

For buyers and sellers of radio advertising

VOL. 3.—NO. 7

U.S.

RADIO



JULY
1959

35 CENTS

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Radio
Class
Sales With
Budget in Radio

Portland
Loves **KISN**

Omaha
Loves **KOIL**

Denver
Loves **KICN**

and **HOOPER**
*confirms it**

the Star stations
DYNAMIC RADIO IN DYNAMIC MARKETS
DON W. BURDEN — President

KISN-Portland
ADAM YOUNG
KOIL-Omaha
AVERY-KNODEL
KICN-Denver
ADAM YOUNG

* Your Sales Prove It www.americanradiohistory.com

MORE NATIONAL ACCOUNTS

WERE SCHEDULED ON

WINN

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

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

**NO. 1
INDEPENDENT**

**PERSUASIVE
DJ's**

**TOP
MERCHANDISER**

**GOOD
POPULAR
MUSIC**

**SALES
RESULTS**

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

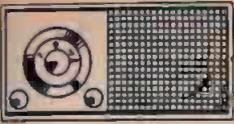
GLEN A. HARMON GENERAL MANAGER

WINN

1240
LOUISVILLE'S
POPULAR
MUSIC
STATION

Represented by
AVERY-KWODL

1075 COLLETT RD. # 200



LOOK FOR THE LOTION
WITH THE SHIP THAT SAILS THE OCEAN.....

Blair Stations **SELL!**

...for example, Old Spice



To keep this "ship that sails the ocean" in front-running position, Shulton relies heavily on the selling power of Spot Radio — with saturation schedules in America's major markets.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: **BLAIR STATIONS SELL.** Through applied audience-research, they have intensified the elements that give radio its real selling power:

- 1 *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant source can equal.
- 2 *Local selling personalities,* who endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major radio markets are represented by John Blair & Company — by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with Blair.

John Blair and Company

National Representative of Major Radio Stations

Yes! Blair Stations Sell

and these are the **BLAIR STATIONS:**

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



SELL "The Family Board of Directors" With Your Local Meredith Station

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

MEREDITH STATIONS ARE "ONE OF THE FAMILY"

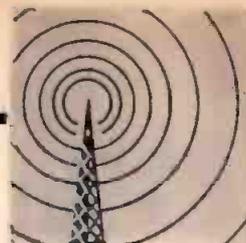
KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

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

THE KATZ AGENCY
THE KATZ AGENCY
THE KATZ AGENCY
JOHN BLAIR & Co.—BLAIR TV
JOHN BLAIR & Co.

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



Radio's Barometer



Spot: Radio's national and regional spot time sales totaled \$172 million in 1958, an increase of 1.5 percent over 1957, according to the Federal Communications Commission in its latest report of total broadcast revenues. The report, issued last month, marks the earliest release date by the FCC; it previously was distributed about a year after the year being reported.

Network: CBS Radio, NBC Radio and ABC Radio report recent heavy sales in new business and renewals. CBS has received more than \$1.5 million in business, with the largest buys made by Chevrolet, Ex-Lax, Tetley Tea and Oldsmobile. NBC has received orders of \$855,274 in net revenue during the 10-day period ending June 24, highlighted by sales to Armour Co., Lewis-Howe Co. and R. J. Reynolds Tobacco Co. ABC's total of \$1.25 million for June is highlighted by new sales to Grosset & Dunlap, Long Lines Division of American Telephone & Telegraph Co. and the AFL-CIO. (See Report from Networks, p. 78.)

Local: Two stations—WMAQ Chicago and KTIK Seattle—report substantial increases in total sales. WMAQ states that during the period from January to May of this year, local sales increased almost 30 percent over the same period in 1958. These sales set monthly record highs in April—42 percent over April 1958—and in May—56 percent over May 1958. KTIK shows a 63.8 percent increase in business in a recent 90-day period, with 11 major account additions.

Stations: The number of am and fm stations on the air as of the end of May totaled 3,978, an increase of 23 (12 am and 11 fm) over the previous month.

	Commercial AM	Commercial FM
Stations on the air	3,366	612
Applications pending	526	53
Under construction	118	147

Sets: Total radio set production including car radio for April was 1,040,183; four-month total was 4,637,859. Total auto radio production for April was 422,346; four-month total was 1,786,168. Total radio set sales excluding car radios for April was 388,863; four-month total was 2,079,804. Fm production for April was 31,425 (See Report on FM, p. 79.)

KWB B
KWB B
KWB B

**WICHITA'S
NUMBER 1
HOOPERATED
& PULSRATED
STATION**
24 Hours a Day!

NOW! operating daytime on
5000 watts
(nights — 1000 watts)

IN KANSAS #1 MARKET!

Kansas — Wichita's Best Buy.
Wichita consumers have a spend-
able income 5% above national
average...AND retail sales are
18.6% above national average!

WITH KANSAS #1 TALENTS!

KWB features the top in
O.J.'s — Jim Stowe, Billy Dee, Lee
Nichols, Dick Jones, John Camp-
bell, Jim Curran.
NEWS — Jim Setters, John Wagner,
George Langshaw, Tom Atkins.

FOR AN #1 SHARE
OF KANSAS' LARGEST MARKET
BETTER BUY

**KWB IN WICHITA
DIAL 1410**

First in Hi-Fi Music • News and Sports

represented by **George B. Hollingbery Co.**
Southern-Clark-Brown Co.

for buyers and sellers of radio advertising

U.S. RADIO

JULY - 1959

VOL. 3 - NO. 7

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Jonah Gilitz *Managing Editor*
Rollie Deyendorf *Art Editor*
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Stan Walker *Assistant Editor*
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San Francisco 11, SUtter 1-4581

Member of Business Publications
Audit of Circulations Inc.



U. S. RADIO is published monthly by
Arnold Alpert Publications, Inc. Editor
and Business Office 50 West 57th Street
New York 19, N. Y. Circle 5-2170. Chi-
cago, Ill.—161 E. Grand Ave. WHitehe
3-3686. Washington, D. C.—8037 East
Road, Silver Spring, Md. JUNiper 8-726
Printing Office—3110 Elm Avenue, Bal-
more 11, Md. Price 35¢ a copy; subscri-
tion, \$3 a year, \$5 for two years in U.S.
U.S. Possessions and Canada \$4 a year,
\$6 for two years. Please advise if you
move and give old and new address.
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tions, Inc. Accepted as controlled circula-
tion publication at Baltimore, Maryland.

51.7%

of the total
automotive gross sales
are made in the
KEYSTONE COVERAGE AREA!

● Eighteen and one half BILLIONS of DOLLARS in automobiles and accessories are purchased in areas covered by Keystone stations.

We'll be happy to send you our just completed **KEYSTONE AUTOMOTIVE STUDY** and our latest **STATION LIST**. Write to our nearest office:

CHICAGO
111 W. Washington St.
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

DETROIT Penobscot Building

• **TAKE YOUR CHOICE.** A handful of stations of the network... or a minute of 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.



Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

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

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

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

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

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

★

*For all your FM needs call your nearest
RCA Broadcast Representative, or write to
RCA, Dept. W-337, Building 15-1, Camden, N.J.*

IN CANADA:

RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

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

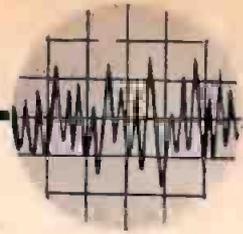


TM(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY



H-R Special Radio Project Ready for Early Fall Release

A special radio research project conducted for H-R Representatives Inc. by Market Planning Corp., a subsidiary of McCann-Erickson Inc., is expected to be in the hands of agency researchers by early fall. Among the features of the report is an analysis of the type of radio programming preferred by various age groups of listeners. A brochure, prepared by Don Softness, H-R director of promotion, will receive wide distribution across the country, the company states.

Fm Manufacturers Await Go-Ahead from Detroit

Equipment manufacturers appear ready and willing to produce fm sets for cars as soon as automotive Titans in Detroit recognize the medium to be a non-luxury item. Lincolns and Continentals are only models reported now available factory-equipped with fm. Growing popularity of German import which can be installed in almost any late-model automobile, and is offering a special attraction to foreign-car showrooms, may jolt American motor industry into competitive awareness of fm. (See *Will the Cash Register Ring for Fm?* p. 29, and *Style Guide for Fm*, p. 32.)

RAB Finds There Are 'Listeners by the Truckload'

A much-overlooked aspect of radio listening—truck radio—has been analyzed by Radio Advertising Bureau. The findings show that nearly 30 percent of trucks surveyed were equipped with a radio set in working order; that more than six out of 10 of the drivers of these trucks listen more than two hours daily. The bureau also reports that truck drivers earn about 15 percent more than the average industrial or manufacturing employee.

Adam Young Study On 'Spot Radio '59'

Adam Young Inc.'s new booklet, "Spot Radio '59 . . . A 60-Market Appraisal," provides basic marketing data on the top 60 U.S. metro county areas. It also provides research on "advertiser areas" in which radio stations may be expected to exert their maximum effectiveness, according to Frank Boehm, vice president-research of the firm.

Contadina Has a Case For Saturation Radio

"We have been using spots in eight-week flights. . . . We attempt to dominate the medium with as heavy a schedule as possible," Martin L. Morici, Contadina vice president for sales and advertising, told the Hollywood (Calif.) Advertising Club. "We use as many as 180 spots per week in a market." He says radio listeners become Contadina-conscious for a relatively short period of time during which, however, "we are able to establish lasting buying habits and brand loyalty." Mr. Morici, whose company has had sparkling sales results since it first tried radio in 1954 (see *Seven Radio Advertisers Tell Why*, December 1958), has this advice on the creation of commercials: Make "the spot stand out so vividly that people talk about it and write letters about it."

Johansson-Patterson Fight Rings Rating Bell

The heavyweight title bout between Ingemar Johansson and Floyd Patterson not only crowned a new champion in Johansson, but also hit the rating bell. Carried nationally by ABC Radio, *Pulse* reports the event scored a 21.6 rating, reaching 10,700,000 homes and 20,100,000 total listeners.

in the last

18 months.

137 different

national advertisers



Here are five important reasons why:

campaign strategy—Today the *campaign* is all. No individual show can do the complete job. The advertiser's ultimate goal is the total audience, *all* prospects—not just isolated groups. And this year NBC Radio continues to deliver more of the top campaign audiences than any other network.

pure economics—With NBC Radio you can make more advertising impressions for less cost. Further, NBC Radio can add more to an existing campaign than can any other medium. For example, an advertiser with a 90-minute TV Special can increase his reach by 28% for an 8% additional investment on NBC Radio.

program dispersion—NBC Radio gives advertisers more opportunities to reach more diversified audiences with: 44 hours of network programming per week; 14 hours of weekend Monitor; 10 hours of weeknight Monitor; 10 hours of morning dramatic programs weekly; 10 hours of afternoon variety programs weekly; Hot-Line Service; Monday-through-Friday News on the Hour; and Stardust—supplying top star identification 85 times weekly.

flexibility—Announcements are available in ninety, sixty, thirty and six second lengths. They can be ordered in the afternoon and on the air the same evening. Weekly plans begin for as little as \$300 and range to \$30,000. Advertisers may purchase entire programs, star vignettes, or a pure frequency schedule.

extra services—NBC Radio has pioneered the development of new links with both the consumer and the dealer. Among the most significant; NBC Radio's National-Local Plan with the advertiser's network commercial tailored for local dealer cut-in; editorial support such as the current "Summertime Is Outdoor Eating Time"; closed circuit dealer meetings; and a long list of inventive plans that add both reach and return for the advertiser.

These are the reasons so *many* advertisers are attracted to NBC Radio and why 52.1% of all reported sponsored hours in network radio are on the leadership network, the . . .

*... have
signed
with
the...*

**NBC RADIO
NETWORK**

WPTF

Raleigh-Durham
the Nation's

28th

Radio Market

32-county 1959

PULSE again

shows WPTF

FIRST all the

way from sign on

to sign off . . .

with a **36% share**

of audience that

is almost **three**

times that of our

nearest competitor,

a 12-station local

network.

NATION'S
28th RADIO
MARKET
NIELSEN #2



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives



time buys

American Tobacco Co.

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

Product: PALL MALL CIGARETTES

A one-month campaign in major markets starts in mid-July. The schedule is a "heavy" one, using minutes. Timebuyer is Fred Spruytenburg.

Bantob Products Corp.

Agency: *H. W. Warden Associates,
New York*

Product: VANGUARD

Where there's smoke in Dayton, O., there may be a new, tobacco-less cigarette. Bantob reports "excellent" sales results so far to its test-marketing of the Vanguard in Dayton, and says the local radio schedule which started June 22 will be continued indefinitely, using minutes in drive times. Plans are now being made to move on into other markets—with both product and radio schedules. Jim Barrett, media director, is handling the buying.

Bristol-Myers Co.

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

Product: TRIG

Now in the midst of its first six-week flight of radio for its men's deodorant, the company will pause momentarily in September before taking off on a second flight. The aerial tour includes an average of four stations in each of 45 markets; 25 to 30 one-minute announcements are scheduled per week, all during early morning "male grooming period." Timebuyer is Ed Kochler.

British Overseas Airways Corp.

Agency: *Victor A. Bennett Co., New
York*

Product: AROUND-THE-WORLD
TRANSPORTATION

Potential ticket-takers to faraway places are best reached via fm, in the opinion of BOAC (see *Will the Cash Register Ring for Fm?* p. 29). Accordingly, its agency is scheduling a weekly half-hour of fm in the airline's five take-off cities—San Francisco, Chicago, Detroit, Boston and New York. Starting this month, and continuing into 1960, *BOAC Highway to the World* is aimed at 6.5 million prospective trans-ocean travelers—people with the time, money and interest required for holidays abroad. Programs, taped by the agency, are built around international theme (for example, water music and children's music from different countries). One live announcement, which varies from city to city, is delivered in addition to commercials recorded in the program. Timebuyer is Ed Kahn.

Brown Shoe Co.

Agency: *Leo Burnett Inc., Chicago*

Stepping into a promotional program, the footwear firm reportedly is making available to shoe stores a five-minute recording by Tommy Sands with a built-in commercial. The record, on a co-op basis, will be used in an advertising campaign that begins in August.

Continental Wax Corp.

Agency: *Product Services Inc., New
York*

Product: SIX MONTH FLOOR
WAX

Adding a large chunk of network to its spot radio lists for the summer, Continental is shining up to the housewife in an intensive campaign during July and August. These two months, the company says its research indicates, are the ones during which floors require most

(Cont'd on p. 124)

2

Lester Kamin
and Public Radio
announce

MORE FOR

YOUNG PRESENTATION

Effective July 1 . . . The New

KIOA

DES MOINES

- one of America's 10 biggest-spending markets
- Consistently first in Des Moines (Metro Pulse)
- First in Iowa (70-county Area Pulse)
- Iowa's top news station
- Better cost-per-thousand than any other media—air or print
- Iowa's most powerful independent . . . with 10,000 watts, 940 kc.

Effective March 1, 1959 . . . The New

KAKC

TULSA

- Consistently first in Tulsa Hooper and Pulse
- Two-year record of efficiency . . . prestige . . . dominance in over one-third of Oklahoma
- KAKC sells the area of prime interest to advertisers with unparalleled cost efficiency
- Top news station in the nation (AP Poll, 1957)
- Best news station in the state (AP Polls, 1957, 1958)

Exclusive national representatives

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK

3 East 54th St.
New York 22, N.Y.
Plaza 1-4848

CHICAGO

Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

ST. LOUIS

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

LOS ANGELES

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

SAN FRANCISCO

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

DETROIT

2940 Book Bldg.
Detroit 26, Mich.
WOOdward 3-6919

ATLANTA

7182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

BEST SPOT BUY IN SAN ANTONIO!

The unchallenged
market leader
... by PULSE
... by HOOPER
... and used by the
following advertisers:

Air Transport Assn., Alemito, Alka Seltzer, American Machine & Foundry, B-C, Bayer Aspirin, Bayer Nasal Spray, Ben Gay, Bexel Vitamins, Blandex, Blue Bonnet Margarine, Barden's, Bowman Biscuit, Bristol Meyers, Budweiser, Busch-Bavarian, Camel, Campho-Phenique, Cannon Mills, Cardui, Champion Spark Plugs, Chef Bay-Ar-Dee, Chevrolet, Chrysler, Coca Cola, Caldene, Canaco, Cappertane, Cudahy, Eastern Airlines, Edsel, Energine, Eveready Batteries, Falstaff, Florists Tel. Del. Assn., Fard, Greyhound Bus, Gulf Oil, Hamilton Watches, Hit Parade, Harmel, Italian Swiss Colony, Kent, L & M, Lance Products, Lever Bras., Lucky Strike, Magnolia Petroleum, Mercury, Mexsana, Mistal, Mum, Murine, My-T-Fine, National Biscuit, Newport, Oasis, Old Gold, Oldsmobile, One-A-Day, Pall Mall, Pacquins, Penetra, Pepsi Cola, Peter Paul Candy, Plough Inc., Portland Cement, Praise, Prestane, RCA Victor, R-C Cola, Ralston Purina, Rayco, Readers' Digest, Revlan, Rama Wine, Schlitz, Seafarh, Sears Roebuck & Co., Silk-N-Satin, Sinclair, Silver Dust, Silversmiths Guild, Sioux Bee Honey, Saltice, Squirrel, Sterling Drugs, St. Joseph's Aspirin, Texaco, Time Magazine, Top Value Stamps, Treesweet, Trig, United Fruit, Wildroot Cream Oil, Winstan, Winter Pears, Wolf Brand Chili and others.

How about YOUR next schedule?

See your

KATZ AGENCY

REPRESENTATIVE

KONO

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

time buys

Cont'd from p. 10

care. The network package includes participation in seven daytime serials, according to the agency. Timebuyer is Doris Gould.

Dorann Farms Frozen Foods

Agency: *The Zlowe Co., New York*

Product: FROZEN PIZZA

The music is Verdi's, the lyrics are Zlowe's in a commercial that puts Dorann pizzas on the air over three New York stations and in prospect for stations in other markets to which the company plans to extend its distribution. The current buy will run from July through late fall; it is concentrated in time periods from Wednesdays to Saturday mornings to catch the food shopper. Timebuyer is Pauline Mann.

DX Sunray Oil Co.

Agency: *Potts-Woodbury Inc., Kansas City, Mo.*

Product: DX BORON GASOLINE

Getting its second wind, the firm will plunge into the second half of its summer schedule on August 3 for another month on its schedule of 10-second ET's over 69 stations. Including the first flight, which ran from June 15 to July 10, a total of more than 11,000 announcements will be used during the campaign, which the company calls its biggest radio usage to date. Gene Dennis is handling the buy.

Ford Motor Co.

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

Product: "DIVIDEND DAYS"

A saturation schedule for two weeks is underway by Ford in major markets, pointing out economy features to the summer motorist. The minimum buy is two stations per market; in some areas seven to eight

stations may be used. Allan Sachs is timebuyer.

Giroux Co.

Agency: *Best B. Bliss Co., New York*

Product: GIROUX GRENADINE

Returning to radio after a year's romance with television, this flavoring syrup is now on the air in New York and preparing to catch the ear of housewives in other markets. The product, according to the company, may be used in cooking, making soft drinks for youngsters or mixing cocktails. Ben Bliss is handling the buying.

International Latex Corp.

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

Product: PLAYTEX ITEMS

The company is currently testing radio, with an eye to using the medium for one or more of its Playtex products—bras, baby pants, Drypers, household gloves and an as yet unnamed new item—handled by Reach, McClinton. The agency declines to comment.

P. Lorillard Co.

Agency: *Lennen & Newell Inc., New York*

Product: KENT CIGARETTES

A heavy campaign in major markets which started last month is now expected to continue for an indefinite period. Tom McCabe is timebuyer.

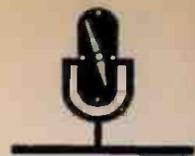
Mennen Co.

Agency: *Warwick & Legler Inc., New York*

Product: MEN'S LINE

Summer and fall, radio will be carrying Mennen's sales message to prospective customers in major mar-

Cont'd on p. 16



GATES the Finest

Sound in FM

To satisfy the most discriminating fidelity enthusiast . . . to provide a true sound for the ultimate enjoyment of the listener . . . these are the basic desires of the FM broadcaster. And enhancing this sound of high fidelity is the primary characteristic of the new Gates FM transmitter line.

Five distinctive and entirely new FM transmitters, 10 and 50 watts, 250 watts, 1000 and 5000 watts, are now available from Gates. These top-quality precision transmitters, built for greater reliability and higher than ever performance standards, include self-contained single or dual channel multiplexing equipment as an optional accessory.

Technical bulletins on the new Gates FM line are now available, telling the complete story of a new design for long tube life, much lower distortion at wider response, the creation of an entirely new exciter employing pulse techniques in phase modulation, and many other outstanding features that make this a distinguished line of FM transmitters.

Write today for the new Gates FM Fact File—yours for the asking.



FM-5B 5000 Watt FM



FM-250B 250 Watt FM



FM-1B 1000 Watt FM



BFE-50B 50 Watt FM
BFE-10B 10 Watt FM



**HARRIS
INTERTYPE
CORPORATION**

GATES RADIO COMPANY

QUINCY, ILLINOIS

SOLE AGENTS: HARRIS CORPORATION, QUINCY, ILL. • EASTERN: J. J. BELL, NEW YORK, N. Y. • CANADIAN: HARRIS RADIO COMPANY, TORONTO, CANADA



DON MCLEOD
Detroit's most popular D.J.
WJBK-DETROIT



TOM GEORGE
Everybody in Detroit loves Tom
WJBK-DETROIT



LEE ALAN
Most exciting all-nite show
WJBK-DETROIT



CLARK REID
"Tunes old and new just for you"
WJBK-DETROIT

"Hear, ye . . . hear, ye!" . . . Familiar words in the days when the Town Crier served the broadcasting needs of the people. Today, in great measure, this function is being performed by the Storer Broadcasting Company. It is done in the spirit of responsible (and responsive) service.

Hearken!..the town crier

This responsible service—with the loyalty it has gained—is personified in the modern-day "deejay." He is a part of the vigor of his community, sensitive to his audience. With music as his bell, he not only is heard, but listened to . . . Productive results of his salesmanship on Storer stations prove it.



TOM CLAY
"Jack-the-Bellboy"
tops with the 'teens'
WJBK-DETROIT



RUDY ERTIS
All-night man
to "night people"
all night
WSPD-TOLEDO



JIM ROWE
The "Fabulous 58"
according to Toledo
WSPD-TOLEDO



JACK WILLIAMS
Shaw tunes new
and nostalgic
WSPD-TOLEDO



BILL GORDON
Spansars love him!
WJW-CLEVELAND



BRUCE MACDONALD
Has covered all aspects
of radio in Cleveland
WJW-CLEVELAND



CHUCK PARMALEE
... music, service
announcements and news
WSPD-TOLEDO



TOM CARSON
"Palice Beat,"
fastest-paced show in
nighttime radio
WJW-CLEVELAND



CHUCK RENWICK
Bright, popular music,
special announcements,
national news
WJW-CLEVELAND



JOE NIAGRA
Ruler of
Philadelphia radio
WJW-PHILADELPHIA



BILL WRIGHT
The Rebel
with a cause
WIBG-PHILADELPHIA



BOB MITCHELL
WIBG's newest
big music gun
WIBG-PHILADELPHIA



TOM DONAHUE
A big man
with a big sound
WIBG-PHILADELPHIA



LEE SUTTON
... consistently pulls
more commercial mail
WWVA-WHEELING



LEE MOORE
... one of nation's top
country western deejays
WWVA-WHEELING



JOHN CORRIGAN
The Music Man
1170 Club
WWVA-WHEELING



HARDROCK GUNTER
MC of
Good Morning Shaw
WWVA-WHEELING



JOHNNY GRIMES
Music styled far rolling
back the rugs
WGBS-MIAMI



CAL MILNER
Master of picking
tomorrow's hits today
WGBS-MIAMI

Storer's town criers of Radio



AL LEIBERT
Makes it easy to open
the other eye
WGBS-MIAMI



BOB ANSELL
Musicaster with a
"ga" sound
WGBS-MIAMI



Storer Broadcasting Company

WSPD-TV
Toledo

WJW-TV
Cleveland

WJBK-TV
Detroit

WAGA-TV
Atlanta

WITI-TV
Milwaukee

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

WGBS
Miami

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



**THE
MOST
WONDERFUL
SOUND
IN
DERBYTOWN**

*the
grand new,
brand new*

WKLO

SOLD NATIONALLY BY:

robert e. eastman



& co., inc.

time buys

Cont'd from p. 12

kets via a campaign starting the middle of this month. The schedule calls for 50 announcements per week in the top markets, 20 to 25 per week in the rest. Timebuyer is Herb Gandel.

Nestle Co.

Agency: *Bryan Houston Inc.,
New York*

Product: NESCAFE

A new schedule was started in one market this month, and two others were recently renewed by this account to last until the product shifts September 1 to another agency (William Esty Co.). Frequencies vary from 10 to 40 announcements per market, with multiple stations being used. Frances John is timebuyer.

Point Adams Packing Co.

Agency: *Ben B. Bliss Co.,
New York*

Product: PEACOCK SALMON

Angling for a larger market, this West Coast cannery is branching out into radio in New York (three stations), with plans on the line for other areas. On-the-air time presently includes participations on homemaker shows such as *Housewives' Protective League*. The schedule started last month, will go for 13 weeks, and then be renewed. Ben Bliss is handling the account.

