

for buyers and sellers of radio advertising

VOL. 3—NO. 3

U.S.

RADIO



MARCH
1959

35 CENTS

TO BUY

Timebuyers
Buying Practices

page 28

RED FRUIT CO.

Buy Beverage Tube
Attention for Radio

page 34

MARCH EVOLUTION

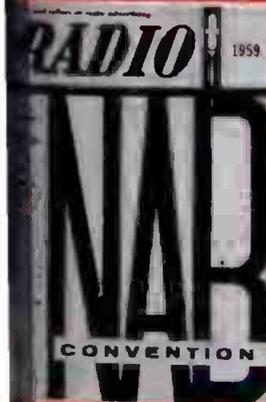
What's Taking Place
Setting Data

page 40

PUSH

Personal Effort
By Starn

page 48



KLIF

tells the amazing Dallas story! The big change in Dallas ratings is that KLIF is higher than ever. December-January Hooperating shows 50,000 watt KLIF with an all-day share of 50.2%* —more listeners than all other Dallas radio stations combined! KLIF is the top Hooperated station in all of America's top 25 markets; it also utterly dominates every survey — Pulse, Hooper, and Trendex.

*Monday through Saturday, 7 A.M. to 6 P.M.

KLIF

50kw D—1kw N
Texas Triangle Office
2104 Jackson, Dallas, Texas

Under McLendon ownership:

KILT
Houston

KTSA
San Antonio

KEEL
Shreveport

WAKY
Louisville

All five represented by JOHN BLAIR & CO.

RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

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

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

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

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

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

★

For all your FM needs call your nearest RCA Broadcast Representative.

IN CANADA:

RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

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



RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

TM&©

*Proof of Acceptance**

NOW  WCCO RADIO
HAS MORE  LISTEN-
ERS  THAN ALL
OTHER MINNEAPOLIS-
ST. PAUL  STATIONS
 COMBINED!

WCCO Radio also delivers . . .

***LOWEST COST PER THOUSAND** . . . Exactly half
of the average of all other stations

***MORE ADULTS** . . . WCCO Radio is the solid leader
with a 60.1% share of the adult audience. That's 50% more than
all other stations combined!

***GREATER METRO AREA DOMINANCE** . . . WCCO Radio
shows its overwhelming strength with 399 quarter-hour wins,
Four times more than all other stations combined!

**Nothing sells like acceptance...*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Nov.-Dec., 1958

"MR. SPORTS"

When it comes to passing the word on sports, Joe Boland, WSBT Sports Director, is a real expert. He brought the excitement of the Colt-Giant "Sudden-Death" game to NBC radio listeners. He's the "voice" of the Chicago Cardinals. You've heard him announce bowl games on CBS-TV, and Notre Dame games on ABC radio. He was named "Sportscoaster of the Year" for 1957 by the famous Rockne Club.

As a national sports authority, Joe has natural appeal to his local audience. His popular live show "Boland with Sports" has been heard daily on WSBT, 6:00-6:15 p.m., since 1944. He covers the inside of the national sports world; delves into local sporting events, interviews well known sports personalities and comments on controversial sports topics.

Joe's program is typical of WSBT broadcasting. Featuring popular local personalities and top CBS shows, WSBT dominates radio in South Bend—dominates every 15-minute segment of every broadcast day!

For details about WSBT, its \$3,317,941,000 E.B.I. market area and availabilities on "Boland with Sports" see your Roymer man or write this station.



5000 WATTS
960 KC

WSBT

SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

PAUL H. RAYMER COMPANY

NATIONAL REPRESENTATIVE





Radio's Barometer



Spot: Station Representatives Association's final estimate of gross national spot radio in 1958 is \$166,367,000 compared with 1957's official total of \$169,511,000. This is a drop of 1.9 percent from 1957's all-time high, which had been 13 percent above 1956. Spot radio time sales for the fourth quarter of 1958, as estimated by SRA, amounted to \$44,562,000, a drop of eight percent under the total of \$48,452,000 for the same period in 1957. Estimates of spot radio gross sales for the other three quarters, according to SRA, are as follows: First quarter, \$41,963,000, an increase of 2.5 percent over 1957's 40,916,000. Second quarter, \$41,671,000, an increase of 6.7 percent over 1957's \$39,027,000. Third quarter, \$38,171,000, a decrease of 7.1 percent under 1957's \$41,116,000.

Network: ABC Radio has announced new and renewed business totaling \$1.5 million for a two-week period ending in mid-February. NBC, in six weeks of selling in mid-January through February received new orders totaling \$726,647, the network reports. (See *Report from Networks*, p. 102.)

Local: A new billing record for the station was established by WCBS New York in a five-day period recently when more than a half-million dollars in business was signed, Sales Manager Tom Swafford reports. He says that under the new PCP plan of CBS Radio, his station may set an all-time high in sales during 1959.

Stations: The number of am and fm stations on the air as of mid-February totals 3,915, an increase of 11 (eight am and three fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,334	581
Applications pending	484	45
Under construction	113	128

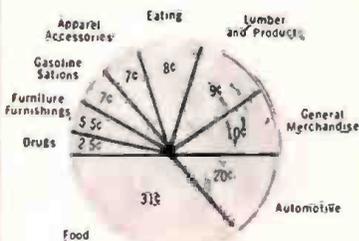
Sets: Total radio set production including car radios for December was 1,525,744 (for 1958, 12,577,243); total auto radio production for December was 558,767 (for the year, 3,715,362). Total radio set sales for December excluding car radios were 1,944,838 (for the year, 8,631,344). Transistor sales for December were 5,627,700 with dollar value of \$16,595,616 (for the year, 47,050,814, with dollar value of \$112,729,427). Fm production for December was 72,306 (since July, when figures were first released, 376,144). Also see *Report on Fm* (p. 103).

"THE VOICE OF LONG ISLAND"

is the only station that delivers the separate, distinct booming Long Island market

6th largest in the U.S. with a mass, quality, adult-buying audience!

HERE'S HOW LONG ISLANDERS SPEND A DOLLAR



→ 10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y. *The Voice of Long Island*

Represented by Gill-Perna

for buyers and sellers of radio advertising

U.S. RADIO

MARCH - 1959

VOL. 3 - NO. 3

IN THIS ISSUE

Time to Buy	23
Who Does the Buying and How Is It Handled at Six Top Advertising Agencies?	
Buying Radio in Bunches	26
Chiquita Banana Allots \$1 Million for United Fruit's Biggest Radio Drive	
Radio Research in Evolution	30
What Changes Are Taking Place In Providing Data That Agencies Want	
Esso's Radio Pipeline	34
Pioneer Air Sponsor Slates \$1.5 Million For Esso Reporter and Spots in 1959	
Pushing Up National Sales	38
Case Study of Pepsi-Cola Co. Shows How RAB's National Sales Effort Functions	
Question and Answers	42
In a New Feature, Two Ad Men Tackle Provocative Queries From Station Side	
Convention Supplement	49
<ul style="list-style-type: none"> • Convention History • NAB Highlights and Agenda • Equipment and Exhibits • Things to Do in Chicago 	

DEPARTMENTS

Airwaves	3	Report from Canada	104
BPA Memo	97	Report on Fm	103
Commercial Clinic	95	Report from Networks	102
Editorial	108	Report from RAB	99
Focus on Radio	44	Report from Representatives	100
Hometown U.S.A.	93	Silver Mike	20
Letters to Editor	21	Soundings	7
Names and Faces	106	Station Log	96
Radio Registers	98	Time Buys	10
Radio Research	105	Washington	17
Report from Agencies	101		

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 700 Montgomery Building
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Member of Business Publications Audit of Circulations Inc.

BPA

U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Chicago, Ill.—161 E. Grand Ave. Whitehall 3-3686. Washington, D. C.—8037 Eastern Road, Silver Spring, Md. JUniper 8-7261. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, \$3 a year, \$5 for two years in U.S.A. U.S. Possessions and Canada \$4 a year, \$6 for two years. Please advise if you move and give old and new address. Copyright 1959 by Arnold Alpert Publications, Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

Question:

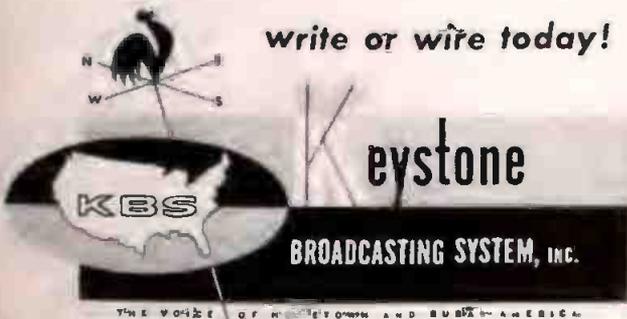
Why do 100 leading nationally advertised products use the Keystone Broadcasting System?

Answer:

Because Keystone's Hometown and Rural radio stations, locally programmed, provide the most efficient way to cover the valuable C & D markets.

We will be happy to send you the following:

- Keystone's complete station list, or
- Details on Keystone's farm market coverage



Keystone Broadcasting System, Inc. Dept. QS-2
111 West Washington St., Chicago 2, Ill.

- Please send me copy of up-to-date Farm Market Analysis.
- Keystone's entire station list.

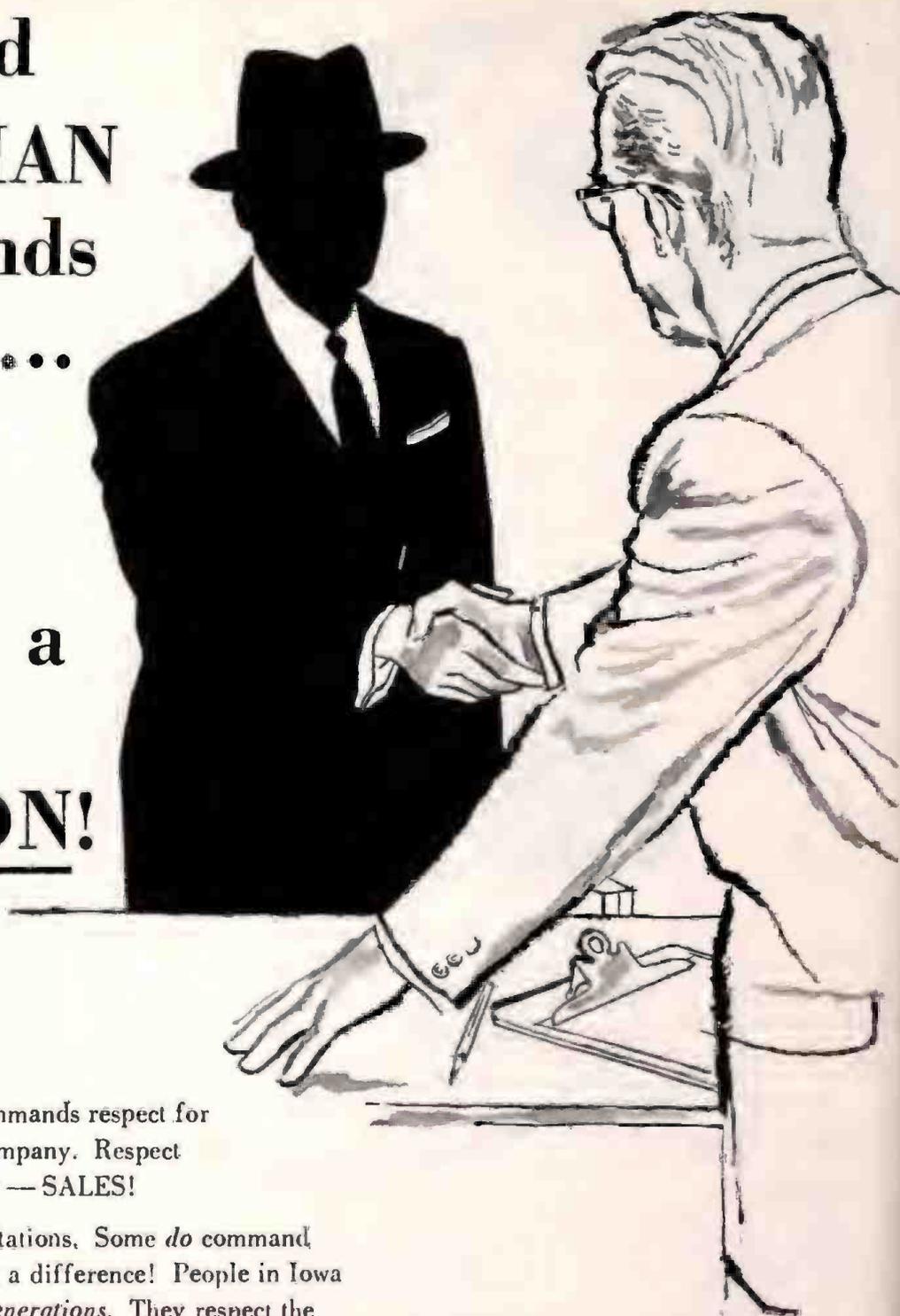
Name _____

Address _____

City _____ State _____ Zone _____

A good
SALESMAN
commands
respect...

and
so does a
good
STATION!



A really good salesman commands respect for himself, his product, his company. Respect means confidence — *belief* — SALES!

The same is true of radio stations. Some *do* command respect, and this *does* make a difference! People in Iowa have respected WHO for *generations*. They respect the advertising they hear on WHO because they know that WHO sees to it that *everything* we broadcast is dependable, respectable and sound—news, sports, entertainment AND COMMERCIALS.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

You undoubtedly evaluate the stations you select as closely as you do your salesmen. When you want a top-notch radio station in Iowa, ask PCW about WHO Radio—Iowa's greatest!

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

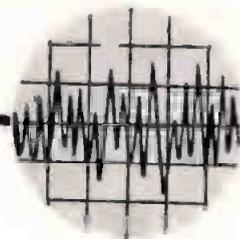


Affiliate

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



Peters, Griffin, Woodward, Inc., National Representatives



Coca-Cola "Hi-Fi Clubs" Uncap Unique Program for Teenagers

Coca-Cola's imaginative new spin to the disc jockey platter business is inviting the attention of both teenage consumers and radio stations across the country. Format of the recently introduced *Hi-Fi Club* program, outlined by the soft drink company's New York agency (McCann-Erickson) and adapted by local radio personalities sponsored by local bottlers, includes membership for school students, prizes available to members only and audience participation, with an exchange of ideas and taped talent among stations. More than 300 stations, according to Coca-Cola, are now running the program.

Ayer Seeks Answers In Rate-Card Survey

The 22 media men sent out by N. W. Ayer & Son to clarify the single vs multiple rate issue also are asking stations the following questions: (1) Do you give bonus spots? (2) Do you have trade arrangements with retailers? (3) Do you have regional deals for merchandise?

... Agencies Suggest Ways To Increase Radio Sales

In addition to developing a "realistic" rate card, agencies suggest radio should "merchandise" itself. D'Arcy asks for (a) package time to include night radio and (b) weekend package rates from 6 p.m. Thursdays through Sunday nights. JWT wants more qualitative information regarding station listeners. (See *Time to Buy*, p. 23.)

Baseball Games Attract A Varied Client Group

MBS's baseball *Game of the Day* broadcasts will be fed to 350 stations this year, with areas within 75 miles of major league cities blacked out. With the exception of Saturday broadcasts, when Quaker State Oil Refining Co. will sponsor the entire network presentation, local stations will line up their own sponsors, from Sunday through Friday, with a nominal co-op fee to MBS. More than 20 categories of advertisers participated in the broadcasts last season, everything from women's clothing to political candidates. For 1959, airings begin March 21 and extend through September 27.

Young Study Claims Strength of "Modern" Radio

Another in the Adam Young Inc. studies, "The Dynamic Change in Radio," attempts to show a further swing by audiences toward "modern" radio stations, not only in the top 25 markets but in smaller ones as well. The presentation outlines what a spot campaign can deliver, says the Young company, in terms of (1) "actual number of homes reached, (2) level of impact an advertiser has in the top 10 markets, and (3) average rating on the best station in each market." Future studies tentatively will try to relate the figures to cost efficiency.

An Fm Revival Seen By Commissioner Lee

An fm revival is in the offing, according to FCC Commissioner Robert E. Lee, and fm gives signs of supplanting its older brother, am, and of being "the future service of radio broadcasting." Mr. Lee, addressing a dinner marking the 30th anniversary of WHDL-AM-FM Olean, N. Y., said that figures available to the FCC indicate future leadership by fm "commercially and as the backup of defense communication."

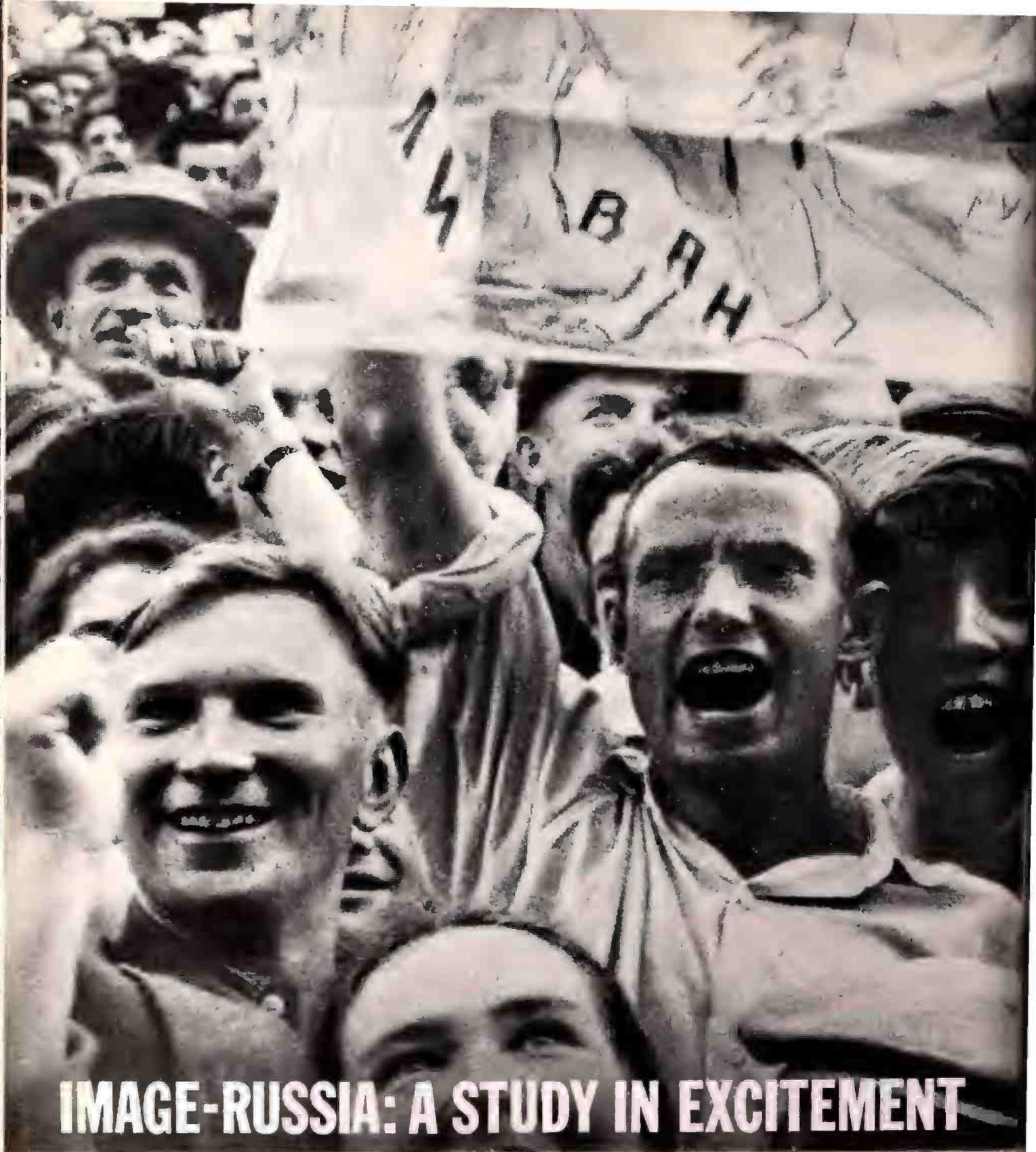
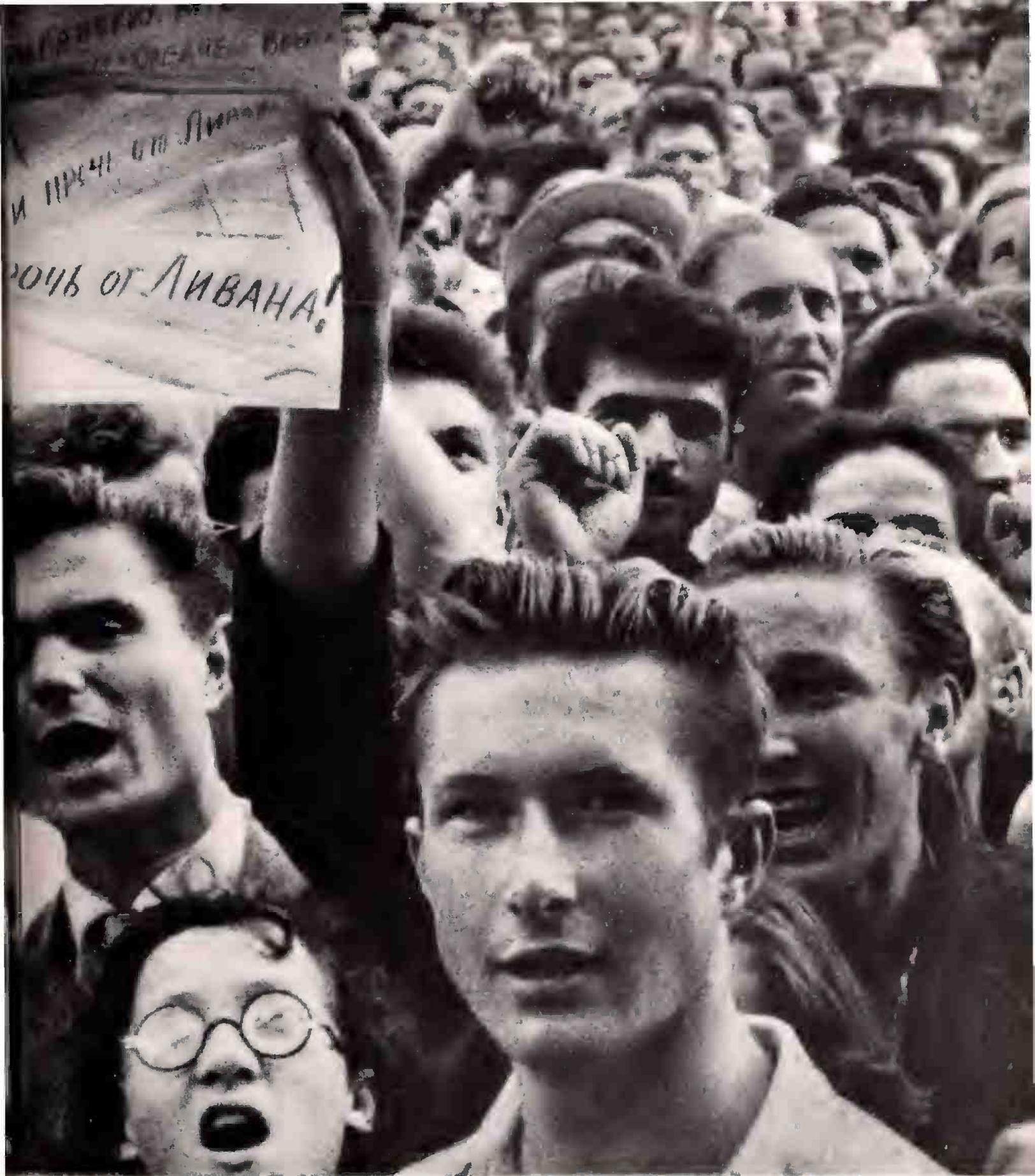


IMAGE-RUSSIA: A STUDY IN EXCITEMENT

The first of NBC Radio's new "Image" series—IMAGE-RUSSIA—has stirred genuine excitement among listeners and critics. *Variety* is impressed by its "vividly revealing word picture of the... passion and violence that engulfs present-day Russia... it cannot help but beat an indelible tattoo on the minds of everyone interested in the character of the Soviet Union." *The New York Times* believes it an "interesting, enlightening... colorful and comprehensive... praiseworthy project..." ■ IMAGE-RUSSIA is the latest example of NBC Radio's continuing contribution to provocative, imaginative



network programming. It is further evidence of the industry leadership which produced Monitor, News-on-the-Hour, Hot-Line Service, and Stardust. ■ For these exciting program services, NBC Radio has created equally exciting sales plans: Engineered Circulation, Imagery Transfer, Memory Vision, and the remarkable advertising Plan that ties local dealers in with national campaigns. ■ These are the compelling reasons why more and more advertisers are using the

NBC RADIO NETWORK



WPTF

Raleigh-Durham
the Nation's

28th

Radio Market has Greater RETAIL SALES than the 10th Metropolitan Market



28th Radio Market - WPTF
\$2,545,732,000

28th Metropolitan Market
\$816,675,000

10th Metropolitan Market
\$2,503,361,000

NATION'S
28th RADIO
MARKET
NIELSEN #2



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

time buys



American Motors Corp.

Agency: *Geyer, Morey, Madden & Ballard Inc., New York*

Product: RAMBLER AND
AMBASSADOR

CBS network joins the list on this firm's radio advertising schedule with a 13-week contract now under way. The one-minute announcements, mainly on Rambler but with some on Ambassador, will feature Elmer Blurt, "world's lowest pressure salesman," as well as progress reports on Rambler sales and the luxury-plus-savings features of the Ambassador V-8. American Motors has been using NBC's *Monitor* for the past two and a half years. Betty Powell is time-buyer.

The Borden Co.

Agency: *Doherty, Clifford, Steers & Schenfield Inc., New York*

Product: BORDEN'S INSTANT
COFFEE

A 20-week campaign is now in progress in from 25 to 30 markets across the nation "to hit the housewife." The campaign, which began the first of the year, is making use of 60-second announcements in daytime hours over about 100 stations. Bob Widholm, senior timebuyer, and Stu Eckert are handling the buying.

CandyGram Inc.

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

Product: CANDY-WITH-
TELEGRAM SERVICE

Radio is expected to play "a substantial part" in the advertising plans of this new service, which will soon follow up its recent introduction via print with a broadcast campaign. Promotion of the candy-message idea via radio is expected to center naturally around holiday periods and special observances such as Mother's Day.

Cities Service Co.

Agency: *Ellington & Co., New York*
Product: PETROLEUM

A series of four to six-week flights starts in April in the Midwest, and is currently under way in the East. The schedule of announcements will range from 60 to 125 a week in approximately 45 markets; 120 stations will be used to carry the flights timed throughout the spring, summer and fall. Dan Kane, broadcast media director, is handling the buying.

Continental Wax Corp.

Agency: *Product Services Inc., New York*

Product: SIX MONTH FLOOR
WAX

Early this month this household product is taking to radio frequency for two weeks as the introduction of a \$1.5 million "spring cleaning" advertising campaign. Adding a new dimension to the company's previous sales promotions, at least two stations in each of six major markets will carry approximately 250 announcements per week per station. The 10-second jingles will stress "time to relax when you wax." Doris Gould is senior timebuyer.

Duffy-Mott Co.

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

Product: CLAPPS BABY FOOD

About 40 selected markets (chiefly East Coast) will be used in a 10-week radio campaign scheduled to start March 23. Frequency will be light, with one-minute announcements. Steve Suren is timebuyer.

General Cigar Co.

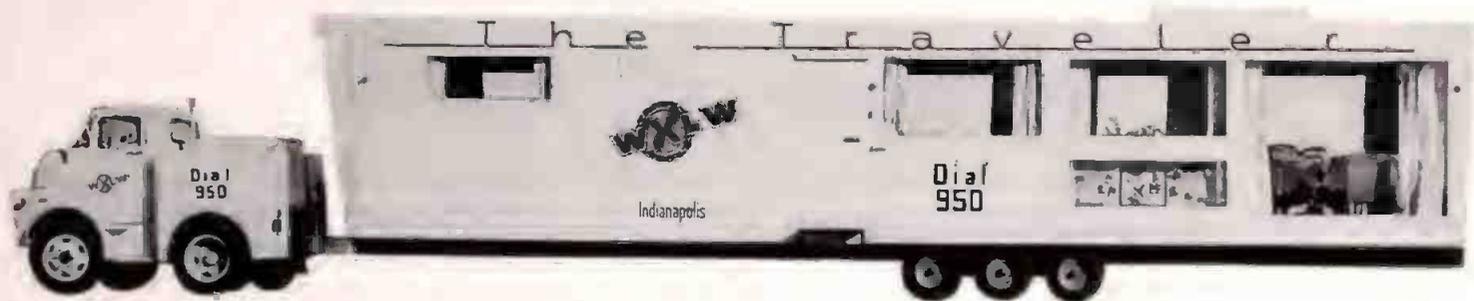
Agency: *Young & Rubicam Inc., New York*

Product: WHITE OWL CIGARS

Blowing smoke rings with sound, this tobacco firm is taking to the air in 20 to 25 major "Owl" markets for six weeks as of March 2, with a

(Cont'd. on p. 12)

A "Good Buy" That Says Hello!



WXLW INDIANAPOLIS

Brings the "personal touch" to your sales message with

RADIO-MOBILITY

Hoosiers throughout the Indianapolis area are getting a warm, *personal* greeting from WXLW's greatest "first"—*The Traveler*—a 60-foot-long complete radio station on wheels! WXLW's *Traveler* brings the impact of RADIO-MOBILITY to its programming and to your announcements, with on-the-spot broadcasting of regular programs, interviews, and special events. Now listeners of the number one radio station in Central Indiana can see and hear their favorite WXLW personalities in action.

Send your sales messages along on these good-will tours, with *the buy* in Indianapolis radio's top-rated WXLW.

1st to feature true hi-fidelity sound.

1st to feature live on-the-spot news coverage.

1st to offer on-the-air editorials.

1st to offer adult programming, and now,

1st with RADIO-MOBILITY!

Enjoy the sales benefits of the personal touch only personal appearances can give . . . pull extra results from the extra effort made by WXLW to capture even more of the Indianapolis audience. Specify the good buy that says hello—WXLW!

950 ON YOUR DIAL



RADIO INDIANAPOLIS
5,000 WATTS DAYTIME



The Traveler's completely equipped studio



Interviews are conducted in The Traveler's modern lounge



The Traveler's control room features all the latest magic of advanced technical design

CONTACT YOUR NEAREST JOHN E. PEARSON REPRESENTATIVE

BEST SPOT BUY

IN SAN ANTONIO:

KONO

—now delivering

more* audience

than the next two

stations combined

*See your **H-R** REPRESENTATIVE
or Clarke Brown man

for the new Hooper showing
KONO's average share
of audience! It's great!
or write direct to

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

time buys

(Cont'd. from p. 10)

schedule of announcements ranging from 25 to 100 per week. Minutes and 20's are being used. Tom Viscardi is timebuyer.

Robert Hall Clothes

Agency: *Arkwright Advertising Co., New York*

In a five-week campaign that reaches its climax Easter weekend after a February 23 start, this chain of family clothing stores is utilizing a series of 60-second spot announcements over 180 stations in 130 markets coast-to-coast. After March 30, spot radio will continue on a "levelled-off" basis until June 30. Jim Hackett is timebuyer.

Liggett & Myers

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

Product: OASIS, CHESTERFIELDS

On the air in some 50 markets, minutes and 20's for these cigarettes will continue in varying flights of 7, 8 and 11 weeks. The schedules, which started February 16, use a frequency of 30 to 40 announcements a week depending on the market. Gini Conway is time-buyer.

Mail Pouch Tobacco Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: KENTUCKY CLUB PIPE TOBACCO

A one-week promotion beginning March 9 on NBC, CBS and Mutual networks sounds the opening gun in the company's annual "Derby Contest" in which the entrant submitting the best name wins a horse. A total of 71 one-minute announcements will be used among the three networks, with schedules in and around news and sports programs. In previous years the contest has attracted up to half a million entries. Doug Humm is timebuyer.

Merck & Co.

Agency: *Charles W. Hoyt Inc., New York*



Product: DICHLORICIDE MOTH PREVENTATIVE

When the temperature climbs into the 70's, this firm will take to the air in four markets—Kansas City, Minneapolis, Portland, Ore., and St. Joseph, Mo.—with a five-week schedule using 24 announcements (minutes and 20's) per week per market. Doug Humm is timebuyer.

National Shoes Inc.

Agency: *Mogul, Lewin, Williams & Saylor Inc., New York*

Starting a new cycle of radio spots on March 9, this shoe manufacturer will broadcast 687 one-minute announcements weekly over 30 stations in 23 markets. The series, part of National's spring advertising campaign, represents the company's biggest radio push to date. Joyce Peters is the timebuyer.

Noxzema Chemical Co.

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

Products: HIGH NOON SUNTAN LOTION, NOZAIN FIRST AID CREAM

Warning up for summer sales, this firm is scheduling an eight-week spot campaign for High Noon for July and August in 35 markets. Approximately 10 announcements per week will be used over Great Lakes, Eastern Seaboard, Pacific Coast, Gulf Coast and Florida stations. Nozain, currently scheduled for two 10-week flights in Florida, may travel farther afield later in the season. Bob Anderson is timebuyer.

Q-Tips Inc.

Agency: *Lawrence C. Gumbinner Advertising Agency Inc., New York*

Continuing its pattern of spot and network buying, this company is now into another 13 weeks of both. Spot announcements are being broadcast in the top 25 markets; network time includes five-minute segments of

(Cont'd on p. 14)



STERN WHEELERS still thrash the waters in Missouri. But the last of their breed is probably plowing across and along the state now.

KCMO-Radio: 810 Kilocycles
Basic CBS-Radio, 50,000 watts

Photo: Massie Missouri Times

taking the word

ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio

brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.

KCMO-radio

Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Station Manager

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

John Blair & Co.—Blair-TV
John Blair & Co.

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.

Represented nationally by Katz Agency
Meredith Stations Are Affiliated with
BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.



pulls
"First All Day"
*rating!**

*"Most listened to"... and hottest of any as indicated by recent audience studies!

Top personalities and best news coverage... local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater cumulative audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

*to sell the
 most Hoosiers be sure
 your product is cooking
 in the hottest pot!*



Represented Nationally by
 the KATZ Agency

time buys

(Cont'd from p. 12)

CBS' *Art Linkletter's House Party*, with Q-Tips sponsoring portions for 13 weeks that began February 2. Anija Wasserman is timebuyer.

Ralston Purina Corp.

Agency: *Guild, Bascom & Bonfigli, San Francisco*

Products: RY-KRISP, CEREALS

A new spot series from Checkerboard Square goes on the air this month in 13 markets for 18 weeks, with 25 to 45 spots per week in each market. From 40 to 50 stations will be used. A second campaign currently getting under way is using an equal number of stations, spots for 13 weeks. Peg Harris is timebuyer.

Smith Brothers

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

Product: SMOKERS' DROPS

A six-week test of radio starting March 9 in the Baltimore and Washington, D. C., area may prelude a wider usage of the medium by this product, depending on the outcome. The test is via three stations, using minutes and ID's. Beryl Seidenberg is timebuyer.

Syntex Chemical Co. Inc.

Agency: *William Barton Marsh Co., Public Relations, New York*

Product: AQUA-IVY

Choosing radio as the antidote to a limited advertising budget, the company will pour approximately \$100,000 into a spot campaign in 17 key poison ivy areas to promote its new product (a pill reputed to "immunize" against poison ivy and oak). The drive starts March 16 and runs from six to eight weeks with heavy frequency in such markets as Cleveland, Indianapolis, San Francisco. In addition to spot, the pill will be promoted via limited network buys on ABC's *Breakfast Club*, CBS serials, Mutual's *Gabriel Heatter* newscasts, starting March 9. Ander-

son & Cairns is placing the campaign for Marsh; Victor Seydel, A&C radio-tv director, is handling the account.

The Texas Co.

Agency: *Cunningham & Walsh, New York*

Product: TEXACO

Starting early in April, the oil company will begin its fair-weather sales drive via a radio campaign in approximately 100 major markets. Using about three stations per market, the firm will concentrate its "moderate saturation" efforts in driving hours, nighttime and week-ends. Bill Santoni is timebuyer.

United States Pharmacal Co.

Agency: *Gresh & Kramer, Philadelphia*

Product: BABYSWEET, SOOTHENE

A budget of \$200,000 will be expended in 20 markets for a 13-week schedule of spot radio now getting under way for both products. Outcome of this campaign, the second recent program of market expansion by the company, will determine how a third campaign may be undertaken. The makers of Soothene, an antiseptic styptic cream, and Baby Sweet, a sanitizer, are also currently sponsoring the ABC network *Story Princess* show. Bernard Kramer is handling the account.

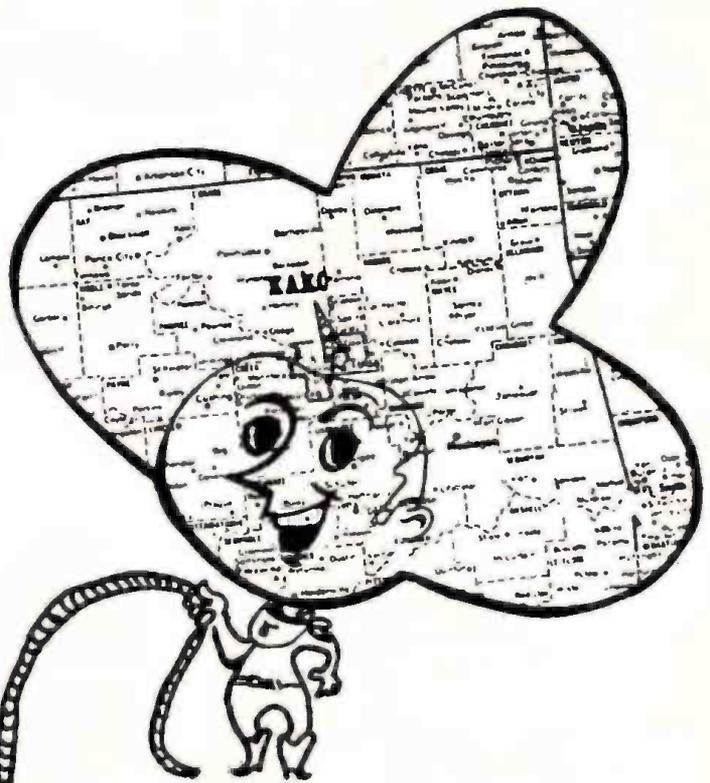
U. S. Steel

Agency: *Batten, Barton, Durstine & Osborn Inc., New York*

Product: SOFT DRINK CANS

Starting May 24, spot radio in seven markets will promote U. S. Steel's "hot weather" campaign for soft drinks in throw-away cans. The audio advertising will utilize a "skip" pattern of varying frequencies in Albuquerque, Boston, Chicago, Houston, Los Angeles, Milwaukee and San Francisco markets during the weeks of May 24 and 31, June 7, 21 and 28, July 5 and 19 and August 2. Timebuyer is Walter Reinecke.

