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RADIO

**RADIO'S
ANNUAL FM REPORT**

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**MARKET TREND
Manufacturers Report
Growing Fm Market**

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**HISTORIES
Reviews of
Marketing Impact**

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A Guide to Fm
Stations Now on Air**

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John Hughes

Magazine Uses
Radio to Reach High-
ly Educated Family

page 36

This is
the **spot** for a commercial



She's in the pool but she's right at hand to hear your message, when you use Spot Radio. Multiply this listening by millions of vacationers and you'll know why Spot Radio pays off BIG for national advertisers.

- | | | |
|---------------------------------|-------------------------------------|------------------------------|
| KOB Albuquerque | WINZ Miami | KCRA Sacramento |
| WSB Atlanta | WISN Milwaukee | WOAI San Antonio |
| WGR Buffalo | KSTP Minneapolis-St. Paul | KFMB San Diego |
| WGN Chicago | WTAR Norfolk | KOBY San Francisco |
| WFAA Dallas-Ft. Worth | KFAB Omaha | KMA Shenandoah |
| WKMH Detroit | WIP Philadelphia | KREM Spokane |
| KPRC Houston | KPOJ Portland | WGTO Tampa-Orlando |
| KARK Little Rock | WJAR Providence | KVOO Tulsa |
| | WRNL Richmond | |

Radio Division

Edward Petry & Co., Inc.

The Original Station
Representative

WHO RADIO'S 50,000-watt voice reaches more people than any other single medium in Iowa!

YOU may have recently read an advertisement that said Iowa is one of the top ten U. S. markets—because its “population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston.”

You may also question the propriety of comparing a state with a city. However, NCS No. 2 proved that WHO Radio's population coverage made it in fact America's 14th largest *radio* market—that sta-

tions in only thirteen other markets in America reach more people than WHO Radio. *So far as reaching people is concerned, WHO Radio belongs on any media list of 14 or more "largest U. S. markets."*

As an advertiser in the Middle West, you are concerned with *people you can reach*, rather than with population figures within city limits, within trading areas, or within state lines. WHO Radio does just that!

Ask PGW for “the numbers.”

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

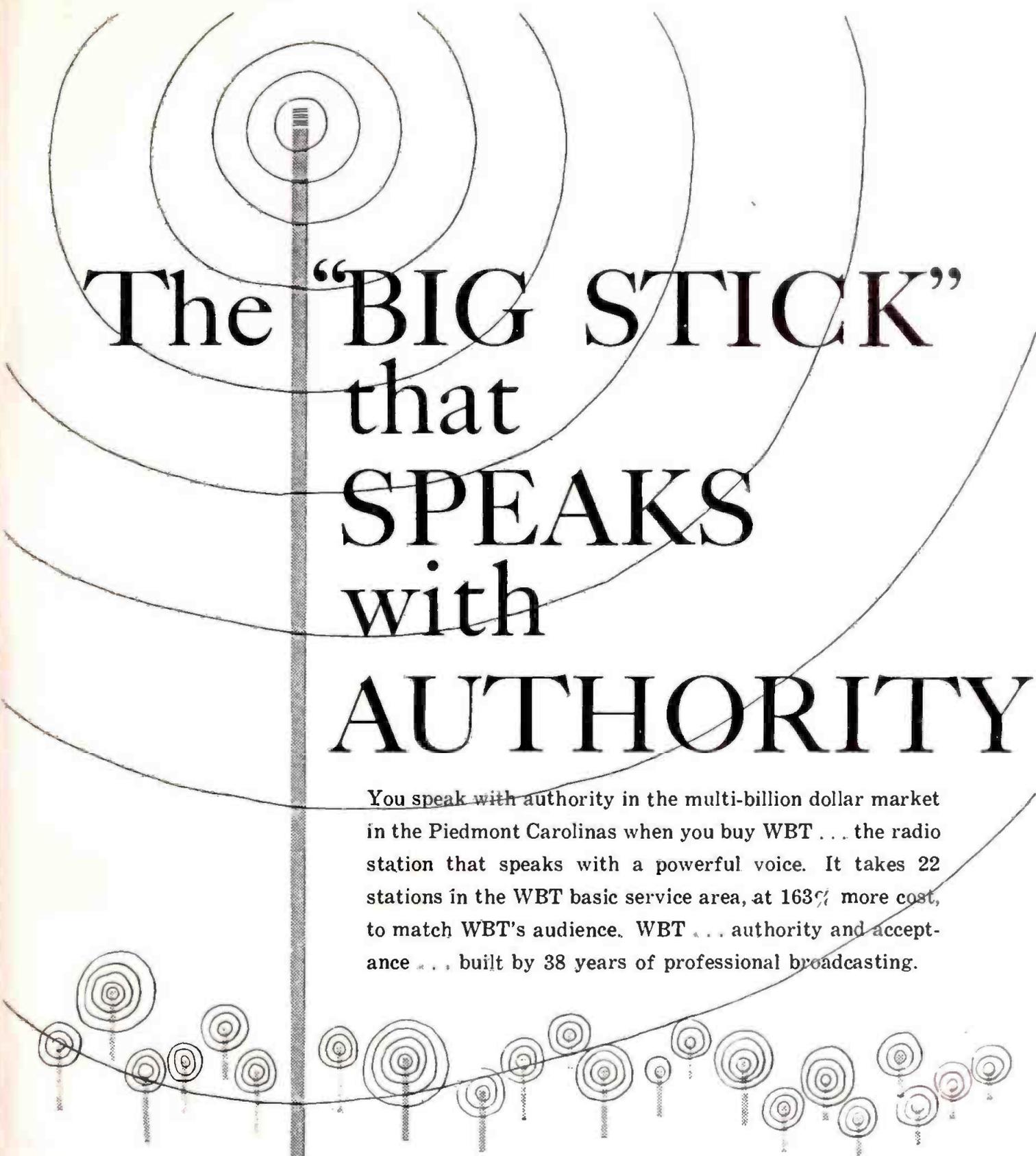
NBC Affiliate

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



The "BIG STICK" that SPEAKS with AUTHORITY

You speak with authority in the multi-billion dollar market in the Piedmont Carolinas when you buy WBT . . . the radio station that speaks with a powerful voice. It takes 22 stations in the WBT basic service area, at 163% more cost, to match WBT's audience. WBT . . . authority and acceptance . . . built by 38 years of professional broadcasting.



WBT
CHARLOTTE 50,000 WATTS

AWARD-WINNING
VOICE of
AUTHORITY
in the
PIEDMONT
CAROLINAS

2,216,600

2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Indianapolis.

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Radio Spot Sales

*FUN!!

* ... at the Rahall Radio Group and the Adam Young, Inc., "togetherness" party in New York



L to R: Mrs. Art Simons; Joan Stark, Grey Advertising; Betty Nasse, Grey Advertising; Joe Rahall; Gail Stevens, Donahue & Coe.; Mrs. Sam Newey; Mrs. Joe Rahall.

R A H A L L



L to R: Tom Schwartz, Grey Advertising; Jerry Sprague, Cunningham & Walsh; Ted Green, Radio-TV Daily; Alan Copeland, Grey Advertising; Dick Kelliher, Adam Young. Seated, Joe Rahall.



L to R: John Banzhoff, Manager WNAR, Norristown; Sam Rahall, Manager WLCY, Tampa-St. Petersburg; Steve Machcinski, Vice Pres. Adam Young, Inc.; "Oggie" Davies, Manager WKAP, Allentown; Dick Booth, Manager WWNR, Beckley, West Virginia.



L to R: Sam Rahall; Joe Rahall; "Oggie" Davies; Farris Rahall.



Back Row: Fred Kenkel, Vice Pres. Hooper; Larry Roslow, Vice Pres. Pulse; George Sternberg, Pulse. Front Row: Joan Stark; Betty Nasse.

ADAM

YOUNG, INC.



Top L to R: Sam Rahall, WLCY; Dick Dunne, Adam Young, Inc.; Steve Machcinski, Adam Young, Inc.; Dick Kelliher, Adam Young, Inc.; Farris Rahall; Jim Smith, Adam Young, Inc.; Don Green, Adam Young, Inc. Bottom L to R: Tom Dooley, Adam Young, Inc.; Joe Rahall; Don Chapman, Adam Young, Inc.

R A D I O

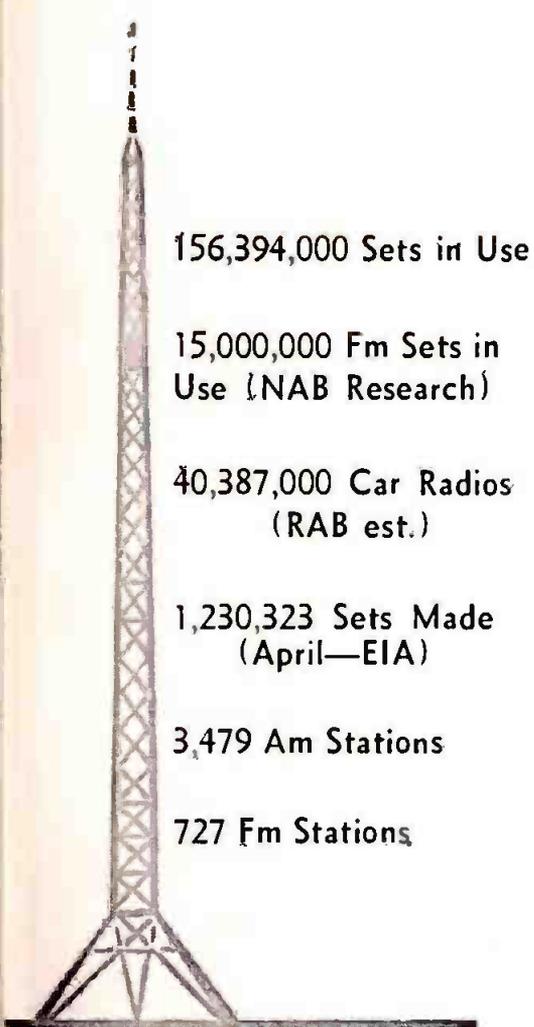


L to R: Ray Stone, Maxon Agency; Sam Rahall; Sy Goldes; John Banzhoff; Alice Rahall; Joe Rahall; Farris Rahall; Dick Booth; "Oggie" Davies.

RAHALL RADIO: **W L C Y** Tampa-St. Petersburg, Fla. **W W N R** Beckley, West Virginia
W K A P Allentown-Bethlehem-Easton **W N A R** Norristown-Philadelphia



Radio's Barometer



Spot: National spot radio business in the first quarter of 1960 amounted to \$40.08 million, according to Lawrence Webb, managing director of the Station Representatives Association. This figure is only slightly ahead of the first quarter of 1959, which was \$39.99 million. Mr. Webb states, however, that when the second quarter totals are tabulated, they will show that spot business for the first half of the year was well ahead of 1959's mid-year totals.

Network: The Pepsi-Cola Co., Electric Autolite Co. and Renault Inc. were the three top network advertisers in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending May 8. The beverage company used 387 broadcasts in the four-week period covered, for a total of 163,030,000 home broadcasts delivered. The total for Electric Autolite was 117,004,000, using 170 broadcasts, and 116,899,000 for Renault with 170 broadcasts. The network leader in total commercial minutes delivered, the Nielsen report shows, was Renault with 82,752,000. In second place was Electric Autolite with 81,849,000 commercial minutes delivered, followed by Pharmaco Inc., with 73,287,000.

Local: Two stations—WEJL Scranton, Pa. and WHK Cleveland—report substantial increases in business. During the first five months of this year, billings at WEJL showed a 21 percent increase over the same period last year, according to Cecil Woodland, station general manager. He states that May billing represented the highest single month's business in the history of the station. At WHK, sales for the first quarter of 1960 showed an increase of over 31 percent compared to the same period in 1959, reports Jack Thayer, general manager and vice president. He also says that billing for the last week of May was over 43 percent ahead of the corresponding period last year.

Stations: The number of am and fm stations on the air at the end of May totaled 4,206, an increase of 20 (10 am and 10 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,479	727
Applications pending	634	80
Under construction	86	163

Sets: Total radio production in April was 1,230,323, including 399,963 auto receivers, according to the Electronic Industries Association. Total radio production for the first four months of the year came to 5,696,029, including 2,263,057 auto sets. This represents an increase in total radio set production of slightly more than one million units as compared to the same period in 1959. Total radio sales, excluding car radios, was 547,839; four-month total was 2,627,147. This represents an increase of almost 500,000 more sets sold in 1960 as compared to the same period last year. Number of fm sets produced in April was 61,953. The four-month cumulative fm production was 229,859. Totals for the same period in 1959 were 123,799.

For Members of Advertising Agencies and Advertisers, this summer project: Pulse invites all users of Pulse data, subscribers and non-subscribers alike, to participate in a rewarding project closing September 1. Just answer . . .

"HOW I USE PULSE DATA TO SOLVE A SPECIFIC PROBLEM."

A letter of around 400 words will do, no thesis! And a committee of experienced judges will pick the 20 best answers, announce who won what Oct. 1, as Pulse enters its 20th year of service:

- Frank G. Boehm, Vice President Research-Promotion-Advertising Adam Young Companies
- Daniel Denenholz, Vice President Research-Promotion The Katz Agency, Inc.
- W. Ward Dorrell, Vice President Research director, John Blair & Co. Blair TV, Blair Television Associates
- Robert M. Hoffman, Director Marketing and Research Television Advertising Reps.
- Lawrence Webb, Director Station Representatives Ass'n, Inc.

≡1
\$500 Cash Award—Uncle Sam's own engravings for your spend-it-yourself use

≡2
\$349.95 Handsome RCA Console TV, the Chadwick, 21-inch, twin-speaker model

≡3
\$275 magnificent all-transistor Zenith portable; supersensitive, 9 wave-bands

And 17 Bulova Bantam Radios, the tiny \$41.95 pocket-size, "jewelry-designed" gold and ebony model, only 3¼ x 2¼ x 1" in handsome gift case. Precision-crafted, 6 transistors, 6 oz., including mercury battery. Big set-volume—amazing!
"Nothing to buy—no boxtops."
 Get your entry certificate and details now from Pulse, 730 Fifth Avenue.

730 Fifth Ave.
New York 19



PULSE, Inc.



PULSE RINGS DOORBELLS



INTERVIEWS FAMILIES IN THEIR HOMES

for buyers and sellers of radio advertising

U.S. RADIO

JULY - 1960

VOL. 4 - NO. 7

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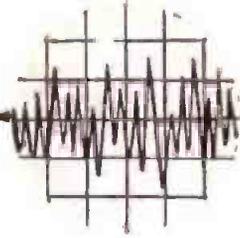
Arnold Alpert *Publisher*
 Jonah Gitlitz *Editor*
 Arnold Farber *Managing Editor*
 Rollie Devendorf *Art Editor*
 Patty Kirsch *Assistant Editor*
 Barbara Saypol *Assistant Editor*
 Blanche Stein
Administration-Production
 Seymour Weber *Office Manager*
 Jo Ganci *Secretary to Publisher*
Advertising:
 Shell Alpert *V.P.-Adv. Dir.*

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 San Francisco 11, SUTTER 1-4583
 % Edith K. Whaley
 216 S. Vermont
 Los Angeles 4, DUNLARK 7-6169 & 6160

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Fm Chalks Up Impressive Year In Interest by Agencies

The past advertising season has seen fm accomplish a goal it has been seeking for a long time. And that is getting the attention of national agencies. There is still much to be done, however, to have clients open up their pocketbooks on a wide scale. An analysis of fm's current outlook is contained in U. S. RADIO's second annual study (see *Fm Reaches for the Honey*, p. 25). Other parts of the fm picture are included: Program key, receiving and transmitting equipment, local advertiser success stories.

How NBC Radio Turned Red Ink to Black

NBC Radio's proclamation that it will be operating in the black in 1960 for the first time in eight years is attributable to four factors. William K. McDaniel, vice president in charge, gives these reasons: New program concept that was instituted January 4, 1960; improvements in station clearance time which now stands between 95 and 98 percent; advertiser acceptance of the new policy, and a sounder pricing structure. (See *Report from Networks*, p. 69). Mr. McDaniel reports that the network had as much net business on the books as of June 1, 1960, as the network showed for all of 1959.

Collins Finds Radio Income Related to Retail Sales

Collins Radio Co.'s study of radio investments and growth shows that radio income has a "high and reliable relation to retail sales." The report says that in 1957, U. S. retail sales were \$200,172,000,000 and radio broadcast income was \$528,300,000, or approximately \$1 radio dollar for every \$379 in retail sales. For the five-year period from 1953 through 1957, Collins finds that there was \$1 of radio income for every \$382 in retail sales.

Regional Management Sessions Slated by RAB for Sept.-Oct.

Successful sales, promotion, programming and management methods will highlight the agenda of Radio Advertising Bureau's annual fall Regional Management Conferences. This year's series will take place in eight areas across the U. S., from September 12 to October 10. The cities scheduled are: Utica, Ill.; Columbus, O.; Pocono Manor, Pa.; Williamsburg, Va.; Hollywood-by-the-Sea, Fla.; Austin, Tex.; Palo Alto, Calif.; Omaha, Neb.

Granco Readies Debut Of Fm Auto Radio

Granco Products Inc., pioneer in the reasonably-priced fm set, at press time was expected to unveil at the National Association of Music Merchants' trade show in Chicago this month its new "fm auto radio converter." Granco is offering in one package an fm car tuner and amplifier that is expected to list for under \$50. The package does not include a speaker which reportedly can be added at nominal cost.

Powerhouse Radio Buy Turns Up Station Interest

Hicks & Greist Inc., New York, agency for Powerhouse candy, is receiving enthusiastic response from stations on special radio buy. Plan calls for Pulse survey of top tunes in each of 50 or 60 markets. One station per market is offered exclusive Powerhouse survey results, with candy firm buying schedule of spots to reach housewife and teenager.



time buys

American Tobacco Co.

Agency: *BBDO, New York*

Product: LUCKY STRIKE
CIGARETTES

Part of the summer campaign for Luckies will be the radio schedule that starts in mid-July. The company will be adding radio markets throughout the country so that a total of 75 markets will be covered. Campaign will probably run through the summer. All are minute announcements. Timebuyer is Hope Martinez.

Coca-Cola Bottling Co. of New York Inc.

Agency: *McCann-Erickson Co.,
New York*

Product: 12-OUNCE COKE

Introducing its 12-ounce king-size bottle to the metropolitan area surrounding New York, the bottling firm began a concentrated schedule in all media, with heavy emphasis on radio, June 27. A total of 35 stations is being used in New York, Connecticut and New Jersey. Heavy frequency scheduling calls for nearly 750 spots a week in New York, and over 1,000 spots a week in the outlying areas. Campaign will last from six to eight weeks, utilizing announcements ranging from 10-to-60-seconds. Timebuyer is Catherine Noble.

Duffy-Mott Co.

Agency: *Sullivan, Stauffer, Colwell
& Bayles Inc., New York*

Product: AM & PM
FRUIT DRINKS

Summer efforts of another advertiser that include radio are those of Duffy-Mott for its fruit drinks, which are now in the midst of a six-week campaign in 20 markets in the east-

ern part of the country. Scheduled for morning periods, the announcements are heard from 10 to 40 times a week. Spots are part live, part et's. All are minutes. Timebuyer is Steve Suren.

Ford Motor Co.

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

Product: FALCON

Supporting the market for Falcon cars, Ford began a four-week campaign this month in selected markets across the country. A two week break will be surrounded by two two-week campaigns. All minute ET's are scheduled. Markets have been added to Falcon's current schedule. Timebuyer is Bob Gorby.

General Foods Corp., Jell-O Div.

Agency: *Young & Rubicam Inc.,
New York*

Product: INSTANT PUDDING

Covering the country with radio, the dessert product begins a spot campaign July 11, for 16 weeks. The schedule will go into 35 to 40 markets, with day minutes from 9 to 11:30 a.m. Frequencies will vary between 10 and 15 a week. The spot campaign will supplement a network buy on Mutual, which will run at the same time. Timebuyer is Ann Purtill.

Golden Press Inc.

Agency: *Wexton Inc., New York*

Product: GOLDEN BOOKS LINE

Now that school is out Golden Books is just getting ready for the fall term. Planned for an August start, an eight-week campaign will run in three flights in markets throughout the country. Number of markets depends on the warehouse



ARTHUR GODFREY

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .

ONLY ON CBS RADIO

units in each area.

After a three-week flight will come a month break, then a two-week flight, another break of about a month, and then the final three weeks. A minimum of 15 spots a week will all be minutes. Orientation sessions for representatives, briefing them on products and campaign, have been helpful so far. Timebuyer is Jean Boyde.

Walter H. Johnson Candy Co.

Agency: *Hicks & Greist Inc.,
New York*

Product: POWER HOUSE CANDY

Following its policy not to leave its product unsupported in any market, and to support its dealers continuously, Johnson Candy is progressively starting radio campaigns in all markets in which its new coconut and chocolate flavors are being introduced. Already in a few markets, the candies begin in Detroit July 2, with expectations that 50 to 60 markets will be covered by January 1.

Reaching for the young housewife and teenage groups, the company is looking for one station in each market to broadcast its Pulse surveys of top songs, taken in each city. The company offers the station exclusive use of the survey, buys spots on the show. First schedules are for 13 weeks, then extend to a full 52-week commitment. Timebuyer is Mort Reiner.

Kiwi Polish Co.

Agency: *Cohen & Aleshire Inc.,
New York*

Product: SHOE POLISH

Success in radio means more radio for Kiwi. The company begins a campaign in nine midwestern markets starting July 18. Schedule calls for daytime minutes during an in-

itial six-week run. Kiwi began and continued in radio in New England and on the West Coast, then extended the medium to Seattle and Honolulu. Timebuyer is Bob Turner.

Mary Ellen's Jams & Jellies

Agency: *Guild, Bascom & Boufigli
Inc., San Francisco*

Product: PRESERVES

Mary Ellen's radio spread includes spot saturation on 19 stations in six western and southwestern markets. These are San Francisco, Sacramento, Los Angeles, San Diego, Phoenix and Denver. The campaign, which began in June, is scheduled through April of 1961. Spots are of 55-second duration, with five seconds left for retail store tags. ET's are heard on personality programs from Monday through Friday.

Important factor in the campaign is the tie-in of radio with the point-of-purchase promotion material. These have been distributed to retailers throughout the marketing area. The humorous copy theme revolves around the "Masked Grandma," who robs grocers' shelves of Mary Ellen's jams because she knows they are better than any she could ever make.

Pharmaco Inc.

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

Product: FEEN-A-MINT AND
CHOOZ

Annual effort for these laxative and antacid chewing gums picks up in the fall with a radio schedule. Spot will be used to supplement network buys on Mutual and ABC, starting in mid-September. Fall campaign is for 13 weeks in as many markets as is necessary to fill the gaps, with emphasis also on the Ne-

(Cont'd on p. 10)



SPORTS TIME

Advertisers seeking a sports audience for their sales message find it on CBS Radio. There's ex-Yankee Phil Rizzuto and Sports Time, Monday-Saturday. Through the weekend, Dave Camerer is heard 10 times with up-to-the-minute sports news. There's full coverage of events like Masters Golf, the Triple Crown, Sebring Sports Car Races. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO



STORER BROADCASTING COMPANY

33 Years of Community Service

WHEN DO YOU FREEZE A FORMAT?

The answer is very simple — never!

At least, in 33 years, we have never quite been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to built loyal, responsive audiences.

Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big...too fluid...too much of a responsibility to be frozen — even for one day.

Radio

CLEVELAND—WJW
TOLEDO—WSPD
WHEELING—WWVA
MIAMI—WGBS
LOS ANGELES—KGBS
DETROIT—WJBK
PHILADELPHIA—WIBG

Television

DETROIT—WJBK-TV
CLEVELAND—WJW-TV
MILWAUKEE—WITI-TV
ATLANTA—WAGA-TV
TOLEDO—WSPD-TV

KYW is way up in Cleveland!

More blue chip accounts invest more ad dollars in KYW than in any other radio station in Cleveland. KYW is your No. 1 radio buy in Ohio's No. 1 market.

Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.



time buys



(Cont'd from p. 7)

gro market. Promotion effort involves both products, with the greater share going to Feen-A-Mint.

R. J. Reynolds Tobacco Co.

Agency: *William Esty Inc.,
New York*

Product: CIGARETTES

Reinvesting network money in a spot buy, the tobacco company has added markets to its currently scheduled spot campaign starting the last week in June. The buy, which will run to the end of summer, involves all size markets, from the largest to the smallest. All minutes are being heard at heavy frequencies. Time-buyer is Jack Fennell.

Seabrook Farms Co.

Agency: *Smith Greenland Co.,
New York*

Product: FROZEN FOODS

New radio approach is being tested by this food company, which began its current campaign June 21. Scheduled for eight weeks, the company has chosen its test sites in selected Texas markets. The new copy will be evaluated when results from the campaign are in. Timebuying is handled by media director Les Towne.

Standard Brands Inc.

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

Product: INSTANT TENDER
LEAF TEA

Going into about 15 to 20 markets across the country, the thirst quencher begins a three-week campaign July 4. Frequencies will be 30 during the first week of the campaign, then 20 a week for the last two weeks. All are minute announcements. Timebuyer is Margot Teleki.

Sterling Drug Inc.,

Glenbrook Laboratories Div.

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

Product: CAMPHO-PHENIQUE

Part of the summer schedule for this product includes a drive against chigger bites in the South and Southwest areas of the country. A 13-week radio campaign has been mobilized to relieve sufferers in more than 30 markets, starting July 1. Frequencies vary, from three to 12 a week, depending on the market. Minute announcements will be used. Time-buyer is Bob Hall.

Twentieth Century Fox Film Corporation

Product: SONS AND LOVERS

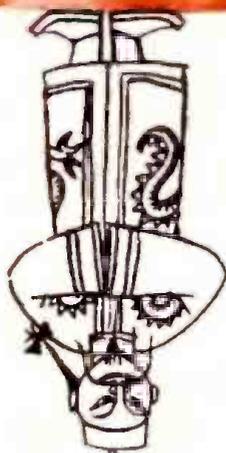
Preceding the opening of the movie adaptation of D. H. Lawrence's classic will be a radio campaign to advertise its coming. While the release date is not set, it will be sometime in September, starting at art and mass theaters in New York, Los Angeles, Chicago and Miami. Classical music and disc jockey programs will be used for the spot announcements.

Waring Products Corp.

Agency: *Maxwell Sackheim-Franklin
Bruck Inc., New York*

Product: "GUARDAIRE" AIR
PURIFIERS

Underway in 13 major markets is the introductory campaign for the company's new line of Guardiaire lightweight electric air purifiers. Included is an intensive spot radio campaign, initially scheduled for an eight-week run. Radio markets will be increased to cover the nation as distribution of the product is completed. • • •





Depth and Breadth of Radio's News Coverage Profiled by NAB

Those on Capitol Hill who have been preoccupied with finding fault with broadcasting, might find it interesting and informative to review the results of a survey recently conducted by the National Association of Broadcasters of the news coverage provided by radio stations. The study disclosed that the typical radio station "... devotes nearly three hours a day to news programs, and in recent years ... has scored significant gains in the quantity, quality and depth of its news coverage."

Survey Pinpoints Increase in Locally-Produced News Shows

Radio's community role was demonstrated by the fact that "... 72 percent of all radio news programs are now locally-produced by individual stations. ... This is an increase of better than 15 percent in local news programs since 1953. Today, about one out of every seven hours of local programs is devoted to news. (The typical station broadcasts about 100 hours of local programs each week, a gain of more than 22 hours since 1953.)" Largest increases in locally-produced news programs, the NAB survey shows, have been among the large stations (10,000 to 50,000 watts in power), and among the smallest stations (100 to 250 watts).

In order to keep pace with the increases in news programming, particularly local area coverages, "... a total of 92 percent (of the radio stations surveyed) employ local reporters in addition to wire services, and 55 percent are served by 'stringers' or part-time correspondents. More than half also maintain mobile units for on-the-scene coverage of news developments. Nearly 82 percent employ full-time or part-time news editors."