RCA Victor Record Division

Agency: *Grey Advertising Agency,
New York*

Product: VAN CLIBURN'S RACHMANINOFF CONCERTO #3

Calling on good music stations to sell a good music record, RCA reportedly is conducting a saturation campaign for three weeks via fm in 12 markets (see *Will the Cash Register Ring for Fm?* p. 29). A mini-

mum of 26 announcements per week is scheduled in each market until the end of July.

Scott Paper Co.

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

Product: CUTRITE WAX PAPER

A fourth of July promotion by Scott illustrates one way to reach holiday picnickers before they pack their lunch baskets: Launch an aerial display of advertising. The "fireworks" started six days before July 4, supplementing NBC and CBS schedules with spot buys in 35 markets. Announcements "at all times, of all lengths" continued until the holiday weekend got underway. Marie Barbato is timebuyer.

Society of Plastic Industries

Agency: *Balten, Barton, Davstine &
Osborn Inc.,
New York*

Product: PLASTIC BAGS

Tackling the job of telling the public how to deal sensibly with thin plastic bags, the society is sponsoring an intensive radio campaign this month. Its educational drive points out the need for care in disposing of the bags. In addition to announcements on NBC, the promotion includes spot in 50 top markets. Live minutes are being used in or adjacent to newscasts on an average of 25 to 30 times a week. Timebuyer is Ted Meredith.

Sterling Drug Inc.

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

Product: CAMPHO-PHENIQUE

Fever blisters and bug-bites are the targets of this medication, whose manufacturer is aiming at sufferers of such summertime maladies. Starting this month, the 11-week schedule of one-minute announcements will be delivered in 32 markets. Frequencies range from 5 to 12 per week. Bob Hall is timebuyer. • • •



With an ear to the ground

What's happening in Africa? Europe? What about that movie star's romance in Spain? WGN-Radio listeners now know *more* because of WGN's extensive coverage of world news and events.

Yes, WGN-Radio's comprehensive, around-the-clock, news coverage is one more important reason why more people listen to WGN—because WGN's news gathering facilities are unmatched by any other station in the Chicago Metropolitan area.

Exclusive only to WGN-Radio in Chicago are the Chi-

cago Tribune World-Wide Press Service, WGN Police-Trafficopter reports twelve times daily, and Radio Press world-wide, on-the-spot news coverage. In addition, WGN's large staff of writers and editors use the news gathering services of Associated Press, United Press International and Chicago City News Bureau to provide Midwestern listeners with the finest programs of up-to-the-minute news.

No wonder more people listen to WGN-Radio for more news of happenings around the world!



WGN-RADIO

THE GREATEST SOUND IN RADIO

441 North Michigan Avenue • Chicago 11, Illinois

*Washington throwing dollar
across Rappahannock - J. Dunne '59*



Nobody could ever make a dollar go farther (until ABC Radio came along)

Perhaps *your* pitch is falling short . . . not enough impressions getting across. Sounds like a good time to reappraise your media lineup . . . find out where you can best add more muscle and momentum—*without* adding more dollars to your budget. And *that* sounds like the ABC Radio Network.

Look what ABC delivers:

1. Millions of additional advertising impressions at one of the lowest costs per thousand available in any media today.
2. Exciting, smart-selling personalities who go all out to help with your merchandising efforts.

3. Thorough coverage of nationwide distributor areas, with more opportunities for dealer-distributor tie-ins on local affiliates.
4. Astounding, continuing growth. More than 2,600,000 homes added to ABC's (and *your*) potential audience since last year—the equivalent of 5 major markets.

Best of all, when you realign your schedule to include ABC (and the many advantages it offers), you can keep your budget at its present level . . . or even reduce it a bit.

And, especially these days, that's an awful lot of distance for a dollar.

ABC RADIO NETWORK



Network Executives Put Pressure on Sec. 315 Revisions

The pleas of executives from the major networks, before the Communications Subcommittee of the Senate Committee on Interstate & Foreign Commerce, have added greater pressure for revision of the controversial Section 315 of the Communications Act dealing with equal time.

Robert W. Sarnoff, chairman of the board of NBC, told the committee that "unless the gag is lifted during the current session of the Congress, a major curtailment of television and radio political coverage in 1960 is inevitable. And as a painful corollary, reporting of public affairs of any kind would be heavily limited during the political campaign."

Mr. Sarnoff stated that this gag on broadcast political coverage is a definite result of the Federal Communications Commission's recent Lar Daly ruling interpreting Section 315 as applying to newscasts and requiring broadcasters to give equal time to all rival candidates. The commission re-affirmed this ruling last month.

Stanton Urges Prompt Passage of Hartke Bill

Frank Stanton, president of CBS, pledged his full support in favor of one of the four major proposed bills before Congress which advocate revisions of Section 315. Dr. Stanton said that the bill by Senator Vance Hartke (D-Ind.) provides "direct relief to . . . the primary destructive effects of Section 315 which can most readily be dealt with. Its prompt passage can very well mean the difference between the survival of a free journalism in this country and the beginning of an erosion that can be interpreted as nothing less than the negation of democratic principles as old as the republic."

Dr. Stanton pointed out that the Hartke bill furnishes relief in three major areas of restrictions set down by Section 315. It relieves broadcasters of the obligation to give equal time to insignificant and fringe candidates for both nomination and election for the offices of President and Vice President of the United States; it exempts news documentary, panel discussion, debate, or similar programs from the equal time requirements, and most important, according to Dr. Stanton, it exempts "any regularly scheduled or bona fide newscast."

Daly Sees Newscasts As Broadcasters' Immediate Concern

John Daly, ABC vice president in charge of news, special events and public affairs, declared that although the ultimate goal is a completely revised Section 315, "the immediate concern must be the FCC's recent decision applying this section to regular news broadcasts . . . the so-called Lar Daly case." Mr. Daly, by focusing his Senate testimony on this one particular matter rather than on the whole problem of total revision, favored passage of bills introduced by Senator Gordon Allott (R-Colo.) and Senator Spessard L. Holland (D-Fla.), both of which exempt news commentary programs from the Section 315 provisions. Mr. Daly stated that ABC had some reservations concerning portions of the Hartke bill and a bill introduced by Senator Strom Thurmond (D-S.C.).

Siding with Mr. Daly, Senator Holland told the committee that "I am convinced that representatives of the industry will readily admit that

(Cont'd on p. 22)



The Colonel is Proud to
Beat the Drum Loudly

FOR **WRVA-RADIO**



PETERS, **G**RIFFIN, **W**OODWARD, INC.

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

WRVA

VIRGINIA'S LARGEST



SINGLE ADVERTISING MEDIUM

RADIO

Produces Sales Through

★ *Coverage*

WITH THE ONLY 50,000 WATT POWER IN VIRGINIA

★ *Circulation*

REACHING MORE THAN THREE TIMES AS MANY RADIO HOMES
AS THE SECOND STATION IN THE MARKET

★ *Programming*

GEARED TO THE FAMILY TASTE 24 HOURS AROUND THE CLOCK ALL WEEK

★ *Personalities*

THAT INSPIRE CONFIDENCE AND BELIEVABILITY

★ *Public Service*

THAT CREATES EXCITEMENT AND RESPONSE IN THE ENTIRE COMMUNITY

★ *...and now,*

NBC AFFILIATION

WRVA-RADIO

RICHMOND, VIRGINIA

DIAL 1140 AM • 94.5 FM

50,000 WATTS • NBC RADIO



HOO RAY FOR UN-FORMULA!

A "farmula" radio station is definitely what WBT ain't.

WBT's programming is varied—creative—responsible.

Popular, too. Pulse surveyed the 25 county Charlotte area (just a portion of WBT's Basic Service Area) and found a 92% WBT lead mornings, 69% afternoons and 123% at night.*

Grab some WBT availabilities so you'll have something to cheer about in the nation's 24th largest radio market.** Call CBS Radio Spot Sales for details.

*Pulse 25 county area 1959 (March)

** A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

the Lar Daly case has created an impossible situation which must be corrected immediately and that its correction is far more important at this time than are other changes of the law which have caused them difficulties throughout the years."

Further support for the passage of the legislation to alter Section 315 also has been given by the National Association of Broadcasters through its president, Harold E. Fellows. In his testimony before the Senate subcommittee, Mr. Fellows asked Congress to repeal "in its entirety" this section, which holds "broadcasters in a legal strait jacket and deprives the public of programming which it might otherwise receive."

Canon 35 Presents Its News Problems

Another form of legislation restricting radio and television news coverage is Canon 35 of the American Bar Association, which prohibits photography and broadcasting of trials. In a recent conference, representatives of media studied proposals to amend this canon. The Bar Committee stated that in its opinion most members of the bar favored the canon. Media spokesmen, however, pointed out that because of technological advances the media could now reproduce events in a courtroom unobtrusively and that the mere fact of presence would not affect the fairness of trials.

An example of the conflict over Canon 35 is a report from KYW Cleveland that it has dropped its *Traffic Court* program after a ruling by the Ethics Committee of the Cleveland Bar Association which stated that the program was in direct violation of the canon. Attorney Thomas A. Burke, representing Municipal Judge George P. Allen whose courtroom was broadcast over the program, declared that the Ethics Committee could have come to no other conclusion since "their role was not to analyze the public service merits of the program, but to decide whether a microphone in the courtroom as well as a re-broadcast of courtroom proceedings constituted a violation." • • •

MORE

LISTENERS

IN HAND

THAN ALL
OTHER STATIONS
COMBINED!

Proof of top

ACCEPTANCE

WCCO Radio delivers...

MORE LISTENERS IN HAND . . . more than all other Minneapolis-St. Paul stations combined! Even up to 3 out of every 4 listeners in prime morning time.

MORE ACCEPTANCE through full-size programming that attracts and holds your buying audience.

MORE MARKET . . . the hands of 1,014,720 families reaching for your product in 4 states! Basic service area: 114 counties in Minnesota, Wisconsin, Iowa, and South Dakota.

Call or write for full facts.

Nothing sells like acceptance...

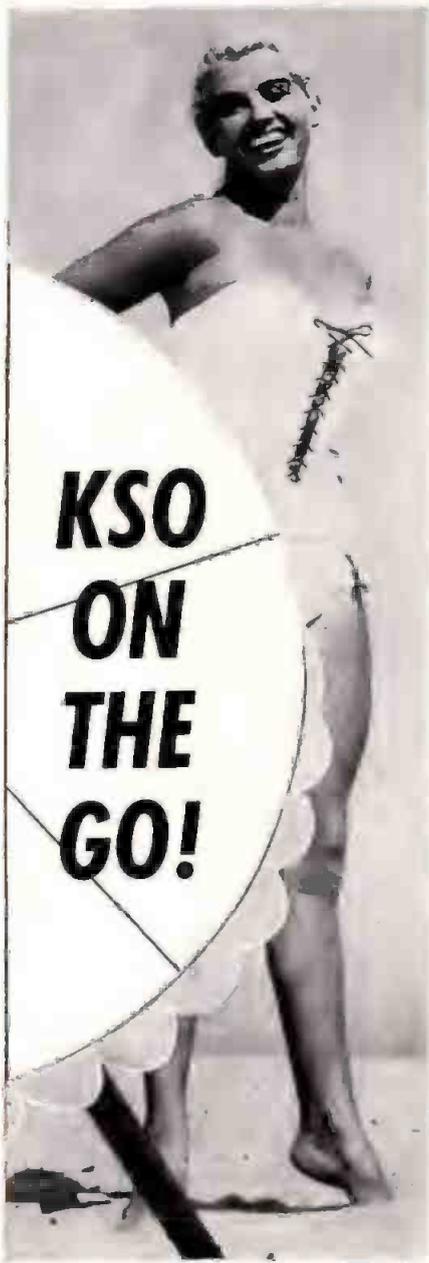
WCCO Radio

MINNEAPOLIS • ST. PAUL

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

Source: Nielsen Station Index, Mar.-Apr., 1959 Station Total, 6:00 AM-Midnight, 7-day week

www.americanradiohistory.com



**KSO
ON
THE
GO!**

Livewire KSO RADIO is setting a new Pulse pace in Des Moines and Centraliowa! Now topping *three* network stations—and most quarter-hour gains of *all* stations:

KSO is up 42 from 6 a.m. to 6 p.m. This whopping climb is against a gain of only 5 for network station 'R' and zero for independent station 'I' (Mon. thru Fri.—Pulse May 1958—March 1959) Hooper up, too, 68%.

And you still get that low, low cost per mmmmmmmmm!

IN DES MOINES AND CENTRALIOWA, BUY

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.

the *Silver Mike*



THIS MONTH;

EDWARD J. DEGRAY

President
ABC Radio

*Newly-Elected President Sees
'Upward Swing' Continuing*

ABC Radio and Edward J. DeGray, newly-elected president, have both made strides in the past year.

Since Mr. DeGray became vice president in charge of ABC Radio in March 1958, the network has added more than 30 new sponsors. Mr. DeGray strongly believes that the outlook for ABC Radio and network radio in general is good. "The medium has assumed a degree of stability in recent months and is continuing the upward swing which began during the 1958 season," he points out.

Besides improved sales, advances have also been made in programming, news, special events and public affairs broadcasting and in services to ABC's affiliate line-up and advertisers.

Mr. DeGray states that "In addition to offering affiliates programming they can't normally supply from local sources, ABC is offering extra services to advertisers, including special campaigns to tie in the stars of the programs with the sponsors' local and national sales plans."

The network also has established special closed-circuit news feeds to affiliate news editors to give them the story behind the news from its world-wide correspondents.

Mr. DeGray is credited as the ma-

ior factor in this radio expansion by ABC Radio. He has been with the network since October 1955 when he was named national director of station relations. In 1957, he was elected vice president in charge of station relations.

Mr. DeGray is a graduate of the University of North Carolina and began his broadcasting career in the accounting department of CBS in 1937. Three years later, he was transferred to the CBS affiliate, WBT Charlotte, N.C., as office manager. He soon was named assistant general manager of the station.

In 1948, Mr. DeGray returned to CBS in New York as executive assistant in charge of station administration, spot sales, co-op program sales and the Housewives Protective League programs. He was made station relations representative for CBS Radio and co-op program sales contact in 1951, and two years later was named national director of CBS Radio station relations and supervisor in charge of radio co-op programs. Mr. DeGray became director of station relations for Vitaphone Guild Films Inc. during the early part of 1955, and then joined ABC Radio.

Mr. DeGray lives in White Plains, N.Y., with his wife Helen and their five children. • • •

In Houston...

LETTERS TO

UNANIMOUSLY

HOOPER

May-June, 1959

NIELSEN

Jan.-Feb., 1959

PULSE

Jan.-Feb., 1959

Agree

K-NUZ

CONCISELY

is **NO. 1** *in*
**TOTAL RATED
TIME PERIODS**



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

National Reps.:

THE KATZ AGENCY, Inc.

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

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

Farm Fan

Congratulations on your June issue.

As you know, we have a definite interest in farm radio, representing as we do several major area stations such as WSM Nashville, WOW Omaha, WVVA Wheeling, W. Va. We contributed in both time and money toward the new presentation which the NATRFD gave in New York last month. We feel that your excellent article on farm radio (*The Change Down on the Farm*, June 1959) gives us something definite to point to as we tell the farm radio story. In our opinion, you performed a great service to the radio industry.

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

Wrong 'Steer'

I'm glad to know there is another Norfolk in the United States; but ours "ain't Virginia"! (*The Change Down on the Farm*, June 1959.) We're the "Cornhusker boys from Nebraska" . . . and that little seaport town down on the East Coast just couldn't seem further away than it does now!

I know how easily a mistake like this can be made; but tell all the staffers that WJAG is in *Nebraska*—in the heart of the beef empire.

Bob Thomas
Manager
WJAG Norfolk, Neb.

Scientific View

You have done a marvelous job of presenting a technical subject (*Is Stereo for Real?* June 1959) in a palatable manner for your particular audience; in fact, any audience. We shall keep the article in our stereo files for future reference.

I was glad to be one of the contributors of source material.

Floyd K. Harvey
Acoustics Research
Bell Telephone Laboratories
Murray Hill, N. J.

AUSTIN & HEALY IN KWK LAND

1
WELL, POPS, WHAT'S UP?
KWK'S RATINGS, MAN... LIKE WAY UP!

2
CRAZY! WHAT'S THE BIT!
DIG THIS! NIELSEN SHOWS KWK AUDIENCE HAS DOUBLED IN 6 MONTHS.

3
I DIG! IS THERE MORE?
YAA... LIKE DAD HOOPER SAYS "AUDIENCE UP 320% IN 6 MONTHS".

4
KWK'S TOO MUCH.
NO, MAN, THEIR COST PER THOUSAND'S THE LEAST, TO SAY THE MOST!

5
THE (BUYING) ACTION'S AT KWK!

* like Hooper
the New love affair in St. Louis

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

THE EDITOR

Touchy Subject

We were sorry that you had to use the advertising budget figures (in *Pfizer with Radio Improves Breed, Sales*, June 1959), which were a slight bone of contention inside our company, but fully appreciate your position in the matter.

It is an excellent story.

George Weiler
Director of Public Relations
Chas. Pfizer & Co.
New York

From Ad Row:

We are interested in obtaining three or four copies of your May 1959 issue . . . at your earliest convenience . . .

Grace Nakano
Secretary to William E. Wright
Wright, Campbell & Swift Inc.
Chicago

If extra tear pages are available, I'd very much appreciate having a copy of your May feature entitled *Brewers and Radio: 52-Week Partners*.

Robert E. Williams
Dancer-Fitzgerald-Sample, Inc.
New York

AIR MAIL 18 COPIES OF JUNE 1959 EDITION.

Edward F. Ritz
Vice President of Media
Klau-Van Pietersam-Dunlap Inc.
Milwaukee, Wis.

I think U. S. RADIO is doing a terrific job for the medium.

Bill Framm
Manager
Sales Development & Promotion
NBC Spot Sales
New York

We would like to obtain about 20 copies of *(Radio: The Way to Food Shopper's Heart*, January 1959).

Farbes Calder
Radio Division
Stavins-Byles Ltd.
Montreal, Que., Canada



pulls

"First All Day" rating!*

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

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

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

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

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



Represented Nationally by
the KATZ Agency

450 TOP DRUG STORES

IN METROPOLITAN BALTIMORE

Now feature selected W-I-T-H advertisers!



Put your drug-store product on Baltimore's sales-powered station for fast, sure results . . . for merchandising advantages in 450 drug stores as shown on the map, advantages you cannot get any other way!

- W-I-T-H is the official station of 450 drug stores of the Baltimore Metropolitan Pharmaceutical Association!

- You get Feature Display in 450 Metropolitan drug stores.
- In-store poster displays in 450 stores!
- List of 450 participating drug stores
- Advertising in the Maryland Pharmaceutical Journal!
- Jumbo mailings to 450 drug stores in Metropolitan Baltimore!

NO REASONABLE MERCHANDISING REQUEST EVER REFUSED!

W-I-T-H

Tom Tinsley, *President* **RADIO BALTIMORE** R. C. Embry, *Vice-President*

NATIONAL REPRESENTATIVES: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Chicago and Boston; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles.



Will the Cash Register Ring for **Fm**?

A special U.S. RADIO report, based on a station questionnaire, covering strides fm is making in selling itself to agencies and in selling advertisers' products to listeners

Also See:

- Fm Survey Facts*p. 30
- Fm Station Key*p. 31
- Fm Equipment Guide*p. 32
- 'Report on Fm'*p. 79



There's a new riddle being played these days on Ad Row. If you haven't heard it, chances are you haven't long to wait. It goes like this:

If fm sound is carried through a different part of the spectrum, and if fm has different equipment that serves as the vehicle for a clear, pure sound, how then, is fm like am?

The answer?

Fm is like am because it is now

selling programming and audiences, and has abandoned the technical "pitch" that for so long obscured its real value to agencies and clients.

The status of fm—to borrow two words descriptive of much of fm music—may not be good, but it is getting better. The number of commercial fm stations going on the air has been leaping forward at a quickening pace—from 537 at the end of 1957 to 571 at the close of last year. As of the end of this May, the number was already up to 612, indicating that it won't be long before fm stations on the air will approach the all-time high of 1948 when there were 750 operating outlets.

Questionnaire

According to a U.S. RADIO questionnaire survey of fm stations that brought 169 replies, the average fm station reporting has been doing business, but only after a steep, uphill fight. The survey shows that the average fm station which programs separately or is an fm-only operation has 31.3 percent of its commercial time sold compared with 7.2 percent of commercial fm

time sold for the average station that duplicates am programs.

From where does this revenue come? Fm, so far, is chiefly a local story, according to the study. For the average fm station reporting, 83.5 percent of business is local, while 16.5 percent is national. Armed with their local sales story, many fm operations have been pounding on the doors of national clients and have been gaining acceptance for their sales arguments.

The U.S. RADIO survey also shows that where there is a combined am-fm operation, the average fm station reporting (whether it be separately programmed or not from the am) accounts for 11.1 percent of the total combined billings.

With increasing frequency, advertisers are giving fm a chance and finding that its audience can manifest itself in the most meaningful research figures of them all—sales results.

Erwin Wasey, Ruthrauff & Ryan Inc., New York, has a client, Tuborg beer of Denmark, an imported, premium beer that sells for "twice as much" as a comparable domestic product. On the basis of material

sent in as part of the selling effort by stations, the agency decided that fm's audience sounded right for Tuborg. Al Tilt, account executive, states "Because of the luxury nature of the product, it was felt that consumers who traveled a lot and had money to spend were the best potential customers."

With this as a guide, Vince DeLuca, chief timebuyer, had the task of lining up a three-market test concentrating on "good-music" programming, in this case, because of the "snob" appeal of the product. The markets were Los Angeles, San Francisco and a southwestern city. In Los Angeles, two fm-only stations and a combination am-fm were used, and in San Francisco, one fm and one am were used. A general-appeal am station was selected in the southwestern city because, the agency says, a "good music" station was not to be found.

The campaign ran for eight weeks during the last quarter of 1958, from October 20 to December 12. The results?

Sales Increases

The southern California distributor reported a 70.5 percent increase in sales for the last quarter of 1958 and the first month of 1959 compared with a similar period the year before. The northern California distributor reported a 45.1 percent increase for that period. The southwestern test city, without fm, had nothing exciting to report, and sales just about matched those in a nearby city.

Other factors in addition to "good music" radio that were cited for the noteworthy sales increases were a special offer of \$1 off on a case of beer (however this was available in the southwestern city, too) and a general business recovery at that time.

Mr. DeLuca notes that from what research material he has seen, the prime hours of fm are in the evening. As a consequence, where avail-

U.S. Radio Survey

Based on questionnaires returned from 169 stations, the average station replying answered these questions:

PERCENT OF COMMERCIAL TIME SOLD?

On average station that programs separately or is fm-only: 31.3%

On station that duplicates am: 7.2%

IS BUSINESS NATIONAL OR LOCAL?

Average: 83.5% Local
16.5% National

WHAT PERCENT OF TOTAL REVENUE DOES FM STATION REPRESENT IN COMBINED AM-FM OPERATION?

Average: 11.1%

Fm Station Key

The following information is taken from questionnaires returned by 169 stations who replied to the U.S. RADIO survey. The programming information is reported in the same terminology used by the stations.

able he bought evening hours for the fm buy and morning or afternoon for the am buy.

As for the future, Mr. Tilt declares, "When Tuborg picks up its advertising this fall, it is as certain as anything can be that we will be back on fm with enlarged schedules and expanded markets."

Evidence Noted

From all evidence, the forthcoming season looks like one that will be marked by the keenest interest yet in fm by national clients and agencies.

