

U.S.

# RADIO



JUNE  
1959

35 CENTS

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is Really Moving  
Business, Claims

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### Five more big producers join AM Radio Sales

...all independent, music-news-service stations of the Westinghouse Broadcasting Company, Inc. ... each a big sales producer in its market! Call AM for radio that produces in 14 vital markets—including 8 of the top 11. You get marketing know-how, complete spot package plans, fastest service in the business from AM. ***If it's AM...it's in time!***

AM RADIO SALES: New York WMCA / Chicago WIND / Los Angeles KMPC / Detroit WCAR / Boston WBZ+WBZA / San Francisco KSFO / Pittsburgh KDKA / Cleveland KYW / Minneapolis WLOL / Portland, Ore. KEX / Phoenix KCOL / Tucson KOLD / Fort Wayne WOWO / (Cincinnati WKYC Midwest / West Coast only)

JULY FIRST  
IS THE DAY



STATION - EACH UNIT  
PAUL A. JONES, JR. - AUG. 1955  
1771 - N. - ST. N. I.  
WASHINGTON 6 D C SUB 2  
U. S. R. 05-19-08-127C-MCR



and Wiley  
... Co. ...  
... Radio Sales  
... From Products

page 33

# Habitat All Kansas

**WIBW makes its home in kitchens, living rooms, barns and farrowing houses throughout ALL KANSAS**

More Kansas farmers listen to WIBW than to any other station. They rightly consider WIBW as *their* station.

These farmers must keep abreast of the latest market reports, the most factual weather reports and forecasts, the most up-to-the-minute farm news (and the homiest neighborhood gossip).

That's why they depend on WIBW.

—Because WIBW is always on top of the farm picture.

—Because WIBW is the station they know they can trust.

Your farm advertising dollar will reach more "Homes of Believability"

—Because Kansas farmers rely and depend on and trust WIBW.



## The "Most Visible" Men in all Kansas

Wilbur Levering and Charles Ross, WIBW farm directors, were invited into 123,340 Kansas farm homes last year.\* They also chatted with farmers at a host of dealer meetings, farm meetings and field demonstrations as they logged 25,000 miles. Wilbur and Charles are the most authoritative farm directors in all Kansas. When they report on the markets, the weather, new farm practices and national and local farm news... they're believed and trusted. That's why their commercial messages carry conviction... because Kansas farmers know they can believe and trust Wilbur Levering and Charles Ross of WIBW.



## We've Proved Our Value to These Farm Clients:

Allied Chemical, Carey Salt, Gooch Feeds, Standard Oil, Sheffield Steel, International-Harvester, Massey-Ferguson, Myzon, Pioneer Corn, Ralston-Purino, DeKalb, Spencer Chemical.

\* Nielsen #2—WIBW reaches 429,000 persons on 123,340 Kansas farms having a gross income of \$8,997.00 per farm.

# WIBW

The Voice of Kansas...Topeka

Blankets All Kansas During

Prime Farm Listening Time

5:30-7:15 a. m. 11:30-12:30 noon

Represented by Avery-Knodel, Inc.

Thad M. Sandstrom, G. M.





WeeReBel, Columbus, Ga., shows replica of Confederate Uniform to Mary Dwyer, time buyer, Kenyon & Eckhardt, Inc., New York.

## Have you heard what the WeeReBel said to Kenyan & Eckhardt?

"You'll miss the highest per family income in Georgia, if you don't put Columbus on your schedule," the WeeReBel said. Metropolitan Columbus' family income is \$7562 annually compared to the Georgia figure of \$4955. And 83% of the families in this high-income area own TV sets. They view WRBL-TV the most! Check HOLLINGBERY for availabilities on WRBL-TV and WRBL Radio.



# WRBL

TV-CHANNEL 4  
RADIO - 5000 WATTS

## COLUMBUS, GA.

Represented by George P. Hollingbery Co.



# Before you finish reading— another will die needlessly!

## *What WGN-Radio is doing about it!*

Over one hundred people every day are killed on our nation's highways. A death rate so alarming—that it has become one of the most pressing problems confronting our country. Top priority has been given to the President's highway program. Numerous road improvements have been enacted by the states. Police patrol has been extended to the maximum. But *still* the needless slaughter goes on!

In line with *doing something* to stem this terrible tide WGN Radio conceived and instituted "Signal Ten"—a documentary radio program taken from on-the-spot tape recordings of State Police work. *Intense—instructive—penetrating—*"Signal Ten" dramatically portrays traffic violations and their impending dangers *as they actually occur*. And WGN Radio pinpointed the problem further by taking its own survey of traffic conditions before selecting the target areas for its programming. Then to broaden the scope of this much needed safety service, WGN Radio made "Signal Ten" available to 17 other midwestern radio stations.

It is for this kind of sustained public service that WGN Radio was chosen as the *only* radio station over 1000 watts, to receive the coveted Alfred P. Sloan Award for promoting highway safety.

This, we believe, is an outstanding example of how WGN Radio is fulfilling its dedicated purpose of "Serving all Chicagoland" better.



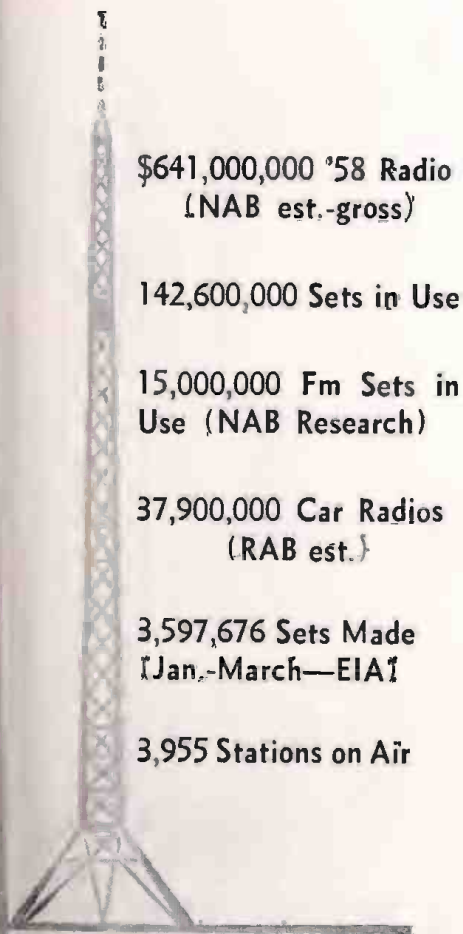
## WGN-RADIO

*The greatest sound in radio*

*441 North Michigan Ave. • Chicago 11, Illinois*



# Radio's Barometer



**Spot:** An increase of more than six percent in spot radio spending by cigarette marketers for the first quarter of 1959 compared with the same period last year has been reported by Radio Advertising Bureau. The top five spot radio spenders during this period are: Liggett & Myers, \$1,440,221 (increase of one third over last year's quarter); R. J. Reynolds, \$898,063; P. Lorillard, \$650,973 (more than double the 1958 quarter); American Tobacco, \$596,792, and Philip Morris, \$394,335 (more than 10 times the 1958 quarter).

Total spending on 562 stations in the top 100 markets by these five cigarette firms, according to RAB, was \$3,991,138 for the first quarter, a 6.2 percent jump over 1958. RAB cautions that the figures do not necessarily reflect total radio activity by these firms, but measure their activity in these 100 markets.

**Network:** NBC Radio and CBS Radio both report recent heavy sales. NBC received \$2,734,255 in new business from 20 clients in a one-month period. CBS has a \$1.1 million renewal from the William Wrigley Co. and a half-million dollars in new business. (See *Report from Networks*, p. 71.)

**Local:** Three stations—KXOA Sacramento, Calif.; WIL St. Louis, and KLIF Dallas—report billing increases. KXOA declares that April business was the largest in its history, with both national and local setting a new record. Local business was 38 percent over April last year, and national had an increase of 67 percent. Business for the first four months of 1959 increased 44 percent over the same period in 1958. WIL reports a 142 percent increase for the first quarter of 1959 compared with last year. March 1959 showed a 169 percent increase over March 1958. KLIF says that April was the best month in its 12-year history. April billings were up more than 15 percent over the previous record month.

**Stations:** The number of am and fm stations on the air as of mid-May totaled 3,955, an increase of 17 (10 am and seven fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,354	601
Applications pending	491	54
Under construction	123	143

**Sets:** Total radio set production including car radio for March was 1,347,554. Three-month total was 3,597,676. Total auto radio production for March was 511,219. Three-month total was 1,363,822. Total radio set sales excluding car radios for March was 515,563. Three-month total was 1,690,941. Fm production for March was 32,994 (See *Report on FM*, p. 72.)





*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

for buyers and sellers of radio advertising

# U.S. RADIO

JUNE - 1959

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U. S. RADIO • June 1959



## Here's how to reach 'em...down on the farm!

Gross farm income for 1958 exceeded 38 Billion dollars. Big . . . and getting bigger. A great market . . . a vital market for all products of American industry. How to reach this able-to-spend, anxious-to-buy market? Keystone Broadcasting System's 1067 affiliated, locally programmed radio stations

reach 86% or 4,113,753 farms at the local level!

821 of Keystone's affiliates broadcast farm programs daily directed to the local farmer.

We'll be happy to send you our up to date Farm Market Analysis. Write us today!

Send for our new station list

**CHICAGO**  
111 W. Washington  
STate 2-8900

**NEW YORK**  
527 Madison Ave.  
ELdorado 5-3720

**LOS ANGELES**  
8142 Wilshire Blvd.  
DUnkirk 3-2910

**SAN FRANCISCO**  
57 Post St.  
SUtter 1-7440

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.

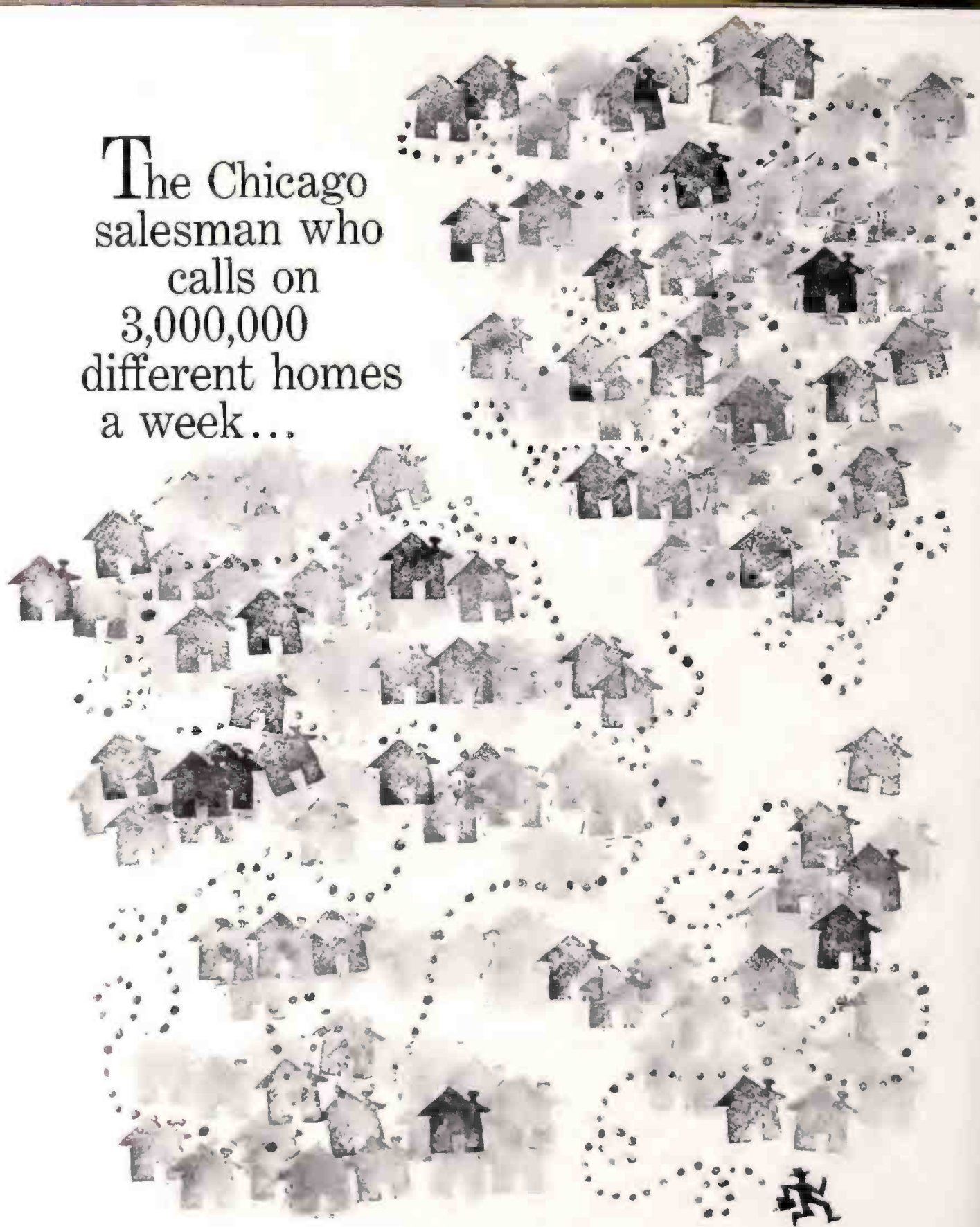
• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.





The Chicago  
salesman who  
calls on  
3,000,000  
different homes  
a week...



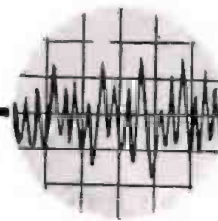
**EXPENSE ACCOUNT: 28¢-PER-THOUSAND!** Difficult for the ordinary drummer. *Easy* for WMAQ! Any advertiser who buys a full-rotation, morning-afternoon-night, schedule on WMAQ can expect to reach almost 1½ million different homes during an average day—34.6% of all Metropolitan Chicago radio homes. In an average week,

his selling messages will be heard in more than 3 million different radio homes—70.6% of those in Greater Chicago. *All for as little as 28¢-per-thousand-homes!\** ■ Don't knock yourself out beating down the doors in this station's market. WMAQ will be happy to open them for you! **NBC RADIO IN CHICAGO · SOLD BY NBC SPOT SALES**

\*Chicago Cumulative Pulse Audience, Jan'y '59

# WMAQ





## Advertisers Hear The Real Farm Story

A special appeal to advertising executives is unveiled this month at the New York convention of the National Association of Tv & Radio Farm Directors (June 17 through 20). Special emphasis is placed on the fact that the farmer is not only a big purchaser of farm products, but also a large-volume buyer of standard consumer items. It is noted, for example, that the farmer is the biggest user of rubber and petroleum products. (See *The Change Down on the Farm*, p. 27.)

## Move by Blair Underscores Need for Creative Selling

Expanded role of the spot radio sales development department at John Blair & Co. incorporates that unit into the new Creative & Marketing Services Division. Emphasizing the power of radio to establish an "air trademark," the division will be headed by Clifford J. Barborka Jr., vice president. He moves to New York from Chicago where he was manager. Thomas C. Harrison of the Blair office in New York has been elected a vice president and takes Mr. Barborka's place in Chicago. Al Long, present sales development director, assumes Mr. Harrison's position on the New York sales staff.

## Programming Ideas Abound At Second D. J. Convention

The backbone of radio—programming—received most of the attention on the agenda of the "Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention," sponsored by the Storz Stations. Held in Miami Beach over the Memorial Day weekend, the meeting covered a wide range of topics, such as music, records, personalities, news and ratings.

## Two Stations Cut Spots And Raise Their Rates

Is this a trend? More evidence is needed to answer the question, but WQXR New York and WCRB Boston are convinced they are on the right track in reducing the number of spot availabilities and simultaneously raising their rates. WQXR is withdrawing 300 availabilities a week from its 19-hour broadcast day, providing about 850 spot openings. Its spot rate, effective June 1, is up about 20 per cent for both day and night. WCRB is withdrawing 150 spot availabilities each week, promising no double spotting, and has raised its rates 15 percent.

## Another Step Taken in Simplifying Rate Cards

To cut paperwork confusion in the buying of spot radio, the new rate card of WIP Philadelphia combines all charges—time, music, copyright, news and talent—into each price, completely commissionable to the advertising agency. "We believe this should set a trend toward simplifying the buying of spot radio," says Ralf Brent, vice president and director of sales.

## AIMS' Stations See Growth of 'Talk' and News Shows

Among the many facets of programming that were discussed at last month's meeting of the Association of Independent Metropolitan Stations were the trends toward "talk" and conversation shows and the continuing expansion of radio news coverage. AIMS' stations also see "considerable" pick-up in spot business.

107

PETERS, GRIFFIN, WOODWARD, INC.  
250 PARK AVENUE  
NEW YORK 17, N. Y.



PAY TO THE  
ORDER OF

*Richard S. ...*

PETERS, GRIFFIN, WOODWARD, & C.  
250 PARK AVENUE  
NEW YORK 17 N. Y.





**THE PGW COLONEL SAYS:**

*“We like salesmen  
who know how  
to pick up a check”*

When a **PGW** sales team wins a sales contest, the members of that team are given a party where *every* winner picks up a check ... a big one.

Yes, we like a man who knows how to pick up a check ... a sales contest check, a sales incentive check or a profit share check... and we offer *all* of them at **PGW** because we like salesmen who like to compete ... and win. Don't you?

**P**ETERS,

**G**RIFFIN,

**W**OODWARD, INC.



*Pioneer Station Representatives Since 1932*

NEW YORK CHICAGO DETROIT HOLLYWOOD  
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

# WPTF

Raleigh-Durham  
the Nation's

# 28<sup>th</sup>

**Radio Market  
has Greater  
FILLING  
STATION  
SALES  
than the 6th  
Metropolitan  
Market**



**28th Radio Market - WPTF  
\$233,368,000**

**28th Metropolitan Market  
\$51,533,000**

**6th Metropolitan Market  
\$196,008,000**



# 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 Airlines Inc.**

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

Besides moving to renew its *Music 'Til Dawn* program currently on nine CBS stations (see *Time Buys*, May 1959), American is now giving consideration to its daytime schedules. Y&R, which didn't take over officially as new agency until June 1, acted a week early for the client to renew its spot campaign in the Dallas-Fort Worth area. Don Hinton is timebuyer.

**American Export Lines Inc.**

Agency: *Doyle Dane Bernbach Inc.,  
New York*

Product: SEA TRANSPORTATION, CRUISES

Fm stations here and foreign-language stations in Canada are among prime prospects for the shipping line's summer advertising to travel-planners. A current buy on WQXR New York includes a 13-week sponsorship of *Music of the Mediterranean* plus a supplementary schedule of spots to be carried between May 28 and August 20. The agency is reported to regard fm as a logical direct channel to the man or woman who can afford to travel and is interested in related information. Jean Jaffe is timebuyer.

**Arnold Bakers Inc.**

Agency: *Kudner Agency Inc.,  
New York*

A basic schedule which started May 4 and will continue until the end of the year is being supplemented with summer buys of 4 to 13 weeks in selected markets such as resort areas. This extra coverage will vary in frequencies. The sustaining campaign is "heavy" in major cities from Washington, D. C., to Boston. Mal Murray is timebuyer.

**Boyle-Midway Inc.**

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

Product: **BLACK FLAG  
INSECTICIDE**

As of the first of June, the bug-killer is supplementing its other advertising schedules with a light dose of radio in a limited number of markets. Its air time will continue through the summer.

**Bristol-Myers Products Division**

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

Product: **AMMENS MEDICATED  
POWDER**

This skin-care product aims to catch the ear of listeners in 10 major markets via a 13-week schedule of announcements which started May 20. Frequencies, depending on the market, range from 20 to 40 a week. Bob Widholm is timebuyer.

**Church & Dwight Co.**

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

Product: **ARM & HAMMER (Cow  
Brand) BAKING SODA**

Promoting baking soda's "place in the sun" as well as the kitchen, the company goes on the air June 27 in 50 markets with a heavy schedule of weekend minutes to point up its product's value in treating sunburn and other skin irritations. The schedule will run till August 2 on several stations per market. Carrie Senatore is timebuyer.

**Dro Inc.**

Agency: *Kenneth Rader Co.,  
New York*

Products: **DRO, #49, DROMOTH  
INSECTICIDES, DRO-  
AIR DEODORIZER**

An intensified air campaign now under way in the New York area is expected to expand soon to include the rest of the firm's marketing area (from Connecticut to Washington,

(Cont'd on p. 12)



ACCEPT-  
ANCE \*

OVER  
A  
RICH  
AND  
VAST  
FARM  
MARKET



Only WCCO Radio delivers . . .

**THREE TIMES MORE LISTENERS** in the rural Northwest than all other Minneapolis-St. Paul stations combined!†

**MORE MARKET . . .** 231,900 farm families throughout 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota who enjoy a gross annual income of \$1.7 billion.

**MORE ACCEPTANCE** through the helping hand of vital farm, weather, and market information provided by Maynard Speece and Jim Hill on 50 programs every week. Only Twin Cities station with a complete farm service department. Call or write for full facts.

**WCCO** Radio

**MINNEAPOLIS • ST. PAUL**  
The Northwest's Only 50,000-Watt 1-A Clear Channel Station  
Represented by CBS Radio Spot Sales

† Nielsen Station Index, Jan.-Feb., 1959 / Station Total, 6:00 AM-Midnight, 7-day week.  
Audience in vast Northwest beyond Twin Cities Metro Area

\* Nothing sells like acceptance . . .

## In San Antonio...



**IF YOU  
WANT TO  
REACH  
WOMEN  
KONO'S GOT  
THE MOST!**

KONO . . . . . 7,892 WOMEN\*  
Sta. "A" . . . . . 4,992 WOMEN\*  
Sta. "B" . . . . . 4,967 WOMEN\*

## In San Antonio...



**IF YOU  
WANT TO  
REACH  
MEN  
KONO'S GOT  
THE MOST!**

KONO . . . . . 4,708 MEN\*  
Sta. "A" . . . . . 2,875 MEN\*  
Sta. "B" . . . . . 2,892 MEN\*

## In San Antonio...



**IF YOU  
WANT TO  
REACH 'EM  
ALL  
KONO'S GOT  
THE MOST!**

KONO . . . . . 15,925 PEOPLE\*  
Sta. "A" . . . . . 10,142 PEOPLE\*  
Sta. "B" . . . . . 8,608 PEOPLE\*

\*Audience figures compiled from Pulse Audience Composition study for March, 1959. 6 a.m. to 6 p.m. hourly average, Monday through Friday.

For a complete report of Audience Composition by hours... call your

**KATZ AGENCY**  
Representative

**KONO**

Jack Roth, Manager

P. O. Box 2338, San Antonio, Texas

## time buys

(Cont'd from p. 10)

D. C.). The number of announcements are currently being increased each week on seven stations in New York City, Long Island and Westchester; plans call for a total of 300 spots a week by July 1. Three-fourths of the announcements are minutes, the remainder are 30-seconds. Kenneth Rader handles the buying.

Esso Standard Oil Co.

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

Products: GASOLINE AND MOTOR OIL

Intensifying its year-around use of radio, the company is making heavy use of the medium on weekends for the rest of the summer. New schedules started the last of May; the spot buys are designed to catch the weekend and holiday driver in Esso's 18-state market east of the Mississippi. Sy Goldis is timebuyer.

General Foods Corp.

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

Products: CERTO AND SURE-JELL

These home canning ingredients are being brought to the attention of housewives in 10 major markets via a series of two-week flights, first of which started June 1. Daytime minutes are being used on a frequency of 10 to 12 a week per market as canning seasons for various jam-and-jelly fruits get underway. Polly Langbort is timebuyer.

General Motors Acceptance Corp.

Agency: *Campbell-Ewald Co., New York*

Product: AUTOMOBILE FINANCING SERVICE

Emphasis is on information in the time segments being sponsored



by GMAC in 126 markets throughout the country starting in June. A series of traffic-condition broadcasts is being aired by the company in 24 cities (including New York and Philadelphia); a minimum of 20 such reports will be given for 16 weekends. In the remainder of the markets, 5-minute newscasts are being sponsored—10 each weekend. Jack Blomstrom is media director for the agency's New York office; Rena Mayer is timebuyer.

Liggett & Myers Tobacco Co.

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

Product: L. & M CIGARETTES

Reportedly one of the heaviest spot radio campaigns to hit the air waves in a long time starts this month, continues for ten weeks in markets throughout the country. Jim Clinton is the timebuyer.

The Nestle Co.

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

Product: NESTEA

Mid-June is the starting date for a series of announcements to be carried throughout the summer in "a few" southern markets. Minutes are being used. Dorothy Medanic is timebuyer.

Phillips Petroleum Co.

Agency: *Lambert & Feasley Inc., New York*

Products: GASOLINE AND MOTOR OIL

Selecting radio-on-wheels as the channel by which to reach the motorist, the firm is saturating between 35 and 40 markets with one-minute announcements during traffic times and weekends. The schedule, which will run for 21 weeks, is being placed in several flights, the first of which

(Cont'd on p. 14)



A good  
SALESMAN  
is more  
believable...

and  
so is a  
good  
STATION!



CITY people, farmers, *everybody believes* a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio *sells* better. For generations WHO has been known and respected throughout Iowa — and Iowans *believe what they hear* on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the *best* in news, sports, entertainment.

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

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!

**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

welcome  
to  
five  
new

**RADIO PRESS**

**stations**

Radio Press takes pleasure in announcing the addition of five new subscribers.

**WEJL**, Scranton

**KWBB**, Wichita

**WCFR**, Springfield, Vt.

**WWNH**, Rochester, N. H.

**WLNH**, Laconia, N. H.

**NEW QUARTERS?** Radio Press has moved to larger, permanent quarters with the most modern, up-to-date electronic equipment and a self-contained communications center to better serve our clients. Address remains the same. Write, call or wire for free booklet.

**RADIO PRESS**

18 East 50th St., N. Y. 22, N. Y.

PLaza 2-0650

George Hamilton Cambs, President



**time buys**

[Cont'd from p. 12]

started May 4. William Millar is timebuyer.

**Rayco Manufacturing Co.**

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

Product: MUFFLERS, AUTO SEAT COVERS

Keeping company with the prospective buyer while he drives, Rayco will be on the air all summer in a campaign that includes about 60 leading markets, with multiple stations in most of them. Frequencies vary from 10 to 90 one-minute announcements per week per market. Schedules start in June. Lynn Diamond is timebuyer.

**Remington Rand Div.,  
Sperry Rand Corp.**

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

Product: ELECTRIC SHAVER

Taking an unaccustomed dip into radio, principally to test a new musical commercial, the company will be evaluating sales results with an eye to possible future plunges into the medium. The current test consists of a light schedule in about 20 major markets; it started in mid-May, will run several more weeks. John Warner is timebuyer.

**Revlon Inc.**

Agency: *C. J. LaRoche & Co., New York*

Product: SUN-BATH

Pallid citizens heading for the beach will be the objective of an intensive "sun-spot" on radio by Revlon in promoting its tanning lotion. A heavy schedule of minute and 10 second 1D's opens up June 19 in 13 major sun bathing areas (a fourteenth, Los Angeles, has been hearing the word since May 22). The

Friday-through-Sunday patterns will continue for three weeks, during the period when a majority of the season's sales of sun preparations are reported to be made. Lionel Schaen is the timebuyer.

**Seeman Brothers Inc.**

Agency: *Anderson & Cairns Inc., New York*

Product: WHITE ROSE TEA

Radio is due to blossom forth with a heavy schedule of announcements for this product about July 1 in the New York area, according to plans now being made. Initial coverage will be held to the present Greater New York distribution zone for White Rose. Vic Seydel handles the buying.

**Time Inc.**

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

Product: LIFE MAGAZINE

Multiple stations in 10 major markets across the country are carrying a month-long aerial promotion for the publication. The campaign, which started May 26, calls for 150 to 200 announcements per market; 10-second time spots are being used. Concurrently, a network buy on NBC is promoting the magazine's sales. Clara Haber is timebuyer.

**Ward Baking Co.**

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

Product: TIP-TOP BREAD

A summer sandwich of radio will be fed into 34 markets at the rate of 24 announcements weekly per market, starting June 15 and continuing for 13 weeks. Minutes and 20 seconds are being used during day-times, Monday to Saturday, Mario Kircher is timebuyer, assisted by Madeline Calcaterra.



# IN SOUTH BEND - COFFEE AND KELLY START THE DAY



Five mornings a week in WSBT radio-land it's a toss-up whether the coffee pot or "Rise and Shine" is turned on first. Both are important to people in WSBT's 36 county coverage area.

From 6:35 to 9:00 A.M. the show's MC, Joe Kelly, brings news, music, weather and that special brand of Kelly congeniality. (His dad is Joe Kelly Sr. of Quiz Kid fame.) "Rise and Shine" covers South Bend . . . Indiana's 2nd market, and reaches into 36 Indiana and Michigan counties. Last year this area had food sales of over 1/2 billion dollars; total retail sales were \$2,140,444,000!

Joe Kelly has been a favorite in this area for 6 years. He's cornered the morning popularity market. Other outstanding WSBT personalities, and top CBS shows add up to WSBT dominance of every 15 minute segment of every broadcast day from South Bend.