Added Station Stature Offsets High Cost of Community News

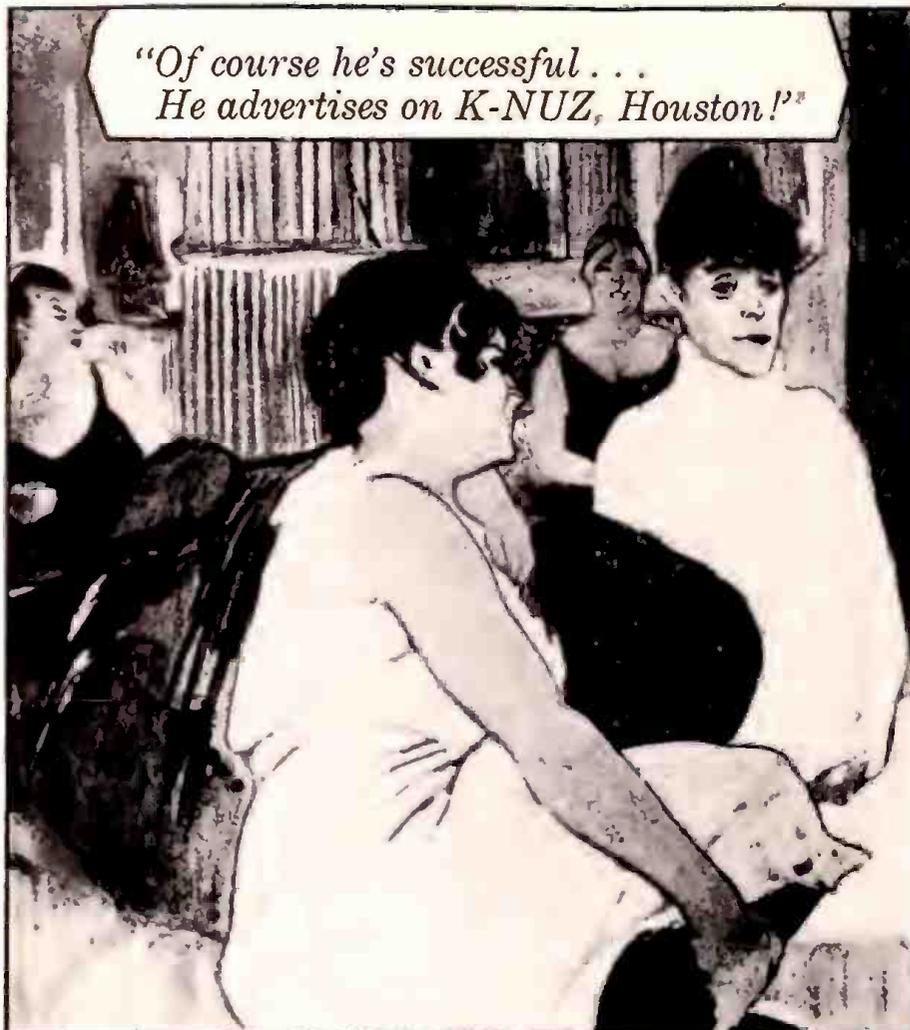
Going into the dollars and cents aspect of radio's news activities, NAB's report indicates that "... station managers consider news programs more costly to produce than other types of local programs. ... About three out of every eight stations charge news program sponsors more than sponsors of other types of programs—about 20 percent more. Nevertheless, a third of all station managers surveyed by NAB consider news programs less profitable than others types of programs. In a typical comment concerning the profitability of news, one broadcaster said, 'Probably no individual newscast is in itself very profitable. However, every well done newscast adds to a station's stature in its area and is therefore profitable in the long run, even though it may return less actual money than is spent producing it.'"

Daytime Broadcasters See Some Light in Congressional Hearing

The lengthy battle of daytime broadcasters to get permission to operate for longer hours shows some signs of progress, despite the recent request of the Federal Communications Commission that Congress reject legislation that would relax the current curbs on the daytime-only broadcasters. J. R. Livesay, chairman of the board of the Daytime Broadcasters Association, questioned some of the reasons and data given by the FCC for maintaining the curb in testimony given before the House Commerce Communications Subcommittee. Mr. Livesay pointed out that the additional time would only apply during the winter months, and would average only 60 to 90 minutes additional broadcasting time. A number of the subcommittee members, including Chairman Oren Harris, indicated that they might be in favor of conducting a limited test.

(Cont'd on p. 12)

*"Of course he's successful . . .
He advertises on K-NUZ, Houston!"*



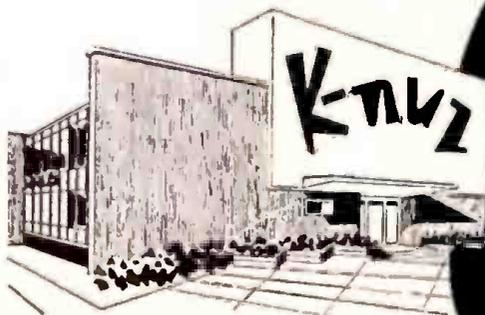
The Salon . . . Toulouse Lautrec (1864-1901)

Put your advertising dollars
on the No. 1* BUY in HOUSTON . . .

K-NUZ

. . . lowest cost per thousand!

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS



MEMBER OF
TEXAS QUADRANGLE

National Reps.
THE KATZ AGENCY,
INC.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON.

CALL DAVE MORRIS

Jackson 3-2581

**NAB Committee Mapping Plans
For 39th Annual Convention**

Members of the recently appointed Convention Committee are preparing to draw up their plans for the 39th annual convention of the National Association of Broadcasters, which will be held in Washington next May. The members of the Committee are Dwight W. Martin, chairman of the board, WAFB-TV Baton Rouge, La.; Campbell Arnoux, chairman of the board, WTAR-TV Norfolk, Va.; Thomas C. Bostic, president, Cascade Broadcasting Co., Yakima, Wash.; Henry B. Clay, executive vice president, KTHV Little Rock, Ark.; C. Wrede Petersmeyer, president, Corinthian Broadcasting Co., New York; Odin S. Ramsland, general manager, KDAL Duluth, Minn.; W. D. "Dub" Rogers, president KDUB-TV, Lubbock, Tex., and Jack S. Younts, president and general manager, WEEB Southern Pipes, N.C.

**Board of Directors Sets NAB
Goals for Six-Month Period**

NAB plans for the coming six months, which were mapped out at the semi-annual meeting of the NAB board of directors late last month, are being passed along to the members. Among the subjects taken up by the 43-man board were legislative and regulatory proposals affecting broadcasting, further strengthening of industry self-regulation and public relations activities for both radio and television.

At its meeting, the radio board elected Thomas C. Bostic, president of the Cascade Broadcasting Co., Yakima, Wash., as its new chairman. Merrill Lindsay, executive vice president of the Illinois Broadcasting Co., Decatur, Ill., is new vice chairman.

On the final day of the three-day meeting, the radio and television boards met jointly after conducting separate sessions. A report was heard from C. Howard Lane, vice president and managing director of KOIN-TV Portland, Ore., and chairman of the NAB Selection Committee. Mr. Lane reported on his committee's efforts to find a successor to Harold E. Fellows, late NAB president. . . .

the

Silver Mike



THIS MONTH:

CHARLES FREDRIC RABELL

President and Co-Owner, KITT-FM San Diego, Calif.
President, NAFMB

A Practical Broadcaster

Heads NAFMB

Fred Rabell, president of the National Association of Fm Broadcasters, is characteristic of the pragmatic broadcaster who has largely been responsible for the vitality of fm today.

Mr. Rabell, president and co-owner of KITT (Fm) San Diego, Calif., has had 30 years experience in practical broadcasting, most of it in am. He and his wife, Dorothy, sold their am station in 1957 to devote themselves entirely to making a profit in the high fidelity medium.

But before then, Mr. Rabell had been a part of six different am operations. He began at WCOA Pensacola, Fla., 30 years ago and went from there to WDLP Panama City, Fla., and to WJHP Jacksonville, Fla. After serving as Lt. (j.g.) during World War II, he came back to civilian life as manager of WNCA Asheville, N.C.

In 1951, he and his wife bought KSON San Diego. Six years later they sold the am station, keeping KSON-FM and changing the name to KITT. They took KXOC Chico, Calif., in partial payment, but after

six months decided to spend full time on the fm operation.

Besides being president of the NAFMB, Mr. Rabell keeps busy promoting and counseling the fm medium. He is also a member of the Fm Committee of NAB and of the Southern California Fm Broadcasters Association.

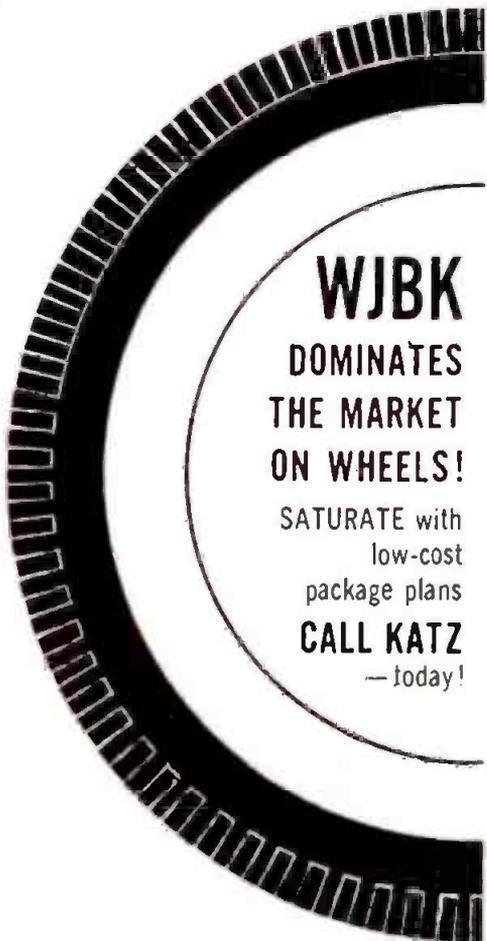
With the management of most fm stations wearing many hats, the Rabell's get along very well with a minimum staff. The husband and wife team handles much of the sales and programming themselves, even taking stints at the microphone.

The programming format revolves around the Rabell concept of familiar music. Its easy listening programming is also carried out in the station's policy of allowing only six announcements to the hour.

Mr. Rabell, a native New Yorker, has been at the forefront in the building of NAFMB as a sales promotion organization concerned with the practical matters of selling the concept of fm use to agencies and advertisers across the country. • • •



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DOMINATES
THE MARKET
ON WHEELS!

SATURATE with
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package plans

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Accessibility and convenience of up-to-date SRDS consumer market data and media maps prompt wide use by buyers of media

Every 6 months STANDARD RATE & DATA SERVICE publishes new and complete national market data—covering all counties in the United States. This data is kept current in interim months by the addition of significant changes.

This is the only service in the country that provides you with such frequent re-evaluation of the statistics upon which media and market-

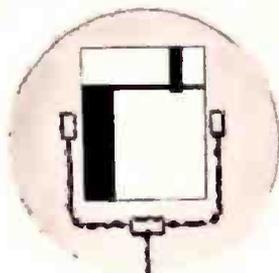
ing decisions must be based.

The July issues of SRDS Spot Radio, Spot TV, and Newspaper books will contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and metropolitan areas. The Farm Section of the Consumer Magazine book also contains up-dated market information.

Composite Table of Metro Area Rankings | METRO DATA

Metropolitan Area	Population	Households	Consumer Income	Retail Sales
NEW YORK	19,000,000	7,000,000	\$100,000,000,000	\$100,000,000,000
LOS ANGELES	10,000,000	3,500,000	\$50,000,000,000	\$50,000,000,000
CHICAGO	8,000,000	2,800,000	\$40,000,000,000	\$40,000,000,000
PHOENIX	4,000,000	1,400,000	\$20,000,000,000	\$20,000,000,000
HOUSTON	3,500,000	1,200,000	\$18,000,000,000	\$18,000,000,000
MEMPHIS	3,000,000	1,000,000	\$15,000,000,000	\$15,000,000,000
INDIANAPOLIS	2,500,000	800,000	\$12,000,000,000	\$12,000,000,000
ATLANTA	2,000,000	700,000	\$10,000,000,000	\$10,000,000,000
PHILADELPHIA	1,800,000	600,000	\$9,000,000,000	\$9,000,000,000
ST. LOUIS	1,500,000	500,000	\$7,500,000,000	\$7,500,000,000
PORTLAND	1,200,000	400,000	\$6,000,000,000	\$6,000,000,000
MINNEAPOLIS	1,000,000	350,000	\$5,000,000,000	\$5,000,000,000
DETROIT	900,000	300,000	\$4,500,000,000	\$4,500,000,000
PHOENIX	800,000	280,000	\$4,000,000,000	\$4,000,000,000
HOUSTON	700,000	250,000	\$3,500,000,000	\$3,500,000,000
MEMPHIS	600,000	220,000	\$3,000,000,000	\$3,000,000,000
INDIANAPOLIS	500,000	180,000	\$2,500,000,000	\$2,500,000,000
ATLANTA	400,000	140,000	\$2,000,000,000	\$2,000,000,000
PHILADELPHIA	300,000	100,000	\$1,500,000,000	\$1,500,000,000
ST. LOUIS	200,000	70,000	\$1,000,000,000	\$1,000,000,000
PORTLAND	150,000	50,000	\$750,000,000	\$750,000,000
MINNEAPOLIS	100,000	35,000	\$500,000,000	\$500,000,000
DETROIT	80,000	28,000	\$400,000,000	\$400,000,000
PHOENIX	60,000	22,000	\$300,000,000	\$300,000,000
HOUSTON	40,000	14,000	\$200,000,000	\$200,000,000
MEMPHIS	30,000	10,000	\$150,000,000	\$150,000,000
INDIANAPOLIS	20,000	7,000	\$100,000,000	\$100,000,000
ATLANTA	15,000	5,000	\$75,000,000	\$75,000,000
PHILADELPHIA	10,000	3,500	\$50,000,000	\$50,000,000
ST. LOUIS	8,000	2,800	\$40,000,000	\$40,000,000
PORTLAND	6,000	2,200	\$30,000,000	\$30,000,000
MINNEAPOLIS	4,000	1,400	\$20,000,000	\$20,000,000
DETROIT	3,000	1,000	\$15,000,000	\$15,000,000
PHOENIX	2,000	700	\$10,000,000	\$10,000,000
HOUSTON	1,500	500	\$7,500,000	\$7,500,000
MEMPHIS	1,000	350	\$5,000,000	\$5,000,000
INDIANAPOLIS	800	280	\$4,000,000	\$4,000,000
ATLANTA	600	220	\$3,000,000	\$3,000,000
PHILADELPHIA	400	140	\$2,000,000	\$2,000,000
ST. LOUIS	300	100	\$1,500,000	\$1,500,000
PORTLAND	200	70	\$1,000,000	\$1,000,000
MINNEAPOLIS	150	50	\$750,000	\$750,000
DETROIT	100	35	\$500,000	\$500,000
PHOENIX	80	28	\$400,000	\$400,000
HOUSTON	60	22	\$300,000	\$300,000
MEMPHIS	40	14	\$200,000	\$200,000
INDIANAPOLIS	30	10	\$150,000	\$150,000
ATLANTA	20	7	\$100,000	\$100,000
PHILADELPHIA	15	5	\$75,000	\$75,000
ST. LOUIS	10	3.5	\$50,000	\$50,000
PORTLAND	8	2.8	\$40,000	\$40,000
MINNEAPOLIS	6	2.2	\$30,000	\$30,000
DETROIT	4	1.4	\$20,000	\$20,000
PHOENIX	3	1.0	\$15,000	\$15,000
HOUSTON	2	0.7	\$10,000	\$10,000
MEMPHIS	1.5	0.5	\$7,500	\$7,500
INDIANAPOLIS	1	0.35	\$5,000	\$5,000
ATLANTA	0.8	0.28	\$4,000	\$4,000
PHILADELPHIA	0.6	0.22	\$3,000	\$3,000
ST. LOUIS	0.4	0.14	\$2,000	\$2,000
PORTLAND	0.3	0.1	\$1,500	\$1,500
MINNEAPOLIS	0.2	0.07	\$1,000	\$1,000
DETROIT	0.15	0.05	\$750	\$750
PHOENIX	0.1	0.035	\$500	\$500
HOUSTON	0.08	0.028	\$400	\$400
MEMPHIS	0.06	0.022	\$300	\$300
INDIANAPOLIS	0.04	0.014	\$200	\$200
ATLANTA	0.03	0.01	\$150	\$150
PHILADELPHIA	0.02	0.007	\$100	\$100
ST. LOUIS	0.015	0.005	\$75	\$75
PORTLAND	0.01	0.0035	\$50	\$50
MINNEAPOLIS	0.008	0.0028	\$40	\$40
DETROIT	0.006	0.0022	\$30	\$30
PHOENIX	0.004	0.0014	\$20	\$20
HOUSTON	0.003	0.001	\$15	\$15
MEMPHIS	0.002	0.0007	\$10	\$10
INDIANAPOLIS	0.0015	0.0005	\$7.5	\$7.5
ATLANTA	0.001	0.00035	\$5	\$5
PHILADELPHIA	0.0008	0.00028	\$4	\$4
ST. LOUIS	0.0006	0.00022	\$3	\$3
PORTLAND	0.0004	0.00014	\$2	\$2
MINNEAPOLIS	0.0003	0.0001	\$1.5	\$1.5
DETROIT	0.0002	0.00007	\$1	\$1
PHOENIX	0.00015	0.00005	\$75	\$75
HOUSTON	0.0001	0.000035	\$50	\$50
MEMPHIS	0.00008	0.000028	\$40	\$40
INDIANAPOLIS	0.00006	0.000022	\$30	\$30
ATLANTA	0.00004	0.000014	\$20	\$20
PHILADELPHIA	0.00003	0.00001	\$15	\$15
ST. LOUIS	0.00002	0.000007	\$10	\$10
PORTLAND	0.000015	0.000005	\$7.5	\$7.5
MINNEAPOLIS	0.00001	0.0000035	\$5	\$5
DETROIT	0.000008	0.0000028	\$4	\$4
PHOENIX	0.000006	0.0000022	\$3	\$3
HOUSTON	0.000004	0.0000014	\$2	\$2
MEMPHIS	0.000003	0.000001	\$1.5	\$1.5
INDIANAPOLIS	0.000002	0.0000007	\$1	\$1
ATLANTA	0.0000015	0.0000005	\$75	\$75
PHILADELPHIA	0.000001	0.00000035	\$50	\$50
ST. LOUIS	0.0000008	0.00000028	\$40	\$40
PORTLAND	0.0000006	0.00000022	\$30	\$30
MINNEAPOLIS	0.0000004	0.00000014	\$20	\$20
DETROIT	0.0000003	0.0000001	\$15	\$15
PHOENIX	0.0000002	0.00000007	\$10	\$10
HOUSTON	0.00000015	0.00000005	\$7.5	\$7.5
MEMPHIS	0.0000001	0.000000035	\$5	\$5
INDIANAPOLIS	0.00000008	0.000000028	\$4	\$4
ATLANTA	0.00000006	0.000000022	\$3	\$3
PHILADELPHIA	0.00000004	0.000000014	\$2	\$2
ST. LOUIS	0.00000003	0.00000001	\$1.5	\$1.5
PORTLAND	0.00000002	0.000000007	\$1	\$1
MINNEAPOLIS	0.000000015	0.000000005	\$75	\$75
DETROIT	0.00000001	0.0000000035	\$50	\$50
PHOENIX	0.000000008	0.0000000028	\$40	\$40
HOUSTON	0.000000006	0.0000000022	\$30	\$30
MEMPHIS	0.000000004	0.0000000014	\$20	\$20
INDIANAPOLIS	0.000000003	0.000000001	\$15	\$15
ATLANTA	0.000000002	0.0000000007	\$10	\$10
PHILADELPHIA	0.0000000015	0.0000000005	\$7.5	\$7.5
ST. LOUIS	0.000000001	0.00000000035	\$5	\$5
PORTLAND	0.0000000008	0.00000000028	\$4	\$4
MINNEAPOLIS	0.0000000006	0.00000000022	\$3	\$3
DETROIT	0.0000000004	0.00000000014	\$2	\$2
PHOENIX	0.0000000003	0.0000000001	\$1.5	\$1.5
HOUSTON	0.0000000002	0.00000000007	\$1	\$1
MEMPHIS	0.00000000015	0.00000000005	\$75	\$75
INDIANAPOLIS	0.0000000001	0.000000000035	\$50	\$50
ATLANTA	0.00000000008	0.000000000028	\$40	\$40
PHILADELPHIA	0.00000000006	0.000000000022	\$30	\$30
ST. LOUIS	0.00000000004	0.000000000014	\$20	\$20
PORTLAND	0.00000000003	0.00000000001	\$15	\$15
MINNEAPOLIS	0.00000000002	0.000000000007	\$10	\$10
DETROIT	0.000000000015	0.000000000005	\$7.5	\$7.5
PHOENIX	0.00000000001	0.0000000000035	\$5	\$5
HOUSTON	0.000000000008	0.0000000000028	\$4	\$4
MEMPHIS	0.000000000006	0.0000000000022	\$3	\$3
INDIANAPOLIS	0.000000000004	0.0000000000014	\$2	\$2
ATLANTA	0.000000000003	0.000000000001	\$1.5	\$1.5
PHILADELPHIA	0.000000000002	0.0000000000007	\$1	\$1
ST. LOUIS	0.0000000000015	0.0000000000005	\$75	\$75
PORTLAND	0.000000000001	0.00000000000035	\$50	\$50
MINNEAPOLIS	0.0000000000008	0.00000000000028	\$40	\$40
DETROIT	0.0000000000006	0.00000000000022	\$30	\$30
PHOENIX	0.0000000000004	0.00000000000014	\$20	\$20
HOUSTON	0.0000000000003	0.0000000000001	\$15	\$15
MEMPHIS	0.0000000000002	0.00000000000007	\$10	\$10
INDIANAPOLIS	0.00000000000015	0.00000000000005	\$7.5	\$7.5
ATLANTA	0.0000000000001	0.000000000000035	\$5	\$5
PHILADELPHIA	0.00000000000008	0.000000000000028	\$4	\$4
ST. LOUIS	0.00000000000006	0.000000000000022	\$3	\$3
PORTLAND	0.00000000000004	0.000000000000014	\$2	\$2
MINNEAPOLIS	0.00000000000003	0.00000000000001	\$1.5	\$1.5
DETROIT	0.00000000000002	0.000000000000007	\$1	\$1
PHOENIX	0.000000000000015	0.000000000000005	\$75	\$75
HOUSTON	0.00000000000001	0.0000000000000035	\$50	\$50
MEMPHIS	0.000000000000008	0.0000000000000028	\$40	\$40
INDIANAPOLIS	0.000000000000006	0.0000000000000022	\$30	\$30
ATLANTA	0.000000000000004	0.0000000000000014	\$20	\$20
PHILADELPHIA	0.000000000000003	0.000000000000001	\$15	\$15
ST. LOUIS	0.000000000000002	0.0000000000000007	\$10	\$10
PORTLAND	0.0000000000000015	0.0000000000000005	\$7.5	\$7.5
MINNEAPOLIS	0.000000000000001	0.00000000000000035	\$5	\$5
DETROIT	0.0000000000000008	0.00000000000000028	\$4	\$4
PHOENIX	0.0000000000000006	0.00000000000000022	\$3	\$3
HOUSTON	0.0000000000000004	0.00000000000000014	\$2	\$2
MEMPHIS	0.0000000000000003	0.0000000000000001	\$1.5	\$1.5
INDIANAPOLIS	0.0000000000000002	0.00000000000000007	\$1	\$1
ATLANTA	0.00000000000000015	0.00000000000000005	\$75	\$75
PHILADELPHIA	0.0000000000000001	0.000000000000000035	\$50	\$50
ST. LOUIS	0.00000000000000008	0.000000000000000028	\$40	\$40
PORTLAND	0.00000000000000006	0.000000000000000022	\$30	\$30
MINNEAPOLIS	0.00000000000000004	0.000000000000000014	\$20	\$20
DETROIT	0.00000000000000003	0.00000000000000001	\$15	\$15
PHOENIX	0.00000000000000002			

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In two indexed volumes . . . from the first issue of October 1957 through December 1959 . . .

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LETTERS TO THE EDITOR

Fm Radio

Kindly begin this station's subscription for this fine magazine entitled U. S. RADIO. I find that you offer the finest coverage of anyone of what's going on in the fm radio world. Keep the fm stories coming...

Roy A. Hodges
Director of Sales
WFMZ Allentown, Pa.

Negro Radio

We are presently embarking on a local radio campaign directed to the total Negro market in the Baltimore-Washington area. From this we plan to enter... other key Negro market areas, using radio as one of our prime media.

Any marketing information related to the Negro markets which would aid our company in selecting cities to promote our product would be appreciated...

Robert Hyatt
President
Kennison Products Co., Baltimore

Pfauits

After an all-night recording session, the article (*How to Brand a Paper Plate*, May 1960) certainly gave me a "lift." You most capably captured the effort that went into this campaign...

Mitch Leigh
President
Music Makers Inc., New York

I usually try to make sure the magazines I spend my time in reading have some real worth... I compliment myself if I can get at least one good idea from a magazine. In going over one copy of your publication, which I hope is representative, I picked up five excellent ideas that will be a real help to me.

Looking forward to receiving the issues.

Paul A. Stewart
President
Wisconsin Christian Broadcasting Foundation

Public Service Record

That you have devoted your May issue to a comprehensive account of the activities of radio in the public interest is highly gratifying, particularly as the job has been done so

very well. You have recognized the transcendent importance of telling the story of this phase of radio broadcasting at a time when there is an especially vital need for widespread understanding of radio's contributions.

John F. Meagher
Vice President for Radio
National Association of Broadcasters, Washington, D.C.

Your special issue on *Radio in the Public Interest* was full of valuable information and beautifully put together... This issue is evidence enough why U. S. RADIO has gained such an excellent reputation in such a short time.

Sydney H. Eiges
Vice President, Public Information
National Broadcasting Co.
New York

My hearty congratulations on a fine issue.

Paul Blakemore
Director of Advertising
John Blair, New York

You certainly deserve praise for your coverage of *Radio in the Public Interest*. It is well stated and very comprehensive.

Shirl K. Evans
Monogor
WFBM Indianapolis

Thought you would like to know of the excellent public service promotion that we have embarked upon. At the request of the local United States Air Force recruiting service we have sponsored a WJPS Recruiting Flight. Through our production staff utilizing real swinging tailor-made copy, we are setting our sights on a 100-man goal for Air Force recruitment in our area. The response is terrific...

Verne Paule
General Manager
WJPS Evansville, Ind.

Growing Up

... all of us at Avery-Knodel have watched with interest the growth of U. S. RADIO from a toddling to a full-grown member of the field of radio trade publications... You have done a fine job.

John J. Tormey
Vice President
Avery-Knodel Inc., New York

To our advertisers
on our
30th birthday—
THANKS

Along with our loyal
listeners you have
given us
radio dominance
in South Carolina

Ask your PGW Colonel about avails for sales on South Carolina's dominant station.



G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford - (CONNECTICUT)	WPOP
IN Kansas City -	KUDL
IN Los Angeles - (SPANISH LANGUAGE MARKET)	KALI
IN San Francisco - (SAN MATEO)	KOFY

- ★ TOP RATINGS IN AUDIENCE
- ★ MORE LISTENERS PER DOLLAR
- ★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

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... the Art Institute boasts the world's largest collection of French Impressionist paintings. And over the years, it has painstakingly acquired a priceless collection of El Grecos—including his incomparable masterpiece shown here—"The Assumption of the Virgin."



In Chicago **WGN** RADIO

*reaches more homes
than any other
Chicago advertising medium.*



WGN IS CHICAGO
Quality • Integrity • Responsibility



**Endeavoring, always to render
the greatest service
to the greatest number**

WKLO takes great pride
in the two awards for 1959
presented jointly by
the Associated Press
of Kentucky and
the University of Kentucky—
“overall news coverage”
and “coverage of a
single story”—only Kentucky
station to win two awards

**Louisville leader in
family radio (Nielsen-Pulse)**

DETAILS FOR THE ASKING — BILL SPENCER OR YOUR NEAREST EAST/MAN

robert e. eastman & CO., inc.



national representative

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

U.S.

RADIO

FM
Supplement



SECOND
ANNUAL
SUPPLEMENT

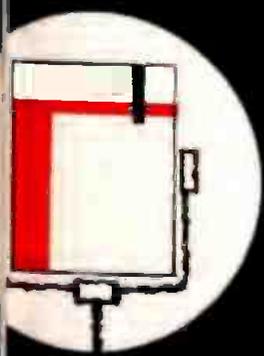
The nation's largest FM radio network, reaching a quality audience in major metropolitan markets with the good music of WQXR, America's Number One Good Music Station.

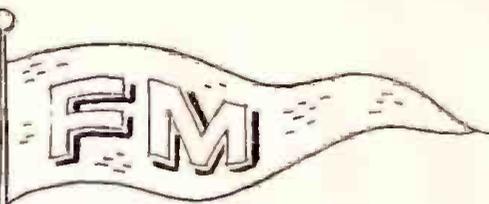
- Albany-Troy-Schenectady, N.Y. WFLY-FM
 - Allentown-Bethlehem-Easton, Pa. WFMZ
 - Baltimore, Md. WITH-FM
 - Binghamton, N.Y. WNBC-FM
 - Boston, Mass. WXHR
 - Buffalo, N. Y. WGR-FM
 - Ithaca-Elmira, N. Y. WRRR-FM
 - Jamestown, N. Y. WJTN-FM
 - New Haven-Hartford, Conn. WNHC-FM
 - Olean, N.Y. WHDL-FM
 - Philadelphia, Pa. WFIL-FM
 - Poughkeepsie, N.Y. WKIP-FM
 - Providence, R.I. WPFM
 - Rochester, N.Y. WROC-FM
 - Southern New Jersey WSNJ-FM
 - Syracuse, N.Y. WSYR-FM
 - Utica-Rome, N.Y. WRUN-FM
 - Washington, D.C. WASH-FM
 - Worcester, Mass. WTAG-FM
- Also representing:
- Cleveland, Ohio WDOX-FM
 - Detroit, Mich. WLDM-FM
 - Indianapolis, Ind. WFBM
 - Miami, Fla. WWPB-FM
 - Milwaukee, Wis. WFMR
 - Minneapolis, Minn. KWFM
 - Norfolk, Va. WRVC-FM
 - San Diego, Calif. KFSD-FM
 - San Francisco, Calif. KAFE-FM

QXR FM NET- WORK

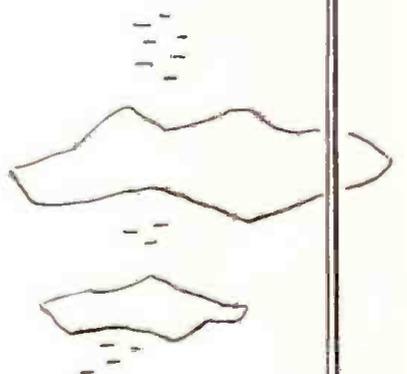
Write or call today for up-to-the-minute data on markets and audience. The QXR Network, 229 West 43 Street, New York 36, N.Y.