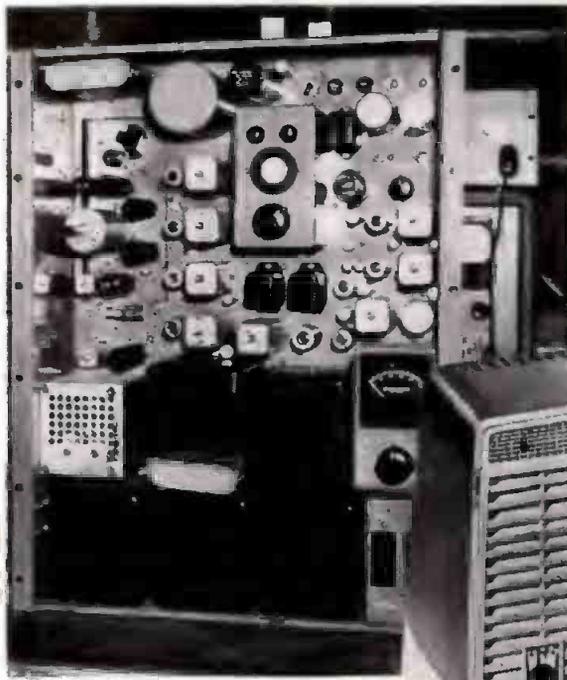
Among the highlights:

- At the agency level, Grey Advertising is preparing a questionnaire for all fm stations to bring itself up to date on the medium.
- The Affiliated Advertising Agencies Network has completed a survey of its member agencies which shows substantial interest in fm. It also outlines the job ahead for fm stations if they want to gain greater recognition from agencies. (See *Report on Fm*, p. 79)
- From a programming point of view, the QXR Network (with headquarters at WQXR-FM New York) expects to be programming *live* from Washington to Boston by September, and further expansions are understood to be on the drawing board.
- The Concert Network, with four owned stations from Boston to New York, has plans to package its programs on a tape basis.
- In station representation, among the firms who are actively selling fm are: Good Music Broadcasters, with 16 fm and five am stations; Walker-Rewalt Co.'s Quality Music Division, with 21 fm and three am stations; Fine Music Hi-Fi Broadcasters, with 17 fm and

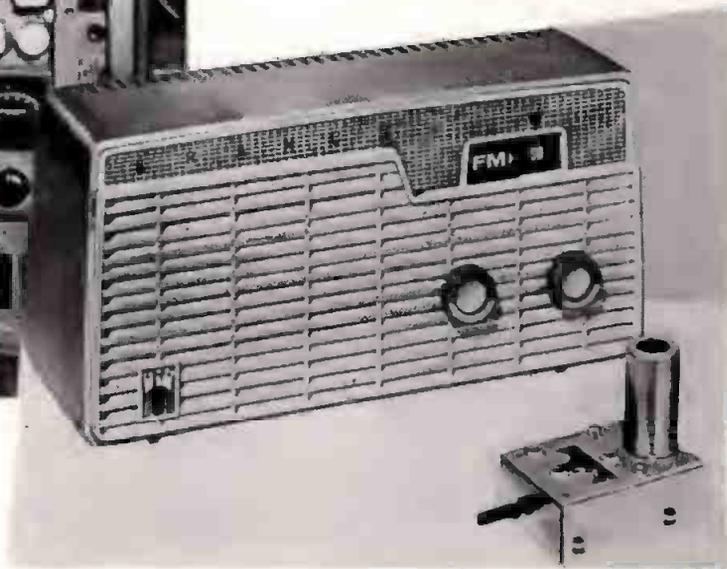
Cont'd on p. 56

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
ALABAMA			
WHOS-FM Decatur	WHOS	Duplicates	Good music; sports
ARIZONA			
KELE-FM Phoenix	KONI	Separate	(Not Reported)
ARKANSAS			
KBTM-FM Jonesboro	KBTM	Duplicates	(Not Reported)
KUOA-FM Siloam Springs	KUOA	Duplicates (afternoon) Separate (7 to 9:15 p.m.)	Good music; Public service
CALIFORNIA			
KRE-FM Berkeley	KRE	Duplicates (95%)	Serious music Concert, Broadway, Movie, Folk music Instrumental music; News briefs Classical, Show, Standard music; Early a.m. farm digest; Five-minute newscasts; Sports; Financial summaries Album, Popular music; Poetry Popular, Show, Jazz, Classical, Opera music Music (some classical); News; Sports
KCBH Beverly Hills	None	(No Am)	
KUTE Glendale	None	(No Am)	
KDUO Hollywood	None	(No Am)	
KGLA Los Angeles	None	(No Am)	
KRHM Los Angeles	None	(No Am)	
KOXR-FM Oxnard	KOXR	Duplicates (12 to 6 p.m.) Separate (6 to 10:30 p.m.)	
KPLI Riverside	None	(No Am)	
KXOA-FM Sacramento	KXOA	Duplicates	
KITT San Diego	None	(No Am)	
KPEN San Francisco	None	(No Am)	
KSFR San Francisco	None	(No Am)	
KRLW Santa Barbara	None	(No Am)	
COLORADO			
KDEN-FM Denver	KDEN	Duplicates (7 p.m. to 7 a.m.) Separate (7 a.m. to 7 p.m.)	(Not Reported)
KCMS-FM Manitou Springs	KCMS	Am is bonus to fm	Concert, Show, Standard & Jazz music
CONNECTICUT			
WGHF-FM Brookfield	None	(No Am)	Good music; News
DELAWARE			
WJBR Wilmington	None	(No Am)	Classical, Show, Jazz & Mood music
DISTRICT OF COLUMBIA			
WGMS-FM Washington	WGMS	Duplicates	Classical music (Not Reported) (Not Reported) Continuous Middle-ground music; News each hour
WOL-FM Washington	WOL	Duplicates	
WTOP-FM Washington	WTOP	Duplicates	
WWDC-FM Washington	WWDC	Separate	

Cont'd on p. 50



(Background) An exciter unit which can be used to adapt an fm station to stereo transmission. (Foreground) One of the current inexpensive fm receivers on the market with a new tuner device at the right which can be used to adapt am radio sets to fm signal reception.



Style Guide for Fm

Fm manufacturers are optimistic about the medium's outlook as they watch increasing sales. A two-part study covering fm transmitting and receiving

 The high-fashion sound of fm is here to stay, equipment manufacturers are confident. Discounting any doubts about fm's basic appeal, they're keeping an eye on the mounting sales curve for sets and the growing number of stations going on the air.

Optimism about fm's future is evident in such recent developments in equipment for the medium as these:

- *Portable fm sets*—two models now on the market, one from Japan and another from Germany; a third import from Japan due this month.
- *Fm car radio*—American-made

tuners available to convert existing sets for either am or fm use; imported German model adaptable to many makes of cars; Lincoln and Continental automobiles available with fm sets on request.

- *Exciter units for transmitters*—providing relatively inexpensive and convenient means of permitting a switch to fm/fm stereophonic or multiplex broadcasting when desired.

A sobering note amidst the optimism, however, is this report from Delco Radio Division of General Motors Corp. regarding prospects

for fm car radio:

"Apparently only the metropolitan areas offer any possible market for fm sets, and the demand has been so small we have not been able to interest any of our customers—the car manufacturers—in adding them as an additional accessory."

Over the past few years, a Delco spokesman explains, the firm has done "considerable research and development" in the fm field as it relates to automobile radios, and has developed experimental converters for automotive am sets. "If there were sufficient demand, we should be very happy to enter this market."

he concludes.

Most voices in the industry maintain, however, that current sales of fm equipment in general are evidence enough the medium has a well-styled future ahead of it. Although individual organizations guard their production figures as closely as a Paris designer his new collection, companies do readily admit that manufacture of both receiving and transmitting equipment for fm is booming. At a conservative estimate, more than 300,000 fm sets plus 120,000 fm tuners for use with am sets were sold last year to the listening public. Besides the 53 current applicants seeking fm licenses, prospective buyers for transmitting equipment include stations among the 612 already on the air who are looking for new or updated gear.

Spreading Out

Today, fm is spreading beyond the major metropolitan centers, according to Standard Electronics Division of Radio Engineering Laboratories. "We are now selling equipment to more and more operating stations in areas outside the main population zones," a spokesman notes. "The trend toward universal coverage by fm became apparent several years ago, and is now more evident than ever as the public desire for better music makes itself felt in every market."

Declares Henry M. Fogel, president of Granco Products Inc., "We are confident of further rapid growth in fm broadcasting."

Describing the sales prospects for Granco, which manufactures fm and stereophonic radios and electronic components, Mr. Fogel asserts that the company's concentration on low-cost fm radio receiver equipment "is beginning to show results."

"Cost and other problems that have delayed the development of fm are being removed," he says, "In our opinion, current rapid growth in the field will continue at an accelerated pace over the next several years."

Granco's net sales for the nine-month period ending March 31, 1959, were \$2,262,226—an increase of \$570,942 over the same period the previous year. Production of the

seven-year-old firm is being geared for anticipated sales increases of 33 percent (to a total of \$4 million) in the fiscal year starting this month, according to Mr. Fogel.

"Judging from the number of letters our fm section receives each day," comments John R. Price, director of advertising and public relations at Gates Radio Co., which makes station equipment, "we would say there is a great deal of interest in fm."

Stating that company records indicate Gates manufactured more than 70 percent of all new fm transmitters purchased in 1958, Mr. Price explains that fm equipment has been "a nice part of the volume" of the firm's total sales during the past 10 years.

From the standpoint of the listener, fm has blossomed forth in the past several months with a whole new array of sets. The medium is now portable, via models already on sale from Japan and Germany. It is car-borne, via a selection of both domestic and foreign-manufacture equipment presently on the market. Several makes of clock radios, too, can currently rouse the fm household.

This growing assortment of specialized receivers is, of course, in addition to an increasing variety of styles in standard table models and consoles, with prices varying from \$60 to \$800 and more.

Price Tags

What the well-dressed *station* is wearing this season may carry a price tag of between \$10,000 for a modest wardrobe and \$50,000 for a high-powered ensemble, according to the general estimate. New equipment offers such features as Standard Electronics' "Add-A-Unit" design (which allows the station to start out with an economical transmitter, the company says, and add an amplifier later to boost power); Gates' multiplex dual sub-channel transmitter; Radio Corporation of America's new fm broadband antenna, available in various gain and power levels, and several exciter units which are reported to enable existing monophonic stations to convert to stereophonic transmis-

sion.

Here is a partial list of equipment now available to both stations and the listening public, according to returns from a questionnaire survey of manufacturers by U. S. RADIO:

Station Equipment

The basic element in RCA's fm transmitting equipment, the firm reports, is its 10-watt fm exciter, BTE-10B.

"This unit can be used to convert existing fm transmitters to multiplex operation," says W. J. Groves of the broadcast and television advertising department. "It uses a 'direct fm system' and is capable of transmitting two multiplex channels.

"For multiplex operations, the BTX-1A Subcarrier Generator is used to generate the sub-channel signal, which is fed to the fm exciter."

RCA is also offering a new 5,000-watt fm transmitter, BTF-5B, which the company explains permits the use of low-gain antennas to achieve a high effective radiated power.

"To complete the package," continues Mr. Grove, "we have a new fm broadband antenna available in various gains and power levels. This antenna is ideal for multiplexing because its broadband characteristics assure faithful transmission of the entire signal output. A real economy feature is the method of mounting, which can be done on an existing tower."

Noting that the demand for fm equipment is "increasing proportionally as numerous applications for fm stations filter through the FCC processing line and are granted construction permits," Collins Radio Co. estimates a new fm station can be equipped for anywhere between \$10,000 and \$50,000.

"Building an fm station," explains Charles H. Smith of the broadcast sales department, "involves a host of variables—the cost of buildings, transmitters, antenna and supporting tower. Most am broadcasters who go to fm find it more economical to side-mount their fm antennas on existing am towers.

"There is monitoring equipment to consider, and audio equipment

including consoles, turntables, tape recorders, remote amplifiers, microphones and so forth. And there are many different configurations of these, depending on the individual broadcaster's legal and power requirements, and the degree of quality he desires. Taking such factors into account, we believe the cost of equipping a station (excluding buildings and grounds) would range from \$10,000 as a minimum for a small station, to \$50,000 for a more high-powered and elaborate installation."

Simplicity

Collins manufactures the 37M FM Ring Antenna, which the company holds is more widely used than any other. "This antenna is noted for its simplicity of construction," Mr. Smith says. "Its linear characteristics make it ideal for multiplex operations, and it is available with one to twelve bays for side or top mounting."

Besides manufacturing one and two-channel studio consoles, remote amplifiers, microphones and turntables suitable for either am or fm, the firm distributes the new line of fm transmitters produced by Industrial Transmitters & Antennas.

Gates, answering the question of how much it costs to equip an fm station, gives this breakdown:

"A 10-watt educational station can go on the air for approximately \$2,500, including the minimum necessary studio equipment.

"A Commercial Class A station with 250-watt radiated power, using the Gates 250-watt transmitter (model FM-250B) and a two-bay antenna, would require an investment of approximately \$9,000, not including the antenna tower. The transmitter alone would cost \$4,150.

"A Class B station using the Gates FM-5B 5-kilowatt transmitter and 8-bay antenna, providing an effective radiated power of approximately 30,000 watts, would require about \$20,000 for the complete set-up. The transmitter alone would be \$10,950.

"A 10-kilowatt installation would cost in the neighborhood of \$28,000."

Gates manufactures studio equipment as well as one and two-bay low-powered fm ring antennas and fm transmitters ranging from 10 watts to 10 kilowatts, with single or dual multiplexing equipment optional. Fm transmitter models besides those already mentioned include BFE-10B 10-watt; BFE-50B 50-watt; FM-1B 1,000-watt; FM-10A 10,000-watt. A multiplex dual sub-channel, model M-5633, and a multiplex single sub-channel, model M-5633A, are also made by the company.

Standard Electronics puts the cost of a complete transmitter for a 250-watt fm station at \$10-12,000.

"The demand for fm transmitting equipment is increasing as new stations go on the air and as existing stations increase the power and improve the quality of their signals," states a spokesman for the firm. "Fm broadcasting is expanding as a greater number of advertisers and station operators recognize the growing audience for musical and other programs of high quality."

Besides its "Add-A-Unit" design, which allows a station to add to its power as it becomes better established, Standard Electronics features what it terms the "Patchover" system, permitting connection of the driver directly to the antenna with minimum loss of air time in the event of trouble with the amplifier.

A new line of equipment recently introduced by the company includes 250-watt, 1-kilowatt, 3-kilowatt and 10-kilowatt transmitters for fm/fm stereo and other multiplex services as well as simplex operation; 1-kilowatt, 3-kilowatt and 10-kilowatt amplifiers, and "Serrasoid" exciters which are said to improve monaural sound as well as provide multiplex facilities.

Receivers

Portables: Delmonico International of Long Island City, N. Y., is distributing two imported models. The Sony TFM-151, first introduced

about four months ago, is a 15-transistor am-fm set made in Japan and listed at \$199.95. It is reported to measure 3" by 8 $\frac{1}{4}$ " by 9" and to weigh 5 $\frac{1}{2}$ pounds.

Another portable from abroad is the Sudfunk 986-A, a German model which has been available little more than two months. A nine-transistor am-fm set, it is \$99.95.

Sales on both models, according to Delmonico, have been so successful that Sony is about to introduce yet another portable, the TFM-121. This 12-transistor set is expected to be on the market this month.

Car radios: Among those available in fm is one manufactured in Germany and marketed by the Robert Bosch Corp. An fm-am-marine pushbutton model, the Blaupunkt "Frankfurt" can be installed in any car, the company says. Installation kits which include the speaker and materials for suppressing noise from the car engine are custom designed for various makes of cars; they cost in addition to the suggested price of \$129.50 for the receiver.

(Advantages to fm in the car, as pointed out by a man-and-wife team who road-tested the Blaupunkt, include "astounding" reception. Mr. and Mrs. William Maron of River Edge, N. J.—he is president of Radio Berger and an electronics engineer—say their set broadcast at a constant level of volume and without interference while they drove under bridges, through short tunnels, among tall buildings, under trees and alongside power lines during a trial run extending from Ocean Grove, N. J., to Canada and through New England.)

Since offering fm for the first time in its 1958 models, Lincoln division of Ford Motor Co. has been providing as optional equipment in Lincolns and Continentals a tuner manufactured by Bendix Radio. This tuner (suggested price: \$120) must be coupled to an ant unit.

Lincoln discloses that three percent of its automobiles produced in 1958 were equipped by request with the tuner. Figures are unavailable yet on the numbers installed in 1959 models, company spokesmen say.

Another piece of equipment to put fm on wheels is a converter produced by the Gonset Division of the

Young Spring & Wire Corp. of Burbank, Calif. Gonset announces that the converter operates on 12-volt batteries only, that its attachment to an am set requires no internal connections, and that it can be installed on a do-it-yourself basis. List price for the converter, model 3012, is \$79.50.

Table models and consoles: Zenith Radio Corp. offers an fm-am clock radio listed at \$79.95. Three other receivers recently introduced by Zenith are equipped with what the company calls an automatic frequency control circuit that "greatly simplifies tuning of fm and 'locks in' the station tuned."

RCA has three table-model am-fm sets available. The XF2 is listed at \$59.95; the XF3 is \$69.95, and the XF4 is \$85.

Philco Corp. is currently manufacturing two table am-fm sets. One, the Philco 984, is listed at \$59.95; the other, Philco 978, is \$89.95.

Olympic Radio & Television produces fm-equipped radio-phono consoles priced from \$119.95 to \$379.95 and radio-phono television combinations priced from \$329.95 to \$550. Reports Theodore W. Buchter, assistant to the president, "At present 17 percent of our console and combination units are shipped with fm service. This figure compares with 10 percent a year ago. We believe fm will continue to grow, especially in view of the advent of stereo."

Granco this month is introducing an fm tuner-adaptor priced at \$19.95 which the company says may be used with any instrument having a speaker-amplifier. Shown for the first time at the annual Music Industry Show in New York last month, the 5" by 3" device "represents an important break-through in high fidelity listening for the mass market," Granco's president declares.

In addition, the company is showing a line of am-fm clock radios, am-fm radio "matched twins" priced at \$59.95 for both units, and a new series of console models reportedly built to receive both am-fm stereo and multiplex fm stereo. Granco recently entered into a licensing agreement with Crosby Laboratories Inc., developers of a compatible fm multiplexing system. • • •

EQUIPMENT TRENDS

For the Station

Average estimated cost of setting up fm stations of various power strengths, as reported to U. S. Radio by manufacturers in the sampling (these figures exclude price of buildings and grounds):

Type of Station	Approximate Cost of Equipment
10-watt (educational)	\$2,500, with minimum studio equipment
250-watt Class A	9,000-12,000
5-kilowatt Class B	20,000
10-kilowatt	28,000
Higher power, more elaborate studio	to 50,000

For the Listener

A sampling of fm receivers and tuners available to the consumer, as reported by manufacturers in the sampling:

Portables

Manufacturer	Model	Suggested List Price
Sony (Japan)	TFM-151	\$199.95
Sudfunk (Germany)	986-A	99.95

Car Radios

Robert Bosch Corp. (Germany)	Blaupunkt "Frankfurt"	129.50 {plus installation kit}
Gonset Div., Young Spring & Wire	3012 Converter	79.95
Bendix Radio	Tuner (available in Lincoln and Continental cars on request)	120.00

Table Models and Consoles

Zenith	Fm-am clock radio	79.95
	" Super Interlude	129.95
	" Symphonaire	114.95
	" Serenade	84.95
	" Sapphire	74.95
	" Caroline	59.95
	29 variations on 12 models of record players with fm-am radio	From 340.00 to 800.00
Philco	am-fm 984	59.95
	" 978	89.95
Olympic Radio & Television	11 Radio-phono consoles with fm	from 119.95 to 379.95
	20 Radio-phono television combinations with fm	from 329.95 to 550.00
Granco	Tuner-adaptor	19.95
	Consoles	from 195.00 to 795.00
	Stereo Radio Twins	59.95 (2 units)
RCA	am-fm XF2	59.95
	am-fm XF3	69.95
	am-fm XF4	85.00

Flying High on Radio

Among Major Airline Users:



Spending about 12 percent of its ad budget on daytime spots—35 stations in eight markets, for a total of 670 spots per week — and nighttime programming — solely over Music 'Til Dawn.

Eastern now spending about \$700,000 a year on radio compared to \$400,000 in 1951. Advertises in 25 markets on 55 stations throughout the year, using both minutes and 10-second ID's.

Spending about \$700,000 a year on radio, with probably another \$200,000 this year to promote its jet travel. Devotes almost 20 percent of its ad budget to radio.

In an age of speed and travel, airlines face booming business. Here's a report on how and why some of the major firms have steadily widened their radio use

 In the past eight years, the domestic air carriers in the United States have increased their total advertising and publicity expenditures by more than two and a half times. During that same period, the airlines have turned with unprecedented frequency to the airwaves for help in getting more customers off the ground. And the radio boom continues to pick up speed as the commercial jet age prepares to blast off.

Among major airlines who are consistent radio users are:

American Airlines — spending about 12 percent of its ad budget on daytime spots and nighttime programming.

Trans World Airlines—spending about \$700,000 a year on radio, with the possibility that another \$200,000 will be added this year to promote jet travel.

Eastern Airlines—spending about \$700,000 a year on radio compared with \$400,000 in 1951.

Natural Beneficiary

In an age that is being characterized by speed and travel, the air industry has been the natural beneficiary. Although mounting operating expenses have limited the profit margin, U. S. airlines are experiencing record passenger traffic and gross revenues.

In 1958, the number of passengers carried was 49,075,000 compared with 1949 traffic of 16,723,000. In 1958, U. S. airlines took in \$2,-

237,469,000 in operating revenues, according to the Air Transport Association, Washington, D. C., while spending \$2,131,542,000 for operating expenses. This yielded a net profit of \$52,914,000.

Faced with steep operating expenses, the air lines have found that one of radio's big advantages is its economy and efficiency.

According to the ATA, all U. S. domestic airlines combined spent only \$16,153,000 for advertising and publicity in 1951, compared with a record \$41,160,000 last year. This upward swing is reflected in the sales figures of radio stations across the country and on the smiling faces of such executives as Milton F. (Chick) Allison, CBS Radio vice president in charge of spot sales.

"As of this date," says Mr. Allison, "better than one-tenth of our total billings are from airlines, making this category one of our major

sources of income. This is especially significant when you realize that only a few years ago airlines represented a very small percentage of CBS Radio Spot Sales billings.

"So small, in fact, that airlines were grouped in our miscellaneous category for accounting purposes."

The contrast becomes still more pointed when CBS Spot Sales reveals that so far this year it has carried on its books business from no fewer than 18 airlines.

Radio Tailor-Made

Airlines have found radio's flexibility and selectivity tailor-made for selling both special services, such as individual flights, and the airline as a whole. They are using radio in a variety of ways to reach many different audiences at all times of the day and night.

In fact, according to John Brady,

Air Industry Growth

	<u>Then</u>	<u>Now</u>
Advertising & Publicity Expenditures:		
	\$16,153,000 (1951)	\$41,160,000 (1958)
Number of Passengers Carried:		
	16,723,000 (1949)	49,075,000 (1958)

Source: Air Transport Association

FLYING HIGH

advertising manager for American Airlines, "One of the biggest advantages for the industry in using radio is that each airline can custom tailor its advertising to reach the markets it flies to and the people it believes are its best prospects . . . and at a reasonable cost, for sufficient repetition."

American itself — the leading domestic airline in 1957 in revenue passenger miles, revenue ton miles and number of aircraft—has been using radio in increasing amounts for the past few years. Traditionally in print, American now funnels 12 percent of its advertising budget into radio, according to Mr. Brady. The airline, whose new agency is Young & Rubicam Inc., is not in tv at present.

About 60 percent of its radio budget goes for institutional-type selling and 40 percent for special service messages, according to Mr. Brady. The pioneering airline has won considerable fame as a ground-breaker in the sound medium through its six-year sponsorship of *Music 'Til Dawn*—originated when it was almost unheard of for a single advertiser to sponsor an all-night show in several markets.

Daytime Spot User

American is also a regular daytime spot advertiser, and is presently scheduled on 35 stations in eight markets for a total of 670 spots per week. American has been in daytime spot for 12 years and concentrates heavily on selling specific flights during these times. Its institutional selling is done on *Music 'Til Dawn*.

Another prominent radio user is Eastern Airlines, which carried more passengers than any other domestic airline in 1957, according to ATA. In spot radio for more than 15 years, Eastern has been steadily increasing its budget until it now stands at \$700,000 per year, according to Jim Kelly, timebuyer for Fletcher, Richards, Calkins & Holden, New York.

The airline advertises in 25 markets on a 52-week basis and utilizes 55 stations. Several years ago, in 1951, the company was spending considerably less in radio, about \$400,000, Mr. Kelly states.

Eastern uses both minutes and 10-second ID's which run at the rate of 40 per week in 15 of 25 markets.

Trans World Airlines, another major radio user, spent between \$650,000 and \$700,000 on the sound medium last year, according to Dick Rominelli, account executive at Foote, Cone & Belding, New York. Due to its introduction of jet service, however, TWA will add approximately \$200,000 to that figure in this year's radio expenditures.

With between 15 and 20 percent of its ad budget in the sound medium, says Mr. Rominelli, the airline advertises in seven markets, ranging between 20 and 130 spots per week per city. Before the year is out, the firm expects to add two markets to its present schedule.

In 1957, TWA ranked fourth in number of passengers flown, in revenue passenger miles and in number of aircraft.

Further illustration of the scope of the industry's enthusiasm for radio can be shown by a thumb-nail review of the remaining airlines appearing on CBS Radio Spot Sales' roster. In addition to contracts from all the carriers mentioned above, this single representative does business with:

Aeronaes de Mexico, S. A.—announcements in one market.

Braniff International Airways—flight announcements in one market.

British Overseas Airways Corp.—programs and announcements in two markets.

Capital Airlines — programs and announcements in three markets, long term.

Continental Airlines Inc.—participations in one market.

Cubana de Aviacion—announcements in one market.

Delta Air Lines—programs, par-

ticipations and announcements in three markets, long term.

Eagle Airways Ltd. (Bermuda)—announcements in two markets.

North Central Airlines — announcements in two markets.

Northeast Airlines Inc. — announcements in three markets.

Northwest Orient Airlines—programs, participations and announcements in nine markets.

Pan American World Airways—nighttime feature newscasts in one market.

Sabena Belgian World Airways—announcements in one market.

Scandinavian Airlines Inc.—programs in one market.

United Airlines — programs and announcements in four markets.

While these airlines vary in their approach to the problem of selling more tickets to more people, they all have the same two hurdles to jump in the process: To attract large numbers of businessmen and to persuade non-flyers to take the big step.

According to American's Mr. Brady, "Two-thirds of the people in this country have never flown." And of those that do, more than 50 percent are businessmen, declares the Air Transport Association.

Converting Non-flyers

To convert the non-flyers, the airlines reach out to the housewife and the commuter during the daylight hours. To sell the flying businessman, there seems to be an increasing trend toward nighttime announcements and participations in good music programs on both am and fm stations.

According to a survey made for CBS Radio Spot Sales last year by The Pulse Inc., 32.2 percent of the listeners to *Music 'Til Dawn* in five markets were "management, company executives." Listenership also included 24.6 percent who were "craftsmen, operatives and clerical," while 19.7 percent were housewives. The remainder were students, laborers and retired persons.

"We are convinced," says American's Mr. Brady, "that the type of person we wish to reach listens to *Music 'Til Dawn* because he appreciates low pressure commercials and enjoys semi-classical and classical music."

In addition, nighttime radio offers the advantage of greater geographic coverage per station and lesser competition from competing commercials, Mr. Brady points out.

American's faith in nighttime radio is paying off in customers, declares CBS' Chick Allison, who points out that "research definitely establishes the fact that regular listeners to the program prefer American Airlines and use its facilities in significantly larger proportions than do non-listeners."