Get all the facts about the WSBT market and its \$3,349,051,000 Buying Income. See your Raymer man or write this station for a free market data book.

*"Rise and Shine" availabilities are worth waiting for.*

5000 WATTS  
960 KC



# WSBT

SOUTH BEND, INDIANA  
FIRST IN SOUND ADVERTISING

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

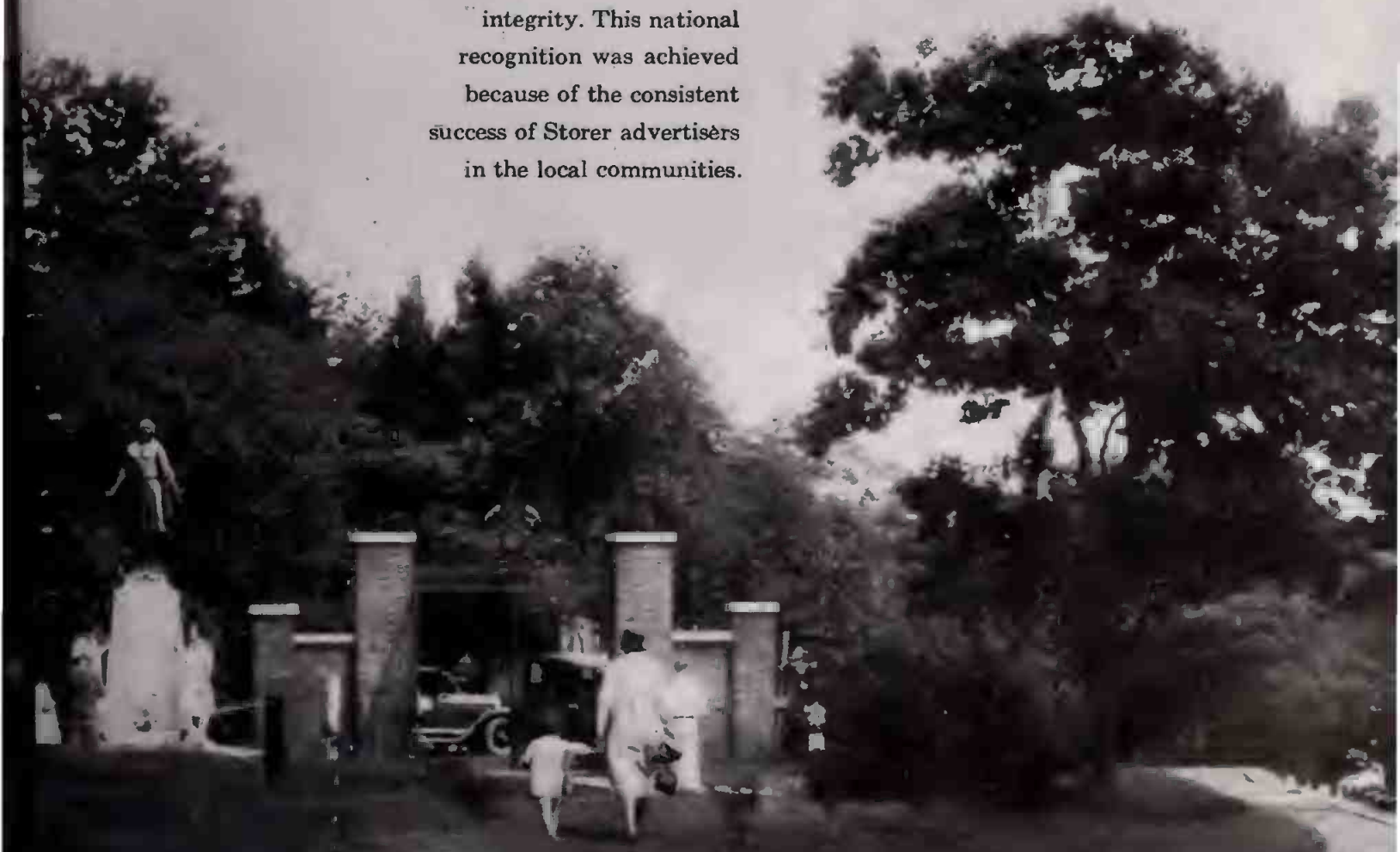
**famous on  
the local scene.**





# yet known throughout the nation

Jamestown, Virginia, founded in May, 1607, under the leadership of Captain John Smith, is recognized as the birthplace of America and stands as a symbol of the courage and integrity of its settlers . . . Similarly, Storer has become nationally recognized through vigilance in broadcasting integrity. This national recognition was achieved because of the consistent success of Storer advertisers in the local communities.



## **Storer Broadcasting Company**

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

**WGBS**  
Miami

**WWVA**  
Wheeling

**WIBG**  
Philadelphia

**WSPD**  
Toledo

**WJW**  
Cleveland

**WJBK**  
Detroit

**WAGA-TV**  
Atlanta

**WSPD-TV**  
Toledo

**WJW-TV**  
Cleveland

**WJBK-TV**  
Detroit

**WITI-TV**  
Milwaukee

# 283,000,000



## *Convention visitors see how WSB Radio serves growers who make Georgia leading broiler producer in U.S.*

Last year Georgia again led the nation in broiler production, sending 283,000,000 birds to market.

Pictured is the WSB Radio exhibit at the recent Southeastern Poultry & Egg Association convention in Atlanta. Growers (and exhibitors—many of whom are WSB advertisers) showed great interest in the illuminated coverage map, and methods used by WSB Radio in providing them with broiler market quotations. Two comprehensive reports are broadcast daily, the first at 11:35 a.m. This is the earliest quotation Georgia broiler growers can hear. They listen for it daily.

Broiler quotations are only one facet of WSB Radio's complete programming for Georgia agriculture. Over 300,000 farm families depend upon this station for information of vital concern to them.

*Affiliated with The Atlanta Journal and Constitution, NBC affiliate. Represented by Petry.*

**WSB Radio**  
The Voice of the South  
Atlanta





## Radio News Broadcasting Hampered by Legislation

Strong reaction from broadcasters, in the atmosphere of an oncoming election year, has been voiced in protest over legislation which has, in effect, made radio news broadcasting subject to political and judicial idiosyncrasies. This reaction has centered primarily around the equal-time requirements of Section 315 of the Communications Act of 1934. The new bill to amend the 1934 Act introduced by Senator Spessard Holland (D-Fla.) is in answer to the Federal Communications Commission's interpretation which states that if a station, in the course of a regular newscast, uses a legitimate news story about a public official who is also a candidate for office, it must grant equal time to all other candidates.

The Holland bill declares that: "Appearance by a legally qualified candidate on any news program, including news reports and news commentaries, where the format and production of the program are determined by the broadcasting station, or by the network in the case of a network program, and the candidate in no way initiated the recording or the broadcast, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

## Hartke Bill Popular With Broadcasters

A more detailed amendment, popular with the industry, has been introduced by Senator Vance Hartke (D-Ind.). The Hartke bill exempts newscasts from the equal-time clause, defines "qualified" candidates for general offices and for President and Vice President, eliminating splinter candidates, and removes stations from any libel responsibility as a result of political broadcasts.

Speaking on the Hartke amendment, Robert W. Sarnoff, chairman of the board at NBC, has remarked that it "represents a constructive effort to remove the shackles from American broadcasters in the coverage of political events."

## Goldenson Asks News Exclusion From Equal-Time Provision

In a letter to Senator Hartke, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., has stated that ABC would welcome clarification of the act so that news coverage of a candidate would not be considered within its range and that there would be a provision absolving the broadcaster of liability for any statement by a candidate. Mr. Goldenson asked for immediate execution of the present statute at least to meet the critical need for excluding news coverage, because a general rewriting of all the equal-time requirements might result in a delay which would seriously hamper radio and tv coverage of the 1960 campaigns and elections.

Another obstacle in the flow of radio news to the public is Canon 35 of the American Bar Association. This ruling has met industry resentment. Howard H. Bell, assistant to the president of the National Association of Broadcasters, says that while the courts have extended the Constitutional guarantee of freedom of the press to include radio and tv, it has been the courts themselves who "have been primary obstacles to this freedom by refusing radio and tv coverage of their proceedings."

(Cont'd on p. 20)



TAKE YOUR **PICK**

**PULSE**  
and **NIELSEN**  
**AGREE!**

**K-NUZ**

is **No. 1**

**PULSE**

(Jan.-Feb., 1959)

... in total rated periods 6:00 AM to 12:00 Midnight, Monday through Friday. K-NUZ is also top-rated on Saturday and Sunday, too!

**NIELSEN**

(Jan.-Feb., 1959)

K-NUZ is No. 1 in total time periods from 6:00 AM to 12:00 Midnight Monday through Friday, plus delivering the largest per cent of adult listeners!



*No. 1 with the lowest cost per 1000 listeners in the Houston market!*

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

**National Reps.**

**THE KATZ AGENCY, Inc.**

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

**IN HOUSTON,  
CALL DAVE MORRIS  
JACKSON 3-2581**

Mr. Bell, addressing a meeting of the Iowa Broadcasters Association, has urged that an effort be made to curb the "dangerous trend in government . . . to conduct the people's business behind closed doors."

An important manner in which broadcasters may increase public awareness of crucial issues, such as government secrecy, is through editorializing. According to Mr. Bell, judicious use of the broadcast editorial is one way to increase the prestige of broadcasting.

**Business Side  
Expects 1959 Increases**

On the business side of radio, a National Association of Broadcasters survey estimates that 1959 will see a nationwide average increase of 2.5 percent in radio revenues over 1958 on a per-station basis. The most optimistic estimated percentage change is in the No. 2 market-size category of radio stations serving a population of between one and two and a half million. NAB estimates a median increase of 6.9 percent over the 1958 revenue compared with 2.4 percent for 1958 over 1957 and 3.9 percent median increase for 1957 over 1956.

A total of 733 stations provided estimates, with all nine market-size categories reporting projected increases in total revenue. Of these stations, 57.6 percent estimate an increase over 1958, 12.4 percent expect a decrease and 30 percent believe there will be no change.

With the expected increase in revenue for radio this year, Charles H. Tower, manager of the NAB department of broadcast personnel and economics, believes students and teachers should think of broadcasting as a business, as well as a profession.

In a speech given at the annual banquet for the University of Kansas radio and television department, Mr. Tower has declared that "Today's broadcasting has two major employment needs. They are news and selling." He said that selling can be as rewarding as the news aspect. "Don't look down on the salesman for he shall inherit, if not the earth, at least the business." • • •



the

# Silver Mike



THIS MONTH:

## MAYNARD SPEECE

Farm Service Director  
WCCO Minneapolis

### Farm Radio Outlook Bright, Says President of NATRFD

"The business outlook for farm radio has never appeared brighter," declares Maynard Speece, current president of the National Association of Television & Radio Farm Directors and WCCO Minneapolis farm service director.

One big factor in this development of farm radio has been a general change in the programming. Mr. Speece, who has a regular schedule of 23 farm broadcasts a week on WCCO, feels that a major trend in farm programming has been "toward the more frequent, shorter and better produced features." He says there has been more variety and a faster pace, with more music than in previous years. Another aspect, Mr. Speece feels, is more emphasis in programming on farm management problems rather than on sheer production.

A traveling man, as are most farm directors, Mr. Speece in the past six months has spoken before an estimated 30,000 people in towns in the Northwest.

Asked to name the men who have played important roles in the development of farm radio, Mr. Speece lists the following: Larry Haeg, general manager of WCCO; Herb Plambeck, WHO Des Moines farm director; Sam Schneider, CBS Radio Spot

Sales, Chicago; Layne Beaty, U. S. Department of Agriculture director of radio-tv information; Frank Atwood, WTIC Hartford, Conn., farm director; Jack Timmons, KWKH Shreveport, La., commercial manager; Phil Alampi, New Jersey commissioner of agriculture; Mal Hansen, former WOW Omaha farm service director, and Dix Harper, Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency.

Mr. Speece was born on a northern Minnesota farm near Meadowlands in 1913. He was graduated from the University of Minnesota College of Agriculture in 1943. The following year he was named county agent for Anoka County, Minn., and is said to have established the first soil conservation district. He re-joined the University of Minnesota in 1945 to become head of agricultural radio for the university and its station KUOM. From 1948 to 1952, he was with the Office of Information, U. S. Department of Agriculture in Washington, D. C. He then joined WCCO.

Mr. Speece, his wife and son reside in a Minneapolis suburb.

"Radio is in an extremely healthy state and farm radio is one of the healthiest parts of the entire industry," he concludes. . . .



## THE RESULTS:

November 1958  
Qualitative  
Survey of the  
22 County  
Tidewater, Va.  
Area

### Question 1:

When you first turn on the radio, is there any particular station you try first?

#### Answer:



### Question 2:

Which radio station, if any, do you prefer for music?

#### Answer:



### Question 3:

Which radio station, if any, do you prefer for news?

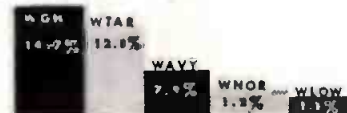
#### Answer:



### Question 4:

If you heard conflicting accounts of the same story on different radio stations which station would you believe?

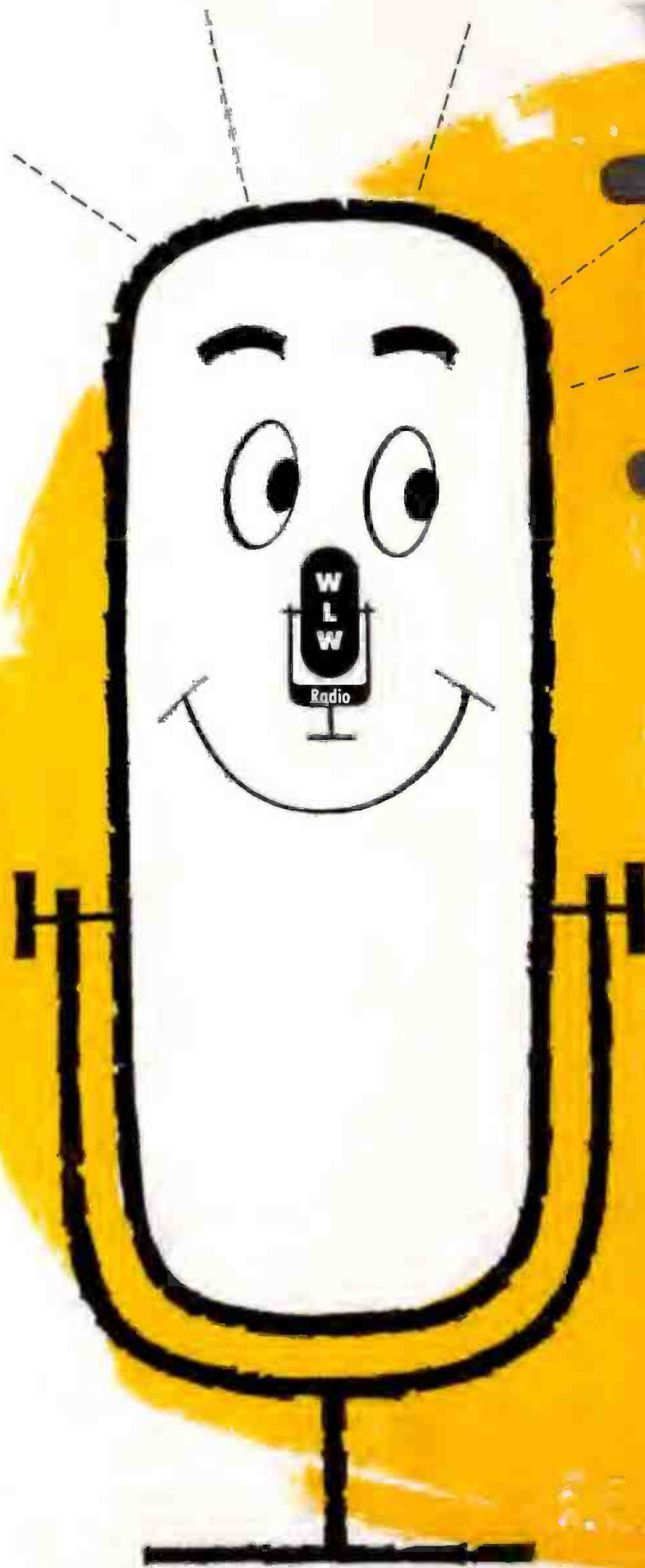
#### Answer:



**WGH**  
RADIO  
Color Channel 131  
Norfolk - Newport News - Portsmouth  
and Hampton, Virginia

...ranks 1st during  
155 out of 180 rated  
half hours...

Represented Nationally by  
JOHN BLAIR & COMPANY



# FI

**Nielsen Reports:**

## **WLW RADIO AUDIENCE UP-UP-UP !**

It's the most spectacular  
Radio news today—the  
WLW RADIO AUDIENCE  
GAIN IN ONE YEAR!

All reports from all  
sources show that WLW  
audience is way up!  
Bigger and better-  
than-ever!

This sensational  
audience gain has been  
the direct result of two  
important WLW factors:



# A S H!

## 1. NEW WLW PROGRAMMING — including:

### GREAT MUSIC —



Programs of the finest music of all ages, broadcast day and night.



**EXTENSIVE NEWS COVERAGE** — from the WLW COMEX (Communications Exchange), broadcasting's most comprehensive news facilities.

**RADAR WEATHER REPORTS** — WLW was the first Station to install Radar Weather Reporting System.



### HELICOPTER TRAFFIC REPORTS —



Broadcast direct to motorists from a helicopter during rush hours, giving complete traffic and road conditions.

**PUBLIC SERVICE** — a vast variety of public service programs and activities on the local, state, and national levels.



## 2. NEW WLW HIGHEST FIDELITY TRANSMISSION

An exclusive new AM transmission system, developed by Crosley Broadcasting engineers, has made WLW unquestionably the "World's Highest Fidelity Radio Station" — the result of 3 years work and 1/4 of a million dollars.

So this great new programming and amazing new Highest Fidelity transmission has greatly increased the WLW audience . . . and, thereby, greatly increased advertisers' returns.

*So call your WLW Representative; you'll be glad you did!*

**World's HIGHEST FIDELITY Radio Station**

*with audience among top 10 in America*

One of the 6 dynamic WLW stations.

Crosley Broadcasting Corporation, a division of **Arco**





## anyone For Statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

In the morning, WBT's audience lead over its nearest competitor is 92%.\*

In the afternoon, WBT's audience lead over its nearest competitor is 69%.\*

At night, WBT's audience lead over its nearest competitor is 123%.\*

Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.

\*Pulse 25 county area March 1959

# WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES  
JEFFERSON STANDARD BROADCASTING COMPANY

## LETTERS TO THE EDITOR

### Phenomenon

Good for you! Your story (*Local Radio Phenomenon*, May 1959) should be a real "waker-up" for both radio folk and the national advertiser.

We believe if radio does the proper job in getting to the national advertisers and agencies that without any crystal gazing we can predict that national advertising will soon beat its way back to its proper place in the over-all advertising budgets. Surely we know that we can do for the national advertiser what we can do for the local if we have the opportunity to prove our point.

Leslie L. Kennon  
Vice President  
KWTO Springfield, Mo.

### Clairvoyant

With everybody else in town sponsoring long-range, side-range, electronic, nuclear-type weather forecasts on radio, we thought you might be interested in a new service being provided by our client, South Des Moines National Bank.

. . . We predict tomorrow's day and date. So far, we've been 100 per cent accurate.

On Fridays we really go out on a limb and predict the days and dates for the weekend. Our account executive with the idea is Bob Hullihan.

Wesley Day  
President  
Wesley Day & Co. Advertising  
Des Moines

### Vote for Radio

From time to time I encounter one of those ardent supporters of television who likes to build up that medium while tearing down radio. The discussion always gets around to tv versus radio in coverage of news and special events, and when this happens I like to talk elections. Because elections are events television thinks it covers better. And I have a story that would tend to disprove that theory. . . It's about an incident involving the two media that took place at Rhode Island Republican headquarters on the night of the bitterest gubernatorial election in the state's history.

. . . Republican headquarters.



# WMBD

BY ANY STANDARD  
OF MEASUREMENT



## HOOPER

(APRIL-MAY, 1959)

### 33.3%

SHARE OF AUDIENCE  
6:00 A.M.-6:00 P.M.

## PULSE

(MARCH, 1959)

### FIRST IN TOTAL AUDIENCE!

6:00 A.M.-12:00 MIDNIGHT

### NIELSEN FIRST IN COVER- AGE AND . . . FIRST with NATIONAL ADVERTISERS!

70% USE WMBD  
EXCLUSIVELY!

(SCOTTIE BUREAU SURVEY  
MARCH, 1959)

REPRESENTED NATIONALLY BY  
PETERS, GRIFFIN, WOODWARD, INC.

# WMBD

through some oversight, was out-fitted with television sets but no radios. . . . When interest had reached a fever pitch and television wouldn't or couldn't deliver, radio scored its biggest beat of the year in Rhode Island.

The dramatic climax . . . came when headquarters turned off its battery of tv sets, and the man in charge took the table-model radio we had rushed over from the station, climbed up onto a table and held the radio aloft for a capacity crowd to hear the electrifying news that Democratic Rhode Island had elected a Republican governor.

I was the newsman covering the GOP headquarters for WEAN on election night.

Henry J. Perates  
WEAN Providence

### Australia Calling

We have received an enquiry from a subscriber for your magazine.

Our subscription agency, established in 1938, has become one of the largest in Australia today.

Diana Corliss  
John Hinton & Co.  
North Sydney, N.S.W., Australia

### Open Book?

I enjoyed your editorial (*Helping Yourself*, April 1959) concerning a need for agencies and advertisers [to know] what the competition is doing.

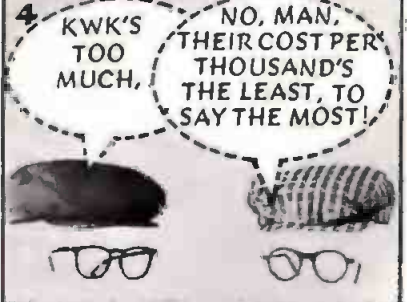
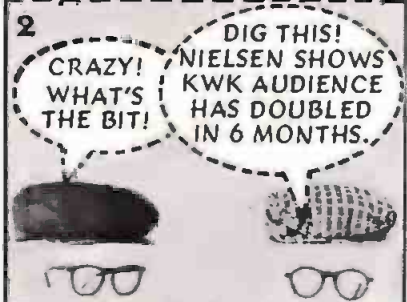
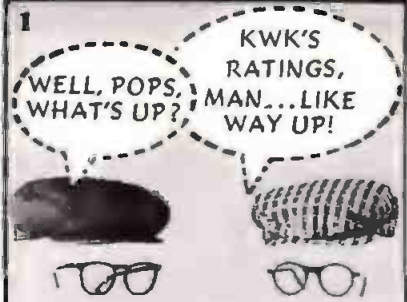
However, from a station manager's position, we wonder how does the advertiser feel about his advertising information (such as schedule, rate etc.) being made public. We receive many such requests monthly and are a little undecided as to just how much information to release. Naturally the rates should be according to Hoyle if the station is properly run, but nonetheless just how much of this is public record?

I think most station personnel feel as I do. We don't care if the guy who's paying the bill, the advertiser, doesn't mind. I'd like to hear some comment on this.

Also, what are some smaller, independent stations doing on the single rate question? I believe [single rate] has its merit but presents problems to a smaller market station that [it doesn't to] a metropolitan station.

Richard O. Bieser  
General Manager  
WCNT Centralia, Ill.

## 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

# WLEE

## takes Richmond!

*January-February '59*

*PULSE shows us . . .*

# st

**in total share  
of audience**

*6 A.M. to midnight*

*Monday thru Friday*

**and in 1/4 hours**

**1st too in food and drug  
merchandising**

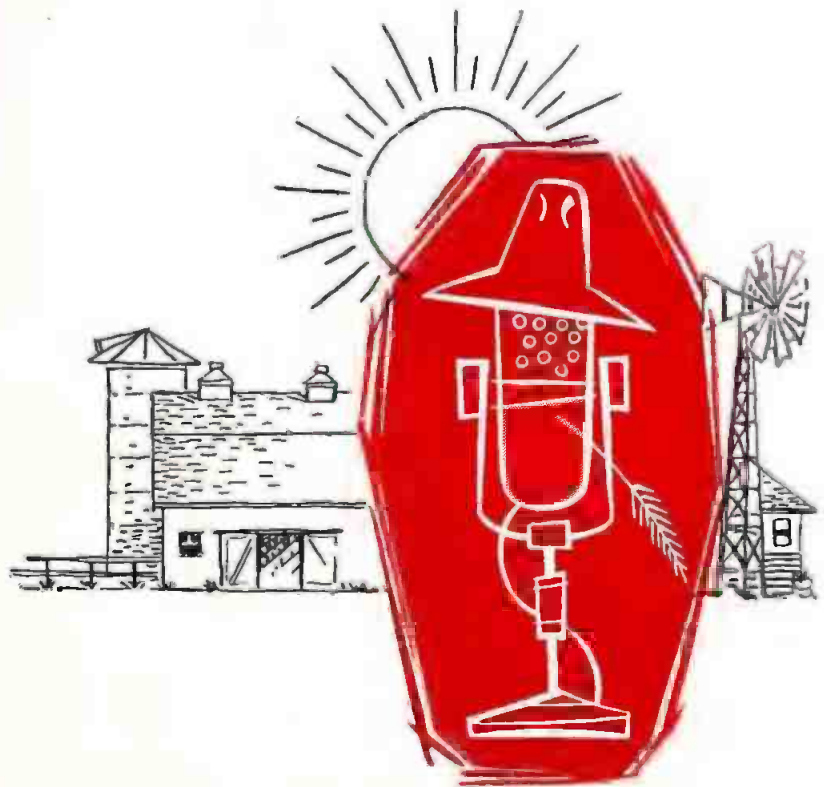
*THOMAS TINSLEY  
President*

*IRVIN G. ABELOFF  
Vice-President*

*HARVEY HUDSON  
General Manager*

Select Station Representatives in New York, Philadelphia, Baltimore, Washington.  
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans,  
Daren F. McGavren Co. in Chicago, Boston, Detroit and on West Coast.





# The Change Down On the Farm\*

**U.S. Radio farm study analyzes:**

- **What farm radio is**
- **Programming—services, trends and problems**
- **Advertiser relations—why the farmer is important not only for farm products but for consumer items as well**

\*Also see:

- *Pfizer with Radio Improves Breed and Sales, p. 32*
- *How Radio Works for Merck, p. 40*



Back at the farm there has been a change.

The man responsible for supplying this country's meat and potatoes, among other things, is getting to feel as comfortable in business-suit gray as he is in earthy overalls.

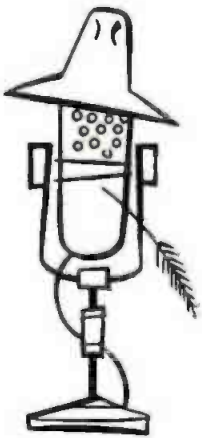
If that is not exactly the case, this much is certain: Underneath the tanned and sweaty brow is a skilled, technically-trained farmer who is ev-



On-the-farm interview is recorded by WRVA Richmond, Va., farm director Alden Aaroe for his 5:30-6:30 a.m. farm show.



Traveling around, Cliff Allen (left), WNOX Knoxville, Tenn., farm director, interviews a representative of an advertiser.



*"Not only for farm products, farmers and farm families are the best possible potential customers for all consumer goods and services."*



During one of many farm visits, Jay Gould (right), WOWO Fort Wayne, Ind., farm service director, gets story on farm mechanization.

ery inch as professional in his work-a-day straw hat as the office executive who has just discovered the "new boater."

The more skilled and specialized today's farmer becomes, the greater is his reliance on radio. For immediate weather and market forecasts and for authoritative information on the vitals of his business—not to mention moments of diversion—are the things only radio can provide so quickly and conveniently.

Professionalism in farming has earned its financial merit badges, too. For although it is true that farm population has been dipping in recent years (with a slight upward movement in 1958), farm revenue is growing.

The mechanization of agriculture has brought about these facts:

- Realized gross farm income from operations in 1958 was \$38 billion, compared with \$34.3 billion in 1957.
- Realized net income of farmers in 1958 was \$13.1 billion, an increase of 20 percent—or \$2.2 billion—over 1957.

- Total income of the farm population rose nearly 13 percent in 1958 to \$22.2 billion (this includes non-farm sources of revenue).
- Per capita income of the farm population for 1958 (including non-farm sources) increased 10.5 percent to \$1,068. This was a new high, nine percent above the previous record of \$983 in 1951. Per capita income from farm sources alone also was at a new high (\$770 in 1958 compared with \$765 in 1948).

The developing "business" of farming has opened up enormous avenues for those who sell to the farmer. He is not only buying machinery, seed, fertilizer, pesticides and all the rest in mounting quantities, but is also consuming large amounts of standard "consumer" items. The latter point has received the smallest attention.

It is a fact that farmers, whether they come from Texas or not, buy in substantial quantities.

