

As previously reported in this column (U. S. RADIO Nov. 1960), the BBG is primarily seeking opinions on three problem areas that have developed in the past few years: (a) instances of unsatisfactory programming, often in the area of station promotion, (b) lack of diversity in the existing programming and (c) inadequate dispersal of advertising messages during the broadcast period.

The meeting itself was attended by various major groups either directly or indirectly involved in broadcasting. Key group among these was the Canadian Association of Broadcasters, spokesman for the independently operated stations throughout the country. Among the other groups attending were the Canadian Council of Authors and Artists, the Canadian Broadcasting Corporation, the Women's Institute, and the Canadian Federation of Agriculture. Independent station managers were also in attendance.

As the BBG representatives asked for opinions on the various problem areas, the CAB and station personnel indicated concern that government regulations would become so severe that the stations would suffer economically. Specifically, the objections were to any possible curtailment of giveaway contests and similar forms of station promotion; to

restrictions on certain types of programming, and to the "bunching" of commercials in order to eliminate "choppy" programming.

In the course of the hearings, the independent stations underwent severe criticism from several groups, especially the CBC and the Council of Authors and Artists. In general, the criticism was that programming was irresponsible and not in the public interest.

The CAB reply was that stations program according to public approbation and economic necessities as they are felt in the station's immediate locale. Any additional regulation, according to the CAB, would only lead to "stereotyped and inflexible radio patterns."

"It was a real disappointment to us," Mr. Allison says, "that the purpose of the meeting was misinterpreted. This was only the first of several such meetings wherein the programming subject will be aired. The BBG will attend the CAB convention in Vancouver in March, at which time we will again go over the issues. Then in April we will have another hearing that I hope will prove more productive, for it is out of this meeting that we will arrive at the decision on any new regulation to be imposed.

"At this point," he notes, "we have no notion at all of what the regulations will be. It is certainly not our desire to hamper the financial structure of the stations.

"Now that the air has cleared, all parties concerned realize that the purpose of the first hearing was distorted at the time. They are now ready to examine the issues more clearly, and to come up with solutions that will prove agreeable to both sides." * * *

KFAL RADIO

FULTON, MISSOURI

Dominant Farm Radio Service

16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

A tip to Timebuyers—

... There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . SELL! That's what KFAL has—**SELL!**

... and "Smack 'n The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both trans-continental highways, and on U.S. 54 Chicago to the Southwest, From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: Midway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

NOW we can offer you

PROVEN RESULTS*

with these
TELE-BROADCASTER STATIONS

IN Hartford - **WPOP**
(CONNECTICUT)

IN Kansas City - **KUDL**

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

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

★ TOP RATINGS IN AUDIENCE

★ MORE LISTENERS PER DOLLAR

★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on
BIG 5,000-WATT

W F H R

WISCONSIN RAPIDS

with full time studios in
MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

W F H R

WISCONSIN RAPIDS, WISC.

Phone HA-3-7200

Represented by Devney, Inc.

radio research



East and West Coast Studies Show Changes in Spanish, Negro Audiences

Studies of two specialized audiences, the Negro audience in San Francisco and the Spanish audience in New York, have recently turned up some interesting facts about these groups.

A significant fact about Spanish-speaking listeners in New York is that they spend nearly twice as many hours (8.4) per day listening to radio as other listeners (3.5 hours). This information was revealed by a study conducted for WWRL New York by Audience Analysts, Bala Cynwyd, Pa.

"The language barrier eliminates many forms of entertainment for the Spanish-speaking person, and radio is basic in their lives as both a source of information and entertainment," commented Selvin Donneson, vice president in charge of sales, WWRL.

Spanish-speaking homes have an average of two radio sets per home, and 21 percent have three sets or more, the survey indicates. Ninety percent of Spanish-speaking homes report one or more persons currently employed, and 42.5 percent have two or more employed. The average family unit consists of 4.8 persons.

"This is significant," Mr. Donneson says, "because it explains how Spanish-speaking families can afford to buy the best products. Admittedly, individual income is lower, but family income is higher." And, he pointed out, "Advertisers get greater efficiency and deeper penetration from their sales messages, which makes the Spanish market a natural for radio."

Music, stories and news make up the program preferences of Spanish-speaking listeners. Sports shows rate high, but rock 'n' roll music rates last, the survey revealed.

Negro Study

As for the Negro market study in the San Francisco-Oakland metropolitan area, it was revealed that

products advertised on radio in the past two years have risen in consumer preference. For example, Clabber Girl Baking Powder has increased 13 percent in consumer use and Blue Seal Bread has increased 33 percent; however, Kilpatrick's Bread has dropped 16.7 percent and has not used radio advertising. Carnation Milk has increased 17 percent, whereas Borden's Milk has dropped 39 percent. Several name beers that joined Negro radio advertising from 1958 to 1960 have increased in Negro consumption.

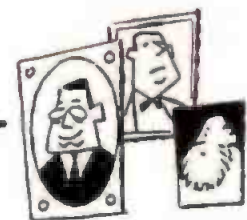
Negro population for the San Francisco-Oakland Bay area has increased from 200,000 to 300,000 since 1958, according to the report, which was conducted for KSAN San Francisco by Far West Surveys. The survey is the second prepared for KSAN on the Negro market. The first study was made in 1958.

The educational level of the Negro in the San Francisco area rose considerably during the same period. Those completing high school have increased by 20 percent. Those having attended some college have increased 35.3 percent, according to the study.

In the field of occupation, the unskilled labor force has reduced 36.2 percent, while the skilled labor force represented by unions has increased 20.5 percent. Professional occupations increased 136 percent, and government employees rose 49 percent, the study reveals.

Morning and evening listening audiences continue to dominate the listening habits of the Negro in the Bay Area, the report indicated. Morning hours from 6 to 9 a.m. represent 43.9 percent of the listening audience. Evening hours from 6 to 9 p.m. registered the second largest audience, with 37.8 percent tuned in during the three hour stretch, it is reported. . . .

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Andrew F. H. Armstrong, formerly with Leo Burnett Chicago has joined Compton New York as v.p. and creative director. Additions to Compton board of directors: Frank Kemp, head of media department and Lewis Titterton, director of radio and tv sales programming. Agency's Los Angeles office appointed William Chalmers v.p. and account supervisor; he was formerly with Fletcher Richards, Calkins & Holden, N. Y. Tom Lowey, account executive, formerly with Hoffman Electronics Corp., and Burnell Grossman, a radio-tv supervisor, formerly with Filmrite Assoc., also joined Compton in L. A.

Stephen Zimmerman, formerly with Lever Bros., joined Lennen & Newell New York as account executive for Best Foods. Thomas W. Jipson of D. P. Brother Detroit appointed account executive for AC Spark Plug. Dave Nathan, director of radio-tv for Curtis Advertising New York promoted to v.p. Gerald A. Brown, previously with Foote, Cone & Belding Los Angeles joined Los Angeles office of Kenyon & Eckhardt as creative director. William Gebhardt joined Hicks & Greist New York account executive, formerly with Bearden-Thompson-Frankel Atlanta.

STATIONS

Don Waterman, previously executive v.p. at Bob Dore New York moved to WNBC sales department. James McQuade appointed sales service manager for WCBS New York. Previously with CBS network operations. James W. Grau from WABC New York sales and promotion to WNEW as promotion and advertising manager. William B. Decker previously manager of WMAQ Chicago moved to KNBC San Francisco as general manager. Gene D'Angelo promoted from sales manager to station manager of WTVN Columbus, O. Joseph R. Fife, general manager of KYOK Houston, designated v.p. of OK group. Lee Gorman of Gotham Broadcasting promoted to general sales manager of WINS New York. Jerry Friedman appointed national sales manager for Gordon Broadcasting; Dwight Case named sales manager of KOBY San Francisco. Charles A. Black, Gordon's executive v.p., appointed general manager of KOBY. Earl Steil promoted to sales manager of WJJD Chicago. Herb Schorr, formerly general sales manager of WHAT Philadelphia, moved to WDAS as national sales manager. Jerry Maloney, previously commercial manager for WTRC Elkhart Ind., promoted to station manager. Theodore C. Streidbert, previously director of U. S. Information Agency, joined Time Inc. as v.p. and general manager of WTCN Minneapolis. James F. Simons designated station manager of KFVB Los Angeles, from position of station's general manager. Paul Battisti, previously with KBIS Bakersfield, Calif., appointed general manager. KAFV.

Robert Dwyer of Blair assigned to the staff of Blair Group Plan New York. Timothy John McCanty, formerly with General Outdoor Advertising, Chicago, appointed to Chicago radio division of Edward Petry. William K. Burton replaces Frank L. Boyle as manager of Detroit office for Robert E. Eastman. Burton previously with National Advertising Co. Boyle moves to Eastman's New York office. Daniel Denenholz, v.p. and director of research and promotion for Katz New York elected secretary of company. Stanley Reulman, manager of San Francisco office, elected v.p. Peter P. Theg appointed executive v.p. of Broadcast Time Sales New York. Ronald M. Gilbert, former national sales manager for WWJ Detroit, appointed account executive with CBS Radio Spot Sales New York.

NETWORKS

Roger O'Connor, formerly with Mutual's sales staff New York, joined CBS as an account executive. Joe Charles Friedman, CBS copywriter, promoted to assistant manager of program promotion and merchandising. Jack H. Mann, ABC national director of sales development and program coordination, assigned extra duties of national director of research, advertising, promotion.

INDUSTRY-WIDE

Harry O'Connor appointed national sales rep. for Commercial Recording Corp. Previously, O'Connor managed stations in Sherman and Temple, Texas. Francis C. Gillon, previously with advertising agency in Miami, appointed midwest associate in Cedar Rapids, Ia., for Paul H. Chapman media brokers.

REPRESENTATIVES

Emmett Heerdt and Jerry Gibson join the New York sales staff of John Blair. Heerdt was formerly with CBS Spot Sales, and Gibson with Robert E. Eastman.