Pulse Survey

This research is in the form of a Pulse survey taken last March in New York, Los Angeles and Chicago. The families interviewed were classified as regular listeners, other listeners and non-listeners on the basis of whether they had heard *Music 'Til Dawn* during the survey week, prior to it, or not at all.

The results indicate that 25.1 percent of the regular listeners prefer American compared with 19.3 percent of the other listeners and 13.7 percent of the non-listeners.

Moreover, according to the survey, the regular listeners not only prefer American, but also are more prone to travel whether by air or by other means. Of the regular listeners, 62.7 percent had taken a trip within the past year contrasted with 58.5 percent of the other listeners and 52 percent of the non-listeners.

Of those that traveled by air, 31.8 percent of the regular group chose American on their most recent trip, while 25.7 percent of the other listeners flew American, compared with 19.7 percent of the non-listeners.

Credit for *Music 'Til Dawn* goes to C. R. Smith, president of American Airlines, who, according to Mr. Brady, originated the idea in the belief that "the air traveling public is an intelligent public that responds to intelligent programming."

Music 'Til Dawn has recently renewed its contract with six CBS Radio stations for another year and is now heard over a total of nine outlets: WCBS New York; WEEI Boston; WWJ Detroit; WLW Cincinnati; KRLD Dallas; WBBM Chicago; WTOP Washington, D. C.; KNX Los Angeles, and KCBS San Francisco.

Other airlines have also been racking up success stories with nighttime radio as witnessed by Don Mozley, KCBS personality, who sold 30

seats and elicited 700 inquiries for Pan American tickets in just eight broadcasts. Mr. Mozley, who is heard Monday through Friday evenings, received this response when he announced he would lead a European tour costing \$1,254 plus tax. Encouraged by this initial enthusiasm, Pan Am decided to risk a second section. Two days after the first announcement, 16 more paid-up reservations were on the books, according to KCBS.

Future Jet Age

Radio, which has served the air industry faithfully in the past, is expected to continue to grow with it in the future with the advent of jet air travel. The ATA estimates that U. S. air carriers will spend \$3 billion to launch the jet age in the next few years.

Such airlines as TWA, American and Eastern report that they are already using or plan to use radio in the near future to introduce their own jet services to the public.

Who can say how much longer it will be before the airlines will be proudly introducing the commercial space age? And when *that* time comes, can anyone challenge radio's right to the selling job . . . with Orson Welles doing the commercials? • • •



Milton F. (Chick) Allison, CBS Radio Vice President in Charge of Spot Sales:

"As of this date, better than one-tenth of our total billings are from airlines, making this category one of our major sources of income. This is especially significant when you realize that only a few years ago airlines represented a very small percentage of CBS Radio Spot Sales billings. So small, in fact, that airlines were grouped in our miscellaneous category for accounting purposes."

DRO

Gives

Insects the Air



Once cautious of radio, this insecticide firm now relies upon it for 75 percent of its advertising, and will spend close to \$100,000 on radio in 1959

 While insects "have no future, just a past" against products made by Dro Inc., radio advertising has given this company a prosperous past and present and an even brighter future.

Dro makes approximately 100 products in the insecticide field which are distributed between Washington, D.C., and Boston. It now relies upon radio for about 75 percent of its advertising each year, with steady increases in net sales closely paralleling a growing advertising expenditure. (The remaining portion is divided between newspapers and tv.)

In 1956, for example, Dro's net sales were \$320,000 and its total advertising budget was \$23,000, of which \$5,100 was spent on radio. This year, net sales are presently 30 percent ahead of 1956's \$750,000 and the total advertising budget will run close to \$130,000, with \$100,000—76.9 percent—being spent on

radio. An additional \$20,000 is spent each year for point-of-purchase displays.

"I would attribute a primary element to the growth of Dro's net sales to our great success with radio," states Kenneth Rader, president of Kenneth Rader Co., advertising agents for Dro.

In 1958, Dro ran 48 weeks on radio from mid-January to December, and this year will run from May until December. Harry Shapiro, president of Dro Inc., states that "in 1960, we will be on radio for the entire year with an even larger advertising expenditure."

Mr. Rader points out that whenever new products are introduced, radio is either the prime or sole advertising medium. "An example of this," he says, "is one of our newer products — #49 — which was introduced in January 1958. Using radio as the only source of advertising, #49 became the largest selling roach

DRO PICKS RADIO



Year	Net Sales	Total Advertising (without point-of-purchase displays)	RADIO
1951	\$200,000	\$ 4,000	
1956	\$320,000	\$ 23,000	\$ 3,100
1957	\$560,000	\$ 30,000	\$ 15,000
1958	\$750,000	\$ 92,000	\$ 53,900
1959	30 percent ahead of last year to date.	\$130,000	\$100,000

killer in the New York metropolitan area by November of that year."

Among the products sold by Dro (which means "drives roaches out") are: Dro for ants, Dro for roaches, Dro Sactef for mosquitoes, flies and gnats, Dro-Air to kill bad odors, Dromoth for mothproofing, Dro Wings'M for flying insects, Dro House and Garden Bomb, #49 for resistant roaches, and Vam-O for mice and rats.

Began 12 Years Ago

Dro Inc. is an affiliate of Chemical Specialties Inc., New York, a firm established 25 years ago to sell private brand merchandise to drug stores and chain outfits, which in turn sold under their firm names. Dro had its beginnings 12 years ago as a local product made by Chemical Specialties for retailers. According to Mr. Shapiro, the affiliation was formulated when the parent com-

pany saw a definite market for insecticides.

"Low income groups are the biggest buyers of insecticides," declares Mr. Rader. "We found that about 26 percent of the population in metropolitan New York is either Negro or Spanish speaking. Often, many of these groups have been forced to live in old, broken-down tenements that were infested with bedbugs and roaches. Because of this, most of the early advertising was aimed at these specific groups."

At the beginning, Mr. Shapiro confesses, he didn't see radio as holding the advertising key to Dro's progress. "Mr. Rader kept telling me that radio was the best means of informing the people of our products and the best means of getting sales results, but I wasn't completely convinced," he admits.

However, Mr. Shapiro finally consented to using radio in a test area. "I found that with the Dro radio

spots, people began to recognize the sound of the product's commercial and began to listen for it.

"Radio can come into the consciousness of a person who may be in the process of doing something else. The person may not even realize that he or she is actually listening to the commercial, but the message is getting through," Mr. Shapiro observes.

Initially, most of Dro's radio advertising was done on stations which programmed for the Spanish and Negro market. "Radio meets the need of these people," says Mr. Rader, "because many foreign language groups don't read newspapers or don't understand television programs."

Dro soon found that general audience stations also produced sales results and proceeded to purchase a considerable amount of spot announcements. Today, the radio



"All of our new products are—and will be—advertised first on radio. What else can I say about radio? I'm sold on it."

budget is divided among the Negro-Spanish stations and the general appeal stations. According to Mr. Shapiro, "The Negro-Spanish stations get a little more than half of the budget, but we use a great many more spots on them than on the others because of the lower costs of the Negro-Spanish stations."

"In the metropolitan areas, we spend more money on radio and are on the air more times and for more months of the year than anyone else in the field," states Mr. Rader. On radio, Dro is able to advertise in proportion to the seasonal weather throughout its market area. Radio stations in Pennsylvania, New York, Maryland, Massachusetts, New Jersey and the District of Columbia all carry commercials for Dro prod-

ucts. "Because of radio's flexibility and immediacy, we can gauge our campaign for the warm weather, or for a long hot spell," points out Judith Ebner, radio timebuyer for Rader.

Products vary from month to month since some are seasonal and others are used all year around. For example, in May, Dromoth for mothproofing is emphasized in commercials. In July, which is the peak month of the year for Dro, products that kill ants are strongly promoted.

Merchandising Aid

Radio stations provide valuable merchandising assistance to Dro. Station representatives travel to

various stores promoting the products, and, in addition, the stations have prepared posters, post cards and letters showing their merchandising support of the Dro products, which are sent to retailers.

Dro commercial content varies depending upon the market, the station and the product. The commercials are always kept simple, easy to understand and humorless. The last named is an important matter with both Dro and its advertising agency. Mr. Rader remarks that "Roaches, ants and bedbugs present a serious problem, not one to be injected with humorous lines. People want a remedy, just as if they had a bad cold."

This is an excerpt from a typical Dro commercial:

Bugs go when you use Dro—Now you can eliminate household and garden pests with one quick spray from the House and Garden Bomb. When you use Dro, insects have no future, just a past. And here's amazing news—This new Dro insect spray has three extra advantages. 1. Dro House and Garden spray has no heavy, chemical odor... it smells clean and fresh. 2. It's non-poisonous, won't irritate eyes, can't harm pets when used as directed. 3. You can use in nursery and on delicate flowers with complete safety...

Now you can wipe out crawling, creeping, buzzing or flying insects with one quick spray from the Dro House and Garden Bomb...

Aimed at the housewife, Dro commercials cover the full daytime radio schedule up until early evening. This is explained by Mr. Shapiro as an effort to reach the many working housewives.



Kenneth Rader, President,
Kenneth Rader Co.



Judith Ebner, Radio Timebuyer,
Kenneth Rader Co.

"The person may not even realize that he or she is actually listening to the commercial, but we have found the message is getting through."

The commercials are often a multiple-product type, advertising more than one product. "We do this on some of our new products, but once they become established, we devote entire commercial time to promoting them individually," explains Mr. Shapiro.

One-minute commercials make up 75 percent of Dro's radio buys; the remaining 25 percent are 30-second spots. For the most part, Dro does not pick its specific time periods, and except for participations on the Dr. Carlton Fredericks show on WOR New York (where the above commercial is heard), it does not sponsor programs.

Musical Addition

Recently, Dro has added a musical jingle to its radio campaign. The jingle, sung to the familiar tune of *La Cucaracha*, an old-time Spanish favorite, which coincidentally means "the roach," is being aired only on the Negro-Spanish stations at the present time. According to Mr. Rader, it will be expanded to all stations if it proves successful. This is the English translation:

Dro, Dro, Dro
Nothing better to wipe
out mosquitoes,
roaches, bugs
Lasts for months
and months
The real killer of
roaches, mosquitoes,
bugs
Leaves no odor
Lasts for months and
months
Roaches and bugs and
everything goes

When you use Dro
Nothing more effective
than
Dro, Dro, Dro

As a typical example of a Dro radio campaign, the company ran 140 spots a week among eight stations in New York in February this year. This month—a warm-weather month—Dro is running 300 spots a week. And should the weather get warmer, it will run more.

Dro expects to expand advertising penetration in its present market coverage area, with heavy and primary use of radio. Mr. Shapiro states that "more products will be brought out with a concentration in the already established markets.

"All of our new products are—and will be—advertised first on radio," he continues. "Following the initial radio promotion, our salesmen make their rounds. The demand for our product has been created. People have been asking for the product, and the retailer has also heard of it. Then we begin our distribution and a follow-up radio campaign. What else can I say about radio—I'm sold on it."

Industry Problems

While radio has presented no problems for Dro, the mode and matter of the insecticide industry itself has created certain difficulties.

The first major problem Dro encountered was selling its products at a higher price than other brands. When Dro entered the field, insecticides sold for about 39 cents. Dro products, in aerosol cans or bottles, ranged in price from 69 cents to \$2.89. Originally, they were sold

only in drug stores, but two years ago, according to Mr. Shapiro, an increase in the number of competitors resulted in increased drug store selling of these other products also, and Dro was forced to expand to 10-cent stores and hardware stores and go in for heavier advertising.

Another problem, report both Mr. Shapiro and Mr. Rader, is the competition from several different products each year. "We never know from one year to the next who will be coming out with a new insecticide or who will begin a brand new campaign on an old and almost forgotten product." Presently, Dro's chief competitors in its distribution area are Raid, Bridgeport Insecticides, Flit, Black Flag and Kan-Kill.

High Shipping Costs

One of the big problems faced by Dro is the cost of shipping the products, since the cans and bottles are heavy items. Because of this, the only way the company can expand its market area would be to open a new plant.

This, however, is not likely for a while. Mr. Shapiro remarks that "we have a big enough job trying to better our products and giving the public the products they want."

In its market area, Mr. Rader says, Dro has the largest variety in the insecticide field, "and these products today are the largest selling insecticides in drug, 10-cent and hardware stores."

"The aims of Dro," concludes Mr. Shapiro, "are to merchandise properly, give a superlative product, give the retailer a substantial profit, and make enough of a profit ourselves so that we can spend more money on improving and advertising our products."

With the rise of Dro's net sales due to a great extent to radio, the future of the Dro-radio insect-fighting team is assured. Emphasizing Dro's feeling toward radio, Mr. Rader declares, "We're backing a winning horse, why should we change?"

WHAT 'SUBSCRIBERS' EXPECT FROM...

Radio World Wide



A group of major market stations, who once found the "road of life" as network affiliates synonymous with "life can be beautiful," are scrapping their decades-old ties with New York's programming octopi.

Instead, they are branching out on a revolutionary departure in air media history to be known as Radio World Wide, a programming service on a station-subscriber basis that is styled after the Associated Press.

Of course, programs like *Road of Life* and other soap operas have faded from the airwaves as the networks have re-defined their schedules to stress news, commentary, talk and variety. But, significantly, the backers of RWW are taking this step not so much out of considerations over programming differences as with concern over economic issues.

The underlying premise of RWW is to divorce programming from sales. Sometime before the end of the year, the organization hopes to be on the air with a daily programming service maintaining Class A AT&T lines 12 hours a day.

Initially, it will offer its stations 15 or 20 hours of fare a week. The aim is to expand this by ultimately offering 40 or 45 hours of programming a week.

Building on an idea that has long been rumored for adoption by at least two of the existing four radio networks, RWW station subscribers will be in a position similar to newspaper members of AP, for example.

In the words of a major radio representative company whose stations are very active in the formation of RWW, "The stations will have complete control of product. They can use, edit or delete any of the program material they choose. What's more, they will have complete control of pricing and selling their time."

RWW will start with 25 member stations in major markets. Maximum membership will include 100 stations with which it expects to cover the country.

With about 20 stations already in the fold, this newest radio organization is finding the newest medium—tv—casting its shadow. Some stations who have am-tv operations are reportedly "apprehensive about possible repercussions over their tv affiliations," according to an RWW spokesman. He says, "When we finally get started, and our organization is fully established, expansion in markets and stations will be a lot easier."

RWW will set up bureaus in New York and Washington. Programming material at first will emphasize on-the-spot coverage of international, national, regional and local news, and public affairs.

Programs featuring documentaries, variety and entertainment will be incorporated. As with the AP, each station can be an originator of news and other programs.

RWW is being incorporated in Delaware. Officers are: Herbert L. Krueger, WTAG Worcester, Mass., chairman of the board; Paul W. Morency, WTIC Hartford, Conn., and John F. Patt, WJR Detroit, vice chairmen, and Irvin Gross, WHAM Rochester, N.Y., treasurer.

Charles R. Cutler of Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington counsel, is president and secretary pending selection of a fulltime chief executive.

The executive committee, which will interview applicants and handle much of the organization's spade work, are: Henry B. Clay, KWKH Shreveport, La.; Victor A. Sholis, WHAS Louisville, Ky.; E. R. Vadeboncoeur, WSYR Syracuse, N.Y., in addition to Messrs. Krueger, Morency, Patt and Gross.

The member stations of RWW will pay a multiple of the highest one-minute announcement rate figured weekly.

Those who are supporting this move believe it is the logical fulfillment of radio's present and future role — a locally-oriented medium similar in function to the newspaper.

Representative firms of RWW stations believe they will prosper by concentrating on the sales function in offering an effective product to agencies and clients. . . .

Plan for the Future

	To Start	Ultimate Goal
Weekly Hours Of Programming	15 to 20	40 to 45
Number of Stations	25	100

question and answers



THE QUESTION:

In what way, or ways, do you feel radio will be a good buy for your clients this fall?

PHILIP C. KENNEY, VICE PRESIDENT, ASSOCIATE MEDIA DIRECTOR, KENYON & ECKHARDT INC., NEW YORK:

 At K&E, we hold both network and spot radio in high regard and we use the medium for many of our clients for a lot of reasons:

Timeliness; effectiveness in retail selling; year-round continuity; seasonal emphasis; personality selling, and radio's ability to fill specific marketing situations,

For sheer saturation, you'll find our fall 1958 and spring 1959 "Spot-aculars" for Pepsi-Cola two of the biggest radio spot buys ever made. We used all five networks and really covered the country. On the local level, Pepsi-Cola bottlers use radio consistently and will continue to do so. This adds a volume of advertising impressions which can be weighted, market by market, to back up local sales problems.

ISABEL ZIEGLER, MEDIA SUPERVISOR, N. W. AYER & SON INC., PHILADELPHIA:

Radio has always had certain characteristics that have been advantageous for the advertiser; such as the singular persuasiveness of the human voice, or an entertaining program at practically any hour of the day. Lately, because of pressure from other media, radio has revamped itself somewhat.

As a result, it is even more advantageous for the advertiser than ever before. It is offering better merchandising presentations that are designed to solve the advertiser's problems. It is also providing provocative sales packages. And we're sure you'll find that rate cards have



"Radio usually finds its place within the total marketing plan."

Local radio is a vital part of a lot of our campaigns. RCA distributors use it a great deal and thus can talk about specific products, prices, special feature sales, against a backdrop of national advertising. RCA will continue its network broadcasting, having found weekend network radio most valuable in reaching the entire family.

Chase Manhattan Bank has found

local radio on selected stations very important as has Capital Airlines. Airline advertising has its special peculiarities. (See *Flying High on Radio*, p. 36.) Not only must we sell Capital's superior facilities, but we must also do a "retail" job, city by city, giving information on available flights and times.

Quaker State will continue with network radio. This company emphasizes weekend sports and radio is especially suited to the use of sports personalities telling the Quaker State story.

Mercury automobiles use both network and local spot and the local dealers of both Mercury and Edsel do a great deal of advertising via radio as do Blatz beer distributors.

These cases I've mentioned use radio for specific purposes and certainly point up the medium's great flexibility. When analyzed and evaluated with other available media, radio usually finds its place within the total marketing plan.



"More and more, advertisers are realizing the 24-hour value of the radio message."

become more pertinent to the advertiser's needs.

To be truly effective, radio must be employed on a high-frequency

distribution basis. These high-frequency packages are now offered by stations at an efficient cost. Of course, this enables the advertiser to use radio more economically.

More and more, advertisers are realizing the 24-hour value of the radio message, rather than confining it to the morning and evening peak hours. And stations are selling themselves on this basis, too.

The medium has always been relatively flexible. And it has certainly been timely and low in cost. Its ability to reach every socio-economic group at any hour has been vitally important to the advertiser. When the latest improvements, which we have mentioned, are added to the enduring qualities, radio seems to be a better buy than ever before." • • •



THE PGW COLONEL SAYS:

“The C.I.C.

is a V.I.P.

at PGW”

Every station represented by **PGW** has a C.I.C. . . . a “Colonel-in-Charge” who is that station’s special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don’t you?

P E T E R S ,

G R I F F I N ,



W O O D W A R D , I N C .

Pioneer Station Representatives Since 1932

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

focus on radio



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



SEPTEMBER SONG festival to be heard over the CBS Radio network is discussed by its star, Maurice Chevalier (center), Albert B. Richardson (left), advertising vice president, Chesebrough-Pond's Inc., and Arthur Hull Hayes, CBS Radio prexy.



REBEL WITH A CAUSE is four-year-old Bill Autry, the Wee ReBEL spokesman for WRBI Columbus, Ga. Listening to youngster's sale pitch is Ted Keller, timebuyer at McCann Erickson Inc., New York, who seems impressed



UMBRELLA COVERAGE of WMAZ Macon, Ga., with new power 50,000 watts, is depicted by: (left to right) Phil Morrow and Don DeCarlo, of Needham, Louis & Brorby, Chicago; Roger O'Sullivan of Avery-Knodel, Chicago, and "Smokey" Simmons, WMAZ national sales manager. Executives "pour" over new area map.

AN ON-AIR project of KNEW Spokane, Wash., is used to salute shopping center as *Grocer of the Week* program is broadcast from the KNEW mobile unit while suspended from the crane. Two-hour show also featured announcements on the day's specials and free rides for all children.

AT A KICK-OFF PARTY commemorating the representation of the Westinghouse Broadcasting Co. radio stations by AM Radio Sales, effective the beginning of this month, are: Bill Losee (left), general manager, AM Radio Sales, Alfred Waack (center), advertising director, Household Finance Corp., and Perry Bascom, Westinghouse radio sales manager.



PLAYING IT COOL for the opening of WFBM Indianapolis summer "Play It Cool" campaign are station and account executives: (left to right) J. Fritzlen, D. Long, R. Kiley, H. Goodwin, G. Vaughn, J. Croft, T. Carroll, H. Kibbey, K. Strange, D. Menke, B. Berry and J. Hurlbut, kicking up their heels for radio.



LISTENER GIFT for KBON Omaha disc jockey, Jim Price (center), who returned to the city after a year and a half's absence, is a telegram 22½ feet long from 652 fans. Looking on are Joe Holcomb (left), KBON program director, and a Western Union messenger.

CONVERTIBLE IN WINDOW is one of 10 red M. G. convertibles being given away by the Brylcreem Corp. in a special campaign. Lou Sherman, CFPL London, Canada, disc jockey, is seen with Brylcreem representatives after driving the car into the show window of Simpson's, London, as part of the overall promotion for the sponsor.



SHY SMILE is cast by Le Ann Lockner, who had been Denver Easter Seal Child, for Kay Howe, KHOW Denver women's director, and Mrs. Ivy Baker Priest (right), U. S. Treasurer, who interviewed Le Ann on her visit to the city. The girl smiled when asked to say "money."

**RCA
 THESAURUS
 TURNED
 THE TOWN
 UPSIDE
 DOWN!**



Looking for terrific time sales in your town? Bill Whitworth, Commercial Manager of KTTB, Tyler, Texas, writes about how the RCA Thesaurus Commercial Library Service helps him sell local merchants:

"Three Thesaurus 'Sell-Tunes' grossed over \$2,300 from three accounts who, combined, spent less than \$200 in radio previously."

Beat competition! Get Thesaurus exclusively in your city. Write for complete details today.

RCA THESAURUS

155 East 24th St. • New York 10, N.Y.

CHICAGO, CHARLOTTE, ATLANTA, DALLAS, HOLLYWOOD

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
FLORIDA			
WVCG-FM Coral Gables	WVCG	Duplicates (daytime) Separate (at night)	Classical, Semi-classical & Concert music
WNDB-FM Daytona Beach	WNDB	Duplicates	[Not Reported]
WJAX-FM Jacksonville	WJAX	Duplicates	[Not Reported]
WMBR-FM Jacksonville	WMBR	Duplicates (5:30 to 8:30 a.m.; 9 p.m. to midnight) Separate (8:30 a.m. to 9 p.m.)	Programatic tape music library-instrumental
WWPB Miami	None	(No Am)	Fine music
WDBO-FM Orlando	WDBO	Duplicates	[Not Reported]
WTCX St. Petersburg	None	(No Am)	Classical & Opera music
GEORGIA			
WGAN-FM Athens	WGAN	Duplicates	[Not Reported]
WSB-FM Atlanta	WSB	Partial duplication	Good music programs; Special events
WAUG-FM Augusta	WAUG	Duplicates (sign-on to 1 p.m.) Separate (6 to 11 p.m.)	Good music; News
WRBL-FM Columbus	WRBL	Duplicates	Music; News
WLAG-FM La Grange	WLAG	Duplicates, except for sports	National baseball, local football
WTOC-FM Savannah	WTOC	Duplicates	[Not Reported]
ILLINOIS			
WDWS-FM Champaign	WDWS	Duplicates	Two hi-fi programs a week
WBBM-FM Chicago	WBBM	Separate	Standard, Classical & Folk music
WCLM Chicago	None	(No Am)	Jazz
WDHF Chicago	None	(No Am)	Variety programs
WFMF Chicago	None	(No Am)	Popular, Light Classical & Show music
WFMT Chicago	None	(No Am)	Fine Arts-Serious Music; Poetry; Discussion; Drama
WSOY-FM Decatur	WSOY	Separate (six hours daily)	Good music
WEAW-FM Evanston	WEAW	Mostly separate	[Not Reported]
WLBH-FM Mattoon	WLBH	Fm—only at night	Music; News; Sports
WOPA-FM Oak Park	WOPA	Duplicates (90%) Separate (10%)	Jazz & Polka music
WPRS-FM Paris	WPRS	Duplicates	Good music; Sports
WTAX-FM Springfield	WTAX	Mostly Duplicates	Special fm features—Cleveland orchestra on Sundays
INDIANA			
WIKY-FM Evansville	WIKY	Duplicates (daytime) Separate (evening)	Good music; News
WFMS Indianapolis	None	(No Am)	Good music; News
WITZ-FM Jasper	WITZ	Partial duplication	Sports; Music
IOWA			
WOC-FM Davenport	WOC	Duplicates	[Not Reported]
KGLO-FM Mason City	KGLO	Duplicates	[Not Reported]
KANSAS			
KFH-FM Wichita	KFH	Duplicates	[Not Reported]
KENTUCKY			
WSON-FM Henderson	WSON	Partial Duplication	Special Events—Ball games; Church activities
WHOP-FM Hopkinsville	WHOP	Duplicates (5 to 9 a.m. and 5 to 11 p.m.) Separate (9 a.m. to 5 p.m.)	Sweet music; News
WLAP-FM Lexington	WLAP	Separate	Fine music

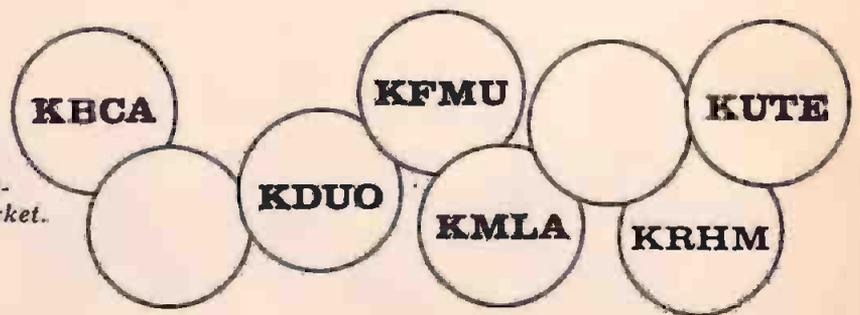
Cont'd on p. 52

fm the medium with a
powerful influence with
people worth influencing!

fm radio—a potent force in the rich Southern California Market

The fastest growing entertainment medium today, FM Radio fulfills the increasing public demand for high fidelity music reproduction—programmed, with limited commercial content, to please the tastes of discerning men and women. ● Pulse says 48.7% of the homes in the Los Angeles Metropolitan Area have FM sets. This represents 1,006,000 FM homes. A very substantial percentage of people who prefer *good music* cannot be reached as effectively by an advertising message in any other broadcasting medium. ● The FM audience is comprised of mature men and women. They're intelligent, well-informed, highly educated individuals whose income is higher than average. In short, FM reaches a *quality* audience. ● Alert advertisers who are using FM are getting results. Every agency and advertiser owes it to himself to investigate, consider and evaluate FM.