"Farmers and farm families are the best possible potential customers for

all consumer goods and services," declares Arnold Peterson, farm service director of WOW Omaha. "Too many national advertisers use farm radio to sell only feeds, fertilizers, hybrids and machinery. Recently, a farm wife, just home from town, told how she had been lucky enough to get a whole case of color movie film (48 rolls). A city wife," Mr. Peterson states, "would have bought one roll, used it, walked to the corner drug store and bought another (single) roll."

And, one might ask, what about cars, refrigerator-freezers, appliances and detergents, to name a few?

For all the science that has been brought to bear on the techniques of farming, the business of agriculture has its elements of chance (weather, stock prices). It is for these twin purposes—to keep abreast of scientific developments and to mitigate the elements of chance—that today's farmer is hungry, if for nothing else, for information that is immediate and authoritative.

When it comes to immediacy, there alone stands radio. When it comes





Chuck wagon is farm-and-ranch director's remote studio as Cotton John Smith (holding microphone) does his broadcast over KGNC Amarillo, Tex., along the Santa Fe Trail.



Getting together with sponsor's product, Maynard Speece, WCCO Minneapolis farm service director, checks a field of Pioneer Hi-Bred Co. corn, which is featured on Noon Farm Reports.

to authority, the farm specialist at a radio station is a man who not only knows the ins and outs of communicating ideas and information, but also the ins and outs of barn-and-field operations. And, more often than not, he is academically schooled in this modern science of agriculture.

For these reasons, radio, like strong tobacco, is popular down on the farm. The U. S. Department of Agriculture reports that 98.9 percent of farm homes have at least one radio set and 79.3 percent own two or more.

The average farm family spends three hours and 51 minutes listening to radio every day, according to Radio Advertising Bureau. On a weekly basis, farm families listen an average of 26 hours and 40 minutes. In the average week, 95 percent of farm families listen (see Report from RAB, p. 68).

The companion role of radio—being there when it is wanted and needed—has placed the sound medi-

um in special favor with the farmer: In the early morning hours of 6 a.m. and 7 a.m., at noon time, in the evening, and, because of radio's portability, all day long out in the field.

The vital link between radio and the farmer is outlined by Jay Gould, farm service director of WOWO Fort Wayne, Ind.

"No person in American economy is so dependent upon the weather as is the farmer. The soil's preparation, planting, cultivation, harvesting, and storage of his crops are influenced every hour by the vicissitudes of the weather," Mr. Gould explains.

"Hourly weather forecasts and summaries are, therefore, practically indispensable in crop planting as well as their obvious need at harvesting time of forage and grain, and for the spraying of his crops with chemicals for insects, disease or weed control. Radio alone can give him that service so quickly.

"The farmer not only needs the forecast of weather," Mr. Gould continues, "but also information on how to adjust his farm practices to the varying conditions. The farmer must be informed of the latest recommendations for action, whether it be for livestock or crop management, or to do away with disease or insect pests. Radio alone is fast enough to disseminate this information in time.

"Radio alone, too, can bring that news to him while he is driving his car or truck or tractor, or milking his cows, feeding his stock, or eating his meals. It saves him time. And time is his most valuable asset."

### Dependence on Radio

The following study, conducted by Ohio State University in 1958 for the Producers Livestock Association, shows the percentage of farmers using various sources of information for marketing livestock, among other things. The study covers six counties (Marion, Hancock, Fayette, Ross, Clinton and Darke). It was submitted to U. S. RADIO by WRFD Worthington, O.

Source	Total %
Radio .....	82.7
Television .....	26.0
Daily Newspapers .....	61.1
Local Newspapers .....	6.2
Telephone .....	56.2
Farm Magazines .....	38.5
Other .....	31.7
Number of Farmers Interviewed .....	208

### Programming

The basic ingredients of specialized information and news—spiced with entertainment—have yielded a fertile programming crop for farm radio broadcasters. Recognition and respect have been forthcoming from advertisers, agencies, government and farmers themselves.

And yet today, farm programming is in a period of transition.

Supplying the radio needs of the modern farmer is an expensive operation. The farm specialist at a radio station is well trained and appropriately well paid. Moreover, the caliber of farm programming—comprising on-the-spot interviews, radio attendance at farmer meetings, participation at farm expositions and contests, and farm director travels throughout the area—is costly.

On the other side of the coin, because so much radio is bought "by the numbers," the farm broadcaster is faced with the task of keeping his total audience high, while he caters to the special needs of the modern farmer.

According to questionnaires received in the U. S. RADIO survey, the station with a farm director or specialist averages approximately 17.6 hours a week of programming that is precisely aimed at the farmer. This represents more than 13 percent of the weekly program schedule for the average station. In view of the fact that most farm programs are aired during the day, the percentage figure would be higher if it were calculated in terms of weekly daytime

### Percentage of Farm Families Listening to Producers' Various Broadcasts.

#### 9:00 A.M. Forecast of Prices

Response	Total %
Did listen .....	38.9
Did not listen .....	39.9
Did not answer .....	21.2
Total .....	100.0

Number of Farmers Interviewed ..... 208

#### 12:00 Noon Market Summary

Response	Total %
Did listen .....	56.2
Did not listen .....	30.3
Did not answer .....	13.5
Total .....	100.0

Number of Farmers Interviewed ..... 208



fare, instead of the total weekly schedule.

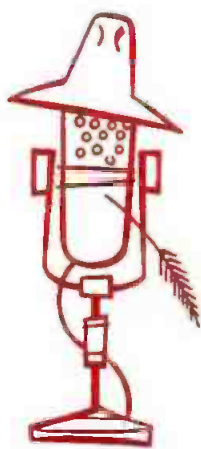
In addition, many stations consider their general rural entertainment programs as being directed, at least in part, to the farm audience.

The most popular farm radio periods are the early morning hours and the noon-time break, followed next by evening time-in, according to replies.

"Our 6:30 a.m. farm news is probably one of our most listened to farm broadcasts, followed very closely by the 11:45 a.m. to 1:15 p.m. block," says Rex Messersmith, farm service director of WNAX Yankton, S. D. "The 6:30 a.m. farm news falls dur-



Live music, as part of the WLS Chicago farm programming concept, is heard at the WLS-Prairie Farmer Progress Show on the noon Dinnerbell Time. Show also contains editorial features.



*"Radio alone is fast enough to disseminate needed weather forecasts, market information, commodity prices and advice on farm management."*

ing the breakfast hour and briefs the farmer on all the things he's interested in—markets, weather, farm news and news headlines. Our noon block is beamed almost exclusively to the farm audience and gives a little broader picture of the news of interest to farmers."

"The shows that give us the highest ratings," remarks Wilbur Levering, farm director of WIBW Topeka, Kans., "are the 7 a.m. news, which is of interest to everyone, and the 12 to 12:30 p.m. news, weather and markets. The most listened to strictly farm show is the weather, markets and farm news summary between 6:35 and 6:50 each morning. The reason that these programs are popular is that they contain three of the most important items in the farmer's daily business."

Most farm programming consists of across-the-board blocks of time. WGY Schenectady, N. Y., carries these local farm shows: *The Farm Paper of the Air* (12:15 to 1 p.m., Monday through Friday); *Chore Time* (5:15 to 6 a.m., Monday through Saturday); and *Grange*

*Time* (12:15 to 12:30 p.m., Saturdays). Don Tuttle, WGY farm director, states the reasons why the *Farm Paper of the Air* is its most popular program: It is broadcast during the traditional lunch hour of Northeastern farmers, it is an established part of the farm family's day having been on the air for nearly 34 years, its 45-minute length provides the opportunity for more flexibility and variety in features and more detailed presentation of service features, and the noon time period is well-suited for broadcasting live remotes from county fairs and field days.

Similarly, WSB Atlanta schedules its farm programming, under the direction of Roy McMillan, farm director, in across-the-board strips. Its *Dixie Farm and Home Hour* (5:15 to 6 a.m.) is aired seven days a week and includes general farm service information, news and interviews. The *Broiler Market Roundup* (11:30 to 11:35 a.m.) is heard Monday through Friday and covers poultry news. And the *Farm News Roundup* (12:15 to 12:30 p.m.) is carried

Monday through Saturday and reports farm market news, weather, and grain and lard news.

What the radio station farm department means to the farmer can be summed up in one word: Service.

This attitude is underscored by Maynard Speece, farm service director of WCCO Minneapolis (see *Silver Mike*, p. 21). "The WCCO radio farm service was formally established in 1942. This meant, in effect, that WCCO turned farmer. We put ourselves in the farmer's place. We got to know his thinking, problems, necessities and preferences. Our farm service department is designed to give the Northwest farmers a helpful hand at every turn."

It is interesting to note that Larry Haeg, general manager of WCCO, was formerly farm service director and founded the station's farm department in 1942. He also was first president of the National Association of Radio Farm Directors.

"No other national medium furnishes the local farmer with the daily vital statistics he requires in the conducting of his business," is the way Keystone Broadcasting System describes the role of farm radio. Keystone is a network of approximately 1,070 stations in predominantly rural class C and D counties. According to a recent survey, KBS states that 78.6 percent of its affiliates—more than 800—have special programming directed to the local farm audience.





Contestants in the KCMO Kansas City, Mo., Meat-Type Hog Club Contest are inspected by George Stephens (left), KCMO farm director, as the owner of a well-fed entrant looks on.



Wally Erickson (right), KFRE Fresno, Calif., farm news director, and two KFRE farm reporters, Jim Miller (left) and Fred Milnes, examine mural of farm activity in the San Joaquin Valley, from where they obtain news for eight daily farm shows.

Present farm accounts on KBS are Armour for Dynafac hog feed, Ralston-Purina for poultry feed, Chilean Nitrate Education Bureau for nitrate fertilizer, McCullough Chain Saws and Remington Arms.

The life and role of the farm director is a busy one. He is called upon, as a respected member of the farm community, to attend many functions, in addition to the job of gathering information for his programming.

WPTF Raleigh, N. C., reports that Dr. Earl Hostetler, station farm director, "is active in many farm and agricultural groups. He judges livestock shows and spends a good deal of time with farmers. He is responsible to the program manager, but has complete control of his program contents. On every program he has at least one interview with county agents, farmers, 4-H or Future Farmers, state or U. S. Department of Agriculture representatives, North Carolina State College specialists, or agricultural representatives of manufacturers."

The profile of the farm director is drawn by Ed Mason, vice president of KXXX Colby, Kan. "Our farm director, Doc Embree, wears a broadcast pioneers badge, travels extensively in the market and is a radio man, showman and farm expert. Regular air personnel must know farm business and our coverage area, in addition to possessing the usual professional talents. This has posed

a difficult procurement order for management in the past, and has tended to make pretty permanent folks out of the right people."

Of interest to advertisers is the way many farm departments are organized, as explained by Charles Brooks, station manager of KRGV, Weslaco, Tex. "Our department is responsible for all material of news and feature nature on programs, and complete organization of all farm programs. Farm department handles 90 percent of all sponsored program commercials which the farm director, Charlie Rankin, airs personally. The farm department has complete responsibility as to adaptability of copy to this area and getting changes made with the client. Manager and program director consult with the farm director on adjacent programming."

In addition to news and information, farm programming includes entertainment values. WLS Chicago, half owned by the *Prairie Farmer*, Midwest farm newspaper, reports that *Dinnerbell Time* "is its most popular farm show." According to Bill Mason, farm director, "This program, sustaining for 30 years, features all of WLS' farm program department, live entertainment (the WLS orchestra, singing groups and vocalists), and prominent guest figures who are interviewed on the show because of their knowledge of—or position in—the farm industry."

Mr. Mason also explains a very uncommon aspect of *Dinnerbell Time*.

"Because this show is sustaining, it has the freedom to feature editorial material of *Prairie Farmer* editors without having to clear the material with particular sponsors." At the end of April, the program aired its 9,396th consecutive broadcast.

Another very famous entertainment show with farm appeal is the *Grand Ole Opry* of WSM Nashville, Tenn. It is aired on Saturday night from 7:30 p.m. to 12 midnight before a live audience that generally averages about 5,000. An off-shoot of this program, featuring *Grand Ole Opry* stars, is the *Opry Jamboree*. It, too, is a live music show, but extends the entertainment concept throughout the week, Monday through Friday, from 5:15 to 5:45 a.m. John McDonald is the WSM farm director.


As radio stations strive to keep a balance between their specialized farm programming and shows that appeal to as wide a base as possible, many farm broadcasters are experimenting with new approaches. One such departure was instituted by WKY Oklahoma City last November 10 (three weeks later it became a full-time independent). The underlying philosophy of the change in farm format is explained by John Moler, assistant manager: "An hour of farm programming should contain the same basic ingredients as any other hour in the broadcast day, apart from the farm service features."

CONT'D ON P. 48

# Pfizer With Radio

## Improves Breed, Sales

**In a steadily increasing use of farm radio  
—spending estimated \$250,000 in 1959—  
Pfizer relies on sound medium to transmit  
sales and educational messages**

 Once upon a time there was a nervous bird named Chicken Little, who undoubtedly suffered from dietary deficiencies as well as an anxiety complex. In the end, what with peddling hysterical stories that the sky was falling, she must have worn herself to a frazzle and wound up in somebody's picnic basket tasting as savory as taut fried shoelaces.

There's a *different* breed of poultry down on the farm these days. And Chas. Pfizer & Co. is helping to promote the change. The company, which manufactures a wide array of ethical and industrial chemicals as well as farm products, has been using radio in increasing proportions in the agricultural field since 1953.

Chemistry, with a two-fold assist from the listener's medium, is transforming Chicken Littles into placid

"chicken bigs"—in both egg production by laying hens and weight increases by broilers. Pigs, too, wax heftier sooner, dairy cows furnish more milk, beef steers gain faster on less feed, and the animals all stay healthier than ever before.

This pound-for-pound improvement in poultry and livestock is due in large part to the feed supplements and animal health products which have been introduced during the past 10 years—and radio, says Pfizer, is a vigorous means for spreading the news.

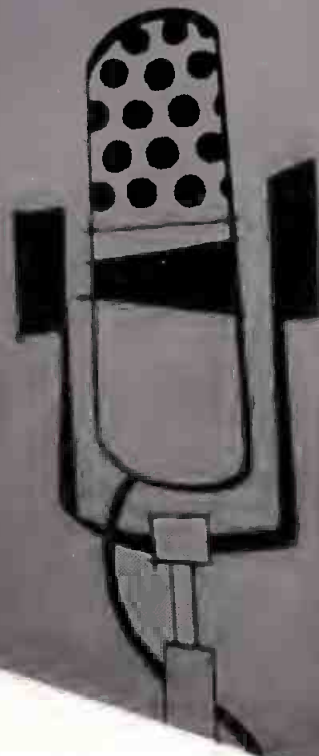
In fact, radio enters significantly into both the experimental and informational aspects of promoting the better farm practices advocated by Pfizer, according to Fred Manley, director of advertising and sales, promotion for the company's agricultural division. Primarily the medi-

um is a key local contact with the farmers, he points out, but radio music in many barns and hen-houses serves as a "psychological" aid in keeping cows and hens happy while they dine scientifically. Tests indicate that the contented "listeners" thereby produce better.

More important, however, Pfizer believes (hastening to dispell any notion that radio is "for the birds"), is the value of the medium's direct and forceful voice in channeling a double-barrelled program of educational and sales messages to the farmer himself.

[According to *Sales Management* (February 7, 1958), the Pfizer agricultural division is spending at the rate of \$2,500,000 in advertising. U. S. RADIO estimates that Pfizer is placing 10 percent—about \$250,000—in spot radio.]





In addition to its commercial use of radio, the company provides news and program material for farm stations as a service to their audiences.

"The near-universality of radios on farms, pretty much on an all-day-long basis in many barns as well as most homes, makes the medium especially valuable to us," Mr. Manley points out. "We haven't heard of tractors being factory-equipped with radios yet, but that can happen, too."

"Farm directors who know their subject and audience generate an amazing degree of loyalty among their listeners and give added weight to our sales messages. Then, too, the flexibility with which we can buy radio means that we can also concentrate both our service features and

sales messages in a given area at a particularly appropriate time. For example, in one market we can emphasize treatment of an animal disease prevalent locally while in another, where it's farrowing season, we can stress our 'Life Cycle Feeding Plan' for little pigs."

Pfizer's farm radio advertising centers around the retail promotion of its antibiotic feed supplements and animal health and plant products and other chemical specialties. Some of these items, the company explains, are sold only to feed manufacturers, but are advertised to the consumer nonetheless, both to inform him of their existence and value and to point up the Pfizer name.

In previous years Pfizer has used network radio, Mr. Manley notes,

but during the past two years the buying has been all in spot.

"The nature of radio makes it especially valuable to us as an immediate, local contact with the farmer," he says. "We buy, naturally enough, 'rural background' stations, concentrating in three general areas which we designate 'Corn Belt,' meaning the hog-producing region of the Midwest; 'Dairy,' meaning the milk-producing region of the Great Lakes, and 'Broiler Auction,' mainly in the Southeast.

"Our advertising is geared to the seasonal swings of these various regions. For instance, spring and fall are important times for us in the Corn Belt—that's when baby pigs are 'farrowed' (born), and farmers are concerned with preventing dis-



ease among the litters as well as stimulating maximum growth from the start. Among dairy farmers, the disease of mastitis is a big worry during winter and early spring months, so we inform them via their local radio stations of our liquid formulation of Terramycin, which we first introduced last year and which is producing excellent results in checking this stubborn infection."

Writing commercials in a language that rings true to the farmer as well as the chemist, yet tells a semi-technical story clearly in 60 seconds, is a major task for copy people at the Leo Burnett Co. in Chicago. Close liaison between the agency and Pfizer's scientists at the company's Terre Haute, Ind., experimental center keeps the nouns and verbs on an accurate level, Mr. Manley explains, as well as develops the basic copy appeals which are worked out jointly. Robert Kunkel is the account executive who "shepherds" the material from farm to agency and back again for final verification.

"Our copy is 'straight sell' on a particular way in which we can satisfy a farmer's specific need," Mr. Manley continues. "In most cases, our commercials are delivered live by farm directors, some of whom are so well known to us and so effective

that they seem like part of our sales team."

A sample one-minute announcement for Terramycin Animal Formula used during farrowing season starts out:

Hog producers know now's the time to get ready for the baby pig farrowing. The big thing is: How to get them all to market? The average hog producer weans seven pigs per litter. But the top producers average up to 10 or more. One big way these top producers save more of the pigs is to treat 'em with Terramycin Animal Formula Soluble Powder. Why don't you try it? Terramycin helps you prevent and control the diseases that kill so many little pigs... diseases like infectious scours, enteritis, dysenteries, respiratory diseases or secondary invaders. And to make the treatment easier, every quarter and half pound package of Terramycin Animal Formula Soluble Powder contains a free Terra-Treater...

Among the stations Pfizer uses as anchor points in its flexible radio coverage of agricultural areas are WCCO Minneapolis; WOW Omaha, Neb.; WNAX Yankton, S. D.; WMAX Grand Rapids, Mich.; KFEQ St. Joseph, Mo.; WHO Des Moines, and WLW Cincinnati.

"Farm directors who are well-versed in farm conditions and problems of their regions can be of invaluable assistance to us," Mr. Manley notes. "They command the respect and attention of their listeners, and their programs are scheduled at times when those listeners are most concerned with the active management of their farms.

"In many cases, these directors give added value to our special promotions by taking part with us in trade shows, or broadcasting direct from stores of our large retailers when they conduct 'open houses' or other events. Periodically, farm stations get behind special programs of ours, writing direct to feed manufacturers and specific dealers in their listening areas to alert them to our schedules."

Pfizer's use of radio to advertise its agricultural products has increased steadily since the agricultural division was organized in 1952, Mr. Manley says. At that time, the use of antibiotics in farming was just beginning to develop, and further experiments were opening up a vast range of prospects for improving the health and production of domestic animals. The establishment of Pfizer's 700-acre Agricultural Research Center at Terre Haute seven years ago marked the start not only of a new division (last year, according to its annual report, it grossed \$16.7 million), but of a new kind of public service programming by the company, which prides itself in taking what it considers a leading role in developing maximum farm efficiency.

"As the population of the world grows, our farms must produce more and more efficiently to meet the ever-increasing need for foodstuffs," Mr. Manley contends. "It's pretty much

Fred Manley, Director of Advertising and Sales Promotion, Agricultural Division:

*"The near-universality of radios on farms, pretty much on an all-day-long basis in many barns as well as most homes, makes the medium especially valuable to us. We haven't heard of tractors being factory-equipped with radios yet, but that can happen, too."*







Demonstrating how a new product works in plant tissue to eliminate disease is George Koch (center), development bio-chemist. His audience includes (l. to r.): George Howlett, market researcher; Paul Flowers, field representative; Hugh Dermody, assistant general manager of agricultural sales; George J. Isaak, field representative; Frank Calderone, advertising manager for animal health products, and Robert Kunke, account executive, Leo Burnett Co. Pfizer's scientists work closely with agency to develop advertising strategy.

up to America to show the way for raising the living standards of the rest of the world. If we don't, our standards will undoubtedly suffer."

Through scientific care, he adds, American farms today are becoming fewer in number but increasingly productive—veritable "food factories" which require highly developed knowledge and skills.

To aid in the development of this knowledge and skill, explains Herb Schaller, manager of agricultural public relations, Pfizer takes every opportunity to tell the farming community via radio of new developments—from scientific formulas, such as tranquilizers for beef cattle to increase their weight gains, to management methods, such as the "Life Cycle Feeding Plan" for pigs. Last year's "Eggtober" which the company promoted is a case in point—its two goals Mr. Schaller describes were to help poultrymen produce more high quality eggs (at least equivalent to an extra month of production each year) through the use of Terramycin, and to encourage greater consumption of eggs.

"Miss Eggtober," 19-year-old Susan Treat of Orange, Conn., appeared on 10 radio programs and

made eight radio tapes in the course of adding her personal sparkle to the drive. First introduced to the National Association of Television-Radio Farm Directors at its annual meeting last June in Denver, Susan later met many of the directors on their home territory as she undertook a promotional tour that included such stations as WCCO Minneapolis and WLW Cincinnati and appearances on WLS Chicago *National Barn Dance* and *Dinner Bell* programs. Galen Drake also interviewed her on his CBS show.

Mr. Drake broadcast the news about Pfizer research techniques in another "non-commercial" instance, too—one of his regular programs originated at the company's agricultural center last spring. The cast of the show flew to Indiana for the performance, which was staged in the center's barn before an audience of local people. Among subjects for discussion between Mr. Drake and Dr. Herbert G. Luther, director of agricultural research for Pfizer, were the farm's "mechanical cow," used to study the digestive processes of live animals, and Elmer, a steer equipped with a "porthole" through which scientists view and test the function-

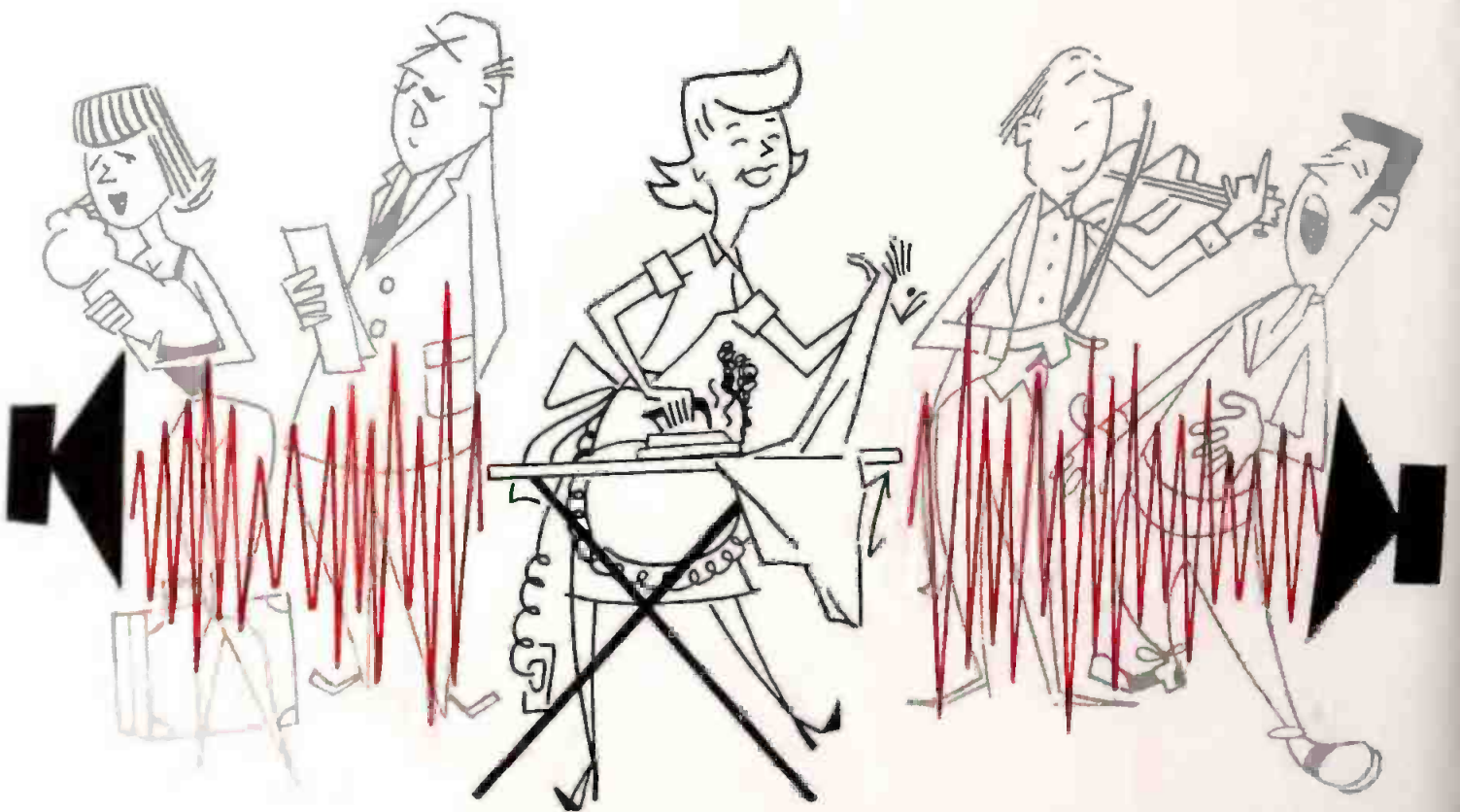
ing of his rumen (the first of his four stomachs).

The many tape recordings and other feature materials which Pfizer's public relations department provides to interested farm-oriented stations are a continuing part of company efforts to spread the scientific word to farmers, says Mr. Schaller.

That "word" spreads afar, too. Radio copy and promotional ideas used in the United States are passed along to Pfizer's International Division (one of five divisions of the 110-year-old firm) for possible adaptation to use in any of the 19 countries where Pfizer plants currently operate. Mexico, for example, is a heavy user of radio commercials, says Richard Wilson of the International Division, observing that south of the border Pfizer announcements are frequently converted into jingles or else interspersed with comedy and music to appeal to local listeners. Radio is a basic medium in the Philippines, Hong Kong, Japan, Australia and New Zealand, too, he adds.


In fact, Pfizer hopes to fatten up Chicken Littles and their barnyard cohorts all over the world with the aid of scientific research and the well-modulated voice of radio. • • •

# Is Stereo for Real?





# The future voice of radio may very well be heard in three-dimensional sound. Here's how it will affect programming—not only music, but drama, news and panel shows. Manufacturers are optimistic that an approved system is not far off



Like a teenage boy who suddenly discovers he now sings bass instead of tenor, radio is undergoing a dramatic change of voice.

Its new tone isn't generally evident to the listening public as yet. But equipment manufacturers predict that within two years, if all goes well, stereophonic radio will emerge from its current experimental stages metamorphosed into an economically attractive, esthetically pleasing and excitingly different package of sound for the American consumer.

At present work is underway to develop means of transmitting the "new" sound by either single am or fm stations.

"We're all steamed up about stereo," declares David B. Smith, vice president-research at Philco Corp. "We believe it will make a tremendous impact on the listener. The housewife, for instance, will find radio better company than ever as it creates the illusion that broadcast personalities are actually present in the room with her."

Mr. Smith thinks stereo programming will move beyond the realm of music into drama, news, interviews and discussions, for example, as well as "conversation" shows by station personalities. He notes that directional listening allows for new concepts in sound effects and use of voices as well as orchestral arrangements.

Cadillac's advertising agency, MacManus, John & Adams, is already engaged in producing stereo commercials for its automobile client. Its first such commercial, done two years ago, was a taped orchestration which could be broadcast either stereo-

phonically or monophonically. Cadillac is currently reported to be readying a similarly designed commercial for use this fall in introducing its 1960 models.

You don't need an educated ear to appreciate stereo, in the opinion of Dr. Manfred R. Schroeder, who is in charge of acoustics research at Bell Telephone Laboratories. He believes an average listener, once accustomed to the "liveness" of it, would find difficulty enjoying monophonic sound, which seems flat by comparison.

