

ated several new and compelling promotion ideas. They include the well-known Imagery-Transfer, which links radio to TV, Memory-Vision, which stresses the psychological approach to sound, and Idea Planting Time, which suggests that sponsors trying out untried copy campaigns seed them first on network radio to get public reaction at minimum risk.

These ideas, while probably of limited importance in themselves, make a significant contribution to network radio of the present. They update the image of the medium. They help clients and their agencies to take a fresh approach to it. They put forth its values for this age, not its glories of the past. And they have helped the networks attract clients.

In the main, these are the medium-sized accounts, though it cannot be over-emphasized that many of the old stalwarts of network radio employ it continuously. Among them are Plough, Inc. and Grove Laboratories, two drug merchants of "the hard sell." Both find network radio's sheer efficiency hard to duplicate.

Other medium-sized clients come in many varieties. Some have now resorted to network radio after finding network TV too expensive and too costly. Among them are companies which thought that radio lacked the dimension of sight needed to sell their products. They include such advertisers as Sealy Mattress, Congoleum-Nairn and Masland Rug.

Some insurance companies, new to broadcasting, have needed an efficient media weapon with which to combat the powerful advertising of other companies, more active in the medium. Among them are Home Insurance, United Insurance, the Insurance Company of North America and most recently Nationwide Insurance, another refugee from TV, which is not nationally distributed.

Radio used to fill gaps in TV coverage

But many of the big package goods corporations use network radio, too, to push their secondary lines and to fill gaps in their TV coverage. Bristol-Myers, for example, spends the bulk of its Trushay budget on network radio. Though Procter & Gamble bought eight network TV shows for Gleem, it bought a schedule on NBC radio when it was shown that network would add 6,000,000 homes to the campaign. The point of view of most advertising executives of the bigger companies is, "Sure we buy it. It's so cheap we can't afford not to, but we can't get excited about it."

TOP 30 NETWORK RADIO ADVERTISERS*

1 Bristol-Myers Co.	15 AFL-CIO
2 Ford Motor Co.	16 American Motors Corp.
3 General Motors Co.	17 Lewis Howe Co.
4 International Parts Corp.	18 Hertz Corp.
5 R. J. Reynolds Tobacco Co.	19 American Optical Co.
6 Brown & Williamson Tobacco Corp.	20 Liggett & Myers Tobacco Co.
7 General Mills, Inc.	**21 Lever Brothers, Inc.
8 William Wrigley, Jr. Co.	**21 Carter Products, Inc.
9 Pabst Brewing Co.	22 Reader's Digest Assn., Inc.
10 Plough, Inc.	23 Miles Laboratories, Inc.
11 Ex-Lax, Inc.	24 General Foods Corp.
12 California Packing Co.	25 A. E. Staley Mfg. Co.
13 Colgate-Palmolive Co.	26 Quaker State Oil Refining Corp.
14 Hudson Vitamin Products, Inc.	27 Dumas Milner Corp.
	**28 Beech-Nut Life Savers, Inc.
	**28 Swift & Co.

* Listing, compiled by RAB is based on the amount of commercial time bought by network radio advertisers during the second quarter of 1958. (Excludes religious broadcast time.)

** Ties

Network radio gets heavy use from those advertisers who have a particular message for the broadcast audience on wheels. As potential customers, these listeners have more than ordinary value because they are already utilizing many products similar to those being sold. Almost every division of General Motors has bought network radio this year, as well as Ford and Chrysler. American Motors has been particularly heavy in it. Among the newer sponsors in the same field are Jaguar, the foreign car, the Hertz Auto Rental, Mack Trucks, Quaker State Oil, and the International Parts Corporation, which became the fourth largest network advertiser in the second quarter of this year in the process of selling its Midas Muller. CIT-Universal, the nation's largest independent financier of automotive loans, has bought large chunks of network radio for the first time this year.

Many advertisers, in short, seem to have found answers to their selling problems in network radio that local radio, because of its nature, cannot give. Network radio allows for a massive joint effort, for the linking of pieces into a chain that fits around the central mechanism—the sales dynamo. Because radio shows tremendous vitality, because it offers new values such as merchandising, it is once again proving itself.

END

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