Choose one or all of these stations to sell the quality-conscious FM audience in the Southern California Market.



*This advertisement sponsored by members of the FM Broadcasters Association of Southern California, 2917 Temple Street, Los Angeles 26, California

**RCA
THESAURUS
TURNED
THE TOWN
UPSIDE
DOWN!**



RCA Thesaurus Commercial Library Service can help your station stir up a lot of new business in your town. William E. Stamps, Manager of WCLE, Cleveland, Tennessee, offers this example of Thesaurus' magic:

"13-week SHOP AT THE STORE campaign grosses \$9,750.00 . . . each listener received one ticket per visit to participating stores and over 900,000 tickets were given out! Our net on first campaign handily covered entire THESAURUS contract cost, plus a nice profit . . . looking forward to next SHOP campaign."

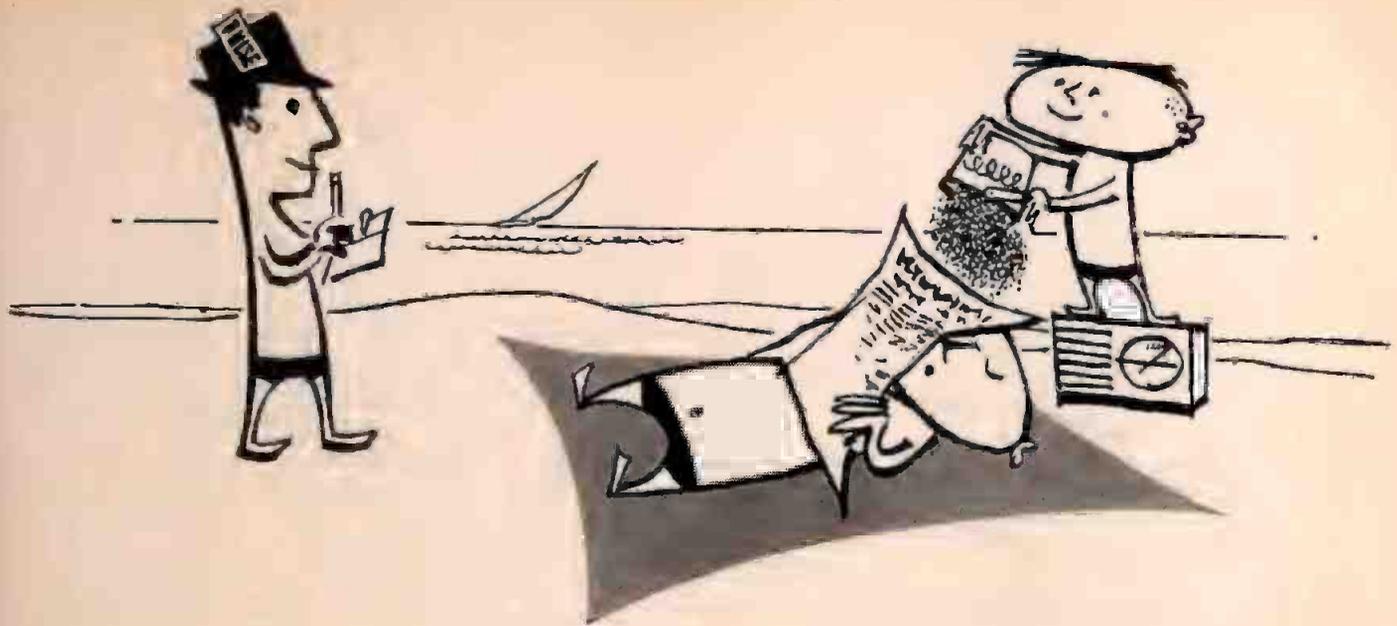
Turn your town upside down — and watch your profits turn up! Write for the complete Thesaurus story today!

RCA THESAURUS

155 East 24th St. • New York 10, N. Y.
CHICAGO, NASHVILLE, ATLANTA, BALTIMORE, HOLLYWOOD

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WKYB-FM Paducah WPAD-FM Paducah	WKYB WPAQ	Duplicates Mostly duplicates Separate for Sports	(Not Reported) Popular music; Light Classics; Sports
LOUISIANA KMLB-FM Monroe	KMLB	Duplicates	(Not Reported)
MAINE WMTW-FM Portland	None	(No Am)	Good music
MARYLAND WITH-FM Baltimore	WITH	Separate	Classical music
MASSACHUSETTS WBZ-FM Boston	WBZ	Separate	Good music—Opera to Jazz; News
WXHR Boston	WTAO	Separate	Quality music; News & Commentary (Not Reported)
WBET-FM Brockton WNBH-FM New Bedford WCRB-FM Waltham	WBET WNBH WCRB	Duplicates Duplicates Duplicates, except for stereo Duplicates	(Not Reported) (Not Reported) Good Music—Concert, Semi-classical, Show (Not Reported)
WOCB-FM W. Yarmouth	WOCB	Duplicates	(Not Reported)
MICHIGAN WTVB-FM Coldwater WJBK-FM Detroit WLDM Detroit	WTVB WJBK None	Duplicates Duplicates (No Am)	(Not Reported) (Not Reported) Good music—Popular to Heavy Classical (Not Reported)
WMUZ Detroit WLAV-FM Grand Rapids	None WLAV	(No Am) Duplicates	(Not Reported)
MINNESOTA KFAM-FM St. Cloud	KFAM	Separate (6 pm. to midnight)	Classical, Semi-Classical, Jazz music
MISSOURI KCMO-FM Kansas City KWPM-FM West Plains	KCMO KWPM	Separate Duplicates (except for sports)	Fine music; News Sports
NEBRASKA KQAL Omaha	None	(No Am)	Classical, Dinner & Jazz music; Talk
NEW MEXICO KHFM Albuquerque	None	(No Am)	Serious, Light Classical & Popular Music
NEW YORK WINE-FM Buffalo WCLI-FM Corning WKRT-FM Cortland WHLI-FM Hempstead WWHG-FM Hornell	WINE WCLI WKRT WHLI WWHG	Duplicates 80% Duplication Duplicates Duplicates Partial duplication	(Not Reported) Classical music; Sports (Not Reported) (Not Reported) Semi-classical & Classical music; Special events
WHCU-FM Ithaca	WHCU	Duplicates until am sign-off	Fine music; Basketball
WJTN-FM Jamestown	WJTN	Mostly Separate	Fine music; QXR Network; News (Not Reported)
WABC-FM New York WBAI-FM New York	WABC None	Duplicates (No Am)	Classical, Jazz & Folk music; Drama; Commentary & Reviews
WNCN New York	None	(No Am)	Classical & Semi-classical music; Commentary Concert Network
WNYC-FM New York WQXR-FM New York	WNYC WQXR	50% Duplication Duplicates	Good music Classical music; News QXR-FM Network
WRFM New York WHDL-FM Olean	WRFM WHDL	Separate Separate	Good music; News QXR-FM Network

Cont'd on p. 54



Q:

Which of the following words describes each of these radio stations: Lively? Dull?

A:

This special qualitative survey, prepared by PULSE, found WWDC to be the most "radio active" station in the Washington, D. C. area. The results have us doing handsprings—strictly in character! It goes to prove that when you're "the station that keeps people in mind," they keep you in mind too. And they're not apt to forget your advertisers.

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Lively	74.2	69.3	18.4	34.8	12.0	24.4	44.4	52.7
Dull	4.0	6.5	5.6	5.4	6.6	5.3	9.8	4.0
Don't Know	21.8	24.2	76.0	59.8	81.4	70.3	45.8	43.3

All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

SAN DIEGO'S NUMBER ONE FM STATION

PULSE population . . .
116,258 homes
PULSE reports . . .
98% ADULT

Share of audience*

KITT . . . 45.1%

SAN DIEGO:

FM station "A" . 19.5%
" " "B" . 19.5%

LOS ANGELES:

FM station "A" . 6.0%
" " "B" . 6.0%
" " "C" . 3.9%
100.0%

*January, 1959

San Diego County
is adding 1,500 FM
homes monthly.

Telephone . . .

BELMONT 2-0144



"For Familiar Music"

SUITE 525 U. S. GRANT HOTEL BUILDING
SAN DIEGO 1, CALIFORNIA

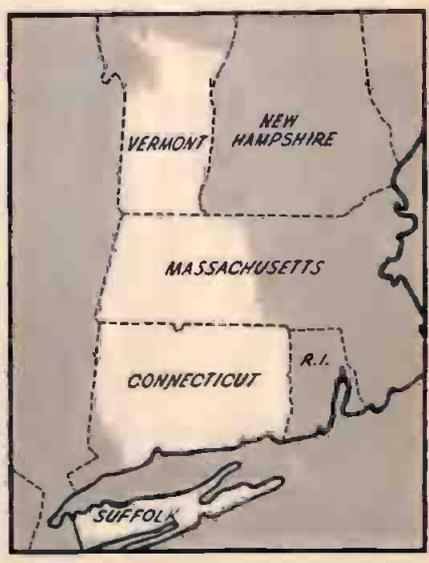
Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
WALK-FM Patchogue	WALK	Duplicates (until local sunset) Separate (until 11 p.m.)	Light Classical, Classical & Better Popular music
WONO Syracuse	None	[No Am]	Good Taste programming, including Classical music
WRUN-FM Utica	None	[No Am]	QXR-FM Network
WFAS-FM White Plains	WFAS	Mostly Duplication	Special Events; Empire State Fm School
NORTH CAROLINA			
WGWR-FM Asheboro	WGWR	Mostly Duplication	Sports; Music; News
WMIT Charlotte	None	[No Am]	Quality music
WSOC-FM Charlotte	WSOC	Duplicates	[Not Reported]
WDNC-FM Durham	WDNC	Duplicates	[Not Reported]
WMDE Greensboro	None	[No Am]	Classical & Semi-classical music
WLOE-FM Leaksville	WLOE	[No Am]	[Not Reported]
WBYY-FM Lexington	WBYY	Duplicates (until a.m. sign-off)	Local sports
WKIX-FM Raleigh	WKIX	Duplicates	[Not Reported]
WPTF-FM Raleigh	WPTF	Duplicates, except for two hours per day	Good music
WRAL-FM Raleigh	WRAL	Separate 18 hours per week	Good music; Sports
WREV-FM Reidsville	WREV	Duplicates (morning) Separate (afternoon, night)	Classical, Semi-classical, Popular & Country music; News
WFMA Rocky Mount	WCEC	Separate	Good music; Sports; News
WSTP-FM Salisbury	WSTP	Mostly Duplication	Good music; Cultural
WWGP-FM Sanford	WWGP	Mostly Duplication	Football & basketball Election returns
WFMX Statesville	WSIC	Separate	Good music; Drama; Commentary
WSJS-FM Winston-Salem	WSJS	Duplicates	Music; News; Farm; Sports
OHIO			
WFAH-FM Alliance	WFAH	Duplicates	[Not Reported]
WNCO-FM Ashland	WNCO	Duplicates	[Not Reported]
WHBC-FM Canton	WHBC	Duplicates	[Not Reported]
WKRC-FM Cincinnati	WKRC	Separate (14 hours per day) Duplicates (4 1/2 hours in a.m.)	Good music—Standard Dinner & Classical
WDOK-FM Cleveland	WDOK	Separate	Semi-classical & Classical album music
WEOL-FM Elyria	WEOL	Duplicates	[Not Reported]
WFRO-FM Fremont	WFRO	Duplicates	[Not Reported]
WIMA-FM Lima	WIMA	Mostly Duplication	Night baseball
WMRN-FM Marion	WMRN	Duplicates, except for sports	Baseball & basketball
WTOL-FM Toledo	WTOL	Duplicates	[Not Reported]
WTRT Toledo	WTOD	Separate	Melodic & Semi-classical music
OKLAHOMA			
KYFM Oklahoma City	None	[No Am]	Good music; Sports
KSPI-FM Stillwater	KSPI	Separate (five hours per day)	Classical music; Sports Special events
OREGON			
KFMY Eugene	None	[No Am]	Semi-classical & Popular music
KOIN-FM Portland	KOIN	Duplicates	[Not Reported]
KPOJ-FM Portland	KPOJ	Duplicates	[Not Reported]

Cont'd on p.

WTIC MEANS GREATEST COVERAGE

TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE

IN RICH, RICH SOUTHERN NEW ENGLAND



WTIC 50,000 watts

HARTFORD 15, CONNECTICUT Tel: JACKSON 5-0801

REPRESENTED NATIONALLY BY HENRY J. CRISTAL COMPANY

THE QXR NETWORK

ANNOUNCES ITS EXPANSION INTO
MORE MAJOR MARKETS IN THE
EAST, WITH THE ADDITION OF THESE
IMPORTANT OUTLETS:

Triangle Stations

WFIL-FM Philadelphia

WNHC-FM New Haven-Hartford

WNBF-FM Binghamton

In Worcester, Mass.

WTAG-FM

*In Springfield, Mass.
and Hartford, Conn.*

WHYN-FM

The entire QXR Network now includes the stations listed above, plus the following stations in upstate New York affiliated with the Northeast Radio Corporation: Albany-Troy-Schenectady: **WFLY-FM**, **WRRF-FM**; Buffalo-Niagara Falls: **WHLD-FM**, **WRRL-FM**; Ithaca-Elmira: **WRRF-FM**; Jamestown: **WJTN-FM**; Olean: **WHDL-FM**; Rochester: **WRRE-FM**; Syracuse: **WSYR-FM**, **WRRD-FM**; Utica-Rome: **WRUN-FM**.

Expansion plans for the near future include outlets in Boston, Providence, Baltimore and Washington, enabling advertisers to reach a *quality* radio audience through good music programming in virtually all of the major markets in the northeast. We have full data on audience characteristics, set penetration and listening patterns. Get in touch with us today.

THE QXR NETWORK, 229 West 43 St., New York 36, N. Y.

FM: CONT'D FROM P. 31

one am station, and fm-only firms like FM Unlimited Inc., Chicago.

The Grey questionnaire, financed by the agency, will be sent to all fm stations in the next 90 days. It will attempt to gain the kind of information that is available at present only for am and tv. The Grey study will cover 10 main points; among these are: Documented coverage area, with counties, homes, sets; advertising pattern—length and cost of announcements, acceptance of jingles; who advertises—local, regional, national breakdown, specific national advertisers; general pattern of programming; research studies; how and who conducted these and the methodology.

'Sleepers Medium'

According to Dave Kimble, account executive, "Grey believes that fm is a sleeper medium; we think it is a way to reach a specialized audience but we don't have the facts."

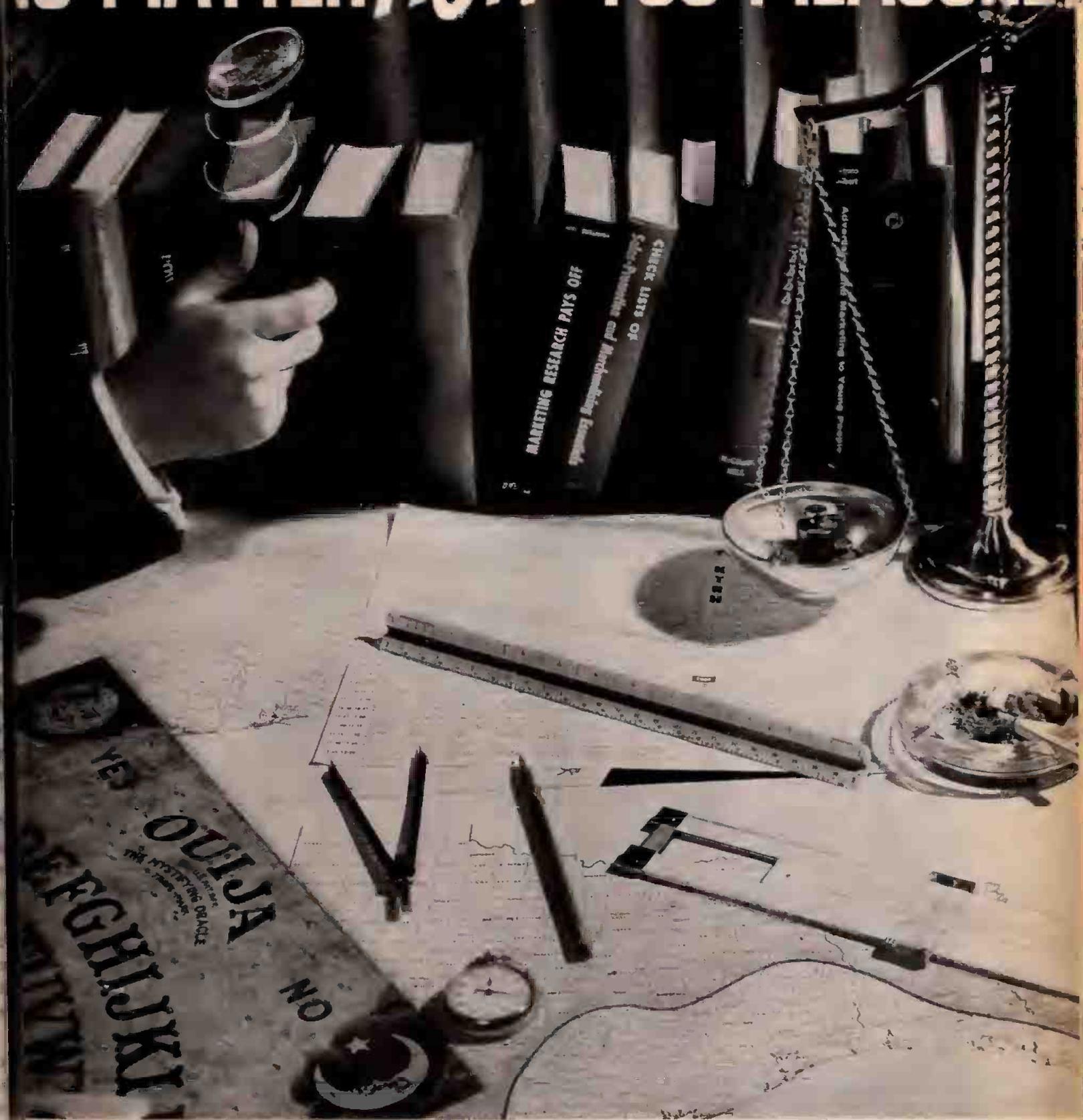
If the study shows Grey that fm has something to offer, it is likely that many of the agency's accounts will give the medium a try. Mr. Kimble declares Grey has a philosophy that "Two sales can more easily be made by reaching four people 10 times each, than by reaching 10 people four times each."

Joe Gans, who heads his own New York agency and is a firm fm booster, believes fm works. "You have to start with the product or service," he says. "It must be something that appeals to high-income, well-informed and well-educated listeners. Fm listeners are a selective audience that can't be bought on the basis of cost-per-thousand."

Because of his reputation as a fm supporter, Mr. Gans often serves as a gratis consultant to fm stations. "When they ask me what can they do to build their fm stations, I tell them to go home and work hard building programming and local sales, in addition to effective promotion. There are two things a station can do to bring in the national business. In the first place, it must

Cont'd on p.

NO MATTER HOW YOU MEASURE

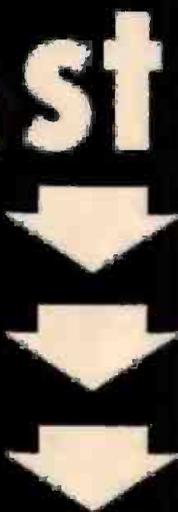


TRH

THE **AREA** STATION FOR SHARP TIME BUYERS*
THE STATION ASSIGNED THE NEW TRIPLE AAA BROADCASTS
OF THE HOUSTON BUFF BASEBALL GAMES

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES
Presented Nationally by PETERS, GRIFFIN, WOODWARD, INC. *See ANY Area Survey

1st



according
to all
surveys
**PULSE · HOOPER
TRENDEX**



Norfolk · Newport News · Portsmouth
and Hampton, Virginia

Represented Nationally by
JOHN BLAIR & COMPANY

FM KEY: CONT'D FROM P. 54

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	FM Programming Key.
PENNSYLVANIA			
WFMZ Allentown	None	(No Am)	Good music
WGPA-FM Bethlehem	WGPA	Duplicates (until sunset) Separate (nighttime)	Sports; Music; News
WEEEX-FM Easton	WEEEX	Duplicates	(Not Reported)
WIFI Glenside (Philadelphia)	None	Separate	Standard & Show album music
WHAT-FM Philadelphia	WHAT	Separate	Jazz music
WQAL Philadelphia	None	(No Am)	Not yet on air
WKJF-FM Pittsburgh	None	(No Am)	Fine instrumental music —Standard, Popular, Show & Classical
WPPA-FM Pottsville	WPPA	Separate (during day) Duplicate (some evening shows)	Good music; Sports; News
WLYC-FM Williamsport	WLYC	Duplicates	(Not Reported)
SOUTH CAROLINA			
WCOS-FM Columbia	WCOS	Duplicates (daytime) Separate (nighttime)	Classical, Jazz & Sweet music; News; Sports
WDSC-FM Dillon	WDSC	Duplicates	(Not Reported)
WFBC-FM Greenville	WFBC	Separate	(Not Reported)
TENNESSEE			
WTJS-FM Jackson	WTJS	Duplicates	(Not Reported)
WBIR-FM Knoxville	WBIR	Duplicates	(Not Reported)
WFMB Nashville	None	(No Am)	Good music & Jazz

Cont'd on p. 60

FM: CONT'D FROM P. 56

have an impressive list of local advertisers, such as an exclusive department store and a bank. Secondly, a program guide with paid distribution is an effective way to prove evidence of listenership. I have already stated that I believe within four years, maybe less, 50 percent of cars will have fm sets. Appreciation of the good listening that fm provides will grow as the gross income of the U.S. increases, and people become accustomed to better things."

The "better" life that fm is currently experiencing is evident in the plans of the QXR Network, which was organized less than a year ago as an fm network for New York State and soon included 14 stations. It has already announced its affiliation with Triangle stations in Philadelphia, New Haven, Conn., and Binghamton, N.Y. And, according to Jim Sondheim, manager of the QXR Network, by September the network's live programming will encompass these major markets: Washington, D.C.; Baltimore; Philadelphia; New Haven-Hartford, Conn.;

Cont'd on p. 60

CCA RENEWS 100%

In a letter to Mr. Len Hornsby, Manager of Sales Development for Community Club Awards, Mr. Elliott Motschenbacher, Manager of Radio Station KWIN, Ashland, Oregon, stated that:—



"The accounts that we had on our last go-round are already resold 100% on our next Community Club Awards Campaign which in itself speaks highly for the program. Our second Community Club Awards Campaign proved much more successful than our first even though our first was above expectations. To give you a few examples: for Coca Cola 49,889 bottle caps were turned in; our grocery accounted for \$141,401.87 in sales slips directly thru the efforts of the gals; and our dairy gave us credit for 45,926 extra quarts of milk sold."

