

# U.S. RADIO

**RADIO:**  
**R<sub>x</sub>** for drugs



How radio can profit from tv's mistakes

Why Pet Milk buys programs/Harold Fair: compleat radio man

# WHO's Herb Plambeck...



*Herb Plambeck, right, is applauded by H. V. Kaltenborn, noted NBC news analyst, and Richard Kathe of the American Feed Manufacturers Association, as he receives the 1960 National Animal Agriculture Award.*

## ...Receives TOP Farm Award!

Every year the American Feed Manufacturers Association presents its "Animal Agriculture Award" to one farm broadcaster, for outstanding services to livestock and poultry farmers. This citation is the most significant and most coveted award in the farm radio field.

WHO-Radio is extremely proud that Herb Plambeck has added this distinguished 1960 award to the 45 other state, national and international citations he has received in the past 25 years. Founder and past president of the National Association of Radio Farm Directors, Herb was the originator of national plowing matches, is one of the best-known farm directors in America, is "Mr. Agriculture" to perhaps a million Midwest farm homes. Herb and his staff at WHO-Radio are actually on the air sixty times per week with farm programs!

Ask PGW for all the facts that have made WHO-Radio and Herb Plambeck's Farm Department a "must" for farm-products advertisers in "Iowa Plus."

# WHO

for Iowa **PLUS!**

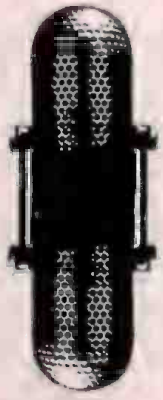
Des Moines . . . 50,000 Watts

NBC Affiliate

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



Peters, Griffin, Woodward, Inc., Representatives



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# U.S. RADIO

JULY 1961 / VOL. 5, NO. 6

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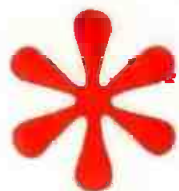
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NOW!  
GREATEST IN THE NATION!

# WCCO Radio

listeners per quarter-  
other station of the



**TOP ACCEPTANCE!** Check *any* market in the nation—even such giants as New York, Chicago and Los Angeles. You won't find a station of the CBS Radio Network that matches the enormous WCCO Radio audience—60,000 in-home families per quarter-hour. What's more, this is a far bigger audience than that of all other Minneapolis-St. Paul stations *combined* (59.2% share of audience)! It's yours to sell at the Twin Cities' *lowest cost-per-thousand*—less than one-third the average of all other stations. Great record . . . great buy . . . with great *acceptance!*

Source: Nielsen Station Index/6:00 AM-Midnight, 7-day week. Latest reports available as of July 1, 1961.



delivers **MORE**  
hour than any  
CBS Radio Network!

**WCCO**

**RADIO**  
Minneapolis • St. Paul

Represented by **CBS RADIO**  
**SPOT SALES** 

Northwest's Only 50,000-Watt 1-A Clear Channel Station



# SOUNDINGS

news & interpretation

**NEW BOOMS** are anticipated for this winter season in the drug field, particularly among the products which relate directly to ailments such as seasonal sniffles and cold-weather afflictions (See lead story: "Radio: Rx for winter drug clients"). In line with general ad expansion in this field is the recent move of Ted Gotthelf Assoc. Firm has organized a subsidiary, **Ted Gotthelf, Inc.**, in New York City under the supervision of David Hale Halpern. The company's sole aim: to concentrate on radio and tv advertising for the ethical and the proprietary drug agency.

**SALES CURVES** are moving upward with gaining momentum, stations from all over the country report. Two notable examples: WAIT Chicago and WNBC New York, which reflect business trends in the nation's largest market places. WAIT Manager Boyd Lawler says May showed the highest monthly gross of the year and that business for the first five months was ahead of last year by 22%. His spot business, he said, has gone up almost 100% since January of this year. And WNBC Manager Theodore H. Walworth Jr. last month signed the "biggest local radio buy ever made in a single week". The client: Davega Stores, Inc., through Weiss & Geller agency. The order: A week-long saturation package for (1) complete sponsorship of a midnight to 6 a.m. show six nights weekly for a total of 36 hours; (2) minute announcements aired an average of every half-hour daily for seven days, and (3) eight remotes starring station personalities.

**LONG-TIME** radio pro Paul McCluer, now executive v.p. of Wade Advertising headquartering in Los Angeles, had these wise words to say about radio before the Southern California Broadcasters Association:

**ON WEST COAST RADIO:** "Radio in California has greater acceptance among listeners and advertisers than it enjoys in the east and midwest. This is partially due to the climate, conducive to a great amount of out-of-home listening in cars and recreational areas, but it is also apparent that broadcasters are inventive, ingenious and adroit in programing. It's also true there's more talent to draw from here, which helps to improve program quality."

**ON RESPONSIBILITY:** "All radio has a responsibility in the public interest to report subjects of community concern. A radio station should help give a community a conscience, at least to take a stand against sin, as Calvin Coolidge said. "A station has an obligation to report the incompetence of public servants, public nuisances, swindlers, and certainly can take a positive stand against delinquents, adult as well as juvenile."

**ON FRESH APPROACHES:** "Radio, like any other communication form, must be kept fresh and alive. This requires infinite attention to small details as well as a flexibility in procedures and policies. Last year's practices should be perpetuated only if they cannot be improved on. We should all guard against falling into the habit of continuing to do things the way we used to do them. Sometimes we are even guilty of believing things that are not true. As Josh Billings said: 'It ain't the things that we don't know that make us so ignorant. It's the things we know that ain't so.'"

**MORE THAN \$10 MILLION** has been deposited in radio station bank accounts as a direct result of an all-radio concept, the Community Club Awards, Inc. Company reports total gross income to stations, through this sales-merchandising device, has risen from **\$255,000** in 1955 to **\$2.7 million** in 1960, with 1961 billings ahead of last year. Through April 12, the '61 total was \$1.2 million.

**IMAGINATIVE** sales tactic is shown in a new personal pitch being given by CBS Radio's Jim Fuller. Although the immediate aim is to sell network radio, the tactical approach is applicable equally to any kind of radio selling. He quotes Cicero as saying that there are **three basic ingredients** in any great oration . . . an oration is simply public speaking which, in turn, is radio.

These three ingredients: **logic, emotion and ethics.** Reason in a radio selling spurs an emotional reaction in the listener when someone believable (or ethical) is doing the speaking. Fuller's point: Radio personalities such as Godfrey, Linkletter and Crosby are believable personal salesmen in this vast medium which speaks to the public.

**NEW NEGRO MARKET** information is being compiled on the basis of the 1960 Census by the Negro Radio Assn. for its member stations. Pres. Francis M. Fitzgerald has asked data processors to break out national, local and area information on such factors as income, sex, education, product ownership. The Census Bureau, he comments, does not provide this type of detail on the **non-white population, of which 95% is Negro.**

**TWO CBS** o&o stations, KCBS San Francisco and WCBS New York, have developed a unique way of building an out-of-home audience. The audience is not only out of home, it's **3,000 miles away.** While west coasters are visiting the east this summer, and easterners are vacationing in the west, they're being asked to tune to the sister station. KCBS and WCBS traded time availabilities late last month to air each other's spot announcements.

**RADIO CONTINUES** as an advertising bulwark with the **giant oil companies** as they merge, enlarge their sales territories and change their regional images to a new national one. Newest series of commercials is for **American Oil Co.,** the outgrowth of three regional petroleum marketers: American, Standard Oil of Indiana and Utah Oil Refining Co. The pattern: a singing commercial aired on **330 radio stations.**

**STATION** and client-agency management can take heart in a study conducted by Conley Assoc., Chicago executive placement firm. Traditionally harassed by the **fast turnover of executive personnel** and the frequent difficulty of finding competent replacements, admen see more than a glimmer of hope for stability in the fact that the whirl-around from job to job slows down when the executive reaches the age of 40. Conley finds that admen switch jobs about **three times every 10 years** until that age, when the average moves upward to a tenure of four years per job and then, after 50, to five years. Most stable: executives in the food field. **Least stable: young ad execs.**

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## **NEXT MONTH:**

A wide-sweep rundown on the current status of food clients using radio in this pre-fall buying season will lead off the August issue of U. S. RADIO. Among the other topical industry features: a report on the thinking of Mathew J. Culligan, general corporate executive at Interpublic and one of radio's greatest personalities; reasons why playing radio's "numbers" is ill-advised and unprofitable in the advertising gambling game; more top-notch editorials from outstanding radio stations.

# RADIO'S REACH /

JULY 1961

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<b>AM STATIONS ON AIR*</b> . . . . .	<b>3,590</b>
<b>FM STATIONS ON AIR*</b> . . . . .	<b>871</b>
<b>SETS MANUFACTURED**</b> . . . . .	<b>1,124,924</b>
<b>RADIO SETS IN USE</b> . . . . .	<b>156,394,000</b>
<b>CAR RADIOS†</b> . . . . .	<b>40,387,000</b>
<b>FM SETS IN USE†</b> . . . . .	<b>15,500,000</b>

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**AM STATIONS ON AIR:** At the end of May there were 3,590 am stations on the air, an increase of 18 stations over the previous month. Applications pending: 521; stations under construction: 149.

**FM STATIONS ON AIR:** Fm stations broadcasting at the end of May number 871, an increase of six stations compared with the previous month. Applications pending: 80; stations under construction: 208.

**SETS MANUFACTURED:** Production of radio receivers shows a slight decline in April. Total production for April (latest available figures) is 1,124,924 sets, compared to 1,384,052 recorded for March. Included in the April total are 375,570 auto radios and 51,260 fm radios. Radio production from January through April is 4,714,078, or 381,951 sets behind the total for the same period last year. Retail sales of radio receivers, excluding auto radios, also show a dip in April. Total sales of 603,589 sets is reported, off 250,332 sets from March. However, the number of sets sold since the first of the year stands at 2,704,218, an increase of 77,071 over a comparable period in 1960.

**NETWORK SALES:** Liggett & Myers Tobacco is the front-runner among network advertisers in terms of total home broadcasts, according to A. C. Nielsen Co.'s monthly index for four weeks ending May 7 (latest available figures). Liggett and Myers totals 352 broadcasts delivered. Chevrolet Motor Division, General Motors Corp., follows in second spot with 219 broadcasts and 129,664 total home broadcasts delivered. In third, fourth and fifth place, respectively, are Standard Brands Inc., R. J. Reynolds Tobacco, and Pharmaco Inc. Liggett & Myers scores also as the leader among network advertisers in the number of commercial minutes delivered during the same period. The company aired 270 commercial minutes for a total of 116,757,000 commercial minutes delivered. In second place in this category is Chevrolet, with 200 commercial minutes broadcast for a total of 114,124,000 delivered. Standard Brands, Mennen Co., and Pharmaco follow in third, fourth and fifth places, respectively. ■

\*FCC M.S. \*\*NIA, April, FFAR estimate, June 1960.



RADIO NETWORK	HOUSEWIVES UNDER AGE 50*	FAMILY OF 3 AND OVER*	FAMILY OF 1-2*
<b>ABC</b>	<b>70%</b>	<b>68%</b>	<b>32%</b>
<b>X</b>	<b>47%</b>	<b>52%</b>	<b>48%</b>
<b>Y</b>	<b>46%</b>	<b>66%</b>	<b>34%</b>
<b>Z</b>	<b>46%</b>	<b>49%</b>	<b>51%</b>

\*Source: Nielsen Radio Index - Distribution of a Network's Average Audience for all programming excluding religious, political and one-time-only programs. Jan.-Feb., 1961.

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



Last summer ABC Radio researched the young adult market. Found it big, bountiful and burgeoning. Last fall ABC Radio went after the young adult market with programming and promotion. This spring, for young adults your buy is "Breakfast Club" on ABC Radio... "Flair" on ABC Radio... Sports on ABC Radio... News on ABC Radio. On the average - program for program, hour for hour, minute for minute, it costs you less with ABC Radio. Ask your ABC Radio salesman for all the facts and figures.

**ABC  
RADIO**  
**FOR A YOUNG ADULT  
AUDIENCE** 

# REGIONAL RADIO

(KELO-LAND STYLE)

## IS NOT JUST A STATION REACHING OUT!



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

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

NBC  
**KELO**  
13,600 WATTS RADIATED POWER  
**13,600**

Sioux Falls, S. D. and all Kelo-land

JOE FLOYD, President  
Jim Molohon, Mgr.; Evans Nord, Gen. Mgr.

Represented nationally by H-R  
in Minneapolis by Wayne Evans & Associates

**MIDCO**

Midcontinent Broadcasting Group

KELO-LAND tv and radio Sioux Falls, S. D.; WLOL/ am, fm Minneapolis-St. Paul; WKOW am and fm Madison, Wis.; KSO radio Des Moines



## TIMEBUYS

### CHUN KING SALES INC.

Agency: *BBDO Inc., Minneapolis*  
Product: CHOW MEIN

The food processor launches a one-month campaign beginning in the middle of July in a large number of leading markets. Humorous commercials, featuring the "Soy Brothers" harmonizing about Chun King's chow mein "divider pak," will spread over the markets during day and traffic times. Timebuyer is Betty Hitch.

### CORN PRODUCT SALES CO. BEST FOODS DIV.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*  
Product: HELLMANN'S MAYONNAISE

A 36-market drive opens in late July for the food dressing, it has been reported. The schedule will run from four to eight weeks with minutes, 30s and 20s being used. Timebuyer is L. Salzberg.

### FELS & CO.

Agency: *Aitkin, Kynett Inc., Philadelphia*  
Product: FELS SOAPS, DETERGENTS

The soap manufacturer will scour the country with a big second-half campaign that begins in mid-July and extends through November. The drive, utilizing 240 stations, will reach into 120 markets from coast to coast and Canada. Frequencies range from 10 to 20 one-minute announcements, primarily during morning

and mid-day hours. Products to be pushed: Fels-Naptha soap, instant Fels Naptha soap granules, gentle Fels liquid detergent. Timebuyer is Miss E. M. Gretz.

### GENERAL MILLS INC.

Agency: *Dancer-Fitzgerald-Sample, Inc., New York*

Product: GOLD MEDAL FLOUR

A one-month campaign announcing that Gold Medal flour can now be used in all baking without sifting started June 26 in about 90 markets. Morning and day hours carry the minute announcements at the rate of 12 to 20 per week. About three stations per market are broadcasting the commercials. Timebuyer is Frank McCue.

### GENERAL MOTORS CORP.

Agency: *D. P. Brother & Co., Detroit*

Product: GUARDIAN MAINTENANCE DIV.

A seven-week drive, reaching into 63 markets, opened on July 3 for the automobile manufacturer's maintenance division. Announcements are 20s with the stress on traffic times. Timebuyer is Dick Cullingford.

### GULF OIL CORP.

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., Pittsburgh*

Product: GULF SPRAY

From Maine to Texas, gnats, mosquitos and other insects are sweep-

ing the country and the oil company is pushing its insect killer in about 40 markets, most of them below the Mason-Dixon line. The campaign is in two parts: one started June 21, the other July 5, to run for about three months. More than 100 stations are broadcasting minute announcements at a frequency of 10 to 20 per week. Morning, daytime and traffic times predominate.

#### **NATIONWIDE INSURANCE CO.**

Agency: *Ben Sackheim, New York*

A one-month drive, concentrating in 160 markets east of the Mississippi, opens for the insurance company July 24. Drive times carry the major share of the one-minute commercials at the rate of 10 to 20 per week. Dick Goldsmith is the timebuyer.

#### **NORTHWEST ORIENT AIRLINES**

Agency: *Campbell-Mithun Inc., Minneapolis*

Product: JET SERVICE

The airline is using 28 markets throughout the country to introduce its new Boeing 720 jet service. Starting date was late June with the length of the campaign still undetermined. Traffic and day times head the schedule. Timebuyer is Ben Leighton.

#### **PARKER PEN CO.**

Agency: *Leo Burnett Inc., Chicago*

In a move designed to blanket a wider area, the pen manufacturer will drop its spot tv schedule and switch to radio during a 10-week campaign beginning in mid-August. Heavy frequencies will flood about 40 markets with minute announcements aimed at the back-to-school market.

#### **CHAS. PFIZER & CO.**

Agency: *Ted Gotthelf Inc., New York*

Product: BONADETTES MOTION SICKNESS TABLET

Saturating the coastal areas where people are likely to go out in boats, the drug firm is plugging its sea and motion sickness pill in about 50 markets. The campaign began in mid-June and will stretch for about

three months. Frequencies average about 15 per market per week with one-minute announcements. The company has requested that commercials be aired adjacent to marine weather and tide reports. David Halpern is the contact.

#### **BAY PETROLEUM CO.**

Agency: *Reach, McClinton & Co., New York*

Product: TENNECO GASOLINE

The petroleum producer is saturating the southern market with continuing schedules in nine southern and southwestern markets and new buys in 12 markets. The new schedules begin early this month and will run for about four weeks. Frequencies for the minutes and 30s range from 15 to 30 per week, depending on the market. Traffic and week-end times carry the bulk of the commercials. The continuing schedules are mainly for six weeks with about 15 to 40 announcements per week per market. Most markets are two- and three-station buys. Timebuyer is Margo Teleki.

#### **STERLING DRUG INC. GLENBROOK LAB. DIV.**

Agency: *Thompson-Koch, New York*

Product: CAMPHO-PHENIQUE

Summer time is chigger time in the south and southwest and the drug company is pushing its insect bite product in about 30 markets. The campaign began on July 2 and is expected to extend for 13 weeks. The commercials average three to 15 per week, depending on the market. Traffic and weekend times are receiving the bulk of the schedule. Timebuyer is Bob Hall.

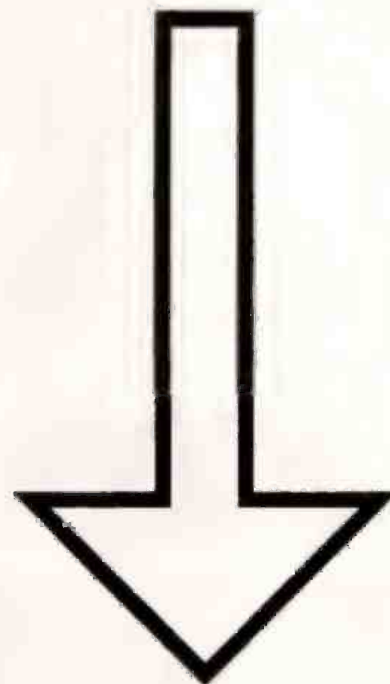
#### **VIC TANNY GYMS**

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

The gym chain flexed its muscles in radio for the first time when it launched a two-week test in Chicago on June 26. The firm purchased schedules on four stations and used one minute commercials at the rate of 20 to 40 per week. As yet, the company has not decided its radio plans for the future. Timebuyer is Rosanne Gordon. ■

**Review, please,  
the latest  
accepted survey  
of your choice:**

**ANY or ALL!**



**The unbelievable Family  
audience in the  
Louisville Metro Area  
belongs to WKLO**

**Need we say more?**

Call Bill Spencer  
or



**robert e.  
eastman & CO., INC.**

Other Air Trails Stations:

**WING, Dayton, O.  
WCOL, Columbus, O.  
WIZE, Springfield, O.  
WEZE, Boston, Mass.**

"Now, Joe, if only you could polish off my big problem..."



1|"Sure I have a problem. Listen . . . promoting an advertising medium like ours calls for dramatics. We blast out our one biggest sales point, loud and pretty —



2|"—but as promotion manager I worry about not registering the eight *other* big points in our total sales story for an advertiser. We could be losing contracts to competitors who claim to have the *other* values.



3|"Actually we have stronger arguments on all eight angles than any competitor, but we can't crowd 'em all into our *im-*pression ads. How can I plug this gap in my promotion plan, Joe?"



4|"Well, Mr. Smith, I don't polish off many problems, but I shine up three agencies right across the street, and all the time, day or night, I see them looking up where they're going to spend the money in a directory sort of thing —"



5|"Oh, sure, Joe, you mean SRDS. We have a smasharoo blurb in there on our main sales point same as — hey . . . that's it! Why don't I put *all* our good points in Standard Rate, right where they have to look when they're comparing us with the competition. Thanks, Joe, you sure polished off a tough one for me."

6|With competent, strategically placed information in SRDS  
**YOU ARE THERE**  
selling by helping people buy

**SRDS**



**Standard Rate & Data Service, Inc.**

*the national authority serving the media-buying function*

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

## WILLIAM H. OBERHOLTZER

Media group supervisor, Leo Burnett Co., Chicago  
Winner of the July Silver Mike Award



Radio today is often baffled by its own personality. Twenty-five years ago radio was a pampered child, confident of its hypnotic power over the mass audience. Its virtual monopoly over the national market made radio's life relatively simple. Today, however, when it has grown older but not always wiser, radio finds itself in a world of intense competition. So suggests Bill Oberholtzer of Leo Burnett. He thinks a major question posed in recent years, and still debated, is whether radio can continue to compete successfully as a mass medium or whether its most lucrative potential lies in seeking out other paths, particularly in trying to reach a selective audience.

Many of the bright young men in advertising today, who don't remember the good old days, are leaning more and more toward this selective approach. This is in line with the thinking of Oberholtzer, U. S. RADIO's Silver Mike Award winner for July.

He's one of the brightest young men on Chicago's Michigan Ave. and recently was named "timebuyer of the year" by Chicago members of the Stations Representatives Assn. They agreed that he exemplifies the type of imaginative young men in advertising who are searching for new ways to harvest profits from radio.

Five years ago, Oberholtzer walked into the Burnett agency, his army discharge papers in one hand and a master's degree from Northwestern U. in the other, and landed a job as a media analyst. He didn't stay on the ground long.

In half a decade, the 29-year-old young executive has climbed meteorically from analyst to timebuyer to associate group supervisor to media group supervisor. Oberholtzer now directs media planning for five major accounts: Bauer & Black, Cracker Jack, Pfizer, Pillsbury and Swift.

Radio is a medium with tremendous potential,

Oberholtzer believes, but it still has one leg dangling in the past.

"We're still suffering from the way radio was being sold to us—by the ton—in terms of 200 and 300 announcements," Oberholtzer says. "It got to the point where the salesman would walk in and tell us how many tons we could get for how many thousands of dollars. It was like weighing corn meal. This gave people the idea that you needed a lot of radio to be good. This is not true," he says. "We've found that it doesn't take 300 plugs a week to sell a product."

Although he doesn't discount the value of mass campaigns for some products, Oberholtzer contends that selectivity offers the best potential for radio. "Programming today is becoming more varied, especially with the increase of fm stations, which leads to more selective audiences," he says.

Oberholtzer believes that in competition for the local dollar an advertiser's best bet is radio. "Radio is the most selective of the local media," he argues. "There aren't many tv stations operating on a local level and the local newspapers aren't selective enough."

But he points out, the advertising agencies can only help those stations who help themselves. He claims local radio stations often are penny wise and pound foolish by not spending money to obtain an analysis of their listening audience.

"We'd like to see more studies of local radio markets," Oberholtzer says. "We don't know who's listening to the stations, we don't know if they have money to spend, what their ages are, where they work. That's the kind of information we're looking for."

According to Oberholtzer's associates at Burnett, his prime asset is the ability to boil down complex audience data in the search for the right media buy for a particular product. He is an indefatigable worker, often putting in 16 hours a day dishing out his media selections. The long hours have paid off for both Oberholtzer and Burnett's clients.

Two years ago, Oberholtzer decided to make media planning his permanent career. Why? "It's very rewarding to be in a position to see a campaign pay off," he explains. "This is what we all look for."

In Oberholtzer's case, he hasn't had to look far. ■

**This issue  
of U. S. RADIO  
is representative of  
those  
to come**

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**If radio  
advertising is  
important to you  
then U. S. RADIO  
is, too**

---

**U. S. RADIO  
is dedicated to radio.  
It probes radio  
problems, checks  
radio facts, presents  
the true importance  
of radio—  
constructively,  
forcefully,  
impressively. It is  
your window to  
better use of radio.  
Its dedication to  
radio advertising  
is total and complete.  
You need  
U. S. RADIO  
in your own name.**

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## LETTERS

### LETTER TO THE GOVERNOR

I wish to congratulate you on your recent *Open Letter to Gov. Collins* concerning NAB and radio. This letter posed questions very important to our industry today.

For some time, I have felt that radio has taken the blame for actions peculiar to television. As long as radio and television are lumped into one word—broadcasting—this will always be. Radio stations fight television for a share of the audience and the advertising dollar. Why should they be tied together except for legislative and legal matters?

I think it is time we had an *all-radio* national association.

**JIM HAIRGROVE**  
President  
KBRZ  
Freeport, Tex.

We were so impressed with your *Open Letter to Gov. Collins* in the April-May issue of *U. S. RADIO*, that we have excerpted it for publication in "Of Mutual Interest." Particularly important in the article was the statement: "We believe, first of all, it is unfortunate that television and radio are so often and so carelessly lumped together under the vague title of 'broadcasting' and 'broadcast media'."

**ROBERT HURLEIGH**  
President  
Mutual Broadcasting Co.  
New York

I have been in the radio broadcasting business for a number of years, and during the past few years I have been doing a slow burn.

My red hot gripe is this: Why do people and most organizations, as well as newspaper writers, always refer to television stations as part of

the "broadcasting" industry. They should be referred to as "telecasters" and the "telecasting" industry. Why, when these "telecasters" are being dragged over the coals, are they called "broadcasters?"

It's time the broadcast industry stopped getting the black eyes over practices in which they are not involved. The recent blast at television station operators by the FCC and NAB heads brought considerable comment from people in this area. And yet, the blast was not at the broadcasting industry at all.

So perhaps your magazine, as a radio publication, can get the ball rolling and see that the television end of the business is referred to as "telecasting" and radio as "broadcasting."

**C. E. ROYE**  
General Manager  
WPRY  
Perry, Fla.

### WELCOME BACK

Sometimes a guy has to have a house fall in on him to bring realization of his oversight and negligence. Well, the walls came "a-tumblin' down" on me when I found that I had not written my congratulations on the return of Arnie Alpert to SPONSOR and the consolidation of your publications, SPONSOR and *U. S. RADIO*.

You are wonderful guys of such vast experience that this re-association can't help but be beneficial to your publications and broadcasting, too.

**WILLIAM C. BRYAN**  
General Manager  
KTRH Houston

I don't suppose you are old enough to remember the ad campaign, "Gable's back—and Garson's got him!"

And you probably don't remember the jubilation that followed the announcement that prohibition was over and whiskey and beer were back.

Well, I remember, and I guess the news that Arnie Alpert is back with SPONSOR is just as big and just as heart-warming.

**EDWARD LAGRAVE JR.**  
Truppe, LaGrave & Reynolds  
Des Moines

### IT'S "A-OKAY"

The new *U. S. RADIO* is "A-Okay."

**BOB HYLAND**  
V.P., General Manager  
KMOX St. Louis

### RADIO TERMS

You might be gratified to know that I have received comments from many station and agency people about the radio glossary in the March issue of *U. S. RADIO*. It should be rewarding to you to know how well the magazine is read.

Two errors were pointed out to me. Instead of "amplitude modulation" for am radio, I had listed "audio modulation." So sorry. Also, in the process of editing, someone reduced the words "cost-per-thousand" to "c-p-t" instead of "c-p-m."

I have also thought of some additional definitions:

**Air Check:** A tape of a broadcast, or part of a broadcast, taken directly from the air, rather than being specifically rehearsed as an audition would be.

**Contiguous:** Applies to programs immediately adjacent to each other and to contiguous discounts which are sometimes given for such programs. As an example, two consecutive 15-minute programs by the same sponsor are sometimes given a contiguous discount and treated as one half-hour program.

**Delayed Broadcast:** A program which has been taped at the time of its initial broadcast and put on the air at a later time. Abbreviation: DB.

**LEONARD F. AUERBACH**  
General Manager  
Ohio Stations Representatives  
Cleveland



## Mutual coverage wraps up the buying dollars

Mutual Radio is strongest where the buying is biggest. 70% of all drug store sales and 66% of all food store sales are in A and B markets (ask Nielsen)—and Mutual now wraps up 66% of its radio audience in these markets! Mutual covers 87 of the top 100 markets with local affiliates—more than any other radio network. Got a food or drug store account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

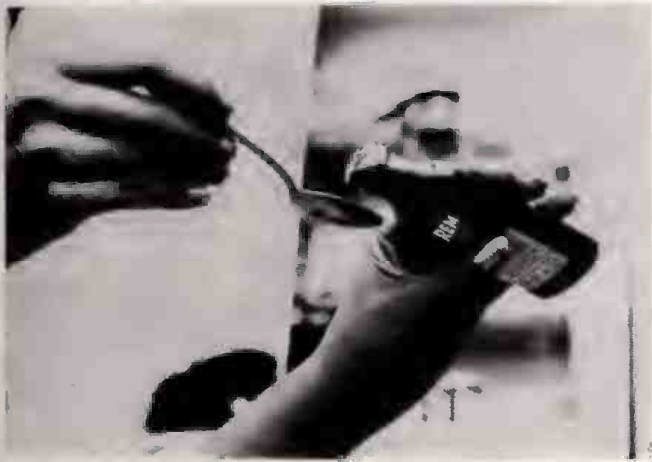
## MUTUAL RADIO

A Service to Independent Stations

Subsidiary of Minnesota Mining & Manufacturing Company







# RADIO: Rx for winter drug clients

Drug makers to swoop into spot and net radio campaigns for fall/winter season

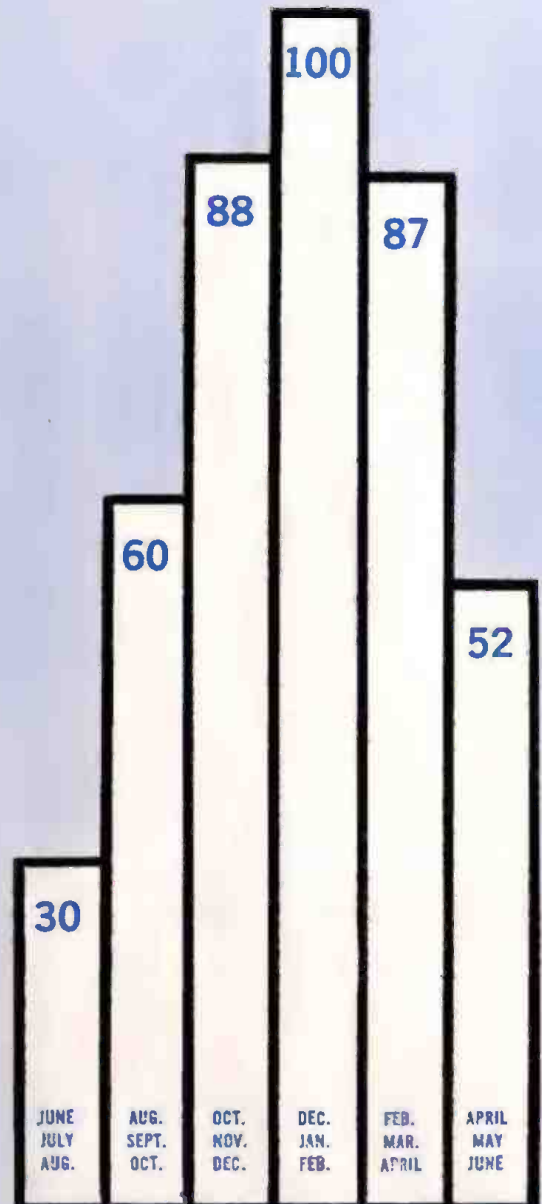
By W. F. MIKSCH

**A**NYBODY who is not in the drug industry but claims to understand it, is only kidding himself. It is a complex, competitive and highly-splintered business.

