

U.S.

RADIO



DECEMBER
1958

35 CENTS

- COVERAGE**
to Span Market
Air Commercials
● page 21
- SCHI EXPANDS**
engages 'Giants'
High Spot Radio
● page 24
- SERVICE**
Advertisers Give Lift
Local Spots, Programs
● page 28
- AND: PART II**
ing 'Images' And
ing New Clients
● page 36

OKLAHOMA CITY'S ONLY 50,000 WATT RADIO STATION IS NOW A STORZ STATION



Jules Rudominer
Auto Accessories
Spend \$750,000
1959 Radio Campaign
● page 32

Watch Storz Station proven *programming* team up with 50,000 watt (clear channel) coverage to create the big, bright new radio buy in America's 48th market. Talk to KOMA General Manager Jack Sampson.

THE NEW

K O M A

50,000 WATTS
clear channel
Oklahoma City

one of the STORZ STATIONS W D G Y, W H B, K O M A, W T I X, W Q A M
Minneapolis-St. Paul Kansas City Oklahoma City New Orleans Miami

Todd Storz, President, Home Office, Omaha • W D G Y, W H B, W Q A M represented by John Blair & Co. W T I X represented by Adam Young Inc.

ALL-CANADA RADIO and TELEVISION LIMITED

 representing Canada's leading Radio & Television Stations
Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

This is America's 14th LARGEST radio market



This is "Iowa Plus" —
WHO's NCS No. 2 Daytime
Radio Area (10% or more
weekly circulation—449,760
HOMES REACHED WEEKLY)

WHO alone gives you "Iowa Plus"!

Only thirteen areas in the U. S. give you a bigger one-station market than WHO's "Iowa Plus"!

And it's a GOOD market. Its farmers own more than 25% of all the Grade A agricultural land in America — average \$11,500 of income per year. Yet *non-farm* income is TWO times larger than agricultural income in Iowa!

WHO's coverage area contains 61 *other* Iowa radio stations (and many outside the

State). Yet Iowa's radio listeners give WHO a 22.6% share of all listening quarter-hours, daytime (and 28.4%, nighttime) — *more* than given the next FOUR stations combined, either day or night!

The cost of covering this great audience with WHO Radio (one 1-minute spot, Class A time) is \$65. The same time on the next four stations costs \$84, or 30% more, for *less* audience.

Let PGW tell you the whole story of WHO.



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

WHO

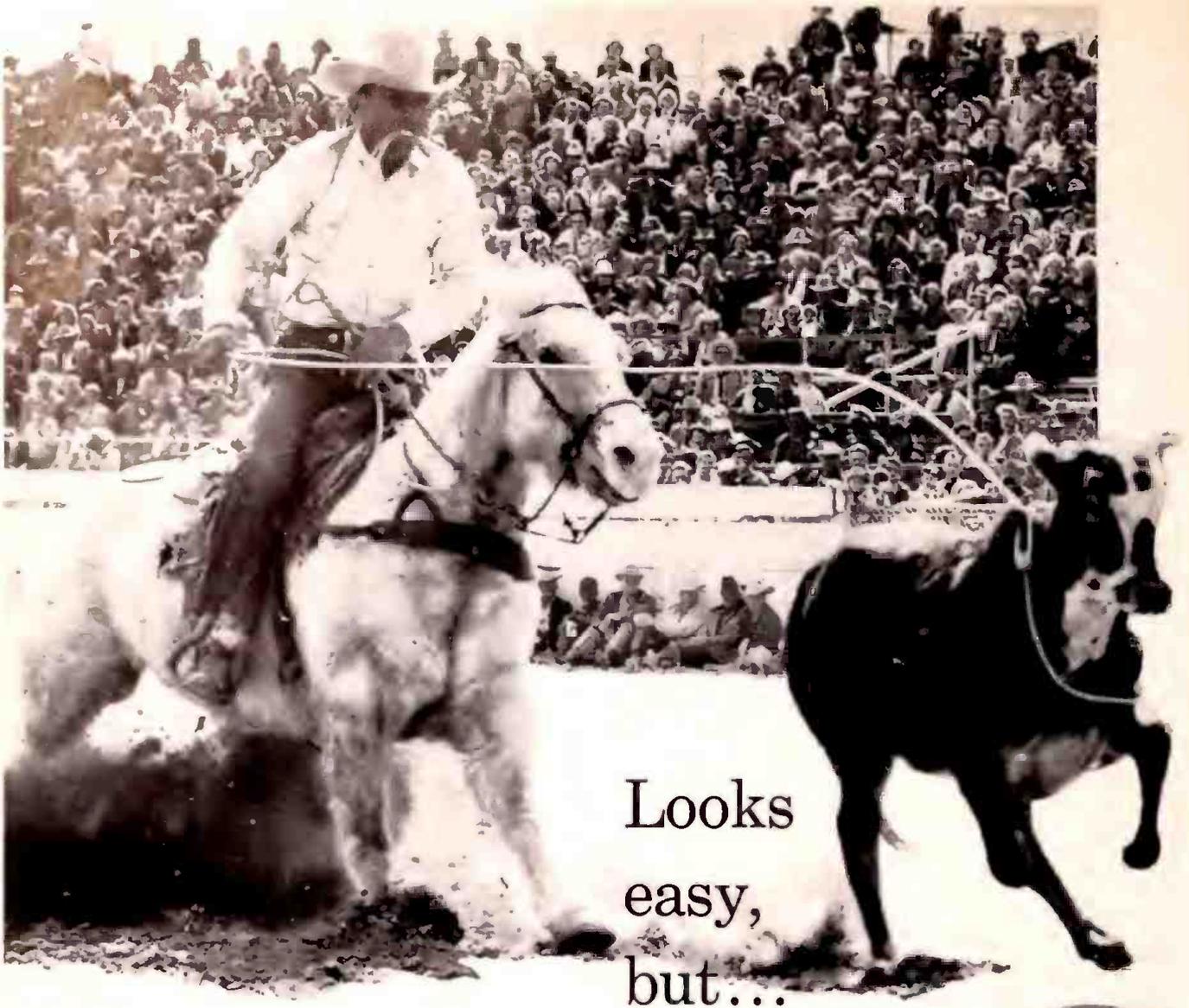
for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Robert H. Harter, Sales Manager



Looks
easy,
but...

takes plenty of know-how

Here's perfect coordination between man and mount. Makes the roping job seem simple, although it takes plenty of Know-How. And in any major market, it's the perfect coordination of many complex program elements that keeps a big percentage of radio sets virtually roped-and-tied by habit to one leading station. Local Radio Programming, the vibrant force behind Spot Radio's spectacular growth, demands great creative skill on the part of station-management – skill in developing an overall program structure that consistently builds maximum audience for the stations—and sales for its advertisers. It is a difficult exacting job, but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by



THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price \$1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York.....	WABC	Washington.....	WWDC	Miami.....	WQAM	San Antonio.....	KAKI	Wheeling-Steubenville.....	WWVA
Chicago.....	WLS	Baltimore.....	WFBR	Kansas City.....	WHB	Tampa - St. Petersburg.....	WFLA	Tulsa.....	KRMG
Los Angeles.....	KFWB	Dallas - Ft. Worth.....	KLIF-	New Orleans.....	WDSU	Albany-Schenectady-Troy..	WTRY	Fresno.....	KFRE
Philadelphia.....	WFIL		KFJZ	Portland, Ore.....	KGW	Memphis.....	WMC	Wichita.....	KFH
Detroit.....	WXYZ	Minneapolis - St. Paul..	WDGY	Denver.....	KTLN	Phoenix.....	KOY	Shreveport.....	KEEL
Boston.....	WHDH	Houston.....	KILT	Norfolk - Portsmouth -		Omaha.....	WOW	Orlando.....	WBDO
San Francisco.....	KGO	Seattle-Tacoma.....	KING	Newport News.....	WGH	Jacksonville.....	WJAX	Binghamton.....	WNBF
Pittsburgh.....	WWSW	Providence - Fall River -		Louisville.....	WAKY	Nashville.....	WSM	Boise.....	KIDO
St. Louis.....	KXOK	New Bedford.....	WPRO	Indianapolis.....	WIBC	Knoxville.....	WNOX	Bismarck.....	KFYR
		Cincinnati.....	WCPO	Columbus.....	WBNS				



Radio's Barometer

\$385,000,000 Local
(1958 Est.)

\$200,000,000 Spot
(1958 Est.)

\$95,000,000 Network
(1958 Est.)

37,200,000 Car Radios

142,600,000 Sets in Use

3,869 Stations on Air

Spot: Adam Young, president of Adam Young Inc., radio station representatives, reports that revenue for its represented stations has increased for the first nine months of 1958. "Our company's billing, as reported to SRA," he declares, "has climbed by 77 percent over the corresponding period of 1957."

Network: Both NBC Radio and CBS Radio have reported new billings. A renewal and four orders in one week totaling \$1,260,000 in net revenue gave NBC one of its "most active sales weeks" of 1958, reports Matthew J. Culligan, executive vice president in charge of NBC Radio. Biggest buy was a 52-week order by Brown & Williamson Tobacco Corp. for Viceroy. CBS reports \$325,000 in billings, with big orders from General Electric, Plough Inc. and The Texas Co. (see *Report from Networks*, p. 55).

Local: For the third quarter of 1958, net profit from station operations for Storer Broadcasting Co. was \$866,792 compared to 1957 figures for the same period of \$820,008. Net profit for the first nine months of 1958 was \$2,596,412 (after taxes but before non-recurring losses), the latest stockholder's report shows. This compares to a \$3,286,776 profit for the same period in 1957. Losses suffered by the company through the closing of WVUE, a Philadelphia-Wilmington tv station, brought down the company's nine-month net profit. The entire tv loss, \$4,709,063, was written off in the third quarter, President George B. Storer discloses.

Stations: Total stations on the air, both am and fm, increased again in November—to 3,869, up 18 over October—and up 179 over the same period a year ago. The totals:

	Commercial AM	Commercial FM
Stations on the air	3,307	562
Applications pending	152	33
Under construction	98	111

Sets: Total set production including car radios for September was 1,567,135 (for nine months—8,178,821), according to Electronics Industries Association. Total auto radio production for September was 489,738 (for nine months—2,383,551). Total set sales excluding car radios for September were 792,596 (for nine months—4,903,676). Transistor sales for September were 5,076,143 with a dollar value of \$10,811,412 (for nine months—30,387,277 with a dollar value of \$70,230,195). The transistor figure for September is up 20 percent over August, EIA reports. Full set production for September totaled 41,108 (for nine months—176,061). (See *Report on FM*, p. 56).

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.

ADAM YOUNG, INC., National Rep. J. E. Campeau, President
GENERAL OFFICES
GUARDIAN BLDG., DETROIT

for buyers and sellers of radio advertising

U.S. RADIO

DECEMBER - 1958

VOL. 2 - NO. 12

... IN THIS ISSUE ...

Blanketing the Market	21
Radio's Ability to Span the Market Provides Boost for Air Commercials	
Brioschi Battles the 'Giants'	24
Spot Spearheads Broadening of Markets And "Americanizing" of Product Image	
Radio's 'Mat' Service	28
Production Firms Provide Stations With 'Do-It-Yourself' Kits	
Speedy Growth Through Radio	32
Rayco Auto Seat Cover and Accessory Firm Will Spend \$750,000 in Medium for 1959	
Selling the Sound—Part II	36
Shaping the Station and Network 'Image' And Wooing Potential Clients With Sound	
Seven Advertisers Tell Why	40
Radio's Role for Varied Clients Outlined At RAB-National Radio Advertising Clinic	

... DEPARTMENTS ...

Airwaves	3	Report from Canada	57
BPA Memo	49	Report on Fun	56
Commercial Clinic	47	Report from Networks	55
Editorial	64	Report from RAR	57
Focus on Radio	42	Report from Representatives	52
Hometown U.S.A.	45	Silver Mike	17
Letters to Editor	18	Soundings	9
Names and Faces	62	Station Log	48
Radio Registers	50	Tune Buys	12
Radio Research	60	Washington	15
Report from Agencies	54		

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the beginning was

the radio buy...

then came the

merchandising!

A leading national advertiser with a special sales problem found Keystone the logical solution to the problem. They selected Keystone because, as they said "Our Keystone buy was like spot radio, in as much as we picked *exactly the markets* we wanted to pinpoint! And in addition, Keystone's **STRENGTH IN MERCHANDISING** tie-ins and in enlisting local dealer support

served as a bonus to the buy." Yes, the beginning was the Radio Buy . . . and **THEN CAME THE PLUS MERCHANDISING!**

"*Money alone couldn't buy what we got in this campaign, the advertiser said—and as for results, we've seen definite evidence of a sales turn,*" he concluded.

Keystone's 1046 stations reach a spectacular 86% of the rich rural market!

Send for our new station list

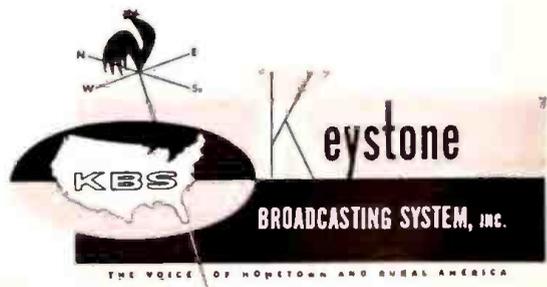
CHICAGO
111 W. Washington
STate 2-8900

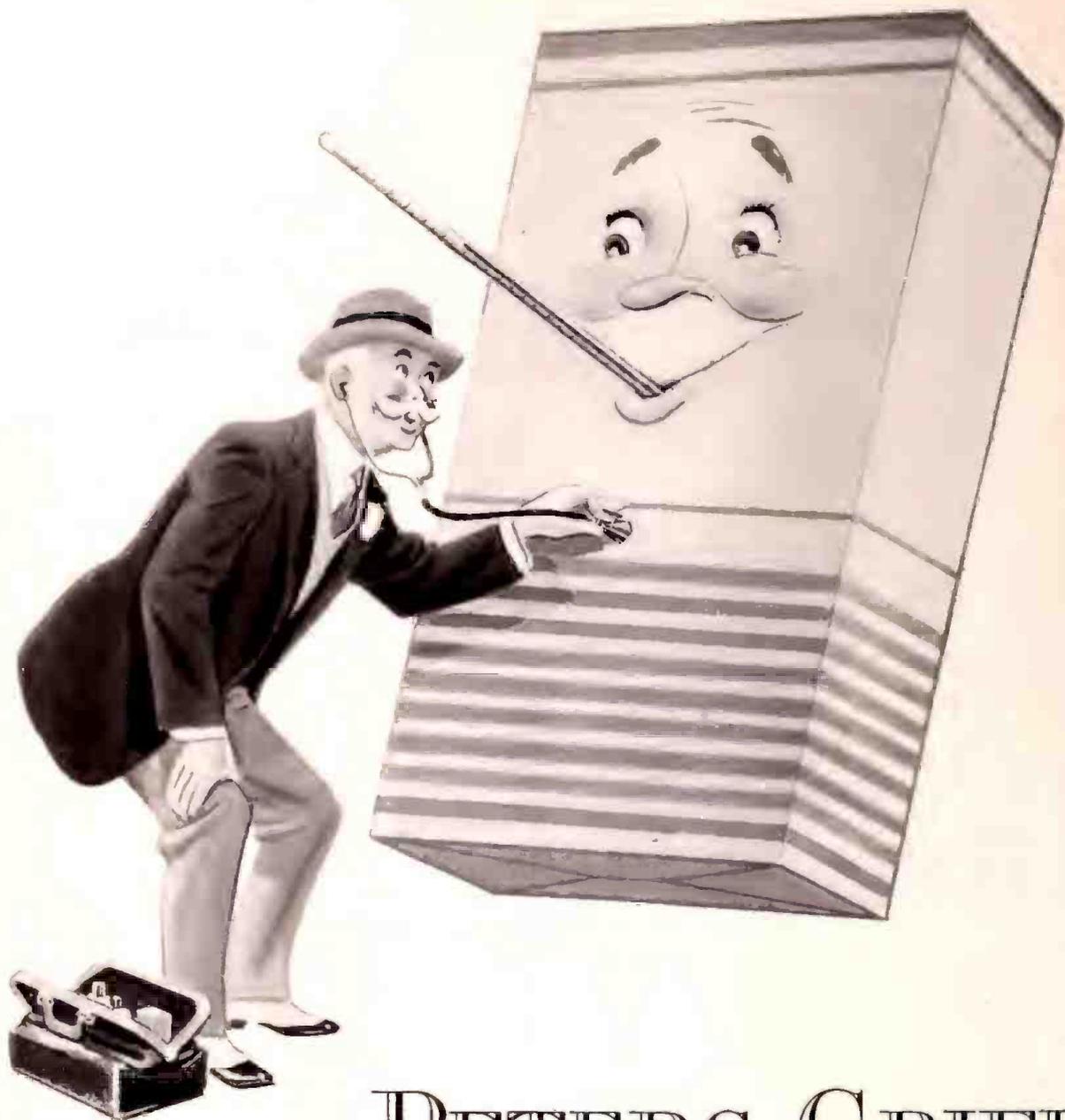
NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 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.





PETERS, GRIFFIN

S P O T R A

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

Take your **SALES TEMPERATURE FAST** with **SPOT RADIO**

There's no need to wait until an advertising campaign has been completed before judging its sales success. **SPOT RADIO** alone, gives advertisers the opportunity to get started in a market quickly, and to judge sales progress *while the campaign is running.*

PGW Colonels are always ready to assist with individual market information, and then follow through with local progress reports that help judge copy effectiveness, coverage patterns, and audiences reached—information that permits strategy adjustments before a campaign has “run its full course.”

THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KHOW—Denver	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wisc.	1,000
WMBD—Peoria	5,000

East

WBZ + WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

WOODWARD, INC.

RADIO

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

Southeast

WLOS—Asheville	5,000
WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000



This ad ran as a full page in *The Jacksonville Journal* and *The Florida Times-Union* on November 2

THANK YOU JACKSONVILLE!



In one short month you've put

WMBR FIRST

in radio audience!

according to studies made by the Market Research Dept. of the Western Union Telegraph Co. in September and October, 1958.

Here's why we're 23% ahead* of our nearest competitor!

- ★ WMBR has Florida's most complete radio news bureau ... geared to bring you all the local news *when it happens* plus up-to-the-minute world news from the global facilities of the Columbia Broadcasting System.
- ★ WMBR has Jacksonville's best team of announcers. Hear the Harper Boys—Jimmy in the morning, Tommy in the afternoon—Rick Hollister at night—Jack Mock at mid-day and on weekends.
- ★ WMBR is the only Jacksonville radio station with the courage to express opinions on local issues.
- ★ WMBR has Jacksonville's best cash-awarding, fun-filled games and contests. You can win from \$50 to \$1000 from "WMBR Dollars"!
- ★ WMBR brings you Jacksonville's best football coverage—including games of the University of Florida, Florida State University, Georgia Tech and the professional National Football League games of the Washington Redskins!
- ★ WMBR brings you the best in radio entertainment ... all the exciting adventures, thrilling dramas and sparkling variety shows presented by the CBS radio network.

Here are the voices of WMBR

as shown above, left to right

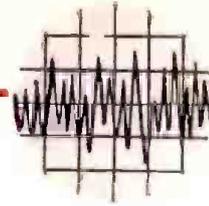
DON SMITH
WMBR News Director
LARRY PATRICK
WMBR News Editor
ARTHUR GODFREY
Mon. thru Fri. 10 to 11 AM
TOM LOGUE
WMBR Editorial Research Director

ROBERT G. LEWIS
Mon. thru Fri. 8 to 9:30 P.M.
CHARLES SCHON
WMBR Newsreader
DOUG EDWARDS
Mon. thru Fri. 7:35 P.M.
DICK STRATTON
WMBR Sports Director

PAUL MILLS
WMBR Newsreader
LOWELL THOMAS
Mon. thru Fri. 6:45 to 7 P.M.
JIMMIE HARPER
Mon. thru Sat. 6 to 10 AM
EDWARD E. MURROW
Mon. thru Fri. 7:45 to 8 P.M.

JACK MOCK
Mon. thru Fri. 11:05 to 12 Noon
TOMMY HARPER
Mon. thru Fri. 3:30 to 6 P.M.
ROBERT TROUT
Sundays 10 AM, 12 Noon, 5 P.M.
RICK HOLLISTER
Mon. thru Sat. 9:35 to 10:45 P.M.

Starting January 1
WMBR radio
will be represented
nationally by
JOHN BLAIR & COMPANY



Campbell Soup Ups Radio Use From \$500,000 to \$1 Million

Campbell Soup Co. is reported doubling its expenditures for spot and network radio in 1959. Billings, now an estimated \$500,000, are expected to increase to more than \$1 million. Agency for Campbell Soup Co. is BBDO Inc., New York.

AM Radio Sales Corp. Slated To Represent WBC Radio Stations

Westinghouse Broadcasting Co. radio stations make the changeover from Peters, Griffin, Woodward Inc. (see *Soundings*, July) to AM Radio Sales Corp., partially owned by WBC, on July 1, 1959. Stations are WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WOWO Fort Wayne and KEX Portland, Ore. WIND Chicago has been represented by AM Radio Sales since the firm was established in 1951.

New Package Plan for Fm Buys Introduced by Fm Representative

A new package plan permitting agencies to buy two, three or four fm stations in the same market or area with one order and with special "network" discounts is under way by FM Unlimited Inc., Chicago fm-only station representative. The plan's first advertisers are using it in the Chicago-Milwaukee area, the representative firm reports, with stations of varying formats selected.

Enthusiasm for Network Radio Reported by Robert Sarnoff

"Not even in radio's balmyest days did we command more enthusiastic or more solid support" from affiliates, says Robert Sarnoff, NBC board chairman. In his monthly letter to the press, Mr. Sarnoff points to a rise of 20 percent in commercial business as well as increased station clearance for network offerings (76 percent last year to 86 percent this year) and an increase in affiliate compensation rate as reasons for the support.

Dates of 1959-1960 Meetings Set By Broadcasters' Promotion Assn.

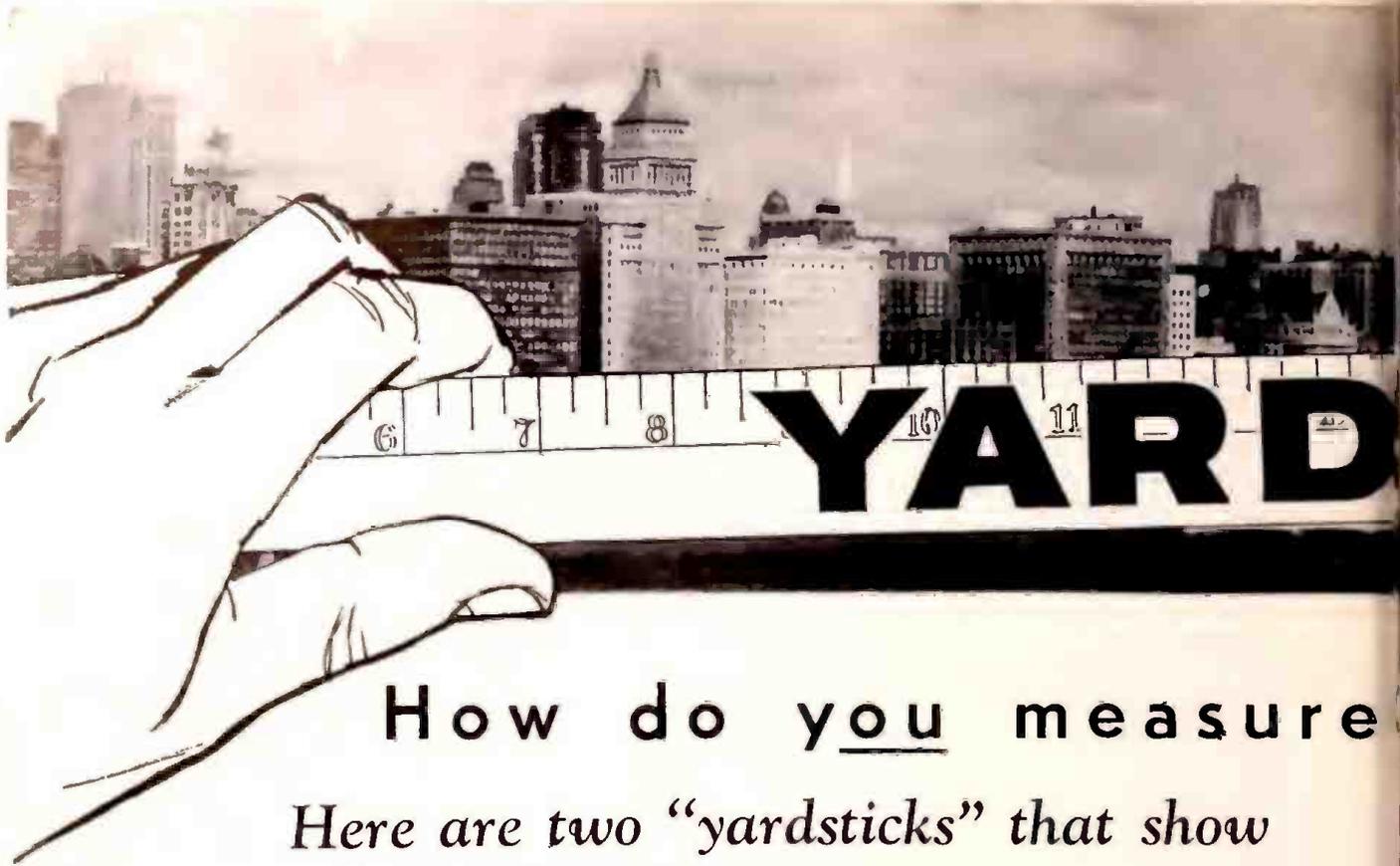
Dates for the fourth and fifth annual conventions of the Broadcasters' Promotion Association have been set by the board of directors during the Chase Hotel, St. Louis, meetings just concluded (see *BPA Memo*, p. 49). The 1959 meeting will be held November 2, 3 and 4 and the 1960 convention on November 7, 8 and 9. Site for the 1959 meeting will be Philadelphia.