E. Motschenbacher

COMMUNITY CLUB AWARDS



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

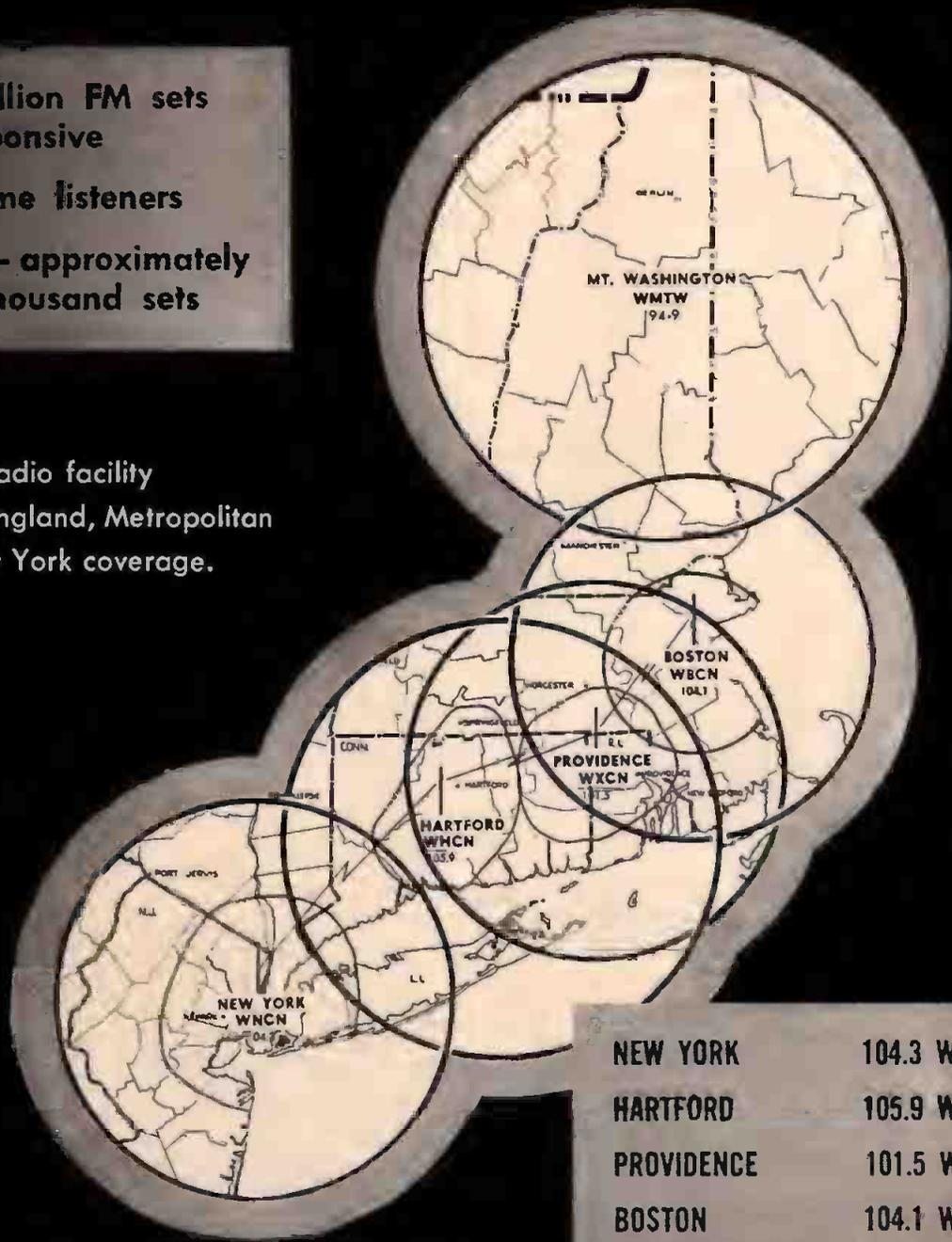
NAB ASSOCIATE MEMBER

THE GOLDEN CHAIN

*linking the nation's richest **FM** audience*

- over 5 million FM sets loyal, responsive
- high income listeners
- the cost — approximately 24c per thousand sets

The only single radio facility with solid New England, Metropolitan and greater New York coverage.



NEW YORK	104.3 WNCN
HARTFORD	105.9 WHCN
PROVIDENCE	101.5 WXCN
BOSTON	104.1 WBCN
MT. WASHINGTON	94.9 WMTW

The first "and Foremost" — "Interstate" FM network in the world
For complete information write

Good Music Programming

Concert Network inc.

171 Newbury St., Boston 16, Mass., COpley 7-6020

1 Park Avenue, New York 16, N.Y., MUrray Hill 5-1255

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programming Key
TEXAS			
KHFI-FM Austin	None	(No Am)	Classical, Mood, Jazz, Show & Folk music
KRIC-FM Beaumont	KRIC	Separate	Popular, Dance & Classical music
KCLE-FM Cleburne	KCLE	Duplicates (daytime) Separate (nighttime)	Popular music; Sports
WBAP-FM Fort Worth	WBAP	Separate	Fine music
KHGM-FM Houston	None	(No Am)	Good music—Classical, Semi-classical & Standard
KBFM Lubbock	None	(No Am)	Standard, Dance, Show, Classical & Jazz music
KLUE Marshall	KMHT	Duplicates 50% Separate 50%	Good albums
VIRGINIA			
WSVS-FM Crewe	WSVS	Duplicates	(Not Reported)
WSVA-FM Harrisonburg	WSVA	Mostly Duplication	Sports; Special music features
WGH-FM Newport News (Norfolk)	WGH	Separate	Good music
WRNL-FM Richmond	WRNL	Duplicates	(Not Reported)
WDBJ-FM Roanoke	WDBJ	Duplicates	(Not Reported)
WSLS-FM Roanoke	WSLS	Mostly Separate Duplicates (until 9 a.m.)	(Not Reported)

Cont'd on p. 63

Providence, R.I.; Worcester, Mass.; Springfield, Mass., and Boston.

It is also understood that QXR has plans to expand into other areas, possibly through a tape packaging service.

Another network, the Concert Network, with stations in Boston, Providence, Hartford and New York, also has "immediate" plans to expand its programming into other areas, probably through tape. At the same time, according to Fred Cain, director of network sales and manager of the New York station, WNCN, "We also are seeking greater local identity in our markets. As a consequence, in Boston, Hartford and Providence we are increasing local programming from 15 percent of the total schedule to 25 percent; in New York, the 24-hour station will jump from 25 percent local to 50 percent in the fall."

The philosophy of selling national advertisers on fm has changed, according to representative sales firms



Take your cue

For the tempo, the pacing, the mind that finally determines the greatness at a performance — you look to the podium.

For the facts on "The Economics of Good Music Advertising" — you look to Good Music Broadcasters, Inc.

52 Vanderbilt Ave., N. Y. 17, N. Y.

Murray Hill 3-2295

Representatives for leading Good Music Stations in top markets from Coast to Coast

POWER

to
penetrate!



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

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

J. E. Campeau,
President

GENERAL OFFICES
GUARDIAN BLDG.,
DETROIT

such as Walker-Rewalt, Fine Music Hi-Fi and Good Music Broadcasters.

"We sell advertisers programming," says Roy Holmes, Walker-Rewalt vice president and head of the Quality Music Division. "In some cities, the advertiser will be getting am and in others he will be buying fm. This is the most effective way to sell fm."

Herb Groskin, national sales manager of Good Music Broadcasters, says, "The firm's business has almost doubled from January to May 1959 when compared with the similar period last year. We sell a station's audience and its programming, and not a station's facility or equipment."

Research

Trying to meet the criticism of agency people that fm's greatest weakness is its inability to prove and describe its audience, Mr. Groskin points to a special study performed last December for WFLN Philadelphia. Conducted by Audience Analysts Inc., it covered 750 subscribers to the station's program guide and 750 listeners who had written to the station in response to a request for audience identification. Returns numbered 1,045, a 70 percent response. They showed, among other things, that 47.4 percent of listeners

Cont'd on p. 62



Agency interest in fm was evidenced at this panel of the Fm Multiplex meeting in Norfolk, Va., last month: Edward Acree of Cargill, Wilson & Acree Inc., Richmond, Va.; Dave Kimble, Grey Advertising Inc., New York, and Dan Hydrick, WGH-FM Norfolk, session host.



WRFM

the
modern sound
that covers
a thinking
audience
of
music lovers

"NEW YORK'S FM GEM
IS WRFM"

WRFM

105.1 MC New York



... they take their habits with them ...



and WTAC is the listening habit in Flint and the rich Saginaw Valley!*

*(As determined by BOTH Pulse and Hooper!)

From Pontiac to the Straits ... folks on the move take their pleasure BIG—so they take WTAC with them! WTAC's primary coverage includes Michigan's biggest spenders!

Flint is the No. 1 Market in Michigan in Auto Sales, Total Retail Sales, Gas Station Sales and Drug Sales per household!

AND, Flint's C.S.I. per household is above the national average!

SEE YOUR HOLLINGBERRY MAN!



My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB ... first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & Co.

FM: CONT'D FROM P. 61

are professional people; that 24.5 percent are in the \$7,000 to \$9,999 annual income bracket and 20.5 percent are earning between \$10,000 and \$14,999, and that 48.3 percent said commercial messages on the station influenced their purchasing.

Supporting the need for further research activity, Joet B. Fairfax, vice president and director of sales of Fine Music Hi-Fi Broadcasters Inc., New York, emphasizes that the chief failing agencies find in fm is "not enough information and documentation." Fm has grown in appeal to advertising decision-makers because they have found, he states, that if the product is right, fm has an audience that offers a minimum of waste or lost circulation.

As for fm's future role, Mr. Fairfax believes that fm will gain in stature in broadcasting media to a point where it will take its place along side—not in place of—its bigger brother, am, and other media.

Musical Adjectives

Representatives as well as stations are selling their musical programming with the adjectives "quality," "fine," "good," "better," "serious," among others. These descriptive terms are used not only to provide an indicator of the level of musical programming tastes the station is serving, but also as a barometer of the nature of audience it is reaching in terms of education, income and other qualitative factors.

It is necessary to point out, however, that what is "quality" music in one market, may not be considered "quality" music in another. "Good" music in New York may not be the same "good" music in Dallas.

This applies to all such adjectives. Agency executives are counselled by fm people to examine the market and stations carefully to make certain the programming corresponds with the audience for the particular product. Fm music has a great range, from jazz to chamber instrumental.

Among the major research firms, The Pulse Inc. has been most active in taking the measurements of fm. One of the most recent studies was taken in Washington, D. C., during April. It shows, among other things, that 40.3 percent of 1,000 homes in-

WKJF-fm

40,000-watts 93.7MC

Pittsburgh's Premier Fine Music Station since 1948

Serving more discriminating listeners and advertisers than ever before because ...

"WKJF-FM is the leading FM Radio Station in the Pittsburgh District"

Guide-Post Research—April 30, 1959

WKJF-fm

1715 Grandview Avenue

Pittsburgh 11, Pa.

Represented by

Walker-Rawalt Co., New York



CLASSICAL PROGRAMMING

in

CENTRAL TEXAS

Sells!

98.3 mc

KHFI-FM

780 Watts covering 1,662 sq. mi.

NATIONAL REP. N. Y. OFFICE
GOOD MUSIC BDCSTERS., INC.

interviewed have an fm set. According to the Pulse study, the heaviest concentration of fm listeners are between the ages of 35 and 49 for male (17.1 percent) and between the ages of 18 and 34 for female (17.8 percent).

Listening

Of the fm homes interviewed in the Washington survey, 23.1 percent of the families said they listened 10 hours a week but less than 15 hours.

In qualitative factors such as education, 37 percent—the heaviest concentration—had graduated from college. Also, 27.3 percent of fm homes in the survey had total family annual incomes of between \$7,500 and \$9,999 and another 13.9 percent with annual incomes of between \$10,000 and \$14,999.

Giving credence to the "higher income" level of the fm audience, Pulse found in another study in San Diego that 29.2 percent of fm listeners had family incomes of between \$7,000 and \$10,000, while 15.2 percent had incomes of over \$10,000.

In addition to research, it is felt that another of fm's weaknesses is the lack of solid promotional efforts to advertiser and listener alike.

This has given rise to group associations on the national, regional and local levels. Nationally, the Fm Association of Broadcasters, which this past March succeeded the former Fm Development Association, is attempting to gather support for an all-out, industry-wide sales promotion effort.

Regional Promotion

And an example of an effective regional fm association is the Fm Broadcasters Association of Southern California, which has been making group presentations to agencies and clients. The presentations are put together and delivered by a committee on a joint basis. They are heard at special luncheons or in conference rooms by pre-arrangement with the advertising people involved.

The script of the presentation is 18 pages and is, in effect, a well-rounded discourse on what fm is, including its history, technical explanation, relationship to allied media

Cont'd on p. 64

FM KEY: CONT'D FROM P. 60

Station	Am Affiliate	Is Fm Station Programmed Separately Or Does It Duplicate Am?	Fm Programmig Key.
WAFC-FM Staunton	WAFC	Duplicates 12 to 6 p.m.) Separate (6 to 11 p.m.)	Good music
WRFL Winchester	WINC	Duplicates 80% Separate 20%	Sports; Music; News
WASHINGTON KTWR Tacoma	None	(No Am)	News commentary; Drama; Classical & Semi-classical music
WEST VIRGINIA WBKW Beckley WHTN-FM Huntington	WJLS WHTN	Separate Duplicates (during daytime am operation) Separate (nighttime)	Music only Better music; Sports
WAJR-FM Morgantown	WAJR	Separate (4 to 8 p.m.) Duplicates (8 p.m. to midnight)	Good music
WV/VA-FM Wheeling WISCONSIN WISC-FM Madison WLIN Merrill	WWVA WISC WSAU Wausau	Duplicates Mostly Duplication Duplicates	(Not Reported) Sports; Special events (Not Reported)
WBKV-FM West Bend	WBKV	Separate	Fine music—Classical, Semi-classical, Standards & Jazz
WFHR-FM Wisconsin Rapids	WFHR	Mostly Duplication	Sports

THANKS WFMF!

More and more people are telling us how much they enjoy the La Salle Evening Hour!

The program has brought us many new customers. They have become bank customers because they know that La Salle offers a complete banking service with loans carefully tailored to economically meet every need.

You, WFMF, have helped La Salle tell its story by attracting listeners with music such as that played on the La Salle Evening Hour.

So, you see, there's a reason why recent Hooper Ratings indicate that you are the "growingest" commercial FM station in the Chicago area!

Thanks for giving us such delightful music and so many wonderful customers!

Listen to the La Salle Evening Hour, every night at 8, WFMF, 100.3 on your FM dial.



La Salle
NATIONAL BANK

135 S. La Salle Street, Chicago 90
State 2-5200
Complete Trust Services

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

How to Open Purses



KHOW knows how. First, have a large, responsive, adult-minded audience listening. KHOW has it! Then, deliver each commercial message with the kind of honest enthusiasm and conviction that open minds... and purses. KHOW does it!

Discover how KHOW can serve you. Call Peters, Griffin, Woodward, Inc., National Representative.

KHOW

RADIO • 630 on the dial
5,000 watts • DENVER

SINCE 1925, THE RADIO VOICE OF DENVER

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

Today's News Right Now! . . . Direct line to Washington, New York, and Foreign Capitals six times daily. Rapid Reporting of Missouri and Regional News thru KFAL News Bureau, roving reporters & stringers, backlogged by reliable United Press International. Mid-Missouri depends on KFAL RADIO NEWS. Your finest choice for Sponsorship and limited adjacencies.

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

FM: CONT'D FROM P. 63

and fields, programming, fm penetration and audience characteristics.

It is interesting to note that for the most part the study is selling, firstly, fm the medium and, secondly, the southern California fm market.

Thinking Medium

The presentation concludes by describing fm as:

A Thinking Ad-man's Medium.

The challenge that fm station people are tossing out to agencies today has many facets. Chuck Kline, who heads Fm Unlimited, Chicago, believes that the medium offers a great opportunity for creative expression by agency people.

"Today, fm offers a tremendous opportunity for agencies with creative leanings," says Mr. Kline.

"Here's a medium with a selective audience, low rates, available prime time and unlimited potential for imaginative programming. Quality features that are either relegated to marginal time or bumped off altogether by am and tv would produce outstanding results on fm."

The history of fm is marked by unfulfilled promises of the future. The bright sun is suddenly beclouded by rain formations. But young and old radio advertising executives agree: Never before has fm so stirred the interest of those who are controlling the spending of advertising dollars as it does today. ● ● ●

Addenda

For the benefit of advertising agencies who may be interested in as complete a list as possible of fm stations, we request that all stations who did not return their fm questionnaire, please do so as soon as possible.

We will run an addenda to our *Fm Station Key* in a forthcoming issue. The following information from fm stations is needed: Call letters of fm station and city location; if there is an am affiliate, give call letters; explain if fm station is programmed separately or if it duplicates am, and describe your fm programming in concise terms.

radio-tv

GUILD - AWARDS

"Chain-Listeners" Clubs

Copyright, 1959

hugh d. riker

Formerly with C. B. Hooper, Inc.

ANNOUNCING . . .

the greatest audience promotion since NERO

GUARANTEED HONEST LISTENING . . . WITH "Proof-of-Purchase" NO GIMMICKS — NO INFLATED RATINGS —

GUILD - AWARDS

"Chain-Listeners" Clubs

- . . . Will increase your audience and ratings . . .
- . . . Sponsors will move more products . . .
- . . . Will increase the Good-Will of your station . . .

GA Ties-in "Proof-of-Purchase" with on the air advertising

PLUS

The GA snowball grows daily . . . NEW listeners join the GA "Chain-Listeners" clubs every single day

GUILD - AWARDS

Quality Award-Winning Promotion "Chain-Listeners" Clubs is a prestige promotion that builds a listening and buying audience . . . but FAST . . .

Available to selective promotion minded stations on an exclusive basis.

NO CHARGE TO THE STATION

Guild-Awards is paid for by the GA advertisers.

For complete information and to reserve Guild-Awards for your market

write, wire or phone

hugh d. riker

President

GUILD - AWARDS

410 E. 65th St., Suite 3D, N. Y. 21
Phone YUkon 8-6814

WANTED: A LIMITED NUMBER OF EXECUTIVE CALIBRE ACCOUNT REPRESENTATIVES. SEND COMPLETE RESUMÉ TO GUILD-AWARDS

A good
SALESMAN
follows-
through...

and
so does a
good
STATION!



YOUR best salesmen make more repeat sales because they know the value of "plus" service and follow-through! They're not interested in the "quickie sale" or the "fast buck."

WHO Radio has this same "sales savvy"! For example, trained WHO merchandising teams work directly with food and drug retailers in 76 of Iowa's 99 counties to provide hard hitting point-of-purchase services for many leading advertisers. These special "plus" services make it easier for Iowans to buy more of the products they've heard most about on WHO Radio!

And far more Iowa people listen to WHO than listen to any other station. The Feb.-March, 1959 Pulse gives WHO from 18% to 35% of the listening audience in 93 counties—the balance being divided among 88 other stations!

WHO Radio is an experienced, dependable salesman who follows-through. Ask PGW for all the details on WHO Radio's ability to sell in "Iowa Plus."

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates

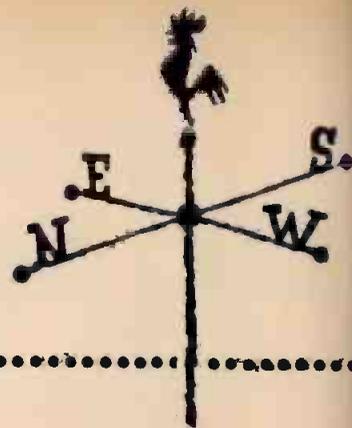
WHO-TV, Des Moines, WGC-TV, Davenport



Peters, Griffin, Woodward, Inc.
National Representatives

hometown USA

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



Disc Jockey: Performer or Businessman?

The disc jockey, as industry leaders see him, is charged with the responsibility of spinning off sales, wholesome chatter, community projects, in addition to records



Off the record, what is a disc jockey?

He's a salesman, says the business manager. He's a performer, says the program director. He's an advertising man, says Agency Row. He's an artist, an educator, a crazy mixed-up kid and/or the voice of civic virtue, chime in a dozen interested parties.

Whatever he is, he's valuable, as evidenced by the attention lavished on him at the second annual Radio Programming Seminar and Pop Music Disc Jockey Convention held recently in Miami, Fla. The convention, sponsored by the Storz Stations, drew top names in the advertising,

broadcasting and recording fields as its speakers and panelists for the three-day session. The roster of "guest stars" included keynoter Harold Fellows, president of the National Association of Broadcasters; Matthew J. Culligan, executive vice president of the National Broadcasting Co.; Gordon McLendon, president of the McLendon Stations, and 60 other leading figures.

And an estimated 3,000-plus disc jockeys came away from their microphones across the country to hear themselves praised, chided and challenged from the podium.

The Culligan-McLendon debate on the merits of network versus in-

dependent radio plunged conventioners into a depth study of the medium that ranged far beyond apparent concerns of turntable maestros. Urging factions of the industry to call off their "family feud" and unite in a concerted effort to promote radio as an entity, Mr. Culligan and Mr. McLendon introduced the first of a series of topics denoting a growing concern for the development of responsible as well as distinctive station personalities.

Platter-spinning is only one aspect of the disc jockey's job, representative spokesmen who addressed the convention gathering agree. How much of what else he supplies to

make radio go 'round and 'round gives rise to a variety of comments emphasizing one fact: The "far out" disc jockey has some very down-to-earth responsibilities he should be attending to religiously.

"The disc jockey, lest we forget, is talent," says William J. Kaland, national program manager, Westinghouse Broadcasting Co. "Talent depends on a myriad of supporting creative skills that do not bridle but rather feed, nurture, guide and clip, if necessary, this eighth wonder."

Market 'Headwaters'

Referring to the disc jockey's significant status with the young listener, Robert E. Eastman, president of the Robert E. Eastman Co., points out that the "headwaters of the market" are these same 15- to 25-year-olds.

"These young people are most impressionable," he notes. "They are just beginning to form their brand preferences. They are marrying and forming new consuming households. They are raising children.

"A great misconception of Madison Avenue is to the effect that all these young people are raising is hell. The character and importance of the headwaters of the market is, by and large, little understood and insufficiently appreciated by national advertisers."

Disc jockeys, Mr. Eastman believes, are the advertiser's best means of reaching and selling merchandise to this highly responsive group. "We have observed in our national spot

selling a tendency to apologize for or conceal this youth appeal," he continues. "Let's stop maligning the teenagers. They are the influentials."

On the further role of the disc jockey as a salesman, Arthur H. McCoy, executive vice president of John Blair & Co., suggests that the station personality develop his talents for supplying creative skills with which management can sell the sound medium to the national advertiser.

"We can make advertisers listen if we have creative ideas that will shake them loose from the rut they have let themselves fall into," he says, adding that the greatest source of ability for originating these new ideas is the disc jockey.

Stephen A. Machinski Jr., executive vice president of Adam Young Inc., speaks up for the station representative in pointing out how disc jockeys as well as other station personnel can benefit from the representative's ability to help them create or improve the station image. "With his specialized knowledge and wide perspective, he is comparable to the consulting engineer whose advice you seek regarding technical problems," Mr. Machinski explains.

Appealing to station personalities to alert themselves to a "dangerous drift in the radio industry," Morgan Beatty, NBC news commentator, cites what he believes is a trend toward inadequate newsgathering on the part of local stations. Press association "salvage" broadcasts read off the wire by a disc jockey whose mind is on records and repartee is totally

inadequate newscasting, he maintains.

"The danger here is even accented by some disc jockeys who fail to read *carefully* the AP and UP salvage services they now receive," Mr. Beatty points out, in asking his fellow radio performers to recognize and promote high standards of news presentation at their stations. "I have heard them occasionally use serious bulletins as building blocks to reflect their own clever images.

"Humor in the wrong place, in the wrong way, is another piece of evidence for both honest politicians and demagogues to use against us."

The responsibility of the disc jockey to his community is a theme expounded by Joe Finan of KYW Cleveland and Jim Hawthorne of KDAY Los Angeles.

Helping Hand

"A personality in this field must have a sense of responsibility which takes in matters outside the area of vested interest, outside the limited, stifling realm of Top 40, into the area where he works hand in hand with programs such as the Crippled Children, YM and YWCA and Junior League Baseball," says Mr. Finan. "This is not the pie-in-the-sky appraisal of what a personality should be; it is a practical, working application of a realistic approach to the problem of identifying with the listener."

Declares Mr. Hawthorne, "There is one difference between today's personality and yesterday's. He has learned to shut up. It is no longer in vogue with the listener to spend idle hours with the voice that runneth over.

"Today's radio personality must have the pulse of the public he serves. He must be well-versed in public affairs. He must know every possible aspect of civic life. He must take active part in charity drives."

Michael Joseph, vice president of Capitol Broadcasting, advises, "Sell your station, your product and yourself.

"Making a record a hit doesn't make *you* any more. Favor your au-



APPRECIATING a point made by speaker Arthur H. McCoy, executive vice president of John Blair & Co., are (l. to r.) fellow panelists Robert Eastman, president, The Robert Eastman Co., and Stephen Machinski, executive vice president, Adam Young Inc., and moderator Tom Edwards, WERE Cleveland.

dience. Though the station might have the greatest history, market, facilities, management and behind-the-scenes office, traffic, continuity, promotion and sales departments, it's the quality and professionalism of the personality coming through the trusty transistor that counts."

Better Programs

Adds Dick Martin of WWL New Orleans, "Management's favorite defensive argument (for chart-programming) has been 'You've got to give the public what it wants.' This is a decided negation of the very precept of advertising; as the men in the grey flannel suits will be quick to agree, if a product is plugged long enough and hard enough the public will go for it. Logically, then, a return to better music, better programming and more lenience in presentation to the potential personalities working for the station should make for a more satisfied and happily responsive audience."

Proving that that audience exists is undeniably important, says John F. Box Jr., executive vice president of The Balaban Stations. "Realistically, the facts of life are that most time buys are based upon some sort of statistical verification," he continues. "However, ratings are not always representative of the true station standing. It must be kept in mind that radio is the most difficult of all media to measure. Its very vastness is its greatest handicap from the point of view of reflecting full circulation.

"Equally important to ratings is proof of sales effectiveness. Usually the station with the best programming and personalities delivers the greatest sales effectiveness and also generates the best ratings."

Dr. Sydney Roslow, director of The Pulse Inc., affirming that "audience size measurements are an absolute necessity," adds that "unfortunately it makes too many of us look upon the decimal point as the price tag for a program or station."

He emphasizes the need for more kinds of measurement, showing the

"who" and "what kind" as well as the "how many" in an audience. "Alert station management is not relying solely on ratings to sell its product. Far more important is to have programs that are sales-effective, whatever the rating, rather than programs that have popularity value only."