But since the annual advertising investment of its proprietary medicine branch runs well over \$300 million, and since a considerable amount of this will be spent between this October and next spring on campaigns to coincide with the wave of colds, assorted viruses, and other ailments the flesh is especially heir to when winter comes, almost any facts about it should interest radio broadcasters who hope to cut themselves in for a slice of the billings.

With this in mind, U. S. RADIO set out to explore the drug industry in general and its "winter ailments" division in particular and came up with these findings:

How cold remedies  
sell through the year\*



\*Based on data from Nielsen Drug Index.

Typical annual pattern for volume of dollar sales of proprietary medicines in the cold remedy field, according to the Nielsen Drug Index. The figure 100 represents maximum retail sales volume. Nielsen survey covers overlapping three-month periods of a year.

- Radio is getting more business from the proprietary medicine field than it did a few years ago, but should be getting more.

- The copy story for a packaged medication can be told as effectively on radio as on any other medium, and often more tastefully (than, for example, on television with pictures).

- The flexibility and economy of radio is perfectly geared to the marketing aims of the proprietaries.

- The future should see an increasing number of proprietary drugs which should have a long-range effect on radio advertising.

- Package medicine products do not need—and most don't insist on—only so-called "prime time."

- No one is more important to the remedy advertiser than is the American housewife; she is the watchdog of the family's health, and also the family shopper. Anyone who can't build a radio pitch on this alone isn't trying.

- Fm has been "discovered" by the American Medical Association. Will some proprietary medicine—or even some ethical ones—use it intelligently this winter?

Since the foregoing conclusions came largely from questions put to admen, broadcasters and experts in the drug industry, the rest of the story now becomes a "question-and-answer" session for the reader's convenience.

**Q.** When will buying begin for the big "winter ailments" push?

**A.** If radio timebuying by cold remedy advertisers follows the pattern of the past few years, most buys in both spot and net will take place between 1 and 15 October. (Some, of course, are in all year round; after all, headaches and constipation are not seasonal.) Many buys will run for 20 to 26 weeks to cover the period of the year when the incidence of winter ailments is highest (see chart on page 17).

Some flights will be of shorter duration, concentrating mostly on December, January and February when both colds and drug sales are



## Fighting colds and headaches is big business\*

Spending for drugs and health aids is digested from 1959 survey of U.S. drug store sales by marketing research dept. of DRUG TOPICS. Only items have been excerpted which seem pertinent to "winter ailments." Important to note that classifications include prescription sales along with proprietary items.

(ADD 000 TO ALL DOLLAR FIGURES)

Product	Civilian spending in all outlets	Spending in drug stores only	% of total store
<b>PRESCRIPTIONS</b>	\$2,058,960	\$2,017,780	27.84
<b>PACKAGED MEDICATION</b>	\$1,635,660	\$1,094,400	15.10
<b>Vitamin concentrates</b>	\$ 341,220	\$ 253,860	3.50
Prescriptions	94,180	93,050	1.28
Others	247,040	160,810	2.22
<b>Cough &amp; cold items</b>	\$ 309,350	\$ 217,150	3.00
Drops, lozenges, gums, troches	44,400	15,110	.21
Cough drops	30,330	6,040	.08
Lozenges, troches	11,930	7,890	.11
Gums	2,140	1,180	.02
Cough syrups, expectorants	76,100	59,850	.83
Salves & ointments	27,250	19,050	.26
Cold tablets, capsules, vaccines	65,090	41,130	.57
Antihistamines	32,400	29,840	.41
Nose drops, sprays, inhalants	44,560	36,900	.51
Nose drops	20,260	16,460	.23
Nasal sprays	20,000	16,410	.23
All other inhalants	4,300	4,030	.05
All other	19,550	15,270	.21
<b>Laxatives</b>	\$ 152,860	\$ 99,930	1.38
Tablets, pills, gums, lozenges	38,940	18,050	.25
Milk of magnesia liquids	23,690	11,390	.16
All other	90,230	70,490	
<b>Internal analgesics</b>	\$ 332,670	\$ 153,160	2.11
Aspirin	68,880	29,330	.40
Baby aspirin	5,480	4,710	.06
All other aspirin	63,400	24,620	.34
Aspirin-salicylate compounds	213,580	88,420	1.22
Effervescent	60,650	27,840	.38
Non-effervescent	152,930	60,580	.84
Arthritic pain relievers	24,890	23,000	.32
Other internal analgesics	25,320	12,410	.17
<b>External analgesics</b>	\$ 90,220	\$ 56,770	.78
Salves, ointments, balms	39,650	28,040	.39
Liniments & other liquids	21,210	10,660	.15
Rubbing alcohol	23,320	13,450	.18
All other	6,040	4,620	.06
<b>Antacids</b>	\$ 56,530	\$ 28,090	.39
Tablets, pills, gums, lozenges	23,690	10,980	.15
Powders	7,260	4,300	.06
Liquids	17,500	8,520	.12
Milk of magnesia tablets	8,080	4,290	.06
<b>Other medication</b>			
Lip protectors	3,560	2,500	.03

\*Drug Topics

figured to be at peak volume. But weather conditions and epidemics don't always abide by a timetable. The smart advertiser will be in for the whole six-month period, and ready to fatten schedules on short notice. Cold remedy manufacturers and their admen follow winter conditions carefully; the Asiatic flu epidemic a few years ago set off a real scramble to get on the radio bandwagon. Generally, proprietary drug billings on radio in winter increase two to five times over summer.

**Q.** When are cold remedy sales at their peak?

**A.** The Nielsen Drug Index-based chart on page 00 shows when retail sales are highest in the cold remedy field. Yet within this six-month span, many unpredictable things can happen. A long Indian summer in the autumn can lower the incidence of colds and depress the sale of cold medicines. By the same token, a bitter cold spell in February with near-zero temperatures, crisp days and clear nights also tends to cut down the cold remedy market. People don't catch colds in extremely cold, bracing weather.

The "ideal" conditions for catching cold are freezing temperature, sleet, fog, and plenty of slush underfoot. This is what the cold remedy advertiser must be ready for all winter long, and radio is ideal for his purposes because of the flexibility it offers for copy-switching and schedule-fattening.

**Q.** Who uses cold remedies and other proprietary medicines?

**A.** Just about everyone. If you get through the next year without catching at least one cold, then you are simply shot through with luck, since it is estimated that the average dweller in the U. S. suffers between two and three colds annually.

An article in the National Education Association *Journal* once put the incidence of the common cold in the U. S. at more than 400 million a year. More than an estimate on the present incidence of the common cold (or coryza) is impossible. Not only is the common cold still a mystery to science, but statisticians can't



Promotion: An ingenious "medicine cabinet" piece once used by NBC Radio to woo drug clients. Cover was mirror; inside (above) was sell to drug industry.

even count them, for a great majority go unreported. The statistical picture is further clouded by virus, influenza and other plagues that act like colds. But it is generally accepted that about 95 percent of all illness can be attributed to only about five percent of the known diseases such as colds, flu, rheumatism, etc.

For some idea of just one segment of the drug industry—laxatives—*Time* recently reported some 100 million Americans are regular users, spend \$148 million a year on them.

**Q. Who shops for packaged medicines?**

**A.** The American housewife, almost always. Husbands and children have been found quite neglectful where minor ills are concerned (they complain but they don't do much about it), so it is up to "mom" to purchase, and often administer the medicine. Unless the man of the house is a hypochondriac, it is the wife who keeps the medicine cabinet stocked.

Of the nearly 40 million American housewives, 93.7 percent listen to radio 16 hours and 45 minutes weekly. Many proprietary medicine advertisers appreciate this and have no fetish about so-called "prime" or traffic time. They can reach her daytime, nighttime and week-ends.

**Q. What advantages does radio offer the packaged medicine advertiser?**

**A.** Quite a few, and here are some:

- **Economy.** To get the brand name across to the consumer is the chief aim in the highly-competitive drug field—a job radio has proved it can do expertly and economically.

Biggest marketing problems facing a manufacturer of packaged medication is usually at the point of sale. The drug store is the main outlet. Yet the average drug store is crowded to overflowing not only with competitive brands, but with hundreds of "up-front" items ranging from shower sandals to French perfumes which all but snow-under a little box of headache pills or vitamin tablets. Shelf space is at a premium, but even if it weren't, the medicine advertisers would still stand little chance of such grand displays as soap or cereal pyramids at the supermarkets.

Most proprietary medicines come in relatively small bottles, jars and boxes. They are neither as beautiful as lipstick displays nor as large and colorful as candy boxes. In many crowded-for-space independent drug stores, packaged medicines are lucky not to be tucked completely out of sight under the counter or stuffed away in drawers. The druggist can find them, but the customer had better know what to ask for.

So in advertising these items, the brand name becomes of utmost importance. The picture of the pill box on television doesn't mean

much; the customer probably won't see it on display anyway.

- **Efficiency.** The housewife, as has been pointed out, is the decision-maker and purchaser of medications for the family. Radio reaches her throughout the day, is most times her last contact with advertising before she sets out for the shops.

There are still some five million U. S. homes without television, and many of these are in areas where self-medication is popular.

Negro radio, Latin-American and other foreign language radio programming are extremely efficient ways for the proprietary drug advertiser to reach audiences who are much given to self-medication.

In many areas, radio outstrips tv in reaching different homes. As a daytime medium, it also enjoys an edge. But in large markets, where tv impact and coverage are needed by the drug advertiser, radio complements tv effectively. For awhile after the tv bandwagon got rolling (in the early and middle '50s), a lot of proprietary medicine brands mistakenly pulled out of radio and boarded the newer, more glamorous medium. Their error has gradually been corrected. For the past few years, drug advertisers have been coming back into radio, and staying with it. Example: F & F cough lozenges which, after some years exclusively in spot tv and newspapers, is now back in radio with Mutual Broadcasting System.

- **The packaged medicine commercial story can be told as well on radio as any other medium, and often with more taste.**

A happy jingle, a humorous commercial such as the one comedy stars Bob & Ray did for the antibiotic lozenge Candettes, straight and sincere sell, or the public service type of copy ("... take an Aspirin, go to bed and call the doctor...") all get across the brand name and what this product does.

Probably no other industry is watched as closely by the FTC as is the drugs, and no drug manufacturer in his right mind is going too far out on a limb with rash claims which may upset that suspicious body. An intelligently-handled radio commer-

cial can communicate rightful claims and product story with taste. A television commercial seems to invite the use of unappetizing anatomical charts, more extravagant claims, and actors-not-quite-posing-as-doctors to the point where it just looks awful to the public, and maybe more so to an FTC.

- Fits the drug marketing pattern. Radio is everywhere, in about 97 percent of all American homes and even follows us about in our automobiles. It is about as omnipresent as cold germs. The packaged medicine also saturates the country. Thus radio advertising matches both product distribution and the incidence of headaches, chapped lips, sniffles and other miseries.

- Flexibility. Radio offers advertisers a chance to heavy up schedules quickly when weather conditions suddenly produce a rash of colds or when epidemic strikes. It offers the advertiser of remedies a chance to switch commercial copy almost overnight to meet the vagaries of health and weather. If ets or live copy are on hand in the studios of spot stations or networks, about 24 hours notice will tie advertisers' copy to the emergency. In both flexibility and exposure, radio and newspapers still offer the best quick communication in the country.

**Q. How can radio broadcasters get still more drug business?**

A. By better serving the industry, of course. Here's how:

- Watch out for product conflict! It may seem reasonable to the broadcaster to air an announcement for a cough drop, and then, three minutes later, slip in a spot for a chest rub. After all, he thinks, they are not competing cough drop brands; one is an internal medicine while the rub is external. So where's the conflict?

Well, it's there! Both products are cough-and-cold remedies. Simply avoiding brand conflict is not enough. Any commercials for any kinds of cold remedies should never be run back-to-back.

- Work on local drug stores and regional drug chains. Sell them on using radio for themselves, for special sale days and the like. Investi-

gate what co-operative advertising plans they may have through manufacturers.

- An occasional public affairs program or just a spot dealing with public health, winter ailments, cold-inducing weather conditions, etc. creates a good atmosphere for remedial advertising. Or why not point out in some editorial, that while apparels are up 166 percent in cost, foods up 150 percent, housing up 72 percent—all between 1940 and 1960—packaged medications are up only 30 percent for the same period. Pricing is a touchy subject with the drug industry since the Kefauver investigations last year. They might appreciate some "voice in the wilderness" on their behalf.

- Documentation. If radio ever gets over its inferiority complex and decides to go after more business than drifts in through the transom, it will have to come up with some solid documentation. In the case of proprietary drugs, radio needs to show what leaders in the medicine field are giving it business, and how much. Sitting on success stories doesn't help either. But this is radio's problem—not the drug industry's.

**Q. How big is the drug store business?**

A. In 1960, according to *Drug Topics*, national newspaper for retail druggists, 54,126 U. S. drug stores comprising 49,074 independents and 5,052 chains did a total volume of business amounting to over \$7.7 billion. (This, of course, included prescriptions and also such "up-front" non-drug items as toiletries, candy, tobacco and ice cream sundaes.)

It represents a \$0.5 billion increase in sales over 1959. (For some idea of how the American drug store business has grown, total sales volume back in 1941 were \$1.7 billion, according to *Drug Topics*. And as recently as 10 years ago, sales totaled only \$4.4 billion.)

Last year, prescription sales amounted to nearly \$2.2 billion, while all other business ("up-front") sales came to slightly more than \$5.5 billion. Per-store average of up-front sales for the chains was \$303,624

nearly four times that of independent drug stores where up-front per-store sales averaged \$81,545.

Up-front sales naturally include the packaged medications with the non-drug items. For a comparison of how specific cold remedy types of packaged medicines sell, see chart on page 19.

**Q. How big is the proprietary drug field, and what does it spend on advertising?**

*Continued on page 52*



*Personalities such as CBS' Arthur Godfrey are used by some drug clients. Others just "buy radio" to reach women.*

*W. R. Hesse, Benton & Bowles president, sees drug industry future in "more specialization."*



# HOW RADIO CAN PROFIT

*Tv today is in serious trouble with critics and government. Radio stands*

**P**UT down the first six months of 1961 as tv's darkest hour.

Not even the quiz scandals of 1959 produced such a storm of hostile criticism of the video medium as have erupted since the first of the year. It's been an active one.

FCC Chairman Minow, Senator Dodd's Senate subcommittee, a host of witnesses at the FCC hearing on tv programs, and dozens of educators, intellectuals and other critics have been blasting the young broadcast-medium to a fare-thee-well.

Some of the criticism has been biased and unfair. But U.S. RADIO is convinced that much of it stems back to serious mistakes which tv men have made in the past 10 years—mistakes which hold valuable lessons for the older medium of radio, which can profit from them.

If radio men will study and take to heart the most common shortcomings of television, they will find golden opportunities for building radio's own popularity and prestige.

Here are tv's six big mistakes—together with the opportunities they hold for radio.

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## HERE ARE TV'S SIX BIG

1. A very tarnished image

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  2. Limited community identity

---

  3. Limited program spectrum

---

  4. Network program control

---

  5. Excessive rating madness

---

  6. Poor advertiser relations
-

# FROM TV'S MISTAKES

*to gain if it wisely assesses the mistakes of its younger broadcast brother*

## MISTAKES AND THE OPPORTUNITIES THEY HOLD FOR RADIO

### Tv's error

Tv, once the "glamor medium", has allowed poor programming and ineffective public relations to tarnish its image. Tv no longer has the "excitement factor" it had.

Tv stations, except in rare instances and in occasional programs are not identified with the life of their communities. Most tv programs are network or film shows.

Today all but a handful of tv shows are westerns, adventure, comedy, news, sports, movies. Tv's program horizons, instead of expanding, are becoming more limited.

Today control of most prime-time tv programming is centered in three networks in N.Y. Despite many fine network contributions, the situation stifles tv creativity.

The soaring costs of tv advertising have put a sharp premium on the statistical, slide rule approach. Tv's brand of "rating madness" is worse than any radio had.

Many thoughtful tv men are increasingly disturbed by the atmosphere of antagonism and hostility between agencies and advertisers, and tv stations and networks.

### Radio's opportunity

Radio has less to fear from tv today than at any time since 1948. Radio's own image can be built by intelligent and aggressive total industry public relations.

The structure of tv programming gives radio a tremendous opportunity to become an even more significant factor in local community affairs and in advertising volume.

Creative radio men with bright ideas can find more and more program areas in which tv is not doing, or cannot do a good job. Radio programming is not "locked tight."

The structure of radio today allows affiliates to get valuable service, but not be stifled by networks. Both affiliates and "indies" are creatively much more free.

Radio, with much smaller unit costs than tv, can sell time on the more solid grounds of superior programming, more loyal audiences, greater community impact.

Radio, by staging an aggressive campaign to prove that it is "easy to do business with," can win a host of friends and good customers away from the ranks of television.

# THE COMPLEAT RADIO MAN

Harold Fair sees radio as 'high-flying bird'  
rather than 'depressed rhinoceros'

## How radio soars for B & J advertisers

**Safeway Stores, through the Omaha office, has upped its spot radio budget regularly for the past five years. Its**

**pattern: 30 30-second announcements weekly per station with most schedules on air 52 weeks per year, mainly day.**

**Public Service of Indiana, through the Indianapolis office, airs 470 one-minute commercials monthly on 21 sta-**

**tions with news adjacencies on a 52-week basis. Client, pleased with radio, is spending \$23,000 on it this year.**

**Sioux City office services 11 local radio accounts: Andes candies, Dividend Bonded gas, First Federal Savings**

**& Loan, Greater Siouxland Merchandising Council, plus jewelry, bread, car, dairy, stationery, banking firms.**

**Omaha headquarters of the agency services 24 radio accounts, most of them local. Budgets range from lows**

**of \$1,000 for a florist and a clothing store to highs of \$124,000 for Safeway, \$103,000 for Storz Brewing each year.**



**"T**HEY'RE not buying all those radio sets to put flowers on!" Harold Fair says, emphasizing that radio continues with its opportunity to flourish in a golden era though a somewhat tarnished one.

He's broadcast v.p. for Bozell & Jacobs in New York City, and he's been a radio pro in every phase of station, association and agency activity for four decades. Fair, unlike the radio medium he talks about, has moved consistently with the times, shading his views of advertising as new methods emerge, finding



## Philosopher



## Artist

*Pictures by Betsy Breed*

new techniques when the old ones palled, seeking out a better or different or more fulfilling way to make radio serve its dual masters best of all.

The two masters are, of course, the public and the advertisers, with the station people functioning between them and, sometimes, caught in the middle.

It's this middleman — the station executive — who is the pivot for change in today's radio world, says Harold Fair. He approaches his own job — whatever it is — with the goal of being a "complete" man — a professional who brings to his tasks of creativity or skill a rounded view of his work.

"You can't ever know too much about too many things," says Fair, "and the radio man is, in many ways, the ultimate in breadth and depth because his job demands extraordinary knowledge and — perhaps even more important — feeling." He him-

self started in radio as a solo pianist in 1922. Since then he's been an announcer, program director, salesman and manager, writer, promotion specialist, administrator, timebuyer, account executive and broadcast consultant.

Broader and deeper interests in other fields, he thinks, have helped him be imaginative and inventive about broadcast. He's still a pianist, a heavy reader of serious literature, a homespun philosopher who loves to chat with friends on almost any subject, an oil painter, a hobbyist who makes furniture and ship's models, a gardener.

He's also an avid radio listener, with two receivers in his country home at Old Lyme, Connecticut; three in his midtown Manhattan apartment (bathroom, kitchen, living room) and one in his car.

His personal listening peaks in the morning before walking to the B&J offices on Park Avenue and in the

evening when he's at home or in the country. This listening backgrounds some of his comments on radio, mixed, of course, with his professional appraisal of the medium in which he has worked for 39 years.

His analysis of radio today and in the future starts with the premise that nostalgia about the great days of radio is fine — as nostalgia. But as a way of radio life it has become extinct. "Radio had a priceless thing for a long time, almost a proprietary relationship between the audience and the broadcasters. The listener had complete confidence in what the station had on the air."

Harold Fair recalls a long-gone day when an elderly lady fan endorsed a \$10,000 check, sent it to him and asked that he return \$1,000 and invest the remainder in U.S. E bonds. The complications he ran into in safeguarding the check and communicating with her via phone and letter took many hours. "It's the kind



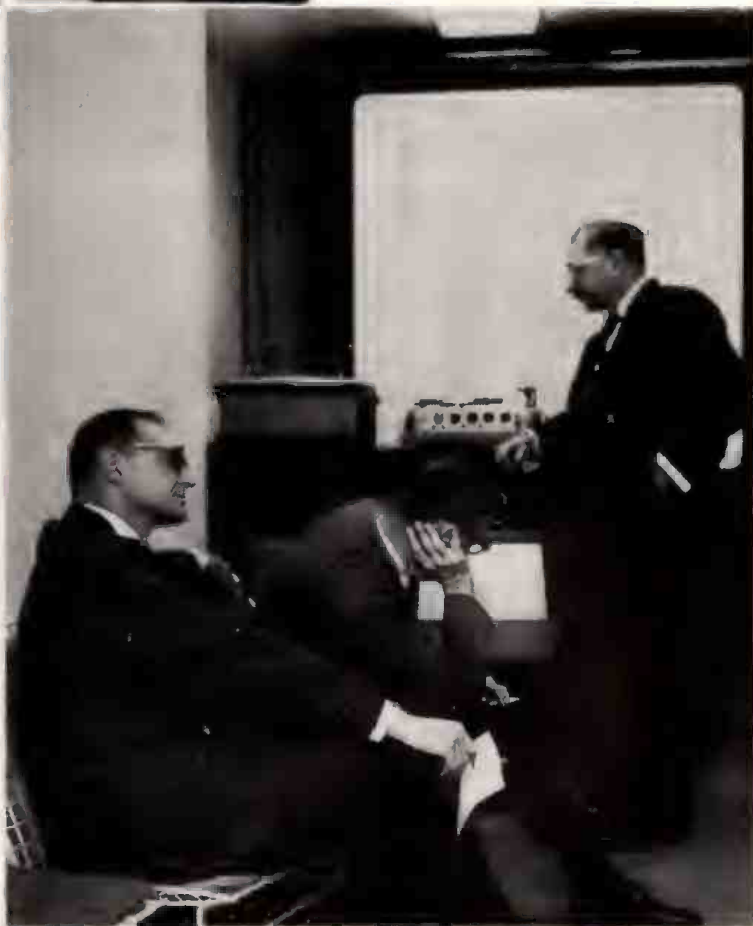
Humorist



Hobbyist

### Advertising man

*Fair (r) auditions tapes with  
Producer Keith Taylor (l) and  
Writer Colin MacLachlan*



of relationship the broadcaster had with an audience—and which disappeared when tv came in.”

Although this relationship, he thinks, can never be repeated, he suggests many things which radio men can do to recapture some of this rapport. And with listener rapport will come advertiser dollars.

Among his recommendations:

- Make the station useful. “Make a station so useful it is indispensable in the community. Hit hard on local news, reports of local activities, place social, political and civic affairs issues before the audience. These aren’t necessarily audience killers if they’re properly handled. A station should have roots in its own community.

- Sell people, not numbers. “A salesman has to use numbers, but sharp agency and client people

*Continued on page 53*



Pianist



# WHY PET MILK \$\$ GO TO PROGRAMS

**Half-hour transcribed 'Grand Ole Opry'  
gives both program and commercial identity  
to three Pet Milk Co. product lines**

**T**HE Pet Milk Co. is pacing a trend among national advertisers in its evolution from a generalist to a specialist in its advertising patterns.

The key to this concentrated specialization: pinpointing specific audiences with specific media vehicles. In the case of radio, this means a two-fold effort:

1. Using 200 stations in the Keystone Broadcasting System network to carry a weekly half-hour program, *Pet Milk's Grand Ole Opry*, specially tailored by client and agency to meet the advertiser's marketing needs.

2. Buying intensive spot announcement schedules in 70 markets in flight patterns to promote a thematic sales concept, such as "Cash for Christmas."

The bigger effort is the program buy, amounting to more than 5,200 hours of program sponsorship annually in an era when most national advertisers have chosen to slot announcement schedules and forego the multiple advantages of shows.

What are these advantages? Earl Hotze, account executive for the Pet Milk products at Gardner Advertising, St. Louis, provides some of the thinking which went into the decision four years ago to buy time slots into which Pet would schedule its own program.

Says Hotze: "We selected a program vehicle because it provides the right environment for our commercials." But another factor which has significance in the over-all marketing-advertising milieu is the extensive merchandising available with a program.

The program developed four years ago is a half-hour version of the famous *Grand Ole Opry* aired by WSM Nashville each Saturday night for the past 26 years. The Pet Milk variation is a transcribed half-hour taped in Nashville and sent weekly to the 200 stations in the line-up as a 52-week feature. The show stars top name performers on the original *Opry* and is triggered to the attention of fans of country and western music, the *Opry* specialty. Although stations in all parts of the country carry the program, concentration is in southern and western markets.

These performers, as known radio personalities, offer an endorsement



Fourth annual finals in Pet Milk's radio competition for country and western music talent took place at WSM Nashville. Show is aired 52 weeks on 200 stations.

Winner this year is Johnny Rose (r) entrant from KBIM Roswell, N. Mex., shown with Robert Piggott, Pet ad manager. Seven semi-finalists, each representing a station carrying Pet program, won from more than 7,000 entries.



or star testimonial for the Pet products which are advertised. These encompass four lines: Sego evaporated milk, distributed in a limited western area, Pet Ritz pie, Pet non-fat dry milk and Pet evaporated milk.

A major corollary effort to the program sponsorship is an annual talent contest which seeks out amateurs who excel in this brand of musical performance. Last month, the fourth annual contest was conducted for seven semi-finalists in Nashville.

The winner, Singer-Guitarist Johnny Rose, won the local competition aired by KBIM Roswell, N. Mex., one of the Keystone stations participating in the radio contest. Rose won a recording contract with Columbia Records as well as a contract for six personal appearances on the Pet Milk radio show.

He follows a succession of performers who have won the contest and gone on to become stars or starlets in the country and western music field.

Robert Piggott, advertising manager of Pet Milk, in commenting on the success of the radio program schedule, says "There is a tremendous drawing power and merchandising value in country music." Ample evidence to this audience loyalty is seen in the fact that more than 7,000 contestants entered the contest. And, commented Ray Morris, product advertising manager of Pet, "The quality of the entrants this year was better than ever before . . . and the quantity surpassed last year by almost 2,000."

Account Executive Hotze sees "a loyal and respectful following, with the same kind of reaction brushing off on our commercials. Our program is steeped in this, and a run-of-the-mill spot announcement schedule could never bring us these advantages."

This is the kind of specialization which the company aims for in all its media buys, after varied experiences—and less successful ones—with a more generalized approach.

So says Albert G. Hodor, general products manager for the client company. A former Pillsbury executive, he's been with Pet five years and helps translate the company's marketing needs into successful media patterns. His thinking: "The con-



Contest is conducted on the Keystone Broadcasting System stations and is incorporated into program vehicle developed by WSM Nashville, Pet Milk and Gardner Adv. L to r, Bob Cooper, gen. mgr., WSM Nashville; Sidney J. Wolf, KBS pres., and Earl Holtze, Gardner account executive.

sumer is becoming much more selective, and this is most evident in tv statistics we see. This is one reason why we've dropped network tv schedules.

"Audiences were too generalized; we weren't hitting our specific target and much of the expensive coverage we had was wasted. Advertising emphasis, after all, is related directly to sales and to sales potential. In some instances we found tv advertising in a certain market was costing twice as much as the actual cost of the product!"

Last February, the company diverted its network tv funds into spot, using both radio and tv in major-market areas in flights with commercials written around a specific, ear- and eye-catching theme. It's been experimenting and testing, standard practice for Pet planners.

Says Al Hodor: "We never think in fixed, rigid patterns. We don't lock ourselves into long-term commitments. We look for new and better ways to do things always, even though what we've done may be eminently successful.

"But one factor we always look for: concentrating our sales messages on the people we want to sell. In some cases, these people are in areas where we are ahead of the competi-

tion and want to stay that way. Sometimes they live in markets where we have a problem, and want to raise our share of the product market."

In general terms, sales of the Pet products have risen slowly but steadily in the markets where the radio program is aired. This reflects, he thinks, the consistent use, week in and week out during the year, of a program vehicle which features stars already known to most radio households in a climate which can best carry the commercial messages.

The commercials are live, handled by top *Grand Ole Opry* pros headed by announcer T. Tommy Cutrer and by such "name" performers as Roy Acuff and Faron Young. They're low key and persuasive, written in a friendly and informal style but with a sales punch.

About half of the commercial emphasis is given to evaporated milk. Hotze explains, with the remainder of the announcements about evenly divided between the non-fat dry milk and the Ritz frozen pies. The copy tactic is to hit hard in a limited number of commercials and not to inundate the listener with too much frequency.

The half-hour slot gives the company time in which to "isolate" its commercials so there's extra audi-

ence attention. To maximize this identification, the agency and client worked out a pattern of an average of three commercials per program "although we could easily get in five or six mentions," says Hotze. In the competition for radio audiences and their attentiveness and subsequent response, Pet tries to line up as many odds as possible in its favor.

This tactic, as Hotze explains it: "To bolster pressure; to give fewer impressions but to have them believable. This works hand-in-hand with our concept of merchandising a vehicle, much easier with programming than with announcements. There are media tools available, of course, to merchandise a straight spot schedule — shelf talkers, window cards, and the like. But when we promote names, who in turn have promoted our name and products, it becomes much easier to design store displays and contests and to get the retailer behind them."

The amateur contest for country and western talent is keyed specifically to the local grocer, for contestants must get entry blanks in a food store. These stores are contacted on a continuing basis by more than 300 field men.

A similar air effort last year was focused on the Negro market. Then, too, the client and agency developed a tailor-made Negro-appeal show called *Sunday Morning*, aired on a selected list of Keystone stations as a weekly feature. This effort was suspended when Pet marketing men — hewing to their concept of specialization rather than generalization — decided that the show reached the Negro market but was most popular with older Negroes who were not their prime prospects.

Al Hodor says, "We're still very much interested in the Negro market, and will be working hard to attract it with our advertising. But our prospects weren't pinpointed and this is what we must have." But the philosophy of buying a special show for this special audience was sound, he said.

Pet, currently approaching the \$200 million mark in gross annual sales, is embarked on a diversification and expansion program which will influence future marketing and

advertising patterns. It's been buying small companies, adding to its new product line, plowing more money into product development.

A coordinated effort of production with distribution and sales is preliminary to its specific blueprinting of marketing and advertising. Despite its changing patterns, the *Grand Ole Opry* radio vehicle is expected to remain a staple in its media diet.

Says Hotze: "We have fine cooperation from the stations, in promoting the contest as well as in helping us with the local food retailers. Most of the markets are small, and

this means the general manager of the radio station knows the manager of the local A&P on a personal basis. Together they get excited about the contest and launch a successful promotion."

The seven radio stations from which the semi-finalists were selected were KBIM Roswell, N. Mex., with the winner; KTFS Texarkana, Tex.; KBLL Helena, Mont.; WEBZ Birmingham, Ala.; WCTT Corbin, Ky.; WBRG Lynchburg, Va.; WVOP Vidalia, Ga.