Radio Reaches More Adults Two Thirds of Day: RAB

Radio reaches more adults than tv during two thirds of the broadcast day, according to a study made for Radio Advertising Bureau Inc. by The Pulse Inc. Called "Adult Audience Patterns," the report on radio and tv audiences in 27 major markets states that the average adult audience during that period is nearly twice as high as tv's. The RAB booklet also declares that, day or night, better than 85 out of every 100 radio listeners are adults.

All Transistor Clock-Radio Put on Market By Zenith

The "Golden Triangle," a clock-radio entirely battery powered and transistorized, has been put on the market by Zenith Radio Corp. The am radio has a "long distance transistorized chassis." Using four mercury flashlight batteries, the receiver operates up to 400 hours on one set of cells, Zenith says, and the clock needs no winding and runs a year before its single, separate flashlight "D" battery needs replacement. It can be set as a "wake-up" alarm.



How do you measure
 Here are two "yardsticks" that show
 how **WGN RADIO** measures up:

NIELSEN COVERAGE SERVICE No. 2

Total Radio Homes in Area..... 4,939,780 **WGN** leads by **975,540**

Homes Reached Day or Night

Monthly..... 1,663,050 **WGN** leads by **336,450**

Weekly..... 1,497,710 **WGN** leads by **268,930**

Daytime Circulation

Weekly..... 1,349,700 **WGN** leads by **221,420**

Daily..... 826,580 **WGN** leads by **20,810**

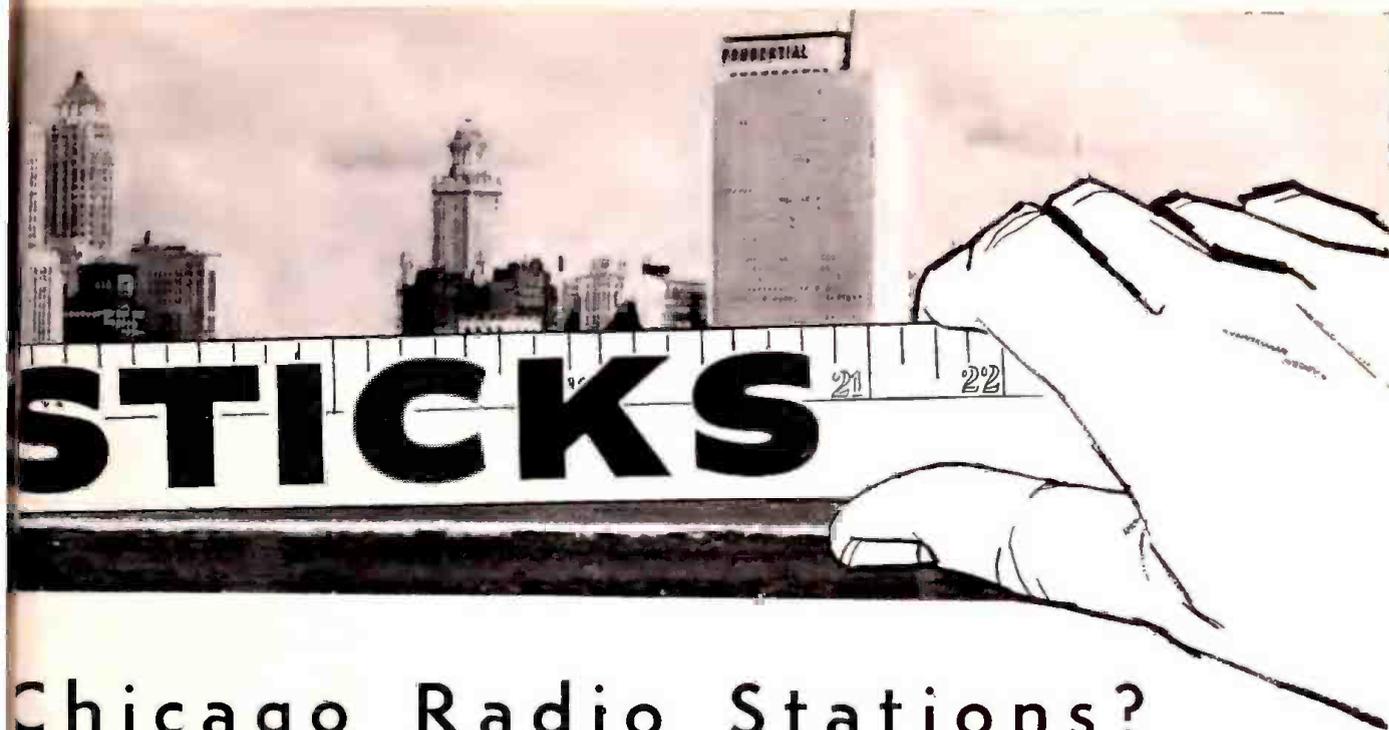
Nighttime Circulation

Weekly..... 850,440 **WGN** leads by **224,000**

Daily..... 465,440 **WGN** leads by **109,430**

REACHING MORE HOMES THAN ANY

WGN RADIO — 441 North Michigan



Chicago Radio Stations?

NIELSEN, SEPTEMBER 1958 NSI REPORT*

Quarter Hour Firsts (Entire Week)	WGN 1st
Average Quarter Hour Audiences:	
Entire Week (6:00 A.M.-12 Midnight)	WGN 1st
Afternoons (12 Noon-6:00 P.M. — Entire Week)	WGN 1st
Nighttime (6:00 P.M.-Midnight — Entire Week)	WGN 1st
Weekends (Sat.-Sun., 6:00 A.M.-7:00 P.M.)	WGN 1st
(Sat.-Sun., 6:00 A.M.-Midnight)	WGN 1st
(Fri., 6:00 P.M. — Sun., Midnight)	WGN 1st
Noontime Farm Audiences (Non-Metro)	WGN 1st

*Station Total Homes

OTHER CHICAGO RADIO STATION

venue, Chicago 11, Illinois



time buys



American Home Products Corp.

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

Product: CHEF BOYARDEE
PIZZA

With students on vacation from school during the Christmas holidays, a special two-week promotion in 70 markets is being aimed at these pizza consumers. The campaign starts December 22 comprising minutes only. Adelaide Hatton is the timebuyer.

Blue Ribbon Foods

Agency: *Howard, Mintz & Venet, Irvington, N. J.*

Product: DUNCAN HINES
QUICK COOKING RICE
PUDDING

Increased distribution of this new product since it was introduced last summer is expected to prompt new spot radio purchases in the enlarged Philadelphia-New England-New York market area, the agency indicates. Gratified with the results of radio in introducing the pudding in New York, the food firm is presently considering plans for more widespread usage of the medium in 1959. Zal Venet is supervising the buying.

Ceribelli & Co.

Agency: *The Ellington Co., New York*

Product: BRIOSCHI

About 75 percent of the advertising budget is going to spot radio in 1959 for this effervescent preparation. The radio drive will include 34 stations in 18 cities plus a concurrent campaign on Italian-language stations in eight major markets (see *Brioschi Broadens Market to Battle With 'Giants,'* p. 24). Mary Dowling is the timebuyer.

Commonwealth Industries

Agency: *Gabriel Stern Inc., Boston*
Product: MOTOR-ZOOM

An oil additive introduced to major markets throughout the country in July, the product takes to radio for the first time this month in a 13-week spot saturation drive. Morning and afternoon driving periods in the Chicago and New York areas are being utilized. Time has been purchased on two Chicago stations and three New York outlets. Herbert Stern, vice president of the agency, is handling the buying.

Ford Motor Co.

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

Product: GALAXY

Musical ET's introducing Ford's latest model, the Galaxy, heralded the appearance of the new car on December 1 and continue during a two-week spot radio campaign in "important" markets across the country. The lyrics refer to the "most beautiful wedding of the year" in describing the Galaxy, which the agency terms "the marriage of the Thunderbird and the Fairlane 500"—and represents Ford's answer to Chevrolet's Impala model. Allan Sacks is timebuyer for the account.

Hill Bros. Coffee

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

Renewing its co-sponsorship of the five-minute *Frank Goss News* program on the CBS Radio Pacific Network, this coffee-maker goes into another 52-week cycle on radio. The campaign consists of 22 stations in as many markets, starting December 1. Hills Bros. has distribution from the Pacific Coast to Cleveland. Paul Kizenberger is the timebuyer.

Kelvinator Division of American Motors Corp.

Agency: *Geyer Advertising Inc., New York*

Product: ELECTRICAL EQUIPMENT

The spot campaign that took a hiatus during the holiday season will pick up again at the beginning of the year. The "coast-to-coast" drive, using one-minute spots, will extend for 12 alternate weeks. It originally began November 3 and ran for a few weeks (see *Time Buys*, November 1958). Betty Powell is the timebuyer.

K.L.M. Royal Dutch Airlines

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., New York*

The agency is considering a short but intensified spot campaign in eight markets. William Hunter is the timebuyer.

Lever Bros, Inc.

Agency: *Foot, Cone & Belding Inc., New York*

Product: AIR-WICK

A two-weekend pre-Christmas drive on NBC Radio's *Monitor* takes place the weekends of December 5 and 19. About 50 spots are used in each case. Pete Barlach is handling the buying.

Milton Bradley Co.

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

Product: GAMES AND TOYS

Grown-ups struggling with the question of what to buy Junior (or his sister) for Christmas are the target of a month-long radio campaign now being conducted by this company to promote its game line. The series, reaching 32 markets via

as many stations, consists of one-minute spots at a frequency of 20 to 30 a week depending on the market. Timebuyer is Doug Humm.

Penick & Ford Ltd. Inc.

Agency: *BBDO, New York*

Product: **MY-T-FINE CHIFFON
PIE FILLING**

The four-week schedule of radio spots concentrated in the New York area which this dessert firm launched November 4 was extended a week to "sweeten" the impact of a last-half "three-in-three" deal—the customer was invited to send in the tops of any of the three My-T-Fine chiffon fillings (chocolate, orange and lemon) recently introduced on the market, and receive back his full purchase price plus postage. Results of the campaign, conducted over eight New York stations, hadn't been tallied at press time. The "three-in-three" was injected into the radio copy midway in the extended schedule, the offer being aired for two and a half of the five weeks. Elsewhere across the country the new pie filling has been introduced to the market during the past six months with the help of straight spot copy—no special inducements. The November campaign in New York was a "second go" in that area to push the product. Ted Wallower is the timebuyer.

Pepsi-Cola Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Changing key to the new "Be Sociable—Have a Pepsi" theme song, this soft drink producer is currently planning its 1959 campaign to include "extended" radio spot campaigns, according to John Soughan, vice president—advertising, of the firm. The definite schedule of when, where and how much won't be completed, however, until late Decem-

ber, says Helen Levendis, agency timebuyer. The new campaign "represents a logical step in the development of Pepsi-Cola's product image," the company explains, in describing the transition from its previous "Light Refreshment" theme. Pepsi is currently on the air in an all-network promotion reportedly costing about \$500,000 and running for 14 weeks—it started September 17 and continues through Christmas (see *Time Buys*, October 1958).

Prince Matchabelli Inc.

Agency: *Morse International Inc., New York*

This cosmetics and perfumes firm, a subsidiary of Vick Chemical Co., is on an intensified 50-market spot radio campaign that started November 24. It runs for four weeks and consists of 60's. Mary Ellen Clark is the timebuyer.

Rayco Manufacturing Co.

Agency: *Emil Mogul Co., New York*

In addition to extensive use of spot radio in about 54 markets, the company is negotiating an extensive network buy for the first time (see *Rayco's Speedy Growth Traced to Radio Use*, p. 32). Lynn Diamond is the timebuyer.

RCA Victor Radio-Victrola Division of RCA

Agency: *Kenyon & Eckhardt Inc., New York*

Product: **VICTROLA**

To catch the ear of Christmas shoppers, this company is promoting its record players via a three-week radio campaign that started November 28. The one-minute daytime spots are being aired from 10 to 15 times a week over approximately 85 stations in about as many markets. Timebuyer is Edward Kobza.

Seaforth Division of Prince Matchabelli Inc.

Agency: *Morse International Inc., New York*

Product: **MEN'S TOILETRIES**

A special Christmas promotion in 50 markets is running for three or four weeks depending on the area. Minute announcements are being utilized. Mary Ellen Clark is the timebuyer.

Shulton Inc.

Agency: *Wesley Associates Inc., New York*

Product: **TOILETRIES**

A radio-user year-around, this firm has switched its copy line to the Christmas theme for pre-holiday promotion over the 80 stations it utilizes in 48 markets. Joseph Knap, media director for the agency, supervises timebuying.

Tetley Tea Co.

Agency: *Ogilvy, Benson & Mather Inc., New York*

A heavy spot radio campaign in about 90 markets gets under way January 5. Comprising daytime minutes to reach the housewife, the drive will run for 13 weeks to about April 4. Bob Karlan is handling the buying.

Westinghouse Electric Corp. Tv-Radio Division

Agency: *Grey Advertising Inc., New York*

Product: **RADIO-PHONOGRAPHS**

The "Christmas gift" idea is getting a strong radio push in a four-week schedule of spot announcements for this Westinghouse product. The campaign started November 24 and runs through December 19 in 29 cities. An average of two stations per city are carrying the 40 to 50 announcements a week.

San Francisco's most distinguished address...

where yesterday's traditions blend with today's radio.



BARTELL FAMILY RADIO
COAST TO COAST

kya 1260 IN SAN FRANCISCO
woky 930 IN MILWAUKEE
wild 1090 IN BOSTON
kcba 1270 IN SAN DIEGO
wude 450 IN BIRMINGHAM
wake 1340 IN ELIZHETH

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

Sold Nationally by ADAM YOUNG INC.



Election Alters Broadcast Picture in the Senate . . .

The Democratic landslide of last month will have a marked effect on broadcast legislation in the upcoming 86th Congress. Changes on the Senate side are more extreme than in the House. Most startling defeat of the election, from an industry standpoint, was that of Senator John Bricker (R-Ohio). He had already made it clear he intended to re-introduce his pet broadcast legislation for the regulation of networks. Senator William Langer (R-N.D.), dedicated advocate of banning alcoholic beverage advertising from the air, held his senatorial post assuring a renewed effort in this direction in the 86th Congress. Senator Charles Potter (R-Mich.), who has been a strong proponent of a radio spectrum study, was not re-elected.

. . . But House Power Stays In Familiar Hands

Representative William Bray (R-Ind.), author of radio spectrum study legislation in the House, retained his seat. One of his political colleagues, Kenneth Keating (N.Y.), who endorses the exemption of professional sports from anti-trust laws, will be absent from the House. He was elected to the Senate.

. . . Some Changes Made On Legislative Oversight Unit

Representative Oren Harris (D-Ark.), who gained national prominence as chairman of the Legislative Oversight Subcommittee of the House Commerce Committee (of which he is also chairman), was voted back to Congress as were his 17 fellow Democrats on that subcommittee. Republicans lost seven seats on Legislative Oversight—three retirements and four defeats. Representative Emanuel Celler (D-N.Y.), who believes in an anti-trust exemption for professional sports when reasonably necessary, was also re-elected to Congress. Representative Celler has recently voiced the opinion that he sees no objection to hard-liquor advertising on the air.

Hard-Liquor Commercials: Problems Are Many

The liquor advertising dilemma may cause an even greater stir in the 86th Congress than it has in other sessions. WOMT Manistowic, Wis., recently forced the liquor issue into temporary limelight with an announcement that the station would begin to carry liquor commercials. And WCRB-AM-FM Waltham, Mass., now accepts vodka advertising (see *Commercial Clinic*, p. 47).

Station Reverses Stand, Will Not Accept Liquor Ads

WOMT, however, later reversed its stand and will not now accept liquor commercials. The station said it yielded to pressures "outside" the industry. The feeling at the NAB is that the legislative complications of hard-liquor advertising will hardly justify the revenue.

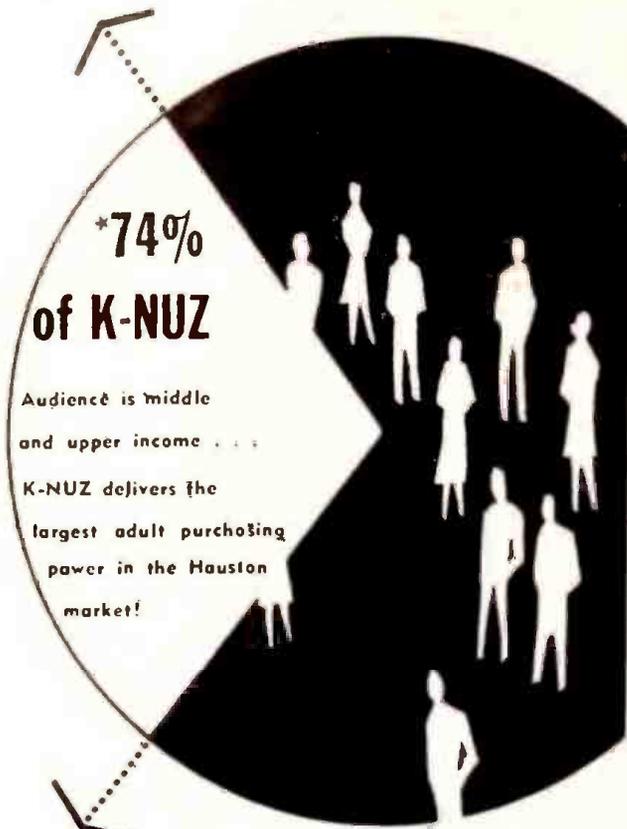
Harvard Seminar Proposed On Broadcast Problems

Stations are being sounded out by letter from NAB on their reaction to a proposal for a July 6 to 17 management seminar at Harvard. Registrants may count on spending approximately \$500 for the two-week course. The fee will cover all necessary expenses excluding transportation to the university. The staff of the Harvard Graduate School Of Business Administration will conduct the seminar. Fundamental broadcast management problems will be the core of the meeting with emphasis on such

Another 1st for K-NUZ

**7
DAY
a
WEEK
PROGRAMMING**

*Beamed at the
Buying ADULT
AUDIENCE . . .
SOLD by Proven
Air Personalities!*



**Special Pulse Survey (Apr.-May, 1958)
Nielsen (June, 1958)*

Week ends or weekdays, every day is a good day to merchandise your product on K-NUZ. Now . . . Monday through Sunday—every day at the same time—radio's top showmen entertain and sell the No. 1 growing K-NUZ audience!

K-NUZ has the No. 1 nighttime audience, too! The entire staff of DJ's take over an hour each throughout the night from 12 Midnight to 6 AM, keeping K-NUZ Houston's most wide awake, most listened to—all night radio station.



**STILL THE LOWEST COST
PER THOUSAND BUY!**

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

National Reps.:
Forjoe & Co.—

- New York • Chicago
- Los Angeles • San Francisco
- Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.

- Dallas • New Orleans • Atlanta
- In Houston:
Call Dave Morris
JA 3-2581

facets of the broadcasting business as product development and financial control.

**FCC Reports Bumper Crop
Of Section 315 Woes**

This was a blue-ribbon year for Section 315 (political broadcasting) headaches, according to the FCC, which was snowed under with appeals from stations during the past campaign. The utter chaos—particularly in an election year—which is caused by the law governing free and or paid political time is seen as proof that the provision lacks clarity. A recent decision by the U. S. Supreme Court to take a thorough look at Section 315 might result in long overdue alterations or perhaps even repeal of the law. Because of the quantity of appeals as well as the various hands through which they pass at the FCC, no accurate tabulation is kept of the total number of queries that were received from stations and candidates.

**Daytimers Still Plead
For More Air Time**

The Daytime Broadcasters Association won't take no for an answer. The association has asked the FCC either to reconsider DBA's original request to extend a daytimer's operating hours from 5 a.m. (or sunrise) to 7 p.m. (or sunset) or approve a modified plan whereby a daytimer could broadcast from 6 a.m. to 6 p.m. Two months ago, the commission turned down the DBA petition, claiming that broadcast service would actually be limited rather than expanded if a longer broadcast day were authorized for daytime stations. DBA immediately charged that clear channel interests had undermined its case before the FCC with theoretical data rather than fact.

**Comment Increases on
Clear Channel Power Hike**

The record in case for more power for the clear channel stations continues to expand at the FCC. Networks seem in agreement that the material on hand at the commission is not complete or current. NBC further held that no change be effectuated without hearings on all Class 1A stations on an individual basis.

the *Silver Mike*



THIS MONTH:

JOHN F. AMBROSE

Executive Vice President
Sterling Silversmiths Guild of America

**'Radio A Natural Asset
For Attitude-Changing'**

An industry trade association, whose members are not radio advertisers individually, has turned to the sound medium for a three-year public relations campaign to alter the "many unfavorable attitudes" about its products. And at the forefront of the campaign is John F. Ambrose.

Mr. Ambrose is the executive vice president and chief operating official of the Sterling Silversmiths Guild of America, an organization of 13 brand-name advertisers and silver suppliers. His job: "To create awareness for sterling silver in the minds of women by registering its image as desirable and important in the modern concept of living."

Radio was chosen for the job with the guild putting 100 percent of its advertising budget into the medium. "Our agency, Fuller & Smith & Ross Inc., sold us on the flexibility of radio, on its selectivity in terms of the audience we wanted to reach and its informality as a natural asset for our attitude-changing campaign.

"Further," says Mr. Ambrose. "the agency explained radio could augment and amplify the advertising of our individual manufacturers, instead of merely duplicating it. The creative theme they developed, which we still use, is: 'Sterling is for now . . . and for you!'"

Mr. Ambrose has been connected with three very different industries since his graduation from Harvard in 1941. He started in sales at the Vick Chemical Co. in 1941, with an ensuing interruption for military service, and in 1947 switched from

cold remedies to tires and rubber products when he turned to product merchandising for U. S. Rubber Co.

In 1953, Mr. Ambrose assumed the position he now holds with the guild and under his guidance has emerged the \$500,000-a-year radio public relations campaign.

The guild was originally founded in 1919 to help supply the sterling industry with statistical information. In the 1920's, it moved into consumer merchandising for the first time, but this campaign was halted by the crash and the depression which followed. In 1953, with Mr. Ambrose at the helm, the guild resumed its public relations functions.

The radio campaign, which began in January 1958, is reviewed in *Seven Radio Advertisers Tell Why*, p. 40.

Mr. Ambrose feels that although the long-range effects of the guild campaign are difficult to measure at this time, credit should nevertheless go to radio for bringing about dealer awareness and local retailer enthusiasm for the campaign.

Mr. Ambrose, who was born in New York City the same year that the guild was organized, now lives in Riverside, Conn., with his wife, Margaret, and their three daughters. His business career was interrupted in 1942 when he entered the Army as a private; he was discharged in 1945 with the rank of captain. He is a member of the Public Relations Society of America. • • •

Follow the Leaders—No. 1

SOLD

In Washington, D.C. to

WWDC

Ben Strouse, Pres. and Gen. Mgr.

**RADIO
PRESS**

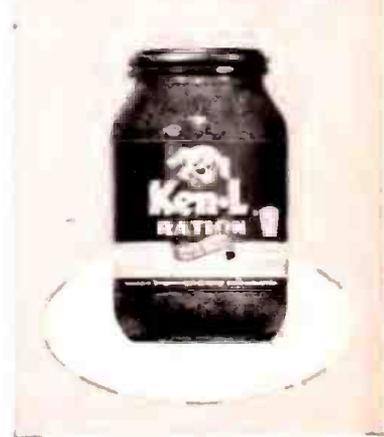
World-wide news and feature
coverage at low cost:

Daily feed by wire, tape or FM • 12
five-minute segments • one-to-two
minute actuality pickups • one-minute
news capsules!

**WRITE FOR FREE BROCHURE
AND AUDITION RECORD**

RADIO PRESS
18 East 50th Street
New York 22, N.Y.
Plaza 3-3822

In the leadership spotlight



**Top-drawer advertisers
are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

LETTERS TO THE EDITOR

HAVE YOU SEEN OUR FIGURES LATELY?

W. 12
53
40
CPM 73
91
6
CPM 84

KSO Audience and Billing Figures are easy on the eye.

Latest Pulse shows the spectacular swing of audiences to KSO . . . tells why advertisers, national and local, have boosted KSO gross billing a sensational 90% in the past 4 months.

Mornings!

KSO is up 47% from 6:00 AM till noon.

Afternoons!

KSO is up 23% from noon to 6:00 PM.

The Don Bell Shows!

Bell-loving Iowa has upped his audience a mammoth 150%.

Tote up the whole day!

Fully 40% more men, women and teenagers are spending their listening hours with KSO. And we're handing over this ever-booming audience to our ever-happy advertisers at lowest CPM in KSO history — as low as \$.73 per Mmmmm.

THAT'S WHY IN DES MOINES IT'S

KSO

RADIO ON THE GO!