Technical problems of producing "compatible" three-dimensional broadcasts—that is, stereo which can be picked up monophonically as well, without distortion or diminution—are considered by some experimenters to be basically solved. As for an economic method of transmission, enabling a single station to convey both sources of stereo programming, engineers figure they've almost licked that difficulty, too.

## Next Step

Still to be unraveled, however, are the knotty aspects of establishing transmission standards and prodding the Federal Communications Commission to act. In this connection, the Electronic Industries Association has recently formed the National Stereophonic Radio Committee, a six-panel body which is undertaking an investigation of proposed systems (more than 20 have been submitted to it to date) with a view to setting standards for possible later adoption by the FCC.

The as yet unanswered questions stereo broaches for the advertiser, his agency, the station manager and the program director boil down

chiefly to: Who'll buy stereo? What is the most effective way to use three-dimensional sound?

Al Capstaff, vice president in charge of programming at NBC, makes this point: "Stereo has a great future. But it must be used to do the things it does best, not just to repeat existing radio programs and techniques."

Already there have been broadcasts where the two stereophonic soundtracks have been carried by separate transmitters, according to RCA, parent firm of NBC. For example, a recent *George Gobel Show* presented one portion of the stereophonic signal on NBC Tv and the other over NBC Radio.

"From a radio point of view," a company spokesman says, "It is generally agreed that a more desirable method would provide complete stereophonic information on (1) an am station alone, or (2) an fm station alone.

"RCA's research and engineering studies of the various systems involved allows us to anticipate with virtual certainty that such methods will be available in the not too distant future."

Recently unveiled by Standard Electronics Div., Radio Engineering Laboratories Inc., is a new line of transmitting equipment which the manufacturer describes as providing for fm-fm stereo and other multiplex services as well as simplex. One item, a replacement exciter unit, is said to permit stereo or multiplex operation with existing transmitters.

What, specifically, is stereophony? Electronics people generally agree that stereo is a "reproduction of complementary sounds coming from two



or more directions." Such reproduction entails using two or more distinct modes of pickup, transmission and reception of the original program material. Its net result is to give the listener a sense of the direction from which particular sounds emanate (the violins from one side of the orchestra, for example, and the brasses from the other), plus a feeling of actual "presence."

In itself, stereo is far from new. Experiments have been conducted in this area and related fields as far back as 1881. However, full development of stereo awaited the refinement of electronic engineering techniques.

Today, avid record collectors and set-builders may already be—as of 1956, in fact—up to their ears in an assemblage of stereo amplifiers, phono-jacks and rumble filters, glorying in the effect of having the Boston Symphony tune up in person in their living rooms. (The recording industry is reported to be making 10 percent of its booming hi-fi sales in stereo discs at present.)

Other audiophiles, those with both an am and an fm set, may also have become attuned to stereo in the recent sudden rush by stations to test two-channel broadcasting. Within the past few months trial programs have been staged throughout the country (an estimated 125 stations currently schedule some stereo programs) and several network shows also have been aired.

Preliminary experiments have centered around using two outlets simultaneously for the transmission of the two "directions" of the program source. This method requires either an am-fm team, or am-tv; occasionally two fm stations have joined forces for a particular program. The resulting broadcasts are, however, "non-compatible" (an am-only listener hears a one-sided pickup, and so does the fm-only or tv-only audience) and occasionally difficult to tune in exactly because of local conditions.

From the standpoint of programming, emphasis to date has been al-

most solely on music. Taking a cue from the recording business, radio has concentrated on testing the various effects stereo can create with both live and recorded music, from classics to jazz.

Stereo is now moving beyond its "beginner" stage, spokesmen from both the technical and program sides of radio's house agree. Their unanimity fades, however, when it comes to choosing which route the medium should take from this point on to achieve maximum listening pleasure at minimum cost to both station and audience.

"Too much attention has been focused on music," Philco's Mr. Smith says. "The remarkable depth stereo gives to sound makes possible a much wider range of programming. Take remote broadcasts, for example—the effect of a shift in location can be conveyed dramatically in stereo. Newscasts, sportscasts, panel discussions are all prospects for stereo's unusual showcase. Radio personalities will have the opportunity to establish an even stronger rapport with their audiences.

"The whole business of entertainment deals with creating illusions. The 'presence' that stereo conveys will heighten the enjoyment not only of music, but of drama and conversation, by creating the illusion that the listener is on the scene of action."

## Standards Sought

Philco, he points out, petitioned the FCC as early as December 1958 to institute rule-making proceedings "looking towards the adoption of compatible stereophonic sound transmission standards." Because there are several different methods of accomplishing stereo broadcasting, the company holds, the FCC should in the public interest adopt a single standard for transmission so that each stereo receiver will be capable of picking up all stereo broadcasts.

Mr. Smith says Philco, although it will concentrate on producing consumer stereo sets, has constructed a complete "station" in its lab for experimental work on a proposed am

system of transmission. Field tests for this method of one-channel broadcasting are now being conducted over actual stations, he adds, and the FCC is being invited to observe a demonstration.

"Our tests have been highly satisfactory," Mr. Smith asserts. "On the basis of research and experimentation, Philco anticipates being able to produce stereo receivers which will retail for less than \$30.

"There will, of course be any range of price the buyer wants, and variations in the styles in which he can get the necessary two pieces of equipment, but stereo as we envision it will be well within the reach of the average household."

Agreeing that three-dimensional sound will pervade American homes within the next 10 years, Mr. Capstaff of NBC believes, however, that stereo effect and value is primarily in the field of music.

"Of course every new development in equipment stimulates new ideas and techniques for programming," he continues. "Stereo may add an exciting breadth in many areas, but music is the one in which it naturally excels.

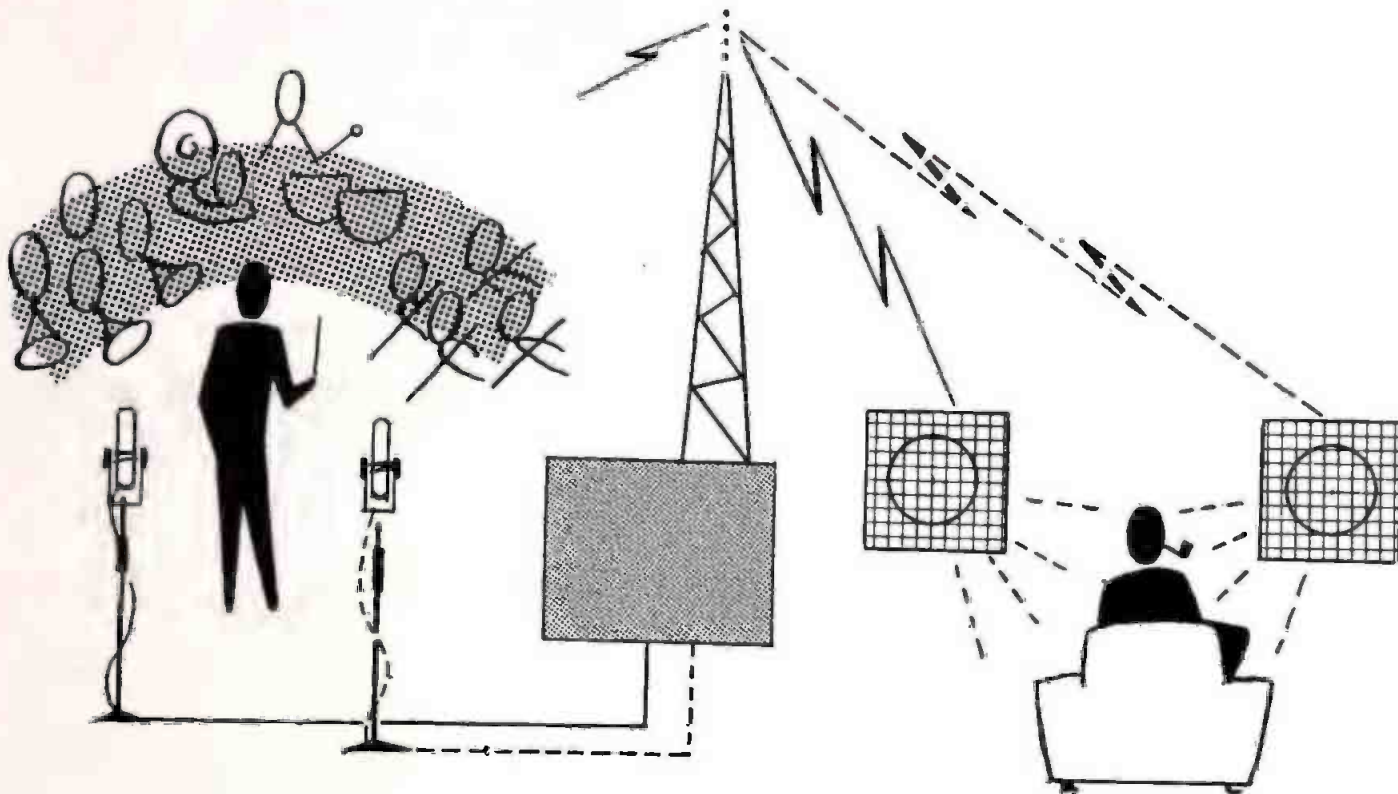
"NBC, which we think was the first to do a multiple-city hookup on stereo, has conducted some interesting experiments from the program angle. Skitch Henderson has even distinctly re-arranged the orchestra to get a high fidelity and realistic effect."

The whole area of programming for stereo, Mr. Capstaff believes, will require ingenuity and imagination rather than added expense. And, in his estimation, fm is the key to the future of the "new sound."

NBC and RCA, its parent firm, recently have been testing an fm-multiplex system of transmission, trying out single-station stereo broadcasts in the early morning hours over WRCA New York.

In the opinion of Jay Blakesley, manager of audio sales for Gates Radio Co., the introduction of full-scale stereo broadcasting can mean a tremendous increase in sales of re-





A single station that can transmit two separate sources of sound to two separate receivers is the current goal of stereo engineers.

ceivers to the public. "The American people are always alert to new ideas," he says. "Once the equipment is available they will purchase it."

He feels that an fm-multiplex system (which utilizes "unused" portions of a station's regular channel) offers the highest fidelity, but points out that Gates, as manufacturer of broadcasting studio equipment, is also working very closely with the development of compatible am transmission.

The more than 20 proposed systems which EIA's National Stereophonic Radio Committee is currently studying offer a variety of ways to achieve the same goal: A two-part signal that can be transmitted by a single station, and received either stereophonically (by two speakers) or monophonically (by one speaker) without "diminishing" or "degrading" the reception of either.

The process of creating stereo begins with the placement of microphones in the studio. The so-called "American" system generally calls for a mike on both the right and the left side of the program area. The "European" system uses mikes which "cross" each other—the left one aimed toward the right side of the

stage, and the right one aimed toward the left.

A considerable amount of experimentation is being done in the placement of mikes to determine what and how effects can be achieved, researchers at Bell Telephone Laboratories, Murray Hill, N. J., explain.

### Varied Techniques

"Recording technicians have tried separating orchestral units—sometimes even putting them in different rooms," Dr. Schroeder notes. "A sound-proof glass panel between enables the conductor to direct both halves in unison.

"Three mikes may be used, sometimes even more—one left, one right, two for the singer to give an effect of movement, and one for the string bass. The whole business can become very complex."

Findings from such techniques used for recordings apply naturally to live broadcasts, he says.

"The broadcasting industry is in the midst of developing the art (and it is an art) of transmitting sound electronically. At this point it has the opportunity of fashioning a hybrid of several systems, or all of them, to achieve the best of each."

Getting stereo from the studio to

the listener involves understanding both the nature of hearing and the capabilities of electronics. Regarding the first, setting up two microphones and broadcasting, in effect, two separate programs may produce good stereo effect, but it leaves the one-set listener with only part of the whole show. One of the many solutions which have been proposed for this problem was developed by a Bell research man investigating how sound behaves and how it affects the hearer. Floyd K. Becker's system, based on the so-called Precedence Effect, is said to be both compatible and requiring no additional receiver equipment.

It is based, Mr. Becker explains, on a psychological phenomenon that works like this: A person listening to a broadcast over two loudspeakers will "hear," in terms of determining direction, the sound coming from the speaker closest to him, and disregard the slightly later sound coming from the other speaker. Mr. Becker's method conveys music or voice signals from left and right microphones which have been cross-connected. The left-side information is transmitted directly to the listener's left-side speaker; it is also fed to the right-side speaker, but after a

(Cont'd on p. 74)

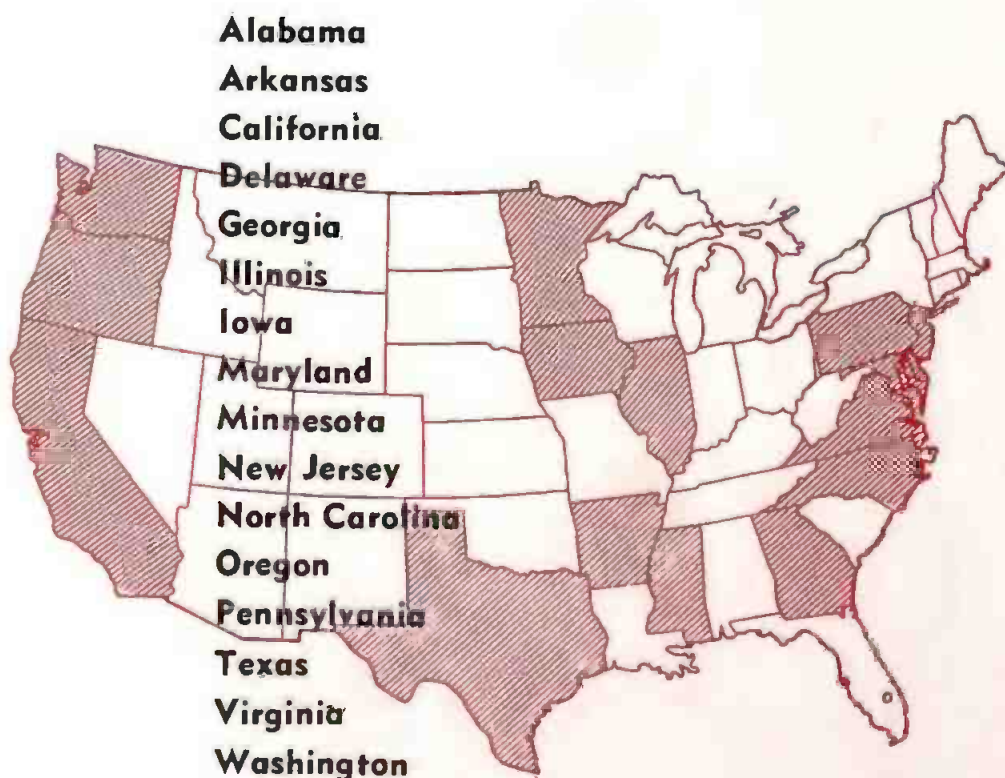
## PINPOINTING THE FARMER IS . . .

# How Radio Works

**Specialized use of radio by Merck has doubled in five years. Firm not only seeks out select farm audience, but also watches rotation of crops to sell multi-product line**

### MERCK'S STATE COVERAGE

In its increasing use of farm radio, the agricultural products of the Merck Chemical Division are advertised on stations in the following 16 states:



Is it more profitable to reach all of the people some of the time or some of the people all of the time? The answer, of course, depends upon the type of product you are marketing—whether it has mass or “class” appeal.

Although the approach has been resolved in different ways by advertisers depending on individual needs, there is no denying that the industry spotlight is focused more generally on the successes of those who choose to use radio as a mass medium.

Radio's capacity for selective selling, however, is emerging, and is currently being studied with fresh excitement, especially by advertisers who are proving the “class” point.

An outstanding example of the sound medium's custom-tailored reach is the way farm radio has been moulded to fit the advertising contours of Merck & Co. Inc., one of the world's pre-eminent drug and chemical concerns, with home offices in Rahway, N. J.

For the last five years, Merck has been relying heavily on farm radio to advertise its feed additives and animal health products, and, accord-



# for Merck



1954



1959

**Merck's radio budget for feed additives, animal health products has doubled in five years.**

ing to Arthur Church, radio-tv director, has doubled its radio budget during that period.

[U. S. RADIO estimates that in 1959 Merck will spend approximately \$200,000 in radio for its agricultural products.]

The company is now on the air in 16 key states: Alabama, Georgia, Texas, Arkansas, California, Minnesota, Washington, Oregon, Iowa, Illinois, Virginia, Maryland, Delaware, Pennsylvania, North Carolina and New Jersey.

## Radio Experiment

The firm, traditionally a print advertiser for its agricultural lines since their inception in the late 1920's, turned to local radio in 1954 on an experimental basis. The experiment has worked out so well that Mr. Church declares "radio has narrowed print's lead until it stands now at a ratio of one and a half to one."

Merck's agricultural products are the result of intensive research which last year totaled \$17 million, approximately 10 percent of the pharmaceutical industry's expenditure in

the field.

The Merck Chemical Division, producers of the firm's agricultural products and other lines, also spent about \$12 million in expansion of production facilities in 1958.

Net sales last year for Merck and its subsidiaries and divisions totaled \$206.6 million, an increase of more than \$19.5 million over 1957.

Merck presently advertises nine agricultural products over 32 stations in 23 markets on a year-around basis, averaging approximately 10 spots per week per station, according to Joseph Swan, account executive for Merck at the C. J. LaRoche agency in New York.

"Since Merck started with radio," he says, "sales of the products advertised have risen substantially."

The principle reasons for the company's plunge into radio are three-fold, says Mr. Swan: "Due to the nature of Merck's business, it needs a medium flexible enough to allow for copy changes on short notice; it needs to pinpoint its audience, confining it to farmers, and it needs a personalized selling job. The selec-

tive use of radio is able to accomplish all of these objectives."

Since Merck buys participations and spots in many farm and market news shows during early morning and noon hours, and chooses stations with respected and popular farm directors, both the agency and the company feel they are reaching the farm audience almost exclusively with no waste "circulation."

## Professional Man

"Farmers listen to these shows religiously," says Mr. Church, "and they consider the farm director to be a knowledgeable, professional man to whom they can look for advice as one businessman to another. Since he isn't regarded as a fast-talking salesman, your commercials sound almost like a testimonial."

Great flexibility with regard to copy deadlines is a must for Merck because of variables such as weather, epidemics and other changing farm conditions which often necessitate last minute switches in the products to be featured.

Merck splits its air time among



products prepared for chickens (both broilers and layers), turkeys, swine and, most recently, dairy and beef cattle. These preparations fall into two broad categories: Feed additives and animal health products. The additives are sold to the feed manufacturers who mix them into the feed. They are advertised usually with a "look for it on the label" phraseology.

The additives include NiCarb and GlyCamide for poultry, Pro-Strep for poultry and hogs, S. Q. for chicken and turkey feeds.

The animal health products, which are sold to the farmer as packaged goods over the counter, include Bovitrim and Sulfastrep for cattle, Floxaid for broilers, Hepzide for poultry, Vetstrep Dust for chickens and S. Q. in liquid form.

### Design of Products

All of these products are designed to prevent or cure animal diseases, as the case may be, and contain various vitamins and antibiotics.

Several of them have been developed since Merck's entry into radio, according to Mr. Swan, and have been added to the air schedules as they were put on the market. Merck began on the sound medium with preventatives for a disease in chickens called coccidiosis (NiCarb, S. Q. and GlyCamide). This year Merck has added to its radio use the large livestock preparation, Bovitrim, and Sulfastrep.

The number of products involved and their highly specialized uses demand extremely accurate buying as well as timely commercial placement. Lionel Schaen, La Roche timebuyer, explains that one of his biggest problems is pinpointing the station that will give the most concentrated coverage of specific livestock areas.

"We use research figures from the U. S. Department of Agriculture breaking the individual livestock

types down country by country. Then we use maps and make overlays to determine where the greatest numbers of all the breeds—pigs, cows, poultry—congregate. In other words, where we can get the most out of our radio dollar."

Because, according to Mr. Swan, there has been a trend since World War II for farmers to switch from one stock to another, Merck and the agency must expend considerable effort in keeping abreast of what is being raised where, particularly in the South.

"Take north Georgia, for example," says Mr. Swan. "It used to be almost exclusively in cotton. Then the farmers decided to raise broilers, and quite recently they have switched to layers.

"In the Shenandoah valley, which has traditionally been in poultry, I noticed a great many cattle while driving through one day. I inquired locally and found out that many farmers are, indeed, switching over. As yet, the concentration isn't sufficient to warrant copy changes, but we're keeping our eye on the situation.

"In any event, once a trend is marked—and often it happens very quickly—we are able with radio to make rapid shifts both in stations and copy when necessary."

In this connection, Merck schedules copy only about three months in advance, although it usually signs 52-week contracts with its stations because the general livestock areas remain fairly stable, despite shifts in types raised.

A variety of station types is used, according to Mr. Church, ranging from a high powered, metropolitan outlet like WHO Des Moines, to small, local stations like WAVU Albertville, Ala., and WKUL Cullman, Ala. The contrast is explained by Mr. Schaen, who emphasizes that Merck's criterion is not how broad a station's general coverage is, but to what degree it succeeds in attracting a special class, the livestock raising

farmer. "That's the only kind of rating we're interested in," Mr. Church declares.

Once the stations are selected, great care of an unusual nature is taken in the writing of commercials. The attention that is often lavished on music and production for the mass market is diverted by LaRoche to a painstaking conversion of technical points into salable language.

### Technical Advice

To accomplish this, LaRoche relies on Jules Haberman, D. V. M., who is not only a veterinarian, but is also the author of two books in his field. Dr. Haberman points out that in writing for a farmer you may be more technical than with the general audience "because if the farmer doesn't understand the sicknesses and the cures of his stock, he isn't competent."

In addition, copy for farmers often mentions dollars and cents, the emphasis being on "healthy animals making healthy profits." Here's an example:

"Broiler growers . . . Here's how Pro-Strep, the dual action antibiotic supplement from Merck, can help protect flock health and your profits.

"To help prevent early chick mortality use starter and grower rations fortified with 100 grams of Pro-Strep per ton of feed for the first 10 days:

"Then — to improve feed efficiency, stimulate growth and to minimize setbacks at times of vaccination, de-beaking, or during cold or hot weather spells — use this same level of Pro-Strep for only three days out of seven, until your flock is ready for market.



"Pro-Strep contains the germ-fighting, growth-promoting action of two antibiotics — streptomycin and procaine penicillin, an effective combination that can help assure the profitable marketing of your birds.

"So — for Profitopper weights — at a reasonable cost — be sure to ask your supplier about his rations fortified with Pro-Strep, the dual action antibiotic supplement with the Merck margin of safety."

When copy like this is delivered by the local farm director or announcer it has the advantage, according to Mr. Swan, of being spoken in the accent of the area's farmers.

The farm director and the station personnel as a whole work very closely with the Merck regional sales managers, according to Mr. Church, and keep them informed whenever possible of farming news in the vicinity. For their part, the regional managers have authority to change stations or reject Rahway's choices, although they seldom do.

In 1952, Merck merged with Sharp & Dohme and now has five divisions: Merck Chemical (producers of the feed additive and animal health lines); Merck, Sharp & Dohme; Merck, Sharp & Dohme International (with offices in 11 countries); Merck, Sharp & Dohme Research Laboratories, and, in Canada, Merck & Co. Limited.

The company was founded in 1897, and declares it was first on the market with such drugs as penicillin, streptomycin and cortisone. Five of its scientific associates have been recipients of the Nobel Prize.

It has been the combination of intensive product and media research that has made radio work for Merck. • • •



The farm radio plans of Merck are explained to a visiting station executive, R. W. Youngsteadt (seated left), sales manager of WPTF Raleigh, N. C., by Arthur Church (seated right), Merck radio-tv director. Standing are (l. to r.): Jack King, of Peters, Griffin, Woodward Inc., and Lionel Schaen, C. J. LaRoche timebuyer.



LaRoche account executive, Joseph Swan, examines details of latest radio drive for Merck farm products.




Because farm copy is often technical in nature, LaRoche's copy supervisor on Merck account is a doctor of veterinary sciences; Jules Haberman.

# question and answers

## THE QUESTION:

***If you were a general manager, how would you sell radio to an advertiser and its agency?***

## EMIL MOGUL ANSWERS:

 That radio is, or at least should be, an effective medium for the national or local advertiser cannot be disputed. The main question in my own mind is why radio isn't sold more effectively (and consistently) to the advertiser. Radio can and does sell products. Why, then, doesn't radio do a better job of selling itself?

As one who cut his advertising teeth on radio almost 30 years ago (yes, I sold time, and like to think I sold it well), I've got some strong opinions on the subject. And my fondness for radio is such that my interest is far from being of the academic variety. I honestly believe that radio has a powerful sales story to tell, but all too few radio men have been telling it with sufficient forcefulness to sell even the most ardent pro-radio advertising executive.

In my opinion, radio's selling approach needs a strong dose of positive thinking. Since U. S. RADIO has asked me to project myself into the role of a station's general manager, here's my personal brief for radio if I were to "argue" my case to a jury of agency men and advertisers:

1. I'd make it abundantly clear that my representatives truly represent in every sense of this much-abused word. My station, I would point out, insists that our representatives perform their total job, not just that small portion given to messengering rate cards and c-p-m statistics to agency timebuyers. Our representatives have all the marketing facts at their fingertips, and they know how to interpret the facts to meet the needs of a specific client or



Mr. Mogul, president of Mogul Lewin Williams & Saylor Inc., New York, outlines an eight-point plan for "his" station. A "strong dose of positive thinking" is built around his knowledge that "radio sells."

category of account. More than merely selling time, our representatives serve as intermediaries between the station and the advertiser via the agency we're attempting to sell. They think beyond the station's requirements; they know and appreciate the advertiser's point of view.

2. We believe in a realistic rate card. It's realistic in terms of being consistent with the value received. It's a realistic card because it's a) available to everyone, and b) it's consistent in that our rates are not based on momentary demand only to be cut back quietly when the demand abates.

3. My station firmly believes in establishing rates that are based solely on advertising requirements. We sell the saturation totality of our station and eschew the undue emphasis on selling traffic time and night periods. Furthermore, we promote the concept of 52-week saturation schedules by offering annual discounts to the advertiser. We disavow premium periods and we don't get involved with lower rates for night-time periods. In brief, we encourage those advertisers whose marketing

needs demand a station's total audience on a week-in, week-out, 52-week-a-year basis.

4. We promote the use of our station by local retailers by retaining a retail rate as well as a legitimate national rate. The majority of retail advertisers could not afford to remain on radio under a national rate, and to assume otherwise is tantamount to squeezing the retailer out of radio. For years, radio has campaigned to lure more retailers into the medium. We welcome the national advertiser with open cards, but the retailers who employ my station 52 weeks a year with more than 1,000 announcements are not to be underestimated. We have retail advertisers that have used the station without hiatus for many years. Their continuous use of the station is based solely on directly attributable results—sales!

5. We provide our clients with meaningful research, not a miasma of numbers that say nothing except to demonstrate our proficiency with mathematics. By qualitative research, I mean much more than a compilation of figures which indicate how



many listeners are reached. Our research translates figures into people—who they are, their purchasing power, all the key socio-economic factors of our market coverage.

6. Our programming is distinguished by originality, freshness and a permeating air of excitement. We aim for a distinctive sound that sets us apart from other stations in the market, and we get it with new ideas and talent. Our station has a per-

sonality all its own. We employ capable announcers whose quiet but persuasive selling technique fits neatly into the personality we've created for ourselves. In a word, we're *different* from any other station in our market.

7. We give full value to the advertiser by avoiding multiple spotting abuses and over-long commercials. Both can destroy the personality of a station. And continuous

abuse of the listeners' sensibilities via over-commercialized programming adds up to disservice to the station's client roster. We like to turn a profit . . . but we do it without short-changing the advertiser's dollar.

8. We provide meaningful rather than superficial merchandising support to our clients. I can sum this up in two lines: Too many stations pay lip-service to merchandising

**DAN KANE ANSWERS:**

There is, of course, no one answer or set of answers applicable to each and every radio market. Selling strategy has to be related to market characteristics—size of market—competition—type of competition—and competitive position in market. All further related—collectively and individually—to a very basic and reasonable desire to make money!

Assuming "my" station to be a competitive factor in the market, both engineering and audience-wise, I will by-pass the more obvious areas of sales concern (programming, rate structure, etc.) and touch on a couple of points which I sometimes feel are not given the full attention they deserve.

1. *Specific Research.* I would exploit the selling advantages peculiar to "my" station and back it up with facts. Agencies are flooded with claims and counter-claims based on research that deals with only basic elements of media analysis, most of which are already familiar to the buyer. However, when a more qualified analysis is desired, they are left with only the say-so or enthusiasm of the station manager, which although is believable in many instances, is pretty tough to put in writing, and to sell a client who is twice removed from the problem.

2. *Service.* Once the initial enthusiasm of the schedule has waned

in agency and client mind, your invoice, affidavit and notices of change become your personal representative in a very sensitive area. I would invest in good traffic and accounting personnel. I would concentrate on development of a clearly defined and workable system of communication and confirmation within my own shop. Respect for many stations has been lost in a backwash of confusion and frustrations, resulting from slow or improper confirmations. On future orders, this is many times a deciding factor in a buyer's mind when he is faced with a "Mexican Stand-off" decision.