Howdy!
I'm K. A. Casey

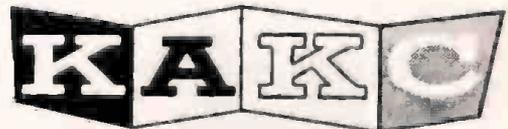


I represent Tulsa's top-rated
radio station* together with
my new podner....

ADAM YOUNG INC.

*#1 in HOOPER
#1 in PULSE
CONSISTENTLY

YOUR ADAM YOUNG MAN HAS ALL THE FACTS ON



NEW YORK
3 East 54th St.
New York 22, N. Y.
PL 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

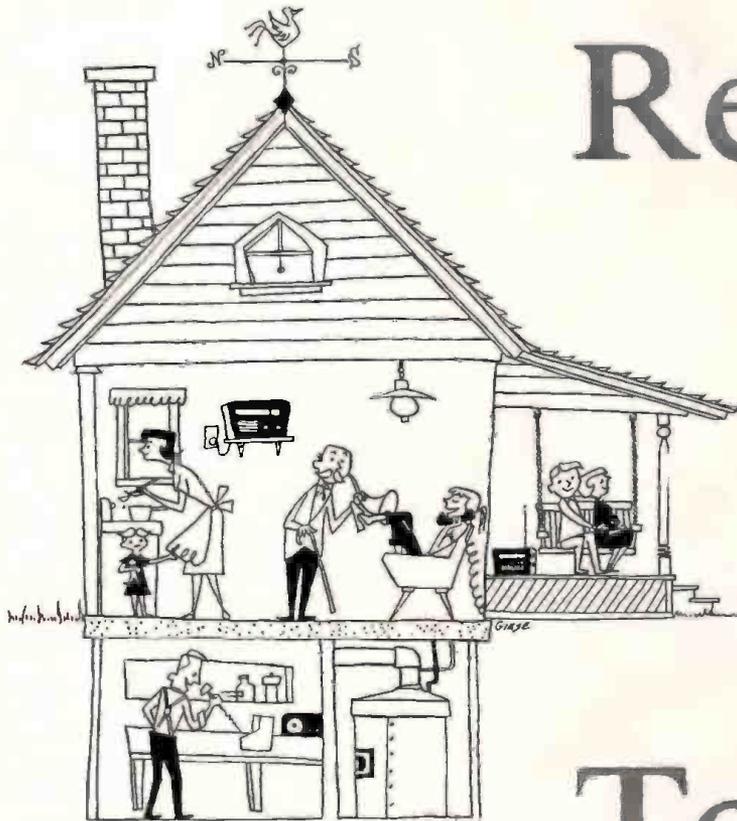
LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOLlywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
WOODward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

More People Respond



This programing *motivates* people . . .
 makes them *do* things.
 That's why our 10,000 letters per week
 in response to family games.
Action programs stimulate listener reaction.
 Your advertising reaches *buyers*
 (the best kind of audience!)

Bartell it . . . and sell it!

To Bartell

Family Radio

**BARTELL
 FAMILY
 RADIO
 COAST TO COAST**



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.



Sen. Proxmire Gets Into the Act . . .

A new Senatorial face has appeared on the broadcast scene—that of Senator William Proxmire (D-Wis.). He is hard at work on a bill to rid the Federal Communications Commission of its seven commissioners and replace them with a panel of judges who would be given life-time appointments. Each would specialize in a particular phase of communications and hand down decisions only in his own specific field.

. . . Advantages of Proposed Plan Are Cited . . .

The theory behind Senator Proxmire's legislation is that *ex parte* contacts will be automatically eliminated; that a judge will act on the facts of a case as they are, not as a litigant would like them to be, and that the possibility of political pressure being brought to bear on decision makers at the FCC will be reduced to a minimum.

. . . Bill Bears Resemblance To Dill Proposal

The Proxmire plan is not entirely new—at least in terms of what it is intended to accomplish. Ex-Senator Clarence Dill, co-author of the Radio Act of 1927, recommended last spring that a Communications Court of Appeals be established and manned by three President-appointed judges. A bill was drawn up along the lines he suggested but until now has been dormant in the files of the Senate Commerce Committee.

Is Advertising Selling Itself in Washington? . . .

In a city where trade associations and lobby groups are big business, second only to the government itself, one industry is conspicuous by its absence. It is advertising. This point was underscored at a meeting a short time ago of the Advertising Federation of America—which convened for the first time in the nation's capital—by Robert Wilson, a gentleman who wears two hats. He is a Democratic Congressman from California as well as a partner in Champ, Wilson & Slocum Advertising, San Diego. Representative Wilson opined that advertising's selling job on the Hill is nil.

. . . Rep. Wilson Gets To the Root of Problem

"There has been too much of a tendency on the part of advertising to think of Washington as a figment of somebody's imagination," he said, and chided delegates for their lack of a "direct route into Pennsylvania Avenue." One of Representative Wilson's chief concerns is the possibility of Congressional legislation to levy an advertising tax, he said.

Ad-Inquiry Subcommittee Dies in House

Despite Representative Wilson's fears that anti-advertising sentiment on the Hill is on the increase, the industry got at least a temporary breather with the abolition of a Government Operations Subcommittee headed by Representative John Blatnik (D-Minn.). The subcommittee has been highly critical of the Federal Trade Commission's methods of curbing fraudulent advertising. Representative Blatnik has been one of advertising's most ardent critics. Among other bills he authored was one in the last session that would label all cigarette packages for tar and nicotine content and empower the FTC to inspect all cigarettes.

Oversight Unit Revs Up in the Senate

The Senate counterpart of the House Legislative Oversight Subcommittee has been created to delve into the operating methods of regulatory

PROVES IT AGAIN . . .

K-NUZ is No. 1 in
237 out of 240 quarter hours

6:00 AM - 6:00 PM
 MONDAY thru FRIDAY

(. . . and has the second highest ratings in
 the remaining three quarter-hours!)

K-NUZ has consistent TOP RATINGS
 with the **AUDIENCE THAT COUNTS:**

✓ **74% of the K-NUZ Audience is**
MIDDLE and UPPER INCOME

(Special PULSE Survey Apr.-May 1958)

✓ **84% of the K-NUZ Audience**
is Adult Men & Women

(Nielsen—June, 1958)

Kay-News
K-NUZ
Radio Center
 Houston's 24-Hour
 Music and News

**ASSOCIATION OF INDEPENDENT
 METROPOLITAN STATIONS**

AIMS

NATIONAL REPS.
FORJOE & CO.
 New York • Chicago • Los
 Angeles • San Francisco
 Philadelphia • Seattle

SOUTHERN REPS.
CLARKE BROWN CO.
 Dallas • New Orleans • At-
 lanta

IN HOUSTON:
 4711 Dave Norris—JA 3-2581

agencies. Senator John Carroll (D-Colo.) has been selected to chair- man the new Administrative Prac- tices & Procedures Subcommittee. The budget for the subcommittee was fixed at \$115,000, less than half the amount originally allocated for Legislative Oversight. Although no final course of action has been de- termined, it is expected that House Oversight files will be a major source of inspiration to the new Senate subcommittee.

Income of Radio Employees Shows Increase

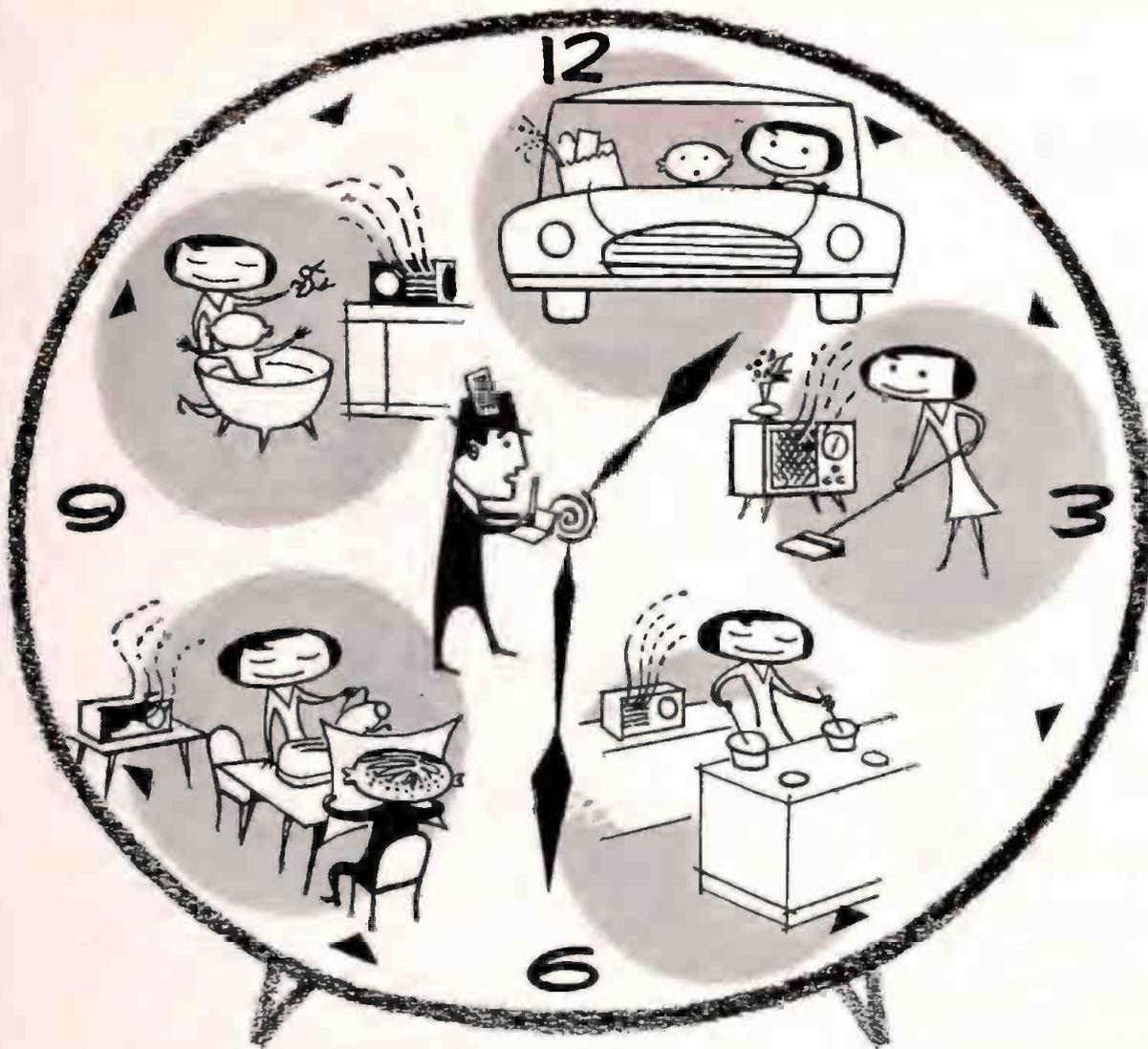
A wage survey recently completed by NAB shows that at the average radio station an employee's pay- check is 6.6 percent fatter than it was in 1955. Northern radio em- ployees were better compensated than those in the South. The same comparison held in terms of the size of staff with stations in the 1.5 mil- lion to 2.5 million population mar- ket employing upwards of 39 people. In an area where population does not exceed 10,000, six or seven peo- ple generally staff a radio outlet. The study also revealed that an average weekly check would run from a high of \$156 for a sales man- ager to \$64 for continuity writers.

NAB Board Votes Record \$1 Million Budget

The budget of over \$1 million for NAB operation for 1959 to 1960, voted by the joint board at its semi- annual meeting in Hollywood, Fla., is an all-time high. The board also took a second look at a decision to limit attendance to top management at convention business sessions. That plan, originated a year ago, was abandoned in favor of open-door sessions.

FCC Proposal Would Curb Network Spot Activities

Should non-affiliated radio stations be represented by network spot sales organizations? That's something be- ing mulled over by the FCC in its over-all consideration of the advis- ability of having networks involved in a representative capacity with non-network outlets. The seed for the FCC's proposed ruling was planted by the Barrow Report which recommended sweeping changes in network operation. . . .



Q:

What radio station do you listen to most of the time during the day?

A:

WWDC, said 16.7% of the Washington "day-at-homes" at whom PULSE fired the question. Our closest competition was almost a whole percentage point away.

This daylight supremacy, plus many other areas of WWDC leadership in the Washington, D.C., metropolitan market, are revealed in a special qualitative survey conducted by PULSE. For the full report, write Station WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's profitable perusing!

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

P.S. The regular PULSE for January showed WWDC in first place for the eighth consecutive month with 18.8% share of total audience, 6 A.M. to midnight — 2.5 percentage points ahead of the pack!

In the Big, Rich
Southwest . . .

KWFT

Wichita Falls, Texas
delivers

BIG

NCS NO. 2
CIRCULATION



Based on NCS #2 weekly daytime circulation (108,300 homes), KWFT delivers the 73rd market in the U.S. Includes 77 counties with over \$1½ billion total retail sales (Consumer Markets, 1958).

AT LOWEST
COST PER 1000
PLUS

BIG

BONUS COVERAGE

. . . in KWFT's gigantic ½ mv/m area: 1,201,407 total households; nearly \$5 billion total retail sales!



See your **H-R** representative
or Clarke Brown man

KWFT

The Voice of the Rich Southwest

WICHITA FALLS, TEXAS



BEN LUDY
Pres. & Gen. Mgr.

5 K W
at 620
Day & Night

the

Silver Mike



THIS MONTH:

GEORGE H. GRIBBIN

President, Young & Rubicam Inc.

His Agency Among Top Five Radio Spenders

George H. Gribbin, president of Young & Rubicam Inc., took the copywriter's road to the top, with brief side trips into retailing and journalism.

His position at Young & Rubicam makes him an important person in the eyes of the radio industry, for the agency ranks as one of the biggest users of the sound medium. At present, it is estimated that Y&R bills about \$14 million in radio, putting it among the top five radio agencies.

A native of Nashville, Mich., Mr. Gribbin studied journalism at the University of Wisconsin and Stanford University, from which he was graduated. He soon turned his efforts to copywriting, however, with the J. L. Hudson department store in Detroit. He subsequently served in a similar capacity at the May Co., Bamberger's and R. H. Macy & Co.

Y&R Copywriter

It was also as a copywriter that Mr. Gribbin first joined Y & R. The year was 1935. In 1943, he was made a copy supervisor, only to have his career interrupted by Army service. Rising from the rank of private to captain, he was assigned to the office of the Under Secretary of War.

Mr. Gribbin returned to Y & R after the war, and was promoted to vice president and head of radio-tv commercials. In this capacity, he

was in on radio planning for every client that could use it. By 1954, he had been appointed copy director with responsibility over print, radio and tv copy.

In 1956, Mr. Gribbin was elected a senior vice president. He was promoted to the presidency in October 1958, succeeding Sigurd S. Larmon, who continues as chairman of the board and chief executive officer.

Radio's Role

As one of the major media, Mr. Gribbin declares, radio will always perform its important service to the advertising industry and to the manufacturer. Its role as a broadcaster of news and cultural entertainment to the public, however, should not be overlooked, he says.

As part of his many other activities, Mr. Gribbin is a member of an advisory board of the Manufacturers Trust Co., New York, and a member of the public relations advisory committee to the United Hospital Fund of New York. He is also a member of the Union League Club.

Mr. Gribbin was born in 1907. He now is a resident of Greenwich, Conn., and is the father of five children. Considered an omniverous reader and an ardent lover of music, he is also known to enjoy pattering around the family farm in Massachusetts. . . .

LETTERS TO THE EDITOR

Question of Cha's

I read your interesting article, *Hard Sell With Velvet Touch*, in your January issue. However, Messrs. Stone, Wilson, McDonnell, et al not withstanding, I believe the term is cha-cha-cha, not cha-cha.

Jerry Fields
Director
Jabs Unlimited
New York

(ED.'S NOTE: Latest word from no less authority than the Arthur Murray studios—"The music may go cha-cha-cha, but you're doing the cha-cha.")

Velvet Touch

Congratulations on the article you did regarding the "whither now" of radio commercials (*Hard Sell With Velvet Touch*, January 1959) . . . [and for treating me] so accurately!

Margot Sherman
Vice President
McCann-Erickson Inc.
New York

Well Adjusted

I want to congratulate you on that very fine article, *How CBS Stations Are Adjusting to PCP* (February 1959) . . . on the fidelity of your reporting and the beautiful way in which you organized your material. It makes very interesting reading.

Joseph T. Connolly
General Manager
WCAU Philadelphia

An excellent story. You have packed a lot of information into a very few paragraphs.

Fred Ruegg
General Manager
KNX Los Angeles

Accent on Spot

Congratulations on writing the best spot radio article to date! . . . You thoroughly researched your subject and reported in depth what you found. . . .

Your article (*Accent on Spot*, February 1959) not only contains much information on what representatives are doing to perform more services than ever before, but it also points out the constructive efforts being made to make new sales.

As far as I am concerned, you have

painted the picture accurately—and have done a great service to the radio industry.

Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York

Accent on Facts

U. S. RADIO is important to us for two chief reasons: (1) It sticks to a specific subject and each month explores situations and people to a degree that the reader gets the sense and meaning of the medium; (2) the reports, articles and news items stick to *facts* (a matter that is hard to find in current trade magazines because writers are explaining, espousing, assuming and predicting).

We particularly enjoy the *Time Buys* section which is easy to read and provides *detailed* information on particular radio buys. The advertising agency reader, particularly, reads the trades to find out facts—what, where, when, why, how and how much?—so that these facts may be built into the reader's total stock of knowledge. Keep up the good work.

Ethel Lewis
Research Librarian
Cohen & Aleshire Adv. Agency Inc.
New York

Two Requests

Would you please send us 15 copies of your article, *Radio: The Way to Food Shopper's Heart* (January 1959). It was excellent.

The press has always been quick to quote figures purporting to show lack of interest in radio listening. But I have yet to see any recent figures on newspaper readership, which has undoubtedly suffered. We would like to see an article along these lines.

Paul Walden
Manager
KODL The Dalles, Ore.

(ED.'S NOTE: See *Suburbia: Newspapers Miss a Beat*, p. 93.)

Growth Factor

I have been wanting to write you concerning the recent "BPA Publisher's Statement." As I have always said, I think you should be commended for the wonderful growth of your book; and I certainly hope it will continue to do so. Congratulations!

R. E. Dunville
President
Crasley Broadcasting Corp.
Cincinnati

A-GAIN and A-GAIN
AND **A GAIN**
YEAR after YEAR

Radio TV Representatives, Inc.

has consistently led U. S.

NATIONAL SPOT
AVERAGE SALES by

15% to 84.8%

AND they did it again
in 1958!

Do You Have any Rep
Problems?

Peggy Stone will be glad to
"talk them over" with you.

SHERATON-BLACKSTONE
Petite Room—Art Hall Floor



MISSING
SOMETHING?

You'll find IT
Right Across the Street
SHERATON-BLACKSTONE

Petite Room—Art Hall Floor

FUN FOR ALL!

SOUVENIRS—SURPRISES
NEW SHOWS—NEW IDEAS

Come On Over!

Harry S. Goodman

19 EAST 53rd STREET • NEW YORK, N.Y.

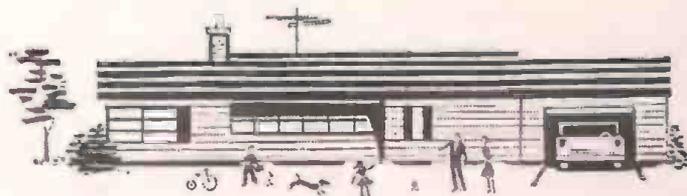
They buy as a family . . .



because they were sold as a family . . .



by their local Meredith station!



KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV
John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Radio Buying: A Group Function



Time to Buy

Analysis of how six major radio agencies (JWT, Y&R, M-E, D-F-S, DCS&S and D'Arcy) handle buying; how buyers are recruited, and radio's problems and prospects

 There are 31,556,900 seconds in a year (give or take a few)—and a good time-buyer knows them all.

Being on more than nodding acquaintance with each daily, weekly and monthly segment of the fourth dimension, an accomplished air media man or woman tells time by its availability, reach, cost and value to the specific advertiser.

How do advertising agencies handle the specialized field of operations known as radio timebuying? Who is the radio timebuyer, how does he get started in agency work, what are his principal responsibilities? What, from his standpoint, are the chief problems confronting radio? And what, in the opinion of agency media executives, are the future prospects of the medium?

Asked these questions by U. S. RADIO, key media men at six major agencies gave their answers, plus suggestions for some timely action on the part of the radio industry.

Agency radio buying today is largely a group function, of course, as most of these agencies testify. Responsibility for a major campaign or a specific buy may run the gamut from the account supervisor or executive to the top media department head, his associate directors and the timebuyers, and may be shared by all. Along with this coordination, much stress has been placed recently on the role of the estimator who does the leg work and basic fact-gathering for the timebuyer.

A major problem that agency media departments face is the relatively high turnover of timebuyers—either through promotion, a switch in department within the agency, or a complete change to practice his or her art (quantitative and qualitative) at another agency.

As national agencies, these six feel that the chief problem radio has today is one that has been very much in the headlines—rate structure. As one executive remarks, "Radio is be-

coming too popular to afford any suggestion of 'fire sale' tactics. The reputation of the entire medium may be endangered by uncertain practices."

Summarizing the characteristics of their respective organizations, and stating their own media views, are William C. Dekker, vice president and media director, McCann-Erickson Inc.; Louis T. Fischer, vice president and media director, Dancer-Fitzgerald-Sample Inc.; W. E. Matthews, vice president and director of media relations, Young & Rubicam Inc.; Richard P. Jones, vice president and media manager, J. Walter Thompson Co.; Donald H. Quinn, vice president and media director, Doherty, Clifford, Steers & Shenfield Inc.; Harry K. Renfro, radio-tv media manager, D'Arcy Advertising Co.

Agreeing on the desired results—maximum effect and efficiency in radio usage for a client—the agencies offer a variety of views on how best to achieve such goals. Example



W. C. Dekker, Vice President
McCann-Erickson Inc.

*"Timebuyer's age tends to match
youth of his media"*



W. E. Matthews, Vice President
Young & Rubicam Inc.

*"For best buying, unified time
and space"*



Richard P. Jones, Vice President
J. Walter Thompson Co.

*"Group buying, with the accent
on flexibility"*

operations range from the all-media plan of Y&R to the distinctly specialized broadcast buying organization of D'Arcy, with D-F-S occupying what it terms a "middle ground."

In general agreement on who makes the best radio timebuyer (i.e. someone with above-average intelligence, an aptitude for figures, a talent for dealing with people and a flair for "creative planning"), the six organizations outline similar job progressions for their timebuyers—but with differences in emphasis.

Itemizing what they consider to be a radio timebuyer's biggest problems, the spokesmen are unanimous on one in particular—the lack of a stable, reliable rate structure. Comments range from this subject ("It's not a question of local versus national rates, but of 'off the rate card' deals which reflect badly on radio") to that of age ("Timebuyers may tend to be young and inexperienced—but so are the time sellers, who frequently don't know important marketing data about their own station areas.").

Timebuyers as a whole, according to the six agencies, are on the average in their middle 20's or early 30's and college graduates. Since World War II, an increasing proportion are women (about one-third of those at

Y&R, nearly half of those at M-E).

Where will radio timebuyers go in agency work? The media men queried by U. S. RADIO agree that with ambition and ability the man (or woman) who "watches the clock for the client" will very likely move up to a key position in his organization—probably in media itself, but frequently in some other phase of agency work.

Here's the way radio timebuying ticks at the six agencies surveyed:

McCann-Erickson (with an estimated radio billing of \$15 million): The New York (home) office, one of 10 in the United States, has a media department of 115 people, of whom 20 are actively engaged in timebuying. William Dekker, as director, guides the work of five associate media directors who function as group heads for specific lists of accounts. Each associate director, in turn, is assigned both a print supervisor and a broadcast supervisor plus as many buyers, estimators and clerical personnel as are necessary for the requirements of the accounts listed (which range from 6 to 12 per group). The timebuyer, who is usually under 30, has most likely been promoted from an estimator's position or recruited from the com-

pany training program, Mr. Dekker explains; if hired from outside the agency, he will probably have two or three years of agency experience to his credit before joining M-E.

"We have a definite policy of promotion from within," Mr. Dekker emphasizes. "Of the 20 buyers and supervisors who handle broadcast media, six at present are the product of our training for promotion.

"We try to 'cross-pollinate' both print and broadcast buying knowledge at a natural point in the media man's development. Our direct method is through transferring the timebuyer to print when he reaches supervisory level. Our continuing process is through giving him 'total media exposure' in recurring plans sessions with the associate director and print and broadcast supervisors."

At M-E, a detailed job description lists the responsibilities of the timebuyer. Answering directly to the broadcast supervisor, he is charged with formulating specific plans for assigned accounts, purchasing time in accordance with the client's approval and attending to subsequent details as well as contributing his ideas to the media group to which he's assigned. In addition to analyzing broadcast data and recommending and preparing media plans, the list specifies, he negotiates contracts,



Louis T. Fischer, Vice President
Dancer-Fitzgerald-Sample Inc.

"As many field trips for media people as possible"



Donald H. Quinn, Vice President
Doherty, Clifford, Steers &
Shenfield, Inc.

*"Headaches: fluctuating prices,
short notice, paper work"*



Harry K. Renfro, Radio-Tv Mgr.
D'Arcy Advertising Co.

*"Develop a realistic rate card,
weekend packages"*

interviews media representatives, obtains merchandising cooperation from stations, and measures and reports on results from broadcast campaigns.

The age of timebuyers, says Mr. Dekker, matches the relative youth of their media.

"In the past 15 years, broadcast with its faster pace and perhaps more provocative nature has naturally attracted the aspiring young buyer," he notes. "There isn't a well-defined body of experience for him to draw on yet because there hasn't been time for it to develop."

Timebuy problems: "We feel very strongly on the subject of 'off-the-rate-card' dealing," says Mr. Dekker. "Preferential treatment for one client and not the other is disturbing, to say the least, and a timebuyer never knows what to expect."

"In my opinion, a single rate, rigidly adhered to, is the final answer to this problem."

Future prospects for radio: Total domestic billings in radio for M-E during 1958 mounted 15 percent for spot and 60 percent for network over the previous year, Mr. Dekker points out. (That 15 percent, according to U. S. RADIO estimates, totaled better than \$1.5 million, and the 60 percent is about \$500,000).

"The rate of growth of our radio

usage will continue, perhaps not quite so spectacularly as it did in 1958, but on a very healthy basis," M-E's media director predicts.

Dancer-Fitzgerald-Sample (with an estimated radio billing of \$7.7 million): Louis Fischer's media department of 50 people (excluding 15 in the estimating department) operates on a "group" system similar to M-E's. Associate media directors and supervisors handle both print and broadcast planning; their buyers are generally assigned to specific media, but some may handle several and most "move around" in the department during their tenure as buyers.

"A timebuyer with us has usually started as an estimator," says Mr. Fischer. "Broadcast media is his next move. From here he can go into account work or other phases of the agency, according to plan."

"We look for the quick, intelligent applicant with mathematical ability, someone who thinks beyond the day-to-day job. We prefer someone with a liberal arts background—a college graduate, but we don't close the door to the present night-school student."

There is a big advantage to the agency, he believes, in recruiting

staff members directly out of school. ("This way they come to us 'unspoiled'.")

D-F-S makes a point of encouraging its timebuyers (average age: 28) to keep in close touch with the radio medium. The agency fits in as many field trips for its media personnel as possible, and some buyers have traveled extensively.

Timebuy problems: Mr. Fischer enumerates two specific problems that plague timebuyers, in addition to what he considers the basic question of rate structure. First, he says, is the shortage of current reliable data, especially as to kinds of people who are listening, and second is the myriad of station offers available at buying time. On the latter point, Mr. Fischer remarks, "Some stations offer packages, others apparently don't; each one has a separate system. The timebuyer, with his own time problem, is faced with making quick, right decisions from a maze of variables."

Future prospects: D-F-S is a "strong" broadcasting agency. Mr. Fischer refrains from forecasting, but believes radio has "blue skies ahead" if it can clear up the rate situation.

Young & Rubicam (with an estimated radio billing of \$13.2 million):

(Cont'd on p. 46)



**Chiquita Banana has a lot to say
about selling bananas the radio way.
She'll spend \$1 million in the spring and fall
with 88 calories the constant call**

Chiquita

 Sixteen years as one of America's top female vocalists would be an enviable record for any girl, not even considering her appearances in movies, tv and countless magazines. Yet Chiquita Banana has accomplished all this without ever learning a second melody.

Chiquita first came to say that bananas have to ripen in a certain way back in 1944. "She came for a reason," declares C. W. Moore, United Fruit Co. director of advertising. "The war was nearing its close and the trickle of bananas coming into the country was soon to expand terrifically.

"It was our goal to educate the public to get the best possible enjoyment and nourishment from bananas," he recalls. "Chiquita did

United Fruit Co. Radio Expenditures

Year	Expenditure (\$)	Notes
1948	168,000	(U.S. and Canada)
1949	290,000	
1950	169,000	
1951	165,000	
1952	65,000	
1953	58,000	
1954	40,000	
1955	3,000	
1956	400,000	
1957	175,000	
1958	675,000	
1959	1,000,000	(\$60,000 of it to Canada) budgeted this year.

Radical ups and downs in radio expenditures are determined by how much fruit is on hand. Crops are often destroyed by wind, rain, floods and local conditions.

Buys Radio in Bunches

that job, sold bananas, and became sort of an American folk heroine in the process."

Chiquita has come a long way since she was born at her Madison Avenue home, Batten, Barton, Durstine & Osborn Inc., to the "maracas" accompaniment of a box of paper clips. This year, a \$3 million overall advertising budget has been allotted by United Fruit for Chiquita's personal use, with one third of it ticketed for spot radio.

"Out of the \$1 million radio budget," Mr. Moore explains, "some \$60,000 will go to Canadian radio and another \$250,000 into a special fund. A fund, by the way, that illustrates our contention that radio is the most flexible of all media."

The special radio fund, as interpreted by Tom Bull, United Fruit

account executive at BBDO, is held in reserve in case of a sudden influx of bananas into the country.

"Bananas are a unique product," says Mr. Bull. "You cannot regulate the supply, due mostly to the weather. Last spring, for example, we had a call on a Thursday afternoon telling us of a surplus of fruit and were on the air with announcements all over the country by Monday morning. The announcements were live until ET's could be sent out. The budget for this came out of the special fund."

The bulk of the 1959 radio outlay will go to two flights of spot announcements, one scheduled to last 21 weeks from April through August and a similar one to begin in the fall. The initial flight will cover 49 markets, including a minimum of

125 stations, with the announcements reaching 82 percent of American radio homes, Mr. Bull reports.

United Fruit's appropriation for radio advertising, at its peak this year, has had radical and unpredictable ups and downs since World War II (see chart), illustrated best perhaps by the years 1955 (\$3,000 radio outlay) and 1956 (\$400,000).

"The 1955 outlay of only \$3,000 is an outstanding illustration of what we use radio for," says Mr. Moore. "Magazines are our basic medium year after year for long range educational and institutional advertising, whether we have fruit on hand or not. Radio is used when there is fruit on hand, because radio sells bananas.

"The low budget years reflect no lack of enthusiasm for the medium,"



he asserts. "They reflect how much fruit there was to sell. Floods and storms and local conditions affect our supply, but when we have the fruit—when we want people to go out and buy it—we hit the airwaves.

"Last spring, we used 151 stations all over the map. This spring," Mr. Moore reveals, "we are going to be on radio more than ever."

Radio First

That should be fine with Chiquita, for radio was her first medium and, in Mr. Bull's words, "the medium that made her famous." In her early days, she was the darling of the big network shows, making guest appearances with Fred Allen, Edgar Bergen, Alec Templeton, Bert Lahr, Dinah Shore, Don McNeill and even Ellery Queen. She provided songs and laughs, and didn't hurt banana sales either.

United Fruit's radio strategy is built on three levels, BBDO's Mr. Bull points out. They are:

- The regularly scheduled campaigns of spot announcements.

- The special campaigns when there is an overly plentiful supply.
- Special promotions, such as cooking lectures, sponsored by local stations with participation by United Fruit, other national organizations and local firms.

"During regularly scheduled campaigns, Chiquita has done much of her educational work," says Mr. Bull. "This is necessary because bananas are an unusual product. When they ripen on the plant, they have an insipid taste; when allowed to ripen after picking, their full flavor comes out. This is fortunate, by the way, because if they were not picked until full ripening UF could never get them to the dinner table on time.

"During the special campaigns," he goes on, "we send out fact sheets to allow local personalities to ad lib the message. We find that local radio gives us the advantage of an added testimonial from the disc jockey or home economics broadcaster when we need it—when we

have to move the fruit off the shelves."

Announcements for a special event, such as participation in the cooking schools, include the usual commercial plus a reminder that Chiquita will be in town, Mr. Bull explains.

"We want Chiquita to reach everybody," he states. "Timebuyer Ted Wallower schedules most spots in the daytime, between 7 a.m. and 6 p.m., five to six days a week.

"We concentrate primarily on housewives, but not exclusively. On a per capita basis, for instance, children consume more bananas than anyone else."

Hit Jingle

Her first campaign, back in 1945, was built around what Mr. Moore calls, "Along with 'Pepsi-Cola hits the spot' the most memorable and accepted of all the commercial jingles." Very rare was the person who could not hum:

I'm Chiquita Banana and
I've come to say
Bananas have to ripen in a
certain way.
When they are flecked with
brown and have a golden
hue
Bananas taste the best
and are the best for
you.
You can put them in a salad
You can put them in a pie—
aye
Any way you want to eat
them
It's impossible to beat
them.
But bananas like the cli-
mate of the very, very
tropical equator
So you should never put
bananas
In the refrigerator . . .
No, no, no, no!



C. W. Moore, United Fruit Co.
Director of Advertising

"When we have the fruit—when we want people to go out and buy it—we hit the airwaves. Radio is used when there is fruit on hand because radio sells bananas. This spring we are going to be on radio more than ever."



The men behind Chiquita Banana gather at BBDO offices to discuss latest spot radio effort. Seated (left to right) are: Ted Wallower, timebuyer; Tom Bull, account executive; C. W. Moore, United

Fruit Co. director of advertising, and Bill Ballard, copywriter. Standing are (from left): Val Ely, BBDO traffic coordinator; Charles Stirn, assistant to Mr. Moore, and John Irvin, asst. act. executive.

With music by Len MacKenzie and the original lyrics by Garth Montgomery, *Chiquita Banana* was first sung to a calypso rhythm. "She's since survived the rhumba, bolero, tango, samba and American jive, among others," says Mr. Moore. "This year, of course, it's the cha-cha."

Her lyrics have changed as often as her rhythm. "After the war, when Chiquita and the 'refrigerator' were quite well known," Bill Ballard, her current lyricist recalls, "she assisted in the food-for-Europe campaign;

I'm Chiquita Banana with a message grave
About a million children
that we want to save . . .

"In the following years," says the BBDO copywriter, "she concentrated on suggesting recipes that use bananas. Then she tackled the problem of better nutrition—'bananas are wholesome . . . and then some.'

"This year she will stress 'calorie low, vitality high,'" Mr. Ballard continues, "plus *bananaslang*—such things as 'havabanaan' and 'addabanaan' to the diet."

Happy Selling

Mr. Ballard credits much of Chiquita's popularity and success to her happy approach to selling. "Bananas have always been sort of a 'fun' food, anyway," he notes. "The thought of kids eating bananas, or the inevitable monkey, has always brought a smile.

"I think this jingle has lasted longer than any other because it has always retained the happy approach. As for the copywriters, we don't often get the chance to play around with lyrics to an established piece of music, to dabble in poesy, so to speak. Chiquita keeps us happy, too."

As Chiquita's voice is her fortune, any changes are handled very carefully by UF and BBDO. Her original *alter ego* was Patti Clayton,

followed by Elsa Miranda, Monica Lewis and Darlene Zito. This year, UF will announce soon, recording star June Valli dons the fruited bonnet.

The 1958 to 1959 theme, "calorie low, vitality high," is a further attempt to try to step up consumption of bananas. "For some reason," says UF's Mr. Moore, "women think bananas are fattening. Several surveys have indicated that to us.

"When the Department of Agriculture came out with the figures—that a medium banana contained only 88 calories—we had a natural copy theme. Most housewives know the nutrition story already, so UF is telling them they can well afford only 88 calories to get the well-rounded vitamins and minerals in bananas."

When United Fruit tells them, that means Chiquita tells them. And she has an enviable record of getting her message across.

"I like jingle advertising," says Mr. Moore. As Chiquita's boss, why not? . . .

Radio Research in Evolution

**An analysis of the changing needs
of radio research. A report on the
latest activities by research firms
and their views of qualitative data**



The splash Archimedes made hopping into his bathtub some 2,200 years ago sounded a new note in scientific measurement. Besides sloshing up the floor, it established an undisputed principle, that of equal displacement.