Finalists as well as executives from the radio station each represented were guests at the Nashville

finals on a four-day all-expense paid trip at which Pet Milk executives were hosts. Key men attending, in addition to those mentioned previously, were Bob Jenkins, vice president for fresh milk products; Jim Dodge, v.p. and marketing director, and Robert Vanasse, broadcast supervisor.

Other Gardner Advertising agency people were also there: Ken Runyon, account supervisor; Bill Fisher, v.p. in charge of broadcast programming; Walt Stradal, account executive; Jim Faszholtz, broadcast supervisor, and Ralph Hartnagel, merchandising director. ■

*Merchandising is an integral part in Pet's radio program sponsorships. Ralph Hartnagel (r), Gardner's mdsg. mgr. checks straw hats for finals with Cliff Thomas, prod.-writer.*



*Client eats a Pet product as Jim Dodge (l), v.p., mktg. dir., for Pet, chats with Ken Runyon (r), Gardner agency account supervisor, over Pet Ritz cherry pie.*



*Rehearsal for the finals feature 3 contestants from seven radio stations. L to r, Marvin Hughes, WSM mus. dir.; Cliff Thomas, prod.-writer, and Ray Pillow, finalist representing WBRG Lynchburg, Va.*

# HOW STATIONS SHOW LEADERSHIP



**Remarks made by FCC Chairman Newton N. Minow at the NAB convention in Washington last May:**

***"You (station management) are free to communicate ideas as well as relaxation, as Gov. Collins said to you yesterday when he encouraged you to editorialize.***

***"As you know, the FCC has encouraged editorializing for years. We want you to do this. We want you to editorialize. Take positions. We only ask that you do it in a fair, responsible manner.***

***"Those stations that have editorialized have demonstrated to you that the FCC will always encourage a fair and responsible clash of opinions."***

**T**HE two most vocal and influential voices in radio—FCC Chairman Newton N. Minow and NAB President LeRoy Collins—continue to urge radio stations to take editorial positions on the air. A gaining number of the stations are doing just this.

U. S. RADIO in this summary presents in their complete on-the-air form a series of what its editors consider to be outstanding editorials. They cover a wide range of issues for which the stations are fighting, a variety of subjects in which station management has taken a vital interest.

In all instances the editorials seem to reflect an awareness of a general community responsibility as well as a specific outline of action which radio management wants to see taken. The selection, difficult to make because of the general excellence of most of the broad-



## IN TAKING SIDES

**Remarks made by Gov. LeRoy Collins, president of the National Assn. of Broadcasters at the annual convention in May.**

***"To earn greater respect, to develop adequately your full potential, more broadcasters must take sides; help Americans to understand better this complex, rapidly-changing world; show them how they can become more significant parts of its movement.***

***"This requires developing greater skill and a high sense of objectivity and public dedication. Your voice must be great as well as strong, so that beyond soothing people it will challenge them; beyond praising right it will damn the wrong."***



cast editorials and because of the growing quantity of them, is based generally on effectiveness of presentation, the subject at issue and its scope.

The selection is also an attempt to show the variation in subject and treatment among radio stations in different sections of the country and in varying sizes of markets. In all cases, the topics seem to be reflective of a community need and to pose a possible answer to a problem in the area.

The editorials were submitted by station management in what U. S. RADIO hopes may be a continuing series showing the imaginative and responsible efforts of stations in bettering their radio audiences and alerting them to issues in which each listener has a personal stake. ■

Station: KONO San Antonio

Station position: For anti-loan shark legislation

Democrat or Republican, there's one proposition on the November general election ballot all Texans should agree upon. It's Amendment No. 4, which is designed to eliminate the loan shark evil. This is one area in which Texas lags far behind most states. Effective laws curbing the activities of loan sharks are on the legislative books in 45 states, including even the newest states, Alaska and Hawaii.

It's high time Texas became known once again as the "Lone Star State" instead of the "Loan Shark State."

Under our present inadequate laws, fantastic abuses of small borrowers occur every day. Documented cases show many borrowers have been forced to pay interest rates of 220% to 1200%.

For instance, the Texas Legislative council investigated one case in which a borrower started with three \$50 loans. In four-and-a-half years, the borrower repaid \$10,000 in installments and still owed \$2,284.

As you can see, Texas right now is a lucrative field for unscrupulous small loan operators. It is estimated that they take in somewhere between 50 and 100 million a year, practically all of it from those who can least afford it.

However, the borrowers are not the only victims of loan sharks. The whole practice has a depressing effect on the movement of honest consumer goods. Money that goes now into exorbitantly high interest rates could be used to purchase clothing, appliances, furniture, tires and many other articles borrowers want and need.

Amendment No. 4 on the November ballot will enable the legislature to enact enforcement provisions with penalties severe enough to put the loan sharks out of business in Texas. However, the powerful loan sharks are fighting Amendment No. 4 down to the wire. Your vote is needed to defeat these vultures.

KONO urges you to vote for Amendment No. 4. Honest and conscientious loan companies are joining in the fight against the loan sharks and with your help they can win.

Station: KYW Cleveland

Station position: Against secrecy in local government

We have a special distaste for needless secrecy in government and we have been pressing for official release of the 1958 Planning Commission study on zoning administration. We believe the public has a right to examine the full facts behind city hall decisions. After all, the city is doing business for the people—for you and for me.

We believe it is against the public interest to keep under wraps an official report which can shed light on the current zoning controversy. Something is wrong when the careful research and recommendations of the chief city planner in charge of zoning are buried in city hall for two and a half years.

Through confidential sources, KYW has obtained a copy of the much-discussed and much-denied zoning study. Our clear-cut duty to you and our sincere interest in the welfare of the community leads us to iden-

## SEND US YOUR EDITORIALS

If your station has *one* editorial of which you are especially proud . . . one which strives for or accomplishes the type of editorial objective held by your management . . . one which has aroused and interested the public because of your "taking sides," U.S. RADIO would like a transcript of your on-the-air copy. Please send it, along with a statement from someone in a management position on why that particular one was chosen. Address it to U. S. RADIO, 40 E. 49 St., New York 17, N. Y.

tify the study and describe its contents. The report is titled *Zoning Administration and the Board of Zoning Appeals*. It was written by Allen Fonoroff, a chief city planner in charge of zoning, for the Cleveland City Planning Commission in July of 1958. It is a carefully researched paper which outlines the highest type of good zoning administration and points out the serious flaws in the application of Cleveland zoning laws. The report deals specifically with Cleveland case records and decisions of the Cleveland Board of Zoning Appeals.

Mr. Fonoroff sets down the standards by which the Board of Zoning Appeals should operate. To illustrate his points, he has detailed 27 cases wherein the board has granted variances without sufficient legal grounds. In summing up one section he suggests that a fresh approach is needed in order to restore confidence in the administration and enforcement of our zoning laws.

Mr. Fonoroff's report concludes with positive proposals for changes in the city charter, the zoning code and the over-all reforms required to up-date the Cleveland zoning administration. His suggestion would achieve for Cleveland a working system very similar to the highly-praised Los Angeles and Denver zoning regulations.

This kind of report from the city's top zoning expert should not be buried in a confidential file. We believe the special skills and the convincing logic of Mr. Fonoroff's study should be considered in the resolution of Cleveland's planning and zoning problems.

We think Mayor Celebrezze should lead Cleveland ahead in this giant step. We believe he should release this 31-page zoning study for public evaluation.

Station: WJTN Jamestown, N.Y.

Station position: Fast strike settlement

As the Art Metal strike approaches its second month we are becoming increasingly concerned with the threat it holds to the community.

We feel labor disputes are matters to be settled by management and labor . . . not by news media. The fact remains—Art Metal is such a large part of Jamestown, the loss or severe reduction of the company's working force here would deal Jamestown such a staggering blow, that all of us must be vitally interested in a settlement before a settlement comes too late.

The appeal by the company to the IAM for a full day's work does not seem unreasonable, unfair or inconsistent with honorable union practices. There was a time when a few companies, including Art Metal, spread-eagled the office furniture field. Art Metal could afford to absorb losses from questionable labor practices and still make money. Business was good. It was so good the inevitable happened. More and more companies got into the field. Some of them turn out good products at lower cost than Art Metal. How? Not by paying poor wages, but by getting full productivity for good wages.

The company takes the position that it's got to call a halt. That it's got to end the premium wage plan to stay alive in a highly competitive field. That compromise in this case means more loss in Jamestown than it can absorb in its other plants.

The company could be bluffing. Frankly, it is our belief that the company is *not* bluffing. The company's transfer of its executive offices, its acquisition of other interests, are not just moves in the game!

Art Metal's primary obligation is to turn out a good product to compete in world markets. Its primary obligation is to make enough money to provide its workers a decent standard of living and have something left over for the stockholder. It is not obliged to provide work for fifteen hundred Jamestown workers unless the other provisions are filled first.

The company's sentimental and traditional ties with Jamestown have largely been severed. We believe the company wants to stay in Jamestown. But we further believe the company is being run on a sound business basis and that if good business calls for a move, then Art Metal will make that move.

We believe that Art Metal is fighting to scrap the premium wage plan for its workers' benefit as well as its own. The employee who does not do a day's work for a day's pay loses business for his employer and for himself. Any business must stay profitable and competitive or lock its doors.

The company says its workers are giving it 55% of a fair day's work under the present plan. We do not know if the company's figure is correct. We do know the time needed by the average Art Metal employee to fill his daily quota is only a fraction of the time he spends on the job. If the union doesn't admit it publicly, plenty of conscientious workers are willing to admit it privately.

The International Association of Machinists has a national reputation for honesty and fair dealing. Its president, Al Hayes, is everywhere considered an outstanding labor leader. On the local scene, we know and respect many IAM leaders.

A spokesman for the company has said the union negotiating committee is as fine a group as he has ever seen across the bargaining table. We don't believe the union or most of its members want a strike. Then

what's holding up a settlement?

We suspect with the union it's a matter of principle. We respect principle but believe it can be wrongly applied. We believe some union leaders feel scrapping of the premium wage plan would be a step backwards. But is a fair day's work for a fair day's pay a step backwards?

To you, the workers at Art Metal, we ask these questions: Have you let your leaders know how you feel about the strike? They represent you and they will act in your best interest. If you haven't spoken up, you can't blame your leaders for representing those who have spoken up.

Are you guilty of "What's the use?" thinking? Are you against the strike, against the premium wage plan principle, against half a day's work for a full day's pay, yet are afraid to speak up because you don't speak as forcibly as others? Write letters! Let men like Claude Townsend know what you are thinking.

Has labor asked management: "Are you willing to give Art Metal employees a contract with the same type of increases given other IAM Lodges in James-

## FOLLOW-UP IN AUGUST

Because of the importance of this broad-scope editorializing concept, U. S. RADIO in its August issue will delineate major trends and patterns emerging in this crucial area of broadcasting in the public interest. Watch for this special feature on radio station editorializing next month.

town? Are you willing to improve plant facilities so that employees are assured of the best equipment? Are you willing to sign a long-term agreement with logical reopening clauses so the employee can plan on a good job and not be fearful that Art Metal will move? Are you willing to state publicly if you get a workable contract you will stay and improve your plants so that Art Metal will be as vital a force in Jamestown's future as it has in its past?" If the answer to these questions is "Yes," then there's nothing to hold back a healthy, progressive Art Metal organization for the benefit of workers, management, and the community alike

Station: KMOX St. Louis

Station position: By combat recession thinking

An old and frightening ghost seems to be coming back to haunt us these days. This specter calls up visions of bread-lines, shuttered factories and Friday nights without a paycheck. It recalls meatless Sunday dinners, frayed shirt-cuffs and, most of all, a general atmosphere of gloom and pessimism.

This is the ghost of the thirties. And it has been called up by a series of reports from all parts of the country. These reports include the Labor department

**How can a department store  
draw crowds without cutting prices?**

**Hudson's did it by bringing  
local radio right into the store**



*Shoppers swarm to the microphones to shake the hands of favorite air personalities at J. L. Hudson's Detroit "Radio Week".*

## RADIO GOES TO MARKET

**D**EPARTMENT stores, historically reluctant to rely on radio and traditionally conservative in using newspapers as the bulwark of their local advertising, are rapidly developing a more liberal frame of mind.

A case in point was a recent joint radio and department store promotion in Detroit. So successful was the J. L. Hudson Co.'s recent campaign with six radio stations, that the store, hitherto a scarce radio adver-

tiser, is busily working on a similar promotion for next year.

Hudson, for 80 years one of Detroit's most popular stores, has always liked to promote the image that "Hudson's is an exciting place to buy." To prove it, the store last spring asked Detroit's radio stations to get in on the act.

Six radio stations were invited to participate by broadcasting directly from Hudson's 13th floor music cen-

ter. "We asked them if they would bring their radio personalities to Hudson's and broadcast throughout the day during our regular shopping hours."

Detroit stations, at that time in the throes of planning National Radio Month promotions, couldn't have been more willing. Coordinating plans through Harry Lipson, vice president, WJBK Detroit, and chairman of Michigan's National Radio Month observance, the six stations put together a solid week of Hudson remotes that built some of the biggest traffic the store has ever seen.

Hudson management watched the promotion carefully. Commented Roy K. Erickson, the store's special events manager: "We felt this week-long salute to radio was one of the most exciting customer events ever presented here."

Another Hudson spokesman, in announcing plans for Hudson's Radio Week, remarked: "Observance of National Radio Month seems to us an appropriate time to recognize the remarkable resurgence of radio as a medium. Sales of radio receivers at Hudson's has doubled in the past three years and represented annual sales in 1960 of over \$1 million."

The objectives sought in staging the event were three-fold: (1) to build substantial traffic in the music department; (2) to impress on visitors the tremendous assortment and depth of the radio inventory, and (3) to contribute to the store's image of an exciting place to shop and buy.

According to Erickson, "These objectives were definitely achieved. However, we did not plan this event with the expectation of immediate gains. We felt this event would have long-range benefits and that the effects of the radio promotion would be felt for many weeks to come.

"We are already thinking about National Radio Months plans for 1962. Although our promotion was unusually successful, we hope to use a variation next year. We think that the more original we are in our thinking, the more interested our shoppers will be in participating.

"Our response to the radio pro-

motion was gratifying," he points out. "We not only achieved our immediate goal of building traffic and increasing sales, but customers took the trouble to write or telephone telling us how much they enjoyed seeing their favorite radio personalities."

The importance of the announcer personality in radio's influence was dramatically scored in the Hudson promotion. The store's executives worked on the premise that many radio listeners have never seen their favorite air personalities. To capitalize on listener curiosity, Hudson's decided that offering the listener a chance to meet the disc jockey would be the best way to get a buyer into the store.

Six Detroit stations, including one fm outlet, sent their announcing and engineering crews. No newcomers to remote broadcasts, each station was thoroughly familiar with the job to be done. From Monday, May 22, through Saturday, May 27, one station broadcast each day from the store during its regular shopping hours.

The stations participating were WXYZ, WWJ, WJBK and WLDM-FM Detroit, as well as CKLW Windsor, Ont. Because of Canadian licensing, CKLW is not permitted to

originate live programming from a store location. So the CKLW programs were taped in the store on a previous day, and broadcast on the station during the promotion.

Hudson supported the promotion by scheduling 20 to 25 announcements per day on each station the day before it would appear in the store. The spots did not advertise particular merchandise, Erickson reports, but emphasized National Radio Month and the opportunity to see radio personalities on the job.

Each station followed its regular program format. One station, which regularly programs a show called "Phone-Opinion," in which listeners dial the station with comments on public issues, solicited opinions from store shoppers during the promotion.

"We decided to include WLDM-FM in this promotion," says Erickson, "because we have been favorably impressed with the growth of fm. Fm is here to stay and growing stronger all the time."

Hudson is now carefully reviewing its advertising strategy with thoughts of strengthening its radio use. Once a regular radio advertiser, four years ago the store dropped sponsorship of the *Minute Parade*, an early morn-

*Continued on page 54*



Roy K. Erickson, special events manager at Hudson's, calls radio promotion "the most exciting."



J. L. Hudson Jr., store president since April, has exciting plans for the company's expansion.

# Miss Teenage America will ring radio's cash register

*Miss Teenage America*



ONE of the most ambitious radio promotions ever attempted on a national basis will be showcased for the public next month.

Backed by money and ideas, the promotion hopes to capitalize on one of the country's most affluent markets: the teenagers. With their purchasing power expected to grow from \$11 billion to an estimated \$18 billion by 1970, the teenagers represent a dollar-mine of vast resources. (See U. S. RADIO, June 1961, p. 35.)

Masterminding the promotion is

Teen American Associates, Inc. of Dallas, a non-profit organization created to provide financial aid to college students. If the scheme—painstakingly prepared down to the last spot announcement—proves successful, stations throughout the country can expect to garner more advertising and increase their audiences.

The path toward the hoped-for riches centers around a hunt for "Miss Teenage America." Although the promotion is being directed na-

tionally, the object is to penetrate deep into local markets. The design calls for local merchants, who cater to teenagers, to join hands with franchised stations in sponsoring contests to pick a "Miss Teenage Hometown." The merchants, according to the plans, will purchase plugs publicizing the teen contest along with their products. In October, local winners will journey to Dallas for the national finals.

So far, response has been excellent, the contest promoters report.

In Cincinnati, for example, Shillito is bringing all of its branch stores into sponsorship of the contest with WCPO.

The number of stations in the "Miss Teenage America" network has increased from 35 to 60 within the last month, according to contest officials. In addition, they are sending information to 100 other stations who have asked to sponsor local queens. By the end of August, the contest promoters predict, there will be a radio station within hearing of every teenager in the country.

Stations interested in franchises in uncommitted areas can obtain information from Futursonic Productions, Inc., 3108 Routh St., Dallas. Futursonic is national sales representatives for TAA. ■

## TEENS: A booming market

Miss Teenage America contest officials have projected 1960 figures through 1970 for a growth figure spanning the next decade. In 1970, the teen will directly control \$18 billion annual spending, influence another \$89.1 billion worth of consumer expenditures.

	Total market	TEEN-AGE MARKET
Population increase	up 18.3%.....	up 66.6%
Consumer purchasing	up 35.3%.....	up 80.0%

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FM's need for more commercials	Feb. 59
Grace Line's use of fm	Jan. 51
Survey of fm audience in Sacramento Valley	Feb. 59

### GOVERNMENT

Gov. Collins urges repeal of "equal time" requirement	Feb. 14
Gov. Collins warns radio against inviting government control	Mar. 10

### NETWORKS

Network news coverage	Feb. 35
Space shot coverage	June 38

### PROGRAMMING

N. W. Ayer's attitude toward programming	Mar. 38
CRA survey of station individuality	Feb. 51
Katz's Skinner previews radio in the '60s	Mar. 49
Networks' increased news coverage	Feb. 35
Program services directory	Mar. 20
Program services expansion	Mar. 17
Radio editorials	Feb. 24
Radio's expanding news coverage	Feb. 28
RFE's roundtable on "talk" programming	Mar. 34
Space shot coverage	June 38
Viewpoints on public service programming	Apr.-May 42

### PROGRAM SERVICES

Directory of program services	Mar. 20
Expansion of program services	Mar. 17

### PROMOTION, SALES TECHNIQUES

Audience building ventures	Mar. 42
BBDO's Papazian analyzes radio's image	Apr.-May 32
Donahue & Coe's Arthur discusses radio's qualitative audience	June 31

Good Humor's Mahoney analyzes radio today	Apr.-May 36
How to keep tabs on program changes	Jan. 37, Feb. 46
Open letter to Gov. Collins on radio's needs	Apr.-May 25
Open letter answered by Gov. Collins	June 28
RAB annual sales clinic	Jan. 48
Single rate card increase	June 9
Teen-age market	June 35
Trade vocabulary	Mar. 29
Trendex study on improving sales techniques	Jan. 49
What makes selling ammunition	June 9

### PUBLIC SERVICE

Ted Bates' participation in Radio Free Europe	Jan. 50
Radio's increasing role in public affairs	Feb. 20
Radio's role in community service	Feb. 36
Viewpoints on public service programming	Apr.-May 42

### REPRESENTATIVES

Ohio station's representatives' trade glossary	Mar. 29
Katz's Skinner previews future programming	Mar. 49
PGW analyzes spot radio advertising programs	Feb. 57

### RESEARCH

CRA study of station individuality	Feb. 51
NAB study of expanding news coverage	Feb. 28
NAB survey of radio editorials	Feb. 24
Nielsen's auto-plus findings	June 45
Pulse report on qualitative research	Jan. 43
Pulse survey of out-of-home listening	Feb. 62
RAB survey of radio's speed in reaching audience	Feb. 56
Radio's reach	Apr.-May 14, June 14
Seventeen's study of teen-age market	June 35
Trendex survey of sales technique	Jan. 49

### SILVER MIKE AWARD WINNERS

Lewis Havens Avery, Avery-Knodel Inc.	Jan. 13
William Dean, Cunningham & Walsh	Feb. 16
Robert E. Dunville, Crosley Broadcasting Corp.	Mar. 14
Hope Martinez, BBDO	June 19
Arthur H. McCoy, John Blair & Co.	Apr.-May 19

### SPECIALIZED RADIO

#### FARM RADIO

Advertiser case histories	Jan. 30
Changes in farm radio	Jan. 17
Farm radio advertisers listing	Jan. 24
American Cyanamid's farm radio campaign	Jan. 26

#### NEGRO RADIO

Negro audience survey in San Francisco area	Jan. 54
Negro-appeal programming	June 9

#### FOREIGN LANGUAGE RADIO

Spanish audience in New York	Jan. 54
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#### TEEN-AGE RADIO

Ten billion dollar market	June 35
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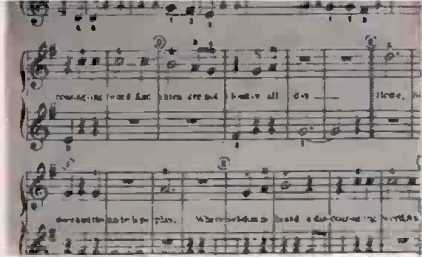
#### SPOT RADIO

Peters, Griffin, Woodward analyzes problems in spot radio advertising	Feb. 57
Single card rate increase	June 9
Trendex study on improving radio selling	Jan. 49

#### TIMEBUYING

How to keep tabs on program changes	Jan. 37, Feb. 46
Media experts increase role in advertising	Feb. 58
Time buys	Jan. 9, Feb. 9, Mar. 7, Apr.-May 16, June 16





# COMMERCIAL CLINIC

## DOES IT PAY TO BE FUNNY?

The schism that has existed in the advertising copy world for the past decade—between the humorists on one hand and the solemnists on the other—is growing wider with each passing commercial award.

Although in quantity the serious, hard-sell commercial and its creative proponents still have a near-monopoly share of broadcast time, the gag commercial produced by the young talented Hollywood school of entertainment-sell is making itself heard and holding its own.

In doing so, the humorous commercial has moved into award columns with no show of modesty. Two examples: the Contadina Tomato Paste commercial ("Who puts eight great tomatoes in that little bitty can?") selected by *Advertising Age* in 1956 as one of the two top jingle commercials; and the Chun King chow mein "hot dog" commercial, second this year on the Radio Advertising Bureau's list of the top ten in 1960.

Nobody in advertising will argue the fact that the humorous commercial is an entertaining one or a work of talent; but there is bitter controversy raging over whether these same commercials fulfill their first function: to sell.

The argument of the "funny" ad-man has perhaps found its most articulate voice in a man who did much to start the concept of humorous advertising: Stan Freberg. Freberg insists that humor and satire win happy customers. Writing in *The Journal of Commercial Art*, Freberg once criticized: "... the (advertising) industry has allowed tasteless advertising to exist on the air. Let's take some of those splendidly revolting commercials like Carter's Little (Liver) Pills, or Dristan Sinus Decongestants, for example. How ridiculous, how tasteless, how down-

right insulting, are commercials which blatantly insist that these products are something short of the greatest thing since Penicillin. And in so insisting, imply that Science, Industry and Ted Bates are working together for one common end . . . Carter's Little (Liver) Pills."

Freberg's opponents in the creative hassle are equally articulate and equally convinced of their superiority—as salesmen. As one of the most well-known, Rosser Reeves, board chairman of Ted Bates & Co., New York, writes in his book, *Reality in Advertising*: "A campaign is not for the individual expression of his (the advertising man's) ego. It is, actually, a tool, and it has a functional purpose, which is the most complete communication with the public, the maximum projection of the message. Commercials that are often dazzling in their art are miserable as salesmen." Reeves continues by observing that sometimes the lack of salesmanship "may simply be a famous comedian, doing an integrated commercial, but attracting more attention to himself than to his message."

Says Freberg: "My way creates a lasting, warm, product image."

He admits that although their approaches are absolute opposites, both work at the sales level. And he can cite examples of Freberg-created campaigns that have moved merchandise. However, he agrees, "Humor for humor's sake is not enough. It has to accomplish something. All humor is a weapon, sometimes a rather cruel weapon. That same weapon can be shaped to a purpose. That is what I try to do in selling a product. I may amuse the listener, but I never forget that my goal is to sell the product."

Here is an excerpt of a commercial done by Stan Freberg for the Chun King Corp.:

**GUY:** Do you remember me? I was in here last week . . . had a bad wheel on my grocery cart.

**MAN:** Uh . . . yes.

**GUY:** Would you mind explaining to me again about that Chun King Chow Mein thing?

**MAN:** You mean the Divider/Pak?

**GUY:** Yah . . . how does that work again?

**MAN:** Well, the sauce is in a separate can from the vegetables.

**GUY:** Oh, yah . . . side by side.

**MAN:** No, no, no . . . one on top of the other.

**GUY:** Well, what keeps the top can from falling off?

**MAN:** They're taped together.

**GUY:** (clears throat) Maybe you better have those Chinese folk singers explain it to me again.

**MAN:** All right. Now here's "The Soy Brothers" for Chun King Chow Mein.

**GUY:** I thought you were going to call them the Chun-Kingston Trio?

**MAN:** We couldn't get it cleared.

The arguments between the two schools of copy may never be fully resolved. Both have proved the contention that they can sell. It may simply be a question of how long the principles will work. But today, both Stan Freberg and Rosser Reeves are very much in business. ■

*Freberg, in rickshaw, is taxied by Jeno Paulucci, Chun King pres., who lost bet.*



# RADIO FOCUS / IDEAS



**SPRING HOUSECLEANING** contest winner in Tampa, Fla., found WFLA staff on hand, with distaff side getting biggest workout. She's Jean Morris, accompanied by (l to r) DJs Bob Jones, Dan Johnson and Bob Bradley.



**MERITS OF LIFE** in Cincinnati area are noted in WCPQ's new vocal, "Our Song." Cincinnati Mayor Walton Bachrach (l) and Norwood, Ohio, Mayor Joseph Shea (c) receive disk from H. Patrick Crafton, station manager.



**EARLY-BIRD** in stereo fm programming was Zenith's Chicago station, WEFM, which took to the air June 1. Transmission demonstration was checked by (l to r) Sam Kaplan, exec. v.p.; Carl Eilers, engineer, and J. E. Brown, engineering v.p.

**NINETY-MINUTE** sound and videotape presentation introduced KSD St. Louis to sales representatives at Katz, N.Y., which starts to rep the station this month. Arthur Casey (l) KSD mgr., also previews story for W. H. Dulaney, commercial manager of W.L.F.F. Louisville, who is seated next to him.



**WORLD'S LARGEST** radio station is WAUG Augusta, Ga., which is sole occupant of one-time 400-room hotel. Reason: lease continues and insurance company insists lights and power remain on. Outdoor sign for station attracts passersby.

Programing

A new surge in local public service was evidenced recently, according to reports from several stations. Three stations began programs of medical tips to listeners. WSAZ Huntington, W. Va., introduced *Health Capsule*, a feature of short messages by physicians broadcast five times daily. Designed by the station to acquaint listeners with common health problems, the program is written and prepared by doctors in cooperation with the Cabell County Medical Society. Subjects cover immunization, polio, medical care for the aged, heart disease, diets and other health topics.

Following the same trend is WCAU Philadelphia, which this month inaugurated *Doctor's House Call*, a five-minute program scheduled Monday through Friday from 8:25 to 8:30 p.m. The feature is narrated by a physician and will feature information on preventative and corrective medicine. . . . Dental problems are highlighted once a week by WEEI Boston on its new *Dental Column of the Air* as part of the station's over-all talk and information program *Listen!* The first four programs dealt with dental care for children. WEEI also airs *Rx With Care* in cooperation with the Massachusetts Medical Society.

Traffic safety received its share of summer-driving emphasis this month, with such groups as the Herold Tribune radio network, ABC owned-and-operated stations, members of the Georgia Assn. of Broadcasters and WTTM Trenton, N. J., reporting heavy safety campaigns during holiday weekends.

On the employment front, two stations reported starting programs this summer to help students locate temporary jobs before picking up the books this fall. . . . KDES Palm Springs, Calif., broadcasts daily the *Student Summer Placement Bureau*. . . . WBZ Boston's morning man, Bruce Bradley, runs announcements for teenage jobs on his daily *Summer Job Clinic*. Bradley collected information from job-seeking teenagers and teenage seeking employers, airing facts for exchange.

Radio drama staged a come-back this month both locally and nationally. WPEN Philadelphia started an

hour-long dramatic series, seven nights a week, featuring *My True Story*. The station reports the program was sold immediately to Morrell Park Homes, Philadelphia housing development. . . . After a six-month hiatus, the radio drama *Suspense* returned last month to stations of the CBS Radio Network in the 25-minute Sunday evening slot formerly held by *Gunsmoke*. The program's return marks the beginning of its twentieth broadcast year.

Speaking of old radio programs, WOW Omaha recently honored its two thousandth consecutive broadcast of *Chapel Service*, a Sunday morning religious program heard since April 8, 1923. The station believes the program to be the "world's oldest continuous radio program." The Rev. Dr. R. R. Brown, founder of the program, has not missed one broadcast.

Highlighting the conflict of the communistic and democratic ideologies, station KBTO El Dorado, Kans., broadcast recently a special two-hour program, *Men in Space*. Dick Burch, station manager, reports

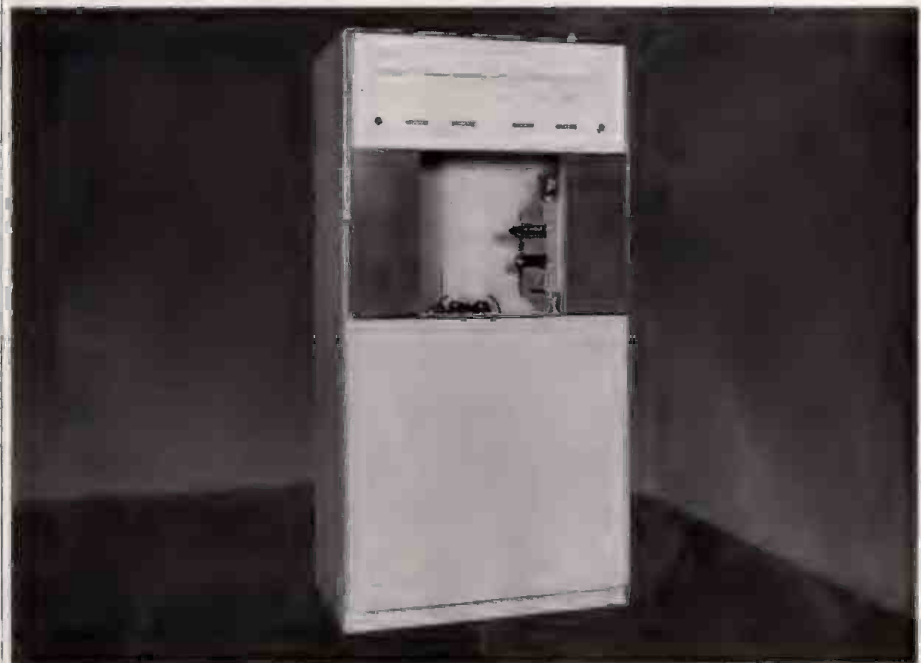
that he obtained a 45-minute documentary from Radio Moscow and coupled the tape with a 60-minute Voice of America program. Both programs featured interviews with astronauts, scientists and others connected with the projects and recordings of the transmissions from space made by Commander Shepard of the United States and Soviet Major Yuri Gagarin. Kansas State University requested a duplicate of the station's documentary materials for a similar program on KSAC, the university's educational station. The program dramatically highlighted, says the station, the differences in Soviet and U. S. news coverage. . . . A new five-minute radio program, *Know Your Enemy*, now on fifty stations, is available from Hurst B. Amyx Productions, Tucson, Ariz. The program is designed to acquaint Americans with Communist doctrines, so that "they can study and recognize the subversive elements and know what to do about them," according to Amyx.