It's time for the disc jockey to "come of age" in asserting his authority in a positive way as the most

of disc jockeys to guide the program development.

He suggests that the National Association of Broadcasters consider establishment of a two-week management training program for disc jockey talent that "management thinks might have a potential" in this direction. "Certainly the NAB and such far-sighted leaders as Storz, Westinghouse, McLendon and NTA might benefit by supporting a



TIME OUT from the busy schedule is taken by (l. to r.) Ed Bonner of WIL St. Louis; John Box, executive vice president of The Balaban Stations; Fred Berthelsson, general manager of WTIW New Orleans, and Frank Stisser, president of C. E. Hooper Inc. More than 3,000 disc jockeys attended the convention, sponsored for the second year by the Storz Stations. Speakers included 63 leaders in the industry.

powerful single force in music, broadcasting and his community, says Jack Karey, WCFL Chicago.

"Lay off the 'garbage' music," he asks fellow broadcasters. "Let's be selective—for the ultimate good of the recorded music field itself. Rock and roll is not necessarily garbage, but, unfortunately, garbage is most often rock and roll. Let's audition before we play."

Up the Ladder

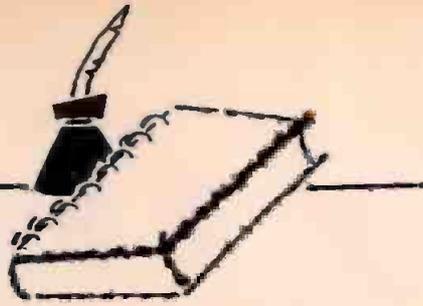
Prepare for managerial responsibilities, advocates Art Ford, who recently flipped his disc jockey "lid" for the hat of an executive. As operations manager for WNTA New York, he believes that the ideal combination for radio's future includes an expert from the financial world to guide the station's money matters, and an expert from the ranks

yearly seminar in a centrally located city," he declares.

Bill Camperson, manager of WHOL Allentown, Pa., seconds the idea of the disc jockey preparing himself for managerial duties.

"Instead of slipping into the record library with several envelopes of newly arrived records, latest copies of the trades, and *Mad* magazine, it would be well to see how the other half of the organization lives," he points out. Recommending that the station's personality acquaint himself with rate cards, sales that are pending and other current business of the station, Mr. Camperson says, "Don't feel you're annoying someone in finding out the answers to your queries. You'll be quite surprised. Your boss and the sales people will welcome your questions and ideas, and you'll be recognized as a man with potential." • • •

station log



News:

Further expansion of Washington news to intensify the coverage of the nation's capital for stations throughout the country is evidenced by the formation of Deadline, Washington Inc.

Jock Laurence, independent Washington radio correspondent, has formed this new corporation, with Joe Phipps, former director of news and editorial operations at WWDC Washington, becoming president.

In editorializing, a year-long on-the-air battle by KMOX St. Louis was a big factor in the passage of a bill to fluoridate the St. Louis County water, according to the station.

The first editorial broadcast was

preceded by a half-hour pro and con panel discussion of the issue. The station continued to place heavy news emphasis on the progress of the fluoridation bill. On May 20, 1959, following a final editorial two days before, the bill was passed by a vote of four to one.

Public Service:

The Bartell Radio Group has built two public service projects around juvenile delinquency and narcotics. Vice President Richard M. Nixon is featured in *The Critical Years*, which describes the life on the streets of a young hoodlum. Lee Bartell, KCBQ San Diego managing director, states that the purpose of the series is to create community awareness of the problem of juvenile

delinquency. Besides KCBQ, other Bartell stations to air the 22-episode (three minutes each) series are: KYA San Francisco, WOKY Milwaukee, WYDE Birmingham and WAKE Atlanta.

The last three stations have also broadcast *The Narcotics Story*, an account of a former addict. • • •



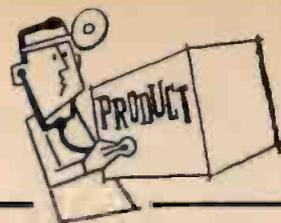
William B. Caskey, executive vice president, WPEN Philadelphia, signs the agreement which brings WSAI Cincinnati under the ownership of Consolidated Sun Ray Inc. The company also owns WPEN-AM-FM and WALT Tampa. Present (l. to r.) are: Donald Clancy, mayor of Cincinnati; Sherwood Gordon, former owner of WSAI who remains with WSAI, and Howard Eicher, WSAI vice president & gen. mgr. More expansion is planned.

YOU CAN SELL ANYTHING SUCCESSFULLY ON WBC RADIO

IMPORTANT TO ADVERTISERS... NATIONAL AND LOCAL:

It isn't every medium that can point to proof of its sales effectiveness. On the following pages you will find positive proof of the selling power of WBC Radio stations for a wide variety of products. Many of these success stories come from local advertisers—men who are closest to moving goods on the local level...and who choose WBC radio because they know it reaches more people at less cost than any other medium. † *Broadcasting is basic.* Basic regardless of whether you're selling local or nationally distributed products. WBC is proving it with results like these every day. *That's why no selling campaign is complete without the WBC stations.*

commercial clinic



Value of Live, Local Commercials Are Overlooked, Says JWT's Stone

The live commercial is the ugly stepchild in radio's family today and stands in urgent need of a Cinderella-like transformation, declares Joseph Stone, vice president and copy group head at J. Walter Thompson Co., New York.

"For the past several years everyone has been so enamored of the transcribed commercial in all its forms that radio's old standby, the live announcement, has been neglected in regard both to writing and performance."

The transcribed commercial, Mr. Stone explains, offers such marked advantages to the client both in variety of approach and standardization of performance that most de-

cision-makers prefer to employ it wherever budget permits.

"I personally would choose to transcribe wherever possible," Mr. Stone says, "but I believe, nevertheless, that the live sales talk can do a very effective job for the client if it is properly written and delivered—it can make the most of listener loyalty to the local personality and also has the impact of immediacy."

"Certainly, there will always be a deluge of live commercials as long as there's a sponsor in a hurry, an advertiser who cannot afford transcriptions or an announcer who insists on delivering his own copy. The problem is to close the gap in quality between most of today's ET's

and their live counterparts."

Mr. Stone points out that, in his opinion, live spots suffer in three ways: The client orders too many; the agency doesn't give them the time and effort that might be devoted to a fewer number, and the announcer and disc jockey fail to measure up in their delivery.

"When an advertiser is spending a substantial sum for an ET, he orders only one or two, or at most, a few," Mr. Stone says. "But live spots cost 'nothing.' They're just words on a sheet of paper, so the client orders them by the bushel and changes them as often as his socks."

"Neither he nor his agency can devote the thought and time to this



.95

FUDGE BY THE TON
"WBZ helped us expand our operation . . . now helps us sell more than a ton of fudge a week!"
GALO PUTNAM EMERSON
 Putnam Pantry Candies
 Danvers, Mass.



%%%

CAME THE DELUGE
"Your solicitation for distributors brought a profitable deluge of 'phone and written response. It also set our people afire with new enthusiasm!"
BILL CAVANAUGH, President, Bonus Living Opportunity
 -Nutrilite Food Supplement (Distributor-recruiting campaign)



PROMO

200 HAPPY BRIDES
"Overwhelmed by response from W. In our day received close to two hundred letters from brides all over New England!"
BETTY GOODMAN
 Tribune Publishing Company
 (for "Bride Prefers Promotion")

stream of scripts that they give to the few highly noodled recorded spots."

Mr. Stone adds that over and above the problem of quantity—the great number of live scripts demanded to do the job handled by a few recorded spots—agencies usually face a time problem as well.

"They seldom get the advance warnings they get for ET's. Five hours' notice to prepare several one-minute spots is not at all unusual. This double excuse, too many scripts in too little time, has been accepted as a major problem.

"But, in truth, there is another big reason for poor live copy. Seldom has anybody really tried to produce excellent live radio spots because everything has to be brought down to the least common denomi-

nator' of the least talented announcer who may ever be called upon to deliver the spot."

Mr. Stone believes that announcers, disc jockeys and stations—not to mention clients—would all benefit enormously if local performers would make as fine a study of the principles of good advertising as they do of good entertaining.

It is not enough, in his opinion, for the local man to go on year after year giving his personal assurance that an ever-changing list of products is the "greatest."

"Agencies would like to see local announcers and disc jockeys demonstrate a greater knowledge of the true science of advertising, which in a nutshell means supporting claims with 'reason why' sales points—giving convincing facts instead of sin-

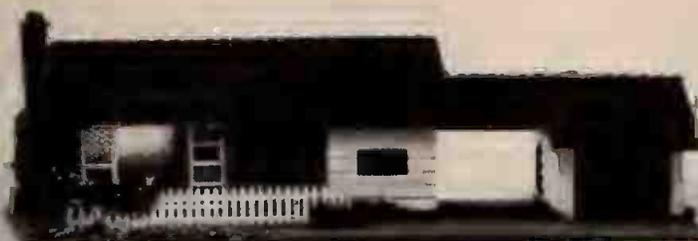
cerely spoken generalities."

If agencies were sure performers understood the advertising craft, Mr. Stone thinks, they would be willing to give out more often with fact sheets instead of scripts. These would help the local personality to integrate the commercials into his show and to increase his individual impact on the public mind. In turn, the performer could help attract additional business.

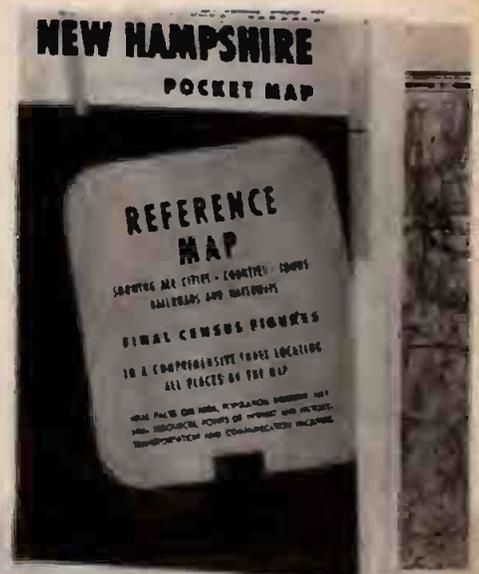
"I would really like to see," says Mr. Stone, "someone willing to make available to station performers a correspondence course in the fundamentals of advertising. RAB might do it. Even now, I feel sure, in many markets college courses in advertising are being offered to interested adults. Why not encourage disc jockeys to sign up for them?" • • •



.29



\$15 200



.00

IT'S THE BERRIES

"In independent and chain-store supermarkets, sales doubled and even tripled in the period of our one-minute spot commercials on WBZ."
NATIONAL CRANBERRY ASSOCIATION
(Ocean Spray Cranberry Juice Cocktail)

HOMES! HOMES! ALL SOLD OUT!

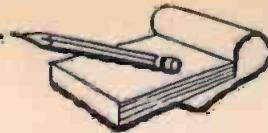
"We had signed for two sets of week-end commercials—but were sold out after the first week-end."
ROBERTS HOMES, INC.
Chelmsford, Mass.

TRAFFIC STOPPER DeSUZE

"Congratulations to WBZ's DeSuze! About 20,000 cars stopped over the three-day holiday to get the autumn tourist kit you alone announced."
JOHN BRENNAN, New Hampshire State Planning and Development Commission

WBZ Boston

REPRESENTED BY AM RADIO SALES, INC.



Summer Uncovers Role Radio Plays in Sales

Mixing business with summer pleasures, two stations—WEEI Boston and WPEN* Philadelphia—have reported preparation of colorful sales promotion brochures highlighting statistics which show radio's virtues as a summer medium.

The WEEI booklet, prepared by Joe Cullinane, WEEI sales promotion director, is built around what WEEI terms its blanket coverage of the populated area which accounts for "more than half of the 1.5 billion vacation dollars spent annually in New England." Included in its 19 pages are facts and figures on how radio "fits today's mode of summer living," and on the importance of getting the "last word" with shoppers. Regarding the latter, WEEI states that in 20 minutes people for-

get 42 percent of the incidental information they learn; and in nine hours, 64 percent. Because of this, the station declares, advertisers must reach consumers as close as possible to the time they shop—and radio exceeds all other media in providing this "last word" coverage.

Other WEEI summer projects include remotes from summer festivals, tow planes carrying advertising, and taxi posters.

The WPEN brochure compares the number of hours spent with various media in the summer months. Under the heading "Who Does More of What in the Summer?" it cites figures indicating that newspaper and magazine reading and television viewing decrease in the summer, while radio listening increases. According to the report, time spent with television dropped off 423,500,000 hours between February

and July 1958; magazine reading dropped off 21,400,000 hours, and newspaper reading, 6,600,000. Comparing the same two months for radio, WPEN notes a rise of 96,900,000 listening hours during the summer months. The booklet emphasizes that radio "is an integral part of the outdoor scene" and points out that WPEN has such outdoor programming features as a trafficopter, street interviews, resort and picnic area information and fishing news.

Warm Weather Promotion Sets Right Atmosphere

Summertime promotions designed to get their listeners in the seasonal mood are described by five stations—WSB* Atlanta, Ga., KOMA Oklahoma City, WOWO* Fort Wayne, Ind., WDGY Minneapolis and WTTM Trenton N. J.



'19500

ROTTEN WEATHER—BRIGHT SALES

"Thank you, KDKA, for one of our most successful promotions ever on our homes! Even with bad weather, you brought 'em out . . . and they bought."

J. F. ARMBRUSTER
Smith & Armbruster

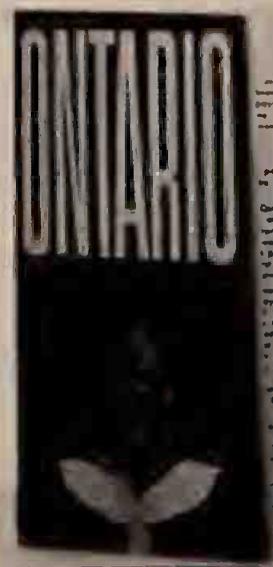


'450

GREAT SHAKES

"We averaged 150 qualified leads a week from KDKA—and converted three out of every five into actual sales."

NIAGARA CYCLO MASSAGE



.00

VACATIONERS HALF-PRICE

"The Ontario vacation booklet was offered on 37 stations. Average cost per inquiry:

\$1.32 . . . cost on KDKA: 63 cents!"

F. H. HAYHURST CO. LIMITED, For Ontario Government, Department of Travel and Publicity

WSB, for the second straight year, is advertising outdoor eating products through its "Picnic Patrol." WSB announcers, wearing chef costumes, visit three different cookouts each evening between 6:30 and 9 p.m. and distribute prize packages of sponsors' products. At each cookout, guests are interviewed and products are mentioned on the air. Any product related to outdoor eating or cooking which schedules 10 or more spots per week is included in this promotion.

KOMA's "air conditioned radio" campaign for the hot weather season asks its audience to guess the highest temperature for each month along with the day and hour it will occur. Winners in June, July and August each receive prizes of one-ton room air conditioners.

Weekend "Wing Dings" from 4 p.m. Friday until Sunday night

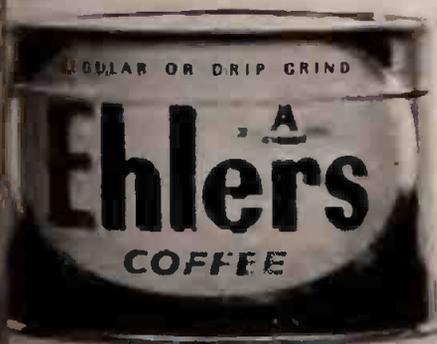
throughout the summer are around-the-clock projects of WOWO. The station reports that with a 24-hour operation now in effect, its audience can tune in 56 hours of uninterrupted weekend radio. The WOWO mobile unit becomes "the weekend wing ding wagon," roaming throughout the area for up-to-the-minute news. There are also special broadcasts for vacationers about events in the area, and where-to-go and what-to-do jingles.

The WDGY "Sun Tan Contest" requires listeners to put adhesive strips on their backs in the form of WDGY call letters and then "get a sun tan." During the summer, WDGY personalities make Saturday visits to local beaches looking for contestants who are tanning the letters on their backs, and each week 10 receive records as prizes. At the end of the contest, the 10 best sun

tans, comparing the "whitest white" and the "tannest tan," will be selected.

WTTM's 12th annual "Highway Cavalcade" stresses safety on the road and informs motorists of detours, traffic congestions and road conditions in the station's coverage area. Children from public and parochial schools in the area are featured to remind drivers that the schools are closed and to be on the alert for youngsters. The children also present messages regarding other summertime safety precautions in connection with such activities as swimming, boating and water sports. Police chiefs and magistrates from surrounding townships are also a part of this cavalcade to issue warnings on some of the most common violations made by drivers. • • •

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



69



5060

UP TO 300% GREATER RETURNS!

"We tried our 50c offer on 5 Pittsburgh stations. KDKA gave us the best cost per return... up to 300% better!"

JACK W. BRADFUTE

Advised, Redfield & Johnstone, Inc. for Ehlers Coffee

MOVING LIKE CRAZY

"Thanks, KDKA, for excellent sales results. We moved even more Imperials and Chryslers than we had anticipated."

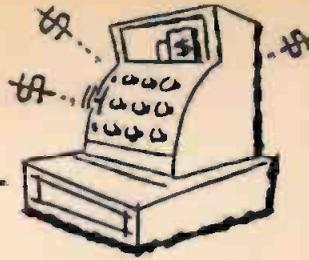
DON C. CRANE

Stoifan Motors, Inc.

KDKA Pittsburgh

www.americanradiohistory.com REPRESENTED BY AM RADIO SALES, INC.

radio registers

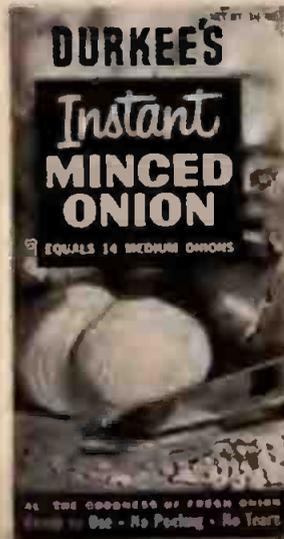


FURNITURE

Crescent City Furniture ran a one-week spot announcement campaign over WJBW New Orleans to acquaint listeners with its new and used furniture, on a "no money down, 24 months to pay" plan. Featured on the Marvin Burak Show (11 p.m. to 2 a.m.), with one two-minute announcement per night for six nights, Crescent City sold \$2,500 worth of furniture in that week.

SAVINGS AND LOAN

Aberdeen Federal Savings & Loan Association devotes approximately 45 percent of its advertising budget to radio, including daily newscasts, sports program sponsorship and spot buys on KXRO and KBKW Aberdeen, Wash. The association began using radio through the advice of its agency, Creative Advertising, which itself has 58 percent of total billings being spent on radio. Creative reports that radio is now "the primary medium for stimulating new business" for its client.



Greatest Success Story Ever Told



.39

\$429.95

HUMBLE ONION NOW THE RAGE!

"Our Instant Mincéd Onion is on KYW and having fabulous success."

F. J. DANIELS
Durkee Famous Foods

**"WE SOLD MORE RANGES IN ONE DAY THAN IN THE ENTIRE PREVIOUS YEAR.....
biggest single day in our 14 years in business!"**

All 5,212 adults who came credited KYW radio advertising as the reason.
We don't believe any other media could have produced such a large crowd. I recommend KYW to all advertisers who want results."

W. L. RIEDLING
Caloric Appliance Corporation

report from RAB

'On-Target' Sales Approach Stimulates Advertiser Interest

The introduction by RAB of what it calls an "on target" concept in media planning has generated interest among several large national advertisers.

These advertisers, working together with RAB, have launched consumer research projects in major markets in an effort to pre-check their radio campaigns along lines suggested by a new RAB presentation: "On-Target Advertising."

The presentation points out that an effective advertising medium should be measured in terms of how many actual customers are reached, not just people. It then offers results of a radio listening habit study conducted among buyers of frozen foods which show that even small radio schedules can reach relatively large segments of the advertisers' customers—or those of his competitors.

For example, the study reveals that more than 61 percent of women who actually purchased frozen foods listened to radio on the day they bought while more than 30 percent of all buyers heard radio during a single half-hour.

RAB adds that many of the popular listening hours of these buyers are outside the hours generally considered by advertisers to be "prime

time," suggesting that time-buying by rating reports alone does not necessarily deliver the most logical prospects.

The implication of this (and six similar studies conducted by RAB) is that a small expenditure of money in radio alone can "hit the target"—reach a sizeable share of the customers in which the advertiser is interested most. It's also an inexpensive "insurance policy" for any advertiser who wants to pre-test a radio campaign. . . .

RADIO SALES TREND OF THE MONTH

Based on information gathered by RAB during national sales calls

RAB's "on target" concept, which suggests ways by which an advertiser can intelligently buy radio for his products, has interested advertisers in several fields—notably a big cereal manufacturer, an airline and two divisions of a major auto maker. These firms have all requested more details from RAB on how this new kind of research applies to their own products and target groups. Consideration is being given to several multi-week radio tests in major markets based on the RAB proposal. The two auto brands agreed that their present advertising was missing important potential customers in the suburbs, and are anxious to test radio's ability to pick out the customers they shoot for.



\$\$\$

4496

67

WOW!

We attracted 300 new customers in one week, increased sales 30% ... thanks to KYW!"

GEORGE SCHILD, President
Schild's I.G.A. Foodliner

SALES UP IN '58? YES—12%!

"While the industry was taking a 20% dive in new car sales, we racked up a 12% increase. Reason—KYW radio spots!"

HAROLD STAN
Spitzer Motors (FORD)

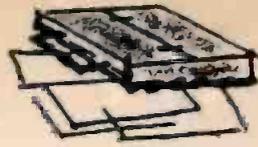
SAY TEA ON RADIO—AND SEE!

"Our sales are considerably over last year's ... and much of the credit must go to our radio spots on KYW!"

JOHN A. DINGETHAL
Tetley Tea Co., Inc.

KYW Cleveland

report from representatives



Consumer Sales Potential of Farmer Seen as Missing Link in Ad Strategy

Agency and advertiser executives have been alerted to a missing link in their strategy to reach and sell today's generally prosperous farmer. At the spring-summer meeting of the National Association of Tv & Radio Farm Directors, ad folk were urged to take a look—perhaps for their first time—at the consumer sales potential of the farm market.

And according to a new presentation sponsored by many of the leading representative firms called, "Make the Big Reach Even Bigger," spot is the most logical way to sell farmers consumer goods and services in addition to farm products.

The meeting, held at the Statler-Hilton Hotel in New York June 17 to 20, was sponsored by many of the largest station representative firms.

"What makes the farm market—both the producer and consumer market—so logical for spot broadcasting is that while agriculture may be national, farming, by its very nature, is a local proposition," say the firms. (See *The Change Down on the Farm*, June 1959.)

Statistics from the Department of Agriculture show that farm operators in 1956 spent slightly more than \$22 billion on farm supplies, and similarly, as consumers, spent close to \$16 billion in 1955 on family living expenditures. Since farm gross income has increased steadily, farm families start to live better, and "become better prospects for the kind of consumer goods people advertise and sell."

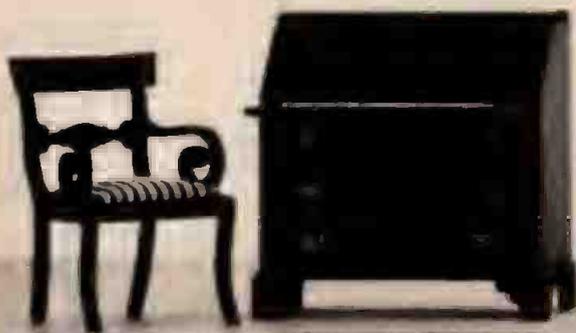
The presentation gave Pulse fig-

ures on radio set ownership, which show that 98.9 percent of farm families own one or more sets, 79.3 percent own two or more, 45.6 percent own three or more, and 21.5 percent own four or more.

A Pulse study for Radio Advertising Bureau indicates that the average radio listening of a farm family is 26½ hours a week.

Representatives emphasized that spot broadcasting on radio enables the advertiser to pinpoint his market more accurately than is possible with national or regional editions of general and farm magazines. They cited figures compiled by the Leo Burnett Co. agency which show that while the average radio cost per thousand people is 95 cents, daytime tv is \$1.05, evening tv, \$1.42, and newspapers, \$10.79.

The representatives conclude that spot is the business arm of the "big reach" in advertising, which advocates that to sell the total market, plan the advertising to reach all the people. "To make the big reach even bigger, we say get into new time periods . . . go after the farm families." • • •



\$189

BIGGEST SALES IN 51 YEARS
"Had second largest week
and largest single day of selling
in 51 year history
... thanks to WOWO."
SOUDEERS HOME FURNITURE STORE
Greil, Indiana



2 / .35

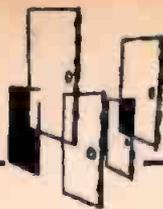
100% SALES INCREASE!
"Our sales and
distribution increased
from 42% to 88%
through WOWO spots."
EVANS INDUSTRIES
(Better Bite Dog Food)



\$\$\$

MERCHANTS DOUBLED BUSINESS
"WOWO's enormous coverage bro- g
in enough new out-of-town
prospects for our merchants
to double their business."
CHAMBER OF COMMERCE
Decatur, Indiana

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE  STATION



Radio Food Ads to Stress Image Rather Than Price, Says Agency Head

A new trend in the radio advertising of retail food stores is being examined with interest by the president of a New York agency that specializes in supermarket and food clients.