... farm radio picture bright

YEAR OF CHANGE

Questionnaire returns to U.S. RADIO's third annual survey of farm radio reveals the many changes this specialized medium is making to keep pace with its listeners and market.

It is obvious from station replies that farm radio is not part of the *status quo*. It is continually adjusting to the new demands of its audience.

According to farm stations, the chief trend in programming is diversification—offering a wider range of information services to a wider range of listeners.

SHORTER SEGMENTS

The next most significant trend continues to be the increasing number of stations that are using shorter segments of farm programming. This is being done without a necessary reduction in total farm service. In fact, there are many cases where stations have increased farm programming through adoption of the briefer farm information units.

The diversification in program content and listener appeal is certainly among the most important changes to be observed in farm radio today.

The farmer today is a businessman and a consumer as well. Because of these realities, farm radio stations are including heavier doses of general business news as well as more information on markets. The traditional emphasis on farming techniques and day-to-day farm prob-

lems is still there. But it is being cross-bred with a broader strain of information.

Moreover, the farm station finds itself today programming to a wider audience—the young farmer, the housewife. The latter has become especially important in view of the farm family's growing appetite for consumer products. One station states, "We are aiming . . . more and more toward the woman of the house, knowing very little is ever spent without her consent."

Farm stations, especially those providing coverage to more metropolitan areas, are also adding to their farm content information of interest to the suburbanite and gardener.

It is the hallmark of farm radio's progress—as indicated by increasing advertiser acceptance—that it is able to adjust and keep pace with the new demands of its audience.

NAB'S NEW LEADERSHIP

This month marks the start of the new top-level administration of the National Association of Broadcasters. The new president, former Governor LeRoy Collins of Florida, assumed his new post at the beginning of January.

It is to the credit of the selection committee and the appeal of the broadcast business that as able a man as Mr. Collins was chosen for the job.

The years ahead represent an enormous challenge for the industry in view of its great opportunities and equally great problems. We believe Mr. Collins brings to the NAB the necessary sagaciousness, ability to get along with people and administrative skill to help the NAB meet the industry's challenge.



In LOUISVILLE the Big Change
was - and still is - to

WKLO family radio

check and double check your last
Nielsen — Monday - Friday per
broadcast quarter-hours reveal

6 to 9 a.m.	WKLO First
9 to 12 noon	WKLO First
12 to 3 p.m.	WKLO First
3 to 6 p.m.	WKLO First
6 to 9 p.m.	WKLO First
9 to 12 midnight	WKLO First

Please review in addition
your latest Trendex, Pulse,
Conlan, Verifak and Hooper.

plus wonderful weekends

**WKLO offers a perfect audience composition
seven days a week for consumer spendable
income.**

robert e. eastman & CO., inc.



national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

now more than ever Keystone makes sense and dollars too

here's how:

1

Keystone has 1115 locally programmed radio stations covering 54% of all radio homes in the U.S.A.

2

Keystone has 86% coverage of all farm markets in the country.

3

Keystone offers plus merchandising tailored to your campaign needs at no cost to you.

4

Keystone covers Hometown and Rural America at the lowest cost.

Write for our complete station list and our farm market survey. They're yours for the asking.



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Sutter 1-7400

Detroit
Penabscot Building
WOadward 2-4505

Los Angeles
3142 Wilshire Blvd.
Dunkirk 3-2910

New York
527 Madison Ave.
Eldorado 5-3720

Chicago
111 W. Washington
State 2-8900

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A
U.S. RADIO
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS

FM Quality Music Stations

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Los Angeles	KCBH	Kansas City	KXTR	Louisville	WLVL
Philadelphia	WIFI	St. Louis	KCFM	Baltimore	WFMM
New York	WRFM	Buffalo	WEBR-FM	Oklahoma City	KYFM
San Francisco	KDFC	Cincinnati	WPFM	Lansing	WSWM
Detroit	WLDM	Nashville	WFBM	Omaha	KQAL
Cleveland	WNOB	Tampa-St. Petersburg	WTCX	Wilkes-Barre	
Pittsburgh	WKJF	Indianapolis	WFBM-FM	-Scranton	WYZZ
Houston	KFMK	Minneapolis	KWFM	Sacramento	KJML

THE NEW DIMENSION in Major Market Radio

PUT THESE QUALITY MUSIC STATIONS ON YOUR LIST! They deliver the largest single Quality market in America—the Fine Music audience, most influential and responsive!

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today... reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening average 3 hours per day, 5 days per week.

Responsive: Quality Music audiences are pace setters at the age of acquisition and are able to buy. Quality Music advertisers have found this audience to be most responsive to well-directed appeals.

Low Cost: Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

National Representative—WALKER-RAWALT COMPANY, INC.

New York

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New York 17
Murray Hill 3-5830

Chicago

360 N. Michigan Ave.
Chicago, Ill.
Anderson 3-5771

Boston

100 Boylston St.
Boston, Mass.
Hubbard 2-4370

Los Angeles

612 S. Lafayette Park Pl.
Los Angeles, Calif.
Dunkirk 2-3200

San Francisco

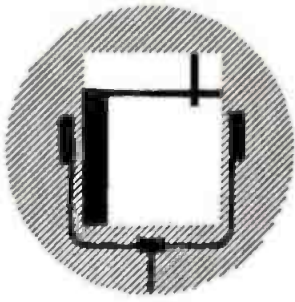
260 Kearney St.
San Francisco, Calif.
Exbrook 7-4827

E LINE
S TO FM
page 3
EO ADAPTER
TO FCC
page 5
S PUSH
SLIDES
page 6
UCCESS
ULES
page 8
TATION
LISTING
page 11



4PT ERDCSF
F W
G D C
L-1015-7

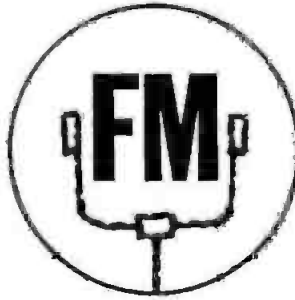
DE T-NO 1



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Type of Business _____

Company or

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City _____ Zone _____ State _____

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Payment Enclosed

FORE MOST

Stations Show Interest in New Pulse Survey

The new Pulse fm survey begun this month has apparently met with enthusiastic response from fm stations throughout the country. The survey (see U.S. FM December 1960), which plans to measure fm on a regular basis, is of prime interest to agencies and advertisers. The survey will generally cover a two-month period. At press closing, the schedule for January-February will include reports for three stations in the San Diego market, one in Houston and one in Fort Worth. The March-April survey will cover reports for two Los Angeles stations and one in San Francisco. Slated for a March-only report is one station in the Memphis market.

Grace Line Increases fm Buy Over Last Year

Grace Line Inc., New York, satisfied with its initial plunge into fm last year, has increased its use of the hi-fi medium beginning in March for its spring campaign (see *Grace Line finds plunge into fm perfect*, p.3). The cruise line estimates that it will spend \$16,000 for its spring campaign alone on fm.

Industry-wide Expansion Results in Increased Equipment Sales

The recent 300 percent sales increase at Industrial Transmitter and Antennas, Inc., of Lansdowne, Pa., is another sign of the expansion within the fm industry. Bernard Wise, president of ITA, recently stated, "The company is only in its third year and the momentum of each quarter's sales increases indicate graphically the growth of fm broadcasting from which we realize the majority of our sales volume. . . It is because of this continuous growth of the industry that we have recently doubled our production facilities and are in the process of expanding our line. . ."

Additional Stations Turn to I.G.M.'s Automated Fm

The automated fm programming concept of International Good Music Inc., Bellingham, Wash., has been broadened by the company's inclusion of five additional stations. The I.G.M. firm supplies 18 hours of taped classical music a day to its stations (called the Heritage Music Stations); in addition, it makes automation equipment and provides representative services. Stations joining the Heritage group are WPLO-FM Atlanta, WCAO-FM Baltimore, WJJD-FM Chicago, WMPS-FM Memphis and WGBS-FM Miami. The addition of these stations increases the Heritage list to 18.

President Kennedy's Press Conferences to Be Carried on Washington Station

Future White House press conferences will be covered fully by a Washington fm station. Ben Strouse, president of WWDC Washington, has made arrangements to carry all the conferences in their entirety, whether they are scheduled during the day or at night, over WWDC-FM. Transmission of the conferences over the fm station will be supervised by Bob Robinson, news director of WWDC.

Oasis in the Desert

After receiving the second issue of our subscription to U.S. FM, heartiest congratulations on a solid beginning. Having recently launched Alaska's first fm station, the value of keeping abreast of fm developments throughout the nation is critical.

Peter M. Herford
Station Manager
KTYA-FM
Anchorage, Alaska

Sales Boost

I would like to commend you and your magazine on supplying a long felt need in the fm industry. We have found the articles, and most particularly the sales stories, to be a very great help in what is probably the most pressing problem in fm radio today—sales.

We look forward to each month's issue with a great deal of interest.

Will Collier Baird, Jr.
Vice President
WFMB
Nashville, Tenn.

I have appreciated reading the first few issues of U.S. FM. In my estimation it fills one of the greatest needs in the promotion of fm today. Congratulations!

Robert W. Ball
General Manager
KGFM
Seattle, Wash.

We are enthusiastic about U.S. FM, and are of the opinion that it is one of the many boosts that fm radio needs. We will keep you posted on KDUO successes and developments.

J. Terry Bates
Sales Manager
KDUO
Riverside, Calif.

BOAC and Fm

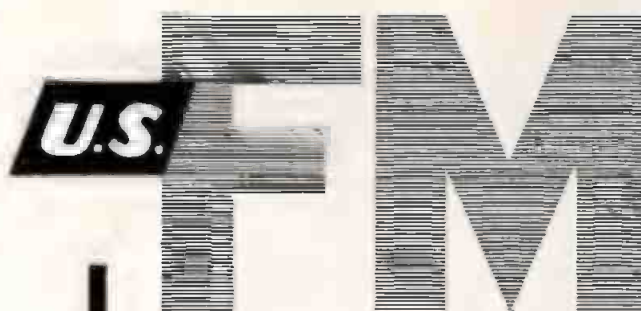
Would appreciate receiving extra copies of the current fm issue that contained an article on BOAC (U.S. FM, December).