Weed Radio Corp. is offering a brochure profiling four successful radio programing formats, entitled

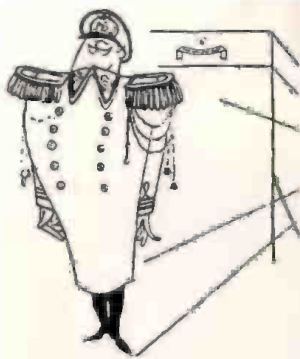
This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter,



COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • NEWPORT BEACH, CALIF.



features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.



INTRODUCING THE NEW  
**DRYDEN-EAST**  
HOTEL

39th St., East of Lexington Ave,  
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Singles \$15 to \$22 Suites to \$60  
Special rates by the month or lease

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**DINING**

at New York's elegant

**MALMAISON**

is a delightful experience



**MALMAISON**  
RESTAURANT

10 East 52nd St., New York

LUNCHEON... COCKTAILS... DINNER

At the piano: Jules Kuti, 5 to 11 P.M.

PLaza 1-0845 • Closed Sundays

**RADIO FOCUS/ideas**

"Which Hat Should You Wear?" The four formats: the "Modern Station," the "Good Music Station," the "Classical Station" and the "Personality Station." . . . The Katz Agency Inc. is offering a new programming service to its represented radio stations under the title "Sound Ideas." Purpose is to exchange and distribute new approaches to programming and promotion among stations. . . . WAOK Atlanta announces the formation of AOK Management Services Inc. to act as consultant for Negro-programed radio stations and other enterprises.

**Promotion**

Music to mail letters by was provided by WQXI Atlanta when the station posted packages containing transistor radios in mail boxes at the busiest street corners, shopping centers and office buildings. The radios were turned up full volume and tuned to the station's frequency. Post office collection times were checked to assure that the radios remained in the boxes for maximum time. . . . A popular craze of the 1920s — dance marathons — was revived by KIMA Yakima, Wash., with a new twist. Instead of dancing, the contestants went bowling. Nine bowlers started the endurance test. Some 84 hours and 45 minutes later, one man remained. He rolled 322 straight games and maintained a 160 average. The winning prize: a color tv set. . . . Residents of Oregon have more time on their hands than most people. Poking fun at the varieties of time that are observed in the state, including Pacific, daylight, sundial and slow time, KISN Portland simplified matters one week by supplying listeners, at the rate of six per hour, with a standard time clock: the time of day in Hong Kong. Chinese gongs provided background music.

Everything's coming up roses for WELM Elmira, N. Y., since it planted a large rose garden on the ground of its new studios. Open to the public, the garden is the only one of its kind in the area. It features over 50 varieties of roses with the rows of beds arranged by color. Broadcasters' Promotion Assn. has

announced the following judges for its first annual BPA promotion awards for on-the-air excellence: Eugene Accas, v.p., station and network relations, Grey Advertising Inc.; Arthur Bellaire, v.p. and associate copy director for broadcasting, BBDO Inc.; Harold Graham Jr., v.p., program planning, M-E Productions, division of McCann-Erickson Inc., all New York. Winners will be announced at the BPA convention, November 5-8, Waldorf-Astoria, New York.

**Business**

Mack Trucks Inc., Plainfield, N. J., is broadcasting a nationwide radio program this summer to tell of the trucking industry's contributions to the economy, with special emphasis on the industry's substantial tax support of the nation's highway building program. The program is heard on *Monitor*, using approximately 200 stations, every weekend from July 1 through August 27. The series began in 1956. . . . Ford Dealers of Southern California have renewed for 13 weeks the KNX Los Angeles program *Today in Los Angeles*, marking the eighth consecutive year of Ford sponsorship. . . . Among new sponsors at ABC Radio: The Seven-Up Co. (J. Walter Thompson Inc.), Candy Gram Inc. (Dunnann & Jeffrey Inc.), Bankers Life & Casualty (Phillips & Cherbo Inc.), Pepsi-Cola Co. (BBDO), P. Lorillard Co. (Lennen & Newell), Curtis Circulation Co. (BBDO), Lanolin Plus Inc. (Dunnann & Jeffrey) and Tidy House Products Co. (McCann-Marschalk). . . . Chef Milani, radio food commentator, began recently a six-month promotion for Bonnie Dog Food Co., Sacramento, over KBIG Catalina, Calif. Spots and in-store merchandising feature Dog-E-Stu.

Recent representative appointments: WMGM New York to Daren F. McGavren Co. Inc. . . . WEOK Poughkeepsie, N. Y., to Adam Young Inc. . . . KDEO San Diego. KFXM San Bernardino, KAFY Bakersfield, Calif., to Robert E. Eastman Co. . . . WCAW Charleston, W. Va., to Ohio Stations Representatives, Cleveland, for Ohio market representation. . . . KULA Honolulu to Spot Time Sales Inc. . . . Spot Time Sales' Chicago offices moves to 100 N. Michigan Ave., Chicago 11. ■

# RADIO FOCUS/PEOPLE



**IOWA BROADCASTERS** Assn. members toured the Collins Radio Co. during their annual meeting. L to r, H. V. Bob Hite of Collins broadcast product line shows equipment to Ken Hastie, WMT Cedar Rapids, outgoing president of group; Don Mouw, KRNT Ft. Dodge; Kent Adams, KRNT; Jim Bowermaster, WMT.



**NEW PRESIDENT** of N.Y. chapter of Broadcast Pioneers is Phil Edwards (r) board chairman of Broadcast Advertisers Reports, congratulated by Gordon Gray, national chapter pres.



**2,000TH** regular show by The Rev. R. R. Brown (l) is marked with plaque from Frank P. Fogarty (r) executive v.p. of Meredith Broadcasting and W'OM Omaha. Rev. Brown has appeared continuously for 38 years.



**KINGSTON TRIO** held a reunion backstage in Seattle with Bill Terry, KING dj who is credited with having discovered the singing group. Terry emceed the trio's local concert.

**GATHERED AT AWRT** penthouse party in New York are (l to r): Bob Hurleigh, Mutual pres.; Bill McDaniel, NBC radio exec. v.p.; Jack Cunningham, bd. chm., Cunningham & Walsh, New York, and Jonah Gitlitz, v.p., Better Broadcast Bureau, New York.



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magazine  
devoted  
only to  
radio is  
U.S. RADIO

## RADIO FOCUS/people

### Agencies

Peter F. M. Stewart appointed account group head for E. I. duPont de Nemours & Co. automotive products advertising at BBDO Inc., New York. Stewart was formerly in account management at N. W. Ayer & Son, Philadelphia, for Cannon Mills and Corning Glass. . . . John Rigor, formerly with Grey Advertising Inc., joins Sullivan, Stauffer, Colwell & Bayles Inc., New York, as account supervisor. . . . Ernie Brant becomes account executive, Fuller & Smith & Ross Inc., Fort Worth, after serving on food accounts with a San Antonio agency. . . . Perry Thomas named account executive for Beltone Hearing Aids by Olian and Bronner Inc., Chicago. He was recently with R. L. Polk and Co. as account executive. . . . Robert Powell, formerly owner of Robert Powell Assoc., Detroit, joins Ogilvy, Benson and Mather Inc., Chicago, as account representative for Shell Oil midwestern region. . . . Jerome O'Leary Advertising Agency, Boston, now affiliated with the First Advertising Group. . . . Three Kenyon & Eckhardt Inc., New York, executives elevated recently are: Hilton N. Wasserman, formerly director of personnel services and vice president since 1960, now administrative vice president; Fred Hauser, who becomes director of personnel services and vice president, and Alfred Norcott, elected controller in addition to former duties as secretary. . . . Edward E. Rothman, president of Cyrogenics Corp. and formerly general advertising and sales promotion manager, Ford Motor Co., elected to the board of directors, Meldrum and Fewsmith Inc., Cleveland. . . . Warren J. Eggly, M&F treasurer, also elected to board of directors.

### Representatives

Richard E. Farnham, formerly with NBC Radio Spot Sales, New York, joins Peters Griffin, Woodward Inc., Boston, as manager of radio division. . . . John T. King, formerly Boston manager of radio for PGW, appointed manager of the new Boston office of The Katz Agency Inc. . . . Robert E. Eastman & Co. appoints William R. Furnell to the sales staff of the San Francisco office.

He was previously with KCRA-TV Sacramento in sales. . . . Eastman has also named Jack Kabateck, formerly with Torbert, Allen and Crane, to the sales staff of the firm's Los Angeles office. . . . Bob Stephens, formerly with Headley-Reed, appointed to the San Francisco radio sales staff of The Katz Agency Inc. . . . Dick Calender, sales manager for KEWB San Francisco, rejoins NBC Radio Spot Sales, San Francisco, as account executive. . . . William H. Ensign, recently an account executive for CBS Radio, New York, named by John Blair & Co., New York, to the sales staff of the Blair Group Plan. . . . Marvin Davis, former media buyer with Grey Advertising Inc., New York, becomes account executive for National Time Sales, New York. . . . The Chicago offices of John Blair & Co. have moved to the new Blair Building, Michigan Ave. and Erie St.

### Stations

Norman Boggs, president and general manager of KGIL Los Angeles, elected chairman of the board of the Southern California Broadcasters Assn. . . . William J. Gallagher Jr. takes over position of general sales manager at WACE Springfield, Mass. . . . Uie Altman promoted to local sales manager at KOGO San Diego. . . . WFAA Dallas appoints W. C. Woody Jr. as regional sales manager and Deuson Walker as local sales manager, a position formerly held by Woody. . . . Al Saunders moves from the post of operations director at WSBA York, Pa., to the position of general manager at WHLO Akron-Canton, O. . . . Charles E. Gates elevated from general sales manager to station manager at WGN Chicago. . . . Raymond J. Cheney named sales manager for WNFJ Binghamton, N. Y. Prior to joining the station Cheney was co-owner and general manager of KRES St. Joseph, Mo. . . . Dick Doty resigns as general manager of Florida Air-Power, Inc., to become vice-president of programming, news and public relations at the Rand Broadcasting Co. . . . Fred H. Kaufman moves up from account executive to director of sales at KOMO Seattle. . . . Two changes have occurred at KGYO Missoula, Mont. Dale Woods, formerly division manager

## RADIO FOCUS/people

at the Radio Advertising Bureau, becomes station's manager and Robert Churney, former manager, promoted to the post of national and regional sales manager. . . . Felix Adams becomes national sales manager at KRAK Sacramento. . . . Howard M. Girouard, former NBC-TV account executive, named to the newly-created post of national sales manager for the Ivy Broadcasting Co. . . . Paul H. Martin tapped for the position of general sales manager at KGB San Diego. . . . Louis H. Pellis moves up to general sales manager at WEOK Poughkeepsie, N. Y. . . . George K. Dunlevy named national program director for the Elliot Stations, WICE Providence and WLOW Norfolk. . . . Kent Burkhardt appointed operations manager for WQXI Atlanta. . . . Leon Ridings, former station director of WBIR Knoxville, shifts to the position of general manager for WFCT Knoxville. . . . Lew Clawson moves up from sports director to program manager at WWVA Wheeling, W. Va. . . . Louis Wolfson, vice president of Wometco Enterprises, appointed director of the company's broadcasting interests.

### Networks

James H. Fuller, formerly director of creative sales and member of the board of directors, Robert E. Eastman & Co., New York, has rejoined CBS Radio as an account executive. Fuller had been with Eastman since August, 1959, and had served CBS Radio on the network sales staff from 1955 to 1957. Immediately before joining Eastman, he served a year-and-a-half as sales manager, SPONSOR. . . . Robert Holmgren, for the past seven years budget administrator in the cost control department for ABC Radio, promoted to director of sales service and business administration. . . . The honorary degree of Doctor of Humane Letters was conferred on Arthur Hull Hayes, president, CBS Radio, by LeMoyne College, Syracuse, N. Y. at recent commencement exercises. . . . Don McNeill, host of ABC Radio *Breakfast Club*, honored as Salesman of the Year by the National Assoc. of Direct Selling Companies.

## Industry-wide

Leslie R. Shope, advertising and press relations manager for The Equitable Life Assurance Society of the United States until his retirement in 1960, elected president of the Radio Free Europe Fund, New York, succeeding John M. Patterson, who has resigned to enter government work in Washington, D. C. . . . L. Berkeley Davis, vice president of General Electric Co. and general manager of the electronics components division, Owensboro, Ky., reelected president of the Electronics Industries Association, Washington, D. C. . . . William E. Roberts, formerly executive vice president, Bell & Howell Co., named president and chief executive officer, Ampex Corp., Redwood City, Calif. He succeeds George I. Long, Jr., who continues as a director. . . . Roy Thompson, formerly special projects editor, Radio Pulsebeat News, New York, appointed chief of RPN's Washington news bureau. . . . A. S. Timms, formerly with the broadcast division, Industrial Transmitters & Antennas Inc., Lansdowne,

Pa. Timms will represent the company in the northeast. . . . Appointed to head the broadcast media committee of the American Association of Advertising Agencies by the board of directors: William S. Matthews, Young & Rubicam Inc., New York, chairman, and Ruth Jones, J. Walter Thompson Inc., New York, vice chairman. . . . Governor LeRoy Collins, president of the National Association of Broadcasters, appointed chairman of the National Public Advisory Committee on Area Redevelopment by the United States Department of Commerce. . . . Collins Radio Company, Cedar Rapids, Ia., announces the resignation of R. S. Gates, executive director, and the following appointments: E. A. Williams, vice president, to assume central management responsibility for corporate controller and treasurer functions in addition to his present activities under operations control; J. B. Tuthill, vice president, to assume broadened responsibilities in financing and banking relations and financial analysis; R. J. Flynn and R. C. Mullaley joined the firm as assistant vice presidents. ■



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For just a trifle higher cost, enjoy the luxury of a chauffeur-driven 1961 Rolls Royce. Special theatre and shopping rates. Airport and pier service. Inquire about corporate and personal charge accounts.

### Buckingham Livery

349 E. 76th St., N. Y. C. YU 8-2200  
\$9 per hour. Diners Club honored.



# "... a total commitment designed to enslave a total world"

JEFFERSON STANDARD BROADCASTING COMPANY



CHARLES H. CRUTCHFIELD  
EXECUTIVE VICE PRESIDENT  
AND GENERAL MANAGER

ONE JULIAN PRICE BLACE  
CHARLOTTE 8, NORTH CAROLINA

March 10, 1961

Mr. Norman R. Glenn  
Editor & Publisher  
SPONSOR  
40 East 49th Street  
New York 17, New York

Dear Norman:

Enclosed is an exact copy of a letter which a young Communist sent to a friend of his back in the United States.

The letter appeared in "Presbyterian Survey" - - a very fine publication of the Presbyterian Church. In reproducing it, the editor made one of the most profound and thought-provoking observations I've ever read. He said, "We think this letter shows more graphically than any editorial what total commitment means." He went on to say, "Are we as committed to the truth as this young Communist and millions like him are committed to an empty hope?"

To a great majority of people in the Free World, particularly people in America, this kind of dedication is unheard of. They simply cannot believe that the architects of Communism, Karl Marx, Lenin, et al, could possibly have such influence on any human being. I feel that to defend and protect freedom as we know it today, it is imperative that all people in the Free World understand the inner feelings of those who are determined to destroy it. I am hopeful, therefore, that you - - through your widely read publications - - will give the enclosed letter as much publicity as you see fit.

We simply must convince Americans and as many of our friends in the Free World as possible that Communism is by no means just another political party. It is a form of religion..... a complete dedication..... a total commitment designed to enslave a total world.

Sincerely yours,

*Charles Crutchfield*



**A young communist writes . . .** "What seems of first importance to you is to me either not desirable or impossible of realization. But there is one thing about which I am in dead earnest—and that is the socialist cause. It is my life, my business, my religion, my hobby, my sweetheart, wife, and mistress, my bread and meat. I work at it in the daytime and dream of it at night. Its hold on me grows, not lessens, as time goes on. I'll be in it the rest of my life. It is my alter-ego. When you think of me, it is necessary to think of socialism as well, because I'm inseparably bound to it.

"Therefore, I can't carry on a friendship, a love affair, or even a conversation without relating it to this force which both drives and guides my life. I evaluate people, books, ideas, and notions according to how they affect the socialist cause and by their attitude toward it.

"I have already been in jail because of my ideas, and if necessary I am ready to go before a firing squad. A certain percentage of us get killed or imprisoned. Even for those who escape these harsher ends, life is no bed of roses. A genuine radical lives in virtual poverty. He turns back to the party every penny he makes above what is absolutely necessary to keep him alive. We constantly look for places where the class struggle is the sharpest, exploiting these situations to the limit of their possibilities. We lead strikes. We organize demonstrations. We speak on street corners. We fight cops. We go through trying experiences many times each year which the ordinary man has to face only once or twice in a lifetime.

"And when we're not doing these more exciting things, all our spare time is taken up with dull routine chores, endless leg work, errands, etc., which are inescapably connected with running a live organization.

"Radicals don't have the time or the money for many movies or concerts or T-bone steaks or decent homes and new cars. We've been described as fanatics. We are. Our lives are dominated by one great, over-shadowing factor—the struggle for socialism. Well, that's what my life is going to be. That's the black side of it. Then there is the other side of it. We Communists have a philosophy of life which no amount of money could buy. We have a cause to fight for, a definite purpose in life. We subordinate our petty personal selves into a great movement of humanity. We have a morale, an esprit de corps such as no capitalist army ever had; we have a code of conduct, a way of life, a devotion to our cause that no religious order can touch. And we are guided not by blind, fanatical faith but by logic and reason, by a never-ending education of study and practice.

"And if our personal lives seem hard or our egos appear to suffer through subordination to the party, then we are adequately compensated by the thought that each of us is in his small way helping to contribute something new and true, something better to mankind."

*reprinted from the  
PRESBYTERIAN SURVEY*

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# KFAL RADIO

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## DOMINANT FARM RADIO SERVICE

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

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OPEN JULY AND AUGUST



## NAMES & FACES



Lee Fondren, station manager and sales director of KLZ Denver, has been elected president of the Advertising Assn. of the West, an event that could foreshadow the eventual merger of that organization with the Advertising Federation of America. Fondren, a vice president of the AFA, is one of the leaders in the efforts to persuade the two organizations to work more closely on common problems. He is past president of the Denver Advertising Club, the only group in the country with membership in both the AFA and the AAW. Fondren also was instrumental in getting the two groups to collaborate in the observance of National Advertising Week. Fondren is a 25-year veteran in broadcasting. Before joining KLZ in 1941, he worked in his home state of Texas, as a comedian, script writer, producer, announcer and salesman.



Mary Ann Sanchirico, a specialist in broadcast research, has been named to the newly created post of radio research manager at H-R Representatives Inc., New York. According to H-R President Frank M. Headley, the post was created to meet the needs of stations, agencies and advertisers for a more extensive coverage of the radio market, particularly in the field of spot advertising. Miss Sanchirico has worked at H-R for five years, beginning as a rating analyst and rising to assistant director of research. Previously, she was assistant to the supervisor of ratings at the ABC television network. Miss Sanchirico is a graduate of St. John's University. Her new position was one of six posts recently created by H-R in a move to expand the company's services.



Joseph C. Cuff was one of several executives recently promoted in a shakeup of management at Robert E. Eastman's New York and Chicago offices. Mr. Cuff, eastern sales manager at Eastman since 1959, was elevated to national sales manager. He will coordinate sales activities in all eight Eastman offices and will act as a liaison between his company and the 43 stations it represents. According to the company, the post of national sales manager will serve as a central point for Eastman's sales strategy. From his office in New York, Cuff will keep an eye on sales performance in all of the company's offices. Before joining Eastman three years ago, Cuff worked in the national sales division of the Hearst Advertising Service.



George C. Hatch, a leading figure in broadcasting in the mountain states area, has been elected chairman of the radio board of directors of the National Assn. of Broadcasters. At present, he is chairman of the board of the Intermountain Network, which represents 52 affiliates in six mountain states. Hatch's background includes a long history of broadcasting work. He is founder and president of KALL Salt Lake City and a major office holder in several broadcasting corporations in Utah,

Montana and Idaho. As chairman of the radio board, Hatch contends that the NAB radio code will be the most powerful single influence toward improving the standards of station operation and the quality of programming. Hatch predicts a trend toward more emphasis on the selective audience.



John M. Haerle, who has risen steadily since he joined the Collins Radio Co. five years ago, has moved up to the position of director of advertising and public relations for the equipment manufacturing firm. He succeeds R. S. Gates, executive vice-president, who has resigned from the company. In his new position, Haerle will coordinate all advertising and public relations activities of Collins' divisions and subsidiaries from the main office in Cedar Rapids, Ia. Haerle joined the company in

1956 as manager of the firm's broadcast product line. He has since served as southern region sales manager and later as assistant general sales manager. At the time of his promotion, Haerle was director of product lines for Collins.



Jane Pinkerton, senior editor of SPONSOR magazine for the past five years, has joined Air Media, Inc., as managing editor of its two publications, U. S. RADIO and U. S. FM, recently purchased by Sponsor Publications. Miss Pinkerton was formerly employed as a senior presentation writer for the Radio Advertising Bureau in New York and as midwest editor of *Broadcasting* magazine in Chicago. She was graduated from the Medill School of Journalism at Northwestern University, where

she also attended graduate school, and holds membership in several broadcasting and advertising organizations, including the Radio-Television Executives Society, the Advertising Women of New York and the American Women in Radio and Television.

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Write for descriptive brochure  
N. Scheinman, Managing Director

# Fifth Avenue Hotel

24 FIFTH AVENUE at 9th STREET

## RADIO: Rx FOR DRUG CLIENTS

*Continued from page 21*

A. The Proprietary Assn. of Washington, D. C., whose members represent most of the leading package medicine manufacturers in the nation (Warner-Lambert, American Home Products, Miles Labs, The Mentholatum Co., Sterling's Glenbrook Labs, Carter, etc.) estimates that its membership firms do approximately \$1.5 billion in drug sales annually (and this does not include duplication in the wholesale areas or sales in fields that are not specifically considered drugs; if those were included, it would come to more than \$3 billion).

The annual advertising investment by these same Proprietary Assn. members is estimated at about \$300 million.

Q. We've been using the term "proprietary" a lot. What exactly is the difference between a "proprietary" and an "ethical" drug?

A. The only difference is *advertising*. A proprietary drug is one that is advertised to the public; an ethical drug is not advertised to the public. A vitamin pill which is not advertised is an ethical product, but another vitamin pill which is advertised is a proprietary. All prescription drugs are ethical, but not all ethical drugs are sold by prescription only.

Sanitary napkins once were an ethical product (they didn't advertise); now they advertise and so have become proprietary. Prophylactics are bought without prescription, but since they don't advertise, they are ethical products. Thus advertising has further complicated a business already made complex by division into prescription, non-prescription, surgical accessories, dieting aids and veterinary medicines.

Of what use is this side excursion into semantics to the radio industry? Only this: An ethical drug can become a proprietary one, and then it is a potential buyer of air time.

Q. How does the proprietary drug business compare with the ethical?

A. Back in 1939, according to *Fortune*, sales of all drugs at the *manufacturing level* came to \$300 million, with the proprietaries accounting for more than half that total.

By 1959 — 20 years later — total drug sales by the manufacturers climbed to \$2.3 billion. Only now, the proprietary drugs represent less than one third of the business.

What has happened is that a tremendous growth has taken place in the ethical field, spurred by research and the discovery of such modern "wonder" drugs as antibiotics, tranquilizers, steroids, etc. Today, the ethical drug dominates the industry.

Naturally, many of the big companies produce both ethical and proprietaries. Bristol-Myers, a proprietary house, has its Bristol Labs. division which makes ethicals. Vick Chemical, another proprietary company, has its Merrell Labs. for ethical drug manufacture. Schering, on the other hand, is an ethical drug house that has set up a proprietary division — White Labs. makers of Feen-A-Mint and Aspergum. But the fact remains that the ethicals, which do not advertise to the public, dominate the drug industry.

Q. Is there a chance that more ethicals may turn proprietary?

A. Yes—at least, that more proprietary drugs will come out of ethical research. It is how many of the proprietaries—many of which are on radio—got their start, and it is possible that some medications now in the ethical field may leap the fence into the proprietary pasture. The public would like to see it; "wonder" drugs have whetted its desire for more specialized packaged preparations.

William R. Hesse, president of Benton & Bowles, in an address at the 80th annual meeting of the Proprietary Assn. held last month in White Sulphur Springs, told the members that specialized proprietaries are the key to future growth in the industry. Hesse said the consumer has developed "specialized" buying tastes, and called this market trend "segmentation."

"Segmentation," said Hesse, "has become a way of life in other areas, and those companies who started the trend were those who gained the most." He cited as an example the shaving cream market which increased 40 percent between 1952 and 1959 largely through the introduction of aerosol containers.

The consumer now demands that

products be custom-tailored to a specific need as well as to provide a special appeal, and here is where proprietary drugs have a chance to enlarge both product lines and market.

But segmentation is a relatively recent trend. The Vick Chemical Co., for example, began at the turn of the century with a single cold product—Vaporub. In 1950—about a half century later and only 10 years ago—it still had only four brands on the market. Today, Vick is marketing 13 products spread over six product classifications, but still all in the cough-and-cold remedy field.

Says Hesse, "The avalanche of new products, all vying for the attention of the consumer—his sophistication as a result, the complexity of the new market might seem to create a discouraging picture for your consumer franchise." But, he explains, the interesting aspect of segmentation is that even though one brand might have a smaller share of the total market, the over-all profits for a company become greater because the total market is increased.

Antibiotic cough lozenges, plastic squeeze-bottle nasal sprays and the like are already expanding the proprietary line, and further expansion would seem to be in sight. This will mean more products to advertise.

It also is possible that some advertising may eventually come from the ethicals themselves. There are signs that this may now be in progress. About a year ago, following the attack on the ethical drug industry by Kefauver's Senate committee, the drug manufacturers began to realize that because of their traditional abstention from advertising or indeed from any communication with the public, it was pretty much at the mercy of any kind of charges and with no way to tell its side of the story. It was like finding oneself in a fight with one's hands tied.

Since then, the Pharmaceutical Manufacturers Assoc. advised its members to become a little more communicative with its ultimate consumers. Many ethical drug firms have now begun putting executives out on the banquet-speaking circuit, are also enlarging their public relations departments. Not long ago, Abbott Labs., an ethical firm, even

ran an institutional type ad in *Life*, with the blessing of the PMA.

**Q.** Where could fm radio fit into this expanding picture?

**A.** The American Medical Assn. has become an fm radio user this summer with a campaign to combat socialized medicine, choosing fm to reach an adult audience with its institutional copy. Now think back to that ad which Abbott Laboratories ran in *Life*. Would not fm be a good medium for an ethical drug house to tell an institutional story to adults? And, along with am radio, fm could also expand the audience for proprietary cold remedies this winter.

**Q.** What "winter ailment" remedies will be on radio this winter?

**A.** Since the bulk of the buying and the fattening of schedules will take place nearer October, it is too early to say. But here are some of the proprietary brands which were in radio during last Winter:

• **Network:** Grove's 4-Way cold tablets and Bromo-Quinine; Mentholatum cough syrup (was quite heavy during last year's flu epidemic) and Deep Heet; Luden's cough drops; Bromo-Seltzer; Vick cough drops, cough syrup, cold tablets and Theracin; Ex-Lax; Foster & Milburn (F&M) lozenges; NR tablets; Sterling's Milk of Magnesia; F&F cough lozenges; Feen-A-Mint; Carter's pills; Doan's pills; Foley cold tablets; Norwich Pharmacal (Pepto-Bismol, T-Mist nasal spray, etc.). Hudson Vitamins and Rybutol were among other proprietary advertisers, as was Chap-Stick, a truly wintertime item.

• **Spot:** Bufferin; H.C. cough drops; Musterole; Pertussin and Pinex cough remedy; 666 cold remedy; Alka Seltzer; St. Joseph aspirin; Dristan; Minute Rub; Bayer aspirin; Mist-O-Mist nasal spray; Baume Bengue; Colex cough medicine; Coldene; Listerine, Bromo Seltzer; Anahist, Anadrex inhaler, Super Anahist tablets, and Stim-U-Rub; Grove 4-Way cold tablets and Bromo-Quinine; Mentholatum cough syrup and Deep Heet; Vick cough drops, cough syrup, cold tablets and Theracin.

Among the seasonal though non-cold remedy proprietary brands were Chap-Stick and, for that holiday over-eating—Brioschi. ■

## THE COMPLEAT RADIO MAN

*Continued from page 27*

know that real people are behind those numbers. Salesmen should never forget this."

• **Music should be selective.** "The question of what kind of music, how often and in what climate still remains in minds of buyers. Recorded music most certainly will be the mainstay of radio entertainment, but the issue is the manner in which it is selected and presented. Radio's major function, however, is not and will not be entertainment; this is tv's bailiwick."

• **Experiment with everything!** "I'm not running a station and meeting a payroll, but it seems to me station men would be smart to try a few experiments, spend a little dough. The golden hours of daytime radio are going to waste, as one example of an area in which exploration needs to be made. Why not try a little live public discussion and drama?"

• **Bend rather than resist.** "I hate to see industry people who stand up and say 'no!' Yet it seems to me too many station men are resisting the views of FCC Chairman Minow and NAB President Collins.

"It seems to me they'd be better advised to bend than to resist and that in this resisting they are asking for pressures if not absolute control in certain areas of government. They seem to me totally negative and defensive. This kind of an attitude can't bear fruit."

Harold Fair spent several years in a variety of executive and plans jobs at the National Assn. of Broadcasters in Washington where—among other assignments—he organized and directed its first program department. (Some of his phrasing still appears in the radio and television codes of station practice.)

During his tenure there, under the guidance of Judge Justin Miller, former NAB president and a recent keynoter at the NAB national convention in Washington, he sat in on many a smoke-filled session of broadcast conversation and philosophy with the former lawyer and judge.

"With him I learned something I never forgot—and which broadcasters in these crucial days might well remember. And that is simply that

we should all examine views critically and closely for what might be a grain of truth. Only with examination, the Judge used to explain, are we able to be objective and to come up with an evaluation.

"If broadcasters should do any one thing, I think it should be to seek objectively and honestly for the kernel of truth. Yet I find an almost mechanical resistance to this kind of search, to an analysis of the criticism which we hear."