PHONE TONY MOE AT KSO

or contact **H-R REPS**

LARRY BENTSON President TONY MOE Vice-Pres.-Gen. Mgr. JOE FLOYD Vice-Pres.

Radio Sound

The Part I article on *A Sound for Every Image* (November 1958) was very thought provoking, particularly the portion given over to Semantic Differential and Mood-Circle Checklist. Can you recommend any available trade or academic literature and data on the S-D and Mood-Circle techniques as well as any other?

J. Gerald Fortis
Radio-tv Director
Dowson & Turner Inc.
Portland, Ore.

I have just finished reading an article in the November issue entitled *A Sound for Every Image*. This has interested me very much, and I would appreciate some information. I would like to put my hands on the Mood-Circle Checklist mentioned in the story, and I wonder if you could give me further information regarding same. Your help will be greatly appreciated.

Elizabeth P. Schmitt
Radio & Tv Continuity Dir.
WNHC New Haven

[In answer to these queries, the following references are suggested: *Psychological Review*, Vol. 47: 186-204 (1935), "Expression in Music"; *American Journal of Psychology*, Vol. 48: 216-68 (1936), "Experimental Studies of the Elements of Expression in Music."]

Shell Oil

I read U. S. RADIO more thoroughly than any publication I receive, and I particularly enjoyed the article, *Shell Terms Radio 'Decisive Last Word'*, in the November issue. I am enclosing a picture so you can see how our helicopter, which we use for Shell traffic reports, looks (see *Focus on Radio*, p. 42). In addition to the emblems on the sides, the bottom of the floats also carry the words Shell-Copter with the Shell insignia.

C. Bud Dailey
Sales Manager
WGBS Miami

Ammunition

Putting Radio to the Test (Woodward & Lothrop, November 1958) may be the hammer we need to crack the department store nut. Please send 10 reprints of that article.

Joe Monroe
President
KJOE Shreveport, La.

Response Noted

We are constantly amazed at how widely and thoroughly your magazine is being read. Every time BTS has been mentioned, we have received telephone calls and/or letters alluding to the information you've published.

This has convinced us that U. S. RADIO is filling an important need within the broadcast industry.

Carl L. Schuele
General Manager
Broadcast Time Sales
New York

Silver Mike

I am indeed proud, and considerably flattered, to be accorded your "Silver Mike" award. The Mike now occupies a position of prominence in my office where it will serve to remind me of the job you are doing for radio every month.

John F. Meagher
Vice President for Radio
NAB
Washington, D. C.

In Need

In serving radio only, U. S. RADIO has met and filled a very important need. Congratulations to you. . . . You have done an excellent job.

Would it be possible for us to obtain five extra copies of the October 1958 issue? We have a number of clients to whom we would like to send this interesting and informative issue.

Charles W. Fenton
Sales Director
Broadcast Adv. Bureau
Toronto, Canada

Please enter our subscriptions for the following 20 clients and send them each a gift subscription card. Our check is enclosed for a two-year subscription for each: Prince's Department Store, Belk's Department Store, Dunn Coca-Cola Bottling Co., The Suggs Co., Wilbourne Furniture Co., Quinn's of Dunn Inc., Johnson Cotton Co., Ray's—The Ladies Store (Lillington, N. C.), W. B. Warren Corp., Sears Catalog Sales Office, Thomas-Walgreen Drug Store, Pope & Mixon Inc., Godwin Building Supply, Wellons Mercantile Inc., Rose & Co. (Benson, N. C.), The Piggly Wiggly Store, Harold Medlin (Benson, N. C.), The Open Air Market, Leder Brothers Department Store and The Dunn Furniture Co.

A. Lincoln Faulk
Manager
WCKB Dunn, N. C.

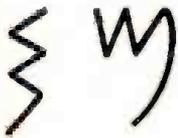
as basic as the alphabet

EGYPTIAN



The broad waters of the Nile were the life-blood of the ancient Egyptian economy. So, the word-sign for water is one of the most common in the relics of early writing. Its form destined it to become our letter M.

PHOENICIAN



The sea-waves of the Mediterranean had an irresistible lure for the roving Phoenicians. Here is their version of the Egyptian sign which they called mem (waters).

GREEK



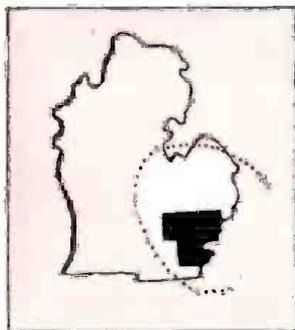
On the storied shores of the Aegean Sea, the Greeks borrowed the fluid lines of the Phoenician letter and gradually changed it to mu.

ROMAN



The Greek-inspired writing of the Etruscans was absorbed by the Romans. In the process, mu became M to the Caesars and, later, to the entire western civilized world.

*Historical data by
Dr. Donald J. Lloyd,
Wayne State University*



Major target for Michigan sales and profits.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.



Move into 1959 with WWJ, Michigan's high-gear radio station. The sound, service, and standing of this broadcast leader give you exceptional penetration and impact where most Michigan dollars are earned and spent.

Melody Parade personalities Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—the exclusive WWJ "radio-vision" studios at Northland and Eastland Shopping Centers—are made to order for New Year campaigns. Buy WWJ—it's the basic thing to do!

WWJ RADIO

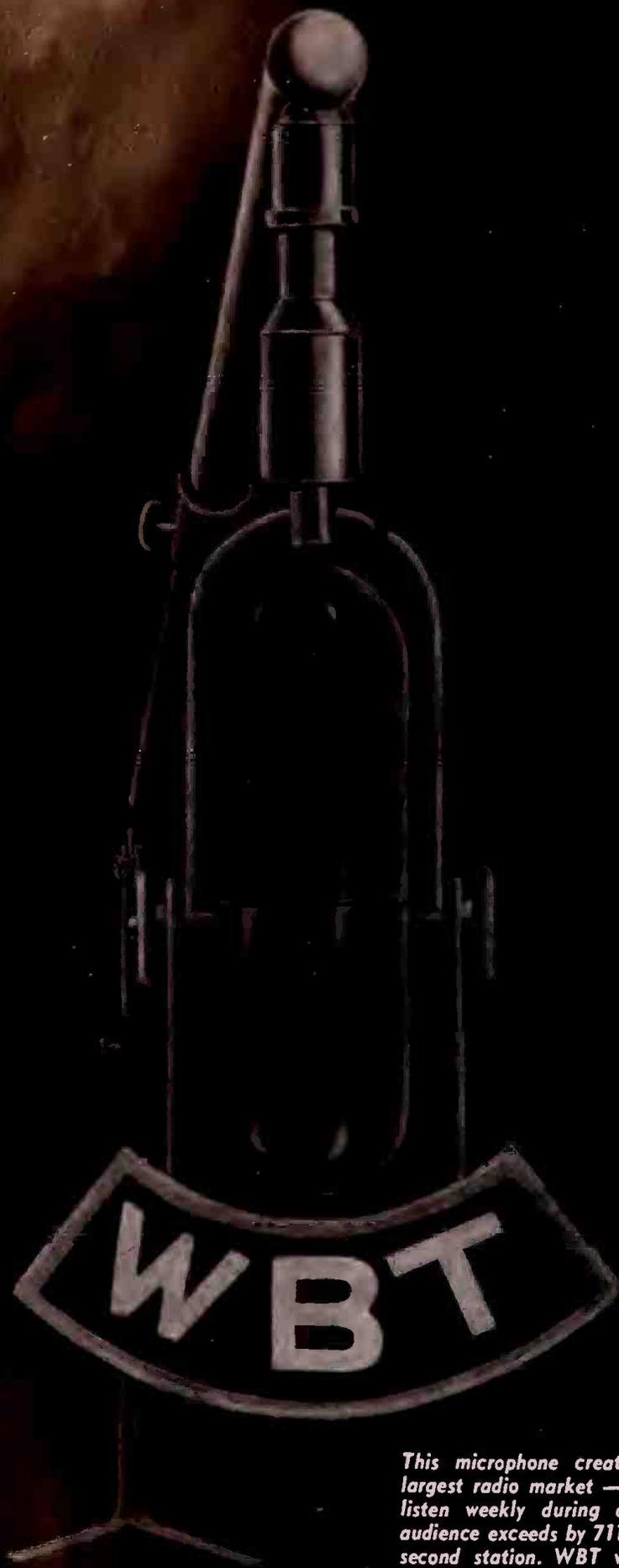
AM and FM

Detroit's Basic Radio Station

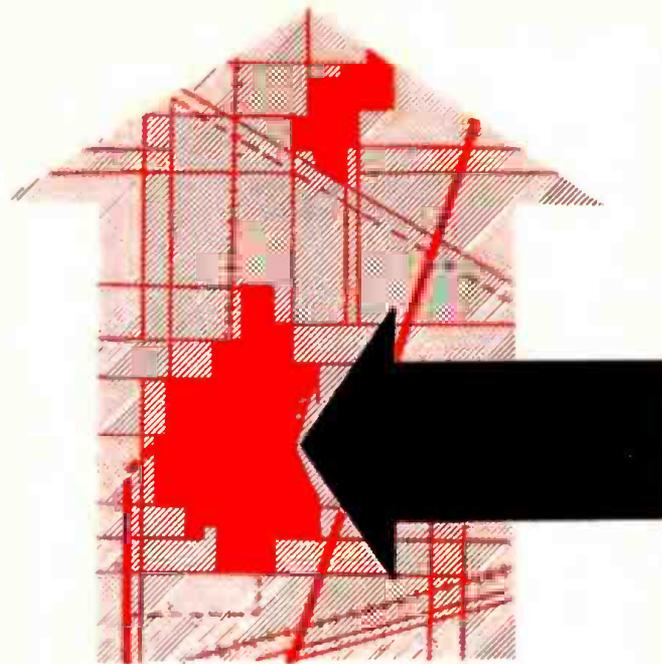
Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: *Peters, Griffin, Woodward, Inc.*



This microphone creates the nation's 24th largest radio market — 312,830 families who listen weekly during daytime. WBT's total audience exceeds by 711% that of Charlotte's second station. WBT wins every Pulse time segment but one in the 25 counties surrounding Charlotte.



Blanketing the Market

**Advertisers employing strategy
of multi-station line-ups penetrate
maximum homes in market area**

 The problems of reaching and selling America's burgeoning population create their share of headaches for advertisers and agencies. This is especially true with the population spreading its increasing numbers in the direction of the suburbs.

It is estimated that about 20 percent of the nation's more than 170 million people live in non-urban locations. And this percentage is moving up daily.

Radio with its natural advantages to breach county lines—and at the same time pinpoint a metropolitan area population—helps in the solution of some of these headaches.

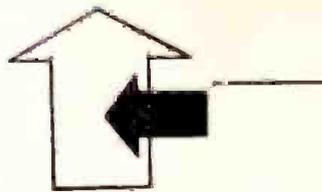
Many spot advertisers who rely on multi-station line-ups to reach the maximum area population have adopted what is called an inside-outside advertising strategy.

Jeremy Sprague, broadcast supervisor on Texaco, a top spot radio user, at Cumingham & Walsh Inc.,

New York, states:

“It is a common practice for an advertiser, when buying two or more stations in a market, to take one station on the basis of its broad area coverage and another station for the in-city population.”

Radio, of course, offers a wide choice of stations with varying ranges in power. According to an October 1 tabulation by the National Association of Broadcasters, the number of am stations by power totals:



- 149 stations in the 10 kw to 50 kw class. In the 50 kw group, there are 83 fulltime stations and six daytimers. In the 10 kw class, there are 46 fulltimers and 14 daytimers.
- 2,080 in the 500 w to 5,000 w class. In this group, 801 are fulltime, 1,257 are daytime and 22 share time.
- 1,162 stations are in the 250 w or smaller class. This includes 927 fulltime, 225 daytime and 10 stations that share time.

The power of a station as licensed by the Federal Communications Commission, however, is not the only measure of a station's reach. According to a Nielsen coverage study, for example, a 5 kw station in Chicago reaches more homes in its coverage area than a 5 kw station in New York, although the station in the latter city has more total radio homes in its coverage. Of 3,996,000 total radio homes potential for this New York 5 kw station, the station's total is 493,000, Nielsen states. The 5 kw Chicago outlet has fewer radio homes in its total potential, 2,385,970, but

reaches more of these homes, 805,770, according to Nielsen. These figures are based upon average daily daytime circulation.

The differences in reach are attributed to many variable factors, in addition to power. Among these factors, as cited by the FCC, are:

- Antenna
- Antenna height
- Terrain
- Ground conductivity
- Frequency
- Location of transmitter
- Height of transmitter

For many advertisers who embark on a major radio campaign, the policy of buying more than one station in a market (multi-station line-ups) is followed.

A study by Foote, Cone & Belding Inc., New York, reveals that due to the loyalty of the radio audience it is necessary to buy more than one station in order to reach the total desired population.

"We have found," says Pete Bardach, broadcast supervisor for Rheingold beer who also buys time for

other agency clients, "that there is not the jumping around in radio that is often suggested in some circles. The radio listener, according to our studies, is comparatively loyal."

In one instance, the agency ran a test in one of the largest markets using the recognized leading station. About 33 spots a week were run. After one week, 19.7 percent of the radio homes were penetrated, and after four weeks, the cumulative number of radio homes covered was 41 percent.

Tests similar to this proved to the agency not only the audience stability of the radio listener but also the necessity to use more than one station for a major radio campaign.

Other Factors

There are many other reasons advertisers find for using more than one station in a market.

Among these are varying listening patterns for each part of the day. A station's numerical audience may change from morning to afternoon. Moreover, the audience composition may change from morning to afternoon (an afternoon sportscast, for example, could attract more male listeners).

The quantitative changes in audience are reflected in a Hooper report for June through September 1958 in a West Coast city. With virtually the same percentage of sets in use, station A had a 17 percent share of audience in the morning and an 8.2 percent share in the afternoon; station B had an 8.6 in the morning and a 13.9 in the afternoon, and station C had a 4.7 in the morning and a 10.1 in the afternoon (see accompanying charts).

In a Southwest city for July thru September 1958, a similar pattern is shown. Using two stations as a basis for illustration, figures show the change in audience by day parts.

Combining Radio Stations In a Market for Maximum Reach

	Different Homes Reached (weekly cum %)	# Spots Heard Average Home
Schedule I 20 Spots (Station A)	12.9	3.2
Schedule II 20 Spots (Station B)	9.4	3.3
Schedule III 20 Spots (10 Spots A 10 Spots B Combined)	14.7	2.4

Source: Nielsen Station Index

Changing Listening Patterns

The following charts illustrate the way audience listening patterns change by various parts of the day. Although the total sets in use in these cases remain fairly constant, the listenership by stations is altered by day parts. Many advertisers who use more than one station in a market capitalize on these changes.

With the percentage of radio sets in use almost constant, station A had a 44.6 percent share of audience in the morning (Monday through Friday), a 36.4 in the afternoon and a 33.9 on Saturday during the entire day. Station B had a 28.2 in the morning, a 31 in the afternoon and a 38.2 on Saturday.

The idea of combining more than one radio station in a market for maximum reach is pointed up in a study by A. C. Nielsen Co. that traces the coverage of 20 spots a week according to three different buys:

- Schedule I—20 spots a week on station A scored a 12.9 percent weekly cum (different homes reached).
- Schedule II—20 spots a week on station B reached 9.7 percent.
- Schedule III—the 20 spots were divided with 10 placed on station A and 10 on station B. The percentage of different homes reached (weekly cum) was 14.7. This is almost two percentage points greater than schedule I and 5.3 points greater than schedule II.

The buyer of radio time today is often confronted with the problem of penetrating the maximum market.

Geography Factor

The geography of a particular area often determines the approach an advertiser uses to reach a specific market. For many areas, population is concentrated in standard metropolitan areas while in others the population is more spread out.

In a study by WBT Charlotte, N. C., these examples are cited: Massachusetts has 97.7 percent of its population in standard metropolitan areas and New York has 88.8 percent of its population in such areas. At the same time, the WBT study "Why Paint Just the Town" states that The Carolinas have 28.3 percent in standard metropolitan areas (this unit is

TIME	RADIO SETS IN USE	STATION A	STATION B	STATION C
Monday thru Friday 7 a.m.-12 noon	9.3	17.0	8.6	4.7
Monday thru Friday 12 noon-6 p.m.	10.0	8.2	13.9	10.1

(June thru September 1958, Hooper; West Coast City)

TIME	RADIO SETS IN USE	STATION A	STATION B
Monday thru Friday 7 a.m.-12 noon	11.9	44.6	28.2
Monday thru Friday 12 noon-6 p.m.	11.4	36.4	31.0
Saturday 7 a.m.-6 p.m.	11.8	33.9	38.2

(July thru September 1958, Hooper; Southwest City)

defined by the U. S. Census Bureau as a county containing a city of 50,000 population or more).

The difference between states like Massachusetts and New York on the one hand, and The Carolinas on the other, according to WBT, are similar to situations across the country where population is either concentrated in big cities or is spread evenly throughout heavily-populated rural areas, smaller cities and big towns.

No matter where a station is located, however, radio has become more regional and local in flavor. As a result, it has come into more direct competition with newspapers.

A study by The Pulse Inc. on behalf of WOR New York investigated the relationship between newspaper

readership and the station's metropolitan New York audience that includes parts of Connecticut and New Jersey. It showed, for one thing, that 97 percent of the men and 95 percent of the women are weekday newspaper readers. However, these figures are for the combined readership of more than 40 newspapers (big dailies, community papers, religious publications).

The bulk of the advertisers' money in this market is concentrated in the seven large daily New York City papers. After interviewing 2,505 WOR listeners in the total metropolitan area, some of the interesting points the study shows are that 49.1 percent of the men listeners and

(Cont'd on p. 58)

Brioschi Broadens Market to Battle With 'Giants'

Spot radio is basic medium as firm introduces new package and expands distribution. Product had been sold primarily in Italian-language areas



Proposed spot schedule for Brioschi announcements is presented to James Ceribelli Sr. (right), president of A. Brioschi & Co., by Ellington & Company's Franklyn W. Dyson (seated), account executive, and Dan Kane, broadcast media director.

 Anti-acid but pro-radio, Brioschi has emerged from the Italian neighborhood "mom and pop" stores to challenge the giants of the stomach anti-acid market as a modern, "American" product.

And in the forefront of Brioschi's face lifting is spot radio, which for 1958 will account for more than 75 percent of the total advertising budget. This is approximately 40 percent more radio than in 1957, and for 1959 the radio ad budget should increase about 35 percent over 1958.

The transformation began early this year when A. Brioschi & Co. of Fair Lawn, N. J., extended distribution of the product to super markets, drug and variety stores in areas of its highest sales: New York, New England, Philadelphia, Pittsburgh, Chicago, San Francisco and sections of Canada. This October, a new and modernized bottle replaced the "old-fashioned, old-world" container.

During the first five months of 1958, a spot campaign totaling about \$100,000 was run in 10 cities. This was followed by a smaller campaign



THE OLD

in three other cities, running from April through June. The present schedule, for the months of November to January, encompasses 34 stations in 18 primarily northeastern cities: Albany; Binghamton, N. Y.; Boston; Bridgeport, Conn.; Buffalo, N. Y.; Hartford; New Haven; New York; Philadelphia; Pittsburgh; Providence; Rochester, N. Y.; Scranton, Pa.; Springfield, Mass.; Syracuse; Utica; Worcester, Mass., and in Youngstown, O.

A concurrent campaign on Italian-language stations is in progress in Boston, Chicago, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco and Wilkes-Barre, Pa.

Ellington & Co., New York, began grooming Brioschi for its debut to "American" consumers more than a year ago when a detailed marketing plan was developed. The agency's major recommendations were:

- Overhaul the entire retail and wholesale pricing structure.
- Create a new copy theme.
- Re-design the packaging.
- Strengthen present distribution and establish new markets.

THE NEW



75% OF
TOTAL
AD BUDGET
TO

**SPOT
RADIO**

The first recommendation was the key to the other three. Brioschi, long used as a "loss leader" and underpriced, realized comparatively little profit for either grocery stores or wholesalers and many were not interested in handling it. Neither were drug stores because of being undersold. For example, although the large size was listed to sell at 98 cents, it frequently sold in food stores for 65 cents and right next door in a drug store for 89 cents.

Fair Trading Test

A modest spot radio schedule was started in one state in September as a "fair trading" test. Rhode Island was chosen because of its relatively high Italian-born population and because there was still a question as to whether fair trading—in effect, raising the retail price—would mean losing valued first-generation Italian customers.

Final results showed a sales increase of 250 percent—a gain attributed by the firm and its agency to the radio campaign. There was practically no opposition from Itali-

an customers. As a result, stabilized pricing has been extended to key cities and distribution to wholesalers and grocery chains increased.

The Rhode Island test also gave Ellington & Co. the chance to prove the effectiveness of its timebuying approach, according to Franklyn W. Dyson, Brioschi account executive. "Although Brioschi is truly a drug product, volume-through super markets has been growing by leaps and bounds. And while on one hand it is obvious that stomach upset is a concern of all members of the family, nevertheless it is also recognized that **mana does** most of the actual household purchasing.

"It was felt, too," Mr. Dyson continues, "that there was as great a need for talking to the male member of the household as there was to reach the housewife. It was agreed that radio was the ideal vehicle for reaching the family at home. It was further decided to go after the working members of the household—and morning and late afternoon radio received the bulk of this appropriation.



"As evidence of the soundness of that approach," he declares, "the consumer research conducted during the Rhode Island fair trading test indicated that the 250 percent sales hike was due in a large part to the 10 weeks of radio spot advertising."

In developing a new advertising theme for the largest campaign in Brioschi's history, the main question was whether it would be more effective to play up the old-world background of the product or its ability to relieve upset stomachs. To answer this, says Mr. Dyson, a test was conducted in Trenton, N. J.; New Haven; Scranton, Pa., and Utica, N. Y., with a different copy theme used in each city: (1) A scientific explanation of Brioschi's pain-relieving action; (2) the product's speed in producing relief; (3) its background ("proven old world remedy"); (4) a coined term, "Gastrostis," which stressed the upset stomach angle.

"An actual shelf count was made of sales resulting from the different copy themes. From this test," he notes, "it was apparent that one copy appeal was far superior to the others. While all four ads produced a sales increase, the one with the upset stomach theme proved the most effective, upping sales 40 percent."

Combined With Jingle

This appeal has been adapted to Brioschi's 60-second spots, in which it is combined with the jingle that, Mr. Dyson reports, has already secured a great deal of remembrance:

Eat too much
 Drink too much
 Take Brioschi—Take
 Brioschi
 Eat too much
 Drink too much
 Mild Brioschi's best for
 you.
 Occasionally all of us
 over-indulge, and the

result is stomach distress. So remember, the next time you . . .
 Eat too much
 Drink too much
 Take Brioschi . . .
 Take Brioschi! Sparkling, pleasant-tasting Brioschi goes to work instantly . . . brings relief fast.
 So if you . . .
 Eat too much
 Drink too much
 Take Brioschi! America's fastest-growing anti-acid. Look for Brioschi in the new red, white and blue bottle at your neighborhood store.
 Regular size 59 cents . . . large family size 89 cents. Then, when you . . .
 Eat too much
 Drink too much
 Take Brioschi
 Best for you.

Using this theme, advertising for 1958 was intensified. In previous years most of the ad budget was spent on limited spot radio and on car cards in New York, Philadelphia, Boston and Pittsburgh. The radio campaigns ran in six-week flights.

For this year, because of the increased distribution in super markets, two changes in campaign strategy were made. The length of each flight was extended and, at certain periods, schedules were made heavier.

Regional Only

"Spot schedules are used for Brioschi because it's a product with regional distribution only," explains Dan Kane, broadcast media director at Ellington & Co. "The number of stations and the number of spots on each station varies market by market according to several criteria." They include:

- Degree of distribution.
- Consumer acceptance.
- The need for an educational job.
- The sales potential to determine the number of spots to be used.



Media problems are ironed out by Ellington & Co. team of timebuyer Mary Dowling (center), media assistant Joan Oberdorf (left) and Dan Kane. Group agreed on an 18-city purchase of 60-second spots over 34 stations plus Italian-language spots.

"Generally, we buy a minimum of two stations in a market, usually three," Mr. Kane points out. "In the present campaign, which is a 13-week flight, spots are all one minute in length and range from 20 to 80 per week."

Mr. Kane notes that Brioschi's limited advertising budget creates a problem. It does not permit steady, year-around use of radio. "Unfortunately," he says, "we must buy our spots in these flights, and this neither enables us to get the most desirable time slots nor the most favorable discounts."

Despite its limited resources when compared with its multi-product competitors in the field, Brioschi felt that the time was right to invest heavily in market expansion and modern packaging. Included in the Brioschi spots since early this month is the news of the new package design. "Naturally we wish to stress the new bottle," says Mr. Dyson, "and this point is being incorporated all over the country. Previously, the very lack of a non-visual approach with radio was a factor in the medium's favor as we did not want to get the old image of the bottle too firmly implanted in prospective customers' minds. Now, radio—plus

display merchandising and some newspaper—is doing the job."

The old Brioschi bottle had retained an "old-world" look, Mr. Dyson asserts. Its shape was indistinguishable from "a hundred others" and its label was old fashioned. To remove this handicap to mass market promotion, Lippincott & Margulies, an industrial design firm, was brought in to develop a modern package.

Completely Different

The result was a package completely different both in shape and label from the old. A "high shoulder," modern looking bottle with a white label and red lettering contrasting with blue glass, it has a "more ethical" appearance, the agency feels, and shows up better on the shelf.