Today radio—like all media—is trying to establish a similar (though tidier) scientific measure of its impact on the American public. But the medium is faced with a more complex problem of computation than the learned Archimedes. Its audience, in or out of bathtubs, automobiles, kitchens, basements and/or living rooms, comes in all sizes, shapes, ages, and income and educational levels with a variety of listening habits.

How can you measure, scientifically, the splash radio makes in 51.1 million homes across the nation?

Three radio research firms—C. E. Hooper, A. C. Nielsen and The Pulse—are trying three different methods to achieve this same goal, each seeking more accurate research data. But with their different techniques (Nielsen's audimeter and recordimeter, Hooper's telephone coincidental and Pulse's roster recall), all are increasingly aware of

the importance of the newer qualitative research in addition to the more established quantitative research.

The year 1959 looms as a milestone in the advancement of radio research projects that will throw light on who is listening and why.

C. E. Hooper Inc., for example, is planning to release in April, according to its president, Frank Stisser, an audience composition study dealing with the ages of *adult* listeners in 65 cities over a six-month period.

Programming Aid

The survey will attempt to determine adult ages for the benefit of both the stations' programming personnel and the timebuyer and client. Since adults do most of the country's buying and since young adults buy more than elderly persons, it will be very useful, Mr. Stisser believes, to know which stations and programs appeal to which age groups. The programmer can adjust his schedule accordingly and so can the client who knows in what age group his potential customers will be found.

The Pulse Inc., branching out in another direction, will begin also in April, according to Dr. Sydney

Roslow, president, to extend its regular radio surveys from one week to four weeks in every case.

Whether a market is surveyed once a year or six times, Dr. Roslow says, the study will last for four weeks in order to give a truer picture of a station's performance by averaging out listenership over a longer period. This new method will eliminate distorted impressions sometimes obtained in the one-week surveys when special situations, such as an outstanding sports or news event, might tend to create atypical ratings, he believes.

On its part, A. C. Nielsen Co. is planning a considerable expansion in its local radio coverage (it now encompasses about 35 markets), according to A. M. Wharfield, vice president.

In the past few years, media research in all fields has become more concerned not only with the exact science of head counting, but with what is still the inexact science of human behavior. Researchers recognize, however, that it's a moot point whether the why's of human behavior will ever be reduced to the present precision of linear and area measurements—except in a media buyer's dream of paradise—or to the

PULSE

Plans in April to extend its regular radio surveys from one week to four weeks, whether a market is surveyed once a year or six times. This is designed to give a truer picture of a station's regular performance.

HOOPER

Expects to release in April an audience composition study dealing with the ages of adult listeners in 65 cities. The study, in the works for six months, is expected to aid stations, clients and agencies.

NIELSEN

Plans a "considerable" expansion in its local radio coverage (which now encompasses about 35 markets).

potential precision of the head count.

The demand for qualitative research is growing. And evidence of new research projects of this type are appearing with greater frequency.

A definition of qualitative research is supplied by Alex Gochfeld, vice president in charge of research of The Institute for Motivational Research, whose firm recently completed a study for KPRC Houston.

According to Mr. Gochfeld, qualitative research consists of in-depth, personal interviews which make use of indirect questioning and projective techniques, and take anywhere from one to three hours. (A projective technique is defined as any testing device allowing the respondent to project himself into another's situation without necessarily identifying it with himself on a conscious basis. It involves use of pictures and diagrams.)

Qualitative or motivational research — which are the same, according to Mr. Gochfeld—are designed to determine not only what brand of cigarettes is smoked, for example, but why it is smoked, and is useful because it enables the seller to understand the reasons his product

does or does not appeal to the public.

In addition, he says, the indirect questioning of a respondent frequently produces more accurate results than direct questioning because the interviewee is often self-consciously influenced in direct questioning. Matters of prestige or a simple desire to tell the interviewer what will please him are factors.

It must be pointed out that this strictly-defined conception of qualitative research involving the why's of audience preferences is not necessarily the only or principle standard, valuable though it is.

Same Basic Job

The basic job in radio research still remains the determination of relative numerical listenership just as it did 30 years ago.

The Nielsen company, for example, provides cumulative measurements of radio listenership on a daily, weekly and monthly basis. In addition, the firm tabulates this information by sponsor, thus enabling the agency and client to estimate actual and potential listenership during a given or projected campaign. Mr. Wharfield points out that cumulative audience is impor-

tant as it never was in the days before tv because advertisers now buy radio for its long-range, cumulative effect, not necessarily for the size of its audience at a given moment.

Both Nielsen and Pulse also provide on a regular basis information regarding age, economic status, and other facts about the listeners. Hooper, according to W. Bruce McEwen, executive vice president, is presently "engaged in experimental work in this field, evaluating both the work and the market for it as pertaining to the Hooper operation." Its previously mentioned study of adult age groups would fall into this category.

All three firms are currently busy with considerable market research, which while not part of their broadcast operations, may often be correlated to radio or television research. For example, by studying sales of a given product in a market it is possible to judge the effectiveness of a particular broadcast campaign on the basis of whether sales remain constant or increase.

The field of radio research has expanded from measuring how many people have their sets tuned to a given program to include measuring many of their specific characteristics and attitudes.

RESEARCH

Qualitatively, radio research is a comparative youngster. Attitude-finding is a vastly expensive process involving also enormous outlays in time and effort.

According to Nielsen's Mr. Wharfield, "True qualitative research in radio can only be undertaken if individual companies can be found to foot the bill. Since it must be custom-tailored to fit the client's needs, it is very difficult to get a group of advertisers or stations together who are willing to pay for it and who could profit from the same interview content. This is more true of radio than any other major medium because clients as a whole don't have the investment at stake that they do in other media, and therefore don't seem inclined to spend as much for in-depth research."

So far, most of the qualitative research done in radio seems to have been commissioned not by advertisers but by broadcasters who are

anxious to use it to sell and improve their stations, and much of it has been done by qualitative research firms, specializing in that field alone.

Pulse also has devoted a fair share of its recent activities to the field of qualitative measurement. An example is a study it recently did for Westinghouse Broadcasting Co. This study was designed to ascertain the station's public image and sales effectiveness.

According to Melvin Goldberg, research director for Westinghouse, The Pulse provided the sample and the interviewers and WBC supplied the psychological techniques as drawn up by several eminent psychologists.

Cartoon Method

One of the projective techniques employed involved the use of cartoons containing stick figures. A sample cartoon might show a lady shopping in a supermarket. The interviewer would then ask the respon-

dent what brand of coffee the cartoon figure was buying, the answer purporting to represent the respondent's own choice.

Another question would inquire as to the radio station the cartoon lady would probably listen to most.

Mr. Goldberg states that by correlating the two answers he can determine what station(s) is (are) doing the most effective advertising job for that product.

In a similar test also using cartoons, the picture might be that of a radio with someone listening and the respondent would be asked to complete the sentence "The radio says. . . ." Then the interviewee would be asked what station the stick figure was listening to.

In this way, by comparing the station and what it "said," Mr. Goldberg was able to get a picture of the station as a strong news, popular music, talk station or whatever the case might be.

According to Pulse's Dr. Roslow,

Origin and the Techniques

Radio measurement as an organized business celebrates its 30th anniversary this year—having originated in 1929 in New York with the inception of the Cooperative Analysis of Broadcasting.

CAB, radio's first continuing measurement service, was conceived principally as the result of a test study made by Archibald Crossley, who used a recall method in which he inquired what programs the respondents had heard the day before.

Grasping the value of such sampling data, the Association of National Advertisers joined with the American Association of Advertising Agencies to found CAB, a non-profit organization which retained Mr. Crossley and his method to produce audience reports for subscribers interested in evaluating their program investments.

Five years later, in 1934, Clark-Hooper Inc. of New York, a firm which had been measuring print advertising effectiveness, branched out into the radio field to compete with the then firmly established CAB. Its measuring method differed from CAB's in that it was based on a telephone coincidental, rather than past listening. It was also designed to serve the seller as well as the buyer of radio time.

In 1938, Clark-Hooper split into two firms, with Mr. Hooper's company continuing to measure radio as C. E. Hooper Inc.

Expanding rapidly, the Hooper organization in 1916 took over CAB's subscriber lists and that firm went out of business.

During the late 1930's and early 1940's while CAB and

Hooper enjoyed a virtual monopoly in the commercial radio research field, experimentation was under way on a mechanical device which would measure sets in use. Coming into the market in 1943 as the "audimeter," this measuring mechanism became the basis of the A. C. Nielsen Co. technique.

At approximately the same time, in 1941, another firm employing a third technique appeared on the scene as The Pulse Inc. Headed then as now by Dr. Sydney Roslow, Pulse measures radio audiences through a roster recall system in which respondents are interviewed personally and asked to describe recent listening with the help of a written log of stations and programs.

As the 1940's wore on, all three firms—Hooper, Nielsen and Pulse—added tv measurement to their activities. In 1950, however, Hooper sold both its national radio and tv reports to Nielsen, confining itself from that point to the measurement of radio and tv on the local level.

Five years later, in April 1955, shortly after the death of Mr. Hooper, his company concluded an agreement with the six-year-old American Research Bureau transferring to that firm the Hooper local television operation.

At the present time, Pulse and Nielsen continue in both radio and tv measurement, while Hooper operates in local radio. All three firms engage in considerable market research in addition to their broadcast activities.

As of last year, The Pulse measured radio audiences in 194 markets, Hooper in 151 and Nielsen in 32. In addition, Nielsen and Pulse report radio audiences on a national level.

this type of research will be utilized more and more by stations to determine two major factors: "The station's image or a program's image and the audience's image; that is, what type of image the station creates in the public mind, and what type of people are attracted to that image."

This kind of research is becoming more and more important today, he feels, because as radio stations develop all over the country and com-

in the importance of ratings as a touchstone for client and agency decisions, believes that now is the time to move ahead to include both increased statistical data about listener characteristics and more information as to their attitudes.

He also believes expense will be a complicating factor and points out that on an agency as well as the client level radio research suffers. "The agency with most of its billings in other media doesn't spend

pressed some years ago by Matthew N. Chappell, co-author with the late Mr. Hooper of the book, "Radio Audience Measurement," and now professor of psychology at Hofstra College, Hempstead, N. Y.:

"All advertising and media research is psychological research . . . while it is true that this new science of mass behavior is concerning itself almost entirely with the measurement of specific instances, the worker in the field should never lose



Frank Stisser
President, C. E. Hooper Inc.



Dr. Sydney Roslow
President, The Pulse Inc.



A. M. Wharfield
Vice President, A. C. Nielsen Co.

petition becomes stiffer, each station is tending to carve out a specific niche for itself rather than trying to appeal to everyone.

Thus, Dr. Roslow points out, it is essential for a station owner to know exactly where his operation stands. More details are needed regarding the characteristics of each share of audience, so that the station will have something definite to sell.

Not Interested

Tackling the same subject from another angle, Hooper's Mr. Stisser says, "If a station has a king-size whack of the audience in its market, it's not so interested in qualitative data as the station with a smaller share."

Mr. Stisser, while firmly believing

the time on radio research that it does elsewhere."

Both Mr. Stisser and Dr. Roslow declare that one of the biggest problems facing researchers today is the misuse and abuse of their information by agencies and stations alike. As a substitute for additional accurate research, shortcuts are often taken by declaring the present findings proof positive where they are in reality proof relative.

It is ironic, in the opinion of Messrs. Wharfield and Stisser, that today when pinpoint accuracy on an ever-growing target is more vital than ever before in radio research, less money and less interest are being made available for it.

Perhaps the ultimate purpose of radio research—as with all studies in mass behavior — was best ex-

sight of the fact that the ultimate goal is to abstract general principles which make the more wasteful measurement of specific instances unnecessary.

"We are in our infancy. As we grow up, the goals—general principles—will be achieved."

The Beginning

In its effort to achieve these general principles, radio research is measuring specific instances in more categories than ever before. The field of attitude finding in the broadcast media has just begun to be explored.

In the next few years, station management and advertiser alike will determine just how far this new horizon in radio research will extend. • • •



Robert M. Gray, vice president and advertising-sales promotion manager.

Esso's Radio

**This pioneer developer of news sponsorship
is placing \$1.5 million in radio in 1959.
'Esso Reporter,' nearly 25 years old, is
supplemented with seasonal spot buys**

 Esso Standard Oil Co., known for research and development techniques in its own industry, has applied a similar stratagem in its use of radio since the early days of the medium.

Esso, which is placing an estimated \$1.5 million outlay in radio in 1959, pioneered the use of news sponsorship nearly 25 years ago. This same program, *Your Esso Reporter*, is still the chief pipeline in the company's radio use from Louisiana to New England.

Continuing media research projects by the firm and its agency, McCann Erickson Inc., New York, have

not only kept pace with the changing role of radio, but have justified widening and varied uses of the medium.

Today, *Your Esso Reporter* is currently running on 35 stations in 31 cities. This is often supplemented with "heavy" use of spots during times of special promotions.

Among the chief statistics that are reported at the base of Esso's radio use are these: About 88 percent of all cars on the road are equipped with radios and a potential 18.5 million radio homes are in the firm's 18-state (plus D.C.) marketing area. Moreover, research also has shown

that in 1958, Esso newscasts were reaching 3,895,000 families in each four-week period.

This Esso campaign on behalf of its service station products (gasoline, motor oil, tires, batteries and accessories) devotes a little more than \$500,000 in spot radio announcements to supplement *Your Esso Reporter*. Most of these spots are bought during the peak driving times of the year, such as vacations and holidays.

The general spot radio effort is a completely separate buy from the *Your Esso Reporter* campaign. Stations for the seasonal announcement

Pipeline



drives are bought on the basis of best availabilities.

The states included in Esso's marketing area are: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Tennessee, Arkansas and Louisiana.

Throughout the meteoric rise of television viewing, Esso Standard maintained its faith in the radio medium and kept pace with changes in listening patterns. It recognized, for instance, that as television

emerged as an entertainment medium and helped fill the living room, radio tended to become highly personal and could be enjoyed at the beach or in the mountains as well as at breakfast or driving to work. The current general *Your Esso Reporter* alignment of two 5-minute programs daily in the morning hours over 35 stations reflects a calculated decision to tap the strong male composition of the heavy-listening early audience.

Esso, explains Robert M. Gray, advertising-sales promotion manager, believes in using all media because the gasoline business is a mass busi-

ness and the company feels it must utilize every mass medium. Radio, therefore, with its potential of 18.5 million radio homes in the 18-state Esso marketing territory, figures significantly in Esso's scheme of things.

"An important reason for the longevity of the program," says Curt Peterson, of McCann-Erickson's Tv-Radio Program Services Division, who has been associated with the program since its inception, "is its flexibility. We can, for example, feature commercials selling anti-freeze in New England in October while at the same time we are selling fall oil changes in Louisiana."

Working under Mr. Peterson in the area of station relationships is Peter Sloan. He spends much of his time in the field, visiting stations, observing the handling of promotions and the programs themselves and making suggestions for improvement.

As stations carrying *Your Esso Reporter* achieve significant anniversaries of association with Esso, the sponsor presents them with appropriate plaques noting those events. The sponsor-station relationship has a high degree of stability. Five of Esso's original stations, for instance, have carried the program uninterrupted since its inception and seven have carried it for 20 years.

Radio is also made to order for heavy use of spots whenever the company feels a need temporarily to augment its basic, continuing effort. Such occasions arose in 1956, for example, when Esso pioneered a three-grade gasoline marketing sys-

tem with Golden Esso Extra and last year when it brought out New Formula Esso Extra.

Esso, with its *Your Esso Reporter* program, pioneered the five-minute radio news format in October 1935. It has consistently supported this public-service activity through the intervening years.

Two Requirements

Radio is a useful advertising medium for Esso because, the company states, it satisfactorily fulfills two of the sponsor's requirements. Since all *Your Esso Reporter* programs are locally produced, the special problem created by the regional nature of Esso's marketing operation is automatically solved. With 88 percent of all cars on the road equipped with radios, this medium enables Esso to reach its customers and prospects with *audio* messages while they are actually using petroleum products.

Promotion and Merchandising

Stations within Esso's marketing area have pioneered along with the advertiser in the development of local promotion and merchandising support.

As an example, WFBR Baltimore ran two promotions during the summer of 1958—one a contest and one keyed to community service. In a "Lucky License" contest, selected plate numbers previously seen in Esso stations were broadcast. Their owners, upon hearing WFBR and phoning the station within two hours, received the cost of the plates from WFBR.

The second promotion, designed to "provide a service for motorists, create good will for Esso and build traffic to the service stations" was the "Esso Litterbags" distribution. More than 40,000 large bags were provided, so that motorists would have a convenient place to throw trash. WFBR aired 262 announcements linking Esso to the anti-litter campaign.

Stations have long made an event out of anniversaries of their association with *Your Esso Reporter*. WSAZ Huntington, W. Va., for its first anniversary last summer, took the following steps:

Announced the event in a letter to all Esso dealers; framed Esso on the cover of the monthly program schedule; sent merchandising manager on visits to area dealers to create enthusiasm; broadcast a dozen "courtesy" announcements a week promoting *Your Esso Reporter*; used all open spot times on the anniversary date to commemorate the event; took newspaper ads in two local papers on the anniversary date, and provided window posters for area Esso dealers.

Esso was no stranger to radio when it established the five-minute news format on radio. It had, for example, sponsored network shows. One of these was a half-hour production featuring Guy Lombardo and his orchestra that was called *Lombardo Road*. Another was a five-a-week series known as *Five Star Final*.

The old United Press Association—precursor of the present United Press International—indirectly propelled Esso into radio news. In 1935, UP abandoned its policy of providing its service to newspapers only and offered its news service to the National Broadcasting Co.

NBC, in turn, offered Esso an opportunity to buy this news service in 15-minute segments. After a huddle with its then radio agency—Marschalk & Pratt—Esso said it was more interested, to attain frequency, in four 5-minute headline news programs, six days a week. NBC had to create a five-minute rate to accept this order, but did so.

The first *Your Esso Reporter* went on the air on October 7, 1935, over 14 stations in 13 markets (two stations were used in New York). The basic approach has not undergone material change since then. Esso supplies its stations with standard openings, closings and commercials. The stations are responsible for the selecting of news services and the news content of programs.

"Our *Your Esso Reporter* programs have endured through the years," says Mr. Gray, "because we have insisted upon scrupulous adherence to the fundamental American principle of freedom of the press.

"In our written instructions and suggestions for our stations, we make this statement:

Selection of news service and news content is the responsibility of the local station, without sponsor limitation or restriction.

"Our stations and we know," continues Mr. Gray, "that most listeners associate the news coverage of *Your Esso Reporter* with Esso itself. That's why the news cannot, and must not, have any tinge of bias.

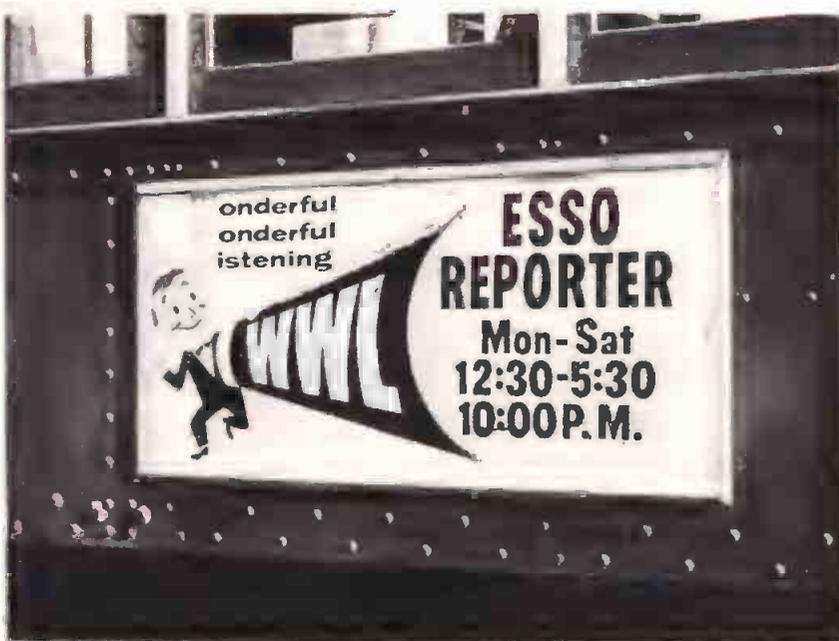
"Report the *hard news*," the stations' instructions state. Reporting all the facts is the responsibility of our free press. It is important to remember that editorial interpretation can result in serious embarrassment to the station, or to the sponsor, or to both. There is *no* editorial interpretation in reporting the news as it happened. On more than one occasion the sponsor has been involved in an unflattering news incident on the sponsor's own program. That's a calculated risk, because news *must* remain inviolate."

Not only does the *Your Esso Reporter* program have an enviable record of integrity, but it also has earned a notable reputation for public service. During 1958, for example, it carried 6,568 appeals, covering 19 different causes supported by the Advertising Council, from Red Cross to Cancer Fund to Highway Safety.

This close relationship with the Advertising Council stems from two facts. Support of public-service causes is part and parcel of Esso's corporate policy. Furthermore, Mr. Gray is a former director of the council and has served as volunteer co-ordinator of several of its campaigns. Last spring, for instance, he was co-ordinator of the council's "Confidence in a Growing America" campaign which was designed to combat the recession then prevailing.

In 1958, according to A. C. Nielsen's figures, the Esso newscasts, varying in frequency from 12 to 24 a week, were reaching 3,895,000 families in each four-week period.

With this kind of penetration, the company's 1959 plans assign radio a continuing important role in marketing strategy. • • •



Transportation display is part of merchandising and promotion provided for *Your Esso Reporter* program by station WWL New Orleans. Air times are stressed.



WNOX Knoxville, Tenn., arranges window display such as this one, highlighting a point of Esso's ad copy for a particular season—spring, and attendant oil changes.

RAB's national sales effort to increase advertiser use of spot and network radio is gaining force. Here's how it works. The case in study is Pepsi-Cola Co.



 One day a few weeks ago, the president, the marketing vice president, the vice president in charge of advertising and five other top-level company and agency executives of one of America's blue-chip corporations sat still and listened for an hour to a radio presentation.

The total annual salaries of the corporate and agency executives assembled: \$350,000. The amount of money in executive time the company had to invest in order to sit in on the session: A minimum of \$250.

The organization responsible for the presentation: Radio Advertising Bureau Inc.

Not all presentations made by RAB each month are to billion-dollar corporations, but this brief scene describes what takes place more than 300 times each month whatever the size of the company or agency receiving the presentation. It is the firing line phase of RAB's national sales effort, one of the important corners in the bureau's triangular bid to win more local, regional and national advertising dollars for radio.

This year, a supreme effort is being made at the national level. The bureau has seen storm signals rising on the national spot horizon and is taking extra steps to counter what it considers "false economy" on the part of some advertisers.

According to John F. Hardesty, vice president and general manager, RAB has mapped plans for the most intensive radio promotion campaign ever attempted at the national level.

Just how the national sales activity is developed and executed is a story based on a carefully drawn plan. The campaign is composed of a series of successive steps. There is no "one-shot" presentation.

Typical of the RAB method is the record of presentations made to Pepsi-Cola.

Pepsi, of course, has a long history of radio use. Its early radio commercials—"twice as much for a nickel, too" and "more bounce to the ounce"—have made jingle history. In 1958, the parent company continued to be an important user of network and spot radio, spending, it is estimated, about \$1.2 mil-

lion in the medium, with the local bottlers around the country adding almost \$3 million (see *Pepsi and Bottlers 'Keep Up to Date' With Radio*, August 1958).

The complete radio plans for 1959 have not yet been made known, partially due to a recent change in top executive functions in advertising and marketing. A report from the company last December, however, indicated that Pepsi in 1959 will once more be counting on the aurally-delivered sales message for "more bounce to the ounce" (See *Time Buys*, December 1958).

The role of RAB in its national sales effort is not only to encourage new and increasing use of radio, but also to keep steady radio advertisers even steadier. And so with Pepsi, an RAB account executive can chart seven major calls he made on the client and its agency for a year. The schedule and the points covered read something like this:

January 1958—Basic presentation by RAB account executive Rowland J. Varley to the vice president and director of advertising. This was

1, Before making presentation to Pepsi-Cola, research into company and its ad strategy is sifted by (l to r): Rowland Varley, RAB account executive; Robert Alter, regional sales manager, and Mildred Curto, exec. asst.



National Sales

the basic soft drink pitch containing about 25 slides. Radio's story was told in the light of new marketing facts affecting the carbonated beverage industry. Radio's ability to reach vast numbers of soft drink consumers was highlighted. Comparisons of radio's reach with that of competitive media were also made. RAB data on the sharp decline in newspaper penetration outside the city zone aroused special interest.

April 1958—Another meeting with the director of advertising, with the emphasis this time on radio's "last word" advantage over other media in reaching shoppers. RAB's "Last Word" study among supermarket customers was discussed. The importance of impulse sales in marketing soft drinks was used by Mr. Varley to drive home the advantage of reaching customers as close as possible to the time of sale. The immediate reaction to this meeting was an invitation to show the "last word" facts to Pepsi's agency.

April 1958—Presentation of the "last word" facts to the account executive at the Pepsi agency, Kenyon



2. Selecting the soft drink commercials he will play for Pepsi people, Mr. Varley goes through library containing 3,500. Without them, Pepsi admen would have little opportunity to hear other firms' transcriptions. Admen may even pick up some help on creating commercials for their own products.



& Eckhardt Inc. At the same time, RAB's "Mohawk" presentation was delivered. This consisted of a group of selected commercials prepared by other soft drink firms. Intense interest in this collection was shown by the account executive and the possibility of adapting some of the "sounds" used by a small regional bottler was considered.

September 1958—A third session with the Pepsi advertising director, repeating the "Mohawk" presentation given to the agency. Pepsi's advertising plan with regional bottlers was also discussed for the purpose of increasing radio activity locally.

December 1958—Another meeting with the advertising director for presentation of RAB's Golden Record Award to Pepsi for having produced one of the eight best commercials of the year. A discussion of significant creative trends was also held which resulted in an invitation to see the agency next month with another soft drink presentation.

January 1959—Presentation to the account executive and members of the Pepsi creative group at Kenyon & Eckhardt. The basic soft drink presentation was revised and emphasis was placed on regional and local advertising. A return engagement at the agency was set for the following week.

January 1959—This presentation to the K&E account group was an attempt to draw off national advertising money now being placed with television and magazines. RAB's just-completed Adult Audience Patterns, a radio vs. tv presentation, was featured. Pointed out was radio's ability to deliver consistently strong adult audiences throughout the broadcast day. Pepsi was in the process of preparing material for its own bottlers and permission was granted to use some of the RAB adult audience data. An invitation was extended to Mr. Varley for showing of RAB's new 12-minute "quickie" presentation highlighting completely up-dated information on 12 basic radio points.

The "quickie" pitch covers many

of radio's basic sales facts, such as set sales, coverage and over-all growth of the medium.

The Adult Audience Patterns is a major part of the "quickie" presentation. It provides an analysis of the listening and viewing habits of Americans today—and new proof of radio's ability to reach adults.

The Pulse Inc. study reports on the radio and tv audiences in 27 major markets. In it, RAB stresses the importance to an advertiser of reaching the adult market. For example, at least 93.6 percent, RAB says, of all food and grocery purchases are made by adults. This was deemed of particular importance to Pepsi.

RAB then points out that radio offers many advantages as an adult medium. Five points are stressed:

- Day or night, better than 85 out of 100 radio listeners are adults.
- An hour-by-hour breakdown shows that the radio adult audience actually tops that of tv for a full two thirds of the broadcast day—and the average adult radio audience during this period is nearly twice as high as tv.
- In the morning, less than 62 out of 100 tv viewers, RAB says, are

adults; in the afternoon, about 59 percent are adults, and at night, about 76 percent are adults.

- About 69 percent of all adult tv viewing takes place after 6 p.m., while the radio adult audience is spread throughout the broadcast day.
- During every hour of the morning and afternoon, there are vast numbers of tv viewing homes that do not have a single adult viewer, RAB states. For example, not one adult is viewing in some 21 percent of all viewing homes between 4 and 6 p.m. in the 27 markets.

The radio and tv areas of the 27 markets were exactly comparable—and comprise about 41.5 percent of total retail sales in the U. S. More than 38 percent of all U. S. homes are located in these markets.

The Pepsi presentation, while typical, omits other areas of research which RAB has developed in recent months. The new material, which is of interest to all national advertisers, includes up-dated facts on radio's audience strength in the suburbs, the farm, Negro and other special market groups, radio's "last word" advantage for reaching purchasers of various kinds of products, radio's cost efficiency and other data.

While RAB hopes to reach—and does—practically every national advertiser spending approximately \$500,000 or more yearly in adver-



3. Discussing a point in the sound portion of Mr. Varley's presentation are Pepsi officials John Songhan (right), vice president and director of marketing services, and William C. Durkee, vice president in charge of marketing of Pepsi-Cola.

tising, the bureau concentrates on those companies who are not in radio or spend relatively little in radio.

Several guideposts have emerged over the years to characterize RAB thinking when making national level presentations. Some are:

1. No advertiser can learn everything about radio in just one sitting.
2. Only decision-making executives should be hit.
3. The presentations should move from the general to the specific.
4. All presentations must be individually tailored to the account's specific business and marketing problems.

The RAB sales force is composed of 10 account executives, each a specialist in specific categories of business divided under such headings as food, drug, appliances, automotive, etc.

It is each account man's responsibility to develop calls, make the presentations and follow-up. While the RAB executives are often assigned several categories and many individual companies, in no case are they required to act outside their area of knowledge.

All presentations are formal calls by invitation with a statistical slant bearing directly on the account. They are delivered to both agencies

and advertisers—to the advertising manager or higher level at the account, to the account executive or supervisor level at the agency.

Later, as the presentations get down to cases, the sales manager, merchandising manager or other marketing officials are asked to sit in. The intent is to reach the broadest range of top-most company officials and still keep the sessions small so that face-to-face contact is maintained.

Accordingly, presentations run the gamut from basic radio facts to competitive media data, specific proposals and creative aid. One common theme underlies the entire effort. Each personal call is designed to lead into the next; there is always new information, new research, new facts—all pegged to the client's needs.

Work on any individual account usually begins several weeks before the first call is made. The RAB executive collects from existing data all kinds of information about the company—its competitive position, its strength and weaknesses, its present advertising strategy.

This fact-finding phase is made relatively simple by an important by-product of the bureau's work. Years of RAB research have resulted in development of what Mr. Hardsy calls "the most complete advertiser and agency file in the business."

No important part of the client's marketing operation is overlooked.

The first presentation summarizes, usually within 30 minutes, the basic radio story as it applies to the client's business.

On subsequent calls, spaced from a few days to a few months apart depending on audience reaction to previous meetings, the RAB representative offers facts of a more specialized nature, usually in answer to specific questions.

These meetings might cover RAB proposals for spending a given sum of money in defined areas, or case history documentation of how other advertisers have used the medium.

How-to-Do-It Pitch

By the time an interest in radio has developed, the RAB executive is ready with a how-to-do-it pitch. This embodies tips on expenditures, buying strategy and creative help.

So successful has this approach proved that RAB now happily finds itself acting as creative consultant to many advertisers, which often results in larger radio appropriations than would normally be the case. In later presentations, RAB offers suggestions on campaign merchandising.

RAB has selected for special attention during 1959 a group of companies the bureau terms "holdouts." As part of an accelerated drive called "Operation 120," RAB account men are making repeated attempts to tell the radio story to the highest level of management in 120 companies, including if need be the presidents and board chairmen.

Some idea of RAB's grim determination to sound radio's strong points loud and clear is seen in the schedule planned for the final week in March, a typical week.

At that time, RAB presentations will be delivered to a major automotive firm, one of the top three food distributors, a leading appliance manufacturer, two breweries, a soft drink firm, two gasoline marketers and several other corporate giants as well as several dozen small-to medium-sized national advertisers. • • •



4. Viewing the slide portion of the RAB presentation are Kenyon & Eckhardt Inc.'s Pepsi-Cola account executives (left to right): Ted Harbert (also creative director), Joe Braun (media dir.), Don O'Leary, Nick Lalich and Bill Haworth.

question and answers

THE QUESTION:

Both in spot and network, radio seems to have low costs per thousand, lower than any other medium. So on a figures basis radio should get the nod in media planning. Why, in your opinion, doesn't it more often?

 Among major media, there are few instances of better audience efficiency than that regularly available with network or spot radio. It is also true, however, that there are many reasons for *not* using radio.

Some are the product of prejudice and worth discussing not because of their validity, but because valid or not they exist and influence media decisions.

We can think of one company which does not use radio because it did not produce good enough sales for them in a program they used in 1931. This is different from the "nobody listens to radio" and the "only teenagers listen to radio" wild claims. *This company* bases its non-use of radio on experience—however dated.

The above reasons, fortunately, are not really typical. However, there are often *valid* reasons for rejecting low-cost radio in favor of higher cost-per-contact media that exist in the minds of some influencers of media decisions.

In our humble opinion, then, we present these influencers, and our impression of their rationale:

Creative Folk: There are instances when the copy story, believed to be most efficacious for the product, does not lend itself as well to aural translation as it does to visual, or to both in combination. In these instances, the creative people will most likely take the position that the medium of

Phil Branch, media group supervisor, Grey Advertising Inc., New York, cites the "influencers," as he calls them, that determine media strategy.



radio will not do full justice to their creative strategy. There may, nevertheless, be overriding considerations which will dictate the use of radio even in such instances—but the impediment to maximum effectiveness can, nonetheless, be real and of some importance in arriving at a media choice.

Advertisers: Advertisers, like leaders in any industry, differ in their attitudes, experience, degree of knowledge and degree of sophistication. This applies as much to advertisers and radio as to advertisers and anything else. In the case of radio, there are advertisers who, for whatever reasons, are more favorably pre-disposed to radio than others. For this reason, advertisers will differ in their susceptibility to buying radio, even when the facts demonstrate that it would be a good buy for them. Therefore, it is more difficult to sell radio to some than to others, regardless of how well it fits their need.

This does not mean that the agency, when convinced that radio is right for an advertiser, shouldn't sell it with all the resources at its command. And it does mean that the sale is much harder in some cases than in others. But the agency with integrity will pursue its convictions to their eventual fruition, regardless of client prejudices.

Distributors and Retailers: In many instances, these fellows are probably more critical than advertisers. If they show a lack of enthusiasm at the prospect of a radio campaign, you can bet that such a reaction will adversely color the advertiser's viewpoint. Again, if it is true that this situation exists, these people must be impressed with the kind of job radio can do.

Media Planners: Assuming that all of the foregoing hurdles have been cleared, the media planners are able to consider network or spot radio as a real media possibility. Notwithstanding radio's economy, flexibility and efficiency, the use of radio may be turned down by the media planners for some or all of the following reasons:

This new feature deals with agency answers to radio problems or questions. This question is taken from those that were asked at RAB's media buyer's roundtable (see U. S. RADIO, January 1959).

1. If the media objective calls for a need to reach the largest possible audience—particularly in a very short period of time—radio may draw a bye.
2. If a highly specialized audience

is desired, there are many selective audience areas where radio cannot fulfill the objective.

3. If it is considered necessary to picture the product, or to dem-

onstrate, or to show colors, radio is not suitable.

Since it will probably be the subject of another question, we have purposely refrained from expounding on the many advantages that radio offers as a selling medium.

Radio today is undoubtedly in a more solid economic position than it has been for several years. Gone are the speculative questions concerning the future of radio and how it will fare under the competitive pressure of tv.

Each year has seen an increase in the number of stations and set sales have increased over the previous year. In spite of the fact that there are more stations competing for the advertiser's dollar, most stations seem to be prospering. Even though this is true, it is natural to expect that any aggressive medium would desire to be selected more often in media planning.

Certainly one of radio's advantages is its low cost per thousand, but it is also manifest to all that a medium is not selected solely on the basis of cost per thousand. Each medium has a place in the advertising spectrum and each medium must offer some unique advantages not attainable in other media, at least not attainable to the same degree. But having a unique advantage alone is not enough. If a medium is to grow and prosper, it must be successful for its advertisers or its existence is doomed.

Let's take a look at some simple

facts that dictate media planning. There is tv which has taken over some of the unique advantages that radio once offered in reaching large masses of *nighttime* family audiences. This prime evening time, which many advertisers insist upon, is not available in radio to the extent that it once was. We don't mean to say that radio does not reach mass audiences—it does. However, a different approach must be used to reach mass audiences, an approach in radio that calls for using greater frequency reaching smaller audience segments at any given time.

The radio industry can insure continued successes for all advertisers by being introspective and asking such questions as: 1. Are we too conscious of ratings to the extent that quality and quantity of audience responsiveness suffers? 2. Does our programming tend to become

too stereotyped and our audience limited to a narrow stratum? 3. Do we offer a solid variety of interesting program material to attract loyal audiences? 4. Are we too heavily loaded with commercials at peak radio traffic times? 5. What are we doing to educate and influence the younger generation to the fact that radio has more to offer than just popular music? 6. Do we offer complete and effective service to our advertisers so they will come back for more?

Through continuous efforts like those mentioned, coupled with thoughtful sales presentations, radio should get more consideration in media planning.

We at Guild, Bascom & Bonfigli have increased our use of radio considerably in the last few years and will continue to do so as long as radio offers sound values. • • •

Richard Tyler, administrative head of the media department, Guild, Bascom & Bonfigli Inc., San Francisco, has his answer embodied in six meaningful questions.





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



HAPPY HULA HANDS greet Bob DeHaven, WCCO Minneapolis, who gets a hula lesson from two Hawaiian girls as he and 76 listeners begin a two-week tour of the Islands. The trip was promoted by the station and Northwest Orient Airlines over DeHaven's *Good Neighbor Time*.



PASSING THE BUCKS in Philadelphia, Harold J. Pannepacker (right), station manager of WRCV, presents a check to Harold H. Salkind, local campaign manager of the 1959 March of Dimes. The funds were raised by disc jockey Ted Jackson (left) during a week of broadcasting while living in an iron lung.