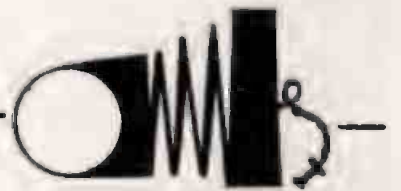
3. *Sales Representative.* These are the whipping boys and they deserve all the help they can get from the station. I would never want to be found guilty of letting them down when they have been asked for or

have promised a "quick answer." In this regard, I would be so organized that there would be at least two people at the station capable of making an on-the-spot decision in any area of question.

4. *Personal Calls on Agencies.* These are important. However, I would think about skipping one of these periodic tours of the agencies (if there are no problems that can't be resolved otherwise) and investing this trip money in an occasional phone call to the agency just to say that "the schedule is going well and we'll be happy to help with any problems relating to same in the market." I think that a quick call of this nature would generally be interpreted as evidence of real interest and possibly register a more effective impression of the station's concern for the account. ♣ ♣ ♣



Mr. Kane, vice president and media director of Ellington & Co., New York, turns "his" station's attention to these matters: *Specific research, service, sales representative and personal calls.*



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



AWAY WE GO with radio seems to be the feeling of these youngsters as they carry WWDC Washington, D. C., promotion bumper stickers. Originally made only for automobiles, with peak driving time now here, the stickers have caught on with the bicycle set also.



ELLINGTON MOOD is shown in gabfab with Red Clyde (left), artist and repertoire man, and Bud Prager, executive of SESAC Transcriptions, New York. The Duke recently signed with SESAC and completed his new album, "Ellington Moods," for release this month.

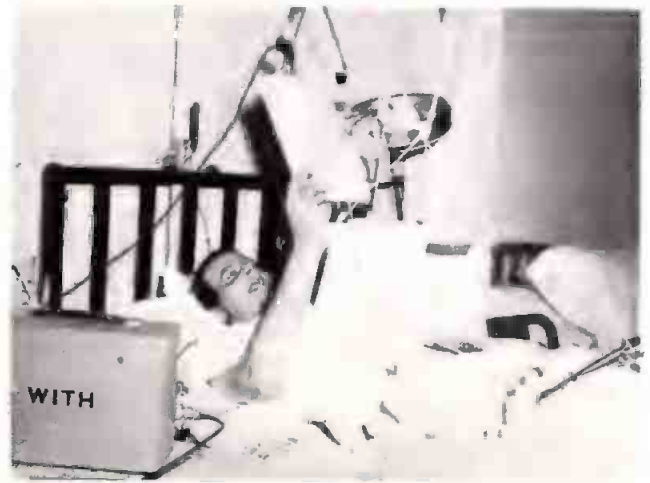


KISSIN' SWEETHEARTS of KISSN Portland, Ore., throw kisses during recent promotion campaign. Actually, girls gave away candy kisses with lucky numbers that were later read on the air for prizes. Billboards also were used for the drive.





**MEN IN DERBIES** are staff members of WRVA Richmond, Va., who helped promote new Dobb's straw hat sale at Greentree's department store. Ten percent discounts were given to those listeners who recognized them working in the store as being from the radio station.



**BEDSIDE PROGRAM** is aired by Russ Hall, WITH Baltimore disc jockey, from his bed and harness in Union Memorial Hospital. Mr. Hall was injured in an automobile accident and faces months in traction, but medics and management decided the show would be excellent therapy for the disc jockey.



**SCOOTER BRIGADE** is The Big Wilson Scooter Safety Club, headed by KYW Cleveland personality Big Wilson (front, right). This is part of KYW's community service project, New Horizons. KYW has aired editorials to revise state's scooter licensing law.



**GOOD MUSIC POLICY** of KSTP Minneapolis includes regularly scheduled live music broadcasts featuring some of the country's top bands. KSTP disc jockey-emcee Leigh Kamman (right) prepares for his live on-the-air pick-up of Ralph Marterie, KSTP's band of the month.

**SOFT SELL APPROACH** is used on WMGM New York disc jockey Norm Stevens by Christine Miller, who is helping MGM Pictures promote its new picture and record, "The Mating Game," on the air.



**HAIR-SPLITTING INTERVIEW** is conducted by staff member of WKRC Cincinnati. She prowled the streets looking for mustached men who were members of the Ted McKay Mustache Club, organized by the WKRC personality. The members she found received prizes.





## CHANGE ON THE FARM

CONT'D FROM P. 31

*"Experiments in programming are trying to effect a balance between specialized information and attracting an audience with a broad base."*



George Roesner, KPRC Houston farm director, performs one of his many diversified duties as he m.c.'s a "Paint Up and Fix Up" celebration.

ture: 6:30 to 6:31 a.m., scripture readings; 6:31 to 6:40 a.m., music, time and temperature; 6:40 to 6:42 a.m., farm reporter (national farm news); 6:42 to 6:45 a.m., music, time and temperature; 6:45 to 6:47 a.m., weather news; 6:47 to 6:50 a.m., music, time and temperature; 6:50 to 6:52 a.m., farm reporter (special features); 6:52 to 7 a.m., music, time and temperature.

The task of effecting a balance between information and entertainment programming is a concern of many stations. Harvey Dinkins, farm service director of WSJS Winston-Salem, N. C., believes the two elements can often be blended successfully. "While the WSJS farm programming is slanted directly to agricultural interests, it is prepared with the view to entertain and instruct the entire public. It so happens that the WSJS territory includes almost every type of audience. That portion of the WSJS area that could be termed urban includes a big percent of people of rural origin and a considerable percent of people who actually own farm property or have close kin who reside on farm property. Much of the mail response to WSJS farm programming comes from city people."

Similar experiences are reported by Conway Robinson, farm program director of WBAL Baltimore: "Apart from the general farm audience acceptance in our coverage area, we find that the human interest quality of our show appeals to a large city audience as well. It is a popular show because of its informal, informative quality. Being aired during the early morning hours (5 to 6 a.m. daily), there is a wide listening range; we've received comments from, among others, a little old lady

on the 10th floor of an apartment house who was having trouble with grasshoppers in her window flower box."

The activities and coverage of farm stations are broad in scope. To speak with authority, farm stations more than any other type of specialized programming cover their field in-depth. A sample of the ingredients of farm fare is reported by Norman Kraeft, farm service supervisor of WGN Chicago.

"Coverage includes daily livestock, grain and produce markets, area weather forecast, local and national farm news, commentary and interviews with farm personalities and farmers. Regular interview coverage includes national meetings of American Farm Bureau Federation, National Grange, Farmers Union, National Council of Farmers Cooperatives, state meetings of farm bureaus and granges in Illinois, Indiana, Iowa, Michigan and Wisconsin, and twice-yearly visits to land grant colleges in these states for series of interviews."

The in-depth approach to farm programming has brought about many valuable developments. One outstanding example is an actual farm owned by WLW Cincinnati, which has been carrying farm news since it went on the air in 1922. "In the early 1940's," reports Bob Miller, farm program director, "WLW acquired Everybody's Farm at Mason, O., 20 miles from downtown Cincinnati, to give an authentic, realistic and practical viewpoint to the broadcasting of farm news.

"This is a 'working farm'—dairy and chickens, and crops to provide feed. The farmhouse is a Lincoln-era building, restored and redecorated three years ago. It has been



KMMJ Grand Island, Neb., "Sound on the Farm" contest winner, Bruce Anderson (second from right), is interviewed by Dutch Woodward, KMMJ farm director, after being awarded an I-H 460 tractor for identifying farm sounds heard daily on the midwest station.

In the switchover, WKY altered its *Farm Information Hour* (6 to 7 a.m., Monday through Saturday) from the traditional block concept to a capsulization of farm service features that allowed time for more "pleasure with business."

Formerly, the *WKY Farm Information Hour* included four basic categories: 6 to 6:15 a.m., news and weather; 6:15 to 6:20 a.m., market reports; 6:20 to 6:45 a.m., music (western, mostly non-popular), and 6:45 to 7 a.m., farm reporter.

The new hourly format has this schedule: 6 to 6:07 a.m., news, weather and markets; 6:07 to 6:10 a.m., music, time and temperature; 6:10 to 6:12 a.m., farm reporter (special events); 6:12 to 6:15 a.m., music, time and temperature; 6:15 to 6:17 a.m., market reports (swine, sheep, produce and grain); 6:17 to 6:20 a.m., music, time and temperature; 6:20 to 6:22 a.m., farm reporter (local and state farm news); 6:22 to 6:30 a.m., music, time and tempera-



viewed by more than 10,000 persons in the past three years. The 750-acre farm accommodates some 700 chickens and a herd of Brown Swiss cows, a new breed introduced in this area, with an average of 30 cows milked daily at the three milking machines.

"From the farm's Little White Studio," Mr. Miller continues, "come most of the farm programs on WLW. Part of *Choretime* (Monday through Saturday in the early morning) is broadcast direct from the barn, and broadcasts can also be made from the farm home."

It is interesting that each of WLW's farm shows is designed for a different type of audience. For example, Mr. Miller states, the noon-time *Everybody's Farm* program has special time devoted to news and information of interest to women; Jean Conner, wife of the farm's manager, conducts this segment of the show.

Another station that owns a farm from which it broadcasts and experiments is KMBC Kansas City, Mo., and its sister operation, KFRM Concordia, Kan. Called the KMBC-KFRM Service Farm, it is located about 20 miles southwest of Kansas City near Stanley, Kans., and comprises about 240 acres.

Director of the farm is Phil Evans, farm director. As a practical farmer, Mr. Evans often tests the farming practices and products that he recommends to his listeners. A former one-room country school that is preserved on the KMBC-KFRM farm is used by Mr. Evans as a broadcast studio.

Because of the dependence of farmers on information that keeps their business going, the most popular form of farm programming is, more often than not, substantive news and interview shows.

The major feature of WHO Des Moines *Early Morning Farm Highlights* (5:45 to 6 a.m., Monday, Wednesday and Friday) is farm commentary or interview slots. Interviews spotlight national and state farm leaders and government leaders, and champion exhibitors, among others. The program is conducted by Chet Randolp, farm news director, and is produced by the farm service department, under the supervision of Herb Plambeck, farm service director.

Mike Nelson, farm director of

## Sampling

Replies from the following stations were received for the farm story:

KCMO Kansas City, Mo.  
 KDHL Faribault, Minn.  
 KFAB Omaha, Neb.  
 KFBB Great Falls, Mont.  
 KFBK Sacramento, Calif.  
 KFH Wichita, Kans.  
 KFEQ St. Joseph, Mo.  
 KFRE Fresno, Calif.  
 KFYO Lubbock, Tex.  
 KGNC Amarillo, Tex.  
 KFNF Shenandoah, Ia.  
 KHQ Spokane, Wash.  
 KIOA Des Moines, Ia.  
 KMA Shenandoah, Ia.  
 KMBC Kansas City, Mo.  
 KMMJ Grand Island, Neb.  
 KMOX St. Louis, Mo.  
 KOA Denver, Colo.  
 KPRC Houston, Tex.  
 KRGV Weslaco, Tex.  
 KRLD Dallas, Tex.  
 KTHS Little Rock, Ark.  
 KVOO Tulsa, Okla.  
 KWFT Wichita Falls, Tex.  
 KWKH Shreveport, La.  
 KWTO Springfield, Mo.  
 KYW Cleveland, O.  
 KXXX Colby, Kans.  
 WBAL Baltimore, Md.  
 WCCO Minneapolis, Minn.  
 WDAF Kansas City, Mo.  
 WDAY Fargo, N.D.

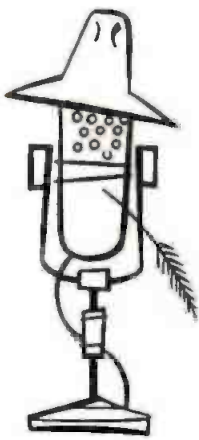
WDVA Danville, Va.  
 WEEX Easton, Pa.  
 WFBM Indianapolis, Ind.  
 WGN Chicago, Ill.  
 WGY Schenectady, N.Y.  
 WHAI Greenfield, Mass.  
 WHFB Benton Harbor, Mich.  
 WHO Des Moines, Ia.  
 WIBW Topeka, Kans.  
 WIOU Kokomo, Ind.  
 WJAG Norfolk, Va.  
 WJTN Jamestown, N.Y.  
 WKTY La Crosse, Wisc.  
 WKY Oklahoma City, Okla.  
 WLS Chicago, Ill.  
 WLW Cincinnati, O.  
 WMBD Peoria, Ill.  
 WMC Memphis, Tenn.  
 WMRN Marion, O.  
 WMT Cedar Rapids, Ia.  
 WNAX Yankton, S.D.  
 WNOX Knoxville, Tenn.  
 WOAI San Antonio, Tex.  
 WOW Omaha, Neb.  
 WOWO Fort Wayne, Ind.  
 WPTF Raleigh, N.C.  
 WREM Remsen, N.Y.  
 WRFD Worthington, O.  
 WRVA Richmond, Va.  
 WSB Atlanta, Ga.  
 WSJS Winston-Salem, N.C.  
 WSM Nashville, Tenn.  
 WTIC Hartford, Conn.

## Farm Advertisers

The following is a partial list of national farm advertisers as reported in station questionnaires:

Allied Mills	Ford Tractors
American Cyanamid	Funk Seed
American Poultry Journal	Hercules Powder
American Salt	Hamelite Chain Saws
American Steel & Wire	International Harvester
Ames Hybrid Chicks	Kendall Mills Milk Filters
Armour	McCulloch Chain Saws
Black, Sivalls & Bryson	Merck
J. I. Case	Minneapolis Moline
Chattanooga Medicine	Monsanto
Chemagro	Myzon
Chilean Nitrate	Nutrena
Churchman Mfg.	Oyster Shell Products
Coker Seed Co.	Pennsylvania Salt
Commercial Solvents	Pfizer
DeKalb Agricultural	Plymouth Cordage
Derby Oil	Quaker Oats Feed
Dr. Pierce's Proprietaries	Ralston-Purina Feeds
Dr. Salisbury's Labs	Sterling Drug (d-Con)
D-X Sunray Oil Co.	Virginia Carolina Chemical
Esso Weed Killer	Willard Tablet Co.





*"Radio plays leading role in informing, especially through popular farm director interviews, and in encouraging future farmers and future farm broadcasters."*

WJAG Norfolk, Neb., which carries 25 hours of farm programming a week, about 30 percent of the total schedule, declares, "Our most popular show is *Farm to Market Time*. This is a full 35-minute summary of farm news and interviews aired daily."

And KDHL Faribault, Minn., which airs 52.5 hours of farm programming a week, about 38.5 percent of the total schedule, reports that "Daily, on-the-farm interviews are most popular."

The on-the-farm interview has been made possible by the development of portable tape recorders. In fact, the use of tape by radio stations has brought about a programming revolution in farm radio. "Farm directors travel constantly with tape recorders," comments Anthony Koelker, station manager of KMA Shenandoah, Ia., emphasizing that "farmers need radio."

A prime programming source of farm radio stations, the U. S. Department of Agriculture, also has

changed its ways with the use of tape. "For many years, the radio service of USDA maintained a script service and short 'flashes' which were popular," says Layne Beaty, chief of the radio-tv service of USDA. "Now tape has replaced these. The weekly *Agri-Tape*, 13 and one-half minutes of segmented features and USDA news, goes out on a tape-return basis to 90 users, mostly to individual stations, but also to state colleges and state Farm Bureaus who duplicate it for further distribution."

### Promotion Activity

The relationship between the farm station and the farmer, as can be seen, goes beyond providing information, counseling and entertainment. Many radio stations take leading roles in encouraging and fostering the growth of farming as a business.

One such activity is the 11-year-old Farm Youth Program of WTIC Hartford, Conn. Under the direction of Frank Atwood, farm director, the plan makes loans to boys and girls in Connecticut and Massachusetts for them to buy foundation stock for dairy herds. "The station in these years has loaned approximately \$90,650 to more than 574 young men and women," declares Mr. Atwood. With each loan, the station and the youthful buyer of the calf sign a partnership contract under which they share the losses if a calf dies. If, as hoped, the calf lives to maturity and becomes a producing member of a dairy herd, the loan is repaid without interest, and full ownership transferred to the boy or girl.

"We work closely with members of the school extension staffs, vocational agriculture teachers and pure bred

cattle associations of the two states in the operation of the program. At any one time, WTIC has a partnership interest in more than a hundred heifers of various breeds scattered over its immediate listening area."

Anxious to perpetuate professionalism in farm broadcasting, many stations spend time and money to guarantee the future caliber of farm broadcasters. Bob Nance, farm service director of WMT Cedar Rapids, Ia., declares, "For the past 12 years, WMT has offered a \$1,000 scholarship to an Iowa State College youth who is majoring in farm journalism. The student works the following summer months at WMT, and then works the next school year as WMT's farm correspondent at Iowa State, which is the agricultural school in the state. Incidentally, each WMT scholarship winner has remained in some phase of the broadcast industry."

WMT carries three major farm programs a day during the key farm time periods: 5 to 7:30 a.m., 11:45 to 1 p.m. and 5:45 to 7 p.m.

As part of their role in furthering the interests of the farm community they cover, radio stations become involved in a variety of contests, promotions and trips with a farm slant.

Typical of many such activities are those engaged in by KCMO Kansas City, Mo. Two of the station's promotion highlights are a calf contest and a European farm study tour. The calf contest, which is open to members of 4-H and Future Farmers of America and is conducted in cooperation with vocational and extension leaders in Kansas and Missouri, is designed to stimulate more interest in the rate and efficiency of gain made by beef animals. According to George Stephens, KCMO farm director, more than 1,000 4-H and FFA members living in 190 different communities have entered beef projects in the 1959 calf contest, which started January 1 with the weighing of the calves. Winners will be selected on the basis of a 240-day feeding period and will be announced in October.

Points in the contest will be awarded on the basis of the rate of gain, efficiency, and type or quality of the animal. The three top winners will be eligible for \$250, \$150 and \$100 college scholarships.

*(Cont'd on p. 52)*



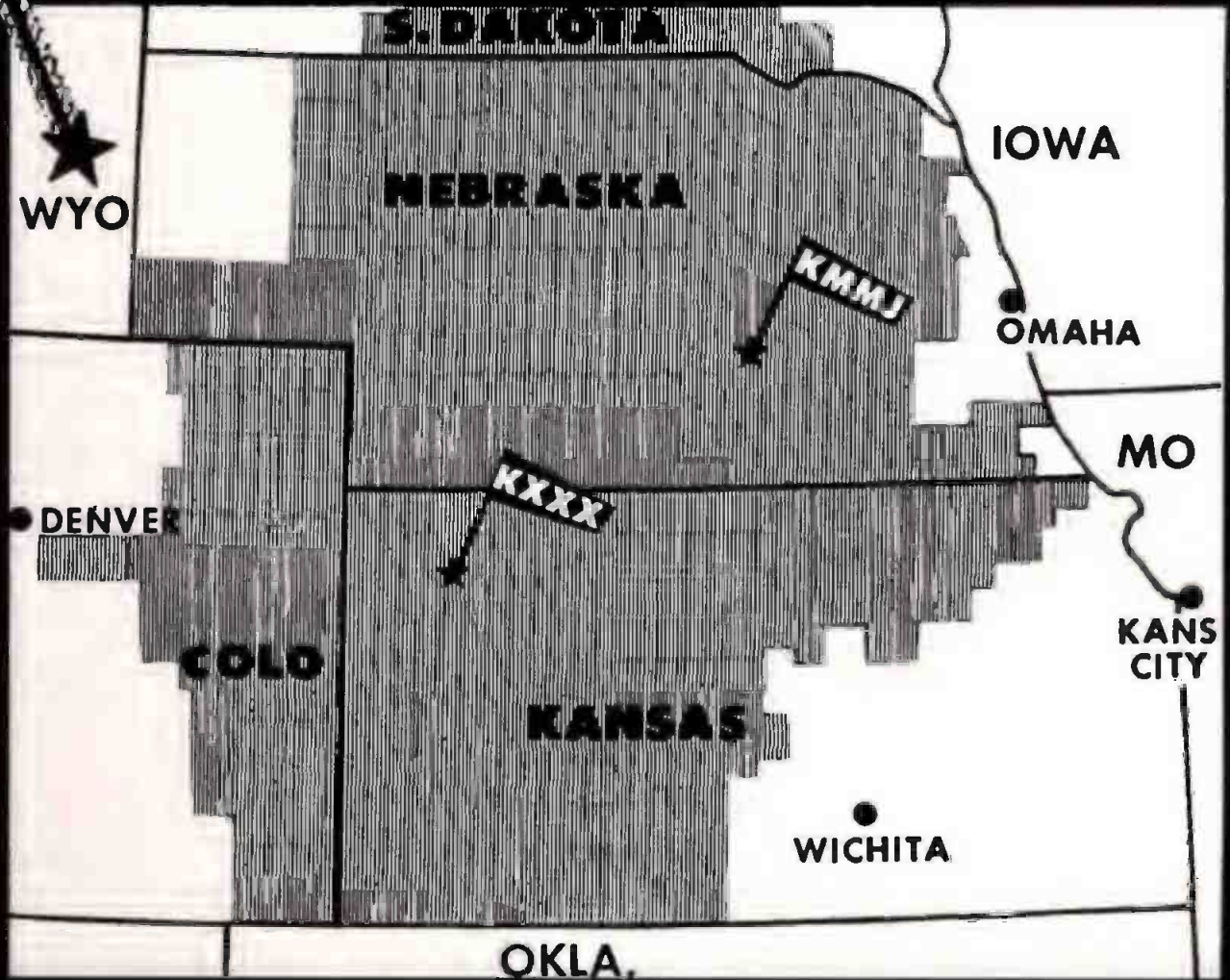
Marvin Vines (right), KTHS Little Rock farm service director, holds gabfest with studio guest during one of his daily farm programs.



# Success Speaks for Itself!

**STANDING  
ROOM  
ONLY**

**\* on MAJOR  
FARM MARKET  
RADIO**



**750kc  
10,000 watts**



**H-R REPRESENTATIVES, INC.**

**790kc  
5,000 watts**



**Serving "Mid-America"**





WLW Cincinnati holds its annual chicken barbecue and sales presentation for clients and guests of its farm programs at its own farm, "Everybody's Farm." WLW broadcasts and experiments at the farm which it has owned for 15 years.



Farmers gather in the KMA Shenandoah, Ia., auditorium for one of many meetings and forums initiated by KMA farm service directors. Crop management is stressed.

(Cont'd from p. 50)

This September, KCMO also will conduct its third European Farm Study Tour. The 24-day tour, under the direction of Mr. Stephens, will enable members of the group to see first-hand the major agricultural, political, social and economic centers in seven European countries. Countries to be visited are: Ireland, England, Belgium, France, Switzerland, Germany and The Netherlands. KCMO conducted previous tours in 1950 and 1955.

And Bill McReynolds, farm and ranch editor of WOAI San Antonio, Tex., last November and December led a similar tour to South America. It consisted of a group of 25 and lasted 28 days, covering 16,000 miles by plane, auto, bus and train.

Another group of 25 local farmers, under the guidance of Harry Martin, farm director of WFBM Indianapolis, Ind., took a trip last June that included the Brussels World's Fair and Russia. Object of the trip was to observe farming methods in other countries. Since his return from the six-week tour, Mr. Martin has made some 300 personal appearances describing the trip.

Aside from foreign travel, the farm director generally finds himself trying to be in two places at once as he keeps up with farm news in the station area. A travel log sent in by KTBS Little Rock shows that Marvin Vines, farm service director, made 106 separate visits to various towns and cities during the first quarter of 1959. These visits ranged from

visiting individual farms to attending the meeting of the Farm Bureau Commodity Committee to guest speaker at an FFA father and son banquet to attending a sales meeting of the Little Rock Packing Co.

The devotion of the farm broadcaster to his job cannot be measured in terms of the size of the station. Many stations, due to the varied composition of their audiences, have limited hours of specialized farm programming. Time and effort is still expended on these stations for such things as on-the-farm interviews.

An example is WHAI Greenfield, Mass., which carries about seven hours of farm programming a week, about .05 percent of the weekly schedule. Wally Wagoner, farm director, reports, "Our out-of-the-studio interview-type programs are generally our most popular and attract attention even from non-farmers. Most of these consist of on-the-farm interviews with farmers and equipment dealers."

Even with its relatively few hours of farm shows a week, WHAI has a tradition of 15 years of farm broadcasting. At the same time, there are stations that are just starting out in farm programming. KIOA Des Moines, which has a full-time department headed by Ralph Vogel, farm director, reports that it is "just making its entrance into the farm field on the strength of a strong rural audience."

While it's true that some farm stations have adjusted their farm activity because of its expense and the related "battle of the numbers," other stations have found themselves slowly building their specialized farm fare. A thumbnail portrait of this is provided by WNOX Knoxville, Tenn. "Modern WNOX farm programming began in December 1947 with the *Voice From the Farm*, taped interviews with farmers," states Cliff Allen, farm director. "Markets, weather and farm news, along with other features, were added piece-meal until farm programs were gathered together between 5 and 7 a.m. A special five-minute farm news program also has been added at 12:05 p.m. to take care of late market and other farm news."

(Cont'd on p. 54)



# Fargo is the **SPENDINGEST** city in the U.S.A.



And **WDAY** gets by far the biggest audience  
in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A. for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that **WDAY** is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing **WDAY** since 1922! There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

**PULSE AREA REPORT (54 COUNTIES)**  
JAN. 19 - FEB. 13, 1959  
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
<b>WDAY</b>	<b>24</b>	<b>23</b>	<b>24</b>
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

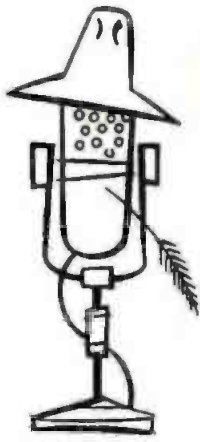
## **WDAY**

**FARGO, N. D.**

**NBC • 5000 WATTS  
970 KILOCYCLES**



**PETERS, GRIFFIN, WOODWARD, INC.,**  
Exclusive National Representatives



*"Today's farmer is a man of commerce and a consumer at the same time; farming is a business enterprise, days of self-sufficient farmer are over."*

(Cont'd from p. 52)

## Advertiser Relations

Today's farmer is a man of commerce and a consumer at the same time. Farming is no longer merely a means of subsistence and existence; it is a business enterprise.

Because of the intensive specialization in crops and growing income, the farmer has been buying in quantity. This not only applies to his work-a-day farm needs, but also in consumer products. A trend in farm product purchases has been in large package buys of such things as fertilizer and seed. The consumption of consumer products in quantity by farmers can no longer be overlooked by agencies and advertisers.

There are many reasons for this high consumer expenditure. In the first place, the development of modern farming and the simultaneous development of many new consumer items go hand in hand. As a consequence, the farmer requires cars and auto accessories, washing ma-

chines and detergents, refrigerators, freezer combinations. Even food is a large item today on the farmer shopping list. The days of the self-sufficient farmer are over. Concentration in crops took care of that.

The 1954 Census Bureau figures on agriculture show that at that time about two-thirds—or 3,327,000—farms were considered commercial, accounting for 97 percent of the value of farm products sold. The other third—or 1,456,000—farms are considered part-time farms and make up the other three percent of the value of farm products sold.

The second reason for the growth in farm consumer purchases has been the upshoot in income of farm families from non-farm sources. Among other things, this includes income from a farm family member who works in the nearby city.

In 1958, according to the U. S. Department of Agriculture, net income of the farm population from farming was \$16 billion while farm population income from non-farm sources was \$6.2 billion. This makes farm population income from non-farm sources about 39 percent as much as the income from farm revenues.

The accent on consumer expenditures by farmers is underscored by Anthony Bello, national sales manager of KMOX St. Louis: "The farmer is no longer a purchaser of feeds and grains and farm equipment exclusively. As farmers have grown fewer and bigger, the operators have been buying more—and more different things. For instance, 39.2 percent of all farmers own electric stoves compared with 27.3 percent for those living in urban areas, and 59.7 percent own power lawn mowers compared with 25.2 percent in the urban areas. Interesting, too, is that fam-

ers buy more petroleum than any other industry; farmers also use enough raw rubber to put tires on nearly six million cars a year."

Similarly, Bill Lane, manager of radio for KGNC Amarillo, Tex., explains that in addition to farm product advertisers, "many soft goods and pharmaceutical manufacturers want to reach the station's farm audience, although not necessarily advertising farm items."

And Bill Martin, executive vice president of KMMJ Grand Island, Neb., states, "We have many accounts, not considered farm clients, who request farm time for running spots, such as Fleischmann's Yeast, Butternut Coffee, Folger's and R. J. Reynolds Tobacco."

In addition to its significance to advertisers, the consumer approach to farm radio has obvious meaning to stations. "We have found farm programming profitable," says Frank Raymond, farm director of WDDA Danville, Va., "because not only do farmers buy plows, but they also purchase washing machines, cars, household appliances."