The Italian-language radio spots, and also a small folded card attached to the neck of the bottle, inform old customers in two languages that this is the original, authentic Brioschi. The cards begin with the salutation, "*Ai cari amici dell'effervescente Brioschi* (to my dear friends of effervescent Brioschi) . . ."

James Ceribelli Sr., president of A. Brioschi & Co., is optimistic about "Americanizing" the product which actually dates back to 1880 when it was developed in Milan by Achille Brioschi, a chemical manufacturer. Introduced here in 1903, Brioschi was imported until 1917 when domestic production began.

"Radio can certainly take the credit for Brioschi's steady progress upward in sales volume for the last several years," says Mr. Ceribelli, "as it unquestionably has played a dominant role in all Brioschi advertising." The recent radio campaigns, he notes, have consistently pushed Brioschi sales ahead—"year after year for the past several years"—and the current one should prove the major factor in Americanizing the product.

Brioschi is not the only Ellington client employing heavy radio schedules. Radio has always been considered one of the "extremely worthwhile" media buys, Mr. Kane comments. "This holds true especially for Brioschi," the broadcast media director declares, "which is faced with major competition and can call on only a fraction of its competitor's advertising budget."

Billings Increase

Radio billings for the agency as a whole have increased steadily in the last few years and are up 20 percent in 1958 over 1957, Mr. Kane reveals. In 1959, radio billings should be up an additional 40 percent.

And with spot radio leading the way, Brioschi has started on phase four of its marketing plan—reorganization and expansion of its sales force and retention of brokers in all major markets—with the current objective to secure greater volume in drug and variety stores. Those outlets account for about 53 percent of the effervescent anti-acid business.

"Unquestionably, radio is far and away the major factor in the steady sales growth of Brioschi," declares Mr. Ceribelli. "And, of course, that is why radio has always received the major share of our advertising appropriation." • • •



James Ceribelli Sr. agrees to Ellington & Co. plans for revamping Brioschi's marketing set-up with 75 percent of the total advertising budget going to spot radio. Franklyn Dyson, a. e., played key role in grooming Brioschi for "American" market.

Radio's 'Mat' Service

The radio syndication business has changed almost as much as the medium has in the past decade. As radio takes on more and more the local flavor of the newspaper, the production of programs and commercial tools for radio stations has changed similarly. "These days," states A. B. Sambrook, manager, RCA Radio Production Services (Thesaurus), "we are providing radio with the mat service—the artwork—that has helped make newspapers such a successful personalized advertising medium."

There has been a change in direction for many of the radio production firms who a decade ago were active in supplying program material. Today, some of these firms emphasize "mats" for commercials, and sales and promotion aids. Other companies are still active in the production of programs to keep pace with the activity of many stations who incorporate syndicated as well as locally-originated programs in their formats. Still other production firms have found a middle ground—turning out both commercial and program materials.

Among the firms that have reshaped their operations to stress sales aids is World Broadcasting System, a subsidiary of Ziv Co.

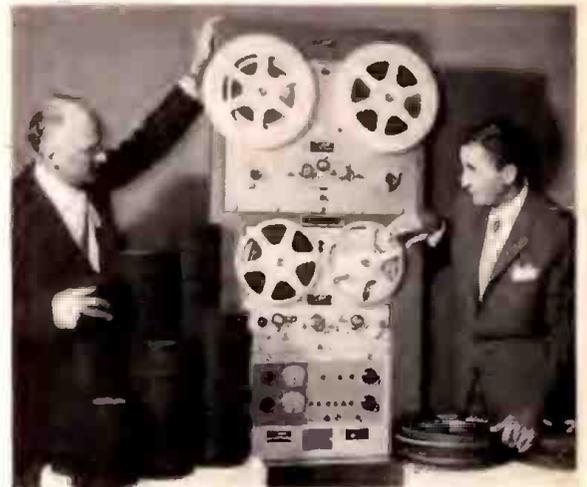
"As the increased number of stations and the coming of tv changed the nature of radio, local advertisers became a major source of revenue and stations had to redirect their efforts to meet their problems," explains Dick Lawrence, World general manager.

"As the use of announcements and participations increased, it became necessary to supply commercial jingles and production aids that

LANG - WORTH

Current SALEDEX Listings...

1. APPAREL AND ACCESSORIES		No. of Cards	
CLOTHING:	General	3	
	Children's	3	
	Easter	2	
	Infant's	2	
	Men's Wear	5	
	Millinery	1	
	Overcoats	1	
	Raincoats	1	
	Swimming	4	
	Vacation	3	
	Women's Wear	3	
	FURS:	General	1
		Sale	1
		Where to Buy	3
HATS:	General	1	
	Easter	1	
	Ladies	1	
	Men	3	
SHOES:	General	4	
	Children	1	
	Family	1	
	Ladies	3	
	Men	1	
2. ATTENTION GETTERS - TAGS			
ATTENTION GETTERS:	General	11	
	Commercial Intro	12	
	Economy	2	
	Gag Intro	28	
	Guaranteed	1	
	Sale	4	
Service	1		



The pile of 45 rpm's (left), about a month of station programming, is contained in the 18 tapes at right. This is selling point for Muzak President Charles C. Cowley (left) and Programmatic division President William Quinlan.

Commercial aids are catalogued in a SaleDEX file by Lang-Worth.

The radio production business undergoes vast change. Today's aim: To provide 'do-it-yourself' kit for radio stations

could give the smallest hometown merchant and retail store or service business the same effective advertising that could compete for listener attention with elaborate and costly national advertising.

"In addition, as so many adopted the news and music format, it became vital for a station to establish an individual personality," he continues.

This need for an individual personality both for the station and its sponsors is also stressed by Mr. Sambrook. "If you read a newspaper regularly and look at the ad of a major advertiser, you can usually identify him at a glance by the ad's format before you even see his name." His firm is attempting to achieve similar results for the local radio advertiser.

Also commenting on the necessity of competing with local newspapers is Hugh Allen, manager, Lang-Worth Feature Programs, New York, who points out that many hometown advertisers still must be weaned away from reliance on the papers. "In the final analysis," he says, "all the services of Lang-Worth and our competitors are designed to help stations increase their revenues."

In working toward this goal, production firms have developed countless variations on their commercials and station promotion ideas, in addition to appropriate program material.

One of the producers of programs is Harry S. Goodman Inc., New York, which still turns out new dramatic serial shows in quantity and on a regular basis. While also engaged in commercial work, Mr. Goodman states that he still derives half of his annual revenues from the sale of programs.

In the opinion of the executives interviewed, the future of the radio production business lies in creating a bigger and better do-it-yourself kit for stations. All the firms are constantly trying to refine and expand their services to meet the precise needs of each station subscriber. A summation of what is being offered follows:

- In general, each company provides open-end commercials for a wide range of products, stores and services. These spots are made in the usual variety of lengths and normally contain jingles with brand and store names being inserted live at several points by local announcers. They are created to give the small town sponsor the advantages of New York or Hollywood production and talent and, in addition, to enable the station salesman to show the local businessman what his commercial will sound like before he spends any money.
- Each station subscriber also receives musical service jingles

such as production aids for weather reports, safety bulletins and traffic news. Station identification jingles, musical time signals and station promotion jingles are also included.

- A sound effects library is provided by some firms and several services still offer musical transcription libraries containing a huge selection of songs and instrumentals. The development of LP recordings and the policy of giving records away free to stations for promotional purposes, however, have made serious inroads into this hold-over from pre-music-and-news days.
- Many firms still provide series of programs of all lengths.
- The companies usually provide some form of script service for musical shows, enabling stations to develop their own program formats.
- Several firms also offer custom tailored commercials for specific sponsors and will also personalize station ID's and promotion material.

Some of the jingle campaigns, programming aids, quizzes and station identification music available from World Broadcasting System (Ziv Co.).



'MAT' SERVICE

Each production company has gone on to elaborate upon these basic services and to create its own special variations to attract stations. World claims to have 1,000 subscribers and is planning to increase its production budget for 1959 by 20 percent, according to Mr. Lawrence. Thesaurus says its subscribers number 700 and Lang-Worth reveals that it has 600. These firms all claim to have expanded their operations in recent months as the demand for their services increases.

Thesaurus has recently developed, for example, a series of complete radio campaigns designed to give the station salesman the necessary ammunition to sign sponsors in several business categories. Beginning with department stores, which Mr. Sambrook says is a nearly untapped source of radio revenue, the series now includes super markets and will add new fields regularly. The campaigns can carry a store from its grand opening right through its anniversaries, he states, with commercials and promotions for all occasions.

RCA recommends the following procedure to stations using these campaigns to sell sponsors: Obtain the last six months of the prospect's newspaper ads; have the continuity department make up suitable radio copy for each month's advertising using the RCA tie-ins; record a 30-minute presentation; get the prospect to listen to the tape away from the telephone and store disturbances.

This system worked so well for WHLS Port Huron, Mich., that it was able to increase its billings from Montgomery Ward from \$200 to \$2,028 per year, according to a letter from the station to Mr. Sambrook. Other stations are having equal success with this method, he says.

Lang-Worth has just added a service called "Radio Featurettes" which the firm states is becoming very popular. The featurettes are a script service including 70 items 15-seconds long of informational tidbits gleaned from the files of Bruce Chapman, the "Answer Man." According to Mr. Allen, "there is a current need in modern radio for interesting con-

versation pieces. The featurettes give the station personality some factual and frequently fascinating food for talk."

Another recent addition to the Lang-Worth catalogue is a half-hour program starring Jim Ameche which is now sponsored on stations in 15 states. The show has a "middle of the road" pop music policy and is taped for playback on subscribing stations once a week.

While this sounds like a throw back to the syndicated program days, Mr. Allen points out that the Ameche show is a "great improvement" because the star does all the local commercials for each station subscriber, and because there is a new show every week with no repeats. "The only difference between this and a live program," he says, "is that it is taped a week ahead of air time."

Participation Quiz

World is currently offering a listener participation quiz that is designed for flexibility because it can be programmed in one-minute, five-minute, half-hour or even hour-long segments. It can also be used as part of commercials and as a station promotion aid, Mr. Lawrence says. Called "Match-A-Tune," the quiz requires listeners to obtain game sheets from sponsors' outlets or dealers. Using the drawings on the sheets as visual clues, they must identify mystery tunes aired by their local World affiliate. Any listener who correctly identifies five or more songs can try for the Giant Mystery Jackpot. The program material is fully supplemented by merchandising and promotion aids—including window streamers, game cards imprinted with the sponsor's name or the station's call letters, and store displays.

Standard Radio Transcription Services Inc., Chicago, producers of sound effects discs, music "ques" and jingles and commercial aids, has entered the field of packaged program distribution with *Medal of Honor*. This is a five-minute dramatic narration series of stories of Congressional Medal of Honor winners.

"Although music programming is

still the most widely used format," says Olga Blohm, general manager, "we believe that the radio audience is ready for a change of pace. An occasional five-minute dramatic narration is designed to make the audience aware of not only the program but the commercials broadcast over the station as well."

Another Chicago firm, Walter Schwimmer's Radio Features Inc., feels that many stations throughout the country, although still emphasizing music, are going into a more stable block programming concept. Radio Features distributes Tello-Test and Tune-Test, quiz shows that can be programmed in five-minute segments across the daily broadcast schedule, as 15-minute segments five times a week, or as half-hour shows five times a week.

"When we sell the franchise to either program," says Nat Watson, the firm's vice president, "we provide the stations with a complete service: An operational manual, ads and mats plus air promotional material, question-and-answer scripts which are thoroughly researched by our permanent research department.

"We also offer to the stations a complete jackpot of awards, at no extra cost when they buy the franchise. Our awards divisions in Chicago and New York," he states, "continually work on new awards for all of our markets."

RadioOzark Enterprises Inc. of Springfield, Mo., is the producer-syndicator of such quarter-hour features as *The Tennessee Ernie Ford Show*, *The Smiley Burnette Show*, and other properties—all designed for open-end use. In addition, RadioOzark also transcribes spots and singing jingles for national accounts.

"RadioOzark is a comparative youngster," according to John B. Mahaffey, managing vice president. "We have maintained our 10-year-old organization at full strength and—a very big 'and'—we are at this moment anticipating the expenditure of considerable additional sums on new program properties."

In addition to the companies offering the type of services outlined above, another firm—formed three months ago—has broken new ground by making available an automated program service. A product of the Programatic Broadcasting

Service Inc., New York, a subsidiary of the Muzak Corp., this "push button" broadcasting method will come on the market early in 1959.

Programatic consists of an electronically-controlled, time-synchronized tape playback device and a supply of eight-hour tapes delivered regularly to subscribing broadcasters. These tapes are pre-recorded and programmed with music designed to appeal to "American adult audiences."

Muzak will select, program and record the tunes on tape. With the electronic playback unit and the pre-recorded Programatic tapes, a station can insert locally recorded spot announcements and special programs. This can be done completely automatically with an unattended machine. According to a company spokesman, the announcements and local programs may be interspersed by the electronic brain in the unit, which switches from Programatic's recorded music program to the locally-recorded material and back again by means of subsonic control tones pre-recorded on the tapes.

This system will be available to broadcasters on an exclusive basis in each market.

While concurring with the general feeling that the biggest part of the production business will be bound up with commercial creation, Harry Goodman believes that there is still a place for a programming service. "In a market where there are seven or eight stations programming music and news, the station that offers an hour or two a day of dramatic programming will draw a substantial audience of people who may want a change," he says.

Thesaurus' Mr. Sambrook, who has been in the business for more than 30 years, traces the origin of program production to the "custom" shows produced in the early years of radio.

In those days, he says, manufacturers were competing directly with the networks when large regional sponsors would produce their own programs to be aired over selected stations in markets where they had distribution. In some cases, they hired custom packaging firms. This system was originated to enable the advertiser who did not want to buy a full network to utilize the sound medium.

APPLIANCES

MUSI-QUE' DISC

J 100 A
J 6 (FAST) Sec. 20 or
J 6 (SLOW) Sec. 20
SING

MARTY'S your best bet

for that TV set;
MARTY'S where smart shoppers go
for a washer, dryer or clock radio.
(OH OH OH)

Buy with reliance
every appliance;
you'll like the service and full guarantee...
highest in trade-in...
Best deals are made in
MARTY'S All-Electric Store!

MUSI-QUE' DISC

G 104 A
Rips or Runs

ANNCR: EVERYBODY'S running to Marty's Electric Center! You'll come a-running too when you hear about Marty's prices on TV sets, refrigerators,

This script which accompanies Standard Radio Transcription Services Inc., Chicago, tapes or discs, is typical of the firm's "Musique" which include jingles, openings and closings.

Custom shows did not last long, however, Mr. Sambrook explains, because of the tremendous cost involved in hiring the talent and production know-how to compete with the network roster. At this point, production firms began to spring up to create open-end shows which could be syndicated and sold to an assortment of regional sponsors across the country, each of which inserted his own commercials and had exclusivity in his own area.

Syndication proved satisfactory because not only did the sponsor not have "to go into show business," but he also could buy rights much more cheaply than he could make an original investment. Syndicators could afford to produce top shows because they received revenue from many sponsors.

It was during this period, Mr. Sambrook says, that agencies began to develop their own production departments to serve their clients. Representatives also mushroomed about this time to help the clients make deals with stations in the markets they wanted to reach.

The syndication business prospered until the early 1950's, Mr. Sambrook declares, when television began to usurp radio's place as a

medium for dramatic entertainment. The growth of transcription music libraries, started in the early 1930's and perfected in the late 1940's, also dealt a death blow to syndication, he states.

When library transcriptions began in 1949 to utilize voice tracks of famous personalities to introduce numbers and lead into local commercials, they began to compete with the syndicated big-name music shows which cost much more to produce.

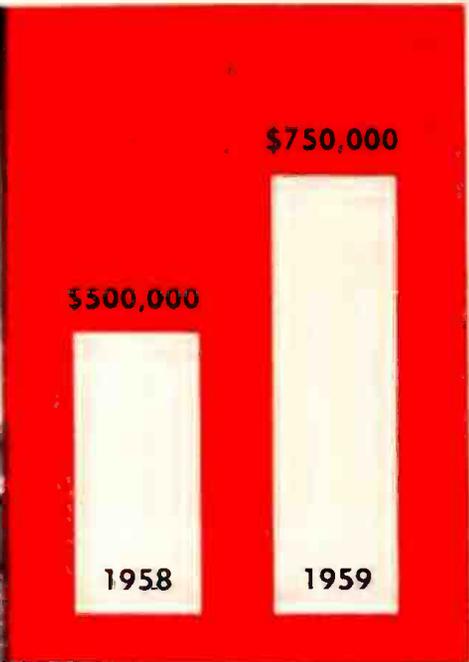
Music libraries, in their turn, became much less profitable after the LP record came on the market, he says. Prior to that time, the station had a choice between recordings and the technically better transcription library selections. With the record revolution in the early 1950's, stations began to program from the free discs which recording firms provided, seeing no reason to continue paying for transcription services.

With the music and news format achieving increasing popularity during this same period, the syndication and transcription business in its old form began to die. Today, however—like the phoenix rising from the ashes—radio production is taking on new life with prospects for a more prosperous tomorrow. • • •

RCA Thesaurus provides this schedule in addition to its pre-recorded commercial campaigns.

DECEMBER, 1958				
	1 Christmas Campaign running at full strength now. All live commercial announcements should include Christmas theme. Christmas jingles (ST-635B-1 thru 10) get wide exposure. Jingles highlighting store services are useful during this intensive selling season. (ST-635B-3,8 - Open Late; ST-635B-4,9 - Free Parking; ST-635B-5,10 - Charge Account; ST-636A-3,8 - Phone, Mail Orders; ST-636A-2,7 - Delivery; ST-636A-1,6 - Time Payment; ST-633A-6,12 - Lay-a-Way.)	2 21 Days to Shop	3 20 Days to Shop	4 19 Days to Shop
	5 18 Shopping Days To Christmas	6 17 Days to Shop	7 16 Days to Shop	8 15 Days to Shop
	9 Special store services may be spotlighted during this season, too. (ST-633A-6,12 - Lay-a-Way; ST-635B-3,8 - Open Late Tonight; ST-636A-2,7 - Delivery; ST-636A-1,6 - Time Payment; ST-635B-5,10 - Charge Accounts.) In addition, your complete Jingle Library should be reviewed for applicable merchandise jingles that may be used during the Christmas selling season.	10 14 Days to Shop	11 13 Days to Shop	12 12 Days to Shop
	13 With just 9 days left for Christmas Shopping, all advertising should reach high concentration.	14 9 Days to Shop	15 8 Days to Shop	16 7 Shopping Days Till Christmas
14	15 6 Shopping Days Till Christmas	16 5 Shopping Days Till Christmas	17 4 Shopping Days Till Christmas	18 3 Shopping Days Till Christmas
19	20 Christmas Day	21 Christmas Day	22 Christmas Day	23 Christmas Day

RADIO BUDGET



In its first year of operation—1946—the Rayco Manufacturing Co. of Paterson, N. J., reported a sales volume of \$300,000 from five outlets. Today, just a dozen years later, Rayco—which claims to be the nation's largest retail specialist in auto seat covers, convertible tops and mufflers—has 157 stores across the country and declares that sales total well up into eight figures.

Paralleling this rapid growth—and indeed partially responsible for it—is radio which has become an increasingly important factor in the company's advertising strategy.

According to Jules Rudominer, Rayco's vice president and director of advertising and sales, "Radio has played a vital part in Rayco's growth. Based upon the results that radio has consistently given us, we envision only a continuing pattern where the medium is concerned."

Back in 1952 when the firm's agency, the Emil Mogul Co., New York, first started to work on the account, radio's share of the company's ad-

vertising budget amounted to approximately 10 percent, recalls Bernard Kramer, vice president and account supervisor.

This year the sound medium accounts for a third of the firm's ad dollars allotted to tops and seat covers and for 80 percent of those earmarked for mufflers. Most of the remainder goes to print, Mr. Kramer states.

It is estimated that by the end of the month Rayco will have spent well over half a million dollars in 1958 for radio advertising.

Brighter Prospects

The sound medium's prospects for 1959 are even brighter at this writing with plans presently under way for an expenditure next year of nearly three-quarters of a million dollars, it is believed.

Up to now, Rayco, which currently has outlets in 70 metropolitan markets, has channeled all its radio funds into spot in and around these areas.

As a major ingredient of its 1959 plans, Rayco is now negotiating a network radio buy for the first time which would account for a substantial addition to the firm's radio budget. The buy currently being considered would be a daily sponsorship.

While Rayco would also remain heavily in spot, the agency says, the network sponsorship would represent a drastic change in policy, not only for Rayco but also for retailers in general.

According to Mr. Rudominer, "Because our products are not essentially impulse purchases, we feel that the technique of a consistent 52-week schedule on radio exposes our story on a continuing basis so that when the decision is made to buy our product, there has been a considerable amount of pre-conditioning."

The automotive accessory company is now on an annual schedule in 57 markets over 71 radio stations, with from 25 to 100 spots per week in each market depending on the season.

Bernard Kramer (left), account supervisor at Emil Mogul, and Hal Balk, account executive, listen to test commercial for Rayco campaign.



Rayco's Speedy Growth Traced To Radio Use

Summer pushes Rayco's sales curve especially high, influenced by the increased driving during that period.

With advertising appropriations going to each market on the basis of sales, Rayco and its agency coordinate and create all advertising for the franchised operators who pay time and space costs.

Since each store is independently owned and financed by local businessmen who purchase franchises from Rayco, there has been some tendency on the part of the public to think of Rayco in local terms rather than as a national operation.

Car accessory firm to spend an estimated \$750,000 in radio in 1959. Spot has been chief vehicle but a network buy is on the horizon



A network sponsorship, the agency feels, would serve to point up Rayco's role as a company of coast-to-coast proportions.

Such a buy would be contracted on a 52-week basis, just as all Rayco's spot buys are made.

According to Hal Balk, Mogul's account executive on Rayco, "To our knowledge this is one of the first times a retailer has pondered buying network time on a large scale that includes many markets where he as yet has no outlets."

Pre-Conditioning

Most retailers, Mr. Balk declares, want to see immediate results from their advertising. Rayco, on the other hand, while also looking for rising sales, believes that pre-conditioning the customer who is not ready to buy today will influence him to buy Rayco tomorrow.

This, according to Mr. Balk, goes for markets which already have Rayco stores and also for markets where the firm plans outlets as part of its expansion program.

The proposed network sponsorship, the agency believes, would benefit Rayco on both counts.

In addition, such a move would make use of a national personality to enhance the firm's prestige.

Since the firm's products are so directly related to the automotive industry, both the company and the agency state that radio takes on added significance for them as an advertising medium, in view of its high in-car audience.

"We feel that this in-car audience that radio alone provides," explains Mr. Rudominer, "is a natural in terms of associating the product with its use."

Rayco, however, is interested in reaching the in-home audience as well because of the influence of

women in the purchase of seat covers and convertible tops. Mufflers, on the other hand, are bought almost exclusively by men, the firm maintains, and Rayco reaches them during drive times.

Choosing Stations

In choosing the individual stations to be bought, timebuyer Lynn Diamond makes use of a custom "ratings" system devised by the agency. According to Leslie L. Dunier, vice president and radio-tv director, this method helps the agency and the firm to determine both the dollar sales produced by radio in a market and also the popularity of the stations in the area.

Mr. Dunier explains that a Rayco customer waits an estimated 30 minutes while his merchandise is installed and that during this time he is handed a card to fill out. The information requested includes a free-response question on where he heard about Rayco, during which he may mention a specific medium or word-of-mouth. Later he is asked to specify the vehicle of the particular



Jules Rudominer, v.p. dir. of adv.-sales.

medium involved—the station in the case of radio.

These cards are tabulated weekly and provide an index to sales in relation to media. In addition, while a customer may not correctly recall the particular station broadcasting the Rayco message, he will almost invariably indicate some call letters.

In a surprising number of instances, the Mogul executive reports, the responses given furnish an accurate clue to station popularity in the market.

Buys Switched

Mr. Balk, for example, remembers several instances in which station buys have been switched after investigation of card responses have shown a shift in station popularity.

In one specific case, the cards from a major western city began to be heavily sprinkled with the call letters of a supposedly low-ranking station which Rayco was not purchasing.

Looking into the matter, the agency found that the higher rated station Rayco was buying had recently made a drastic alteration in its format which was beginning to prove unpopular.

Rayco and Mogul quickly decided to drop this station and bought the outlet that had been cropping up on the cards. Mr. Balk reports that this station has since done very well for Rayco, and that the former station, after a sharp decline in popularity, is now turning back to its original format.

Changes have also recently taken place in Rayco's own "format." Until a year and a half ago, the firm's products included only the seat covers and the convertible tops, the muffler line being added at that time.

Before the muffler introduction,

Rayco's copy approach involved separate commercials for the tops and covers, each of which combined jingles and live copy by the local disc jockey.

At the beginning of this year, Mogul overhauled its copy theme to embrace all three products in a general Rayco commercial designed to stimulate sales and wrap up the product image in one neat package.

Myron A. Mahler, vice president and creative director for air media, wrote the jingle copy, which reads:

One, two, three go
 Let's go to Rayco
 One—auto seat covers
 priced so low
 Two—mufflers that save
 you dough
 Three—convertible tops—
 Let's go go go
 Let's go to Rayco
 One, two, three go
 Let's go to Rayco.