He thinks a basic philosophy which perhaps leads to this direct rejection of criticism is the view that "My station is different!" In dozens of NAB district meetings, "this phrase becomes the standard by-word. Some suggestion would be made and many a station man would say 'Well, that's fine for THEM but my operation is different.'"

Maybe it IS different, says Harold Fair, but "even if it is, this does not mean people should persist in habits just because they're established. Maybe they can be improved!"

Modern radio men of a progressive bent, however, are re-evaluating their efforts. "They're looking for new ways to attract an audience. They're vividly aware that radio in any crisis is absolutely vital for immediate information, that people depend on the medium and that the era in which we live makes us progressively dependent on news and information.

"Broadcasters have a golden opportunity to take advantage of certain indications of stagnation and stereotyped programing and to do something about these stale qualities."

He sees great advances in musical programing and likes the fast development of local station networks and of fm operations. His own tastes, he realizes, often are more sophisticated than those of many people throughout the country. Because he is a "compleat" radio man, he tunes to sports and discussion and local gossip shows as well as to classical music.

But if he has any favorite, it's classical music. Fair has a large grand piano in his apartment living room but, in consideration for his wife Ruth, takes to a nearby Manhattan study during heavy rehearsal periods. He's just finished a year of intensive practice—as well as horse-

## RADIO GOES TO MARKET

*Continued from page 39*

ing program. "Radio then was undergoing rapid changes, and we felt that we were not prepared just then to adjust to them," Erickson recalls.

The results of the Hudson Radio Week promotion will have direct influence on the company's plans.

However, Erickson advises, the promotion will not be the sole consideration. "We have been extremely interested in the Radio Advertising Bureau's study of the Higbee department store experience with radio in Cleveland. We have seen the results of this study, and they are impressive. We will continually try to work out ways in which we can adapt radio to our advertising needs.

Though little known outside southeastern Michigan, Hudson's is second only to New York's Macy's among U. S. retailers operating in a single metropolitan area. Hudson's gross last year was \$220 million, against Macy's \$517 million. The Detroit store owns Northland shopping center northwest of Detroit, which is one of the world's largest, boasting 11,000 parking spaces and 106 stores. Eastland, another Hudson-owned shopping center northeast of the city, is slightly smaller.

The Hudson idea for a radio month promotion is typical of the company's determination to lure suburban shoppers downtown, in spite of the fact that its own giant shopping centers have contributed markedly to a downtown decline. It regularly sponsors in-store art, flower and fashion shows, and conducts cooking and sewing clinics. As a result, the Detroit store accounts for half of all Hudson business.

Now in its third generation of family management the company in April came under the guidance of J. L. Hudson, Jr., 29, grandnephew of the founder. The new president has ambitious plans for expansion. He recently announced plans to open a budget store near Pontiac, 30 miles from Detroit.

Hudson, one of many department stores to flirt with radio in the past year, has dramatically rediscovered the medium's potential. Its further efforts to use radio will be watched closely by department stores all over the country. ■

## THE COMPLEAT RADIO MAN

*(Continued from preceding page)*

play—in connection with his New York "debut."

A year ago, to bolster his resolve to have a concert evening in his home for a few choice friends, he issued engraved invitations asking them to a recital a year hence (a month ago). Every other month he'd send them a dummied-up newspaper announcing such news bits as: FAIR PLAYS MOZART: MOZART LOSES; FAIR HAS GUTS: NO TALENT; WE LOVE HIM ANYWAY (in his hometown of Council Bluffs, Ia.).

As the fifth in a chamber music quintet (the other four artists appearing on high-fidelity recording to his piano accompaniment), he romped through a Mozart in three movements for woodwind quintet, the first movement of a Schubert and a Mendelssohn trio. At midnight, as guests were wining and dining, the doorbell rang as a messenger delivered "notices" of the success, a la Sardi's on opening night.

In less lofty and taxing moments he's been known to drink hard cider or fish for panfish from the front yard of his Old Lyme home or paint in what he terms "out-and-out primitive" style.

His fishing: "from the front yard with a fly rod"; his painting: "all planes and angles, with self portraits a frequent occurrence because as my own model I am always and immediately available—AND free"; his woodworking, "I have fun building things but they aren't usually very useful" (proposed project: converting an old grand piano frame to a king-size planter, trailing vines over painted white woodwork).

When it comes to Bozell & Jacobs, his major preoccupation is with the Mutual of Omaha account, for which he works variously as broadcast consultant on all matters as well as writer, producer, and buyer. The insurance company has renewed, for the 11th year, Bob Considine on the full NBC Radio network of 215 stations as a continuing Sunday feature (6:15-6:30 p.m.).

With the agency since 1952, he's been most involved with the radio schedules of Mutual and with such air personalities as Don McNeill, Arthur Godfrey and Robert Q. Lewis.

The new era of radio, however, has some of the old common denominators. The main ones: flexibility and usefulness, which add up to "a selling medium".

"Radio is coming along pretty well right now and there's a lot of business. Many budgets are tailored to accommodate good radio schedules. You just can't laugh off the fact that radios are being sold and are in more constant use."

But he has some advice for advertisers as well as for station men.

"Sponsors are foolish to set a prescribed radio buying pattern. Patterns should be set only to accomplish a client's immediate objective. It's evident that radio, to be effective, must be used to the fullest extent. And this means it should be bought as nearly to the saturation point as the budget permits and that it should be used consistently.

"The technique: to build up big, accumulated audiences and thus to reach a maximum number of people.

"New radio advertisers should come into the medium in great numbers, but much of this is a matter of station selling. New York stations, reps and networks, of course, are of a pretty high order. The men know what they're selling, how to use radio, how to accommodate buying patterns to circulations which have to be met.

"But there are a lot of stations, or unprofessional ones, which have station salesmen and management which don't really know too well what they're doing.

"The salesman for radio needs to be useful to an agency and an advertiser as an ex officio account executive rather than merely as a salesman. He must work with the buyers in getting the most effective use of the facilities for the amount of dollars the client wants to spend. This, of course, is an ideal situation and the men are not always available. But it's a goal to shoot for: the radio man as an all-around advertising man."

The salesman's primary job: "to make the sale, but also to create a client who will be there from now on!"

Because of his blend of intellectual, creative and technical talents, his broadcast industry and advertising associates call him a "good, all-round joe"—or, a compleat radio man. ■

## HOW STATIONS SHOW LEADERSHIP

Continued from page 35

information that 5,705,000 Americans are out of work, more unemployed than at any time in the past 20 years. We hear that one out of four auto workers is jobless in Detroit, and that the Salvation Army is distributing surplus food here in St. Louis. The facts would seem to indicate that the time has come to grow cautious in family spending, put aside more of our incomes for a rainy day, and sit back and watch the storm clouds gather.

KMOX Radio believes that this approach is the surest way to turn a mild recession into a full-scale depression. We believe it's time to accentuate the positive, express our faith in our economic system and in ourselves, and plan our lives and spending with optimism and hope. This is not blind faith, nor an ostrich attitude, but just good common sense.

It's true, of course, that a record number of Americans are unemployed, both nationally and here in our own area. But we also have a record number of people on the job . . . more than 64 million of them. And these 64 million are earning record personal incomes.

Many economists believe that business is not slow because incomes are down. To the contrary. They believe it is slow because those of us who are working are saving more than ever before out of the mistaken belief that caution is the best weapon against a depression.

Let's look at the facts. Last year, in 1960, Americans spent less on automobiles, less on furniture, less on recreation and vacation trips, less out of every dollar of income for major purchases than they did 10 years ago. Yet they were making more money than ever before.

What did they do with the extra dollars? They saved them. Americans saved 20 percent more of their income last year than they did in 1950, 35 percent more than in 1940, largely out of a vague fear that times simply weren't as good as they had been. That's an enormous amount of money to remove from circulation. It helps explain why Detroit isn't selling as many cars as it should and why retail sales were slipping downward in many parts of the country.

When Americans don't buy, steel mills cool their furnaces, assembly lines come to a halt and the unemployment rolls begin to climb.

Of course, KMOX Radio believes in the old-fashioned American virtue of thrift. But it also believes in the old-fashioned American virtue of courage, courage to plan for the future of your family, your community and your country. We believe that now is the time to demonstrate your courage by buying that new automobile, redecorating your house, outfitting the family for spring, buying that pleasure boat for next summer's outings.

We believe it's time for businessmen, too, to show their confidence in the economic system that has given them so much. We believe it's time to order that new machine, hire those new workers, take that new product off the drawing board and put it into production.

Here in St. Louis, there have been encouraging

signs. Dollar volume of department store sales released last week was 12 percent above sales for the same period a year ago. We believe this upward trend can be encouraged when both the consumer and the businessman replace caution with courage.

KMOX is not advocating a heedless plunge into bottomless debt. But we do say that excessive saving, at this time, could be a major factor in prolonging and enlarging our current difficulties.

Let's banish the ghost of the thirties and its depression thinking. Let's show our faith in America and in the sixties by planning for prosperity. The job you save may be your own.

Station: WXLW Indianapolis

Station position: For licensing of small-boat operators

The September 1951 issue of *Sports Illustrated* magazine had an editorial entitled, "Freedom to Kill." Let me read it.

"Whether you are 12 or 82, in sound or feeble mind, drunk or sober—you can walk into almost any boat dock and take any craft that strikes your fancy, into any navigable waters of the United States, even if you haven't the license to run a scooter. The result of this negligent encouragement of mutual mayhem has been a steadily increasing accident and death rate on the waterways, as the number of boats and owners and renters rises each year. According to the Coast Guard, there are about 40 million Americans participating in recreational boating, and between seven and eight million small boat owners in the United States. The boat buyers and even some salesmen are opposed to a Coast Guard proposal to license boat operators, and the owners do not even like the current rule that you must register your boat and paint the numbers on the bow. All these laws, say the rugged individualists, violate the sovereign right of every American to kill or maim any other American. We are for stricter laws, a license for every boat operator, and an increase in appropriations for the Coast Guard and for other supervisory bodies in the various states. Then, waterways may become more than slightly safer than highways."

In the past few years, we Hoosiers have developed an avid interest in boating, too. During the weeks, and especially the weekends of summer, we find our highways streaming with cars towing boats—power boats, all kinds of boats, and every description of boat to the lakes and other waterways throughout the state. Our friends in the banks and the financial institutions tell us that boats rank third, only behind cars and homes, as the main purpose for financing.

Today, in Indiana, there are nearly 47,000 motor boats registered with the Conservation department. These motors range in power from six to 75 horsepower. It is evident that boating has become a family affair with every member participating in the enjoyment of boating, and it is certain that this is not a fad, but a snowballing interest in a new form of recreation.

If you spent any time at all at the lakes this summer, we feel certain that you will agree that some precautionary measures should be taken to assure the safety in spite of increasing lake speed traffic. We are particularly concerned that anyone at any age has the

## HOW STATIONS SHOW LEADERSHIP

privilege of operating these powerful motor boats. It is not uncommon to observe 10- and 12-year-old youngsters maneuvering high-speed crafts recklessly across our lakes, with no apparent regard for the safety of anyone else—those in smaller craft or those enjoying other water sports such as fishing or swimming. It is very apparent that some age limitation will have to be put into effect for the operators of the boats. Hoosiers are proud of their lakes. These lakes are maintained at taxpayers expense for the enjoyment of all. Let's keep them safe for everyone regardless of their waterway interest.

The upcoming session of the Indiana general assembly is the body to which the citizens of Indiana should refer a problem of this importance. Permit us to suggest this action. As soon as elections are over and you know who will represent you in the senate and the legislature, contact these members of the assembly, either by letter or in person, and request that action be taken.

We believe that not only should all boats be licensed, but that a simple system of qualifications be devised that will permit proper licensing of operators of all boats on Indiana lakes and waterways that are not privately-owned.

We do not permit the under-aged or the unqualified to operate any kind of vehicle on the highways and roads of Indiana. Why should we then tolerate less efficient performance on the waterways of our recreational areas?

This problem can be attacked and solved before another summer arrives in Indiana. It's up to each of us to urge our general assembly to act in January.

**Station: KIRO Seattle**

**Station position: For passage of state drug legislation**

During past broadcasts, KIRO news has detailed a problem faced by Seattle police in control of the amphetamine drugs. KIRO has explained the physical effects of amphetamine addiction, and has reported that Seattle police narcotics officers consider the drugs "A training ground for heavy narcotics addicts."

In this, our final broadcast on the amphetamines, KIRO news would like to urge the passage of Senate Bill No. 8. This Washington State law would place all amphetamines under the same control as barbiturates. Thus it would make illegal possession or sale of the drugs a misdemeanor.

Federal law requires that all amphetamines be sold by prescription. However, the compounds do not come under the uniform narcotics act. This means that when amphetamines have moved out of the regular controls channels of trade, Federal narcotics officers are powerless to control the traffic.

Seattle police said they had no appropriate laws to control the street-corner amphetamine peddler until the passage of a Seattle city ordinance last December. The state-wide measure KIRO would like to see enacted into law provides stiffer penalties for the improper sale and use of amphetamines than does the city act.

The Seattle City ordinance provides for up to 90 days in jail for illegal sale, possession or use of amphetamines. Senate Bill No. 8, introduced by State Senator Albert Thompson, Junior, of Bellevue, provides that violators can receive six months in jail, a \$200 fine, or both.

Senator Thompson, one of the sponsors of the amphetamine control bill, is a Bellevue druggist. His interest in this legislation points out the concern with which the improper use of amphetamines is viewed by the pharmacists in Washington. Both the State Pharmaceutical Assoc. and the Washington State Board of Pharmacy back Senate Bill No. 8.

Though KIRO news also backs this measure, it should be pointed out that all violations will be classed as misdemeanors. KIRO believes that some consideration should be given to making illegal sale of the drug by a street-corner pusher a felony under the state's penal code. It seems unrealistic to say that both the pusher and user should face the same punishment.

True, Superior court judges might not sentence a "user" to the maximum penalty provided by the law. But a six-month jail sentence and a \$200 fine hardly seem strong enough to effectively stop a street-corner "pusher".

If a druggist were to sell an amphetamine without a prescription, he would be in violation of the Federal Pure Food & Drug regulations. On the first offense, he could be subject to a \$1,000 fine or a year in jail, or both.

KIRO news feels that if the illegal sale of amphetamines were made a felony under Washington law, the street-corner pusher might not take the charge so lightly.

The stiffer penalties that could be meted out in Washington State Superior Court, could, KIRO news feels, do much to deter the improper traffic in the drugs.

**Station: KOL Seattle**

**Station position: For construction of a new bridge**

**BOZIE:** It is the year 1969. The Second Lake Washington Bridge Commission, a purely mythical body, is having its 237th fortnightly meeting. Any resemblance to actual bridge messes or the people concerned therewith is purely coincidental.

**SOUND:** (GENERAL HUBBUB OF VOICES)

**SOUND:** (GAVEL RAPPING)

**WARD:** All right, all right! Playing cards off the committee table! Let's get down to . . .

**MAC:** What for? This is a bridge meetin' ain't it? Ha, ha, ha!

**CAST:** (BIG LAUGH)

**WARD:** Quiet, Horace! Now we've had 25,000 letters of complaint from people east of Lake Washington during the last week demanding a second bridge. What do we do about 'em?

**JOANNE:** Whyever are they so aroused? We've *promised* them a new bridge haven't we. Besides, getting up three hours before work is very healthful!



RIC: I move we sell the letter of complaint to the scrap paper people and finance a new study. Maybe there's a better idea for a bridge.

AL: Yeah. We got the Evergreen Point plan, the Parallel Bridge plan, the Double-decker Bridge plan, the Dabney Point Automotive cable line, the Kirkland to Sand Point tunnel, the Trans-Mercer Island Rapid Firing No-Shock Commuter Cannon.

JOANNE: Oh I just love plans! Let's talk about some of our Cross-Sound Bridge plans!

HALL: Now I'm not sure we need a new bridge at all! Where'll we get the money-

CAST: Why, you old fool, of course we need a new . . . Everytime we get a new study they want twice as much to build. . . . Such a pretty lake . . . too bad to cut it up with ugly old bridges. . . . Conveyor belts! They're the coming thing! Conveyor belts!

WARD: Order, order, let's have order (FADE)

ET MUSIC: (MORE MARCH MUSIC, BUT ZANIER, UP FULL AND DOWN)

BOZIE: The year . . . 1979. The Second Lake Washington Bridge commission is convening for the 489th time.

CAST: (GENERAL LAUGHTER EVERYONE SOUNDS 10 YEARS OLDER)

MAC: Pave the laks! Hee hee hee! You're a card, Charlie! Who says we ain't a forward lookin' group.

AL: What shay?

WARD: Here now, let's get back to this Second Lake Washington bridge. . . .

HALL: Come down to it, I ain't sure we need none. Whur's the money comin' from? Don't want so many people crossin' the Lake anyways. Seattle's gettin' too crowded.

AL: What shay?

HALL: Too crowded!

AL: Yes it is! I move we move to Ossaquafi and have these tarnation meetin's over there. Then won't none of us have to cross that infernal bridge!

JOANNE: I move we teach those horrid newcomers in Eastgate, and North Bend and so on how to grow their own little fruits and vegetables and things, so they won't. . . .

RIC: We could put 'em in fer furrin aid maybe!

WARD: We've strayed from the point. What about locatin' that second bridge? My wife let 'em shoot her across in that No-Shock Commuter Cannon yesterday. They used too big a blast, and she had to do her shoppin' in Bremerton. Now what about it?

MAC: How's this here? We send down a passal of them skindiver fellers, have 'em saw Mercer Island loose from the bottom of the lake, then swing 'er round sideways, and we won't need no bridge!

CAST: That's the answer by ned, why didn't we think of that. . . . Silly, Horace! The shippin' center'd tip it over sideways. . . . I ain't sure we need no bridge at all. Where's the money comin' from? Conveyor belts is the comin' thing. Stretch a big, enormous conveyor. . . . I live on Mercer Island! I refuse to be swung! I absolutely refuse. . . .

WARD: Order! Order! Hand me that spray bottle of tranquilizer! Order!

ET MUSIC: (MARCH TUNE . . . STILL ZANIER)

BOZIE: It is 1989. The Second Lake Washington Bridge commission is now the *First* Lake Washington Bridge commission. You see. . . .

RIC: (VERY OLD, VERY EXCITED) . . . first they got all the cars bumper to bumper across the lake, then them little bitty furrin cars started to runnin' over the tops of the fust layer, and fust thing you know. . . .

WARD: The old bridge collapsed! Yes, but that's beside the point, Fennimore, we're only concerned with the new bridge!

AL: He hain't told it all! When the old bridge went, the shock jarred them old rusty Ballard Locks open, and all the lake water run out into the sound!

WARD: You mean the lake's dry?

JOANNE: It's terrible! With no lake, they won't need a Second Lake Washington Bridge commission anymore. We could get fired!

HALL: Fired! Oh mercy! Give me my atomic geriatric pills! Oh!

MAC: Let's change our name to the Century 22 Exposition Commission!

RIC: They already got one. They've set the whole lake bed aside for the exposition site!

AL: What shay! Century 22?

WARD: You remember! It got helt up!

HALL: We'll contest it! We'll claim it fer the new professional football stadium! Maybe we kin git into court, and that'll keep our jobs goin' for the next 30 years!

WARD: Who seconds?

CAST: I do!

WARD: I second!

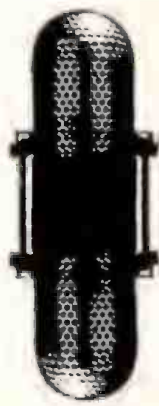
WARD: Everybody seconds!

WARD: All those in favor?

CAST: A-a-a-a-a-aye! (SHOUTS CONTINUE)

MUSIC: (STAR SPANGLED BANNER, UP AND FADE)

BOZIE: The moral of this little fable? Seattle is now the 19th largest city in the nation, with more than a million people in the city and suburbs. We need another Lake Washington bridge *now!* Wherever it goes, someone will be inconvenienced; many, many thousands will benefit. Let us see an end to childish buck passing and get the bridge started. Mr. Mayor, Mr. Governor, please note. ■



# EDITORIAL PAGE

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## DON'T SHORT-CHANGE RADIO, GOVERNOR

**W**E understand that last month, when Governor LeRoy Collins presented his reorganization plans to the NAB board of directors, one of his proposals called for the abolition within the NAB of separate radio and television divisions and for merging both into a single department.

We also understand that this was the only one of the Governor's recommendations which did not receive at least tentative board approval.

Frankly, we were delighted to hear this.

In our opinion, such a move would have been exceedingly harmful for radio's interests, and in the long run, for the NAB itself.

We're glad that the NAB directors refused to countenance this organization change, even though, on paper and perhaps to an efficiency expert, it might seem to make some sense.

The fact is, radio and tv are entirely different kinds of industries with entirely different kinds of needs, problems, and conditions.

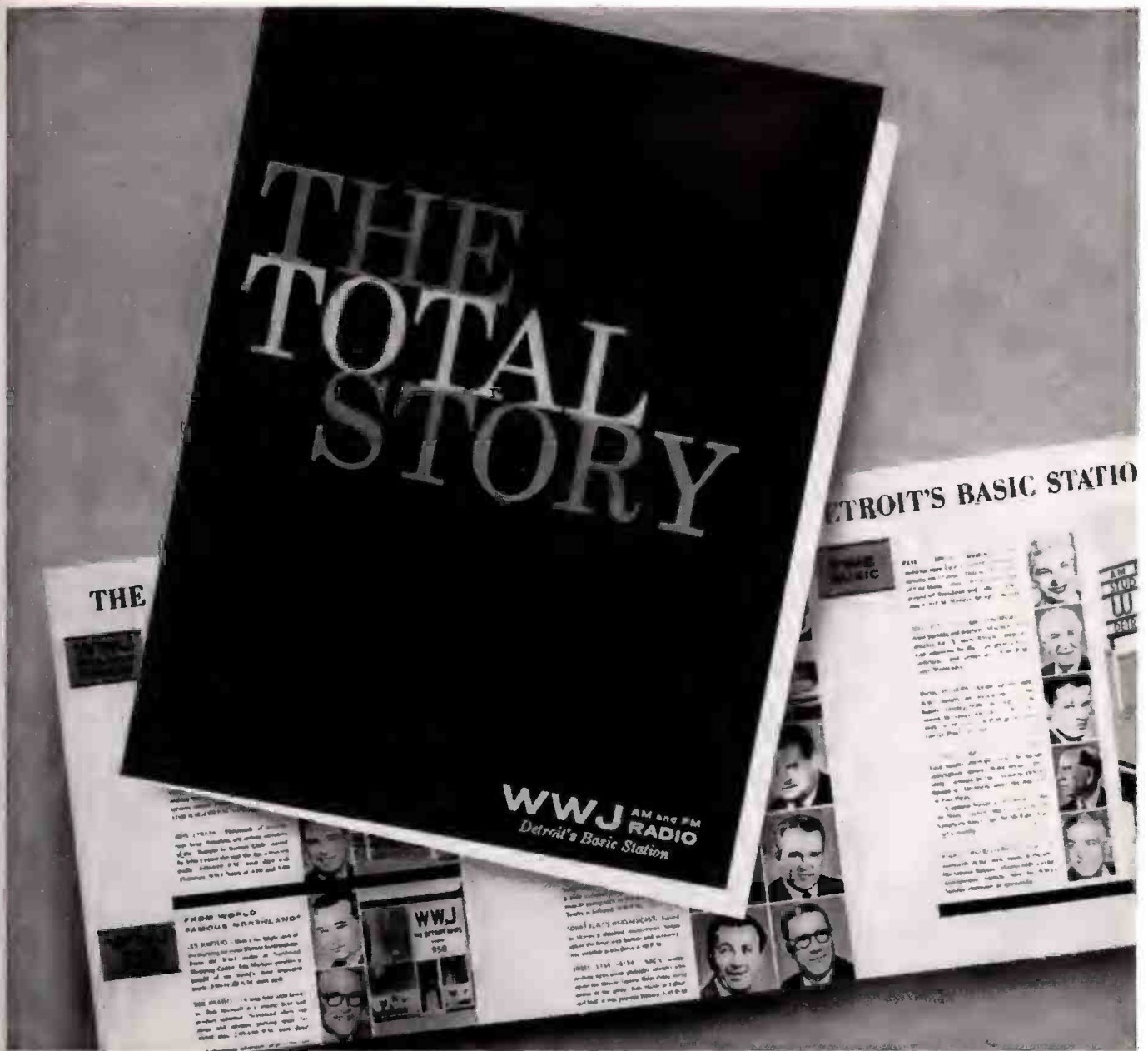
And the differences between the two media have been growing larger, not smaller, over the years.

If the NAB is to continue to represent both radio and television as a single organization, then it must take even stronger steps than it has in the past to differentiate between the two broadcast arms.

As we said two months ago in our *Open Letter to Governor Collins*: "We believe that it is unfortunate that radio and tv are so often and so carelessly lumped together . . . the failure to distinguish between them usually works to radio's disadvantage. The older, less wealthy member of the broadcast family too frequently gets short-changed."

We are sorry that Governor Collins, in his recommendation for a radio/tv consolidation, did not seem to understand this point.

Believe us, Governor, you've got to give radio more, not less identity both inside and outside the NAB, if you are going to serve the medium.



**read any good books lately?** If you're planning a Detroit radio schedule for fall, this one is for you!

"The Total Story" shows what WWJ means by "Total Radio," gives you a buyer's-eye view of WWJ's imaginative programming which ranges from popular music to symphony concerts, from play-by-play sportscasts to lively talk on the "Hour of Information" and "Phone-Opinion." And for good measure, there's a WWJ coverage map which shows at a glance the big, prosperous area served by Detroit's basic station.

You'll agree that "The Total Story" makes good sense, that "Total Radio" means greater impact on listeners, more attention to your sales message. If you don't have a copy, or if you'd like extras, just phone your PGW Colonel or write the station.

**WWJ** AM and FM  
**RADIO**

**Detroit's Basic Radio Station**

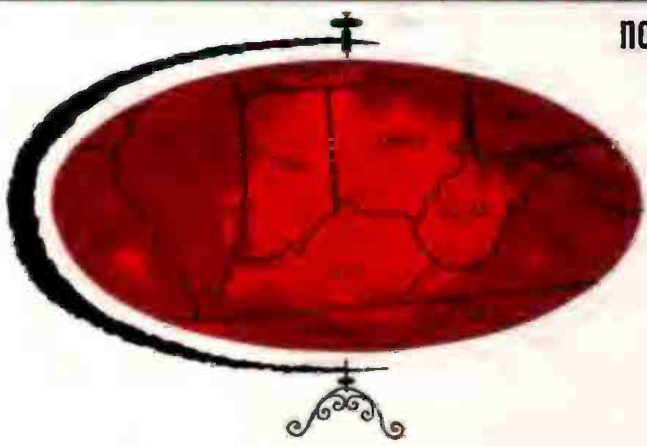
NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS **NBC Affiliate**

# WLW RADIO

number **ONE** in Cincinnati

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

now number **TWO** in the nation



**NOW REACHES OVER 100,000 HOMES**  
 ... **91% ADULT AUDIENCE**  
 PER AVERAGE ¼ HOUR 6 AM TO 6 PM

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

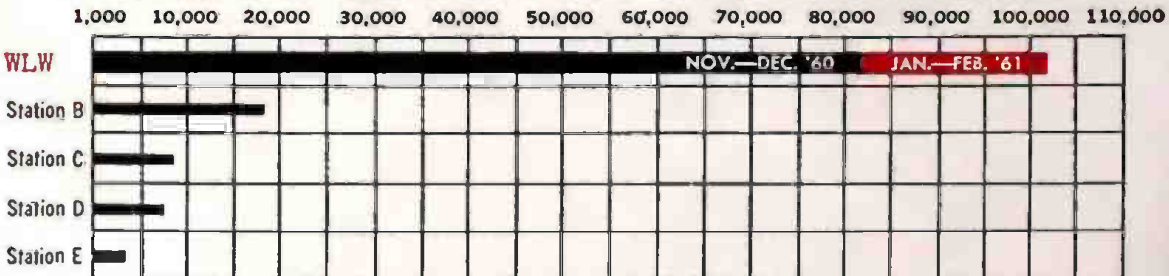
And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total

audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio Time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative!

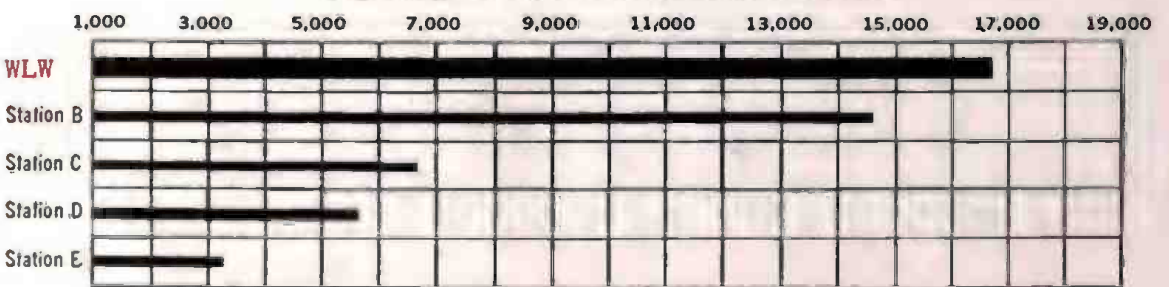
**TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January-February 1961 NSI)**

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



**CINCINNATI AUDIENCE (January-February 1961 NSI)**

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



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FOR FM  
BROADCASTERS  
AND  
ADVERTISERS

JULY - 1961

35 CENTS

VOL. 2 — NO. 6

**HOW TO PROMOTE  
FM STATION**

page 3

**SHADOWS FADE  
H Y&R FACTS**

page 6

**FM CAPSULES  
FM SUCCESS**

page 9

**STATION  
LISTING**

page 11

**TRENDS AND  
DEVELOPMENTS**

page 1

## *This is a real market!*

136,470 FM homes in Canada!

206,430 FM homes in upper New York State!

Over 6¼ billion dollars in annual retail sales!

*And CHFI-FM blankets it completely  
on both sides of the border!*

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medium to  
agencies and  
advertisers!**

# FORE MOST

**FCC perusal of fm gives  
new hope to broadcasters**

Federal Communications Commission re-appraisal of the fm broadcast spectrum is good news for fm-ers, in actuality as well as in implication. They're in the vanguard of the aural medium as many ultra high frequency broadcasters are in the video medium. And, Washington observers think, both these "step children" in the broadcast spectrum are due for new status and a brighter future. Their biggest single advantage: they have room in which to maneuver in servicing the public with programming. Both am radio frequencies and very high tv frequencies have long since been jammed with applicants as well as on-the-air licensees.

**Music Show this month  
to feature stereo fm**

The appeals of stereo fm will be given even a closer look in Chicago this month as Pilot Radio Corp. demonstrates the medium from its special transmitter in the Palmer House, headquarters for the Music Show July 16-20. L. M. Sandwick, v.p. of the Long Island City, N. Y., manufacturing concern, sees the FCC decision approving stereo fm broadcasts as providing "the solid merchandising foundation for stereo equipment sales which our industry and its dealers have been seeking" for the past four years. This, he predicts, "will be the key to tremendous growth in sales of home entertainment products in the audio field throughout the next decade."