Harold L. Tanner
Lincoln Broadcasting Co.
Detroit, Michigan

Breakthrough

This is to request reprints of the article "Breakthrough in Audience Research" from the December issue of U.S. FM.

Allen Klein
Sales Director
The Pulse Inc.
New York



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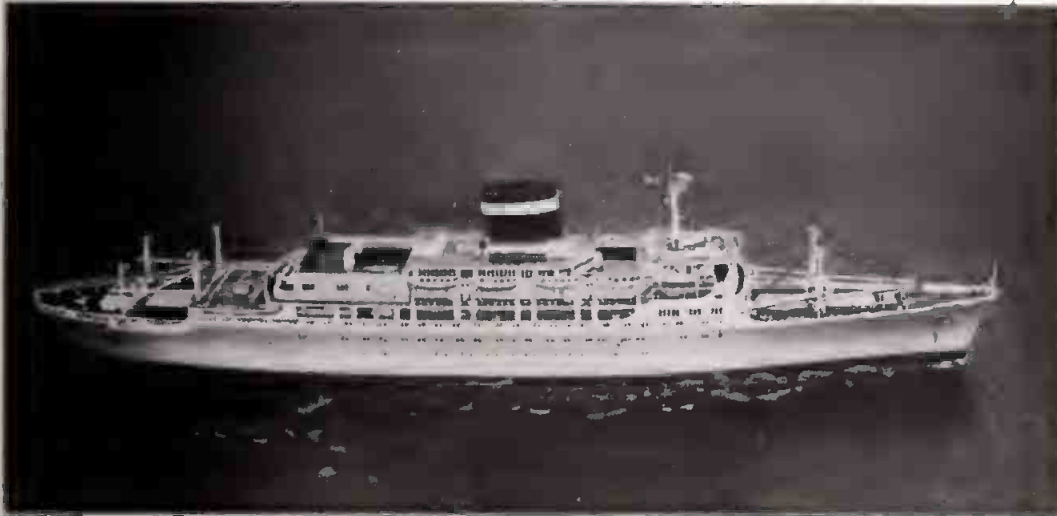
Company or

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PLEASE BILL

PAYMENT ENCLOSED



LUXURY cruises attract passengers through seasonal fm campaigns.

Grace Line Finds Plunge Into Fm Perfect

Campaign cruises toward second year with 25 markets; seasonal effort uses programs and spots

Fm has scored another success for national advertisers with a 25-market campaign for the Grace Line Inc., New York. Now going into its second year with seasonal campaigns on fm stations, the company has found the medium a welcome aid to bring travelers aboard for Grace cruises.

As the passenger travel line and its agency, Kelly Nason Inc., New York, look ahead to spring 1961 advertis-

ing plans, an agency spokesman counts fm as "very much a part of the over-all campaign."

It is estimated that the company will spend between \$30,000 and \$40,000 in fm with its spring and fall campaigns this year.

"The investment for 1961 represents an outgrowth of what started as a limited trial of the medium last spring," according to Frederic P. Sands, who directs the advertising

for Grace. "We started in a small way with programs on WQXR and the QXR Network stations," he said. "By the time the fall campaign was ready to start, we had added more fm stations, bringing the total number of markets where we advertise on radio to 25."

The number of stations that Grace uses may grow, but, as Mr. Sands points out, the present line-up represents the travel line's "primary"

grace line

market area. This area includes New York, Connecticut, New Jersey, Pennsylvania, Rhode Island, Massachusetts, Maryland, District of Columbia, northern Virginia and eastern Ohio, including Cleveland.

"These states are closest to our point-of-departure," Mr. Sands explains. "It is possible for persons living in this area to get to New York in one day by either car or train. Sixty-five percent of the cruise business comes from this primary market area.

"Our secondary market area lies in the north central states and the adjacent portion of Canada. Twenty percent of our cruise business emanates from this area. For people to reach a point of departure in New York from this region it is necessary to travel by air to get there within a day's time. The only city where we advertise on fm in this region now is Chicago," he explains.

"A tertiary market area covers the western and Gulf Coast states. Although we have done no radio advertising in this area, it is under serious consideration," Mr. Sands points out.

Stations Added

Last fall's campaign used five stations in addition to the QXR Network. They are WKJF Pittsburgh, WFME Chicago, WJBR Wilmington, WGHE Brookfield, Conn. and WLOB Cleveland. On the QXR Network, Grace sponsors a half-hour program once a week. The program opens with a 30-second announcement, is broken half-way with a 60-second commercial and ends with a 90-second closing. In addition to the half-hour program on WQXR New York, Grace takes three one-minute announcements per week on the Jacques Frey program.

On Brookfield's WGHE Grace sponsors two half-hour programs per week. On WKJF, WFME, WJBR and WLOB, the company sponsors one half-hour program and six spots per week scheduled during the evening.

One factor behind Grace's enthusiasm for fm is related in Mr. Sands' recall of an early promotional

offer on WQXR. "We offered a kit of literature on Caribbean cruises. A booklet called 'Caribbean Vacationlands,' giving travel tips on what to wear, what to see and do, was offered if the listener would write in for it. Over 1,000 requests were received in two weeks. Response was so high that we had to withdraw the offer before we ran out of booklets," he recalls.

Seasonal Campaign

The Grace Line advertising campaign follows the seasons. The spring campaign, which runs for 15 weeks in March, April and May, is designed to encourage spring and summer travel. The campaign is heavier than the 13-week fall campaign because travel business is usually lighter in winter and fall.

Although basically a newspaper advertiser, Mr. Sands explains that Grace is not satisfied with newspaper advertising alone, because of the limited coverage based on cost.

Fm, therefore, is an important medium for Grace in several ways, Mr. Sands explains. "It has greater selectivity than other media, and enables us to reach a prestige audience that we feel is likely to be more interested in cruises than a broader audience.

"The medium gives us greater flexibility in our advertising, because the travel business depends on fluctuations in the weather," he continues. "We can start special campaigns for unseasonably good weather as it becomes apparent."

Prestige Medium

"Fm has the additional value of being a prestige medium. So do the class magazines and some general magazines, but with fm radio we are able to concentrate our advertising toward a single audience in our primary market area."

As time goes on, Mr. Sands points out, the fm advertising may very well be expanded to cities other than Chicago in the secondary area. Detroit is a possibility. More immediate, however, is the prospect of buying either spots or programs on stations in Florida. • • •



SELECTIVITY, flexibility and prestige are qualities Frederic P. Sands, Grace director of advertising, likes about fm. Kelly Nason Inc., New York, is firm's agency.




PRIMARY MARKET area, where fm is used, accounts for 65 percent of cruise business. Above is Godfrey Macdonald, vice-president of the passenger division.

The Crosby Fm Stereo System

Developer of one of six stereo broadcast systems being considered by the FCC, presents his views



Murray G. Crosby

 Broadcasters and equipment manufacturers are still awaiting the decision of the Federal Communications Commission on which compatible stereo broadcasting system will be accepted as the standard for the fm industry. As previously reported in U.S. FM (see *Fm Stereo Put to Test*, October 1960), six systems have been field tested and the results turned over to the FCC. The systems being considered are those proposed by Crosby Telelectronics, Calbest, Multiplex Services Inc., Electric and Musical Industries Ltd. (Percival), Zenith and General Electric.

The chief differences between the systems are found in these areas: Composition of the main channel (monophonic) and sub carrier signals, which differ in sub carrier frequency, bandwidth, deviation and type of modulation. The sponsors of the various systems each feel that there are inherent advantages to be found in their approach to fm stereo broadcasting. One of the more vocal members of this group is Murray G. Crosby, president, of Crosby-Telelectronics Corp.

The Crosby compatible fm multiplex system, Mr. Crosby says, would allow the owner of an fm radio to either convert to stereo reception through the addition of an inexpensive adapter, or, if he chose not to add the adapter, he would continue to receive a complete, full-range monophonic fm program.

Addressing his remarks to the

FCC, Mr. Crosby offered what he describes as "three essentials" to be considered by the government agency:

1. "Will the approved system provide a range of stereophonic reception which is as close as possible to the present range of monophonic transmission?"
2. "Will the owners of the more than 15 million existing fm receivers be able to convert to stereophonic reception with the least amount of difficulty, and with the most satisfactory, highest quality results?"
3. "Finally, will the resultant stereophonic reception be equal to or better than the best stereophonic source material now available or likely to be available in the foreseeable future?"

Mr. Crosby believes that these conditions are "imperatives for the type of quality stereophonic transmission which will put fm on its feet and revitalize the broadcasting industry to a degree undreamed of a few years ago." He asks for the adoption of a system that "allows the conversion of the approximately 15 million fm receivers now in the hands of the public to the use of stereo operation with an inexpensive adapter." He points out that most fm receivers now being sold are provided with a multiplex jack ready for the use of an adapter.