In selling their farm stations to advertisers, most stations compile a comprehensive market study. KFRE Fresno, for example, includes the following type of information in its appeal to advertisers: "A 66 percent population increase since 1940 in its four-county area; \$24,024 gross cash income per farm in this area; 123 percent increase in agricultural employment from April 1950 to April 1957." Wally Erickson is KFRE farm director.

Other types of research material stations use are studies they themselves conduct on farm listening habits, or projects performed independently by such sources as schools and colleges. WRFD Worthington, O., whose farm service director is Clyde Keathley, reports the following study conducted by Ohio State University last year for the Producers Livestock Association. It shows that when farmers were asked to list the sources of their market information for livestock, these were their preferences: radio, 82.7 percent; tv, 26 percent; daily newspapers, 61.1 percent; local news-

(Cont'd on p. 56)



Crusade for farm safety is conducted on the city streets by WBAL Baltimore, Md., tractor.





**IF YOUR BUSINESS  
IS AGRIBUSINESS,**

*put these two on your plans board*

George Roesner and Buck Buchanan should both be on your plans board if your business is "Agribusiness." Agribusiness is the revolution that has taken place in agriculture all over the nation. George Roesner and Buck Buchanan know more about the results of that revolution in Texas and Louisiana than almost anybody you could find. They are walking data books on cotton, cattle, poultry, and swine, and the men and women who raise, sell, and buy them. Their services are offered for your planning problems. A call or letter to KPRC! will give you the benefit of their wealth of on-the-spot, experienced-gained information . . . A schedule on their KPRC! shows will get you an abundance of customers!

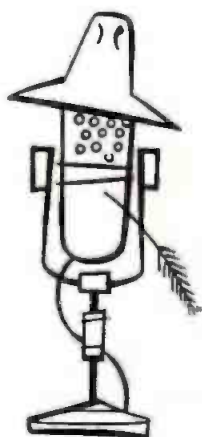
GEORGE ROESNER  
5 to 6:30 A.M.  
MON. THRU FRI.  
BUCK BUCHANAN  
12:05 to 12:30 P.M.  
MON. THRU FRI.



**KPRC!**

950 ON  
THE DIAL  
HOUSTON, TEXAS

*Represented nationally by Edward Petry & Co.*



*"Development of farmer as consumer market is due to diversification of crops and growth of non-farm sources of revenue for farm family."*

**A recent survey\* shows—**

**More farm families  
in Illinois and Indiana  
prefer WLS for farm  
news and information  
on farming than the  
next four radio  
stations combined!!**

**WLS**

**CHICAGO**

The Prairie Farmer Station

Represented by John Blair

\*APRIL 1959 STARCH SURVEY OF 24 ILLINOIS AND INDIANA COUNTIES

(Cont'd from p. 54)

papers, 6.2 percent; telephone, 56.2 per cent; farm magazines, 38.5 percent; other sources, 31.7 percent.

Farm advertisers who know their apples—and research—can make special use of farm radio listening patterns in pinpointing their prospects. For example, Bill Merrill, commercial manager of KHQ Spokane, Wash., states that, "Specific advertisers desire different time periods depending upon the farmer their product appeals to. As an example, Black, Sivalls & Bryson, with its storage bins, uses the noon farm show since the wheat farmers with large acreage tracts are not required to arise as early in the morning as the dairy or stock farmer."

The loyalty of the farm audience to its radio station is the backbone of farm radio. Specialized programming of this type is more adequately measured, not by numbers, but in the climate that is created in the mutually profitable relationship between station and farmer. Convincing advertisers of this story is still the big task ahead for farm stations.

The smaller market farm station has special problems.

"The primary problem," declares Si Goldman, president of WJTN Jamestown, N. Y., "seems to stem from the fact that the farm advertiser neglects to research stations that really have farm programming and a farm following. As a result, they place farm business on non-farm stations and actually neglect areas where they could get in from within. It is our opinion that if farm advertisers would research the stations in smaller areas with big farm followings, they would get a great deal more for their money than taking the easy way out and placing farm business on a metropolitan station with big power in the hopes that the commercial message will reach the farmer in the outlying areas."

WJTN carries 15 hours of farm programming a week—11 percent of the total schedule—which is under the direction of Robert (Doc) Webster, farm director.

Similarly, Charles F. Might, farm director of WMRN Mariou, O., states, "Our biggest sales problem is selling a national sponsor on the idea that a 250 watt station can have



a tremendous farm market potential."

"The biggest sales problem we have," says John Chase, farm director of WHFB Benton Harbor, Mich., "is the fact that the agency in far off cities does not really know how to talk to the farmer. In the case of spray materials, they don't allow enough freedom of operation by the stations to alter schedules to fit actual farmer needs."

Farm stations in their relationship with advertisers also face the problem of sparsity of population in some farm areas. "We feel the eastern buyer places farm advertising on the basis of human population only," states Stan Meyer, farm service director of KFBB Great Falls, Mont. "In competing against the Midwest for sales—and really, we should only have to compete against other media in this area—we are sometimes told, 'We don't advertise in the Mountain West because there are too few people there.' That argument is wrong on the basis of cost per thousand and wrong because combines, feeds, fence-

ing, medicants and chemicals are bought for crops and livestock—not people. Large Montana ranches are financed like businesses, and buy like the big businesses they are."

Problems aside, there is perhaps no other area of radio in which there is a closer working relationship than between farm advertisers and their farm stations. Usually considerable freedom is allowed the farm station in the timing and placing of commercials. This is done to provide the advertiser with maximum timeliness when the sale of his product is dependent on such variables as weather, or disease outbreaks.

"We have a great deal of freedom usually in adapting advertising copy," says Bruce Davies, farm director of KFAB Omaha. "This is essential in order to tie in with local weather conditions and local dealer supplies. The KFAB farm department works locally with dealers and branches in co-ordinating program material, too, especially where it is concerned with seasonal accounts such as fertilizers, seed, corn and cer-

tain farm implements."

This close working relationship has produced countless sales success stories. For example, the Burnette-Carter Co., livestock brokers, Memphis, Tenn., had this to say recently to WMC: "We just completed a survey of 250 customers regarding their listenership of the *Livestock Market Reports* we co-sponsor with South Memphis Stockyards. The results were most interesting.

"One hundred and fifty seven replied that they hear one or more of the market reports. That's 60.2 percent. Of those indicating that they listen, 52.5 percent preferred the 12:05 p.m. report, 36.2 percent preferred the 11:05 a.m. report and 11.3 percent preferred the 12:30 p.m. report."

Because farm stations are in the business of supplying authoritative information that affects decisions and purchases by farmers, many advertisers supply broadcasters with a steady flow of product and service information. More often than not, this information is welcome—with

## For Farm Service— Oklahoman's turn first



## to WKY Radio

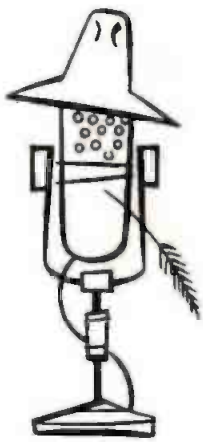
WKY's Farm Service is more than on-the-air—it's on-the-go. Wherever there is agricultural activity in Oklahoma, there's WKY Radio. That's one good reason why more Oklahomans dial WKY Radio than all other Oklahoma City radio stations combined.\*

\*Area Pulse March, 1959

The WKY Television System, Inc.  
WKY-TV, Oklahoma City  
WTVT, Tampa-St. Petersburg, Fla.  
WSFA-TV, Montgomery, Ala.  
Represented by the Katz Agency







*"Information material from advertisers is generally welcome, but it must be news and have importance to area; merchandising is a big farm radio plus."*

certain qualifications.

"The farm broadcaster needs to know the product he is selling," declares Alden Aaroe, farm director of WRVA Richmond, Va. "He needs real facts and figures more than claims and estimates. Furthermore, he needs to have a realistic appraisal of the competition that exists.

"Every large farm advertiser has internal publications and information sheets, and some include their broadcasters in such mailing lists. Other sponsors treat the broadcaster as one of their salesmen and include him in sales meetings."

Hugo J. DiSalvo, program director of WIOU Kokomo, Ind., states, "Yes, we do use farm material sent to us by farm advertisers when it is applicable to our area and demands. This material includes written matter, transcriptions and tapes."

"We also like to receive sales literature from a client," says Chuck Muller, farm director of KOA Denver. "A sample of some items for local trial or test is also considered valuable. These help the farm director to familiarize himself with products being promoted."

Product samples, new information and product changes are the things Harold J. Schmitz, farm service director of KFEQ St. Joseph, Mo., would like to receive from advertisers.

There are many stations who have set up various standards in the acceptance of program material from advertisers or potential advertisers. "We prefer institutional-type material," declares Emil Bill, farm director of WMBD Peoria, Ill.

"The only commercial material that we will use within our shows—other than direct commercial copy—must have real news value," states Carl F. Meyerdirk, farm and home

director of KVOO Tulsa.

Leslie Kennon, vice president of KWTO Springfield, Mo., says, "We use program material to a certain extent. We are not referring to the straight commercial-type material but to information based on results obtained by feed, fertilizer and equipment manufacturers on their sponsored programs only."

The personal nature of farm radio lends itself appropriately to merchandising support. "For our regular advertisers," says George Roesner, farm director of KPRC Houston, "we make window posters with our farm personality pictures on them as well as the name and program time of the advertiser. We also send out letters to the dealers asking them to help publicize meetings."

Mr. Roesner cites this result from merchandising support. "One distributor for a product that is advertised on our farm show was able to

line up 19 new dealers in a matter of two weeks by mentioning that the product was being sponsored on the KPRC farm show."

WDAY Fargo, N. D., enthusiastically supports merchandising aid and offers a five-point plan: On the air (live and transcribed chainbreaks, one-minute announcements and product promotion on live sustaining shows), house organ (*Mike Notes*, a monthly publication with more than 15,000 paid subscribers), trade mailings, newspaper (paid program announcements in area newspaper with sponsor identification), and displays (special window, lobby and point-of-sale attractions).

One of the big pluses of farm radio merchandising is the personal contact by the farm director with the farm community—customers and advertisers, dealers and sales representatives. KWKH Shreveport, La., reports that its farm service director, Jim Hedrick, travels approximately 50,000 miles per year in such activity. KWKH also offers on-the-air promotion of programs, posters in dealer outfits, mailings and newspaper promotion.

"KWFT Wichita Falls, Tex., pulls out all stops when it comes to merchandising support," declares Ben Ludy, president and general manager. "Without waiting for client's request when an order is received, KWFT immediately sets to work preparing merchandising materials.

"Personal letters are written by Earl Sargent, farm service director, to dealers advising them of the schedule. Attractive jumbo post cards are mailed out by the hundreds advising dealers to stock up, and post cards are mailed out daily advising dealers their names and businesses are to be publicized on certain dates when dealer tie-ins are used."

Attendance and talks at farm groups throughout its area by A. B. Jolley, agriculture director, is a prime merchandising aid offered by KRLD Dallas. New sponsors are also reported in the *Dallas Times Herald* announcing the forthcoming schedule.

Agriculture is a growing business. And radio—the perfect companion it is—is keeping pace with the increasing needs of today's modern farmer. • • •

### Listening Patterns

Using all-electric voting machines, which attracted attention at the U. S. pavillion, Brussels World's Fair, WOW Omaha, Neb., conducted its own election at last year's Nebraska State Fair. Topics ranged from politics to media considerations. The following are results showing popularity of radio down on the farm:

Do you have a radio in your:		Yes
Barn	_____	33%
Milkshed	_____	13%
Truck	_____	40%
Tractor	_____	13%
Total Votes Cast	_____	1387

Vote for whichever helps you most in your day to day farm (or business) operation;

	Composite Vote	
	Adult Fair	Teen Fair
Television	61%	39%
Radio	72%	28%
Farm Magazines	64%	36%
Farm Newspapers	78%	22%
Newspapers	70%	30%



EBONY WMAX-570 WBZ+WBZA WDSU-RADIO WSPD  
 WIL KSON WPTF WSAI KFBAL RADIO WREN KGB  
 WBSB KXOK .000 WBNS  
 KPRRS CITY, MISSOURI

# U.S. RADIO IS USED...

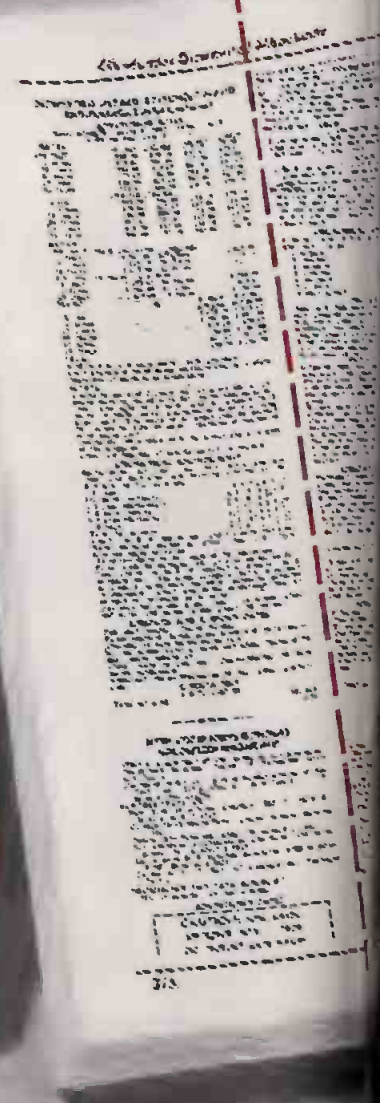
by the radio industry to reach the decision-makers

WGN - LANG-WORTH  
 WFBM AMERICAN BROADCASTING NETWORK  
 NBC RADIO  
 WMAQ  
 WGR - TEXAS TRIANGLE  
 KTRE radi  
 WBT Plough, Inc., Stations!  
 WINN KXOL  
 WXYZ-RADIO  
 WFAA DALLAS  
 KOA DENVER  
 WOW  
 WIBG Pulse rings doorbells  
 WDJM  
 CKLW RADIO 800kc  
 IAN BLDG., DETR  
 KYW WSMpire  
 WOR  
 KTRH  
 KOIL WINS  
 WESTINGHOUSE BROADCASTING COMPANY, INC.  
 WKMI  
 WCAU  
 WCCO  
 WJW  
 KDKA  
 HAMILTON, STUBBLEFIELD  
 WTXL  
 WKLO WRBL  
 WEBC  
 KOBY AVERY-KNODEL  
 WGAR  
 KCMO  
 WIP  
 THE ELLIOT STATIONS  
 JOHN BLAIR & COMPANY  
 STANDARD TIONS  
 RADIO TRANSCRIPTION SERVICES, INC.  
 CHICAGO  
 KONO KWF  
 COLORADO NETWORK  
 K-JOE AND TRAILS NETWORK  
 WDC



the monthly magazine devoted 100% to radio advertising.

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



# Have you heard about

the new 4-column format...another advance in SRDS service to the advertising business

### *SRDS users like it*

Agencies and advertisers were consulted before we decided to make the change. The vast majority said, "good idea . . . go ahead."

### *SRDS users get:*

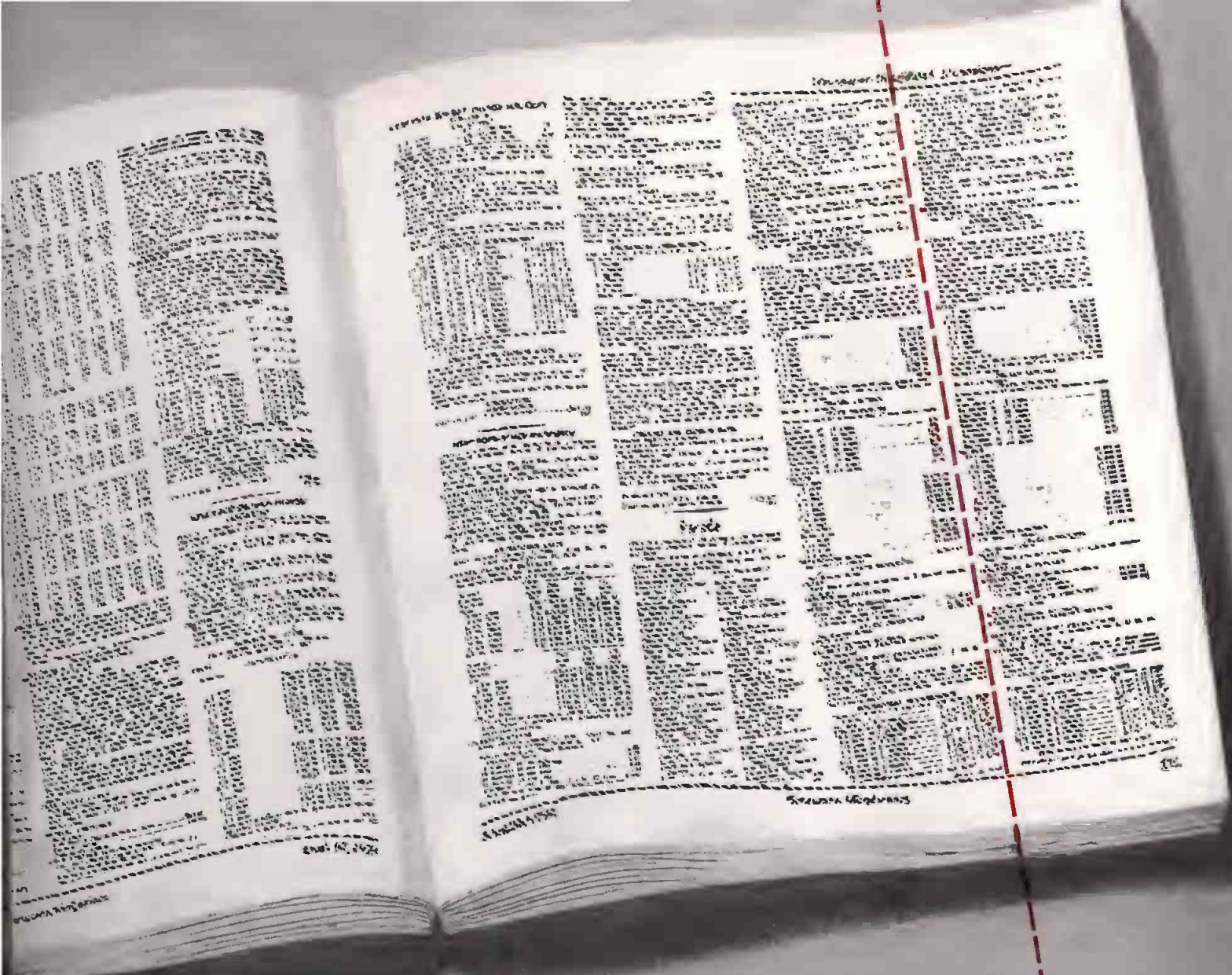
More information per page (8 columns of buying information before them when they open it).

Better flow of buying information from page to page with much less interruption, because fewer editorial fillers will be required.

More Consumer Market Data (the fourth column permits additional market data tables).

A less bulky "buyer's directory" (easier to carry, easier to file, easier to use . . . it lies flat).





Coming in October, 1959  
 Exactly the same as before, except for one more column per page.  
 Standard advertising page still 7"x10", same as before.

# the new SRDS size?

## *A word from the Publisher*

"Just forty years ago, this year, SRDS set out to make authoritative media information conveniently accessible to everyone in advertising, whenever they need it. You've seen many improvements in our service (even if you're only old enough to have observed the last half dozen or so). The new, easier-to-use 4-column format is just one more. We're sure you'll like it."

WALTER E. BOTTHOF  
*Publisher*

# SRDS



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

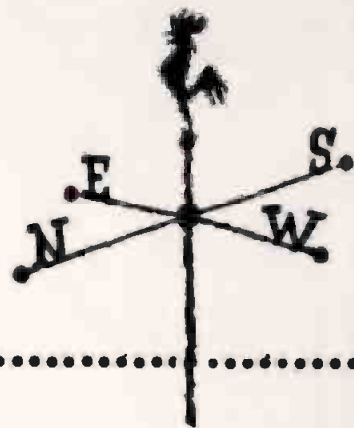
*the national authority serving the media-buying function*

1740 Ridge Avenue, Evanston, Ill.

Sales Offices: Evanston, New York, Los Angeles

## hometown USA

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



# Radio . . . Always In Tune With You

**May's second annual National Radio Month  
drive receives promotional and governmental  
attention. Radio story is brought home  
to advertisers, agencies and stations**



In May, the voice of radio was heard in the land with an extra note of exuberance.

Speaking up for itself, and hearing itself spoken up for, the medium observed its biggest National Radio Month promotion to date, according

to the National Association of Broadcasters.

Station events, ranging from guest-conducted platter programs to an Alaskan expedition, may be over officially, but the continuing effects of originality and enthusiasm should linger on year-around, in the view of Kevin B. Sweeney, president of the Radio Advertising Bureau. If the perspective of National Radio Month were extended throughout 1959, he noted in a speech during this year's observance, it would "quadruple the regard of advertisers for the medium."

During the course of the promotion, more than 100 public figures paid tribute to radio in special messages to NAB. They included Senator J. W. Fullbright of Arkansas, chairman of the Senate Committee on Foreign Relations; Vice President Richard M. Nixon; Speaker Sam Rayburn of the House of Representatives; Chairman John C. Doerfer of the

Federal Communications Commission.

Proclamations designating May as National Radio Month were signed with a variety of flourishes from coast to coast. Governor Robert B. Meyner of New Jersey was among the proclaimers, on behalf of the New Jersey Broadcasters Association; so were Mayors Norris Poulson of Los Angeles, for the Southern California Broadcasters Association; James T. Hanlon of Scranton, Pa., for stations WARM, WSCR, WICK, WGBI and WEJL; and E. L. Danielson of Elkhart, Ind., for WCMR and WTRC.

In a promotion vein, a trek to Alaska was sponsored by WDGY Minneapolis. The Minnesota station's disc jockey Jim Ramsberg made the trip to Anchorage, from where he broadcast several Radio Month programs over KFQD that were channeled back to WDGY. Mr. Ramsberg's venture was underwritten in part, the station reports, by



"Radio—1959" was topic for Radio Month program on Arizona State University's weekly *Western Business Roundup* on KOY Phoenix. Participating were (l. to r.): Ray Smucker, sales vice president, KTAR; Shel Engel, general manager, KRIZ; Dr. Ralph Hook Jr., moderator; Grace Webb, Advertising Counselors of Arizona; Jack Williams, program director, KOY (and he is also the mayor of Phoenix).



the Eskimo Pie Corp. (The d.j. returned home with 1,000 "genuine" Eskimo Pies to give away.)

Adding a "spirited" note to a joint promotion aimed at advertising agency people, the Cleveland stations of KYW, WHK, WJW and WDOK distributed gift-bagged martinis. The ready-mixed cocktails, complete with olives, were sealed in plastic and delivered both in Cleveland and New York City by attractive models.

The same stations also sent a joint mailing to 2,500 agencies and advertisers to point out market information about Northern Ohio. On the listener end of the receiver, they conducted a teaser campaign regarding the meaning of the initials NRM.

"Sounds Like Me" was the name of a contest aired by WKDN Camden, N. J. Voices of listeners were recorded by beeper phone and on location, then broadcast at various times; people were asked to identify their own voices by sending in cards specifying the times and dates they heard themselves on the air. In addition to daily prizes, winners earned a try for the grand prize, a swimming pool.

Among Radio Month features highlighted by WWJ Detroit was an on-the-job training program for 30 teenagers. These "voices of tomorrow" were given the opportunity to introduce records as well as deliver weather, public service and commercial announcements under the supervision of station personnel. The project was endorsed by the Detroit Public Schools, according to WWJ.

WNBH New Bedford, Mass., reported "snow" flying during Radio Month — Jed Snow, a "Cape Cod character" disc jockey, broadcast daily from a plane above the city, and listeners were invited to guess his altitude.

KMOX St. Louis gave away four table-model radios a day every day, in a "Radio Month Personality Contest."

KWIZ Anaheim, Calif., sponsored a "spring fling" free dance for teenagers one Saturday afternoon.

Editorially, WJTN Jamestown, N. Y., devoted its May 4 "statement of opinion" to outlining the services, history and impact of radio. The editorial, presented by Si Goldman, station president, signed off with a special tribute to WJTN listeners.

KRIZ Phoenix, Ariz., opened the

month with an hour-long program of discussion on the radio industry. Panelists included John Redfield, president of Phoenix Metropolitan Broadcasters Association; Charles H. Garland, president of Charles H. Garland & Associates advertising agency; Dr. Arthur Aden, director of research and development, Motorola, and Captain Ross Watt Jr., communications officer, Luke A. F. Base.

Off the air, radio still kept its listeners tuned to Radio Month. Stephen B. Labunski, general manager of WMCA New York, addressed the Peoria (Ill.) Advertising Club on

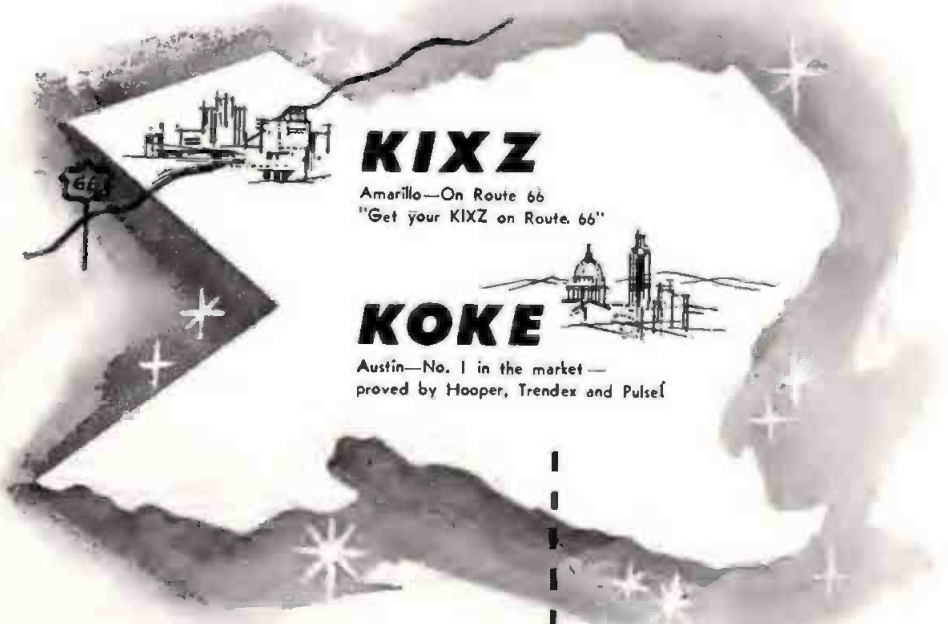
the topic of radio's demise in 1919— and cited some hale and hearty figures indicating today's vitality of the so-called "corpse."

Another view of radio's lively longevity was evidenced by KMA Shenandoah, Ia. General Manager Tony Koelker held a reception for the station's veteran staff members, 10 of whom account for a total of 284 collective years in the sound medium.

Numerous other individual touches by enterprising stations throughout the land heralded many healthy years ahead for the electronic voice that's "Always in Tune." • • •

# Two No.1's\* in the No.2 state!

(... in size only!)



**KIXZ** Amarillo, Texas  
940 kc—Music and News—1000 Watts

**KOKE** Austin, Texas  
1370 kc—Music and News—1000 watts

For more  
information

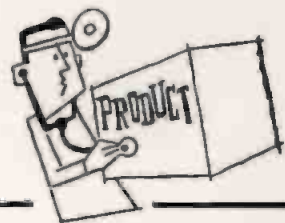
about A A-1 selling radio,  
contact THE BOLLING COMPANY.

A Miller-  
Schatz Station

\* in the most recent reports of  
all recognized audience surveys.



## commercial clinic



### Plan the Music at the Start, Says Plandome's James Ellis

Although many commercial "cooks" would not dream today of omitting music from their recipes, they still insist on saving their musical ingredients for the frosting instead of blending them into the cake itself.

"Everyone recognizes the value of music to commercials, but too often insert it as an afterthought to the copy, a separate topping rather than a basic ingredient, declares James Ellis, president of Plandome Productions Inc., New York.

This is a failure to put music in its proper place and is one of the principle reasons why commercials frequently disappoint the public taste, in the opinion of Mr. Ellis.

"To use music effectively, it must be pre-planned and included during the earliest conception of the commercial. It is a vital, creative component and must be considered from the start."

#### Music After Copy

Very often music isn't introduced on the scene until after the copy is completely written, Mr. Ellis points out. This puts a squeeze on the musical director who finds himself in a creative straitjacket, bound on all sides by the verbal restrictions of the copywriter.

"For example, when a copywriter arrives at a mathematical formula for the number of words the average announcer can speak clearly during the length of the commercial, he seldom leaves room for the musical punctuation. How do you fit in the musical emphasis and underscoring when copy has been rigidly written for a certain number of words?"

In order to develop effective musical scoring or a readily recognizable trademark, the music producer needs, Mr. Ellis believes, to be briefed about all the product information and marketing facts which

the agency account executive supplies to the group copywriter.