The new Rayco spot has been given a very elaborate production, involving 15 instrumentalists and five vocalists.

The jingle is usually followed by an announcer reading copy that can be applied to the local Rayco outlet. A typical sample would be:

Yes, go to Rayco . . .
 and take along your
 Christmas list . . .
 You'll find Rayco has the
 gift for making motorists
 happy.
 Like Rayco Vinysan Clear
 Plastic Seat Covers . . .
 They protect new car up-
 holstery while the beauty
 shows right through.
 Rayco Clear Plastic covers
 are guaranteed not to
 crack or split . . .
 They carry the United
 States Testing Company's
 seal of approval . . .



Discussing radio estimates for Rayco are Leslie L. Dunier, vice president in charge of radio-tv for Emil Mogul, and Miss Lynn Diamond, who is the timebuyer on the accessory firm's account.

And they're custom-fitted
 free in just 30 minutes.
 What's more, Rayco Vinysan
 Clear Plastic covers,
 with Rayora trim, are
 holiday priced at only
 \$19.95, for most cars.

.....

(Local Store Tag)

And remember, for America's
 best and largest selling
 mufflers . . . go to
 Rayco.

Agency Profit Plan

Whenever the efforts of the Mogul agency reap new profits for Rayco, the funds received by the agency are also increased. In a different agency-client relationship, Mogul's income is based upon a percentage of the accessory firm's retail sales rather than on the customary 15 percent commission paid by media or the flat-fee system. This, in effect, makes the agency a partner of the client, with Mogul's fees rising in direct proportion to Rayco's profits.

In the future these profits will go to the firm of Mogul, Lewin, Williams & Saylor Inc., as Emil Mogul Co. will be known after January 1. Merging with LW&S, the Mogul

agency will bring with it billings of approximately \$11 million, making combined billings total \$18 million for 1958, according to the two firms.

As far as can be determined, the merger will not appreciably affect radio strategy for Rayco.

Started in New York

Rayco, which now has factories in Pawtucket, R. I., and Puerto Rico, was founded by Joseph Weiss, the firm's president, who conceived the idea of a coast-to-coast chain of stores after setting up an auto seat cover business in Brooklyn for one brother and a similar store in White Plains, N. Y., for another.

From its headquarters in Paterson, Rayco handles such problems as market research, accounting procedures and merchandising and sales techniques. As yet, there is no appreciable merchandising activity involving radio stations, declares the agency.

According to Mogul's Mr. Kramer, "Radio and Rayco are well suited. Since radio provides both the repetition and the in-car audience Rayco wants, I believe their relationship is as indestructible as that of any medium and product can be." • • •



Selling

This is Part II of a two-part series on sound. The first half, A Sound for Every Image, (November 1958), dealt with advertiser-agency use of sound.

Memory plays an important part in radio. The image that a station achieves through its sound is implanted in a listener's mind.

The distinctive sound of a station is partially achieved through technical know-how and care. The general public, however, hears no one element, but a combination of everything that goes into making the station image—everything that eventually comes out through the speaker.

It is often the distinctiveness of that sound and its compatibility with a sought-after audience that determines how effective it is in creating a station image—that part of the total sound which is programming.

Many programming elements contribute to the sound of a station. In the case of the music and news, although the same basic program ingredients are accessible to everyone, stations in a market differ greatly in their sound.

"Many, many elements go into the sound of a station," says William J. Kaland, national program manager for Westinghouse Broadcasting Co. "The important thing, though, is not the individual elements, but the total contemporary sound of the station and the consistent flow of that sound pattern without any major interruptions or changes of mood."

The "flow of the total sound" is of the utmost importance in the WBC concept, according to Mr. Kaland. The ideal station built along these lines would have bright,

the 'Sound'

Stations and networks use sound to shape 'images' and to woo potential advertisers

up-tempo, on-the-air personalities who could project themselves in relatively few words. The music would have importance not in terms of individual numbers but in terms of "flow." Immediacy in hourly news and weathercasts would be stressed. "All elements—music, news, service—must flow together," Mr. Kaland states, "for a total contemporary sound."

"Flow" is also the important element in the "balanced programming" of The Balaban Stations, according to John Box Jr., executive vice president and managing director of the group. The Balaban approach is based upon the concept of radio as a personal medium, a constant companion, designed to appeal to local tastes within individual markets, he says. The final aim is to provide the ingredients that will keep the most people listening all of the time.

"Our programming is based on the care and skill which are essential to the development of a smooth flow of pleasant, yet attentionable sound," Mr. Box declares, "achieved through the infinite variations in the selection and sequencing of music."

Programming Elements

The primary requisite of skillful programming, he asserts, is a constant effort to adapt certain elements to the known activities of the majority of the people at a given time. He classifies these elements as tempo, mood, flow, appeal and service.

"When you abdicate your programming to program directors or disc jockeys . . . or the corner record shop . . . you are headed for trouble,"

Mr. Box warns. Programming must lean heavily on the factor of audience composition, he says. "Our studies in every city where we have facilities proves to us that there is a different audience availability at varying hours of the day. This introduces other elements in our program planning:

- Nature of audience composition.
- Activities of household and out-of-home.
- Mood in relation to time of day.
- Season of the year.
- Day of the week.

"Obviously," reasons Mr. Box, "the selection and sequencing of music must vary in relationship to each of these five fundamentals and also in unison with the five previously indicated elements. The application of reasonable research, logic and a certain type of artistry creates a musical mix for constant broadcast appeal in relation to mood and motion."

Although, as has been noted, the over-all station sound goes far beyond engineering differences, technical aspects are important. Everything about the sound broadcast by a station is relative to the human ear. Various stations differ in their engineering approaches. And these differences are a beginning toward the purely technical differences in station sound.

Beyond that, there are engineering techniques for making the station sound crisper, more brilliant, "bigger." A more brilliant sound can be achieved by emphasizing the registers

that underscore the feeling of brightness. A sense of bigness can be achieved by the use of an echo in which the sound is repeated an infinitesimal fraction of a second after the original sound—so close that there is no feeling of hearing the same sound twice, but only of bigness.

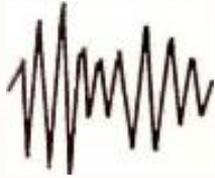
There are many other elements contributing to the better sound of radio today. Recordings are much finer than they used to be; diamond styli, vastly superior heads and reproduction systems, better microphones, all add to the superiority of today's sound. There are many companies making records and they have appreciable differences in their standards.

Sound of Immediacy

The sound of immediacy in news is also an integral part of the station sound. There are plenty of "teletype rippers," as Mr. Box calls them, but that type of newscasting has nothing very imaginative or unique about it that would set the station apart, he says.

Many techniques are employed by stations to create the feeling in sound of immediacy. An example is the growing popularity of mobile units, portable tape recorders and beeper phones to cover the local scene. More and more the present tense and the first person singular are finding their way into newscasts bringing with them the value of projecting the listener into the atmosphere of the event being reported. This type of reporting brings listeners the news first—and first hand.

"Triteness and staleness should



be avoided like the plague in news reporting," says WBC's Mr. Kaland. "The cliché phrases of news reporting should be taboo. News may have a carryover value from one broadcast to the next, but it should always be freshly written for each broadcast so that the words are new even if the facts aren't. The editorial 'we' has its place, but in an on-the-scene report of an event it has an aloof, stuffy quality as opposed to a modest but exciting use of the first person singular."

Another element of programming now widely used is music especially written for the station to introduce service features, newscasts and programs. There are weather jingles, "where to go—what to do" jingles, boating, fishing, skiing, sailing jingles, and traffic, time, sports, holiday and pre-newscast jingles.

Station image, now considered so important by the local outlets, is actually nothing new. The radio networks from their early years have been engaged in building their images, and the most effective results have come with the use of sounds.

Packages With Sound

One broadcasting executive calls the four radio networks "the only business group in America that packages with sound effects, and therefore the best informed people on the subject. They have shaped their operations over the years to achieve identifying and familiar sounds."

Perhaps one of the best known audio symbols—or any other kind of symbol—in America is the sound of the NBC chimes. Another audio symbol, introduced by that network since the advent of tv, has also caught the public's fancy—the *Monitor* beep. And still another is in the works.

Analysis at 30, a network feature soon to be introduced, will be identified by a high-pitched fanfare superimposed on a magnified heart-beat. This trademark in sound is

designed to get the listener's attention and also set the mood of "getting to the heart of the problem." NBC executives feel that this symbol will be, next to the chimes and the beep, one of broadcasting's best known audio symbols "within 12 months."

Sound effects, however, are not the only methods used to set a network "mood." The over-all flow of its programming is CBS' big selling point. "Listeners know when they are hearing CBS news," one CBS official declares. "The voices are familiar and authoritative, and from years of experience the listener knows he will get more than just a reading of the news wire."

CBS works at creating an "atmosphere," John Karol, vice president in charge of sales for CBS Radio, declares. "The personalities, daytime dramas and news shows have built this atmosphere through the years;

have given the network a definite 'sound.'"

Selling With Sound

Perhaps the most important function of a station's sound is its ability to get a sales message across to the audience. If a consumer purchases a product or service because he identifies it with a pleasant radio experience, the sound has done its job well.

"The sound of radio has long been one of the most effective sales tools known to humanity," says Perry Bascom, national sales manager of Westinghouse Broadcasting Co. As a case in point, he offers the jingles mentioned previously.

"The various community service jingles are especially saleable," he notes. "With weather jingles scheduled hourly an advertiser can buy a weather package giving him ex-

'Trademark in Sound'

Commercials with a good "memory device" set them apart, make them memorable and thus contribute to sales success, according to Hanley Norins, vice president and copy director of Young & Rubicam Inc., New York. "Today's radio is a new frontier for copywriters," he told the RAB's National Radio Advertising Clinic, "and the important thing is to seize the listener's attention, and then tell him you're selling something."

To make commercials "stand out from the crowd," he urged copywriters to strive to be daring and different. "You must use sound effects, the spoken word, the singing voice and musical instruments to drive home your selling message. Create a *trademark in sound* to establish your product in the public mind."

Mr. Norins did not rule out the so-called "straight-sell" commercial, delivered by an announcer or a local personality, so long as the announcement "has character." He said copy should "be simple, idiomatic—and avoid tricky, literary sentences. Make sure your transcribed announcements are thoughtfully cast and use phrases that ring true.

"Use *sound* techniques—'Sonovox,' a speaker or driver attached to the throat of the operator to create unusual sounds; 'tape reverberation,' to vary the speed of words to musical phrases, or the 'tape loop,' a technique to mix sounds recorded at different speeds."

posure at different times. He might want a weekend traffic jingle package, or perhaps a boating-fishing-sailing jingle package might suit his needs better. In any case, he can buy a set of miniature program features, broadcast at regularly scheduled and promotable times, that deliver the sponsor's message to the listener along with a valid service. And all can be presented in appealing, stimulating form."

The newest NBC presentation, called "Memory Vision," is designed according to NBC Radio Executive Vice President Matthew J. Culligan, "to make advertisers more aware of how they can get better commercials through the use of sound."

"We in radio," Mr. Culligan declares, "must be concerned with how sound is used. The more effectively it is used, the better the results will be. The better the results, the more business radio is likely to get."

The basic principles of "Memory Vision" are that (1) people react directly to sounds and they also react to associations that sounds evoke, and (2) they respond either intellectually (that is, on the basis of what they have learned) or emotionally.

Success Reported

Mr. Culligan reports success with the concept, including the renewal of a campaign by Bristol-Myers Co. for Trushay hand lotion and near-agreements "with five or six other large national advertisers." The new Trushay commercials feature the voice of Madelaine Carroll. "Simply by the sound of her voice, women are reminded of the image of a beautiful young actress," according to Mr. Culligan.

"We have found," he adds, "that certain types of products—of an intimate nature—are better sold with sound alone. The imagination when stirred by sound makes a terrific impression on the consumer who becomes identified with the use of the



Listeners identify certain sounds with individual programs and stations. In the Portland, Ore. area, Barney Keep, KEX disc jockey, has long used the "haunting wail of a steam locomotive whistle" as a trademark in sound. Here, Mr. Keep poses at an engine's controls. The train whistle plays a key role in area industry.

product." Mr. Culligan cites cosmetics, drug products, insurance and other health and welfare services as products of an intimate nature especially suited to sound.

As for selling sound with sound, a growing trend in the industry, Westinghouse's Mr. Bascom asks, "What could be more natural and effective than to use the sound of radio to sell radio? By letting a prospective advertiser listen to a tape we can effectively tell him about a program or a personality on an out-of-town station. We can even weave in his own commercial so he can hear how it sounds in the program context in which it would be broadcast."

The personality of a newscaster, the tone of news programs and the length and breadth of local, national and international coverage can also be demonstrated simply by playing a tape, Mr. Bascom says. The sound of a new personality or a new program feature can be conveyed to national sales representatives or to advertisers quickly, conveniently and unmistakably, he asserts, through tapes.

Many national representatives and stations are regularly offering this kind of tape presentation—literally, selling the advertiser on and with the sound of the station. The CBS "Protective Listening" presentation was designed to do just that for the network.

"Protective Listening" was primarily used to show advertisers the framework in which they would be

placing their commercials. The tape presentation was also designed to demonstrate the selling ability of CBS Radio personalities and the protection from double and triple spotting that the network was offering.

"An agency can spend a lot of time and money on a commercial that sounds terrific," says CBS's Mr. Karol, "but if the station's over-all sound and spotting practices are not right, the commercial can be lost in the shuffle."

Mr. Karol says that such CBS programs as *GunsMoke*, *Edward R. Murrow* and others, segued together to show "the atmosphere, the program setting, the sound of CBS Radio, convinced a lot of agencies and clients that they should re-examine their schedules."

Today's radio is, in a sense, the newest of all the media. It is in the throes of a renaissance, the outcome of which will decide its rightful place in relation to its competition. Research and experiments with the goal of creating individuality and recognition for stations and the networks can only result in finer radio for the public and a better sales tool for the industry.

"The fight is for sound," as John Box has said. "This elusive sound that each listener searches for on the radio dial is the sum total of each [of the elements of music and programming], mixed effectively and translated into the only commodity for sale by the radio station of today . . . sound!" • • •

Seven Radio Advertisers Tell Why

Seven radio advertisers at the recent National Radio Advertising Clinic, sponsored by Radio Advertising Bureau, spent the better part of the first day analyzing their use of radio. The companies are: Eskimo Pie Corp., National Airlines Inc., Mogen David Wine Corp., Contadina Foods Co., Sterling Silversmiths Guild of America, V. La Rosa & Sons Inc. and the Alemite division of Stewart Warner Corp. For the most part, these stories were examples of the way radio has successfully helped solve specific marketing problems. The one exception was Mogen David Wine Corp. whose representative admitted that his company does not yet have a radio success story. He explained that the company was happy with other media until an RAB presentation started Mogen David and its agency thinking about radio. An early campaign was inconclusive, he states. Now the company is on a major spot and network drive and it hopes soon to be able to report successful results.

The NRAC, which was held at the Waldorf-Astoria Hotel, New York, from November 18 to 19, was attended by about 700 agency, advertiser and radio executives. While other facets of radio were discussed (see Report from RAB, p. 51), these seven advertiser analyses were dominant. A capsule profile of each advertiser's approach to radio follows:

Eskimo Pie Corp.

This division of Reynolds Metals Co. has always devoted more than half of its budget to radio, according to Robert M. Woods, vice president. It is currently running at 51 percent of the total ad budget, he states. Eskimo Pie, says Mr. Woods, was the 28th largest spot radio advertiser in the second quarter (April to June). During this time, the company used 3,272 one-minute spots, 2,313 ten-second spots and 144 twenty-second spots on about 181 stations across the country. About 20 a week were used on each station, Mr. Woods states, concentrated in the shopping days of Thursday, Friday and Saturday. Among the chief reasons for Eskimo Pie's radio use, as outlined by Mr. Woods, are: Flexibility—radio coverage parallels market distribution;

economy—favorable cost per thousand, and product endorsement by local personalities. "Radio advertising is a tradition with us," declares Mr. Woods, whose firm has been using the medium since 1928.

National Airlines

Radio is employed by this company in 24 markets utilizing 35 radio stations with about 420 announcements weekly, declares William Ehart, director of advertising and public relations. Serving predominantly Eastern and Gulf cities, National found that there were 50 million radios serving the 17 million homes included in the company's sales markets. A large part of its budget is going to radio, states Mr. Ehart, for four reasons: Radio's ability to help overcome, through instantaneous selling, the perishability of

National's product ("Once a seat is gone, we can't sell it tomorrow."); the highly competitive structure of the airline business; the need to change copy to fit last minute schedule changes and reminders, and the ability to concentrate on special markets at various times. Mr. Ehart further states that specialization in programming has enabled the company to pre-select its audience. He cites a recent example to show radio's flexibility and response. During another airline's strike in Norfolk, Va., National radio spots were quickly revised to attract reservations for flights that were being added. When switchboards were jammed with advance orders, declares Mr. Ehart, National again altered radio copy to advise the people that reservations were not necessary, that they should come right out to the airport. This worked, too, and took the load off the switchboards.

Mogen David Wine Corp.

As unfolded by Bernard J. Wiernik, vice president in charge of sales and advertising, this is the story of a company that was happy with other media results and had not considered radio seriously until RAB presented the "sound" story. Along with its agency, Edward H. Weiss & Co., Chicago, extensive research showed that radio had certain "tempting" advantages, Mr. Wiernik states. Among these are: Lowest cost per impression enabling the company to reduce advertising costs



Dr. E. L. Deckinger (facing camera), vice president of Grey Advertising Inc., New York, answers media questions put to him by radio station managers participating in the "Media Buyers' Roundtable" feature of RAB's NRAC. At Dr. Deckinger's right is Joan Rutman, Grey media buyer.

without reducing advertising effectiveness; broad coverage (Mogen David has distribution in 46 states), and enabling the listeners to engage in other activities while the radio is turned on. It was decided in 1957 to devote a large share of the budget to radio. A network campaign at that time was "inconclusive," Mr. Wiernik declares. The company now has a drive on NBC Radio using 42 spots a week on practically the entire network, plus a spot campaign in 104 markets. Mr. Wiernik is hopeful—and confident—that radio will earn an increasing share of Mogen David's \$3.5 million-a-year ad budget.

Contadina Foods Co.

The current radio strategy of this company, reveals Martin Morici, vice president in charge of sales and advertising, is to use several 8-week flights a year, rather than a continuing 52-week schedule. The reason for this, he states, is to dominate the medium at these times with as heavy a schedule as possible, buying up to 180 spots a week in a market. Contadina aims its radio announcements at the housewife from 7 a.m. to 4 p.m. Mr. Morici states that for the fourth consecutive year "we've concentrated most of our advertising money in radio." The history of this goes back to 1954, Mr. Morici states, when Contadina was fighting for shelf space and found its ad funds limited. The company turned to spot radio. "So successful was the first campaign," says Mr. Morici, "that we

were actually completely out of product long before the new crop of tomatoes was ready for harvesting."

Sterling Silversmiths Guild of America

This manufacturers' group turned to radio to establish an awareness of sterling silver in the minds of women. It spent \$500,000 for radio in 1958. There was a need, relates John F. Ambrose, executive vice president, to register the image of their product as desirable and important in the modern concept of family living.

The guild uses both spot and network radio. The spot portion includes participations on certain disc jockey shows. Mr. Ambrose states that in addition to the housewife, Sterling Silversmiths Guild is interested in the 17-year-old to implant product awareness for sterling.

For the first two quarters of 1958, Mr. Ambrose says, "we had better than a half-billion cumulative listener impressions at the low average cost of 45 cents per thousand."

The guild uses chiefly 60- and 10-second announcements.

V. LaRosa & Sons Inc.

A heavy user of spot radio, this firm has been using the medium for more than 25 years, states Vincent S. LaRosa, vice president in charge of advertising and marketing. With products sold chiefly in the Northeast, spot announcements are used according to the size of the market. For example, Mr. LaRosa states, the company's campaign uses 300 announcements weekly in New York,

251 in Boston, 88 in Providence, R. I., and 50 in Portland, Me.

"We tailor our spot radio coverage," says Mr. LaRosa, "to give us saturation in the individual markets we reach. We also try to get additional mileage from our use of radio. For example, when we prepare a mailing piece for dealers and distributors, we give them the frequency of spots we are using and where they can find them on the dial."

Alemite Division, Stewart Warner Corp.

This division, makers of Alemite CD-2 oil additive for cars, is a radio-only advertiser that invests \$1 million a year in the medium.

In years prior to 1957 and 1958, other media were used, states Fred R. Cross, advertising director. After a trial and error period, he declares, "radio alone was able to do" the job required based on five guideposts:

"Our advertising had to have: (1) Continuity—to satisfy jobber enthusiasm and customer demand; (2) low cost—to keep continuity without going broke; (3) a male audience—because women simply do not buy this product; (4) an automobile audience—to hit the man while he's driving, and (5) a good program setting—to establish a recognizable pattern around the country."

Alemite uses chiefly five-minute newscasts between 6:30 and 8:30 a.m., and 4:30 and 6:30 p.m. Radio is bought for 52 weeks in 70 markets and 26 weeks in 50 markets, states Mr. Cross. • • •

focus on radio



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



A MOVING TRIBUTE to its younger sister is paid by WSB Atlanta. "Modern Mobile Radio" was the theme of this float honoring WSB-TV's 10th anniversary in a parade through downtown Atlanta. Announcers broadcast the parade's color from the car as 220,000 Atlantans watched.



AIRING AREA PROBLEMS on the WWDC Washington weekly *District Roundtable* program are (left to right) Judge Emmett H. Nanna of Prince Georges County; D. C. Police Inspector John E. Winters, and Attorney Hillel Abrams. They discussed juvenile crime treatment.

ALL 'KNIGHT' SHOW is promoted by medieval WSAI Cincinnati promotion man as he rents display space from the city. The new show features Herb Knight, former Dayton, O., disc jockey, in a daily 6:30 to 10 a.m. wake-up stint.



EN ROUTE FROM BEIRUT are some of the 15 officers and 47 enlisted men of Marine Aircraft Group 26 Sub-Unit 1 stationed at New River, N. C. On-the-air welcome is given the veterans of Lebanon by Rod Jones from the WJNC Jacksonville, N. C., mobile news unit.



DOWN TO EARTH prizes are awarded in the KFWB Los Angeles "Rocketing Ratings" contest to Edith Whaley of Stromberger, LaVene, McKenzie by Bob Purcell, station's president. Timebuyers guess at KFWB's rating in continuous game.



MEN OVER MIAMI explain operation of radio equipment in the Shell-WGBS traffic reporting helicopter to police chiefs in town for a convention. Discussing their traffic safety broadcasts are WGBS Managing Director Bernard E. Neary (pointing) and Miami Police Chief Headley (far right).



STAR SALUTES SPONSORS as Sheldon Gibbs (left), of the KRIZ nightly *Western Show*, moves his broadcast to Phoenix restaurant owned by Bill Johnson (right). In center, Ed Fitzgerald, general manager of Courtesy Chevrolet, co-sponsor, with one of his samples.



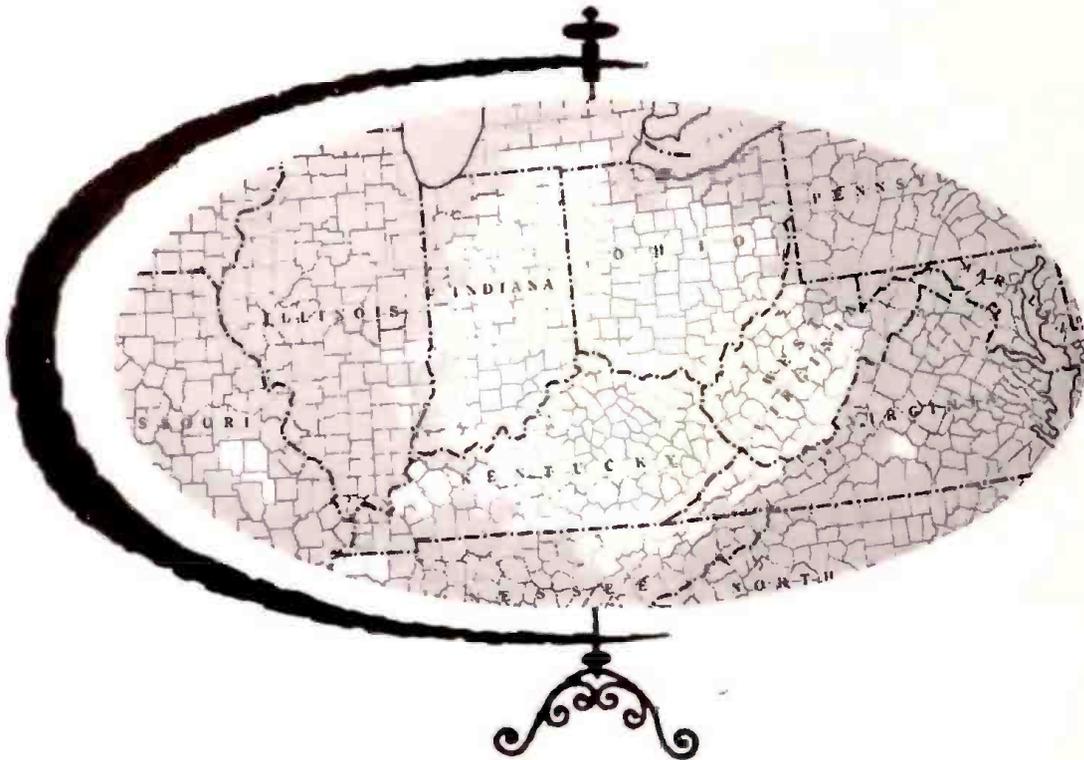
THE SECRET INGREDIENT in this promotion is money, as WGH Newport News, Va., Assistant Manager Ambert Dail prepares to sell dollars for 50 cents to all comers as part of the Norfolk area station's 30th anniversary celebration. The station reports that it had no trouble disposing of its stock of merchandise.