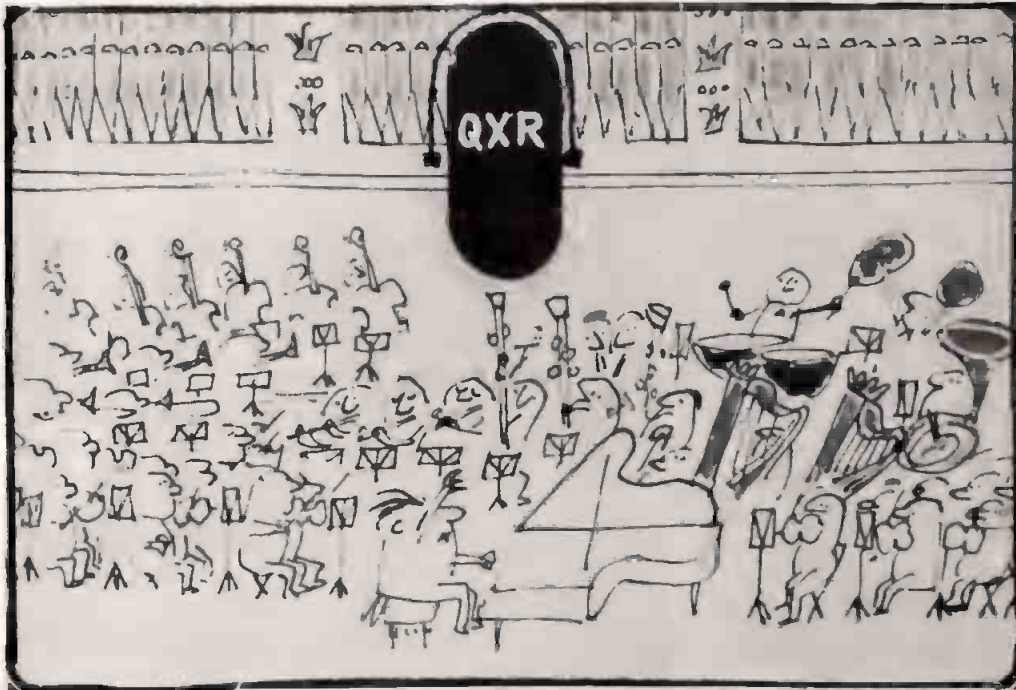
The head of the electronics firm states that there is a definite economic relationship between the sys-

tem adopted and the likelihood of early benefit accruing to the fm broadcaster. "The ability to use an adapter has an important effect on the stimulation of fm broadcasting," he says. "Since the listener can convert to stereo by the mere addition of an adapter, there will be a large ready group of listeners—considerably larger than if the listener were required to buy a complete receiver with built-in adapter."

Getting to one of his major points, Mr. Crosby states that the increase in the sale of fm receivers and the growing number of fm stations on the air (according to the FCC, there were 821 fm stations in operation at the end of December), "represents a further upturn in the economic situation of the fm station. . . In view of this, we feel that the Commission should carefully choose the fm stereo system with a view toward providing the best broadcasting service without impairment due to the existence of a storecast or background music channel." He feels that the FCC should allow the broadcaster to "choose between an all-stereo operation of his station, or an all background music operation.

"With such a choice being available," he continues, "the broadcaster can select the service which he feels will give him the best economic position. Natural laws will take effect such that if the public acceptance of stereo by fm is not great, the broadcaster may decide to go to background music or storecasts." • • •

Client Sales




SPECIAL FEATURES of QXR network programming, such as the Boston Symphony and other musical 'spectaculars' are highlighted in the slide presentation (above). The purchasing power and leisure-time activities of fm listeners are also emphasized graphically in the network offering.



Push on Slides

New slide presentation of QXR network is aimed at top level ad executives; objective is to stimulate flow of money into fm

 This month QXR network starts the New Year with a fresh approach to an old sales problem—how to interest more national advertisers in the use of fm.

Major objective of the network for 1961 is to increase the flow of advertising money into the fm medium as well as the QXR group. The network and its flagship station, WQXR New York, are under the supervision of Norman S. McGee, vice president for sales and acting head during the absence of Elliott Sanger, who is on special assignment for the *New York Times* in Paris.

The network's efforts are being focused on the showing of a newly-developed 28-slide sales presentation.

The sales offering is as much a push for the concept of fm listening and advertising as it is for the values of the QXR line-up. Statistics on the characteristics of the fm audience and the extent of fm listening are sprinkled throughout the presentation.

Pointed to are such facts as the estimated number of fm sets in use (16 million) and the estimated number of fm sets sold in 1960 (two million).

But basically the QXR slide promotion is a narrative on the values of fm and the network as an advertising medium. The special features of QXR programming, present advertisers and major city line-up are

stressed in the presentation.

To whom is the presentation directed?

"Top level agency and client executives," states Jim Sondheim, manager of the network. "You have to sell the company and/or the account executive. It is necessary to go beyond the media level."

Although decrying the inability of fm salesmen to penetrate the media and timebuyer stations, Mr. Sondheim observes very encouraging signs in this regard. He points to the fact that Don Heller of N. W. Ayer & Sons Inc., Philadelphia, and Calvin Nixon of Young & Rubicam Inc., Detroit, were instrumental in major fm buys of last year.

Mr. Heller has played a major role in the use of fm by Hamilton Watch Co. and Mr. Nixon has been a key figure in the fm campaign of Imperial cars which has culminated in the *Imperial Press Club*.

The latter fm purchase is on 27 stations of the QXR line-up (17 of the stations are on the live network and 10 are on the non-interconnected, tape network). Station in New York is WRFM because the news policy of the *Times*-owned WQXR dictates that there will be no commentary on the station.

The *Imperial Press Club* (Monday through Friday, 8 to 8:05 p.m. on the live line-up; the tape network plays it sometime between 7 and 9

p.m.) is taped at the Overseas Press Club. Each night a different news specialist comments on a current happening. Among the regular newsmen featured are H. V. Kaltenborn and Henry Cassidy.

Imperial's investment in fm is considerable. The 52-week contract runs in 13-week cycles. The program started last October and is currently in its second cycle. It is estimated that the annual cost of the show is about \$125,000. It breaks down to this: Production, talent and tape, \$45,000; time costs, \$75,000 to \$80,000.

What lies ahead for this year?

QXR network has signed such new advertising campaigns as those of Sabena Airlines and Marine Midland bank. In addition, among the important national advertisers who are regular network clients are: Cadillac, Oldsmobile, Hamilton, Citroen, Air France, Stromberg-Carlson, Grace Lines and Harvey's Wines.

The network presently has a total of 34 fm stations—20 on the live line-up and 14 non-interconnected.

It is the network's belief that future use of its air time by clients will revolve around the traditional network concept of ownership of a time segment. Specifically, QXR anticipates further sponsorship of musical programming, its main area of specialization. • • •

FAVORABLE MENTIONS

Jeweler & Recording Tape—One of the world's best known jewelers and silversmiths, Cartier Inc., has made its first buy in either radio or tv. It has bought time on fm. Through its agency, Albert Frank-Guenther Law Inc., the Fifth Avenue jeweler has started a campaign on WRFM New York with participating sponsorship of the Casper Citron interview show. The show emanates from the Hotel Pierre, Monday through Friday, 11 p.m. to midnight. In commenting on the "till forbid" fm purchase, Jane Mercier, advertising director, referred to the "caliber audience of fm" as "the extra plus." Other sponsors of the Citron program are Book of the Month, Nettie Rosenstein, Pan American and Hotel Pierre.

WRFM also found out the hard way something that it knew all the time—that fm pays. Through an error in not cancelling an over-subscribed mail offer, the station ended up paying for the additional requests. Here's how it happened: Florman & Babb, distributors of recording tape, purchased a 13-week schedule to sponsor *Music of the Masters*, Wednesday, from 8 to 9 p.m. The commercial offered a free

sample tape to listeners who wrote in. After the first three hourly sponsorships, the company requested that the announcement be taken off the air because its supply of over 1,000 sample tapes had already been requested by listeners. Through human error, WRFM ran the announcements on an additional hourly program. This contributed to an additional 600 mail requests. Since it felt at fault, WRFM paid for the additional reels of tape to fill the requests. But the story ends happily. Convinced of the results that fm can produce, Arthur Florman, president, decided "to continue the sponsorship of *Music of the Masters* on WRFM beyond the current expiration date."

Office Furniture—The Roberts Office Supply Co. of Portland, Me., now in its second year of fm advertising, reports constantly improving sales response to its sponsorship of classical music programming over WMTW (FM) Poland Springs, Me.-Mt. Washington, N.H. The company features quality lines of office furniture, papers, stationery, forms and supplies. In addition, a service of design and the complete installa-

tion of offices is provided. The firm's owners, Lawrence Hatch and Richard Walker, refer to their supply company as a "businessman's department store."

The logical reasoning behind the fm scheduling, according to the owners, is that since the majority of the firm's customers are business executives, the media chosen for the job of advertising the product should be the one with the greatest appeal for this specialized group. Various audience studies were examined and the results indicated that professional executives and office managers could be reached, most effectively, through good music programming. The proof of the pudding is seen in the improved sales figures and the warm welcome that Roberts' salesmen receive when calling on a client. As Mr. Hatch says, "We and our salesmen receive daily thanks for our participation from some of our best customers who are regular listeners to the station. We know this has greatly increased our prestige with our customers and this has become a highly important factor in our overall business increase."

The copy platform for the Roberts Co. is straightforward and direct.



CARTIER JEWELERS has found fm to be a 'diamond in the rough.' For its first broadcasting schedule, the famed New York jeweler has taken a participation on the Casper Citron show over WRFM New York. Seen discussing the Cartier commercials are (l. to r.) Jane Mercier, ad director at Cartier, Casper Citron and Henry Millett, v.p. of Albert Frank-Guenther Law, the jeweler's agency. Show originates from Hotel Pierre.



STATION AND CLIENT get together to outline a copy program. The station man is John McGorrill (c.), general manager of WMTW Poland Springs, Me. The clients are Richard Walker (l.) and Laurence Hatch (r.) of the Roberts Office Supply Co., Portland. The firm has been sponsoring classical music programs for two years. Association with the fm station has resulted in increased sales and heightened prestige.

The minute commercials feature office furniture, an office planning service, executive chairs, partitions and an office furniture leasing plan.

Drive-in Restaurant—One of Cincinnati's largest drive-in restaurant chains recently signed a 13-week contract for six spots a day on WAEF-FM. The client, Carter's Restaurants, decided to take the contract after a 13-week trial campaign for one of the restaurants in the chain. The original campaign used two spots a day, but the station reports the campaign was such a success that the new contract increased the schedule to six spots a day for all the restaurants in the chain.

Symphony Support

Since classical music is one of the mainstays of fm programming, it is only natural that stations would take every opportunity to support symphony orchestras and to promote local music groups through the facilities of "live" broadcasts.