**Baltimore outlet scores  
39 accounts in 18 months**

Box score after one and one-half years of operation for WFMM Baltimore, as reported by Manager Julian S. Smith: "The diversity of the types of sponsors and the high percentage of contract renewals are most gratifying. In Baltimore at least, our sales potential is not nearly so limited as many people have thought it to be. The list of sponsors should effectively prove that fm is becoming a powerful sales force and we are proud of the part we are playing in it." Smith has a roster of 39 fm accounts in 24 major classifications of business. Heaviest buyer groups are car radio manufacturers, rug cleaners, music distributors, restaurants.

**Radio Pulsebeat News  
expands to fm and Canada**

Gaining importance of radio news is being shown in the fm medium, too, as Radio Pulsebeat News, New York, signs fm stations for the service. Recent subscriber is CHFI-FM Toronto for full 24 hours of daily news service, covering national, international and local news. Full-scale bureau covering Canadian stations will be set up shortly, RPN reports.

**New EIA breakdown on  
fm sets produced in 1960**

Phonographs and tv sets with fm radio built in accounted for more than a third of all fm set production in 1960, according to figures quoted recently by an EIA spokesman. Most of the combination sets were radio-phonographs. Total produced: 675,261. Television sets with fm radios numbered 54,944. Largest portion of the total was chalked up radios, either fm or am-fm combination: 904,766 sets. Total fm sets produced in 1960: 1,634,971. The actual total is even higher if you add fm tuners and fm car radios.

**Next issue highlights new  
evaluation of fm facts**

Excerpts from an fm study made this year by a graduate student at New York University will be presented in the next issue of U. S. FM. Included in the article will be charts showing original correlation of available audience research. The study, a thesis entitled *The Potential of Fm Radio as an Advertising Medium*, was prepared by Don Mohr and submitted recently to NYU for a master's degree in the graduate school of business administration. Mohr is employed by a national advertising agency, with which he has been associated for the past few years.

I like fm because . . .

In reading the *Favorable Mentions* section of the April-May issue of U.S. FM, it is surprising that even KISN (Seattle) listeners fail to comment on the orderly and vastly superior service that fm provides for night-time reception.

Fm reception and coverage is virtually constant around the clock, and is superior to the restricted night range and pattern of am stations, including the 50,000 watt daytimers.

Here are two more fm listener comments:

"On fm, no one needs to put his radio to bed at sunset."

"I like fm radio because: it works."

**Robert B. Witschen**  
Chief engineer  
KFAM-FM  
St. Cloud, Minn.

### Good reading

I have just finished reading through the June issue of U.S. FM, and wish to take this opportunity to tell you how very much I enjoyed reading the many interesting articles that appeared.

**Marsha Greenbaum**  
Promotion manager  
WHAT-FM  
Philadelphia

### Separate, please

Many thanks for the outstanding magazine you publish in behalf of fm. We very much appreciate the separate emphasis placed on fm as a different, vital medium in the industry.

**Donald C. Kennedy**  
KWLS (FM)  
Atlanta, Ga.

I know that you have been discussing the possibility of combining your two magazines, U.S. RADIO and U.S. FM.

I would like to say that I believe fm is another industry, just like tv and am. Therefore, it would be helpful, more impressive and a show of independence for the fm industry to have a separate magazine.

**James L. Zimmerman**  
Manager  
KFMP-FM  
Port Arthur, Tex.



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# Fm promotion— and how it's done

**How does an fm independent promote itself? From across the Canadian border comes fm promotion and research know-how**

**A**N executive of a well-known advertising agency, writing in a recent issue of U. S. FM, lamented the fact that fm broadcasters had neither the know-how nor the money to reliably research or properly promote their stations.

If the example of most fm stations, which is sincere but nevertheless misguided, is indicative, the lament is not in vain.

From across the border in Canada, a case of "how to do it—and do it right" comes like a bright star on the fm horizon.

Last month in Toronto, an independent fm station with no am affiliation, put on a promotion to celebrate its power increase that would make even the most progressive am station drool with envy.

The promotion, and a simultaneous station



Champagne reception kicked-off CHFI-FM Toronto \$100,000 promotion attended by industry including Trudy Johnson, J. Walter Thompson Ltd.; Keith Kearney, Radio and Television Sales Inc.

## Station presentation's fm coverage data

	CANADA	U.S.	Total
Total households	909,800	589,800	1,499,600
Total population	3,537,700	1,974,900	5,512,600
Total fm homes*	136,470	206,430	342,900
Total retail sales	\$3,951,505,000	\$2,435,674,000	\$ 6,387,179,000
Net effective buying income	\$5,950,313,000	\$4,074,277,000	\$10,024,590,000

\*Estimated at 15% Canada. (Source: Sales Management Survey of Buying Power, 7/10/60)

\*Estimated at 34.9% U.S. (Source: Pulse, 9/59)

presentation, however, did not lack that one all-too-important ingredient: money. Neither was the all-too-cheaply won catalyst—imagination—an absentee.

CHFI-FM, which claims to be Canada's first independent fm station, recently boosted its power to 210,000 watts. Not a station to let a mere power increase go by unnoticed, CHFI-FM threw a champagne party for more than 600 industry people gathered in Toronto for the occasion. On hand were broadcasters, agencies and advertisers from all parts of Canada, but particularly Toronto, which has unofficially taken on the title of the Dominion's "Advertising Capital."

The 600 guests mulled about, sipped champagne like it was water. The commercial came later. During the festivities, each guest was, in the unobtrusive fm manner, handed a slick 88-page presentation kit packed with market facts, promotion samples, proofs of station ads, client success stories, a program log, synopses of top programs, and a 10-page report on audience attitudes and characteristics prepared for CHFI-FM by Canadian Facts Limited, Toronto research group.

CHFI-FM's comprehensive and imaginative approach to promotion is relatively new. No "Johnny-come-lately" outlet, the station has been broadcasting for five years. Although always known as an aggressive station, CHFI-FM took on its new look eight months ago when it was purchased by entrepreneur partners well steeped in broadcasting history.

The two men, Joel Aldred and

E. S. (Ted) Rogers, neither of whom was formerly associated with fm, have taken to the business like ducks to water. Their aspirations are high: they want to put fm on the map, and put their station on the map with it. At the same time, they want to make money. And they are operating on the old bank-spun philosophy that "you have to spend money to make it."

Their advertising and promotion budget for 1961 is \$100,000.

Here is how they plan to spend it:

- painted outdoor bulletins in Toronto and Hamilton;
- offer of a Westinghouse fm-

- only radio to agency people at \$32 and listeners at \$39.95.
- set has CHFI-FM monogram;
- full page color spreads in major trade publications;
- a 30,000-line advertising campaign in the four Toronto and Hamilton dailies;
- semi-permanent displays in the radio and television departments of two Toronto department stores;
- prestige ads in theatre programs of four popular Toronto theatres;
- car stickers, showcards and window streamers in high fidelity showrooms in Toronto and Hamilton;
- distribution of a stereo listeners' slide-rule that explains how to set up loudspeakers for best listening according to room size;
- remote broadcasts from major events.

Such a brand of promotion and enthusiasm is a reflection of the mushrooming fm industry in Canada. Traditionally behind the U. S. in all phases of broadcasting, and particularly in television, the fm potential has caught the imagination not only of broadcasters, but of hard-headed business men.



Fm partners, E. S. (Ted) Rogers (l) and Joel Aldred bought CHFI-FM last fall, immediately expanded programming, dropped background music. In April they boosted power to 210,000 watts.

Ted Rogers, the younger of the partners, has more of the qualities of the latter. No stranger to broadcasting, however, Rogers learned the business at home from his engineer father who developed the first AC radio tube.

This contribution to broadcast electronics by the elder Rogers, in 1925, made it possible, for the first time, to transmit and receive by electric instead of battery power.

Rogers' business acumen is sharply matched by the experience of partner Aldred, who has been active in the Toronto radio circuit for years. Aldred at one time delivered network programs and commercials for General Motors Corp., more recently has appeared on the Dinah Shore Show.

When the two men took over CHFI-FM under the aegis of Aldred Rogers Ltd., one of their first steps was to announce their intention to drop the operation of supplying background music to various supermarkets. "We are doing this so we can devote 100 percent of our efforts to enlarging and improving our new fm radio plans," commented Rogers at the time.

To improve the quality music policy of the station, the partners have strengthened and diversified programming. They have already added these new features to the programming:

- a contract with the Philadelphia Orchestra for rights to rebroadcast concerts the week the touring orchestra appears in Toronto;
- arrangements with Walter Susskind, conductor of the Toronto Symphony Orchestra, to preside over the *Walter Susskind Concert Hour*, a program of light and familiar classical music;
- employment of a full-time newscaster, Carry Henderson, who twice nightly delivers a 10-minute news interpretation program;
- presentation of a half-hour program, Saturday and Sunday, which features a 19-year-old Hungarian girl-wonder who speaks five languages, plays and discusses music representative of

## Occupation of CHFI-FM listeners

	CHFI-FM*	ALL TORONTO**
Professional	21%	6%
Owners, business executives	24%	14%
Sales	14%	8%
Office and other white collar	10%	14%
Skilled labor	20%	30%
Unskilled labor	4%	12%
Widows, spinsters	4%	4%
Miscellaneous (unemployed, students, etc.)	2%	2%

\*Canadian Facts, April 1961 fm report.

\*\*Canadian Facts—block probability of Toronto, Fall 1960.

## Fm listening habits in Toronto

Early morning	(Before 9:00 a.m.)	11.8%
Mornings	(9:00 - 12:00 p.m.)	22.8%
Early afternoons	(12:00 - 3:00 p.m.)	14.4%
Late afternoons	(3:00 - 6:00 p.m.)	21.4%
Early Evenings	(6:00 - 9:00 p.m.)	47.8%
Late evenings	(9:00 - 12:00 a.m.)	26.2%
Week-ends		4.8%
Various times		18.2%

\*Elliff-Haynes survey of fm radio homes in Toronto, February 1961.

various ethnic groups from around the world.

The station's commercial policy follows closely the direction taken by the majority of fm broadcasters. No more than four commercials are permitted within an hour. According to Rogers, station consistency in broadcasting a limited number of high class commercials has been the secret to CHFI-FM's success. "Sponsors are discovering the effectiveness of this. Listeners are reacting strongly in favor of this type of advertising," says Rogers.

"Fm high fidelity broadcasting," he continues, "is a unique approach to an adult group with money to spend and the intelligence to demand high quality goods. Fm, with a large and growing audience, is proving to be a vehicle for merchandising to this large middle and upper

income group."

Not only does CHFI-FM talk about the growing fm audience, but it has facts in hand to prove it. Rogers refers to the *Sales Management Survey of Buying Power*, July 10, 1960, which tabulates the immediate fm market available for Toronto stations at over 300,000 Canadian and U. S. fm homes—about equally divided between Ontario and American border states. A Pulse Inc. survey made in September 1959 shows that present fm homes within the CHFI-FM signal stand at 136,470 in Ontario, with another 206,430 in the U. S. border states.

Convinced that the public is swinging strongly to fm, Rogers and Aldred have coined a motto which serves all fm broadcasters: "Quality audience through a quality medium to quality accounts." ■

# Young & Rubicam: pace-setter in fm research

ONE of the most insistent demands for quantitative as well as qualitative fm research has come from Young & Rubicam, New York. But Y&R, unlike many agencies which raise a hue and cry for more fm information but who make no attempt to share the research load, has done something about it.

It's spent considerable money and

time to research the nature and dimension of fm—its receiver ownership, audience characteristics, listening frequency. Presented to the industry by Dr. Frank Mayans, vice president and associate director of research, the fm study is one of the rare attempts to bring light to the shadowy subject of frequency modulation broadcasting.

His major conclusion:

"Fm is a medium with the fine capability of reaching a prime market." But this conclusion and that of the agency's media and research people is based on fact rather than guesswork. That was the purpose of the study. The project, he said, confirmed "what we had suspected." But "we think such studies change supposition to fact, and assign quantities where none existed before."

Details of the study appear in two pages of charts with this article.

The fm research is needed—by agencies and advertisers and by the medium itself. "No two media are alike and interchangeable," says Mayans. "Each has its own values. How is fm to be used properly if we don't measure, rather than guess, what these dimensions are?"

Media allocation "can be a devilishly complicated business, and we'll need more and better research to keep up with the pace." His recommendation, and that of every agency man interested in fm: that individual fm stations make a local move in this same kind of national research direction.

Some first steps in this direction:

1. Talk to your prospects—whether local, regional or national—and make careful note of what answers you DON'T have when they ask for information.

2. Try to figure out an authoritative but inexpensive way to at least BEGIN providing some of this material. ■

## SUMMARY OF FM OWNERSHIP

*Young & Rubicam traces bold patterns in which fm receiver ownership shows up as HIGHER contrasted with LOWER.*

HIGHER	LOWER
North central	West
Metro	Non-metro
Large cities—small cities	Medium cities
High income	Low income
Average size families	Small and large families
Home owners	Renters
Non-farm	Farm
Tv owners	Non-tv owners
Non-white	White
Higher prestige occupations	Lower prestige occupations
Middle age groups	Younger and older adults
College	Grammar school

**ALMOST 3 IN 10 RADIO HOMES ARE FM-EQUIPPED.**

Am only—87%      Am-fm—24%      Fm—4%

(no report or radio not in working order, 3%)

**FM OWNERS ACCOUNT FOR FAR MORE LISTENING THAN AM HOMES.**

	Fm owners	All radio owners
Listened in past week	40%	11%
Yesterday	20	5
Day before	7	2
Remainder	13	4

(But 59% of the fm owners said they had not tuned in the previous week and 17% of the group of all radio owners had not. One percent of the latter "didn't know.")

**1 IN 10 PEOPLE TUNE TO FM MORE THAN 4½ HOURS DAILY.**

Of those who own and listen to fm during the previous day,

- 19% spent less than 30 minutes with fm
- 30% from 30 minutes to 1½ hours
- 21% from 1½-2½ hours
- 11% from 2½-3½ hours
- 9% from 3½-4½ hours
- 10% more than 4½ hours

**FM OWNERSHIP IS HIGHEST IN THE SOUTH AND NORTH CENTRAL.**

	West	South	North central	East
Total radio	15%	29%	31%	25%
Am only	16	28	30	26
Fm or am-fm	12	30	34	24

**FM SETS IN CITIES OUTNUMBER THOSE IN NON-METRO AREAS.**

	Metrol	Non-metro
Am only	57%	43%
Am-fm or fm	67	33

(Note: Respondents to Y&R survey are female homemakers.)

**FM OWNERSHIP IS HIGHEST IN HIGH-INCOME HOMES.**

	Weekly salary			
	Under \$70	\$70-\$99	\$100-\$139	\$140 and over
Am only	22%	19%	25%	25%
Fm or am-fm	9	21	18	41

**FM OWNERSHIP VARIES BY FAMILY SIZE.**

	Number of persons				
	1-2	3	4	5	6 or more
Total	33%	20%	19%	13%	15%
Only am	33	20	18	13	16
Fm or am-fm	31	21	22	13	13

**MOST FM OWNERS OWN THEIR HOMES.**

	Classification										
	Own home	Rent	NR <sup>4</sup>	Farm	Non-farm	NR*	Own ty	Na ty	White	Non-white	NR <sup>4</sup>
Total	70%	30%	...	14%	86%	...	91%	9%	92%	7%	1
Only am	68	32	...	14	85	1	89	11	94	6	...
Fm or am-fm	74	25	1	11	89	...	95	5	91	8	1

\*No report.

**FM OWNERSHIP VARIES WIDELY BY PROFESSION.**

	TYPE OF WORK					
	Prof., semi-prof.	Prop., mgr officials (non-farm)	Clerical, sales	Craftsmen, foremen	Oper., assoc.	All others
Total	9%	13%	13%	20%	14%	31%
Only am	8	12	13	20	15	32
Fm or am-fm	14	17	11	20	13	25

**FM OWNERSHIP PEAKS WITH 35-YEAR-OLD CLASS.**

	Age				
	Under 25 years	25-34	35-44	45-54	55 and over
Total	8%	24%	26%	20%	22%
Only am	10	24	25	18	23
Fm or am-fm	4	24	30	23	19

**FM IS CONCENTRATED AMONG THE BETTER-EDUCATED.**

	Education			
	Grammar school or none	High school	College	No report
Total	29%	55%	16%	...
Only am	32	56	12	...
Fm or am-fm	22	52	25	1

(Note: Respondents to Y&R survey are female homemakers.)

# FM HIGHLIGHTS

## COMMUNITY CONCERT

The success of a campaign to raise money for a community concert program in Pampa, Tex., was attributed directly to announcements on WBMF-FM Pampa. The membership goal to support the program was increased from 800 to 1200 this year. But after 15 announcements on WBMF-FM in the space of five days, the concert committee was forced to turn down 78 applicants who wrote in after the quota was filled.

## PHONOGRAPH RECORDS

A total of \$5,000 worth of records was sold by Madrona Records, one of the largest retailers in Portland, Ore., in a five-day period as a result of commercials aired on KEX-FM. The company used no other media, restricting its advertising to four spots a day over KEX-FM.

## SAIL-MAKER

Charles Ulmer, a sail-maker in City Island, N. Y., has purchased time on a 45-minute boating program on WLIR Garden City for the second straight year.

Ulmer decided to buy again on the theory that high-priced merchandise sells better on fm. The program is *Wet Pants*, which broadcasts results of local sailboat races on Long Island and the south shore waters.

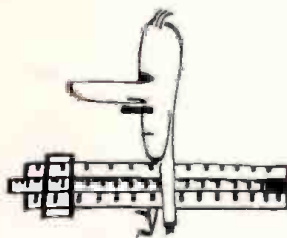
## HOMES

Another advertiser who used fm to push an expensive item scored a success after a week-end schedule of spots over KRBE-FM Houston. The item: a home priced at \$75,000.

## FM PROGRAMING

Many fm stations throughout the country are adding or increasing their live programming to stimulate listenership. In Detroit, WDTM-FM has moved its microphone into the Cafe Galerie, a well-known club for folk music, for a one-hour weekly program.

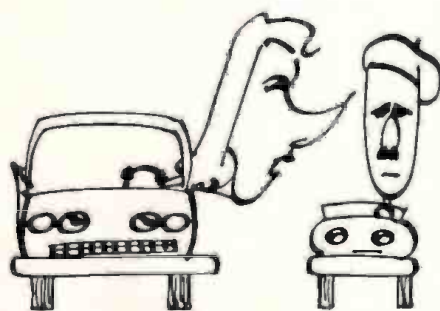
*Continued on next page*



Though there is a multiplicity of engineers, business executives and professional men the listener comes from every walk of life, according to a survey made in Southern California.



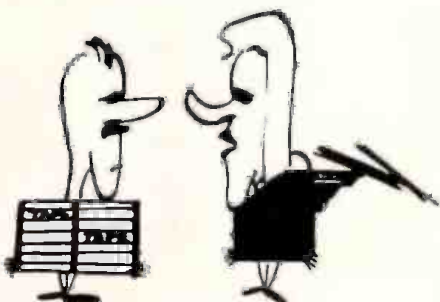
25% own air conditioners  
20% own dishwashers  
28% own clothes dryers



67% own two cars  
20% own foreign or sports cars



32% earn over \$10,000 per year  
63% earn over \$7,000 per year



82% collect records  
43% collect tapes

Fm stations are slowly responding to the often repeated criticism that they don't supply advertisers with enough information about their listening audience. With the aid of cartoon drawings, the results of a recent survey in southern California was published in the *FM and Fine Arts Guide* with a view toward catching the eye of prospective advertisers.

The cartoons portray the average southern California listener, his earnings and buying preferences. According to the study, commissioned by the Fm Broadcasters' Assn., the

major portion of the audience is composed of engineers, business executives and professional men in the higher income brackets. Of the total audience, 63 per cent earn over \$7,000 per year and 32 per cent over \$10,000.

The average listener likes to indulge in high-priced items, including air conditioners, dishwashers, clothes dryers, tape recorders, hi-fi equipment, airplane flights and cars (67 per cent own more than one car). In addition, almost half said they intend to purchase an fm car radio to supplement their home listening.

# FM HIGHLIGHTS Continued from preceding page

In response to the growing popularity of folk music, the station expanded its half-hour *Conversations in Folk Music* to the full-hour live show, now called *All Over This World*. In Salina, Kans., KAFM has signed a contract to broadcast the Kansas University football games in the fall. KAFM will be the only station in central Kansas to carry the entire schedule of K. U. games.

In an effort to add greater variety to its programming, KING-FM Seattle has initiated a new schedule of programs during the station's eight hours of independent broadcasting from 4 p.m. to midnight.

Drawn from sources which include the BBC, the National Broadcasting Co., the CBC and the Broadcasting Foundation of America, the schedule will feature drama, comedy and discussion programs in addition to music ranging from opera to jazz.

Among the news shows are *World Theatre*, a two-hour drama program featuring England's leading actors; *The Goon Show*, starring British movie star Peter Sellers in a half-hour comedy show, and *International Book Review and Literary Report*, a discussion program which focuses on the world of books.

A station in southern California which has taken the trend toward specialization seriously is KHOF-FM. Unique in the field, the station broadcasts 18 hours of sacred music daily. KHOF-FM uses pipe organs, orchestras, choral groups and soloists on records, tapes and live spots.

According to a station spokesman, specialized fm is a hit with "the better families" of the Southern California market. The station cites a survey commissioned by BBDO which claims that 82 percent of the fm listeners in the area are college graduates and 86 percent are earning more than \$5,000 per year.

## FM PROMOTION

A station in Baltimore found that participation in community projects can be an effective method of in-

creasing its audience. The station, WFMM-FM, set up a booth at the city's "Green Thumb Show." On hand to answer both gardening and fm questions was Richard de Lano, assistant county agent and host of the station's *Gardening News and Notes*, a five-minute program heard six times a week.

The booth attracted excellent response, according to the station, and was "positive proof that public service programs and promotions need not be dull and barren."

## FM INDUSTRY

The best method of reproducing music for fm broadcasting is through the utilization of magnetic tape, according to WMKE-FM Milwaukee.

Since December, the station has broadcast exclusively with stereo magnetic tape. The purpose: to provide completely noise-free music. WMKE-FM claims to be the first station to broadcast completely with magnetic tape.



## AN FM PRIMER: HOW TO EDUCATE ADVERTISERS

Selling fm is sometimes a matter of educating the prospective advertiser. Using this theory as a starting point, WHIO-FM Dayton has prepared a booklet that acquaints the client with the medium of frequency modulation. The booklet then soft sells its way into the reasons sponsors should advertise on WHIO. Using a readable, uncluttered format with an attractive cover that underlines the station's policy toward quality programming, the booklet guides the reader through information on WHIO's audience and coverage. Letters, surveys and success stories are used to sell the station to advertisers. The booklet further explains WHIO's policies toward programming and commercials. The sum total is an example of how an fm station can sell itself by providing clients with an overall picture of fm, and an analysis of the station's coverage.



## STEREO ON THE MOVE

Another fm station to recently join the ranks of the few to broadcast in stereo: KLSN Seattle. Cortlandt T. Clark, vice president and general manager, reports that KLSN began stereophonic broadcasting at 8:23 a.m., Pacific daylight time, July 11.

In San Francisco, another move into stereo gives fm stations west of the Mississippi River a slight edge over their eastern brothers. KPEN (FM) San Francisco announces that it will begin regular stereo multiplex broadcasts during the first week in August.

Say KPEN Managers James Gabbert and Gary Gielow: "We plan from the start to broadcast between 40 and 50 hours each week in stereo. We'll be on the air six hours, Monday through Friday, with an increased schedule on weekends. We intend to offer a great variety of stereophonic program fare."

The station further reports that two-thirds of all stereo program time is sold to sponsors. Hi-fi dealers in the area report that the demand for multiplex adapters and receivers far exceeds the current supply, according to station spokesmen. "While the number of adapters now in the area is in the hundreds," say Gabbert and Gielow, "we look forward to well over 25,000 multiplex receivers in our coverage area by the end of the year."

It has been reported that many fm stations which now broadcast monophonically are experimenting with stereophonic equipment after midnight. These and other stereo-minded fm stations are still broadcasting at various times in the new sound dimension in cooperation with another station.

WNBF-FM Binghamton reports that it will broadcast live in stereo series of four concerts by the Wallenberg String Quartet. The concerts will originate from sister station WNBF-TV's studios, before a live audience.

According to the station, the studio audience will hear the concerts in a specially designed drawing room setting. The broadcasts are scheduled for four Sunday afternoon concerts from 4 to 5 p.m. The broadcasts are sponsored by L. F. Hamlin Inc., operators of Hamlin's Red Cross Drug Stores. ■

## FM STATION KEY

The statistical and factual data contained in this summary are taken from reports submitted to us by fm stations. They are believed by us to be accurate and reliable. Any questions for further information should be directed to the individual station. This issue of U. S. FM includes returns from 480 fm stations. The *Fm station key* will be augmented each month as new or additional information is reported by fm operations. See box below for abbreviations. Stations not listed are asked to send in the same information which appears below.

### Abbreviations

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

## ALABAMA

### Albertville

WAVU-FM (Am: WAVU)  
Counties: 15; ERP: 4,700 w  
Prog. (Dup.): Pop, nws, wthr, sprts

### Birmingham

WAPI-FM (Am: WAPI)  
National Rep.: Henry I. Christal  
Counties: 47; ERP: 72,000 w  
Prog. (Dup.)

### WCRT-FM (Am: WCRT)

National Rep.: Weed  
Counties: 42; ERP: 48,800 w  
Prog. (Sep.): Cl, s-cl, st, shw

### WJLN (Am: WJLD)

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

### WSFM

National Rep.: Walker-Rawalt  
ERP: 20,000 w

### Decatur

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

### Sylacauga

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

## ALASKA

### Anchorage

KTVA-FM (Tv: KTVA)  
ERP: 750 w  
Prog.: Cl, con, op, s-cl, shw

## ARIZONA

### Tucson

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

## ARKANSAS

### Jonesboro

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

### Little Rock

KMMK  
Counties: 52; ERP: 31,000 w  
Prog.: Music

### Osceola

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

### Pine Bluff

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

## CALIFORNIA

### Alameda

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

### Beverly Hills

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

### El Cajon

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

FM STATION KEY (Continued)

Fresno

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

Glendale

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

Indio-Palm Springs

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

Los Angeles

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

KFMU

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

KHOF-FM

Counties: 8; ERP: 100,000 w  
Prog.: Rel, nws, wthr, dr, intvw.

KMLA

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

KNOB

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

KPOL-FM (Am: KPOL)

National Rep.: Paul H. Raymer  
Counties: 3; ERP: 38 kw  
Market Pen.: 48.9% (Pulse)  
Prog. (Dup.): S-cl, shw, st, nws

KRHM

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

Oxnard

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

Riverside

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

KPLI

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

Sacramento

KCRA-FM (Am: KCRA)  
National Rep.: Petry  
Counties: 14; ERP: 11,000 w  
Prog. (Sep.): St, pop, cl, con, shw

KHIQ

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

KJML

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

KSFM

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

KXRQ

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

Salinas

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

San Bernardino

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

San Diego

KFMB-FM (Am: KFMB)  
National Rep.: Petry  
ERP: 18400 w  
Market Pen.: 39.4% (Pulse 10/59)  
Prog.: St, shw, nws

KFMX

National Rep.: Heritage Stations  
Counties: 1; ERP: 30,000 w  
Market Pen.: 40% (Pulse)  
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)

National Rep.: QXR Network  
Counties: 8; ERP: 100,000 w  
Market Pen.: 39% (Pulse)  
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)

National Rep.: H-R  
Counties: 1; ERP: 37,000 w  
Market Pen.: 39.4% (Pulse 10/59)  
Prog.: St, pop, s-cl, cl, shw

KITT

Counties: 1; ERP: 56,000 w  
National Rep.: Walker-Rawalf  
Market Pen.: 40% (Pulse)  
Prog.: St, shw, flk, pop, s-cl

KPRI

National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 1; ERP: 25,000 w  
Market Pen.: 42.5% (Pulse)  
Prog.: Pop, st, shw, cl, s-cl

San Fernando

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

San Francisco

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

KBAY

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

KDFC

National Rep.: Walker-Rawalf  
ERP: 33,000 w

KEAR

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

KOBY-FM (Am: KOBY)

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

KPEN

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

KSFR

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

San Jose

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

KSJO

Counties: 16; ERP: 1,500 w  
Prog.: St, shw, s-cl, con

San Luis Obispo

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

Santa Barbara

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

COLORADO

Colorado Springs

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

Denver

KDEN-FM (Am: KDEN)  
National Rep.: Heritage Stations  
Counties: 12; ERP: 30,000 w  
Market Pen.: 38.5% (Pulse 6/60)  
Prog. (Sep.): Cl, con, op, s-cl, jz  
KOA-FM (Am: KOA)  
National Rep.: Christal  
ERP: 57,000 w  
Prog. (Dup.)

Denver's Most Powerful  
FM Station  
**KDEN**

99.5 Megacycles

Serving 63,117\* homes in the  
Denver Metropolitan area.

**KDEN-FM** is a Heritage Good  
Music Station, programming 18  
hours of music daily—music de-  
signed for our listeners' taste.