"THE HIDDEN REVOLUTION," studies in sound of the gigantic pressures faced by the average person in today's world, are scheduled for production throughout the winter by President Murray Lincoln of Nationwide Insurance, sponsor; CBS President Arthur Hull Hayes, and Irving Gitlin, public affairs director,

A. C. Nielser. Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

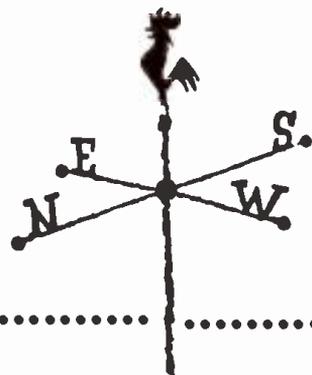
	NCS DAY-PART CIRCULATION PER WEEK			
	Once	3 or more	6 or 7	Daily Avg.
Doytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales; Los Angeles, San Francisco, Bomar Lowrance & Associates, Inc., Atlanta, Dallas Crosley Broadcasting Corporation, a division of **Arco**

hometown USA

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



Need for News Sparks Formation Of Two Radio Services

**Radio Press, a news network,
and News Associates, a Washington
bureau, transmit news by voice**

 When the untimely death of Tyrone Power near Madrid was bulletined across the country by radio stations, the sound medium scored one of many beats on competing news media. From small town to big city, the word was out: "I just heard it on the radio."

This type of immediacy has gained for radio a prime position in journalistic circles.

Convinced of the need for quality national and international reporting for radio *only* is a new organization called Radio Press, a syndicated news service whose identifying sound is a voice instead of the tick of a teletype machine.

The ultimate aim of Radio Press is to become a radio news network providing everything from a news bulletin to a human interest feature for a nation-wide line-up of stations.

Still another new outfit offering a radio-only news service is News Associates Inc. However, this outfit functions strictly as a Washington news bureau for stations, and also services Radio Press with Washington coverage.

As expressed by George Hamilton Coombs, president and founder of Radio Press, "We hope to provide a station with the kind of material that will enable it to program its own feature program such as *Monitor*."

For the present, Radio Press has set its sights on providing a saleable world-wide news service no matter where a station is located.

Specifically, Radio Press is offering three basic services:

- A five-minute network-type newscast that is open-end for local commercials.

- News spots that can be dropped into station newscasts. The spots are from 45 seconds to one minute and 15 seconds long. These are either actuality broadcasts (from the scene of the happening with crowd noises) or first person news reports ("This is John Rex from Berlin. I just witnessed . . .").
- A world news round-up one minute in length comprising three 15-second spot reports, each one starting with a date-line.

For the most part, Radio Press feels its service will help independent stations. Because it also offers features, however, the firm feels that network-affiliated stations are prospective customers, too.

The continuing need for a comprehensive news service by radio sta-

tions was a major reason for the founding of Radio Press, the company states. According to Stewart Barthelmess, vice president and general manager, "At affiliate meetings (Mr. Barthelmess was formerly vice president of ABC Radio), the point that was continually driven home by stations was the desire and need for global and national news."

Although formed in August, Radio Press did not launch its sales effort until late October. At press time, the following sales have been reported:

WWDC Washington; WADS Ansonia, Conn.; WPIR Albany, and WDEW Westfield, Mass., have ordered news spots to be dropped into regular newscasts. In addition, WBAI-FM New York has bought a three-a-day news show featuring 10 minutes of world news at 8 a.m., 12 p.m. and 4 p.m.

There are three basic means of transmission that Radio Press plans to use to carry its voice news: Beeper phone, long lines and fm facilities.

At the outset, beeper phone will probably be the most relied on method because of the higher cost of long lines and the impracticality of fm transmission unless there is a properly spaced string of stations being serviced.

All news from Radio Press is transmitted from the New York office. Reports from around the world and from Washington are phoned in and edited down for voice transmission to stations. In the cases of WWDC and WADS, news spots will be sent to stations twice a day at 7:30 a.m. and 2:30 p.m. WWDC will receive them by long lines while the beeper phone will service WADS.

Radio Press has a staff of about 12 people in New York and Washington. Staff correspondents are maintained in London, Paris, Rome and Beirut. In addition, Radio Press states, about 4,126 stringers are located in 90 countries.

Among the news staff in New York are Lloyd Garrison, formerly of NBC Radio's *Monitor* and Du Mont Broadcasting Corp., and Ray Weiss, formerly of Associated Press and DuMont.

In addition, a second news-gathering service called News Associates Inc. is headed by I. Herbert Gordon, who has spent 15 years in the newspaper business and was Far East editor for International News Service. This outfit services Radio Press with Washington news. Radio Press, however, maintains its own voice man there, Herb Bruback, who "reads" the news for transmission to New York.

News Associates, with headquarters in the National Press Building,



George Hamilton Coombs, Radio Press pres.



Stewart Barthelmess, Radio Press v. p.

was formed about six months ago by four former INS journalists. The organization functions as a Washington bureau for radio stations and currently states it has 30 outlets as clients.

The purpose of News Associates is to supply stations—via beeper telephone or tape—with interpretive reporting on Capitol news and to create a personal link between that news and the client, especially if there is a local or regional slant to the story.

The broadness of the NAI service can be tailored to fit the immediate needs of almost any station. Fees

vary according to the amount of news fed to the outlet. They depend, too, on the station's size. A station may negotiate for a single daily report with emphasis on either news of a local or regional nature or exclusive national stories. NAI also offers a twice-a-day telephoned beeper report.

Special coverage projects and exclusive interviews are also available to a client by tape or by phone. On either a daily or a weekly basis a station may also contract for a complete Washington round-up news show that runs 5 to 10 minutes.

Coverage of all Presidential news conferences is available from NAI by tape or phone. The tape version is the President's comments immediately after White House clearance. Time can run anywhere up to a half hour. A phone report direct from the White House runs approximately two minutes and can be phoned to the station within a half hour after the end of the conference.

Newest of the NAI news services to be put to the test is a foreign language broadcast. Confident that a sizable market exists for foreign language programming, a decision was made to incorporate a foreign language package into the NAI service. The news and feature reports are available daily or weekly. Before the package was offered to stations, a number of foreign language experts who, Mr. Gordon stresses, are also reporters, were lined up to handle the assignments as they were requested. At this writing, NAI had just received its first firm order for an Italian program. And on the heels of it, Mr. Gordon says, came a request from a station for information on what NAI might be offering in Polish-language programming.

Radio Press, in addition, offers special open-end introductions identifying its correspondents as the station's own reporters.

This blending of a national and international voice news service with a station's own programming is the cornerstone around which Radio Press and News Associates Inc. hope to cement sound corporate structures. • • •

commercial clinic



Soft to Moderate Selling

Stressed in Vodka Commercials

As Station Accepts Liquor Ad

The banning of hard liquor advertising from the air has for many years been a deeply rooted tradition in the broadcasting industry. Recently a "good music" station in Waltham, Mass., WCRB-AM-FM, broke new ground in accepting advertising from a liquor company, Nuyens Vodka. Negotiations with the Sackel Agency in Boston on behalf of the sponsor had been in the works for nearly two years, according to Gene Kilham, station sales representative.

"The sale came about as the result of many inter-office and departmental meetings probing the pros and cons of accepting this account on WCRB," Mr. Kilham states, "and in the end we decided that it is in good taste to advertise liquor on radio. (See *Washington*, p. 15.)

"Of course, 'good taste' is contingent on many factors, such as time of program, composition of audience and particularly on copy theme," he continues.

The handling of the copy, Mr. Kilham declares, is "far above the usual routine in that it is written by the agency and approved by us only after meetings of the agency, client, and programming and sales departments of the station." The Nuyens copy, he states, undergoes a more thorough screening than that of any other account.

The underlying principles applied in writing the commercials include soft to moderate selling by the announcers and the restriction "to some extent" of the use of the word vodka, Mr. Kilham explains. In addition, the copy does not urge the use of any specific drink made with vodka and it avoids mentioning the word "drink" wherever possible.



Sol Sackel, president of the Sackel Co. Inc. of Boston, employs late-evening newscasts to aim his Vodka commercials at an adult audience. Sell is "soft to moderate."

Dialogue-type copy between two male voices is a frequently-employed technique, Mr. Kilham says, and this is taped to avoid any problems "resulting from two people working side by side in a studio."

The current schedule of the Nuyens buy calls for five-minute newscasts Monday through Friday at 11 p.m. and midnight. Each program contains the customary open and close (15 seconds for each) plus a one-minute middle commercial.

"Through these programs on WCRB we reach an adult, discriminating audience of men and women who are prime prospects for Nuyens Vodka," declares Sol Sackel, president of the Sackel agency. "We selected radio to supplement and give added strength to our consistent program in other media. If radio is sound for cigarettes and beer, why not for Nuyens Vodka? Radio allows us a great deal of flexibility and it gives us maximum consistency at economical rates.

"By careful study of our market plus careful programming we believe we have constructed a program that reaches the right kind of audience in the right atmosphere."

The groundwork for the hard liquor breakthrough at WCRB had been laid several years previously,

according to the station's president, Theodore Jones, when WCRB began to accept advertising from two liquor stores.

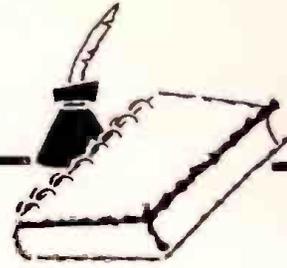
"Since we know that few teens and children listen," he says, "we felt no qualms in numbering among our advertisers these two liquor stores. We do not urge people to drink; we present interesting messages about products that are commonly used. Above all, we insist on complete control of copy which *must* be in good taste."

Mr. Jones also points out that the Nuyens agreement calls for their use of late newscasts. Pulse composition-of-audience surveys, he says, indicate that "no teens or children are listening to us at those hours. We are pleased to report that we have had not one solitary objection to the Nuyens commercials since they began sponsorship.

"For what it is worth, it is interesting to note that, by coincidence, the three top executives of WCRB (president, station manager and commercial manager) are non-drinkers," Mr. Jones states. "Be that as it may, these same executives ask only for WCRB and radio the same allowances and privileges that newspapers enjoy." • • •



station log



On-the-Scene Reports, Machines and Analysts Highlight Election Coverage

Coverage of America's election returns by radio was at its most scientific during last month's state and congressional elections. Radio studios were equipped with teletype and calculating machines, beeper-phones, analysts, professors and, of course, newsmen and announcers to read the results. Local campaign headquarters were covered by radio reporters on the scene, and these newsmen combed the cities to report every aspect of election night. These are among the highlights reported by stations.

An interesting aspect of radio election coverage has been the pooling of news efforts by many stations aimed at getting on-the-scene reports from various parts of the country.

One of the largest reported "networks" was a 14-station group that banded together via beeper-phone to accelerate up-to-the-minute election returns and to convey area trends. Participating in this nationwide cooperative plan were: WTRY Troy, N. Y.; WFBR Baltimore; WERE Cleveland; KLIF Dallas; WKMJ Detroit; WIBC Indianapolis; KMPC Los Angeles; WEMP Milwaukee; WDGY Minneapolis; WAVZ New Haven; WFIL Philadelphia; KSFO San Francisco; WWVA Wheeling, W. Va., and WWDC Washington.

A similar hook-up in the Midwest joined WOWO Ft. Wayne, WXYZ Detroit, WCOL Columbus, O., and WXLW Indianapolis during the night for reports on congressional races and the governorships at stake.

Election coverage at WBZ-WBZA Boston-Springfield featured an analysis of trends by a professor of political science from Brandeis University and an editor of the *Christian Science Monitor*.

Results were reported and broken down from the standpoint of the Negro voter by WOV New York. The coverage brought Negro editors and community leaders to the microphone during the night to comment



Top Storz Station executives meeting in Chicago to discuss business trends are: (Standing, left to right) Herbert S. Dolgoff, gen. counsel; Jack Sandler, WQAM Miami gen. mgr.; Todd Storz, president; Robert F. Tilton, nat. dir. of eng. Seated (left to right) are: Jack Sampson, sales mgr. WHB Kansas City, Mo.; Bill Stewart, national prog. dir.; George Armstrong, exec. v.p.; Fred Berthelson, v.p. WTIW New Orleans; Jack Thayer, gen. mgr. WDGY Minneapolis.

on various election returns.

More than 500 members of the Junior Chamber of Commerce of Indianapolis were special reporters for WFBM on election night. The Jaycees were assigned to various polling places throughout the city to telephone returns to WFBM's "Election Central."

A bullseye was claimed by WINS New York, which—based on a postcard tally—predicted the Friday before polling day that Nelson Rockefeller would defeat Governor Averell Harriman by 54.9 percent of the vote to 45.8. Actual results were

only about .7 of a percent off.

In other news, WPTR Albany, N. Y., and the local Chamber of Commerce have hooked up in a very successful membership drive for the civic organization. With the Chamber using the station's studios as drive headquarters, and with full employment of the mobile units and radio cars, a street-by-street canvassing was carried out. An "all-time high" of 162 paid memberships was received.

Radio Activity

- KMOX St. Louis has contracted for the building of modern facilities exclusively for radio operations. It will mark the first time in 20 years, the CBS-owned station reports, that CBS has constructed a building for radio-only operations.

- WKRC Cincinnati has begun construction of a building to house offices and studios for am and tv. The building and completely new equipment will cost about \$1,500,000, WKRC reports.

- WHDH Boston will move its entire am and tv operation to new studios under construction in a centrally located area of the city. Besides the seven studios, five for radio, an office building is included. • • •



KWFT Wichita Falls, Tex., antenna looked like this after last month's tornado which slashed across Texas and Oklahoma. The 368-foot tower, and two mates, were totally wrecked. Within hours after the storm, one remaining antenna was in use and KWFT had returned to the air with needed storm reports.

BPA memo



**BPA Convention Highlights;
Mystery Contests Seek Right
'Sound,' 'Needle,' 'Mother'**

At the three-day convention of Broadcasters' Promotion Association in St. Louis, Elliot Henry, outgoing BPA president and ABC Chicago director of promotion, revealed that membership had risen in one year more than 20 percent—to nearly 250. Mr. Henry also urged his colleagues to work toward "increased promotional maturity."

The convention, which elected Charles A. Wilson, sales promotion manager of WGN Chicago, as its president for 1959, also heard Donald H. McGannon's plan for promoting the broadcasting industry itself. The president of Westinghouse Broadcasting Co. called on radio and tv to use their own great sales tools (see *Editorial*, p. 64).

Other newly-elected officers are: Gene Godt, WCCO-TV Minneapolis, first vice president, and Burt Toppan, WTVJ (TV) Miami, second vice president. William Pierson, WBKB (TV) Chicago, was re-elected secretary-treasurer.

New directors named for three-year terms are: L. Walton Smith, Transcontinent Tv, Rochester, N.Y.; Austin Heywood, KNXT (TV) Los Angeles; Harvey M. Clarke, CFPL-TV Toronto, and Janet Byers, KYW Cleveland. Don Curran, KTVI (TV) St. Louis, was named director for a two-year term to fill a vacancy.

In the promotion vein, the "mystery" contests are back in vogue, and have taken such forms lately as the "Mystery Sound," the "Mystery Needle" and even the "Mystery Mother."

WLOL Minneapolis is running a weekly "Mystery Sound" contest and pulling 3,500 to 5,000 postcards per week, the station claims. Latest winner reported, a housewife, received more than \$1,000 in prizes for identi-

fyng the sound of a flour-sifter.

The Phoenix Boys' Club benefited in a mystery "needle-in-the-haystack" contest sponsored by KPHO and staged in the window of a local furniture store. Teams from two branches of the club competed as KPHO broadcast a "straw-by-straw" account, and the winning team got \$100 for Boys' Club activities. It also received \$15 for its own treasury and a prize to the actual finder. The losers got \$10 for their club.

Carrying the idea further, KCBS San Francisco ran a "Mystery Mother" contest sponsored by Mother's Cakes & Cookies. Entrants sent in their telephone numbers and were called by a KCBS disc jockey. Clues were broadcast throughout the two weeks before a lady from Oakland identified Gail Patrick as the question-mark mom. The winner received a week's vacation in Carmel, Calif., and lots of cakes and cookies.

When KTBC Austin, Tex., inaugurated 24-hour programming this fall it wanted the city to stay up and take notice, so from midnight until 5 a.m. prizes were awarded to persons bringing in unusual objects in a "mad treasure hunt." It was KTBC that was surprised when listeners easily produced the following: A black goat at midnight; a red flannel nightgown (in use) at 1 a.m.; a pig in a diaper at two; a certified beauty contest winner (in a bathing suit) at three; a night owl (feathered variety) at four, and a hockey puck (not readily found in Texas) at five.

WSB* Atlanta also has a studio full of unusual items, owing to its trading contest which offered a cash award to the person bringing in the oddest object. Entrants produced everything from a live jelly fish to old sets of false teeth. The winner: A lady with a 30-year-old corset. ●●●

**the NUMBER ONE
STATION**



**IN THE SECOND
LARGEST MARKET IN
BOTH MINNESOTA AND
WISCONSIN**

WEBC

DULUTH • SUPERIOR

See your *Hollingsbery man*

In Minneapolis . . .

See Bill Hurley

In the leadership spotlight



**Top-drawer advertisers
are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

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



MODERN RADIO NEEDS MODERN SERVICES

*KEEP
AHEAD
WITH...*

RADIO HUCKSTERS

New and exciting customized jingles for every business and sales event.

AIRLIFTS

Weather, Time, Station ID's. Sound Effects for that new and distinctive station sound.

THE JIM AMECHE SHOW

Only complete taped Disc Jockey show on Radio, with music and commercials by Ameche... brings a new star to your staff.

RADIO FEATURETTES

70 multi-purpose 15 second spots weekly from the interesting exclusive files of Bruce Chapman, Radio's "Auswer Man."

MUSI-CALL-LETTERS

Sparkling and brilliant custom built station ID's for tailored identity and exclusivity.

MUSIC LIBRARIES

Tailored to your station's requirements. Over 20 years experience.

CREATIVE PRODUCTION SERVICES

For that extra professional touch.

CUSTOM RECORDING FACILITIES

Highest quality, versatility and reliability for recording, processing and pressing work—monaural or stereo.

TALENT MANAGEMENT SERVICE

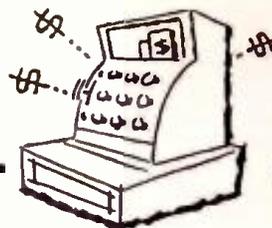
That knows its way around Ad Avenue.

INQUIRE TODAY about all you need for Modern Radio... all at

LANG-WORTH

1755 Broadway, New York, N.Y.

radio registers



FLOUR MILL

Dixie Lily Flour, a product of Buhler Mills, uses six 15-minute programs per week on WLOK Memphis. Completing two years of programming on the station, Dixie Lily has risen from eighth in sales in the Memphis market to second in that period and the station reports that the client is rapidly approaching the top position.

SOFT DRINK BOTTLER

Seven-Up distributor in Cleveland initiated a one-week campaign costing \$180 over WDOK, and the station initiated a radio-bowling alley tie-in merchandising campaign in their behalf. Copy promotes not only Seven-Up but bowling as a wonderful exercise and game. When the sponsor began with the station, less than five percent of the bowling lanes carried Seven-Up. First week's reaction was excellent, WDOK reports, and Seven-Up decided to continue the campaign indefinitely. Seven-Up currently is in more than 40 percent of the bowling lanes in the area.

FISH MARKET

Aarons Supermarket in Augusta, Ga., ran a special sale on ocean bream and mullet fish to perk up business at a normally slow part of the month. Aarons purchased 30 spot announcements over WAUG to run on Thursday, Friday and Saturday, and used no other form of advertising. According to the client, the sale "exceeded our expectations" as Aarons "ran completely out seven times and had to get in more." Aarons found that when the final figures were in, it had sold 12,400 pounds of fish—more than six tons.

FOOD MARKET

Hiway Market of Idaho Falls, Ida., sought a method to increase traffic in its store located outside of the center of town. Hiway turned to station KID, placing five announcements per day for two days promoting its meat department and announcing a special sale. KID reports that after the 10 announcements more than 2,000 persons turned up at the market and that three tons of hamburger were purchased.

NRAC's 'Buyers' Roundtable' Turns Up Agency Hints For Radio Management

Rarely do timebuyers and broadcasters sit face-to-face in the casual calm of a carpeted drawing room and exchange views on how timebuying and selling should be done.

But that's just what some 250 of them did during a coffee klatch at the Waldorf-Astoria last month. The occasion was the "Media Buyers' Roundtable" segment of the RAB-sponsored National Radio Advertising Clinic, which took place November 18 and 19.

This experiment in problem-solving worked what several broadcasters called "wonders" in bringing to light many issues not normally discussed in formal office confines.

It gave the buyers, frequently taciturn with sellers on the specifics of media decisions, a chance to let their hair down and speak frankly with the time sellers.

But it also put them on the receiving end of barbed inquiries from broadcasters on what kind of station performance they look for when buying.

To heighten the informality, and keep the discussions from going stale, RAB added a special variation to the usual conference table exchange of ideas. The bureau applied a Round-Robin technique, which worked as follows:

Three separate sessions, each 40 minutes in length, were arranged. At a signal, everyone in each of a dozen different groups changed tables.

This swing-shift twist measurably increased each participant's opportunity to probe. As a result, with the pressure off, timebuyers advanced such opinions as these:

- Much station promotion material is "thrown away" but basic market and rating data are eagerly sought.
- All station data should as much as possible be "kept up-to-date."
- Stations looking for national business should concentrate on market facts and leave the individual station selling to the representative.
- Ratings are by all odds the number one factor in station selection, according to the RAB Roundtable, but other plus points also play an

important part. These include rates, merchandising facilities, salesmanship impact of station personalities and what local advertisers in the area are doing.

- Most agencies have one "pet" rating service they like but no single service is overwhelmingly preferred by all.
- Buyers prefer using the same rating service yardstick for all stations involved in a given campaign. But they will consider data from a second source if for one reason or another the first service isn't available.

The timebuyers also appealed for "more understanding" of their problems. Some said they often work under deadline pressure from clients. Others suggested stations work more closely with representatives—to keep them up to date on availabilities and thoroughly informed on program changes.

Of special interest to many buyers is descriptive data on early morning shows, most of which they felt "were all essentially the same."

'Most Effective'

As a special feature of the NRAC, RAB made its annual awards of gold records to the advertising agencies who created the eight "most effective radio commercials of 1958." The presentations, in alphabetical order by brand names, went to the following:

Budweiser Beer (D'Arcy Advertising Co.), Contadina Tomato Paste (Cunningham & Walsh Inc.), Dodge Automobiles (Grant Advertising Inc.), Newport Cigarettes (Lennen & Newell Inc.), Northwest Orient Airlines (Campbell-Mithun Inc.), Pepsi-Cola (Kenyon & Eckhardt Inc.), Tetley Tea (Ogilvy, Benson & Mather Inc.) and Winston Cigarettes (William Esty Co.).

Also featured during the NRAC workshop, which was attended by more than 700 advertising-broadcast executives from coast-to-coast, were seven case history talks by leading national advertisers on how radio advertising helped secure sales success (see *Seven Radio Advertisers Tell Why*, p. 40). • • •

In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

2nd consecutive AP AWARD

For the second consecutive year WIS Radio has received the South Carolina Associated Press Superior Award for outstanding news coverage.

Let WIS, an NBC affiliate for 27 of its 28 years, carry your sales message to the growing, diversified, industrial and agricultural market it covers.

WIS

COLUMBIA, S.C.
NBC • 560 KC • 5000 WATTS

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

Represented Nationally
by Peters, Griffin, Woodward, Inc.

He makes them reach for the Oilskins...

When Dr. Tom Malone left an associate professorship at M.I.T. to organize the Travelers Weather Service, he practically revolutionized weather forecasting on WTIC.

Instead of merely predicting rain, he would cite the exact odds. And when listeners heard there were 8 out of 10 chances of rain they automatically reached for the oilskins.

Today, WTIC weather forecasts are prepared and broadcast by six qualified meteorologists under the direction of Dr. Malone. Their predictions are a byword in the rich, rich southern New England area.

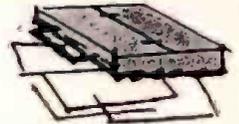
**For availabilities contact
Henry I. Christal Company**

WTIC

Hartford, Connecticut
50,000 watts



report from representatives



Visits by Station Executives

To Timebuyers Bring Results, NBC Spot Sales Study Shows

Visits to agencies by station executives have a positive influence on timebuyers. All too often, however, the failure to sell spot radio itself and the tendency to disparage the competition within the medium is frowned upon by agencies who listen to station presentations.

These conclusions are from NBC Spot Sales' Timebuyer Opinion Panel survey on the question of the value of station management visits to agencies. About 78 percent of the timebuyers reported that station executives sell spot as a medium very rarely or not at all, while almost 90 percent reveal that the method of disparaging competitors is employed "sometimes" to "very frequently."