In support of the Omaha Symphony Orchestra's fund raising drive, station KQAL programmed a 16 hour special music program with commentary and interviews designed to stimulate public interest in the Omaha Symphony. The program drew over \$500 in local contributions. As an additional gesture of good will, Station Manager Jack Katz donated one day's entire advertising revenue to the worthy cause.

With Benny Goodman as clarinet soloist for the evening, the Tucson Symphony Orchestra presented its first radio broadcast over station KFMM. This was the first of a series of five "live" broadcasts given at the University of Arizona auditorium in Tucson. To provide the best fidelity possible, Station Manager John Jaeger acquired a new Telefunken microphone and arranged for a special high-frequency telephone line from the auditorium to the station's control room. To finance the pro-

gram, Jaeger went to the directors of the Tucson Federal Savings and Loan Assoc. He convinced the bank that sponsoring the broadcasts would be fine institutional advertising that would create a prestige image of the highest order. The bank accepted the opportunity, and the Goodman program went off without a hitch. Goodman even provided a short "jam session" at the end of the regularly scheduled concert.

In Portland, Ore., station KPFM utilizes its facilities for the promotion of the Portland Junior Symphony, made up of Portland young-

sters who must "retire" upon reaching their 21st birthday, the Symphony performs weekly at the city's public auditorium. In addition to transmitting these programs "live," the station provides a pre-broadcast program in which Dr. Donald Thulean, director of the Symphony discusses the next concert, covering its musical interpretation. Frequently, Dr. Thulean brings a Junior Symphony guest to the studios to discuss program notes. Because of the enthusiastic response to the programs, KPFM plans to continue these broadcasts indefinitely. • • •

Mc Martin FOR MULTIPLEXING!

If you are looking for the multiplex receiver that provides the greatest sensitivity... is the most dependable... look to McMartin, the standard of the industry.

Continental's advanced engineering... rigid quality control... special manufacturing techniques assure receiving equipment that will deliver the finest in sound over the greatest distances. What's more, McMartin guarantees your satisfaction. Send back any unit that does not function properly (at McMartin's expense) and it will be repaired or replaced free of charge.



Carl Schultz and McMARTIN Receiver

Says Carl Schultz, of Business Music, Inc., Meridian, Conn., "We have found that the McMARTIN receiver surpasses any overall reliability and fringe area reception."

CONTINENTAL MANUFACTURING, INC.

1612 California Street • Omaha, Nebr.

CM



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually

forced into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



Sponsored as a public service,
in co-operation with the Council for Financial Aid to Education



Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 369 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; ERP—effective radiated power; pen.—penetration; prog.—programming; where there is an am affiliate, sep.—refers to the fm being separately programmed and dup. refers to the fm station duplicating the am programming; cl—classical; con—concert; op—opera; s-cl—semi-classical; pop—popular; st—standards; shw—show; flk—folk; jz—jazz; nws—news; wthr—weather; dr—drama; intvw—interview; cmtry—commentary; rel—religious; sprts—sports; educ—educational programming; disn—discussion.

ALABAMA

Birmingham

WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur

WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ARIZONA

Phoenix

KELE
ERP: 18,000 w
Prog.: Country & Western

KITH

Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel

KYEW

Prog.: Cl, shw

Tucson

KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Osceola

KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff

KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMM

National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Pulitz 1960)
Prog.: Cl, con, op, nws, jz

KMLA

National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB

National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz

KRHM

National Rep.: Adam Young Fm
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI

ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML

National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comfr

KSFM

National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ

National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino

KFMW

National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Pulitz 1960)
Prog.: Cl, con, op, nws, jz

KPRI

Counties: 1; ERP: 25,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, pop, cl, intvw
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18,400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX

National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz
KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)

National Rep.: H-R
Counties: 1; ERP: 37,000 w

Market Pen.: 39.4% (Pulse 10/59)
 Prog.: St, pop, s-cl, cl, shw
KITT
 National Rep.: Adam Young Fm
 Counties: 1; ERP: 56,000 w
 Market Pen.: 40% (Pulse)
 Prog.: St, shw, flk, pop, s-cl

San Fernando

KVFM
 Counties: 1; ERP: 860 w
 Market Pen.: 48.7% (Pulse)
 Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
 National Rep.: QXR Network
 ERP: 100 kw
 Prog.: Cl, op, s-cl, shw, nws

KBAY
 National Rep.: Heritage Stations
 Counties: 8, ERP: 30,000 w
 Market Pen.: 47.3% (Pulse)
 Prog.: Cl, con, op, jz

KEAR
 Counties: 24; ERP: 82,000 w
 Market Pen.: 47.3% (Pulse 9/57)
 Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
 National Rep.: Peters, Griffin, Woodward
 Counties: 10; ERP: 10,500 w
 Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
 National Rep.: Fine Music Hi-Fi Broadcasters
 Counties: 8; ERP: 120,000 w
 Market Pen.: 47.3% (Pulse)
 Prog.: Cl, s-cl, pop, st, shw

KSFR
 National Rep.: Good Music Broadcasters
 ERP: 100,000 w
 Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
 Counties: 1; ERP: 4 kw
 Prog.: Cl, s-cl, op, flk, cmtry

San Luis Obispo

KATY-FM (Am: KATY)
 National Rep.: Meeker
 Counties: 3; ERP: 3.8 kw
 Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
 National Rep.: Walker-Rawalt
 Counties: 3; ERP: 18 kw
 Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs
KFMH
 Counties: 26; ERP: 23,000 w
 Market Pen.: 25% (Pulse 3/60)
 Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

**TWELVE YEARS OF
 BETTER MUSIC IN
 THE NATION'S
 CAPITAL!**



WASH-FM
 Affiliated with QXR Network

Denver

KDEN-FM (Am: KDEN)
 National Rep.: Heritage Stations
 Counties: 12; ERP: 30,000 w
 Market Pen.: 38.5% (Pulse 6/60)
 Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs

KCMS-FM (Am: KCMS)
 National Rep.: Fm Media
 ERP: 22,000 w
 Market Pen.: 25% (Pulse 3/60)
 Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
 National Rep.: Fine Music Hi-Fi Broadcasters
 Counties: 7; ERP: 20 kw
 Market Pen.: 39.7% (Pulse 12/58)
 Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
 National Rep.: Adam Young
 Counties: 20; ERP: 9,000 w
 Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
 National Rep.: QXR Network
 Counties: 7; ERP: 6.8 kw
 Prog.: Cl, s-cl, con, shw, jz
WDRC-FM (Am: WDRC)
 National Rep.: Peters, Griffin, Woodward
 Counties: 12; ERP: 20,000 w
 Prog.: Pop, nws

WHCN

National Rep.: Adam Young Fm
 ERP: 7,000 w
 Market Pen.: 39.7% (Pulse 11/58)
 Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)

National Rep.: Christal
 ERP: 8 kw
 Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
 ERP: 20,000 w
 Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
 National Rep.: Daren McGavren
 Counties: 3; ERP: 12,500 w
 Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
 National Rep.: Everett-McKinney
 Counties: 1; ERP: 650 w
 Market Pen.: 30% (Pulse)
 Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
 National Rep.: Meeker
 Counties: 21; ERP: 20 kw
 Market Pen.: 37.6% (Pulse 5/60)
 Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
 National Rep.: Fine Music Hi-Fi Broadcasters
 Counties: 22; ERP: 20,000 w
 Market Pen.: 44.5% (Audience Analysts)
 Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
 National Rep.: QXR Network
 Counties: 37; ERP: 15,000 w
 Market Pen.: 41% (Pulse 12/56)
 Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN

National Rep.: United Broadcasting
 ERP: 20,000 w
 Prog.: Latin American music
WGAY (Am: WQMR)
 National Rep.: Grant Webb
 ERP: 20,000 w
 Prog. (Sep.): Flk, nws, rel, disn
WWDC-FM (Am: WWDC)
 National Rep.: Blair
 Counties: 12; ERP: 20 kw
 Market Pen.: 40.3% (Pulse 1959)
 Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
 National Rep.: Broadcast Time Sales
 Counties: 7; ERP: 18.5 kw
 Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
 National Rep.: Fm Unlimited
 Counties: 9; ERP: 3,500 w
 Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
 National Rep.: Rambeau-Vance-Hopple
 Counties: 5; ERP: 31,000 w
 Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville

WMBR-FM (Am: WMBR)
 National Rep.: John Blair
 Counties: 9; ERP: 40,000 w
 Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
 National Rep.: Thomas Clark
 Counties: 16; ERP: 12,000 w
 Market Pen.: 31.7% (Pulse 1956)
 Prog. (Sep.): Op, st, con, shw, cl

(For abbreviations, see box, p. 11)

**Denver's Most Powerful
 FM Station
 KDEN**

99.5 Megacycles

Serving 63,117* homes in the
 Denver Metropolitan area.

KDEN-FM is a Heritage Good
 Music Station, programming 18
 hours of music daily—music de-
 signed for our listeners' taste.