FIFTY-FIVE FANS fly to Hawaii on another tour, this one arranged by WEMP Milwaukee and led by Earle Gillespie, station's sports director and "Voice of the Milwaukee Braves." The two-week vacation included two stops in California, with the bulk of the time spent in Honolulu.

DEBT OF GRATITUDE is paid by Fin Hollinger, former vice-pres-general manager of KPOA Honolulu, to Kailua fisherman Howell Mahoy for bringing in huge killer shark. The station, in daily editorials, offered \$200 bounties on all killer sharks caught in a one-month period after the rare killing of a boy off Oahu beach.





REVERSING STAY-AWAKE TREND, WLCS Baton Rouge, La., d.j. Ken Wallace sleeps for almost 64 hours under suggestion from hypnotist C. H. Ryan (above) in local department store window. Other station personalities were also hypnotized during the period, producing zany shows for listeners.



THE MUSIC CASTLE, a record shop in Scottsdale, Ariz., uses this display to promote its Hit-Pick Packages, gifts containing five records predicted by KPHO Phoenix disc jockeys as probable hits. Store owner John Castle (shown) gives two packages a week to listeners who have sent in names.



IN THE CARDS for KXA Seattle listeners is a daily five-minute program, *Northwest Narratives*, based on historical anecdotes of Washington State. Working out the details are (left to right): John Clarke of KXA, Paul Danforth, vice president of the sponsoring People's National Bank, Nard Jones, author and the program's commentator, and Frank Welch, account executive with Frederick E. Baker & Associates, which serves as advertising agency for bank.



OFFICERS AND GENTLEMEN of Peters, Griffin, Woodward Inc. congratulate Robert H. Teter (second from left), PGW vice president and director of radio, on being named "Radio Colonel." Others (left to right) are H. Preston Peters, PGW president, Lloyd Griffin, vice president and director of tv, and Russel Woodward, executive vice president. The award is an annual company honor.



A LEADING LADY at the WPEN Philadelphia annual party for New York advertising agency people is Pat Suzuki, star of the Broadway musical, *Flower Drum Song*. Among the 500 persons who attended are (left to right): WPEN Sales Manager Erwin Rosner, Bernard Rasmussen, timebuyer at Fuller & Smith & Ross Inc., and Dan Kane, Ellington & Co. media director. Caricatures were drawn for guests.

Only one can be

FIRST

and in Saginaw, Michigan

WKNX-RADIO

is

1st in NIELSEN

1st in PULSE

1st in COVERAGE

1st in NEWS

1st in PERSONALITIES

WKNX-RADIO

reaches more homes than any other
Saginaw-Bay City station

Let: Gill-Perna, Inc.

NY-Chi.-LA-SF-Boston

Show you.

More listeners cost less
with **WGBF...**

Billion-Dollar Evansville's
"Voice of Experience"

Because WGBF
Delivers
**DOMINANT
COVERAGE**

- 88,930 radio homes weekly
- 86% of radio homes in its home county, plus 31% of radio homes in 26 additional counties
- 57% more radio homes weekly than the next highest Evansville Station

Source: NCS #2



Spot advertising campaigns are enhanced by more than 35 years successful programming experience, and backed by unequalled merchandising and marketing support. No wonder WGBF is the "buy-word" in the Evansville Market!

National Representatives • Weed Radio Corp
1280 KC • 5,000 WATTS
AFFILIATED WITH NBC NETWORK

WGBF



EVANSVILLE, INDIANA
WE OFFER THE BUYING FORCE

TIME TO BUY (Cont'd from p. 25)

Operating on an all-media buying plan since 1952, the agency believes that buyers can function best by securing both time and space for a given client or clients.

"Since the plan was instituted," says William Matthews, director, "our media department has developed a group of young men versatile in both time and space buying."

Of the buying staff of 65 (including 11 supervisors), each one generally handles some timebuying during the course of a year.

Following recent changes in relation to buying radio-tv network time, the Y&R media department continues to make all spot purchases but now delegates the network purchases to the radio-tv department (headed by Peter Levathes, vice president, who until January was head of media relations). This is in line with the agency's belief that network time is indispensably linked with programming and subject to it, and should therefore be determined by the program group.

Availabilities Unit

For the past four years, Mr. Matthews says, Y&R's media buyers have been assisted by what is called a "spot availabilities" unit, whose responsibilities are to make inquiries and gather information.

"This unit helps to keep us constantly aware of the radio time situation," he explains. "It also eliminates much duplication of effort. For example, three different buyers who might otherwise contact the same representative for the same information on the same day have the facts already available right here."

A business manager has been appointed recently for the department to coordinate estimating, budget controls, statistical data and clerical work. The agency expects this move to relieve buyers of additional time-consuming "detail chasing."

Emphasis at Y&R is on media planning, Mr. Matthews continues. The department makes its recommendations regarding budget allocations and media to use to the product group, which is comprised of representatives from all departments concerned with the account—contact, art, copy, merchandising, research, traffic and radio-tv as well

as media. These plans, in turn, are based on data supplied by the other departments regarding such matters as who buys when, how, how much.

Following approval by the product group, the media recommendations are cleared by the agency plans board before going to the client.

"This department is not just a purchasing agent," Mr. Matthews stresses. "Media planning is not only a business procedure but a part of creative advertising."

Y&R timebuyers (in their early 30's, on the average, and married) are generally "brought up" in the agency, he says. Frequently they work up from messenger or mail-room duties; some transfer so media from other departments. Coming into media on a definite training program, staff members are shifted around to all departmental divisions before qualifying as buyers.

Timebuy problems: The confusion caused by the variety of rate card patterns and constant fluctuations in actual rates, Mr. Matthews says, is heightened by frequent lack of sufficient information to make satisfactory selections among compet-

THEY'RE PRETTY TERRIFIC!

PHOEBE AND PHIL

(Phoebe's Pretty ...

Phil's Terrific)

Two new "characters" to give
your station a plus personality
and your sponsors new
identification.

See them at the

FLOWER ROOM

FLOOR ONE

BLACKSTONE HOTEL

STANDARD RADIO TRANSCRIPTIONS

ing stations. Other problems, he notes, are the "chaos in programming patterns which cause constant uncertainty as to the comparative audience values of time periods" and "the need for realistic bases of comparison as to audiences and audience composition."

Future Prospects: "There are ways to use radio we haven't thought of yet," Mr. Matthews believes.

Y&R is watching with interest the development of fm—"the quality pattern is well understood in this medium; fm is a pleasing companion to the housewife as well as other members of the family."

J. Walter Thompson (with an estimated radio billing of \$16 million): "Group buying," with the accent on flexibility, is the cornerstone of JWT's media operations. The department of the New York office is headed by Arthur Porter, vice president and media director, with Richard Jones as manager working directly with the six associate media directors in charge of separate account groups. Timebuyers in each group work on few or many accounts, depending on the complexity of the assignments, and report directly to the associate director of that group. Ruth Jones, as broadcasting coordinator for all six, "knits together" or unravels any overlaps in timebuying responsibilities.

Of the 170 staff members in the department, Mr. Jones explains, approximately 30 buy radio time. Junior timebuyers may get their start in agency work in the media department's research division, in estimating, or in some other trainee assignment; when they reach senior buyer status they may be purchasing both time and space, or specializing in a particular medium, depending on circumstances.

"Our goal," says Mr. Jones, "is a second echelon of trained media planners ready for promotion to associate media directors. Our program of training is completely flexible, with timebuyers available to go into other departments depending on work priorities and agency requirements.

"We move our buyers from one account to the other both to meet the pressure of work and to broaden

the media experience of the individual."

Jack Green, director of media research for the department, supervises a staff of 30 responsible for receiving research material on both broadcast and print, analyzing these data and making them available to specific buyers, and studying new services and advising on their value.

Steps in planning the media for a campaign start with presentation by the account executive of materials on which the advertising will be based. The associate media director, in conjunction with his buyers, plans a program that dovetails with the work of others on the account team (including representatives from marketing, creative plans and other departments).

Timebuyers are in constant contact with station representatives and station management, Mr. Jones says, in keeping abreast of current happenings in radio. In addition, they make trips to market areas, attend meetings of media organizations, and in other ways stay attuned to the field.

He attributes the youth of today's timebuyer to the swift, and phenomenal, growth of the broadcast industry. "The air media have expanded tremendously in recent years—their sudden development has created equally sudden new jobs, which naturally have created in turn new opportunities for those just starting in the media business."

Timebuy problems: Radio, Mr. Jones warns, has gone "so far" in the way of rate-breaking and dealing that it has become a "terribly difficult medium to use" from the standpoint of the buyer.

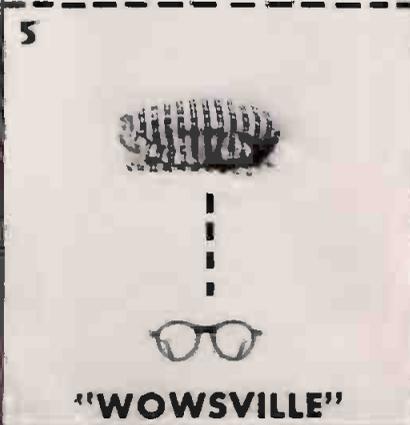
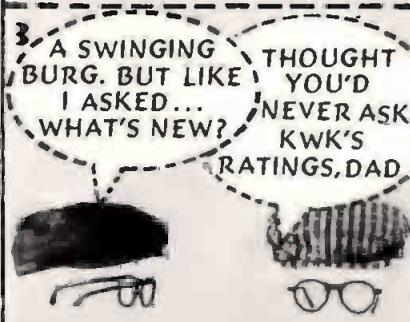
"A continuation in this direction can cause the whole medium to lose stature," he points out.

"Establishment of a more comprehensible rate structure is one of the best ways to bulwark radio for the future. Assessment of qualitative aspects—who listens, and why—is also a step to encourage."

Future prospects: The outlook for radio is good at JWT, Mr. Jones says. "As the need for specific market penetration becomes greater because of the concentration of buying power in metropolitan centers," he notes, "advertising will rely in-

(Cont'd on p. 48)

AUSTIN & HEALY IN KWK LAND



*like Hooper

the New love affair in St. Louis



1380 kilocycles - 5000 watts
William L. Jones, Jr., General Manager
or see the cats from Headley-Reed

creasingly on a medium with flexibility and the ability to deliver many messages at low cost."

As JWT's advertising budgets increase, Mr. Jones expects radio to hold its own—and then some, as it solves its currently unsettling problems.

Doherty, Clifford, Steers & Shenfield (with an estimated radio billing of \$2.5 million): A relatively young agency with a correspondingly youthful staff, DCS&S adheres to the principles of "separate" broadcast and space buying responsibilities. Donald Quinn, as head of the 34-man media department, works with two media supervisors who are responsible for both the broadcast and print requirements of their assigned accounts. Each supervisor can draw on the specialized talents of three timebuyers and four assistant timebuyers who serve the department.

"Average age of our timebuyers is about 30," Mr. Quinn says, "and our assistants are about 25.

"We recruit staff members from 'any place'—but we're not interested in someone who doesn't want to advance. We look for someone with a real feeling for facts and numbers, someone who is inquisitive—looks beyond what a salesman says—and is a good salesman himself, because he must be able to present his plans well, both orally and in writing, to the client."

Mr. Quinn believes that media buyers have a responsibility to their clients to see "outside people," and emphasizes the development of strong media relations.

"Our broadcast and print buying operations are kept separate," he explains, "because we believe a timebuyer must be available to see radio representatives and station managers as much as possible. Keeping fully up-to-date with all media at once would be difficult at best."

Media planning for a DCS&S client is done by the department representative working with the account group and client. A media supervisor and his staff work out the strategy, and the timebuyers execute the finally determined plans.

A likely starting place in the agency for a timebuyer is in the mail

room. Next move may be to estimator, and then to assistant buying in either broadcast or print. From there, he may advance through media assignments or perhaps go into account work.

Although the agency does not have a formal training program, Mr. Quinn adds, media staff members conduct weekly after-work sessions at which they discuss and explain their assignments. Buyers also attend client meetings, and participate in the development of campaign plans.

Timebuying problems: Voicing what he terms "old cries of an old timebuyer," Mr. Quinn describes three plights familiar to timebuyers.

"One is trying to give a client an accurate estimate of the cost of a spot radio campaign when there's no way of telling what the prices will be until you actually start buying," he says. "Another is having to buy on extremely short notice because radio is so flexible and a client holds off till the last minute in making his decision as to where and how much he wants. The third is the tremendous amount of paper work that builds up because you can't pre-select your buys, and you only hope the availabilities aren't all sold out by the time you want them."

Some of these problems may be "ever with the timebuyer," he acknowledges, but believes that a single rate card including equitable discounts would alleviate much of the "unwarranted" strain on the radio media man.

Future prospects: An agency with more than 10 percent of its billings in radio, DCS&S foresees the possibility that radio may get "too popular." Some of its problems today stem from the fact that a lot of buyers are aiming for the same time periods, Mr. Quinn suggests. The radio industry, he says, would be wise to straighten out its sales snags (from confusing rate cards to detracting remarks about fellow stations) and do a little more merchandising of its non-peak times.

D'Arcy Advertising Co. (with an estimated radio billing of more than \$5 million): A special radio-tv media department was established by this agency in 1954, with Harry Renfro as manager.

The new department, "born" in St. Louis, was created primarily to fill a special assignment—the organization of a baseball network for the broadcasting and telecasting of Cardinal games following purchase of the team by August A. Busch, head of Anheuser-Busch Inc. (a D'Arcy client for more than 40 years). Previously, all media buying except outdoor was done by one department.

Today, there are similar radio-tv departments in the agency's New York and Chicago offices, and smaller operations in Cleveland, Atlanta, Houston and Los Angeles.

The St. Louis headquarters has a 10-member staff, with five men responsible for air media research, estimates and buying; three girls taking care of contracts, and two girls handling secretarial duties.

Aside from Mr. Renfro and his assistant, Dolan Walsh, the men (average age: 26) come to the department from other areas of the agency and will spend an estimated two years in broadcast media work before moving on to other assignments.

"At D'Arcy it has always been the policy to let all media make a pitch for a share of the client budget," Mr. Renfro explains. "Media planning is not the function of the media department alone, or the client or the account executive, but is done by all of these entities working together."

Timebuy problems: Mr. Renfro expresses the hope that the radio industry will "develop a realistic rate card: package time to include night radio (which is becoming a more important factor); offer weekend package rates effective from 6 p.m. on Thursdays through Sunday nights (which would be of particular benefit to advertisers of foods and beverages)."

Future prospects: D'Arcy looks for substantial increases in the agency's radio billings this year. Citing 1958 figures, it points to the St. Louis office's "buys" on 571 stations in 346 markets for its clients, which include Anheuser-Busch (more than \$2 million of its advertising funds goes into radio annually) and the Reardon Co., "which currently is considering a tremendous expansion in its radio spot campaigns for 1959." • • •

for buyers and sellers of radio advertising

U.S. RADIO

1959



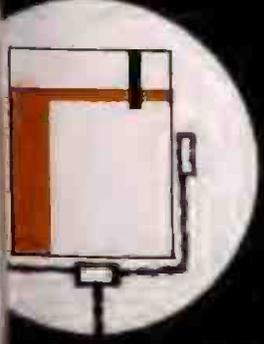
NATIONAL
ASSOCIATION
OF
BROADCASTERS
37TH
ANNUAL
CONVENTION

MARCH 15-18
CHICAGO

CONTENTS

- Convention highlights . . . p. 53
- Agenda, sessions, . . . p. 55
- Convention history p. 58
- Speakers, listings p. 69
- Things to do p. 77

RADIO
Circulation 472 23



CONVENTION

MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

... IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why... AND
WINN HAS FIVE-STAR REASONS:

**NO. 1
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

*We don't Rock 'em . . . We don't
Roll 'em . . . We Sell 'em!*

GLEN A. HARMON, GENERAL MANAGER

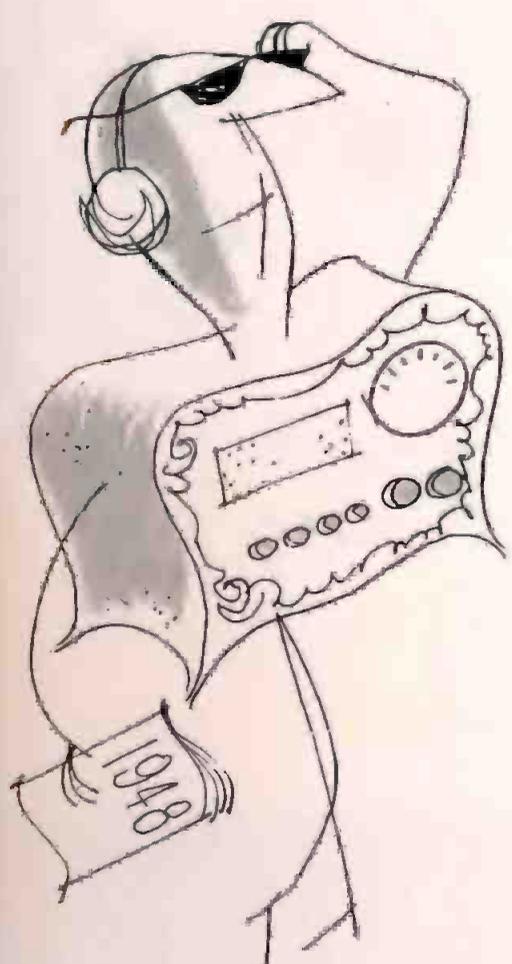
WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Represented by
**EVERY-KNOEL
INCORPORATED**

NEW YORK ATLANTA LOS ANGELES CHICAGO PHOENIX
SAN FRANCISCO DALLAS HOUSTON MIAMI WASHINGTON

It is much easier to think up reasons
why the other fellow's station
shouldn't have an audience . . .



. . . than to go out and
get an audience for yourself

Stations we represent apply themselves—often with our programming help—to the public's changing needs, preferences and habits. Hard work, yes, but it's led most of them to dominant positions in their markets. (Other modern stations throughout the country have done likewise.)

Result: We can approach the time-buyer equipped with hard facts about our stations, not wishful assumptions (however logical) based on things as they *used* to be, or *ought* to be, or *might* have been.

If you're an advertiser buying radio in a market we serve . . . or a radio station looking for advertisers in a market we don't yet serve . . . we would like to place unemotional YoungPresentation at your service.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • DETROIT • ATLANTA

BUYING POWER

PLUS...

More than 76% of WTOP Radio listeners
are in income groups *over* \$6,000 per year . . .
a thundering lead even for so rich a
market as the Washington area.

This is still another clear indication that in
Washington the IMPORTANT station is . . .

wtop radio

WASHINGTON, D. C.

*An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales*

operated by THE WASHINGTON POST BROADCAST DIVISION:

www.AmericanHistory.com D.C.

WJXT Channel 4 Jacksonville, Flor

NAB '59 CONVENTION

Radio's Future Role



Broadcasting, advertising and government executives are scheduled to take the rostrum to discuss the present and future state of radio at this, the 37th annual convention of the National Association of Broadcasters. For the 13th time in the history of the annual gatherings, the convention takes place in Chicago, at the Conrad Hilton Hotel, from March 15 through 18.

In what appears to be one of the most interesting radio agendas in a long while, views are being aired on such varied topics as radio programming trends, fm's future, editorializing on radio. Also, a 10-year outlook for the industry is supplemented with sessions on station representation, radio audience research and trends in automation.

In these latter meetings, spokesmen from allied industries as well as NAB will address the radio delegates at what is expected to be NAB's largest yearly conclave. (See *High Spots of Conventions Past*, p. 58.)

The lead-off subject to be considered by the radio side of the convention is "Fm: Future Momentum" on Monday, March 16, at 9 a.m. Six fm broadcasters headed by Ben Strouse, WWDC-FM Washington,

chairman of NAB's FM Radio Committee, comprise the panel.

Dominating the Monday afternoon agenda, according to John F. Meagher, NAB vice president for radio who will preside at all sessions, is the matter of programming. Trends will be reviewed by four station operators and one network representative. Also on Monday afternoon, delegates will receive a report on the All-Industry Music License Committee from Robert T. Mason, WMRN Marion, O. They also will hear Lawrence Webb, Station Representatives Association director, and Arthur McCoy, executive vice president, John Blair & Co., discuss broadcaster cooperation with station representative firms.

Advertising agency and research firm representatives will hold forth from 10 to 11 a.m. Tuesday on the subject of radio audience research. They will be joined by one government spokesman—Theodore F. Olson, Bureau of the Census.

At 11 a.m., interest turns from research to sales. The Radio Advertising Bureau presentation—this year labeled "The Meeting You Won't Enjoy But Don't Dare Miss If You Want to Stay in the Radio Business"—features Kevin Sweeney,

president, and John Hardesty, vice president.

The final radio sessions will be held on Wednesday afternoon. Editorializing on radio will be discussed by the four radio members of NAB's Committee on Editorializing, and "Radio in 1970" will be speculated upon by two broadcasters—Dale Moore, KBMN Bozeman, Mont., and Ward Quaal, WGN Chicago—plus an educator, Irving Schweiger, University of Chicago Graduate School of Business, and a trade association executive, Charles Tower of NAB.

This year's conclave marks the debut of NAB's plan to streamline its annual meetings by shortening the convention by one day and eliminating so-called light equipment exhibitions such as transcription firms. These firms, however, are exhibiting their wares at other hotels such as the Blackstone, among others, which is across the street from the convention facilities.

Luncheon speakers are Harold Fellows, NAB president, on Monday; FCC Chairman John Doerfer on Tuesday, and Lieutenant General Arthur Trudeau, U.S. Army Chief of Research and Development, Wednesday. . . .

Radio Convention Agenda

(All meetings are at the Conrad Hilton)

Special Features

FRIDAY, MARCH 13

6 p.m. Association for Professional Broadcasting
Room 18 Education dinner meeting

7 p.m. Fm Development Association meeting
Lower Tower

SATURDAY, MARCH 14

9 a.m. to 6 p.m. Association for Professional Broadcasting
Room 18 Education membership meeting

9 a.m. to 5 p.m. Fm Development Association meeting
Lower Tower

SUNDAY, MARCH 15

9 a.m. to 5 p.m. Fm Development Association meeting
Room 19

9:15 a.m. Buses leave south entrance of Conrad Hilton for the *Broadcasting Golf Tournament*

Midwest Country Club

Hinsdale, Ill.

3 p.m. Daytime Broadcasters Association meeting
Room 12

4 p.m. MBS Affiliates Meeting

5 p.m. ABC Reception
Williford Room

5:30 p.m. MBS Reception

MONDAY, MARCH 16

8 a.m. Quality Radio Group breakfast meeting
Room 9

TUESDAY, MARCH 17

7:30 p.m. Broadcast Pioneers Banquet
Williford Room

Official Agenda

SATURDAY, MARCH 14

9 a.m. to 5 p.m. Registration
Lower Lobby

SUNDAY, MARCH 15

7 a.m. to 7 p.m. Registration
Lower Lobby

12 Noon to Exhibits
7 p.m.

Exhibition Hall

All convention radio sessions are open to all convention registrants, with the exception of the Monday morning labor clinic.

MONDAY, MARCH 16

9 a.m. to 9 p.m. Exhibits
Exhibition Hall

9 a.m. to "Fm: Further Momentum"
10:45 a.m.

Williford Room

(NAB Fm Radio Committee)
Ben Strouse, WWDC-FM Washington, D. C. Chairman; William B. Caskey, WPEN-FM, Philadelphia; Everett L. Dillard, WASH Washington, D. C.; Raymond S. Green, WFLN-FM Philadelphia; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Fred Rabell, KITT San Diego, Calif.

9 a.m. to Labor Clinic (Closed Session)
10:45 a.m.

Williford Room

11 a.m. to General Assembly
12 Noon

Grand Ballroom

Presiding: G. Richard Shafto, WIS-TV Columbia, S. C.

Keynote Address: Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company Inc.

Keynote Award Presentation to Mr. Sarnoff: Harold E. Fellows, President and Chairman of the Board, NAB

12:30 p.m. to Luncheon and General Assembly
2 p.m.

Grand Ballroom

Presiding: Robert T. Mason, WMRN Marion, O.

Address: Mr. Fellows

2:30 p.m. Radio Assembly
Grand Ballroom

Presiding: John F. Meagher, Vice President for Radio, NAB

Opening Remarks: J. Frank Jarman WDNC Durham, N. C., Chairman, NAB Radio Board of Directors

"Trends in Radio Programming"
Howard G. Barnes, CBS Radio, New York; Robert D. Enoch, WXLW Indianapolis, Ind.; Frank Gaither, WSB Atlanta, Ga.; Duncan Mounsey, WPTR Albany, N.Y.; Robert E. Thomas, WJAG Norfolk, Neb.

Radio's Standards of Good Practice
Cliff Gill, KEZY Anaheim, Calif., Chair-
man, NAB Standards of Good Practice
Committee

"The Station Representative—Or What
Have You Done For Us Lately?"

Lawrence Webb, Director, Station Repre-
sentatives Association; Arthur H. McCoy,
Exec. Vice President, John Blair, Chair-
man, Radio Trade Practices Committee,
SRA

Report of the All-Industry Music License
Committee

Robert T. Mason, WMRN Marion, O.,
Chairman

TUESDAY, MARCH 17

10 a.m. Radio Assembly
Grand Ballroom

Presiding: Mr. Meagher

Radio Audience Research
E. K. Hartenbower, KCMO Kansas City,
Chairman, NAB Radio Research Commit-
tee; John K. Churchill, Vice President,
A. C. Nielsen Company, Chicago; Theo-
dore F. Olson, Bureau of the Census; Ed
Fitzgerald, J. Walter Thompson Co.,
Chicago; Russell Tolg, Batten, Barton,
Durstine, & Osborn Inc., Chicago; Charles
Harriman Smith, Tv & radio research
consultant, Minneapolis, Minn.

11 a.m. Radio Advertising Bureau Presentation
Grand Ballroom

"The Meeting You Won't Enjoy But Don't
Dare Miss If You Want to Stay in the
Radio Business"

Kevin B. Sweeney, President; John F.
Hardesty, Vice President

12:30 p.m. to Luncheon and General Assembly
2 p.m.
Grand Ballroom

Presiding: Mr. Shafto

Introduction of the Speaker: Mr. Fellows

Address: The Honorable John C. Doerfer,
Chairman, FCC

Special Feature: James W. Rachels Jr.,
Columbus, Ga., National Winner, 12th
Annual "Voice of Democracy" contest

2 p.m. Open Period

WEDNESDAY, MARCH 18

9:30 a.m. to Coffee Hour
10:30 a.m.
Grand Ballroom

10:30 a.m. to General Assembly
12 Noon
Grand Ballroom

Presiding: Mr. Mason

FCC Panel Discussion

Hon. John C. Doerfer, *Chairman*; Hon.
Rosel H. Hyde; Hon. Robert T. Bartley;
Hon. Robert E. Lee; Hon. T. A. M.
Craven; Hon. Frederick W. Ford;
Hon. John S. Cross

Moderator: Mr. Fellows

12:30 p.m. to Luncheon and General Assembly
2 p.m.
Grand Ballroom

Presiding: Allan T. Powley, WMAL-AM-
TV Washington, D. C., Chairman, 1959
Broadcast Engineering Conference Com-
mittee

Presentation of the First NAB Engineer-
ing Award by A. Prose Walker, Manager
of Engineering, NAB, to John T. Wilner,
Vice President and Director of Engineer-
ing for Radio and Tv, The Hearst Corp.

Introduction of the Speaker: Mr. Fellows

Address: "Research and Development for
the Space Age", Lt. Gen. Arthur G.
Trudeau, Chief of Research and Develop-
ment, Department of the Army

Special Award to the Industry by: The
U. S. Army

Annual Business Session

Presiding: Mr. Fellows

2:30 p.m. to Radio Assembly
5 p.m.
Grand Ballroom

Presiding: Mr. Meagher

"Editorializing on Radio"

(NAB Committee on Editorializing)
Alex Keese, WFAA Dallas, Tex., Co-
Chairman; Simon Goldman, WJTN
Jamestown, N. Y.; Daniel W. Kops,
WAVZ New Haven, Conn.; Robert L.
Pratt, KGGF Coffeyville, Kan.

"Radio in 1970—A Look at the Future"
Irving Schweiger, Associate Professor of
Marketing, Graduate School of Business,
University of Chicago; Dale G. Moore,
President, KBMN Bozeman, Mont.; Ward
L. Quaal, Vice President, WGN Chicago,
Ill.; Charles H. Tower, NAB

"Trends in Automation"

A. Prose Walker, Manager, NAB Engi-
neering Department

7:30 p.m. Annual Convention Banquet
Grand Ballroom



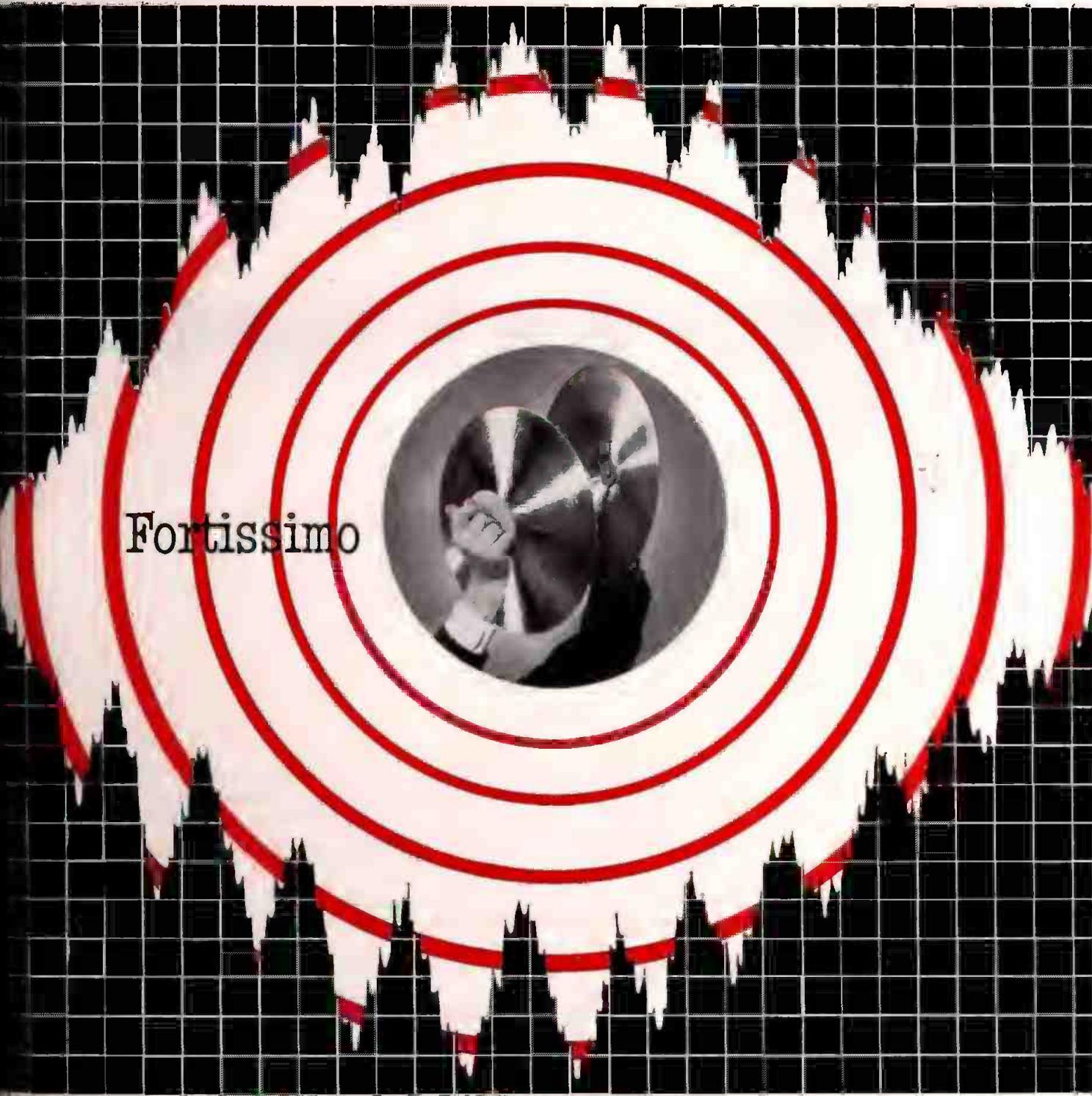
WLW Acclaimed



Frank H. McIntosh

"A magnificent new WLW-AM transmission system, developed by Crosley Broadcasting engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station! The revolutionary new broadcasting development now puts WLW-AM transmission on a par with FM in high fidelity . . . providing a perfect illusion of live performance with a sound range from the softest pianissimo to the loudest crescendo."
This distinction was confirmed in a test made

by Frank H. McIntosh Laboratory, Binghamton, N. Y.—the world's leading independent radio and high-fidelity transmission expert. This highest fidelity transmission will increase the WLW Radio audience even more. The audience which for years has ranked at the top 10 of over 3,200 Radio Stations in America.
The result of 3 years of work and 1 1/2 million dollars, it's another in Crosley's long list of distinguished contributions to the broadcast



Fortissimo

World's **highest fidelity** radio station
with audience among top 10 in America!

Industry, and provides finest commercial clarity
for advertisers' commercials!
and it's another crescendo for "subscribers."
Call your *WLW* representative . . . you'll be
glad you did!



World's **highest fidelity** station

Network Affiliations: NBC, ABC
Sales Offices: New York, Cincinnati, Chicago, Cleveland
Sales Representatives: Tracy Moore & Associates — Los Angeles, San Francisco; Bomar Lowrance & Associates, —Atlanta, Dallas
Westinghouse Broadcasting Corporation



High Spots

As a business, radio broadcasting is unique in many ways. But one particular birthmark distinguishes it from most other industries. Radio was thrust from infancy to manhood without having the advantage of learning how to creep. Quite suddenly it was there about 39 years ago, and having arrived on the commercial scene of a free enterprise society, radio—and a handful of men who believed this new gadget had a future—was faced with the awkward and painful process of growing up fast.

It was the enthusiasm of a very few men for the promise of this new industry that led to the formation of the National Association of Broadcasters which this month meets for its 37th annual convention. In the belief that the ideas, plans, successes and failures discussed by radio men with radio men at these annual conclaves are an accurate barometer of the state of radio broadcasting, U. S. RADIO has assembled from NAB files a "spot" history of the development of the industry as has been mirrored at the annual conventions.

The beginnings of some of today's ever-present problems appear, such as rate structure and music licensing. The need for radio to organize as an industry is made clear. The dominant role of radio news is foreseen. An early stand is taken against hard-liquor advertising. And the introduction of radios in cars is made.

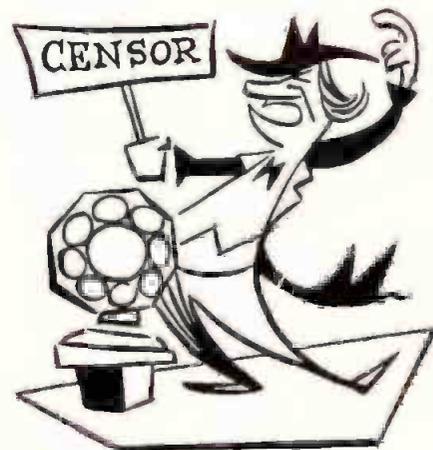
1923-1926: Despite the need for unity NAB had trouble attracting members and money. By 1926, fifty-eight stations joined the association. The organizational headaches of launching a new association in a new field which was just being explored by men who were as green as the industry itself were compounded by spectrum chaos. The Radio Act of 1912 was found unworkable. That situation was not destined to change until the passage of the Radio Act of 1927. Legislative as well as technical problems were closing in on broadcasters. In 1925, NAB delegates heard the awesome declaration that "some more or less



of Conventions Past

A nostalgic glimpse at the development of radio as seen through former conventions

informed Congressmen . . . believe censorship should be applied to what is put out over the air." The problem of music copyright was as acute in 1925 as it is today. Reflecting the disorganization of the industry, and the perennial music copyright problem, one 1925 delegate told an assembly: "The trouble with us broadcasters is that we do not realize our potential possibilities. Here we are with a listening audience of perhaps 20 to 30 million people faced by a body of 300 men (ASCAP) and we are not in a position to act in a meeting." And in the same vein, Senator Clarence Dill (D-Wash.), who later was to co-author the 1927 Radio Act, told delegates: "I introduced a bill last year to free broadcasting stations from the copyright charge. . . . I did not know there was an association of broadcasters and that they wanted such a bill introduced and passed."

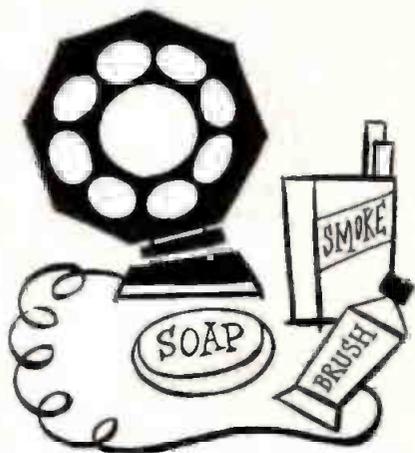


1927: W. H. G. Bullard, first chairman of the Federal Radio Commission which would administer the newly passed Radio Act, envisioned "the entire nation linked together by radio. We stand at the threshold of an amazing new development in civilization. This radio of which we talk so much and know so little is the most marvelous means of linking together all the people of the nation . . . and the whole world that has ever been devised by the human mind." Delegates were urged in one meeting to promote their new medium "until we put a radio in every home." This was the year "17 million U. S. homes were wired for electricity . . . only 6.5 million have radio sets."

1928-1929: Advertising practices and stabilization of rates were among the chief convention topics. William Hedges, NAB president, told delegates in 1928, "Radio is rapidly forging to the front as a recognized medium of advertising. There are concerns throughout the country that are willing and glad to pay for the use of that medium." An agency spokesman at the 1929 meeting reflected the industry's concern with station rate structure. "Shading prices is



shady practice. Cutting prices is cutting throats and the throat is your own every time," Russell B. Williams of Reinche-Ellis Advertising said. The depression was having its psychological effect on broadcasting. In 1929, there were 650 operating stations and there was a feeling in the industry that about 250 of these would soon disappear from the air.