"Station executives should spend their time highlighting the positive factors about their stations and avoid downgrading competition," Earl Perrin Jr. of Perrin-Paus Co., Chicago, advises. "There's too much negative selling."

"I hate pitches which are not constructive," Catherine Noble of Marschalk & Pratt, New York, agrees. "Documented information on the market and its relations to the client's service or product are always welcome. A straight 'you're on the wrong station' pitch never sits well."

The 251 panelists, working for 173 different agencies, were asked to "draw a portrait" of the visiting station executive. Of these timebuyers, 45 percent are with agencies whose broadcast billings are in excess of \$5 million and 55 percent work for "under \$5 million" shops. Also, 57 percent are employed, the survey says, by firms located in the three major advertising centers (New York in the East, Chicago and Milwaukee in the Midwest, and Los Angeles and San Francisco in the West).

Other results of the questionnaire show the following:

- Timebuyers in larger and smaller agencies alike receive an average of seven monthly calls from station executives.
- Station executives visit agencies to acquire new business, to update station and market information, to service existing schedules, to acquire renewal orders and to report mer-

chandising and promotional support—in that order.

As for the effect of the visits, 61 percent of the panelists call them beneficial, 37 percent termed them sometimes helpful, hardly any called them never helpful. More important, 26 percent acknowledged that the calls frequently influenced their buying decisions.

Timebuyers, however, differ in the value they place on these visits. Sample comments are:

"There isn't a representative in the country that can tell me as much about a station as can some of that station's management team"—Mort Yanow, Feigenbaum & Werman, Philadelphia.

"Executive visits are extremely important—even more so when sales managers come well prepared with information"—Ben Leighton, Campbell-Mithun, Minneapolis.

"Basically, station executives should 'backstop' their salesmen or representatives with 'glad hand' trips. Often, a fresh viewpoint or over-all appraisal of a station from a different source, or even if it's just a review of the facts already known by the timebuyer, is beneficial to the timebuyer and could result in additional schedules on the station then or later"—Thomas J. MacWilliams, Smith, Taylor & Jenkins Inc., Pittsburgh.

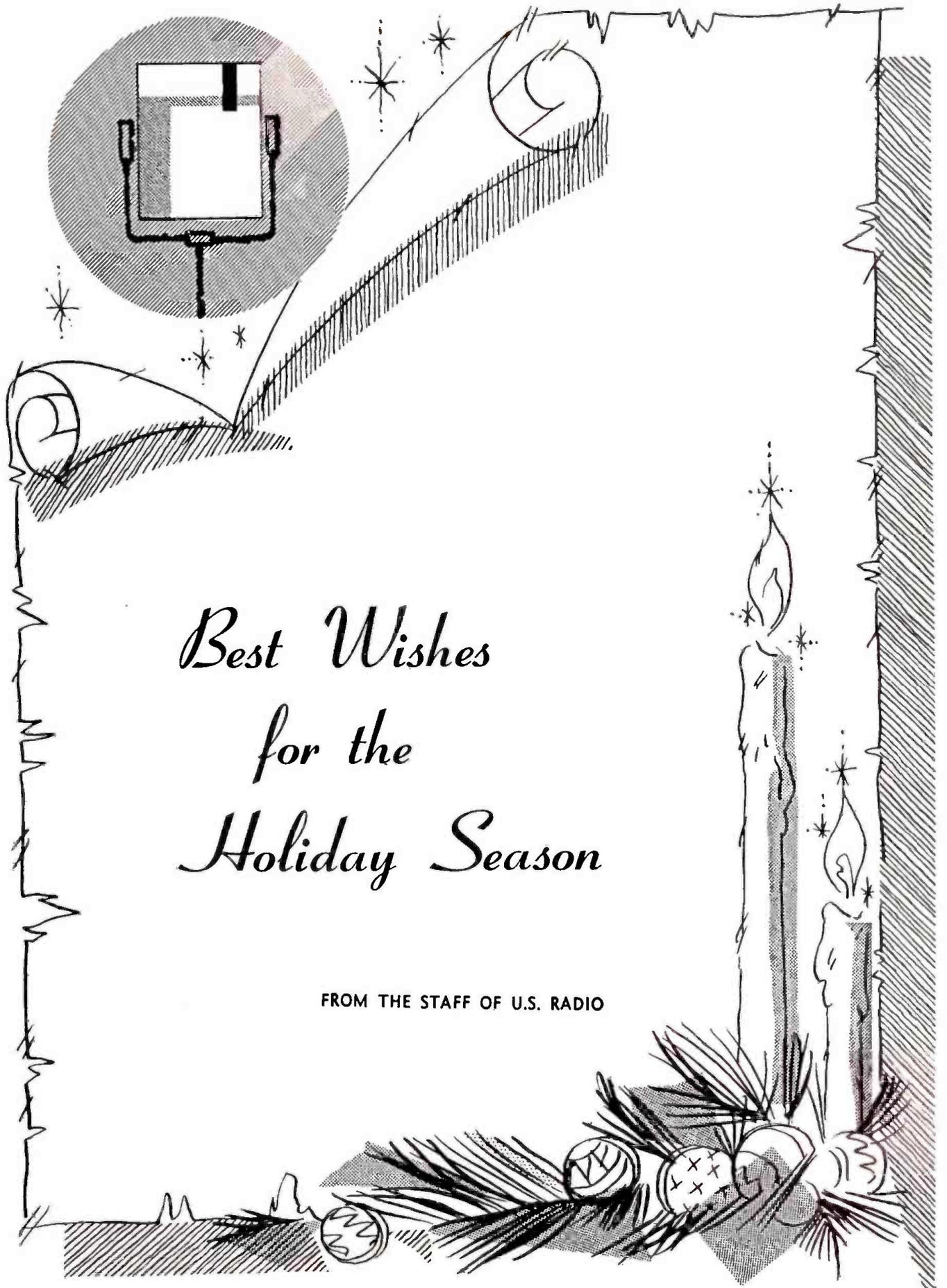
A typical negative comment on the value of station visits:

"If a station has a proper and a good representative, the station executive call is just so much excess baggage for us"—Miss Pat Wagner, Doe-Anderson Advertising Agency Inc., Louisville.

Merger-Appointments

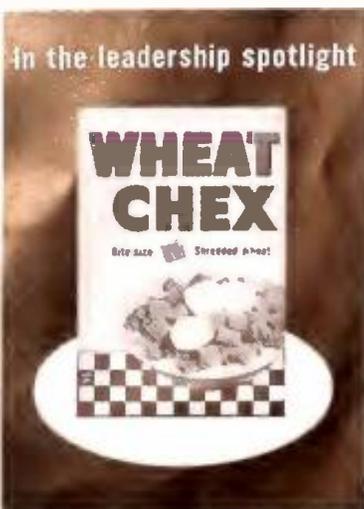
In a merger of representative firms, the John Palmer Co., West Coast radio representative, has become part of the John E. Pearson Co. Mr. Palmer has taken over as Pearson West Coast manager with headquarters in San Francisco. His entire San Francisco and Los Angeles staffs are retained in the merger.

WPAT Paterson, N. J., to Weed Radio Corp.; KJAY Topeka, Kans., to Gill-Perna Inc. • • •



*Best Wishes
for the
Holiday Season*

FROM THE STAFF OF U.S. RADIO



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

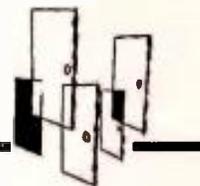
WORTH CROWING ABOUT!!!

WREN
DELIVERS FOR
26¢ LESS
PER 1000 HOMES

Take the average metropolitan audience ratings of all four Topeka stations. Project those ratings against the Radio Homes Served (Nielsen). WREN's cost-per-thousand is only \$1.00... 26c less than its nearest competitor! And WREN's all-family programming delivers you a better quality audience, too. Check with George P. Hollingbery.

WREN
5000 WATTS • TOPEKA, KANSAS.

report from agencies



Videotown Shows Radio Gains, Although Out-of-Home Audience In Not Part of Measurement

The over-all bright statistics on radio listening that are prominent in the 11th annual Cunningham & Walsh Inc. "Videotown" report are especially significant in that radio use is measured only in the home.

The study, which turned up many points of interest to the advertiser and agency on radio listening in 1958, excluded the out-of-home portion of the radio audience which has been calculated as adding an average of 25 percent to the in-home tune-in on weekdays and up to 50 percent on weekends.

The "return" of housewives to morning radio listening is called "the biggest news in Videotown this year" by Gerald W. Tasker, vice president and director of research at Cunningham & Walsh, New York. "Almost one out of every two women tuned in sometime before noon, with favored listening hours between 8 and 10 a.m.

"On the five weekday mornings Monday through Friday," Mr. Tasker declares, "the average housewife listened for a total of five hours and 48 minutes—a 109 percent increase over 1957, or more than double. We think this may be partially due to the recession and subsequent unemployment (last summer over three quarters of housewives were home all morning, opposed to 63 percent the year before), but there is little doubt that morning radio has made a significant gain."

Car radios, now estimated at \$7.2 million, and sets in use in business establishments—factors that account for major portions of the male audience as well as a large percentage of the ladies—are not measured in the study which shows a weekday listening decline from 32 percent in 1957 to 28 percent in 1958.

The report also notes that other activities have generally shown decreases since last year. There is less reading, smaller attendance at movies and sports events. Again, it is felt that the recession may have caused this in part. Newspaper and magazine reading are also shown on the decline.

Even so, figures for morning listening show a slightly larger audience this year

—21 percent, from 19 percent last year. This is due primarily to the radio behavior of housewives. This audience has increased to 51 percent listening on an average weekday from 43 percent last year.

This increase is occasioned, the report states, by the large number of housewives who now listen to radio in the morning—11 percent in 1958, 30 percent in 1957. Afternoon listening shows a slight gain—from 16 percent in 1957 to 18 percent in 1958. Evening listening among housewives in the home has dropped from 17 percent in 1957 to 14 percent in 1958.

Videotown, the "typical American city," provides other specifics on radio listening, including the fact that the average person (including men, women and children) listens to the radio in the mornings a little more this year than last: One hour and 27 minutes compared to one hour and 15 minutes. These figures again are for in-home listening only.

For the whole day, the report continues, radio listening in the home has declined slightly for the average person; it is now two hours and 27 minutes per week Monday through Friday, down slightly from two hours and 43 minutes in 1957. The average for the whole week, including Saturday and Sunday (weekends were measured for the first time this year) is three hours and 19 minutes.

Housewives Different

As noted before, however, the story among housewives is different. These women have increased their in-home listening substantially. In the average week (Monday through Friday), they listen to the radio seven hours and 54 minutes, a significant increase over the four hours and 55 minutes in 1957.

Compared to tv viewing, morning radio listening in the home in Videotown absorbs more time for all people, especially housewives, who listen to the radio six hours and 44 minutes per week in the morning and watch tv only one hour and 10 minutes per week. ● ● ●

report from networks



**New CBS Radio Alignment;
ABC Stereo Builds Audience;
NBC Adds 'Audio Documentaries'**

After seeing the early reaction to their new program consolidation plan, CBS Radio executives believe that it will bring the network into the black.

Option time demands on affiliates, to be reduced from 63 hours a week to about 30 hours, have placed the network in a firmer position with advertisers on clearance. Under the new plan, affiliates are expected to guarantee 100 percent clearance for option time requests. This encompasses about 200 stations.

In response to many inquiries from the public on the cutback in programming from 90 to 50 hours a week, President Arthur Hull Hayes states that public affairs features such as the *Unit One* series, *Capital Cloakroom*, *Face the Nation*, *World News Roundup* and *Church of the Air*, and entertainment programs with the Metropolitan Opera, New York Philharmonic, Arthur Godfrey, Art Linkletter, Mitch Miller and others are being continued. News and sports commentators and most of the daytime dramas are being retained.

On the business side, more than \$325,000 in billings is reported by John Karol, vice president in charge of sales. New orders have come from Comstock Foods, Plough Inc., Texas Co. and Stanley Home Products Inc. In addition, the lamp division of General Electric Co. has renewed a weekly quarter hour of *Arthur Godfrey* for 26 weeks.

Stereo Survey

Of those persons who were aware of the ABC stereocasts of *The Plymouth Show*, 46.3 percent said they tuned in the program because of their interest in stereophonics, a Trendex survey reveals. A total of 85.1 percent of those surveyed said the stereophonic broadcasts improved their enjoyment, with 56.7 percent reporting that it contributed "a great deal" and 28.4 percent saying that they enjoyed it "more than before."

The show was launched stereophonically on a national basis this fall. The survey was conducted by Trendex in eight cities of the 82 markets receiving the three-dimensional Lawrence Welk

music. Survey cities: New York, Chicago, Detroit, Philadelphia, Kansas City, Mo., Houston, Atlanta and Minneapolis.

Other results: Nearly two out of three persons said they would take advantage of the stereophonic sound when they tuned in again. Of the 66.8 percent who were aware of the three-dimensional sound, 60.8 percent said they had already taken advantage of it.

'Audio Documentaries'

NBC Radio is preparing a special series of "audio documentaries" on important subjects and issues of our time, which will be a regular feature of *Nightline* beginning next month. Called "The NBC Image Series," the length of each presentation "will be dictated by only one consideration—how much time is needed to cover the topic thoroughly." The first presentation, "Image-Russia," is expected to take 30 to 40 hours of on-the-air programming extending over four weeks.

On the business side, Bristol-Myers Co. has purchased an "extensive" campaign of 52 weeks on NBC Radio for Trushay Hand Lotion, William K. McDaniel, vice president in charge of sales, announces. The order "heads a list of current sales totaling more than \$1 million in net revenue," including orders by Scott Paper Co., Lever Brothers Co., Aluminum Co. of America, Elgin National Watch Co., B. Manischewitz & Co., American Safety Razor Co., A. Stein & Co., the Christian Reformed Church and the Lutheran Laymen's League.

Affiliation News

KOMO Seattle has signed as an affiliate of ABC Radio. WOL has become the Mutual affiliate in Washington, D. C., and nine new affiliates have raised Keystone Broadcasting System's total to 1,047. The outlets are: KTCS Ft. Smith, Ark.; KAHJ Auburn, Calif.; KXO El Centro, Calif.; WGSR Millen, Ga.; WOWE Allegan, Mich.; WONA Winona, Miss.; KDSX Sherman Tex.; WWIS Black River Falls, Wisc., and WJMC Rice Lake, Wisc. • • •

WeReBeL



STATIONS....
A STEADY
LISTENING
HABIT
.... AT HOME
.... ON THE GO

WRBL 30 Years
WRBL-FM 12 Years

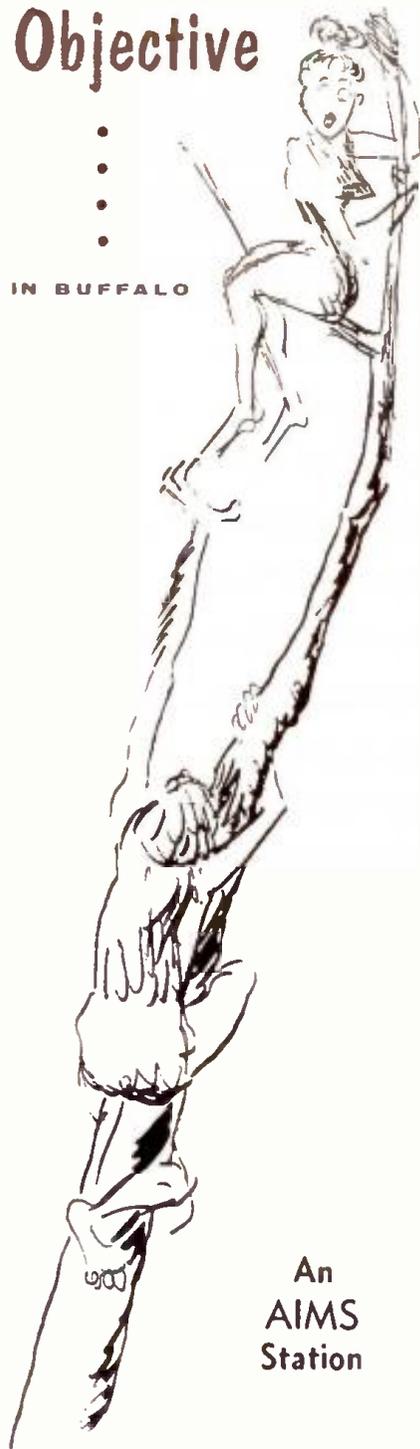
THE QUALITY TONE OF
THE
TWIN STATIONS
DELIVERS
MAXIMUM AUDIENCE
in the
**COLUMBUS, GA.
MARKET**

WRBL
AM - FM
1420 - 93.3
COLUMBUS, GA.
NATIONAL REPRESENTATIVES
Geo. P. Hollingbery Co.
NEW YORK - CHICAGO - ATLANTA
DETROIT - SEATTLE
LOS ANGELES - SAN FRANCISCO

How to reach your Objective

•
•
•
•

IN BUFFALO



An
AIMS
Station

It's much easier with

WBNY

- Lowest cost-per-thousand listeners!
- Biggest volume of national advertising!
- Biggest volume of local advertising!
- Always GOOD . . . now a MUST!

Call Masla Quick!

report on



Stone's Fm Network Plan

Based on Magnetic Tape;

He Believes Time Is Right

Fm stations in more than 14 markets have expressed interest in the fm network plan outlined recently by Ray Stone, Maxon Inc. timebuyer. Mr. Stone makes it clear, however, that he has no formal organization to implement the plan, which he has proposed primarily as a suggested project for the fm industry to consider.

"At no other time does the effective organization of fm seem so opportune as now," says Mr. Stone. "How much longer this possibility will exist, no one person knows."

As a consequence, Mr. Stone is proposing a national fm network making use, for the most part, of magnetic tape. This is not the first time Mr. Stone has made such a suggestion (see *Fm: Frustrated Medium*, December 1957), but this time he presents a practical working outline for the network's operations.

The fm network would operate on local time in all markets. Suggested network option hours would be 7 to 9 a.m., 11 a.m. to 3 p.m., 5 to 6 p.m. and 7 to 10 p.m.

Assuming a 16-hour station operation, Mr. Stone's fm plan would eventually provide 10 hours or 62 percent of an outlet's fm programming. At a future date, each affiliate would be provided with 900 hours or a three month's supply of network programs which would be repeated four times a year.

Each affiliate would be responsible for all tapes beyond normal wear, and local fm programs would be compatible with network programs.

As for compensation, Mr. Stone suggests that stations would take in 25 percent of the income the network sells in network time. Network compensation would be 25 percent of the income if the station sells time in network programming in network option time, and could also be 25 percent if the network sells time in station programmed time.

On the theory that fm offers an *unduplicated* adult audience of higher income and education, Mr. Stone would organize his fm network on the basis of 10 "preferable metropolitan areas"—with further expansion to 50 or 60 stations "as circumstances permit." Ranked

in order by Mr. Stone according to fm penetration, the markets are: New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Washington, Cleveland and Pittsburgh.

These markets, he says, represent 50 percent of all U. S. fm homes. The total fm homes is estimated at from 12 to 14 million. A well-planned network would deliver two to three percent of the potential audience consistently, he states. "A two percent figure would give 132,600 homes in the 10 metropolitan areas.

(This does not include penetration or sets outside metro areas.) \$100 per commercial minute would give a cost of about 75 cents per 1,000 homes. Six spots per hour for 10 hours would produce an annual gross income of \$2,190,000."

No attempt at fm organization should be made on less than a two-year initial basis, Mr. Stone advises. "With substantial effort and little interference from circumstances beyond control, a five-year operation should see 200 million U. S. fm homes and an annual network gross income of \$2 million or more."

Stereocasting

Many stations across the country are carrying extra hours of am-fm stereocasting in an attempt to expand the market.

WQXR and WQXR-FM New York are stereocasting on Wednesdays and Saturdays from 1:05 to 2 p.m. "to enable dealers to demonstrate stereo reception in their stores during business."

Similar programs are reported from the Boston area. WCRB-AM-FM Waltham, currently stereocasting 20 hours weekly, went stereo for eight hours a day during the New England High Fidelity Show. WBZ-AM-FM Boston also presented special broadcasts and demonstrations for the show.

Fm Factory Production

Fm factory production for September totaled 41,408 sets, according to Electronics Industries Association, up 20,073 over August. Total set production for 1958 so far shows a total of 176,061. • • •

report from Canada



BBM Traveling Panel

Visits Five Cities;

More Sessions Planned

The airwaves of Canada were tested in still another fashion by the Bureau of Broadcast Measurement last month. The rating system sent a team of its members on a flying tour of Western Canada to conduct daily industry clinics in five major cities.

Objectives of the panelists, according to Charles C. Hoffman, executive vice president of BBM, were to hear what broadcasters had to say about the effectiveness of BBM's methods and what more they'd like to have it do in the way of audience studies; to answer questions not only about BBM but other types of rating systems, and to explain in technical and practical ways how to compare the different types of surveys.

The panel kept its dates with local broadcasters according to this schedule: November 10, Winnipeg; November 11, Regina; November 12, Calgary; November 13, Edmonton, and November 14, Vancouver. Not even skipping a breath, the fast-paced executives of the team opened each of the day-long sessions at 9 a.m. in a new locale.

"As an educational project for both members and non-members, says Mr. Hoffman, "it answered a lot of previously unanswered questions put forth by a strong turn-out of broadcast people."

So successful was the tour, in fact, that additional panel sessions have been requested by other Canadian broadcasters. Both Toronto and Montreal are definitely scheduled as "talk points" for the next team to be organized, and Ottawa and London, Ont., are strong possibilities, reports Mr. Hoffman.

The first "flying panelists" for BBM, experienced executives in their fields, were able to discuss from personal knowledge the merits of the various methods of rating, Mr. Hoffman explains. The team included W. Clifford Wingrove, assistant manager, CFPL-TV London, Ont., representing stations; George A. Meen, advertising manager,

Christie, Brown & Co. Ltd., Toronto, representing advertisers; Ralph G. Draper, media director, BBDO, Toronto, representing agencies, and Mr. Hoffman and Wilfred L. Hudson, research and development director, representing BBM.

An attendance of 127 radio and television people in the five cities, plus an "after hours" session of six agency people in Edmonton, heard the panel discuss the use of the ballot as compared with the use of telephone and personal calls; the use of seven-day compared with four-day compilations; methods for selecting the sample; the size of the sample in relation to the number of returns and how to keep both realistic, and spreading out the sample to eliminate special promotions.

Questions from the audience ranged from "How do you survey suburban versus rural versus urban areas?" to "Who fills out the log in each house?"

In deciding to send out the team of members to discuss BBM aims, objectives and methods, the organization moved to answer what it terms "certain claims and accusations being made by others in the broadcast media research field."

"We sincerely believe that one of the things which is at the root of the present confusion is the lack of a very clear understanding of the difference between tuning for a few minutes of time and tuning over an extended period of time," says George S. Bertram, president of BBM and advertising manager of Swift Canadian Co.

BBM is a non-profit organization.

Its 15-man board of directors represents in equal numbers the three-fold membership of advertisers, agencies and stations. Its method of operation, as explained by Mr. Hoffman, entails selecting random samples of about 120,000 persons from telephone and post office directories and balloting them twice a year. • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to
four principal cities
of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

TOP SHOWS for TOP PRODUCTS of
interest to Women . . .

"Over the Coffee-Cups"

with Art Hogan

7:35 AM-8:00 AM

Monday thru Saturday

"In the Know—with Ron and Jo"

9:05 AM-10:00 AM

Monday thru Friday

"Top of the Morning"

11:30 AM-12 Noon

Limited participations.

Unique programming with feature
interest is the hallmark of
KFAL-RADIO

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

In the leadership spotlight



Top-drawer advertisers
are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

13.8 percent of the women listeners read one tabloid paper leaving 50.9 percent of the men and 56.2 percent of the women as non-readers.

The drop-off in newspaper readership to the next paper, according to WOR listeners, is substantial. The study shows that 19.6 percent of the WOR men listeners and 14 percent of the women read the second most popular paper leaving 80.4 percent of the men and 86 percent of the women as non-readers.

One of the major points made in the WOR study which has great bearing on the radio coverage story is that the major newspapers showed a lower readership in the suburbs by WOR listeners.

Changes Scored

Based on seven suburban counties in New York and New Jersey, the tabloid readership when compared with WOR listeners changes considerably. Here, 43.8 percent of the men in the suburbs read the paper

compared with 52.2 percent of the city men. With women, it was 34 percent of those living in the suburbs compared with 19.9 percent in the city who are WOR listeners and read the paper.

A factor that has played heavily on the side of radio in competition with local newspapers has been its economy. Recently, a CBS Radio Spot Sales presentation to Studebaker-Packard Corp., South Bend, Ind., showed the stretch of the radio dollar.

What Radio Can Buy

Assuming that \$150 a week was budgeted on a radio station in a mid-west community, this is what radio would provide compared with a leading newspaper:

Newspaper: The money would buy a quarter of a page once a week, based on the cost of 32 cents a line and 2,461 lines to a page. The study states that using Starch measurements and based on the paper's 107,301 circulation the cost per thousand readers is \$1.66.

Radio: The money would buy 12 one-minute announcements on a morning radio program. Based on Pulse measurements, the average rating is 12.2 with the 12 minutes aggregating 146.4 rating points. With 185,000 radio homes in the station's coverage area, the radio messages achieve 270,840 family impressions per week at a cost per thousand family impressions of 55 cents.