"For years retailers have been utilizing radio for price advertising, but they are now beginning to change over to institutional selling on the air," states Lester Wolff, president of the Co-Ordinated Marketing Agency Inc.

Mr. Wolff, whose agency bills \$1 million a year in radio, expects to see more and more food retailers leave their price copy to the newspapers and turn to radio to build a corporate image in the public mind.

"Radio is an intimate, friendly medium, ideal for creating a store personality," Mr. Wolff explains, "and 'standing out from the crowd' is becoming increasingly important for food retailers today.

"Competition is keener than ever; as a result, price differentials are less pronounced. One store is cheaper on an item today, another tomorrow, but there isn't a significant difference in most cases.

"Consequently, an outlet must rely more heavily on its service and personality to bring in business."

Among clients the \$7 million-a-year agency services are Daitch Shopwell, Associated Food Stores, Ehlers Coffee and Dugan Bros. Mr. Wolff says he believes radio to be the pri-

mary broadcasting medium for food retailers and is the one he considers first for his clients.

"It is the basic function of any medium to direct the advertiser's message at a selected audience in the market, with great frequency, and at a reasonable cost per contact," Mr. Wolff declares.

"Radio offers all of these primary points and, in addition, features a flexibility and versatility not found at so low a cost in any other advertising vehicle."

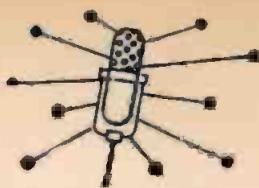
Radio also allows the advertiser to associate his products with a top local personality, a special advantage to retailers who recognize the need for developing friendly corporate images, notes Mr. Wolff. • • •

		
<p>2750</p>	<p>6500</p>	<p>.12</p>
<p>RADIO SPREADS FAME <i>"We're doing construction in cities as far as 50 miles away due to WOWO advertising."</i> CLARENCE BULTEMEIER Builder Supply Co., Decatur, Indiana</p>	<p>\$66,000 WORTH OF TRAILERS <i>"We sold \$66,000 worth of trailers, and 90% of the crowd that came to buy said WOWO brought them in."</i> ADAMS COUNTY TRAILER STORE Decatur, Indiana</p>	<p>MORE? 40% MORE! <i>"Our distribution was about 60% for years. Just four months on WOWO sent it up to 100%."</i> BUTTERFIELD CANNING CO.</p>

WOWO Fort Wayne

REPRESENTED BY AM RADIO SALES, INC.

report from networks



Radio's daytime dramatic series; Tetley Tea bought five 5-minute units per week for 52 weeks, and Oldsmobile Division of General Motors Corp. bought the weekday *Douglas Edwards Business News* for 13 weeks.

► NBC:

NBC Radio sales totaling \$855,274 in net revenue during the 10-day period ending June 24, were highlighted by orders from Armour Co., Lewis-Howe Co. and R. J. Reynolds Co., according to William K. McDaniel, NBC Radio vice president in charge of network sales.

Monitor, now in its fifth year, was a major factor in NBC Radio's rise in billings. Advertisers in the first six months of this year number about 137 to date, more than the total for all of 1958, says Matthew J. Culligan, executive vice president.

A special recording prepared by NBC Radio featuring eye-witness accounts of major news events covered by *Monitor* during the past three years is being given exclusive distribution to Rambler dealers throughout the country. Newscasts

on this program have been sponsored by American Motors Corp., Rambler manufacturer, since February 1957.

In its first use of network radio, General Life Insurance Co. will sponsor *Monitor* sports segments for 13 weeks beginning August 29 and for an additional 13 weeks beginning April 2, 1960.

► CBS:

CBS Radio has signed more than \$1.5 million in new business and renewals, with the major sales by Chevrolet, Ex-Lax, Tetley Tea and Oldsmobile, according to George J. Arkedis, CBS Radio vice president in charge of network sales. Chevrolet Motor Division of General Motors Corp., Detroit, renewed 12 five-minute weekend news programs for 52 weeks; Ex-Lax Inc. purchased 47 weeks of 11 weekly units of CBS

► ABC:

New and renewed business totaling \$1.25 million dollars for June has been announced by ABC Radio. Under new business, Long Lines Div. of American Telephone & Telegraph Co. has purchased news broadcasts for the remainder of the year; AFL-CIO bought weekend newscasts effective June 20, and Landers, Frary & Clark (appliances) is sponsoring *Breakfast Club* for 13 weeks, effective September 21.

Breakfast Club will also be sponsored by Grosset & Dunlap Inc., beginning this fall. ABC Radio reports that with this sponsorship, it is the first time national radio will be used to sell books through book stores on a continuous basis.

In affiliation news, ABC Radio has signed WOLF Syracuse, N.Y.; WTKO Ithaca, N. Y., and KEDO Longview, Tex. • • •



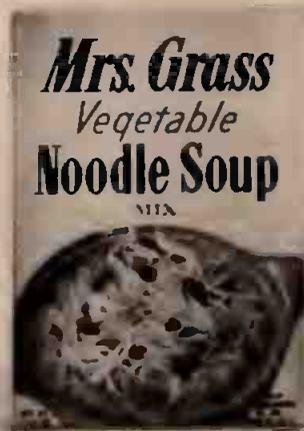
.90

MOVIES DEAD?
"WIND helped give us the highest gross in the 20-year history of the theatre."
ESQUIRE THEATRE



'29 21

SELLING FOR THE WORLD'S LARGEST!
"The outstanding pulling power of WIND has helped make us the world's largest individual Chevrolet dealer."
MARVIN H. FRANK, President, W. B. Doner and Co.



.15

10 DAYS—100% DISTRIBUTION!
"We've pulled 36,000 replies to offer made on WIND exclusively—and achieved 100% distribution in 10 days!"
DONALD GRASS, I. J. Grass Noodle Co.

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE  STATIO



**AAAN Puts Spotlight on Fm;
Finds It Needs Research, Promotion**

Typical of advertising agencies' current interest in fm is a recent group study conducted among the Affiliated Advertising Agencies Network. (See *Will the Cash Register Ring for Fm?* p. 29.) Comprised of about 56 regional agencies, who work together in an interchange of advertising services and information throughout the world, the study was conducted by Edward Acree of Cargill, Wilson & Acree Inc., Richmond, Va., an AAAN member.

The AAAN found that out of the 39 U. S. agencies responding to its questionnaire, only nine replied in the affirmative when asked whether they use fm for their clients. When asked "What in your opinion would make fm more valuable to your clients now using it?" some of the

agency responses were: "Fm as an advertising medium has great potential, but it needs promotion by the stations." "Program information in newspapers could help. Only way to learn programs is to subscribe to publications issued by stations. What other medium makes a viewer or listener pay to learn what's going on?" "Better programming to reach its own market, not imitate am. Greater use of fm receivers in motor cars."

The agencies, when questioned about what might make fm interesting to clients, emphasized the need for: Up-to-date audience studies, awareness of its existence in the market, more promotion, and programming with some imagination and showmanship.

Asked about fm promotion by sta-

tions in their areas, 19 agencies replied that there was promotion, while 17 reported none. Further comments by these agencies indicate an overall appreciation of the medium. Examples of these are: "I believe fm is superior to am; however, it has become a stepchild to am radio and tv." "Seems to be growing steadily. . . Great for prestige and instructional stuff. Expect fm portables and auto radios in a few years." "At the present time, fm gives the same startling results we used to get when tv was exciting and new. It has the advantage of reaching a clearly-defined segment of audience at any given time, depending on programming. . . . Fm audience listens wholeheartedly, it does not turn to fm for 'background music.'" • • •



SALES BUILD \$5-MILLION PLANT
"WIND played a big part in creating the demand for our product that has made possible our new \$5-million plant!"
 GE F. SALERNO, Salerno-Megowen Biscuit Co.

NOW NO. 2 IN SALES
"We've just jumped to second biggest seller in this market—and it wouldn't have been possible without our No. 1 salesman—WIND."
 HARRY KLECKNER, V.P., Thomas J. Webb Co.

RADIO TAKES A BOW
"WIND can take a deep bow for playing a major part in helping us become the world's largest formalwear rental operation."
 BENJAMIN J. GINGISS, President, Gingiss Bros., Inc.

WIND Chicago
 REPRESENTED BY AM RADIO SALES, INC.
www.americanradiohistory.com

report from Canada



Elliott-Haynes' Radio Study Gains Quick Agency Response

Advertisers and agencies are responding to Elliott-Haynes Ltd.'s new "Radio Circulation Service" which supplies both qualitative and quantitative material on radio audience listenership. In addition to specific figures for each individual station's total audience, the survey furnishes data on the make-up of this audience.

The total analysis for each station is divided into three primary categories:

- Half-hour audience listening from 6 a.m. to midnight.
- Age groups and sex of the audience.
- Location of listening.

Myles Leckie, vice president of Elliott-Haynes, cites specific ex-

amples of the value of the survey. "An agency promoting Coca-Cola has been able to pick a popular teenage station and popular time period in about 30 markets of Canada and work out their cost-per-thousand ratios, applying it to the teenage market alone."

Also, according to Mr. Leckie, an agency planning a campaign for insecticides is using the audience analysis data to determine the best times to reach women in mid-morning periods in the metropolitan markets. A still further application of the survey's information is an agency that sells foundation garments to urban women between 21 and 50 years of age. The agency has been able to select stations with the

best urban coverage and at times when a great proportion of that station's audience is made up of these women.

"Radio Circulation Service" is a result of over 100,000 personal interviews conducted in a representative cross-section of the Canadian population, 16 years of age or older, in nine of the 10 provinces of Canada, with Newfoundland being excluded. At least 400 completed interviews were used in each county and consensus division, with up to 600 being used for larger metropolitan areas.

Each station is given a separate page in the report, which lists, next to the particular half hour, the number of persons reached, the sex of the audience, the age groups, and the location of the radio listening, whether it be in the home, in cars, or elsewhere. On the reverse side of each page, the total circulation of the station is broken down into counties or census divisions.

Mr. Leckie points out that "if the success of this survey method continues at its present rate, we plan to conduct a mid-summer survey in 1960 to supplement the spring and fall surveys currently planned." • • •



\$75

BIG COVERAGE...BIG BUSINESS

"As one of Portland's largest retail clothiers, we needed big coverage... and got more than excellent results with KEX."

E. R. NUDLEMAN
Nudleman Bros.



\$99.50

NEVER HAD IT SO GOOD

"KEX gave us more advertising coverage for less money than any other advertising medium ever!"

JACK DORRIES, Owner
Dorries & Dorries Rugs



CPM : 00

EXPERT'S CHOICE

"We have long recognized the importance of KEX's ability to effectively cover the Portland and Willamette V markets for our several clients."

ROBERT L. WEBER
McCann-Brickson, Inc.

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE  STATE

radio research



'Weighty' Survey by Pulse Measures Intermountain Audience

While hefting the new 312-page book which Avery-Knodel salesmen are now carrying is a feat in itself, advertisers are more interested in weighing the many facts and figures it contains. The volume is the recently completed Pulse report of the Intermountain West on behalf of the Intermountain Network, a report which Pulse considers one of the largest it has gathered, and one which provides a guide to listening in the area.

In a region consisting of 70 counties, Pulse found a substantial amount of daily radio tune-in, and states that:

- During an average quarter-hour between 6 a.m. and 12 noon, 28.9 percent of 9,850 homes interviewed were listening to

radio.

- During an average quarter-hour between 12 noon and 6 p.m., 26 percent were listening.
- During an average quarter-hour between 6 p.m. and midnight, 17.9 percent of 8,050 homes interviewed were listening.

The Pulse provides an over-all study along with reports for each of the 45 markets surveyed and for each of five states—Colorado, Idaho, Montana, Utah and Wyoming—plus counties in Nebraska and Nevada.

According to Laurence Roslow, associate director of The Pulse Inc., "In terms of the number of markets surveyed during the same time period, with an end result of a composite area picture plus individual

market reports, this survey of the Intermountain area is the most extensive ever undertaken by our organization. In detail, it is comparable to Pulse reports issued regularly for the national radio networks."

Avery-Knodel Inc., representative firm of the Intermountain Network, states that an important facet of this survey is its audience data, not only for the major Intermountain markets (such as Denver and Salt Lake City), but also for areas which have never been surveyed.

The Intermountain Network feeds its 45 stations solely news and weather, using six newscasters daily, along with newscasts presented by the American Broadcasting Co. and the Mutual Broadcasting System. The programming concept of the network is for origination of programs by the individual station affiliates.

The survey, which was taken during January and February of this year, spans a region comprised of 996,580 homes. Pulse gives total audience ratings, with in-home and out-of-home combined, for quarter-hour periods Monday through Friday from 6 a.m. to midnight. • • •



'37 28



'60 / YR



'97 5

NO. 1 CAR...NO. 1 STATION

"As Oregon's Number One Ford Dealer we are looking forward to continued success with Oregon's number one radio station."

H. ROGERS HOPKINS, JR.
Sales Manager, Francis Motor Car Co.

INQUIRIES UP 500%

"... 500% increase in inquiries about our medical and hospital coverage as a result of spots on KEX."

A. O. CARDEN, Director of Advertising & Promotion, National Hospital Association

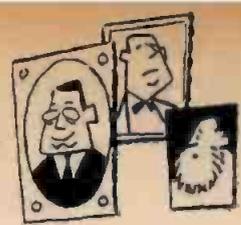
WAITING IN LINE

"Five people were waiting to buy as we opened up. Each heard our KEX spots—came from beyond newspaper perimeter."

JOHN WAREHAM
Wareham Motor Co.

KEX Portland

REPRESENTED BY AM RADIO SALES, INC.



FROM

TO



Lichtenstein



Weber



Piano



Weed



DeGray



Cramer



Gewinner



Maquire

AGENCIES

Bernard J. Schiff, adv., sales promo, dir., American Doll Corp., New York

Frank C. Weber, v.p., member board of directors, D'Arcy Advertising Co., New York

Michael Donovan, v.p., assoc. media dir., Benton & Bowles Inc., New York

Jane Field, copywriter, Compton Advertising Inc.

Paul Moroz, in charge of research, C. J. LaRoche & Co., New York

Chester R. LaRoche, in charge of media, C. J. LaRoche & Co., New York

Humboldt Greig, in charge of tv-radio time buying, C. J. LaRoche & Co., New York

Douglas S. Cramer, broadcast program supervisor, Procter & Gamble, Cincinnati

William H. Weed, brand manager, Toilet Goods Div., Procter & Gamble

STATIONS

Richard B. Rawls, gen. mgr., KPHO Phoenix

Bert West, gen. sales manager, KSFO San Francisco

Irv Lichtenstein, merchandising, licensing dir., National Telefilm Associates

Graham Richards, national program dir., Intermountain Network

Holt Gewinner Jr., sales promo. mgr., WSB Atlanta

Carson Rennie, executive program producer, Sun-Ray Drug Co. & William Penn Broadcasting Co.

James F. Simons, operations dir., Mutual Broadcasting System

Elmer O. Wayne, v.p., sales, WJR Detroit

James K. Whitaker, radio dir., WIS Columbia, S. C.

Charles B. LeMieux Jr., account executive, WRCA New York

Dan Bellus, radio-tv sales development, promo. dir., KFMB San Diego

Denman F. Jacobson, account executive, CBS Detroit

Jack Campbell, salesman, WYDE Birmingham, Ala.

Lloyd George, account executive, KBOX Dallas

REPRESENTATIVES

J. Stuart MacKay, v.p., mngng. dir., All-Canada Radio & Television Ltd.

Vincent C. Piano, sales development, promo dir., The Meeker Co., New York

Wilber M. Fromm, mgr., adv., promo., NBC Spot Sales, New York

Newton E. Deiter, KRKD Los Angeles

Dale W. Stevens, broadcast time salesman, Eyerett-McKinney Inc., Chicago

NETWORKS

Edward J. DeGray, v.p. in charge of ABC Radio
Paul A. Maguire, account executive, NBC Radio Spot Sales, New York

E. B. Shomo, gen. mgr., WBBM Chicago

Fred Ruegg, gen. mgr., KNX Los Angeles

Joseph T. Connolly, gen. mgr., WCAU Philadelphia

Sam J. Slate, gen. mgr., WCBS New York

Robert Hyland, gen. mgr., KMOX St. Louis

Thomas Y. Gornian, gen. mgr., WEEI Boston

Maurie W. Webster, gen. mgr., KCBS San Francisco

Milton F. Allison, gen. mgr., CBS Radio Spot Sales

pres., Webb Associates Inc., New York

executive v.p.

BBDO Inc. media dept.

group head, tv-radio copy dept., BBDO Inc.
v.p., research

v.p., media

v.p., tv-radio time buying

broadcast supervisor, Ogilvy, Benson & Mather Inc., New York

account executive, Ogilvy, Benson & Mather Inc., New York

v.p., KPHO Div., Meredith Engineering Co.

v.p., Golden West Broadcasters

station mgr., WNTA-AM-FM Newark, N. J.

national program dir.,

Storz Broadcasting Co.

promo-publicity dir., WSB Radio-tv

gen. sales mgr., WJW Cleveland

gen. sales mgr., KFMB Hollywood

gen. sales mgr., KFI Los Angeles

national sales mgr., WCSC Charleston, S. C.

sales mgr., WINS New York

sales mgr., KFMB Radio

local sales mgr., WWJ Detroit

sales mgr.

sales mgr.

pres.

dir., radio promo., research, Peters, Griffin, Woodward, Inc.

mgr., sales development, promo.

mgr., Broadcast Time Sales Los Angeles

sales staff, Robert E. Eastman & Co.

president

mgr., NBC Radio Network Sales, Philadelphia

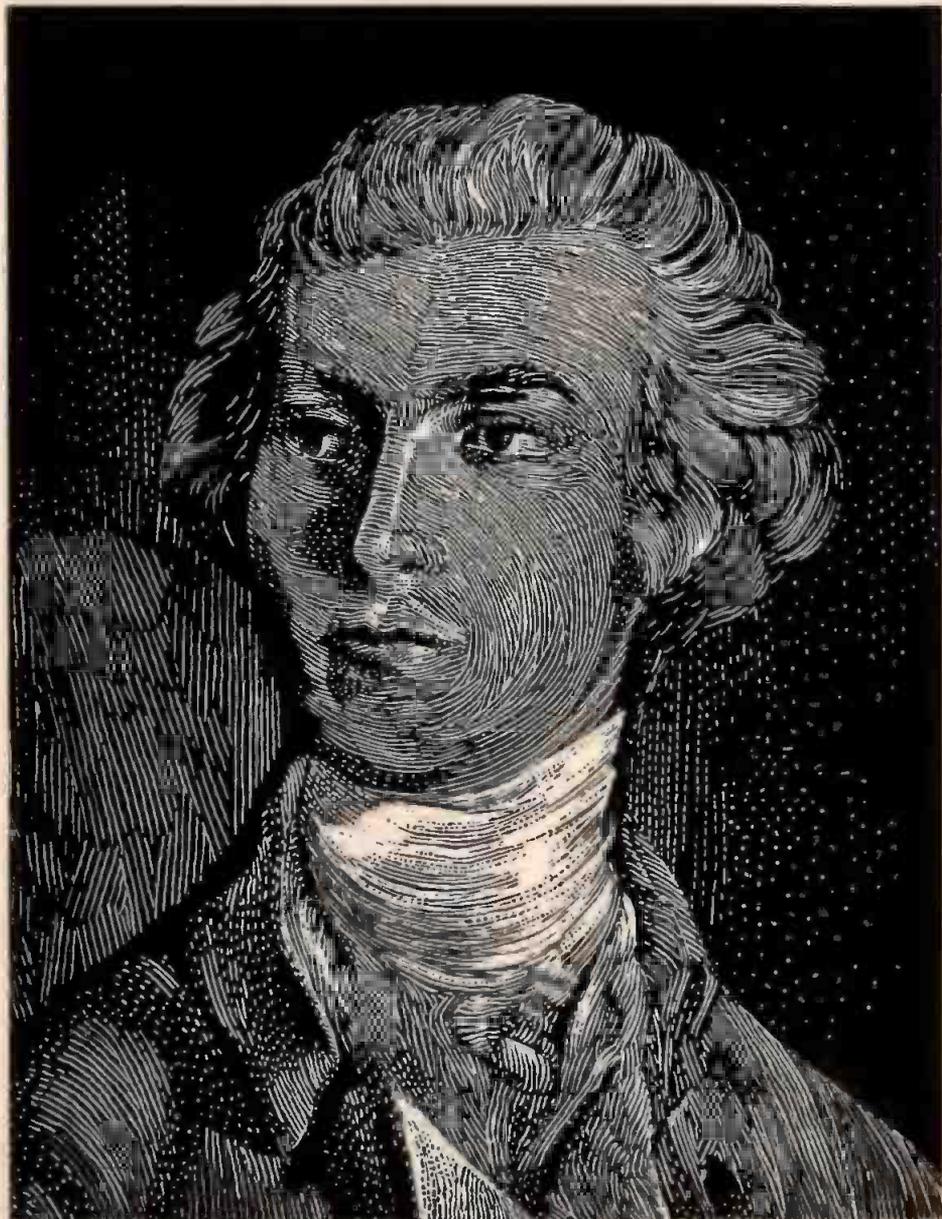
v.p., CBS Radio Division

Lasting Impressions

"What makes the difference between man and man is real performance, and not genius or conception."

Thomas Gainsborough (1727-1788). English painter remembered through the years for his "The Blue Boy."

At WWJ, it's performance that gives lasting value to your radio schedule—performance born of hard work and follow-through from traffic board to transmitter. Ask your PGW Colonel for the complete WWJ performance story: facilities, coverage, merchandising, and personality roster. It makes good listening—and good buying for lasting impressions.



WWJ AM and FM
RADIO

Detroit's Basic Radio Station

NBC Affiliate

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



... future for fm

AGENCY INTEREST

Although the history of fm is pockmarked with disillusionment and false starts, the past we are sure could never rival the present in advertiser and agency interest. (See *Will the Cash Register Ring for Fm?* p. 29.)

From large to small agency, a listening ear and thirst for information is going out to fm. Specifically, agencies and clients are showing interest in fm because of its specialized audience and the relative protection it offers for commercials.

However, the major stumbling block has been a story that is not unfamiliar—documentation of audience listening and characteristics.

NATIONAL INTEREST

On the national level, the questionnaire that Grey Advertising is sending out to all fm stations is based on a major premise. If fm can prove and show that it has a specialized listening audience with all the other qualitative and coverage factors, it will open the door of opportunity.

The Grey philosophy, as explained to U.S. RADIO, is that two sales can be made more easily by reaching four people 10 times each, than by reaching 10 people four times each.

On the regional level, the Affiliated Advertising Agencies Network, comprised of predominantly regional agencies throughout the world, surveyed its U.S. members on fm use (see *Report on Fm*, p. 79). The AAAN, through its questionnaire to member agencies, found interest in fm. But the results showed that these agencies

believe fm needs greater research and promotional efforts.

This is not news to any of the devoted fm station operators who have found that in serving fm, they are serving a *fulltime master*. But it does show the agency interest in fm today that has been absent in the past.

Vince DeLuca, chief timebuyer of Erwin, Wasey, Ruthrauff & Ryan Inc., New York, believes that an advertiser with the right product—like a luxury car—should establish a franchise in prime fm time today and thus have guaranteed protection and time choices when the door swings wide open.

ADVERTISING A PUBLIC SERVICE

The Society of Plastic Industries, faced with a national scare over the deaths through suffocation by plastic bags, has turned to radio in a spot and network campaign comprising educational messages. (See *Time Buys*, p. 10.)

Through BBDO, the society is using spot in 50 markets and NBC Radio in a short-term drive advising listeners of the proper method of handling plastic bags so that they don't get into the hands of the moppets. The society believes that these bags, because of their utility value, should be treated with the same care as matches or medicine.

The radio industry is encouraged to provide the maximum support to the objectives of this "advertised public service."

It's
UNANIMOUS
 both
HOOPER
 and **PULSE**
 PROVE

KIMN

delivers the **GREATEST IMN-PACT**
 IN THE DENVER AREA



FIRST

HOOPER RADIO AUDIO INDEX

CITY: DENVER, COLO.

MONTHS: MAY-JUNE, 1959

SHARE OF RADIO AUDIENCE

TIME	KIMN	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F	STA. G	STA. H	STA. I	STA. J	STA. K	STA. L	STA. M	STA. N	OTHER AM & FM
Monday thru Saturday 8:00 AM-6:00 PM	21.3	15.2	13.2	12.8	5.0	4.2	4.2	4.0	3.9	3.6	3.3	3.3	2.1	1.6	1.3	1.1

FIRST

PULSE SAYS IN MOST HALF HOURS

KIMN is first or tied for first in 113 half hours out of a total of 216 half hours,

AND
 KIMN IS NOW NO. 1 IN ALL 4 HALF-HOURS IN THE VITAL AFTERNOON TRAFFIC PERIOD!!! (4 PM - 6 PM)

KIMN

5000 WATTS
at 950 KC



Key station of the
INTERMOUNTAIN NETWORK

Cecil Hestel, President

Represented Nationally by Avery-Knodel, Inc.

LIBRARY-RESEARCH COPY
NATL ASSN OF BROADCASTERS
1771 -N- ST NW
WASHINGTON 6 D C SUB I
USR D5-19-39-1275-21R

50,000 more watts
FOR **YOUNG** PRESENTATION

KDAY

LOS ANGELES announces
the appointment, effective
July 1, of **ADAM YOUNG, INC.**
as **national representatives**

Now the Adam Young man is 50,000 watts more
valuable to you when he comes calling . . . or when you
call *him* about your Los Angeles marketing plans.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK
3 East 54th St.
New York 22, N.Y.
Plaza 7-4848

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

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

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

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6269

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

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