1930: Spot broadcasting came into focus. It was described as "so flexible, so new, that there seems to be no limit for its skillful use as an advertising medium." The ASCAP issue continued to build to crisis proportion. A society spokesman warned things would get worse before they got better. Admonished E. C. Mills, Radio Music Co. president and former ASCAP executive; "You have been awfully careless about organizing this business of broadcasting. You are going to be defeated in every contest . . . every time you meet effective organization. . . . Sometimes the fellow on the outside has a better perspective . . . you have struggled along for years not supporting this organization, quibbling because the dues are a lousy \$250. Why, you pay more dues to ASCAP than you do to your own association. . . . If you don't begin to organize yourselves under (strong) leadership our dues in other departments are going to be (with apologies to the ladies) a damned sight higher."



1931-1932: NAB membership had grown to 163 and the industry was becoming increasingly aware of its advertising strength. John Benson, president of AAAA, told broadcasters, "There is a marked increase in radio advertised brands in radio homes compared with non-radio homes. . . . Radio advertising has become a young giant." Delegates also learned from Bond Geddes, executive vice president of the Radio Manufacturers Association, that "several of the largest automobile manufacturers have just arranged to equip their future lines with radio sets . . . which promises to be extremely popular." Opinions clashed on program standards. One delegate strongly urged that stations refuse to accept copy wherein women read "cigarette testimonials."

1933-1934: Some 300 broadcasters at the 1933 conclave gave serious thought to stockpiling music of their own through the newly formed Radio Program Foundation which, at least in concept, was not unlike the yet-unborn Broadcast Music Inc. But RPF was a dead issue by 1936. The broadcasting of news was a paramount subject in 1934—the year the present Communications Act replaced the Radio Act of 1927—when Senator Dill recommended that radio organize a national news gathering agency to compete with newspapers. Attacking the Press-Radio Bureau, a new agreement whereby radio aired only news that had appeared in print in two five-minute newscasts a day. Senator Dill declared: "Intentionally or unintentionally, the press associations are chloroforming radio listeners into believing that news by radio is a poor substitute for news by newspapers. . . . We must make freedom of speech by radio as sacred as freedom of speech on the platform has so long been . . . news by radio will do more to strengthen and maintain (free enterprise broadcasting) than any other feature broadcasters can use."



1935-1936: Delegates adopted a code of ethics at the 1935 meeting which banned acceptance of per inquiry advertising. This was also the year of the five-year contract extension with ASCAP which split the industry. It led to a rift that was not to erupt fully until the following year when Isaac Levy resigned as treasurer of NAB and promised to form a new trade group. He

claimed NAB was in error in backing "per piece" payment to ASCAP. Despite his plea, members decided to keep copyright negotiations within the power of NAB.

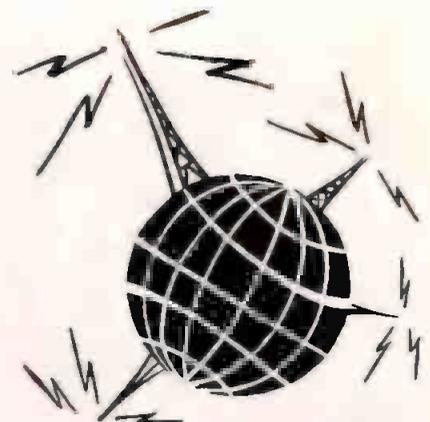
1938: The need for leadership was acute. The threat of damaging legislation was on the increase. An investigation of network structure was being considered in the Senate. In the most dramatic meeting in NAB's short history, delegates voted to search out a man to serve as a paid president. FCC Chairman Frank McNinch was firm in his stand that "the Communications Act vests the commission with power and authority to regulate chain broadcasting and I believe it ought to do this promptly if it has the necessary information upon which to base regulation. . . ."

1939: Neville Miller, a non-broadcaster who came into national prominence as the famous "flood mayor" of Louisville, made his bow as NAB's first paid president. The association now had 461 members. There were 847 stations on the air. Eighty-four percent of the homes in America were radio equipped. Miller hit hard at ASCAP and issued an ultimatum which was to lead to the formation of BMI a year later. A new code adopted by members at this meeting turned thumbs down on 13 types of advertising, among them hard liquor, and limited the sale of time to 10 percent of an evening's program hours.

1940: Copyright was the crucial issue. Members went all out in a vote to create BMI as a permanent organization. A new dimension in broadcasting—fm—made its first appearance in equipment displays. The threat of World War II was undercurrent at the NAB conclave. Assistant Secretary of War Louis Johnson urged the industry: "In your advertising scripts when you open your program and when you sign off, let there come forth an urgent appeal to all Americans for national unity."

1941: The industry and the FCC were at loggerheads over the commission's monopoly rules. Broadcasters called for a Senate investigation of the FCC and stood solidly behind Neville Miller who decried the Chain Broadcasting Rule adopted by the FCC as "regulation so drastic as to change the very structure on which the American system of radio is founded." Color highlight of the meeting—perhaps of any one before or since—was a tirade unleashed by FCC Chairman James L. Fly. He charged that NAB tactics in managing the industry were "all too clever—too brilliant . . . it reminds me of a dead mackerel in the moonlight. It both shines and stinks." In reply, the NAB board questioned Chairman Fly's "state of mind" and labeled his leadership "punitive, capricious, biased and destructive."

1942-1945: Intra-industry problems were shelved as broadcasters bent their personal energy and communications know-how toward victory in World War II. In 1945—broadcasting's 25th anniversary year—the annual meeting was cancelled at the behest of Government which urged curtailment of all non-essential travel. During the war, Government officials replaced industry leaders on the rostrum at NAB conventions. When the war was barely six months old, Archibald MacLeish, director of the Office of Facts and Figures, told 1942 delegates, "You have something to give this war which no other body of men could



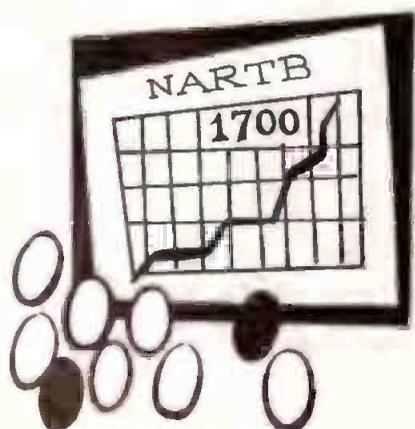


possibly give it . . . you have the inventiveness and the courage and the imagination which have made American radio one of the great forces of enlightenment in the world." Manpower and equipment shortages plagued the industry but it became increasingly evident that on the horizon was a new era in communications. Delegates in 1943 heard one speaker predict: "Few of us realize the tremendous progress that has been made in radio during the war . . . these technical developments adapted to the purposes of peace will unquestionably revolutionize all forms of communication."

1946-1948: Radio launched a thorough housecleaning campaign under the leadership of a new NAB president, Judge Justin Miller. Aware that there must be self-regulation or there would be regulation by other sources, broadcasters' determination to meet that challenge culminated in the adoption of the Radio Standards of Practice at the 1948 annual meeting. The famous—or in the view of many broadcasters, infamous and restraining—Blue Book had been adopted by the FCC shortly before the 1946 NAB convention. The first engineering conference was successfully held in conjunction with the 1948 meeting. Hopes were high for fm. Major E. A. Armstrong, inventor and champion of the new aural service, told 1947 convention delegates that fm would have more listeners in two years than am and a year later, Wayne Coy, new FCC chairman, echoed his optimism with a prediction that fm would replace am in 10 years.



1949-1950: The shock of increased competition from the infant television industry as well as other media had many broadcasters running scared. Radio was on the verge of acquiring itself a massive inferiority complex. But the futuristic faction in the industry did not tread water and hope for the best. Broadcast Advertising Bureau—the predecessor of Radio Advertising Bureau—was born at the 1949 meeting to sell the power of radio advertising. Radio's transition period was under way. FCC Chairman Coy, at the 1950 convention, declared: "The winds of competition are blowing a terrific gale on the broadcasting business . . . the question is 'Can you sleep on a windy night?'" Most radio money was going into the till of some 800 pre-war stations and Chairman Coy was pessimistic about the economic future of 1,200 post-war outlets. "The competition of the transition period may be too severe and . . . some of these stations might not swim," he said.



1951-1952: Tv moved in bag and baggage and when it set up housekeeping with radio. NAB became the National Association of Radio & Television Broadcasters. Harold Fellows was president-elect of NARTB in 1951. Rate cutting was the convention blockbuster. One network shook the industry's confidence by slashing rates in spite of warnings from such men as Edward Petry. He insisted that "radio has always been sold too cheaply." This was a gloomy time for many radio broadcasters who felt strongly that networks had sold them down the river. But encouragement came from new FCC Chairman Paul Walker in 1952. Stressing radio's grass roots strength, he said: "Radio is firmly entrenched and it is entrenched because it is rendering a local service to communities that they need and want. Radio to them is indispensable."

1953: Brigadier General David Sarnoff, recipient of the first annual Keynote Award, emphasized that "Radio is being used widely and intensively but it is being used differently . . . family listening is giving way to individual listening. . . . Radio can maintain large and loyal audiences by providing more programs of broad and select appeal. . . ." NARTB membership now stood at over 1,700. Radio broadcasters were strongly warned against rate cuts. NARTB research

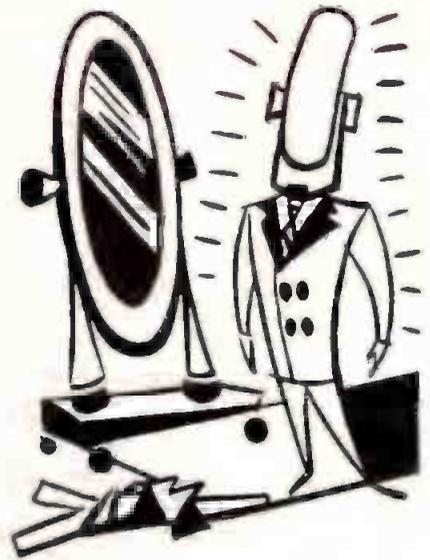
had established that stations who had done so weren't making money although their revenue volume had been increased.

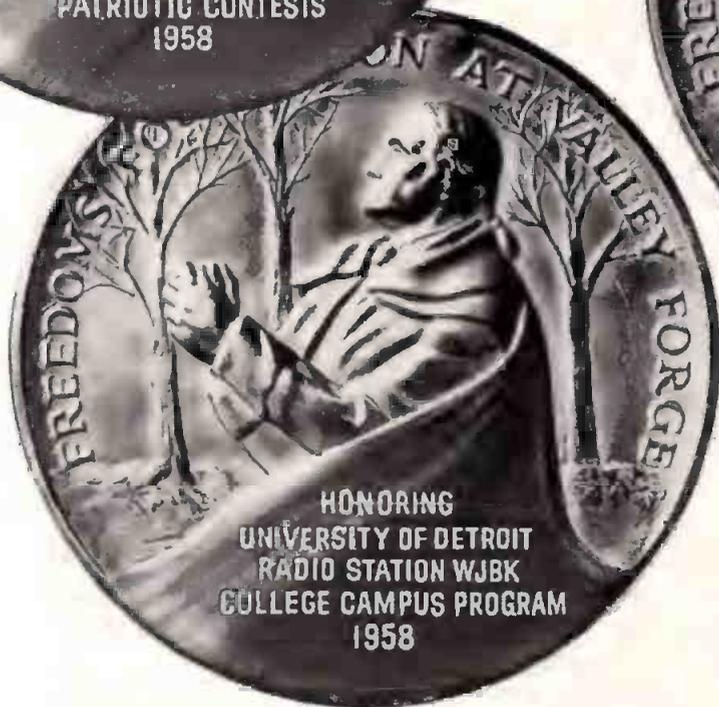
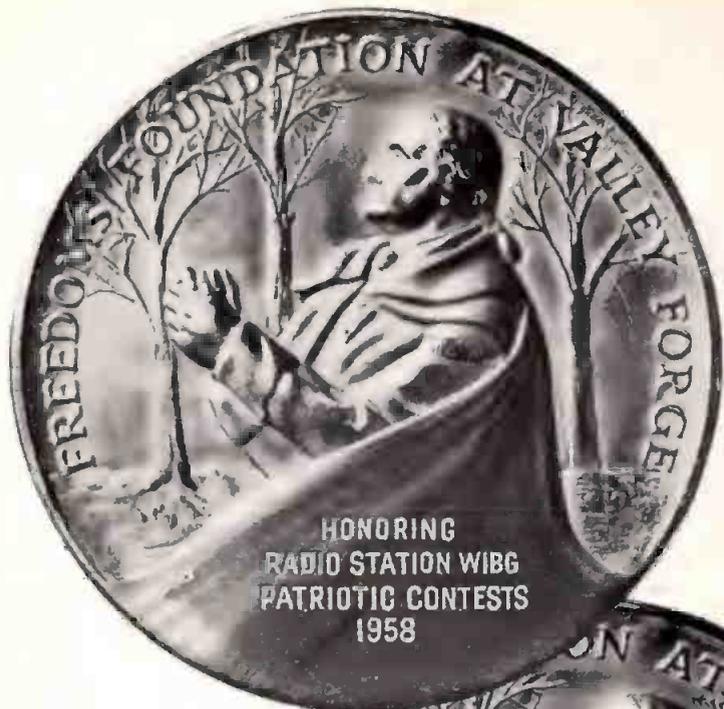
1954: John F. Meagher had been selected as the first NARTB vice president for radio. Rosel Hyde, acting chairman of the FCC, told an industry in search of new confidence that, "Radio is and will remain the basic communications medium of the United States. . . . The interest and attention that has been devoted to television may have obscured the continuing growth and development of aural broadcasting." The plain facts were that in the last 10 months 114 am grants had been authorized by the FCC, he said. President Fellows underscored the industry's mounting legislative problems and warned that too much time was spent "trying to cure something rather than trying to prevent it."

1955: "In many ways . . . the effect of your industry in swaying public opinion . . . may be even greater than the press. . . . That places added responsibilities to see that the news . . . is truthfully told with the integrity of the entire industry behind it." That was one observation made by President Eisenhower—the first president ever to address a broadcaster convention. At that same conclave, a young advertising agency president—David Mahoney—made certain recommendations that were so candid they would have jogged the conviction of the most outspoken forecaster of radio's demise. "Radio isn't dying, but old fashioned radio is dead. Radio is hurt by its own prophets of doom. . . . Let's not try to patch last year's dress and cry all the way to the poor house. Let's create the best-looking damn dress ever and be the hit of the ball. Get an honest rate card, exchange successful new program ideas, sell product sales results, back an industry supported rating service and re-establish radio's independence from all other media."

1956-1957: The notion that maybe the radio broadcaster's major troubles were behind him was taking hold. "We don't have to guess where we're going. We're there firmly established as the greatest low-cost mass medium in the land," said Henry Clay, NARTB radio board chairman. And President Fellows noted that ". . . the population of (radio) stations has gone up with such marked consistency that one begins to wonder where it will stop, if ever." The following year, suggesting radio's renewed faith in itself and in its future, Arthur Hull Hayes, CBS Radio president, observed: "Radio once saw seven fat years. Then it saw what many thought were seven lean ones. Now certainly it looks like seven and more fat ones again."

1958: A fight which broadcasters had fought for and won 10 years before and then failed to utilize virtually dominated the conference. Industry and Government leaders strongly urged broadcasters to editorialize . . . a function of broadcasting that only five percent of the radio stations in the country were performing on a daily basis. Discounting the run-of-the-mill excuses for not doing so, FCC Chairman John Doerfer said: "It is difficult to see why a good editorial program should drive away sponsors and audience. In fact, new and exciting programming should attract both." The Fm Development Association was organized to promote and sell the service which was beginning to show new signs of prosperity with the advent of hi-fi and stereophonic sound. And NARTB had reverted to its former trade name in a bow to radio—National Association of Broadcasters. The change, in the view of Merrill Lindsay, radio board chairman, emphasized that the "membership has arrived at the place of mutual understanding where both radio broadcasters and television broadcasters are willing to stand side by side and proclaim that each is a part of the great American electronics communications medium." • • •





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WJW-TV AND RADIO — "JUNIOR OLYMPICS"
WJBK — "COLLEGE CAMPUS PROGRAM"



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We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



Storer Broadcasting Company

WSPD-TV Toledo	WJW-TV Cleveland	WJBK-TV Detroit	WAGA-TV Atlanta	WITI-TV Milwaukee		
WSPD Toledo	WJW Cleveland	WJBK Detroit	WIBG Philadelphia	WWVA Wheeling	WAGA Atlanta	WGBS Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Radio Equipment on

Behind the technical language, new developments in equipment spell out more effective station operation

 Although the most talked about words at this year's equipment exhibits sound like cold-steel engineering—transistorization, automation, germanium rectifiers, multiplex and stereo—they actually spell out more effective station operation.

It can be seen by breaking down the engineering lingo into more simple equations that the end result of the latest equipment developments can mean easier and more varied programming facilities (am and fm) along with increased power.

The following is a report on equipment of interest to radio executives, as reported by these companies:

In the field of radio equipment, Radio Corporation of America is exhibiting a magnetic disc recorder (BQ-51), automatic turntable (BQ-103) and automatic programming equipment. The latter uses a punched paper system to pre-set and initiate various sources such as tables and tape recorders. The tape, which resembles that used in standard teletypewriter operation, is prepared in the studio on an RCA key-boarded perforator.

The magnetic disc recorder, RCA says, combines the advantages of magnetic tape with those of phonograph discs, using pre-grooved magnetic discs for fast recording and playback of spot announcements and similar material. The discs can be erased and used over again.

Among other equipment, RCA is displaying a remote control system with the BTF-5B transmitter, the BTA-5R am transmitter and the BTA-1R am transmitter.

General Electric Co.'s Technical Products Department will feature transistorized equipment that will include, among other things, an audio console. The chief radio attraction will be a 50,000-watt transmitter which GE claims is the first to use germanium rectifiers.

This year's GE exhibit is contained in a 2,645-square-

foot booth, about 165 square feet more than last year.

An automatic tape spot player that is cartridge operated is the mainstay of the Collins Radio Co. exhibit. The firm feels it is the "practical answer to spot production problems." The spot player has automatic control and is adjustable to station automation. It is available in three models: Cabinet, rack-mounted and console which will be displayed at Collins 1,000 square feet of exhibit space.

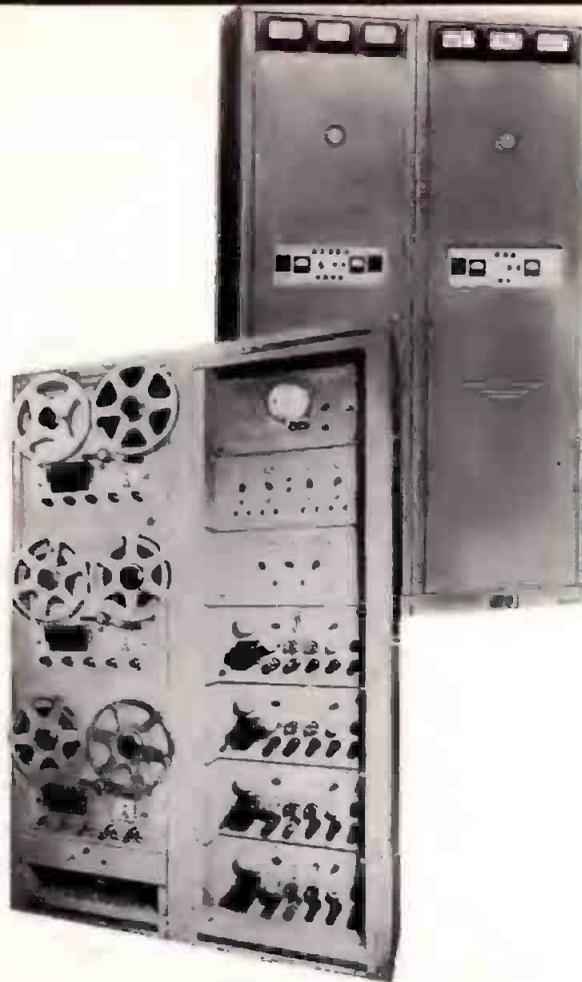
The unit's cartridges are made in three sizes. They can function for spot announcements or can even play 45 minutes of programming, plus announcer lead-ins and lead-outs. In addition, Collins is featuring an audio control console (model 212G).

Standard Electronics Division of Radio Engineering Laboratories Inc. is centering its radio equipment display around developments in fm transmitting equipment for fm/fm stereophonic broadcasting and other multiplex services. The new Standard Electronics line includes multiplex transmitters of several power ratings, amplifiers for increasing power output of fm transmitters and replacement exciter units to permit stereo or multiplex operation with existing transmitters. Specifically, Standard is showing, among other items, 250 watt and 3 kw transmitters for fm/fm stereo or multiplex, and 3 kw amplifiers.

Schafer Custom Engineering is featuring program automation equipment and remote control equipment. Since Schafer introduced its program automation equipment at last year's convention, it reports that nearly 50 complete systems have been placed in operation.

The Philco Corp. is showing a sampling of its 1959 all-transistor radio models, ranging from the VeeP ("no larger than a king-sized pack of cigarettes") to a

Display



three-way portable weighing four pounds. Multi-purpose sets include the T-60, a 14-ounce, six-transistor radio with a brass handle which allows it to hang on a wall; the T-65 in conventional portable size featuring Philco's "Scantenna" rotating handle-antenna combination and a built-in Magnecor aerial, and the five-transistor T-50, weighing 12 ounces and operating on four mercury batteries.

Of interest in the field of stereophonic sound is the Philco am/am stereophonic receiver, designed for the two-channel reception of what the company calls its "single-station am/am compatible stereo" system—a process which allows the listener to hear either one channel via am, or two channels from the same station via a standard set plus the new receiver.

Two new products developed by Gates Radio Co. during the past year are part of the display by this manufacturing engineering firm. The first, a "Level Devil" program gated amplifier designed for both radio and television use, has just recently gone on the market. The second, a spot tape recorder which the company believes will revolutionize the industry by its capacity to record "101 announcements, commercials or themes," will be on the market shortly.

Other material in the Gates exhibit includes a new BC-5P-2 5,000 watt am transmitter, a new FM-5B 5,000 watt fm transmitter with multiplex, a new CB-500 transcription turntable, a new M-4990 frequency monitor, a BC-50B 50,000 watt am transmitter, a BC-1T 1,000 watt am transmitter, a Nite-Watch automatic programming system, an RDC-200 remote control system, a CB-4 horseshoe desk assembly, broadcast remote amplifiers, and Dualux, Studioette and Gatesway consoles.

General Radio Co. presents two new developments for transmitter maintenance and operation. One is its type 1650-A impedance bridge, a device to measure resistors, inductors and capacitors in transmitters and studio equipment. The other is a miniature frequency standard which the company describes as enabling the transmitter engineer to check all frequencies involved in the operation of his transmitters and monitors without recourse to a commercial frequency-measuring service.

New tower lighting isolation transformers have star billing at the Hughey & Phillips Inc. exhibit. The company's showing of tower obstruction lighting equipment will also include demonstration of its Remote Lamp Failure Indicator System plus tower light control and alarm units for unattended microwave relay stations. In addition, combination photoelectric control and beacon flasher units will be on display.

The official convention exhibits are limited this year to Exhibition Hall at the Conrad Hilton. Light equipment exhibits such as radio transcription firms are not officially permitted displays. These firms, however, will be represented for the most part in suites at the Hilton or Sheraton-Blackstone. SESAC Inc. reports it has a hospitality suite located at the Hilton at rooms 1205A-1206A. Standard Radio Transcription Services Inc. is at the Sheraton Blackstone on Floor 1. Harry S. Goodman Productions Inc. is also at the Blackstone at the Petite Room. Broadcast Music Inc., Community Club Services Inc. (148-A) and Lang-Worth Feature Programs Inc. (suite 919) are at the Hilton. Also at the Hilton are RCA Recorded Program Services (600), Programatic Broadcasting Service (706) and World Broadcasting System (182). • • •

Planning a Radio Station ?

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3 basic plans to
meet all
requirements!



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Plan "A" is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical

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BROADCAST AND TELEVISION EQUIPMENT

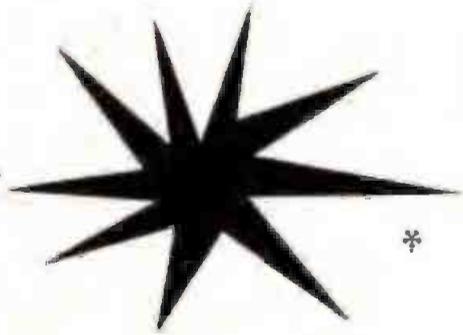
CAMDEN, N. J.

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Equipment			
ADLER ELECTRONICS	Conrad Hilton	Exhibition Hall Space 28 & 923A	Ben Adler, Alfred Strogoff, Dr. Byron St. Clair, Carmen J. Auditore, Edward Galuska, Henry Shapiro, Emanuel Strunin, Martin Silver, John Klindworth, Wilson Leeper
ALFORD MANUFACTURING	Conrad Hilton	Exhibition Hall Space 29	Harold H. Leach, Fred Abel
ALLIED RADIO	Conrad Hilton	Space 1134A	
AMPEX CORPORATION	Conrad Hilton	Exhibition Hall Space 34 & 2200	Neal K. McNaughten, Tom Davis, C. R. Paulson, Frank G. Lennert, Jack Hauser
BROWNING LABS.	Conrad Hilton	Space 823A	
CATERPILLAR TRACTOR	Conrad Hilton	Exhibition Hall Space 26	C. U. Stone, J. C. Frisby, R. V. Bradley, C. D. Shrake, B. P. Bessert, G. M. Cervenka
CENTURY LIGHTING	Conrad Hilton	Exhibition Hall Space 22	Edward F. Kook, James J. Fedigan, N. Sonny Sonnenfeld, Louis Erhardt, George Gill, Dale Rhodes, Earl Kohler
COLLINS RADIO	Conrad Hilton	Exhibition Hall Space 38	J. M. Haerle, H. O. Olson, B. V. Hite, E. G. Randolph, C. P. Glade, E. J. Maloney, J. F. Stanbery, G. C. Wetmore, F. P. Wallace, L. H. Leggett, R. N. Edwards, R. P. Comstock, J. H. Speck, E. J. Powell, T. W. Sharpe, Glenn Bergmann
CONRAC	Conrad Hilton	Exhibition Hall Space 31	W. J. Moreland, J. G. Jones, R. M. Alston, K. Williams, Parker Wickham, Don Ryrie
CONTINENTAL ELECTRONICS	Conrad Hilton	Exhibition Hall Space 36 & 723A	James O. Weldon, W. M. Witty, Thomas B. Moseley, Mark W. Bullock, Vernon Collins, Richard P. Buckner, W. D. Mitchell
DRESSER-IDECO	Conrad Hilton	Exhibition Hall Space 37 & 723	Dan Byrd, J. Roger Hayden, J. M. Hogan, Orville Pelky
ELECTRONIC APPLICATIONS	Conrad Hilton	Exhibition Hall Spaces 8-9	Sep Toisl, Vince Skee, Wilhelm Franz, Harvey Sampson, Jr., Ernie Stern
FOTO-VIDEO LABORATORIES	Conrad Hilton	Exhibition Hall Space 23	Albert J. Brackett, John Mahler, Bert Findlay, Jint Palmere, Gilbert Walton, Hans Nord, Irwin Lowenstein
GATES RADIO	Conrad Hilton	Exhibition Hall Spaces 2-3 & 1023	P. S. Gates, Larry Cervone, Norbert Jochem, Edward J. Wilder, John R. Price, Dick Spruill, Bill Moats, Urlin Whitman, Stan Whitman, Ken Neubrecht, Bud Ayer, C. O. Morgan, London England, Robert Kuhl, Jay Blakesley, Gene Edwards, Ed Hurt, Frank Grasett
GENERAL ELECTRIC	Conrad Hilton	Exhibition Hall Space 33 & 1500	W. J. Morlock, P. L. Chamberlain, Harold B. Towson, J. Wall, M. E. Minich, M. Alves, S. J. Eby, M. R. Duncan, R. E. Baker
GENERAL ELECTRONIC LABORATORIES	Conrad Hilton	Exhibition Hall Space 35 & 1106A	Victor W. Storey, Philip Hayden, Robert Pritchard, Sal Fulchino, Captain W. G. H. Finch
GENERAL PRECISION	Conrad Hilton	Exhibition Hall Space 15	N. M. Marshall, E. J. Manzo, L. L. Pourciau, A. F. Brundage
GENERAL RADIO	Conrad Hilton	Exhibition Hall Space 25	Joseph E. Belcher, Charles A. Cady, Lane Gordon
THE HARWALD CO.	Conrad Hilton	Exhibition Hall Space 17	Robert Grunwald, Sant Caldwell, Richard Wallace, Howard Bowen
HUGHEY & PHILLIPS	Conrad Hilton	Exhibition Hall Space 27 & 2106	H. V. Claeson, J. H. Ganzenhuber, H. J. Geist, R. L. Lang, F. J. Little, Jr.
KAHN RESEARCH LABORATORIES	Conrad Hilton	Exhibition Hall Space 6	Leonard R. Kahn, Kenneth B. Boathe
MINNEAPOLIS-HONEYWELL	Conrad Hilton	Exhibition Hall Space 10	George W. McKnight, Gustave Ehrenberg
PHELPS DODGE COPPER PRODUCTS	Conrad Hilton	Exhibition Hall Space 4 & 1319	F. W. DeTurk, H. M. Edwards, R. Plant, H. Magnuson

radio

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
RADIO CORPORATION OF AMERICA (Industrial Electronic Products)	Conrad Hilton	Exhibition Hall Space 24 & 606A	T. A. Smith, C. H. Colledge, J. P. Taylor, H. R. Henken, A. F. Inglis, E. C. Tracy, M. A. Trainer, V. E. Trouant, P. Bergquist, P. A. Greenmeyer, E. T. Griffith, J. E. Hill, E. N. Luddy, A. H. Miller, D. Pratt, W. B. Varnum, R. B. Houston
RADIO CORPORATION OF AMERICA (Tube Division)	Conrad Hilton	Exhibition Hall Space 24 & 606A	H. C. Vance, J. E. Kelly, R. E. Johnson, R. E. Lawrence
SARKES TARZIAN	Conrad Hilton	Exhibition Hall Space 21	Biagio Presti, Dan Meadows, Wendell Fuller, Neff Cox, Jr., Gene Keith, Dale Buzan, Henry Cronin, Nubar Donoyan
STANDARD ELECTRONICS	Conrad Hilton	1018	
TELECHROME MANUFACTURING	Conrad Hilton	Exhibition Hall Space 30A	H. Charles Riker, J. R. Popkin-Clurman, S. S. Krinsky, Dave Chapman, Don J. Dudley, A. J. Reynolds
TELESCRIPT-CPS	Conrad Hilton	Exhibition Hall Space 11 & 1234A	Robert P. Swanson, Curtis Howard, Peter Jackson, Trygve W. Lund
UTILITY TOWER	Conrad Hilton	Exhibition Hall Space 5	C. E. Nelson, Jerry Nelson, V. G. (Bud) Duvall, Nathan Sholar
VISUAL ELECTRONICS	Conrad Hilton	Exhibition Hall Space 30 & 1218	James Tharpe, John Morrissey, Felix Bonvouloir, Cecil Grace, Bert Kupperman, Pat Gallagher, Wayne Marcy
<u>NETWORKS</u>			
ABC RADIO	Conrad Hilton	2306	Leonard H. Goldenson, president of AB-PT Simon B. Siegel, financial vice president, AB-PT Edward J. De Gray, vice president in charge, ABC Radio Harold Cranton, director of sales development & research Earl Mullin, manager of station relations Frank Atkinson, station relations regional manager
CBS RADIO	Conrad Hilton	1806A	Arthur Hull Hayes, President James M. Seward, executive vice president H. Leslie Atlass, vice president, Central Division William A. Schudt Jr., vice president affiliate relations Louis Hausman, vice president, advertising & promotion Jules Dundes, vice president, station administration Howard Barnes, vice president network programs Eric H. Salline, national manager, affiliate relations William H. Brennan, Jr., Western Division manager, affiliate relations Edward E. Hall, administrative manager, affiliate relations Jane Ann McGettrick, co-ordinator of Affiliate Clearances Sidney Garfield, director of press information William S. Brower, manager of program promotion merchandising
KEYSTONE	Conrad Hilton	806	Sidney Wolf, president Noel Rhys, executive vice president Edwin (Pete) Peterson, senior vice president Blanche Stein, director of station relations
MUTUAL	Conrad Hilton	1806	Blair Walliser, executive vice president Robert Hurleigh, senior vice president Sidney Allen, vice president, sales Charles Godwin, vice president, station relations Ray Diaz, director of station relations Don Lewitt, manager of station clearances James Z. Gladstone, comptroller Joseph Keating, program director Frank Erwin, sports & Co-op program director Hal Gold, director of public relations
NBC RADIO	Sheraton-Blackstone	508	Matthew J. Culligan, executive vice president in charge George Graham Jr., vice president, sales planning (Ambassador) Ludwig Simmel, manager of radio sales service & traffic (Blackstone)

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radio

REPRESENTATIVES	HOTEL	SUITE	COMPANY REPRESENTATIVES
Representatives			
EVERY-KNODEL INC.	Sheraton-Blackstone	719	Lewis H. Avery, J. W. Knodel, Charles C. Coleman, Philip Schloeder, Roger O'Sullivan, Raymond Neihengen, Stuart I. Mackie, Herbert C. Jackson
BLAIR & CO.	Executive House		John Blair, Arthur McCoy, Clifford Barlorku, Thomas Siquira, Stuart Cochran, John Boden, Robert Walton, Lewis Draper, Howell Malhan
BOLLING COMPANY	Conrad Hilton	1100	George W. Bolling, Dick Swift, Mort Barrett, Gill Blackey, James Dennis
THE BRANHAM CO.	Conrad Hilton		J. F. Timlin, Thomas Campbell, Norm Noyes, John Murphy, Dudley Brewer, Thomas Whitsen, Bob Brockman, Bob Mason, Bob Maggiore
HENRY I. CRISTAL	Conrad Hilton	1306	Henry I. Cristal, Irvin Gross, Philbin Flanagan
ROBERT E. EASTMAN	Conrad Hilton	1935A	Robert E. Eastman
FORJOE & CO. INC.	Conrad Hilton	1900	Joseph Bloom, Fred L. Bernstein, Lawrence Krasner, Robert Lazar
GILL-PERNA, INC.	Conrad Hilton	900	Helen Gill, John J. Perna, Jr., Walter Beadell, Irwin Unger, Don C. Dalton, Daniel W. Bowen, Allan S. Young
HEADLEY-REED CO.	Conrad Hilton After 6 p.m. Executive House	700	Frank W. Miller, Jr., Sterling Beeson, Jack Hardingham, Bob Schmidt, Geno Cioe, John H. Wrath, John Busby, Don Hamel, Earl Gallagher
GEO. P. HOLLINGBERRY	Conrad Hilton	1600	George P. Hollingbery, F. E. Spencer, Harry H. Wise, Fred Hagne, Jack Peterson, Richard Hunter, Joseph Payne
HAL HOLMAN CO.	Conrad Hilton	500	Hal Holman
H-R REPRESENTATIVES	Executive House		Frank M. Headley, Frank E. Pellegrin, James M. Alspaugh, Miss Avery Gibson, Dwight S. Reed, John T. Bradley, French L. Eason, Arthur D. Kelley, Grant M. Smith, Terrence R. Hughes, Rex Lathen, Stewart Lewis, Bernard Slavitt
MCGAVREN-QUINN	Executive House	3511	Daren F. McGavren, Donald Quinn, Ralph Guild, Bill Heaton, Ed Tilden, Walter Lake, Wendell Parmelee, Bob Galen
THE MEEKER CO. INC.	Conrad Hilton	1700	Robert D. C. Meeker, Edgar B. Fillion, Charles E. Standard, Robert L. Dudley, Carl Jewett, Bob Manning, Charles Compton, Donald Palmer, Don Pontius
JOHN E. PEARSON CO.	Congress		John Pearson, Bill Wilson, Ray Henze, Jr., John Palmer, Jim Bowden
PETERS, GRIFFIN, WOODWARD, INC.	Sheraton-Blackstone		
EDW. PETRY & CO. INC.	Conrad Hilton	1400	Martin L. Nierman, Lee Jahneck, Jr., Ben Holmes, Ed Vynow, Bill Pipler, Len Smith
RADIO-TV Representatives	Sheraton-Blackstone	Petite Room	Peggy Stone, Ed Nickey, Sy Thomas
PAUL H. RAYMER CO., INC.	Executive House		Paul H. Raymer, Fred Brokaw, Stuart Kelly, Robert Rains, John Hicks, Ray Rhodes, Clay Forker
VENARD, RINTOUL & McCONNELL, INC.	Conrad Hilton	2100	Lloyd George Venard, James V. McConnell, Howdee Meyers, Steve Rintoul, Jr., Jerry Mulderig, Gordon Copeland, John Dragoneier, Clyde Melville
WEED & CO.	Congress		Joseph J. Weed, E. J. Fitzsimmons, Bates Halsey, J. C. Lyons, Herb Hobler, C. C. Weed, Bob Reardon, B. P. Pearse, Melvin Whitmore, Fred Edwards, E. C. Metcalfe, Boyd Rippey, George Lindsay
ADAM YOUNG INC.	Sheraton		Adam Young, Steve Machinski, Jim O'Grady

Millions

heard this news first on ABC RADIO

FIRST!

ABC Radio News brings first word of Pope John's election to American public.



FIRST!

ABC Radio News reports Lebanese President Chamoun's appeal for help in Mid-East crisis.



FIRST!

ABC Radio News reports Charles de Gaulle will bid for leadership of French government.