JULY
1960





“Let’s run it up the flag pole and see who salutes”



● Well, if the old flag pole problem-solver had been applied to FM radio 25 years ago the banner would probably still be fluttering at half-mast.

Of course, FM has been around for a long time, but for some 20-plus years it just refused to grow up. Even recently, the doom-prophets were again sounding the funeral dirge for FM—the unwanted infant of the broadcast industry. But they soon found out that FM had shed its lethargy. Suddenly it had come of age.

Now this was hard for a lot of people to realize. Still is, as a matter of fact. Sort of like the shock we get when the young lady in the family leaves for her first formal dance—we wonder what happened to the little tyke with the runny nose and pig-tails—so it is with FM.

While the cautious ones sit tight, waiting to be “sold,” the eager ones are recognizing a surging potential that can’t be overlooked. They know there are already over 700 FM stations serving the country, with authorizations increased 123 over a year ago. They know that official NAB figures report over 15½ million FM sets in use . . . that more than 43% of all homes in the U.S. are listening to FM radio. They also know that the annual sales rate of FM receivers is soaring, having surpassed the 1 million per year rate last year.

High receiver cost—the final drawback of FM expansion—has been overcome. We’re proud to have made a contribution in this direction with the design, development and production of a really Low-COST . . . HIGH QUALITY FM receiver. Originally introduced for a limited time at \$19.95, the sets sold like hot cakes. And, thank you, they’re still selling . . . at slightly increased cost.

Sure—we have faith in FM. Run that FM banner up the flag pole now. We’ll be proud to lead the salutes!

SARKES TARZIAN, INC., Broadcast Equipment Division
BLOOMINGTON, INDIANA

HARTFORD-NEW HAVEN-SPRINGFIELD

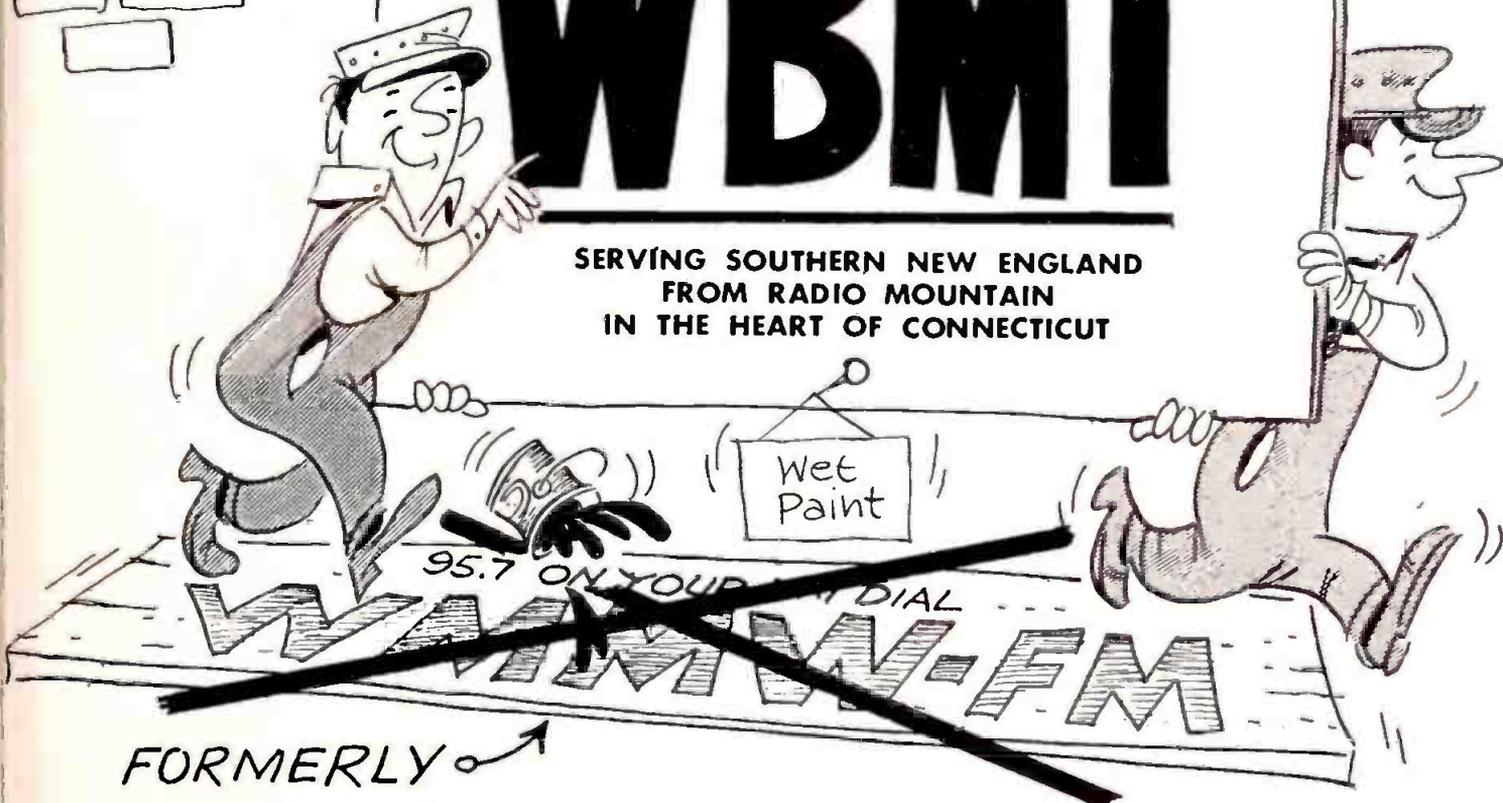
SERVING
SOUTHERN
NEW
ENGLAND
...

SOUTHERN NEW ENGLAND'S
OLDEST
INDEPENDENTLY PROGRAMMED
GOOD MUSIC STATION

STILL 95.7 ON YOUR FM DIAL

WBMI

SERVING SOUTHERN NEW ENGLAND
FROM RADIO MOUNTAIN
IN THE HEART OF CONNECTICUT



FORMERLY →

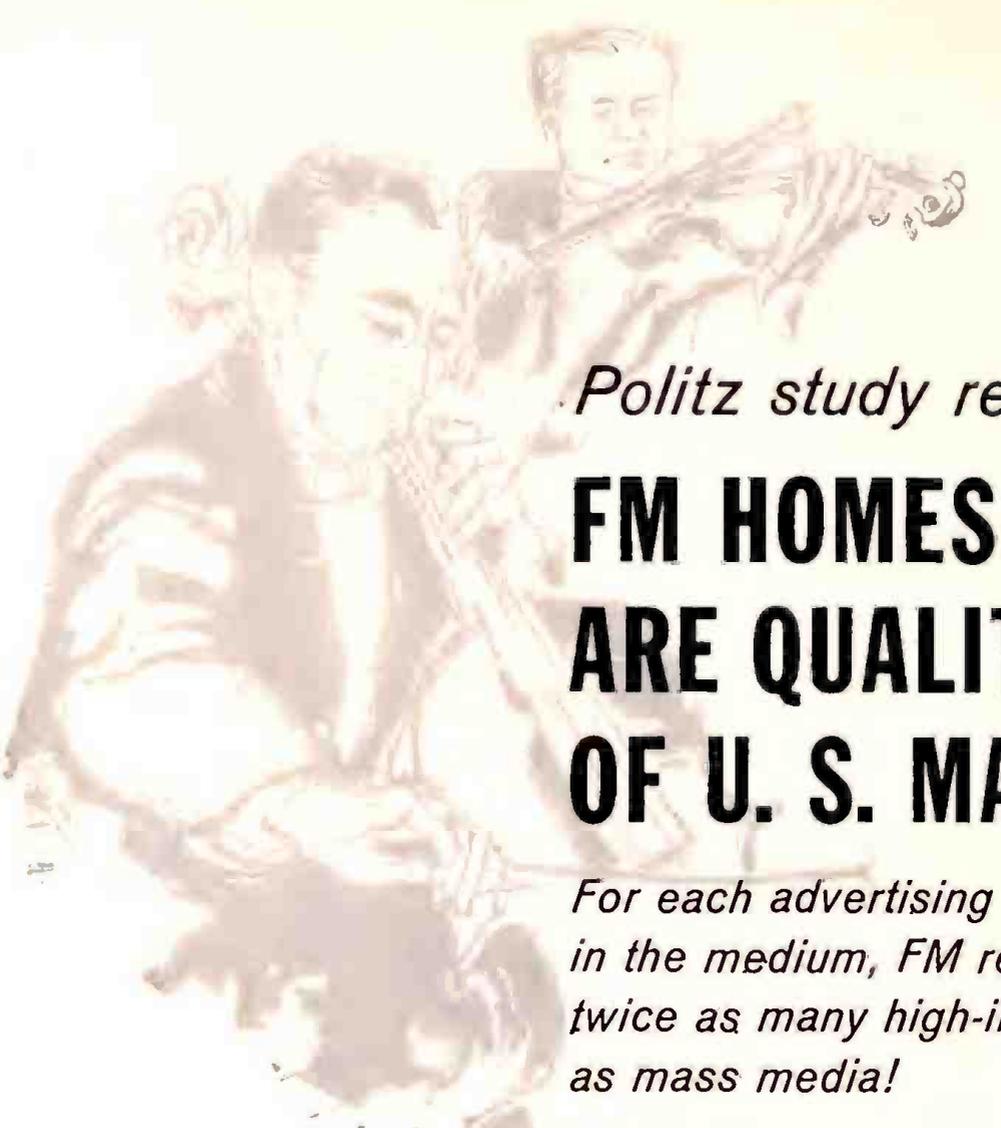
WBMI

Studios and offices in the heart of Connecticut
Meriden

Call Carl Schultz General Manager
Hartford—Jackson 2-4380

MEMBER

N A F M B



Politz study reveals...

FM HOMES ARE QUALITY THIRD OF U. S. MARKET!

*For each advertising dollar invested
in the medium, FM reaches almost
twice as many high-income families
as mass media!*

Now, with Heritage-FM, you can reach these influential, pace-setting households in the top 25 markets more economically than ever before possible!

Heritage Stations give you:

- Economical coverage of the major markets in the nation.
- An audience with the ability and the willingness to buy quality products and services.
- Unmatched quality of programming.
- A minimum number of showcased commercial messages.
- Carefully screened commercials, with no disturbing musical effects.
- Superior promotion.

To an advertiser, Heritage Stations mean assurance of:

- Uniform quality.
- Single order for all markets.
- One set of copy instructions.
- Complete FM research.

Heritage Stations are, or soon will be on the air in: Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Denver, Detroit, Houston, Kansas City, Los Angeles, Miami, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, Portland, Providence-Hartford, St. Louis, San Diego, San Francisco, Seattle, and Washington, D.C.

For full information on the 1960 Alfred Politz Major Market FM Study, contact:

HERITAGE STATIONS REPRESENTATIVES

675 Market Street, San Francisco

28 West 44th Street, New York City



Fm Reaches For The Honey

Fm has just gone through a major year of development in attracting the interest of national agencies; the big job ahead is cashing in on the interest

Also See:

- *Fm Sets and Equipment*.....p. 32
- *Harper's Use of Fm*.....p. 36
- *Local Ad Success Stories*.....p. 40
- *Fm Station Key*.....p. 45

 If anyone asks, "What's new in fm?," he is likely to encounter a review of parading signs and banners, each spelling out significant accomplishments of the past year. Like a spectator at a ping pong match, his head will swivel to the passing placards marking the strides the hi-fi medium has made as it establishes its personal identity.

To be sure, the past months since U. S. RADIO examined fm in July 1959 have been ones of major development, although the progress cannot be measured as fully in dollar volume or gross receipts.

But the underlying factors that have led to a boost in the number of fm stations on the air from 612 a year ago to 727 today are creating a stir in the media world.

The sweet smell of success has in-

duced an abundance of new investments in the medium in the form of new program services, networks and groups; new national representation; new fm set models; new associations.

And that same honeyed scent is manifesting itself in the vitality of the program groups, representatives and set makers already in the fm business.

Advertiser investment in fm is growing at a steady pace. Most of it is still local. But important gains have been made this past year at the national level, especially if measured in the interest agencies have shown in fm.

According to the U. S. RADIO questionnaire survey that included returns from 342 stations, nearly a 60 percent return, the average fm station selling time has about 39 per-

cent of its available commercial time sold. The heaviest weight of this is in hometown business. The survey shows that the average station's billings are 82.3 percent local and 17.7 percent national.

The strides fm has made in the past year have added up to creating and establishing an image as a separate medium. The four major characteristics that must be considered as a whole are:

- Programming
- Sound
- Class medium sales argument
- Commercial protection

Most fm operators agree that programming is the springboard for their success. It also must be observed in this regard that a handful of am stations line up on the side of fm because of the nature of their programming.

Just what is fm programming? It is a variety of things. Classical music predominates, of course, but it is not restricted to this. Some of the most successful fm-only operations today play better-type popular music and standards.

There is, however, one element of programming that appears to unify almost all fm stations—and that is instrumental music. All music formats considered, the U. S. RADIO survey points out that the music on the average fm station is 82 percent instrumental and 18 percent vocal. As an example, one fm station that plays some rock 'n roll, plays instrumental versions of it.

A second characteristic of fm, of course, is its sound. The hi-fi static-free signal has shaped a boom in fm set production (see *Fm Equipment Surge*, p. 32). The introduction on the market of American-made fm car radios is a key part of the picture.

The third factor that forms fm's identity is the image of a better-heeled, higher-schooled, listening family. Most research up to this point has verified the image.

A composite of 16 market studies by Pulse, put together by the National Association of Fm Broadcasters as a national insert for fm station presentations, illustrates the point: 21.4 percent of fm listeners earn between \$7,500 and \$10,000, 14.4 percent between \$10,000 and \$15,000 and 28.4 percent between \$5,000 and \$7,500; 29 percent of listeners are either professional people, proprietors or executives.

The final element in fm's profile is the commercial protection afforded an advertiser. While this is not limited to fm, it does prevail throughout the hi-fi medium. In general, an fm station will accept between four and six commercials an hour. In addition, there is a great deal of program selling, quarter-hours, half-hours and hours.

Progress and Problems

The most important progress chalked up by fm this past advertising season has been the achievement of a long sought-after goal—getting the listening ear and attention of major national agencies.

Important ad shops have listened to fm salesmen, have even taken their own fm surveys, have compiled

HOOPER EVIDENCE

Below is a list of 21 markets in which 35 fm stations have shown up in the regular Hooper reports the past eight months or more. The stations include 32 independent fm outlets and three that are separately programmed from the am. The individual shares of audience range from one percent to four percent (although in one report an fm outlet recorded a six percent share). Hooper feels the results are significant of fm's growth because the sample in each case is not shaped in any way to seek out the fm listener. Also, a year ago only three markets had fm stations that turned up in the Hooper reports. The markets and the number of fm stations that have appeared regularly are:

Albany, N. Y.	1	Los Angeles	2
Allentown, Pa.	1	Pittsburgh	1
Bakersfield, Calif.	1	Sacramento, Calif.	2
Chicago	3	San Bernardino-Riverside, Calif.	3
Cleveland	1	San Diego	1
Denver	1	San Francisco	1
Detroit	4	Syracuse, N. Y.	1
Houston	3	Washington, D. C.	1
Kansas City, Mo.	4	Toledo, O.	1
Lansing, Mich.	1	Wilmington, Del.	1
Lincoln, Neb.	1		

16 PULSE'S

The National Association of Fm Broadcasters has compiled in a flip-card presentation a composite of the research gained in 16 separate Pulse studies of last year. Here are the NAFMB figures:

Average fm set penetration		43.5 percent
Fm homes listening sometime each week		56.5 percent
Fm homes listening each and every day		51.3 percent
Fm listeners who are	college graduates	37.0 percent
	high school graduates	33.5 percent
	some college	12.4 percent
	some high school	8.9 percent

Fm listeners who are between the ages of		
	19 and 35	25.0 percent
	35 and 50	37.0 percent
	over 50	35.0 percent
	under 18	3.5 percent

Fm listeners with incomes between		
	\$ 7,500 and \$10,000	21.4 percent
	\$10,000 and \$15,000	14.4 percent
	\$ 5,000 and \$ 7,500	28.4 percent
	\$ 3,000 and \$ 5,000	15.2 percent
	\$ 2,000 and \$ 3,000	4.2 percent
	Over \$15,000	4.0 percent
	Refused to answer	12.2 percent

Fm listeners who are		
	professional men, proprietors, or business executives	29.0 percent
	white collar workers	20.1 percent
	laborers and skilled technicians	28.6 percent
	miscellaneous	22.3 percent

Those who listen in the		
	living room	47.3 percent
	bedroom	22.8 percent
	kitchen	14.0 percent
	den	8.2 percent
	other places	7.7 percent

Those who listen between		
	6 a.m. and 9 a.m.	16.0 percent
	9 a.m. and 12 Noon	13.0 percent
	12 Noon and 6 p.m.	23.0 percent
	6 p.m. and 9 p.m.	45.0 percent
	9 p.m. and Midnight	20.0 percent

Those who listen to		
	consoles	50.0 percent
	table models	35.0 percent
	component parts	15.0 percent

Multiple fm set homes		13.0 percent
Offices and business establishments with fm sets		10.0 percent

data, have admitted that the "quality" story tickles their sense of advertising, have talked it over with clients (in many cases at the latter's requests) and, in a few instances, have bought fm time. But the amount of actual time purchased is insignificant and it is at the national level that many feel fm must direct its greatest effort.

Some of the important buys of the past season are Hamilton Watch Co., Esso, Arnold Bread, British Overseas Airways Corp., Japan Airlines, Grace Lines, Air France, Tuborg Beer, Danish Blue Cheese, among others.

The winning of local business, at the same time, has created noticeable gains. While the battle is far from won, local merchants are paying for fm's bread and butter. On page 40 is the beginning of 36-primarily local advertiser success stories on fm, as reported by stations in their questionnaires. The variety of account and the results achieved testify to the pulling power of fm as an advertising medium.

The formation last fall of the National Association of Fm Broadcasters primarily as a sales promotion organization has gone a long way in uniting a medium that had heretofore been badly splintered. The NAFMB started as an outgrowth of two former attempts to organize an industry association. It had 28 members last September; last month it had more than 150. And Fred Rabell, NAFMB president (and head of KITT (FM) San Diego), reports that members are now being added at the rate of five stations a week.

The association is starting a monthly letter on sales and promotion ideas.

But one of the biggest steps taken so far is an agreement the association has with Fm Broadcasting System Inc., Chicago, a subsidiary of the Keystone Broadcasting System Inc. This new representative firm will handle the sale of spots that NAFMB stations have agreed to turn over to the organization's research and promotion fund.

Member stations have agreed to donate the revenue from three 1-minute spots a day for a year to the association's efforts; so far almost 50 members of the NAFMB have signed time contribution pledges on a vol-

(Cont'd on p. 28)

**10,412 more
FM HOMES
in 4 months!**



We don't claim every one of the 10,412 new homes all the time, but we do point with pride to this upsurge in FM circulation (now totalling 197,557 homes in our area) coincident with WFBM-FM's operation since Thanksgiving Day, 1959.

WFBM-FM, Mid-America's most powerful commercial FM station, dominates this golden circle of sales potential, operating 19 hours daily with separate, quality programming. Let the Golden Sound of the Middle West carry your sales message to the choice customers that constitute WFBM-FM's audience.

Walker-Rawalt has the details.



(Cont'd from p. 27)

untary basis. There has been talk that the NAFMB has interested a major car company in making the one-year purchase on the stations.

Fm Broadcasting System will also serve in a normal representative capacity for those stations that do not presently have national representation. It will maintain offices in New York, Chicago, Detroit, Los Angeles and San Francisco.

The interest in fm has also prompted other promotion pushes. The National Association of Broadcasters has been publishing for about two years a monthly letter called *FM-Phasis*. Radio Advertising Bureau this past May started a monthly letter called the *Fm Local Radio Salesman*, a counterpart of the same type of letter sent to am stations. In addition, RAB plans to release two monthly promotion pieces. The first included "Profile of a Boon," a report on fm set production and sales, and a round-up of beer advertisers on fm.

"Profile of a Boon" shows the dramatic increase in sale of fm sets over the past year, a 385 percent increase in U. S. factory sales, among other highlights.

The round-up of beer firms shows how five different beer companies turned to fm to help solve pesky marketing problems. Future round-ups will include appliance and music stores, banks, auto dealers, food products, among others.

Just last month, the need to give fm a further push locally prompted the formation of the Fm Broadcasters of Greater Kansas City, Mo., formed as a division of the Electric Association. Among the two main objectives of the association is to inform the public of the attributes of fm and to promote the use of fm among agencies and advertisers.

Chris Stolla, commercial manager, KCMO-FM, was elected first chairman. In addition to KCMO-FM, stations include KCJC, KCMK and KXTR, plus WDAF-FM and KBKC-FM, which are expected on the air in the fall. In addition, two educational fm stations have affiliated

with the new association—KANU and KCUR.

This new association follows in the footsteps of the Southern California Fm Broadcasters Association, which was formed more than a year ago to promote advertiser awareness and use of fm in the area.

But as fm has taken important steps to solve some old problems—the need for promotion and organization, and gaining the attention of national agencies—it has found itself faced with some brand new problems.

One of the big obstacles it must hurdle is that of convincing agencies that the exciting "quality" story can be completely documented and justified in terms of numbers of listeners.

"Fm must justify itself as a media buy," states Adam Young, president of Adam Young Fm Sales Inc., whose newly-formed organization marks the first time a major radio-ty representative has entered fm representation.

"Fm cannot compete with other radio on a cost-per-thousand basis. But through conservative use of available research we believe it is possible to get the cost down to \$2 per thousand listeners. In am, we generally shoot for under \$1 per thousand listeners."

Agency executives agree that the biggest need in fm today is concrete sales presentations that media people can understand in their own terminology. Sales presentations that state how many people are listening and at what time periods. Agencies insist this is not a plea for fm to enter the "numbers game," but rather the need from their point of view to justify fm to their clients.

A second "new" problem that fm faces is the observation that the gap between am and fm programming may be narrowing. This may not be a major problem now, but if more am stations continue to program better music, what lies ahead for fm?

NAFMB's Mr. Rabell believes that fm will be a primary choice as a music medium. He is of the belief that am will further itself through

(Cont'd on p. 30)

Stereo Showcase

*where your sales message
and particular people meet*

WGY initiated the first Stereo program in its market—adding to the initial excitement caused by the introduction of Stereophonic sound using AM and FM radio. The acceptance was immediate as hundreds of music lovers wrote to WGY for information on how to place their FM and AM receivers to enjoy Stereo to its fullest—Stereo on WGY and WGFM for 55 minutes each evening, Monday through Thursday, and again on Sunday at 2:00 on “Concert in Stereo.”

With this new dimension in sound, WGY and WGFM present the best in recorded music, all fitting our “smoothest sound” pattern. The music ranges from “Porgy and Bess,” to Dixieland, to Bach, to the exciting original sound tracks from Broadway shows such as “South Pacific.”

The people listening to Stereo are particular people—people who will spend money to satisfy their appetites for finer living. Perhaps your product fits into their scheme of daily life. Put a new dimension in your sales message—put your sales message in Stereo Showcase.

982-18



WGY-810KC • WGFM-99.5MC • General Electric Stations

Serving Albany, Schenectady, and Troy, plus Northeastern New York and Western New England

REPRESENTED BY HENRY I. CRISTAL CO., INC.

AGENCIES Looking For FM FACTS



- 1 You cannot cover San Diego's 132,360 FM homes, nor the 10,721 offices and stores with FM by buying a Los Angeles FM station.
- 2 Only 2 Los Angeles FM stations showed any circulation in Pulse and the best was only 2.9% come in a week.
- 3 Now 2 more FM stations are on the air in San Diego on adjacent frequencies to Los Angeles stations, thus blocking reception of two Los Angeles stations.
- 4 KITT is the only FM station that shows up in the two leading AM surveys.
- 5 See Adam Young for a quality buy in FM that has the rating numbers.

SAN DIEGO'S
NO. ... **1** FM STATION
by rating



"For Familiar Music"
SUITE 525 U.S. GRANT
HOTEL BUILDING
SAN DIEGO, CALIFORNIA
Telephone BElmont 2-0144

(Cont'd from p. 28)

greater programming of public affairs, news and talk shows. Mr. Rabell sees fm as the "third air medium." The greatest growth, he believes, will be in fm car radios.

Joel Fairfax, vice president and director of sales, Fine Music Hi-Fi Broadcasters Inc., a New York representative, maintains that "fm stations in the future will be identified by programming categories comprising music of all types. Although fm will always sell its programming first, transmission and reception will support its future. The medium and low price fm sets now coming on the market will also widen the audience."

Groups and Representatives

The past year has seen the formation of new programming groups and services and the expansion of pioneer firms in the field. The same is true for national representation.

Here's what has happened:

- The expansion of the QXR-FM Network on a live and tape basis to the top 25 markets, plus some areas of smaller size.
- Formation of a new group, International Good Music Inc., a primarily automated taped concert music service sold on a syndicated basis to be known as Heritage Fm Stations. This firm is also putting together its owned fm outlets under the Heritage Stations banner, as well as a representative firm to handle sales of the Heritage line-up.
- Enlargement of the Concert Network Inc. on a tape basis to key national markets.

In national representation, this is the picture:

- Entry of Adam Young Inc. into the fm field.
- Reports that at least one or two other major representatives have been considering a similar move for some time.
- Walker-Rawalt Co.'s Quality Music Stations consist of 31 outlets (29 fm-only and two am-fm operations).
- Good Music Broadcasters Inc.

FM

fm am-fm good music representation for eight years, handles 31 stations (22 fm and nine am).

- Fine Music Hi-Fi Broadcasters Inc. represents 18 stations (17 fm-only and one am-fm).

The QXR Network programs live to stations from Boston to Washington, D. C. The list includes Boston, Providence, Worcester, New Haven-Hartford, Philadelphia, Allentown (Pa.), Baltimore and Washington; in addition, the live network also includes the original New York state QXR line-up, which now takes in 15 stations in 10 areas. A key part of the New York state coverage is the Northeast Radio Network of five owned stations (operating since 1948).

In recent months, QXR also has lined up tape affiliates in 12 major cities across the country: Cleveland, Milwaukee, Minneapolis, Los Angeles, San Francisco, Chicago, Detroit, Indianapolis, Miami, Pittsburgh, San Diego and Norfolk (Va.).

The live affiliates program between 8 and 10 hours of QXR programming a day, while the tape affiliates have agreed to about seven hours of option time a week using the hours of 7 to 10:30 p.m., considered the prime fm time.

According to Jim Sondheim, manager of the QXR Network, QXR sells both programming and spot for its live stations, but sells only programming for the tape line-up.

The outlook for the future, states Mr. Sondheim, is the expansion of the network to the top 100 markets in about two years. This proposed line-up would include between 65 and 70 stations on a tape basis.

It is Mr. Sondheim's belief that as fm sponsorship opens up, option time will be similarly expanded. A feature of the QXR Network is that it offers live or original programming of its own, in addition to recorded selections. Examples are the Boston Symphony, QXR String Quartet and other specials.

International Good Music expects to offer to advertisers its taped concert music service in the top 25 mar-

(Cont'd on p. 39)

KHFM
KHFI
WEBH
KTGM
WMZK
KHMS
KHGM
KCJC
KNOB
KPSR
KELE
KEEZ
KLRO
KA FE
KGFM
WTRT



Albuquerque
Austin
Chicago
Denver
Detroit
El Paso
Houston
Kansas City
Los Angeles
Palm Springs
Phoenix
San Antonio
San Diego
San Francisco
Seattle
Toledo

Quality FM stations devoted to programming good music, dedicated to producing good sound, and providing receptive listeners for quality advertisers.