Among the facts that will directly guide the musical approach, Mr. Ellis says, are: The number of copy points; the product image; the type of audience, and the time periods in which the commercial will be played.

Generally speaking, the more copy points there are the harder it is to write effective music. "You just don't have the time to do much musically when you are faced with a barrage of copy points. That's why you hear so many jarring, staccato-type musical messages," Mr. Ellis explains.

Information about the product image is also extremely pertinent. The proper musical mood can do much to create the type of product or corporate picture desired by the client, just as the wrong music can destroy it. "Can you imagine putting a ragtime piano behind a Firestone commercial?" Mr. Ellis asks by way of illustration.



James Ellis, Plandome president

As regards the type of audience and the time of day, Mr. Ellis considers that knowledge of these factors is particularly vital to the musical producer because tastes not only vary by age group and geographical location but also by time of day. "If a

commercial is going to be aired very early in the morning or late in the evening, you don't want to make the mistake of bouncing people out of bed with rock 'n roll.

#### Message Penetrates

"If, in another case, the commercial will be aired for the housewife during the day when she is busy with other chores, you want to keep the music simple and clear so the message penetrates."

Mr. Ellis, who left the Kudner agency 18 months ago to found Plandome Productions Inc., believes that music should perform two basic functions for the client: Identification and punctuation.

"It can do many other things as well, such as establish mood and attract attention. But primarily music should provide a kind of shorthand identification for a product by means of a musical trademark like the Northwest Orient gong — and it should punctuate sales points."

Mr. Ellis would like to see fewer jingles employed because "the listener has too many things to remember in a jingle—there are usually too many copy points covered, not to mention the necessity for learning what amounts to an entire song.

#### Hidden Persuader

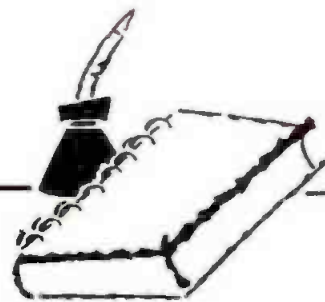
"Music is really a hidden persuader," Mr. Ellis says, "but to do its job effectively it must be integrated carefully with the rest of the commercial and not tacked on at the end of the creative process."

Among the clients Plandome has served to date, Mr. Ellis numbers Borden's, Ford, National Safety Council, Falstaff Beer, Aqua Velva Lotion and Cities Service gasoline.

• • •



# station log



**News:**

The scope and content of radio editorials, along with their results, have been put to further tests recently by WWDC Washington and KDAL Duluth, Minn.

WWDC ran an editorial for one week asking its listeners to support the Washington Senators baseball team, whose games were being broadcast over a rival station. The editorial mentioned that although WWDC has carried the Senators' games in previous years, WTOP Washington will carry them this year. However, the editorial emphasized, the only way to keep the Senators in Washington is to go all out for them "... no matter what sort of season they have, WWDC will still be with them as we have been in the past. We urge Washingtonians to support the Senators, too. We urge you to attend their games." The station concluded by stating that it will give innung by inning scores of all the games.

Included in the public response



Staff members of WEJL Scranton, Pa., who are now affiliated with Broadcast Pioneers and represent 100 years in broadcasting, are: Cecil Woodland, WEJL general manager, (seated right) 27 years, pinning microphone insignia on Bill Pierce, promotion manager, 30 years, and Guy Rauer (standing left), WEJL chief engineer, 20 years, and Johnnie Walker, staff announcer, a 23-year veteran.

were replies from Calvin R. Griffith, president of the Washington team, and William S. Robertson, Griffith Stadium director.

*KDAL Radio Minitorial* is the station's method of providing what it calls "think pieces." Every hour throughout the day, KDAL airs a 60-second "minitorial" designed to interest its listeners in pertinent issues. The station reports that a recent minute editorial deploring the lack of qualified candidates for an upcoming Board of Education election directly influenced five community leaders to file for election.

Also in the editorial news, Patty Cavin, WRC Washington, received a "Golden Mike" from *McCall's Magazine* for "service to the community" in a series of radio editorials on education titled *Deadline 1970*.

Further expansion of news coverage is reported by WOR New York.

WOR recently announced the appointment of Martha Rountree as its permanent Washington correspondent in the station's news bureau there. Miss Rountree conducts a Monday-through-Friday program from 3:15 to 4 p.m., featuring top personalities in the news and a behind-the-scenes look at political and social activities in the nation's capital. The program is being syndicated on a national basis.

Dallas Townsend, CBS News, New York, recently pointed up the immediacy and importance of radio news broadcasting today, when he addressed the Alabama Broadcasters Association convention held at the Buena Vista Hotel in Biloxi, Miss.

**Public Service:**

The San Francisco Conference on Local Public Service Programming, third broadcasting meeting of its kind under the auspices of the Westinghouse Broadcasting Co., will take place at Stanford University, Palo Alto, Calif., September 21 to 23, 1959.



Colonel Louis M. Merrick (left), Nassau County (L. I.) civil defense director, administers the loyalty oath to Paul Godofsky (center), WHLI Hempstead, N. Y., president and general manager, and Jerry Carr, WHLI program director. Entire staff of WHLI was inducted into the Nassau County civil defense organization. WHLI is a CONELRAD station.

Among subjects to be discussed are: Editorializing, creative techniques, research, news, the nature of audience, promoting and publicizing public service, and sponsorship of public service broadcasts.

WMGM New York recently began a new public service series, *Hear This, New York!*, which features prominent civic and social figures speaking on current New York events plus topics of state, city and community interest. The program is heard on Sundays from 10:50 to 11 p.m.

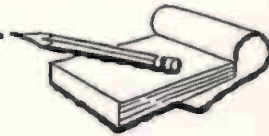
*Here's to Your Health*, a series of one-minute programs on medicine and good health, is being presented four times daily over WMCA New York. The series, approved by the New York Academy of Medicine, covers such subjects as dieting, careful use of medicines, at-home care during illness, accident prevention and nutritive values of foods.

**Programming:**

WCPO Cincinnati has changed its format and gone to a 24-hour day with the addition of an uninterrupted musical segment from 12:15 to 5:30 a.m., seven days a week. The night-long session will carry no disc jockey conversation—just music and the required station breaks. • • •



## **BPA memo**



### **Alaska, Hawaii Are Focal Points of Promotions**

Alaska and Hawaii were the centers of attraction for recent projects of KOL Seattle, WSB\* Atlanta, WGST Atlanta and WYDE Birmingham.

When the Federal Aviation Agency station at Unalakleet, Alaska (population 468), received a power lawn mower, the inhabitants of this small village were quite startled, since Unalakleet has no lawn and no grass grows within several hundred miles.

The problem of the lawn mower without a lawn was solved when FAA employees heard KOL disc jockeys talking about green grass in Seattle, nearly 2,000 miles away, and wrote the station. KOL contacted a local landscaping outfit, secured a rolled-up sod lawn approximately one square yard in area, and shipped it to the village. The station reports that the Unalakleet people have promised to pay for the lawn by shipping back a box of volcanic sand, of which their dooryards are composed.

WSB offered a prize to the person who wrote in from the most distant point during the month. Although a belated letter was received from a listener in New Zealand, someone in Hawaii copped the prize.

A gold diaper pin, paid for by the listeners of WGST, will be presented by the station to the "baby" state of Hawaii. WGST listeners were told that a scroll to accompany the 6" by 18" pin would list the names of all those people contributing a dime toward the purchase of the solid gold replica of a diaper fastener.

WYDE and the Birmingham Coca-Cola Co. are jointly sponsoring WYDE's Hawaiian vacation contest which will give the winners a two week all-expense paid trip. The contestants must complete a "Coke With Food" jingle found on Coke cartons. WYDE manager, Tom Whitley, reports that over 1,200 entries have been coming in daily and the station plans to make this promotion a regular event.

### **Locating the Billboard Means Cash to Listeners**

To add impact to its outdoor advertising campaign, CKNW Vancouver recently ran a contest entitled "Bucks for Billboards." Listeners were told that there were 80 billboards located throughout the surrounding area, all promoting CKNW. To gain this public attention, the station offered one dollar for every correct location sent in by a listener. On eight daily programs, letters containing lists of locations were drawn, matched against a master location map and awarded prizes.

Mel Cooper, CKNW promotion manager, reports that the two-week promotion drew several thousand letters, each one having an average of 15 correct locations.

### **Story of Beauty And the Mink**

KCBS San Francisco used two of the elements closest to a woman's heart—her beauty and her mink—in its latest promotion project entitled "Think Mink." Each contestant was asked to name her favorite beautician and give the reasons for her selection. Mrs. Fred Gaar and her beautician, Mary Griffiths, were the grand prize winners chosen from over 5,000 entries received during the four weeks of the contest. Their prizes—\$1,000 mink stoles.

### **High Flying Promotion Turns Out Kite Enthusiasts**

Seasonal clear skies were the setting for a recent promotional venture by KIOA Des Moines. KIOA sponsored its first annual "High Flying KIOA Kite Contest," with each participant required to make his own kite. The station reports that heavy on-the-air promotion brought over 100 youngsters to a vacant lot for the event.

First prize was a new racing bicycle to the owner of the highest flying kite. In addition, a record player was given to the owner of the

smallest kite to get into the air, and six L.P. albums were awarded to those who had the most artistically designed kites.

According to J. C. Dowell, KIOA vice president and general manager, "The onlookers numbered three times the actual participants."

### **Listeners Find They Are Really Fond of D.J.**

The popular contest involving "Why I Like . . ." was given a new switch by WALT Tampa, Fla., recently. For two weeks, WALT disc jockey, Dave Archard, and other station disc jockeys asked listeners for "Why I Hate Dave Archard" letters, with token prizes being awarded for every letter. The writer of the best letter received a 17-jewel wrist watch. Listeners responded with over 500 letters, WALT states, the best being read on the air daily.

But WALT and Dave Archard didn't stop there. At the conclusion of the contest, the disc jockey disappeared. With no prizes now being offered, the station reports that in answer to its request for "Come back, Dave" letters to show Archard that the audience really didn't hate him, nearly 700 pieces of mail were received.

### **New Yorkers Find Escape Hatch in the Air**

New Yorkers who write in the most interesting reasons for wanting to hover over the city are being given free helicopter tours by WINS New York.

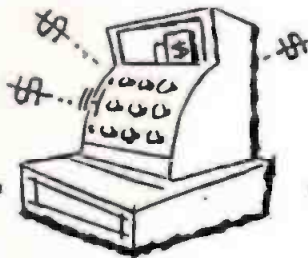
Bruce Morrow, disc jockey-host of the WINS *Swap Shop* heard on Sunday evenings, is giving two helicopter tours a week in New York Airways 15-passenger Vertol whirlybirds. The trip features an island hopping excursion over Riker's Island, Brother's Island, Governor's Island, Long Island, Randall's Island, Ward's and Welfare Island. • • •

\*Denotes stations who are members of BPA (Broadcasters' Promotion Association).





# radio registers



## LOCAL BOTTLER

A local bottler in Boston recently sponsored a weekly half-hour program and used promotional spots in a seven-week campaign over WXHR (FM) Boston. The station says the campaign was planned to bolster the normal drop-off in beverage sales last fall and at the same time to determine the pulling power of fm. 6,132 pieces of mail from 312 towns and cities in six New England states were received in response to the project, according to WXHR. The station reports that the sponsor subsequently continued placement of schedules.

## SPECIALTY SHOP

Good Friends, a women's specialty shop in Jamestown, N. Y., used spot announcements on WJTN in addition to a newspaper advertisement and special window displays to advertise its three-day anniversary sale. The store took a survey, at time of purchase, as to how the customers heard of the sale. WJTN replies that it was responsible for 40 percent of the sales compared to 25 percent and 35 percent for the newspaper ad and window displays, respectively. Also, the station declares, it brought in more than one third more customers than the newspaper and for almost a third less expenditure. Good Friends reacted by placing a regular campaign on the station.

## DRUG STORE

Weldorado Drug Store in Greeley, Colo., recently ran 15 one-minute spots—three per day—Monday through Friday over KFKA Greeley to test radio as an advertising medium, reports the station. The store offered a 69-cent box of chocolates for 39 cents if the customers said they heard about the sale through radio. Weldorado sold nearly twice its original stock in the five days, according to Ralph H. Green, KFKA manager.

## APPLIANCE STORE

Western Tire Auto Store ran a three-day "Hog Wild Sale" on Maytag washers, featuring transcribed announcements of hog squeals on WAIN Columbia, Ky. In addition, the store also used gimmicks and spots along with hard hitting commercials in the three-day period, reports Lanier Burchett, WAIN sales manager. Customers had a chance to guess the weight of a hog in the store, and the person giving the correct weight won the hog. The result was thirty washers sold during the sale, plus more purchases for six days following the sale, according to the station.

**WJAG - NORFOLK NEBRASKA**  
SECURES 57% OF AUDIENCE  
IN A 29-COUNTY NCS #2

SO. DAKOTA IOWA



### WJAG

—independent, authoritative farm voice of Northeast Nebraska, focuses informative, local programs on a 29-county market. Within the 29-county NCS surveyed area are 78,100 homes with \$331 million consumer spendable income and \$312 million in retail sales.  
(Source: SRDS Consumer Market Data Feb. 1959)

WJAG registers a full 57% weekly coverage—43,560 homes—and daily coverage of 31,490 radio homes.  
(Source: NCS #3)

Specialized farm programming, farm markets, news, homemaker features gives WJAG popularity lead in Pulse survey—

leads nearest competitor with 10% to 35% more listeners in all time segments.

(Pulse, Sept. 1956)

36 year listening habit

780 on the dial **WJAG** 1000 WATTS  
NORFOLK, NEBRASKA

**MORE MAGIC THAN A FLYING CARPET**

That's WBAL-Radio All Over! With more magic than a flying carpet ever boasted, WBAL-Radio zooms off in all directions at once—being heard and seen by millions of folks who have the money and desire to purchase products and services offered by WBAL-Radio sponsors.

## WBAL-RADIO

BALTIMORE 50,000 Watts NBC Affiliate  
Nationally represented by  
H. I. Christal Co., Inc.

In association with WBAL-TV Channel 11





## How to win friends... AND INFLUENCE SALES

KHOW knows how: Dedicate each broadcasting day to good radio programming that wins a large, responsive adult audience. KHOW does it!

Then, present each commercial message with sound, honest salesmanship that influences sales in one proven direction—up. KHOW does it!



Buy the sales know-how of KHOW. Call Peters, Griffin, Woodward, Inc., National Representatives

**KHOW**  
RADIO • 630 on the dial  
Since 1925, The Radio Voice of Denver  
5,000 Watts

## TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

### \* U.S. RADIO

for the buyers and sellers of  
radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR \$3.00
- TWO YEARS \$5.00

WRITE CIRCULATION DEPARTMENT

**U.S. RADIO**

50 WEST 57th STREET  
NEW YORK 19, NEW YORK

## Special 12-State Study Shows Power of Farm Radio

Beneath the murk of farm politics and frequently sensationalized reports of an agricultural squeeze lies this simple fact: The farmer today is still the largest and richest special interest group in America.

So says RAB in a recent 12-state study of the farmer's economic place in the nation and the role radio plays in his everyday life.

Not only did the farmer emerge virtually recession-proof last year, (farm income hit an all-time high of \$38 billion) but, according to the bureau, farmers:

- Spend more like city folk—farm spending as a per cent of city family spending has nearly doubled since 1941.
- Spend more per home—the farmer's "level of living" has more than doubled in the last 16 years.
- Are better customers for many consumer products—they own proportionately more auto radios, electric stoves and power lawn mowers than either village or urban folk.

Significantly, RAB's analysis shows that radio is not only a popular listening pastime in the average farm home, but a dominant media force, actually a "minute-by-minute trade journal." Charting the radio-

listening habits of farmers, the bureau lists these facts:

More than 80% of farm families listen to radio during the average weekday—and they listen for more than *one full day per week* (26 hours, 40 minutes).

In an average week, more than 95 percent of farm families spend time listening to radio.

RAB also explains:

"Some 43% of farm families in Nebraska say radio of all media is the most help in their daily farm operation—a much higher figure than earned by the other media. As much as 88% of farmers in North Carolina said 'yes' when asked if radio was important in planning farm work."

Also important, the bureau says, is the *location* of farm listening. More than 51% of farm radio listening takes place in the kitchen, where virtually no other medium intrudes.

Comparing over-all radio penetration with that of other media, the RAB presentation states that 98.9% of all farm homes—slightly over the U.S. average—own radio sets (79.3% own two or more) against less than 65% which have television. This potential radio reach is also more than double the circulation of the most popular farm magazine. ● ● ●

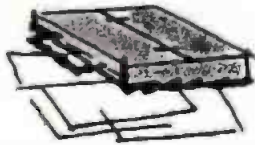
## RADIO SALES TREND OF THE MONTH

From Material Uncovered by RAB During National Sales Calls

Many food advertisers—cake mixes, instant juices, other convenience foods—are leaning toward more radio now that their products have been demonstrated and are well known. While still clinging to a visual approach, they realize that sound alone can be a tremendous sales tool. Also generating interest is the strong radio daytime audience, when compared to television, and radio's "last word" advantage in reaching women on heavy shopping days. Two major food packers are now testing radio for brands not recently exposed to the medium plus a new product for which national distribution has just been achieved. The feeling is that radio, admittedly effective in building brand name awareness when a new product is introduced, becomes even more valuable after a product has been demonstrated sufficiently and a visual image created.



# report from representatives



## Radio: A Hot Medium When Mercury Rises, PGW Shows

There is mounting evidence that radio fits as snug as a swim suit in advertiser plans when the weather gets hot. The latest study showing the comparative growth of radio with other media under summer sunlight is offered by Peters, Griffin, Woodward Inc., New York.

Its latest marketing kit is designed to bring new advertisers to spot radio when the mercury rises, and increase budgets of those who have successfully used the medium in the past.

Emphasizing the theme "summer-time is selling time," the PGW kit is being distributed to the station representative firm's advertisers and agencies throughout the U.S.

The kit was compiled with both national and market-by-market statistics, which illustrate that summer-time is the time for sales expansion rather than contraction. Readers are asked to check their media objectives against these and other facts:

- 25.1 percent of annual retail sales are made in the summer.
- Out-of-home listening during the summer adds over 25 percent to in-home listening.

Robert H. Teter, PGW vice president and director of radio, states that "radio . . . is the only expandable medium for advertising in the summer months . . . alert advertisers will let their sales expand with the expansion of radio itself . . ."

Supported by statistics gathered from a Sindlinger & Co. survey, PGW declares that individuals spend more time with radio during the three summer months than with any other medium. The time individuals spend with radio in an average week during July, for instance, is 111.4 percent compared with 102.4 percent in February. Magazines, newspapers and television, however, all show decreases in weekly average percentages from February to July, according to Sindlinger. Magazines show a July percentage of 99.5 against 102.2 percent in February; newspapers, 95.8 percent in July against 101.3 percent

in February, and television, 70.5 percent in July against 109 percent in February.

According to the Bureau of Business Economics, U. S. Department of Commerce, the summer months accounted for \$50,199,000,000—25.1 percent—of the \$200,353,000,000 in total 1958 U. S. retail sales.

### Year-Around Medium

The PGW study points out that while the other media suffer seasonal declines, radio is a year around advertising medium. A survey by Pulse in four widely separated major markets shows that the average quarter-hour sets-in-use for in- and out-of-home listening from 6 a.m. to midnight increases during the summer when compared to the winter. Los Angeles shows a 24.9 summer average to 23.4 in the winter.

Out-of-home listening, according to Pulse, has been on the increase, showing a 40 per cent rise in the summer of 1958 compared with 1951.

The proportion of out-of-home listening in relationship to the whole percentage of homes using radio during June, July and August of 1958 is further evidence PGW offers of radio's importance as a hot weather medium. These figures, compiled by Pulse, show that in 27 markets, the out-of-home audience last summer added as much as 31.2 percent more audience to the total, and never less than 23.6 percent.

PGW asserts that "the best way to reach people in the summer months, is with the medium that 'goes along'—Radio." For example:

The Pulse observed nearly 4,000 groups of people at parks, beaches and picnic grounds of 10 representative markets during July daylight hours and found that on weekdays, 43.8 percent of outdoor groups had portable radios, of which 71 percent were in use, and on weekends, 45 percent had portables, with 74.5 percent being used. • • •

# POWER to penetrate!

**POWER . . . 50,000 watts**  
of it . . . **PROGRAMMING**  
. . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

Robert E. Eastman & Co., Inc.  
National Rep.

J. E. Campeau,  
President

GENERAL OFFICES  
GUARDIAN BLDG.,  
DETROIT





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**



## report from agencies



### Hoyt Agency Gets Record Results In Kentucky Club Crash Radio Drive

Wherever media battles rage loud and long, radio rallies round a flag called flexibility. This capacious banner is presently waving with fresh vigor over the New York offices of the Charles W. Hoyt agency.

Flexibility's recent conquests for the sound medium include the agency's president, Everett W. Hoyt, on behalf of his client, the Mail Pouch Tobacco Co., of Wheeling, West Va. Mr. Hoyt and C. M. Swart Jr., Mail Pouch vice president, are agreed that radio's versatility can go a long way toward solving a problem—not only in sales—but in distribution.

In its annual "name the horse" contest, the firm turned to radio to spread the word and stimulate public enthusiasm. In a week's time, it purchased 11,600 minutes of commercial time on CBS, MBS and NBC. Some spot was also used for the contest promotion with announcements running 60 seconds in length. The total results brought in more than 587,000 entries before the contest closed April 6, a record high.

For the past six years, Mail Pouch, parent firm of Kentucky Club's nine brands of pipe tobacco, has sponsored this contest preceding the Kentucky Derby, asking the public to name a young race horse. The first-prize entrant wins a colt and an all-expense paid trip to the Derby. The contest requires that entries be accompanied by proof of purchase from the package of one of the Kentucky Club brands.

While entries have been numerous from the first year, most of the contestants tended to wait until the last minute, causing a run on the retailers who frequently sold out of tobaccos with no time to re-order before the close of the contest. As a result, many of Kentucky Club's clamoring customers were unable to purchase the product.

This bottleneck resulted in fewer contestants, and also in the probable loss both of good will and potential permanent customers, who once in-

duced to the product might have continued to use it.

The crux of the problem as the agency saw it was to find a way to induce contestants to enter sooner, thus creating a large demand for Kentucky Club in time for the retailers to lay in sufficient supplies.

Last year, the agency and the client decided that a saturation radio campaign near the beginning of the contest might turn the trick, according to Arthur Ober, assistant account executive.

#### Huge Block

In this hope, Hoyt purchased a huge block of both spot and network time for a period of one week, solely to promote the contest.

So successful was this gambit that it was repeated and augmented this year. And plans are already afoot, according to Mr. Ober, for a similar radio drive in 1960.

Hoyt purchased this saturation radio during the week ending last March 14. The networks and stations cooperated in special promotions as well.

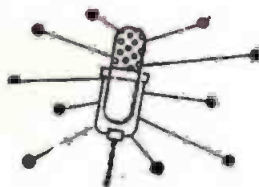
Although many women enter the competition, Mr. Ober declares, Hoyt purchased morning and afternoon times principally to reach pipe-smoking men.

Mr. Ober feels that this unusual use of radio was primarily responsible for "generating earlier entries and reducing substantially the problem of re-ordering by retailers, who are showing increasing awareness of the contest and consequently are stocking up with more Kentucky Club sooner."

Mr. Ober also points out that "until late 1957 the sales of smoking tobacco had been declining generally, yet sales of Kentucky Club's nine brands had been continuously going up. In 1958, the industry sales of pipe tobacco were up about nine percent, and still our sales continued substantially to out-perform the industry."



# report from networks



## ► CBS:

A \$1.1 million renewal of CBS Radio's *Just Entertainment* for 52 weeks beginning June 29 by the William Wrigley Jr. Co. and another half-million dollars in new business has been announced recently by George J. Arkedis, CBS vice president in charge of network sales.

Shulton Inc., New York has purchased a "record-volume" one-week saturation campaign for Old Spice men's products preceding Father's Day, from June 14 to June 19. This consists of 68 units during the CBS daytime and evening schedule. Shulton also contracted for a six-week schedule, beginning June 17, to promote its insecticides.

Sterling Drug bought a 34-week schedule of three weekly daytime serial units.

## ► NBC:

NBC Radio has reported sales totaling \$2,734,255 in new business for the period April 21 through May 22. Among the 20 advertisers buying are: U. S. Rubber, Grove Labs, Savings & Loan Foundation, International Swimming Pools, Shulton Inc., RCA, Hudson Vitamin Products, Scott Paper, Socony Mobil and General Motors.

"Image Minorities," a new month-long series beginning June 2, examines the history, problems and ambitions of minority groups in America, ranging from American Indians to Puerto Ricans, according to Albert L. Capstaff, NBC Radio vice president of network programs. The series, heard Monday through Thursday from 8:40 p.m. to 10 p.m., deals with the immigration, cultural traits and assimilation of racial and religious groups. "Image Minorities," second in the "Image" series, is narrated by Bob Considine.

## ► ABC:

A special closed-circuit service to provide ABC Radio affiliates with the latest news and on-the-spot pickups from ABC correspondents over-

seas, news conferences, speeches and hearings, has been announced by Edward J. DeGray, ABC Radio vice president.

Affiliate news editors can use this material received over the "ABC News Call" as part of their locally prepared news programs.

Mr. DeGray also has reported that ABC Radio expects net sales for the second quarter of 1959 will far exceed sales for the comparable period in 1958. He cites the fact that the network has recently contracted with more than 25 new advertisers. Among the most recent are: U. S. Pharmacal Co. (Babysweet and Soothene) for 52 weeks of *Breakfast Club*, effective July 1, Lab-Co. (with ABC Pacific Coast Regional Network), and Profit Research Inc. (with ABC PCRN).

In affiliation news, KRXL Roseburg, Ore.; KGB San Diego, Calif.; WTUP Tupelo, Miss., and WBIR Booneville, Miss., have joined ABC. Also, the Arizona Network, with 12 stations covering Arizona and neighboring states, also has affiliated.

## ► MBS:

A survey by the MBS research department of its affiliates shows that the ratio of local-to-national business by its stations closely parallels the local-to-national lineage ratio of 15 major newspapers.

Under "Commercial Impact" in a five-page report, the lineage chart for the newspapers shows that they vary between 4 and 6 to 1 in the local-over-national ratio. MBS stations, similarly, show the same figures. MBS metropolitan market stations report between a 5 and 6 to 1 ratio of local-over-national commercial time sold.

## ► Keystone:

Blanche Stein, director of station relations at the Keystone Broadcasting System, announced recently the affiliation agreements with eight stations, bringing its total number of stations to 1,070. • • •



the market, magazine devoted 100% to radio advertising  
**U.S. RADIO**

**THIS IS  
RADIO**

REGISTERED TRADE MARK - 1958 U.S. RADIO

**Negro Radio  
Tells Its Story**

• The Market • Merchandising Pluses  
• Problems • Programming  
• Sales Story • Community Relations

# NOW . . .

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

For complete details write—

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



# WDBJ— For 35 Years No. 1 in the Roanoke Market!




WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has always proved to be first in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

Ray P. JORDAN,  
V. P. Broadcasting  
Times-World Corporation

**WDBJ CBS RADIO**  
Roanoke, Virginia

AM • 960 Kc. • 5000 watts  
FM • 94.9 Mc. • 14,000 watts



PETERS, GRIFFIN, WOODWARD, INC.  
National Representatives

## KTAR CLOSES \$750,000.00

In a letter to Mr. Russ Hudson, Western Sales Manager of Community Club Awards, Mr. Ray C. Smucker, Vice President—Commercial Manager, of Radio Station KTAR-KVAR, Phoenix, Arizona, wrote that: — "Our first C.C.A. Campaign has been concluded and, as you know from the evidence, we had a great deal of success with it. From all indications, practically every club will be back in and the Campaign should be bigger and better than ever. There were almost three-quarters of a million dollars' worth of merchandise turned in during the campaign by these women's clubs and this contributes a goodly amount at retail sale control.



Ray C. Smucker

We are now looking forward to our Fall Campaign with great anxiety.

## COMMUNITY CLUB AWARDS



20 E. 46th Street  
New York 17, N. Y.  
Phone: MU 7-4466

**NAB** ASSOCIATE MEMBER

## report on



### Triangle Starts Fm Expansion With Programming of QXR Network

The expansion of fm programming by Triangle Publications Inc. will at first encompass its stations in New Haven, Conn., Philadelphia and Binghamton, N. Y.

Triangle has contracted with the QXR-FM Network for programming service for WNHC-FM New Haven, WFIL-FM Philadelphia and WNBFFM Binghamton. The agreement was made with the Interstate Broadcasting Co., subsidiary of *The New York Times* and licensee of WQXR-AM-FM New York.

Triangle also owns WFBG-AM-TV Altoona, Pa., WLYH-TV Lebanon, Pa., and KFRE-AM-TV-KRFM Fresno, Calif. It is understood that this is a first step in the over-all development of fm facilities by Triangle.

Roger W. Clipp, vice president of Triangle's radio and tv division, says that the addition of the QXR-FM programming in these areas is another indication that fm is quickly becoming a major factor.