1958: Year of tension and crisis. Far East, Mid-East, Latin America, U.S.A. Almost every part of the world was news. And in this memorable year ABC Radio News made news by consistently scooping its competition. The news beats above are but three examples.

One hundred and twenty-five ABC reporters and overseas correspondents bring the news to the American public almost as swiftly as it happens. Twenty-one foreign news bureaus — from Moscow to Tokyo, from London to Cairo — probe for news twenty-four hours a day, seven days a week.

ABC's domestic bureaus — staffed by such distinguished personalities as John Daly, Quincy Howe, Edward P. Morgan, John W. Vandercook, John

Secondari and Bill Shadel — report and analyze world and national news.

Today's news is made — and changed — with great frequency. Major news breaks can't wait even for regularly scheduled news programs. With ABC's exclusive News Alert System, ABC stations can broadcast news flashes instantly. No matter where the news is made, their audiences keep up with the people, places and events of the hour — within seconds.

People depend on radio for news. And over 25,000,000 different people listen to ABC's award-winning news staff each month.* These people recognize ABC's leadership in news reporting. So do ABC affiliates and advertisers.

ABC RADIO NETWORK

According to the A. C. Nielsen Company

radio

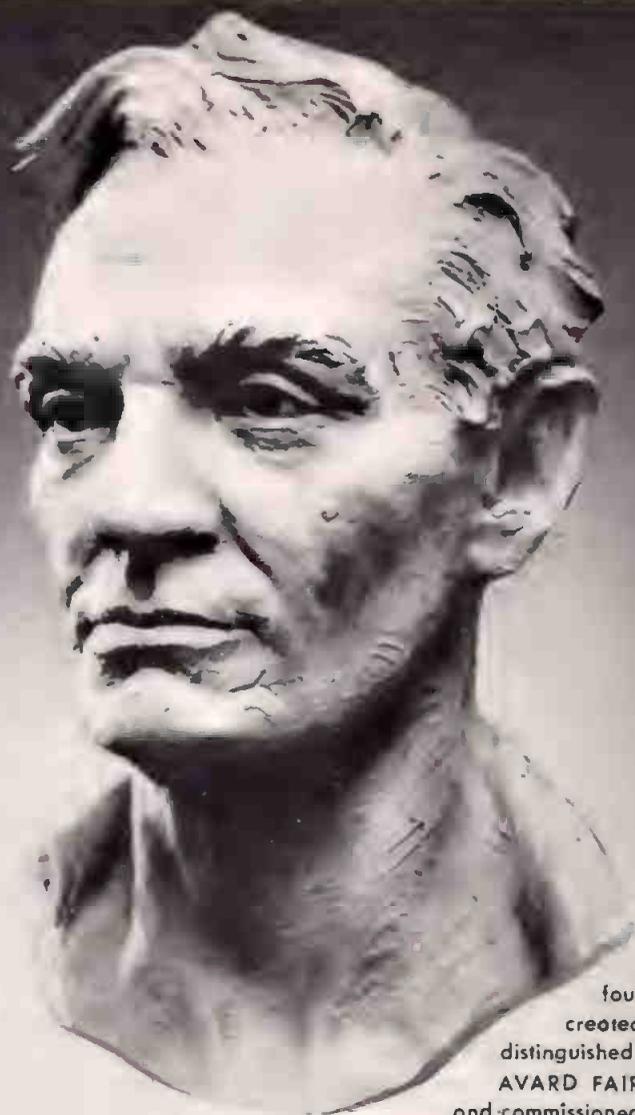
SERVICES	HOTEL	SUITE	COMPANY REPRESENTATIVES
Services			
ASSOCIATED PRESS	Sheraton Blackstone	Sheraton Room	Oliver Gramling, Louis Kramp
BROADCAST MUSIC INC.	Conrad Hilton		Glenn Dolberg and other officials of the company
COMMUNITY CLUB SERVICES INC.	Conrad Hilton	1218A	John Gilmore, Wm. M. Carpenter, Ralph Durham, Richard N. Robbins, Len Hornsby, A. R. Zicha, Boyd W. Lawlor, John E. Karr, Jerry Hauser, Tom Duggan, Phil Peterson, Todd Branson, Russ Hudson, Manny Steinhart, Earl Fowler
HARRY S. GOODMAN PRODUCTIONS	Sheraton Blackstone	Petite Room	Harry S. Goodman, Everett Goodman, Sid Robbins
ROBERT HALL PRODUCTIONS	Sheraton Blackstone	Floor 1	Robert Hall
LANG-WORTH FEATURE PROGRAMS, INC.	Conrad Hilton	919-920	John D. Langlois, Hugh S. Allen Jr., Ed Gardiner, John Courcier, Robert Boehmer, Arthur Baly
A. C. NIELSEN CO.	Conrad Hilton	1000	Henry Rahmel, John Churchill, George Blechta, Bill Wyatt, Joe Matthews, George Baillie, Ed Evans, Dave Traylor, Ben Wilson, Bill Weseloh, George Ralph, Erwin Ephron
PROGRAMATIC BROADCASTING SERVICE	Conrad Hilton	706	Charles Cowley, Joseph Roberts, John Esau, Norman Ostby, E. F. Hembrooke, John Jarvis, Edward Hochhauser
PULSE INC.	Conrad Hilton	2106A	George Sternberg, Allan Klein, George Herro
RCA RECORDED PROGRAM SERVICES	Conrad Hilton	600	Emmett B. Dunn, A. B. Sambrook, Edward H. Kelly, Ben Selvin, William F. Reilly, George Field, Wallace Cochran, Gus Hagenah, Jack Nadeau, John J. Alves
RADIO ADVERTISING BUREAU	Conrad Hilton	1522-3-4	Kevin B. Sweeney, John F. Hardesty, Miles David, Warren Boorum, Bob Nietman, Pat Rheume, Carl Heiman
SESAC INC.	Conrad Hilton	1205-6A	Alice Heinecke, Evarard S. Prager, Jim Myers, Sidney Guber, Harold Fitzgerald, Edward Cooney, Glenn Ramsay
STANDARD RADIO TRANSCRIPTION SERVICES INC.	Sheraton Blackstone	Floor 1	Olga Blohm, Milton Blink
UNITED PRESS	Conrad Hilton Ambassador E.		C. Edmonds Allen, William C. Payette, Phil Curran, William Higginbotham
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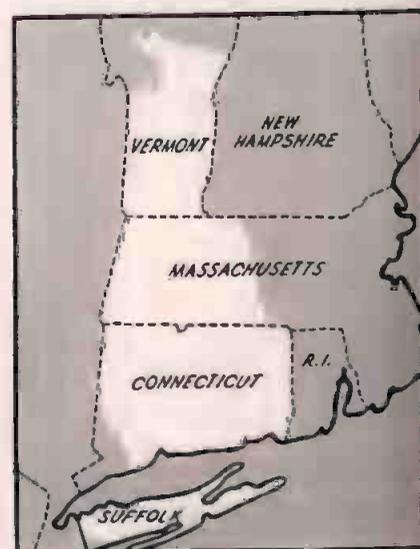


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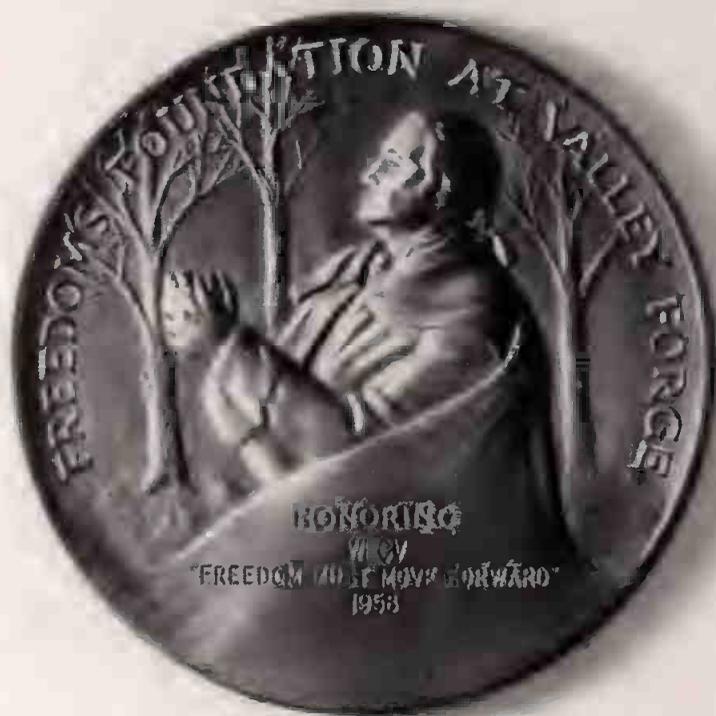
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NBC IN PHILADELPHIA



CONVENTION CITY

(See map, p. 77)

HOTELS

		Map Key #			Map Key #
Allerton	701 No. Michigan	SU 7-4200	14	Palmer House	State & Monroe RA 6-7500 45
Atlantic	316 So. Clark	WA 2-2646	52	St. Clair	162 E. Ohio SU 7-4460 18
Bismarck	171 W. Randolph	CE 6-0123	32	Seneca	200 E. Chestnut SU 7-2380 9
Congress	520 So. Michigan	HA 7-3800	58	Sheraton	505 N. Michigan WH 4-4100 19
Conrad Hilton	720 S. Michigan	WA 2-4400	62	Sheraton-Blackstone	S. Mich. & E. Balba HA 7-4300 61
Drake	E. Lake Shore Dr. & Michigan	SU 7-2200	4	Sherman	Clark & Randolph FR 2-2100 26
Eastgate	162 E. Ontario	SU 7-3580	16	<u>North Side Hotels</u>	
Executive House	71 E. Wacker	FI 6-7100	25	Ambassador Hotels	N. State & East Goethe SU 7-7200 7
Fort Dearborn	401 S. LaSalle	WA 2-5700	55	Belmont	3172 Sheridan BI 8-2100 7
Hamilton	20 S. Dearborn	RA 6-6100	42	Chelsea	920 W. Wilson LO 1-3000 7
Harrison	65 E. Harrison	HA 7-8000	60	Edgewater Beach	5349 N. Sheridan LO 1-6000 7
Knickerbocker	163 E. Walton	WH 3-2000	6	Plaza	59 W. North SU 7-2680 7
LaSalle	LaSalle & W. Madison	FR 2-0700	37	Sheridan Plaza	4607 N. Sheridan LO 1-1900 7
Morrison	79 W. Madison	FR 2-9600	41		

POINTS OF INTEREST

	Map Key #		Map Key #
Adler Planetarium	70	Monroe Street Parking Lot	40
American Furniture Mart	15	Novy Pier	20
Art Institute	50	Newberry Library	3
Band Shell	65	Northwestern University—Chicago Campus	13
Board of Trade (Observation Tower)	51	Oak Street Beach	1
Buckingham Fountain	57	Opera House	36
Chicago Coliseum	72	Orchestra Hall	49
Chicago Natural History Museum	69	Prudential Bldg. (Observation Tower)	31
Chicago Public Library	34	Roosevelt Road Beach	71
Chicago River	23	Shedd Aquarium	68
City Hall and County Bldg.	33	Site of Original Fort Dearborn	24
John Crerar Library	29	Soldier Field	73
Grant Park Garage (Underground)	39	Soldier Field Parking Lot	74
Medinah Temple	17	U. S. Courthouse	47
Merchandise Mart	21	U. S. Post Office	53
Merrill C. Meigs Airport	75	Visitors Bureau—Chicago Association of Commerce and Industry	43
Michigan Ave. Bridge—Waterfront Boat Cruises	22	Water Tower	12
Midwest Stock Exchange	44	★ Municipal Parking Garages	

RAILROADS AND BUS STATIONS

		Map Key #
Chicago & North Western	500 W. Madison	FI 6-7979 35
Chicago North Shore & Milwaukee	223 S. Wabash	HA 7-8471 48
Chicago South Shore & South Bend—Central Station	151 E. Randolph	WA 2-0460 66
Chicago South Shore & South Bend—Van Buren Station		56
Chicago South Shore & South Bend—Randolph Station		30
Dearborn Station		63
Grand Central Station		59
Greyhound Bus Terminal	Clark & Randolph	FI 6-5000 27
Illinois Central	Central Station	WA 2-4811 67
LaSalle Street Station		54
National Trailways Bus Depot	20 E. Randolph	RA 6-9510 28
Union Station		FI 6-5200 46

THEATRES

Hubert, 22 W. Monroe	CE 6-8240	Civic Theatre, Wacker Dr. & Washington	FR 2-1436
"Music Man" 8:30 nightly except Sunday		"The Girls in 509" 8:30 nightly except Monday	
Michael Todd, 170 W. Dearborn	CE 6-0290	Erlanger, 127 N. Clark	ST 2-2459
"Two for the Seesaw" 8:30 nightly except Sunday		"The Warm Peninsula" 8:30 nightly except Sunday	

TAKE A CRACK AT \$1,169, Negro Retail Sales ON THE GOLD COAST OF THE GULF COAST

One-tenth of the Negroes of America are in the coverage area of THE OK GROUP! Their average annual family income is in the \$3000 to \$4014 bracket. WBOK, New Orleans, reaches a Negro market of 35% of the population. KYOK, Houston, reaches

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cannot ignore these major market areas in the Gulf Coast. You cannot be a leader in the sale of your products in these cities without the Negro market. Here is a proven area for expanding sales at low cost.

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authenticated presentation on the Negro . . . his motivation . . . his emotional preferences . . . his family organization . . . his buying habits. This will soon be available to OK GROUP advertisers. It will open the true book to the Negro consumer . . . how to reach him, sell him, and keep him sold.

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Result . . . Amazing sales reports . . . now available for your inspection from the advertisers' letters.

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These are the Ear Catching Names of the WGOK Personalities:

These Negro Personalities not only Tell . . . they SELL!

Big Daddy Dandy

A Rhythm & Blues man who sells and sells again. Playing the top twenty Negro tunes . . . Selected by the OK Group formula.

Topsy Turvy

Imported from KYOK, Houston as the best known Negro personality there . . . He captured the Mobile Audience with his Jive and Blues program. A real air salesman trained in OK GROUP selling techniques.

Miss Mandy

A skilled personality with a spiritual show achieved through years of experience as a Church singer and star stage personality.

Deacon Sam

Trained in New Orleans . . . a spiritual man who knows the music . . . and has the know how to win his listeners through sincerity and reverence.

OK Group Buy

An OK Group buy can be handled with one purchase order and one bill.

W O O O N E G R O E S

(LWB = liquor, wine, beer.)

*Indicates Diner Club membership.

restaurants

The following restaurants have been recommended by Gourmet's Guide to Good Eating.

***ALLGAUER'S RESTAURANT**—6666 N. Ridge Ave. Open 11 AM-2 AM. Lunch \$1.25 to \$4.25. Dinner \$2.95 to \$5.15 LWB. "Features lobster, seafood, prime aged steaks, and chops. Excellent."

***AMBASSADOR EAST HOTEL**—1301 N. State Parkway. Pump Room: Open 12 N-3 AM. Open only for brunch on Sun. A la carte only. Lunch entrées about \$3. Dinner entrées about \$6. LWB. The Buttery: Open 12 N-3 AM. Open only for brunch on Sun. A la carte only. Lunch entrées about \$3. Dinner entrées about \$6. LWB. "Two of the best, if not the best, restaurants between San Francisco and New York." "Absolutely the best Continental cuisine in all of Chicago."

BAMBOO INN—11 N. Clark St. Open 11 AM to 12 Midnight. Lunch 70¢ to \$1.50. Dinner \$1.50 to \$3.50. LWB. "A fine Chinese restaurant featuring authentic Cantonese cuisine."

BARNEY'S MARKET CLUB—741 W. Randolph St. Open 7 AM-2 AM. Table d'hôte only. Lunch \$1.15 to \$1.75. Dinner \$2.50 to \$4.50. LWB. "Live Maine lobsters, fresh daily, and prime steaks perfectly aged. Gay, friendly atmosphere."

BERGHOFF RESTAURANT—17 W. Adams St. Open 11 AM-9:30 PM. Closed Sun. A la carte only. Lunch entrées \$1 to \$2.50. Dinner entrées \$1.50 to \$4.50. LWB. "Wonderful food at reasonable prices. A throwback to the Gay Nineties."

BINYON'S RESTAURANT—327 Plymouth Court. Open 11 AM-10 PM. Closed Sun. Lunch \$1.85 to \$2.50. Dinner \$2.75 to \$4.75. LWB. "Really wonderful German food! Pot roast is terrific—so is the boiled beef with horseradish sauce."

BISMARCK HOTEL, SWISS CHALET—171 W. Randolph St. Open 12 N-1 AM. Lunch à la carte only, entrées \$1.65 to \$3. Dinner \$4.15 to \$5.25. LWB. "Wonderful food, lovely music and beautiful dining room. My favorite in Chicago."

***A BIT OF SWEDEN**—1015 N. Rush St. Open 5 PM-9:30 PM; Sun. 1 PM-9 PM. Table d'hôte only. Dinner \$2.25 to \$3.75. LWB. "Above average Scandinavian cuisine."

BLACK FOREST RESTAURANT—2636 N. Clark St. Open 11:30 AM 4:30 AM. Lunch \$1.25 to \$2.50. Dinner \$2 to \$4.50. LWB. "Delicious food—steaks, sea foods, German specialties and wild game." "Excellent cuisine—wide variety of entrées, fine service."

CAFE BELLINI—1014 N. Rush St. Open 4:30 PM-1 AM; Sat. & Sun. 12 N-1 AM. Closed Mon. Coffees & Teas 45¢ to 85¢. Desserts 20¢ to 50¢. "Quaint Italian coffee shop serving sixteen different kinds of coffee and very good pastries."

***CAFE BOHEMIA**—Adams & Clinton Sts. Open 11:30 AM to 12 Midnight. Closed Sun. & Holidays. Lunch \$1.50 to \$2.75. Dinner \$1.95 to \$9.95 LWB. "One of the best restaurants for game in the country. Venison, bear, elk, and game fowl. Everything very well prepared."

***CAFE DE PARIS**—1260 N. Dearborn Parkway. Open 5 PM 1 AM. Dinner \$3.75 to \$6. LWB. "Small, cozy dining room, superior food. Chicken Jim Brady, duckling bigarade and salads are particularly noteworthy. The service is excellent and no one hurries you along."

THE CAMEO—116 E. Walton Pl. Closed Sun. Lunch about \$1.75. Dinner about \$3.50. LWB. "French overtones add delightful flavor to the food here."

CHEZ PAUL RESTAURANT FRANCAISE—180 E. Delaware Pl. Open 12N 9:30 PM. Closed Sun. Lunch \$1.60 to \$2.75. Dinner \$3.25 to \$5.50. LWB. "Very fine French food." "Crab meat à la Paul. Dover sole sautéed in butter with almonds, roast duckling, chicken à la Paul. Some of the most pleasing meals I've had."

CITRO'S—181 E. Lake Shore Drive. Open 11:45 AM-2 AM. Closed Sun. Lunch \$1.25. Dinner à la carte only, entrées \$2.50 to \$4.95. LWB. "Of particular interest to the gourmet are their chicken, steaks and chops."

CLUB ALABAMA—717 N. Rush St. Open 6 PM-4 AM. Closed Sun. & holidays. Dinner \$2.50 to \$4. LWB. "Outstanding American cuisine—fine steaks and chops."

CLUB CORSICA—7918 S. Western Ave. Open 12 N-12 Midnight. Closed Tues. Table d'hôte only. Lunch \$1.10 to \$2.25. Dinner \$2.75 to \$6.75. LWB. "An adventure in eating for those who like Italian food. It's outstanding."

CLUB EL BIANCO—2747 W. 63rd St. Open 12 N 12 Midnight Lunch \$1.50 to \$4. Dinner \$2.75 to \$6.50. LWB. "Absolutely the best Italian restaurant yet! The quality of the food is the highest and the quantity fantastic."

***COMO INN**—546 Milwaukee Ave. Open 11 AM-1 AM; Sat. 11 AM-3 AM. Lunch \$1.05 to \$1.95. Dinner \$2.85 to \$5.25. LWB. "A choice selection of specialties with either an American or Continental flavor."

CORONA RESTAURANT—531 Rush St. Open 11 AM-2 AM. A la carte only. Lunch entrées 90¢ to \$1.50. Dinner entrées \$2 to \$6. LWB. "For a divine steak dinner, order Harry's Special Wonderful Italian salad, good soups."

***COUNTRY CLUB HOTEL**—6930 S. Shore Drive, Rte. 41. Open 11 AM-9 PM. Closed Mon. Lunch \$1 to \$1.50. Dinner \$2.50 to \$4. LWB. "High type of hotel cuisine."

***DON THE BEACHCOMBER**—104 E. Walton Pl. Open 4 PM-1 AM. A la carte only. Dinner entrées about \$4 LWB. "Cantonese food is the best we have found in Chicago." "Fine Cantonese food and a wonderful variety of rum drinks." "Excellent Oriental cuisine, plus every imaginable rum drink."

***DON ROTH'S NEW BLACKHAWK RESTAURANT**—139 N. Wabash. Open 11 AM-10:30 PM.; Sat. 11 AM-1 AM; Sun. 3:30 PM-10 PM. Lunch \$1.25 to \$1.95. Dinner à la carte only, entrées \$2.50 to \$5.50. LWB. "Wonderful roast beef and baked potato."

THE DRAKE HOTEL—Lake Shore Drive & Upper Michigan Ave. Camellia House: Open 12 N-1:30 AM. Lunch \$2.50 to \$3.50. Dinner \$5.50 to \$7.50. LWB. Cape Cod Room: Open 12 N-12 Midnight. A la carte only. Dinner entrées \$1.75 to \$5. LWB. Oak Room: Open 7 AM-9 PM. Lunch 95¢ to \$1.50. Dinner \$2.50 to \$3.65. LWB. "Incomparable sea food in the Cape Cod Room. The food in this hotel is as good as and better than you'll find anywhere." "The cuisine here is perfection—Camellia House is French, Cape Cod Room has sea food fit for a king, and the Oak Room serves fine American meals."

***EMBERS**—67 E. Walton & 1034 N. Dearborn. Open 5 PM-2 AM. Dinner \$2.95 to \$4.95. LW. "Serves only roast beef, baked potato and salad. So good that we never even consider going any place else for this dish." "Superb." "Very popular, so better make a reservation."

***ERIE CAFE**—658 N. Wells St. Open 11 AM 2 AM. Closed Sun. A la carte only. Lunch entrées \$1 to \$2. Dinner entrées \$2 to \$5. LWB. "Extra large steaks are the specialty. You have to see 'em to believe 'em."

***FRITZEL'S**—State at Lake Sts. Open 11 AM 1 AM. Lunch \$1.35 to \$2.70. Dinner \$2.85 to \$5.25. LWB. "Excellent steaks, sea food and Continental specialties."

THE GARDEN OF THE ART INSTITUTE OF CHICAGO—Michigan at Adams. Open 11 AM-4 PM. Closed Sun. & Oct. through Apr. A la carte only. Lunch entrées \$1.24 to \$1.50. "Wonderful for summer luncheon."

GEORGE DIAMOND CHARCOAL BROILED STEAK HOUSE—512 S. Wabash Ave. Open 4 PM-12:30 Midnight. Closed Dec. 24 & 25. Dinner \$1.95 to \$4.95. LWB. "Undoubtedly the best steak in Chicago! Cooked to order exactly as you specify. Also a bottomless salad bowl of tossed greens with a choice of three special dressings. Can't recommend this place highly enough."

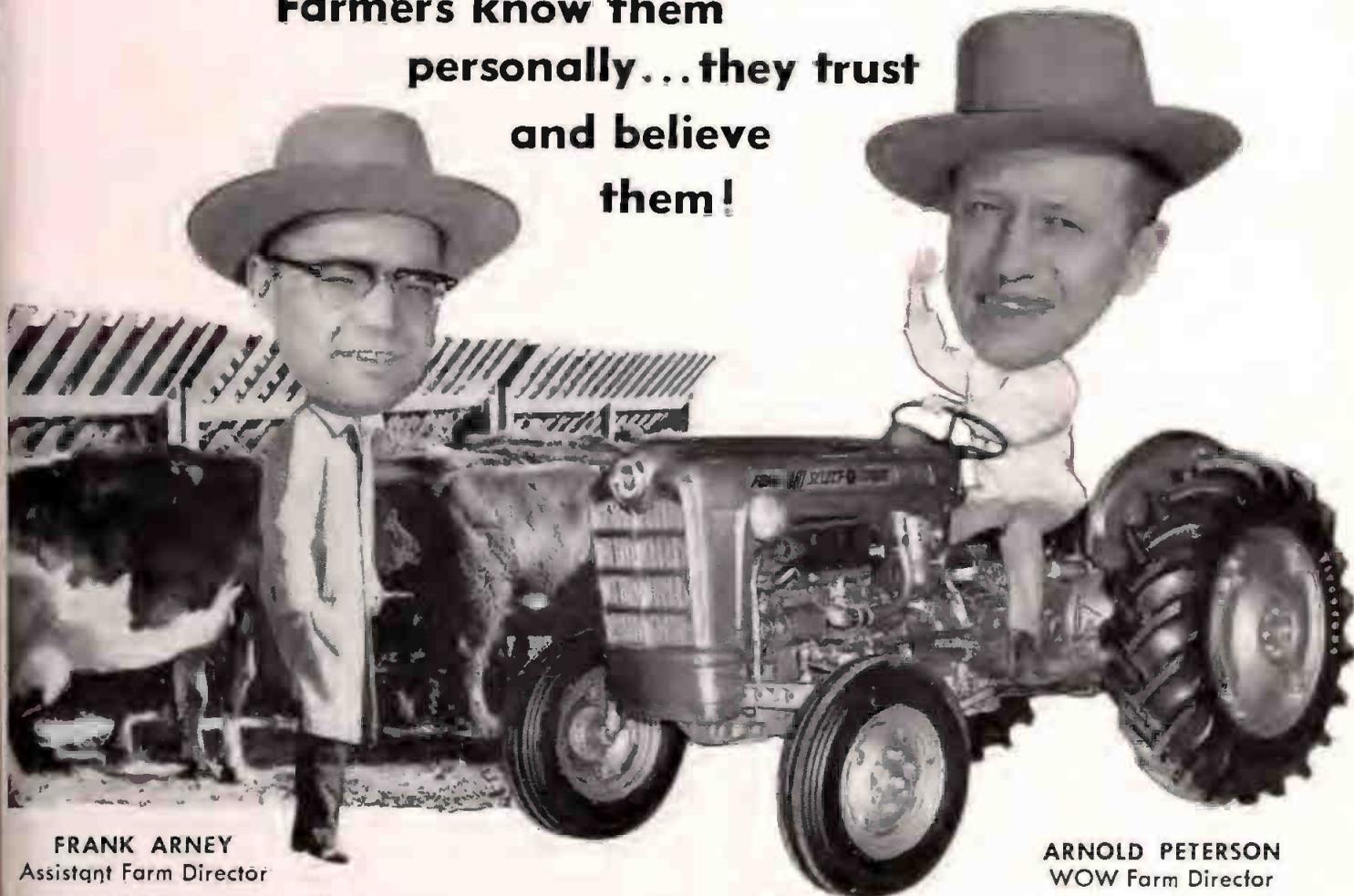
GRANATO'S PIZZERIA—907 W. Taylor St. Open 11:30 4 AM. Lunch à la carte only, entrées 60¢ to \$3. Dinner \$2 to \$3.25. LWB. "In the Italian district. Have been eating pizza here for over twenty years and haven't been disappointed yet."

HENRICI'S RESTAURANT, 67 W. Randolph St. Open 8 AM to 1 AM. Lunch \$1.20 to \$2.50. Dinner \$1.95 to \$4.95 LWB. "Excellent fare—steaks and chops, as well as Continental and German specialties prepared to perfection."

***IMPERIAL HOUSE**—50 E. Walton Pl. Open 11:30 AM 1 AM; Sun. 4:30 PM-1 AM. A la carte only. Lunch entrées \$1.75 to \$4. Dinner entrées \$3.75 to \$6.75. LWB. "Super Continental cuisine. Elegant atmosphere. Should definitely be

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- *IRELAND'S OYSTER HOUSE**—632-38 N. Clark St. Open 11:30 AM-1 AM. Lunch \$1 to \$2.50. Dinner \$2 to \$6. LWB. "Any type of fish or sea food in season. Well prepared."
- *ISBELL'S**—940 Rush St. Open 11 AM-2 AM. Lunch \$1.15 to 2.25. Dinner \$2.25 to \$4.75. LWB. "Has maintained a high standard of American food for many years now."
- *ITALIAN VILLAGE, LA CANTINA**—71 W. Monroe St., cellar level. Open 11:30 AM-1 AM. Closed Sun. Lunch \$1.85 to \$2.50, Dinner \$3.00 to \$6.50. LWB. "Fine Italian cuisine and it's authentic."
- *JACQUES FRENCH RESTAURANT**—900 N. Michigan Ave. Open 11:30 AM-12 Midnight. Lunch \$1.80 to \$3. Dinner \$3.80 to \$5.95. LWB. "In the summer the outdoor dining room has a gay, sidewalk café atmosphere. It's wonderful!" "All dishes are excellent in the grand French manner."
- JIM SAINES RESTAURANT**—871 N. Rush St. Open 11 AM-1 AM. Lunch \$1.45 to \$1.85. Dinner \$3 to \$3.85. LWB. "Nicely prepared American food priced within reason. Try the pepper steak in wine sauce."
- KUNGSHOLM SCANDINAVIAN**—100 E. Ontario St. Open 11:30 AM-10:30 PM. Closed Sun. & holidays. Table d'hôte only. Lunch \$2 to \$3.50. Dinner \$3.75 to \$7. LWB. "Beautiful smörgåsbord table—food tastes as good as it looks. Home of the famous Puppet Opera Show." "Luxurious atmosphere and Scandinavian cuisine with much appeal for the palate." "Smörgåsbord de luxe. Puppet Opera a must!"
- *L'AIGLON**—22 E. Ontario St. Open 11 AM-12 Midnight. Closed Sun. Lunch \$1.50 to \$4. Dinner \$3.25 to \$6. IWB. "Classic French cuisine."—G.K. "The setting is exquisite; the food, excellent."
- LA SALLE HOTEL, LOTUS ROOM**—LaSalle at Madison St. Closed Sun. Lunch \$1.50 to \$4. Dinner \$3.25 to \$6. LWB. "Classic French cuisine." "The setting is exquisite; the food, excellent."
- *LE PETIT GOURMET**—619 N. Michigan Ave. Open 11 AM-11:30 PM; Sun. 12 N-8 PM. Lunch 95c to \$1.75. Dinner \$1.75 to \$4. LWB. "A bit of old New Orleans. Interesting menu with German and Italian specialties."
- LITTLE FRENCH CAFE**—1525 Howard St. Open 11:30 AM-12 PM. Lunch \$1.10 to \$1.45. Dinner \$2.50 to \$4. LWB. "Fine French food, reasonable prices." "Where the French meet to eat. The turbot and stuffed mushrooms are delicious."
- LONDON HOUSE**—360 N. Michigan Ave. Open 7:30 AM-4 AM. Lunch \$1 to \$2. Dinner \$2.50 to \$6. LWB. "Fine place for businessmen who want simple surroundings and a top-notch steak." "Top-name jazz entertainment."
- MCNAUGHT'S NEW ORLEANS SHRIMP HOUSE**—1019 N. Rush St. Open 5 PM-11 PM; Fri. & Sat. 5 PM-1 AM. Closed Mon. A la carte only. Dinner entrées \$1.75 to \$3. "French fried shrimp suprême, Creole gumbo and garlic bread!"
- MILLER'S STEAK HOUSE**—7011 N. Western Ave. Open 11:30 AM-1:30 AM. A la carte only. Lunch entrées \$1.45 to \$2.95. Dinner entrées \$2.50 to \$5.25. LWB. "Varied menu—all good."
- MISTER KELLY'S**—1028 N. Rush St. Opens 4:30 PM-4 A.M. Dinner \$4.95 to \$6. LWB. "Good steaks; unusual salad."
- OLD HEIDELBERG**—14 W. Randolph St. Open 11 AM-1 AM. Lunch \$1.30 to \$4.25. Dinner \$2.10 to \$7. LWB. "German cooking of a superior nature, plus fine lobster."
- THE PALMER HOUSE**—Wabash Ave. Open 11:30 AM-1 AM. Lunch \$1.25 to \$2.25. Dinner \$2.50 to \$4.50. LWB. "String music and luxurious decor set just the right mood for the fine food served here."
- PETE & JENNIE'S WELCOME INN PIZZERIA**—7517 N. Western Ave. Open 4 PM-2 AM. Dinner \$1.25 to \$3.25. LWB. "Fine Italian meals. Superlative pizza."
- THE PIT**—1139 N. Dearborn St. Open 5 PM-1 AM. Closed Sun. A la carte only. Dinner entrées \$2.75 to \$5.50. LWB. "American menu features barbecued spare ribs. Colelaw boasts a dressing that is divine."
- *THE RED CARPET**—28 W. Elm St. Open 5 PM-2 AM. Closed Sun. during July & Aug. Dinner \$3.75 to \$7.50. LWB. "A hint of Haiti in the décor and food. The latter, though, is primarily Continental. Seats only forty people, so be sure to make a reservation." "Such interesting delicacies as tortue marchard de vin—green turtle steak sautéed in butter and simmered in Burgundy wine sauce. Excellent!"
- THE RED STAR INN**—1528 N. Clark St. Open 4 PM-12 Midnight. A la carte only. Dinner entrées \$1.75 to \$3.75. LWB. "Well established old German-Bavarian eatery. Red cabbage and kartoffelklösse are superior. Also German dessert pancakes." "Superb. Impossible to find better German food. Imported beer on tap."
- *RICCARDO STUDIO RESTAURANT**—437 Rush St. Open 11:30 AM-4 AM. "Chicago's best known Italian restaurant. Good wines." "Excellent Italian food, especially garlic bread."
- RICE BOWL**—4539 Broadway. Open 11 AM-12:30 Midnight. Lunch 70¢ to \$1.25. Dinner \$1.50 to \$3.95. "Superb Cantonese specialties."
- ST. HUBERT'S OLD ENGLISH GRILL**—316 S. Federal St. Open 11 AM-12 Midnight. Closed Sun. & holidays. Lunch \$2.50 to \$4. Dinner \$5 to \$7. LWB. "Old English setting, paneled ceilings and walls. Best charcoal mutton chops and baked potato." "Expensive—everything—but for a special treat, this is it!"
- *SHANGRI-LA**—222 N. State St. Open 4 PM-2 AM. A la carte only. Dinner entrées \$1.50 to \$4. LWB. "Cantonese food par excellence. Exotic drinks. Very pleasant atmosphere."
- *SHERMAN HOTEL**—Clark & Randolph Sts. Open for lunch, dinner & supper. LWB. "They know how to cook fish! Just to firmness, not tough." "Delicious trout amandine."
- *SINGAPORE RESTAURANT**—1011 Rush St. Open 5 PM-4 AM. A la carte only. Dinner entrées \$2.35 to \$5.25. LWB. "The finest charcoal-broiled ribs we have eaten anywhere in the country."
- SOVERIGN HOTEL, STUART ROOM**—6200 N. Kenmore St. Open 5 PM-2 AM. Closed Mon. Dinner \$2.50 to \$4.50. LWB. "Very 'gemütlich' atmosphere. Wonderful service—large silver coffee urn wheeled to one's table, also a tremendous Lazy Susan full of such appetizers as stuffed fish, sour cream and chopped liver. Prime meat and magnificent pastry."
- *STOCKYARD INN**—4178 S. Halsted. Open 7 AM-11 PM. Lunch \$1.25 to \$2.75. Dinner \$3.25 to \$6.75. LWB. "Fabulous cuts of beef, perfectly selected and aged. I've often tasted meat as tender, but never as flavorful." "What can I say? It's great."
- STOP & SHOP RESTAURANT**—16 W. Washington St. Open 11 AM-8 PM. Closed Sun. & Holidays. Lunch \$1 to \$1.30. Dinner \$1.50 to \$2.80. LWB. "Good food and fast service."
- *TEDDY'S ITALIAN RESTAURANT**—16 E. Huron St. Open 12 N-2 PM. Lunch 75c to 1.25. Dinner \$2 to \$4.50. LWB. "Not only fine Italian specialties, but delicious straks, chops and sea food."
- THE WHITEHALL CLUB**—105 E. Delaware Pl. Open 12 N-2 AM. Closed Sun. A la carte only. Lunch entrées \$1.50 to \$3. Dinner entrées \$2.50 to \$5. LWB. "Famous for chicken Martinique, eggs Whitehall, and homemade chocolate ice cream. Club sandwiches are served on toast which has been flavored with Roquefort cheese. Most interesting and delicious food."
- WILLIAM TELL, THE HOUSE OF FINE STEAKS**—5711 W. North Ave. Open 5 PM-2 AM; Sun. & holidays 3 PM-12 Midnight. Closed during Mar. Dinner 2.50 to \$7. LWB. "Replica of a Swiss inn with a touch of modern design. Food is very tasty—relish tray is a meal in itself. Zither music."
- *WINDERMERE EAST HOTEL, THE ANCHORAGE**—1642 E. 56th St. Open 7 AM-1 AM. Lunch \$1.65 to \$1.95. Dinner \$2.55 to \$4.50. LWB. "Varied menu. Excellent preparation and service. Moderate prices."
- WRIGLEY BUILDING RESTAURANT**—410 N. Michigan Ave. Open 10 AM-9 PM; Sat. 2:30 PM-9 PM. Lunch \$1.60 to \$3. Dinner \$2.75 to \$5. LWB. "Wide variety of fine food prepared for the true gourmet. Popular with the advertising fraternity." "Greater variety of unusual dishes than the ordinary better restaurant."