Represented by:

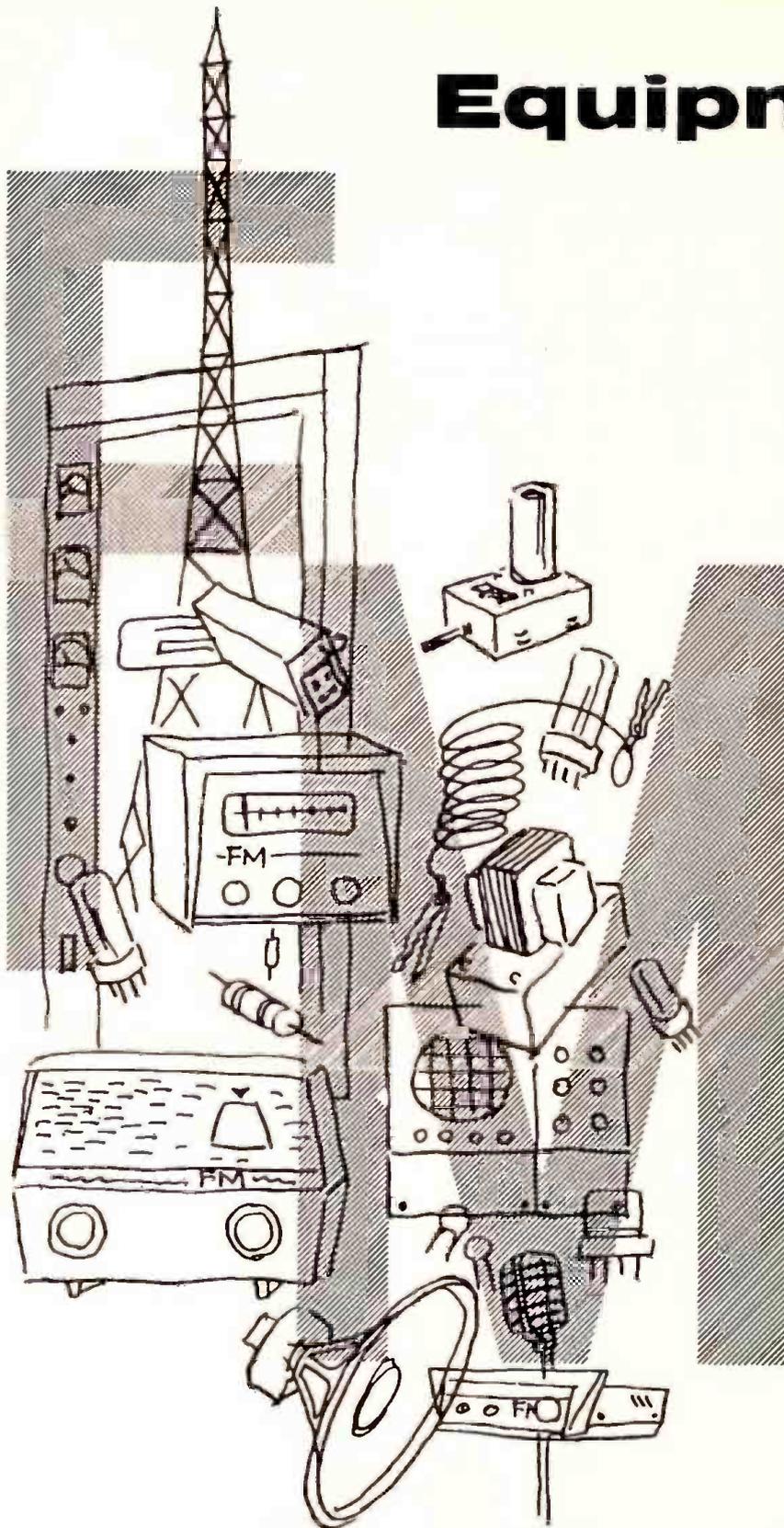
MODERN MEDIA FM SALES

Park Avenue Building
Detroit, Michigan
WO 2-7299

WESTERN FM SALES

1615 Cherokee Avenue
Hollywood, California
HO 4-7497

Equipment Surge!



Steadily rising sales figures for fm broadcasting, receiving equipment support optimistic viewpoint of manufacturers

On the equipment end, all indications point to the fact that fm is fast emerging from what might be described as its adolescent stage, which was accompanied by all the awkwardness and uncertainty so common to this period of development. For both broadcasting and receiving equipment, the high level of sales, development of new and improved products and the increasing amount of attention fm appears to be getting in the future plans of manufacturers are all signs that fm is developing into an extremely attractive and sought after "young lady."

Set Production High

Over the past 12 months, fm receivers have been produced and sold at a record-breaking pace. For the first quarter of 1960, the Electronic Industries Association reports that 167,906 fm radios were produced. This compares with the 92,374 fm receivers that were turned out during the same period last year. Raymond W. Saxon, vice president of the RCA Sales Corporation, reports that RCA's sales of am-fm radios "... were up 40 percent in this year's first quarter, as compared with the same period last year."

Mr. Saxon also points out that "... total industry sales of am-fm sets have moved up sharply from 175,000 units in 1957 to approximately 500,000 last year. ... The skyrocketing radio sales curve should stimulate an industry-wide market for a record 750,000 am-fm broadcast receivers this year." Commenting on the reasons behind this surge, Mr. Saxon says, "Good programming, a general desire on the part of the public for good music and radios with good styling and performance at a low price are the factors influencing the increased sales in fm and am-fm products."

Bullish comments on the future of the fm medium have also been voiced by Sarkes Tarzian Inc. Manufacturers of broadcasting and other electronic equipment, the firm began producing its first line of fm receivers in December 1959, and has since turned out over 35,000 units. Biagio Presti, general sales manager of the firm's broadcast equipment division, tells U. S. RADIO that, "Fm is here to stay and destined to take its place as a major entertainment medium within the next two years. I am confident that fm has finally outgrown its 'second fiddle' position."

Market Expanding

"The market is expanding rapidly," Mr. Presti continues. "Indications of this are to be found in the fact that every major radio producer is now making available an fm-only receiver, where only eight months ago there was only one manufacturer making such a receiver available in the lower price class (under \$40)."

The picture on the broadcast equipment side of fm also appears to be painted in rosy hues. One of the major reasons for the optimistic outlook is the steadily increasing number of fm stations. The latest figures from the Federal Communications Commission show that there currently are 727 fm stations on the air, with 163 more under construction. At the same time last year, there were 612 fm stations on the air, and 147 under construction. This means that in the past 12 months, some 115 new stations had to be equipped. When this fact is coupled with the heavy amount of new equipment purchased by existing fm outlets, it is not difficult to see why a manufacturer like Collins Radio can make the following statement:

Increasing Demand

"The market for fm equipment is increasing. A sizable portion of this demand is from existing stations replacing outdated equipment. Applications for fm construction permits during the next several years could easily double the number of stations now on the air."

How far-reaching and significant automation and stereo will be in fm's development is currently a topic

of great interest to equipment manufacturers—and some differences of opinion have been expressed. On the question of automation, Industrial Transmitters and Antennas, Inc., (ITA) flatly states that "Automation is the key to the success of the fm broadcaster."

Expanding on the point of view, Bernard Wise, president of the firm, says, "Equipment offered today to the broadcaster is technically far superior to that available 10 years ago during the infancy of fm, and considerably less expensive. However, the major saving the new fm broadcaster will have today will be in the utilization of automatic programming techniques that will reduce his operational expenses considerably."

A more conservative attitude towards automation is expressed by Gates Radio, a producer of broadcasting equipment. This firm's feeling is that "Full automation will progress slowly, but the use of semi-automatic devices will accelerate. The reason is that this type of semi-automatic equipment improves station efficiency through better quality programming, variety of voices, to name a few. The quality of equipment of this nature will continue to improve, and within the next year to 18 months, the majority of all fm stations will be equipped with semi-automatic equipment in some form."

Opinion On Automation

It is the opinion of Collins Radio that "Automation may play a big part in fm broadcasting. However, it is dependent upon the programming planned by the broadcaster. To date, no major trend towards automation of fm main channel programming has developed to the extent that multiplexing has developed."

Continuing on the subject of stereo and multiplexing, Collins believes "Multiplexing will increase in the next 12 to 18 months. Fm stations already on the air will provide the major activity, with a limited number of new stations entering the multiplex field."

A "wait-and-see" approach is being taken by RCA Broadcast and Television Equipment. A company spokesman says "Stereo-multiplexing may play an important role in the

future, but the lack of standards makes it almost impossible to make any predictions. When firm standards are established stereo may play a significant role."

Equipping A Station

Most fm broadcast equipment manufacturers seem to agree that the costs of equipping a new fm station are fairly stable, and no immediate increase in these costs appears to be imminent.

Gates supplies the following estimates for equipping a new fm station:

"For a new Commercial Class A station using a one kilowatt fm transmitter, approximately \$9,000 less studio gear. The Gates FM-1B one kilowatt transmitter with tubes, crystal and harmonic filter sells for \$5,195.

"For a new Commercial Class B station using a five kilowatt fm transmitter, \$17,500, less studio gear. The Gates FM-5B five kilowatt fm transmitter with tubes, crystal and harmonic filter sells for \$10,950.

ITA states that "A modest fm installation in a small station market, including plant facilities, will cost the broadcaster approximately \$25,000. In order to operate in a larger market, and with larger plant facilities, an investment of \$50,000 would be required. These figures are quite compatible with the investment required for similar am applications."

Collins estimates that the cost of equipping an fm station is from \$10,000 up, pointing out that equipment costs vary according to the type of transmitter power, antenna height, antenna and associated equipment purchased.

Receiver Outlook

Developments such as the fm car radio and the ability to produce a low-priced standard fm receiver are expected to account for an increasing number of sets that will be sold this year.

Motorola Inc. became the first major American manufacturer to offer a mass-produced transistorized fm car radio at the beginning of this year. The fm-only set is ". . . compact in size and designed for under-the-dash installation. It has been engineered as a complete unit, in-

cluding its own speaker, to operate independently of or in addition to the car's am set."

With the set carrying a suggested list price of \$125, a Motorola spokesman says that "... we are finding acceptance for our fm car radio to exceed all of our expectations. We are back ordered severely on this model, and pleased to be so."

Granco Products Inc. recently unveiled a low cost fm radio for automobiles which Henry Fogel, president of the firm, says will go into production next September. He states, "The new set will cost less than \$75, completely installed, and is designed for any car with a 12-volt ignition system. Development of this fm set for cars," he continues, "was made possible by Granco's new automatic frequency control fm tuner which locks onto a station as soon as sound is picked up. Such automatic control is a must for a driver who cannot fine tune a radio in fast-moving traffic."

One of the pioneers in the fm auto market is the Robert Bosch Corp., through its Blaupunkt car radio division. Last year, the line consisted of a single am-fm marine pushbut-

ton model. The firm reports that as a result of the excellent reception given the set, a deluxe model has been added. Another major change is that both models have been transistorized. The "Frankfurt" carries a suggested list price of \$137.50, and the "Köln" \$185. Installation kits are available at an additional cost. The German-made sets are currently being sold in 30 major American markets, and with the increasing acceptance of the receivers the company expects to expand its distribution during the rest of this year.

Solving A Problem

Mr. Presti, of Sarkes Tarzian, voices the thoughts of many when he says that "... one of the major problems facing the fm station was the lack of a high quality, low cost fm receiver which—pricewise—was competitive with am receivers." In an attempt to do something about this problem, the firm conducted a promotion which made it possible for fm stations to sell an fm set for \$19.95. Although this was an introductory price, the same set now sells for a still economical price of \$29.95.

The new RCA Victor radio line includes, for the first time, two fm only table models. Suggested list price for the low end of the line is \$39.95. Two new am-fm models have also been incorporated into the line. The "Signature" will have a suggested selling price of \$51.95, and the deluxe "Galahad" is expected to sell for \$79.95.

In addition to its fm car radio, Motorola has expanded its line of fm home radios. It is pointed out that for several years the firm had only one fm radio model, a deluxe am-fm receiver selling for a suggested retail price of \$100. This year it will have three fm receivers ranging in price from \$49.95 to \$79.95, including one fm-only set.

W. E. Laswell, national radio and phonograph sales manager for Motorola, states that "Because of the growing interest in good music, stimulated substantially by the popularity of stereo high-fidelity, and fm sets in combination with stereo equipment, Motorola feels confident in expanding its fm home radio line for 1961."

Westinghouse, through its television-radio division, has incorporated six am-fm units and one fm-only set into its new 1961 line. The fm-only set, which has twin speakers, will carry a suggested retail price of \$39.95. It is interesting to note that this set also has an am "twin" for stereo reception. In addition to going for the mass fm market, Westinghouse has also introduced an am-fm table model which lists for \$129.95, and comes housed in handsome wood cabinets styled in four popular furniture periods.

The 1961 Philco line will be graced by two am-fm table models and one fm-only set. Suggested selling price for the fm receiver is \$44.95, while the two am-fm sets carry price tags of \$59.95 and \$69.95.

Zenith has a complete line of am-fm sets, including a clock-radio combination and the recently introduced am-fm portable radio, which is being heavily promoted by manufacturer. And in common with most other firms, Zenith is offering an fm-only table model which sells for \$49.95.

Fm Broadcasting Equipment Trends*

- Purchases of fm equipment, by existing fm stations and by new operations, total approximately \$3 million per year.
- One-third of existing fm stations intend to make expenditures averaging \$10,635 on equipment during the next 12 months.
- Expected expenditures for all fm stations for fm equipment during the next five years will average \$13,913. This includes those stations which expect to spend nothing.
- Additions and replacements of equipment at existing fm stations will average approximately \$2.335 million during the next 12 months, and \$1.88 million during each of the next five years.

*Source for this data is the survey conducted by Industrial Marketing Studies for the Collins Radio Company, a manufacturer of broadcasting equipment.

Average Estimated Cost of Equipping An Fm Station**

1-kilowatt Class A	\$10,000 (less studio gear)
5-kilowatt Class B	\$20,000 (less studio gear)
Higher power	to \$50,000

**Estimates derived from information supplied by manufacturers in reports to U. S. RADIO (figures exclude price of buildings and grounds.)

Sampling of Some New Fm Receivers

CAR RADIOS

Supplementing the am-fm and fm-only sets that are on the market, are the growing number of phonographs and television sets that come equipped with am-fm or fm tuners, either as standard or optional equipment.

Model	Manufacturer	Suggested List Price
Motorola	FM-900	\$125.00
Granco Products	ARC-60	under 75.00
Robert Bosch Corp.	Blaupunkt "Frankfurt"	137.50 (plus installation kit)
	Blaupunkt "Koln"	185.00 (plus installation kit)

Broadcasting Equipment

Activity on the part of the manufacturers of broadcasting equipment has more than kept pace with the producers of fm sets. Here is a brief summary of reports received from some producers of professional fm equipment:

Radio Corporation of America has a full line of broadcasting equipment. The transmitters available include 1,000, 5,000, 10,000 and 20,000 watt units. All meet standards on spurious emission, cabinet and harmonic radiation. All can be used for conventional and multiplex operation, the company says, and they also can be expanded to higher power. There is also the BFA series of broadband fm antennas, which have various gains and power handling capabilities. These antennas, it is pointed out, can be mounted on existing towers. Another item in the RCA line of fm equipment is the BTX-1A sub-carrier generator for multiplexing.

A major addition to the Gates fm line during the last year, according to Larry Cervone, the firm's general sales manager, was the FM-10A 10,000 watt fm transmitter. "This boosted the number of Gates fm transmitters available to six," Mr. Cervone says, "including a complete fm line—10 watts through 10,000 watts. Eight of the new 10,000 watt transmitters are already in operation."

Looking ahead, the Gates sales executive says "Recent marketing analysis in the fm field has pointed our research and development team in the direction of fm stereo generating apparatus and higher powered transmitting gear."

ITA has completely redesigned its fm broadcast transmitter line to incorporate the new ceramic tubes developed by the tube industry specific-

TABLE MODELS AND CONSOLES

Motorola	fm-B-1	49.95
	am-fm B-2	59.95
	am-fm B3	79.95
Westinghouse	fm-715T5	39.95
	am-fm-751N7	59.95
	am-fm-764N7	79.95
	am-fm-777N7	129.95
RCA Victor	fm-1F1	\$39.95
	am-fm-1XF1	54.95
	am-fm-1XF3	79.95
Philco	fm-995	44.95
	am-fm-996	59.95
	am-fm-997	69.95
General Electric	am-fm-T145	49.95
	am-fm-T135	50.95
	am-fm-T210	79.95
	am-fm-T150	99.95
Granco Products	fm-601	27.95
	fm-605	38.95
	am-fm-701	39.95
	am-fm clock radio-705	49.95
	am-fm-SR-1500	185.00
Zenith	fm-D720	49.95
	am-fm-C725	74.95
	am-fm-C730	84.95
	am-fm-C835	114.95
	am-fm-C845	129.95
Sarkes Tarzian	fm	29.95

ally for fm broadcast transmitters, according to Mr. Wise, president of the firm. It can offer fm transmitters from 10 watts to 15 kilowatts. Mr. Wise contemplates the development of high power fm broadcast transmitters, which will vary in range from 25 to 100 kilowatts.

A New Line

Collins now offers a new line of fm transmitters with power outputs of 250, 1,000, 5,000, 7,500, 10,000 and 15,000 watts. Transmitters are designed for remote control and fm

multiplex operation. The low power units, 250 and 1,000 watts, may be used as drivers for the high power amplifiers if a station decides to increase power, the firm points out.

Jampro Antenna Co. has a complete line of fm broadcasting antennas. These units range from 2 bay models to 16 bay models with omnidirectional radiation pattern. The firm reports that it soon plans to market a broadcasting antenna system providing "up to 50 percent radiation which is vertically polarized." •••

Harper's Finds Fm

 Prior to April 1959, *Harper's* magazine devoted all its advertising efforts to newspaper and direct mail—both of which are traditional promotion avenues for magazines to travel.

And then it decided to try a new road—if it wasn't new, at least it was re-discovered by a handful of new travelers.

This new road, of course, was fm. In April of last year, *Harper's*, through its radio-tv agency, Joe Gans & Co., New York, started a six-station, six-market test of fm. The cities selected were New York, Boston, Pittsburgh, San Francisco, Los Angeles and Chicago.

The immediate results prompted greater interest in this hi-fi medium. Soon *Harper's* station line-up grew to 15 stations, then 30.

Finally, in the span of six months from the time the fm test was held, *Harper's* was promoting its monthly intellectual contents on 50 stations in 45 markets. And today it is spending more money on radio than on newspapers. Radio accounts for about 15 percent of the total advertising budget. (The lion's share of the promotion outlays, as with most magazines, goes to direct mail.)

"When we first went into fm," ex-

plains John Hughes, publisher, "we felt that it would be an ideal medium. This view was based on available information which showed that fm reached a better educated, higher salaried family. We were particularly interested in good music listeners."

Mr. Hughes declares, "It was a theory in the beginning. Now we know it works."

An additional factor that influenced *Harper's* move into fm was the attractive cost in reaching prime prospects on a national basis.

"We try to seek out any family who enjoys reading, whose senior members are generally between the ages of 30 and 45," states Mr. Hughes. "The economy of fm is brought into sharp focus when one considers that it pinpoints the 'class' market the way no other medium can."

He believes that fm has accounted for direct subscriptions and has aided newsstand sales and direct mail response.

The past year has seen *Harper's* scoring significant increases on all fronts. Comparing July to December 1959 with the same 1958 period, the following increases were registered: Subscriptions, 18.2 percent; newsstand sales, 35.7 percent, and

net paid circulation, 21.8 percent.

These figures compare favorably with other major consumer magazines and are far ahead of the following 172-publication average increments: Subscriptions, 6.8 percent; newsstand sales, 3.5 percent, and net paid, 5 percent.

In addition, the magazine's advertising revenue has increased 44.5 percent for the first six months of 1960, according to Mr. Hughes.

Why radio? Why fm?

"It should be made clear that when we speak of fm, we are thinking of programming, not facilities," states Mr. Gans. "Because of the high intellectual appeal of the magazine, we are interested in good music programming. And good music to us is classical music. It always has been, in spite of the recent tendency to dilute the term to make it mean all things to all people."

In seeking out classical music operations, the agency lined up a list of approximately 40 fm stations and 10 am stations. "We are primarily interested in the quality fm audience, but use am stations in markets where there are no good music fm outlets," says Mr. Gans.

Harper's uses both announcements and programs. In general, frequency

Harper's

MEASURING THE PRESIDENTIAL
CANDIDATES by Richard H. Róvere

THE NEGRO REVOLT AGAINST
"THE NEGRO LEADERS" by Louis E. Lomax

WHAT HAPPENS TO A PLAY OUT
OF TOWN by Jean Kerr

Pays

The monthly magazine seeks out better-educated, higher-salaried family that spends time reading; finds fm delivers

of announcements range from 10 to 14 spots a week. Programs generally comprise musical specials.

All commercial copy is delivered local, live and runs for about a minute in length. "Transcriptions and jingles have no place in fm," declares Mr. Gans.

Commercials are placed between the hours of 8 p.m. and 11 p.m. This time period conforms to the accepted view that fm's prime time is nighttime during the week. On weekends, however, *Harper's* employs daytime periods.

"*Harper's* is interested in the family audience," says its agency. "And mid-week nighttime hours and weekend during the daytime are the only hours in which the husband and wife are listening together.

"The people who are interested in good music, we believe, represent a small, hard-core of Americana who don't watch tv at night and who cannot be reached in any other way as efficiently and effectively as with fm," states Mr. Gans.

Harper's has a very simple test that enables it to confirm the kind of audience it reaches. The magazine's commercials are designed to produce new subscribers who are requested to write in their orders to

the station. "We can tell from the neatness of these orders and the way they are written—or typed—and the kind of stationery used—the type of quality listener we are reaching with fm.

"In appraising the use of advertising media," continues Mr. Gans, "one must consider what he has to sell and to whom—how do you reach the maximum amount of people who are the most likely prospects in the most economical way?

"Radio is a highly personalized advertising medium and this applies to fm to an even greater extent because of the selective nature of its audience. There is an unspecified number of people, running in the millions, who are classical music fans. We know these people are prime prospects for *Harper's*. This makes good music radio the most likely choice of all advertising media."

Mr. Gans, who has been buying fm for about five years, observes that the current growing interest of national agencies in fm is based to a great extent on the fact that ad shops are becoming more realistic in weighing the values of this selective medium. • • •



John Hughes, publisher of *Harper's*



Joe Gans, president, Joe Gans & Co.

Started 6 Station, 6 Market Test

Now on 50 Stations in 45 Markets

Commercials From 8 p.m. to 11 p.m.

Sees Gains on All Fronts

WRFM

the
modern sound
that covers
a thinking
audience
of
music lovers

"NEW YORK'S FM GEM
IS WRFM"

WRFM

105.1 MC New York

FM

(Cont'd from p. 30)

kets by September 1. At press time, it had 15 already signed. The syndicated program service will be known as the Heritage Group of Fm Stations.

Heritage Stations music programming is under the direction of the internationally-renowned conductor, Alfred Wallenstein.

The programming service will be basically automated on specially-designed equipment, although there are pre-figured breaks in the tape in which a local station can insert its own news and commercials.

The programming consists of 18 hours a day of taped concert music on 11-inch reels.

In addition to the leased program service, a Heritage station buys from International Good Music a complete automation package.

By September 1, Heritage expects to have these markets lined up: Owned stations in Portland (Ore.), Seattle, Los Angeles, San Diego, San Francisco; affiliates in Boston, Chicago, Baltimore, Atlanta, Houston, Minneapolis, Denver, Cincinnati, Buffalo, New York, Washington (D. C.), Detroit, St. Louis, Cleveland, Kansas City, Miami, Milwaukee, Philadelphia, Pittsburgh.

President and owner of IGM is Rogan Jones, Bellingham, Wash.; executive vice president, David Mintz, and manager in charge of the New York office, Fred Bernstein.

The new firm represents its owned and syndicated stations for sales purposes under the name Heritage Stations Representatives.

The Concert Network Inc., composed of four owned stations and three affiliates, also has plans to expand its line-up on a taped basis.

Its owned stations are in Boston, New York, Hartford and Providence; affiliates are in Philadelphia, Mt. Washington (N. H.) and Woodbridge (Va.).

In national representation, the new Adam Young Fm Sales Inc. has started off with KITT (FM) San Diego and the full Concert Network. It expects to line up stations in the top 40 markets and is interested in

both heavy music stations and middle-of-the-road outlets, developing a group buy from coast to coast. Mr. Young believes there is a great interest in fm by agencies. "The big job is getting the logical prospects into the medium. Right now, any number of companies could get into national fm on an exclusive basis."

Lee Redfield is national sales manager of the new fm organization.

Otis Rawalt, president of Walker-Rawalt, describes his Quality Music Stations as having "carefully-prepared programming for the adult audience." The strongest qualities of fm, he believes, are selectivity of audience and good environment for a commercial.

Mr. Rawalt adheres closely to the view that fm stations maintain adequate commercial protection. He says most of his stations allow for five or six commercials an hour.

Good Music Broadcasters represents stations that program primarily concert, symphony and opera music (fm or am). Herb Groskin, national sales manager, believes that the future of fm will see "each year steadily increasing in national volume over the previous year." He does not look for any dramatic breakthrough, but remains very optimistic over fm's ability to justify gradually increasing national expenditures.

Mr. Fairfax of Fine Music Hi-Fi Broadcasters has been attempting to sell his stations in a group (Fine Music Group) with one contract. A buy of 10 or more of the 18-station line-up is considered a group purchase, earning the discount.

The fm medium is like a bee actively buzzing around the hive; it may not take much more before it makes the honey. • • •

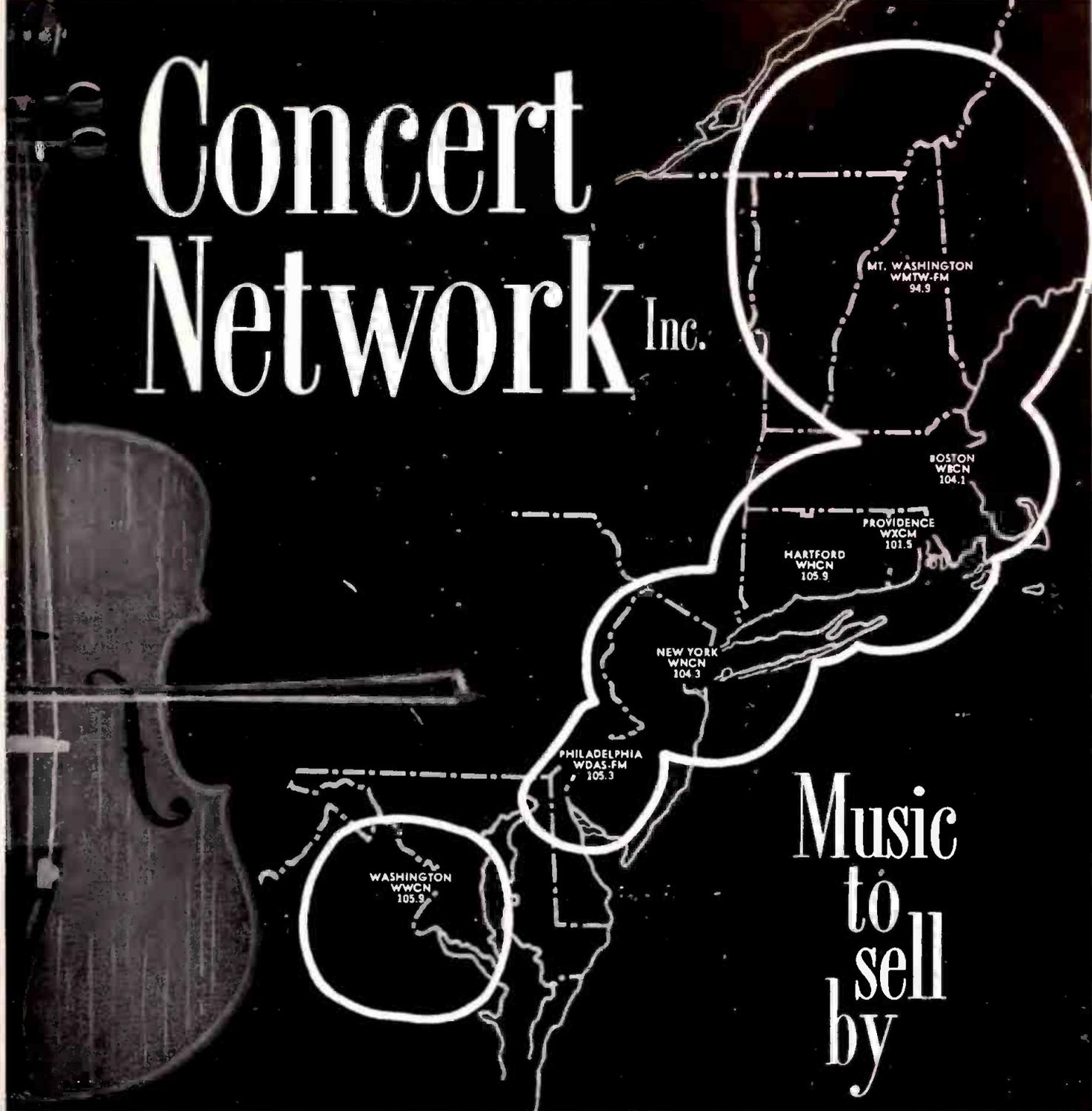
75 Sponsors Use
Kentucky's Largest Fm!



35,000 Watts
S. A. Cisler, Manager

Walker-Rawalt
Natl. Rep.

Concert Network Inc.



Music
to
sell
by

with programming that strikes
a major chord of response
in the nation's richest market

REPRESENTED NATIONALLY BY:



ADAM YOUNG FM SALES

New York
Chicago
Atlanta
Detroit
Los Angeles
New Orleans
San Francisco
St. Louis

This is mass with class. Over 5,000,000 FM homes at the top of the top market. Prospects with the purchasing power, cultural level and influence over the taste and habits of others that cannot be duplicated elsewhere. And quality programming keeps this quality audience at an exceptional pitch of responsiveness.

THE CONCERT NETWORK, Inc. • 11 East 47th Street • New York City • PI 2-0870

Local Fm: Success Stories

The following capsules of local fm success stories are indicative of hometown advertiser use as reported to U. S. RADIO. Additional local stories, because of space limitations, will appear in a forthcoming issue.

Records—Columbia Record Distributing Co. of Los Angeles was out to promote a new record, "Stereo-7," featuring Columbia artists in stereo on a seven-inch, small hole, 33 $\frac{1}{3}$ rpm disc. To introduce the new type record, Columbia devoted two announcements each day in its Saturday and Sunday 2:30 to 3 p.m. segment on KBIQ (FM) Los Angeles. Just on this one weekend the announcements offered to send one record to everyone writing to the station. Ted Rosenberg, Columbia branch manager, stated that the anticipated response was in the neighborhood of 200 replies. A few days following the offer, KBIQ declares it had amassed over 1,250 replies. The Columbia branch responded by increasing its KBIQ advertising from the two half-hour programs to seven half-hour programs a week on a "til forbid" basis.

