

Have you seen these

RADIO STUDIES

In Television Magazine?

1. THE INTER-RELATIONSHIP OF RADIO AND TV

How they are used as two facets of one medium by major advertisers today

2. THE BBDO REPORT

A condensation of this leading agency's analysis of the new status of radio

3. SATURATION IN RADIO TODAY

How advertisers are employing it and why . . . audience potential . . . costs

4. NETWORK RADIO—THE NEW MEDIUM

The character of the new programming . . . audience reach . . . how network is being sold

5. THE NEW YORK RADIO MARKET

How advertisers have built a radio boom in the nation's largest, pace-setting market

6. NATIONAL SPOT

The "who," "how" and "why" of spot radio today . . . Patterns of leading advertisers

7. THE STORZ BOMBSHELL

The facts on radio's most controversial station operation and the thinking behind it

8. J. WALTER THOMPSON LOOKS AT RADIO

This agency's appraisal explores seven basic areas of radio's growth

9. THE CUMULATIVE AUDIENCE CONCEPT

How Leo Burnett applies its new approach to radio

10. NIGHTTIME RADIO

Its new programming, audience composition, advertiser use

12. BELIEVABILITY: NETWORK VS. INDEPENDENT

How the "station image" influences commercial believability

13. THE WESTINGHOUSE RADIO STUDY

A profile of WBC and analysis of its programming attitudes

15. NEWS—RADIO'S BASIC STRENGTH

Radio is finding a powerful means of attracting listeners with news

16. THE FALLACY OF THE FIVE-MINUTE LISTENER

The radio audience listens longer, according to A. C. Nielsen

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