1

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Peter Hand Brewery, 1000 W. North	MO 4-6300
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Quaker Oats, 345 Merchandise Mart	WH 4-0600
Simoniz Co., 2100 S. Indiana	DA 6-6700
S.O.S., 7123 W. 65th	PO 7-7800
Standard Oil of Ind., 910 S. Michigan	HA 7-9200
Stewart-Warner Corp., 1826 Diversey Pkwy.	LA 5-6000
Sunbeam, 5600 W. Roosevelt Rd.	ES 8-8000
Swift, Union Stock Yards	YA 7-4200
Toni, Merchandise Mart	WH 4-1800
United Airlines, 5959 S. Cicero	PO 7-3300
Wilson & Co., Prudential Plaza	WH 4-4600
Wine Corp. of Amer., 3737 S. Sacramento	CL 4-6300
Wm. Wrigley, 410 N. Michigan	SU 7-2121
Zenith, 6001 W. Dickens	BE 7-7500

agencies

Aubrey, Finlay, Marley & Hodgson, 230 N. Michigan	FI 6-1600
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A. N. Baker Advertising Agy., 189 W. Madison	FR 2-8895
BBDO, 919 N. Michigan	SU 7-9200
Beaumont & Hohman, 6 N. Michigan	RA 6-6181
Walter F. Bennett & Co., 20 N. Wacker Dr.	FR 2-1131
Bozell & Jacobs, 205 N. LaSalle	CE 6-0870
Burton Browne, 619 N. Michigan	SU 7-7700
Buchen Co., 400 W. Madison	RA 6-9305
Burlingame-Grossman, 207 S. Wabash	WA 2-3383
Leo Burnett, Prudential Plaza	CE 6-5959
Calkins & Holden, Prudential Plaza	RA 6-3830
Campbell-Ewald, 230 N. Michigan	CE 6-1946
Campbell-Mithun, 919 N. Michigan	DE 7-7553
Caples Co., 216 E. Ontario	SU 7-6016
Compton Adv., 141 W. Jackson	HA 7-6935
Cunningham & Walsh, 6 N. Michigan	AN 3-3138
Dancer-Fitzgerald-Sample, 221 N. LaSalle	FI 6-4700
D'Arcy Advertising, Prudential Plaza	MI 2-5332
Donahue & Coe, Inc., Merchandise Mart Plaza	SU 7-8969
W. B. Doner & Co., 35 E. Wacker	AN 3-7800
Doremus & Co., 208 S. LaSalle	CE 6-9132
Erwin Wasey, Ruthrauff & Ryan, 360 N. Michigan	FI 6-1833
M. M. Fisher Assoc., 79 W. Monroe	CE 6-6226
Fensholt Adv. Agy., 360 N. Michigan	RA 6-1670
Footo, Cone & Belding, 155 E. Superior	SU 7-4800
Albert Frank-Guenther Law, 1 N. LaSalle	DE 2-6424
Clinton E. Frank, Merchandise Mart	WH 4-5900
Fuller & Smith & Ross, 105 W. Adams	AN 3-5039
Phil Gordon Agency, 23 E. Jackson	HA 7-2103
Gordon Best Co., 228 N. LaSalle	ST 2-5060
Gourfain-Loeff, Inc., 205 W. Wacker Dr.	AN 3-0889
Grant Adv., 919 N. Michigan	SU 7-6500
Grant, Schwenck & Baker, 520 N. Michigan	WH 3-1033
Grossfeld & Staff, 72 W. Monroe	AN 3-6904
Guenther-Bradford Co., 15 E. Huron	SU 7-9474

George H. Hartman Co., 307 N. Michigan	AN 3-0130
Henri, Hurst & McDonald, 121 W. Wacker	FR 2-9180
H. W. Kastor & Sons Adv., 75 E. Wacker	CE 6-5331
Kenyon & Eckhardt, 221 N. LaSalle	FI 6-4020
Keyes, Madden & Jones, 919 N. Michigan	WH 3-2133
Al Paul Lefton, 435 N. Michigan	SU 7-9511
W. E. Long Co., 188 W. Randolph	RA 6-4606
Earle Ludgin, 121 W. Wacker	AN 3-1888
MacDonald-Cook, 360 N. Michigan	AN 3-1224
MacFarland, Aveyard & Co., 333 N. Michigan	RA 6-9360
Malcolm-Howard Adv. Agency, 203 N. Wabash	AN 3-0022
Maxon, Inc., 919 N. Michigan	WH 4-1676
McCann-Erickson, 318 S. Michigan	WE 9-3700
McCarty Co., 520 N. Michigan	MI 2-0300
Arthur Meyerhoff & Co., 410 N. Michigan	DE 7-7860
Needham, Louis & Brorby, Prudential Bldg.	WH 4-3400
North Advtg. Inc., Merchandise Mart	WH 4-5030
Olian & Bronner, 35 E. Wacker	ST 2-3381
J. R. Pershall, 105 W. Adams	FR 2-8440
Presba-Fellers & Presba, 360 N. Michigan	CE 6-7683
L. W. Ramsey Co., 230 N. Michigan	FR 2-8155
Reach, McClinton & Co., Prudential Plaza	DE 7-5664
Reincke, Meyer & Finn, 520 N. Michigan	WH 4-7440
Fletcher D. Richards, 221 N. LaSalle	FI 6-3585
Robertson, Buckley & Gotsch, 108 N. State	ST 2-5336
Roche, Rickerd & Cleary Inc., 135 S. LaSalle	RA 6-9760
R. Jack Scott, Inc., 814 N. Michigan	WH 4-6886
John W. Shaw, 51 E. Superior	MO 4-6323
Tatham-Laird, 64 E. Jackson	HA 7-3700
J. Walter Thompson, 410 N. Michigan	MO 4-6700
Turner Adv., 216 E. Superior	MI 2-6426
Geoffrey Wade, 20 N. Wacker	FI 6-2100
Waldie & Briggs, 221 N. LaSalle	FR 2-8427
Edw. H. Weiss Co., 360 N. Michigan	CE 6-7252
Western Adv. Agy., 35 E. Wacker	AN 3-2545
Young & Rubicam, 333 N. Michigan	FI 6-0750

music • radio services

Agency Recording Studios, 20 N. Wacker	CE 6-3632
ASCAP, 5 Michigan	ST 2-8289
BMI, 34 N. Michigan	AN 3-5394
Columbia Transcriptions, 630 N. McCurg Ct.	WH 4-6000
RCA Recording Studios, 445 N. Lake Shore Dr.	WH 4-3215

Standard Radio, 360 N. Michigan	ST 2-5321
Hal Tate Prods., 192 N. Clark	AN 3-6521
L. S. Toogood Recording, 221 N. LaSalle	CE 6-5271
Universal Recording, 46 E. Walton	MI 2-6465



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(they also like what they hear)

They **SEE** the WDSU picture window studio on the Rue Royale

They **SEE** the WDSU mobile studio at the point of sale

They **SEE** the WDSU merchandising program —complete, effective

They **SEE** the happy results of WDSU's balanced musical format,
authoritative news coverage, thought-provoking editorials —
programming aimed straight at the great "able-to-buy" market

*And many **SEE** Community Club Awards pay extra in sales results.*



WDSU RADIO
NEW ORLEANS

networks

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 Columbia Broadcasting System, 630 N. McClurg Ct. _____ WH 4-6000

Keystone Broadcasting System, 111 W. Washington _____ ST 2-8900
 Mutual Broadcasting System, 435 N. Michigan _____ WH 4-5060
 National Broadcasting Co., Merchandise Mart Plaza _____ SU 7-8300

representatives

AM Radio Sales, 400 N. Michigan _____ MO 4-6555
 Avery-Knodel, Prudential Plaza _____ WH 4-6859
 Hil F. Best, 205 W. Wacker Dr. _____ ST 2-5096
 John Blair & Co., 520 N. Michigan _____ SU 7-2300
 Bolling Co., 435 N. Michigan _____ WH 3-2040
 Branham Co., 360 N. Michigan _____ CE 6-5726
 Broadcast Time Sales, 333 N. Michigan _____ ST 2-1405
 Burn-Smith, 307 N. Michigan _____ CE 6-4437
 CBS Radio Spot Sales, 630 N. McClurg Ct. _____ WH 4-6000
 Henry I. Christal, 333 N. Michigan _____ CE 6-6357
 Thomas F. Clark Co. Inc., 35 E. Walker Drive _____ ST 2-1663
 Continental Radio Sales, 228 N. LaSalle _____ FR 2-2095
 Donald Cooke, 205 W. Wacker Dr. _____ ST 2-5096
 Crosley, 360 N. Michigan _____ ST 2-6693
 Devney, Inc., 185 N. Wabash Ave. _____ ST 2-5282
 Bob Dore Assoc., 360 N. Michigan _____ FI 6-6828
 Robert E. Eastman & Co. Inc., 333 N. Michigan _____ FI 6-7640
 Everett-McKinney, 410 N. Michigan _____ SU 7-9052
 FM Unlimited Inc., 161 E. Erie Street _____ SU 7-5262
 Forjoe & Co., 435 N. Michigan _____ DE 7-3504
 Gill-Perna, 75 E. Wacker _____ FR 2-8665
 W. S. Grant Co. Inc., 75 E. Wacker Dr. _____ FI 6-9529
 Headley-Reed Co., 230 N. Michigan _____ FR 2-4686
 George P. Hollingbery, 307 N. Michigan _____ DE 2-6060

Hal Holman Co., 84 E. Lake _____ FR 2-0016
 H-R Representatives, 35 E. Wacker _____ RA 6-6440
 Indie Sales, 205 W. Wacker Dr. _____ ST 2-5096
 Katz Agency, Prudential Plaza _____ MO 4-7150
 Robert S. Keller, 205 W. Wacker _____ ST 2-5096
 Jack Masla & Co., 435 N. Michigan _____ SU 7-6048
 McGavren Quinn, 35 E. Wacker Dr. _____ FR 2-1370
 The Meeker Company Inc., 333 N. Michigan _____ CE 6-1742
 Joseph Hershey McGillvra, 185 N. Wabash _____ ST 2-5282
 NBC Spot Sales, Merchandise Mart _____ SU 7-8300
 John E. Pearson, 333 N. Michigan _____ ST 2-7494
 Peters, Griffin, Woodward, Inc., Prudential Plaza _____ FR 2-6373
 Edward Petry, 400 N. Michigan _____ WH 4-0011
 Radio-TV Reps., 75 E. Wacker _____ FI 6-0982
 Wm. G. Rambeau, 185 N. Wabash _____ AN 3-5566
 Paul H. Raymer Co., 435 N. Michigan _____ SU 7-4473
 Wm. J. Reilly, 55 E. Washington _____ AN 3-6137
 Sears & Ayer, 612 N. Michigan _____ SU 7-8177
 Simmons Associates, 333 N. Michigan _____ DE 2-2375
 Stars National, 35 E. Wacker Dr. _____ CE 6-2135
 Venard, Rintoul & McConnell, 35 E. Wacker _____ ST 2-5260
 Walker-Rawalt Co., 360 N. Michigan _____ AN 3-5771
 Weed Radio Co., Prudential Plaza _____ WH 3-3434
 Adam Young, Prudential Plaza _____ MI 2-6190

research • surveys

Advertising Checking Bureau, 18 S. Michigan _____ ST 2-7874
 American Research Bureau, Inc., 435 N. Michigan _____ SU 7-3388
 Market Research Corp. of America, 425 N. Michigan _____ MO 4-4600

A. C. Nielsen Co., 2101 Howard _____ HO 5-4400
 Radio Reports, 1550 E. 53rd _____ HY 3-3211
 Social Research, 145 E. Ohio _____ MI 2-2666

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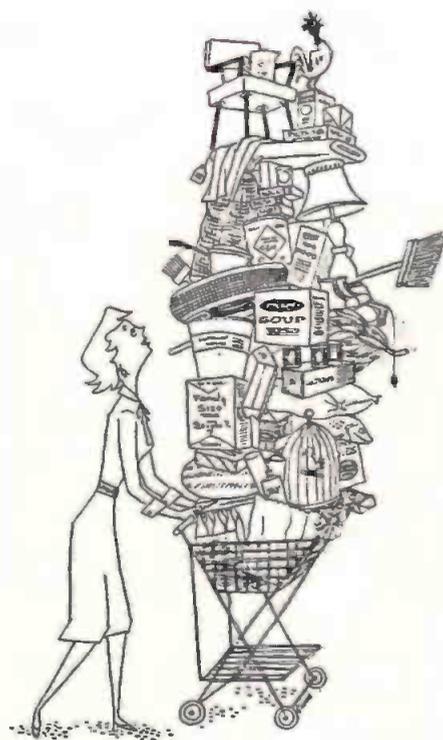
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Company or

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BUY Balaban when you buy radio
BUY KBOX when you buy Dallas
and you BUY the people who BUY

KBOX



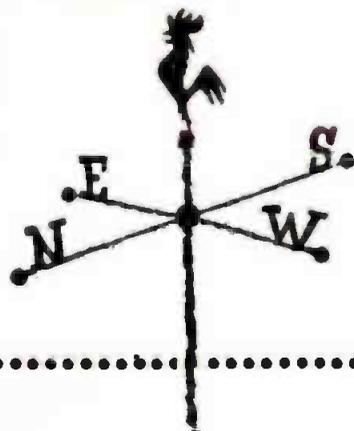
THE COLLINS MAN IS HERE WITH YOUR RADIO STATION, SIR.

Everything you need to get on the air fast with the strongest
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Collins CREATIVE LEADER IN COMMUNICATION  COLLINS

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



Suburbia:

Newspapers Miss a Beat

**Newspaper circulation drops off,
RAB shows, when coverage in city
is compared with retail trading zone**

 The companionable call letters of radio are becoming an increasingly more familiar sound in suburban U.S.A. than the thump of the daily newspaper landing on the front porch.

This shift to "ear-catching" of the non-city dweller, says the Radio Advertising Bureau, is evident in results from two recent studies made by its staff. One, a preliminary survey of five major markets, indicates radio is increasing its penetration of out-of-city homes; the other, an analysis of 50 market areas, documents what RAB terms the newspaper circulation "drop-off" from city to suburb.

Up to four radio stations in each

of the five markets studied—Los Angeles, Boston, Chicago, Buffalo and Detroit—exceed their "city zone" penetration when reaching out into the suburbs, according to RAB. Inside the city as well as outside, the bureau adds, "percent of homes reached" by radio exceeds that of newspapers. At the same time, RAB says, 18 of the 19 newspapers examined in these markets "drop off"—that is, fail to equal their city zone coverage in the retail trading zone.

In one city, the study reveals, the top-ranking newspaper reaches 19.8 percent of retail trading zone homes while the leading radio station reaches 43 percent. Of the five other ranking publications and stations

compared, the second paper reaches 11 percent and the second station 39.8 percent; the third paper, 8.6 percent and third station, 33.3 percent; the fourth paper, 7.5 percent, and fourth station, 30 percent; the fifth paper, 6.6 percent, and fifth station, 26.8, and the sixth paper, 6.4, and sixth station, 18.7 percent.

In detailing the results of its 50-market study of newspaper circulation, RAB discloses that less than half—42.2 percent—of the homes in "retail trading zones" across the country receive any daily newspaper. In defining "retail trading zones," the bureau explains, it has used the boundaries set by the Audit Bureau of Circulation to distinguish those "city-buying" areas from cities proper.

Implications of the findings for the listener's medium are immediate—and considerable, RAB believes. Radio, it emphasizes, can reach economically and consistently into out-of-city homes in many markets where newspapers falter at the city limits. And, the bureau points out, this ability is doubly significant to advertisers who are aware that presently

burgeoning suburbs will increase an estimated 85 percent by 1975, mainly through the addition of the "best prospective customers," too.

An example from the study illustrates the degree of "drop-off" evident in current circulation figures for one southern market. Newspaper A, reaching 27.7 percent of city homes, and newspaper B, reaching 71.5 percent, between them cover 82.2 percent without duplication, according to RAB findings; however, moving out into the retail trading zone, newspaper A's circulation drops to 14.8 percent and newspaper B's to 20.9 percent, for a total unduplicated coverage in this area of 26.1 percent. The two papers together reach an unduplicated total of 47.9 percent of the homes in both city and retail trading zones, the study indicates.

In a West Coast market, four twin-

city dailies have a combined in-city home coverage of 79.1 percent, says RAB, with individual rankings from 6.5 percent to 71.5 percent. Beyond the city zone but within the retail trading area, the four papers reportedly drop to a combined home coverage of 49.8 percent—and in this case, the newspaper with the lowest in-city coverage boasts the high of 26.1 percent while the one with the highest in-city coverage hits a feeble 3.1 percent.

Why is it contended that daily papers are on the outs with suburban homes? RAB's study doesn't delve into this aspect of the subject, but the bureau believes it can detect at least part of the answer in the operations themselves of the dailies.

"A great weakness of newspapers seems to be their difficulty in keeping up with the migration of customers who decide to live outside the

city," says Miles David, director of promotion. "This difficulty stems both from the economics and the changing community interests involved.

"In the first instance, distribution costs increase as the customer moves farther from the central area. Physical transmission of the papers becomes more complex in many ways.

"In the second instance, a family's interests change when it moves from one community to another. Daily papers in many cases aren't able to respond to or reflect the new habits and tastes of this transplanted family."

Radio's natural advantages for reaching the suburban resident, he says, include its ease of transmission to outlying districts. At a flick of the radio dial, Mr. David points out, the Joneses are "at home" to news, advertisements, services and entertainment features that needn't wait for the once-a-day rounds of the paper boy.

Many stations have, in addition, cultivated a talent for programming to local interests at the same time they are attracting an increasingly wide audience, the RAB executive explains. In touching upon subjects of immediate appeal, radio can provide both news and feature coverage at minimum expense ("A beeper phone call from the scene can give greater immediacy—at far less cost—than newspaper coverage") and beat the press to its audience.

Radio's community interest programs such as high school sports coverage, "remotes" from points of action and taped interviews are among the features RAB describes as meeting the wishes of suburban listeners.

Of the 3,334 am radio stations in the United States, Mr. David observes, a number still are not making the most of these natural advantages.

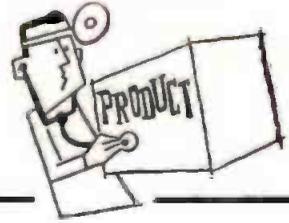
"Depending on the circumstances, of course, which may vary with the station and its locale, it behooves radio people to recognize and use fully the selling edge they have over newspapers when it comes to reaching the important suburban customer," he says. • • •

HOME COVERAGE BY NEWSPAPERS

Samples from a Radio Advertising Bureau study of 50 markets showing percent of homes reached by newspapers. "City zone" refers to the corporate limits of the city plus contiguous areas which can't be readily distinguished from it; "retail trading zone" includes the area beyond the city zone whose residents regularly trade to an important degree with retail merchants in the city zone.

	Newspaper	City Zone	Retail Trading Zone	Total Both Zones
Southwestern Market	A	52.5%	19.8%	35.6%
	B	59.5	17.1	37.6
	Unduplicated coverage	64.7	58.8	62.3
Twin City West Coast Market	A	6.5	26.1	16.8
	B	71.5	3.1	35.6
	C	41.8	26.1	34.0
	D	27.4	2.5	15.1
	Unduplicated coverage	79.1	49.8	74.2
Southern Market	A	27.7	14.8	21.1
	B	71.5	20.9	45.6
	Unduplicated coverage	82.2	26.1	47.9
California Market	A	38.5	13.9	29.3
	B	41.7	6.9	28.6
	Unduplicated coverage	84.7	29.5	62.1

commercial clinic



New Horizons in Sound Are Seen by Ray Mauer

Sound effects—a radio mainstay since the medium's birth—are being employed in commercials today with unprecedented originality and frequency, according to an advertising executive.

"We are using more sound in our commercials than ever before, and every day we discover new ways to make it pay off in commercial effectiveness," declares Ray Mauer, vice president and assistant creative director, Geyer, Morey, Madden & Ballard Inc., New York.

"Not only has the industry refined the use of standard sounds, but with the development of electronically produced sound I don't see any limit to its value as a creative selling tool."

Mr. Mauer points out that electronics will be producing sounds a few years from now that no one has ever heard today and he sees no reason why many of them cannot be adapted to commercial use.

"We are already giving sounds to things that have never been heard by the human ear before," he says. "We just use our imagination and make them up."

For example, when some American Motors' copy called for noises made by dinosaurs, the agency creative staff got together with the sound effects men and experimented until they were satisfied with the dinosaur's "voice."

On another occasion, Geyer's Kelvinator account needed a sound representing a star—to be used in conjunction with the firm's "Lucky Star" sale last fall. On four days' notice, Mr. Mauer and his staff sifted sound possibilities, decided on an electronic instrument called the theremin, located one of two known theremin players in the East, re-wrote the copy to fit the new sound, made the recording and presented same to the client.

Mr. Mauer credits the star sound not only with helping to make something different out of what could have been "just another sale commercial," but also with considerable promotional value.

While it would be impossible, in

Mr. Mauer's opinion, to compile an exhaustive list of all the ways in which sound effects can be employed in commercials—"They are as limitless as men's imaginations"—



Ray Mauer, vice pres. of GMM&B.

he does explain several of the more common uses current today:

- To attract attention. Perhaps the most usual way of using sound effects, Mr. Mauer believes, is at the opening of a commercial to attract the listener's attention. The sound employed may be pertinent to the product itself, or it may be a "borrowed interest" device which integrates into the commercial message. As an example of this method, he cites the bugle call which begins each of the Bond Clothes commercials.
- To create product identification. The use of a sound as a kind of "audio trademark" can be particularly effective, Mr. Mauer states. This technique is designed to make the audience identify the sound and the product to such a degree that whenever they hear the sound they think of the product. A fine example of this usage currently making the rounds is, in Mr. Mauer's view, the gong of the Northwest Orient Airlines.

"The gong—long associated with the Far East—is becoming a symbol for the 'Orient' part of the firm's name. This identification is particularly helpful in the airline field where all the names are so much alike that it is easy to confuse one with another."

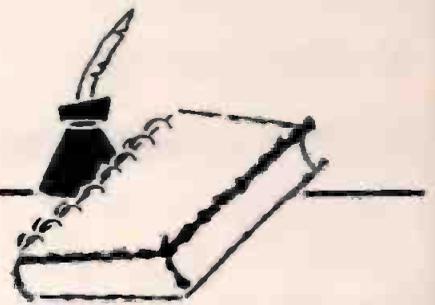
- To describe a situation, product or mood. This method is employed to paint a vivid picture in sound, to draw the audience more closely into the commercial and to add realism. For example, in working up a commercial to advertise Rambler cars, the Geyer staff decided to translate the print media cartoon fables to the broadcast media.

"What emerged," says Mr. Mauer, "was a sort of radio rebus: The whimsical adventures of the owners of 'dinosaur' cars, 'gas-hog' cars and so on were told largely through descriptive sound effects. There were big-car horns for the too-big cars; small-car horns for the too-small cars; greedy slurps for the gas-hogs. When one disgusted owner hurled his car over a cliff into the sea, the sound told the story complete with splashes, while the voice-over quickly moved him into a Rambler showroom."

- To highlight or accent certain key words or phrases. Sound effects may also be utilized to make a sales message's high points stand out and to fix them in the listener's mind. A simple and frequently employed example of this technique is the use of a siren or bell near important phrases.

"The use of sound effects in these and other ways forms an indispensable Mauer declares. "Although sound hasn't been as widely used yet as words and music, it is rapidly coming into its own." • • •

station log



► **News:**

WBT Charlotte, N. C., is spreading Communist propaganda—direct from Moscow—and listener reaction is reported “very favorable.”

Calm yourself, Congressman! The Sunday night broadcasts of Radio Moscow are the station’s way of letting Americans hear, “for the first time, exactly how the Communists are fighting the cold war, how they are attempting to undermine and destroy the Free World in general and America in particular.”

Jefferson Standard Broadcasting Co. Executive Vice President Charles H. Crutchfield says he realizes that a few listeners will accuse WBT of spreading the Communist line. “This is precisely what we will do,” he declares. “However, we are hopeful that our efforts will be so effective that the usual complacency among Americans will be shaken to the very roots.”

Alan Newcomb of WBT and Rupert Gillett, former associate editor of the *Charlotte Observer*, conduct the program. They interrupt the tape-recorded Radio Moscow “newscast” at necessary intervals to explain, refute and comment on the subjects covered.

Microphones in Houston, Tex., are finding a welcome in a formerly forbidden area. And KXYZ Houston

has received compliments from judge, prosecutor and defense attorneys on its coverage of the recent Stickney murder trial.

KXYZ taped principal portions of the trial for broadcast every 30 minutes, and had live microphones in court for the verdict. The judge, by the way, invited the radio newsmen back.

Residents of Kentucky were warned and kept abreast of recent weather news when WAVE Louisville made what it claims is the first use of CONELRAD for tornado warnings in the state.

From 12:50 p.m. to 11:05 p.m., WAVE aired constant reports on the CONELRAD band. Other Louisville stations that did not have teletype service to the weather bureau, WAVE says, got the latest weather advisories from WAVE, as phone lines to the bureau were tied-up. WAVE broadcast eyewitness accounts as well as the radar and weather bureau reports.

► **Public Service:**

On the theory that radio’s public service contributions are more easily understood and dramatized when measured in dollars, two stations have reported the release of figures to illustrate this phase of radio activity.

WQAM Miami, Fla., reports that during 1958, “to further local, regional, national and international concepts, which help make for a better community, nation and world,” it contributed the following:

Spot announcements—11,297. Programs—725, ranging from 15 minutes and up, and totaling 259 hours. “A conservative estimate of the free public service time, based on our existing rate cards,” Jack L. Sandler, WQAM general manager claims, “would be upwards of \$500,000.”

More than \$138,385 in free time was donated by WHLI Hempstead, N. Y., during 1958, according to John T. Clayton, the station’s director of public affairs.

WHLI lists 647 public service pro-



A welcome to Omaha is given Frank Arney (center), newly appointed assistant farm director at WOW-AM-TV, by Arnold Peterson (left), WOW’s farm director, and Ray Olson, the Nebraska station’s program director.

grams and 12,022 announcements for national and Long Island campaigns. WHLI also contributed time, Mr. Clayton says, for 3,443 “Calendar of Events” items for some 1,500 community organizations.

► **Programming:**

The second annual Pop Music Disc Jockey Convention and Seminar, sponsored by the Storz Stations with the cooperation of the various record companies, will be held at the Americana Hotel, Miami Beach, from May 28 through May 30.

Listed as speakers so far are Gordon McLendon, president of the McLendon Stations, and Matthew J. Culligan, executive vice president in charge of NBC Radio. The Storz people indicate that the entertainment portions will feature “the biggest line-up of top name talent ever assembled on one stage.”

Standard Radio Transcription Services Inc. and Amay Inc., Chicago sound recording studios, have arranged for Amay to install a branch studio for tape recording, transferring and editing in Standard’s Chicago office. Standard will headquarter at the Sheraton-Blackstone during the NAB Convention.

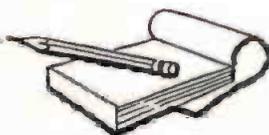
Lang-Worth Inc., New York, with its February release to stations, reports it is experimenting with an-Im stereo tape. About 31 cuts were included for station ID’s and lead-ins.

• • •



Principals on hand in transfer of Indianapolis Muzak franchise to WFBM are: Seated, J. Ripley Kiel, former co-holder of franchise, and Shirl K. Evans, WFBM-Muzak mgr. Standing from left, are Weston C. Pullen Jr., WFBM president; Kenneth J. Hovey, former franchise co-owner, and Eldon Campbell, WFBM-AM-TV vice president and general manager.

BPA memo



Radio Sends People Everywhere, Too

Radio not only *reaches* people everywhere, it *sends* them everywhere, too. Picking up on a trend that is growing in popularity, many radio stations are conducting different promotions with the same prize: A trip to far away places.

Reports from four stations, KDAY Los Angeles, WXYZ Detroit, WOV New York and WFIL* Philadelphia—have listeners traveling across the country from Palm Springs to New York, and to more distant cities such as Paris and San Juan, P. R.

At KDAY, a contest to find the "most pooped pooch" provided a four-day, all-expense-paid trip for the winning pooch and for the two "humans" the dog selected for traveling companions. About 500 "pooped pooches" reportedly entered the competition.

WXYZ is sending winners of a "Mystery Star" contest to New York for a "Hit Show Weekend." The nine-week contest, which comes to a close at the end of March, is built around the *Paul Winter Show* and is divided into three 3-week segments. Clues in jingle form are provided by Mr. Winter for each day's "mystery star." Winners of the daily competition receive two LP recordings and are then eligible for the New York weekend trip—the grand prize that is awarded at the end of each three-week phase. To win the trip for two, finalists have to tell "What they like most about WXYZ Radio" in 50 words.

Winners of WOV's "Mystery Voices" contest are going to Europe and Florida (the first and third prizes, respectively). The second prize was a Westinghouse refrigerator-freezer combination. The contest extended for about three months. Before the three grand prizes, awards were made to weekly winners. A total of 9,490 prizes were made to 55,505 entrants. In one week, for

example, there were 1,700 entrants who guessed the correct voice. The contest was held for WOV's Italian-language audience (the station also programs for the Negro market). Contest entrants had to send in five labels of Progresso foods along with their answers. At the conclusion of the contest, a drawing was made to select the grand prize winners.

WFIL listeners spent two weeks trying to identify three mystery record selections and artists aired each day on *The Stu Wayne Show*, *The Bob Klose Show* and *The Bill Webber Show*. It was called the Round Robin contest. After the first week, three winners received two-week vacations plus round-trip air passage to Paris, and two others won similar trips to San Juan, P. R.

'Nicest Things Happen' For Audience, Advertisers

A three-month promotion that shows nice things can happen to advertisers and people in general has been under way at KYW* Cleveland and comes to a close at the end of March. Called the "Nicest Things Happen" campaign, the KYW promotion included these features for listeners: The nicest news story each day is highlighted in newscasts; songs having the word "nice" in the title or lyrics are interspersed in music schedules; an amphibious houseboat was awarded to a visitor by KYW at Cleveland's Mid-America Boat Show. One of the highlights of the campaign has been a red-suited imp carrying a KYW trident who shows up at convenient times and picks up tabs on certain days at leading grocery stores for purchases ringing up in any form of "11" (1100 on the dial).

For advertisers and agencies, these nice things are happening through the courtesy of the KYW promotion: Special merchandising and point-of-sale displays at 76 Kroger Food stores for qualified KYW advertisers; two free drinks are being awarded to agency executives whose birthdays fall during the three months. • • •

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



Now Operating
**24
HOURS
A DAY**

The only radio station
between Detroit and
Chicago to offer this
around-the-clock service

Western Michigan's
Most Powerful
Independent

MUSIC and NEWS



DIAL 919

YOU ARE MOST CORDIALLY INVITED TO SKIP THE HOUSE PHONE, AND SIMPLY SKIP UP THE ELEVATOR TO

SUITE 919-20

in the
CONRAD HILTON

FOR TRADITIONAL LANG-WORTH HOSPITALITY AT THE NAB CONVENTION

LANG-WORTH

1755 Broadway, New York 19

Producers of RADIO HUCKSTERS commercial jingles and AIRLIFTS Station production aids

CAL-VAL

COVERAGE: The Rich California Valley (7 stations)
RATINGS: Leading Stations in Each Market
IMPACT: Local, of course
MERCHANDISING: The Dennis Plan—In-Store Displays
COST: \$5.88 (average cost per one minute annct.)

FOR FULL DETAILS CALL:

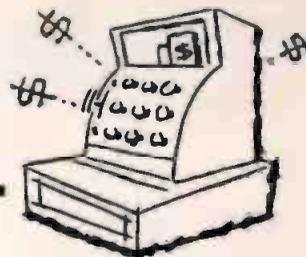
M McCAVREN-QUINN CORPORATION New York, Chicago, Detroit, Los Angeles, San Francisco, Seattle

Q AT THE NAB CONVENTION: EXECUTIVE HOUSE SUITE 3511



HOMETOWN, U. S. A.

radio registers



MUSIC STORE

Walker's Music Store of Omaha ran 20 spots on a Friday and 15 the next day over KBON to promote a sale of records. Walker's offered listeners a 45 rpm record for one cent with the purchase of one at list price, and all 33 1/3 rpm albums at \$3.09. The store reports that 1,200 customers purchased more than 4,000 records during the announcement period, with seven out of 10 saying they heard about the sale through KBON.

HOME BUILDER

Wallace E. Johnson Inc. bought eight one-minute spots over WDIA Memphis to be run on a Sunday, announcing the sale of 20 homes in a new medium-priced real estate subdivision. According to Johnson's advertising agency, The John Cleghorn Agency, Memphis, "better than two homes were sold with each announcement" as 17 were purchased before sundown on Sunday. Within six days, the agency says, all of the homes were sold. No other advertising medium was used.

CLOTHING STORE

Harman & Co. Federated Store in Petersburg, W. Va., purchased a series of 30 one-minute spot announcements for one week over WELD Fisher, W. Va., to promote the arrival of a shipment of new dresses. In this town of only 2,500 people, according to WELD, Harman's entire stock of 200 dresses was sold out before the announcement period was over.

LOCAL BOTTLER

White Rock soda and ginger ale franchise holder in the Norfolk, Va., area, Bruce Melchor Jr., decided to test radio by placing an offer of a free ball-point pen on WTAR's late evening (9:30 to midnight) Night Watch show. All that listeners had to do was write in for the White Rock pen, saying they heard of the offer via WTAR. The promotion employed 13 announcements on just one program. The result, according to the station, was 4,267 cards and letters from listeners in 142 cities and two ships at sea.

report from RAB

Sales Strategy, New Studies Highlight RAB's Role At NAB Chicago Convention

To the radio station owner or operator, the National Association of Broadcasters convention in Chicago can be an ideal opportunity to take a refresher course — on radio, RAB declares.

This can be accomplished, RAB says, two ways:

1. By attending its presentation on Tuesday, March 17, at 11 a.m. in the Grand Ballroom of the Conrad Hilton Hotel. In one hour's exposure, RAB feels, the audience will get useful, sales-helpful background and selling strategy.
2. By seeking out one of the more than half-dozen members of the RAB staff who will be at the convention and questioning them on the latest evidence of radio's strengths.

Seeking out the staff should prove particularly valuable for the station which is not now a member, RAB states. This will provide a real opportunity to become exposed to the latest sales tactics developed by the industry.

Here are some of the new and current studies RAB executives at the convention will be talking about to stations:

The Gasoline Last Word Study: This is the latest in a continuing series of research projects in which radio's ability to reach shoppers on the day they buy products is documented. The gasoline study emphasizes the importance of "today" media exposure and also makes these points:

1. More motorists—up to 48 percent more—are exposed to radio on the day they fill their tank than to any other medium.
2. Radio commands 61 percent of the total time spent with media by motorists on the day they buy gasoline station products—a figure representing nearly twice as much time as that spent with all other media combined.
3. Radio delivers the final advertising impression closest to the time of sale more often than any other medium—three times as many motorists hear radio within 30 minutes of entering a gasoline station than are exposed to all other media combined.
4. Four out of ten motorists listen to radio in their cars on the day they

enter a gasoline station; a third of all motorists listen to radio while actually driving to the station.

The Frozen Foods Study: An examination of the radio listening habits of shoppers who purchase frozen foods, dispelling the "misconception" that food product advertisers should concentrate announcements only in the "must buy" 7 to 9 a.m. time slots. This study reveals:

1. The 7:30 to 8 a.m. period winds up fifteenth among the 24 half-hour segments between 6 a.m. and 6 p.m.
2. The 3 to 3:30 p.m. period is almost 20 times more valuable for reaching actual purchasers of frozen foods than 7:30 to 8 a.m.

The Newspaper Drop-Off Study: A first-of-its-kind pilot investigation of the newspaper circulation drop outside the central city zone placed side by side with individual station performance in the same area. The study dramatically pits actual listening among suburban families against newspaper reach in clearly defined areas, making these points:

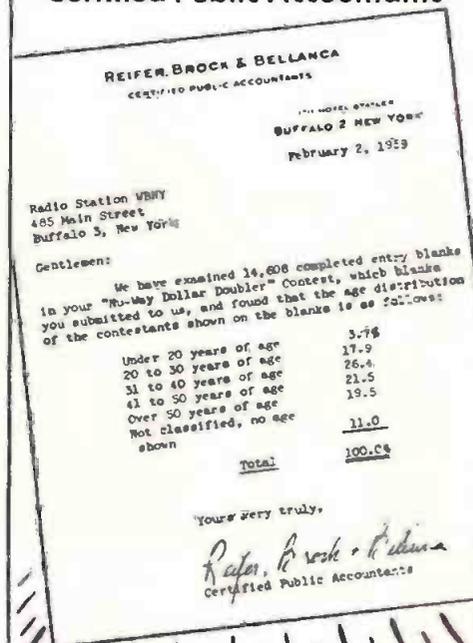
1. Every newspaper was topped by one or more radio stations in the vital retail trading zone.
2. All but one newspaper studied failed to match their city zone circulation in the retail trading zone. Average drop-off: 38 percent.
3. From one to four stations in every market studied exceeded its city zone penetration in the retail trading zone.

These facts highlight but three of several studies RAB has completed or placed in the works for completion early this year. Other projects will investigate the listening habits of actual purchasers of various kinds of grocery products.

In attendance at the NAB convention besides Kevin B. Sweeney, RAB president, and available for consultation on any area of radio or RAB activity, will be: John F. Hardesty, vice president and general manager; Miles David, director of promotion; Warren Booron, director of member services, and Bob Nietman, Pat Rheame and Carl Heiman, regional managers. • • •

"96.3% of the respondents to the contest on your station are over 20 years of age"

Read this letter
to Station WBNY from
Reifer, Brock & Bellanca
Certified Public Accountants



WBNY

Top Station* in the Buffalo Market

DELIVERS AN ADULT AUDIENCE

Get the Facts! ... Call Jack Masla

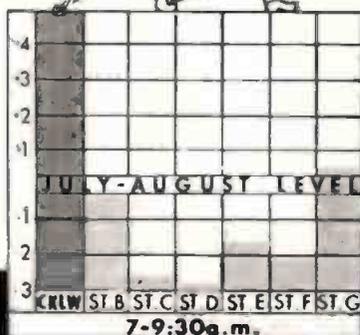
*Nov.-Dec. 1958 Pulse reports:

WBNY—1st from Noon to 6 P.M.