Fm Sets—In an effort to illustrate that an fm-only schedule could sell an fm-only set, WVCG-FM Coral Gables, Fla., bought 50 of the new low cost fm sets produced by Sarkes Tarzian Corp. The sets reached the station one week before Christmas. Arrangements were made with a local record distributor to have an outlet in Coral Gables and one in Miami handle the sale of these sets at a reasonable mark-up. Using a series of spot announcements at night on WVCG-FM, the station reports that by Christmas Eve all of the 50 sets had been sold. As a way of pinning down the results, the local outlets

kept the Sarkes Tarzian sets under the counter so that the requests had to be generated by the fm-only advertising.

Beer—A premium Danish import, Tuborg beer, has sponsored a weekly program of operettas on WFMT (FM) Chicago. Several weeks after sponsorship began, the station reports that Tuborg experienced a sales increase in liquor stores and restaurants in the area. After six months, says the station, sales had risen 41.1 percent over the previous year, a significant part of which was attributed to the WFMT effort. Kaj Hansen, Tuborg midwest representative, states that during pouring demonstrations throughout the Chicago market, customers voluntarily offered favorable comments on the program and thanked Tuborg for the sponsorship.

Jeweler—William Kendrick Ewing, vice president of William Kendrick Jewelers Inc., Louisville, Ky., had this to say last fall about its use of WLVL (FM) Louisville: "Since we have been advertising on WLVL, it has been amazing how many folks have stopped in our store, and some for the first time, to tell us how much they are enjoying the new fm station and that they appreciate the fact that we are one of the major advertisers. It is a fact that some sales can definitely be attributed to the advertisements heard over WLVL."

Hearing Aids—Otarian Hearing Aids wanted to reach an upper income audience for its hearing aids that are combined with eye glasses. The purpose of the campaign was to reach people who knew of others with hearing problems. The firm invested \$200 for a four-week campaign over WRFM (FM) New York. The station says that the advertiser reported a 92 percent sales conversion of the inquiries and called the campaign one of the most successful they had ever conducted.

Fm Sets—In a cooperative promotion sale of fm radios, Granco Products Inc. and the A, M, & A department store undertook a campaign over WBUF (FM) Buffalo, N. Y. The response was so exceptional, says the station, that almost the entire stock of Granco fm receivers was sold.

Rug Cleaning—The Kansas City Rug Co. has been a steady fm user on KCMO-FM for 10 years. From 1950 to 1956, it used KCMO-FM's transit radio successfully and since 1956 has been on the station's regular fm broadcasts. The rug company has been promoting its rug cleaning service to the upper-income families. In the early days, the firm used two half-hour programs weekly. Today, Kansas City Rug Co. buys 16 one-minute spots weekly scheduled in all time classifications to reach the total audience. The spots promote calls for the company's fast three-day service.

Cleaning Establishment—An increase in the account's advertising schedule was attributed by WROC-FM Rochester, N. Y., to a spectacular spurt in business for Ben Barnett Cleaners. The cleaners originally purchased 10 spots a week over the station. At next report, they had increased this to 20 a week. Finally, they added a weekly half-hour program to keep pace with the increase in business. (Cont'd on p. 42)

WGR-FM

96.9
MEGACYCLES

the Good Music station

... in Buffalo, N. Y.



affiliated with the QXR Network of the New York Times

WGR-FM

commands an audience with money...
an audience that buys.

A random sampling of the QXR Network's listening audience reveals that their average family income amounts to \$8,990 per year or almost **double** the national annual average of \$4,800! Buffalo's over-all family income stands at \$6,510 per year... a market truly rich in wealth and buying power.

The FM penetration for the Buffalo area is currently 34.8% of the total homes, or approximately 100,000 sets and is growing. Your advertising message carried on WGR-FM will reach a vast, mature audience in the higher socio-economic brackets.



WGR-FM

2065 Elmwood Avenue, Buffalo, New York

Vice Pres. & Gen. Mgr.—Van Beuren W. DeVries

Wm. P. Dix, Jr., Station Mgr.—Allan L. Lewis, Sales Manager



Transcontinent Television CORPORATION

380 Madison Avenue New York 17, New York

WGR-AM-FM-TV, Buffalo, N. Y. • WROC-FM-TV, Rochester, N. Y.

WNEP-TV, Scranton-Witkes-Barré, Pa. • KFMB-AM-FM-TV, San Diego, Calif. • KERO-TV, Bakersfield, Calif.

REPRESENTED BY: Edward Petry & Company, Inc.

LOCAL AD STORIES

(Cont'd from p. 40)

Hotel—The Hotel Blackstone more than six months ago agreed to a test fm campaign on KQAL (FM) Omaha. It purchased 2 one-minute spot announcements a day for one month, a total of 60 spots. In one week, 450 applications for credit cards had been received. After this mail pull trial, the account switched to straight commercials. William Palmer, account executive on the Hotel Blackstone account at Bozell & Jacobs Inc., declares that because the hotel's managing director, Edward Schimmel, had doubts about fm's drawing power, special write-in copy was prepared. "Within the first two or three days," he continues, "several hundred applications for credit cards were sent to Mr. Schimmel. . . . Within a week, the Hotel Blackstone had more credit card applications than could be promptly handled. Therefore, the KQAL copy was changed to promote other services. . . . The hotel has advertised continuously on the station since that time."

Airline—Japan Airlines ran two commercials per week in its five 1-hour programs on KCBH (FM) Beverly Hills, Calif., offering a travel book for \$1. The station states that on the basis of the results, Japan Airlines has signed a 52-week contract for its next fiscal year. KCBH says the new schedule will give it 78 percent of the airline's total Los Angeles advertising budget.

Hosiery Sales—In a move to stimulate sales, Batterson's Department Store decided to try a special offer during its participating announcement on the 7 a.m. news over KWPC-FM Muscatine, Ia. The store offered a free pair of hosiery with the first 200 pair sold. The station reports that the initial 200 sales were made the first day of the offer.

Shoe Store—Two local Florsheim shoe stores in the area of Bakersfield, Calif., decided to test the effectiveness of fm by running commercials

on KQNR (FM) promoting specific items. After the results of the test, the district manager was convinced to the point that the station declares it was added to the annual advertising budget for four announcements per day. This has been running for almost two years and the store clerks report they are continually making sales to KQNR customers.

Car Radios—A local distributor of the Blaupunkt am-fm car radio was able to trace reaction to a promotion on WMZK (FM) Detroit. The dealer told the station: "I wish to offer my sincere congratulations on the tremendous results we have received from your promotion of Blaupunkt am-fm car radios. Within a few short weeks, we have seen some 500 inquiries. This certainly indicates that the fm listener is also interested in fm in his car as well as in his home."

Pianos and Organs—The Wilmington Piano Co. extensively promoted a three-day warehouse sale on all available radio stations in the area. Here's what the company had to say in commenting on the promotion in a letter to WJBR (FM) Wilmington, Del.: "(Our) sales personnel were instructed to record the source of the customer's knowledge of the sale. We are indeed happy to report that your station not only exceeded our expectations, but out-performed all of the area stations. It is also to be noted that the customers brought in through WJBR advertising were from the most far distant points and of such caliber that the percentage of closures was greater."

Hi-Fi Equipment—A local dealer, EMCO High Fidelity, has found that its store traffic has increased between 15 and 20 percent since beginning a 14-spot per week schedule on WMAL-FM Washington, D. C., almost two years ago. The station states that the dealer has been on without interruption during this time and that it plans to increase the schedule.

Cars—Bob White, sales manager of Nelson Chevrolet Co., Chicago, does his own spots on WCLM (FM) Chicago. He says that "because of this I probably have a better opportunity than most advertisers to know where our business comes from." Mr. White declares that with his spots on WCLM, "we sell at least three to five automobiles a week. . . . I think fm audiences are the type we need to contact. They are adult audiences . . . people with a capacity and ability to buy." In his personal fm spots, Mr. White gets a chance to talk with listeners on the program and often tries to set up appointments in the showroom.

Music and Hi Fi—A local advertiser, Dan's Music & Hi Fi Center, used a 17-week schedule of spots on WRBL-FM Columbus, Ga., promoting items advertised only on the station. The store reported good results with the campaign, with business coming in from as far away as Ozark, Ala. (78 air miles away), from where the store never before had customers.

Department Store—Agreeing to test the medium for a special sale, a local Sears & Roebuck store ran a notice over WSOM Salem, O. This was its only advertising for the event which took place on a rainy night at 7 p.m. when other stores in the downtown area were closed. The station reports that over 200 people were standing in the rain waiting for the store to open and that customers came in from towns 40 miles away during the course of the evening.

Records—In cooperation with the Columbia Record Distributing Corp. of Philadelphia, WFIL-FM offered a free copy of the Bruno Walter rehearsal recording of nine Beethoven symphonies. The first announcement was made between 7 p.m. and 8 p.m. and in the first mail the following morning, reports the station, 135 requests were received. In order to qualify, letters had to be postmarked no later than 11 p.m. The total response to the first program was 375 pieces of mail, states WFIL-FM.

Department Store—The Emporium Department Store, St. Paul, has been a sponsor on WLOL-FM Minneapolis, Minn., for almost three years, advertising such products as cashmere coats, furniture, luggage and dinnerware. An example of the continued response the store has been getting was an item that sold from \$3 to \$5. Response in orders from two Minneapolis suburbs came to \$120 and \$160.

Ice Cream—Brown's Creamery Co. has been on WLDM (FM) Detroit continuously since December 1956. At that time, it made its first buy just before Christmas of three spots per day for four weeks. A special mold of ice cream formed as a Santa Claus was promoted. During the first week on the air, WLDM states, over 800 telephone orders were received for the special and in the next three weeks about 100 new home delivery stops were opened. When the initial contract expired, Brown's renewed for 52 weeks and has been on since. A year ago announcements were increased to four per day. About two months ago another test was held. Listeners were invited to write in to the station for a coupon emitting the holder to a quart of ice cream with the purchase of one-half gallon of milk. The station reports that over 400 replies were received, out-pulling a coupon placed in a local major newspaper three to one.

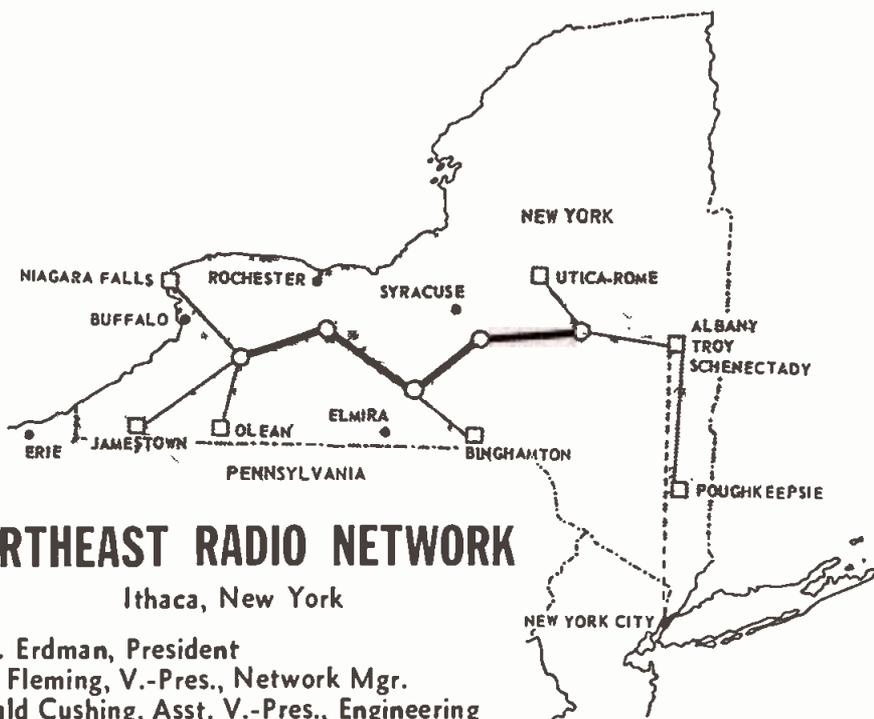
Etchings and Lithographs—The Ferdinand Roten Co. about seven years ago started a schedule on WITH-FM Baltimore using 12 one-minute announcements featuring the voice of Mr. Roten. His establishment offers original etchings and lithographs by leading contemporary artists; other departments include greeting cards, art books and gifts. Almost from the beginning Mr. Roten could see the results of his WITH-FM advertising. The station reports that the Roten company has changed from a fairly heavy newspaper advertiser to an occasional Sunday 200 to 400-line ad user, with almost the entire advertising budget on WITH-FM.

Savings and Loan—The San Diego Federal Savings & Loan Association

(Cont'd on p. 44)

IN ONE BUY

Quality and Quantity
NORTHEAST
FM RADIO NETWORK



NORTHEAST RADIO NETWORK

Ithaca, New York

E. E. Erdman, President
 Joel Fleming, V.-Pres., Network Mgr.
 Gerald Cushing, Asst. V.-Pres., Engineering

MUSIC—NEWS—WEATHER

Quality **5** *Quantity*
FM RADIO STATIONS

OWNED AND OPERATED BY

BY

IVY BROADCASTING COMPANY

Serving Upstate New York

QXR NETWORK, NATIONAL REPRESENTATIVES

LOCAL AD STORIES

(Cont'd from p. 43)

had its agency place advertising on KITT (FM) with no prior contact by station personnel. Its reasons? This is what Wayne Mendell, firm vice president, states: "Our customer members are generally older and wiser than the average, comprising a segment of the community which

clings to accepted standards of taste and conduct . . . station KITT gives us all that. The results have confirmed our reasoning and surpassed our expectations." In one instance, a retired admiral who had just moved to the area transferred his funds to the San Diego Federal Savings & Loan because of his stated

loyalty for the fm programming he had been listening to and what he considered to be good taste in advertising.

Department Store—Nieman-Marcus Department Store in Houston tried fm for 13 weeks on KFMK (FM). Daytime announcements of five per day by the store's fashion advisor, Miss Ann Randall, asked listeners to stop by the store and ask her for counsel on women's fashions. The results—this was the only advertising in which the fashion service was promoted—prompted Nieman-Marcus to renew for 26 weeks and it has just renewed for another 26 weeks.

WPBC-FM Starts July 13

the nation's
finest
commercial
atmosphere

A
HIGHLY-RATED
PRESTIGE
BETTER MUSIC
STATION

WPBC
Adult Radio

MINNEAPOLIS - ST. PAUL

William V. Stewart • President

Records—The San Antonio Music Co. purchased its first one-hour program on KITV (FM) — formerly KONO-FM—to promote Angel Records. Since that time, the schedule has been increased on a regular basis. Currently, the store is using eight hours each week plus 10 spots. Having started with the record department, the store's programs and spots also cover the Steinway piano department, the Hammond organ department and shortly is being expanded to include the radio-tv section.

Restaurant—Hickerson's, a local restaurant, bought a full schedule of spots (six per day, seven days a week) on WFMB (FM) Nashville, Tenn., to promote the opening of the establishment. On opening day, the owner queried customers on how they knew of the event. According to the station, 62 percent answered that they heard it over WFMB.

Magazine—WBMI (FM) Meriden, Conn., promoted a two-week offer for a free copy of a hi-fi magazine. During that time, the response totaled about 800 pieces of mail from a radius of 90 miles from the station.

Records—Record sales at the Book Shelf Inc. have been traced, in part, to a one-hour program of fine music on WMCF (FM) Memphis. The show is broadcast on Sunday from 6 to 7 p.m. The store told the station: "Because of the nature of the program . . . we have not expected too

Nationally Represented by Broadcast Time Sales

wide an audience: but we have been pleased with the response and what we feel is a growing audience." In one instance, the store said, a couple from Newbern, Tenn., stopped in to thank the shop for the program. Before they left, they had bought one complete opera recording.

Real Estate-Insurance—Free State Properties of Bladensburg, Md., has been running a schedule on WWDC-FM Washington, D. C., promoting its new name and services. Here's what the company said in May: "In the three short months that we have been advertising on WWDC-FM, the response has been excellent. We have found that the clientele that this medium reaches appears to be in the upper income bracket. Being a fairly new firm, our aim is to familiarize the people with our name. WWDC-FM seems to have accomplished more in three months than the local papers could in twelve."

(Cont'd on p. 52)

**IN THE NATION'S
29th CITY**

(430,459 U. S. Census 1960)

KITH

*Is your best
FM RADIO buy*

PHOENIX

Is now larger than Atlanta,
Birmingham, Des Moines,
Fort Worth, Louisville, Newark
Omaha, Toledo or Wichita

**Metropolitan Phoenix
is even larger with 675,188
KITH is large, too!**

5000 Watts—24 hours daily. Antenna 1578
ft. above average Terrain. 101.3 Megacycles

**Number ONE in AUDIENCE Size
Lowest Cost Per Thousand
Affiliate IMPERIAL RADIO Network**

ALpine 4-5088 P. O. Box 1974

William P. Ledbetter
Pres. and Gen. Mgr.

Call Collect for Availabilities

Fm Station Key

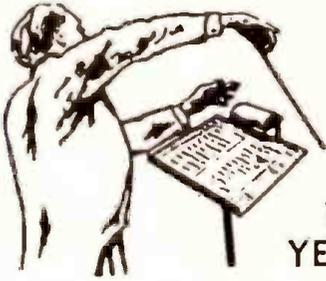
The following information is taken from questionnaires returned by 342 stations that replied to the U.S. RADIO survey. This tremendous response represents nearly a 60 percent return. The programming abbreviations are explained below. Other abbreviations are: NA (not applicable); Sep. (separate) stands for completely separate programming unless days and hours are specified; Dup (duplicate) stands for completely duplicate am-fm programming.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
ALABAMA			
WAVU-FM Albertville	WAVU	Sep. 6 p.m. to 10 p.m.	Cl, con, s-cl, gd, shw, nws, sprts
WJOF Athens	WJMW	Sep. 5:30 p.m. to 10:30 p.m.	Gd, pop, nws, sprts
WBRC-FM Birmingham	WBRC	Sep. 12 Noon to 6 p.m.	Cl, con, op, educ
WJLN-FM Birmingham	WJLN	Dup.	Negro (jz, nws)
WHOS-FM Decatur	WHOS	Sep.	Cl, con, s-cl, gd, st, shw, jz, nws
WKRG-FM Mobile	WKRG	Sep. Sat. 7:30 p.m. to 10:25 p.m.	Cl, con
WMLS-FM Sylacauga	WMLS	Sep. 6 p.m. to 10 p.m.	Gd, pop, st, shw, nws
ARIZONA			
KELE Phoenix	None	NA	St, flk, cntry, west, nws
KITH Phoenix	None	NA	S-cl, gd, st, shw, nws, drm, cmtry, rel
KFMM Tucson	None	NA	Cl, con, op, s-cl, shw, jz, drm
ARKANSAS			
KBTM-FM Jonesboro	KBTM	Dup.	(Not Reported)
KAMS Mammoth Springs	KALM Thayer, Mo.	Sep. Sunset to 9 p.m.	S-cl, gd, pop, st, sprts
CALIFORNIA			
KJAZ Alameda	None	NA	Jz, sprts
KERN-FM Bakersfield	KERN	Dup.	(Not Reported)
KQXR Bakersfield	None	NA	Cl, s-cl, gd, st, shw
KRE-FM Berkeley	KRE	Sep. Mon.-Sat. 8:30 a.m. to 1:15 p.m. Sun. 8 p.m. to 12:30 a.m.	Con, cl
KCBH Beverly Hills	None	NA	Cl, con, op, s-cl, shw, flk
KUFM El Cajon	None	NA	Cl, op, s-cl, nws
KMJ-FM Fresno	KMJ	Dup.	(Not Reported)
KUTE Glendale	None	NA	S-cl, gd, shw, nws
KBBI Los Angeles	None	NA	Cl, s-cl, gd, nws, drm, cmtry, rel
KBIQ Los Angeles	KBIG	Sep.	Gd, pop, st, shw, flk, jz
KBMS Los Angeles	None	NA	Pop
KHOF Los Angeles	None	NA	Rel
KMLA Los Angeles	None	NA	Gd
KNOB Los Angeles	None	NA	Jz
KPOL-FM Los Angeles	KPOL	Dup.	Gd, st, shw, s-cl, pop
KBEE-FM Modesto	KBEE	Dup.	Gd, st, shw
KAAR Oxnard	KOXR	Sep.	Cl, s-cl, gd, st, shw
KPSR Palm Springs	None	NA	St, s-cl, cl, pop, con, op, shw, cmtry, flk (foreign)
KPLI Riverside	None	NA	Gd, st, shw, nws
KFBK-FM Sacramento	KFBK	Dup.	(Not Reported)
KHIQ Sacramento	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk, nws
KJML Sacramento	None	NA	Cl, con, op, s-cl, shw
KXRQ Sacramento	None	NA	S-cl, gd, pop, st, shw, jz
KSFM Sacramento	None	NA	Cl, con, s-cl, gd, st, shw, jz
KFMB-FM San Diego	KFMB	Sep. 10 a.m. to 6 p.m., 7 p.m. to Midnight	S-cl, gd, st, jz, nws, rel

(Cont'd on p. 46)

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

One of the Nation's Pioneer FM Stations



12 YEARS

in the Nation's Capital

That's why WASH-FM is First in FM Listener Loyalty Among Washingtonians

WASH-FM

Washington D. C.



Affiliated with the QXR Network

OVER 300% INCREASE IN FM SET SALES*

Leading Miami FM distributor reports a constant back-lag of orders for more than 12 months — since WVCG went on FM, November, 1958.

WVCG simulcasts reach over 100,000 families each week, in the Greater Miami area, with incomes of over \$95 a week.

**In South Florida. Jan.-April, 1960*



CORAL GABLES, FLORIDA
Represented Nationally by
BROADCAST TIME SALES

[Cont'd from p. 45]

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
KFSD-FM San Diego	KFSD	Sep.	Cl, con, op, s-cl, gd, st, shw, flk, nws, cmtry, rdgs
KGB-FM San Diego	KGB	Sep.	Cl, con, s-cl, gd, pop, st, shw
KITT San Diego	None	NA	S-cl, st, shw, flk
KVFM San Fernando	None	NA	S-cl, gd, pop, st, shw, flk
KBAY-FM San Francisco	None	NA	Cl, op, st, shw, flk, jz
KCBS-FM San Francisco	KCBS	Dup.	Cl, con, op, s-cl, gd, pop, st, shw, jz, drm, cmtry, rdgs
KDFC San Francisco	KIBE Palo Alto	Dup.	Cl, op
KNBC-FM San Francisco	KNBC	Dup.	[Not Reported]
KOBY-FM San Francisco	KOBY	Dup.	Due on Air in July. Cl, con, s-cl, gd, pop, st, shw, nws
KPEN San Francisco	None	NA	Cl, con, s-cl, pop, st, shw, jz, nws
KPUP San Francisco	None	NA	Gd, st, shw, flk, jz, nws
KRON-FM San Francisco	None	NA	Cl, con, op, s-cl, gd, shw, nws
KSFR San Francisco	None	NA	Cl, con, op
KEEN-FM San Jose	KEEN	(Not Reported)	Construction Permit Only
KRPM San Jose	None	NA	Cl
KWIZ-FM Santa Ana	KWIZ	Sep.	Gd, Programatic
KRCW Santa Barbara	None	NA	Gd, cl, con, op, s-cl, st, shw, flk, jz, nws, drm, cmtry, rdgs
KSMA-FM Santa Maria	KSMA	Dup.	Pop, st, nws
KWME Walnut Creek	None	NA	Cl, con, op, s-cl, gd, shw
COLORADO			
KRNW Boulder	None	NA	Cl, con, op, gd, shw
KFMH Colorado Springs	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws
KVOR-FM Colorado Springs	KVOR	[Not Reported]	Due on Air in July
KDEN-FM Denver	KDEN	Sep.	Cl, con, op, s-cl, shw, flk, drm, rdgs
KTGM Denver	None	NA	Cl, con, op, s-cl, gd, st, shw
CONNECTICUT			
WGHF Brookfield	None	NA	Cl, jz, s-cl, pop, nws
WCCC-FM Hartford	WCCC	Sep. Sunset to Midnight	Con, s-cl, gd, shw, jz, nws, rdgs
WHCN Hartford	None	NA	Cl, con, op, shw, jz, drm
WTIC-FM Hartford	WTIC	Sep. 2 p.m. to 5 p.m., 7 p.m. to 11 p.m.	Cl, con, s-cl, op, shw
WBMI Meriden	WMMW	Sep.	Gd
DELAWARE			
WJBR Wilmington	None	NA	Cl, con, op, s-cl, gd, pop, shw, flk, jz, nws, drm
DISTRICT OF COLUMBIA			
WASH Washington	WDON	Sep.	Cl, con, op, s-cl, gd, shw, flk, jz, nws. QXR Network
WJMD Washington	WUST	Sep.	Cl, s-cl, gd, shw
WMAL-FM Washington	WMAL	Sep. 6 p.m. to Midnight	Cl, con, op, shw, nws, drm
WWDC-FM Washington	WWDC	Sep. 7 a.m. to 2 a.m.	Cl, con, s-cl, gd, nws
FLORIDA			
WVCG-FM Coral Gables	WVCG	Sep. 6 p.m. to Midnight	Cl, con, op, s-cl, shw, nws
WFLM Ft. Lauderdale	None	NA	Cl, con, op, s-cl, gd, st, shw, flk, jz

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WWIL-FM Ft. Lauderdale	WWIL	Sep.	Cl, con, s-cl, gd, pop, st, shw, jz
WRUF-FM Gainesville	WRUF	Sep. 2 p.m. to Midnight	Cl, con, op, s-cl, st, shw
WJAX-FM Jacksonville	WJAX	Dup. 6 p.m. to Midnight	Gd, st, shw
WMBR-FM Jacksonville	WMBR	Sep. 8:30 a.m. to 8:15 p.m.	Gd, st, shw
WAFM Miami	None	NA	Cl, con, op, s-cl, gd, shw, flk
WCKR-FM Miami	WCKR	Dup.	Gd, pop, st, shw, nws
WMOP-FM Ocala	WMOP	Sep.	Due on Air in July. Cl, con, op, s-cl, qd, shw, jz, nws (Not Reported)
WDBO-FM Orlando	WDBO	Dup.	Cl, con, op, s-cl, gd, st, shw, jz, nws
WHOO-FM Orlando	WHOO	Sep.	Gd
WKIS-FM Orlando	WKIS	Dup.	Cl, con, op, s-cl, gd, shw, flk, nws
WQXT-FM Palm Beach	WQXT	Dup.	(Not Reported)
WFLA-FM Tampa	WFLA	Dup.	S-cl, gd, pop, st, shw
WPKM Tampa	None	NA	
GEORGIA			
WGAU-FM Athens	WGAU	Sep. Tues. and Thurs., 7:30 p.m. to 10 p.m.	Con, s-cl, gd, nws
WGKA-FM Atlanta	WGKA	Sep. Sunset to Midnight	Cl, con, op, s-cl, gd, jz
WBBO-FM Augusta	WBBO	Dup.	Gd, oop, st, nws
WRBL-FM Columbus	WRBL	Sep. 9 a.m. to 11 a.m., 1 p.m. to 3 p.m., 7 p.m. to 8 p.m.	Cl, con, op, gd, pop, st, nws, cmtry
WDUN-FM Gainesville	WDUN	Sep.	Gd, pop, st, nws, sprts
WLAG-FM LaGrange	WLAG	Sep. 40 percent	Sprts, gd, st, shw, nws, educ
WBIE-FM Marietta	WBIE	Sep. 7:30 p.m. to 10 p.m.	Gd, pop, st, shw, nws, sprts
ILLINOIS			
WNWC Arlington Heights	None	NA	Pop, st, shw, nws
WJBC-FM Bloomington	WJBC	Dup.	Gd, pop, st, shw, nws, sprts
WROY-FM Carmi	WROY	Sep. 3 nights a week til 10 p.m.	Sprts
WDWS-FM Champaign	WDWS	Sep. 9 a.m. to 9 p.m.	Pop, st, nws
WCLM Chicago	None	NA	Cl, con, oo, s-cl, gd, pop, st, shw, jz
WDHF Chicago	None	NA	Gd, pop, st, shw
WEBH Chicago	None	NA	Cl, qd, pop, st, shw, jz, nws
WFMF Chicago	None	NA	Con, s-cl, qd, pop, st, shw, jz, nws, educ
WFMQ Chicago	None	NA	Cl, op, gd, st, shw, flk, jz, nws, cmtry
WFMT Chicago	None	NA	Cl, con, oo, drm, cmtry, rdqs, shw, flk
WKFM Chicago	None	NA	St, s-cl, shw, nws
WMAQ-FM Chicago	WMAQ	Dup.	Gd, st, nws
WNIB Chicago	None	NA	Cl, con, op, shw, flk, jz
WSBC-FM Chicago	WSBC	Sep.	Cl, con, op, s-cl, shw, flk, jz, nws, drm, cmtry, rdqs, editorial
WSOY-FM Decatur	WSOY	Sep. 9 a.m. to 11:15 a.m., 1 p.m. to 3 p.m., 6:45 p.m. to 8 p.m.	Cl, oo, s-cl, gd, st, shw, flk, nws, sprts
WRMN-FM Elgin	WRMN	Sep. Am Sign-off to 11 p.m.	Not on air yet. Cl, con, op, s-cl, gd, shw, flk, jz, nws
WXFM Elmwood Park	None	NA	Cl, con, s-cl, st, shw, flk, jz, drm, rdqs, disn
WEAW-FM Evanston	WEAW	Sep. 90 percent	Cl, con, s-cl, gd
WEBQ-FM Harrisburg	WEBQ	Dup.	Cl, s-cl, ad, pop, st, shw, flk, jz, nws, drm, cmtry, rdqs
WAJP Joliet	None	NA	S-cl, gd, pop, st, shw, flk
WJOL-FM Joliet	WJOL	Sep. Weekdays 6 p.m. to 11 p.m., Sat. 3 p.m. to 11 p.m., Sun. 12:15 to 9:30 p.m.	Con, s-cl, qd, shw, jz, nws
WSMI-FM Litchfield	WSMI	Sep.	Gd, st, nws, cmtry (Cont'd on p. 48)

WFLM

105.9 F.M. DIAL

Fort Lauderdale's Fine Music Station

Broward County's first full-time FM station offers the finest in quality programming. WFLM is not a "background music" station . . . instead WFLM brings to Gold Coast listeners outstanding programs such as Celebrity's Choice, Pop Concert, Evening Concert, Children's Corner, The Art Of Investing, Night At The Opera, FM Spectacular, Two On The Aisle, Jazz Spectacular, etc. Local and regional advertisers such as The Dania Bank, Publix Markets, Stelling's Department Store, Merrill, Lynch, Pierce, Fenner & Smith, Thompson Office Equipment Co. and many others agree WFLM reaches a responsive adult audience. 1960 Census figures show Broward County's population at 329,000 and it's growing every day. If you have a product or service to sell to a high income adult audience, contact WFLM. Call Jackson 4-6541 for the complete WFLM story.