**KDEN-FM**

30,000 Watts

1601 West Jewell Avenue  
Denver 23, Colorado

or contact

International Good Music  
New York — Chicago — Los Angeles

\*Pulse, Inc., June, 1960

FM STATION KEY (Continued)

Grand Junction

KREX-FM (Am: KREX)  
Counties: 5; ERP: 3 kw  
Market Pen.: 29.7% (Pulse 1961)  
Prog. (Sep.): Cl, con, op, st, iz

Manitou Springs

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

CONNECTICUT

Brookfield

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

Fairfield

WJZZ  
Counties: 20; ERP: 9,000 w  
Prog.: J

Hartford

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

WHCN

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

WTIC-FM (Am: WTIC)

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

Meriden

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

New Haven

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

Stamford

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

DELAWARE

Wilmington

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

DISTRICT OF COLUMBIA

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

WFAN

National Rep.: United Broadcasting  
ERP: 20,000 w  
Prog.: Latin American music  
WGAY (Am: WQMR)  
National Rep.: Spot Time Sales  
ERP: 20,000 w  
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr

WGMS-FM (Am: WGMS)

National Rep.: Avery-Knodel  
Counties: 23; ERP: 20,000 w  
Prog.: Cl, con, op, s-cl, nws

WJMD

ERP: 20,000 w  
Prog.: S-cl, shw, con, nws, wthr

WMAL-FM (Am: WMAL)

National Rep.: Heritage Stations  
Counties: 27; ERP: 27,000 w  
Market Pen.: 40.3% (Pulse 1959)  
Prog. (Sep.): Cl, con, s-cl, shw, nws

WTOP-FM (Am: WTOP)

National Rep.: CBS Spot Sales  
ERP: 20 kw  
Prog.: S-cl, st, cl, pop, nws

WWDC-FM (Am: WWDC)

National Rep.: Blair  
Counties: 12; ERP: 20 kw  
Market Pen.: 40.3% (Pulse 1959)  
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)  
National Rep.: Broadcast Time Sales  
Counties: 7; ERP: 18.5 kw  
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM  
National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 3; ERP: 3,500 w  
Prog.: St, cl, s-cl, shw, op  
WWIL-FM (Am: WWIL)  
National Rep.: Rambeau-Vance-Hopple  
Counties: 5; ERP: 31,000 w  
Prog. (Sep.): St, s-cl, con, shw, iz

Fort Pierce

WARN-FM (Am: WARN)  
National Rep.: Continental  
Counties: 4; ERP: 1,300 w  
Prog.: Con, pop, iz, nws

Jacksonville

WMBR-FM (Am: WMBR)  
National Rep.: John Blair  
Counties: 9; ERP: 40,000 w  
Prog. (Sep. after 4 pm): Ppp, st

Gainesville

WRUF-FM (Am: WRUF)  
National Rep.: Thomas Clark  
Counties: 16; ERP: 12,000 w  
Market Pen.: 31.7% (Pulse 1956)  
Prog. (Sep.): Op, st, con, shw, cl

Miami

WWPB  
National Rep.: QXR Network  
Counties: 5; ERP: 9, 200 w  
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)  
Counties: 4; ERP: 13,000 w  
Prog. (Dup.): Pop, st, shw, iz, nws

Orlando

WHOO-FM (Am: WHOO)  
National Rep.: Hollingbery  
Counties: 9; ERP: 59,000 w  
Prog. (Sep.): Cl, con, s-cl, st, iz, nws, wthr

Pensacola

WPXC  
National Rep.: Good Music Broadcasters  
Western FM Sales  
Counties: 5; ERP: 2,500 w  
Prog.: Cl, s-cl, st, shw, iz

Sarasota

WYAK  
National Rep.: George Hopewell  
Counties: 9; ERP: 2,750 w  
Prog.: Pop, st, shw, s-cl, cl

Tampa

WDAE-FM (Am: WDAE)  
National Rep.: Katz  
Counties: 16; ERP: 65,000 w  
Prog. (Dup.): St, shw, flk, con  
WFLA-FM (Am: WFLA)  
National Rep.: John Blair  
Counties: 34; ERP: 46,000 w  
WPKM  
National Rep.: Good Music Broadcasters  
Counties: 7; ERP: 10,500 w  
Prog.: Pop, st, shw, s-cl, iz

GEORGIA

Athens

WGAU-FM (Am: WGAU)  
National Rep.: John E. Pearson  
Counties: 25; ERP: 4,400 w  
Prog. (Dup.): Std, iz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)  
National Rep.: Good Music Broadcasters  
Counties: 10; ERP: 9.4 kw  
Prog. (Sep.): Cl, s-cl, shw, op, flk  
WKLS  
National Rep.: Walker-Rawalt  
Counties: 34; ERP: 6,400 w  
prog.: S-cl, st, shw, wthr  
WPLO-FM (Am: WPLO)  
National Rep.: Heritage Stations  
Counties: 82  
WSB-FM (Am: WSB)  
National Rep.: Petry  
Counties: 204; ERP: 49,000 w  
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta

WAUG-FM (Am: WAUG)  
ERP: 9,000 w  
Prog. (Sep.): Cl, s-cl, pop  
WBBQ-FM (Am: WBBQ)  
National Rep.: Everett McKinney  
Counties: 31; ERP: 19,300 w  
Prog. (Dup., Sep.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)  
National Rep.: Hollingbery  
Counties: 50; ERP: 21.2 kw  
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)  
National Rep.: Thomas Clark  
Counties: 11; ERP: 300 w  
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)  
National Rep.: Indie Sales  
Counties: 8; ERP: 2.3 kw  
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)  
Counties: 21; ERP: 3.5 kw  
Prog. (Dup.): Pop, st, shw, sprts, nws

FM STATION KEY (Continued)

**Newnan**

WCOH-FM (Am: WCOH)  
National Rep.: Bernard Ochs  
Counties: 11; ERP: 330 w  
Prog. (dup.): Nws, wthr, st, pop, cl

**Savannah**

WTOC-FM (Am: WTOC)  
National Rep.: Avery-Knodel  
Counties: 24; ERP: 8 kw  
Prog. (Dup.)

**Toccoa**

WLET-FM (Am: WLET)  
National Rep.: Thomas F. Clark  
Counties: 10; ERP: 730 w  
Prog. (Dup.): Nws, st, sprts

**IDAHO**

**Boise**

KBOI-FM (Am: KBOI)  
Counties: 17; ERP: 17.5 kw  
Prog. (Dup.)

**Lewiston**

KOZE-FM (Am: KOZE)  
National Rep.: Gill-Perna  
Counties: 6; ERP: 903 w  
Prog. (Sep.): S-cl, st, shw, iz, nws

**ILLINOIS**

**Anna**

WRAJ-FM (Am: WRAJ)  
National Rep.: Bernard Howard  
Counties: 6; ERP: 1,000 w  
Prog. (Sep.): St, pop, nws, wthr, sprts

**Bloomington**

WJBC-FM (Am: WJBC)  
National Rep.: John Pearson  
Counties: 13; ERP: 15,300 w  
Prog. (Dup.): St, pop, shw, nws, wthr

**Champaign**

WDWS-FM (Am: WDWS)  
Counties: 11; ERP: 27,000 w  
Prog. (Sep.): Pop, st, shw, nws, iz

**Chicago**

WCLM  
ERP: 60,000 w  
Prog.: S-cl, iz, st, hawaiian  
WDHF  
Counties: 9; ERP: 52,000 w  
Market Pen.: 42.4% (Pulse 10/59)  
Prog.: Pop, shw, s-cl, st, flk

WFMF  
National Rep.: Walker-Rawalt  
Counties: 15; ERP: 33,000 w  
Prog.: St, s-cl, shw, iz, nws

WFMT  
Counties: 38; ERP: 29,500 w  
Market Pen.: 42.4% (Pulse 10/59)  
Prog.: Cl, op, dr, nws, intw

WJJD-FM (Am: WJJD)  
National Rep.: Heritage Stations  
Counties: 141

WKFM  
National Rep.: Modern Media Fm Sales  
Counties: 38; ERP: 50,000 w  
Market Pen.: 42.4% (Pulse)  
Prog.: St, s-cl, shw, nws, wthr

WNIB  
Counties: 10; ERP: 11 kw  
Market Pen.: 42.4% (Pulse)  
Prog.: Cl, con, iz, op, shw

(FOR ABBREVIATIONS, SEE BOX, P. 11)

WSBC-FM (Am: WSBC)  
National Rep.: Devney-O'Connell, FM  
Unlimited  
Counties: 5; ERP: 27,400 w  
Prog. (Sep.): Cl, flk, iz, dr, nws  
WXFM  
ERP: 32,000 w  
Prog.: Cl, s-cl, pop, st, shw

**Decatur**

WSOY-FM (Am: WSOY)  
National Rep.: Weed  
Counties: 19; ERP: 30,000 w  
Prog. (Dup.): St, shw, nws, s-cl, cl

**Effingham**

WSEI  
ERP: 20 kw  
Dup. programming of WSOY-FM Decatur

**Elgin**

WRMN-FM (Am: WRMN)  
National Rep.: Devney-McConnell  
Counties: 5; ERP: 1,000 w  
Prog. (Sep.): Cl, con, s-cl, st, nws

**Evanston**

WEAW-FM (Am: WEAW)  
National Rep.: Good Music Broadcasters  
Counties: 6; ERP: 180,000 w  
Prog. (Sep.): S-cl, st, shw, con, nws

**Harrisburg**

WEBQ-FM (Am: WEBQ)  
Counties: 11; ERP: 4,200 w  
Prog. (Sep.): Sprts, nws, wthr, educ, cl

**Jacksonville**

WLDS-FM (Am: WLDS)  
National Rep.: Holman  
Counties: 5; ERP: 9 kw  
Prog. (Dup.): Sprts, pop, nws, st, pub, sevc

**Joliet**

WJOL-FM (Am: WJOL)  
National Rep.: Pearson  
Counties: 7; ERP: 1,000 w  
Prog. (Sep.): St, nws, pop, s-cl, cl

**Litchfield**

WSMI-FM (Am: WSMI)  
Counties: 6; ERP: 6,100 w  
Prog. (Sep.): St, nws, sprts

**Mattoon**

WLBH-FM (Am: WLBH)  
National Rep.: Hal Holman  
Counties: 12; ERP: 23,000 w  
Prog. (Dup.)

**Mt. Carmel**

WSAB (late fall start)  
Counties: 12; ERP: 37.4 kw  
Prog.: S-cl, cl, con, st, shw

**Mt. Vernon**

WMIX-FM (Am: WMIX)  
National Rep.: John E. Pearson  
Counties: 40; ERP: 50,000 w  
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

**Paris**

WPRS-FM (Am: WPRS)  
Counties: 7; ERP: 1,000 w  
Prog. (Dup.): St, shw, pop, nws, wthr

**Quincy**

WGEM-FM (Am: WGEM)  
ERP: 8.9 kw  
Prog. (Dup.)

WTAD-FM (Am: WTAD)  
National Rep.: Branham  
Counties: 23; ERP: 27 kw  
Prog. (Dup.)

**Rock Island**

WHBF-FM (Am: WHBF)  
National Rep.: Avery-Knodel  
Counties: 14; ERP: 39 kw  
Prog. (Sep.): Con, s-cl, st, shw

**Springfield**

WTAX-FM (Am: WTAX)  
National Rep.: Gill-Perna  
Counties: 12; ERP: 6.7 kw  
Prog.: (Sep. early evenings)

**INDIANA**

**Bloomington**

WTTV (Am: WTTV)  
National Rep.: Meeker  
Counties: 54; ERP: 37.2 kw  
Prog. (Dup.): St, nws, flk, sprts, cl

**Columbus**

WCSI-FM (Am: WCSI)  
National Rep.: Thomas Clark  
Counties: 12; ERP: 760 w  
Prog. (Sep.): St, shw, sprts, g-cl

**Elkhart**

WTRC-FM (Am: WTRC)  
National Rep.: Branham  
Counties: 13; ERP: 9.7 kw  
Prog. (Dup.)

**Evansville**

WIKY-FM (Am: WIKY)  
National Rep.: John Pearson  
Counties: 34; ERP: 36 kw  
Prog. (Dup.): St, shw, s-cl, con, cl

**Fort Wayne**

WPTH-FM  
Counties: 20; ERP: 44.4 kw  
Prog.: St, shw, pop, iz, s-cl

**Hammond**

WYCA  
Counties: 5; ERP: 31,000 w  
Prog.: Rel, nws, s-cl, sprts, wthr

**Indianapolis**

WFBM-FM (Am: WFBM)  
Counties: 50; ERP: 51,875 w  
National Rep.: Walker-Rawalt  
Prog. (Sep.): St, s-cl, cl, iz, cmtry

**WFMS**

ERP: 4.5 kw  
Prog.: St, shw, pop, s-cl, cl

**WIBC-FM (Am: WIBC)**

Counties: 40; ERP: 24,000 w  
Prog. (Sep.): Cl, s-cl, con, iz, op

**Madison**

WORX-FM (Am: WORX)  
National Rep.: Hil Best  
Counties: 6; ERP: 350 w  
Prog. (Dup.): St, s-cl, sprts, shw, con

**Marion**

WMRI-FM (Am: WMRI)  
National Rep.: Burn-Smith  
Counties: 27; ERP: 31,000 w  
Prog. (Sep.): S-cl, st, shw, nws, sprts

**Muncie**

WMUN (Am: WLBC)  
National Rep.: Hal Holman  
Counties: 17; ERP: 14.4 kw  
Prog. (Sep.): Programatic

**Richmond**

WKBV-FM (Am: WKBV)  
National Rep.: Everett-McKinney  
Counties: 20; ERP: 23,000 w  
Prog. (Sep.): Pop, s-cl

**FM STATION KEY (Continued)**

**WGLM**  
 Counties: 23; ERP: 32,000 w  
 Prog.: Cl, con, s-cl, st, jz

**Terre Haute**  
 WTHI-FM (Am: WTHI)  
 National Rep.: Bolling  
 Counties: 20; ERP: 7,400 w  
 Prog. (Sep.): Cl, con, op, B-cl, pop

**Warsaw**  
 WRSW-FM (Am: WRSW)  
 Counties: 60; ERP: 34,000 w  
 Prog. (Dup.): Cl, con, s-cl, pop, nws

**Washington**  
 WFML (Am: WAMW)  
 National Rep.: Hil Best  
 Counties: 14; ERP: 14,000 w  
 Prog. (Dup.): Sprts, nws, st, pop, shw

**IOWA**

**Des Moines**  
 KDMJ  
 ERP: 115,000 w  
 Prog.: Rel, sacred, nws, wthr, cl  
 WHO-FM (Am: WHO)  
 National Rep.: Peters, Griffin, Woodward  
 ERP: 25 kw  
 Prog. (Sep.): St, pop, shw, s-cl, nws

**Muscatine**  
 KWPC-FM (Am: KWPC)  
 National Rep.: Venard, Rintoul & McConnell  
 Counties: 7; ERP: 780 w  
 Prog. (Sep.): Sprts, con, s-cl, nws, st

**Sioux City**  
 KDVR  
 Counties: 11; ERP: 3,000 w  
 Prog.: Cl, s-cl, jz, nws, wthr

**KANSAS**

**Salina**  
 KAFM  
 Counties: 9; ERP: 3.6 kw  
 Prog.: Cl, con, s-cl, pop, st

**Topeka**  
 KTOP-FM (Am: KTOP)  
 National Rep.: Heritage  
 Counties: 1; ERP: 3,200  
 Prog. (Sep.): Cl, con, op, nws, jz

**Wichita**  
 KFH-FM  
 Counties: 12; ERP: 10.6 kw  
 Prog. (Dup.)

**KENTUCKY**

**Hopkinsville**  
 WKOF (Am: WKOA)  
 Counties: 10; ERP: 3.73 kw  
 Prog. (Sep.): Pop, st, shw, nws, sprts

**Louisville**  
 WLVL  
 National Rep.: Walker-Rawalt  
 Counties: 16; ERP: 35,000 w  
 Prog.: Cl, pop, s-cl, shw, flk

**Mayfield**  
 WNGO-FM (Am: WNGO)  
 Counties: 5; ERP: 600 w  
 Prog. (Dup.): Pop, st, nws, wthr, sprts

(FOR ABBREVIATIONS, SEE BOX, P. 11)

**Owensboro**  
 WOMI-FM (Am: WOMI)  
 National Rep.: Everett-McKinney  
 Counties: 14  
 Prog. (Dup.): Cl, con, op, nws, sprts

**Paducah**  
 WKYB-FM (Am: WKYB)  
 National Rep.: Bolling  
 Counties: 40; ERP: 32,000 w  
 Prog.: S-cl, pop, st, nws

**LOUISIANA**

**Baton Rouge**  
 WBRL (Am: WJBO)  
 Counties: 64; ERP: 2,450 w  
 Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

**New Orleans**  
 WDSU-FM (Am: WDSU)  
 National Rep.: John Blat  
 ERP: 42,000 w  
 Market Pen.: 24.1% (Pulse)  
 Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws  
 WWMT  
 National Rep.: Good Music Broadcasters  
 Counties: 17; ERP: 48,000 w  
 Prog.: St, s-cl, shw, cl, con

**Shreveport**  
 KBCL-FM (Am: KBCL)  
 National Rep.: George T. Hopewell  
 Counties: 9; ERP: 3.6 kw  
 Prog. (Sep., nights): Cl, con, s-cl, st  
 KWKH-FM (Am: KWKH)  
 National Rep.: Henry I. Christal  
 Counties: 6; ERP: 17,000 w  
 Prog. (Dup.): Pop, flk, nws, sprts, wthr

**MAINE**

**Augusta**  
 WFAU-FM (Am: WFAU)  
 National Rep.: Devney/Daren F. McGavren  
 Counties: 10; ERP: 4,845 w  
 Prog. (Sep.): Cl, con, s-cl, st, shw

**Bangor**  
 WABI-FM (Am: WABI)  
 National Rep.: George P. Hollingbery  
 Counties: 7; ERP: 6,100 w  
 Prog. (Sep., nights): St, cl, shw, con, nws

**Caribou**  
 WFST-FM (Am: WFST)  
 National Rep.: Devney O'Connell and Daren F. McGavren  
 Counties: 2; ERP: 250 w  
 Prog. (Dup.): Shw, st, s-cl, con, nws

**Lewiston**  
 WCOU-FM (Am: WCOU)  
 National Rep.: Devney O'Connell  
 Counties: 8; ERP: 13,800 w  
 Prog. (Sep., nights): Cl, shw, con, s-cl, op

**Poland Spring**  
 WMTW-FM  
 Counties: 36; ERP: 49.1 kw  
 Prog.: Cl, con, s-cl, op, nws

**Portland**  
 WLOB-FM (Am: WLOB)  
 Counties: 4; ERP: 3,700 w  
 Prog. (Sep.): Programatic

**MARYLAND**

**Annapolis**  
 WXTC (Am: WANN)  
 Counties: 25; ERP: 20,000 w  
 Prog. (Sep.): Cl, con, s-cl, pop, st

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**FM STATION KEY (Continued)**

**Baltimore**

**WBAL-FM (Am: WBAL)**  
National Rep.: Spot Time Sales  
Counties: 33; ERP: 20,000 w  
Prog. (Sep.): Cl, s-cl, shw, flk, jz  
**WCAO-FM (Am: WCAO)**  
National Rep.: Heritage Stations  
Counties: 23

**WFMM**

National Rep.: Walker-Rawalt  
Counties: 30; ERP: 20,000 w  
Prog.: S-cl, st, flk, cl, op

**WITH-FM (Am: WITH)**

National Rep.: QXR Network  
Counties: 31; ERP: 20,000 w  
Market Pen.: 33.7% (Pulse)  
Prog. (Sep.): C, con, nws, op, s-cl  
**WRBS**

National Rep.: Fine Music Hi-Fi Broadcasters  
Counties: 30; ERP: 20,000 w  
Prog.: Cl, s-cl, st, nws, wthr

**Havre De Grace**

**WASA-FM (Am: WASA)**  
Counties: 5; ERP: 3,000 w  
Prog. (Dup. days; sep. nights): St, pop, shw, nws, wthr

**Westminster**

**WTTR-FM (Am: WTTR)**  
Counties: 5; ERP: 4,600 w  
Prog. (Dup.): St, s-cl, pop, nws, wthr

**MASSACHUSETTS**

**Boston**

**WBCN**  
Counties: 3; ERP: 25,900 w  
Market Pen.: 50.1% (Pulse 2/59)  
Prog.: Cl, con, s-cl, op, shw  
**WBOS-FM (Am: WBOS)**  
National Rep.: Weed  
Counties: 7; ERP: 15 kw  
Market Pen.: 50.1% (Pulse 1959)  
Prog. (Dup.): St, nws, con, cl, flk  
**WCOP-FM (Am: WCOP)**  
National Rep.: Heritage Stations  
Counties: 12

**WCRB-FM (Am: WCRB)**  
National Rep.: Broadcast Time Sales  
ERP: 3.3 kw  
Market Pen.: 50.1% (Pulse 2/59)  
Prog. (Dup.): Con, cl, s-cl, nws, shw

**WHDH-FM (Am: WHDH)**

National Rep.: Blair  
Counties: 25; ERP: 3.3 kw  
Prog. (Dup.): Pop, st, nws, sports, wthr

**WUPY**

Counties: 25  
Market Pen.: 61.5% (Pulse 1960)  
Prog.: Jz, nws, sports, wthr, educ

**WXHR (Am: WTAO)**

National Rep.: QXR Network  
Counties: 9; ERP: 20,000 w  
Market Pen.: 50.1% (Pulse)  
Prog. (Sep.): Cl, con, shw, nws, intvw

**Cambridge**

**WHRB-FM (Am: WHRB)**  
National Rep.: Ivy Network  
Counties: 3; ERP: 796 w  
Prog. (Dup.): Cl, jz, nws, splc evnts, sports

**Fitchburg**

**WFGM-FM (Am: WFGM)**  
ERP: 20,000 w  
Prog. (Dup./Sep.):

**Plymouth**

**WPLM-FM (Am: WPLM)**  
National Rep.: Breen-Ward  
ERP: 20,000 w  
Prog. (Dup.): Con, s-cl, nws, wthr, sports

**Springfield**

**WMAS-FM (Am: WMAS)**  
National Rep.: Bolling  
Counties: 3; ERP: 1.35 kw  
Prog. (Dup.): Pop, st, nws, sports

**Worcester**

**WTAG-FM (Am: WTAG)**  
National Rep.: QXR Sales  
Counties: 15; ERP: 10 kw  
Market Pen.: 33.7% (Pulse 1959)  
Prog. (Sep.): Cl, con, s-cl, op, nws

**MICHIGAN**

**Bay City**

**WBCM-FM (Am: WBCM)**  
National Rep.: Hollingbery  
Counties: 20; ERP: 41,000 w  
Prog. (Sep.): S-cl, cl, st, con, op

**Coldwater**

**WTYB-FM (Am: WTYB)**  
National Rep.: Donald Cooke  
Counties: 8; ERP: 7,900 w  
Prog. (Dup.): Pop, sports, s-cl, cl, st

**Detroit**

**WABX**  
Counties: 14; ERP: 36,400 w  
Prog.: Cl, con, s-cl, op

**WDTM**

National Rep.: Good Music Broadcasters  
Counties: 20; ERP: 61,125 w  
Prog.: Con, nws, cmtry, flk, shw

**WJR-FM (Am: WJR)**

National Rep.: Christal  
Counties: 6; ERP: 24,000 w  
Prog.: Cl, con, nws, st

**WLDM**

National Rep.: Walker-Rawalt  
Counties: 27; ERP: 165,000 w  
Prog.: St, shw, s-cl, cl, con

**WMUZ**

Counties: 8; ERP: 115,000 w  
Prog.: Sacred music, s-cl, cl, rel, nws

**WOMC (Am: WEXL)**

Counties: 20; ERP: 61,000 w  
Prog.: St, shw, s-cl, nws

**WWJ-FM (Am: WWJ)**

National Rep.: Peters, Griffin, Woodward  
Counties: 26; ERP: 50,000 w  
Prog. (Dup.): Nws, pop, st, con, s-cl

**East Lansing**

**WSWM**

National Rep.: Walker-Rawalt  
Counties: 10; ERP: 30,000 w  
Prog.: S-cl, cl, nws, shw, jz

**Grand Rapids**

**WJEF-FM (Am: WJEF)**

National Rep.: Avery-Knodel  
Counties: 32; ERP: 115,000 w  
Prog. (Sep. after 7pm)

**WLAV-FM (Am: WLAV)**

National Rep.: Everett-McKinney  
Counties: 7; ERP: 1750 w  
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

**Holland**

**WJBL-FM (Am: WJBL)**

National Rep.: Walker-Rawalt  
Counties: 23; ERP: 37,000 w  
Prog. (Sep.):

**Inkster**

**WCHD (Am: WCHB)**

National Rep.: Bob Dore  
Counties: 6; ERP: 34,000 w  
Prog. (Sep.): Cl, s-cl, pop, nt, flk

**Kalamazoo**

**WMCR**

Counties: 15; ERP: 36 kw  
Prog.: Cl, con, educ, nws, op

**Mt. Clemens**

**WBRB-FM (Am: WBRB)**  
National Rep.: Donald Cooke  
Counties: 4; ERP: 61 kw  
Prog. (Sep.): St, disn, cmtry, pop, nws

**Saginaw**

**WSAM-FM (Am: WSAM)**  
National Rep.: Everett-McKinney  
Counties: 6; ERP: 1,700 w  
Prog. (Dup.): St, shw, nws, wthr, sports

**Sturgis**

**WSTR**

National Rep.: Masla Assoc.  
ERP: 1,000 w  
Prog. (Dup.): Pop, nws

**MINNESOTA**

**Brainerd**

**KLIZ-FM (Am: KLIZ)**  
National Rep.: Walker-Rawalt  
Counties: 7; ERP: 15,000 w  
Prog. (Sep.): S-cl, st, nws, cl, sports

**Minneapolis**

**KWFM**

National Rep.: Walker-Rawalt, QXR Network  
ERP: 22.5 kw  
Prog.: Cl, s-cl, jz, nws, st

**WAYL**

National Rep.: Thomas F. Clark Co.  
Counties: 8; ERP: 10 kw  
Prog.: St, shw, jz, flk, spoken word

**WLLOL-FM (Am: WLLOL)**

National Rep.: Heritage Stations  
Counties: 5; ERP: 9.7 kw  
Prog. (Sep.): Cl, con, op, s-cl, jz

**WPBC-FM (Am: WPBC)**

National Rep.: H-R  
ERP: 5.4 kw  
Prog. (Sep. nights): Cl, con, s-cl, st, shw

**Sunny Cloud**

**KFAM-FM (Am: KFAM)**

National Rep.: John E. Pearson  
Counties: 11; ERP: 15,000 w  
Prog. (Dup.): St, nws, wthr, sports, disn

**MISSISSIPPI**

**Jackson**

**WJDX-FM (Am: WJDX)**  
National Rep.: Hollingbery  
ERP: 50 kw  
Prog. (Sep.): Pop, st, s-cl, sports, rel

**Laurel**

**WNSL-FM (Am: WNSL)**  
National Rep.: Grant Webb  
Counties: 34; ERP: 4,700 w  
Prog.: St, shw, pop, s-cl, cl

**MISSOURI**

**Kansas City**

**KBEY-FM (Am: KBEY)**  
National Rep.: Avery-Knodel  
ERP: 17 kw  
Market Pen.: 39.3% (Conlan)  
Prog. (Dup.): Op, s-cl, pop, st, shw  
**KCJC**  
National Rep.: Modern Media  
ERP: 63 kw  
Market Pen.: 39.3% (Conlan)  
Prog.: Cl, s-cl, pop, st, shw

FM STATION KEY (Continued)

KCMK  
National Rep.: Good Music Broadcasters  
Counties: 8; ERP: 35,000 w  
Market Pen.: 39.3% (Conlan)  
Prog.: Cl, s-cl, pop, st, shw

KCMO-FM (Am: KCMO)  
National Rep.: Katz  
Counties: 54; ERP: 65,000 w  
Market Pen.: 39.3% (Conlan)  
Prog.: Cl, s-cl, pop, st, shw  
KPRS (Cp applied for)  
National Rep.: John Pearson  
ERP: 18 kw

KXTR  
National Rep.: Walker-Rawalt  
Counties: 18; ERP: 58,200 w  
Market Pen.: 39.3% (Conlan)  
Prog.: Cl, con, op, flk, jz

WDAF-FM (Am: WDAF)  
National Rep.: Edward Petry  
ERP: 35 kw  
Market Pen.: 39.3% (Conlan)  
Prog. (Dup.)

St. Louis  
KADI (Am: KADY)  
National Rep.: Broadcast Time Sales  
ERP: 24,700 w  
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM  
National Rep.: Walker-Rawalt  
ERP: 96 kw

KMOX-FM (Am: KMOX)  
National Rep.: CBS Spot Sales  
Counties: 4; ERP: 47.3 kw  
Prog. (Dup.)

KRFD-FM  
Counties: 94; ERP: 97,400 w  
Prog.: Jz, st, sprts, nws, intvw

KSTL-FM (Am: KSTL)  
Counties: 88; ERP: 78,000 w  
Prog. (Sep.): St, store casting

KWIX  
Counties: 14; ERP: 25.5 kw  
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)  
National Rep.: Eastman  
ERP: 22 kw

Springfield  
KTTS-FM (Am: KTTS)  
National Rep.: Weed  
ERP: 9.1 kw  
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney  
KHOL-FM  
National Rep.: Meeker  
Counties: 19; ERP: 56,750 w  
Prog.: St, shw, con, nws, wthr

Lincoln  
KFMQ  
National Rep.: Walker-Rawalt  
Counties: 7; ERP: 363 w  
Prog.: Cl, s-cl, st, jz, disn

Omaha  
KFAB-FM (Am: KFAB)  
National Rep.: Petry  
Counties: 50; ERP: 58,000 w  
Market Pen.: 12.4% (Pulse 12/59)  
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)  
National Rep.: Good Music Broadcasters  
Counties: 32; ERP: 3,400 w  
Prog. (Sep.): S-cl, pop, st, shw, nws  
KQAL  
National Rep.: Walker-Rawalt  
ERP: 70,000 w  
Prog.: Cl

Scottsbluff  
KNEB-FM (Am: KNEB)  
National Rep.: Hal Holman  
Counties: 12; ERP: 6,900 w  
Prog. (Sep.): Cl, con, s-cl, st, shw

NEVADA

Reno  
KNEV  
Counties: 4; ERP: 35,000 w  
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park  
WHTG-FM (Am: WHTG)  
National Rep.: Grant Webb  
Counties: 12; ERP: 1,000 w  
Prog. (Dup.): St, shw, s-cl, nws, wthr  
WJLK-FM (Am: WJLK)  
Counties: 3; ERP: 1,000 w  
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton  
WSNJ-FM (Am: WSNJ)  
National Rep.: Thomas Clark  
ERP: 15.2 kw  
Prog. (Sep.): Cl, con, op, s-cl, pop, OXR

Dover  
WDHA  
Counties: 14; ERP: 675 w  
Prog.: Cl, con, op, nws, wthr

Long Branch  
WRLB  
Counties: 12; ERP: 1 kw  
Prog.: St, s-cl, cl, shw, con

Paterson  
WPAT-FM (Am: WPAT)  
Counties: 31; ERP: 4,400 w  
Prog. (Dup.): St, s-cl, shw, cl, jz

Red Bank  
WFHA  
ERP: 1,000 w  
Market Pen.: 56% (Pulse)  
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque  
KHFM  
National Rep.: Modern Media Fm Sales  
Counties: 6; ERP: 1,500 w  
Prog.: Cl, con, s-cl, st, nws

Los Alamos  
KRSN-FM (Am: KRSN)  
National Rep.: Bob Dore (East)  
Torbet, Allan & Crane (West)  
Counties: 4; ERP: 4,600 w  
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon  
WTFM (Am: WGLI)  
Counties: 8; ERP: 15,000 w  
Market Pen.: 56% (Pulse)  
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton  
WKOP-FM (Am: WKOP)  
Counties: 9; ERP: 33 kw  
Market Pen.: 17% (Pulse 1957)  
Prog. (Sep.): Pop, st, shw, educ, nws  
WNBF-FM (Am: WNBF)  
ERP: 4.6 kw  
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo  
WBEN-FM (Am: WBEN)  
National Rep.: Henry I. Christal  
Counties: 17; ERP: 110,000 w  
Prog. (Sep. and Dup.)