As advertisers continue to search for a blanket coverage medium at a cost that is efficient, the sound of radio grows in appeal. • • •

WARNING!

TO EVERY ADVERTISER WHO BUYS WEJL-RADIO, SCRANTON

1. There will be no competitor within thirty minutes of your commercial.
2. You will not be multiple-spotted.
3. You buy from an accurate coverage map.
4. You won't always have the top Pulse-rated spots, but you'll be near the top all day long.
5. Live copy will be sold by air salesmen; we have no pear-toned deejays to unhappily mouth your commercials.
6. Sorry . . . no special deals . . . no one has a better break nor ever will.
7. We can't give you the rock'n roll kids . . . all we offer is the adult buying-decision audience.
8. We can't put you near mail order or per inquiry clients because we just don't accept them.
9. You will have to accept a low cost-per-thousand.
10. We must confess that our news programs are heavily local in content and have won 26 awards in State-wide competition in seven years.
11. We must also confess that our morning man . . . Bill Pierce . . . is in a rut. He has been the top air personality right here in Scranton for more than 27 years.

P.S. Won't you ask the Mecker Company for more information?



Scranton, Pennsylvania

NEWS...MUSIC...SALES



To insure a place every week . . .
and get reduced luncheon prices
REGISTER NOW for the 1958-59
series of **RTES TIMEBUYING &
SELLING SEMINARS**

Advance registration entitles you
to attend all sessions — from now
through March 24. Cost: just
\$10, insuring opportunity to hear
some of the biggest names in the
industry discuss subjects like
these:

An agency president looks at
Tv / Radio; "Hypoed" Ratings;
All-Media Buying's Pros and Cons;
Local vs. National Rates; Video-
tape; Streamlined Rate Cards;
many more vital subjects.

Just fill out the coupon and mail
today to Claude Barrere,
RTES, Hotel Biltmore,
Madison Avenue,
New York, N.Y.

PLEASE SEND ME _____ reservations to the
1958-59 Timebuying & Selling Seminars at \$10 each.
NAME _____
ADDRESS _____
COMPANY _____
\$ _____ Check enclosed

WDSU RUN AGAIN

In a letter to Mr. John C. Gilmore, Vice President of Community Club Services, Inc. Mr. John Screen, Manager of WDSU in New Orleans stated that

After successfully completing our first Community Club Awards Campaign last spring and summer, we are now engaged in planning and selling our second campaign which will run from January 18th through April 18th, 1959.

The first campaign was very successful and we are already assured that the sales results of the second campaign will far exceed those of the first.

Community Club Awards offers a very tangible means of showing a client the results of his advertising investment. We are well compensated for the enormous amount of detailed work involved."



John F. Screen

COMMUNITY CLUB



AWARDS

PENTHOUSE SUITE

527 Madison Ave.
New York 22, N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

radio research



Four-State Survey Shows Farm Listening Heaviest From Morning to 1 p.m.

Farm families, according to a four-state survey, do their heaviest radio listening before 1 p.m., and they are mainly interested in weather. This information was confirmed by a mail survey of farm families in the Ohio, Kentucky, Indiana and West Virginia area made by the American Advertising Service of Cincinnati for radio station WLW.

The figures are important, according to WLW, because this area accounts for more than \$1.9 billion of farm income. Results are based on returns totaling 1,679 questionnaires, of which 550 were discarded because they were from non-farm residents.

Among the remaining 1,129 families, it is noted, radio listening goes on steadily throughout the day—but there are definite peak periods of listening. Top hour is from 7 to 8 a.m. (preferred by 73 percent of farm families surveyed), followed by the 6 to 7 a.m. hour (63 percent) and noon to 1 p.m. (59 percent). Smaller peaks are reached at 8 a.m. (51 percent) and at 6 p.m. (12 percent). Farm families go to bed early, the study shows, with hardly any late-evening or post-midnight listening—but 21 percent of the sets are back on at 5 a.m.

Preferred Programs

When asked which type of service programs they preferred, weather won by a significant margin. However, both market and farm news programs scored highly. Farm interviews ran a poor fourth.

Farm families were given a chance to act as program managers in one part of the survey which asked, "If you were a program manager, when would you schedule these service programs?" Again, 6 to 7 a.m. was the preferred time with more than 30 percent preferring it. Noon ranked second as the time for farm programs with about 27 percent of the vote.

Another question—"When do you usually listen to farm programs?"—again brought answers of 6 a.m., 7 a.m. and noon.

Of those farm families surveyed, 50 percent are usually tuned to farm serv-

ice programs at the peak listening hour of from 7 to 8 a.m. At the next highest listening hour, 6 to 7 a.m., 56 percent are tuned to farm service features. At the noon hour, 51 percent of farm radios in use are tuned to farm service shows.

"We feel that the survey findings as reported provide reliable information on radio listening habits and preferences in the area," declares Don Walters, president of American Advertising Service. WLW is distributing the report to advertisers and agencies in the area.

Of the respondents to the survey, 16 percent live on farms of 260 or more acres, 19 percent on farms of 180 to 259 acres, 29 percent on farms of 100 to 179 acres, 28 percent on farms of 30 to 99 acres, and 8 percent in the less than 30 acres category.

In a letter accompanying the questionnaire, farm families were told that "here is your chance to improve farm radio programs. Broadcasters want to know what kind of programs you want and when you want them." There was nothing in the letter or questionnaire to indicate which, if any, area station was behind the survey.

New Pulse Subscribers

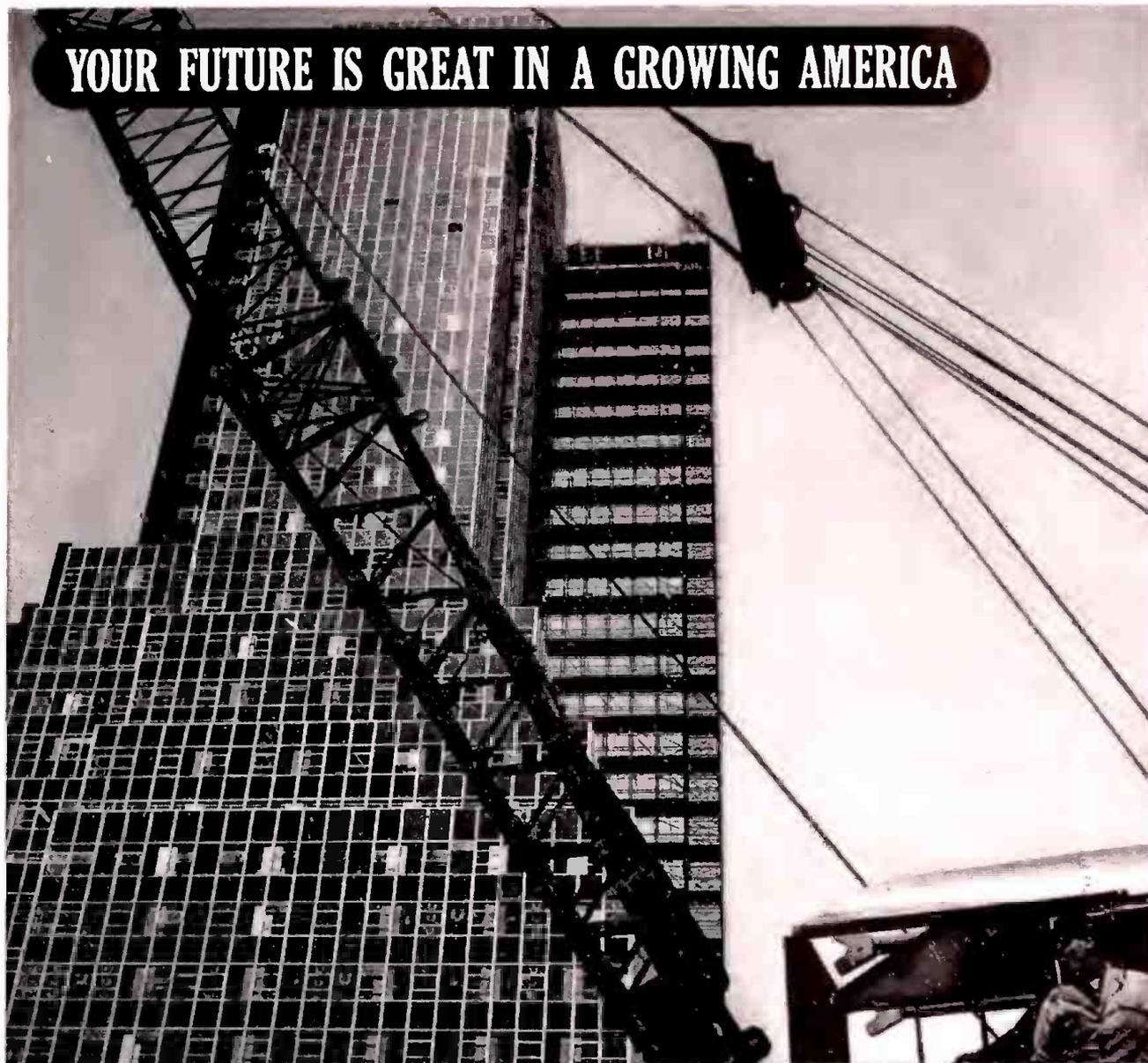
The Pulse Inc. research organization has signed 12 new subscribers for its radio-tv reports. The new list includes eight advertising agencies, two advertisers, a program producer and a merchandiser.

Listed geographically, the subscribers are—Iron New York: Maxon Inc. and Frank B. Sawdon Inc., agencies, Quality Bakers of America, Harry Cohen Merchandising Corp. and Bernard L. Schubert, program producer.

From Los Angeles: Fradellis Frozen Food Corp., and three agencies—Mottle & Siteman, Paul Winans Co., and Beckman, Koblitz Inc.

The other agency subscribers are Hugo Wagenseil & Associates, Dayton, O.; Arthur Advertising, New Orleans; M. Belmont Ver Standig Inc., Washington, D. C., and Duman & Jellies, Newark, N. J. • • •

YOUR FUTURE IS GREAT IN A GROWING AMERICA



AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. More People—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

2. More Jobs—Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be *22 million more* in 1975 than today.

3. More Income—Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. More Production—U.S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings—Individual savings are at highest level ever—\$340 billion—a record amount available for spending.

6. More Research—\$10 billion spent each year will pay off in more jobs, better living, whole new industries.

7. More Needs—In the next few years we will need more than \$500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.



Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act now to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

Your
Great Future
in a
Growing America

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

EVERARD W. MEADE, formerly with Young & Rubicam Inc., named a vice president in the radio-tv commercial department of Ogilvy, Benson & Mather Inc., New York.
EDWARD F. BALTZ, marketing director and account supervisor, elected a vice president of Compton Advertising Inc., Los Angeles.
THOMAS C. DILLON, BBDO vice president and director, named head of marketing, research and media for the entire agency, headquartering in New York. W. M. STARKEY, vice president and account supervisor, succeeds Mr. Dillon as manager of the Los Angeles office. Also JOHN D. DEVANEY, supervisor in the Chicago office, named a vice president of BBDO.

E. B. FERREE, copy supervisor, New York; JOHN W. MURPHY, commercial production supervisor, New York; BRUCE L. ALTMAN, account supervisor, Los Angeles, and JOHN L. BALDWIN, account supervisor, Chicago, all named vice presidents of Kenyon & Eckhardt Inc.
FREDERICK J. WACHTER, formerly general manager of the Chicago office of Erwin Wasey, Ruthrauff & Ryan Inc., named executive vice president and general manager of the New York office and the eastern division. He is succeeded in Chicago by ROSWELL W. METZGER, chairman of EWR&R's executive committee, who is named head of the central division. Also, RUDY ETCHEEN, formerly public relations director for the Browning Arms Co., appointed vice president in charge of new business at EWR&R, Pittsburgh.

STATIONS

CARL E. LEE named executive vice president and general manager of Fetzer Broadcasting Co. Also, OTIS T. GASTON named station manager of WKZO Kalamazoo, Mich., and ROGER HOFFMAN named station manager of WJEF Grand Rapids.
ALFRFD E. ANSCOMBE, former station manager of WKBW Buffalo, N. Y., appointed executive vice president and general manager of WINE-AM-FM Buffalo.
HARVEY OLSON, program manager of WDRC Hartford, Conn., appointed vice president in charge of public relations at the station.
WILLIAM ARMSTRONG, former program director of WDGY Minneapolis, named assistant to the vice president of the Balaban Stations. Also, EDWARD T. HUNT, former general sales manager of WDGY, appointed general manager of KBOX Dallas.
GENE ACKERLEY appointed general manager of KCTB Tucson, Ariz.
JOHN W. MURRAY JR., former assistant station manager at WWOL Buffalo, N. Y., named assistant general manager of WWOK Charlotte, N. C.
RICHARD H. VAUGHAN, sales manager of WHYE Roanoke, Va., appointed general manager of WARE Ware, Mass.
BILL BENGTON promoted from the sales staff to business manager of KSO Des Moines, Ia.
RONALD J. KAHN appointed director of sales and ROBERT ANDERSON director of merchandising, promotion and publicity at KYA San Francisco.
CLIFFORD L. EUSTICE, former owner of Clifford L. Eustice Co. food brokers, named director of product services for the Crosley Broadcasting System.
BRUCE PARKER, former merchandise manager for KGB San Diego, named merchandising director at KSON San Diego.

BILL DIXON promoted from account executive to sales manager of KBUZ Phoenix, Ariz.
NICK BELL, formerly with the WARE Ware, Mass., sales staff, named sales manager of WHYE Roanoke, Va.
SAM SEROTA, previously with WIP Philadelphia, named public service director of WPEN Philadelphia.
EDWARD L. PEARLE, formerly with the Yankee Division of RKO Teleradio Pictures Inc., appointed public relations director for WBZ-WBZA Boston-Springfield.
C. B. CLARKE promoted from account executive to sales manager of WDGY Minneapolis.
NORRIS KALAR appointed an account executive at KBOX Dallas to direct the food merchandising and Community Club Awards department, and CHARLES H. BOLAND named a KBOX sales representative.

REPRESENTATIVES

JAMES ALSPAUGH, manager of the San Francisco office of H-R Representatives Inc., elected a vice president in New York.
MARVIN ROSLIN, former timebuyer with Ted Bates & Co., named assistant to the vice president in charge of research and promotion at Adam Young Inc.
HOWARD J. MALHAM and LEWIS F. DRAPER JR. named account executives at John Blair & Co., Chicago.
NORMAN F. FLYNN, formerly with RAB, has joined the staff of Broadcast Time Sales, New York.
NICHOLAS R. MADONNA, formerly with Edward Petry & Co., named to the radio sales staff of NBC Spot Sales.

NETWORKS

DENMAN F. JACOBSON, formerly a service representative with N. W. Ayer & Son, Detroit, named account executive for the Detroit office of CBS Radio network sales.
BROADDUS JOHNSON JR., formerly with Paul H. Raymer Co., has joined the sales staff of the NBC Radio network.



Bengton



Alspaugh



Lee



Flynn



Kalar



Roslin



Armstrong



Ferree

Special Holiday Offer



**Give your friends a Gift Subscription To
U. S. RADIO!**

... at 1/3 Off Regular Subscription Price ... \$2
Instead of \$3. And a Gift Card Which Will Be
Mailed To Each Recipient.

U. S. RADIO

50 West 57th Street
New York 19, N. Y.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Ordered by _____, include me in this offer

Company _____

Address _____

Please Bill Payment Enclosed

Note: If you have additional names please attach list.

TO RECEIVE
... or have your
friends receive
U. S. RADIO
at the Special
Holiday Rate
Mail this form

NOW!

EDITORIAL



. . . radio to sell radio

A TWO-SIDED PROBLEM

Twice in one week, two executives on daises separated by about 1,000 miles urged radio to use its own force to promote itself. The advice, interestingly enough, concentrated on two different aspects of the problem.

In St. Louis at the third annual convention of the Broadcasters' Promotion Association, a broadcaster, Donald H. McGannon, president of Westinghouse Broadcasting Co., urged the industry to use its own vehicles to sell itself to *advertisers* just as print media use their own outlets.

And in New York at the fourth annual National Radio Advertising Clinic, sponsored by Radio Advertising Bureau, an advertiser, Bernard J. Wiernik, vice president in charge of sales and advertising of Mogen David Wine Corp., counselled the radio medium to promote itself to its *listeners*.

DESERVE CONSIDERATION

Both these views deserve immediate and thorough consideration by the radio industry. The time is at hand when radio must face up to its complete promotion needs. Just as significant as the use of local promotion activities, direct mail and the national trade press the use of radio to sell radio has its important place in the total effort. If we hold that radio is one of the best media to move and market goods, then why not use it to promote the industry to the advertiser and the audience?

"The future growth . . . demands that broadcasting as an industry," states Mr. McGannon, "plow back a substantial percentage of its money,

time and creativity into a concentrated drive to assure our future health and growth; to use the great sales tools of radio and television to impress indelibly on advertisers and prospective advertisers that ours are dynamic sales media. . . ."

He cites the dimensions of radio as enjoying "wider acceptance" with 142,600,000 sets in working order and "some 37 million" car radios.

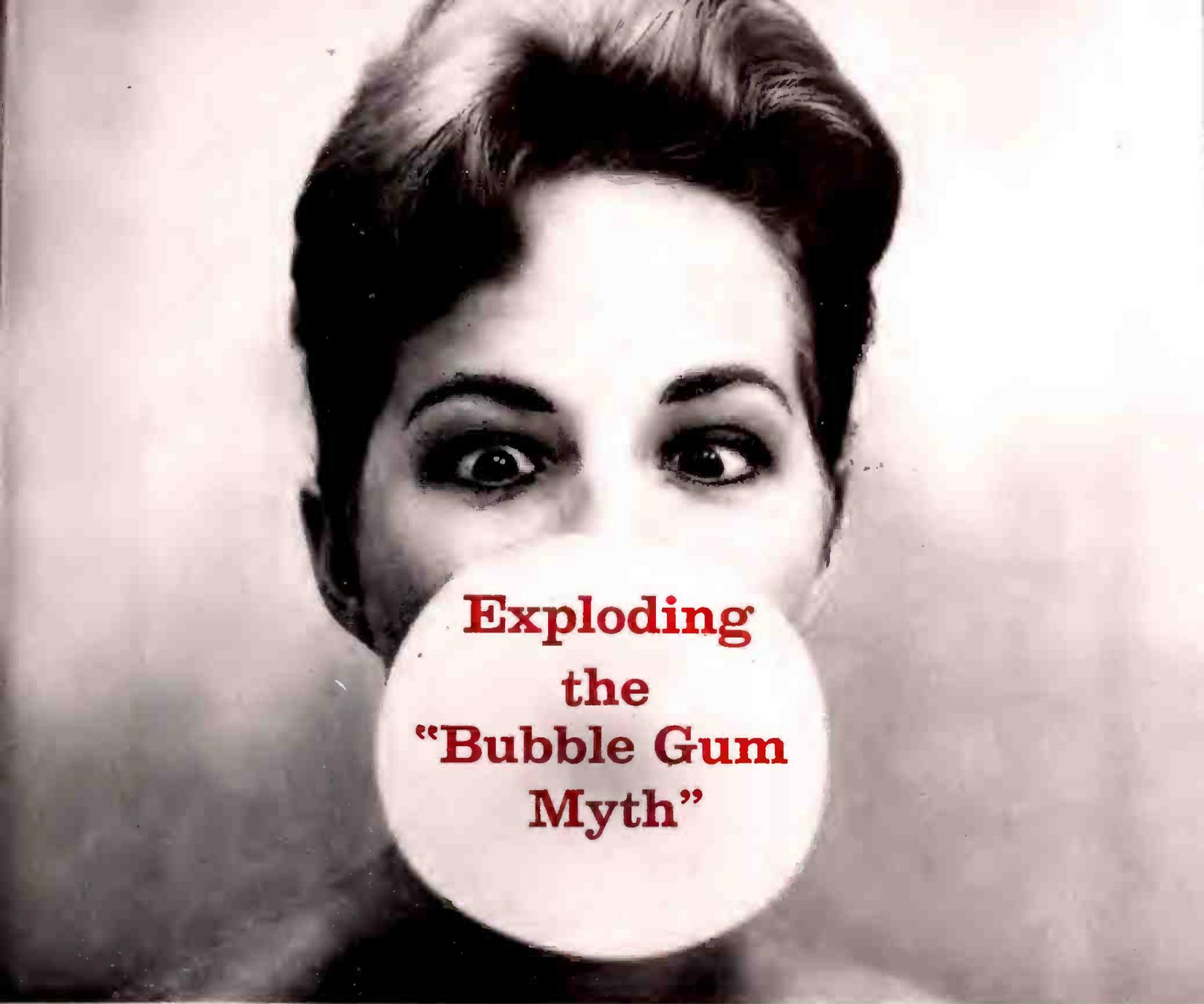
WHAT CAN BE DONE

As an example of what can be done, Mr. McGannon draws attention to the fact that newspapers and magazines will carry a full page ad spelling out why advertisers should buy space. Such an ad, he states, is intended for only five percent of the circulation or less—"the minority who control how advertising dollars are spent."

In his talk on how Mogen David Wine Corp. uses radio (see *Seven Radio Advertisers Tell Why*, p. 40), Mr. Wiernik presents the challenge that radio advertise its wares to listeners. He says radio should do a more complete job of letting the listener know not only that it is there, but that it has entertaining and informative programs to offer.

The radio story of Mogen David is itself an interesting one. Although satisfied with the results of other media, the winery has turned a "substantial" portion of its \$3.5 million ad budget over to radio because of so many "tempting" advantages radio offers.

The idea of selling radio with radio is well conceived. The radio industry, convinced of its value as a prime mover of goods and services, should also use the medium to promote the industry in both areas.



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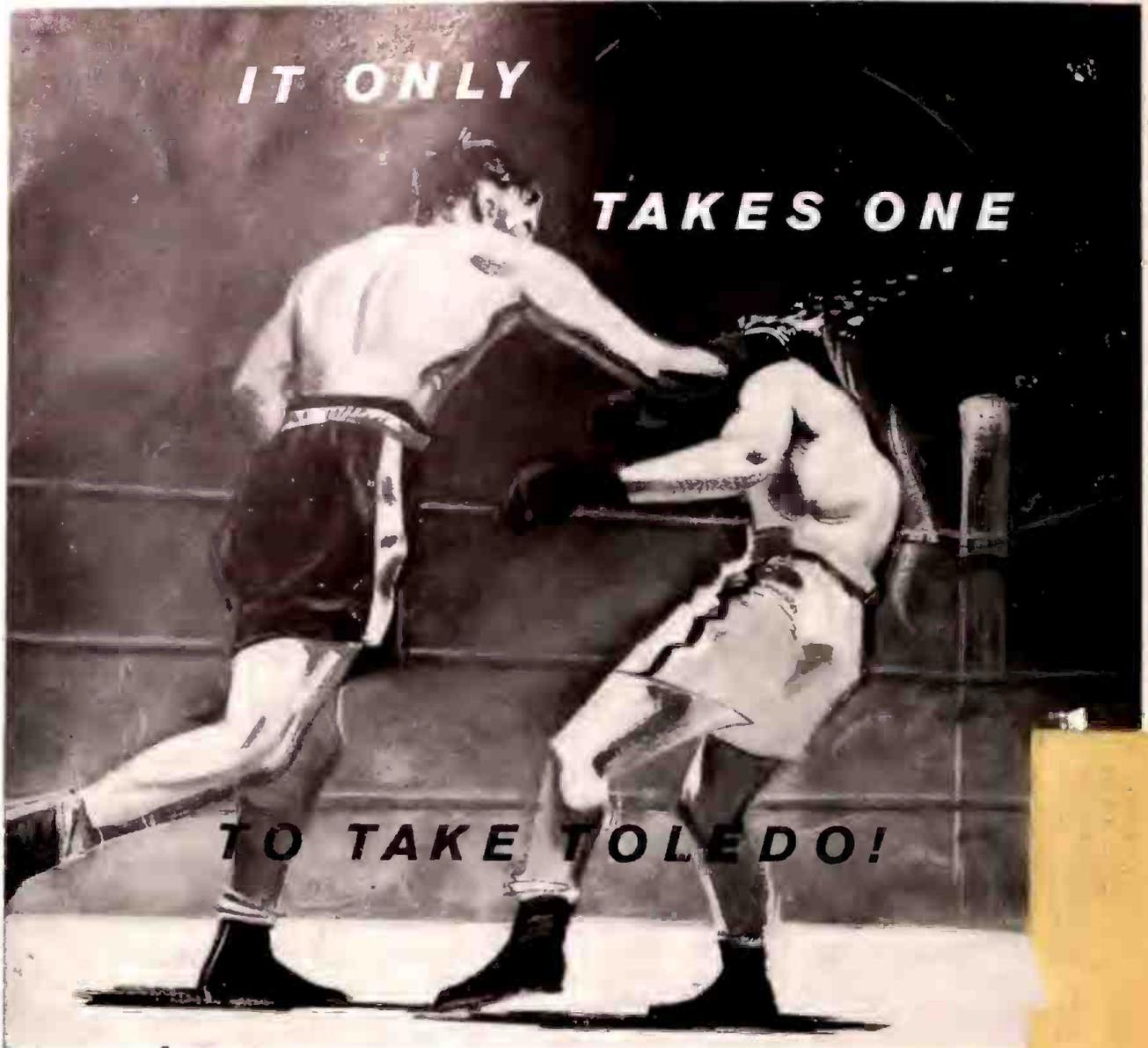


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