WFLM 105.9 fm dial
**Fort Lauderdale's
Fine Music
Station**

R. A. Hinners, Station Manager
305 S. Andrews Avenue
Fort Lauderdale, Florida

WLOL-FM

Minneapolis-St. Paul
The Twin Cities
1st

FM Station*

is proud to announce
it will join the

HERITAGE MUSIC STATIONS

in August, 1960

*70.5% of all Twin Cities FM
listeners prefer WLOL-FM accord-
ing to interviews conducted by
Midcontinent Surveys, Inc., Novem-
ber, 1959.

WLOL-FM

99.5 mc

Minneapolis-St. Paul

WANN-FM

"EASY
LISTENING"

in the
Baltimore & Washington
Metropolitan Areas

with
unduplicated
programming.

WANN-FM

20,000 watts

107.9 Megacycles

P.O. Box 631
Annapolis, Maryland
Telephone: Colonial 3-2500

(Cont'd from p. 47)

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WLBH-FM Mattoon WSAB Mt. Carmel	WLBH None	Sep. at night NA	Gd, pop, shw, nws, sprts Not on Air Yet. Con, s-cl, gd
WMIX-FM Mt. Vernon WVLN-FM Olney	WMIX WVLN	Dup. Sep. 11:30 a.m. to 1 p.m.	Gd, nws, sprts Gd, st, sprts
WPRS-FM Paris WGEM-FM Quincy WTAX-FM Springfield	WPRS WGEM WTAX	Dup. Dup. Sep. 6:15 p.m. to 9 p.m.	Gd, st S-cl, gd, pop, st, shw Cl, con, s-cl, shw
INDIANA			
WTTV-FM Bloomington	WTTV	Dup.	Cl, s-cl, gd, pop, st, shw, iz, nws, cmtry, sprts
WCSI-FM Columbus	WCSI	Sep. 6 p.m. to Midnight	Gd, st, shw, sprts
WIKY-FM Evansville	WIKY	Sep. 6 p.m. to Midnight	Cl, con, op, s-cl, gd, pop, st, shw, iz
WPTH Ft. Wayne	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk, iz
WYCA Hammond	None	NA	Cl, con, s-cl, gd, nws, rel
WAJC Indianapolis	None	NA	Cl, con, op, s-cl, gd, shw, iz, nws, drm, cmtry, rdgs, disn
WFBM-FM Indianapolis WFMS Indianapolis	WFBM None	Sep. NA	Cl, con, s-cl, nws, weather Cl, con, op, s-cl, gd, pop, shw, flk, nws, weather
WORX-FM Madison WMRI-FM Marion	WORX WMRI	Dup. Except for Sprts Sep. 6 p.m. to 10:15 p.m.	S-cl, gd, pop, nws, sprts Cl, con, op, s-cl, gd, shw, iz, nws
WCTW-FM New Castle	WCTW	Dup. Due on Air in Sept.	Gd, pop, st, nws, sprts, farm
WTHI-FM Terre Haute	WTHI	Sep.	S-cl, gd, st, shw
IOWA			
WOC-FM Davenport WHO-FM Des Moines KWPC-FM Muscatine KAYL-FM Storm Lake	WOC WHO KWPC KAYL	Dup. Sep. (Not Reported) Sep. 8:20 a.m. to 5 p.m.	(Not Reported) Pop, st, shw, flk, iz Cl, con, pop, nws, sprts Gd, st, shw
KANSAS			
KTOP-FM Topeka	KTOP	Sep.	Cl, con, op, s-cl, st, iz, nws, drm
KFH-FM Wichita	KFH	Dup.	(Not Reported)
KENTUCKY			
WKOF Hopkinsville	WKOA	Sep. Sunset to 11 p.m.	S-cl, gd, pop, st, shw, nws, sprts
WRLX Hopkinsville WLVL Louisville	WHOP None	Sep. 8:05 a.m. to 6 p.m. NA	Gd, sprts Cl, con, op, s-cl, shw, flk, iz
WNGO-FM Mayfield WOMI-FM Owensboro	WNGO WOMI	Dup. Sep. 33 percent	Pop, st, flk Cl, con, op, pop, shw, nws, sprts
LOUISIANA			
WDSU-FM New Orleans WWMT New Orleans KRMD-FM Shreveport KWKH-FM Shreveport	WDSU None KRMD KWKH	Dup. NA Dup. Dup.	Cl, gd, st, shw, nws Gd Pop, st (Not Reported)
MAINE			
WFST-FM Caribou	WFST	Sep. Sunset to 11:05 p.m.	Cl, con, s-cl, gd, st, shw, nws
WMTW-FM Poland Spring	None	NA	Cl, con, op, s-cl, gd, shw, nws
WLOB-FM Portland	WLOB	Sep.	Gd, nws, disn, rel

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd,
popular—pop, standards—st, show music—shw, folk music—flk, jazz—iz, country music—
cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs,
sports—sprts, educational—educ, religious—rel, discussion—disn.

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
MARYLAND			
WANN-FM Annapolis	WANN	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws, cmtry, rdgs
WCBM-FM Baltimore	WCBM	Dup.	Cl, con, op, pop, st, shw, nws, drm, cmtry
WFMM Baltimore	None	NA	Cl, con, on s-cl, gd, st, shw, jz, flk
WITH-FM Baltimore	WITH	Sep.	Cl, con, op, s-cl, shw, jz, drm, cmtry, educ. QXR Network
WPGC-FM Morningside	WPGC	Dup.	Pop, nws
WGAY Silver Spring	WQMR	Sep.	Town & cntry
WTRR-FM Westminster	WTRR	Sep. Sunset to Midnight	Gd, sprts
MASSACHUSETTS			
WBZ-FM Boston	WBZ	Sep.	Cl, con, s-cl, gd, pop, st, shw
WCOP-FM Boston	WCOP	Dup.	Pop
WCRB-FM Boston	WCRB	Dup.	Cl, con, op, s-cl, gd, st, shw, flk, nws, cmtry
WBET-FM Brockton	WBET	Dup.	Con, s-cl, gd, pop, st, shw, nws, cmtry
WHRB-FM Cambridge	WHRB	Dup.	Cl, con, op, shw, flk, jz, nws, drm, cmtry, rdgs, sprts
WISK-FM Medford	WHIL	(Not Reported)	Not on Air Yet
MICHIGAN			
WHFB-FM Benton Harbor	WHFB	Sep. Sun. 7 a.m. to 12 Noon	Gd, pop, st, shw, nws, sprts
WTVB-FM Coldwater	WTVB	Dup.	Cl, s-cl, gd
WABX Detroit	None	NA	Cl, con, op, s-cl, gd
WJBK-FM Detroit	WJBK	Dup.	(Not Reported)
WJR-FM Detroit	WJR	Dup.	(Not Reported)
WKMH-FM Detroit	WKMH	Dup.	Gd, pop, jz, nws
WLDM Detroit	None	NA	S-cl, gd, st
WMZK Detroit	WJLB	Sep.	S-cl, gd, st
WOMC Detroit	WEXL	Sep.	Gd
WWJ-FM Detroit	WWJ	Dup.	(Not Reported)
WSWM East Lansing	None	NA	Cl, con, gd, s-cl, st, pop, op, shw, jz, nws, cmtry
WMRT Lansing	None	NA	Due on Air in August. Cl, s-cl, pop, st, shw, flk, jz
WBRB-FM Mt. Clemens	WBRB	Sep. Sunset to Midnight	Due on Air in Late Summer. Pop, st, shw, nws, cmtry
MINNESOTA			
KLIZ-FM Brainerd	KLIZ	Sep. 4:30 p.m. to 11 p.m.	Cl, con, s-cl, st, shw, jz, nws
KWFM Minneapolis	None	NA	Cl, nws, drm, cmtry, shw, jz, op, pop
WLLOL-FM Minneapolis	WLLOL	Sep. 6 a.m. to Midnight	Cl, shw, jz, rdgs
WPBC-FM Minneapolis	WPBC	Sep. Sunset to 11 p.m.	Due on Air in July. Cl, con, s-cl, gd, st, shw, nws
MISSISSIPPI			
WJDX-FM Jackson	WJDX	Sep. 6:30 a.m. to 9 a.m., 11 a.m. to 7 p.m.	S-cl, gd, nws
WNSL-FM Laurel	WNSL	Sep. 7 p.m. to 11 p.m.	Gd, pop, st
MISSOURI			
KCJC Kansas City	None	NA	S-cl, gd, st, shw, jz
KCMO-FM Kansas City	KCMO	Sep.	Cl, con, op, s-cl, gd, shw, flk, jz, nws
KXTR Kansas City	None	NA	Cl, con, s-cl, op, nws, cmtry
KSTL-FM St. Louis	KSTL	Sep.	S-cl, gd, shw, jz

(Cont'd on p. 50)



Mississippi's
fine quality
music station



WJDX fm
102.9 megacycles
Jackson, Miss.



The ultimate in
monaural and
stereophonic
broadcasts. . .
unduplicated pro-
gramming. . .all
new transmission
equipment inclu-
ding 1300-foot
antenna.



Multiplexing WJDX-fm
Musico background
music within 100-mile
radius of Jackson.

KWIX (CLICKS) IN ST. LOUIS

Bringing new life
to FM in the
Midwest at
102.5 mc

FIRST IN FM

Featuring:

- * Full sports coverage—including daily fishing, boating and hunting reports!
- * Live remotes from scenes of action!
- * Specially programmed music "once in a lifetime"!
- * KWIX-A-FLASH news!
- * The midwest's only priest deejay!
- * Socially prominent women deejays!
- * Award-winning public service programs!

KWIX the prestige spot on your
St. Louis FM dial

Ed Schafer, President
Penthouse—Hotel Ambassador

(Cont'd from p. 49)

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
KWIX St. Louis	None	NA	Gd, st, nws, cmtry
KWPM-FM West Plains	KWPM	Sep.	New Programming to Start July
NEBRASKA			
KHOL-FM Holdrege	None	NA	Cl, gd, shw
KFMQ Lincoln	None	NA	Cl, s-cl, shw, flk, jz
KQAL Omaha	KMEO	Sep.	Cl, con, op, s-cl, gd, st, shw, flk, jz, drm, cmtry, rdgs, disn
WOW-FM Omaha	WOW	Sep.	Due on air in November. Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, cmtry, disn, educ, rel
NEW JERSEY			
WJLK-FM Asbury Park	WJLK	Dup.	(Not Reported)
WRLB Long Branch	None	NA	Nbt on Air Yet. Cl, con, s-cl, gd, shw, nws
WPRB-FM Princeton	WPRB	Dup.	Cl, shw, jz
WCMC-FM Wildwood	WCMC	Sep. 8 p.m. to 1 p.m.	Cl, con, op, s-cl, shw, jz
NEW YORK			
WGFM Albany	WGY	Sep. Friday 7:30 p.m. to 10:30 p.m.	Cl, con, s-cl, shw, jz, nws
WBUF Buffalo	None	NA	Gd
WEBR-FM Buffalo	WEBR	Sep. 6:30 p.m. to Midnight	Cl, s-cl, pop, shw, jz
WGR-FM Buffalo	WGR	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws, rel
WRRE-FM Bristol Center	None	NA	Cl, con, nws, sprts, educ, QXR Network
WRRC-FM Cherry Valley	None	NA	Cl, con, nws, sprts, educ, QXR Network
WCLI-FM Corning	WCLI	Sep. 9:30 p.m. to 11 p.m., 1:30 p.m. to 2 p.m. and for sports	Cl, con, s-cl, sprts, educ
WRRD-FM DeRuyter	None	NA	Cl, con, nws, sprts, educ, QXR Network
WRRR-FM Ithaca	None	NA	Cl, con, nws, sprts, educ, QXR Network
WVBR Ithaca	None	NA	Cl, s-cl, shw, flk, jz, news, sprts
WJTN-FM Jamestown	WJTN	Sep. 10 a.m. to Midnight	Cl, con, nws, QXR Network
WABC-FM New York	WABC	Sep. 6 p.m. to Midnight	Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, drm, cmtry, rdgs
WBFM New York	None	NA	Gd, pop, st, shw
WNBC-FM New York	WNBC	Dup.	Gd, pop, st, shw, nws, cmtry
WNCN New York	None	NA	Cl, con, op, nws
WQXR-FM New York	WQXR	Dup.	Cl, nws, con, op, s-cl, shw, flk, jz
WRFM New York	WWRL	Sep.	Cl, con, op, s-cl, gd
WHDL-FM Olean	WHDL	Sep.	Cl, con
WLNA-FM Peekskill	WLNA	Sep. Am Sign-off to 2 a.m.	Cl, con, s-cl, gd, pop, st, shw, nws
WEAV-FM Plattsburgh	WEAV	Sep. for sports only	Sprts
WKIP-FM Poughkeepsie	WKIP	Dup.	Gd, pop, st, shw, jz, news, cmtry
WROC-FM Rochester	None	NA	Cl, con, s-cl, shw, nws, QXR Network
WDDS Syracuse	None	NA	Gd
WRUN-FM Utica	WRUN	Sep.	OXR Network
WRRL-FM Wethersfield	None	NA	Cl, con, op, s-cl, gd, QXR Network

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

Is Fm Station
Programmed
Separately Or
Does It
Duplicate Am?

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
NORTH CAROLINA			
WGWR-FM Asheboro	WGWR	Sep. 6 p.m. to 9 p.m.	Cl, s-cl, gd, pop, st, nws, sprts
WLOS-FM Asheville	WLOS	Dup.	Gd, pop, st, shw, nws
WBAG-FM Burlington	WBAG	Sep. 12:35 p.m. to 3 p.m., Am Sign-off to 10:30 p.m.	Gd, sprts
WSOC-FM Charlotte	WSOC	(Not Reported)	Gd, pop, st, shw, flk, jz, nws, cmtry
WYFM Charlotte	None	NA	Cl, con, op, s-cl, gd, st, flk
WMDE Greensboro	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk
WHKP-FM Hendersonville	WHKP	Sep. Sun. 6:15 a.m. to 6:30 p.m. and for sports	Cl, s-cl, gd, pop, st, shw, flk, jz, nws, rdgs, sprts
WEWO-FM Laurinburg	WEWO	Sep. Am Sign-off to 9 p.m. and Sun. 8 a.m. to 11 a.m., 2 p.m. to 3:30 p.m.	Cl, s-cl, gd, st, shw
WLOE-FM Leaksville	WLOE	Sep. 12 p.m. to 11 p.m.	Programatic
WBUY-FM Lexington	WBUY	Sep. Sunset to 9 p.m.	Pop, st, nws
WPTF-FM Raleigh	WPTF	Sep. 8:05 p.m. to 10 p.m.	Cl, con, op
WFMA Rocky Mount	WCEC	Sep. 10 a.m. to 11 p.m.	Cl, con, gd, pop, shw, nws, sprts
WSTP-FM Salisbury	WSTP	Dup.	Gd, pop, st, nws
WFMX Statesville	WSIC	Sep.	S-cl, gd, shw
WYFS Winston-Salem	None	NA	Cl, con, op
OHIO			
WFAH-FM Alliance	WFAH	Sep. Sunset to 9 p.m.	Con, s-cl, shw, sprts
WAEF Cincinnati	None	NA	Cl, s-cl, gd, shw, flk, jz, nws
WKRC-FM Cincinnati	WKRC	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws
KYW-FM Cleveland	KYW	Sep. 12 p.m. to Midnight	Cl, con, op, s-cl, jz
WDOK-FM Cleveland	WDOK	Sep. 9 a.m. to 1 p.m. 2 p.m. to 8 p.m.	Cl, con, s-cl, gd, nws
WHIO-FM Dayton	WHJO	Sep.	Cl, con, s-cl, gd, nws
WFIN-FM Findlay	WFIN	Sep. 6:30 p.m. to 10 p.m.	Cl, con, s-cl, gd, st, shw, flk, jz
WFRO-FM Fremont	WFRO	Sep. Am Sign-off to 9 p.m.	Cl, con, s-cl, gd, shw, jz, nws
WOMS Hamilton	None	NA	Cl, con, op, s-cl, gd, pop, st, shw, flk, jz, nws, cmtry
WHOK-FM Lancaster	WHOK	Sep. 6 p.m. to Midnight	Gd, sprts
WMRN-FM Marion	WMRN	Sep. for Sports Only	Cl, con, op, shw, sprts
WPFB-FM Middletown	WPFB	Sep. 6 a.m. to 10:30 p.m.	Cl, gd, pop, st, shw, jz, sprts
WMVO-FM Mt. Vernon	WMVO	Sep. After Sunset	Gd, sprts
WSOM Salem	None	NA	Gd, pop, st, shw, flk, jz, cmtry, sprts
WLEC-FM Sandusky	WLEC	Dup.	(Not Reported)
WBLY-FM Springfield	WBLY	Sep. Am Sign-off to 11 p.m.	S-cl, gd, st, shw
WMHE Toledo	None	NA	Cl, con, op, s-cl, gd, st, shw, jz, nws
WKBN-FM Youngstown	WKBN	Dup.	(Not Reported)
OKLAHOMA			
KYFM Oklahoma City	None	NA	S-cl, gd, st, shw, nws, sprts
KSPI-FM Stillwater	KSPI	Sep. After Am Sign-off	Cl, s-cl, gd, st, shw, jz, nws, sprts
KOGM Tulsa	None	NA	Cl, con, s-cl, gd, pop, shw, jz, nws

(Cont'd on p. 52)



1st
IN
QUALITY

YOUR SELL IS
WELL FRAMED

by

WBUF (FM)

100,000 Watts E.R.P.
Uninterrupted
Background Music

92.9 on your FM dial
1227 Main St., Buffalo



1st
IN
QUALITY

YOUR SELL IS
WELL FRAMED

by

WDDS-FM

100,000 Watts E.R.P.
Uninterrupted
Background Music

93.1 on your FM dial
738 Erie Blvd. East,
Syracuse

Home Builder—A builder of custom homes that sold for \$35,000 and up used a combination of KPLI (FM) Riverside, Calif., newspapers, billboards and direct mail. Though much less was spent with KPLI than with any other single medium, an actual poll of visitors to model homes showed that two out of five responded to announcements aired on the station, according to KPLI. When only a few homes remained to be sold in the development, the builder remained on KPLI after discontinuing all other advertising.

Fm Sets—More than 500 replies were received by WQXT-AM-FM Palm Beach, Fla., in a two-week effort that offered the Sarkes Tarzian fm radio for \$20 during the month of April. Over 200 of these replies resulted in new fm listeners through placement of the sets.

Moving Van—North American Van Lines, in a schedule on KUTE (FM) Glendale, Calif., pulled 12 leads on

(Cont'd on p. 54)

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
OREGON			
KBOY-FM Medford	KBOY	Sep. 12 p.m. to 2 p.m., Sunset to Midnight	Cl, con, s-cl, gd, pop, st, shw, flk, jz, nws
KEX-FM Portland	KEX	Sep. 5 p.m. to Midnight	Cl, con, s-cl
KOIN-FM Portland	KOIN	Dup.	(Not Reported)
KPOJ-FM Portland	KPOJ	Dup.	Pop, st, nws
PENNSYLVANIA			
WFMZ Allentown	None	NA	Cl
WHLM-FM Bloomsburg	WHLM	Dup.	Gd, pop, st, shw, jz, nws
WAZL-FM Hazleton	WAZL	Dup.	Cl, con, s-cl, gd, pop, st, shw, jz, nws, cmtry
WJAC-FM Johnstown	WJAC	Dup.	Gd, st, shw, jz, nws
WDAC Lancaster	None	NA	Cl, s-cl, gd, nws, rel
WLAN-FM Lancaster	WLAN	Sep.	Cl, con, op, s-cl, gd, shw, nws
WFIL-FM Philadelphia	WFIL	Sep.	Cl, con, s-cl, gd, st, shw, flk, nws
WFLN-FM Philadelphia	WFLN	Dup.	Cl
WIBG-FM Philadelphia	WIBG	Dup.	Pop, nws
WIFI Philadelphia	None	NA	Pop, st, shw, nws, cmtry, disn
WQAL Philadelphia	None	NA	Gd, s-cl, pop, st, shw, jz, cl, con
KDKA-FM Pittsburgh	KDKA	Sep. 12 p.m. to Midnight	Cl, con, op, s-cl, gd, shw, jz
WFMP Pittsburgh	WAMP	Dup. Sep.	Gd, st, shw, nws
WILY Pittsburgh	WAMO	Sunset to Midnight	Due on Air in July.
WKJF-FM Pittsburgh	None	NA	Pop, st, shw, s-cl, cl, nws
WPIT-FM Pittsburgh	WPIT	Sep.	Gd, rel
WGBI-FM Scranton	WGBI	Dup.	Gd
WTTC Towanda	None	NA	Cl, s-cl, st, jz, nws, rel
WYZZ Wilkes-Barre	None	NA	Cl, con, op, s-cl, gd, shw
RHODE ISLAND			
WPFM Providence	None	NA	Cl, con, op, s-cl, gd, shw, flk, jz, nws, drm, cmtry, rdgs
WPJB Providence	WEAN	Sep. 6 p.m. to 11 p.m.	Cl, con, op, s-cl, gd, st, shw, nws
SOUTH CAROLINA			
WDSC-FM Dillon	WDSC	Dup.	Cl, con, s-cl, gd, pop, st, shw, flk
WESC-FM Greenville	WESC	Sep. 9 a.m. to 10 p.m.	Con, s-cl, gd, shw, sprts
TENNESSEE			
WMCF Memphis	WMC	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, nws, cmtry, sprts
WFMB Nashville	None	NA	Cl, con, op, s-cl, gd, st, shw, jz, cmtry
WSIX-FM Nashville	WSIX	Sep.	Gd, shw
TEXAS			
KHFI Austin	None	NA	Cl, con, op, s-cl, gd, st, shw, flk, jz, drm, rdgs, nws
KMFM Corpus Christi	None	NA	Cl, con, op, s-cl, gd, st, shw
WFAA-FM Dallas	WFAA	{Not Reported}	Due on Air Late Fall
WRR-FM Dallas	WRR	Sep. 3 p.m. to Midnight	Cl
KSPL-FM DiBoll	KSPL	Sep.	Con, s-cl, gd, st, shw, jz, nws

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

**OVER 7 YEARS
OF NATIONAL
AND LOCAL
ADVERTISER
APPROVAL . . .
WFMB
NASHVILLE, TENN.
(32% FM Set Penetration!)**

Oldest independent, regularly-programmed FM station in the South.

For rates & additional information, Call ALpine 5-5526

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
KHMS El Paso	None	NA	Con, cl, s-cl, gd, st, shw
KFJZ-FM Ft. Worth	KFJZ	Sep.	S-cl, gd, pop, st, shw, nws
KGAF-FM Gainesville	KGAF	Sep. 7 p.m. to 10 p.m.	Con, gd, pop, st, shw, jz
KELT Harlingen	KGBT	Sep.	Cl, gd, shw, jz, rel
KFMK Houston	None	NA	Pop
KHGM Houston	None	NA	Con, s-cl, gd, shw, nws
KRBE Houston	None	NA	Cl, con, op, s-cl, drm
KTRH-FM Houston	KTRH	Sep.	Cl, con, op, s-cl, gd, st, shw, nws
KFMP Port Arthur	None	NA	Cl, con, op, s-cl, gd, pop, shw, jz, nws
KEEZ San Antonio	None	NA	Con, gd, pop, shw
KITY San Antonio	KONO	Sep.	Cl, con, op, s-cl, gd, pop, st, shw, jz, nws, cmtry
KCMC-FM Texarkana	KCMC	Sep. 3 p.m. to 3:30 p.m. 10 p.m. to Midnight	S-cl, gd, pop, st, flk, jz, nws, cmtry, rel
KEFC Waco	None	NA	Cl, s-cl, gd, shw, nws
UTAH			
KLUB-FM Salt Lake City	KLUB	Sep.	Due on Air October. Cl, con, op, s-cl, shw, jz
VIRGINIA			
WCCV Charlottesville	WCHV	Sep.	Cl, con, op, s-cl, shw, jz, cmtry
WFVA-FM Fredericksburg	WFVA	Sep. for Sports Only	Cl, con, op, s-cl, gd, pop, st, shw, flk, jz, nws, cmtry, sprts
WMNA-FM Gettysburg	WMNA	Sep. Sunset to 10:15 p.m.	Gd, pop, st, shw, jz, nws, sprts
WSVA-FM Harrisonburg	WSVA	Dup.	(Not Reported)
WGH-FM Norfolk	WGH	Sep. 7 a.m. to 1 a.m.	Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, drm, cmtry, rdgs
WRVC Norfolk	None	NA	Cl, con, op, s-cl, gd, st, shw, flk, jz, nws, drm
WRNL-FM Richmond	WRNL	Sep. 2:30 p.m. to 5 p.m.	Gd, st, shw, nws
WDBJ-FM Roanoke	WDBJ	Dup.	Cl, con, op, s-cl, gd, pop, st, shw, flk, jz, nws, drm, cmtry, rdgs, educ, disn, rel
WSLS-FM Roanoke	WSLS	Sep. 9 a.m. to Midnight	Cl, con, op, s-cl, gd, st, shw, flk, nws
WAFC-FM Staunton	WAFC	Sep.	Cl, con, op, s-cl, gd, st, shw, jz, nws, drm, cmtry, rel
WRFL Winchester	WINC	Dup.	Sprts
WASHINGTON			
KGMJ Seattle	None	NA	Cl, jz, flk, cmtry
KING-FM Seattle	KING	Sep. 6 p.m. to Midnight	Cl, op, s-cl, shw, flk, jz
KIRO-FM Seattle	KIRO	Dup.	Gd, pop, st, shw, nws, drm, cmtry
KISW Seattle	None	NA	Cl, con, op, flk, drm
KLSN Seattle	None	NA	Flk, shw, jz, con, st, op, cl
KMCS Seattle	None	NA	St, shw, flk
KHQ-FM Spokane	KHQ	Dup.	(Not Reported)
KTNT-FM Tacoma	KTNT	Sep. 8 p.m. to 10 p.m.	Gd, pop, shw, jz, nws
KTWR Tacoma	None	NA	Cl, s-cl, drm, cmtry, rel
WEST VIRGINIA			
WKAZ-FM Charleston	WKAZ	Dup.	Gd, pop, st, nws, cmtry
WAJR-FM Morgantown	WAJR	Sep. 4 p.m. to 8 p.m.	Cl, s-cl
WWVA-FM Wheeling	WWVA	Dup.	(Not Reported)

(Cont'd on p. 54)

FM RADIO'S ACKNOWLEDGED LEADER IN AMERICA'S 6TH LARGEST CITY

Good Music Broadcasters, Inc. — Western FM Broadcasting

Represented by



IRIDIUM

HOUSTON

families moving a distance of 50 miles or more from Los Angeles, reports the station. These leads cost the sponsor \$250, or about \$6 each. The station comments, "If the moving van closed only one deal, it got its money back."

Public Utility—The San Diego Gas & Electric Co. spent a considerable amount of time and research to determine the best means of reaching the influentials with its institutional messages. The company decided to devote a healthy portion of its promotion funds on KFSD-FM San Diego, using two hours of concert music per night, seven nights per week on a year's contract, declares the station. The results were immediate, according to KFSD-FM, in the form of congratulatory phone calls to the sponsor from listeners.

Real Estate—Albert A. White, owner of Whitehills Estates, an exclusive sub-division in the Lansing-East Lansing area, has been a steady advertiser on WSWM (FM) East Lansing, Mich., since the first month the station began operations a year ago. The real estate owner has been making use of segment time purchases and a regular spot campaign. Mr. White has attributed the sale of several \$15,000 lots to his fm advertising campaign, states WSWM.