The QXR-FM Network formerly comprised 14 stations located in New York State. This marks its first movement into other states. QXR-FM duplicates the programs of WQXR, according to Elliot M. Sanger, executive vice president of WQXR-AM-FM, in a speech presented at the recent convention of the Pennsylvania Association of Broadcasters. "To do independent programming on fm I think you must have two things," he said: "An idea . . . that is different in your market" and ". . . the desire and ability to get behind your fm operation with programming, research and selling power and not treat it as a neglected stepchild.

"I also believe," he continued, "that a successful am operator who wants to keep abreast of the times should get an fm license," especially with multiplexing and stereophonic developments in the offing.

Mr. Sanger maintains that the

Federal Communications Commission should adopt a policy of refusing to issue new licenses on some of the overcrowded am frequencies. He also feels applicants must be told that "if they want to go into the broadcasting business they should establish fm stations."

Mr. Sanger reported that those manufacturers producing fm radios were doing well and that in some parts of the country the demand for fm receivers exceeds the supply.

"And above all," Mr. Sanger emphasized, "don't apologize for fm when you are trying to sell it. The advertising agencies are very much interested these days in the possibilities and positive accomplishments of fm. They want to buy it if you'll help them."

### Fm Activity

Diversified musical programming is now being featured on two new fm stations.

The Journal Co. of Milwaukee, as of June 1, has "re-entered" the fm broadcasting field. The company, which owns and operates WTMJ-AM-TV, has added WTMJ-FM.

WTMJ-FM broadcasts from 2:30 to 11:00 p.m. daily, programming various types of music. It also presents play-by-play accounts of the Milwaukee Braves baseball games. WTMJ-FM will operate and program independently.

The other new station, KGB-FM San Diego, broadcasts from 12 noon to midnight daily "the kind of music the everyday listener will like . . . from acceptable pop and standards . . . to some of the classics and jazz."

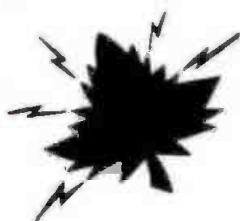
### Fm Production

Fm factory production for March totaled 32,994, according to Electronics Industries Association—up 3,819 from February. Total reported set production during the first three months of the year stands at 92,374.

•••



# report from Canada



## Advertising to Women Should Be

### Informative, Canadian Meeting Hears

In the opinion of the women's editor of CJAD Montreal, advertisers give today's women very little credit for intelligence. Doris Martin, speaking at the Association of Canadian Advertisers' 44th annual convention, remarked that announcers talk to women as though their educational level was around the eighth or ninth grade.

Announcers must also feel, she said, that women wait with bated breath for their words or for a message from some happy youth telling of the virtues of a new soap for that perfect feeling of romance and relaxation.

Miss Martin stated that judging by the commercials, the industry must "consider our woman at home to be the most untidy person; she's a bad housekeeper because she hasn't used 'Smiley's,' the greatest detergent of all time."

Supporting these views, Walter Weir, executive vice president of Donahue & Coe Inc., New York, stated that housewives "deplore exaggeration and dishonesty, lack of information and . . . a tendency to talk down" to them. Mr. Weir said that housewives "like advertisements that introduce to them new products or new ideas . . . advertisements that provide information or ease the chores of shopping."

Mr. Weir pointed out that "while it is true that exaggeration and dishonesty can only become apparent through the words employed to convey them, nevertheless, these do not exist so much in the words that convey them as in the intention behind the use of the words."

Further statements on the importance of honesty in advertising were made by the Hon. E. D. Fulton, federal minister of justice, and Leon A. Miller, president of General Foods Ltd.

Mr. Fulton emphasized the need for government and industry to work together to find and enforce measures to eliminate misleading advertising where it exists. He told the advertisers in the audience that it was their responsibility "to exercise self-discipline, restraint and judgment as to what is in the public interest rather than what is merely in your own interest." He related this responsibility to the fact that "the form and content of much of the radio and tv programs that we and our children see and hear are deeply influenced by advertising considerations."

Mr. Miller stated that "Advertising can be informative, provocative, persuasive and compelling. It must also be honest. Believability in advertising—whatever the medium—has become one of General Foods' most firmly held principles."

"Use of advertising," he continued, "which cannot fully be substantiated in experience, betrays public confidence, demeans the company and casts regrettable suspicion upon advertising itself as a fundamental means of communication in our society."

Jack McGill, Imperial Tobacco Co. advertising manager, was elected president of ACA at the convention, which was held at the Royal York Hotel, Toronto, on May 14. Mr. McGill has been working in the tobacco industry for 22 years and has been in his present position since 1956.

### Set Sales

Canadian radio set sales in February were 28 percent higher than for the same month last year. 56,401 sets were sold compared with 44,074 in February 1958. Home set sales increased from 21,467 to 26,653; portable and car radios from 18,475 to 24,291, and combinations from 4,132 to 5,457. • • •

## KFAL RADIO

FULTON, MISSOURI

Prime radio service to  
four principal cities  
of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

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

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts



### My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB . . . first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 HO 3:515T  
ROBERT M. PURCELL, President and Gen. Manager  
Represented nationally by JOHN BLAIR & CO.



delay of several milliseconds. The stereo listener therefore "locates" that sound as coming from the left because he hears it from that direction first. At the same time, information from the right side is transmitted directly to the speaker on the right, and delayed a fraction of a second before going to the other speaker, so the listener "hears" the sound as coming from the right. And while the stereo fan is thus enjoying his directional sound, the monophonic listener can tune in to either the right-side or left-side hookup and get, on one speaker, the total information, which is reportedly undistorted by the slight delay imposed on the sound from either side.

Electronic principles are brought into play in actually conveying the signals from two different microphones to two different speakers in the stereo listener's home. At first the task was believed to require two separate channels; now experiments indicate a single channel may, in effect, accommodate both the main signal and a "companion" (or sub-carrier) and thereby do the job alone. This companion is ultrasonic during its travels to the audience—it is converted to a higher-than-sound frequency by equipment at the broadcasting studio and then translated back to the frequency of ordinary hearing by equipment in the receiving set.

The optimum system for stereo transmission, Floyd K. Harvey of Bell Lab's acoustical research program points out, requires economy and ease of transmission, fidelity of sound, and simplicity of operation for the listener.

"To institute a sensible system of stereo from everyone's standpoint, the NSRC was formed early this year to study the subject from every angle before making its recommendations to the FCC," Mr. Harvey says.

Each of the committee's six panels is examining a particular aspect: Panel 1, systems characteristics; Panel 2, transmission over long lines; Panel 3, transmitters; Panel 4, receivers; Panel 5, field tests, and Panel 6 (of which Bell's Dr. Schroeder is vice chairman), subjective evaluations. The panels hope to have completed their investigations in another 10 months. • • •

# radio research



## Top 20 Network Radio Advertisers Charted by Nielsen for First Time

In an effort to fill a void in the information available on network radio penetration, the A. C. Nielsen Co. has prepared a ranking of the top 20 radio clients by total home broadcasts and total commercial minutes.

The abandonment of radio dollar figures by the Publishers Information Bureau in 1955 and of Nielsen's Top Ten in 1957—which created the vacuum—has been attributed by Nielsen to the difficulty in gathering reliable, comparative dollar figures and the change in network radio from a program to a sponsorship base.

Nielsen's Network Radio's Leading Advertisers now furnishes both the number of units purchased and the audiences delivered, and the number of commercial minutes represented by these units, rather than dollar figures. All radio networks are included. Neither set of figures tallies unduplicated audiences.

When measuring home broadcasts, the Nielsen report records the number of homes a broadcast reaches individually, then the total homes reached for all broadcasts is added together to arrive at a cumulative

figure for the advertiser. The report does not differentiate between the various lengths of broadcasts; a 15-minute segment and a 10-second spot, for example, both carry the same weight. It is when totaling the home-broadcasts delivered that the longer broadcast will deliver more impressions because of audience turnover.

A uniform commercial-minute base is used to evaluate the number of commercial minutes aired by an advertiser. With this base, six 10-second spots equal one commercial and one 15-minute segment carries three commercial minutes. The homes delivered per commercial minute are then added together to arrive at the advertiser's cumulative total.

Nielsen feels that by tallying performance on a cumulative basis, this report emphasizes network radio's key appeal—the ability to deliver a tremendous number of home impressions.

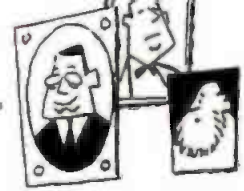
Under consideration by Nielsen is the release of yearly and quarterly reports of the leading 100 network radio advertisers based on a similar ranking. • • •

### NETWORK RADIO'S LEADING ADVERTISERS

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for individual advertisers by all programs and participations on all radio networks used. (Based on four weeks ending April 4, 1959.)

HOME BROADCASTS				COMMERCIAL MINUTES			
Rank	Advertiser	No. of B'dcasts	Total home B'dcasts Delivered (000)	Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Reynolds, R. J. Tobacco	320	175,407	1	Reynolds, R. J. Tobacco	211	97,841
2	Lewis Howe Co.	208	127,842	2	Bristol-Myers Co.	110	90,767
3	Lever Brothers Co.	168	120,417	3	Lewis Howe Co.	155	89,163
4	Bristol-Myers Co.	135	114,926	4	Brown & Williamson	128	71,581
5	Grove Div.-Bristol-Myers Co.	162	104,446	5	Grove Div.-Bristol-Myers Co.	116	69,731
6	Brown & Williamson Tobacco	170	100,993	6	Hudson Vitamin Products	205	59,580
7	Ex-Lax, Inc.	188	93,870	7	Ex-Lax, Inc.	125	59,327
8	Vick Chemical Co.	123	74,429	8	Lever Brothers Co.	74	51,318
9	Bon Ami Co.	169	67,851	9	Colgate-Palmolive Co.	78	48,790
10	Stewart-Warner Corp.	84	66,364	10	Mogen David Wine Co.	72	42,883
11	Mogen David Wine Co.	98	61,523	11	Automotive-Amer. Motors	98	41,402
12	Hudson Vitamin Products	191	61,119	12	Fram Corporation	96	40,382
13	Pepsi-Cola Co.	126	58,555	13	Midas, Inc.	79	39,976
14	Midas, Inc.	105	57,270	14	Sterling Drug Inc.	86	39,507
15	Automotive-Amer. Motors	120	51,782	15	Wrigley, Wm., Jr. Co.	60	39,315
16	Campbell Soup Co.	56	50,440	16	United Motors-Gen. Motors	68	38,814
17	Colgate-Palmolive Co.	60	39,064	17	Stewart-Warner Corp.	53	38,167
18	Fram Corporation	83	38,473	18	Staley, A. E., Mfg. Co.	63	35,334
19	Sterling Drug Inc.	72	38,129	19	Chevrolet-Gen. Motors	58	33,752
20	General Mills, Inc.	88	32,593	20	Standard Brands, Inc.	43	31,987





## Noting the Changes Among

### The People of the Industry

#### AGENCIES

ALFRED J. SEAMAN has joined Sullivan, Stauffer, Colwell & Bayles Inc., New York, as vice chairman of the board and chairman of the executive committee. He was formerly executive vice president and creative director of Compton Advertising Inc. Also, CLEMENS F. HATHAWAY, former director of the new products department at General Foods, returns as vice president and management supervisor, and JAMES D. THOMPSON, account executive, named a vice president. LOUIS REDMAN, copy supervisor at Ogilvy, Benson & Mather Inc., New York, elected a vice president. PAUL FREYD, director of marketing at Batten, Barton, Durstine & Osborn Inc., New York, and ROBERT J. STEFAN, manager of the Hollywood office, elected vice

presidents.

JOHN MALLOY named a vice president and account supervisor at Warwick & Legler Inc., New York. He was formerly a vice president and account supervisor at E. B. Weiss & Co.

ROBERT E. JOHNSON, head of the radio-tv production department of D'Arcy Advertising Co., New York, elected a vice president.

PAUL WALSH, formerly a copy group head at Benton & Bowles, has joined Compton Advertising Inc., New York, as a copy group head.

E. B. FERREE, vice president, copy and creative supervisor at Kenyon & Eckhardt Inc., New York, appointed manager of K&E's Toronto offices and elected a vice president of its Canadian operation.

#### STATIONS

ROBERT L. OWENS, commercial manager of KVOX Moorhead, Minn., elected a member of the board and vice president of KVOX Broadcasting Co.

FRANK WARREN, former general manager of WSMB New Orleans, elected a vice president of Radio Hawaii Inc. He will also serve as general manager of KPOA Honolulu.

GERRIE McKENNA, formerly with Westinghouse Broadcasting Co., appointed assistant to the president of Concert Network, New York.

EDWARD HYMOFF named director of news and special events for WMGM New York. He was formerly a news editor-writer for NBC news department.

E. K. HARTENBOWER, general manager of KCMO Kansas City, Mo., elected vice president of the KCMO division of the Meredith Engineering Co.

READ WIGHT, former radio-tv vice president at J. M. Mathes Agency, New York, named director of client relations for WPAT Paterson, N. J.

FRED GARDELLA, former general manager of WBNC Conway, N. H., has joined McKee Broadcasting Co., Berlin, N. H., as director of station services for WKCB and WKCQ (FM) Berlin.

MITCHELL I. LEWIS, former account executive and media director for Couchman Advertising Agency, Dallas, appointed national director of advertising and publicity for the McLendon Corp., Dallas. Also, HOMER H. ODOM, former WAKY Louisville sales manager, named general manager of KABL San Francisco, and BOK REITZEL, former account executive with Lennen & Newell Inc., San Francisco, named general sales manager of KABL.

TODD BRANSON, former midwest sales manager for a radio-tv merchandising firm, named general manager of WFOX Milwaukee.

GLENN H. ALLEN JR., WTAC Flint, Mich., account executive, promoted to station manager.

RALPH VOGEL, named farm director of KIOA Des

Moines. He was formerly KXEL Waterloo, Ia., farm director.

ANTHONY PERRY, formerly operations director of WCDL Carbondale, Pa., named account executive at WGBI Scranton.

#### REPRESENTATIVES

RALPH F. GLAZER, former account executive with KSFO San Francisco, has rejoined CBS Radio Spot Sales as San Francisco office manager. Also, GEORGE P. CRUMBLEY, former office manager of Headley-Reed Co., Atlanta, appointed southeastern sales manager. And, JOHN W. BROOKE has joined the sales force in New York. He was previously eastern sales manager with Peters, Griffin, Woodward Inc.

RICHARD H. SCHUTTE, West Coast manager for Robert E. Eastman & Co., elected a vice president.

WALTER SCHWARTZ, local sales manager at WWJ Detroit, has joined AM Radio Sales Co. as Detroit sales manager.

#### NETWORKS

ADOLF N. HULT, former MBS board member and most recently a consultant for Screen Gems Inc. and RKO Teleradio Pictures Inc., has rejoined MBS as vice president in charge of special projects.

SHERMAN ADLER, midwest director of client relations for CBS Television Spot Sales, has been appointed an account executive for CBS Radio, New York.

#### INDUSTRY-WIDE

WARD ASQUITH appointed assistant to John F. Meager, vice president for radio of the National Association of Broadcasters. He succeeds THOMAS B. COULTER, who becomes assistant to the general manager of WKBZ Muskegon, Mich.

WILLIAM PRATT, former commercial manager of CFOR Orillia, Ontario, appointed general manager of Community Club Awards of Canada.



Pratt



Perry



Seaman



Hult



Schwartz



Odom



Johnson



Ferree



## ... don't call us

### CHISEL CUTS TWO WAYS

Much has been said in recent months about radio sticking to its rate card if it wants the continued support of advertisers and agencies. We have enthusiastically and consistently supported this view—and still do.

Upon close examination, however, one finds that the "chisel" cuts two ways. Just as some agencies scream about triple spotting during traffic times and then proceed to demand this "prime" time, there are also advertising executives who openly disregard the economic base of their own profession and seek out "off-the-rate-card" deals.

We have received numerous calls from agencies asking, "Is there a list of stations who accept per inquiry advertising?"

### TAINTED INQUIRY

A few weeks ago we received this letter from an advertising agency:

"Will you kindly advise this agency as to whether there are—to your knowledge—any radio stations in the United States which are still operating on the basis of a percentage of the sales of the advertised item, rather than flat rate card rates?"

Fortunately, we don't know of such a list. We are secure in the knowledge that the number of radio stations interested in this kind of deal is just as few as the number of advertising agencies who try to tempt radio stations with yesterday's decaying bait.

What should a radio station do when confronted with an offer of a "deal"? Aside from the welfare of the radio industry, a station's own self-interest is also at stake. An example of what can be done is the course taken by Ben Lady,

president and general manager of KWFT Wichita Falls, Tex., who promptly answers an "offer" with a to-the-point letter.

This is what he told an outfit that was trying, through a "deal," to promote a cooking pamphlet on behalf of a major national advertiser whom we shall call the Doe Company:

"This will acknowledge your recent communication suggesting that we offer your booklet—and it certainly is a most interesting pamphlet.

"I am sure you are not publishing this booklet for the Doe company without a reasonable fee, and by the same token, we are *selling* our services as an advertising medium here in the Great Southwest.

"For your information, I am attaching a copy of our advertising rate card, as well as a *measured* contour map. I am certain there are many thousands of our listeners who would be interested in your pamphlet."

### THE FARM STORY

More than 12 pages of our current issue are devoted to "The Change Down on the Farm" (see p. 27). The farm radio story is a fascinating one. No better example exists of the vital role radio plays and the intimate relationship it enjoys with its community.

The modern farmer is a specialized professional—a businessman in many ways—who relies on radio for the type of service (weather, news, information) that only the sound medium can provide authoritatively with such immediacy.

Advertisers and agencies will see upon examination that the farmer not only buys farm products in great quantity but that the farm market is a fertile area for all consumer goods.



it's  
**UNANIMOUS**  
 both  
**HOOVER**  
 and **PULSE**  
 PROVE

**KIMN**

delivers the **GREATEST IMPACT**  
 IN THE DENVER AREA



**FIRST** **HOOVER RADIO AUDIO INDEX**  
 CITY: DENVER, COLO. MONTHS: APRIL-MAY, 1959

**SHARE OF RADIO AUDIENCE**

TIME	KIMN	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F	STA. G	STA. H	STA. I	STA. J	STA. K	STA. L	STA. M	STA. N	OTHER AM & FM
Monday thru Saturday 8:00 AM-6:00 PM	<b>15.9</b>	14.8	14.0	13.3	6.1	4.8	4.6	4.1	4.0	4.0	3.8	3.8	2.5	1.1	1.0	2.1

**FIRST**

**PULSE SAYS IN MOST HALF HOURS**

From 6 AM to 12 midnight KIMN is the undisputed leader in 11 half hours and tied for first in 4 other half hours, totaling 15 first place mentions altogether.

AND KIMN IS NOW NO. 1 IN ALL 4 HALF-HOURS IN THE VITAL AFTERNOON TRAFFIC PERIOD!!! (4 PM - 6 PM)

**KIMN**

**5000 WATTS**  
**at 950 KC**

☆ Key station of the  
**INTERMOUNTAIN NETWORK**  
*Cecil Hestel, President*

Represented Nationally by Avery-Knodel, Inc.



# How To Make Your Speeches Sparkle! Get Locker-Room Laughs! Live It Up, Laugh It Up, and Be Suave About Sports!



**SAM MOLEN**, veteran sportscaster who celebrated his 15th anniversary with KMBC-KFRM and KMBC-TV of Kansas City May first, has done it again! His second book, "Take 2 and Hit To Right" is as big a success as was his first: "They Make Me Laugh."

The 208 pages of Sam's latest laugh-getter are crammed with anecdotes which run the sports gamut from baseball to bowling. In it you'll read hundreds of humorous stories about the great and near-great of sportsdom... stories that will become part of our sports folklore as the years unroll... mirth-quaking stories you can use in after-dinner speeches... in newspaper columns... on the air in sports broadcasts... or just to tell the gang for laughs in the locker room!

It's all here and it's all funny, in the chuckle-chocked pages of Sam Molen's newest book! Every sports desk in the nation, in newspaper office or broadcast station, will be the richer for possession and use of this book.

### The Devil, of Course!

Sample of the many offbeat stories is one about Bishop Fulton Sheen, scheduled to speak in a Syracuse, N. Y. armory used for wrestling, boxing, basketball and other indoor sports. Two ushers were discussing the coming events. "We'll have 'em jammed in here tomorrow night" said the first. "Who's gonna be here?" asked his friend. "Bishop Sheen, that's who!" "Oh," said the friend. "Who's he wrestling?"

If you don't think that's funny, send for the book anyway—and see how much funnier they get as you scan these 208 pages averaging three stories per page. Maybe more to your liking would be the chapter: "Quotable—and Unquotable." Here appears the remark of a coed to her gym instructor: "I'm going to learn to stand on my head or bust."

### Who Is This Fellow, Molen?

He's a working capitalist: Kansas City's highest-paid Radio and Television performer. It's an arrangement KMBC likes because it keeps Sam happy; and KMBC-KFRM and KMBC-TV make money, too. Sam is a completely depend-

Send \$3 plus 25¢ Postage and Packing for Sam Molen's Newest Book —  
**"TAKE 2 AND HIT TO RIGHT"**  
 (Money Back If Not Satisfied)

able, thoroughly tenacious man with a microphone or a sponsor. He's never been known to let go of either one. He broke into Radio as a time salesman while a senior in college, during the depression. Since then he has been a broadcaster, writer, syndicator, agency man and salesman—two or three at a time.

His itinerary: WTAX and WCVS, Springfield, Illinois, as a salesman-sportscaster. Ruthrauff & Ryan for 5½ years in merchandising and account work, meanwhile doing baseball play-by-play for Hyde Park Beer. WCHS, Charleston, as sports director for a 4-station West Virginia network. Then, in 1944, to KMBC in Kansas City—where he has been steadily sponsored by a group of happy advertisers for 15 years. "Sustaining" is the dirtiest word Sam knows.

Sam's avocation is investing. He and his wife Randy play the market like a violin. KMBC would long since have installed Sam in an investment-counselling program—except that all the viewers and listeners would profit sufficiently in three months to move to the French Riviera—and where the h..... would the stations be then?



Above: Don Davis, KMBC president, autographs crystal goblet as 15th-Anniversary souvenir for Molen, as John T. Schilling (right), executive vice-president, extends congratulations on Molen's 17,459th KMBC broadcast, May 1, 1959.

### MOLEN'S SPONSORS:

- Schiltz
- Household Finance
- Ford
- Seven-Up
- Colgate
- Palmolive
- M & M Candy
- L & M Cigarettes
- PLUS—
- 11 Kansas City Participating Advertisers



## SAM MOLEN'S SPORTS

### MOLEN'S AMAZING RECORD IN 15 YEARS AT KMBC

<b>RADIO . . . 15,670 PROGRAMS</b>	<b>TV . . . 1,879 PROGRAMS</b>
Three daily 5-minute shows.....14,040	Nightly 5-minute sportcasts
Play-by-play football and basketball..... 250	"Bowlin' With Molen" hour-long remotes from Plaza Hotel in Kansas City.....
Half-hour quiz shows..... 104	"Outdoorsman" programs.....
Baseball "dug-out" shows and "scoreboards"..... 1,120	"Big-Eight" football and basketball network originations
Half-hour "Memory Lane" sports shows..... 156	

Total, Radio Programs.....15,670

Total, TV Programs.....

Note: Sam's nightly TV show has the highest cumulative audience rating of non-network strips in Kansas City. His "Bowlin' with Molen"—oldest continuous TV bowling show in the nation—rates 39% better than its opposition, 35% ahead of the only other full-hour bowling show on Kansas City (Source: ARB, 4-wk. Survey, Feb.-Mar., '59)

## But, Meanwhile, Back to Sam's Book

GET IN AN "investing" mood yourself, and Clip That Coupon in the lower lefthand corner. Mail it with a check, money order or bank draft for \$3.25 to the address shown. This is \$3 for the book and 25¢ for packing and postage. Sam figures he'll lose money on the packing-postage bit; but he'd like your \$3. And you'll love the book! Anyway, the whole thing is done on a "Satisfaction Or Your Money Back" basis... hence, you can't get hurt, much!

If you'd like to take the word of Ernest Mehl (sports editor of The Kansas City Star), writing in The Sporting News, here's one reviewer's report: "Composed to a great extent of fresh material. All those millions

who profess an interest in some athletics will find a great deal that to them. The chapter "Casey Stern the College of Babel" has to do with the one-time dental student during his visits to Kansas City, Mo. town. It is not likely these have been by very many... That's why this better-than-average compilation of which one guy hears, tells another, latter embroiders and passes on."

Sam would like to pass his story to you... and the way you get 'em is to mail the Coupon, Take \$3.25 for the book and hit right: Send the money to Sam! Your book will be forwarded to you by parcel post. Thanks!

### WHAT A CAST! 179 SPORTS PERSONALITIES IN MOLEN'S NEW BOOK

- |                  |                  |                          |                     |                     |
|------------------|------------------|--------------------------|---------------------|---------------------|
| Eddie Arcaro     | Bruce Drake      | Slan Hack                | Bus Mertes          | E. C. Quigley       |
| Phog Allen       | Dan Devine       | Fred Haney               | Bo McMillan         | Phil Rizzuto        |
| Buddy Baer       | Chuck Dressen    | Harry Heilmann           | Frank McGuire       | Al Rosen            |
| Hank Bauer       | Joe DiMaggio     | Fred Hutchinson          | Pepper Marlin       | Dulch Stambaugh     |
| Yogi Berra       | Leo Durocher     | Howard Jones             | Patrick Moran       | Lou Stizas          |
| Matty Bell       | Joe De Maesiri   | Waller Johnson           | Rocky Marciano      | George Selkin       |
| Lou Boudreau     | Ray Eliot        | "Shoelless" Joe Jackson  | Dr. Cary Middlecoff | Dusty Rhoades       |
| Roy Campanella   | Whitey Ford      | Arnold Johnson           | Stan Musial         | Sugar Ray Roberts   |
| Harry Caray      | Frank Frisch     | Mike Kreevich            | John McGraw         | Enos Slaughter      |
| Will Chamberlain | Bob Feller       | Alex Kellner             | Joe McCarthy        | Casey Stengel       |
| Spud Chandler    | Don Faurot       | Jake Kilrain             | Connie Mack         | Gabby Street        |
| Bob Cerv         | Bob Filizsimmons | Joe Kuhel                | Mickey Cochrane     | Sam Snead           |
| Harry Craft      | Lefty Gomez      | Clyde Lovell             | Lee McPhail         | George Strickland   |
| Fritz Crisier    | Charlie Grimm    | Frank Leahy              | Archie Moore        | "Sparky" Stinebaugh |
| Jim Crowley      | Hank Greenberg   | Sam Langford             | Minnie Minoski      | John L. Sullivan    |
| Walker Cooper    | Jack Gardner     | Tony Lazzeri             | Byron Nelson        | Earle Sande         |
| Parke Carroll    | Curt Gowdy       | Joe Louis                | Bobo Newsom         | Tom Sharkey         |
| Joe Canillifon   | Clark Griffith   | Frank Lane               | Bronco Nagurski     | Mike Souchak        |
| Earl Combs       | Lou Gehrig       | Al Lopez                 | Jesse Owens         | Jim Thorpe          |
| Ty Cobb          | Mike Gibbons     | Gil McDougald            | Satchel Paige       | Gene Tunney         |
| Frank Cozzelli   | Tony Gantelo     | "Man O' War"             | Vic Power           | Virgil Trucks       |
| Eddie Collins    | Red Grange       | Joe "Iron Man" McGinnily | Jimmy Piersall      | Jim Tatum           |
| Jim Corbell      | Joe Garagiola    | Marly Marlon             | Del Rice            | Bill Vukobrat       |
| Jimmy Demarest   | Ben Hogan        | Mickey McDermott         | Knute Rockne        | Bill Veck           |
| Dizzy Dean       | Waller Hagen     | Ernest Mehl              | Darel Royal         | Bill Wambold        |
| Bill Dickey      | Herman Hickman   | Billy Marlin             | Adolph Rupp         | Ted Williams        |
| Jimmy Dykes      | Babe Herman      | Willie Mays              | Ed Rummel           | Hack Wilson         |
| Gus Dorais       | Miller Huggins   | Chuck Mather             | Charley Ruffing     | Bud Wilkinson       |
| Jack Dempsey     | Billy Hunter     | Mickey Manlie            | Allie Reynolds      | Bob Zupke           |

**Money Back IF NOT DELIGHTED Mail-Order Coupon**

**SAM MOLEN,**  
 KMBC, KMBC Building, 11th and Central, Kansas City 5, Missouri. Enclosed please find  check  money order  bank draft for \$3.25. Please mail me postpaid your newest book "Take 2 and Hit to Right." I understand that if I am not completely satisfied, I may return the book within ten days of receipt, and you will refund my money.

What the heck! I'm sending \$6.50. Make it two books and I'll give one to a sick friend!

Autograph? Yes... I'd like one. My nickname: \_\_\_\_\_

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 and Number \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_