KDEN-FM
 30,000 Watts

1601 West Jewell Avenue
 Denver 23, Colorado

or contact

International Good Music
 New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

M STATION KEY (Cont'd)

Orlando
VHOO-FM (Am: WHOO)
 National Rep.: Hollingbery
 Counties: 9; ERP: 59,000 w
 Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Pensacola
VPEX
 National Rep.: Good Music Broadcasters,
 Western FM Sales
 Counties: 5; ERP: 2,500 w
 Prog.: Cl, s-cl, st, shw, jz

Pensacola
VYAK
 National Rep.: Rejko & Mahaffey
 Counties: 9; ERP: 2,730 w
 Prog.: Cl, s-cl, pop, st, jz

Tampa
WFLA-FM (Am: WFLA)
 National Rep.: John Blair
 Counties: 34; ERP: 46,000 w
WPKM
 National Rep.: Good Music Broadcasters
 Counties: 7; ERP: 10,500 w
 Prog.: Pop, st, shw, s-cl, jz

GEORGIA
Atlanta
WGAI-FM (Am: WGAI)
 National Rep.: John E. Pearson
 Counties: 25; ERP: 4,400 w
 Prog. (Dup.): Std, jz, nws, shw, wthr
WSB-FM (Am: WSB)
 National Rep.: Petry
 Counties: 204; ERP: 49,000 w
 Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta
WAUG-FM (Am: WAUG)
 ERP: 9,000 w
 Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
 Counties: 31; ERP: 19.3 kw
 Prog. (Dup.): St, pop, nws, sports, intvw

Columbus
WRBL-FM (Am: WRBL)
 National Rep.: Hollingbery
 Counties: 50; ERP: 21.2 kw
 Prog. (dup.): St, cl, con, op, disn

Gainesville
WDUN-FM (Am: WDUN)
 National Rep.: Thomas Clark
 Counties: 11; ERP: 300 w
 Prog. (Dup.): Pop, nws

Grange
WLAG-FM (Am: WLAG)
 National Rep.: Indie Sales
 Counties: 8; ERP: 2.3 kw
 Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta
WBIE-FM (Am: WBIE)
 Counties: 21; ERP: 3.5 kw
 Prog. (Dup.): Pop, st, shw, sprts, nws

Lawson
WCOH-FM (Am: WCOH)
 National Rep.: Bernard Ochs
 Counties: 11; ERP: 330 w
 Prog. (dup.): Nws, wthr, st, pop, cl

AHO
WBOI-FM (Am: WBOI)
 Counties: 17; ERP: 17.5 kw
 Prog. (Dup.)

Lewiston
KOZE-FM (Am: KOZE)
 National Rep.: Gill-Perna
 Counties: 6; ERP: 903 w
 Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS
Anna
WRAJ-FM (Am: WRAJ)
 National Rep.: Bernard Howard
 Counties: 6; ERP: 1,000 w
 Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington
WJBC-FM (Am: WJBC)
 National Rep.: John Pearson
 Counties: 13; ERP: 15,300 w
 Prog. (Dup.): St, pop, shw, nws, wthr

Champaign
WDWS-FM (Am: WDWS)
 Counties: 11; ERP: 27,000 w
 Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
 ERP: 60,000 w
 Prog.: S-cl, jz, st, hawaiian
WDHF
 Counties: 9; ERP: 52,000 w
 Market Pen.: 42.4% (Pulse 10/59)
 Prog.: Pop, shw, s-cl, st, flk

WFMF
 National Rep.: Walker-Rawalp
 Counties: 15; 33,000 w
 Prog.: St, s-cl, shw, jz, nws

WFMT
 Counties: 38; ERP: 29,500 w
 Market Pen.: 42.4% (Pulse 10/59)
 Prog.: Cl, op, dn, nws, intvw

WKFM
 National Rep.: Modern Media Fm Sales
 Counties: 38; ERP: 50,000 w
 Market Pen.: 42.4% (Pulse)
 Prog.: St, s-cl, shw, nws, wthr

WNIB
 Counties: 10; ERP: 11 kw
 Market Pen.: 42.4% (Pulse)
 Prog.: Cl, con, jz, op, shw

WSBC-FM (Am: WSBC)
 National Rep.: Devney-O'Connell, FM
 Unlimited
 Counties: 5; ERP: 27,400 w
 Prog. (Sep.): Cl, flk, jz, dr, nws

WXFM
 ERP: 32,000 w
 Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
 National Rep.: Weed
 Counties: 19; ERP: 30,000 w
 Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham
WSEI
 ERP: 20 kw
 Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
 National Rep.: Devney-McConnell
 Counties: 5; ERP: 1,000 w
 Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
 National Rep.: Good Music Broadcasters
 Counties: 6; ERP: 180,000 w
 Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
 Counties: 11; ERP: 4,200 w
 Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
 National Rep.: Holman
 Counties: 5; ERP: 9 kw
 Prog. (Dup.): Sprts, pop, nws, st, pub, sev.

Litchfield
WSMI-FM (Am: WSMI)
 Counties: 6; ERP: 6,100 w
 Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
 National Rep.: Hal Holmar
 Counties: 12; ERP: 23,000 w
 Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
 Counties: 12; ERP: 37.4 kw
 Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
 National Rep.: John E. Pearson
 Counties: 40; ERP: 50,000 w
 Prog. (Dup. days, sep. nights); Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
 Counties: 7; ERP: 1,000 w
 Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
 National Rep.: Adam Young
 ERP: 8.9 kw
 Prog. (Dup.)

WTAD-FM (Am: WTAD)
 National Rep.: Branham
 Counties: 23; ERP: 27 kw
 Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
 National Rep.: Avery-Knodel
 Counties: 14; ERP: 39 kw
 Prog. (Dup.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
 National Rep.: Gill-Perna
 Counties: 12; ERP: 6.7 kw
 Prog.: (Sep. early evenings)

INDIANA

Bloomington
WTTV (Am: WTTV)
 National Rep.: Meeker
 Counties: 54; ERP: 37.2 kw
 Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
 National Rep.: Thomas Clark
 Counties: 12; ERP: 760 w
 Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
 National Rep.: Branham
 Counties: 13; ERP: 9.7 kw
 Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
 National Rep.: John Pearson
 Counties: 34; ERP: 36 kw
 Prog. (Dup.): St, shw, s-cl, con, cl

(For abbreviations, see box, p. 31)

Fort Wayne

WPTH-FM
 Counties: 20; ERP: 44.4 kw
 Prog.: St, shw, pop, jz, s-cl

Hammond

WYCA
 Counties: 5; ERP: 31,000 w
 Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis

WFBM-FM (Am: WFBM)
 Counties: 50; ERP: 51,875 w
 National Rep.: Walker-Rawalt
 Prog. (Sep.): St, s-cl, cl, jz, cmtry

WFMS

ERP: 4.5 kw
 Prog.: St, shw, pop, s-cl, cl

WIBC-FM (Am: WIBC)

Counties: 40; ERP: 24,000 w
 Prog. (Sep.): Cl, s-cl, con, jz, op

Madison

WORX-FM (Am: WORX)
 National Rep.: Hil Best
 Counties: 6; ERP: 350 w
 Prog. (Dup.): St, s-cl, sprts, shw, con

Marion

WMRI-FM (Am: WMRI)
 National Rep.: Burn-Smith
 Counties: 10; ERP: 31,000 w
 Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie

WMUN (Am: WLBC)
 National Rep.: Hal Holman
 Counties: 17; ERP: 14.4 kw
 Prog. (Sep.): Programatic

Richmond

WKBY-FM (Am: WKBY)
 National Rep.: Everett-McKinney
 Counties: 20; ERP: 23,000 w
 Prog. (Sep.): Pop, s-cl

Warsaw

WRSW-FM (Am: WRSW)
 Counties: 60; ERP: 34,000 w
 Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington

WFML (Am: WAMW)
 National Rep.: Hil Best
 Counties: 14; ERP: 14,000 w
 Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA**Des Moines**

KDMI
 ERP: 115,000 w
 Prog.: Rel, sacred, nws, wthr, cl

WHO-FM (Am: WHO)

National Rep.: Peters, Griffin, Woodward
 ERP: 25 kw
 Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine

KWPC-FM (Am: KWPC)
 National Rep.: Venard, Rintoul & McConnell
 Counties: 7; ERP: 780 w
 Prog. (Sep.): Sprts, con, s-cl, nws, st

75 Sponsors Use
 Kentucky's Largest Fm!



35,000 Watts
 S. A. Cisler, Manager

Walker-Rawalt
 Natl. Rep.

KANSAS**Salinas**

KAFM
 Counties: 9; ERP: 3.6 kw
 Prog.: Cl, con, s-cl, pop, st

Topeka

KTOP-FM (Am: KTOP)
 National Rep.: Daren McGavren
 Counties: 1; ERP: 3,200
 Prog. (Sep.): Jz, cl, st, shw, s-cl

Wichita

KFH-FM
 Counties: 12; ERP: 10.6 kw
 Prog. (Dup.):

KENTUCKY**Hopkinsville**

WKOF (Am: WKO) (Under construction)
 Counties: 10; ERP: 3.73 kw
 Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville

WLVL
 National Rep.: Walker-Rawalt
 Counties: 16; ERP: 35,000 w
 Prog.: Cl, pop, s-cl, shw, flk

Owensboro

WOMI-FM (Am: WOMI)
 National Rep.: Everett-McKinney
 Counties: 14
 Prog. (Dup.): Cl, con, op, nws, sprts

LOUISIANA**Baton Rouge**

WBRL (Am: WJBO)
 Counties: 64; ERP: 2,450 w
 Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans

WDSU-FM (Am: WDSU)
 National Rep.: John Blair
 ERP: 42,000 w
 Market Pen.: 24.1% (Pulse)
 Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws
 WWMT
 National Rep.: Good Music Broadcasters
 Counties: 17; ERP: 48,000 w
 Prog.: St, s-cl, shw, cl, con

Shreveport

KWKH-FM (Am: KWKH)
 National Rep.: Henry I. Christal
 Counties: 6; ERP: 17,000 w
 Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE**Poland Spring**

WMTW-FM
 Counties: 36; ERP: 49.1 kw
 Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)
 Counties: 4; ERP: 3,700 w
 Prog. (Sep.): Programatic
 WMTW-FM
 Prog.: Cl

MARYLAND**Baltimore**

WBAL-FM (Am: WBAL)
 ERP: 20,000 w
 Prog. (Sep.): Cl, s-cl, shw, flk, jz
 WFMM
 National Rep.: Walker-Rawalt
 Counties: 30; ERP: 20,000 w

Prog.: S-cl, st, flk, cl, op
 WITH-FM (Am: WITH)
 National Rep.: QXR Network
 Counties: 31; ERP: 20,000 w
 Market Pen.: 33.7% (Pulse)
 Prog. (Sep.): C, con, nws, op, s-cl
 WRBS
 National Rep.: Fine Music Hi-Fi Broadcasters
 Counties: 30; ERP: 20,000 w
 Prog.: Cl, s-cl, st, nws, wthr

Westminster

WTTR-FM (Am: WTTR)
 Counties: 5; ERP: 4,600 w
 Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS**Boston**