Investment Securities—The Cincinnati offices of Gallagher-Roach & Co., Columbus, O., turned to fm as a sales tool reluctantly at first. The decision to use WAEF (FM) was based more on the personal listening habits of John P. Roach and the fact that he liked the quality of the sound. Mr. Roach had this to say to the station last February after four months of fm use: "The results have been most gratifying. Not only are we receiving more inquiries than our Columbus office, but I have had people tell me they caught our market reports on WAEF. . . . In fact, one of our recent large orders came from an individual (new account) who said that he admired your music so much he 'just felt disposed to pay more attention to the advertisers.' It appears at this time that our 6:05 p.m. market reports will be a

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WISCONSIN			
WIAL Eau Claire	WEAQ	Dup.	(Not Reported) Cl, s-cl, gd, pop, st, shw, nws, sprts
WFAW Ft. Atkinson	None	NA	
	(Am Application Pending)		
WISM-FM Madison	WISM	Dup.	Pop, st
WMFM Madison	None	NA	Cl, gd, st, flk, jz
WRUB Madison	None	NA	Cl, rel
WEKZ-FM Monroe	WEKZ	Sep. 7 p.m. to 10 p.m.	Cl, gd, shw, sprts
WRJN-FM Racine	WRJN	Dup.	Con, s-cl, gd, pop, st, shw, flk, nws
WTTN-FM Watertown	WTTN	Sep. After 6 p.m.	Due on Air Sept. S-cl, gd, st
WLIN Wausau	WSAU	Sep. Sun. Sign-on to Sign-off	Gd, shw, nws
WFHR-FM Wisconsin Rapids	WFHR	Sep. for Sports Only	Cl, s-cl, gd, pop, st, shw, flk, nws, sprts
PUERTO RICO			
WKAQ-FM San Juan	WKAQ	Dup.	(Not Reported) Cl, con, s-cl, gd, pop, st, shw, flk, nws
WPRM San Juan	None	NA	

Key—Classical—cl, concert—con, opera—op, semi-classical—s-cl, good music—gd, popular—pop, standards—st, show music—shw, folk music—flk, jazz—jz, country music—cntry, western music—west, news—nws, drama—drm, commentary—cmtry, readings—rdgs, sports—sprts, educational—educ, religious—rel, discussion—disn.

nightly feature on your station for a long time to come. . . . Your fm station has been the most consistent and productive of any medium we have used."

Tours—With 80 one-minute announcements last May, WFMZ (FM) Allentown, Pa., sold out all 20 available reservations for the Pablo Casals Festival Tour to Puerto Rico.

Stationery—A local stationer spent \$15 on a brief campaign over WPRB (FM) Princeton, N. J. He sold over \$500 worth of merchandise which, according to the station, he attributed directly to fm. . . .

Addenda

For stations whose questionnaires were not returned, U. S. RADIO will run an addenda to the *Fm Station Key* in a forthcoming issue.

Stations are requested to send in the following information: Call letters of fm station and city location; if there is an am affiliate, give call letters; explain if fm station is programmed separately or if it duplicates am, and describe your fm programming in concise terms.

JAMPRO ANTENNA COMPANY

7500 14TH AVENUE • BUILDING 9
SACRAMENTO • CALIFORNIA

4-, 6-, 8-BAY

FM ANTENNAS

IMMEDIATE DELIVERY

JAMPRO ANTENNAS . . . Designed and Built
to Do a Perfect Job!
For FM and Multiplexing

FM Quality Music Stations

The New Dimension In Radio In Major Markets

These are your Quality Music FM Stations

- ... Delivering the largest single Quality market in America
- ... The Fine Music audience, most influential, most efficient and most 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 averages 3 hours per day, 4 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.

Chicago	WFME
Los Angeles	KCBH
Philadelphia	WIFI
Boston	WXHR
New York	WRFM
San Francisco	KDFC
Detroit	WLDM
Cleveland	WNOB
Pittsburgh	WKJF
Houston	KFMK
Seattle	KLSN
Kansas City	KXTR
St. Louis	KCFM
Buffalo	WEBR-FM
Cincinnati	WAEF-FM
Tampa-St. Petersburg	WTCX
Indianapolis	WFBM-FM
Minneapolis	KWFM
Birmingham	WSFM
Louisville	WLVL
Baltimore	WFMM
Oklahoma City	KYFM
Lansing	WSWM
Omaha	KQAL
Sacramento	KJML

National Representative — WALKER-RAWALT COMPANY, INC.

New York
147 Madison Ave.
New York 17
Murray Hill 3-5830

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

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

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

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

RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

For further information about the BTF-5B and other transmitters, call your RCA Representative. Or write to RCA, Dept. J-337, Building 15-1, Camden, N. J.

IN CANADA:

RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator



Trmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

radio research



Kinco Radio Monitors Keep Track of Competition

One way to learn what your competition is doing is to find out how they are advertising. What new claims are they making for their product? How has their copy approach changed?

Clients of Kinco Recordings, Elmhurst, N.Y., a division of Thunderbird Enterprises, Inc., can now keep up-to-date on their competitors' radio commercials through the firm's month-old national radio monitoring service.

"There is no reason why any firm should not know exactly what its competition is up to," says Helmut Schaefer, 30-year-old president of Kinco. "With competition as great as it is today, companies cannot afford not to know exactly what is happening in their field. And with the availability of monitoring services, this is a practical and efficient undertaking.

On National Basis

"We are now equipped to offer a monitoring system on a national basis. Working through about 125 local firms, we expect to cover 200 areas across the country with the radio service. This will include monthly coverage of competitive accounts on a continuing basis throughout the year."

Mr. Schaefer points out that the sound service is actually an extension of Kinco's television monitoring system. It came from a recognition of the need for national radio coverage on the same basis as that available for video. "Millions of dollars are invested in the sound medium every year. The medium is certainly big enough, and of enough import to advertisers, to require monitoring on a national basis."

As an example of what Kinco is doing, Mr. Schaefer cites a comprehensive cross-country check of tea

spots now underway. "Our client is one of the large tea companies. Through outlets across the country, we are able to monitor all the national competitors of the tea firm, in addition to some regional tea brands.

"Our agents tape the commercials, which are then gathered and sent to our clients and their agencies. Any time a competitor makes a change in his copy line the client will immediately be aware of it.

One of the uses to which such information can be put, he says, "is to test copy. In that case, the tapes would go to the research department of the agency which would then determine what claims the competitive brands are making. By running tests on a sample group of consumers, using both the company's and its competitor's claims, it can be determined which claims are most effective."

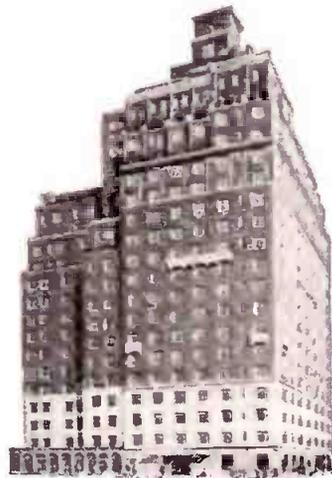
The Kinco company has now been in operation for almost three years. There are three types of products that seem to make the most extensive use of monitoring services, according to Mr. Schaefer. Drug and food companies are the most interested in monitoring, with the automobile industry third on the list. They are all products dominated by national giants.

"Monitoring, however, is not restricted to large firms," says Mr. Schaefer. "Small firms, too, can keep abreast of developments in their competitors' advertising. When a small company is just getting its product underway, it can learn how anyone else selling the same kind of product handles the advertising. And since that one product is probably more important to the small company than any one product is to the giant corporations, the small firm has certainly as much reason to be aware of what is happening among competing brands." • • •

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!

One of New York's
most desirable locations

MADISON AVENUE
AT 52nd STREET



A Bigger and Better

Berkshire
HOTEL

Just steps from anywhere...
now with 500 individually decorated
rooms and suites — and
completely air conditioned.



The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining
deliberately and well...
open every day of the week
for luncheon, cocktails,
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



focus on radio



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



MILESTONE FOR KEYSTONE Broadcasting System is marked by signing of KSEO Durant, Okla., as 1,100th affiliated radio station. (L. to r.) Sydney Wolf, president of Keystone; Edwin Peterson, senior v.p. and Charlotte Tucker, director of station relations, welcome Lewis Coleman, general manager of the new station, to the radio network.



REFRESHING PAUSE in the Norfolk foreign car show is taken by Miss Virginia (Sue Williams of Richmond). She wears 790 bull's eye of WTAR Norfolk, Va., designed as companion to the CBS network Television Eye.



MARBLE-SHOOTING HOUSEWIVES assemble on field for tournament sponsored by KONO San Antonio. Shooting for almost \$2,500 in prizes, the women showed up for action in blue jeans and pedal

pushers. The youngest among the contestants was 16 years old—the oldest, 72. The event, which was attended by the station's entire deejay staff and a crowd of 2,500, featured drinks and donkey rides.



DESERVED RECOGNITION is presented to Harold Hough (r.), director of radio and tv for WBAP Fort Worth in the form of a "Betty" award, given by the Association of Broadcast Executives in Texas. Dan Hayslett of KIXL Dallas (l.) and Mike Shapiro of WFAA-TV Dallas, present the citation for outstanding service to broadcasting industry.



STOPPED FOR OBEYING the law, Robert C. Pipe, Sr. (l.) receives clock-radio from Thomas Y. Gorman, v.p. and gen. mgr. of WEEI Boston. Car Mr. Pipe was driving was stopped because he "yielded the right of way to pedestrians." Safe driving promotion is cooperative project of the station and the city's Registry of Motor Vehicles.



TEACHER OF THE YEAR, Mildred Snow, blind educator, shows braille transcribing machine to Cecil J. Heftel, owner of KIMN Denver which sponsors the award. Marty Haines (r.), is student who nominated Miss Snow for her dedication as counselor to blind students.



COAST-TO-COAST walker, Dr. Barbara Moore receives transistor radio to accompany her from KMBC Kansas City, Mo., as she arrives at Lawrence, Kans. Sales representative Tom Howard was part of team that escorted the vegetarian doctor for 35 miles by mobile escort. Dr. Moore is using walk to promote her meatless diet.



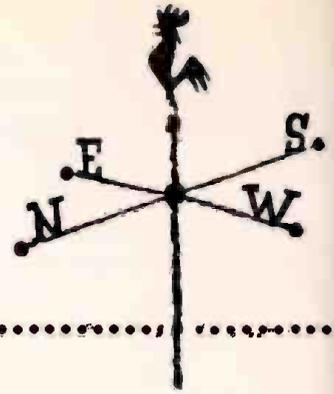
INAUGURATION OF HELICOPTER traffic report service is attended by (l. to r.) Arthur Montgomery Jr., president, Atlanta Coca-Cola Bottling Co.; Marcus Bartlett, mgr., WSB-TV Atlanta and Elmo Ellis, program mgr., WSB Atlanta. The service is being sponsored by WSB, Atlanta Coca-Cola and Atlanta Police Dept.

SPILLING OVER onto desk and floor are some of 11,000 requests for cookies that came in response to Virginia Milk Producers Federation offer. Richmond group offered free cookies for two milk tops on 22 radio stations. Milk producers expected about 3,500 listener requests.



hometown USA

- Commercial Clinic
- Station Log
- BPA Memo
(Local Promotion)
- Radio Registers



Stations Can Get Together

- 1. Quality Radio Group is revitalized with intentions of exchanging ideas among members on programming, promotion, sales**
- 2. 13 competitive San Francisco radio stations join hands to promote their market and the medium in six major ad centers**

 New York played host last month to two radio organizations of different purpose, yet with one unifying theme—the ability of radio stations to get together and promote their mutual interests.

The first meeting early in the month was a two-day seminar of the revived Quality Radio Group. It dealt with the exchange of programming, promotion and public relations ideas among stations in widely scattered major markets.

About two weeks later, the San Francisco Radio Association came to Gotham, not to hammer each other over the heads with tools of declamation, but to present collectively the radio market story of the Bay Area.

The Quality Radio Group, which was on the shell for a few years, has come back to life. Originally formed in 1951, the purpose of the association is that of “promoting quality radio programming, promotion and advertising.”

The organization consists of 19 radio stations, most of which are 50 kw operations.

At its two-day seminar, presided over by Ward Quaal, vice president and general manager, WGN Chicago, and president of Quality, the stations listened to tapes of each other's programming and exchanged ideas on the subject. They also heard and listened to major points on the value and methods of sound promotion and public relations.

The principal guest speaker during the first day was Kevin Sweeney, president of Radio Advertising Bureau.

In an updating of a survey that was taken two years ago, Mr. Sweeney stated that seven out of 10 people would turn to radio to learn what was happening if war should break out.

Mr. Sweeney was also extremely enthusiastic about the early sales at the Higbee Department Store, Cleveland. The store is in the midst of the “\$61,000 Challenge” in cooperation with RAB, testing the pulling power of a carefully-planned radio drive for department stores.

Although the department store has been a newspaper user for “90 to

100 years," he stated that "less than nine months of radio have produced sales results similar to, if not better than, newspapers."

The final report, which will be ready in about four months, will show, Mr. Sweeney declared, that "the spoken word produces results equal with the standard of all advertising media."

Len Matthews, vice president and marketing services director, Leo Burnett Co., Chicago, was the principal guest speaker on Quality seminar's second day. From an agency man's point of view, he said that radio's image is a mixed one. "We know radio is healthy," he stated, "with 40 radio sets sold every minute." At the same time, he added, there are these "disturbing factors": Similarity in sound, use of radio by tonnage and rate cutting.

He said radio should stop being sold as a "supplementary medium"—like an outdoor medium with sound. Mr. Matthews stated that he believes radio should be sold as a "major medium."

Mr. Matthews listed three techniques to be used in selling radio: Keep agencies posted on quality programming and community service ("These are becoming increasing considerations."); greater use of qualitative studies covering the radio audience, and sell within the framework of a client's marketing strategy ("Come in with a specific marketing plan to meet marketing needs. ").

The next meeting of Quality Radio Group is scheduled to be held October 11 and 12 in New York. It will cover sales and promotion.

Bay Area Market

The welcomed—if unusual—sight of 13 competitive stations banding together to sell their market took place in six major ad centers last month (New York, Detroit, Minneapolis, Chicago, St. Louis and Los Angeles).

The newly-formed San Francisco Radio Association, in a presentation called "Radio Market With a Golden Gait," stated that its area is number two west of the Mississippi and number six in the nation.

The current population of the Bay Area is 3,752,000, according to the SFRA, which anticipates that the market will soon be number five in



MEMBERS OF THE BOARD of San Francisco Radio Association confer before new presentation to agency executives in New York. L. to r.: Bill Shaw, v.p. & gen. mgr., KSFO; Milt Klein, gen. mgr., KEWB; Bill Nichols, gen. mgr., KFRC; Homer Odom, v.p. & gen. mgr., KABL, and Maurie Webster, v.p. & gen. mgr., KCBS.

the country. By 1970, the association believes that area population will be 4,500,000.

"It is a picture of interurbia in action, the city populations have increased only slightly—the area total, 70 percent."

SFRA declared, "The half-million workers figure in 1940 has actually doubled, while the national labor force has increased only 40 percent.

San Francisco also has its highest population concentration in the younger buying groups—48.8 percent between the ages of 20 and 49.

The people in the Bay Area spent \$4,818,309,000 in 1958, according to the SFRA. These expenditures were up one-third over 1950.

The growing number of plants and industrial investment was also pointed out in the presentation. In 1958, there were 908 new plants

costing \$220 million, compared with 596 plants costing \$98 million in 1947.

In radio, there are 1,121,200 homes (plus 1,500,000 radio-equipped automobiles), according to SFRA. In 10 years, auto registration has jumped 85 percent.

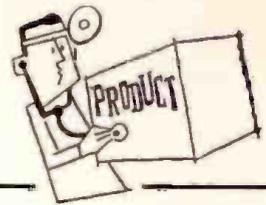
In a study last summer, Pulse found that during an average quarter-hour, 24 percent of the total available Bay Area audience had its radio on. In addition, the SFRA declared that San Francisco radio combined talks to 89.7 percent of all homes in a week's time—"selling these families 17 hours a week, occupying better than 10 percent of their time."

Members of the association are KSAN, KEWB, KFRC, KABL, KSFO, KCBS, KDIA, KFAX, KGO, KNBC, KOBY, KRE, KYA. • • •



SOME OF THE PARTICIPANTS IN the Program and Promotion Clinic given by the Quality Radio Group, are l. to r.: Ken Chernin, WFIL Philadelphia; Charles A. Wilson, WGN Chicago; Len Matthews, Leo Burnett Co.; Gustav Brandborg, KVOO Tulsa, Okla.; Ward L. Quaal, WGN Chicago, and Stanton Kettler, Storer.

commercial clinic



Carlsberg Uses Different Approach In Its Beer Announcements

When the Wexton Company, New York, was awarded the Carlsberg Beer account, there were a number of factors which made it important for the agency to develop an advertising approach unlike that used by competing beers. These included the fact that Carlsberg is a Danish import, and it has been estimated that all imports account for less than one percent of all the beer sold in this country. Agency research also showed that the consumption of beer in general had taken a dip, indicating increasing competition from other beverages.

The effectiveness of the approach that was finally developed is indicated by the fact that there was a 78 percent increase in sales, and that this figure is expected to be equalled or surpassed this year.

Working closely with Leif Wiium, president of the Carlsberg Agency of New York, Martin Solow, executive vice president of Wexton, and the Carlsberg account executive, put into practice some of his theories about the copy approach to be used in selling beer. It is Mr. Solow's contention that "... too many beers are sold as soft drinks—and beer is not a soft drink. Actually, a good beer is much more akin to a good wine. We believe that if we can develop the aura of a wine about Carlsberg Beer, we can create a much more constant market for the beer.

Create Larger Market

"Despite the fact that gourmets will drink beer with the finest meals," Mr. Solow continues, "there is still a fashionable form of snobbery which persists in looking down upon the practice of drinking this beverage while eating a fine meal. If we can make beer drinking more

than a picnic item or something to sip while bowling, we can create a much larger market for Carlsberg."

On the basis of this thinking the "quaffmanship" theme was developed, stressing the joy of drinking beer. The copy approach avoided the stock phrases about how light and dry the beer was. Instead, an institutional approach was used, with the copy going into detail about the history of beer, ancient customs and material of a similar nature.

"The original quaffmanship campaign was restricted to print media," Mr. Solow explains. "In order to pinpoint our local market efforts, however, we have also started using a combination of am and fm stations. The copy used in the 60-second spots follows the basic theme of the entire campaign."

Mood of Copy

The mood of the copy in the radio commercials is generally "light and dry," discussing interesting and unfamiliar facts about beer. These include such items as beer once being used as legal tender, a sacrificial offering, a shampoo as well as a thirst quencher. In a more humorous vein, one of the spots informs the listener that, "Carlsberg Beer should be stored in a cool, dark place. If you own a good old dank castle the possibilities are unlimited. If you've sold your castle, just use the bottom shelf of your refrigerator."

Here is a one-minute spot:

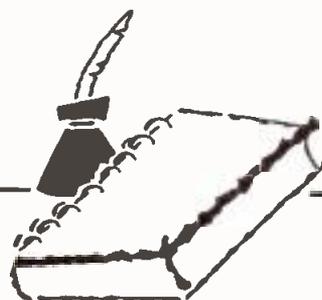
Here is another lesson in Quaffmanship—the art of quaffing the finest of beers—Carlsberg, the glorious beer of Copenhagen. Was beer good or not in the 16th and

17th Centuries? It was easy to find out. You simply called in the Ale-Conner or Ale-Taster. He ordered beer, poured some on a wooden bench and sat down in the middle of the puddle for a half hour before trying to rise. If the beer was impure, and had an excess of sugar, his leather breeches would stick fast to the bench. If it was pure, he would rise easily and proclaim it a noble brew. At the great Carlsberg Breweries in Copenhagen, the process is much simpler. Carlsberg Beer is purified through a modern filtering system, bottled and pasteurized to assure a perfect product. Quaff Carlsberg Beer and you experience one of the profound joys of good living. Ask for Carlsberg Beer—in the jewel green bottle with the gold label—at good restaurants, hotels and fine stores.

In keeping with the quality approach taken throughout the campaign, the radio spots have been placed on programs featuring classical and light classical music. The commercials themselves are delivered live either by the local announcer or the host of the show.

In commenting on the "quaffmanship" campaign, Mr. Wiium says that since it went into operation "... literally hundreds of letters were received from consumers praising the informative, entertaining and literate quality of the advertising. It is the brewery's opinion that a continuation of the campaign will go a long way towards firmly establishing the name of Carlsberg Beer in the American market." • • •

station log



► **News:**

Radio stations showed how they could cooperate in the cause of civil defense during the recent Conelrad test. Reports in from two areas of the country indicate that the citizenry will be able to rely on radio for communications in case of attack.

In the New York area, the effort was coordinated by John Clayton of WHLI Hempstead, L.I. Stations served as educator of the public in informing listeners about the test with spot announcements before it took place. They also requested, through announcements and newspaper boxes, that reports on the quality of the reception be sent to Conelrad headquarters.

Over 1,300 responses were received from the metropolitan area. Most reported good reception. Since listeners were asked to note the location of their receivers, the Conelrad committee was able to pinpoint the areas in which reception was spotty or weak.

Radio stations in Colorado Springs joined together to present a series of dramatized broadcasts of what listeners might hear in case of attack. All stations involved began receiving a series of three five-minute programs an hour from KRDO immediately after the test. Helping to write and produce the programs were staff members of KVOR, KYSN, KPIK, KSSS and KFMH, all of Colorado Springs, Colo., and KCMS Manitou Springs, Colo.

Testimony to the power of radio comes from WEBB Baltimore, where the Madison dance craze spread. When deejay Eddie Morrison started calling the steps over the air, he found himself swamped with requests for more. Most recently he was featured on a Columbia LP release of Madison tunes.

► **Programming:**

The Philadelphia Orchestra has com-

pleted the taping of 13 full length concerts for use by radio stations throughout the country. To be sold on an exclusive basis in each city, the tapes are available in two-track stereo and half-track monaural.

Each program is a full two-hour concert. The complete package includes a program introduction by announcer Frank Carter of WFLN Philadelphia, and intermission interviews with soloists. Time has also been allotted for local announcements, commercials and station breaks. Cost is based on a station's one-time national rate for one hour.

Among the guest soloists in the initial 13 programs are pianists Gyorgy Sandor and Rudolf Serkin. Conductor Eugene Ormandy performs in eight of the concerts, while guest conductors include Leopold Stokowski and Pierre Monteux.

► **Public Service:**

After a hotly contested primary contest involving dozens of candidates

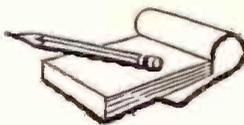
Miami, Fla., was virtually inundated with political posters and signs. On the theory that tourists are impressed with a clean city—and tourism is the number one industry in the city—WQAM Miami began a drive to remove the posters from the local scene.

For almost a week, the station broadcast spot announcements every half-hour, requesting listeners to bring posters to a designated location. They were told that five cents would be offered for the first 50 posters brought in, and one cent for any additional posters. A limit was set to each person's quota.

The station reports that thousands of Miamians turned out at the designated time and place with carloads and truckloads of political advertisements, which were then burned in a huge bonfire. The city's Mayor ignited the first pile that helped remove all signs of the election campaign of the previous week. • • •



NEW MEMBERS OF the board of the Southern California Broadcasters association for 1960-61 are (l. to r., seated) Ernest L. Spencer, KWIZ Santa Ana, treasurer; Calvin J. Smith, KFAC Los Angeles, chairman; Charles Hamilton, KFI Los Angeles, vice-chairman; Herbert Comstock, KAVL Lancaster, secretary. (L. to r., standing): Norman Boggs, KHJ Los Angeles; Lloyd Sigmon, KMPC Los Angeles; William Beaton, KWKW Pasadena; Robert M. Light, president of SCBA. Not pictured are Cliff Gill, KEZY Anaheim; Howard Gray, KGIL Pacoima; Jim Ranger, KCOY Santa Maria, Norman Keats, KFXM San Bernardino. All are station managers.



Listeners Write to Tell How Music Affects Their Mood

Successful promotions don't necessarily vary in direct proportion to the size of the prizes. With a wine table valued at \$37.50 as a prize and two 60-second spots daily on one program for one week, WRVA Richmond reports it drew hundreds of replies to its Musical Mood contest.

The contest was sponsored by the Biggs Furniture Co., a regular advertiser on *The Carl Stutz Show*, a daily program of classical and semi-classical music. The company wanted information on the listening audience reached by the show and decided that a contest was the best and quickest way to get this data.

Listeners were asked to listen to a record and write in how the music affected their mood. Contest copy was casual, while rules were kept to a minimum—no word limit, no qualifier, no precise judging standards. Emphasis was less on the prize than on asking listeners to send in their mood reactions to the music as a personal favor to the announcer.

Hundreds of listeners replied, says the station. Letters came in from all over Virginia, as well as from seven other states. Not only were the replies numerous, many of them were poetic. Among the letters that came in were quotations from famous poets and original works, from four-line verses to full-page epics.

Music and Prizes Help Promote Birthday Jubilee

In commemoration of its 35th birthday anniversary, WCSH* Portland, Me., went back to 1925 for inspiration. Among the observances planned for July 13, the day the station first went on the air, is an hour-long program featuring musical standards of the earlier era. The station's tv affiliate will offer a tribute by dedicating a half-hour program to informal chats with radio personnel of the past and present, including the radio station's first announcer.

The station is using the number

35 in its contest, too. More than 20,000 plastic capsules are being distributed throughout the city. Each capsule contains a slip with a promotion message and a number from 1 to 35. Prizes, which total \$3,000 in cash and an automobile, will be given for full sets of number, 1-35, and for combinations totaling 35.

Floating Treasure Hunt Delights Boaters and Bathers

Exploiting the nautical advantages of Biscayne Bay and the Atlantic Ocean, WCKR Miami took to the waves with a treasure hunt. The station dropped 50 "Boaters' Bottles" into the waters surrounding the coast. Some of the bottles contained certificates that could be redeemed for prizes.

The station dropped the bottles from a helicopter on a Friday afternoon, so that the bottles would float into local boating and swimming areas by the following day. Those retrieving bottles containing certificates could redeem them at the station's studios.

Radio Cook-Off Contest Brings Out the Barbecuers

The dash to the barbecue pits that accompanies the arrival of summer leads many a hearty hot-dog eater to designate one particular chef as his favorite barbecue artist. In honor of the charcoal chefs, KXOK* St. Louis is conducting an eight-week cook-off contest. Listeners are asked to mail in the name and address of their favorite barbecuer. Prizes will be awarded to the chef chosen by the station each week. At the end of the eight-week period, three of the entries will be asked to compete in a barbecue cook-off, with top prize for the winner a high fidelity record player.

The station aired a total of 740 one-minute spots to promote the contest. It used this figure as the basis for a pre-sell campaign to promote the event to buyers, merchandisers and brokers. This promotion, too, took the form of a contest. Two radios and a set of record albums were

the prizes awarded for the three best guesses by the trade on the number of spots used each week for promotion. Telegrams and Chinese fortune cookies were also used to bring the campaign to the attention of the trade.

Albany Airwaves Close An Egg Sale 300 Miles Away

Selling power carried over the airwaves for 300 miles from WTRY Albany to Philadelphia for Abe Roberts, brother of the station's morning deejay. A student at Drexel University, Abe Roberts helps defray his college expenses by selling eggs and poultry part-time.

One announcement on the Albany station at 6:30 a.m. one morning led to a sale 20 minutes later in Philadelphia. Local listeners who had relatives in Philadelphia were urged to write or call them, giving the salesman's phone number. At 6:50 a.m., the first sale was made as a direct result of the one-time spot.

Shoparama Dance Promotion Courts the "Over 30's"

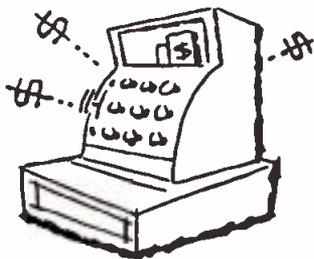
Aiming for the group that does most of the family shopping, WRCV* Philadelphia and the Levittown (Pa.) Businessmen's Association staged a dance beamed to listeners over 30. The event took place at the Levittown Shoparama, and featured dance music with the accent on old standards.

The dance promotion was scheduled from 9 p.m. to midnight, with shoppers invited to join in the entertainment, which was emceed by deejays from the station staff. The program for the night included a musical quiz with Shoparama gift certificates as prizes, and an exhibition of various South American dances by a professional dance team.

Stated one woman participant, "I was courted with dates to dance to the live strains of Miller and Dorsey. Tonight is really the first time I've had a chance to relive those musical courtship days" • • •

*Denotes stations who are members of BPA [Broadcasters' Promotion Association]

radio registers



APPLIANCE DEALER

Herman Moore's Drive-In Appliance Co. undertook a one-week package promotion to introduce its "Gold Bond" stamps. It bought 40 spots over WRBL Columbus Ga., during a four-day period. The 30-second announcements were aired at the rate of 10 a day, offering two appliances and a package of 5,000 premium stamps at a package price. The station reports that the Frigidaire appliance and television dealer sold 12 big-ticket items at an average cost of \$200 each, for a total of \$2,400 direct sales during the promotion.

IMPORT CAR DEALER

To increase sales of its Fiats, Lancias and Alfa Romeos, Pasadena Auto Imports, a division of Willard Karl Motors, signed a 52-week contract over KCBH (FM) Beverly Hills, Calif. The schedule included sponsorship of a half-hour and a one-hour program at \$85 a week. As an indication of the effectiveness of the campaign, the station reports that the dealer was able to sell a \$7,000 Lancia to a customer residing in Vista, Calif., nearly 100 miles from the showroom—considerably beyond the dealer's normal trading area.

APPLIANCE DEALER

Hockaday Appliance store sponsored a country music marathon over KCRC Enid, Okla., to promote sales of its RCA Whirlpool appliances. Broadcast live from the store, the show featured country and western music. The marathon lasted for 26 hours. According to the station, Hockaday's called the promotion a "tremendous success," selling over \$8,000 worth of merchandise during the period of the broadcast.