WBNY—2nd from 7 A.M. to Noon

**MORE Listeners!
MORE Sales!**

TOBY DAVID
MON thru FRI
6:45 - 9:30 a.m.



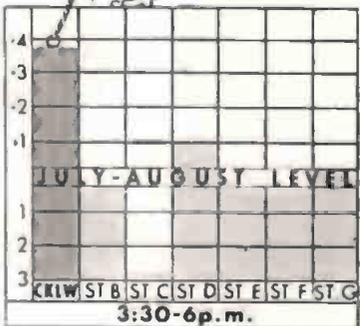
**CKLW radio has
greatest listener increase*
of all Detroit Stations**

7-9:30a.m.

3:30-6p.m.

September, October, Pulse

EDDIE CHASE
MON thru FRI
3:30 - 7:00 p.m.



Of all Detroit radio stations CKLW is the only one to show a significant gain in either of the above high listening time segments shown. All others have shown a loss or barely hold their own, which is positive proof of the popularity these two disc artists enjoy in this dynamic market. Certainly the most logical spot to place any client's message to get RESULTS!

50'000 WATTS

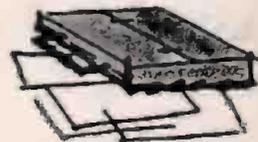
CKLW
radio

GUARDIAN BLDG., DETROIT

J E Camprou, Pres.

Robert E. Eastman & Co. Inc. National Representative

report from representatives



Representatives Talk Up

Use of Single Rates

By Radio Stations

The only way to straighten out broadcasting's biggest single problem—the local rate—is to eliminate it, according to Robert W. Eastman. And several stations represented by his Robert E. Eastman & Co. have joined the battle to do just that.

Seven Eastman represented stations now hold to a single rate structure for local, regional and national accounts, including WNEW New York and WIL St. Louis which have been single rate stations for many years.

The others are WHK Cleveland, WRIT Milwaukee, KBOX Dallas and most recently WPTR Albany, N. Y., and WZOK Jacksonville, Fla. Eastman represents 20 radio outlets.

In announcing his station's change-over, Duncan Mounsey, executive vice president and general manager of WPTR, states that the one-rate structure was adopted "because we consider it to be essential to the continued growth of the radio business.

"The one-rate system," he continues, "means that advertisers and agencies can buy with confidence and the full knowledge that no one can buy radio at a lower price."

WZOK's general manager, Carmen Macri, agrees with Mr. Mounsey and adds, "We feel that this move will bring about a greater orderliness in a situation which has heretofore been most confusing." (See Editorial, p. 108.)

New Firm Concurs

The newly organized representative firm of Ayres, Allen & Smith, with headquarters in San Francisco and Hollywood, will join in promotion of a single rate card, according to Robert R. Allen, a principal officer of the new firm.

"We are for a single rate card," he tells U. S. RADIO, "and believe this simplification will make it possible to sell more radio time. Local radio, in our opinion, is inclined to sell itself too cheaply for the services it offers."

AA&S will specialize in selling time for West Coast stations, says Mr. Allen,

who will manage the San Francisco office. "The 33 radio stations to be represented by AA&S at the outset are those formerly served by William A. Ayres Co., which will hereafter function solely as a publisher's representative."

The principals in the new radio-tv firm are Mr. Ayres, who will serve in an administrative capacity, Mr. Allen, who was formerly a time salesman for the McGavren-Quinn Corp., and Jack D. Smith. Mr. Smith had been Southern California manager of William A. Ayres Co.; he will hold a similar position with AA&S.

Another new firm, The Bernard L. Ochs Co., has been formed by Mr. Ochs, former general manager of the Forjoe & Co. southeastern office. Organized as a southeastern radio-tv representative, the firm has signed 10 stations in that area so far. Headquarters are in Atlanta.

Do-It-Yourself Ratings

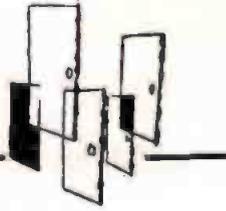
Agency timebuyers in New York can now try do-it-yourself qualitative research on at least one Massachusetts station.

Avery-Knodel Inc. is making this possible with an offer to let a buyer pick a number from a list of 1,000 Worcester housewives' telephones—and to call it.

The list is made up of names of housewives who called WORC for various reasons during a six-day period in January. Timebuyers can—at no expense—verify the ladies' calls to the station, ask them how they enjoy WORC programming, and even question them as to station preferences for programming throughout the day.

Designed as a dramatic selling tool in what is expected to be a hard-sell year for spot radio, the telephone service should also help build "a strong foundation for radio itself," according to John J. Torney, Avery-Knodel vice president and director of radio sales. "This positive sales approach is designed to document soundly the station's adult listening audience." • • •

report from agencies



Three Buyers Advise

Either Single Rate or Strict

Definition of Local Rates

One run doesn't make a cricket match. And seven stations adopting the single rate system may not indicate a trend. But agency people are watching the latest evidence that radio is taking a swing at a problem recognized by all parties as definitely "sticky wicket."

Speaking from the standpoint of agencies and their clients, but recognizing the complexity of rate problems faced by stations, three agency spokesmen make these comments:

Ed Fleri, BBDO media coordinator for radio-tv spot: "Industry-wide agreement on a standard pricing pattern would be of considerable consequence. Adoption of the single rate by one station won't change the blood pressure of an agency or client, but it's a step in the right direction."

Edna Cathcart, radio and tv time-buyer at J. M. Mathes: "We believe that adoption of this system on an industry-wide basis would attract more radio business for agencies."

Harry Way, former vice president and media director and now executive vice president in charge of the New York office of Erwin Wasey, Ruthrauff & Ryan: "I prefer to work with the single rate because of the simplicity it offers. Local rates can lead to abuses."

Stand Clarified

Clarifying his reference to a "standard pricing pattern," Mr. Fleri says, "I believe the radio industry has a choice of two possible ways to eliminate confusion and price inequities that currently exist. The first is for stations to adopt the single rate, adjusting their charges to a fair level for both the local and national advertiser."

"The second is to define, clearly and explicitly, who qualifies for the local rate and to have the rates in line with the definition."

There is nothing essentially wrong with having a local rate, Mr. Fleri contends, so long as that rate is equitable and specific. (See *Editorial*, p. 108.)

"But why should the national advertiser pay \$10 for a spot when the local advertiser pays \$2 for the same audience?" he asks. "If the audience isn't the same for both, all right—but that difference should be specified."

"By the same token, why should a client who can buy locally in market A not be able to buy locally in market B? Is a bottler of a national beverage, for example, entitled to the local rate? Such questions should be answered by standard definitions established for radio as a whole."

Miss Cathcart expresses her agency's view that a client such as Canada Dry (a Mathes account) which owns and operates a local plant is entitled to the local rate where it exists.

"We'd be happy to see stations everywhere on a one-rate basis," she adds. "However, we recognize that there are many factors involved for the stations as well as for us. We're grateful whenever a station eliminates one of our headaches, and the dual-rate structure is a headache."

Pointing out that present rate structures are a market condition rather than a station condition, Mr. Fleri voices the hope that individual stations will find a rallying point on which to build a standard code of pricing throughout the industry.

"When a national advertiser looks over the markets and sees that radio rates for him in one area are perhaps 50 percent higher than for the local advertiser, he may have to skip that whole market," he explains. "When a buyer is drawing up a media plan, his thinking is bound to be colored by the knowledge that there are inequitable differences between national and local rates in certain markets."

Mr. Way sums up with the observation that "agencies can operate either way, moving to a fee basis where their client is entitled to the local rate, or adding a commission to the local rate."

But, he notes, a simplification of rates would be a score in favor of the radio industry. • • •

"What is the city but the people."



My Mommy
Listens to KFWB

More mommies, more daddies. more everybodies listen to KFWB around the clock in Los Angeles...confirmed by Pulise and Hooper. Buy KFWB... first in Los Angeles. It's the thing to do.



6419 Hollywood Blvd., Hollywood 28 HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON K. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

WHATEVER HAPPENED TO
ROBERT HALL?

LOOK FOR HIM
AT THE FLOWER ROOM
FLOOR ONE
BLACKSTONE HOTEL

YOU'LL GET YOUR
REWARD!

... when you visit him
and audition his new
transcription services.

**ROBERT HALL
PRODUCTIONS**

WLCX kicks off with CCA

In a letter to Mr. Boyd Lawlor, Mid-West Sales Manager of Community Club Services, Inc., Mr. Joe Rohrer, President & Manager of Radio Station WLCX, La Crosse, Wisconsin, stated: "We are just getting underway with our Community Club Awards Campaign. It looks as if CCA will be a big success in La Crosse. It appears to be the answer to a radio station's requirements for a well planned promotion and sales campaign with a bonus of excellent public relations and public services. It should produce some happy advertisers. The way it adds up for CCA is to take a good station, a good market, mix them up and it should be nothing but good!"



Joe Rohrer

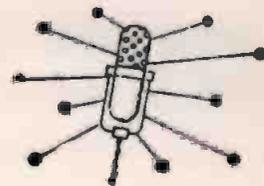
**COMMUNITY CLUB
AWARDS**

20 E. 46th Street
New York 17, N. Y.
Phone: MU 7-4466
Conrad Hilton
Hospitality Suite 1218A



NAB ASSOCIATE MEMBER

**report from
networks**



► **NBC:**

In an 11-day period ending in early February, NBC received new orders totaling \$412,547 in net revenue, according to William K. McDaniel, vice president in charge of sales.

Mr. McDaniel says that a leveling off had been expected after the "peak sales activity" at the end of 1958, but that "this had not proved to be the case."

The new business includes "substantial orders" from the Aluminum Co. of America and Fink Products Corp. Other new advertisers are: Carter Products Inc. for Colonaid Laxative, Mail Pouch Tobacco Co., Lever Brothers Co. for Pepsodent, Sakrete Inc., *Kiplinger Magazine*, *Popular Science Magazine* and White House Co.

WRVA Richmond has returned to NBC as an affiliate after 22 years, announces Harry Bannister, vice president in charge of station relations.

In a programming change, Matthew J. Culligan, executive vice president in charge, has announced that NBC Radio will expand its *Star Dust* segments to 17 daily, Monday through Friday, on a regular hourly basis. The vignettes feature top show business talent.

The segments will be scheduled at 25 minutes past the hour, from 7:25 a.m. to 11:25 p.m. (EST). They are, Mr. Culligan says, another step to improve NBC's operating position. He describes the plan as a "marriage of outstanding audience attractions and NBC's 'national-local plan' which has already . . . meant more than 180,000 local sales resulting from 16 national advertising campaigns on the network." Each segment will have availabilities for one network and one local commercial.

► **CBS:**

American Oil Co. will sponsor six 10-minute on-the-spot broadcasts of the Sebring (Fla.) Grand Prix Race of auto endurance plus a 15-minute period and a five-minute slot on March 21. One broadcast will be heard each hour between 10 a.m. and 10 p.m., with description by Walter Cronkite, according to a CBS spokesman.

The network also reports that Curtis Circulation Co. has purchased a quarter hour of *Arthur Godfrey Time* for 26 weeks, scheduled to start in mid-February.

WRNL, Richmond has joined CBS as an affiliate. Also KBIZ, Ottumwa, Ia.,

has joined the CBS network as a bonus affiliate.

► **ABC:**

New and renewed business for two weeks ending in mid-February for ABC Radio totaled \$1.5 million, reports John H. White, director of network sales. New sponsors include Fred Fear & Co., Mr. Softee Inc., Syn-Tex Chemical Co. and Davidian Seventh Day Adventists. Renewals were signed with Cadillac Motor Car Division of GM, Clairol Inc., Highland Church of Christ and Radio Bible Class.

With seven stations joining the network as affiliates, ABC has raised its total to 294 affiliates, Edward J. DeGray, vice president in charge, has announced. The outlets are: WHAY New Britain, Conn.; WBLG Lexington, Ky.; WWOL Buffalo, N. Y.; WCKI Greer, S. C.; WGBG Greensboro, N. C., and two Mississippi stations, WABG Greenwood and WKOZ Kosciusko.

► **MBS:**

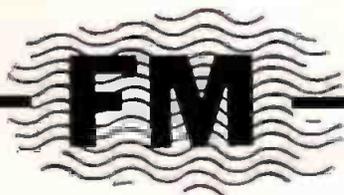
In its new network sales presentation now being shown to agency executives, Mutual employs Nielsen figures to support its claim that ratings have gone up 24.4 percent from April to December 1958. Biggest hikes, according to MBS, were in the morning news time periods, with two of the five-minute newscasts on the half hour in the Monday through Friday strip showing 55.1 and 58.7 percent increases in national audiences.

MBS is carrying or has just completed campaigns for nine consumer magazines, the network reports. All are employing newscasts. *Time* and *U. S. News and World Report* have beamed their air copy to subscription purchases. *Readers Digest*, *Look*, *Argosy*, *True*, *Coronet*, *Popular Science* and *Esquire* are going after newsstand sales.

KTUL Tulsa has affiliated with MBS.

► **Keystone:**

Keystone Broadcasting System now claims 1,061 affiliates with the addition of 10 new outlets to its line-up. As listed by Blanche Stein, director of station relations, the new affiliates are: KUKI Ukiah, Calif.; KZIX Fort Collins, Colo.; WWCC Bremen, Ga.; KLER Orofino, Ida.; KSRA Salmon, Ida.; KMCD Fairfield, Ia.; WMST Mt. Sterling, Ky.; KDOM Windom, Minn.; KUMA Pendleton, Ore., and WAVL Apollo, Pa. • • •



"Cue" Magazine Adds Fm Programming After Its Research Affirms Audience

Research documenting the existence of a growing fm audience has given the medium a boost forward. Recently, a weekly entertainment guide did an audio-video survey and found a very thriving fm listenership. This led the magazine to incorporate fm program news.

For the first time, according to Cue magazine, an all-inclusive fm listing for the New York area is being made available. "Based on reader demand," Cue has inaugurated a special eight-page music section in each of its weekly issues containing a comprehensive listing of fm programming.

Several months ago, Cue conducted "A Report on the Home Audio-Video Habits of the Cue Reader." The survey covered more than 3,000 subscribers and indicated, says Cue, that 93.8 percent own one or more radios, with 62.2 percent owning fm sets. Fm owners average eight hours per week listening.

In response to questions regarding musical preference, 59 percent like classical music, 57.5 percent like semi-classical music, 48 percent like show albums, 45.3 percent like popular music, 28 percent like opera and 13.5 percent like jazz.

Cue is a weekly guide to goings-on about New York, including theaters, movies, restaurants, night clubs, sports events, concerts, among other things.

International Fm

In the field of international fm, live broadcasts of full-length symphony concerts—via trans-Atlantic cable—have been beamed to Europe by WGBH-FM Boston.

The first broadcast, featuring the Boston Symphony Orchestra under the baton of Pierre Monteux, was heard live in Great Britain, France and Belgium with the cooperation of the Home Service of BBC, the Radio-Diffusion Francaise and Radio Brussels. The potential audience was 90 million.

For the second broadcast, under the direction of Charles Munch, WGBH-FM invited radio stations in Austria, Denmark, Finland, West Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Spain, Switzerland, Sweden, the USSR and Yugoslavia to participate.

Fuller Schedules

A number of fm stations report that their usual music is being supplemented by a fuller programming schedule. KYW-FM Cleveland, for example, has expanded operations from seven to 12 hours per day and added discussion segments five times daily.

Called Point of View, the five-minute talks, at 2, 4, 6, 8 and 10 p.m., will feature opinions on current topics by "educators, scientists, musicians, politicians, sports figures, artists, art critics and key business men."

At KCMO-FM Kansas City, Mo., news, weather and sports reports have been added to the schedule. Traditionally a "fine music" station, KCMO-FM will air the reports as five-minute summaries every hour on the hour and will make use of the three KCMO-AM mobile units on an around-the-clock basis.

In the Chicago area, WOPA Oak Park, Ill., has initiated a regular series of daily stereophonic music programs. The 30-minute shows are broadcast every evening at 10:30 p.m. over WOPA-AM-FM. WOPA now claims to be the only station in the Chicago area broadcasting stereo programs on a daily schedule.

Fm Factory Production

Fm factory production for December 1958 totaled 72,306 sets, according to Electronics Industries Association—up 4,145 over November. Total set production figures since July, when they were first made public, stand at 376,114, EIA reports.



Wee ReBEL STATIONS a steady listening habit at home on the go

WRBL 30 Years
WRBL-FM 12 Years

THE QUALITY TONE OF THE TWIN STATIONS DELIVERS MAXIMUM AUDIENCE in the COLUMBUS, GA. MARKET

WRBL

AM - FM
1420 - 93.3

COLUMBUS, GA. NATIONAL REPRESENTATIVES

Geo. P. Hollingbery Co. NEW YORK - CHICAGO - ATLANTA DETROIT - SEATTLE LOS ANGELES - SAN FRANCISCO

KFAL RADIO

FULTON, MISSOURI
 Prime radio service to
 four principal cities
 of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

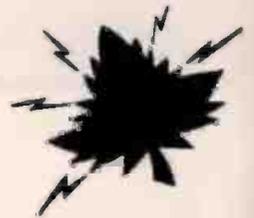
No "Simple Formula" Music & News
 format here at KFAL RADIO . . .

As always—KFAL offers a diversity of
 excellent, well-chosen, and carefully
 produced programs keyed to the desires
 of Central Missourians in entertainment,
 information and public affairs. No
 one type of programming overbalances
 other choices, and the result is a
 sparkling variety which encourages
 many listeners to volunteer a
 "Well Done" . . . Give us more of
 the same"

This makes the *best of company* for
 your advertising schedules in a market
 exposure of over 225 thousand Radio
 Homes (KFAL Half Millivolt
 Coverage).

Represented by John E. Pearson Co.,
 KFAL RADIO Tel: 1400
 Fulton, Missouri
 900 Kilocycles 1000 Watts

report from Canada



Radio Households,

Population Show

Increases in 1958

The Bureau of Broadcast Measurement
 in its latest report does not attempt to
 estimate homes with radios because "due
 to the high radio set ownership saturation"
 it considers radio households to be
 identical with total households.

The figure for total households, and
 total radio households, for the end of
 1958 is 4,196,100, according to BBM's
 Executive Vice President Charles C.
 Hoffman. This compares with 4,102,100
 at the end of 1957. "We do not prepare
 estimates on multiple radio set owner-
 ship," he says.

The household estimates are prepared
 twice a year, using the latest census fig-
 ures as a base. "Each year our govern-
 ment publishes population estimates by
 provinces and also furnishes a total esti-
 mate of the Dominion population quar-
 terly. We endeavor to combine these
 into projections," he states, "using as
 well any data that may be obtainable
 from municipal and other sources."

The population and household esti-
 mates are broken down into counties,
 census divisions "or parts and balances
 thereof." Just about every city, municip-
 ality, town, village, township, parish
 and "improvement district" is included
 in the listing, with the exception of

those in the Yukon and Northwest terri-
 tories.

The reports are sent to all BBM mem-
 bers and, in addition, to broadcasters,
 advertisers and agencies, Mr. Hoffman
 says.

The bureau, which was founded 14
 years ago, is a non-profit organization
 unlike its major competitors, Mr. Hoff-
 man points out. Directors are drawn
 from all areas of the broadcast industry.

"BBM was the result of an idea born
 at the annual meeting of the Canadian
 Association of Broadcasters in 1942,"
 says Mr. Hoffman. "This was that there
 be formed a tri-partite committee of ad-
 vertisers, agencies and broadcasters to
 study the current methods of measuring
 broadcast station coverage." BBM was
 officially incorporated under Dominion
 charter on January 22, 1945.

The population and household meas-
 urement, Mr. Hoffman declares, is one
 more service aimed at presenting a
 "practical, unbiased and accurate pic-
 ture" of the Canadian listening public.

The following is a 1958-57 compar-
 ison of population-radio household fig-
 ures of the 10 Canadian provinces (ex-
 cluding the Yukon and Northwest
 territories):

BBM YEAR-END ESTIMATES

Province	Population		Radio Households	
	1958	1957	1958	1957
Newfoundland	442,100	432,300	84,000	82,100
Prince Edward Is.	104,100	100,600	23,000	23,000
Nova Scotia	716,900	712,500	168,100	167,000
New Brunswick	582,700	573,300	126,700	124,500
Quebec	4,931,100	4,827,600	1,066,700	1,041,600
Ontario	5,859,300	5,703,600	1,509,800	1,469,800
Manitoba	878,500	872,600	225,200	223,700
Saskatchewan	896,900	891,900	273,900	236,700
Alberta	1,212,600	1,176,900	317,200	308,000
British Columbia	1,559,000	1,508,600	437,500	423,200
Canada total*	17,180,200	16,799,900	4,196,100	4,102,100

*Not including the Yukon and Northwest territories. Population and radio
 households are rounded to hundreds. . . .

The station for whirl-wind sales
 action!

WWRL

beamed to sell New York's
 2,455,000

NEGRO & PUERTO RICAN MARKET

WWRL
 THE FAMILY STATION

5000 WATTS

NEW YORK

DE 5-1600



Negro Consumer Pictured As High Food Purchaser And Loyal Radio Listener

Giving chase to out-dated notions, a new study shows that the Negro consumer is reasonably well-educated, has a fair degree of purchasing power and is a loyal radio listener.

This is the portrait painted by Far West Surveys of San Francisco in its KSAN-sponsored report on the buying habits of Bay Area Negro families. The conclusions should be of interest to advertisers throughout the nation.

In the first of what is scheduled to be an annual survey, 600 Bay Area men and women were interviewed personally about their brand preferences for more than 75 different products.

This information highlights the report along with eight other categories of data: (1) Radio listening habits, (2) newspaper readership, (3) occupations and family income, (4) length of residence in California, (5) family size, (6) maintenance of checking and savings accounts, (7) type and number of family pets and (8) ownership of cars, homes and large appliances.

A Radio Listener

More than 51.3 percent of those surveyed (male and female) listen to radio between one and three hours a day, the study reveals. An additional 21 percent listen between four and six hours per day.

"It should be noted," the report states, "that the consumer-listener has grown to know the disc jockey announcer as a person. She is sensitive to a variety of voices and personalities."

Every respondent to the survey owns one or more radios with 98.8 percent having them at home, 40.9 percent with car radios and eight percent with sets in their places of business.

Radio is listened to most at home — by 89.2 percent of those questioned, accounting for the importance of the housewife to advertisers. Breaking it down even further, 91.3 percent of the women listen at home, 82.6 percent of the men. A total of 10.6 percent listen in cars, 2.2 percent at work.

Most listening is done in the morning, with the study showing that 50.4 percent listen at that time, 23.9 percent in the afternoon and 25.7 percent in the evening hours. "The respondent often re-

plied," the survey notes, "that she turns the radio on in the morning and it stays on throughout the day and evening."

Religious programs are most favored by those asked to suggest new or more programming (30.2 percent), followed by music (17.4 percent), news (6.3 percent), special events (4.7 percent) and sports (3.2 percent). The "other unstated" category accounts for 38.2 percent.

Music tastes run this way: Modern (26.7 percent), popular (22.4 percent), classical (18.6 percent), rock 'n roll (17.3 percent), rhythm and blues (12.2 percent), ballads (8.7 percent), dixieland (7.5 percent), blues (4.9 percent) and "other" (28.9 percent).

According to the survey, at the time it was conducted there were 200,000 Negroes living in the San Francisco metropolitan area (285,000 within the KSAN coverage area).

Consumer Profile

Far West Surveys' Clifford V. Levey, who directed the survey, draws the following profile of the "average consumer" based on the tabulation of data obtained from all respondents:

"The average Negro consumer can be pictured as a woman. She buys 60 percent of all consumer purchases, but because of the size of the average family income (\$400 a month) a full 30 percent of it is spent in food stores. This is the largest single item in her budget.

"Complete or partial control over the entire family budget is held by seven out of 10 women. The average woman," he states, "is educated to the point where she understands that her first responsibility is to her children and home. She has a clean home. It is neat, but not fancy.

"She is interested in today," he notes, "not the past. She listens to the world. She has a radio, a telephone, a tv set. She reads the local popular newspaper. She is conscious of the limitations under which she lives. She faces facts; she is a proud person.

"She lives in the city, or near enough to the city so that any changes in products and brands make an impression in her otherwise slowly changing world.

"She enjoys being thought of. She likes service. She likes being noticed. Like all women, she wants to feel secure — and her buying habits reflect this feeling." • • •

RADIO LISTENING HABITS

Percentages

	FEMALE	MALE	TOTAL
Part of day listened most			
Morning*	52.2	44.5	50.4
Afternoon	23.1	22.2	23.9
Evening	24.7	33.3	25.7

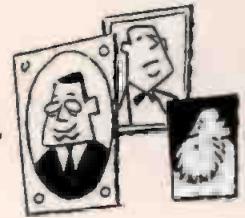
* The respondent often replied that she "turned the radio on in the morning and it stayed on throughout the day and evening."

Number of hours the radio is on per day

½ hours	11.8	9.3	11.3
1-3 hours	48.7	59.0	51.3
4-6 hours	20.8	22.2	21.0
6 or more hours	18.7	9.5	16.4

Source: KSAN study.

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

WILLIAM R. GILLEN promoted from vice president in charge of the Chicago office of BBDO to assistant to the president. **WAYNE TISS**, formerly head of BBDO's Hollywood office, replaces him in Chicago. **ROBERT J. STEFAN** replaces Mr. Tiss.

WILLIAM D. LEWIS, account executive at Geyer, Morey, Madden & Ballard Inc., Detroit, elected a vice president.

ROSELOU FLANAGAN, Norman, Craig & Kummel Inc., New York, comptroller, elected a vice president.

HENRY L. BUCCELLO, account supervisor for Guild, Bascom & Bonfigli Inc., New York, named a vice president. Also, **THOMAS E. J. SAWYER**, formerly with Dowd, Redfield & Johnstone Inc., named an account executive.

JOHN HOAGLAND, formerly vice president and broadcast account supervisor at BBDO, New York, has joined Ogilvy,

Benson & Mather Inc., New York, as a vice president and associate director of the broadcast department.

RICHARD E. GOEBEL, general manager of the San Francisco division of Compton Advertising Inc., elected a vice president. Also, **DALE ANDERSON**, formerly a vice president of Lennen & Newell Inc., has joined Compton as vice president and account supervisor.

TERRELL VAN INGEN, formerly on the sales staff of Curtis Publishing Co., has joined Erwin Wasey, Ruthrauff & Ryan Inc., New York, as a vice president and member of the business development committee, eastern division.

NORMAN WAIN, former program director and broadcast personality at WDOK Cleveland, named radio-tv director of Wyse Advertising, Cleveland.

HUBERT R. SWEET, formerly media director at Atherton & Currier Inc., New York, named director of broadcast media by Doremus & Co., New York.

STATIONS

ROBERT S. HIX, former manager of KOA Denver, named general manager of KHOW Denver. Also **ORVILLE RENNIE**, former promotion manager at KOA, named KHOW director of station relations.

WILLIAM J. PAGE, former general manager of WABZ Albemarle, N. C., named to that post by WEZL Richmond.

BOONE NEVIN promoted from the sales staff to general manager of WHBQ Memphis.

GIBBS LINCOLN promoted from sales manager to station manager of KING Seattle.

LEN CORWIN named vice president in charge of sales by WCRB-AM-FM Waltham, Mass. He was commercial manager.

HAI. SUNDBERG promoted from sales director to manager of WMBD Peoria.

DON LOUGHNANE promoted from sales promotion manager to station operations manager of WHB Kansas City, Mo.

GLENN F. KENSINGER, former account executive and radio-tv director at Glenn Advertising, Houston, named director of operations at KPRC Houston.

PAUL EVANS, former account executive with WINS New York, named national sales manager by WIP Philadelphia.

VICTOR WILLIAMS, formerly with WITI-TV Milwaukee, named general sales manager of KWK St. Louis.

PAUL C. HOLTER, formerly San Francisco sales manager for KLX Oakland, appointed head of the San Francisco office of Avery-Knodel Inc.

JOHN K. MARKEY, formerly with the Chicago *Daily News*, appointed midwest manager of Devney Inc.

ED DYER, formerly with KLAC Los Angeles, named manager of the Los Angeles office of Broadcast Time Sales.

LEE W. SWIFT Jr., formerly with Storer Broadcasting Co., has joined the sales staff of Headley-Reed, New York.

ROGER SHELDON, previously with KFMB San Diego, appointed to the sales staff of Adam Young Inc., Los Angeles.

CALVIN P. COPSEY, formerly account executive with KNBC San Francisco, named an account executive in the San Francisco office of NBC Spot Sales.

NETWORKS

GEORGE A. GRAHAM, JR., director, sales planning, NBC Radio network, promoted to vice president, sales planning. And **ALBERT L. CAPSTAFF**, director, NBC Radio network programs, promoted to vice president, network programs. Also, **EARL ZEIGLER** promoted to manager, press and publicity, NBC Pacific division.

STEPHEN C. RIDDLEBERGER promoted to vice president for ABC owned and operated radio-tv stations, and **WILLIAM H. TREVARTHEN** promoted to vice president in charge of production services.

JOHN KAROL named vice president in charge of planning and development by CBS Radio. He is succeeded as vice president in charge of network sales by **GEORGE J. ARKEDIS**, general sales manager for WBBM-TV Chicago.

JIM McELROY promoted to Eastern sales manager for MBS. **GENE ALNWICK** promoted to administrative manager of MBS' sales department and **PHIL D'ANTONI** named division sales manager.

REPRESENTATIVES

BEN HOLMES promoted from an account executive to vice president in charge of radio at Edward Petry & Co., New York.

MILTON F. ALLISON, formerly eastern sales manager of CBS Radio Spot Sales, appointed general manager. He is replaced by **RAY H. KREMER**, formerly manager of sales development.



Riddleberger



Wain



Kensinger



Lincoln



Flanagan



Evans



Allison



Nevins

as basic as the alphabet

EGYPTIAN



Ward of mouth was man's first form of communication. Therefore, the sign for mouth was one of the most common ideographs used on the papyrus the Egyptians made from reeds growing along the Nile.

PHOENICIAN



Marketing papyrus throughout the ancient world was big business with the Phoenicians. In time, the Egyptian mouth sign became their letter *pei* — fore-runner of the modern P.

GREEK



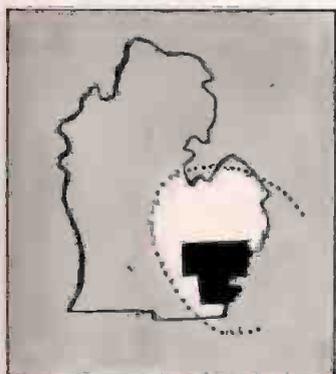
To papyrus and wax tablets, the Greeks added another writing material: parchment, made from animal skins and first used in the city of Pergamum. Gradually, *pei* was changed to *pi*.

ROMAN



Paper became a favorite with the Romans about the 8th Century after the Arabs had brought the Chinese invention into southern Europe. Meanwhile, scholars had transformed *pi* into P.

*Historical data by
Dr. Donald J. Lloyd,
Wayne State University*



Put your money where the people are

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Push up spring sales by using WWJ, Detroit's Basic Radio Station. Dealers and distributors favor WWJ because they know it moves merchandise. Listeners prefer WWJ because it entertains them with modern radio at its very best.

Personalities like Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand — programs like WWJ News, sports, and weather, NBC's Monitor and Nightline are the talk of the town. Buy WWJ—it's the basic thing to do!

AM and FM
WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by The Detroit News

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



... single or double rate?

ETHICS OR ECONOMICS?

Among the most pressing questions that advertising agencies and radio stations alike are asking today are these: Are stations swinging to a single-rate structure? Will the dual standard of one rate for *bona fide* retailers and one for national accounts prevail? Or is there, in fact, a need that pre-supposes that the rate structure of all 3,915 commercial stations (including fm) have the same system — either single or double?

The origin of the dual rate system in radio stems from the newspaper medium. For like newspapers—but unlike magazines—radio came along to cater to both the national and local advertiser.

Those who favor the adoption of a single rate for radio (the idea itself has been successfully used by stations for years) claim that the dual rate system has been abused.

DEFINITION NEEDED

On the other hand, there is evidence to show that much of this dispute is more an issue of ethics than economics. Some agencies, for example, have stated that there is nothing wrong with the double rate provided eligibility for local and national rates are clearly defined and administered.

The cases for the two viewpoints are presented here by William B. Caskey, executive vice president of WPEN Philadelphia, and Duncan Mounsey, executive vice president of WPTR Albany, N. Y.

Mr. Caskey, who is in favor of a retail rate, believes it is necessary for "the little retailer who cannot use the extensive coverage a radio station provides." Mr. Caskey emphasizes that this retailer must qualify on three counts. "He must be advertising *his* store, *his* services or *his* prices."

Regional advertisers, Mr. Caskey explains, pay the general rate because they can avail themselves of the broader coverage. At present, there is approximately a 20 percent differential between the local and general rate for WPEN.

The case for the single rate is taken up by Mr. Mounsey whose WPTR just brought its local rate up to the national level. Prior to this, he states, there was a 25 percent differential between the average local and national package.

Mr. Mounsey feels that a radio station today is a "community service operation with total market impact. Radio," he continues, "is a product where one minute is as good as the next, 24 hours a day. This product should cost everybody the same thing."

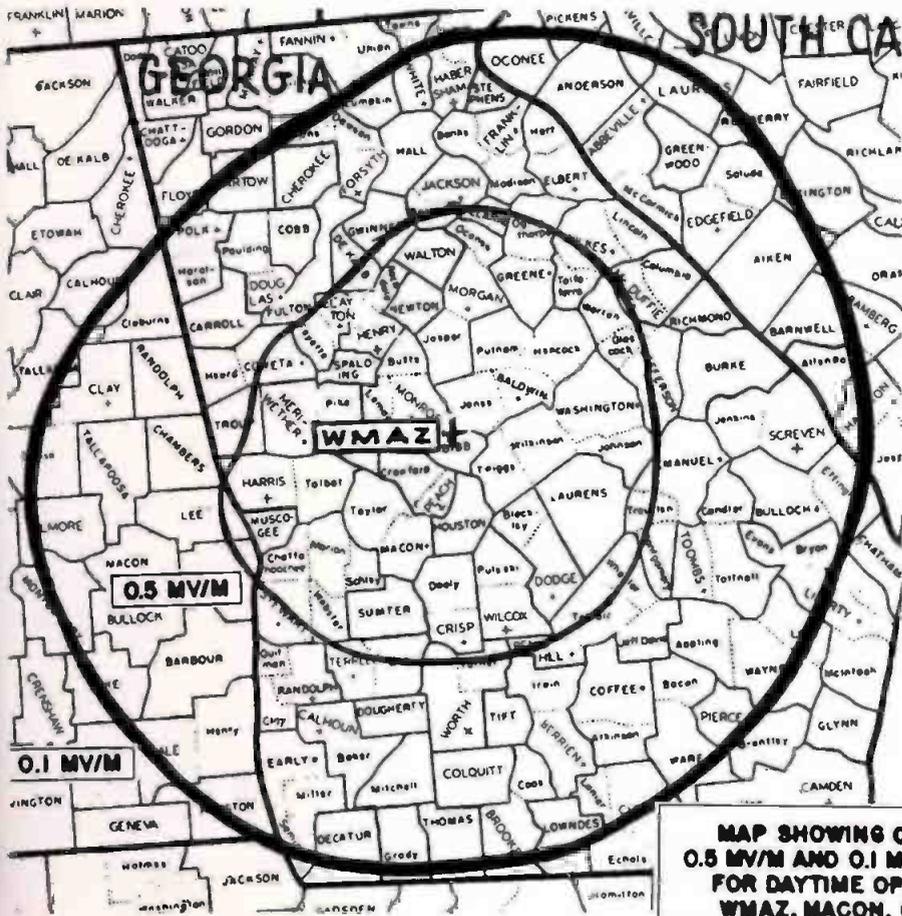
Mr. Mounsey states that 65 percent of his total income is in local business. And such local accounts as the Woodbury Lumber Co. in Glens Falls, N. Y., about 50 miles from Albany, appear satisfied with the rate change. There are also, he declares, considerations in favor of the single rate in avoiding price inequities that sometimes exist as to who qualifies for the local rate.

ADHERENCE TO STABILITY

As we see it, it is as much a matter of ethics as economics. Newspapers have never had their success measured by the double rate. The single rate can make it easier for the national agency when confronted with a confused local situation. On the other hand, the single rate alone is not insulated against bargaining either. Stations, agencies and advertisers all will benefit by adherence to a *stable* rate structure.

For radio to continue to earn the respect of national and local advertisers, its rate structure—single or double—must be not only clearly stated but diligently maintained.

Sherman Did It! So Can You-



TAKE GEORGIA
The Easy Way
 WITH THE
**BIG
 50**

NOW 50,000 WATTS* REACHING
366,600* Homes — 1,406,000* Customers with
\$1,785,478,000*
TO SPEND ON YOUR PRODUCTS

Power, programs, prestige and personalities all selling for you. Now, WMAZ, always a good buy, offers you more than ever.

“More Than
 340,000
 Radio Homes”

**THE
 BIG 50**

Represented by
 Avery-Knodel, Inc.

CBS WMAZ 940
50,000 WATTS*
 MACON, GEORGIA

*Source—SRDS, Feb., 1959
 (within the 0.5 MV/M
 circle.)

*10,000 DA-N



WINS leads in advertiser acceptance—billing 50% above 1957.

WINS leads in audience acceptance. Delivers more adult listeners per dollar than any other station.

WINS leads in balanced programming — news — music — sports — special events — community service.

WINS • RADIO CIRCLE • NEW YORK • JUDSON 2-700
"NEW YORK'S MOST IMPORTANT STATION"

How McCaw, President • H. G. (Jack) Fearnhead, V.P. and General Manager • Jack Kelly, Sales Manager

Represented by The Katz Agency, Inc.