WBCN
 National Rep.: Adam Young Fm
 Counties: 3; ERP: 25,900 w
 Market Pen.: 50.1% (Pulse 2/59)
 Prog.: Cl, con, s-cl, op, shw
 WCRB-FM (Am: WCRB)
 National Rep.: Broadcast Time Sales
 ERP: 3.3 kw
 Market Pen.: 50.1% (Pulse 2/59)
 Prog. (Dup.): Con, cl, s-cl, nws, shw
 WHDH-FM (Am: WHDH)
 National Rep.: Blair
 Counties: 25; ERP: 3.3 kw
 Prog. (Dup.): Pop, st, nws, sprts, wthr
 WXHR (Am: WTOA)
 National Rep.: QXR Network
 Counties: 9; ERP: 20,000 w
 Market Pen.: 50.1% (Pulse)
 Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
 National Rep.: Ivy Network
 Counties: 3; ERP: 796 w
 Prog. (Dup.): Cl, jz, nws, spcl evnts, sp

MICHIGAN**Bay City**

WBCM-FM (Am: WBCM)
 National Rep.: Hollingbery
 Counties: 20; ERP: 41,000 w
 Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
 National Rep.: Donald Cooke
 Counties: 8; ERP: 7,900 w
 Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
 Counties: 14; ERP: 36,400 w
 Prog.: Cl, con, s-cl, op

(For abbreviations, see box 11)

WLDM

Soon to
Increase Power

146,000 watt

-DETROIT-

1 STATION KEY (Cont'd)

DTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

LDM
National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con

'MUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

'OMC (Am: WEXL)
National Rep.: Larry Gentile
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

'WJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

1st Lansing

'SWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

'JEF-FM (Am: WJEF)
National Rep.: Avery-Knode
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

'LAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, spt

Flomoxoo

'MCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

St. Clemens

'BRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Waginow

'SAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, spts

MINNESOTA

'oinerd

'LIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, spts

innneapolis

'WFM
National Rep.: Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

'AYL
Counties: 8; ERP: 3.5
Prog.: St, shw, jz, flk, spoken word

'LOL-FM (Am: WLLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

'PBC-FM (Am: WPBC)
National Rep.: Broadcast Time Sales
ERP: 5.4 kw
Prog. (Sep.): Cl, con, s-cl, st, shw

MISSISSIPPI

'ackson

'JDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 39 kw
Prog. (Sep.): Pop, st, s-cl, spts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
National Rep.: Adam Young Fm
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, spts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Keorney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb

Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Long Branch

WRLB
Counties: 10
Prog.: S-cl, nws, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, spts

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

(For abbreviations, see box, p. 11)

WSWM

Quality Music Station
Serving Central Michigan

- LANSING -

Call Walker-Rawalt
For Success Story

Garden City

WLIR
 Counties: 4; ERP: 1,000 w
 Market Pen.: 56.7% (Pulse)
 Prog.: Shw, st, cl, jz, nws

Hempstead

WHLI-FM (Am: WHLI)
 National Rep.: Gill-Perna
 Counties: 6; ERP: 1,000 w
 Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
 National Rep.: John Pearson
 Counties: 23; ERP: 8,300 w
 Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown

WJTN-FM (Am: WJTN)
 National Rep.: Venard, Rintoul & McDonnell
 Counties: 15
 Market Pen.: 33.7% (Pulse 1959)
 Prog. (Sep.): Cl, nws, con, s-cl, wthr

New York

WABC-FM (Am: WABC)
 National Rep.: Blair
 Counties: 17; ERP: 1.5 kw
 Market Pen.: 53.4% (Pulse 7/60)
 Prog. (Sep.): Cl, con, s-cl, shw, flk
 WNCN

National Rep.: Adam Young Fm
 Market Pen.: 53.4% (Pulse 7/60)
 Prog.: Cl, con, s-cl, op, shw
 WQXR-FM (Am: WQXR)
 National Rep.: Raymer
 ERP: 11,000 w
 Market Pen.: 53.4% (Pulse 7/60)
 Prog. (Dup.): Cl, nws, con, op, s-cl
 WRFM (Am: WWRL)
 Counties: 20; ERP: 20,000 w
 Market Pen.: 53.4% (Pulse 7/60)
 Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
 National Rep.: Headley-Reed
 ERP: 46,000 w
 Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
 National Rep.: Evereff-McKinney
 Counties: 9; ERP: 43,000 w
 Prog. (Sep.): Cl, con, op, wthr, educ

Peekskill

WLNA-FM (Am: WLNA)
 National Rep.: Grant Webb
 Counties: 23; ERP: 20,000 w
 Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am: WEAV)
 National Rep.: Jack Masla
 Counties: 6; ERP: 3,700 w
 Prog. (Dup.)

**Tremendous Pull — Telephones
 never stop ringing**

Check in on

**ALAN GRANT'S
 JAZZ NOCTURNE**

on **WLIR**

10:05 PM to Midnite
 on weekdays; 'til
 1 AM on weekends

WLIR—92.7 mc—Garden City, L. I.
 Pioneer 1-4700

Poughkeepsie

WKIP-FM (Am: WKIP)
 National Rep.: Jack Masla
 Counties: 5; ERP: 2,300 w
 Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester

WCMF
 ERP: 1.35 kw
 Market Pen.: 49.2% (Pulse 1959)
 Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel
 disn

Syracuse

WONO
 National Rep.: Adam Young Fm
 Counties: 8; ERP: 1 kw
 Prog.: S-cl ch, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
 National Rep.: QXR Network
 Counties: 12; ERP: 4,300 w
 Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
 Counties: 3; ERP: 1,000 w
 Market Pen.: 61.4% (Pulse)
 Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
 National Rep.: Walker-Rawalt
 Counties: 9; ERP: 2,800 w
 Prog. (Dup.): Pop, st, nws, sprts, wthr
 WBBB-FM (Am: WBBB)
 National Rep.: Thomas Clark
 Counties: 10; ERP: 3.8 kw
 Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
 National Rep.: Peters, Griffin, Woodward
 ERP: 36,000 w
 Prog. (Dup.): Sf, nws, pop, wthr, sprts
 WYFM
 Counties: 12; ERP: 3,800 w
 Prog.: Cl, con, s-cl, shw, wthr

Forest City

WAGY-FM (Am: WAGY)
 Counties: 7; ERP: 3,333 w
 Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia

WGNC-FM (Am: WGNC)
 National Rep.: Continental
 ERP: 11,000 w
 Prog. (Dup.): Sf nws, pop, wthr, sprts

Greensboro

WMDE
 Counties: 9; ERP: 5.8 kw
 Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
 Counties: 12; ERP: 13,500 w
 Prog. (Dup.): S-cl pop, st, nws, wthr,
 Programatic

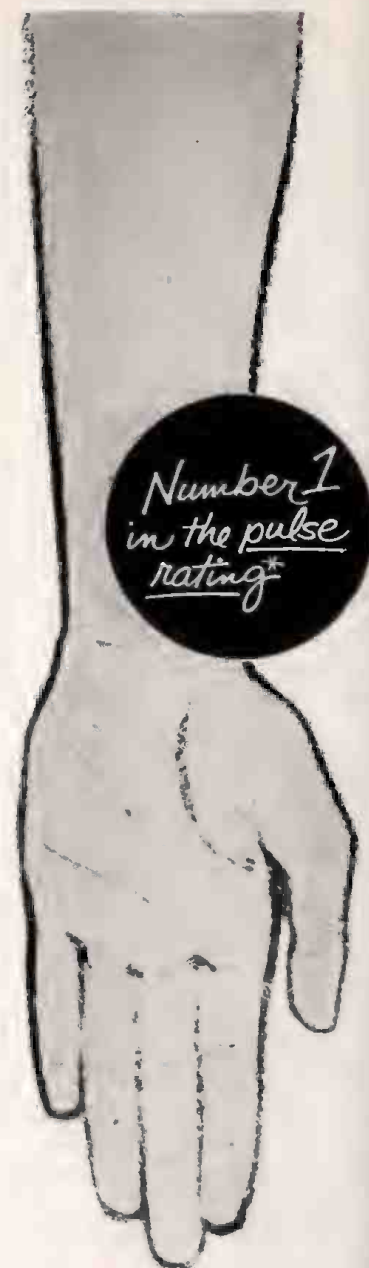
Lexington

WBUY-FM (Am: WBUY)
 National Rep.: George Hopewell
 Counties: 4; ERP: 300 w
 Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell

WMIT
 National Rep.: Walker-Rawalt
 Counties: 85; ERP: 36,000 w
 Prog.: Cl, con, op, s-cl, st

(For abbreviations, see box, p. 11)



pulsating

WRFM

Now! The FM station with
 the selective sound of music
 is the select station for
 New York's discriminating
 FM listeners. An
 discriminating time buyer
 know a good buy when the
 hear one. So get the PULS
 of the FM market... get the
 story of WRFM
 leadership and listenership
 in New York

105.1 MC New York

*FM beamed stations only April 1960 PULS

FM STATION KEY (Cont'd)

Raleigh

WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, sp, sprts

Sanford

WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSJC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup.): Cl, s-cl, st, shw, nws

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, iz

Canton

WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,700 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, iz, cl, nws
WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

VCUY

National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

VDOK-FM (Am: WDOK)

National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)

National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)

National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB

National Rep.: Walker-Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep.: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, iz

WTVN-FM (Am: WTVN)

National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WVKO-FM (Am: WVKO)

National Rep.: Venard, Rintoul & McCannel
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, iz

Dayton

WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)

National Rep.: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

OKLAHOMA

Oklahoma City

KEFM

National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, iz, wthr

KYFM

National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, iz, sprts, nws

Tulsa

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, iz
KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, iz

Portland

KEX-FM (Am: KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws
KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, iz
KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl
KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts
KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws, cp, shw, flk

Altoona

WFBG-FM (Am: WFBG) (Due on air 10/60)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Dup.): St, con, nws, wthr, iz

Harrisburg

WHP-FM (Am: WHP)

(For abbreviations, see box, p. 11)

National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, dñn

Johnstown

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl
WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl, QXR Network
WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr
WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz
WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI

National Rep.: Walker-Rawalt
Counties: 7; ERP: 20,000 w
Prog.: Pop, st, shw, nws, wthr
WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry
WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am: KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con
WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts
WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con
WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws
WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, fõrgn lang

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WLOY
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl
WPFM
National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk
WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws
WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Pettes, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop
WMUU-FM (Am: WMUU)
National Rep.: Beattie
ERP: 840 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl
WLOM
Counties: 53; ERP: 33,000 w
Prog.: Cl, con, s-cl, jz, shw

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

(For abbreviations, see box p. 11)

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FM STATION KEY (Cont'd)

Knoxville

WBIR-FM (Am: WBIR)
 Counties: 37; ERP: 3,300 w
 Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
 National Rep.: John Blair
 ERP: 300,000 w
 Prog. (Sep.): St, shw, s-cl, cl, con

Nashville

WFMB
 National Rep.: Good Music Broadcasters,
 Fm Unlimited
 Counties: 10; ERP: 3.4 kw
 Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
 National Rep.: Peters, Griffin, Woodward
 ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
 National Rep.: KATZ
 Counties: 18; ERP: 14.6 kw
 Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
 National Rep.: Good Music Broadcasters
 Counties: 5; ERP: 780 w
 Prog.: Cl, s-cl, op, st, shw

KTBC-FM (Am: KTBC)
 National Rep.: Rayburn
 Counties: 29; ERP: 94 kw
 Prog. (Sep.): Pop, st, s-cl, cl, wthr

Dallas

KRLD-FM (Am: KRLD)
 National Rep.: Branham
 Counties: 58; ERP: 59 kw
 Prog. (Dup.): Pop, s-cl, cl, nws, dz
 WRR-FM (Am: WRR)
 National Rep.: Adam Young Fm
 Counties: 123; ERP: 68,000 w
 Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
 Counties: 8; ERP: 6.5 kw
 Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
 National Rep.: Western Fm, Modern
 Media Fm
 Counties: 3; ERP: 2,550 w
 Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
 National Rep.: Blair
 Counties: 16; ERP: 28.1 kw
 Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
 ERP: 215 kw
 Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
 Counties: 4; ERP: 3 kw
 Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
 Counties: 25; ERP: 10.5 kw
 Market Pen.: 30.9 (Pulse 1/60)
 Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk,
 intvw, rel

KHGM

National Rep.: Good Music Broadcasters
 Counties: 14; ERP: 49,000 w
 Prog.: S-cl, shw, con, st, nws

KHUL

National Rep.: Adam Young Fm
 Counties: 9; ERP: 15,500 w
 Market Pen.: 30.9% (Pulse 1/60)
 Prog.: Pop, st, nws, wthr, shw

KRBE

Counties: 88; ERP: 79,100 w
 Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)

Counties: 17; ERP: 29,500 w
 Market Pen.: 30.9% (Pulse 1/60)
 Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
 Counties: 9; ERP: 3.6 kw
 Prog.: St, shw, s-cl, jz, cl

Port Arthur

KFMP
 Counties: 5; ERP: 3.2 kw
 Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
 National Rep.: Good Music Broadcasters
 Counties: 5; ERP: 17,300 w
 Market Pen.: 22.2% (Pulse)
 Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)

ERP: 3,000 w
 Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)

National Rep.: Adam Young Fm
 Counties: 13; ERP: 4,400 w
 Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
 Counties: 13; ERP: 4,400 w
 Prog.: Cl, con, s-cl, st, nws, wthr, rel

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
 National Rep.: Hollingbery
 Counties: 5; ERP: 15,000 w
 Prog. (Sep.): Cl, s-cl, st, shw, nws

VIRGINIA

Charlottesville

WINA-FM (Am: WINA)
 Counties: 13; ERP: 620 w
 Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
 Counties: 19; ERP: 5.1 kw
 Prog. (Dup.): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSWA)
 Counties: 11; ERP: 7.2 kw
 Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
 National Rep.: Bob Dore
 Counties: 8; ERP: 2,900 w
 Prog. (Dup.): St, pop, nws, wthr, sprts

Norfolk

WYFI
 National Rep.: Fred Smith
 Counties: 20; ERP: 13,500 w
 Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
 National Rep.: Blair
 Counties: 20; ERP: 37,000 w
 Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
 National Rep.: Petry
 ERP: 50,000 w
 Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)

National Rep.: Peters, Griffin, Woodward
 Counties: 46; ERP: 25,000
 Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

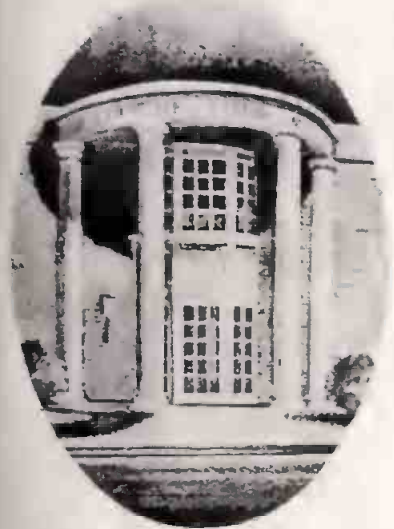
WDBJ-FM (Am: WDBJ)
 National Rep.: Peters, Griffin, Woodward
 Counties: 27; ERP: 14,350 w
 Prog.: (Dup.) S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)

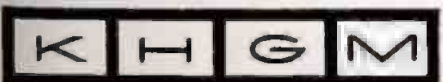
National Rep.: Blair
 Counties: 66; ERP: 21,100 w
 Prog. (Sep.): St, shw, con, s-cl, cl

(For abbreviations, see box, p. 11)

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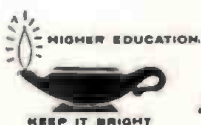
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FM STATION KEY (Cont'd)

Staunton
 WAFC-FM (Am: WAFC)
 National Rep.: Thomas Clark
 Counties: 19; ERP: 500 w
 Prog. (Sep.): Pop, cl, jz, educ, con

Winchester
 WRFL (Am: WINC)
 ERP: 22.2 kw
 Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON
Bellingham
 KGMJ
 National Rep.: Heritage Stations
 Counties: 11; ERP: 16,500 w
 Market Pen.: 30.3% (Politz 1960)
 Prog.: Cl, con, op, nws, jz

Seattle
 KETO
 Counties: 10; ERP: 17,700 w
 Market Pen.: 21.3% (Pulse 2/60)
 Prog.: St, shw, nws, wthr, jz

KGMJ
 National Rep.: Heritage Stations
 Counties: 14; ERP: 71,000 w
 Market Pen.: 30.3% (Politz 1960)
 Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
 National Rep.: Blair
 Counties: 3; ERP: 16,000 w
 Prog. (Dup.): Cl, op, jz, flk, shw

KISW
 National Rep.: Hi-Fi Music Broadcasters
 Counties: 13; ERP: 10.5 kw
 Prog.: Cl, con, op, cmtry, dr

KLSN
 National Rep.: Walker-Rawalt
 Counties: 13; ERP: 19,000 w
 Prog.: Cl, con, s-cl, shw, jz

KMCS
 ERP: 10.5 kw
 Prog.: St, wthr, flk

Spokane
 KXLY-FM (Am: KXLY)
 National Rep.: H-R
 Counties: 7; ERP: 2,000 w
 Prog. (Sep.): Cl, s-cl, jz

Tacoma
 KTNT-FM (Am: KTNT)
 National Rep.: Weed
 Counties: 7; ERP: 10,000 w
 Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
 National Rep.: Fm Unlimited
 Counties: 3; ERP: 10 kw
 Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA
Beckley
 WBKW (Am: WJLS)
 Counties: 55; ERP: 34,000 w
 Prog. (Sep.): Cl, con, op, s-cl, st

Charleston
 WKNA
 Counties: 15; ERP: 2,600 w
 Prog. (Sep.): Cl, con, op, s-cl, st

Huntington
 WKEE-FM (Am: WKEE)
 National Rep.: Raymer
 Counties: 43; ERP: 53,000 w
 Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

WJSCONSIN

Eau Claire
 WIAL (Am: WEAQ)
 National Rep.: Hollingbery
 Counties: 11; ERP: 60,000 w
 Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson
 WFAW
 Counties: 4; ERP: 3,000 w
 Prog.: Nws, pop, st, shw, sprts

Madison
 WIBA-FM (Am: WIBA)
 National Rep.: Avery-Knodel
 Counties: 15; ERP: 11 kw
 Prog. (Dup.)
 WISM-FM (Am: WISM)
 National Rep.: Radio-Tv Representatives
 Counties: 9; ERP: 1 kw
 Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
 Counties: 6; ERP: 7,500 w
 Prog.: St, cl, s-cl, flk, disn
WRVB
 Counties: 5; ERP: 3.9 kw
 Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee
WFMR
 National Rep.: Good Music Broadcasters
 Counties: 5; ERP: 22,000 w
 Prog.: Con, cl, s-cl, op, dr

WMIL-FM (Am: WMIL)
 Counties: 5; ERP: 25,500 w
 Prog.: Con, s-cl, st, shw, jz, wthr, sprts

Racine
 WRJN-FM (Am: WRJN)
 Counties: 3; ERP: 15,000 w
 Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta
 WCOW-FM (Am: WCOW)
 National Rep.: Rambeau
 Counties: 18; ERP: 16,000 w
 Prog. (Sep.): St, nws, wthr, sprts

Wausau
 WLIN-FM (Am: WSAU)
 National Rep.: Meeker
 Counties: 18; ERP: 20,000 w
 Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown
 WTTN-FM (Am: WTTN)
 National Rep.: George Hopewell
 Counties: 5; ERP: 10,000 w
 Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend
 WBKV-FM (Am: WBKV)
 National Rep.: Walker-Rawalt
 Counties: 9; ERP: 18,000 w
 Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids
 WFHR-FM (Am: WFHR)
 National Rep.: Devney-O'Connell
 Counties: 10; ERP: 2,100 w
 Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO
San Juan
 WPRM
 Counties: 5; ERP: 17,500 w
 Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 11)



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