WBUF  
Counties: 15; ERP: 100,000 w  
Prog.: Music, rel, educ  
WWOL-FM (Am: WWOL)  
National Rep.: Heritage Stations  
Counties: 2; ERP: 750 w  
Market Pen.: 34.8% (1960 Pulse)  
Prog. (Sep.): Cl, con, op, jz  
WYSL-FM (Am: WYSL)  
National Rep.: McGavren  
Counties: 8; ERP: 5,000 w  
Prog. (Sep. nights): Disn, s-cl

Corning  
WCLJ-FM (Am: WCLJ)  
National Rep.: Donald Cooke  
ERP: 14,000 w  
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City  
WLIR  
Counties: 4; ERP: 1,000 w  
Market Pen.: 56.7% (Pulse)  
Prog.: Shw, st, cl, jz, nws

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

- 1. An adult audience in the age of accumulation.
- 2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS

"Dedicated to the promotion of FM"

FM STATION KEY (Continued)

**Hempstead**

WHLI-FM (Am: WHLI)  
National Rep.: Gill-Perna  
Counties: 6; ERP: 1,000 w  
Prog. (Dup.): St, pop, s-cl, nws, wthr

**Hornell**

WWHG-FM (Am: WWHG)  
National Rep.: John Pearson  
Counties: 23; ERP: 8,300 w  
Prog. (Dup.): Pop, st, nws, sprts, educ

**Jamestown**

WJTN-FM (Am: WJTN)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 15  
Market Pen.: 33.7% (Pulse 1959)  
Prog. (Sep.): Cl, nws, con, s-cl, wthr

**New Rochelle**

WVOX-FM (Am: WVOX)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 7; ERP: 1,000 w  
Prog. (Dup.): Shw, st, cl, nws, wthr

**New York**

WABC-FM (Am: WABC)  
National Rep.: Blair  
Counties: 17; ERP: 1.5 kw  
Market Pen.: 53.4% (Pulse 7/60)  
Prog. (Sep.): Cl, con, s-cl, shw, flk

WNCN  
Market Pen.: 53.4% (Pulse 7/60)  
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)  
National Rep.: Raymer  
ERP: 11,000 w  
Market Pen.: 53.4% (Pulse 7/60)  
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)  
Counties: 20; ERP: 20,000 w  
Market Pen.: 53.4% (Pulse 7/60)  
Prog. (Sep.): St, cl, con, s-cl, op

**Niagara Falls**

WHLD-FM (Am: WHLD)  
National Rep.: Headley-Reed  
ERP: 46,000 w  
Prog. (Sep.): Cl, con, s-cl, shw, st

**Olean**

WHDL-FM (Am: WHDL)  
National Rep.: Everett-McKinney  
Counties: 9; ERP: 43,000 w  
Prog. (Sep.): Cl, con, op, wthr, educ

**Patchogue**

WALK-FM (Am: WALK)  
National Rep.: Grant Webb  
Counties: 20; ERP: 15,000 w  
Prog. (Sep. nights): St, s-cl, cl, shw, nws

**Peekskill**

WLNA-FM (Am: WLNA)  
National Rep.: Grant Webb  
Counties: 23; ERP: 20,000 w  
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

**Plattsburgh**

WEAV-FM (Am: WEAV)  
National Rep.: Jack Masla  
Counties: 6; ERP: 3,700 w  
Prog. (Dup.):

**Poughkeepsie**

WKIP-FM (Am: WKIP)  
National Rep.: Jack Masla  
Counties: 5; ERP: 2,300 w  
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

(FOR ABBREVIATIONS, SEE BOX, P. 11)

**Rochester**

WBBF-FM (Am: WBBF)  
National Rep.: Blair  
ERP: 27.4 kw  
Prog. (Sep.): Cl  
WCMF  
ERP: 1.35 kw  
Market Pen.: 49.2% (Pulse 1959)  
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

**Syracuse**

WDDS  
ERP: 100,000 w  
Prog.: Music, nws, rel, educ  
WONO  
Counties: 8; ERP: 1 kw  
Prog.: S-cl cl, shw, jz, con

**Utica**

WRUN-FM (Am: WRUN)  
National Rep.: QXR Network  
Counties: 12; ERP: 4,300 w  
Prog. (Sep.): QXR

**White Plains**

WFAS-FM (Am: WFAS)  
Counties: 3; ERP: 1,000 w  
Market Pen.: 61.4% (Pulse)  
Prog. (Dup.): S-cl, con, pop, nws, wthr

**NORTH CAROLINA**

**Burlington**

WBAG-FM (Am: WBAG)  
National Rep.: Walker-Rawalt  
Counties: 9; ERP: 2,800 w  
Prog. (Dup.): Pop, st, nws, sprts, wthr  
WBBB-FM (Am: WBBB)  
National Rep.: Thomas Clark  
Counties: 10; ERP: 3.8 kw  
Prog. (Sep.): Sprts, st, pop, nws, educ

**Charlotte**

WSOC-FM (Am: WSOC)  
National Rep.: Peters, Griffin, Woodward  
ERP: 36,000 w  
Prog. (Dup.): St, nws, pop, wthr, sprts  
WYFM  
Counties: 12; ERP: 3,800 w  
Prog.: Cl, con, s-cl, shw, wthr

**Durham**

WDNC-FM (Am: WDNC)  
National Rep.: Paul H. Raymer  
Counties: 30; ERP: 36,000 w  
Prog. (Dup.): Cl, pop, st, shw, nws

**Forest City**

WAGY-FM (Am: WAGY)  
Counties: 7; ERP: 3,333 w  
Prog. (Sep.): St, s-cl, nws, sprts, pop

**Gastonia**

WGNC-FM (Am: WGNC)  
National Rep.: Continental  
ERP: 11,000 w  
Prog. (Dup.): St, nws, pop, wthr, sprts

**Greensboro**

WMDE  
Counties: 9; ERP: 5.8 kw  
Prog.: S-cl, cl, st, rel, emtry

**Leaksville**

WLOE-FM (Am: WLOE)  
Counties: 12; ERP: 13,500 w  
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

**Lexington**

WBUY-FM (Am: WBUY)  
National Rep.: George Hopewell  
Counties: 4; ERP: 300 w  
Prog. (Dup.): Sprts, st, pop, nws, wthr

**Mt. Mitchell**

WMIT  
National Rep.: Walker-Rawalt  
Counties: 85; ERP: 36,000 w  
Prog.: Cl, con, op, s-cl, st

**Raleigh**

WPTF-FM (Am: WPTF)  
National Rep.: Peters, Griffin, Woodward  
Counties: 32; ERP: 50 kw  
Market Pen.: 27.2% (Pulse)  
Prog. (Dup.): Cl, con, op

**Rocky Mount**

WFMA (Am: WCEC)  
National Rep.: John Pearson  
Counties: 29; ERP: 33,000 w  
Prog. (Sep.): Pop, shw, sprts, nws, wthr

**Salisbury**

WSTP-FM (Am: WSTP)  
National Rep.: Walker-Rawalt  
ERP: 15 kw  
Prog. (Dup.): St, nws, wthr, rel, sprts

**Sanford**

WWGP-FM (Am: WWGP)  
ERP: 490 w  
Prog. (Dup.): St, nws, flk, shw, wthr

**Statesville**

WFMX (Am: WSIC)  
National Rep.: Good Music Broadcasters  
ERP: 3,000 w  
Prog. (Sep.): Con, s-cl, st, shw, disn

**Winston-Salem**

WSJS-FM (Am: WSJS)  
National Rep.: Peters, Griffin, Woodward  
Counties: 36; ERP: 15,000 w  
Prog. (Dup.): Cl, s-cl, st, shw, nws

**OHIO**

**Akron**

WAKR-FM (Am: WAKR)  
National Rep.: McGavren  
Counties: 6; ERP: 5,000 w  
Prog. (Sep.): Shw, con, op, s-cl, nws

**Alliance**

WFAH-FM (Am: WFAH)  
National Rep.: Grant Webb  
Counties: 6; ERP: 1,000 w  
Prog. (Dup.): Sprts, st, s-cl, con, st

**Canton**

WCNO (Am: WCNS)  
National Rep.: Frederick W. Smith  
Counties: 28; ERP: 28,000 w  
Prog. (Sep.): Pop, s-cl, st, shw, cl

**WHBC-FM (Am: WHBC)**

National Rep.: Venard, Rintoul & McConnell  
ERP: 15,000 w  
Prog. (Dup.): St, pop, s-cl, nws, sprts

**Cincinnati**

WAEF  
National Rep.: Walker-Rawalt  
Counties: 13; ERP: 4.8 kw  
Market Pen.: 29.1% (Pulse)  
Prog.: St, s-cl, jz, cl, nws  
WKRC-FM (Am: WKRC)  
National Rep.: Good Music Broadcasters  
Counties: 8; ERP: 15,500 w  
Prog. (Sep.): Cl, s-cl, shw, con, st



FM STATION KEY (Continued)

**WSAI-FM (Am: WSAI)**  
National Rep.: Heritage Stations  
Counties: 41; ERP: 14.7 kw  
Market Pen.: 30.6% (Pulse 1960)  
Prog. (Sep.): Cl, con, op, nws, iz

**Cleveland**

**KYW-FM (Am: KYW)**  
Counties: 27; ERP: 27 kw  
Market Pen.: 33% (Pulse)  
Prog. (Sep.): Cl, con, s-cl, shw, op

**WCUY**  
National Rep.: United Broadcasting  
ERP: 20 kw  
Prog.: Jz

**WDOK-FM (Am: WDOK)**  
National Rep.: H-R  
Counties: 7; ERP: 34,000 w  
Prog. (Sep.): Cl, con, op, s-cl, shw

**WGAR-FM (Am: WGAR)**  
National Rep.: Christal  
Counties: 12; ERP: 31,000 w  
Prog. (Dup.): St, shw, cl, con, s-cl

**WJW-FM (Am: WJW)**  
National Rep.: Katz  
Counties: 5; ERP: 19 kw  
Prog. (Dup.): St, shw, nws, educ, con

**WNOB**  
National Rep.: Walker Rawalt  
Counties: 24; ERP: 135,000 w  
Market Pen.: 36.1% (Pulse)  
Prog.: S-cl, shw, st, pop, nws

**Columbus**

**WBNS-FM (Am: WBNS)**  
National Rep.: John Blair  
Counties: 20; ERP: 54,000 w  
Market Pen.: 37.4% (Pulse)  
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, iz

**WTVN-FM (Am: WTVN)**  
National Rep.: Good Music Broadcasters  
Counties: 10; ERP: 26 kw  
Market Pen.: 37.4% (Pulse 2/60)  
Prog. (Sep.): Cl, con, s-cl, pop, st

**WVKO-FM (Am: WVKO)**  
National Rep.: Venard, Rintoul & McConnell  
Counties: 33; ERP: 52 kw  
Prog. (Sep.): Nws, s-cl, st, shw, iz

**Dayton**

**WHIO-FM (Am: WHIO)**  
ERP: 20,000 w  
Prog. (Sep.): Con, st, cl, nws, wthr

**WIFE (Am: WONE)**  
National Rep.: Headley-Reed  
Counties: 16; ERP: 24 kw  
Prog. (Sep.): Quality music

**Findlay**

**WFIN-FM (Am: WFIN)**  
National Rep.: Thomas F. Clark  
Counties: 20; ERP: 8,200 w  
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

**Lancaster**

**WHOK-FM (Am: WHOK)**  
Counties: 6; ERP: 16,000 w  
Prog. (Sep.): S-cl, pop, st, nws, sprts

**Lima**

**WIMA-FM (Am: WIMA)**  
National Rep.: Daren McGavren  
Counties: 20; ERP: 15,000 w  
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

**Middletown**

**WPFB-FM (Am: WPFB)**  
Prog.: (Sep.) Sprts, pop, st, nws, wthr

**Oxford**

**WOXR**  
Counties: 6; ERP: 600 w  
Prog.: St, pop, shw, wthr, rel

**Piqua**

**WPTW-FM (Am: WPTW)**  
Counties: 26; ERP: 35,600 w  
Prog. (Sep.): St, shw, sprts, wthr, nws

**Portsmouth**

**WPAY-FM (Am: WPAY)**  
National Rep.: Devney-O'Connell  
ERP: 7 kw  
Prog. (Sep.): St, con, s-cl, shw

**Sandusky**

**WLEC-FM (Am: WLEC)**  
National Rep.: Venard, Rintoul & McConnell  
Counties: 6; ERP: 6,000 w  
Prog. (Dup.): Pop, nws, sprts, wthr, st

**Toledo**

**WMHE**  
Counties: 10; ERP: 10,000 w  
Prog.: St, s-cl, shw, cl, con

**WTOL-FM (Am: WTOL)**  
ERP: 50,000 w  
Prog. (Sep.): Cl, con, s-cl, pop, st

**Youngstown**

**WKBN-FM (Am: WKBN)**  
National Rep.: Paul H. Raymer  
Counties: 22; ERP: 50 kw  
Prog. (Dup.): Cl, s-cl, sprts

**OKLAHOMA**

**Oklahoma City**

**KEFM**  
National Rep.: Good Music Broadcasters  
ERP: 3.7 kw  
Prog.: Pop, cl, shw, iz, wthr

**KYFM**  
National Rep.: Walker-Rawalt  
Counties: 10; ERP: 1,500 w  
Prog.: St, nws, shw, sprts, cl

**Stillwater**

**KSPI-FM (Am: KSPI)**  
National Rep.: Thomas E. Clark  
ERP: 4,000 w  
Prog.: (Sep.) St, con, iz, sprts, nws

**Tulsa**

**KIHI**  
Counties: 8; ERP: 2.95 kw  
Prog.: Cl, s-cl, pop, shw, iz

**KOCW**  
National Rep.: Good Music Broadcasters  
Counties: 6; ERP: 1,500 w  
Prog.: Cl, s-cl, pop, shw, iz

**KOGM**  
Counties: 8; ERP: 4.1 kw  
Prog.: Pop, st, cl, shw, s-cl

**OREGON**

**Eugene**

**KFMY**  
Counties: 3; ERP: 3,600 w  
Prog.: St, s-cl, cl, shw, iz

**Portland**

**KEX-FM (Am: KEX)**  
National Rep.: AMRadio Sales  
Counties: 17; ERP: 57,000 w  
Prog. (Sep.): Cl, con, s-cl, up, nws

**KGMG**

National Rep.: Heritage Stations  
Counties: 15; ERP: 68,250 w  
Market Pen.: 30.3% (Politz 1960)  
Prog.: Cl, con, op, nws, iz

**KPFM (Am: KPAM)**

National Rep.: Weed  
Counties: 22; ERP: 33,000 w  
Prog. (Sep.): Cl, s-cl

**KPOJ-FM (Am: KPOJ)**

National Rep.: Petry  
Counties: 11; ERP: 4.4 kw  
Market Pen.: 46% (Pulse)  
Prog. (Dup.): Nws, st, pop, sprts

**KQFM**

Counties: 11; ERP: 17.7 kw  
Prog.: S-cl, st, pop, shw, educ

**PENNSYLVANIA**

**Allentown**

**WFMZ**  
National Rep.: QXR Network  
Counties: 20; ERP: 4.8 kw  
Prog.: Cl, nws

**Altoona**

**WFBG-FM (Am: WFBG)**  
Counties: 35; ERP: 33 kw  
Prog. (Sep.): S-cl, cl, st, con, op

**WVAM-FM (Am: WVAM)**

National Rep.: Weed  
Counties: 3; ERP: 360 w  
Prog. (Sep.): S-cl, st, shw, cl, con

**Beaver Falls**

**WBVP-FM (Am: WBVP)**  
ERP: 16.6 kw  
Sets: 100,000  
Prog. (Dup.)

**Bloomsburg**

**WHLM-FM (Am: WHLM)**  
National Rep.: Raymer  
Counties: 10; ERP: 10,000 w  
Prog. (Sep.): St, con, nws, wthr, iz

**Harrisburg**

**WHP-FM (Am: WHP)**  
National Rep.: Bolling  
Counties: 14; ERP: 1.8 kw  
Market Pen.: 13% (Pulse 5/60)  
Prog. (Sep.): St, nws, emtry, cl, dish

**Hazleton**

**WAZL-FM (Am: WAZL)**  
National Rep.: Raymer  
Prog. (Sep.)

**Johnstown**

**WARD-FM (Am: WARD)**  
National Rep.: Weed  
Prog. (Dup.): Pop, st, nws, sprts

**WJAC-FM (Am: WJAC)**

National Rep.: Meeker  
Counties: 25; ERP: 8,300 w  
Market Pen.: 28.5% (Pulse 4/60)  
Prog. (Dup.): St, pop, nws, sprts, con

**Lancaster**

**WDAC**  
Counties: 9; ERP: 15 kw  
Prog.: Rel, nws, con, cl, s-cl

**WLAN-FM (Am: WLAN)**

National Rep.: Headley-Reed  
Counties: 4; ERP: 7.2 kw  
Prog. (Sep.): cl, con, s-cl, nws, shw

FM STATION KEY (Continued)

**Philadelphia**

WDAS-FM (Am: WDAS)  
National Rep.: QXR Sales  
Prog. (Sep.): Cl. QXR Network

WFIL-FM (Am: WFIL)  
National Rep.: Triangle  
Counties: 33; ERP: 6,300 w  
Market Pen.: 37.6% (Pulse 1960)  
Prog. (Sep.): Con, s-cl, st, shw, iz

WFLN-FM (Am: WFLN)  
National Rep.: Good Music Broadcasters  
Counties: 22; ERP: 20 kw  
Market Pen.: 37.6% (Pulse 5/60)  
Prog. (Dup.): Cl, con, nws, s-cl, withr

WHAT-FM (Am: WHAT)  
National Rep.: Frederick W. Smith  
Counties: 8; ERP: 20,000 w  
Market Pen.: 17.5% (Pulse)  
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)  
National Rep.: Katz  
ERP: 20 kw  
Prog. (Dup.): Pop, nws, st, withr, svce info

WIFI  
National Rep.: Walker-Rawalt  
Counties: 28; ERP: 20,000 w  
Market Pen.: 37.6% (Pulse 6/60)  
Prog.: Pop, st, shw, nws, withr

WPEN-FM (Am: WPEN)  
National Rep.: Gill-Perna  
Counties: 28; ERP: 20 kw  
Market Pen.: 37.6% (Pulse 6/60)  
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL  
Counties: 24; ERP: 20 kw  
Market Pen.: 36.9% (Pulse 5/60)  
Prog.: Pop, st, shw, s-cl, cl

**Pittsburgh**

KDKA-FM (Am: KDKA)  
Counties: 40; ERP: 47,000 w  
Market Pen.: 25% (Pulse)  
Prog.: (Dup) Cl, s-cl, op, shw, son

WAZZ (Am: WAMO)  
ERP: 5 kw  
National Rep.: Hi-Fi Music Broadcasters  
Prog: Jz

WCAE-FM (Am: WCAE)  
National Rep.: Daren McGavren  
Counties: 30; ERP: 30,000 w  
Prog. (Dup.): Pop, nws, withr, con, isprts

WKJF-FM  
National Rep.: Frederick W. Smith  
Counties: 19; ERP: 40,000 w  
Prog.: Pop, nws, withr, con

WLOA-FM (Am: WLOA)  
National Rep.: Good Music Broadcasters  
Counties: 52; ERP: 68,000 w  
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)  
ERP: 20,000 w  
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)  
National Rep.: Blair  
ERP: 50,000 w  
Prog. (Dup.): Pop, cl, s-cl, sprts, disrt

**Red Lion**

WGCB-FM (Am: WGCB)  
ERP: 20,000 w  
Prog. (Sep.): Cl, con, s-cl, st, shw

**Scranton**

WGBI-FM (Am: WGBI)  
National Rep.: H-R  
Counties: 22; ERP: 1.8 kw  
Prog. (Dup.): St, nws, sprts, withr, iz

(FOR ABBREVIATIONS, SEE BOX, P. 11)

**Shenandoah Heights**  
WPPA-FM (Am: WPPA)  
Counties: 5; ERP: 2.8 kw  
Prog. (Dup.)

**Sunbury**

WKOK-FM (Am: WKOK)  
Counties: 10; ERP: 4,400 w  
Prog. (Dup.)

**Warren**

WRRN (Am: WNAE)  
Counties: 15; ERP: 3200 w  
Prog. (Dup. days): St, sprts, nws

**Wilkes-Barre**

WBRE-FM (Am: WBRE)  
National Rep.: Bolling  
Counties: 21; ERP: 22,000 w  
Prog. (Dup.): Nws, withr, st, shw

**WYZZ**

National Rep.: Walker-Rawalt  
Counties: 30; ERP: 3.1 kw  
Prog.: Cl, con, s-cl, st, op

**York**

WNOW-FM (Am: WNOW)  
National Rep.: Radio-TV Representatives  
Counties: 12; ERP: 1.2 kw  
Prog. (Sep. after 8 pm): St, nws, shw

**RHODE ISLAND**

**Providence**

WLOV  
Counties: 5; ERP: 3.4 kw  
Prog.: Shw, st, pop, iz, s-cl

WPFM  
National Rep.: QXR Network

ERP: 20,000 w  
Market Pen.: 35.1% (Pulse)  
Prog.: Cl, nws, shw, iz, flk

WPJB (Am: WEAN)  
National Rep.: Venard, Rintoul & McConnell  
Counties: 13; ERP: 20,000 w  
Prog. (Sep.): Cl, nws

WPRO-FM (Am: WPRO)  
National Rep.: John Blair  
Counties: 19; ERP: 15,000 w  
Market Pen.: 35.7% (Pulse)  
Prog. (Sep.): S-cl, cl, st, shw, nws

WXCN  
National Rep.: Adam Young Fm  
ERP: 20,000 w  
Market Pen.: 35.1% (Pulse 10/5B)  
Prog.: Cl, con, s-cl, op, shw

**SOUTH CAROLINA**

**Anderson**

WCAC-FM (Am: WAIM)  
National Rep.: Devney-O'Connell  
Counties: 20; ERP: 6,400 w  
Prog.: (Dup.)

**Charleston**

WCSC-FM (Am: WCSC)  
National Rep.: Peters, Griffin, Woodward  
ERP: 50,000 w  
Prog.: Cl, s-cl, st, pop, nws

**Columbia**

WCOS-FM (Am: WCOS)  
National Rep.: Meeker  
Counties: 24; ERP: 5,300 w  
Prog. (Sep.): Cl, iz, con, op, s-cl

**Greenville**

WESC-FM (Am: WESC)  
National Rep.: Headley-Reed  
Counties: 11; ERP: 12,500 w  
Prog. (Sep.): St, shw, con, s-cl, pop  
WMUU-FM (Am: WMUU)  
National Rep.: Frederick W. Smith  
ERP: 840 w  
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

**Spartanburg**

WSPA-FM (Am: WSPA)  
National Rep.: Hollingbery  
Counties: 21; ERP: 4.85 kw  
Prog. (Dup.): Nws, withr, intvw, cmty, rel

**TENNESSEE**

**Chattanooga**

WDDO-FM (Am: WDDO)  
ERP: 12.6 kw  
Prog. (Dup.): Pop, nws, cl

**WLOM**

National Rep.: Walker-Rawalt  
Counties: 53; ERP: 18,000 w  
Prog.: Cl, con, s-cl, iz, shw

**Gallatin**

WFMG  
Counties: 10; ERP: 8,200 w  
Prog.: Pop, st, con, shw, s-cl

**Jackson**

WTJS-FM (Am: WTJS)  
National Rep.: Branham  
ERP: 50,000 w  
Prog. (Dup.): Nws, pop, sprts, st, rel

**Knoxville**

WBIR-FM (Am: WBIR)  
Counties: 37; ERP: 3,300 w  
Prog. (Sep.): St, shw, pop, s-cl, nws

**Memphis**

WMCF (Am: WMC)  
National Rep.: John Blair  
ERP: 300,000 w  
Prog. (Sep.): St, shw, s-cl, ch, con

WMPS-FM (Am: WMPS)  
National Rep.: Heritage Stations  
Counties: 5; ERP: 6,600 w  
Prog. (Sep.): Cl, s-cl, con, shw, op, iz

**Nashville**

WFMB  
National Rep.: Walker-Rawalt  
Counties: 10; ERP: 3.4 kw  
Prog.: Cl, con, s-cl, iz, st  
WSIX-FM (Am: WSIX)  
National Rep.: Peters, Griffin, Woodward  
ERP: 30,000 w

**TEXAS**

**Amarillo**

KGNC-FM (Am: KGNC)  
National Rep.: KATZ  
Counties: 18; ERP: 14.6 kw  
Prog. (Sep.): Cl, st, s-cl, shw, nws

**Austin**

KHFI  
National Rep.: Good Music Broadcasters  
Counties: 5; ERP: 780 w  
Prog.: Cl, s-cl, op, st, shw

FM STATION KEY (Continued)

**KTBC-FM (Am: KTBC)**  
National Rep.: Paul H. Raymer  
Counties: 29; ERP: 94 kw  
Prog. (Sep.): Pop, st, s-cl, cl, nws

**Dallas**  
**KCPA**  
National Rep.: Walker-Rawalt  
Counties: 20; ERP: 4.83 kw

**KIXL-FM (Am: KIXL)**  
National Rep.: Broadcast Time Sales  
Counties: 8; ERP: 20.5 kw  
Prog. (Sep. nights): St, nws, wthr, shw, pop

**KRLD-FM (Am: KRLD)**  
National Rep.: Branham  
Counties: 58; ERP: 59 kw  
Prog. (Dup.): Pop, s-cl, cl, nws, dr

**WBAP-FM (Am: WBAP)**  
National Rep.: Peters, Griffin, Woodward  
Counties: 27; ERP: 52 kw  
Prog. (Sep.): Con, s-cl, st, shw, wthr

**WRR-FM (Am: WRR)**  
National Rep.: Adam Young Fm  
Counties: 123; ERP: 68,000 w  
Prog. (Sep.): Cl, con, op

**DiBoll**  
**KSPL-FM (Am: KSPL)**  
Counties: 8; ERP: 6.5 kw  
Prog. (Sep.): St, shw, s-cl, rel, con

**El Paso**  
**KHMS**  
National Rep.: Western Fm, Modern Media Fm  
Counties: 3; ERP: 2,550 w  
Prog.: S-cl, cl, st, con, shw

**Fort Worth**  
**KFJZ-FM (Am: KFJZ)**  
National Rep.: Blair  
Counties: 16; ERP: 28.1 kw  
Prog. (Sep.): Shw, st, pop, nws, wthr

**Gainesville**  
**KGAF-FM (Am: KGAF)**  
ERP: 215 kw  
Prog. (Sep.): Pop, st, nws, wthr, shw

**Harlingen**  
**KELT (Am: KGBT)**  
Counties: 4; ERP: 3 kw  
Prog. (Sep.): St, s-cl, con, shw, jz

**Houston**

**KFMK**  
National Rep.: Walker-Rawalt  
Counties: 12; ERP: 10,500 w  
Market Pen.: 30.9 (Pulse 1/60)  
Prog.: Pop, st, shw, jz, wthr

**KHGM**  
National Rep.: Good Music Broadcasters  
Counties: 14; ERP: 49,000 w  
Prog.: S-cl, shw, con, st, nws

**KHUL**  
Counties: 9; ERP: 15,500 w  
Market Pen.: 31.2% (Pulse '60)  
Prog.: Pop, st, nws, wthr, shw

**KRBE**  
Counties: 88; ERP: 79,100 w  
Prog.: Cl, con, s-cl, op, rel

**KTRH-FM (Am: KTRH)**  
Counties: 17; ERP: 29,500 w  
Market Pen.: 30.9% (Pulse 1/60)  
Prog. (Sep.): S-cl, pop, cl, st, shw

**Lubbock**  
**KBFM**  
Counties: 9; ERP: 3.6 kw  
Prog.: St, shw, s-cl, jz, cl

**KRKH**  
Counties: 15; ERP: 3 kw  
Prog. Pop, cl, s-cl, shw, op

**Pampa**  
**KBMF-FM**  
Counties: 16; ERP: 3,034 w  
Prog.: St, con, s-cl, cl, shw, jz

**Port Arthur**  
**KFMP**  
Counties: 5; ERP: 3.2 kw  
Prog.: Pop, cl, wthr, nws, rel

**San Antonio**  
**KEEZ**  
National Rep.: Good Music Broadcasters  
Counties: 17; ERP: 17,300 w  
Market Pen.: 22.2% (Pulse)  
Prog.: St, shw, s-cl, pop, cl

**KISS (Am: KMAC)**  
National Rep.: Weed  
Counties: 24; ERP: 12.9 kw  
Prog. (Sep.): Cl, jz, shw

**KITY (Am: KONO)**  
Counties: 13; ERP: 4,400 w  
Prog. (Sep.): St, pop, cl, shw, s-cl

**Waco**  
**KEFC**  
Counties: 13; ERP: 4,400 w  
Prog.: Cl, con, s-cl, st, nws, wthr, rel

**WACO-FM (Am: WACO)**  
Counties: 13; ERP: 4,400 w  
Prog. (Dup.): Cl, con, s-cl, pop, nws

**UTAH**

**Salt Lake City**  
**KLUB-FM (Am: KLUB)**  
National Rep.: Hollingbery  
Counties: 5; ERP: 15,000 w  
Prog. (Sep.): Cl, s-cl, st, shw, nws  
**KSL-FM (Am: KSL)**  
Counties: 18; ERP: 4 kw  
Prog. (Sep.): S-cl, st, shw, nws, wthr

**VIRGINIA**

**Charlottesville**  
**WCCV-FM (Am: WCHV)**  
National Rep.: Thomas Clark  
Counties: 23; ERP: 3.4 kw  
Prog. (Sep.): Cl, con, nws, wthr  
**WINA-FM (Am: WINA)**  
Counties: 13; ERP: 620 w  
Prog. (Dup.): Pop, st, nws, s-cl, sprts

**Fredericksburg**  
**WFVA-FM (Am: WFVA)**  
Counties: 19; ERP: 5.1 kw  
Prog. (Dup.): St, pop, nws, sprts, con

**Harrisonburg**  
**WSVA-FM (Am: WSVA)**  
Counties: 11; ERP: 7.2 kw  
Prog. (Sep.)

**Marion**  
**WMEV-FM (Am: WMEV)**  
ERP: 3,400 w  
Prog. (Dup./Sep.): Music, nws, sprts

**Martinsville**  
**WMVA-FM (Am: WMVA)**  
National Rep.: Bob Dore  
Counties: 8; ERP: 2,900 w  
Prog.: (Dup.): St, pop, nws, wthr, sprts

**Norfolk**  
**WRVC**  
Counties: 20; ERP: 8,700 w  
Prog.: Cl, s-cl, jz, op, nws  
**WYFI**  
National Rep.: Fred Smith  
Counties: 20; ERP: 13,500 w  
Prog. (Sep.): s-cl, pop, st, shw, flk

**Newport News**  
**WGH-FM (Am: WGH)**  
National Rep.: Blair  
Counties: 20; ERP: 37,000 w  
Prog. (Sep.): S-cl, st, shw, con, educ

**Richmond**  
**WRNL-FM (Am: WRNL)**  
National Rep.: Petry  
ERP: 50,000 w  
Prog. (Dup.): Sprts, nws, wthr, st, shw  
**WRVA-FM (Am: WRVA)**  
National Rep.: Peters, Griffin, Woodward  
Counties: 46; ERP: 25,000  
Prog. (Dup.): Cl, con, s-cl, op, shw

**Roanoke**  
**WDBJ-FM (Am: WDBJ)**  
National Rep.: Peters, Griffin, Woodward  
Counties: 27; ERP: 14,350 w  
Prog.: (Dup.) S-cl, pop, st, shw, flk  
**WSLS-FM (Am: WSLS)**  
Counties: 66; ERP: 21,100 w  
Prog. (Sep.): St, shw, con, s-cl, cl

**SAN ANTONIO'S  
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FM STATION KEY (Continued)

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)

National Rep.: Western FM Sales
Counties: 15; ERP: 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ

National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)

National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW

National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN

National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS

ERP: 17.5 kw
Prog.: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)

National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

KZUN-FM (Am: KZUN)

National Rep.: Thomas F. Clark
Counties: 7; ERP: 3,300 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

(FOR ABBREVIATIONS, SEE BOX, P. 11)

KTWR

National Rep.: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP: 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)

National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM

Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB

Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WBKV
National Rep.: Walker-Rawalt
ERP: 18,000 w

WFMR

National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)

National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)

Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)

National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Monroe

WEKZ-FM (Am: WEKZ)
National Rep.: Grant Webb
Counties: 8; ERP: 14,000 w
Prog. (Sep., nights): Sprts, cl, con, pop, flk

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts,

PUERTO RICO

Mayaguez

WORA-FM
Counties: 7
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)
Counties: 17

WPRM

Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

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