HAND LOTION

As a regular sponsor of the Allan Dale Show over WOAI San Antonio, Pacquin's Anti-Detergent Hand Cream was the first product to be used in the program's sampler service. For a period of 45 days, the host of the housewives' program requested listeners who wanted to try the lotion to drop him a postcard. Names were selected daily to receive a Pacquin's sample. The hand cream received 93 mentions during the period, while a total of 2,053 cards and letters were received and 240 samples sent to listeners, says the station.



NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

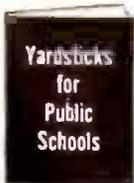
Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.



A SILVER SPOON IS NOT ENOUGH

She may be born with "advantages" and raised with love—but there still can be plenty lacking. That is, if the school she goes to isn't good enough. Crowded classrooms, unqualified teachers, outdated equipment, inadequate curriculum—any one of these can shortchange your child's education and her future. Look into the quality of the schools she'll attend—work through your local committees or your School Board for their improvement. Doesn't she deserve the best?

FREE BOOKLET! Measure the quality of education offered in your child's school. Find out how it compares with the best in the country...how you can make it better. For your copy—and free guidance on many school problems—write: Better Schools, 9 East 40th Street, New York 16, New York.



RAB Executives Have Speech—Will Travel to Help Sell Radio

Do you know a national advertiser who needs a speaker on advertising? RAB has just the man.

RAB annually supplies orators on request for national advertiser conventions and major company sales meetings of every description. Recently, to spread the radio gospel still further it issued a bulletin on its speaker service to many of the nation's leading corporations and trade associations.

RAB's bulletin stated: "Every year about 60 different trade associations and corporations call RAB to provide a speaker or a presentation for their national convention or annual sales meetings of distributors and salesmen.

"Organizations as different in purpose as associations of travel agents, of motel operators, of food processors and of appliance manufacturers write, telephone or wire RAB for a speaker on advertising, marketing and radio.

"If you wish to use this service," the bulletin continued, "call RAB."

By the end of the year, the bureau expects to have supplied speakers—who are in every case RAB executives—for more than 100 key business functions.

Sinclair Refining Co., Pet Food Institute, Monroe Auto Equipment, Interstate Finance Co. and Youthcraft Creations, Inc. represent a cross-section of firms who have already asked for and received an RAB speaker this year.

The RAB speakers come ready to talk for "10 minutes or several hours," depending on the requirements of the meeting. The subject

matter of the speech is always geared to the marketing and advertising problems of the group addressed and the ways radio can be utilized in their solution, RAB points out.

RAB speakers are frequently called in by national and regional advertisers for still another purpose. In many cases, advertisers who have recently bought extensive radio campaigns will ask the bureau to supply speakers for key sales meetings. There, they may be used to excite and enthrall brokers or distributors—as well as the company's own executive sales force—about the import and impact of the upcoming radio campaign.

RAB has also recently inaugurated a speaker service for its member stations. In announcing this service, RAB said: "Up to now, RAB could only call upon advertisers and agencies who represent a potential for many of its members. RAB could accept only those speaking dates at advertising clubs and conventions where a substantial number of prospects for all members exists.

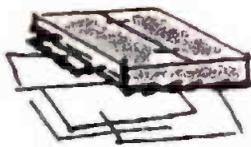
"But now, RAB has enough highly trained staff executives to make in-person slide presentations to advertisers and to groups in a limited number of cities."

Some "ground rules" are included: "If there are several RAB members in a single city, we can appear only on behalf of all of them. We cannot appear for anyone but RAB members." The cost of this service to stations is nominal, the bureau says, representing only expenses incurred by the RAB executives. • • •

RAB'S NATIONAL SALES TREND OF THE MONTH

Auto accessory manufacturers—even those who have been out of radio completely or in the medium on a strictly limited basis—are finding radio's 40.0 million car-radio story too hot to resist. Two cases in point: One of the nation's largest makers of auto products—long a non-radio advertiser—just bought a late-spring, early summer radio campaign in more than 70 markets. The buy represents the biggest single part of the firm's overall media spending. At the same time, another major auto equipment maker—out of radio completely for at least 15 years—is now placing the bulk of its budget in network radio.

report from representatives



Tale of Alaskan Airwaves—

Big Time Radio with Home Town Appeal

When Alaska joined the Union about a year ago, predictions for her radio potential were bright, though cautious. As an area where daylight lasts almost the whole day during the summer, where automobiles are an important means of transportation and where fishing and hunting are favorite pastimes, radio seemed destined for a major role in the lives of Alaskans.

"The medium has already surpassed our expectations," says Arthur Gordon, sales manager of National Time Sales. Mr. Gordon had just returned from an exploration trip to his firm's Alaskan markets. "We are now in the process of sending our salesmen to our stations in Alaska so they can learn more about the developments of the last year.

"We now have close to 50 national advertisers, which is an increase of 12 in the last 12 months. Among these radio users are Schlitz Brewing and Whitehall Laboratories. With advertisers such as these drawing American dollars into Alaska, the health of the sound medium can be described as excellent—and getting better."

The stations have not only reached their maturity in selling and promoting themselves, says Mr. Gordon, but in many ways surpass their southern counterparts in their techniques. As an example, Mr. Gordon points to station efforts to tie local business to national buys. "When a national advertiser buys time, salesmen, as a matter of course, are out selling the retail distributors on agencies and tie-ins. This is, I believe, one of the reasons for the unusually extensive radio advertising done by supermarkets and other food chains."

Emphasis in programming is on events of a local nature, whether they happen in Anchorage or anywhere else in the United States. "These are community stations in

bustling and growing cities," Mr. Gordon says. "Many of the inhabitants have come into the state in recent years. They are still very much interested in the developments back home and use their radios to keep themselves posted.

"News reports and weather predictions make up a significant part of the program schedule. There is a heavy emphasis on service information of all kinds. Incidentally, because of the time differential (during Daylight Savings Time there is six hours difference between Alaska and the East Coast), such daily news as the stock market reports from the New York Stock Exchange are all in by noon. You can hear developments that happen during the course of the working day on news reports that morning at 7 a.m.

Growing Auto Market

Another factor in Alaskan radio is the increasing importance of the automobile, according to Mr. Gordon. "Building development is now extending into the suburbs. In addition, the paving programs of such cities as Anchorage are resulting in bigger and better streets and roads. Traffic time is as important to the advertiser in Alaska as anywhere else."

Advertisers in Alaska can be described as extremely radio conscious, says Mr. Gordon. "This is especially noticeable during the warm weather months. After being cooped up during the cold winter, these people get out into the air and stay there as soon as the weather permits. Whether on vacation in one of Alaska's many hunting havens, or gardening outside their homes at 11 p.m., Alaskans are outside. Out-of-home radio is therefore an essential consideration to the advertiser reaching for sales in the Alaskan market." • • •



on the **NEW WCOL**

ACTION: Client purchases spot package . . . WCOL prepares "fluff-proof" taped commercials . . . sales message is single spotted, delivered during "selective programming", rated **FIRST** in 60 segments from 9 a.m. to midnight. (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the **NEW WCOL!**

THE NEW



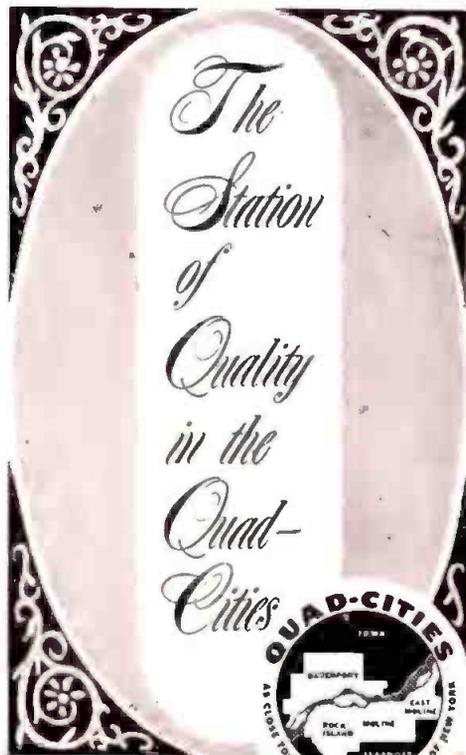
CAPITAL STATION

COLUMBUS 15, OHIO

24-hours-a-day-broadcasting



Represented by:
robert e. eastman & co., inc.

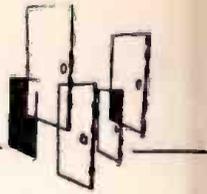


CBS

WIBC

RADIO and TELEVISION

report from agencies



Compacts Increase the Competition, So Car Industry Needs More Radio Time

Radio is an essential ingredient in the automobile marketing mix. With the advent of 11 new compacts this fall, in addition to the standard makes, the car industry will make more demands on radio time.

"We firmly believe that one of the essential media necessary for the success of most new car marketing and advertising programs is radio," says Donald Jones, vice president of MacManus, John & Adams Inc., Los Angeles. "The problem is where are we going to find the most effective radio time."

Mr. Jones, whose agency handles Pontiac and Cadillac, as well as some of General Motor's English-built Vauxhall, looks to non-traffic time to supply additional lines to the consumer market. "Non-traffic time would be suitable for automobile accounts when buying in radio," he says. "In addition, such programs as sportscasts, sports news and special events are good programs for automobile advertising. Adjacencies to programs such as these might be suitable for spot announcements."

In a talk recently made by Mr. Jones and George Genzmer, marketing director of the agency's western division, to the Southern California Broadcasters Association, Mr. Genzmer discussed the effect that the compact cars would have on the industry's marketing strategy.

"Present marketing projections are for seven million new car sales in 1961," he said. "Further, these projections are for compacts to amount to about one-third of all new car sales in 1960. In addition, if only 25 percent of the present buyers of prime used cars become buyers of compacts, this means about one million additional compact sales."

Pointing to the fact that 11 compacts will be on the market this fall, Mr. Genzmer felt that the competi-

tion in the automobile industry would be greater than ever. Every car manufacturer, he said, will be "fighting for the attention and dollars of the potential new car buyers with heavy introductory campaigns. On top of this, of course, will be the normal local dealer efforts—but again, with 11 compact car lines as well as the traditional makes and models."

Besides the increased competition, Mr. Jones feels that the advertising strategy of the car makers will expand to include the compact market. "Compact cars appeal to an even broader market than many of the standards. Therefore, a greater variety of radio stations and programming can be used to good advantage," he says.

The broader market was described by Mr. Genzmer as including "used car buyers who can now afford to become new car buyers." The market seemed to be split, he said, between the under-\$6,000 income and the over-\$10,000 income.

"For the lower income groups, the compact represents a new car instead of a used car. There is a huge market today among unskilled workers, whose income is near its highest point. A recent study in Chicago shows that for 92 percent of these buyers, it is their first new car purchase. . . . This group has much wider choice in the spending of their money, and is most susceptible to a new car purchase."

The market for compacts, Mr. Genzmer said, includes two other large groups. The first are ". . . the buyers of foreign cars who were buying because of gas and other operating economies, but who want more room and more comfort." Second are the buyers ". . . of the low-priced three who would prefer more operating economies than they are now getting." • • •

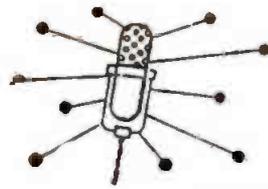


BACKGROUND

Edward R. Murrow returns—with a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

report from networks



► NBC:

William K. McDaniel, NBC vice president, announced that the radio network is working at a profit for the first time since 1952, and will continue to do so during the remainder of 1960.

"With as much net business on the books as of June 1, 1960, as the network showed for the entire year 1959, the second, third and fourth quarters of this year are already in the black—the first time we have shown a profit in eight years," he said.

Mr. McDaniel reported that the third quarter of 1960 already has over \$5 million in net billings on the books. *News on the Hour*, a \$5,000,000 property, is sold out for the entire year. *Monitor* will exceed \$5.2 million in net billings before the end of the fourth quarter, the network official said.

► CBS:

New show called *Best Seller* began at the end of June. Broadcast from 2:05 to 2:30 p.m., the series will be a dramatization of best selling books. Each book will take a month to dramatize, and will be heard Monday through Friday. Frank Yerby's *The Staff and the Serpent* is the first offering on the program.

Another program recently begun is a five-minute musical show heard 17 times weekly. Sponsored by Seven-Up Co., the show will feature the Kingston Trio. Running Monday through Friday, the show will be broadcast three times a day, with the other two programs scheduled for the weekends. J. Walter Thompson New York is the agency.

► ABC:

Robert R. Pauley, vice president in charge of ABC Radio, and other network officials are preparing for a series of regional affiliate meetings next month. Objective of the sessions will be to present the network's plans for the fall, and to get

the reactions and suggestions of the affiliates.

On the business side, the network reports a total of seven new orders and three renewals. The business includes a 13-week news buy from the Long Lines division of American Telephone & Telegraph; Bristol-Myers has purchased weekend and weekday news shows; Standard and Poors will sponsor *Business Final*; AFL-CIO for weekend news, Bankers Life and Casualty on the Paul Harvey Show. Renewals include Hastings Manufacturing on the Paul Harvey show and Cadillac on the John Daly show.

Five new affiliates have joined the ABC ranks, a network spokesman states. The stations are KMED Medford, Ore.; WKVA Lewiston, Pa.; WMNI Columbus, O.; WALD Waltherboro, S. C.; WBRC Birmingham, Ala.

► MBS:

Plans for convention coverage will see Mutual's news headquarters in New York and Washington, D. C., transported directly to the nominating floors. News coverage will be broadcast first from Los Angeles for the Democrats, starting July 11, and then from Chicago when the Republicans begin their nominating sessions.

Convention developments will be reported within the framework of the network's *Operation Newsbeat*, with no more than a half-hour time lag between the event and the report. Scheduled programs include *Convention Preview*, daily from 9:35 to 10 a.m., and two 25-minute *Convention Forecasts* to be aired on July 10 and July 25.

The network says that 20 percent of the convention schedule will be sold as network time. The remaining 80 percent will be sold locally, by Mutual stations, as their own programs. . . .



Ma Perkins

Her story is the oldest, continuous daytime drama in radio, but Ma Perkins is as up-to-date, as freshly confident as the youngest face in Rushville Center. Her point of view, her newest adventure always hits home, no matter where home is across America. Sponsors find her sales message hits home too. In all radio, Ma Perkins is the kind of company you keep . . .

Only On CBS Radio

KWBB

WICHITA'S

#1 HOOPERATED

#1 PULSERATED

STATION

Retail Sales per household 14% above national average

LARGEST MARKET IN KANSAS AND

KWBB gives you your LARGEST SHARE OF THAT MARKET

—WITH TOP TALENT in D.J.'s—Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran and George Brumley. In News: Too! Jim Setters, John Wagner, George Langshaw and Jay Howard.

Operating on 5,000 WATTS
DAYTIME (1000 Watts Nights)

KWBB—IN WICHITA

DIAL 1410 — for TOPS in
HI-FI Music • News • and Sports
represented: George P. Hollingbery
Southern: Clarke Brown Co.

ONE OF THE WORLD'S
DISTINGUISHED RESTAURANTS



VOISIN

575 Park Avenue at 63rd St.

NEW YORK

LUNCHEON
COCKTAILS
DINNER

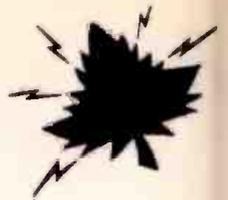
SUNDAY BRUNCH
Open seven days a week

BANQUETS & PARTIES

Credit Cards Honored

For Reservations: Michel,
TEmpleton 8-6490

report from Canada



CBC's President Describes Another Broadcasting Philosophy

The basic philosophy of the Canadian Broadcasting Corp. rests on the assumption that its programming is a service to the public. The group also reflects in its aims the nationalism now prevalent in the country. These views were underlined in a recent speech made by Alphonse Ouimet, president of the CBC, before the Women's Canadian Club of Ottawa.

Mr. Ouimet described the sense of national identity with which the CBC is imbued. He called his speech *100,000 Programs for 17,734,561 Canadians*, and stated, "The most important word in my title is 'Canadians.'" Continued Mr. Ouimet, "In broadcasting, as in much else, we have to make a deliberate effort to maintain our identity. It is being done at a substantial price. To link Canada east and west through broadcasting costs a good deal more than it would cost to provide cultural and communications ties running north and south between the principal Canadian centers and corresponding centers in the United States."

Canadians, however, do not mean a mass of statistical averages, said the CBC president. Besides keeping Canadian radio and television Canadian, the CBC must also satisfy the many different tastes of all the listeners and viewers of its three radio and two television networks, he pointed out.

"One of the most basic facts we in the CBC try to keep in mind is the multiplicity of people in the national audience. To forget about the uniqueness of each person, to plan and think as though people were nameless ciphers, statistical abstracts—this is the great sin of mass media."

To explain the difference in tastes, Mr. Ouimet cited the more than 100,000 letters expressing audience views received by the CBC last year. "Some praise highly what others condemn. What is striking is that both sides often use identical terms to indicate their disgust for what other people like. . . . Despite all my years in broadcasting this variety of taste is a never failing source of surprise to me."

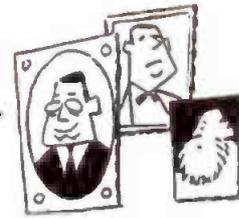
One of the most important tasks of the CBC is to provide some programming fare for every Canadian, according to the CBC president. "What we try to do is to offer a wide variety of programs so that all may be served at one time or another in our schedules." This includes both a large element of pure entertainment as well as programs that reflect the current problems of society and the world, and the more serious cultural forms.

The president summed up the attitudes of the Canadian broadcasting group by stating these two principles among those which, he said, guide the CBC in setting program standards:

- The CBC is a public corporation spending public money in the public service.
- Broadcasting is a mass medium, not the preserve of any minority, but a part of the life of every Canadian.

"In a mass medium it is fatal to get too far above or ahead of your audience," said Mr. Ouimet. "To do this is to lose contact, and when you lose contact you cease to serve. We try, then, as a rule of thumb, to lead the public rather than follow it, but always to keep in vital communication with it." • • •

names and faces



Noting the Changes Among The People of the Industry

AGENCIES:

Emil Bertolino, associate media director, named member of the departmental planning group, Lennen & Newell Inc., New York. William Chrisman, Clark Ford and Paul Zappert were named assistant media directors.

Lester Harmon, director of radio and tv for Wermen & Schorr Inc., Philadelphia, named senior account executive and member of the agency's operating committee.

Jerome B. Samuelsohn, tv production manager, becomes Wermen & Schorr's radio and tv director.

Ed Koehler promoted from group supervisor to associate media director, BBDO Inc., New York.

John M. Kinsella, formerly manager of radio-tv dept., McCann-Marschalk, Co., Cleveland, promoted to account-service division. He will be broadcast account ex-

ecutive, responsible for radio and tv activity of clients in the central region. Paul Blustain, previously with Young & Rubicam Inc., New York, has joined McCann-Marschalk's tv-radio dept. in New York as producer of commercials.

Charles W. Haines, Jr., formerly with Gardner Advertising, named media manager, Krupnick & Associates, St. Louis.

Roger N. Peterson, group head at J. M. Mathes Inc., New York, elected v.p.

W. Benjamin Pritchard, formerly a partner in Pritchard, Daniels & Dreher, Ardmore, Pa., joins Richard A. Foley Advertising Agency, Philadelphia, as v.p.

Richard S. Mulford, former director of the television commercial division of Desilu Productions, named director of radio and tv, D'Arcy Advertising Co., Los Angeles.

STATIONS:

William M. Humphreys, formerly on the radio sales staff of The Katz Agency, Detroit, named national sales manager, WTCN Minneapolis.

George Logan, previously information specialist in the radio and tv service of the U.S. Dept. of Agriculture's Office of Information, appointed associate farm program director, WLW Cincinnati. Todd Gaulocher, previously in New York office of Crosley Broadcasting Corp., appointed eastern sales manager of the station.

Don V. Shoemaker named sales manager, KRVN Lexington, Neb.

Walter J. Smith, radio sales representative, promoted to assistant sales manager, KYW Cleveland.

Jules C. Blum, national sales manager for WDAS Philadelphia, named sales manager, WJW Cleveland.

Ray Betsinger moves from WLS Chicago to WAIT Chicago as sales coordinator.

Howard McAnulty named regional sales manager, KISN Portland, Ore.

Pede Worth, program director for KCBS San Francisco, appointed to newly created position of manager of sales projects.

Ed Paul, national sales manager of WERE Cleveland and Harry Dennis, chief engineer, appointed v.p.'s, Cleveland Broadcasting Inc. Paul assumes the position of v.p. in charge of operations of WERC Erie, Pa., and WLEC Sandusky, Ohio; Dennis, v.p. in charge of engineering for all three stations.

REPRESENTATIVES:

William W. Joyce, v.p. and tv sales manager of The Katz Agency, Chicago, named manager of the company's Detroit office. Arthur J. Underwood, Jr. becomes senior in radio sales for the Detroit area. James E. Muse promoted to manager of the firm's St. Louis office.

Emory G. Durrett named to radio and tv sales staff, The Brañham Co., Dallas.

Harry D. Jacobs, Jr., formerly on the sales staff of NBC Spot Sales, named account executive, AM Radio Sales Co., Chicago.

Terry Hughes, formerly in the Chicago office of H-R Representatives, becomes manager of the firm's Minneapolis office.

George Gilbert, formerly with Liggett & Myers Tobacco Co., named sales executive at Radio-Tv Reps, Chicago.

Bernie Kvale, formerly with the National Advertising Co., joins the sales staff of Avery-Kuodel, Chicago.

Bob Miller moves from Cleveland Broadcasting Inc. to the sales staff of Venard, Rintoul & McConnell, New York.

Samuel T. Jones promoted to assistant treasurer of the Katz Agency, New York.

NETWORKS:

Jack H. Mann, ABC radio network account executive, promoted to director of sales development and program coordination.

Frank Miller, Jr. named director of programs and operations for the Mutual Broadcasting System.



Gaulocher Shoemaker Hughes Miller Logan Jacobs Underwood Humphreys



. . . fm's new challenge

HISTORIC YEAR

The first commercial fm license was issued in 1941. Not since then has the hi-fi medium witnessed such a year of major development as this past one (see *Fm Reaches for the Honey*, p. 25).

The lure of future profits has prompted new investments in fm at an unprecedented rate. This includes not only the new stations going on the air, but new and/or expanding syndicated programming ventures and national representation.

At the forefront of the drive is a new association, the National Association of Fm Broadcasters, dedicated to sales promotion-research.

In the promotion push with NAFMB is Radio Advertising Bureau's new fm information service and the National Association of Broadcasters' two-year-old monthly letter, *Fm-Phasis*.

SET-MAKER OPTIMISM

One of the most optimistic facets of the whole fm picture is in the manufacture of receiving sets and transmitting equipment (see *Fm Equipment Surge*, p. 32). The set maker is more likely to feel the growing listener interest in fm before Madison Avenue starts its analysis.

Fm this past year has attracted the interest of national agencies. But its big job ahead is to justify the buying of fm in media terminology.

The points that have been brought out in one-time fm research must be related to everyday documentation.

Fm's challenge? Attempting to cash in on the interest it has created this past year.

RADIO TOGETHERNESS

Since U. S. RADIO started publishing nearly three years ago, it has vigorously echoed the pleas of industry leaders that radio stations cooperate rather than decimate.

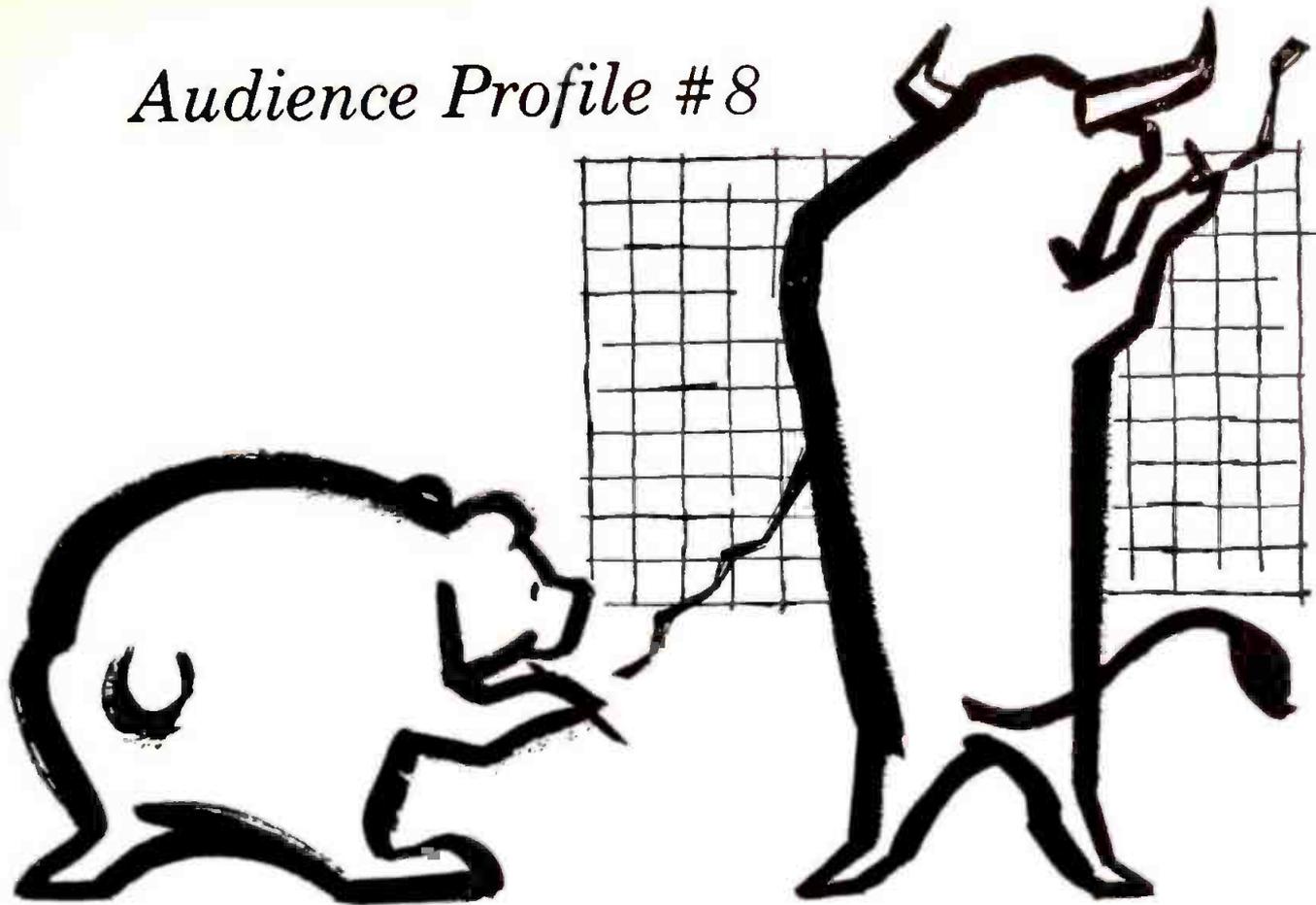
In the past months, there have been very encouraging signs that radio is moving this way (see *Radio Stations Can Get Together*, p. 60).

Among the organizations that come to mind are these: The San Francisco Radio Association, composed of 13 competitive radio stations banding together to promote their market to agencies and clients; the Fm Broadcasters of Greater Kansas City, an organization of eight fm stations whose objectives are to acquaint listeners and advertisers with their fm story; Quality Radio Group, composed of 19 members who have revived the organization to exchange ideas on programming, promotion, public relations and sales.

In addition, there are at least three associations that have been operating for some time: The Southern California Broadcasters Association, which is like a regional RAB; the Southern California Fm Broadcasters Association, an organization dedicated to regional fm sales promotion, and the Association of Independent Metropolitan Stations, a long-standing organization that meets at least twice a year to exchange views on programming, sales and industry problems.

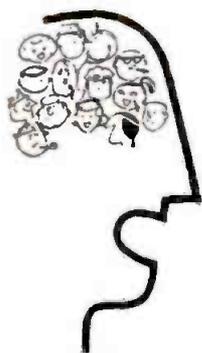
If there is one footnote that should be added it is this: As radio looks ahead to the capture of a greater share of ad expenditures, it should be aware of the historic value of unity.

Audience Profile #8



128,654 WWDC homeowners
own stocks or bonds...33.6%
above the total sample
Washington, D.C. average.*
A sizable market in which
to make *your* investment!

*PULSE Audience Image Study—July, 1959



WWDC Radio

... the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

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

... ANOTHER OUTSTANDING KIMN
PUBLIC SERVICE TO THE COMMUNITY



The role of the teacher is becoming increasingly important in the complex world of today and tomorrow. Because KIMN recognizes the fine influence a dedicated teacher has on our future citizens, it sponsored a "Teacher of the Year" contest, announcing the results on June 3, graduation day in Denver area schools. \$1000 in cash was awarded to Miss Mildred Snow, teacher-counselor at Eiber Elementary School, Jefferson County, and a \$500 U.S. Savings Bond went to 6th-grader Marty Haines, who submitted the winning nomination. KIMN sponsored this contest in order to bring to public attention the need for understanding and encouragement of the teaching profession.

KIMN . . . DENVER'S INTEGRITY STATION!

950 ON YOUR DIAL

CECIL HEFTEL, PRESIDENT

5000 WATTS / REPRESENTED NATIONALLY BY AVERY-KNODEL, INC. / KEY STATION-INTERMOUNTAIN NETWORK